

## Broads Forum

### AGENDA

4 February 2016

2.00pm

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1. <b>To receive apologies for absence</b>	
2. <b>Chairman's announcements:</b>	
(i) Report back from Broads Authority meetings on 20 November 2015 and 22 January 2016	
(ii) Public Recording in Meetings	
(iii) Any Other Announcements	
3. <b>To receive and confirm the minutes of the meeting held on 5 November 2015 (herewith)</b>	1 – 7
4. <b>Public Question Time</b> To note whether any questions have been raised by members of the public	
5. <b>Summary of Progress/Actions/Response Taken following Discussions at Previous Meetings</b> Report by Administrative Officer (herewith)	8
6. <b>2015 Broads Water Plant Survey Results</b> Report by Environment Officer and Environment and Design Supervisor (herewith)	9 – 12
7. <b>Environment Agency Water Quality Data Accessibility</b> Presentation and Report by Mr Rory Sanderson, Environment Agency	13 – 14
8. <b>Review of Waste Facilities</b> Report by Asset Officer (herewith)	15 – 24
9. <b>Broads Local Plan: Issues and Options</b> Report by Planning Policy Officer (herewith)	25 – 28

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10. <b>Broads Plan Review First Consultation Draft Broads Plan 2017</b> Report by Director of Planning and Resources and Strategy (herewith)	29 – 69
11. <b>Draft Strategy and Action Plan for Sustainable Tourism in the Broads 2016-2020</b> Report by Tourism and Promotion Officer (herewith)	70 – 120
12. <b>Chief Executive's Report</b> Report (herewith) – For information only	121 – 125
13. <b>Parish Issues</b> Standing item for local community members to report	
14. <b>Current Issues</b>	
15. <b>Matters for Chairman to raise at next Broads Authority meeting</b>	
16. <b>Matters to be discussed at the next meeting</b>	
17. <b>To note the date of the next meeting – Thursday 28 April 2016 at 2.00pm at Yare House, 62-64 Thorpe Road, Norwich</b>	

## **Broads Forum**

Minutes of the meeting held on 5 November 2015

### **Present:**

Dr Keith Bacon in the Chair

Mr Andrew Alston	Mr Robin Godber	Mr Simon Partridge
Mr Ashley Cato	Mr John Hiskett	Mr Bryan Read
Mr Martyn Davey	Mr John Lurkins	Mr Richard Starling
Mr Michael Flett	Mr Philip Pearson	Mr Hugh Taylor
Dr Martin George		Mr John Tibbenham

### **In Attendance:**

Ms Maria Conti – Strategy and Projects Officer  
Ms Esmeralda Guds – Administrative Officer  
Mr Simon Hooton – Head of Strategy and Projects  
Ms Andrea Long – Director of Planning and Resources  
Dr John Packman – Chief Executive

### **Also in attendance:**

Prof Jackie Burgess – Chair, Broads Authority  
Rob Wise – Environment Adviser, National Farmers Union  
John Newton – Norfolk County Adviser, National Farmers Union

### **1/1 Apologies and Welcome**

Apologies for absence were received from Julian Barnwell, Henry Cator, Barbara Greasley, Peter Jermy, Jennifer Parkhouse, Peter Waters and Anthony Wright.

The Chair welcomed Jackie Burgess, Chair of the Broads Authority, to the meeting.

### **1/2 Chairman's Announcements**

The Chairman informed members that he would address the issues discussed at the Broads Authority meeting later on in the agenda at the Chief Executive Report.

As agenda item 6, the Broads Plan Review, would be presented in shape of an interactive exercise, the Chairman suggested changing the running order of the agenda and address agenda item 6 after agenda item 10.

**1/3 To receive and confirm the minutes of the meeting held on 30 July 2015**

The minutes of the meeting held on 30 July 2015 were confirmed as a correct record and signed by the Chairman subject to the following amendment:

- *Minute 5/11 Chief Executive's Report. Para 4: usage of water-skiing on Breydon Water was minimal should read usage of water-skiing on Breydon Water took place on one occasion.*

**1/4 Public Question Time**

No questions were raised by members of the public however the Chairman raised the issue of fracking and said that although National Parks were to be protected from fracking, horizontal fracking appeared to be permitted therefore fracking from outside into the National Park would become a possibility.

Philip Pearson (PP) commented that as currently little information was available, it would be better to address the issue when more detail was made obtainable.

**1/5 Summary of Progress/Actions/Response taken following discussions at previous meetings**

A report summarising the progress of current issues was received.

In regard to the footpath from Ludham to St Benet's Abbey the Director of Planning and Resources updated members that there would be a meeting next week with the contractor and the landowner to discuss the details of how to complete the works.

Members noted the report.

