

Appendix 3: Baseline Data

Description of the Current State of the Environment

Biodiversity, Geodiversity, Flora and Fauna

The Broads contains a mosaic of habitats which gives the area a high conservation value and contributes to the distinctiveness of the landscape. The wetlands which characterise the Broads are essentially a freshwater system, becoming more brackish towards the coast. As well as rivers, estuaries and broads, there are fens, carr woodlands and grazing marshes.

As well as having status equivalent to a national park, the Broads contains many areas with national and international designations for their environmental and wildlife importance, including Special Areas of Conservation (SAC), Special Protection Areas (SPA), Ramsar sites, Sites of Special Scientific Interest (SSSI), as well as 8 National Nature Reserves and one Local Nature Reserve. Virtually the entire SSSI network is designated as internationally important for nature conservation and has either SPA or SAC status under European legislation. A large number of SPAs are also Ramsar sites. See the Map Bundle.

The following table shows the condition of SSSI in the Broads area. (Source: Natural England, October 2013)

SSSI Name	% Area meeting PSA target	% Area favourable	% Area unfavourable recovering	% Area unfavourable no change	% Area unfavourable declining
Alderfen Broad	100.00%	8.38%	91.62%	0.00%	0.00%
Ant Broads And Marshes	96.32%	43.18%	53.14%	0.00%	3.68%
Barnby Broad & Marshes	100.00%	59.91%	40.09%	0.00%	0.00%
Breydon Water	100.00%	100.00%	0.00%	0.00%	0.00%
Broad Fen, Dilham	100.00%	0.00%	100.00%	0.00%	0.00%
Bure Broads And Marshes	89.98%	43.09%	46.89%	10.02%	0.00%
Burgh Common And Muckfleet Marshes	96.55%	27.03%	69.52%	3.45%	0.00%
Crostick Marsh	0.00%	0.00%	0.00%	100.00%	0.00%
Damgate Marshes, Acle	100.00%	74.72%	25.28%	0.00%	0.00%
Decoy Carr, Acle	100.00%	31.16%	68.84%	0.00%	0.00%
East Ruston Common	100.00%	38.11%	61.89%	0.00%	0.00%
Geldeston Meadows	0.00%	0.00%	0.00%	97.43%	2.57%
Hall Farm Fen, Hemsby	100.00%	100.00%	0.00%	0.00%	0.00%
Halvergate Marshes	96.46%	72.75%	23.71%	3.54%	0.00%
Hardley Flood	100.00%	100.00%	0.00%	0.00%	0.00%
Leet Hill, Kirby Cane (near to BA boundary)	100.00%	100.00%	0.00%	0.00%	0.00%
Limpenhoe Meadows	100.00%	0.00%	100.00%	0.00%	0.00%
Ludham - Potter Heigham Marshes	100.00%	100.00%	0.00%	0.00%	0.00%
Poplar Farm Meadows, Langley	100.00%	100.00%	0.00%	0.00%	0.00%
Priory Meadows, Hickling	100.00%	29.64%	70.36%	0.00%	0.00%

Sprat'S Water And Marshes, Carlton Colville	99.67%	80.38%	19.29%	0.33%	0.00%
Stanley And Alder Carrs, Aldeby	100.00%	0.00%	100.00%	0.00%	0.00%
Trinity Broad	87.30%	45.40%	41.90%	12.70%	0.00%
Upper Thurne Broad And Marshes	81.40%	64.77%	16.63%	4.79%	13.81%
Upton Broad & Marshes	100.00%	6.17%	93.83%	0.00%	0.00%
Winterton - Horsey Dunes	77.80%	67.92%	9.88%	22.20%	0.00%
Yare Broad And Marshes	84.03%	69.36%	14.67%	14.28%	1.70%
Yare Broad And Marshes	84.03%	69.36%	14.67%	14.28%	1.70%

Where unfavourable condition exists is mostly due to eutrophication, excessive nutrients and poor drainage conditions caused by water abstraction, agricultural runoff and water pollution from discharge.

Undrained peat land is a particularly important feature of the Broad, covering about 27% of the area and the basis of both fen and wet woodland habitats. Both of these are highly valuable for the characteristic and specialised wildlife of the Broad. Altogether, the Broad contains the largest expanse of species-rich fen in lowland Britain as well as the most extensive tract of wet woodland within the region. Grazing marshes are another characteristic habitat of the area. Each of these habitats supports a different wealth of species, and each requires active management to maintain.

Biodiversity within the Broad is being affected by a number of threats and pressures. These include land-take for development, invasion of non-native species, pollution, habitat fragmentation, disturbance, and climate change. In particular, the area is threatened by two sets of water resource problems – low river flows and depleted groundwater and the threat of increased salt water incursion and tidal salt water flooding. Water quality is also an issue – the main threat comes from diffuse pollution, often arising from outside the Broad boundary, for example, from farm and road run-off.

Landscape

The Broad is considered to be the UK's premier wetland and is part of a global network of protected landscapes. Its national designation, equivalent to a national park, both reflects its landscape value and provides the highest level of landscape protection under national planning policy. The Broad has a largely undeveloped landscape of water, fens, marshes and woodland. The 2.7 Km. long coastal strip at Winterton is also part of the North Norfolk Coast Area of Outstanding Natural Beauty.

'Landscape' is a term with a variety of meanings. It can include components such as visual amenity, character, integrity and sensory factors, which are harder to identify and quantify than a view, and consequently more sensitive and vulnerable to change. Countryside Quality Counts indicate that all of the area in the Broad has had only limited or small changes, all of which are consistent with character although anecdotal evidence suggests a continuing incremental change to some aspects of the Broad's landscape.

Although the area benefits from protection, there are pressures from development, including large scale housing development planned for the areas outside but close to the Broad, which could adversely affect the landscape of the area.

In the past, the area has been threatened by, for instance, the impact of intensive agriculture. To counter this, Halvergate Marshes was designated as an Environmentally Sensitive Area (ESA) – the total area eligible for grant support was 32,400 ha (75% of the ESA). Similar schemes are likely to be required in the future to conserve the landscape.

Above all, it is the landscape of the Broads that gives rise to the unique character and distinctiveness of the area and is the key to its future wellbeing. One of the main issues for the Site Specific Policies DPD, therefore, is the need to protect the landscape character, and to conserve the Broads as a living, working landscape.

A Landscape Character Assessment has been completed for the Broads. This has not been copied over to this SA Baseline section. The Assessment can be found here: <http://www.broads-authority.gov.uk/news-and-publications/publications-and-reports/planning-publications-and-reports/landscape-character-assessments>

Cultural Heritage

The historic landscape reflects patterns of human activity over hundreds of years, and contains distinctive landscape features particular to the area. These include drainage mills, waterside chalets and villages with houses of brick and thatch. This unique environment has a high economic value, attracting business and tourism to the area.

The built and historic environment are important parts of the cultural landscape and reflect the activities of people living and working in the Broads over time for example, there are over 70 surviving drainage mills. Together these contribute significantly to the character and distinctiveness of the Broads.

There is evidence that there has been gradual erosion of the Broads' historical assets, and of the quality and distinctiveness of the built environment. Successive development plans and management plans for the Broads have recognised the need to protect and enhance the historic and cultural landscape of the area, which is as important as its natural assets. Nevertheless, it is essential that these general aims be framed within the context of a changing Broads. It is neither possible nor desirable to protect the area exactly as it is now, but it is feasible to maintain the best elements and enhance those that have been degraded. Enhancement may necessitate a dramatic change in management in certain areas.

See the 3 area maps for Heritage in the Baseline Map Bundle. These show Conservation Areas, Registered Parks & Gardens, Listed Mills, Scheduled Monuments and Listed Buildings.

Conservation Area Appraisals Reviewed.

(Source: Broads Authority Historic Environment Officer)

- 2012-2013 – 3 adopted: Ellingham Ditchingham Dam and Geldeston
- 2011-2012 – 2 adopted Neatishead and Somerleyton
- 2010 -2011 - 2 adopted Belaugh and Wroxham

Number of Listed Buildings at Risk

(Source: Broads Authority Historic Environment Officer)

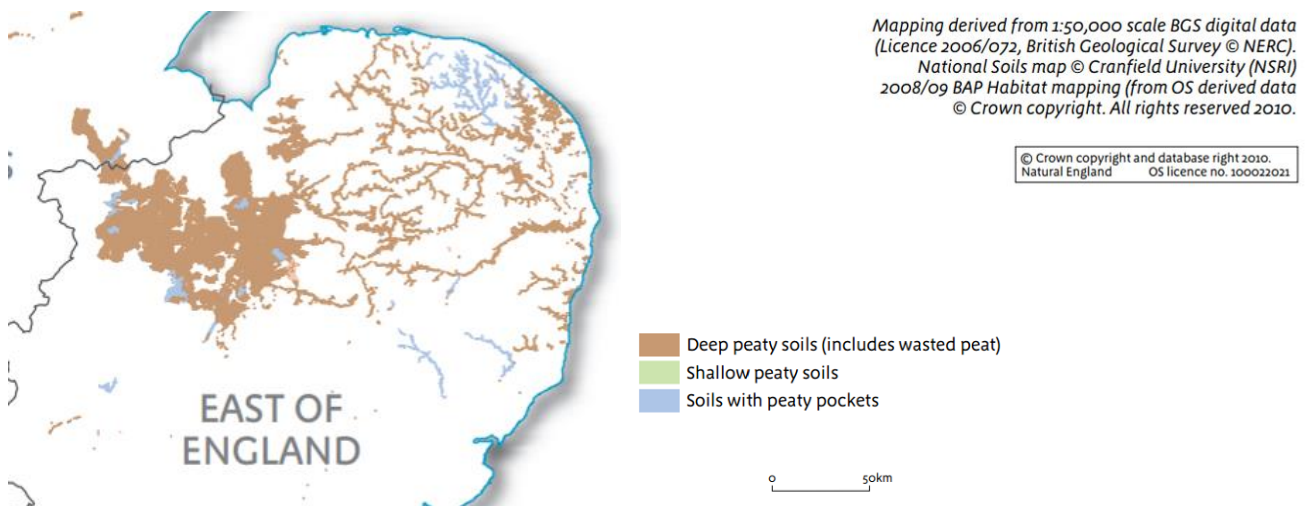
- 2012-13 – 26

- 2011 -2012 – 37
- 2010 -2011 – 49

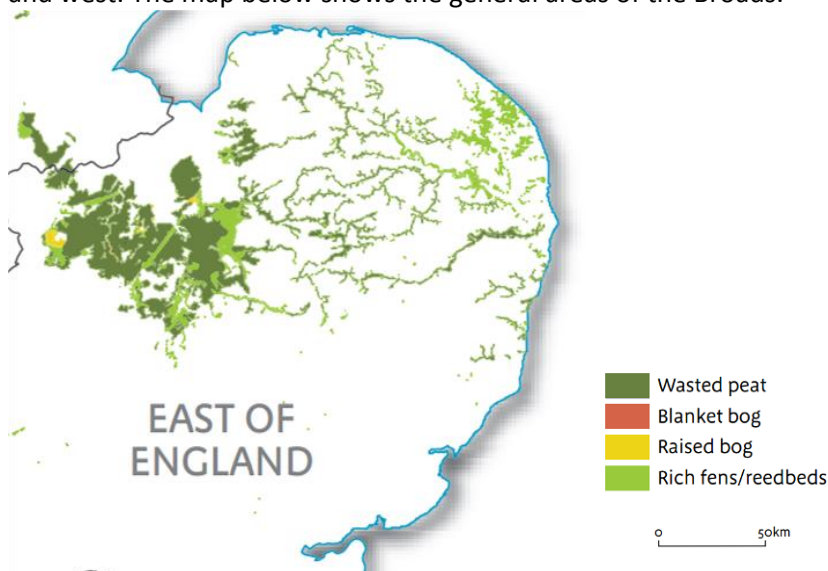
Geodiversity

Peat

England's deep peatlands cover much of our uplands, but also include large lowland areas. Shallower peaty soils fringe our uplands. The following map shows the general areas of the Broads.



