

Strategic Direction 2018/19
Report by Chief Executive

Summary: The report updates Members on our progress in implementing the Authority's strategic priorities for 2018/19. Proposed strategic priorities for 2019/20 are set out in a separate report on this agenda.

Recommendation: To note the strategic priorities update in Appendix 1.

1 Strategic priorities

- 1.1 Each year the Broads Authority identifies a small set of strategic priorities, guided by the Broads Plan. These priorities focus on Authority-led projects that have high resource needs or a very large impact on the Broads, or that are politically sensitive. This helps us target our resources and make the most of partnership working and external funding opportunities. The latest update is at Appendix 1.
- 1.2 The proposed strategic priorities for 2019/20 are set out in a separate report on this agenda.

2 Presentations

- 2.1 There will be three presentations at this meeting on aspects of our key partnership work streams:
- Cooperation with stakeholders
- *John Jones, Head of Environment, Norfolk County Council*
 - Water, Mills and Marshes
- *Will Burchnall, WMM Project Manager*
 - CANAPE
- *Harry Mach, CANAPE Project Manager*



Background papers: None

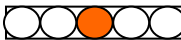

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Date of report: 17 January 2019

Broads Plan Objectives: Multiple

Appendices: APPENDIX 1: BA Strategic Priorities 2018/19

Broads Authority strategic priorities 2018/19					
	Project	Aim and milestones	Latest progress	Status	Reporting officer
1	Water, Mills and Marshes (HLF Landscape Partnership Scheme)	<u>Aim: WMM partnership projects implemented to agreed schedule</u> <ul style="list-style-type: none"> • Monitor and report progress of scheme projects – Sept/Mar • Submit quarterly claims to HLF (Apr/Jul/Oct/ Jan) • Establish working group to review WMM legacy and produce initial report by end Mar 2019 	Quarterly returns submitted on time and paid by HLF. All projects progressing well and to plan. Volunteer and in-kind contributions significantly higher than forecast. Funding approved to underground 2.4km of overhead wires at South Walsham Marshes. Project managers are meeting in March to discuss expansion of legacy plans and future options for projects and funding. www.watermillsandmarshes.org.uk		WMM Project Manager (Will Burchnall)
2	CANAPE (project management and delivery of Hickling Broad vision)	<u>Aim: CANAPE project implemented to agreed schedule</u> <ul style="list-style-type: none"> • Monitor and report progress of project activities – Apr/Oct • Submit claim to INTERREG Programme - Oct 	BA team attended CANAPE Project Steering Group in Germany - group approved format for project result indicators, Annual Communication Plan, shared costs (project management) budget, and allocation of tasks for drafting project methodologies. Payment received for first project period (July 17-June 18) and for project preparation costs. Future project reports to be produced 6-monthly. <i>Work package 3 – Lake and Bog Restoration</i> Construction work started in Oct 2018 to dig perimeter trench and place alder poles to hold geotextile tubes. First tubes now filled with sediment dredged from marked channel. BA carrying out twice weekly monitoring to check for risk of <i>Prymnesium</i> bloom - testing to date shows no increase in levels. <i>Work package 4 – Paludiculture</i> Biochar Retort ordered and training scheduled for 10-11 April. First trials will be at Whitlingham Country Park and 4 local businesses signed up for additional trials.		CANAPE Project Manager (Harry Mach)

			<p>Citizen Science project on Peat Coring will launch in April, with 'A' Level students working with younger students and local community. Launch event for Paludiculture and Public Engagement planned for 12 Feb at Yare House. Project concept presented to Stalham & District Horticultural Society and Middle Level Commissioners IDB, with particular interest in biochar product shown by competitive horticulturalists.</p> <p>www.broads-authority.gov.uk/looking-after/projects/canape</p>		
3	<p>Broadland Futures Initiative (Integrated flood risk management)</p>	<p><u>Aim: Profile raised on urgency to develop integrated approach to flood risk management (Broads and coast)</u></p> <ul style="list-style-type: none"> • Confirm planned funding resources from Environment Agency (EA) for next 5 years • Agree engagement plan by June 2018 • Establish governance arrangements by Sept 2018 • Report on engagement outcomes by Nov 2018 • Produce outline of key work areas to 2022 by March 2019 	<p>EA staff project team identified, including specific engagement officer (based part-time at BA offices). Procurement of main external contractor to support EA will start in next financial year.</p> <p>Communication and Engagement Working Group met on 15 Jan to finalise initial stakeholder survey, which will lead to local drop-in sessions/events to promote and inform Broadland Futures Initiative work plan.</p> <p>Outline of agreed key work areas will now be developed and agreed by end of 2019.</p>		<p>Head of Strategy and Projects (Simon Hooton)</p>
4	<p>Broadland catchment management</p>	<p><u>Aim: Catchment water and land management improved through on-site measures, advice and investment</u></p> <p>Implement Broadland Rivers Catchment Plan actions incl. trialling 3 pieces of erosion reduction machinery with 6</p>	<p>Creyke Combi erosion reduction machinery used on 40 acres of autumn cereals in Waveney catchment and arrangements made for trialling kit with potato growers in Spring 2019.</p> <p>Natural Flood Management projects completed on River Wensum (Worthing), River Yare (Marlingford) and River Bure (Camping Beck – Buxton), and Ingworth scheme funding allocated to new scheme</p>		<p>Broadland Catchment Officer (Neil Punched)</p>

