

Chief Executive's Report

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

Comments on the draft priorities are welcomed.

1 Strategic Priority 2015/16

Contact Officer/Broads Plan Objective: Maria Conti/ Multiple

- 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. Draft strategic priorities for 2015/16 have been prepared (see below) and will be considered by the Authority at its meeting in March.
- 1.2 The Authority has seen a total reduction in its National Park Grant of 20% over the period 2011/12 to 2014/15, and further cuts in 2015/16 are possible. We will therefore continue to face some difficult choices about our strategic direction and priorities for resources. Alongside our Business Plan, annual strategic priorities help us to target our limited resources and make the most of external funding opportunities. The draft priorities for 2015/16 are about planning for the ongoing management and use of some of our key assets, focusing on Hickling Broad, the navigation network and sustainable tourism. We are also preparing a major external funding bid for multiple landscape projects, and will begin the review of the Broads Plan. Alongside these priorities and as resources allow we will continue to work with partners to deliver other Broads Plan objectives and routine operational works.

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Date of report: 19 January 2015

Broads Plan Objectives: Multiple

Appendices: APPENDIX 1 – Broads Authority draft strategic priorities 2015/16

APPENDIX 1

Broads Authority draft strategic priorities 2015/16			
	Project	Summary	More information
1	Broads Landscape Partnership	By 1 June 2015, submit an application to the Heritage Lottery Fund for £3m for a Landscape Partnership Scheme. If the application receives a successful HLF decision in October 2015, subsequent development phase objectives for the remainder of 2015/16 will contribute significantly to the delivery of the Broads Plan.	http://www.broads-authority.gov.uk/looking-after/projects/water,-mills-and-marshes
2	Hickling Broad and Lake Review	Develop a long-term approach for the management of Hickling Broad, building on scientific evidence from the Broads Lake Review (due to be published in March 2015). In the short term, progress development of a number of smaller projects to meet immediate concerns.	Findings of comprehensive 40-year review of lake ecological data to be discussed at stakeholder workshop in April 2015.
3	Long-term navigation strategy	Develop a long-term strategy for the management of the Broads navigation, using the 2014 stakeholder survey feedback as a critical input.	2014 stakeholder survey results to be considered by Broads Authority 23/1/15 (http://www.broads-authority.gov.uk/broads-authority/committees)
4	Broads branding and sustainable tourism	Review and update the Strategy and Action Plan for Sustainable Tourism in the Broads (2011-15) in partnership with local businesses and in line with the Authority's decision on national park branding.	Tourism strategy: http://www.broads-authority.gov.uk/looking-after/managing-land-and-water/recreation-and-tourism Branding proposal: http://www.broads-authority.gov.uk/data/assets/pdf_file/0011/49

			1285/Branding-the-Broads.pdf Decision on National Park branding to be considered by Broads Authority 23/1/15 (http://www.broads-authority.gov.uk/broads-authority/committees)
5	Broads Plan review	Review and update the Broads Plan (2011), the strategic management plan for the Broads. Work with partners, local communities and other stakeholders to review achievements to date and set future aspirational and guiding strategy for the Broads.	Broads Plan website: www.broads-plan.co.uk