

Broads Plan 2011: Progress and Review
Report by Director of Planning and Resources

Summary: The Broads Plan is the strategic management plan for the Broads. The current Plan was adopted in May 2011 and the review of the Plan is a strategic priority for the Broads Authority in 2015/16.

It is anticipated that the revised Plan will be adopted in March 2017. Broad Forum members and the organisations they represent will be invited to contribute to the review process at a planned workshop in the Autumn and through other participatory events.

This report sets out a summary of progress made against the objectives in the current Plan and invites comments on issues for discussion at the Autumn workshop.

1 Introduction

- 1.1 Broads Forum members will be aware that the Broads Plan is currently under review. It is anticipated that a revised Plan will be adopted in March 2017.
- 1.2 This report provides a summary of achievements to date against Broads Plan 2011 objectives (Appendix A). Full progress updates are posted regularly on the e-Plan website at www.broads-plan.co.uk. A full schedule of progress to date is also available on the Authority's website at www.broads-authority.gov.uk
- 1.3 As may be seen from the summary report, a wide range of activities were implemented by the Broads Authority and its many partners across all areas of the Broads Plan. It should be recognised that the Plan was produced at the start of the last Comprehensive Spending Review period, and as such we needed to balance aspiration and ambition against the likelihood that future finances would be uncertain but diminishing. As predicted, the squeeze on finances has affected public sector bodies, charitable trusts and the private sector, and the scope of key agencies working within the Broads (such as Natural England, Environment Agency, RSPB and the Wildlife Trusts) to deliver all that was originally aspired to has been a significant challenge.
- 1.4 There have also been considerable changes nationally in a number of key areas since the Plan was adopted. The introduction of new legislation in the form of the Localism Act 2011 and the raft of revisions to the planning system have been influencing factors, as has the introduction of Local Enterprise Partnerships and Local Nature Partnerships as new funding and delivery bodies at a local level.

- 1.5 The summary report shows that progress has been made against most of the objectives in the Plan. Some objectives have suffered due to a lack of resources (financial and staffing) or loss of a partner organisation, while others have proved significantly more complex or more time consuming to achieve than originally thought. As will be seen from the report, some objectives have been amalgamated or amended to take account of changing circumstances since the Plan was adopted.
- 1.6 As the Government considers its priorities for the next Comprehensive Spending Review period, the squeeze on public finances will continue. Delivering the remaining actions in the current Broads Plan and determining the strategic objectives for the next Plan will depend substantially upon making the most of external funding opportunities, continued partnership working and a flexible approach to future priorities.

2 Next Steps

- 2.1 The progress and strategic direction of all Broads Plan objectives will be reviewed in line with the long-term Vision and Aims set out in the Plan. Strategic objectives to be taken forward into the next Plan period will then be prepared. The Authority will be working with partner organisations, interest groups and local communities throughout the review period. Broads Forum members and the organisations they represent are invited to contribute to the review process in a workshop in the Autumn and a wider public consultation in early-mid 2016.
- 2.2 It is not proposed to invite Forum members to comment on progress against each objective in the summary report, but feedback is invited on objectives or issues that members feel would merit particular attention at the Autumn workshop.

Background papers:	None
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Broads Plan Objectives:	None
Appendices:	APPENDIX A - Broads Plan 2011: Summary Progress Report

STRATEGIC OBJECTIVES	PARTNERS	BA	SUMMARY OF KEY ACHIEVEMENTS	ISSUES	OUTCOMES
RESPONDING TO CLIMATE CHANGE AND SEA LEVEL RISE					
<p>CC1.1 Promote sustainability requirements, reduction of greenhouse gas emissions and adoption of real targets for GHG emission reductions by organisations and communities</p> <p>CC1.2 Record, monitor and publicly report progress towards low carbon economy</p>	LAs / BA / NE / EA	SKH	<ul style="list-style-type: none"> ▪ Sustainability initiatives promoted across tourism, land and water management, education and planning, including STEP (CC4.5), PRISMA (NA1.3), New Anglia LEP Green Economy Pathfinder, Sustainability East’s Adaptation Network, Suffolk CC Green Suffolk, NCC Carbon and Energy Reduction Fund, Broads Sustainable Development Fund, The Green Blue. ▪ Carbon reduction targets and practices adopted by BA for corporate activities (utilities, travel, consumables, purchasing). 	LAs no longer required to report annual carbon reduction performance so comparisons not possible.	BA’s CO2 emissions reduced by 31% prior to move to Yare House; emissions in 2015 as at 2011 baseline.
CC1.2 – see CC1.1					
<p>CC2.1 Establish programme of community engagement to explain vulnerability of Broads to climate change and identify local concerns and aspirations to inform adaptation planning</p> <p>CC2.2 Conduct risk-based assessments of current and future local vulnerabilities for people, nature and historic environment and publish results</p>	LAs / BA	SKH	<ul style="list-style-type: none"> ▪ Preliminary draft Broads Climate Adaptation Plan submitted to Defra (2011). ▪ Revised draft Broads Climate Adaptation Plan prepared and summary published for consultation (July 2015). ▪ Broads °Community climate adaptation engagement initiative established. ▪ Videos and performance arts projects on climate change in the Broads produced including ‘In a Vulnerable Place’. ▪ Report on ‘The Potential Impacts of Climate Change on the Norfolk Broads’ published (UEA, 2014). ▪ Risk assessment and resilience planning promoted at county and regional level including New Anglia LEP Green Economy Pathfinder, Sustainability East’s Adaptation Network and county resilience forums. 		Climate adaptation plan and Broads °Community will be used to raise awareness of climate vulnerabilities and stimulate greater debate/ involvement at local level.
CC2.2 - see CC2.1					
<p>CC3.1 Progress 20-year Broadland Flood Alleviation Project (BFAP) to schedule, realising opportunities for enhancements for biodiversity, recreation and navigation</p> <p>CC3.2 Develop flood risk management strategy to follow on from BFAP (i.e. after 2021), assessing advantages and disadvantages of various engineering options</p>	EA	AC	<ul style="list-style-type: none"> ▪ Broadland Flood Alleviation Project construction phase completed on schedule; maintenance phase ongoing over remaining life of project (to 2021). ▪ Enhancements realised including increased reed habitat, extended moorings, re-piled moorings, new easy access paths and reinstated slipway. ▪ Anglian River Basin District Draft Flood Risk Management Plan 2015-21 published for consultation. 	Decision still awaited on flood management strategy post-BFAP. Works required to meet partnership agreement to ensure no net loss of important habitat, especially grazing marsh.	Dredging disposal agreements for flood bank setback areas ensuring beneficial reuse of dredgings in reed rond creation. Significant flood defence improvements across whole project area, bringing levels back to service level defined in BESL contract. First time defence for some areas, e.g. Brundall, Chedgrave.

