

# Broads Authority

20 November 2020

Agenda item number 12

## Strategic Direction update (Nov 2020)

Report by Head of Governance

### Purpose

This report sets out the latest progress in implementing the Broads Authority's annual strategic priorities.

### Recommended decision

To note the report.

## 1. Introduction

- 1.1. Each year the Broads Authority identifies a small set of strategic priorities supporting the delivery of aspirations in the Broads Plan, focusing on Authority-led projects that have high resource needs or a high 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. The latest strategic priorities update is in Table 1, showing progress since July 2020.
- 1.2. Regular progress updates against all actions in the Broads Plan are posted on our website at <https://www.broads-authority.gov.uk/about-us/how-we-work/strategy>.

**Table 1**

Strategic priorities 2020/21 – update Nov 2020

Theme, aims and milestones	Progress	Lead officer
<a href="#">Water, Mills and Marshes Landscape Partnership Scheme</a> Implement partnership projects to agreed schedules. Milestones: <ul style="list-style-type: none"> <li>Monitor and report progress (Sep/Mar)</li> </ul>	<b>Status:</b> On track  Quarterly returns submitted on time and paid by NLHF. All projects progressing well to adjusted plans. Programme spending audit completed and submitted to NLHF.  City College students' participation in mill restoration works resumed after Covid-19 lockdown, with students first returning to complete Six Mile House Mill.	WMM Programme Manager

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<ul style="list-style-type: none"> <li>• Submit quarterly claims to National Lottery Heritage Fund (Apr/Jul/Oct/Jan)</li> <li>• Launch new project website</li> <li>• Secure extension for windmill restoration project</li> <li>• Issue draft legacy plan</li> </ul>	<p>New WMM website launched and content added on regular basis.</p> <p>Legacy plan progressing, now including works with Environment Agency, Wildlife Trust, BugLife and other partners.</p> <p>New KS3 geography curriculum released. In-school engagement resumed briefly before C-19 lockdown, now replaced temporarily by virtual in-school visits. Completed project 1B: Life on Marsh, one of oral histories of the Broads projects.</p> <p>New book <a href="#">Water, Mills, Marshes: Life and Work on the Broads 1920-2020</a> now available online and at local book sellers. Premiered <a href="#">new Community Fund Grant sponsored film</a> about Burgh Castle Almanac project. Archaeology project volunteers continue to meet and collaborate virtually on range of projects. WMM participated in Norfolk Heritage Open days with new YouTube video guided walk around Halvergate Marshes and podcast along Angles Way.</p>	
<p><a href="#">CANAPE (Creating A New Approach to Peatland Ecosystems)</a></p> <p>Implement work packages 3 and 4 to agreed schedules.</p> <p>Milestones:</p> <ul style="list-style-type: none"> <li>• Monitor and report progress of project activities (Oct and Apr)</li> <li>• Submit claims to INTERREG Programme (Oct and Apr)</li> <li>• Complete Phase 3 of 3 at Chara Bay, Hickling Broad</li> </ul>	<p><b>Status:</b> On track</p> <p>Second virtual meeting of project partnership held 7 and 8 Oct. Agreed to extend project by 12 months to Dec 2022 to catch up on Covid-19 imposed delays.</p> <p>Planning underway for Horsey Estate paludiculture trial site to demonstrate wetland farming on 3 ha of currently drained peatland adjacent to Waxham Cut.</p> <p>Third campaign of work underway in Upper Thurne to dredge sediment to complete Chara Bay peninsula. Work to</p>	<p>CANAPE Project Manager</p>

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<p>(Mar) and sediment infill of restored reedbed</p> <ul style="list-style-type: none"> <li>• Continue support for charcoal marketing, and local businesses to trial charcoal burner.</li> <li>• Investigate potential future projects, making use of CANAPE learning</li> </ul>	<p>start with dredging of Waxham Cut and navigation around Horsey Mere.</p> <p>QMUL peat depth survey of the Broads completed, and to be used as basis to discuss offsetting projects in the Broads.</p>	
<p><a href="#">Broadland Futures Initiative</a> (Developing integrated flood risk management)</p> <p>Implement joint programme of work with Environment Agency and other partners.</p> <p>Milestones:</p> <ul style="list-style-type: none"> <li>• Continue production of thematic reports (to March 2021)</li> <li>• Carry out online engagement activities (Autumn 2020)</li> <li>• Scope decision making system involving elected members (by end 2020)</li> </ul>	<p><b>Status:</b> On track</p> <p>Different deliverables at various stages of completion:</p> <ul style="list-style-type: none"> <li>• 6 reports complete (origins of plan area, sources and nature of flood risk, approaches to flood risk management, strategic plans relating to plan area, hydraulic model review, and influence of flood risk management)</li> <li>• 5 reports more than 50% drafted (coastal processes, partnership funding challenge, natural capital assessment, impact of climate change)</li> </ul> <p>Fourth <a href="#">BFI project newsletter</a> published Sept 2020, including info on 2021 virtual engagement events and on setting up Elected Members Forum to receive advice and recommendations and agree on choice of future flood risk management approaches. Forum will comprise one appointed member representative from each Local Authority within BFI area with an interest in flood and coastal risk management. Nomination requests to go to LAs by end of year (see BA request on separate item on today's agenda).</p>	<p>Director of Strategic Services</p>