Blanket peat is the most extensive peatland type. Large areas of fen peatland remain but the majority has become wasted through drainage and cultivation. Raised bogs are mainly found in the lowlands of the north and west. The map below shows the general areas of the Broads.

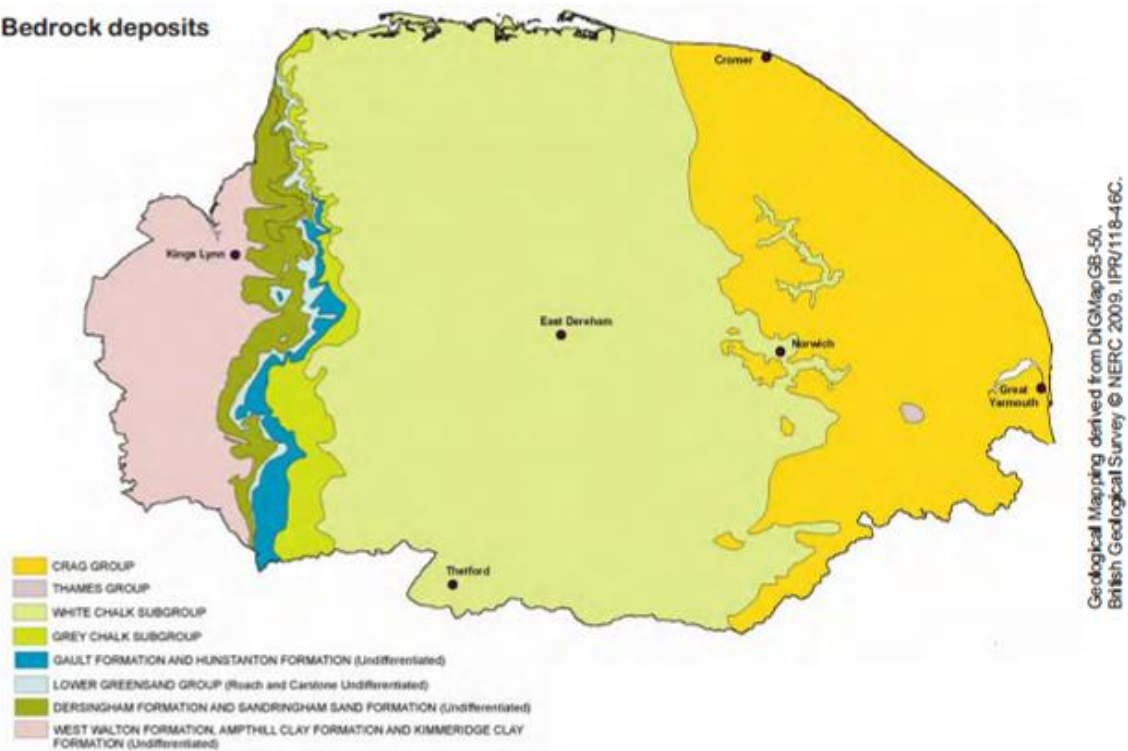


Source: England's peatlands – carbon storage and greenhouse gases, Natural England.

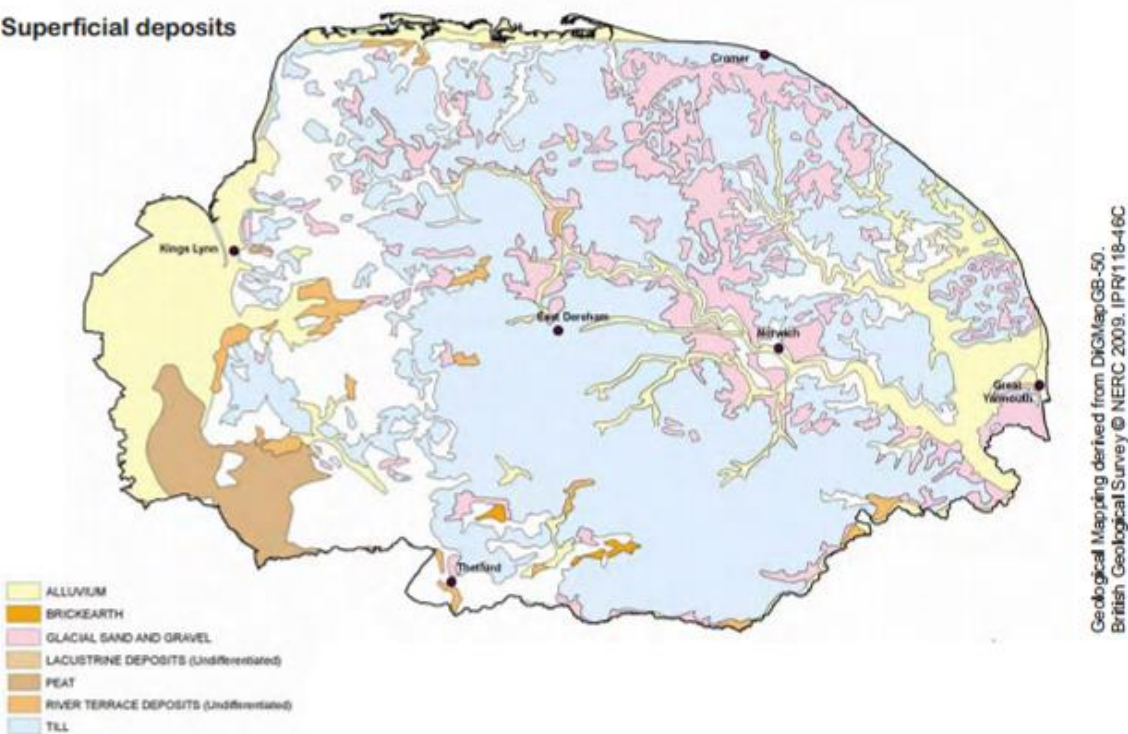
Bedrock and Soils

The following maps show that the Broads lie on Crag Group bedrock and Aluvium soil. Source: Norfolk's Earth Heritage - valuing our geodiversity.

Bedrock deposits



Superficial deposits



Norfolk Geodiversity Audit

The following table shows the results of the Norfolk Geodiversity Audit. Features or merit are detailed, sorted by district/borough/city. Also includes sites in Waveney District.

Soils

See the Agricultural Land Class map in the Baseline Map Bundle. This shows that the majority of the area is Grade 3.

Water

Water is an essential natural resource, but especially important for the Broads as a sensitive wetland. Before reaching the Broads its rivers drain large parts of Norfolk and Suffolk, including some of the most built up areas and those planned to receive major growth in housing and other development. The Broads therefore remain vulnerable to impacts of upstream abstraction and pollution. In the East of England there is a deficiency between demand for water and supply, which may affect the Broads during the peak tourist season.

Water Supply

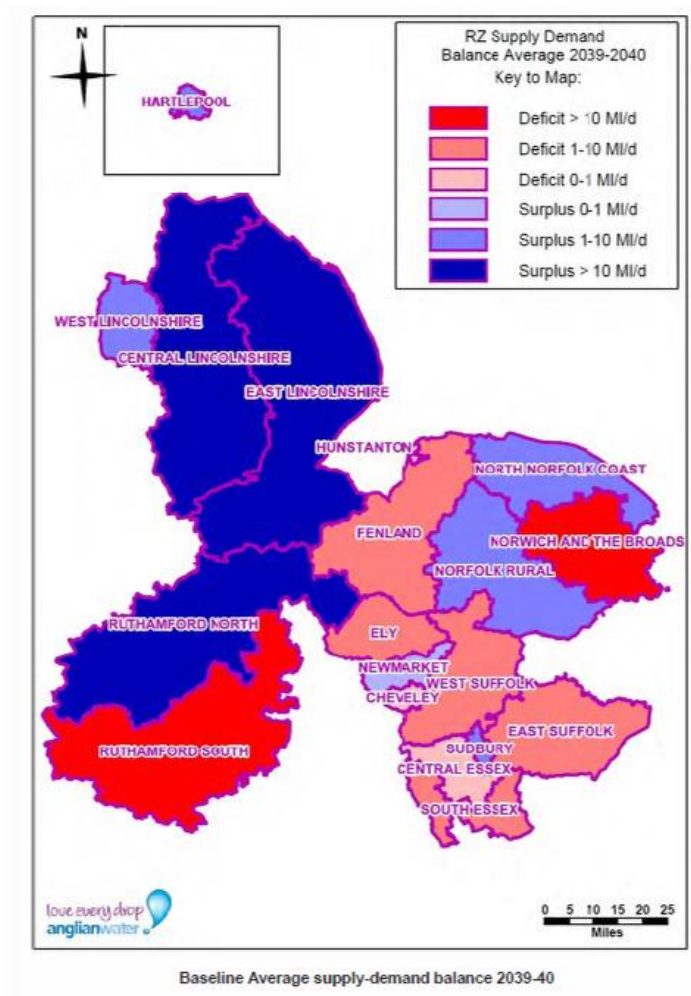
Source: Anglian Water Resource Management Plan.

The map to the right of the page shows that the Norwich and the Broads zone will be in deficit by 2040.

Water Quality

Water quality is a key issue for the Broads. Poor water quality had become a serious problem in the Broads in the mid to late 20th century, affecting both biodiversity and recreation. Sustained efforts on particular water bodies and on reducing pollution inputs from agricultural and waste water treatment sources have produced major improvements to date, but more remains to be done. Both maintenance of previous gains and further improvements depend on Asset Management Planning schemes, the Review of Abstraction Consents, Catchment Sensitive Farming Projects and control and co-ordination of development over the Broads and beyond. The Norwich Growth Area Water Cycle Study is an important component of the latter.

Water is an important habitat for wildlife. The Broads are rich in wetland and related habitats including carr woodland, grazing meadows, reed marsh, lakes, and fen. Many animal and plant species supported by these are important in national and European terms.



See WFD Ecological Status 2013 map in the map bundle at Appendix 3a. This shows that the majority of the water bodies in the Broads are rated as Moderate, with some as poor and some as bad.

Land drainage and water level management is also important for biodiversity within drained sub-catchments. Management of water levels and the letting in of poor quality river water has continued to significantly constrain the environmental potential of the Broads. SSSIs in unfavourable condition in the Broads are mainly due to secondary impacts of water pollution and drainage problems on biodiversity. Some of this will be addressed by the water level management plans and Higher Level Stewardship. Additionally, all Internal Drainage Boards must have regard to the Broads statutory purposes (CROW Act 2004).