**Agenda Item 1/6 would be dealt with after Agenda 1/10**

**1/7 Review of Consultative Arrangements: Evaluating Changes to Broads Forum**

Members received a report outlining the findings of an audit into the Broads Authority's Consultation Activities and Partnership Provisions undertaken in January 2015.

In particular, the audit examined the implementation of the Action Plan arising from the Review of Consultative Arrangements and Community/ Stakeholder Engagement, carried out by the Broads Authority during 2012/13. The audit concluded that all measures had been implemented but that further work was required to assess their effectiveness.

The Director of Planning and Resources sought members' views on the effectiveness of these changes and advised that these would be reported to the Broads Authority as part of the overall response to the audit.

PP enquired how much influence members had when setting the Agenda to which the Director of Planning and Resources responded that having 'Matters to be discussed at the next meeting' as a standing item on the Agenda allowed members to suggest any issues they wish to address. She continued that agenda item 'Parish Issues' offered members a further opportunity to address matters they would like to discuss. Both items had been very effective and resulted in a variety of topics being presented at the meeting. Conversely, 'Public Question Time' a standing agenda item allowing members of the public to raise questions directly with Forum Members, so far had not been used, but the opportunity for them to do so would remain open.

Richard Starling (RS) commented that the meetings were more effective and more democratic than they used to be.

Members noted the audit findings and believed the changes to the Terms of Reference and operation of the Broads Forum to be effective.

## **1/8 Chief Executive's Report**

The Chief Executive presented his report, which summarised the current position of the Authority's strategic priorities.

The Chief Executive updated Members that the Hickling Parish Forum was very successful, well attended and a worthwhile experience which offered a good opportunity to talk about Hickling Broad in much detail.

In relation to navigation charges John Tibbenham (JT) commented that numerous toll payers were displeased with the suggested toll increase and queried how the multiplier was established.

The Chief Executive responded that this year the Authority levied the lowest ever increase of +1.7% across the board. The combination of that decision and a series of pressures including the costs of additional practical work had made this year's decisions on tolls for 2016/17 particularly difficult. He said that the Navigation Committee had recommended an increase in tolls income of 4.5%, to abandon the hazard removal at Dickey Works and to decrease the multiplier for hired motor cruisers from 2.62 to 2.55.

He added that evidence from the Stakeholder Survey suggested that tolls account for around 9% of the total costs of owning a private boat and 11% of the operational costs for the hire fleets.

In regard to the multiplier the Chief Executive said that members who had attended the Tolls Workshop had a good understanding of how the multiplier was conceived and he suspected that part of the explanation for the Navigation Committee's recommendation to reduce the multiplier was the continuing decline in the size of the fleet with a forecast of further reduction of 20-30 boats next year. He continued that in addition a significant gap had

opened up between the equivalent multipliers applied on other waters (1.54 for example on the Thames compared to 2.62 on the Broads in 2015).

In response to JT's comment that the maintenance of Mutford Lock was financed from navigation funds despite not many navigators using the lock, the Chief Executive indicated that the main costs of maintaining the structure were from the endowment that came with the transfer of the Lock and the operational costs were funded from the income from charges and navigation income.

Martin George (MG) highlighted that it was worth reminding that the hire boat industry uses the Broads more hours a year, stirred up sediment, caused erosion to banks and were in general more damaging to the Broads.

The Chief Executive responded that a hire boat multiplier was first introduced in the mid-1970s to fund the development of new moorings and explained that the Authority would need to take into account the contribution of the industry made to maintenance of the system and provision of facilities. In addition the Stakeholders Survey indicated that there was a great variation in the number of weeks boats were hired and that taking into account solely of usage when setting charges would not be appropriate. In addition, as mentioned earlier the Chief Executive indicated that in other parts of the country the multiplier was lower so it was about finding the right balance.

The Chief Executive informed members that the Heritage Lottery Fund bid of £2.6 million had been successful and thanked members for their contribution in achieving this. He pointed out however that receiving the funding did not alleviate the problems from a potential reduction in National Park Grant because most of the funding was devoted to new projects. Officers and members agreed that regular updates to the Broads Forum on how the projects develop would be useful.

The Chairman commented that Jacquie Burgess (JB), the Chairman of the Broads Authority, encouraged more member participation and tried to involve members amongst others through workshops.

He further announced that membership for the Broads Local Access Forum (BLAF) ended in October, that currently they were recruiting new members and the closing date would be tomorrow, 6 November 2015.

Members noted the report.

## **1/9 Parish Issues**

Michael Flett (MF) congratulated officers and members on a useful and informative Hickling Parish Forum. The Chairman of the Broads Authority added that it was good to see so many members involved and hoped this would continue.

MF mentioned that many unlicensed boats moored at Loddon were spotted and queried whether these would be pursued by the Authority or whether there was anything the Parishes could do to help. Robin Godber (RG) added that this was a matter which was taking place more frequently.