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<p><b>Marketing, promotion and media relations</b></p> <p>(a) Implement Broads National Park branding activities and market results of Discover England Fund project.</p> <p>Milestones:</p> <ul style="list-style-type: none"> <li>• Road signs and train station platform signs projects – complete phases one and two</li> <li>• Complete branding audit, review and brand narrative work</li> <li>• Install displays at Norwich Forum, Lowestoft train station and Suffolk Wildlife Trust TIC</li> <li>• Host Australian travel trade visit to Broads to promote ‘Experiences’ activities</li> <li>• Launch and run ‘Broads Ranger experience’</li> <li>• Complete local Broads Experience collection work</li> </ul> <p>(b) Oversee work of UK NP Communications Team</p> <p>Milestones:</p> <ul style="list-style-type: none"> <li>• Relaunch website</li> <li>• Launch newsletter</li> <li>• Carry out one-year review (August 2020)</li> </ul>	<p><b>Status:</b> On track</p> <p>New UK National Parks website launched.</p> <p>12-month review of UK team completed.</p> <p>Broads National Park display installed and launched at Lowestoft train station. Other stations being investigated for further signage including platform signs at Norwich station. Norwich Forum and Suffolk Wildlife Trust installations delayed by Covid-19 – now expected spring 2021.</p> <p>Plans in place to open Broads National Park TIC at Ranworth in 2021.</p> <p>Remaining road signs from campaign phase one awaiting installation. Phase two to progress in 2021 subject to C-19 restrictions.</p> <p>Funding secured from Visit England for 6-month extension of ENPEC project to March 2021. This will focus on catering for domestic market and complement local work through Norfolk County Council-led EXPERIENCE project.</p>	<p>Head of Comms</p>
<p><b>Environment Land Management Scheme (ELMS)</b></p>	<p><b>Status:</b> On track</p> <p>Grazing costs prepared for verification with 10-15 farmers and land managers.</p>	<p>Environment Policy Adviser</p>

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<p>Deliver sustainable wetland and lowland grazing options within ELMS.</p> <p>Milestones:</p> <ul style="list-style-type: none"> <li>• Manage project and report progress of project activities to Steering Group and Defra (Apr - Oct)</li> <li>• Complete online survey, farmer one to ones, grazing marsh payments and report to Steering Group and Defra (July - Sept)</li> <li>• Complete claim (Oct)</li> <li>• Investigate potential for Broads Pilot with Land Managers Board</li> <li>• Submit and investigate with Defra further Test and Trial for investigating fen payments (June – Sept)</li> </ul>	<p>2 online surveys analysed. Test and Trial report written for approval by Steering Group. Outputs include Broads Tier Structure, grazing payments budget and Collaboration Plan.</p> <p>EPA presented conclusions to Defra ELM scheme Policy Team. Defra requested BA applies for contract extension for further ELM scheme work, focusing on advice provision, formation of Local Board and role of convenors.</p> <p>Full Report and Summary Action Plan published at <a href="https://www.broads-authority.gov.uk/looking-after/projects/environment-land-management-scheme">https://www.broads-authority.gov.uk/looking-after/projects/environment-land-management-scheme</a>.</p> <p>Meeting held with Defra ELM team leaders and policy officers and Broads farmers and land managers.</p> <p>EPA took part in two thematic policy sessions run by Defra and responded to two Defra questionnaires to feed into scheme development.</p> <p>Formalising extension and new contract with Defra to test and trial 'advice provision' by end Dec 2020 and 'local governance' by end March 2021. Advice online questionnaire drafted. Policy governance approach and role for investment gathering being discussed.</p> <p>2 grants awarded (totalling £7202) for ELM advocacy in National Landscapes, including the Broads, to enable BA to engage further with farmers and land managers. EPA scoping engagement work in the Broads alongside AONBs.</p>	

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<p><b>Climate Change Action Plan</b></p> <p>Reduce carbon footprint of Broads Authority and Broads Executive Area ('Broads Area').</p> <p>Milestones:</p> <ul style="list-style-type: none"> <li>• Carry out baseline assessment of GHG emissions from consumption in Broads Executive Area</li> <li>• Track progress in Broads Authority reducing its own GHG emissions</li> <li>• Introduce Green Electricity Tariff for Yare House (BA head office)</li> <li>• Investigate possibilities for greater use of biofuel in dredging equipment</li> <li>• Begin public consultation with Broads' communities on climate mitigation measures</li> </ul>	<p><b>Status:</b> On track</p> <p>Agreement reached with Smallworld Consulting to carry out baseline survey of the Broads.</p> <p>Grant application being prepared for Public Sector Decarbonisation Scheme for funding towards adding solar power to BA Dockyard and other energy saving measures. Electricity for Yare House placed on Green Tariff.</p> <p>JCB confirmed their vehicles are capable of using hydrotreated vegetable oil (HVO), a type of 100% biofuel that has less issues than traditional biofuel. BA aims to test this winter.</p>	<p>Carbon Reduction Project Manager</p>

Author: Maria Conti

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