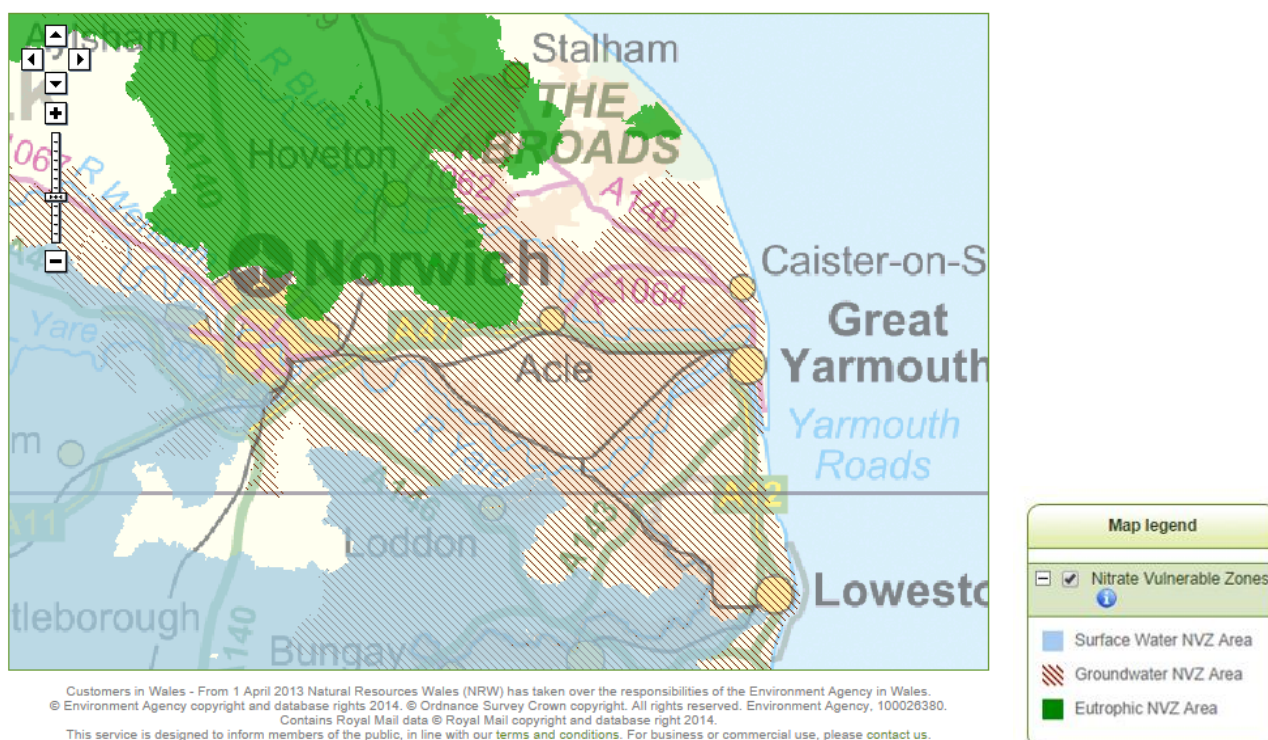
Water quality in parts of the Broads has actually improved markedly in recent decades, helped by improvements and new initiatives in sewage treatment, agri-environmental practices and the boating industry. However, this is not easily reflected under the EU Water Framework Directive methodology, which measures 30 different elements with a principle of 'one out, all out' (i.e. the poorest individual result drives the overall classification).

Nitrate Vulnerable Zones

A Nitrate Vulnerable Zone (NVZ) is designated where land drains and contributes to the nitrate found in "polluted" waters. Polluted waters include:

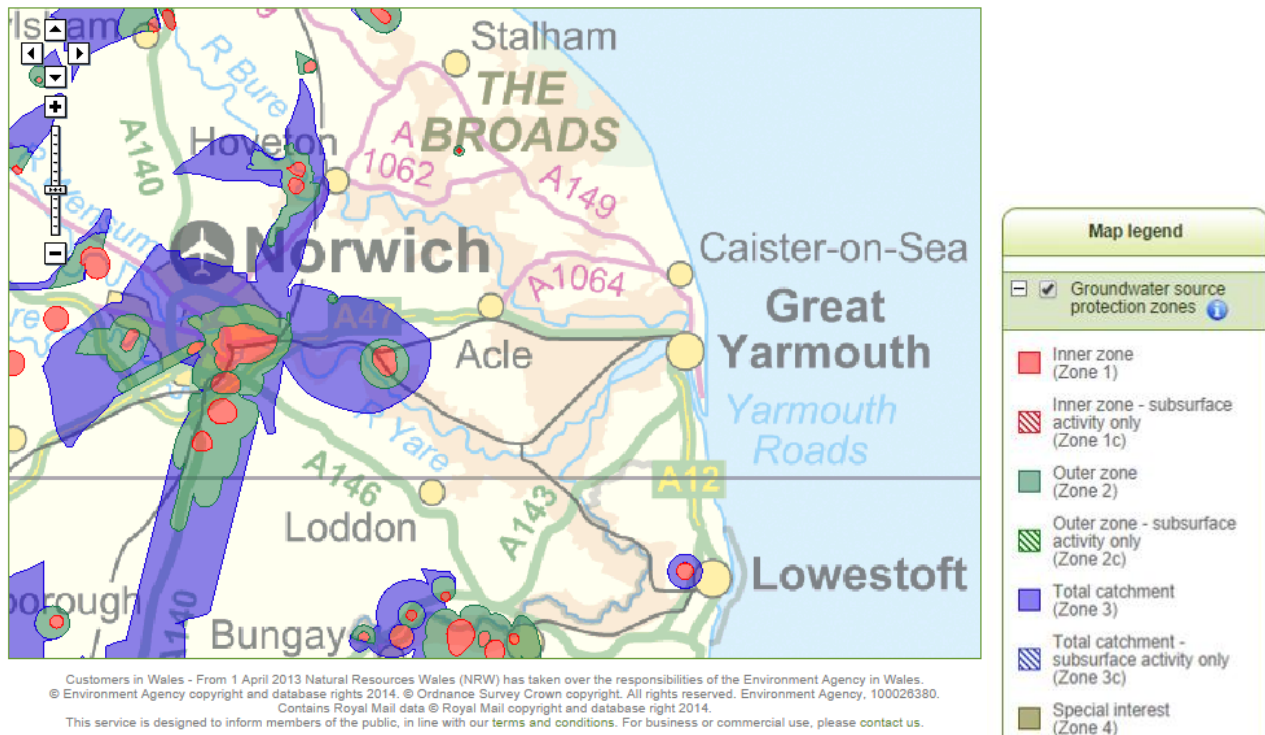
- Surface or ground waters that contain at least 50mg per litre (mg/l) nitrate
- Surface or ground waters that are likely to contain at least 50mg/l nitrate if no action is taken
- Waters which are eutrophic, or are likely to become eutrophic if no action is taken

See following map. Source: What's in Your Backyard website.



Source Protection Zones

The Environment Agency have defined Source Protection Zones (SPZs) for 2000 groundwater sources such as wells, boreholes and springs used for public drinking water supply. These zones show the risk of contamination from any activities that might cause pollution in the area. The closer the activity, the greater the risk. The maps show three main zones (inner, outer and total catchment) and a fourth zone of special interest, which we occasionally apply, to a groundwater. See following map. Source: What's in Your Backyard website.



Climate Change

Climate change and the emissions of greenhouse gases that contribute to climate change are a matter of concern for the Broads Authority, both in terms of mitigation and adaptation to climate change. There are two significant sources of CO₂ emissions in the Broads Executive Area namely the A47 that runs through the area and Cantley Sugar Beet Factory.

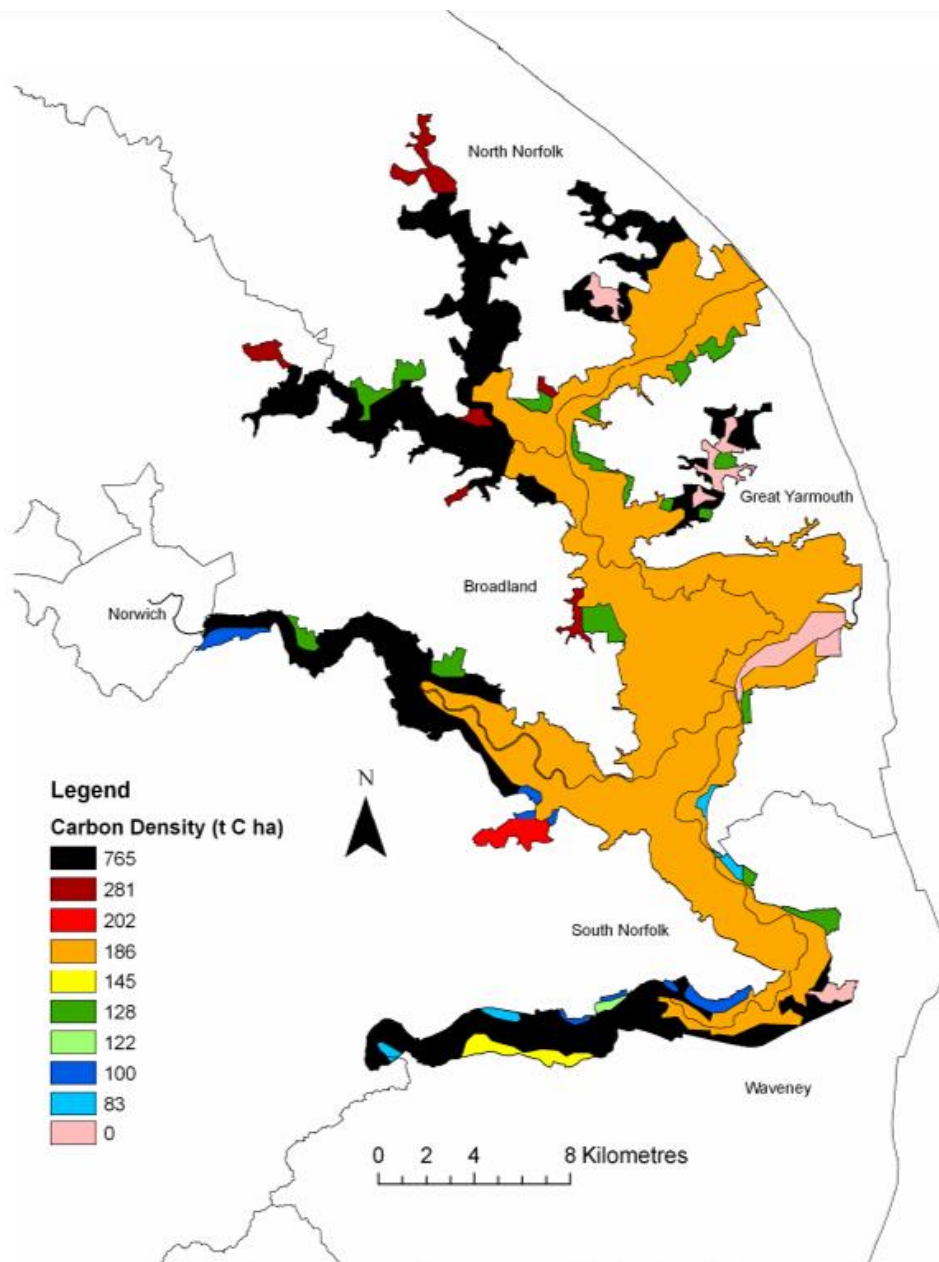
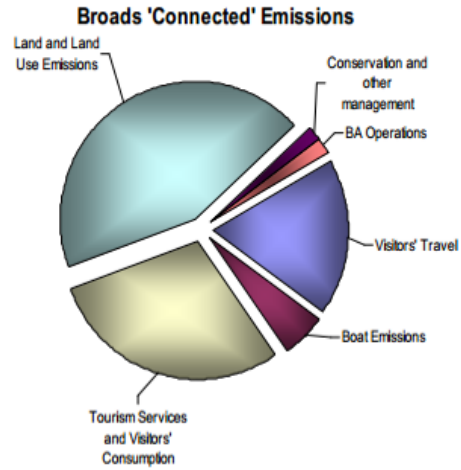
The following graphs and tables are taken from Towards a GHG Reduction Strategy for the Broads – Identifying and Prioritising Actions Final Report On Behalf of: The Broads Authority May 2010.