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CC3.3 Continue to maintain existing sea defences along Eccles to Winterton frontage and develop options for progressive Medium Term Implementation Plan	EA	SKH	<ul style="list-style-type: none"> ▪ Existing sea defences maintained with 'hold the line' position. ▪ Eccles to Winterton Shoreline Management Plan (SMP) formally agreed (2013). ▪ Cromer to Winterton modelling carried out to inform SMP. ▪ Gorleston to Lowestoft Coastal Strategy studies ongoing to inform SMP. 	No widespread support for alternative options.	Greater political awareness within organisations and communities of challenges for current coastal defence policy.
CC4.1 Establish planning and design approach that enables appropriate sustainable development within Broads flood plain, including use of experimental and innovative techniques	BA / LAs	AL	<ul style="list-style-type: none"> ▪ Development Management Policies DPD, Site Specific Policies DPD and revised Statement of Community Involvement prepared and adopted (Local Development Framework). ▪ Spatial planning policy review underway for preparation of Broads Local Plan. ▪ Draft guidance on Moorings and Riverbank Stabilisation produced to inform Local Plan. 	Detailed design guidance not produced as resources focused on producing LDF.	Updated development management and site specific policies in place giving broad design guidance and emphasising new and innovative design.
CC4.2 Promote sustainable planning and management of water resources at catchment and regional scale	BCP	AK NP	<ul style="list-style-type: none"> ▪ Broadland Catchment Partnership established and new Broadland Partnership Officer in place to coordinate strategy. ▪ Inaugural Broadland Rivers Catchment Plan (2014). Plan includes integrated action for management of land, water, waste water, flood risk and sustainable drainage, river channels and floodplain, recreation, understanding, investment. ▪ Ecosystem services and surface water flow modelling and mapping undertaken. ▪ 'Slow the Flow' project 2015-16 underway to construct and promote demonstration Rural Sustainable Drainage Systems and further engage farmers around soil and water run-off. 	River habitat improvements on Waveney, Upper Bure and Wensum outlined but not delivered due to lack of funding and appropriate consents.	Improved collaboration between organisations; better knowledge exchange between practitioners, scientists, communities and farmers. Likely to lead to medium and long term improvements to water environment.
<p>CC4.3 Work with land managers to aid understanding of climate change impacts on their businesses and promote best practice for carbon emission reduction</p> <p>AL1.2 Work with farming industry to investigate options for adaptation to climate change, including sustainable water and carbon management and appropriate cropping types Also see AL2.2</p>	NE / BA / CLA / NFU	AK SKH	<ul style="list-style-type: none"> ▪ Data sharing on land management of carbon stores agreed by NE and BA. ▪ Research carried out on modifying cropping patterns (UEA Adapt). ▪ Ecosystem services and surface water flow modelling and mapping undertaken. ▪ Agricultural economic decision support system trialled with local farmers (UEA). ▪ Farming and future landscapes project completed, focusing on climate change adaptation for farm businesses within protected landscapes (NFU). ▪ Survey of farmer values of marshes and their management undertaken. ▪ Technical support provided to farmers on water, soil and precision management via CSF and water companies. ▪ Diffuse water pollution plans and pollution risk assessments produced. ▪ Broadland Rivers Catchment Plan prioritising actions to safeguard water quality and retain agricultural viability. ▪ Waveney agri-advice catchment partnership established to co-ordinate advice and training between agronomists and land management advisers. 	Low engagement from farmers on climate adaptation due to short term pressures. Economic downturn limiting investment in higher risk innovation for sustainable management.	Better engagement with farmers on managing water for multiple benefits. Lower wheat prices resulting in greater interest in other grants for rural development.

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CC4.4 Develop best options for expanding production of renewable energy within Broads environment	BA / LAs	LMn SKH	<ul style="list-style-type: none"> ▪ Landscape Sensitivity Study for Renewables and Infrastructure produced (2013). ▪ R&D on tidal energy and other renewable energy concepts funded through Broads Sustainable Development Fund. ▪ Fen harvest biomass energy generation - see CC4.6. 	No investment in low impact renewable energy generation. Landscape sensitivity study findings tested at planning enquiry; insufficient weight given by Inspector.	More information on renewable energy options and associated landscape criteria, but no investment in production, possibly due to high risk costs.
CC4.5 Promote low carbon initiatives in Broads tourism and recreation provision	BTF / BA / partners	BHa	<ul style="list-style-type: none"> ▪ Green Tourism Business Scheme and Green Boat Mark scheme established. ▪ Green Traveller Guide to the Broads published (2013). ▪ Eco-projects funded through Broads SDF including rainwater boat wash down system, electric boat conversion and charging points, energy saving building measures. 		Broads re-awarded European Charter for Sustainable Tourism in Protected Areas. Broads recognised in Green Tourism Awards and by International Centre for Responsible Tourism.
CC4.6 Seek sustainable uses for recycling and reusing by-products from land and water management	CP/ NGOs	AK RR	<ul style="list-style-type: none"> ▪ Dredged sediment used in island/habitat creation at Salhouse Spit (winner of Green Apple Award 2014), Duck Island and Hill Common, Hickling. ▪ Dredged sediment material used in flood defence works (Broadland Flood Alleviation Scheme). ▪ Recycled timbers used in bank erosion reconstruction projects and in Turn Tide Jetty reconstruction; recycled materials used for surfacing options. ▪ Research ongoing on use of biomass for biofuels and composting. ▪ Commercial rush harvesting for arts and crafts trialled in Waveney. 		More recycling and reuse of dredged material for innovative restoration projects and flood defence. More use of recycled timber reducing need to import Green Heart from Africa. Sustainable rush harvesting benefiting canoe access and sensitive river management.
LANDSCAPE AND CULTURAL HERITAGE					
LC1.1 Complete European Landscape Action Plan	BA	LMn	<ul style="list-style-type: none"> ▪ Broads European Landscape Convention Action Plan produced. ▪ ELC Action Plan projects included in HLF Landscape Partnership bid (ref. LC1.2). Outputs have included landscape education pack, Great Estuary interpretation, landscape workshop at Hickling, new landscape-themed pages on BA website. 		Better understanding of whole landscape approach in planning and interpretation.
LC1.2 Work with partners and local communities to develop opportunities to promote landscape management at a local valley scale	BA / partners/ community groups	LMn WB	<ul style="list-style-type: none"> ▪ Major first round bid submitted to Heritage Lottery Fund for 'Water, Mills and Marshes: The Broads Landscape Partnership Scheme'. Proposal involves 38 projects and 55 organisations and local community groups. ▪ Upper Thurne Enhancement budget established to fund local community projects. Landscaping enhancements completed at Hickling Staithe, Horsey Mere, Somerton Staithe and Potter Heigham. ▪ Landscape East developing East of England Landscape Framework and 		Landscape enhancement to a number of sites within the middle and upper Thurne. Local people encouraged to take responsibility for their community resource.

