

Broads Plan Review and Stakeholder Action Plan
Report by Director of Planning and Resources

Summary:	The report outlines the key stages in the Broads Plan Review and requests suggestions from the Committee on topics that could be the subject of specific engagement/discussion as part of that review.
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1 Background

- 1.1 At the Broads Authority meeting in March, Members agreed a set of five strategic priorities for the forthcoming financial year. Unusually, due to the size, complexity and need for stakeholder engagement the timescales involved with all identified 5 priorities identified extends beyond the usual annual cycle.
- 1.2 Details of the Strategic Priorities and their specific timescales are shown in Appendix 1 for Members' information.
- 1.3 At the same Broads Authority meeting, a Stakeholder Action Plan was agreed as a response to the recent Stakeholder Surveys undertaken by Insight Track. This Action plan had been formulated taking into account the comments of the Navigation Committee, Broads Forum and Broads Authority Members and forms one of the Strategic Priorities outlined earlier and is reproduced in full as Appendix 2 for Members' information.

2 Broads Plan Review

- 2.1 The review of the Statutory Management Plan for the Broads is due to take place over the next two years with a first draft plan ready for public consultation in February of 2016. Before that stage can be reached detailed work on the scope of the plan – content, issues, themes, direction – needs to be undertaken and an integral part of this is engagement with Stakeholders – both internal and external.
- 2.2 In the past the Authority has used a variety of methods to engage with stakeholders including attending society/parish meetings, stakeholder workshops, briefings, presentations and drop-in sessions. The method used has been tailored to the needs of the stakeholders, the intended outcome and the subject matter concerned.
- 2.3 One of the most popular and effective forms of engagement has been stakeholder workshops. These are useful for a range of outcomes e.g information gathering and awareness raising but also for debating detailed

issues and setting future direction. Some committee members may recall the Moorings Workshop held in July 2014 which helped shape the Asset Management Strategy and will influence future reviews of the Moorings section in the Integrated Access Strategy. During the Review of Consultative Arrangements and Stakeholder Engagement workshops were used to debate issues such as the effectiveness of the Broads Forum and the introduction of Parish Forums.

- 2.4 Navigation Committee Members are asked to identify topics that they feel should be the subject of future exploration through workshops as part of the Broads Plan Review. The aim of the workshops would be to help set a longer term, strategic direction for key issues. While the Broads Plan has a five-year timescale a ten year horizon might be an appropriate line of sight for setting targets for the future management of the navigation area.

3 Stakeholder Action Plan

- 3.1 Members will note that the key priority in the Stakeholder Action Plan is to hold a meeting with Hire Boat Operators to explore issues raised through the Stakeholder Surveys. Discussions on the timing, venue and content of such a meeting have already begun with the Chairman and Secretary of the Broads Hire Boat Federation (BHBF) and a date identified for the event in the middle of June.

Background papers:	Strategic Priorities 2015/16
Author:	Andrea Long
Date of report:	7 April 2015
Broads Plan Objectives:	Multiple
Appendices:	APPENDIX 1 – Strategic Priorities for 2015-16 APPENDIX 2 - Stakeholder Action Plan

Broads Authority 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 vision for Hickling by Sept 2015</p>	Trudi Wakelin