- Broads Authority operations (Level1): **~1,900 tCO₂e³**;
- Activities and operations connected with Broads services (including the above): **~131,000 tCO₂e**; and
- Other activities in the Executive Area (but not specifically connected with the Broads itself): **~359,000 tCO₂e**.

In addition to GHG emissions, the carbon stored in soils and vegetation within the Broads Executive Area has also been estimated. This suggests a total carbon store within the Broads Executive Area of the order of **40 million tCO₂e**.

	Level 2a: estimated magnitude of GHG emissions 'connected with' the Broads	Level 1: Broads Authority Operations	1,900	131,000
		Other management and organisations	1,900	
Broads Emissions	Level 2b: estimated magnitude of emissions 'NOT connected with' the Broads	Tourism and Recreation	54,000	360,000
		Land and Land Use	73,500	
		Emissions from industry & commerce*	75,000	
		Emissions from domestic sources	55,000	
		Emissions from transport**	76,000	
Broads Carbon Stores		Point source emissions (British Sugar Cantley factory)	154,000	39,900,000
		Soil	38,800,000	
		Vegetation	1,100,000	

BA Operations	BA Operations	1,900
Tourism and Recreation	Visitor's Transport	18,920
	Boat Emissions	5,500
	Services	30,000
Land and Land Use	Land Use Emissions	73,500
	Conservation and other management	1,900
TOTAL		~131,000



Annex A1.I: Distribution of soil carbon stores within the Broads Executive Area

Flooding

In the longer term, a critical issue for the Broads is the potential impacts of climate change, particularly the anticipated and possible rises in sea level. These have the potential to affect the character and integrity of the area through breaches of the coast, increase water and soil salinity, and temporary and permanent flooding. More immediate issues include the protection of water resources and water quality. Elevated water levels are already a problem in many of the river valleys. Parts of the Yare Broads and Marshes SSSI, SAC, SPA and Ramsar site are already in an unfavourable condition due to excessive water levels.

The implementation of the Water Framework Directive will also be important. The Environment Agency produces a number of plans and programmes to address these issues. In particular, the Broadland Rivers Catchment Flood Management Plan (CFMP) and the Broadland Rivers Catchment Abstraction Management Strategy will exert a considerable influence on the Broads Authority Local Plan/Local Development Framework. In overall terms, this new catchment-based approach to water management will be critical for the future of the Broads.

As a low-lying wetland area sited almost wholly within the flood plains of the rivers Yare, Bure, Ant, Thurne and Waveney, over 95% of the Broads area is at risk from flooding. The flood zone maps included in the Baseline Map Bundle (Source: The Environment Agency) shows the extent of flooding in the Broads.

Flooding can occur as a result of high river flows or, more frequently, high sea levels and the risk of flooding will increase with sea level rise, more intense rainfall and the other changes predicted as a consequence of climate change. The impacts of such flooding are often minor, as buildings and occupiers have adapted to the usually low levels and speeds of flood water in the Broads. History shows, however, that this is not always the case and the effects can occasionally be devastating to communities and to wildlife and biodiversity within the Broads, with the latter being particularly affected by saline intrusion into the freshwater system.

Flood alleviation and management are constant issues for the Broads. Much of the flooding occurs from tidal surges, which damage property and introduce brackish water into fresh water habitats. Flood defences require regular maintenance and will need to be strengthened in areas of special risk. In particular, continued flood management is required to sustain those areas that currently rely on earth embankments for flood defence. It is recognised, however, that many of those areas have become degraded and that one option might not be to maintain defences in the interests of a better management regime overall. Arguably, the current policy of maintenance of all embankments is exacerbating flooding of floodplain fen sites of European importance as well as undefended properties.

There currently some 240km of floodbanks protecting approximately 21,300 hectares, almost wholly within the designated Broads area, containing more than 1,700 properties of which more than 1,000 are residential. This network of flood defences is currently subject of a 20 year programme, the Broadland Flood Alleviation project, of repair and strengthening.

Flood risk to existing property in the Broads area, however, remains significant and widespread. The anticipated future increase in serious flood events as a result of sea level change, climate change, and

continuing settlement and erosion of flood defences, adds impetus to the need to take a very cautious approach to developing in the flood plain which makes up most of the Broads area.

Air

Air quality in the Broads area is currently generally very good, with no air quality management areas currently declared for breaching Government objective threshold limits for air pollutants. However, there are areas, such as just north of the bridge in Hoveton, where congested traffic has adverse air quality impacts.

The following map (Source: What's in Your Backyard) shows areas in the Broads of concern in relation to different forms of air pollution.



Material Assets

Notwithstanding the generally rural and undeveloped appearance of most of the Broads area, it does contain a great deal in the way of physical infrastructure, including important sections of the road network (including the A47 Acle Straight and Postwick Bridge); railway lines; waterworks and public water supply reservoir at Trinity Broads; 240km of flood defences; a 200km navigation with around 30 bridges (including many swing or lifting bridges) and many moorings (including around 900 visitor mooring spaces in 64 locations provided by the Broads Authority).

Minerals and Waste

The Minerals and Waste designations in the Broads are shown on the Heritage map in the Baseline Maps Bundle. Source: Norfolk County Council and Suffolk County Council.

Recreation and Economy

Number of Visitor Days

(Source: STEAM report 2012).

Tourist Days Generated By: (Thousands)	2012	2011	% change
Serviced Accommodation	237	241	-1
Non-Serviced Accommodation	4622	4699	-2
SFR	410	412	-0
Day Visitors	6342	6308	1
TOTAL	11612	11660	-0

Tourist Numbers Generated By: (Thousands)	2012	2011	% change
Serviced Accommodation	142	142	0
Non-Serviced Accommodation	751	762	-1
SFR	173	173	-0
Day Visitors	6342	6308	1
TOTAL	7408	7385	0

Revenue from tourism within Broads area of influence

(Source: STEAM report 2012).

Total Revenue by District (£'s millions)	2012	2011	% change
The Broads Ex Boats National Park	249.61	248.41	0
The Broads Ex Boats Influence Area	124.70	128.86	-3
The Broads Boats	107.74	110.50	-2
TOTAL	482.05	487.77	-1

2012/2013 comparison

The following shows a comparison of spend by visitors and sectors of employment between 2012 and 2013.
Source: STEAM of the Broads, 2014.



home

REPORT CONTROLS - Please adjust the report outputs using the drop-down controls below

FOCUS
YEAR

2013

COMPARISON
YEAR

2012

INDEXATION
Reflect Price Inflation?

NO

HIGHLIGHT % CHANGES
GREATER THAN OR EQUAL TO:

3%

STEAM DRAFT TREND REPORT FOR 2009-2013

Comparing 2013 and 2012

All £'s Historic Prices

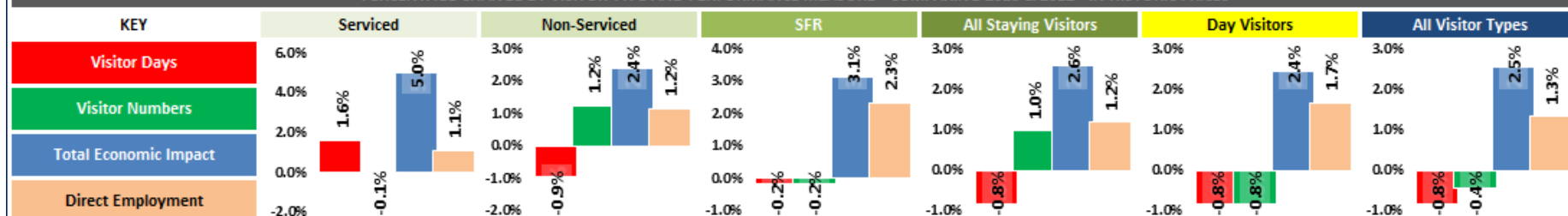
COMPARATIVE HEADLINES

THE BROADS - INCLUDING INFLUENCE AREA AND BOATS

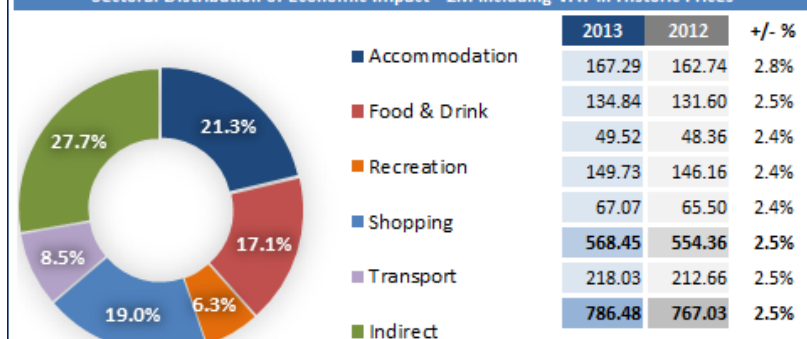
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2013 & 2012 - IN HISTORIC PRICES

KEY																			
An increase of 3% or more		Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
Less than 3% change		Serviced			Non-Serviced														
A Fall of 3% or more		2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %	2013	2012	+/- %
Visitor Days	M	0.292	0.287	1.6%	8.517	8.596	-0.9%	0.413	0.413	-0.2%	9.221	9.297	-0.8%	6.290	6.342	-0.8%	15.51	15.64	-0.8%
Visitor Numbers	M	0.172	0.172	-0.1%	1.421	1.403	1.2%	0.174	0.174	-0.2%	1.766	1.749	1.0%	6.290	6.342	-0.8%	8.055	8.090	-0.4%
Direct Expenditure	£M																568.45	554.36	2.5%
Economic Impact	£M	33.64	32.03	5.0%	521.89	509.65	2.4%	18.41	17.85	3.1%	573.94	559.53	2.6%	212.55	207.49	2.4%	786.48	767.03	2.5%
Direct Employment	FTEs	667	660	1.1%	3,842	3,798	1.2%	190	186	2.3%	4,699	4,644	1.2%	2,167	2,132	1.7%	6,867	6,775	1.3%
Total Employment	FTEs																9,452	9,316	1.5%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2013 & 2012 - IN HISTORIC PRICES



Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



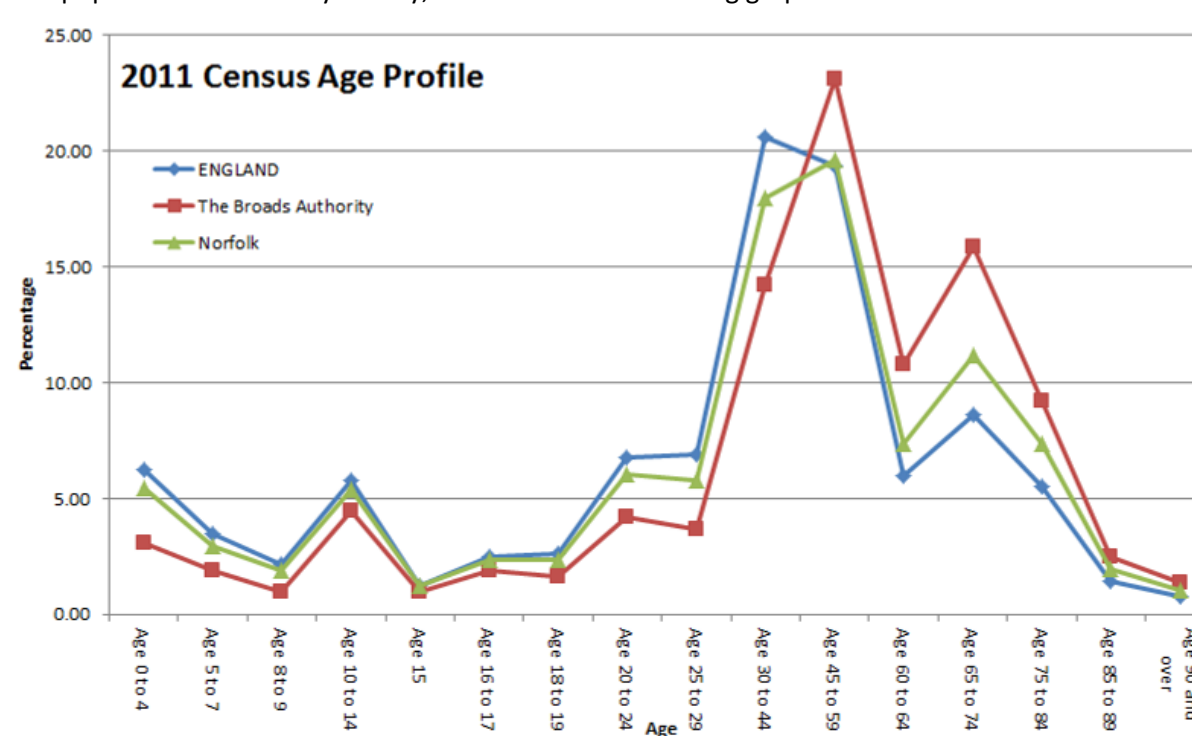
Sectoral Distribution of Employment - FTEs



Demographic Profile

According to the 2011 Census, the population of the Broads Executive Area is 6,300 which is 6.7% (400 people) greater than the 2001 Census. With an area of 290 km², the population density is 21.7 per km².

The population is markedly elderly, as shown in the following graph.



The following table shows Population comparisons between 2001 and 2011 Census

2001 Population	2011 Population	Population change	Population change (%)	Area (km2)	2011 Population density (per km2)
5,900	6,300	400	6.7	290	21.7

Compared to the other National Parks, the Broads has the second greatest increase in population (South Downs increase was 6.8%). Exmoor had a 5.5% decrease in population.

With regards to the percentage change in size of usual resident population by age between 2001 and 2011, Census 2011 information is shown in the following table.

Age	0 - 14	15 - 29	30 - 44	45 - 59	60 - 74	75 and over
Change	-11.4	6.7	-13.8	-5.0	41.6	23.8

Compared to the other National Parks, the Broads had the greatest increase in change in the age category 75 and over.

The Broads Authority has the least percentage of households with dependent children when compared to the national average, neighbouring districts and other National Parks. The following table shows data from the 2011 Census.

	Dependent children in household: All ages %	Dependent children in household: Age 0 to 4 %
The Broads Authority	16.2	5.2
National Park Average	21.7	7.1
Broadland	26.3	9
Great Yarmouth	27.6	10.6
South Norfolk	26.7	10
North Norfolk	20.7	7.4
Waveney	25.3	9.7
Norwich	23.3	11
England	29.1	11.8

Turning to Country of Birth, the following table sets out the findings of the 2011 Census. The Broads is similar in Country of Birth to the other more rural districts in Norfolk.

	England	Northern Ireland	Scotland	Wales	United Kingdom not otherwise specified	Ireland	Other EU:	Other countries
	Percentage							
The Broads Authority	93.4	0.1	1.2	0.7	0.0	0.3	1.6	2.7
National Park Average	78.3	0.29	1.65	14.78	0.01	0.34	1.73	2.86
Broadland	93.6	0.3	1.3	0.7	0	0.3	1.4	2.5
Great Yarmouth	91.3	0.3	1.4	0.5	0	0.4	3.5	2.7
South Norfolk	92.9	0.3	1.3	0.7	0	0.3	1.8	2.8
North Norfolk	93.6	0.3	1.2	0.8	0	0.3	1.7	2.1
Waveney	94	0.2	1.3	0.7	0	0.3	1.5	2
Norwich	84.8	0.4	1.3	0.6	0	0.5	4.6	7.8
England	83.5	0.4	1.3	1	0	0.7	1.9	9.4

Economic Activity

On the subject of Economic Activity, the following tables show the economically active and inactive according to the 2011 Census.

	Economically active %				
	Part-time	Full-time	Self-employed	Unemployed	Full-time student
The Broads Authority	13.1	30.9	16.3	3.0	1.7
National Park Average	13.9	30.5	20.1	2.4	1.9
England	13.7	38.6	9.8	4.4	3.4

The Broads area is on a par with other National Parks. Like the National Park average, the Broads has fewer full time but more people self-employed when compared to England's average.

	Economically inactive %					Unemployed %	
	Retired	Student	Looking after home or family	Long-term sick or disabled	Other	Never worked	Long-term
The Broads Authority	24.2	2.6	3.1	3.5	1.5	0.3	1.0
National Park Average	20.3	3.3	3.1	2.8	1.6	0.2	0.9
England	13.7	5.8	4.4	4.0	0.8	0.7	1.7

The Broads area has a higher proportion of retirees and a lower proportion of students.

	Managers, directors, senior officials	Professional	Associate professional and technical	Admin and secretarial	Skilled trades	Caring, leisure and other service	Sales and customer service	Process, plant and machine operatives	Elementary
The Broads Authority	18.1	16.4	11.0	10.2	14.4	9.0	5.5	5.9	9.4
National Park Average	15.3	17.4	10.5	8.5	18.9	8.5	5.3	5.1	10.4
England	10.9	17.5	12.8	11.5	11.4	9.3	8.4	7.2	11.1

With regards to general occupations of residents in the Broads Area, according to the 2011 Census, the Broads has a high proportion of Managers and a low proportion of Elementary Occupations when compared to both England and other National Parks.

Area name	A Agriculture, forestry and fishing	B Mining and quarrying	C Manufacturing	D Electricity, gas, steam and air conditioning supply	E Water supply; sewerage, waste management and remediation activities	F Construction	G Wholesale and retail trade; repair of motor vehicles and motor cycles	H Transport and storage	I Accommodation and food service activities	J Information and communication	K Financial and insurance activities	L Real estate activities	M Professional, scientific and technical activities	N Administrative and support service activities	O Public administration and defence; compulsory social security	P Education	Q Human health and social work activities	R, S, T, U Other
The Broads Authority	3.8	0.9	9.7	0.4	0.8	7.8	13.9	3.6	7.2	2.6	3.1	1.6	6.7	5.5	4.9	9.3	12.5	5.8
National Park Average	7.5	0.5	6.9	0.4	0.6	8.1	12.9	3.0	10.7	2.4	1.9	1.6	6.4	4.2	5.1	10.3	11.4	5.9
Broadland	1.4	0.3	8.8	0.5	0.7	9.7	17.6	4.0	4.8	2.6	6.4	1.4	5.2	4.1	5.8	8.9	13.3	4.6
Great Yarmouth	1.1	1.6	9.4	0.6	0.7	8.1	18.0	4.9	9.5	1.2	2.0	0.9	4.8	4.7	4.4	7.7	14.7	5.4
North Norfolk	3.7	0.3	9.3	0.5	0.7	9.1	17.5	3.7	7.9	1.6	2.3	1.4	4.9	4.6	4.2	9.2	13.1	5.8
Norwich	0.3	0.1	6.9	0.2	0.6	6.3	17.2	3.6	7.5	3.4	6.4	1.3	5.9	4.7	4.7	11.5	13.9	5.5
South Norfolk	3.0	0.2	9.3	0.3	0.6	8.8	16.1	3.8	4.3	2.5	5.2	1.6	6.5	3.9	5.4	10.6	13.4	4.5
Waveney	1.6	1.1	11.6	1.1	1.1	9.3	17.4	4.1	7.1	1.4	2.0	1.2	5.1	4.5	4.8	9.0	12.9	4.8

Moe details occupation data from the 2011 census shows the main industry in the Broads wholesale and retail trade.