The Chief Executive advised members that the most efficient way to address the issue was to forward details of the vessel to Broads Control where the member of staff on duty would be able to check the details against the Authority's database. He added that in most cases the toll had been paid but the plaque had not been displayed. Although he indicated that currently toll plaques were the most effective way for Rangers to establish whether charges had been paid, he would not rule out the possibility of a more efficient method being made available to them in the future.

In response to what would happen if tolls remained unpaid. The Chief Executive explained that the Authority proceeded through a series of steps including a warning and followed up by letters. Prosecution was the last resort and it was worth noting that many of the late payers were the same individuals from one year to another.

John Lurkins (JL) enquired whether it was possible to determine who was responsible for the poor conditions of the bridge and the footpath at Wherryman's Way as so far nothing had happened to resolve the issue and the situation was worsening.

The Chairman replied that this matter was raised at the Broads Local Access Forum and County Council and BESL had done some work, however this was not fit for purpose. The Director of Planning and Resources added that she would ask the Senior Waterways and Recreation Officer to provide JL with an update.

## **1/10 Current Issues**

Andrew Alston enquired about the suggestion of a meeting held between officers and farmers in the Bure Valley. The Chief Executive responded that the Authority's Chair had had a meeting with some of the landowners in the Bure Valley but that, since the last meeting of the Forum, productive and positive meetings had been held with officers of the National Farmers Union and the Regional Director of the CLA.

RS commented that there was an increase use of imported straw mainly from Poland instead of sedge. He also raised a concern about the management prescription for a site at Barton Fen. A meeting was arranged for the 19 November to discuss the matter. RS said he would follow this up with BA officers after the meeting.

The Head of Strategy and Projects mentioned that the Climate Change Adaption Plan consultation had now closed and that 14 responses to the plan had been received which would go to the Broads Authority on 20 November 2015.

## **1/6 Broads Plan Review**

The Broads Plan was the strategic management plan for the Broads and was subject to regular review. The current Plan was adopted in May 2011 and its review was a Strategic Priority for the Broads Authority in 2015/16. It was anticipated that the revised Plan, which would cover the period 2017-22, would be adopted in March 2017.

A workshop for Broads Authority Members was held on 7 October 2015 to start scoping the strategic direction for the next Plan period. Forum Members were provided with a report which presented the output from that workshop, and were invited to comment on other strategic issues and priorities they felt should be addressed in the next Plan.

Forum Members then undertook a workshop exercise similar to that previously undertaken by Broads Authority members and the results were captured on flip charts.

Following the workshop session members had a discussion on general issues.

RS suggested that it would be helpful for Natural England and the Environment Agency to attend a Broads Forum meeting to give members the opportunity to meet with them. The Chief Executive agreed that for NE and EA to join the discussions at Broads Forum would be useful and a good idea.

Andrew Alston (AA) commented that it was his perception that there was a need to improve communication between the Authority and landowners/ farmers to which the Head of Strategy and Projects responded that the landowners' opinions were sought but the Authority did not always receive any feedback. He stressed the importance of involvement from both parties and that the Authority currently interacted with approximately 25 landowners and was making progress. He welcomed any suggestions that AA might have for improving communication between the Authority and farmers

### **1/11 To note whether any items have been proposed as items of urgent business**

No items were proposed as items of urgent business.

### **1/12 Matters for Chairman to raise at next Broads Authority meeting**

The Chairman would report to the Broads Authority meeting on the various issues discussed by the Forum.



**1/13 Matters to be discussed at the next meeting**

The Chairman encouraged members to contact officers with any suggestions for future agenda items, especially if they were prepared to present it themselves.

**1/14 Date of Next Meeting**

To note that the date of the next meeting would be Thursday 4 February 2016 at 2.00pm at Yare House, 62-64 Thorpe Road, Norwich.

The meeting concluded at

4.45 pm

Chairman

**Summary of Progress/Actions/Response Taken Following Discussions at Previous Meetings**  
Report by Administrative Officer

<b>Date of Meeting and Minute No</b>	<b>Discussion</b>	<b>Responsible Person</b>	<b>Summary of Progress</b>
6 November 2014 Minute 2/5 <b>Summary of Progress</b>	Outcome of future plans for the Ludham Bridge area which have been discussed with the Environment Agency	Asset Officer	Officers have had discussions and correspondence with the Environment Agency and position remains that we are still awaiting a reply from EA officers.
5 February 2015 Minute 3/10 <b>Parish Issues</b>	Any progress made with the Harbour Revision Order.	Director of Operations/ Solicitor	The tripartite agreement has been signed by all parties and are held pending completion of the HRO. Prior to starting the formal HRO process we need to submit a statement of intention. Broads Authority solicitors are currently considering a detailed response from ABP solicitors, Winckworth Sherwood (with expertise in HRO's )

## **2015 Broads Water Plant Survey Results**

Report by Environment Officer and Environment and Design Supervisor

**Summary:** This report presents and discusses the findings from the annual water plant survey carried out during 2015. A total of 28 broads were surveyed using a standard rake sampling technique. Waxham Cut, as a navigable channel was surveyed for water plants, using a similar methodology, but specifically developed for rivers and channels. Barton and Hickling broads were surveyed using hydroacoustic survey equipment, to gain greater accuracy and resolution of the volume of water plants growing in the water, and their spatial extent over the bed of these broads.