			<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

Appendix 2 - Stakeholder Action Plan

Stakeholder Group	Insight Track Analysis of Key Challenges and Opportunities	Action	Timescale	Lead Officer
Hire Boat Operators (HBOS)	<ul style="list-style-type: none"> • Opportunities to improve relationships and manage perceptions • Make them feel supported • Consult regarding agenda setting/focus • Engage to understand drivers of perceptions (positive and negative) • Improve perceptions of financial management 	<p>Hold workshops/meetings with Hire Boat Operators invited to attend</p> <ul style="list-style-type: none"> • Independently facilitated • Possible neutral venue • Exploration and identification of issues • Attempt to resolve and identify a way forward <p>NB: Future Actions may emerge from the workshop(s) that may need to be added to this action plan</p>	<p>PRIORITY ACTION: (following BA agreement in March of this Action Plan)</p> <p>Meeting Date - April/May 2015 for Initial Meeting</p> <p>Future Actions to be identified to take place throughout 2015-16</p>	Director of Planning and Resources
Private Boat Owners (PBOs)	<ul style="list-style-type: none"> • Private Boat Owners are likely to welcome improved and/or additional mooring • Private Boat Owners aged 18-34 present a potential area of 	<p>Improved Feedback Communication and Engagement; Clear communication/explanation of Tolls structure and how money is spent:</p>	<p>Throughout 2015-16</p> <p>March-Oct 2015</p>	Head of Communications

	<p>growth in terms of the number and size of boats they are likely to own in future</p>	<ul style="list-style-type: none"> • Systematic and better use of all communication methods existing methods e.g Broadsheet, Annual Meeting, parish forums to focus on issues and facilities that the BA provides/is developing. • Better use of Chief Execs Report to Navigation Committee to report on progress of projects, new facilities including regular updates • Refresh website content for tolls information and user-friendly explanation of limitations on mooring improvements <p>Emphasis on promoting entry level boating for families, children, young people:</p> <ul style="list-style-type: none"> • “Try it days” e.g Outdoors Festival • Engagement with Broads Tourism to encourage offers to young people, families or free/cheap 		
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		<p>taster sessions</p> <ul style="list-style-type: none"> • Use of promotion and sponsorship opportunities e.g early season and end of season promotions and mini campaigns • Target “Fresher’s Weeks” at UEA, City College, Lowestoft and Great Yarmouth Colleges (Also applicable to residents and visitors) 	September 2015	
Residents	<ul style="list-style-type: none"> • Communicate more effectively and frequently with Residents • Communicate flood management schemes, activity and responsibilities • Improve awareness of the Broads Authority amongst 18-24s • Work /communicate with Norfolk Trails regarding maintenance of footpaths 	<p>Review of “Bulletin” and extend its circulation to Parish Clerks</p> <p>Residents Newsletter (Electronic) – focussing on who the BA are, what the role is, achievements during the year and with a forward look to upcoming projects</p> <p>Roll out new Parish Forum format - engage Parishes in agenda setting and identification of issues</p> <p>Use of promotion and sponsorship opportunities with Broads Tourism e.g early season and end of season</p>	<p>Quarterly Throughout 2015-16</p> <p>Once during 2015 – to tie in with Annual Meeting/Report</p> <p>4 Area based forums throughout 2015-16</p> <p>March-Oct 2015</p>	<p>Director of Planning and Resources with Head of Communications</p> <p>Via Broads Local Access Forum Head of Strategy and Projects</p>

	<ul style="list-style-type: none"> Consider offering 'discounts' to Residents (e.g. tolls, parking ...) 	<p>promotions and mini campaigns aimed at encouraging local residents to get onto the water or on a bike</p> <p>Further work with Norfolk Trails</p> <p>Use of Broads⁰Community to communicate flood management and climate change information and advice</p>	Throughout 2015-16	
Visitors	<ul style="list-style-type: none"> Leverage the opening of the 'new A11' to improve perceptions of accessibility Opportunity to promote the Broads area as an all-year-round offering (considering high interest in bird-watching and walking, and not all visitors are hiring a boat) 	<p>Production of revised Sustainable Tourism Strategy (produced with Broads Tourism)</p> <ul style="list-style-type: none"> Promotion of Broads Experiences, Itineraries "Greeters" initiative Promotion of Proximity Campaign e.g only 2 hours from London (by road); rail promotion; <p>Use of Landscape Partnership to promote information and access within the Partnership Area (Southern Broads)</p>	<p>Throughout 2015-16</p> <p>Development Phase – 2015-17 Implementation 2017-22</p>	<p>Head of Communications with Tourism Promotion Officer</p> <p>Landscape Partnership</p>