

Strategic Priorities 2015/16
Report by Strategy and Projects Officer

Summary: This report summarises the Broads Authority's draft strategic priorities for 2015/16.

Recommendation: That the Authority adopts the strategic priorities for 2015/16 as detailed in Appendix 1.

1 Strategic Priorities 2015/16

- 1.1 Each year the Broads Authority identifies a small set of strategic priorities. These focus on Authority-led projects that have high resource needs or a very large impact on the Broads, or that are politically sensitive. The Navigation Committee, Broads Forum and Parish and Town Councils have been consulted on the draft strategic priorities for 2015/16.
- 1.2 The Authority has seen a total reduction in its National Park Grant of 20% between 2010/11 and 2014/15 and further cuts in 2015/16 are possible. It will therefore continue to face some difficult choices about its strategic direction and priorities for limited resources. Alongside the Business Plan, annual strategic priorities help target resources and make the most of external funding opportunities.
- 1.3 The draft priorities for 2015/16 include the review of the Broads Plan and of the Sustainable Tourism Strategy, planning for the ongoing management of Hickling Broad, and preparation of a major external funding bid for multiple landscape projects. The timescale for these substantial projects will extend beyond 2015/16. The final priority is the delivery of an action plan in response to the recent stakeholder survey. Alongside these priorities and as resources allow, the Authority will continue to work with partners and with local communities to deliver Broads Plan objectives and routine operational works.
- 1.4 Members' endorsement is sought to adopt the strategic priorities for 2015/16 as detailed in Appendix 1.

Background papers: None

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Broads Plan Objectives: Multiple
Appendices: APPENDIX 1 – BA draft strategic priorities 2015/16

APPENDIX 1

Broads Authority draft strategic priorities 2015/16				
	Project	Summary	Milestones	Contact officer
1	Broads Plan review	<p>Review and update the Broads Plan, the strategic management plan for the Broads.</p> <p>Work with partners, local communities and other stakeholders to review achievements (Broads Plan 2011) and set future aspirational strategy for 2017-22.</p> <p>The draft priority to develop a long-term navigation strategy will now be assessed as part of the Broads Plan review.</p>	<p>Scoping Mar-Nov 2015</p> <p>Consult on first draft plan by end Feb 2016</p> <p>Consult on revised draft by end July 2016</p> <p>Adopt plan March 2017 for implementation April 2017</p>	Maria Conti
2	Broads Landscape Partnership	<p>Submit an application to the Heritage Lottery Fund for £3m for a Landscape Partnership Scheme.</p> <p>If the application receives a successful HLF decision, subsequent development phase objectives will be developed. The proposed multiple projects within the bid would contribute significantly to the delivery of the Broads Plan.</p>	<p>Submit 1st application to HLF by 1 June 2015</p> <p>HLF decision Oct 2015</p> <p>(TBC: Further development phases Nov 2015 - May 2017, delivery May 2017- May 2022)</p>	Will Burchnell
3	Hickling Broad Lake Restoration Project	<p>Develop a long-term approach for the management of Hickling Broad, building on scientific evidence from the Broads Lake Review.</p> <p>In the short term, progress development of a number of smaller projects to meet immediate concerns.</p>	<p>Collate baseline data including Broads Lake Review outputs by April 2015</p> <p>Lake review stakeholder workshop - April 2015</p> <p>Develop partnership approach with stakeholders and agree refreshed</p>	Trudi Wakelin

			<p>vision for Hickling by Sept 2015</p> <p>Seek planning permission and in principle agreement from regulators to deliver the vision</p> <p>Develop external funding options - Jan 2016</p> <p>Undertake supporting research and pilots to inform feasibility by March 2016</p>	
4	Promoting the Broads	<p>Produce Broads National Park branding guidelines</p> <p>Review and update the Strategic Plan and Action Plan for Sustainable Tourism in the Broads in partnership with local businesses.</p>	<p>By Summer 2015</p> <p>Scoping Mar-Nov 2015</p> <p>Consult on first draft plan by end Feb 2016</p> <p>Consult on revised draft by end July 2016</p> <p>Adopt plan March 2017 for implementation April 2017</p>	Lorna Marsh
5	Stakeholder Action Plan	<p>Deliver multiple actions in response to the issues identified in the stakeholder surveys carried out in Sept-Oct 2014 with hire boat operators, private boat owners, residents and visitors.</p>	<p>As set in Stakeholder Action Plan 2015/16 (see separate report to Broads Authority - 20/03/15)</p>	Andrea Long