

Strategic Priorities
Report by Chief Executive

Summary: This report sets out progress in implementing the Authority's Strategic Priorities for 2015/16.

Recommendation: That the updates for 2015/16 be noted.

1 Progress on Strategic Priorities 2015/16

1.1 The Authority uses a small set of annual strategic priorities with accompanying projects to help monitor the delivery of the Broads Plan. Progress against the five priorities for 2015/16 is outlined below. Updates on all objectives in the Broads Plan are posted on the e-Plan website at: www.broads-plan.co.uk. Good progress is being made on all the main projects with the exception of the National Park Branding which is awaiting the outcome of the Judicial Review in February.

Background papers: Nil

Authors: John Packman, Maria Conti

Date of report: 7 January 2016

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

Appendices: APPENDIX 1 - Strategic Priorities 2015/16

Strategic Priorities 2015/161. 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 assess achievements (Broads Plan 2011) and set aspirational strategy for 2017-22. The proposal to develop a long-term navigation strategy will be assessed as part of this 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 Broads Sustainable Tourism Strategy and Action Plan in partnership with local businesses

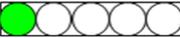
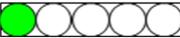
5. Stakeholder Action Plan

Implement multiple actions in response to the issues identified in the 2014 stakeholder surveys of hire boat operators, private boat owners, residents and visitors.

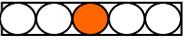
Updates on all Broads Plan objectives are posted on the e-Plan website at: www.broads-plan.co.uk

Strategic Priorities Progress Report – update November 2015

Priority	Lead	Key milestones	Progress to date	Status
Broads Plan Review	Maria Conti	<ul style="list-style-type: none"> ▪ Scoping Mar - Nov 2015 ▪ Consult on first draft plan by end Feb 2016 ▪ Consult on revised draft by end Jul 2016 ▪ Adopt plan Mar 2017 ▪ Implement plan Apr 2017 	Preliminary discussions with key partners including conservation partnership followed workshops. First draft plan on today's agenda	
Broads Landscape Partnership Scheme: Water, Mills and Marshes	Will Burchnell	<ul style="list-style-type: none"> ▪ Submit first application to HLF by 1 Jun 2015 ▪ HLF decision Oct 2015 ▪ (TBC: Further development phases Nov 2015 - May 2017; delivery phase May 2017- May 2022) 	Permission to proceed with Development Phase received from HLF. Will Burchnell, appointed as Programme Manager, has met with partners and confirmed development phase funding. First external reports to be commissioned by February	<p style="text-align: center;">★</p> <p style="text-align: center;">★</p>
Hickling Broad Enhancement Project	Trudi Wakelin	<ul style="list-style-type: none"> (a) Collate baseline data including Broads Lake Review outputs by Apr 2015 (b) Hold Lake Review stakeholder workshop Apr 2015 (c) Develop partnership approach with stakeholders and agree refreshed vision for Hickling by Sept 2015 (d) Seek planning permission and in principle agreement from regulators to deliver vision (e) Develop external funding options - Jan 2016 (f) Undertake supporting research and pilots to inform feasibility by Mar 2016 	<ul style="list-style-type: none"> (a) Completed (b) Completed (c) Completed (d) NE assent received; detailed design on priority area being worked up. (e) Development meeting on possible Interreg funding 14/15 Jan (f) Trial Nicospan barrier installed and dredging proceeding carefully. 	<p style="text-align: center;">★</p> <p style="text-align: center;">★</p> <p style="text-align: center;">★</p>

Priority	Lead	Key milestones	Progress to date	Status
Promoting the Broads	Lorna Marsh	<p>(a) Produce Broads National Park branding guidelines for tourism industry by Summer 2015</p> <p>(b) Review Sustainable Tourism Strategy and Action Plan:</p> <ul style="list-style-type: none"> · Scoping Mar - Nov 2015 · Consult on first draft plan by end Feb 2016 · Consult on revised draft by end Jul 2016 · Adopt plan Mar 2017; implement Apr 2017 	<p>(a) Guidelines produced; awaiting legal guidance for dissemination in light of judicial review</p> <p>(b) Draft tourism strategy on today's agenda.</p>	 
Stakeholder Action Plan (extract for reporting)	Andrea Long	<p>(a) Workshop with hire boat operators to understand their concerns</p> <p>(b) Explanation of tolls structure in Broadsheet; website content for tolls information</p> <p>(c) Circulate Bulletin to parish clerks</p> <p>(d) Residents' newsletter</p> <p>(e) New Broads Parish Forum format</p>	<p>(a) Workshop held.</p> <p>(b) Website amended to communicate restructure for effectively; Feb edition of Broadsheet to include updated information.</p> <p>(c) Bulletin to be replaced by regular Chief Executive's update via email which is being trialled internally first</p> <p>(d) See response to (c) above</p> <p>(e) Next new style forum to be held early 2016 to promote Landscape Partnership Scheme (Waveney/Yare).</p>	    

Priority	Lead	Key milestones	Progress to date	Status
		(f) Promotion of Broads Experiences	(f) Promotion of Broads Experiences being developed for on-line via website	
		(g) Promotion of Proximity Campaign, including Greeters' Initiative	(e) Proximity initiative includes attendance at Dutch tourism fair in early spring to promote the Broads.	

Key	Progress		
	Project completed		Unlikely project will be delivered on time, significant worries
	Project on track, no causes for concern		Project will not be delivered on time, major concerns
	Good progress, some challenges in delivery		Direction of progress since last meeting
	Project timetable slipping, plan in place to address concerns		