		farmers on c.300 acres; 6 river enhancement and natural flood management projects; production of website material, mapping and quarterly newsletter	on Scarrow Beck. Drone footage, fixed-point photography and river surveys undertaken for engagement and monitoring purposes. Funding decision expected in March on Water Environment Grant (WEG) bids for river and habitat improvement projects in Upper Bure and Lower Ant catchments. www.broadlandcatchmentpartnership.org.uk		
5	External funding and capacity building	<u>Aim: BA external funding and capacity building strategic framework in place</u> Member/Officer working group to draft framework for external funding strategy by Dec 2018, next stages to be confirmed.	Item withdrawn from Strategic Priorities - see para 6/17 in BA minutes 18 May 2018	n/a	
6	Marketing, promotion and media relations	<u>Aim: Increased public awareness of Broads National Park brand</u> Implement branding guidelines and action plan including promotion through National Park UK Partnership, Broads Tourism, Discover England Fund and National Park Experiences project; support to BA-led projects incl. WMM and CANAPE; BA annual events programme; news and events through print and social media.	English National Park Experience Collection media and trade launch taking place on 31 Jan, featuring two Broads Experiences. Full trade buyers guide complete and online travel trade training created. Website will be complete by launch date. Central team applied for additional funding to secure further 6 months support for project to Sept 2019 and other legacy activity to maintain and expand programme being explored. Quotes for the installation of 41 brown roadside signs using the Broads logo and colour in 27 towns and villages received from Suffolk County Council and Norfolk County Council amounting to £28,375. This can be funded from this year's budget and an order is being placed. Good local media take up of press releases, with Water, Mills and Marshes Wildwatch scheme attracting popular radio/TV coverage and national media interest. BA Chief Executive in Radio Norfolk 'hotseat' on 13 Dec 2018, taking an hour of listener questions on		Head of Comms (Rob Leigh)

			<p>wide-ranging topics from magnet fishing to planning.</p> <p>BA working with BBC Countryfile for 'Winter Special' in the Broads, filming on 24/25 Jan. Two BA projects will be featured, as well as Thurne Mill and the Wind Energy Museum.</p> <p>Broadsheet and Broadcaster 2019 near completion. Visit the Broads A6 pocket guide in production.</p> <p>BA trialling media monitoring service covering print and online activity during Jan/Feb 2019.</p> <p>BA awaiting approval from National Parks Chairs Group to begin recruitment to new National Parks Communications Team (to be hosted by BA)</p> <p>Visit Britain featured the Broads in promotional film for 'mymicrogap' campaign (www.mymicrogap.vice.com)</p>		
7	Peer Review Action Plan	<p><u>Aim: Review recommendations developed and implemented</u></p> <p>Prepare and implement action plan</p>	BA and Navigation Committee agreed set of proposals in response to Peer Review (BA 18 May - see minute 6/15) and proposals implemented.	★	Chief Executive (John Packman)
8	Acle Bridge site development	Manage processes to allow temporary (seasonal) onsite catering operation during 2018	Catering operation not appointed.		Director of Operations (Rob Rogers)
		Run architectural design competition for site proposals (Summer 2018)	Competition run and winning design selected.	★	
		Next stages to be agreed	<p>Work on mooring facilities programmed for Feb 2019.</p> <p>Operations Directorate assessing potential improvements to site entrance to make access and egress safer for users.</p> <p>Caterer identified to operate on site on trial basis from April to Sept 2019, potentially using existing thatched kiosk to provide basic catering and shop facilities.</p> <p>Agreement reached with Great Yarmouth Borough</p>		

APPENDIX 1

			Council for management of site toilet facilities.		
9	Agri-environment scheme (post-Brexit)	<u>Aim: Proposals identified on agreed future of agri-environment schemes post-Brexit</u> Develop pilot agri-environment scheme in liaison with farming community/ other stakeholders	Defra has confirmed the Broads as a location for testing/ trialling elements of new Environmental Land Management Scheme (ELMS). Working group of farmers and conservation bodies developing proposal to Defra on scope of test/trial.		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)	Review Team led by Julian Glover visited the Broads on 1-2 Nov 2018. BA response to review submitted in Dec 2018.		Chief Executive (John Packman)

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