

Broadland Futures Initiative

Minutes of the meeting held on 11 August 2025

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Attendees

Rob Rogers (Chair)- Broads Authority, Giles Bloomfield- Great Yarmouth Borough Council, Wendy Brooks- Norfolk County Council, Rebecca Bromley- National Trust, Peter Doktor- Environment Agency, Kellie Fisher- Environment Agency, Vanessa Gouldsmith- Natural England, Fiona Johnson- Norfolk County Council, Andrea Kelly- Broads Authority, Andrew Marsh- Historic England, Phil Pearson- RSPB, Hannah Purkis- Suffolk County Council, Rob Wise- NFU, Kylie Moos – Broads Authority (minutes).

1. Apologies for absence and welcome

Rob Rogers (RR) welcomed everyone to the meeting.

Apologies received from Catherine Harris, Dan Hoare, Kevin Hart, Charlotte Rivett, Tom Say.

2. Update on technical work

Peter Doktor (PD) presented an update on the technical work since the last Initiative Project Team (IPT) meeting.

Summary of current status and forward look.

- Following Product 21 (the long list of possible flood risk management actions) and discussions with the Elected Members Forum (EMF), the baseline scenarios and initial action pathways have been identified.
- Finalising how the baselines and pathways will be assessed against the objectives using indicators/criteria is close to being complete (Product 22).
- The new Broads fluvial/tidal model will be available for BFI to use shortly.
- In addition to the Broads model, the updated coastal overtopping/breach models will be available for BFI to use in the autumn. Once the models are available it will be possible to use them to consider how flood risk will change in the next 100 years under the different scenarios, the baseline and the action pathways.
- In early 2026 a public consultation will be launched on the outcomes of the baseline scenario modelling and assessment; and introduce the action pathways.

Updated BFI Objectives and Decision-Support Criteria (Product 22)

Product 22 brings together existing pieces of work and considers how they will be applied to the appraisal process. A key point that has come out of the product is the revision of the objectives to ensure that they do not overlap with other objectives, as a result the objectives have been reduced from 13 to 10. The new list of objectives is set out in the report. Two- three indicators have been applied to each objective so that they can be tested against the outcome of the modelling.

A review of the guidance has resulted in a staged approach to the appraisal of action pathways:

- Longlist scoring of pathways based on multi criteria analysis, informed by all criteria.

- Shortlist scoring of pathways based primarily on economics, supported by multi criteria analysis informed by non-monetised criteria.

PD emphasised that the BFI is an adaptive plan, and the approach is to rank the different actions and pathways instead of excluding them. The deadline for comments from the IPT is 13 August. PD asked the IPT if there were any comments or questions regarding the approach or report.

Wendy Brooks (WB) commented that there are a lot of interdependencies between the objectives and asked if it is realistic that there is no overlap. PD responded, there are interdependencies, but Jacobs have tried to make them more discreet so that the same thing is not being tested with different objectives.

Phil Pearson (PP) advised that they will be sending their feedback to PD ahead of the deadline. Some of the comments are around the language used, particularly for habitat regulations.

Andrea Kelly (AK) asked if there are example of the multi criteria analysis being used, and if other coastal adaption strategies have been considered, or if the BFI is at the forefront of this approach. PD responded, Jacobs have a broad perspective and are building on experience elsewhere. Jacobs are also involved in other strategies such as The Humber 2100+. Kellie Fisher (KF) added, the BFI has regular catch ups with Coastwise and Fens 2100+. The Environment Agency (EA) is also involved in Thames Estuary 2100 (TE2100), all of which are large flood risk strategies. The methodology that is being utilised is influenced by a number of different adaption strategies from around the UK. KF suggested that Jacobs include some background information at the start of the report explaining why the BFI is utilising this methodology.

Giles Bloomfield (GB) added, they share the concern with the multi criteria analysis but noted that Jacobs have included supporting information in the footnotes of the report. For example on page 25: [Developing a Multi-Criteria Analysis \(MCA\) methodology for application to FCERM appraisals - GOV.UK](#).

PP noted that that in Table 5.2 of the report, 'expert judgement' has been used on a number of occasions. This could be questioned by those that are not making decisions, and more explanation is required to add provide confidence around what the phrase means.

Wellbeing assessment report (Product 32)

Product 32 sets out an approach to evaluate the wellbeing associated with different types of flood risk management actions. PD shared a diagram illustrating the overarching methodology which highlights that different types of management actions could have different types of outcomes in relation to well-being.

The report has been shared with the IPT for review and the feedback to comments raised was included in the papers for today's meeting. PD is meeting with Jacobs at the end of August to discuss the recommendations that were made in the report to understand what was essential and what is desirable.

PP commented that it is important to look at the recommendations and be confident that they are essential pieces of work for the BFI. If the focus is on too many pieces of work, there is a risk that it will delay the completion of the plan. There are a number of initiatives looking at land around the Broads and how it could be managed differently which would relate to potential BFI outcomes. Land managers are going to be looking for more certainty regarding what is needed across the Broads, and the plan will provide them with a bit more confidence. PD agreed, these are meant to be practical tools to help make a decision.

Feedback provided on other recent IPT reviews

The following products have been out for review with the IPT since the last meeting:

- Actions pathways (Product 21)
- Strategy time periods and climate change scenarios (Product 29).
- Socioeconomic scenarios (Product 30).

3. Update on communications and community engagement

Amy Capon (AC) has been appointed to the BFI communications and engagement lead role and will start the role in the next month. AC has been working at the Environment Agency for a number of years and has a background in marketing, communications and engagement based in East Anglia. The 2 year post has been funded through the Regional Flood and Coastal Committee.

Jacobs have refreshed the stakeholder engagement strategy. The new strategy will be the focus for the next IPT meeting.

PD agreed to share the stakeholder engagement strategy with the IPT.

AK is currently working with the Stalham Farmers Group and offered to introduce AC to the group once they are in post.

The 16th edition of the BFI newsletter is due to be issued shortly.

Since the EA have started work on restoring the flood embankment at Postwick there have been concerns raised to the BFI by the operator of Coldham Hall pub and Surlingham Parish Council regarding an increased risk to flooding because of the works. This is an example of live issues that people are looking to the BFI for a solution or answer. This is a long standing issue which the RSPB have also been involved in. PP added, there have been ongoing discussions between the reserves team, residents and businesses which is linked to land management. Anglian Water have also been looking into the Coldham Hall flooding and have confirmed that the sluices are working, but they may flood in extreme events.

The comments raised highlight that a small change in the river and flooding regime can have a big impact on a community. The BFI project team have offered to present an overview of the BFI at a future Surlingham Parish Council meeting. PP added, this is an example of different projects and organisations being unaware that they are looking at a similar project with

overlapping outcomes. RR added, there will be a lot of people that think that the BFI can solve their local problems without realising that it a flood risk strategy.

4. Update on Elected Members Forum

The last EMF took place on the 10 July, and members agreed on the proposed climate change periods, and to sensitivity test the appraisal results against different future socioeconomic scenarios. There was also a discussion about the importance of language and the use of plain English when engaging with the public.

5. AOB

No matters of any other business were raised.

6. Date of next meeting

The next meeting of the Broadland Future Initiative is 9.30am-11.00am 6 October 2025.

Summary of progress

Outstanding actions	Meeting date	Assigned to
Share the stakeholder engagement strategy	11.08.2025	PD