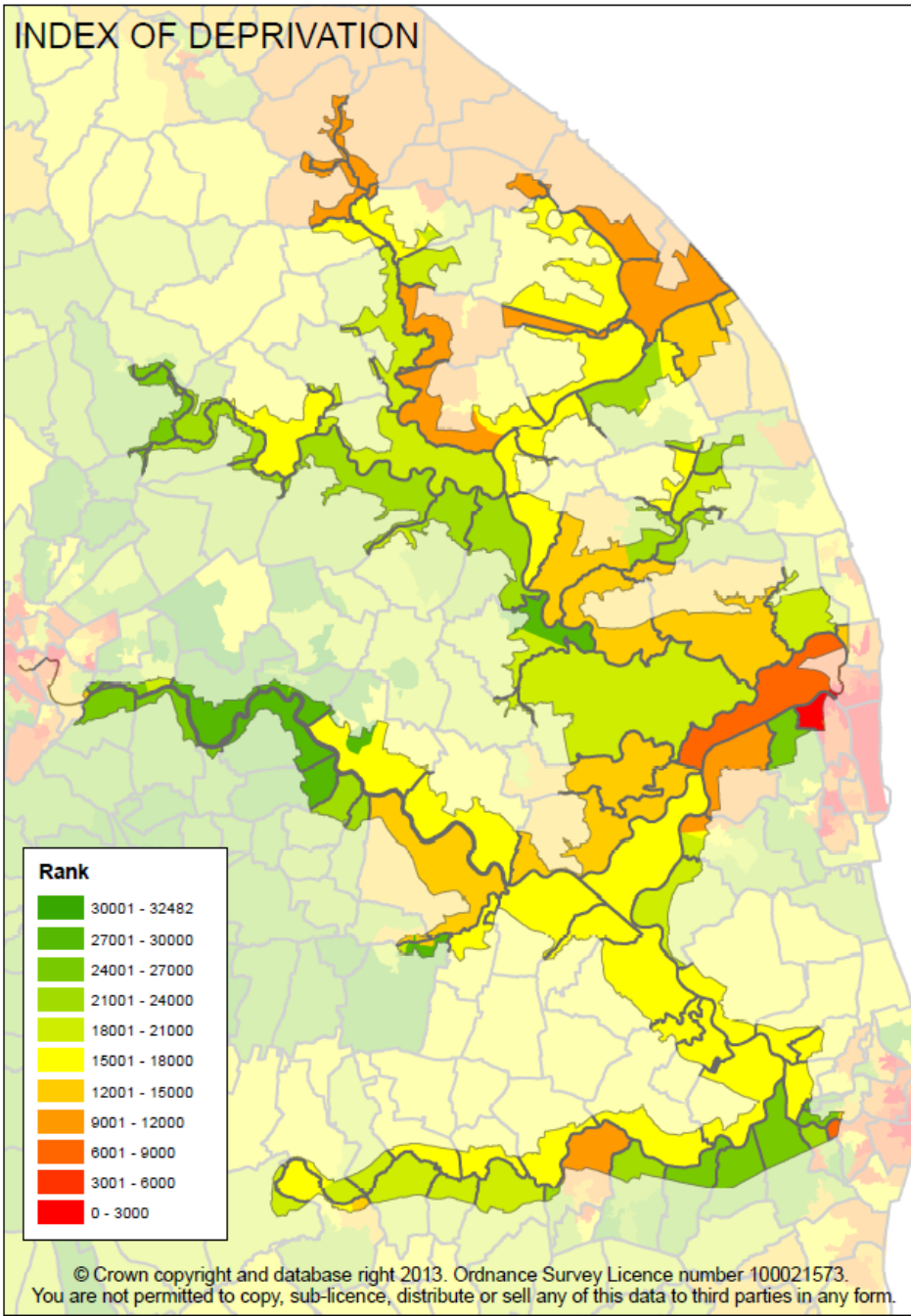
With regards to Job Seekers Allowance, the table shows the Job Seekers Allowance claimants for September 2013 and August 2014. The Jobseeker's Allowance (JSA) is payable to people under pensionable age who are available for, and actively seeking, work. The percentage figures show the number of JSA claimants as a proportion of resident population aged 16-64. The average for Great Britain is 3.2% (September 2013) and 2.3% (August 2014). Red highlights the highest level and green highlights the lowers level. Please note that in most cases only part of the Parish is in the Broads Executive Area; this is the best data available for monitoring unemployment levels in the Broads. The Parishes that are in the Broads Executive Area are in the following Wards. Source: <https://www.nomisweb.co.uk/>.

Ward	Total JSA claimants Sept 2013	Total JSA claimants August 2014
33UCGN : Acle	1.10%	0.9%
33UCGQ : Blofield with South Walsham	1.30%	0.6%
33UCGR : Brundall	1.50%	0.6%
33UCGT : Buxton	1.40%	0.7%
33UCGU : Coltishall	1.20%	0.7%
33UCHE : Marshes	1.80%	0.6%
33UCHQ : Thorpe St Andrew South East	1.70%	0.9%
33UCHR : Wroxham	1.30%	0.9%
33UDFY : Bradwell North	1.40%	0.8%
33UDGB : Caister South	2.20%	1.3%
33UDGE : East Flegg	2.80%	1.5%
33UDGF : Fleggburgh	1.70%	0.7%
33UDGL : Ormesby	1.80%	1.0%
33UDGP : West Flegg	2.20%	1.2%
33UFGY : Happisburgh	1.20%	1.0%
33UFHB : Hoveton	2.90%	1.5%

Ward	Total JSA claimants Sept 2013	Total JSA claimants August 2014
33UFHM : Scottow	0.80%	0.5%
33UFHR : Stalham and Sutton	2.50%	2.1%
33UFHX : Waterside	1.60%	1.0%
33UFHY : Waxham	1.40%	1.4%
33UHHA : Chedgrave and Thurton	2.30%	1.2%
33UHHF : Ditchingham and Broome	1.70%	0.9%
33UHHG : Earsham	1.30%	0.6%
33UHHK : Gillingham	2.10%	1.3%
33UHHQ : Loddon	2.20%	1.7%
33UHHY : Rockland	1.20%	0.7%
33UHJC : Stoke Holy Cross	1.20%	0.5%
33UHJF : Thurlton	1.10%	0.9%
42UHFY : Beccles North	2.90%	1.3%
42UHGB : Bungay	2.10%	1.1%
42UHGD : Carlton Colville	1.60%	1.0%
42UHGE : Gunton and Corton	2.00%	0.8%
42UHGK : Lothingland (GYBC)	1.60%	1.4%
42UHGN : Oulton Broad (Whitton)	2.30%	1.9%
42UHGT : Wainford	2.00%	0.6%
42UHGW : Worlingham	1.20%	0.9%

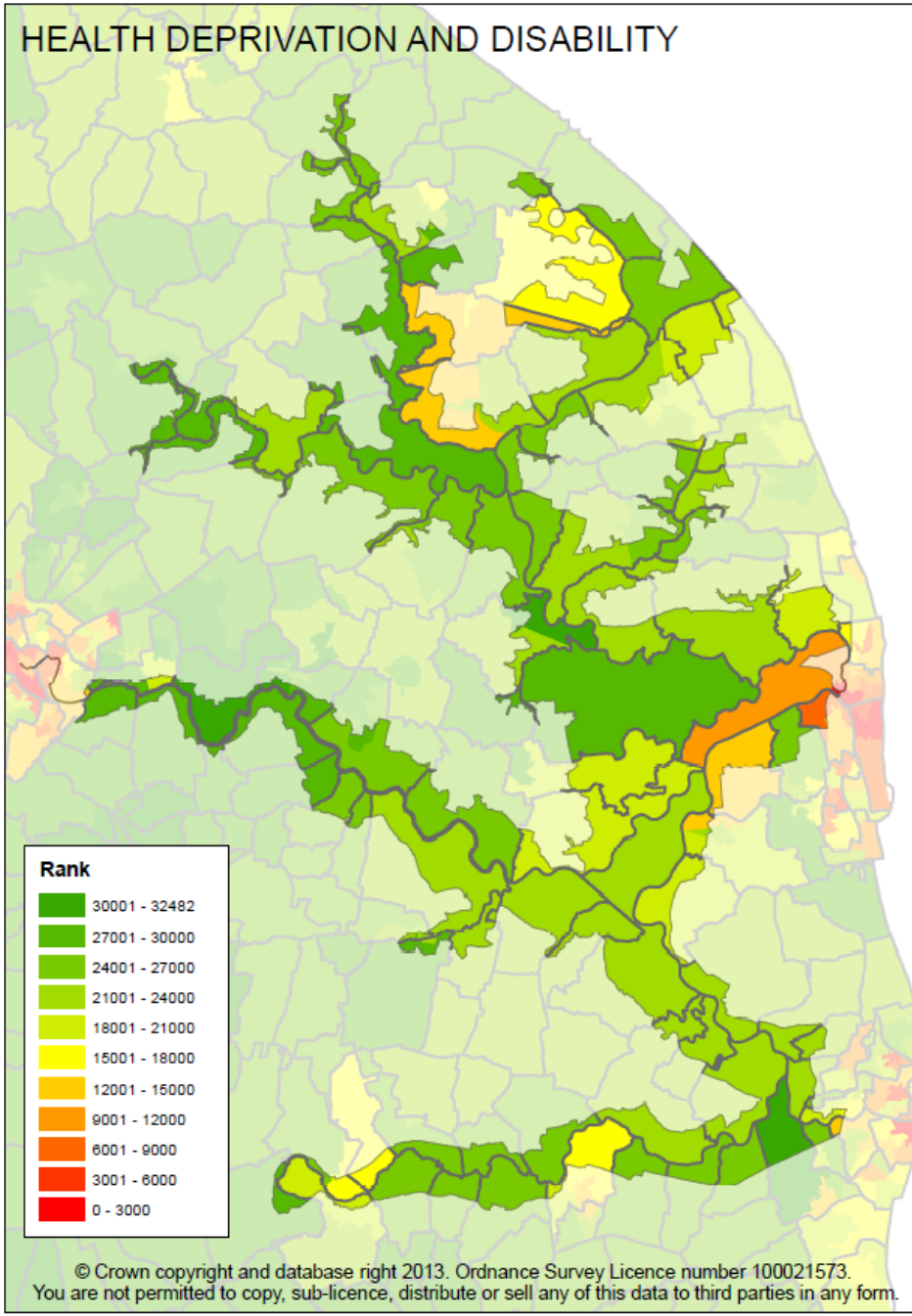
Deprivation

Indices of Multiple Deprivation are often used to highlight those areas most likely to suffer from social exclusion. The following maps reflect the most recent Indices of Multiple Deprivation data (2010) at Lower Super Output Area. The English Indices of Deprivation 2010 provide a relative measure of deprivation at small area level across England. Areas are ranked from least deprived (green) to most deprived (red) on seven different dimensions of deprivation and an overall composite measure of multiple deprivation. There are several data sets, however three are displayed in map format on the following pages.

