

Strategic Direction
Report by Chief Executive

Summary: This report sets out progress in implementing the Authority's Strategic Priorities for 2018/19

Recommendation: That the updates are noted (Appendix 1).

1 Strategic reporting

1.1 The Broads Authority uses two cyclical reporting processes on the strategic objectives for the Broads and annual priorities for the Authority.

1.2 (i) Broads Plan: The Broads Plan is the partnership management plan for the Broads. It contains a long-term vision for the area and shorter-term guiding objectives for the Broads Authority and its partners working in the Broads. The current Plan was adopted in March 2017 and covers the period 2017-22.

1.3 Progress updates on the Broads Plan and linked guiding strategies are reported to the Authority in May and November each year and published on our website at www.broads-authority.gov.uk. We also report changes and new actions as we go through the Plan period. The latest Broads Plan update is at www.broads-authority.gov.uk/broads-authority/how-we-work/strategy.

1.4 (ii) Broads Authority priorities: Each year we identify a small set of our own strategic priorities, guided by the Broads Plan. The priorities focus on Authority-led projects that have high resource needs or a very 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. Although priorities are set each year, the scale of many projects means they are likely to continue for a number of years.

1.5 The second report on our 2018/19 strategic priorities is at Appendix 1.

Background papers: None



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Broads Plan Objectives: Multiple



Appendices: APPENDIX 1: Strategic Priorities 2018/19




Broads Authority strategic priorities 2018/19

	Project	Aim and milestones	Progress	Status	Reporting officer
1	Water, Mills and Marshes (HLF Landscape Partnership Scheme)	<p><u>Aim: WMM partnership projects implemented to agreed schedule</u></p> <ul style="list-style-type: none"> • Monitor and report progress of scheme projects - Sept 2018 & Mar 2019 • Submit quarterly claims to HLF (Apr/Jul/Oct/ Jan • Establish working group to review WMM legacy and produce initial report by end Mar 2019 	<ul style="list-style-type: none"> • Q1 HLF return payment received. • Broads Album launched and published online via SoundCloud https://soundcloud.com/user-445182179/sets/the-broads-album-2018. • NUA Student Art Exhibition held at Dove St Studios. 25 Year 2 illustration students produced work based on the Broads landscape. • Lowestoft School education programme completed. 12 schools, 620 pupils and 34 teachers received one in-school roadshow, half day boat trip, half day nature reserve visit and 1.5 day Broads in a Box landscape creation activity. The finale was a showcase of all 44 Broads in a Box creations at Red Oak Primary School. • Drainage mill restoration work started - currently working on North Mill, Reedham and Six Mile House, Halvergate. • Augmented Reality Sandbox purchased and already shown to be an extremely successful engagement tool at Royal Norfolk Show. • Archaeology programme launched with 140 people attendees. All places on day schools filled for 2018, with 80 people attending training. The 2019 programme is being expanded due to popularity. 		WMM Project Manager (Will Burchnell)
2	CANAPE (project management and delivery of Hickling Broad vision)	<p><u>Aim: CANAPE project implemented to agreed schedule</u></p> <ul style="list-style-type: none"> • Monitor and report progress of project activities - Apr & Oct 2018 • Submit claim to 	<ul style="list-style-type: none"> • Project Partnership Agreement signed by all partners. Revised project application form approved by Programme Secretariat and our first payment claim submitted on schedule. Next Project Steering Group meeting scheduled for end Oct. • <i>Work package 3: Lake and Bog Restoration</i> Planning permission requested for work at Hickling Broad - to be determined at August meeting of BA Planning Committee. 		CANAPE Project Manager (Harry Mach)

		INTERREG Programme - Oct 2018	<ul style="list-style-type: none"> Literature review carried out to identify likely carbon savings from creating new reedbed at Hickling Broad – to feed into project-wide carbon monitoring methodology being developed by partners in Van Hall Larenstien University and Danish Nature Agency. <i>Work package 4: Paludiculture</i> Tenders published for contractors to support development of Citizen Science activity and Business Engagement work to promote reed briquettes, compost and biochar. Initial meeting held with potential customer for arisings from Whitlingham Fen. Peat Cores taken to test suitability of Turf Pond site. Compost and turf pond samples to be sent for laboratory testing. 		
3	Broadland Futures Initiative (Integrated flood risk management)	<p><u>Aim: Profile raised on urgency to develop an integrated approach to flood risk management (Broads and coast)</u></p> <ul style="list-style-type: none"> Confirm planned funding resources from EA for next 5 years – Agree stakeholder engagement plan (Broads Climate Partnership) – by June 2018 Establish governance arrangements – by Sept 2018 Report on stakeholder engagement outcomes – by Nov 2018 Produce outline of agreed 	<ul style="list-style-type: none"> Environment Agency bid for resources secured Broads Climate Partnership meeting 30 July to agree draft strategy, communications and engagement plan. Main engagement programme now likely to now start near end of 2018 		Head of Strategy & Projects (Simon Hooton)

