

Broads Authority

19 September 2025

Agenda item number 8

Strategic priorities- update

Report by Governance Officer

Purpose

This report sets out the latest progress in implementing the Authority's annual strategic priorities for 2025/26.

Broads Plan context

The Broads Plan is a key part of the Authority's strategic framework.

Recommended decision

To note the progress in implementing the 2025/26 priorities.

1. Introduction

- 1.1. Each year the Broads Authority identifies a small set of strategic priorities, which focus on projects that have high resource needs or a very large impact on the Broads, or that are politically sensitive. Setting these priorities helps target the Authority's resources and make the most of partnership working and external funding opportunities. Priorities are set each financial year, although some large-scale projects carry across several years.
- 1.2. In addition, Defra has a requirement for National Park Authorities and the Broads Authority to provide quarterly updates on deliverables against the Business Plan, as part of its grant funding agreement. These update reports on our strategic priorities are used by officers to comply with that requirement.

2. Updates

- 2.1. An update on the agreed strategic priorities for 2025/26 is in Table 1 below.

Table 1

Strategic priorities 2025/26 – progress update

Defra/Gov priority BA strategic priority, aims and milestones	Progress	Lead officer
<p>Protect communities from the dangers of flooding</p> <p>1. Respond to future flood risk in the Broads that better copes with climate change and sea level rise</p> <p>Aim: To implement the next steps of the Broadland Futures Initiative and prepare an adaptation plan for BA moorings.</p> <p>Milestones:</p> <ul style="list-style-type: none"> (i) Publish at least two editions of the Broadland Futures Initiative BFI newsletter, by March 2026. (ii) Hold at least two meetings of the BFI Elected Members Forum, by March 2026. (iii) Develop plan to adapt moorings to higher water levels in the Broads. 	<p>Status: On track</p> <ul style="list-style-type: none"> (i) The sixteenth edition of the BFI newsletter was published. Recruitment for a senior comms and engagement officer completed (internal to the EA). (ii) At the EMF meeting on 8 May 2025, members discussed and endorsed different pathways for the Broads. Each pathway sets out steps to a different future outcome for flood management across the BFI area. The pathways are a start point for analysis and will ultimately be assessed using a combination of Economics and how they perform against the BFI objectives. Public engagement on the pathways is scheduled towards the end of the year. (iii) The approach outlined and accepted in the 05/09/2024 Navigation Committee is being implemented as each mooring is programmed for full repiling 	<p>Director of Delivery and Head of CME</p>
<p>Ensure nature’s recovery and clean up Britain’s rivers, lakes and seas</p> <p>2. Continue to provide home to thriving wildlife that can adapt to the changing climate.</p> <p>Aim: A thriving wildlife in the Broads</p> <p>Milestones:</p>	<p>Status: On track</p> <ul style="list-style-type: none"> (i) On track. Annual review of Delivery Plan complete Broads Nature Recovery Strategy 2024-29. (ii) On track, targets set by partners in 2024, annual report for 	<p>Environment Policy Adviser and Sustainability Manager</p>

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<ul style="list-style-type: none"> (i) Implement year 1 of the Broads Nature Recovery Delivery Plan. (ii) Conclude the work with Natural England on the apportionment of Protected Landscapes targets for the Broads. (iii) Timely response to the consultations to the Local Nature Recovery Strategy in Norfolk and Suffolk, as a Supporting Authority, expected in February and May 2025. (iv) Completions and lessons learnt from the restoration projects at Buttle Marsh and Horsey. 	<ul style="list-style-type: none"> national data complete to assess progress against targets, awaiting guidance to include targets in Broads Plan,. (iii) The Norfolk LNRS and Suffolk LNRS public consultation is complete. The next phase for the Broads Authority as a Supporting Authority is final approval - report on this agenda. Submission to Defra and publishing is due at end of October with 6 November launch event at Carlton Marshes. (iv) FibreBroads 12-month extension is underway with a focus on extending reed cutting, creating fibre products, farmer engagement and wetland cropping at Horsey. Buttle Marsh on track for Quarter 3 delivery. Responding to Defra Early Market Engagement for Broads peatland restoration potential projects from 2026-2030. 	
<p>Net Zero by 2050</p> <p>3. Implement the five Ps¹ of the Race to Zero Programme to halve emissions by 2030.</p> <p>Aim: pledge to make Broads Authority own operations carbon neutral by 2030, and to aim for a zero-emissions by 2040.</p>	<p>Status: On track</p> <p>i) Work on drafting a refreshed Action Plan is ongoing. We have agreed with the other National Parks to draft a common template, which is being prepared by a Task and Finish group which includes the Broads Authority. The Task & Finish group has circulated initial outlines, and we are working to all National</p>	<p>Sustainability Manager</p>

