

Strategic Direction
Report by Chief Executive

Summary: This report sets out the progress made in delivering the Authority's Strategic Priorities for 2015/16 with particular reference this time to the HLF Landscape Partnership Bid and the Broads Lake Review.

Recommendations:

- (i) To note the performance on the delivery of the Strategic Priorities for 2015/16 in the table at Appendix 1.
- (ii) To endorse the submission of the Landscape Partnership bid to the Heritage Lottery Fund with the associated commitment of £50,000 per annum for three years if the initial application is successful.
- (iii) To endorse the timetable for the Communication and Action Plan for the Lake Review research set out in Table 1.

1 Progress on Strategic Priorities for 2015/16

- 1.1 The Authority uses a small set of annual Strategic Priorities with accompanying projects to monitor the delivery of the Broads Plan. At the last meeting the Authority adopted five priorities for the coming year, and progress against these is contained in Appendix 1. There are some specific issues on the HLF Landscape Partnership bid and the Lake Review research for Members' consideration.

2 Landscape Partnership Bid

- 2.1 With the HLF deadline looming, officers are putting the finishing touches to our Landscape Partnership Scheme application. The headline figures are:

- 38 projects
- 55 partner organisations delivering activities
- 18 months for the development phase (January 2016 to June 2017)
- 5 years to implement (2018 to 2022)
- £2.6 million grant request from the Heritage Lottery Fund
- £1.7 million additional cash, in-kind and volunteer contributions offered
- Total Landscape Partnership Scheme value £4.3 million

- 2.2 The bid is centred on restoring the emotional and physical connection with the grazing marsh landscape, engaging with the many people and communities

who live within and around the river valleys to become actively involved in its conservation, its appreciation and its future management. At this stage it is made up of 6 programmes:

Programme 1: Landscape Interpretation

Increasing information and interpretive material about the area's history and special qualities including oral history, archiving historic material and using art and drama to reach people.

Programme 2: Landscape Exploration

Encouraging people out into the landscape; improving physical access to, and within the area including our Gateway sites on urban edges and the chance to 'go the extra mile' to see special places in the marshes.

Programme 3: Learning and future skills

Engaging with all ages, enabling heritage and cultural skills training. Reaching out to people from 8 years old to adult; individuals and families; covering topics from leisure interests to technical construction skills.

Programme 4: The Historic Landscape

Protecting and enhancing assets at risk; discovering, recording and protecting waterlogged archaeological assets. Covering the conservation and restoration of mills, community led archaeology and the hidden assets in the marshes through to specifics such as at Burgh Castle and replicating the Chet medieval boat.

Programme 5: Natural Landscapes

Creating and connecting habitat corridors to strengthen ecological networks; improving land and water management regimes to adapt to climate change and development pressures over thousands of hectares and kilometres of dykes in the marshes.

Programme 6: Community Grant Fund

Enabling a wide range of community inspired projects to progress.

2.3 Submission will be shortly before the deadline of 1 June with an anticipated decision by HLF in October 2015. If successful this will allow us to enter the development phase by the end of the year and a stage 2 submission about 18 months later.

2.4 **Risk Analysis including Financial Implications**

The bid assumes that the Broads Authority will be contributing £50,000 per year for the next three years to support this bid. The current financial package is designed so as not to require any further cash input from the Authority although officer time and other in kind elements (such as desk space etc.) will be needed through the development and implementation period. The budget includes contributions offered by partner organisations which will be supported by letters of intent with the initial application. When the stage 2 application is made there will be formal agreements with partners over their contributions

alongside the commitment from the Authority of officer time and in kind support.