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			<p>promoting good practice in landscape protection, management and planning</p> <ul style="list-style-type: none"> Support provided to local groups to encourage community management of sites. 		
LC1.3 Develop comprehensive evidence base of cultural and historic landscape characterisation and assets to inform interpretation and management guidance	BA/ NCC	LMn	<ul style="list-style-type: none"> Broads Landscape Character Assessment updated to include information on perceptual qualities. 'Journey Through the Broads' interactive landscape interpretation project produced. Revised Broads National Character Area profile (NCA80) published. Broads archaeology review undertaken and statement of significance produced. Framework for Monitoring Environmental Outcomes in Protected Landscapes established. Broads Local List of Heritage Assets – see LC2.1. 	LCA data 2006 & 2012 not merged due to lack of staff resources.	More robust information on special qualities of the Broads including perceptual qualities.
LC1.4 Complete survey of sites and features of geodiversity significance in the Broads	NGP	LMn	<ul style="list-style-type: none"> 19 sites in Broads identified in first phase of Norfolk Geodiversity Audit. 'Ground truthing' surveys carried out at sites in Strumpshaw and Fleggburgh. Broads geodiversity timeline produced for education purposes. 	Completion of geodiversity survey and illustrated geodiversity timeline on hold due to lack of staff resources.	Improved background material available for project work and interpretation.
<p>LC2.1 Develop action plan for listed and locally significant buildings and scheduled monuments, informed by condition survey, and adopt strategy for their future</p> <p>LC2.2 Undertake survey to identify vulnerability of heritage assets to climate change and publish advice to owners</p>	BA / PCs/ Norfolk Windmills Trust	BHo	<ul style="list-style-type: none"> Broads Local List of Heritage Assets established. Drainage mills surveyed and individual action plans developed for mills on Local List. Riverside chalets surveyed and included on Local List. Advice and guidance provided to owners of properties on Buildings at Risk Register. Broads Heritage Asset Review Group established. 		Number of Listed Buildings at risk reduced by 50% (2011/12 - 2014/15).
LC2.2 – see LC2.1					
LC2.3 Undertake two Conservation Area Appraisals (or reappraisals) per annum	BA	BHo	<ul style="list-style-type: none"> Conservation Area Appraisals (or reappraisals) completed for Somerleyton, Ditchingham Dam, Langley Abbey, Oulton Broad, Salhouse, South Walsham, Halvergate Marshes, Ellingham Mill , Geldeston, Neatishead and Barton Turf. Further appraisals underway at Belaugh, Beccles, Trowse. 		Number of up-to-date appraisals/ reappraisals doubled (40% to 80%).
LC2.4 Promote preservation, restoration and use of craft historically used on the Broads	Local interest groups and charities /	BHo	<ul style="list-style-type: none"> 'Bringing the Wherry to Life' project and digital archive funded by Broads Sustainable Development Fund. Wherries Olive, Norada and Hathor restored and pleasure wherry Ardea added to fleet (Wherry Yacht Charter Charitable Trust). 	Preservation and restoration limited, with most assets in private ownership.	HLF bid has identified need for heritage skills training.

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	BA		<ul style="list-style-type: none"> Substantial remains of medieval boat uncovered on River Chet and being restored prior to going on display locally. 		
<p>LC2.5 Support heritage and cultural skills training and employment in traditional Broads industries</p> <p>AL3.2 Develop plan to boost reed and sedge cutting industry and develop new partnership for local sustainable products from the land</p>	BA / BRASCA	BHo AK	<ul style="list-style-type: none"> First stage HLF bid successful for Stracey Arms Mill restoration project. Heritage skills training substantial part of HLF Landscape Partnership bid 2015 (LC1.2). First Broads Reed and Sedge Cutting Industry Action Plan implemented. Reed bed survey carried out to inform commercial cutting opportunities. Training, cutting contracts and equipment loans provided to reed and sedge cutters. 		12 reed and sedge cutters trained; 3 new cutters with traditional skills. Cutters taking on new areas of management.
LC3.1 Improve understanding of local housing needs within Broads Executive Area	BA / LAs / Reg. Social Landlords / Rural Enablers	AL	<ul style="list-style-type: none"> Greater Norwich Strategic Housing Market Assessment carried out; to include Objectively Assessed Need for Broads Executive Area by district. Research commissioned to inform Broads Local Plan: Local housing need for key workers, second and holiday homes. 	Progress limited by need to align with revised Local Plan process. OAN now proceeding.	Following revocation of Regional Spatial Strategies, Broads now producing own Objectively Assessed Needs.
LC4.1 Work with steering group comprising designated areas in South and East to promote schemes to progress undergrounding of overhead electricity distribution cables in Broads area	BA / utilities companies	LMn	<ul style="list-style-type: none"> £1.7m Waveney Valley undergrounding wires projects completed at Horning Hall and Barsham Marshes. Funding secured for 2015-23 tranche of projects (£247k for Cantley Marshes, £19K for Somerton, £170K for Ludham marshes). Five further schemes in development phase. 		3 steel towers removed from banks of River Waveney. 11 kilometres of overhead wire and 105 wooden poles removed.
LC4.2 Seek to influence impacts of development growth beyond Broads' executive boundary recognising positive benefits to Broads and surrounding areas	GNDP / BA / LAs	AL	<ul style="list-style-type: none"> BA represented on Greater Norwich Development Partnership. BA responded to significant neighbouring development proposals for urban regeneration, renewable energy, communications infrastructure, housing, transport distributor routes. Landscape Sensitivity Study produced (Ref. LC4.4). Norfolk Shared Strategic Framework developed under 'Duty to Cooperate'. 		Norfolk Shared Strategic Framework supporting better collaboration on Local Plan reviews.
BIODIVERSITY					
BD1.1 Agree coordinated approach to influence use of resource mechanisms (e.g. agri-environment schemes) to meet biodiversity objectives	CP / BA / NBP	AK	<ul style="list-style-type: none"> BA closely involved in Countryside Stewardship development via Wild Anglia. Mapping of expiring ES agreements and habitat areas and new NE Register of Interest used to identify pipeline for new ES advice and applications. See also CC4.2 - Broadland Rivers Catchment Plan. 		Improved targeting of limited Countryside Stewardship funds.