¹ Pledge; Plan; Proceed; Publish and Persuade

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<p>Milestones:</p> <ul style="list-style-type: none"> (i) Refresh Climate Action Plan, by summer 2025. (ii) Develop BA response to Defra’s request to move to electric vehicles by 2027. (iii) Develop plan towards more zero-emission boating. (iv) Find funding to implement the plan for zero-emission boating. 	<p>Parks having a refreshed action plan by December.</p> <p>ii) We have not received further updates from the DEFRA Electric Vehicles Group. We are investigating potential 4x4 EVs that have come onto the market. The operations team have tested a 4x4 EV, but which did not match up to operational requirements. This showed that the technology is approaching the place where electric 4x4 vehicles can be used to tow, but it has not quite matured to the point we can use it. The Operations Team also tested a fully electric telehandler, but this proved to not yet meet the capabilities needed by the authority in terms of managing rough terrain, and its lifting power.</p> <p>iii) The Broads Authority took part in a bid to the Clean Maritime Demonstration Competition that would have explored marine hydrogen applications. Despite scoring highly the application was unfortunately not successful. The project leader is exploring other funding routes for the project.</p> <p>iv) The Broads Authority submitted evidence to the call for evidence for decarbonising boats under 400 tonnes under the Maritime Decarbonisation Strategy. We are co-ordinating our response through AINA and the Canal and Rivers Trust.</p>	

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<p>Potentially all</p> <p>4. Bring significant external funding to deliver Broads Plan objectives</p> <p>Aim: to leverage additional funding to deliver against Broads objectives.</p> <p>Milestones:</p> <ul style="list-style-type: none"> (i) Develop partnership arrangements for new project by summer 2025. (ii) Submit bid to the Lottery by end of 2025. 	<p>Status: On Track</p> <ul style="list-style-type: none"> (i) We have formed a group of core partners who are currently in the process of developing initial project ideas for the development phase bid. We are continuing to meet with current and prospective partners to identify gaps in delivery opportunities that will need to be filled for a successful application to the scheme. We continue to meet with the Heritage Fund and other Landscape projects nationally in support of our bid. (ii) We have submitted a small bid to the Heritage Fund that will help build additional capacity within the team to help develop the bid. Outcome should be known in September 2025. 	<p>Head of External Funding</p>
<p>Access for all</p> <p>5. More people enjoying more activities in the Broads safely</p> <p>Aim: for all to enjoy safe visits to the Broads.</p> <p>Milestones:</p> <ul style="list-style-type: none"> (i) Ensure that the 2025 edition of Broadcaster (and all website and social media content produced in 2025) highlight the breadth of activities available in the Broads, including information regarding 	<p>Status: On Track</p> <ul style="list-style-type: none"> (i) The 2025 edition of Broadcaster has been published and 90,000 copies distributed through the usual channels (ii) Social media posts have been scheduled throughout the season. The core campaign messaging focusses on Lifejackets (Take care of the people you love) and alcohol (Don't drink and drown). A case study has been obtained featuring a quote from a survivor of a serious accident from earlier 	<p>Head of Communications and Head of Construction, Maintenance and Ecology</p>

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<p>accessibility, with relevant and appropriate safety messaging.</p> <p>(ii) Continue to use communications channels during 2025 that reach the widest possible audiences, in particular those that may not traditionally access the Broads.</p> <p>(iii) Deliver year 2 of the Integrated Access Strategy action plan.</p> <p>(iv) All officers responsible for writing for commissioning reports and published materials complete the Accessibility training by the end of 2025.</p>	<p>this year which will be used ahead of the main summer season (lifejacket messaging).</p> <p>(iii) New safety signage produced for Great Yarmouth and the design has been replicated for handouts and posters which have been printed and distributed as a PDF file for partners to display.</p> <p>(iv) Access for All projects to upgrade footpath at Hoveton Riverside Park and the footpath between Acle village and Acle Bridge have been completed; a full progress report for Yr 1 and recommendations for Yr 2 of the IAS action plan has been shared via the Broads Local Access Forum – link to report here: Integrated Access Strategy progress monitoring report</p> <p>Accessibility training for report authors and others responsible for published material is available on the online staff training platform.</p>	
<p>Support our farmers to boost Britain’s food security</p> <p>6. Support farmers and land managers in carrying out projects which benefit the Broads</p> <p>Aim: to run the FiPL programme and allocate Broads grants to farmers and landowners and support the</p>	<p>Status: On track</p> <p>(i) Have received our grant funding and have £260,833.00 to allocate to projects in 2025/26. £89,305.16 has been allocated to 13 projects so far. Four projects have completed.</p>	<p>Head of External Funding</p>

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<p>Broads and Norfolk Coast Land Management Board to allocate their funding.</p> <p>Milestones:</p> <ul style="list-style-type: none"> (i) Allocate all grant funding to projects, by December 2025. (ii) Review of the outcomes of Farming in Protected Landscapes (since July 2021) (iii) Publish case studies showing example projects completed in the Broads. 	<ul style="list-style-type: none"> (ii) Headline Stats have been reviewed by Defra, and follow up information has been submitted. (iii) Summaries of all projects across years 1 – 4 are available on the Broads FiPL website. There are eight more detailed case studies also available on the website. 	

3. Financial implications

3.1. If the Authority fails to comply with any of its obligations in the Grant Funding Agreement, DEFRA may, at its discretion, reduce, suspend or terminate payments of grant, or require any part or all of the grant to be repaid.

Author: Lorraine Taylor

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[Broads Plan](#) strategic objectives: all

Appendix 1 – “Golden thread” strategic framework

Appendix 1 – ‘Golden thread’ strategic framework

Fig. 1

‘Golden thread’ strategic framework