		key work areas to 2022 - by end March 2019			
4	Broadland catchment management	<p><u>Aim: Catchment water and land management improved through on-site measures, advice and investment</u></p> <ul style="list-style-type: none"> Implement Broadland Rivers Catchment Plan actions incl. trialling 3 pieces of erosion reduction machinery with 6 farmers on c.300 acres; 6 river enhancement and natural flood management projects; production of website material, mapping and quarterly newsletter 	<p>The Creyke Combi erosion reduction machinery was purchased and offered to farmers on free trial. The machinery won first prize in the Norfolk Farm Machinery Club 'New Ideas Competition' at this year's Royal Norfolk Show. One farmer in the Waveney catchment trialled the Creyke Combi in maize and potatoes (c. 10 acres) and the Lland Ho Earthwake in maize. Four farmers in the Bure catchment are using Wonder Wheel to reduce run-off in potato beds (c. 225 acres).</p> <p>Four Natural Flood Management projects are underway: Wensum – Worthing; Yare – Marlingford; Bure – Ingworth; Bure (Camping Beck) - Buxton.</p> <p>Water Environment Grant bids were submitted for projects in the the following catchments:</p> <ul style="list-style-type: none"> Upper Bure: National Trust as lead partner working with Norfolk Rivers IDB to deliver river and drain habitat improvements to meet WFD objectives. Lower Ant around Catfield and Sutton Fen: RSPB as lead partner working with Broads Authority for habitat improvements and invasive species control to meet SSSI objectives. 		Broadland Catchment Officer (Neil Punchard)
5	External funding and capacity building	<p><u>Aim: BA external funding and capacity building strategic framework in place</u></p> <ul style="list-style-type: none"> Member/Officer working group to draft framework 	Item withdrawn from Strategic Priorities - see para 6/17 in BA minutes 18 May 2018.		Chief Financial Officer (Emma Krelle)

		for external funding strategy by end Dec 2018. Next stages to be confirmed.			
6	Marketing, promotion and media relations	<p><u>Aim: Increased public awareness of Broads National Park brand</u></p> <ul style="list-style-type: none"> Implement Broads National Park branding guidelines and action plan incl. promotion through NPUK Partnership, Broads Tourism, Discover England Fund, National Park Experiences project, and supporting BA-led projects incl. WMM and CANAPE; BA annual events programme; news and events through print and social media. 	<p>6-month report to 10 July:</p> <ul style="list-style-type: none"> New Broads National Park artwork installed at Great Yarmouth railway station and application for similar artwork at Norwich railway station underway. Summer events season in full swing, with Royal Norfolk Show a notable highlight - revamped Broads Village highly popular and debuted new family activity trail and branded events equipment. Updated tourism leaflets (Easier Access Guide, How Hill and Whitlingham visitor guides), new entrance signs for Whitlingham Country Park and interpretation panels at How Hill. Rolling out rebranded 24 hour mooring signs. Subscriptions to new Visit the Broads e-newsletter (highlighting tourism related events, news and competitions) grown quickly to 3,800+ subscribers. BA supporting Broads National Park experiences within Discover England Fund English National Park Experience Collection. Monitoring of local media items featuring BA (Jan'18-Jul '18) shows 68 stories recorded, of which 63 were positive or neutral. Broads National Park social media accounts show increases of 7% (Twitter), 12% (Facebook) and 193% (Instagram) in followers over 6 months and numbers of followers engaged with content remains positive. 		Head of Communications (Rob Leigh)
7	Peer Review Action Plan	<p><u>Aim: Peer Review recommendations developed and implemented</u></p>	<p>A set of proposals in response to the Peer Review was agreed by the Authority on 18 May (see minute 6/15). Navigation Committee considered the proposals on 14 June and voted to reduce the number of their committee meetings from 6 to 5 p.a.</p>		Chief Executive (John Packman)

		<ul style="list-style-type: none"> Prepare and implement action plan 			
8	Acle Bridge site development	<p><u>Aim: Acle Bridge site redeveloped</u></p> <ul style="list-style-type: none"> Manage processes to allow temporary (seasonal) onsite catering operation during 2018 Run architectural design competition for site proposals (Summer 2018) Next stages to be agreed. 	<ul style="list-style-type: none"> BA ran successful tender process but chosen caterer could not fulfil its commitment. Second caterer offered contract but due to short-term availability for site did not take up it up. Successful competition attracted entries from more than 100 UK and overseas architects, and 3 shortlisted designs went before Judging Panel on 5 July. Presentation on winning design and details on next stages of process on today's agenda. 	 	Director of Operations (Rob Rogers)
9	Agri-environment scheme (post-Brexit)	<p><u>Aim: Proposals identified on agreed future of agri-environment schemes post-Brexit</u></p> <ul style="list-style-type: none"> Develop pilot agri-environment scheme in liaison with farming community and other stakeholders 	More details about the pilot agri-environment scheme that could be tested were provided to Defra by the June deadline. The proposal was developed with farming representatives and environmental organisations, and focuses on testing and trialling options for lowland grazing and fen management.		Director of Strategic Services (Marie-Pierre Tighe)
10	Hobhouse Review of National Parks and AONBs	Milestones to be confirmed following Hobhouse Review (identified in 25 Year Environment Plan)	<p>Julian Glover, a former Downing Street advisor, has been appointed to lead the review advisory group, which will consider 8 areas:</p> <ul style="list-style-type: none"> the existing statutory purposes for National Parks and AONBs and how effectively they are being met; the alignment of these purposes with the goals set out in the 25-Year Plan for the Environment; the case for extension or creation of new designated areas; 		Chief Executive (John Packman)

		<ul style="list-style-type: none">• how to improve individual and collective governance of National Parks and AONBs, and how that governance interacts with other national assets;• the financing of National Parks and AONBs;• how to enhance the environment and biodiversity in existing designations;• how to build on the existing eight-point plan for National Parks and to connect more people with the natural environment from all sections of society and improve health and wellbeing; and• how well National Parks and AONBs support communities. <p>The Terms of Reference are available at: www.gov.uk/government/publications/designated-landscapes-national-parks-and-aonbs-2018-review/terms-of-reference</p>		
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