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<p>BD1.2 Review annual Biodiversity Action Plan and implement 5-year rolling programme that enhances ecosystems services</p> <p>BD3.2 Deliver partnership projects to improve chemical and biological quality of water bodies, including restoration of wetlands</p> <p>BD3.1 Develop understanding of status of water bodies and wetlands and how current actions will achieve WFD and HD targets</p> <p>BD4.1 Deliver agreed strategic management approach for Broads lake restoration</p>	CP / BA / NBP	AK	<ul style="list-style-type: none"> ▪ Broads Biodiversity Action Plan reviewed and Broads Biodiversity and Water Strategy implemented 2013. ▪ Multi-partner annual Broads Biodiversity and Water Forums held. ▪ Programme of Broads WFD projects implemented focusing on nutrient loading, diffuse pollution, septic tanks, sediment 'fingerprinting' and river restoration. ▪ Million Ponds project created c.43 new turf ponds at How Hill, Catfield and Sutton Fen. ▪ Comprehensive Broads Lake Review undertaken (Pub. 2015) evaluating research, monitoring and management since mid-1990s and considering climate impacts. Results informing site specific restoration methods. ▪ Hoveton Great Broad and Hickling Broad Restoration Project initiated; funding being applied for 2016-2020. ▪ Halvergate Marshes water management plan in development. ▪ Reed bed habitat created through Hickling wetland creation project. ▪ Research carried out on salinity impacts, wetland ecosystems, hydrology and water abstraction, septic tanks, biofiltration techniques, phosphate locking. ▪ Delivery of Ecosystem Services Approach assessed as part of Biodiversity 2020 outcomes. ▪ Abstraction licence renewals and development plans assessed in context of scientific evidence. 	Septic tanks and catchment input affecting outcomes of Phoslock project.	<p>Agreed vision and focus for lakes requiring further restoration.</p> <p>Management of priority habitat in accordance with WFD and biodiversity strategy.</p> <p>Improvement knowledge of ecosystems approach to inform management plans.</p>
BD2.1 Continue to coordinate delivery of remedies relating to SSSIs in the Broads	CP	AK	<ul style="list-style-type: none"> ▪ Broads SSSI restoration projects and lake enhancements carried out at Barton, Ranworth, Cromes and Rockland Broads ▪ Mapping completed of non-designated areas in Ant and Thurne Valleys meeting SSSI condition, mapping of other valleys progressing. ▪ Multi-partner SSSI workshops held to develop site plans for delivery of SSSI Biodiversity 2020 outcomes. 	Diffuse pollution and drying out of fen habitat remain the main reasons for failing targets.	% of SSSI land in favourable or unfavourable/recovering condition in Broads: 88% in 2011/12 90% in 2014/15
BD2.2 Complete survey and designation of Local Wildlife Sites including County Wildlife Sites, and consider evidence for SSSI designation	NWT / SWT / BA / NE / NBP	AK	<ul style="list-style-type: none"> ▪ Broads County Wildlife Site Designation Project surveyed grazing marsh, reed bed, grassland and woodland sites and designated new sites. 	Landowner agreement to designate land not always given.	19 CSWs (total area of 156ha) designated 2009-2014
BD3.1 - see BD1.2					
BD3.2 – see BD1.2					
BD3.3 Continue (1) Trinity and Lound Partnership and (2) Brograve Partnership approach to developing integrated conservation and catchment	TLP / WMA / BP	AK	<ul style="list-style-type: none"> ▪ (Management of Trinity Broads passed from BA to NWT in 2014). ▪ Trinity Broads Management Plan implemented (2012) including crassula management, fish surveys, reedbed management, HRA for boat use, nutrient reduction, scrub management, community engagement and open days. ▪ Research undertaken on farm fire management and pesticide storage, risky 	Data monitoring in Brograve difficult to interpret due to poor flows or ochre laden water.	Trinity lakes changed from unfavourable recovering to favourable condition on the basis of water plants, but remain high for phosphorus.

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management and protecting water supply			<p>waste water assets and sensitive receptor sites.</p> <ul style="list-style-type: none"> ▪ Sediment removal programme (part of Review of Consents) in feasibility stage. ▪ Brograve Partnership conducting trials and monitoring of salinity in Upper Thurne due to coastal land drainage alternations with aim to scale up to wider catchment area. 		Better data in place to guide effective land drain management.
BD4.1 - see BD1.2					
BD4.2 Manage and increase area of fen and drained marsh in accordance with agreed strategies and research base (incorporating climate change adaptation planning)	CP / land owners	AK RR	<ul style="list-style-type: none"> ▪ BA fen management agreements reviewed and updated. ▪ Fen Audit reviewed. ▪ Reed bed survey and opportunity mapping completed. ▪ Feasibility study undertaken on opportunities for sustainable use of fen harvest. ▪ New river edge reed swamp created at Salhouse and Heigham Sound. ▪ 55ha of new fen created at South Fen. ▪ New fen harvester (Softrack MkII) in operation. ▪ Reed and sedge cutting (Ref AL3.2). 	Level of support and advice to landowners on fen management limited by resources	Updated fen agreements in place. Wetter fen conditions supporting wetland species. New harvester improving efficiency in programme.
BD4.3 Research and monitor habitats to ensure restoration works are effective and to support BAP recording schemes BD1.3 Complete and maintain species recording, reporting, auditing, mapping and species assemblage assessment approach BD5.2 Monitor impacts of climate change on vulnerable species and habitats, including Breydon	CP / land owners	AK	<ul style="list-style-type: none"> ▪ Broads Biodiversity Audit and Tolerance Sensitivity Mapping completed and status of species of conservation concern reviewed. ▪ Annual monitoring programmes completed for fen and lake plants and species; repeat assessment of Upper Thurne habitats carried out to evaluate change over decades. ▪ Condition surveys carried out of wet woodland, reed and fen, turf ponds, fen invertebrates, molluscs, bat and barn owl habitats. ▪ Cuckoo migration monitoring project launched and five Broads cuckoos satellite tracked. ▪ Research register compiled and research projects initiated on reedswamp and fen dyke condition, sediment input and capping (Phoslock), lowland peat and carbon capture, water voles, salinity and ecology. ▪ Catch dyke report produced, identifying opportunities for capturing good quality water for habitats. 		All major data sets of Broads' species brought together for first time. 11,067 taxa recorded including 1519 priority conservation species. Multiple research projects providing valuable evidence for land and water management.
BD5.1 Identify, survey, map and promote potential opportunities to extend, relocate, buffer and connect habitats and strengthen ecological networks	CP	AK	<ul style="list-style-type: none"> ▪ Habitat and ecosystem services mapping completed 'Wild Anglia' LEP manifesto 'Green Economy Pathfinder' manifesto launched, including objectives to improve and promote Broads natural capital. ▪ Bee line pollination mapping developed across Broads and Norfolk. ▪ Bird and bat boxes - Broads Barn Owl Project (Ref. AL2.3). ▪ Broads Buffer area set up as an opportunity for green infrastructure funding from development. ▪ Conservation partners providing ongoing advice to landowners. 		Improved habitat and opportunity mapping through green infrastructure and species projects Increase in land area and landowners provided with conservation advice