The full survey report is available for Forum members to read and comments on this draft are welcomed. The temporary weblink to the draft 2015 Broads Water Plant Survey Report is active until 11 February 2016 <http://www.broads-authority.gov.uk/WaterPlantReportDraft2015>.

## **1 Introduction**

- 1.1 The Broads Authority has been surveying water plants within the open water bodies of the Broads since 1983 and has consequently collated a valuable dataset which allows monitoring and analysis of long term trends of aquatic plants across the system. This report summarises the key findings of the annual water plant surveys completed in July to August 2015.
- 1.2 2014 saw the full adoption of a point based survey for the broads, where the water plants are physically sampled from a boat by using a double headed rake dragged a standard five metre length, at fixed points around the broad. The previous methodology involved dragging the rake over variable length transects, anywhere from 10 to 120 metres long. The previously used “rake transect” method is suitable where small volumes of plants are present, as similar to the conditions in most Broads during the early 1980s, when the survey was first conceived. However, where high plant volumes are now increasingly present, such as broads like Martham South, Alderfen, Cockshoot and Whitlingham, it became increasingly difficult to apply the methodology in an accurate, robust and comparable manner. In order to resolve this issue the Broads Authority and academic partners involved in the data usage, refined a point based methodology developed on the Trinity Broads, for wider application across all the broads. Verification of the approach was gained through conducting duplicate surveys of particular broads using the transect method and a new point based method.

- 1.3 This report also presents findings from a revised survey methodology and new programme of surveys for navigable river reaches. Some species abundance surveys were carried out in the mid 2000's in the upper reaches of the Navigation Area. The new method which has been developed is again based on standard rake sampling at fixed points, so the abundance data is robust and comparable between sites and survey years. In 2015 Waxham Cut was selected to develop the methodology and the first year's results were successfully recorded.
- 1.4 Hydroacoustic survey data showing the volume of plants in the water column, and their spatial coverage across the bed of the broads, is also presented for Barton and Hickling.

## **2 Key Findings of the Annual Water Plant Survey 2015**

- 2.1 In response to the recent and on-going trend of mild winters and springs, and the subsequent earlier growing season for various species, the start of the survey season has been brought forward by two weeks to begin in early July and to conclude by the end of August. This slight shift ensures the peak growth of water plants is captured during the survey period.
- 2.2 This year has seen a shift in dominant species in a number of regularly surveyed broads. However, it must be noted that water plants can be very variable between years and between broads. The underlying cause why a certain plant species outcompetes another in a particular year can be related to a whole host of reasons including: earlier growing season, water levels, nutrient availability, etc. Those broads which had a change in dominant species were: Alderfen, Buckenham, Heigham Sound, Hickling, Rockland and Whitlingham Little.
- 2.3 The pondweed species (*Potamogeton sp*) did not have a very productive year, with lower species numbers and reduced abundance, compared to recent years. The growing conditions early in the season when these species make most of their growth may have been a factor.
- 2.4 Hickling Broad had a vigorous year for overall water plant abundance. Stonewort beds extended over most areas of the broad, but with relatively low height, other than in the most sheltered bays.
- 2.5 At the Martham broads, the North Broad had a reduction in the number of species found this year, as bristly stonewort was very vigorous, at the expense of the previously dominant starry stonewort. In comparison the South Broad was relatively stable in terms of species present and overall growth levels.

- 2.6 Cockshoot has seen very interesting this year, with a big reduction in species numbers, with only two species found in the broad this year. The broad contained an almost monoculture of the nationally scarce holly-leaved naiad, with a small amount of rigid hornwort.
- 2.7 Sotshole Broad was formally surveyed this year for the first time using the standard methodology. Following extensive restoration work by the landowner, three species of water plant were found. It is early days in the recovery of this small site and hopefully a broader range of water plants will colonise over time.
- 2.8 Wroxham Broad's species richness was very low, with small amounts of only two species found this year.
- 2.9 Whitlingham Great Broad continues to have an impressive number of different species, however the 2015 abundance figures appear to be lower than in recent years. Whitlingham Little Broad appears to be decreasing slightly in terms of the number of species present and the total water plant abundance. The annual presence of blue-green algae at this site is an on-going challenge for any water plant growth.