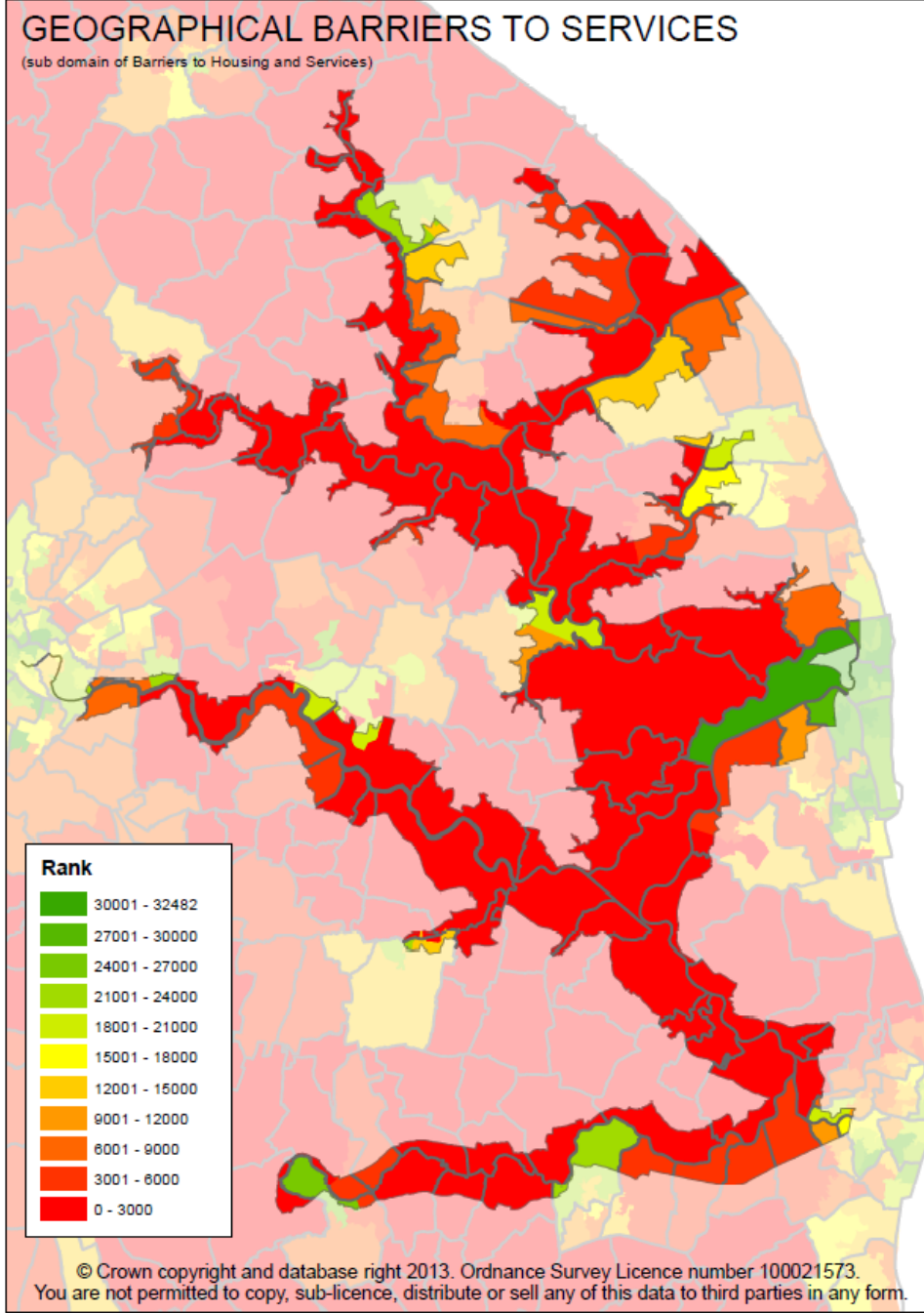


The IMD 2010 was constructed by combining the seven transformed domain scores, using the following weights:

- * Income (22.5%)
- * Employment (22.5%)
- * Health and Disability (13.5%)
- * Education, Skills and Training (13.5%)
- * Barriers to Housing and Services (9.3%)
- * Crime (9.3%)
- * Living Environment (9.3%)



In the main, the Broads area reflects the rest of the surrounding areas by being 'green'.



This is a sub domain for the Barrier to Houses and Services domain. The map shows much red, although in Norfolk, the Broads is not alone in being 'red'.

Housing

Accommodation Type

According to the 2011 Census, the Broads Area has the following accommodation type

	Whole house or Bungalow						Flat, maisonette or apartment		Caravan or other mobile or temporary structure	
	Detached		Semi-detached		Terraced (inc. end terrace)					
	Number	%	Number	%	Number	%	Number	%	Number	%
The Broads Authority	1,900	53.6	700	19.3	400	11.9	440	12.1	110	3.2
National parks	89,800	44.2	50,430	24.8	39,500	19.4	21,100	10.4	2,420	1.2
England and Wales	5,512,300	22.6	7,506,350	30.7	6,028,300	24.7	5,276,620	21.6	106,010	0.4

A greater number proportion of residents in the Broads live in detached properties than in other National Parks and Nationally with fewest in Terraced properties.

	Owned: Owned outright	Owned: Owned with a mortgage or loan	Shared ownership (part owned and part rented)	Social rented: Rented from council (Local Authority)	Social rented: Other	Private rented: Private landlord or letting agency	Private rented: Other	Living rent free
The Broads Authority	48.2	23.3	0.4	2.4	3.0	18.0	2.0	2.7
National Park Average	45.9	24.5	0.5	4.0	5.9	13.7	2.4	3.0

While the level of owner occupation is roughly similar to that for the English National Parks average, the level of outright ownership (without a mortgage) in the Broads is significantly higher than each of the comparator averages. The level of private renting in the Broads is higher, and the level of social housing (council and housing association, etc.) significantly lower, than the averages for the English National Parks.

Residential Development in the Broads

Housing development in the Broads typically comprises primarily replacement dwellings or conversion to dwellings and small infill development. This applies both to permanent residential properties and holiday accommodation. A small number of new houses are permitted each year. A major constraint on housing development is flood risk and the application of national planning policy in relation to this.

The amount of dwellings permitted in the Broads is given below (taken from Broads Authority Annual Monitoring Report):

- 2012/13 – 114 dwellings (including 101 at Ditchingham Maltings)
- 2011/12 – 6 net additional dwellings
- 2010/11 – 12 dwellings
- 2009/10 – 12 dwellings

Settlements in the Broads are often dominated by the importance of the waterways, with their associated trades and activities. Villages are typically centred around the staithe, with building designs that reflect their special functions, whether connected with riverside trade or management of the land.

Housing costs in the Broads are generally very high, because of the attractiveness of the area. The high cost of housing could impact on the economy of the Broads, as it affects those traditional trades such as agriculture and boat manufacture. Reed and sedge cutters have also indicated the importance of the proximity of living close to the reed and sedge beds. Because of the relative remoteness of parts of the Broads, housing and services in general are in some cases less accessible than elsewhere in the Norfolk and Suffolk counties.

All six Housing Authorities in the Broads area have identified a need for additional local affordable housing, but it will be rarely possible to provide this within the Broads because of the flood risk in most of the area and high land values.

Household Composition

	One person household: Aged 65 and over	One person household: Other	One family only: All aged 65 and over	One family only: Married or same-sex civil partnership couple: No children	One family only: Married or same-sex civil partnership couple: Dependent children	One family only: Married or same-sex civil partnership couple: All children non-dependent	One family only: Cohabiting couple: No children	One family only: Cohabiting couple: Dependent children	One family only: Cohabiting couple: All children non-dependent	One family only: Lone parent: Dependent children	One family only: Lone parent: All children non-dependent	Other household types: With dependent children	Other household types: All full-time students	Other household types: All aged 65 and over	Other household types: Other
National Park Average	15.5	14.6	12.9	18.3	13.3	5.6	4.8	3.1	0.4	3.7	2.7	1.6	0.0	0.5	3.0
The Broads Authority	16.0	16.6	14.3	19.0	9.3	5.3	5.9	3.0	0.6	2.7	2.1	1.3	0.0	0.5	3.4
Broadland	14.1	12.3	12.6	16.8	16.2	6.3	5.5	3.9	0.5	4.9	2.7	1.3	0.0	0.3	2.6
Great Yarmouth	14.8	15.0	10.3	13.4	12.0	5.8	4.9	5.7	0.7	7.7	3.4	2.2	0.0	0.3	3.7
North Norfolk	17.9	13.2	15.2	16.5	11.1	5.0	4.9	3.8	0.5	4.3	2.7	1.4	0.0	0.6	2.8
Norwich	12.7	25.4	6.0	9.7	9.8	3.3	7.7	4.7	0.4	7.3	3.0	1.5	2.4	0.2	5.9
South Norfolk	13.5	12.8	12.5	16.8	16.4	5.7	6.0	4.1	0.5	4.9	2.6	1.3	0.0	0.4	2.5
Waveney	16.3	14.6	12.6	14.4	12.4	5.2	5.0	4.8	0.6	6.2	3.1	1.8	0.0	0.3	2.5

The percentage of one family only with no children in the Broads slightly higher than the National Park Average, but much higher than constituent councils. The percentage of lone parent with dependent children is much lower than constituent councils.

Around a hundred residents live in around 10 private residential care homes in the Broads. There are no NHS, local authority, housing association, children's home, or psychiatric communal residential establishments in the Broads.

Access and Transport

Access

The Broads is a living and working environment, and because of its geography there is a high level of inter-dependence with the surrounding areas. Although the population within the area is small, and includes a high proportion of retirees, there are many adjacent villages and communities that are economically dependent on the Broads and are part of its social and cultural network. Conversely, many of those who live within the Broads boundaries rely on facilities and employment in the surrounding villages, towns and city.

Access to facilities and services is critical for the well-being of the local population and the continued enjoyment of the Broads by its many visitors. Improvement and maintenance of safe access for all to facilities, services and recreational facilities have been identified as a key issue.

Access to the Broads is of varied quality, and is difficult, without private transport, to many parts of the area. Due to the geography and network of waterways, much of the Broads area is also relatively difficult to access and the best – and sometimes only – way to reach certain parts of the system is by water. Moreover links between land and water-based recreational provisions are not as plentiful as they might be. Nevertheless, there are 17 kilometres of bridleways and 293 kilometres of public footpaths. There are also many community transport schemes based in and around Broads villages. For example Acle Area Ring and Ride bus serves the villages of Martham, Ormesby, Rollesby, Thurne, Filby, Fleggburgh, Stokesby, Thrigby, Clippesby, Upton, Pilsen Green, South Walsham, Ranworth, Woodbastwick, Salhouse and Wroxham. Another example is Transport Plus which is a unique public transport service provided jointly by Norfolk County Council, East of England Ambulance Service and NHS Norfolk assisting adult members of the public to access essential health, social and wellbeing services. There is Beccles and Bungay Area Community Transport which took 2,800 passenger trips in 2013.

The Broads area is crossed by a number of major transportation links, including the A47 trunk road east of Norwich, the A12 south of Great Yarmouth, and a number of other important roads. Despite this, access to the villages, rivers and Broads is usually off minor roads, as the area is predominantly rural in nature.

Car Ownership

Looking at car ownership figures from the 2011 Census, in the no, 1 and 2 cars or vans categories, the Broads area is similar to other rural districts of Norfolk. The proportion of households with 3 or more cars is greatest in the Broads when compared to the other areas in the table above.

	No cars or vans in household	1 car or van in household	2 cars or vans in household	3 cars or vans in household	4 or more cars or vans in household
	Percentage				
The Broads Authority	12.4	40.7	32.3	10.3	4.3
National Park Average	11.9	40.8	33.6	9.6	4.1
Broadland	11.4	44.4	33.5	7.8	2.9
Great Yarmouth	27.2	44.8	21.2	5	1.8
South Norfolk	11.7	42.4	34.3	8.4	3.3
North Norfolk	16.2	46.1	28.1	6.9	2.7
Waveney	21.9	46.4	24.3	5.6	1.9
Norwich	33.4	47.6	15.8	2.5	0.7
England	25.8	42.2	24.7	5.5	1.9

Most visitors to the Broads arrive by private car, causing seasonal congestion during the summer travel period, particularly in and around towns acting as a focus for attractions and which provide easy access to the rivers or Broads. The result is increased pressure on the area in terms of demands for visitor attractions, accommodation,

road space and parking. This creates a contradictory impression to visitors who expect the Broads to be tranquil and not an area of dense traffic and congestion.

Rail

There are three railway lines that cross the Broads – these serve many of the smaller settlements between Norwich, Great Yarmouth and Lowestoft. The Bittern Line goes north from Norwich via Wroxham, whilst the Wherry Line service runs from Norwich to Great Yarmouth and Lowestoft. Service improvements on the latter resulted in a marked increase in the use of the line. There is also a route from Lowestoft south to Ipswich, with a connection to London Liverpool Street, giving a total journey time of less than three hours.

