

Strategic Direction 2019/20
Report by Chief Executive

<p>Summary: The Authority is preparing its strategic priorities for 2019/20.</p> <p>Looking at the priorities for 2018/19, the ongoing implementation of two major programmes, CANAPE and Water Mills and Marshes, will continue to be a heavy resource commitment in 2019/20. We are also committed to the delivery of the Broadland Futures and Broads National Park branding initiatives.</p> <p>It is proposed that all these work areas are taken forward as strategic priorities for 2019/20, together with potential development at key sites and a pilot for agri-environment payment schemes.</p> <p>Recommendation:</p> <p>That the strategic priorities for 2019/20, as set out in paragraph 4.1, are adopted.</p>

1 Introduction

- 1.1 Each year the Broads Authority identifies a set of strategic priorities, guided by the Broads Plan. The priorities focus on Authority-led projects that have high resource needs or a large impact on the Broads, or that are politically sensitive. Setting these priorities helps us target resources and make the most of partnership working and external funding opportunities.
- 1.2 Three large-scale strategic projects prioritised in 2018/19 will continue over the next few years and it is recognised that the Authority has little capacity for more large-scale initiatives in 2019/20. We therefore assessed the resource implications of taking on additional large-scale projects before including them in the proposed strategic priorities for 2019/20.

2 Taking forward existing priorities

- 2.1 CANAPE and Water, Mills & Marshes: These programmes are well underway and will continue to be a major priority for the Authority over the next four years. The Authority is the lead partner for the CANAPE programme.
- 2.2 Integrated flood risk management: Working closely with the Environment Agency, we will progress the stakeholder engagement work in 2019, following delays with procurement in 2018. The focus of the project is the development of an integrated flood risk strategy, linking long-term coastal defence with the protection of Broadland.

2.3 Marketing, promotion and media relations: We plan further work to raise the profile of the Broads National Park. Locally this will focus on the installation of road signs located in a selection of Broads' villages. At a wider scale, the results from the Discover England Fund (DEF) project will be marketed to encourage visitors from abroad and the UK to explore England's National Parks.

3 New initiatives and opportunities

3.1 In addition to the strategic priorities outlined above, the following priorities are proposed for 2019/20.

3.2 Development at key sites: The development of potential projects on key sites at Acle Bridge, Whitlingham Country Park and Hoveton Riverside Park will be discussed with partners such as New Anglia Local Enterprise Partnership Norfolk County Council and the Heritage Lottery Fund. The aim is to identify future areas of work that would support the delivery of Broads Plan objectives and attract external funding.

3.3 Agri-environment pilot: Defra has accepted the proposal for a Broads pilot but has not yet defined the next steps. The work with farmers, conservation bodies and other agencies will take part in a "Test & Trial" programme in order to influence agri-environment payments post Brexit.

4 Summary and recommendation

4.1 The table below outlines the proposed set of strategic priorities for the Authority in 2019/20. If supported by the Authority, officers will present a more detailed business plan to the next Authority meeting.

	Strategic Priority 2019/20	Activity
1	Water, Mills & Marshes	Implement programme of work with WMM project partners
2	CANAPE	Implement programme of work
3	Broadland Futures Initiative (Integrated flood risk management)	Implement joint programme of work with the Environment Agency
4	Marketing, promotion and media relations	Implement branding activities in the Broads National Park and market the results of the Discover England Fund project. Subject to decision by the 14 National Park Authorities recruit three members of staff for UK Communications Team.
5	Development at key sites	Work closely with key partners to develop projects on key sites and attract external funding
6	Agri-environment pilot	Work with partners to influence agri-environment payments post-Brexit

Background papers:	None
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Broads Plan Objectives:	Multiple