### **3 Conclusions and future applications**

- 3.1 Given the change in survey methodology, the future presentation of long term water plant trends at broads sites will require careful consideration. The Authority is still working with academic partners to finalise the data processing technique that will provide the optimal presentation of these long term trends. This will allow annual trend analysis with water quality data for example, to assess ecological response to changes in water quality.
- 3.2 A range of upper river reaches will be surveyed on rotation each year, with a minimum of two sites per year. The previously surveyed sites include the River Bure (Coltishall Lock to Belaugh); River Thurne (West Somerton to Martham Ferry); River Ant (Tyler's Cut); River Wensum/Yare (New Mills to Whitlingham Broad); River Waveney (Geldeston Lock to Beccles). Over the past few years, the Authority's weedharvester operators report increasing volumes of cut plant material coming out of the navigable reaches. In addition, they have to extend the cutting areas, as water plant growth is increasing in areas that have not been cut in recent times.
- 3.3 The combination of rake based surveys to positively identify species present, and hydroacoustic surveys to accurately record overall plant growth at a high resolution, is a very powerful tool for guiding site management. Prioritisation of areas for restoration and ecological enhancement work is made possible, such as at Hickling Broad. Where water plant growth is raised as an impact on navigational access, analysis of plant growth over the whole site is critical to establish impacts in European Protected sites and interest features, such as at both Barton and Hickling.

Background papers: Draft 2015 Water Plant Survey Report 2015  
<http://www.broads-authority.gov.uk/WaterPlantReportDraft2015>

Authors: Gavin Devaney and Dan Hoare  
Date of report: 12 January 2016

Broads Plan Objectives: BD4; BD6; NA3;

Appendices: None

## **Environment Agency Water Quality Data Accessibility**

Report by Rory Sanderson, Environment Agency (EA)

**Summary:** Concerns have been raised that the water quality data collected by the EA is not provided in a single easily accessible and understandable format that provides basic information such as annual trends.

This report:

- provides an explanation of how water quality data can be accessed
- provides an overview of the type and extent of data collected
- receive comments on how the system may be improved

### **1 Water quality data**

- 1.1 Our water quality data is accessible and available to all and we will provide an overview of our water quality sampling programme across the Broadland catchment. This will include sample locations, parameters sampled and how we ensure our data is quality checked.

### **2 How you can access the data**

- 2.1 We will explain how to submit data requests for specific user needs (providing raw data) and also demonstrate how to use the online reporting tool called the Catchment Data Explorer. This will include an explanation of how the results are presented.

### **3 How the data is used**

- 3.1 We will explain that whilst data is collected and used for multiple purposes, the Catchment Data Explorer presents this in a summarised format which can be used by anyone interested in their local environment. It is also used for reporting water quality status for statutory purposes. There will be a brief explanation of how the data is used to identify actions to improve Broadland.

### **4 Your views on our data accessibility**

- 4.1 We welcome your views on how we can make access to our data better in the future and are willing to work with partners to meet local needs.

Background papers:	None
Author:	Rory Sanderson, Environment Agency
Date of report	14 January 2016
Broads Plan Objectives:	None
Appendices:	None



**Review of Waste Facilities**  
Report by Asset Officer

<p><b>Summary:</b> This report sets out the current position in relation to waste facilities throughout the Broads Authority's area.</p>
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## **1 Background**

- 1.1 Changes in the Controlled Waste Regulations introduced on 1 April 2012 now specify that boat waste, where the boat is used for self-catering accommodation, is now classified as commercial waste rather than household waste. The local authorities also confirm that waste from other vessels which do not come under this definition, although not specifically stated in the regulations, will be treated by them as commercial waste.
- 1.2 Under the new regulations it is designated that "the polluter" has to pay for the cost of both the collection and disposal of the waste and Norfolk County Council has confirmed that they will be charging the local authorities for the services backdated to 1 April 2012.
- 1.3 This has resulted in the local authorities reviewing their provision of waste facilities over the Broads area.
- 1.4 A position paper regarding the provision of waste facilities was produced in conjunction with the Norfolk Waste Partnership and the local authority officer liaison group but unfortunately the Broads Authority was not initially consulted or included in the preparation of the document. The paper sets out the policy in regard to future provision for local authorities.
- 1.5 A meeting was held on 8 September 2014 at the request of the Broads Authority where representatives from all of the local authorities, Norfolk County Council and the Broads Hire Boat Federation were in attendance. The local authorities confirmed what facilities would be provided and those that would be withdrawn, and so together with facilities provided by boatyards and marinas a map and list of waste provision sites has been produced and distributed (Appendix 1).