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<p>BD6.1 Produce and implement strategic eradication plans for priority invasive species and undertake monitoring and research to understand threats to native species and habitats</p> <p>BD6.2 Support Norfolk Non-Native Species Initiative and local community 'days of action'</p>	NNNSI	AK	<ul style="list-style-type: none"> ▪ Awareness, training and action on management of invasive species delivered through NNNSI, Broadland Catchment Partnership and EU-funded RINSE project. ▪ Broads Biosecurity Communication Project set up to promote awareness of invasive species ▪ 'Check, Clean, Dry' campaign on killer shrimp widely promoted. ▪ Annual programmes completed for control of giant hogweed, Himalayan balsam, Japanese knotweed, mink, feral geese, crassula helmsii, parrot's feather and floating pennywort. ▪ Mink management programme developed cloud database and strategic approach across Norfolk. 	Eradication of floating pennywort not achieved due to inherent difficulties dealing with species.	<p>Floating pennywort control on River Waveney reducing threat to navigation, water control and conservation value.</p> <p>Greater public awareness of invasive species.</p> <p>Improved strategy for mink management across Norfolk.</p>
AGRICULTURE AND LAND MANAGEMENT					
<p>AL1.1 Develop integrated policy base that recognises contribution of farming to economy, environment and quality of life</p>	CP / NFU / CLA / land owners	SKH AK	<ul style="list-style-type: none"> ▪ Joint policy response submitted by BA and NFU on future of Broads environmental stewardship and importance of protecting grazing marshes. ▪ ENPAA policy statement on CAP reform stressed wellbeing of farming in National Parks as essential to environmental sustainability. ▪ CAP reform led to revised Environmental Stewardship scheme with more targeted outcomes for biodiversity. ▪ NFU 'Why farming matters to the Broads' report used as focus for developing integrated farm policy. ▪ Research undertaken on approaches to agri-environment schemes, rural payments and intentions of grazing marsh farmers. ▪ Halvergate Conservation Area reappraisal provided evidence for benefits of targeted agri-environment funding. 	Economic downturn lessening farm business investment in marginal conservation measures.	Better understanding of ecosystem services benefits provided by farmland and how such services could generate income.
AL1.2 – see CC4.3					
<p>AL2.1 Develop and implement Catchment Sensitive Farming approach to meet water quality targets required now and in changing climate</p>	NE / EA / BA / ESW / AWS	AK NP	<ul style="list-style-type: none"> ▪ CSF grants, training and advice made available for Broads priority catchments ▪ Wensum Alliance and Demonstration Test Catchments project assessing control of diffuse pollution from agriculture ▪ Research undertaken on improving coastal land drainage in Brograve Catchment ▪ National CSF good practice developed from management of pollution into water course following farm pesticide store fire in Trinities 		Over two thirds of total holding area engaged in Broadland Rivers CSF Phase 1 sub-catchments (Bure, Ant & Muckfleet; Waveney, Wensum and Yare)

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<p>AL2.2 Assess and promote best practice soil management to prevent irreversible loss of high grade agricultural land and retain carbon dioxide sequestration</p> <p>BD1.4 Complete mapping and raise awareness of peat resource with local farming community</p>	NE / BA / EA / UEA	EM	<ul style="list-style-type: none"> ▪ 3-D mapping of selected peat cores in the Broads undertaken. ▪ Guidance produced on Positive Carbon Management of Peat Soils. ▪ Soil carbon protection advice provided to land owners, land managers and agri-advisors. 	Completion of 3-D peat mapping work on hold due to lack of resources.	Land managers and agri-advisors more aware of how to protect peat soil for carbon sequestration.
<p>AL2.3 Develop farm based projects with additional benefits for biodiversity, flood and carbon management that could be used for offsetting and investment opportunities</p>	EA/BA/NE/ NFU/CLA/ land managers	AK/ EM	<ul style="list-style-type: none"> ▪ 50+ barn owl and kestrel nesting boxes provided to landowners, along with habitat management advice (Barn Owl Project) and more than 100 bird and bat boxes put up in green spaces. ▪ 70% grants provided for habitat improvement projects in growth areas around Norwich (Connecting Nature Fund). ▪ Broads included in Green Economy Pathfinder Project studies (New Anglia LEP). 		More breeding sites and enhanced hunting habitat for barn owls and kestrels.
<p>AL3.1 Target agri-environmental support and resource protection options to meet landscape, biodiversity and historic environment objectives, integrating enhancement of business targets and food production</p>	NE / BA / land managers	AK	<ul style="list-style-type: none"> ▪ RSPB's Broads Futurescape project providing land management advice and support. ▪ 'Agri-Environment Scheme and Value of Grass Marsh in Broadland' report and 5-point action plan produced (2013). ▪ Halvergate and Somerton Water Level Management Plans reviewed and plans underway for significant water management scheme on Halvergate. 		Freshwater supply for marshes being enhanced.
<p>AL3.2 - see LC2.5</p>					
<p>AL4.1 Promote value of local food for sustainable and healthy lifestyles</p>	NFU / CLA /partners	BHa	<ul style="list-style-type: none"> ▪ High quality locally produced food promoted through Broads Quality Charter. ▪ Eating Out in the Broads guide produced annually. ▪ Local produce featured in Broads Outdoor Festival. ▪ Planning underway to launch Broads Food Festival in 2016. ▪ NFU launched Farming Delivers campaign promoting local food. 		Local produce and Government health agenda more widely promoted, including through local media.
<p>AL4.2 Develop more opportunities for the public to visit farms and understanding farming</p>	NFU / CLA /partners	SKH	<ul style="list-style-type: none"> ▪ NFU actively engaged in public facing activities including Open Farm Sunday, Spring Fling, Farming and Countryside Education, roadshows and demonstration farms. 	Lack of resources limiting public impact of events.	Open farm activities ongoing but lack of resources limiting public impact.

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NAVIGATION					
NA1.1 Review and deliver strategic sediment management in accordance with waterways specifications	BA	AC	<ul style="list-style-type: none"> ▪ New methodology in place to assess compliance with Sediment Management Strategy waterway specifications and prioritise future dredging programmes. Waterways specifications for each river reviewed to reflect more accurate hydrographic survey bed assessments. ▪ Hydromorphic and engineering study of Breydon Water undertaken to inform dredging programmes. ▪ Total of 198,258m³ of sediment dredged from system between 2011/12 – 2014/15, a mean average of 49,565m³ p.a. 		More efficient and cost effective dredging resulting from new compliance assessment methodology. Innovative sediment reuse techniques developed through PRISMA project.
NA1.2 Seek to influence legislation/policy for sustainable sediment management on catchment scale and raise public awareness of challenges faced	BA EA /NE/ NFU	TW	<ul style="list-style-type: none"> ▪ Code of Practice agreed for use of D1 exemptions (deposit of waste from dredging of inland waters), allowing EA to agree Regulatory Position Statement for low risk activity. ▪ AINA Good Practice Guide for sustainable management of dredged material from inland waterways produced. 		BA active in development of new good practice guidance and codes of practice.
NA1.3 Seek additional Government funding and identify external funding opportunities to develop sustainable dredging and disposal processes and accelerate removal of backlog from system, recognising wider socio-economic benefits	BA	RR	<ul style="list-style-type: none"> ▪ £700K EU funded Promoting Integrated Sediment Management (PRISMA) project delivered (2011-14). ▪ Trialling of sustainable dredging techniques, innovative reuse of dredged material (island creation schemes, new and restored reed bed habitat) and investment in infrastructure (new mud wherry and dockyard facilities) delivered through PRISMA. 		Multiple benefits for dredging and innovative recycling and reuse techniques through PRISMA project; budget spent with 99% accuracy. Learning shared across national and European stage and informing potential new partnership project.
NA1.4 Seek to establish network of appropriately licensed disposal sites to ensure viability of future dredging programmes	BA	RR	<ul style="list-style-type: none"> ▪ Comprehensive mapping system developed to identify possible sites for sediment storage. ▪ Land purchased at Potter Heigham and permissions sought to use for sediment; land with river frontage purchased on Lower Bure with potential for mooring and dredging reuse. ▪ Dredged material reused in Broadland Flood Alleviation Project (BFAP) and in reed bed and river bank restoration works. 	BA unable to secure initial priority sites identified for dredging disposal.	Increase in land space available for sediment disposal, but more sites needed.
NA1.5 Minimise impacts of bank erosion and provide advice and guidance to landowners on erosion protection design and best practice	BA	DH	<ul style="list-style-type: none"> ▪ Bank erosion survey undertaken and erosion protection projects prioritised. Works completed at Womack Island, Horsey Mere and River Ant at Irstead. Sites with planning permission gained but awaiting completion at Hickling Broad and River Bure near Coltishall. All completed sites planted with vegetation and progress monitored. ▪ New geotextile and habitat creation schemes trialled through PRISMA project. ▪ Fully revised planning guidance for bank protection and stabilisation drafted. 		Increased confidence in use of novel geotextile solutions. Monitoring of new bank plant establishment refining techniques for species planting mix and densities.