Air

Norwich International Airport is within a few miles of the western edge of the Broads and offers an increasing number of commercial and low cost flights. However, air traffic from the airport remains relatively low, and the Broads has as yet not suffered the adverse impacts of air traffic on tranquillity and quiet enjoyment that affect several UK national parks. Stansted Airport is well connected to the area by rail and road.

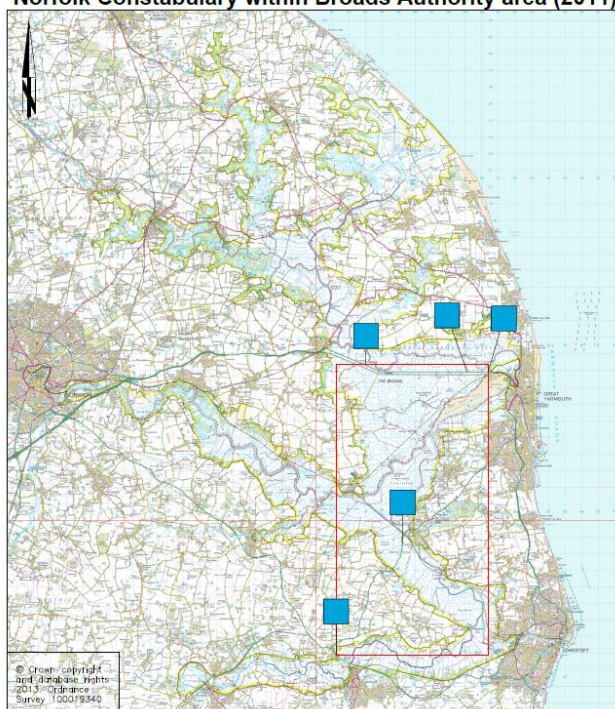
Travel to work by Car

According to the 2001 Census, the Broads has a higher level of travel to work by car, and a lower level of travel on foot than the English National Parks', Norfolk county's and England's averages. The level of cycling to work in the Broads is about the national average, but this is around half the Norfolk average though higher than any of the English National Parks. At the time of writing, 2011 Census Travel to Work data was not available.

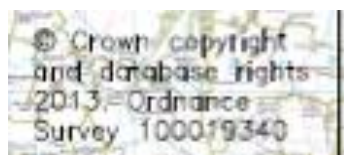
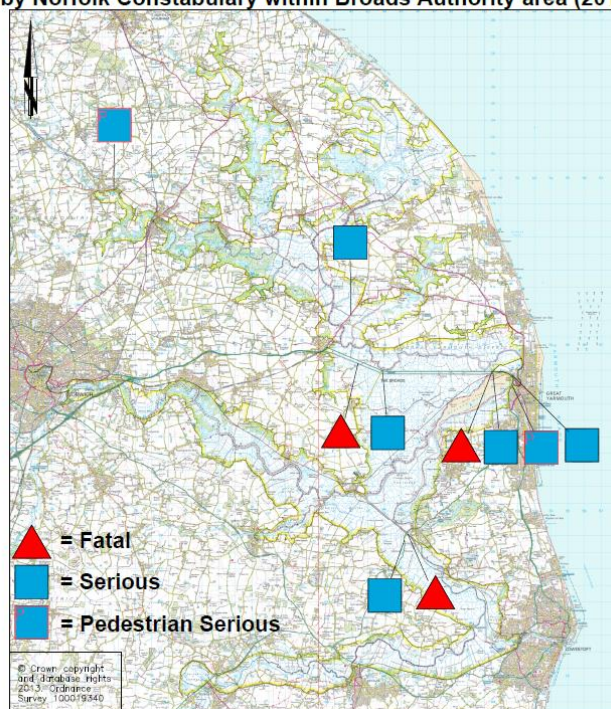
Road Traffic Incidents

The following maps show data relating to road traffic collisions in the Broads Authority Area.

Location of serious road traffic collisions recorded by Norfolk Constabulary within Broads Authority area (2011)



Location of fatal and serious road traffic collisions recorded by Norfolk Constabulary within Broads Authority area (2012)



Water

The following table shows public moorings in the Broads. (Source: Broads Authority Asset Management figures).

	2010/11	2011/12	2012/13
Total Length	7778.6m	7824.6m	7847.6m
BVI Target	-	7530.1m	7680.1m

Boat Usage

Source: Broads Authority Tolls Team.

PRIVATE BOATS	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Motor Cruisers	4,411	4,531	4,660	4,685	4,556	4,746	4852	4893	4945	4967
Auxiliary Yachts	1,387	1,364	1,357	1,324	1,271	1,172	1215	1212	1188	1166
Day Launches	734	734	715	665	661	575	562	549	542	521
Outboard Dinghies	1,552	1,494	1,425	1,364	1,309	1,270	1083	1112	1058	1043
Workboats	166	150	161	133	121	159	170	175	179	188
TOTAL MOTOR BOATS:	8,250	8,273	8,318	8,171	7,918	7,922	7,882	7,941	7,912	7,885
Sailing Craft	1,600	1,561	1,491	1,415	1,315	1,339	1298	1275	1262	1214
Rowing Craft	1,340	1,330	1,500	1,526	1,508	1,553	1622	1704	1701	1636
Houseboats	15	16	20	21	16	21	26	21	23	33
Total	11,205	11,180	11,329	11,133	10,757	10,835	10,828	10,941	10,898	10,768

HIRE BOATS	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Motor Cruisers	952	870	822	829	813	855	889	920	908	887
Auxiliary Yachts	56	56	54	46	48	49	47	47	46	46
ALL CABIN HIRE BOATS:	1,008	926	876	875	861	904	936	967	954	933
Day Launches	291	290	288	285	279	270	279	284	274	267
Outboard Dinghies	25	25	25	22	21	20	14	12	10	11
Passenger Vessels	13	13	14	13	13	11	12	11	13	11
TOTAL MOTOR BOATS:	1,337	1,254	1,203	1,195	1,174	1,205	1,241	1,274	1,251	1,222
Sailing Craft	161	156	143	130	118	123	120	117	110	109
Rowing Craft	198	164	150	163	163	152	170	179	184	188
Houseboats	16	16	16	16	16	16	16	15	16	16
Total	1,712	1,590	1,512	1,504	1,471	1,496	1,547	1,585	1,561	1,535
Grand Total	12,917	12,770	12,841	12,637	12,228	12,331	12,375	12,526	12,459	12,303

The numbers of boats on the Broads has reduced gradually over the 9 year period.

Health

Source: 2011 Census. Those who completed the Census were asked to rate their health.

	Very Good Health	Good Health	Fair Health	Bad Health	Very Bad Health
Broadland	44.3	37	14	3.6	1.1
Great Yarmouth	40.3	36	16.6	5.5	1.6
North Norfolk	38.9	37.8	17.2	4.8	1.4
Norwich	44.9	35.4	14.1	4.4	1.2
South Norfolk	46.4	35.8	13.4	3.5	1
Waveney	41.1	36.3	16.1	5.1	1.5
Broads Authority	39.9	38.1	16.0	4.8	1.3

Crime

Source: ONS – notable crimes.

	Violence with Injury		Violence without Injury (Includes Harassment and Assault)		Robbery		Theft from the Person		Criminal Damage and Arson		Domestic Burglary		Non Domestic Burglary		Vehicle Offences (Includes Theft of and from Vehicles)		Drug Offences		Sexual Offences	
	2011/2012	2012/13	2011/2012	2012/13	2011/2012	2012/13	2011/2012	2012/13	2011/2012	2012/13	2011/2012	2012/13	2011/2012	2012/13	2011/2012	2012/13	2011/2012	2012/13	2011/2012	2012/13
Broadland	278	331	339	402	9	9	8	7	733	531	99	119	307	232	239	299	119	160	75	59
Great Yarmouth	864	664	706	694	53	33	46	51	1611	1143	260	188	403	271	377	379	303	333	160	132
North Norfolk	350	328	326	363	7	7	12	3	721	626	74	77	261	222	201	167	137	139	87	71
Norwich	1259	1214	1142	1145	108	83	248	222	2413	1851	421	369	557	527	802	802	794	790	254	203
South Norfolk	309	293	342	386	9	5	39	56	847	717	179	190	396	328	347	399	155	170	90	71
Waveney	837	729	769	618	63	51	50	56	1764	1429	521	416	518	510	441	365	372	337	166	118

Qualifications

Source: 2011 Census.

Area name	No qualifications	Highest level of qualification: Level 1 qualifications	Highest level of qualification: Level 2 qualifications	Highest level of qualification: Apprenticeship	Highest level of qualification: Level 3 qualifications	Highest level of qualification: Level 4 qualifications and above	Highest level of qualification: Other qualifications	Schoolchildren and full-time students: Age 16 to 17	Schoolchildren and full-time students: Age 18 and over	Full-time students: Age 18 to 74: Economically active: In employment	Full-time students: Age 18 to 74: Economically active: Unemployed	Full-time students: Age 18 to 74: Economically inactive
The Broads Authority	23.8	12.3	15.6	5.3	11.1	27.9	4.0	1.8	1.7	0.8	0.1	0.8
National Park Average	19.8	11.8	15.6	3.9	11.2	33.6	4.0	2.4	2.0	0.8	0.1	1.1
Broadland	22.9	14.8	17.5	5.5	12.0	23.2	4.3	2.6	2.1	1.1	0.1	0.8
Great Yarmouth	32.8	15.7	16.1	4.7	10.6	14.2	5.9	2.6	2.5	1.0	0.3	1.2
North Norfolk	27.5	14.1	16.2	4.7	10.5	22.3	4.7	2.2	1.5	0.7	0.1	0.7
Norwich	22.6	12.8	13.8	2.6	15.2	27.7	5.2	1.9	11.6	3.3	1.0	7.3
South Norfolk	22.6	13.6	17.1	4.2	11.5	27.0	4.0	2.7	2.1	1.0	0.1	1.0
Waveney	29.8	14.2	16.2	5.4	11.7	17.9	4.7	2.6	2.1	0.9	0.3	0.9

The Broads has a greater proportion with no qualifications than the National Park Average.

Ethnic Group

Source: 2011 Census.

	White: English/Welsh/Scottish/N orthern Irish/British	White: Irish	White: Gypsy or Irish Traveller	White: Other White	Mixed/multiple ethnic group: White and Black Caribbean	Mixed/multiple ethnic group: White and Black African	Mixed/multiple ethnic group: White and Asian	Mixed/multiple ethnic group: Other Mixed	Asian/Asian British: Indian	Asian/Asian British: Pakistani	Asian/Asian British: Bangladeshi	Asian/Asian British: Chinese	Asian/Asian British: Other Asian	Black/African/Caribbean/B lack British: African	Black/African/Caribbean/B lack British: Caribbean	Black/African/Caribbean/B lack British: Other Black	Other ethnic group: Arab	Other ethnic group: Any other ethnic group
The Broads Authority	96.4	0.6	0.0	1.6	0.2	0.1	0.2	0.2	0.1	0.0	0.0	0.0	0.3	0.1	0.1	0.0	0.0	0.0
National Parks Average	95.9	0.4	0.1	1.9	0.2	0.1	0.3	0.2	0.1	0.0	0.0	0.2	0.4	0.1	0.0	0.0	0.0	0.1

In general, the ethnicity of the community of the Broads is similar to other National Parks.