## **2 Consultation**

- 2.1 Further to ongoing concerns from members and industry representatives, it was agreed that the Authority should closely monitor the situation and seek information from stakeholders as to waste facilities and any changing pattern of behaviour which could then be considered by members at a workshop. A

consultation pack (Appendix 2) requesting information on waste provision and feedback on complaints received regarding waste issues was sent out on 16 July 2015 to 129 local businesses including boatyards, marinas, local authorities and stakeholders. Seventeen replies were received although five were a nil return.

- 2.2 No specific information on complaints was received, with only one yard saying that they had received many complaints from hirers who would otherwise flytip their rubbish in the Burgh Castle area. The main elements of the information requested and general comments have been noted in a spreadsheet (Appendix 3). A further complaint had been received from Stokesby Parish Council, although did not submit any information on receipt of the consultation pack.

### **3 Gaps in Future Provision**

- 3.1 With the planned removal of further facilities by the end of 2015 it is likely that the facilities at Ranworth become even more heavily used.
- 3.2 Whilst provision on the river Yare appears reasonable, the river Waveney is poorly served, with no facilities downstream of Burgh St Peter, and other facilities only at the Yacht Stations at Oulton Broad and Beccles. However, the major difficulty here is that moorings do not have good access to enable bin lorries to service facilities.
- 3.3 The Broads Authority at the December 2014 meeting agreed to support the ongoing provision of replacement rubbish facilities at Ranworth, on the basis that the Broads Authority as landowner was liable at a cost of approximately £3,000 p.a.

### **4 Current Position**

- 4.1 The Authority has noticed an increase in the volume of refuse disposal at the Great Yarmouth and Norwich Yacht Stations over the last season at an additional of £1,000 p.a. and it is expected that this trend will continue.
- 4.2 We are continuing to monitor the waste issue and are continue to liaise with the local authorities on a regular basis.
- 4.3 The Asset Officer has attended a Westminster briefing “Recycling and Waste Management under the New Government” in October to ensure the Authority is up to date regarding current political issues and future trends regarding waste management.
- 4.4 The rangers report that during 2015 there have been no significant complaints or issues of fly tipping in any of the sites.
- 4.5 The table below shows the past/current and immediate future position on waste facility provision in the Broads area:

Local Authority	Position in 2014	Withdrawn facilities	Position in 2015
<b>Great Yarmouth</b>	Withdrew all facilities	<ul style="list-style-type: none"> <li>- Bell PH, St Olaves</li> <li>- Burgh Castle Marina</li> <li>- Repps Riverbank</li> <li>- Staithe Road, Repps</li> <li>- Thurne Staithe East &amp; West bank</li> <li>- Bridge Stores, Acle</li> <li>- Stokesby</li> <li>- Somerton Staithe East &amp; West bank</li> </ul>	No change by Great Yarmouth Borough Council but additional trade waste facilities now provided at Acle Bridge Stores and small bin provided at Repps riverbank.
<b>North Norfolk</b>	Consulted on intended removal for the majority of current provision – not undertaken	<ul style="list-style-type: none"> <li>- Horning Ferry</li> </ul>	It is still the Council's intention to withdraw all the current facilities by the end of the year, with the exception of 3 sites <ul style="list-style-type: none"> <li>- Hoveton Riverside Rd</li> <li>- Neatishead</li> <li>- Irstead</li> </ul>
<b>Broadland</b>	Consulted on withdrawal of 5 facilities - withdrawn	<ul style="list-style-type: none"> <li>- Reedham Ferry</li> <li>- Ranworth,</li> <li>- South Walsham Car park</li> <li>- Upton Boat Dyke</li> <li>- Salhouse Broad</li> </ul>	No change
<b>South Norfolk</b>	Withdrew 6 waste facilities	<ul style="list-style-type: none"> <li>- Bramerton</li> <li>- Waveney Inn</li> <li>- Beauchamp Arms</li> <li>- Langley Dyke</li> </ul>	Bramerton provision re-instated
<b>Norwich</b>	Do not provide boat waste facilities	N/A	No change
<b>Waveney</b>	Do not provide boat waste facilities	N/A	No change

## 5 Provision of Information

- 5.1 In order to avoid fly tipping as a result of boaters being unaware of the location of facilities, information has been produced for inclusion in the skippers manual which is placed on each hire boat, published on the Broads Authority and local authority websites, and included in relevant Broads Authority publications to ensure that the boating public are aware of the locations for waste facility provision.
- 5.2 Information signs are being placed at Broads Authority moorings to provide information on the location of the nearest sites both upstream and downstream of each mooring to aid boaters.