3 Lake Review Research

- 3.1 A successful member and partner workshop on the Broads Lake Review was chaired by Jacquie Burgess on 17 April. Presentations from Nigel Willby (Stirling University), Andrea Kelly (BA) and Geoff Phillips (Honorary Stirling University) were well received and a panel discussion and question and answer sessions explored the report findings. A full workshop report is in preparation.
- 3.2 The strategic context for the lake review, set out in the Broads Plan and the Broads Biodiversity and Water Strategy, aims to use scientific data to 'improve our knowledge to enable a stronger evidence-based approach to habitats and species management'. The strategy contains an action to review lake restoration practices and their performance, providing an assessment of much of the monitoring data and scientific evidence of lake ecology in the Broads to date.
- 3.3 The full range of lake management and restoration measures in the Broads was last evaluated in the mid-1990s. The 2015 review evaluates the research, monitoring and management since then, to understand management success over a longer time scale, take account of more recent management measures and, for the first time, consider the impacts of climate change.
- 3.4 The review builds on interim results from the 1990s and recent reviews on the effectiveness of restoration approaches applied to shallow lakes in the Netherlands and Denmark, to offer new insights into shallow lake restoration. The review was undertaken by leading freshwater scientists from the Centre of Hydrology and Ecology, ECON Ecological Consultancy, Stirling University and University College London.
- 3.5 The report considers management actions targeted at lake restoration, supported by an analysis of climatic changes. It then analyses water chemistry and plant data across the Broads network before grouping the broads into isolated, riverine and near brackish. It then identifies key thresholds, such as phosphorus, that restoration should aim to achieve in order to promote recovery. The report then explores the effects of the three major restoration methods: External load reduction, sediment removal and biomanipulation. The final section of the report sets out current achievements and challenges and some questions for future research and monitoring. Dossiers on individual broads, covering the larger or more significant water bodies, are annexed.
- 3.6 The summary and reports for the Broads Lake Review are available on the Broads Authority website, under 'Lake Restoration' <http://www.broads-authority.gov.uk/news-and-publications/publications-and-reports/conservation-publications-and-reports/water-conservation-reports>.

- 3.7 The key rules for lake restoration, highlighted by the review, will be used to assign to each broad restoration methods to restore water quality and biodiversity value (such as external load reduction, sediment removal, biomanipulation, reedswamp restoration and other techniques such as sediment capping).
- 3.8 Key actions for individual broads will then be incorporated into conservation partners' own plans, such as Natural England's remedies database, land owner site management plans and business investment plans. Actions will need to be appropriate for the other uses of the sites. The outcomes of the Lake Review will be incorporated into the next Broads Plan, to be published in 2017. Table 1 summarises the mechanisms and timescales for disseminating the findings of the research and Figure 1 are initial thoughts on matching broads with actions.

Table 1. Communication and Action Plan

Work area	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Press release												
Presentation - Aquatic Plant International Conference Edinburgh												
Presentation - Wetland Futures National Conference												
Link to UK & Ireland Lakes Network website (and 2016 conference?)												
Inform and link to Aquatic Restoration Partnership website												
Presentations to partners, officers and members												
Workshop with Norfolk Wildlife Trust												
Presentation to Upper Thurne Working Group												
Presentation to Broads Angling Strategy Group												
Work with partners to assign restoration actions to each broad												
Incorporate restoration actions into conservation partners plans												
Complete site dossiers and make available to site managers/owners												
Develop Hickling enhancement												
Develop actions into Broads Plan review process												