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NA2.1 Deliver annual programmes for tree and scrub management	BA/ EA	RR	<ul style="list-style-type: none"> ▪ BA annual work programmes of tree and scrub maintenance carried out. ▪ Partnership scrub clearance works carried out with RSPB and Broadsword. 		Tree and scrub clearance supporting favourable fen habitat conditions, navigation safety, erosion protection and landscape character.
NA3.1 Implement and raise awareness of environmental standard operating procedures for aquatic plant management	BA	DH	<ul style="list-style-type: none"> ▪ Environmental Standard Operating Procedures for cutting water plants updated and published on BA website. ▪ Protocol and methodology guidance for river surveying developed. ▪ Site specific method statements produced mapping areas for cutting, disposal locations and cutting specifications. 		Positive feedback from Environment Agency on cutting specifications and protection of fish habitat while maintaining navigational access.
NA3.2 Maintain and extend annual programme of aquatic plant monitoring to understand impacts of management to biodiversity, recreation and navigation	BA / WQP	DH	<ul style="list-style-type: none"> ▪ Annual work programmes of water plant monitoring completed, using new point survey techniques. 	Statistical methodology to enable comparison of previous transect data and new point data yet to be established.	Water plant data used to evaluate lake condition and restoration success in Broads Lake Review.
NA4.1 Transfer responsibility of Breydon Water and Lower Bure into navigation jurisdiction of Broads Authority	BA	TW	<ul style="list-style-type: none"> ▪ Transfer of navigation responsibility completed 1 June 2012. ▪ Works to improve safety signage and channel marking and layby mooring completed. ▪ New heavy weather patrol launch purchased & year-round patrols established. ▪ Hydrology / sediment modelling completed to inform Turn Tide Jetty reconstruction project (in progress) and river works applications in Lower Yare and Waveney. 	Text service for tidal conditions trialed but not continued due to low uptake. Portable signage considered as partnership project with BHBF but no funding identified.	Improved and more integrated safety conditions for users of Breydon Water. Design and delivery of river works being informed by new hydrology modelling data.
NA4.2 Implement Safety Management System and Hazard Review/Action Plan	BA	SBi	<ul style="list-style-type: none"> ▪ Safety Management System updated in line with Port Marine Safety Code and Broads Authority Act 2009; SMS updated annually following hazard review. Annual Hazard Reviews show all hazards to be within 'ALARP' region. ▪ Rangers trained and active in hazardous boat checks for visiting craft. ▪ Boat Test Area review undertaken and conditions of use updated. ▪ Research undertaken on speed indicators for hire boats for inclusion in new licencing conditions. ▪ Links established with rowing clubs to discuss safety including use of vessels for coaching. 	Document Management System identified as high priority in SMS Audit 2012 but progress held up by lack of staffing resources.	All hazards remain within 'As Low As Reasonably Practicable' range. Greater transparency to users regarding management of safety on the Broads and improved engagement on understanding and managing hazards.

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NA4.3 Maintain and enhance navigation patrolling function, supplemented through volunteer programmes and working in accordance with Enforcement Policy	BA	AV	<ul style="list-style-type: none"> Annual compliance targets for patrolling navigation exceeded. Speed measurement devices fitted to day boats. 		Speed monitors on day boats reducing number of warnings. Number of annual prosecutions for non-toll offences unchanged.
NA4.4 Promote navigation byelaws, Better Boating and Waterways Code information and 'super safety days' to improve responsible boating behaviour	BA	AV/SBi	<ul style="list-style-type: none"> Super Safety Days held annually and 'Wear It' lifejacket campaign launched. BHBF, NSBA and booking agents actively promoting "wear it" message. Broads Oil Spill Contingency Plan updated. Boat testing areas reviewed and new code of conduct developed. Norfolk Police Broads Beat team continuing to work with BA Rangers to promote good boating behaviour. Suffolk Police developing water-based policing approach, including Boatshield boat crime prevention scheme. 		People observed wearing lifejackets more frequently. Annual marine safety audits marine related fatalities down and now static. Boat fires continue to be low.
NA4.5 - See TR1.5					
NA5.1 Monitor implementation of legal agreement with Network Rail to ensure access for navigation at railway bridges	BA / Network Rail	TW	<ul style="list-style-type: none"> Regular liaison meetings held between BA and Network Rail. Monitoring equipment installed on bridge to record levels of movement. 'Whole life' strategy recommendations prepared for Reedham and Somerleyton swing bridges; proposals for Trowse Bridge being developed. 	Regular opening of Trowse Bridge still unavailable due to mechanical and electrical issues.	Network Rail allocated large budget and made considerable efforts to improve position of bridges in Broads executive area.
NA5.2 - See TR2.2					
NA5.3 Promote replacement of low bridges with opening/ raised alternatives where opportunities exist in capital works projects	BA / Highways Agency	TW	<ul style="list-style-type: none"> Generation Park Norwich draft designs for new vehicular bridge prepared for consultation. Vauxhall Bridge refurbishment project completed but did not involve capital works. Planning permission granted for low opening bridge from Deal Ground, Norwich to Whitlingham Country Park 		Potential projects at planning or consultation stages.
PROMOTING UNDERSTANDING					
PE1.1 Promote messages that define the Broads 'brand' and assist businesses, organisations and local people to play a part in representing it	BTF / BA/ tourism bodies / LAs	LMa	<ul style="list-style-type: none"> BA resolution passed to use National Park name in promoting Broads area (Jan 2015). Enjoy the Broads tourism website refurbished and new material published. Britain's Magical Waterland' branding material and guidelines produced. Broads Outdoor Festival established in 2011 and now hosting more than 180 events over two weeks. Broads promoted in national campaigns including VisitEngland's 'Active Outdoors', Green Tourism, Green Traveller. 		Better promotion of area's National Park status and more coordinated branding of area among businesses. National promotion on high profile external platforms. Broads awarded Certificate of Excellence on TripAdvisor.