## **6 Conclusion**

- 6.1 Members guidance was sought at the last Navigation Committee meeting whether a workshop was still a priority and it was agreed that this report would be considered in the first instance. Given the lack of complaints received and any budgetary provision being made, it was proposed that the position regarding waste facilities continue to be closely monitored over the next year. This would enable officers to see whether any further issues arise and that consideration be given to a further project in future for a more comprehensive waste facility provision in future years should the need be determined and budget available.
- 6.2 At the meeting members supported the need to continue monitoring the situation and it was suggested that the Members Workshop be held at the end of the 2016 season.
- 6.3 Further to the report being presented to members there have been indications that North Norfolk District Council will be withdrawing 13 of its waste sites and retaining only three: Station Rd, Wroxham, Irstead and Neatishead Staithe prior to Easter 2016.









Background papers: Nil

Author: Angie Leeper  
Date of report: 11 January 2016  
Broads Plan Objectives: TR2.2

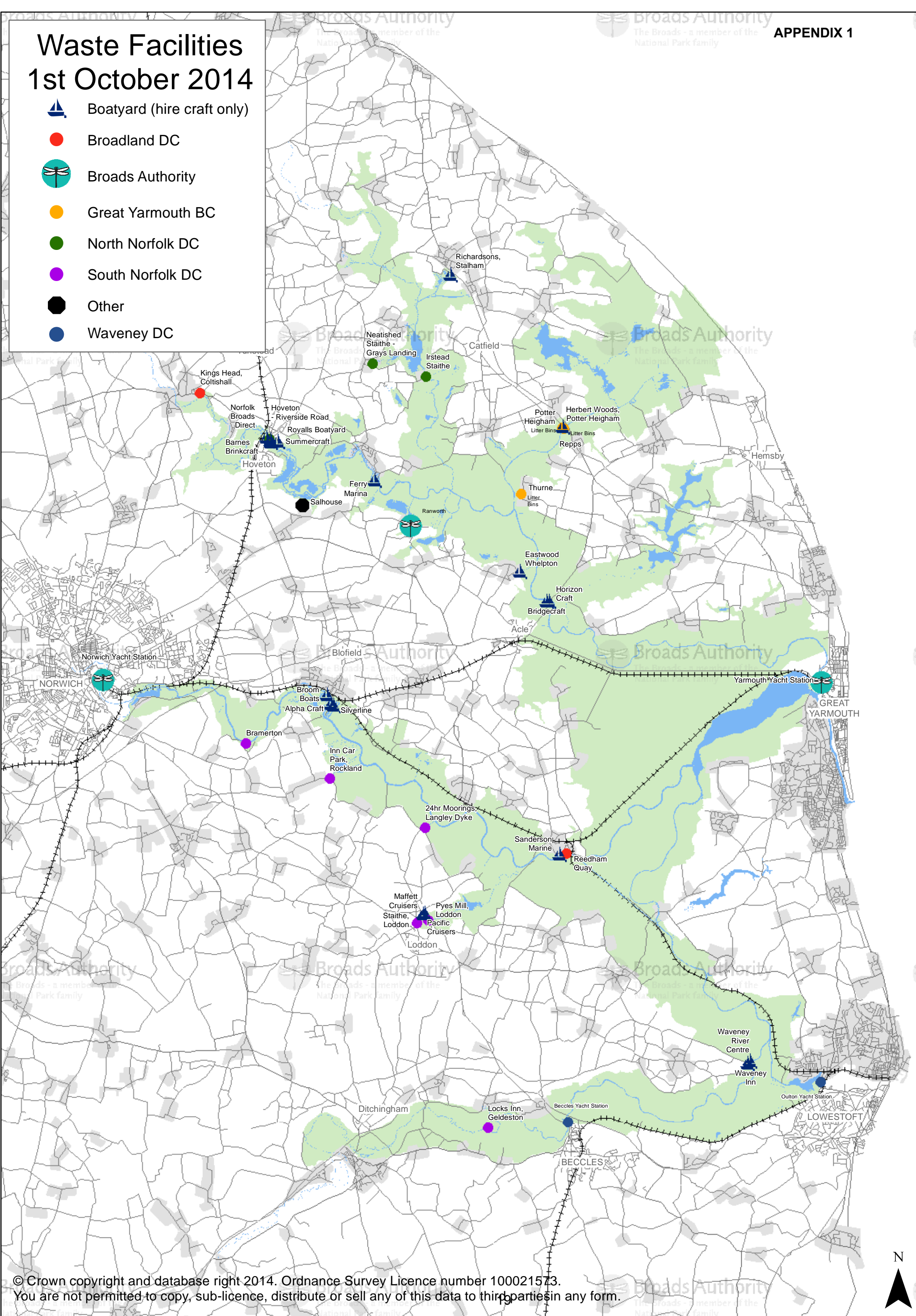
Appendices: Appendix 1 – Waste facility provision map  
Appendix 2 – Consultation pack  
Appendix 3 – Consultations responses

# Waste Facilities

## 1st October 2014

-  Boatyard (hire craft only)
-  Broadland DC
-  Broads Authority
-  Great Yarmouth BC
-  North Norfolk DC
-  South Norfolk DC
-  Other
-  Waveney DC

APPENDIX 1



Marina  
Boatyard

16 July 2015

Dear Sir/Madam

**Re: Waste Facilities**

At a recent meeting with the Broads Hire Boat Federation it was agreed that the Broads Authority would seek to collate information regarding waste facilities and related issues in the Broads, as this issue is considered a high priority by the industry. I have set out below some background to this topic, and enclose a copy of a recent Navigation Committee Report for your information.