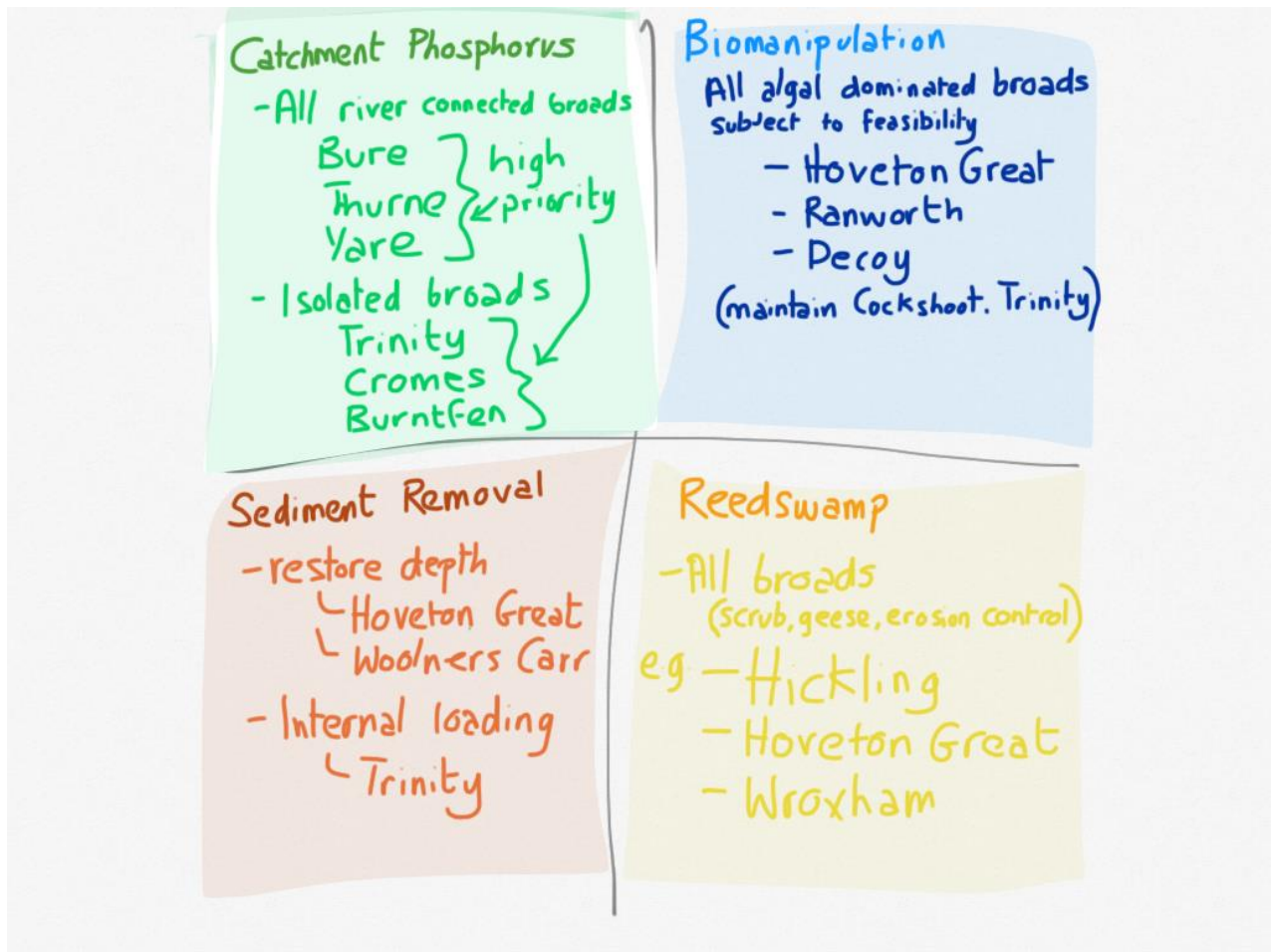


Figure 1 Initial Thoughts on assigning the main actions to broads

Background papers: Nil

Author: John Packman, Andrea Kelly, Simon Hooton, Will Burchnell, Maria Conti

Date of report: 27 April 2015

Broads Plan Objectives: CC2, BD1, BD3, BD5, PE1, PE2 and TR2

Appendices: APPENDIX 1 – Strategic Priorities for 2015/16

Strategic Priority Objectives, Projects and Key Milestones for 2015/16

1. Broads Plan Review

Review and update the Broads Plan, the strategic management plan for the Broads. Work with partners, local communities and other stakeholders to review achievements (Broads Plan 2011) and set future aspirational strategy for 2017-22. The draft priority to develop a long-term navigation strategy will now be assessed as part of the Broads Plan review.