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PE1.2 Further develop 'EnjoytheBroads.com' tourism website and Broads Authority website	BTF / BA	LMa	<ul style="list-style-type: none"> Comprehensively redesigned BA corporate website launched in 2014. Enjoy the Broads website refurbished and content expanded. 	Full ETB website redesign delayed due to staffing resources	Enhanced promotion of Broads special qualities and work of BA and partners. Increase in visits to ETB website (from 12,000 in 2010 to 150,000 in 2015).
PE2.1 Maintain effective network of visitor information centres serving the Broads and revise provision of on-site BA visitor information points	BA / partners	SBa	<ul style="list-style-type: none"> Visitor 'hub' concept introduced for BA information centres at How Hill, Hoveton and Whitlingham. Ranworth and Beccles information centres taken on by new management. How Hill information centre and Great Yarmouth and Norwich yacht stations refurbished, with improved visitor information and interpretation facilities. New café franchise established at Whitlingham Country Park and sales strategy introduced selling ice cream and confectionary at visitor centres. Ra and Liana boat trips relocated as part of "hub" approach. Interactive touchscreens installed at How Hill TIC and Yarmouth Yacht Station. 	On-site BA visitor information points not progressed although touchscreen software licence provided to Herbert Woods to compensate for loss of Potter TIC.	Better engagement of young visitors through use of new interactive media. New audience for BA boat trips.
PE2.2 Increase use and range of electronic media for information and interpretation, embracing innovative technology	BA / partners	LMa	<ul style="list-style-type: none"> 42" interactive visitor touchscreens installed in BA information centres. Facebook and Twitter accounts launched for BA and Enjoy the Broads; Broads Blog launched on BA website. Mobile phone visitor apps introduced. Broadsheet and Broadcaster publications produced in electronic format. Online payment system for navigation tolls established. Electronic BA committee papers introduced. E-newsletter Broads Explorer trialled. Seven BA podcasts and separate series produced by Future Radio promoting Broads special qualities and work of BA. 	Broads Explorer ceased publication due to staffing resources. Resident newsletter in different format being investigated.	Significant growth in information and interpretation available through new media, including electronic, digital and social, widening audience reach and reducing print costs. Mobile phone app allowing access to website in areas of Broads with no internet access.
PE2.3 Increase range of audio-visual material that illustrates the cultural history and special qualities of the Broads and its communities	BA / site interpreters	LMa	<ul style="list-style-type: none"> 'Journey Through the Broads' interactive landscape interpretation web project produced. 10 videos produced featuring the Broads landscape, nature, recreation, crafts and traditions, cultural history, Great Estuary story and work of the BA. Broads °Community climate change video produced. Broads promotional video produced by Visit Norfolk. More than 200 'Broads Wildlife Explorer' videos produced for TIC touchscreens. Material produced through Green Destination initiative, including series of Green Traveller videos promoting the Broads. Aerial view videos of Broads landscape produced. 	Technical issues with 'Journey through the Broads' delaying web launch.	Better access to wider range of audio-visual material about the Broads and the Broads Authority, including oral histories that may otherwise have been lost. More engaging promotion of subjects like climate change, history of the Broads and current landscape issues.

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PE3.1 Meet and improve particular information requirements of visitors with special needs or who are hard to reach	BA / partners	LMA	<ul style="list-style-type: none"> ▪ New sensory garden developed at How Hill, funded by Airwick National Parks sponsorship. ▪ New interpretation signage installed on easy access paths at Barton Broad and Filby Broad. ▪ BA visitor publications made available in large print and audio versions, with special promotion in 2012. ▪ Easier Access in the Broads brochure being updated. 	Broads MOSAIC initiative and Podcast publications on hold due to lack of resources.	Better access to wider range of information and interpretation about the Broads and easy access facilities. BA website achieved AAA compliance rating, the highest accessibility level.
PE3.2 Provide opportunities for disadvantaged young people to experience the Broads environment as an essential part of learning and personal development	BEEN	NS	<ul style="list-style-type: none"> • Extensive programme of environmental education provided through Broads Environmental Education Network, and supported by Broads Sustainable Development Fund, including: Forest Schools, Broads Adventure, The Sailing Challenge, Broads Discovery days, NEAD Eco-challenge, Broadening Minds, Equip on the Broads, Restart project outreach, practical conservation works, vocational training days, schools visits, woodland discovery days, film projects and living history projects. • John Muir Discover and Explorer awards scheme adopted. 		Strong collaborative working between organisations to engage disadvantaged young people, particularly through Short Stay School, Country Trust and NEAD. 2000+ young people attending Broads Discovery Days annually and 100s took up NEAD Eco Challenge. 24 John Muir awards given out since 2014.
PE3.3 Improve coordination and delivery of high quality educational experiences in the natural environment of the Broads	BEEN	NS	<ul style="list-style-type: none"> ▪ Dedicated BA Education Officer appointed and first Broads Education Strategy Action Plan implemented (2012-16). ▪ Broads Environmental Education Network (BEEN) refreshed and Action Plan implemented. ▪ Broads Curriculum resource material produced and teacher champions established. ▪ 'For Peats Sake' and other climate change training and material produced. ▪ Annual programmes delivered including museums work, work experience, staff and volunteer training, schools presentations and outreach, activity taster days, interpretation projects, outreach programmes for disadvantaged young people. ▪ BA taken on c. 20 work experience students p.a. for 1-2 week placements. 	Progress on some Education Strategy actions delayed and under review.	More than 40 organisations signed up to BEEN to provide educational experiences. >550 Norfolk and Suffolk schools taking part in visits to Broads (>14000 pupil day experiences).
PE3.4 Deliver and increase opportunities for active engagement through volunteering	BA / partners	BW	<ul style="list-style-type: none"> ▪ New BA Volunteer Coordinator post established. ▪ Comprehensive review of BA volunteer service and systems undertaken. ▪ Volunteer Strategy Action Plan and online volunteer software system implemented. ▪ BA Volunteer Leader role introduced to expand service capacity and 5 leaders trained to date. ▪ Training provided to volunteers. ▪ 		Streamlined and up-to-date BA volunteer service and systems in place, with improved training opportunities.