2. Broads Landscape Partnership Bid

Submit an application to the Heritage Lottery Fund for £3m for a Landscape Partnership Scheme. If the application receives a successful HLF decision, subsequent development phase objectives will be developed. The proposed multiple projects within the bid would contribute significantly to the delivery of the Broads Plan.

3. Hickling Broad Lake Enhancement Project

Develop a long-term approach for the management of Hickling Broad, building on scientific evidence from the Broads Lake Review. In the short term, progress development of a number of smaller projects to meet immediate concerns.

4. Promoting the Broads




Produce Broads National Park branding guidelines



Review and update the Strategic Plan and Action Plan for Sustainable Tourism in the Broads in partnership with local businesses.

5. Stakeholder Action Plan








Deliver multiple actions in response to the issues identified in the stakeholder surveys carried out in Sept-Oct 2014 with hire boat operators, private boat owners, residents and visitors.

Progress Report

Priority	Lead Officer	Key Milestones	Progress to date	Status
1. Broads Plan Review	Maria Conti	Scoping Mar-Nov 2015 Consult on first draft plan by end Feb 2016 Consult on revised draft by end July 2016 Adopt plan March 2017 for implementation April 2017	Evaluation of the achievements of the current Plan underway	
2. Broads Landscape Partnership	Will Burchnall	Submit 1st application to HLF by 1 June 2015 HLF decision Oct 2015 (TBC: Further development phases Nov 2015 - May 2017, delivery May 2017- May 2022)	On target to submit bid by 1 st June. Authority endorsement sought at this meeting	
3. Hickling Broad Enhancement Project	Trudi Wakelin	Collate baseline data including Broads Lake Review outputs by April 2015 Lake review stakeholder workshop - April 2015 Develop partnership approach with stakeholders and agree refreshed vision for Hickling by Sept 2015 Seek planning permission and in principle agreement from regulators to deliver the vision Develop external funding options - Jan 2016 Undertake supporting research and pilots to inform feasibility by March 2016	Completed Completed Workshop planned with Upper Thurne Working Group, 9 th June 2015 Meeting with regulators scheduled for 20 th May 2015 Initial Interreg options being explored Additional baseline data being gathered inc cores	

<p>4. Promoting the Broads</p>	<p>Lorna Marsh</p>	<p>Produce Broads National Park branding guidelines for tourism industry by Summer 2015</p> <p>Sustainable Tourism Strategy and Action Plan Scoping Mar-Nov 2015 Consult on first draft plan by end Feb 2016 Consult on revised draft by end July 2016 Adopt plan March 2017 for implementation April 2017</p>	<p>Work in progress</p> <p>Evaluation of the current plan underway alongside scoping for new strategy</p>	
<p>5. Stakeholder Action Plan (extract for reporting)</p>	<p>Andrea Long</p>	<p>Hold workshop with hire boat operators to understand their concerns</p> <p>Explanation of tolls structure in Broadsheet</p> <p>Review website content for tolls information</p> <p>Circulate Bulletin to parish clerks</p> <p>Residents newsletter</p> <p>New Parish Forum format</p> <p>Promotion of Broads Experiences</p> <p>Greeters Initiative</p> <p>Promotion of Proximity Campaign</p>	<p>Date for meeting set for June</p> <p>Autumn</p> <p>Parish Forum programme being prepared</p>	

Traffic Lights for Strategic Priorities

		Completed
	Green	Project on track and no causes for concern
	Yellow	Good progress being made but some challenges in delivery e.g. minor slippage or limitations of staff and financial resources
	Amber	Project timetable slipping, concerns about how it is developing and a plan in place to address them
	Red	Looks unlikely that the project will be delivered on time and significant worries about the way its is heading
	Black	Project won't be delivered on time and very major concerns about implications
		Direction of travel – comparison with last meeting