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TOURISM, RECREATION AND ACCESS					
TR1.1 Strengthen opportunities for visitors to enjoy land and water based interests including boating, angling, natural and cultural heritage, walking and cycling Also see TR2.2	BA / BTF / LAs / tourism and interest groups	AC BHa	<ul style="list-style-type: none"> ▪ New and refurbished infrastructure in place including 7 new visitor moorings and safety moorings, 3 slipways and canoe launch points, >40 angling platforms and pads, refurbished boardwalks and viewing points. ▪ Broads Angling Strategy revised and Action Plan implemented (2013). ▪ New easy access bird hide built at Fairhaven Gardens. ▪ New interpretation/promotional initiatives produced including canoe trail maps, cycle route leaflets, Green Traveller guides, smartphone visitor Apps, Wildlife Explorer touchscreens, promotional videos, Broads Outdoors Festival and events programme. ▪ Multiple projects funded through Broads Sustainable Development Fund including entry level boating opportunities, Green Gym, tandem cycles for disabled riders, environmental education schemes, electric charging points, fishing platforms, dyke dipping platforms and mooring pontoons. Projects aimed at introducing young and disadvantaged children to boating, conservation and promoting urban and rural links featured strongly. ▪ New restricted byway dedicated as part of Horning Hall undergrounding wires scheme, helping aspirations of 3 Rivers Way project. 	Broads SDF scheme closed following cuts in Government funding.	Better provision of angling access on Waveney and Thurne. Improved viewing points and boardwalks. Moorings – see TR2.2 Community projects well supported through Broads SDF and external funding streams.
TR1.2 Support restoration, interpretation, linking and promotion of range of heritage themes and sites	BA / LAs / heritage groups and charities	BHo	<ul style="list-style-type: none"> ▪ St Benet's Abbey Restoration Project completed 2014 (£671k HLF funding). ▪ Mill restoration works completed: St Olaves, Hardley, Lockgate, Tunstall Dyke. ▪ HLF development funding awarded for Stracey Arms Mill project (Norfolk Windmills Trust). ▪ Stubb Mill Restoration Project recognised in RTPi awards and new onsite interpretation produced. ▪ New multi-media interpretation produced (action PE2.3). ▪ Broads identified as Site of Exceptional Waterlogged Archaeology (EH, 2014). ▪ Guidance provided to owners to support restoration works and protection of 'at risk' buildings. ▪ HLF Landscape Partnership bid (Ref. LC1.2). 	Without constant maintenance structures can deteriorate quickly and go back onto At Risk list.	50% of Buildings at Risk removed from Register but future of mills and structures without readily identifiable use remains problematic. HLF bid seeking more sustainable model using heritage skills training.
TR1.3 Maintain and promote year round programme of events	BA / tourism and interest groups	LMa	<ul style="list-style-type: none"> ▪ Annual Broads Outdoor Festival launched 2011. ▪ BA events annual programme delivered with focus on small number of high profile events. ▪ Broads promoted through regional and national events including London Boat Show, Broads Green Boat Show, Outdoor Adventure & Travel Show, bird fairs, National Parks Picnic in the Park, Broads Outdoor Festival and VisitEngland campaigns. 		Popularity of Outdoors Festival promoting Broads out of season and enhancing collaborative working between local organisations. Broads profile raised at shows and prestigious platforms outside area.

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TR1.4 Establish initiative for visitor support for conservation	BA / BTF / Broads Trust	BHa	<ul style="list-style-type: none"> 'Love the Broads' visitor giving scheme launched in 2012, administered through the Broads Trust. £22k raised over three years through c. 80 businesses signed up to scheme. Further funds raised through grants and one off donations from private individuals. 	Annual income not yet sufficient to sustain administration of scheme long term.	Local businesses and visitors making positive contribution to supporting local projects.
TR1.5 Monitor and maintain appropriate zoning and management of water space and wetlands for different forms of access and recreation NA4.5 Implement and monitor water ski review recommendations	BA / BTF / area mgt groups	AC	<ul style="list-style-type: none"> Water ski zones and times on rivers Yare and Waveney amended with new permissions for recreational wakeboarding. Trial of water ski and wakeboarding zoning on Breydon Water ongoing following transfer of area to BA. 		Water ski review recommendations implemented.
TR1.6 Examine opportunities to extend or expand navigable water space for recreation, consistent with conservation interests and flood risk management	BA / partners / area groups	AC	<ul style="list-style-type: none"> Canoe access agreement for stretch between Geldeston Locks and Ellingham Mill in place. 	Not identified as priority in current Integrated Access Strategy Action Plan.	Geldeston to Ellingham project progressing. Other opportunities to be addressed in next IAS Action Plan.
TR2.1 Encourage upgrading, investment and diversification in hire fleet and land-based visitor facilities and services, and associated skills training	BTF / tourism bodies / BA / BHBF	BHa	<ul style="list-style-type: none"> 'Know the Broads' training courses and guidance produced for tourism staff. Green Boat Mark scheme for hire motor cruisers implemented. Boat owners and operators survey carried out (2012, 2014) to inform strategic planning and communications. Stakeholder action plan put in place and hire boat operator workshop held to address issues. Broads Quality Charter relaunched to encourage new participants. Broads promoted as 'pathfinder destination' by VisitEngland. EU funding and increased private sector sponsorship gained to promote the Broads at national and regional events and campaigns. 		Stakeholder action plan working to address issues raised through stakeholder survey.
TR2.2 Maintain programme of expansion and improvement of moorings, slipways and yacht stations, including developing provision of electric/solar shore power points, water and refuse facilities NA5.2 Deliver enhanced demasting mooring provision in accordance with strategic priorities for mooring	BA / LAs / PCs / BHBF	AC	<p>Mooring Strategy reviewed and 10-year action plan for repiling of BA moorings implemented (2015). 7 new visitor moorings and safety moorings provided; new canoe slipways installed at Belaugh and Cary's Meadow, South Walsham slipway refurbished.</p> <p>Yacht stations refurbished with improved visitor information and interpretation. 12 new electric/solar power points installed and other points refurbished.</p> <p>Strategic review of boat waste facilities underway following changes to regulations affecting district and county collections.</p>	Gaps in mooring provision identified but not yet resolved due to unsuitable piling or difficulties with lease agreements.	Increase in number of moorings but total length of mooring decreased by 210m.

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<p>TR3.1 Develop integrated access strategy for the Broads, incorporating route networks linked to destination points and public transport</p> <p>TR3.2 Deliver revised County/Broads Rights of Way Improvement Plan and Rights of Way maintenance programmes</p> <p>TR3.3 Collate information and further audit work on access to the Broads for people with disabilities to inform access and rights of way improvement plans</p>	BA/ NCC/ SCC/ BLAF	AC	<ul style="list-style-type: none"> ▪ Broads Integrated Access Strategy implemented (2013) following comprehensive GIS mapping of access routes, links and assets. ▪ £712K obtained from Cycling Ambition in National Parks for 3 Rivers Way cycle route. ▪ National Coast footpath route Hopton to Sea Palling submitted for consultation ▪ Broads ROW maintenance refocused on permissive paths and promoted routes following cut in Norfolk County Council's ROW budget. NCC managing Norfolk Trails network; remaining ROW cut on reactive basis. Suffolk ROW subject to programmed maintenance. ▪ Audit and mapping of easy access routes and destination points carried out. 	Issues with lease agreements restricting progress in some identified project areas.	GIS mapping and new project initiation process providing more integrated approach to asset management.