As a result of changes in the Controlled Waste Regulations introduced on 1 April 2012 local authorities reviewed the provision of waste facilities across the Broads area and a number of facilities were subsequently removed. Facilities provided have been confirmed and a map and list of waste provision sites has been produced by boatyards, marinas, and local authorities. The map and list have also been enclosed.

To avoid fly tipping and to ensure that boaters are fully aware of the location of waste facilities, this information is published on Broads Authority and local authority websites, and is included in the hire boat operators' skippers manual, which is placed on each hire boat.

To ascertain whether more comprehensive waste facilities are required in future years it is also proposed that the situation is monitored during the coming summer period, to see whether issues arise at other sites due to the reduction of facilities in some areas. In order to assist with this process I would be grateful if you would provide information about any bins provided by your boatyard/marina on the enclosed Information Form.

I would also like to know of any complaints received from customers regarding waste facilities and would be grateful if you would record these on the Complaints Form provided.

Please return both forms to the Broads Authority by 1<sup>st</sup> November 2015. If you would like to return either of these forms via email please contact Jo Eames (Jo.Eames@broads-authority.gov.uk). Please note that we would like these forms returned even if you have no bins on site and no complaints to report as this is also useful information.

The information will be collated with data from the Broads Authority and local authorities, and it is intended to be reviewed at a stakeholder workshop in the Winter. All data provided which may be commercially sensitive will be treated confidentially.

Yours faithfully,

*Trudi Wakelin*

Trudi Wakelin  
Director of Operations

Enc

Strategic Review of Waste Facilities Report to the Navigation Committee  
Navigation Committee Minute  
Map of Waste Facilities  
List of Waste Facilities  
Information Form  
Complaints Form

## Waste Facilities Complaints Form

CONFIDENTIAL

Name of Boatyard/Marina \_\_\_\_\_

Date	Private or Hire User?	Location of Complaint (facility/site )	Description of Complaint	Description of Resolution	Any Other Comments



## WASTE FACILITIES INFORMATION FORM

Name of Boatyard/Marina: \_\_\_\_\_

<b>Please indicate the number of bins provided:</b>				
General:	Paper:	Bottle Bank:	Recycling:	Sanitary:
<b>Where are these facilities located?</b>				
General:				
Paper:				
Bottle Bank:				
Recycling:				
Sanitary:				
<b>Please indicate the size/number of bins provided (e.g. 1100L x 2):</b>				
General:	Paper:	Bottle Bank:	Recycling:	Sanitary:
<b>How often are the bins emptied or collected?</b>				
General:	Paper:	Bottle Bank:	Recycling:	Sanitary:
<b>Who is the waste contractor?</b>				
General:	Paper:	Bottle Bank:	Recycling:	Sanitary:
<b>How much does this service cost per unit/collection?</b>				
General:	Paper:	Bottle Bank:	Recycling:	Sanitary:
<b>How does this compare with the service provided last year?</b>				
General:	Paper:	Bottle Bank:	Recycling:	Sanitary:
<b>Any other comments:</b>				

Thank you for taking the time to complete this form. This information will help the Broad Authority to assess waste facilities in your area.

	Waveney River Centre	Marthan Ferry Boatyard	Horizon Craft, Acle	Fencraft	South Quays Marina	Galleon Storage & Mooring	Anchor Moorings, Coltishall	Topcraft	H E Hipperson	Southgates, Horning	St Olaves Marina	Goodchild Marine	Bank Boats	Oulton Broad Day Boats	Hunters Yard	Coxs Boatyard	Silverline Marine
General Bin Provision	7	x	1	1	1	1	x	x	1	2	3	x	x	x	x	2	2
Paper		x	1	x	x	x	x	x	1	x	x	x	x	x	x	x	1
Bottle Bank	1	x	x	x	x	x	x	x	2	x	x	x	x	x	x	x	1
Recycling	7	x	x	x	1	x	x	x	1	x	x	x	x	x	x	x	1
Sanitary	20	x	x	x	x	x	x	x	x	x	5	x	x	x	x	x	x
Dog Bin	x	x	x	x	x	x	1	x	x	x	x	x	x	x	x	x	x
Waste Contractor	Biffa	Glazewing	G W White	Norse	NNDC	V C Cooke	n/a	n/a	Waveney DC	x	Cookes	x	x	n/a	n/a	NNDC	Veolia

#### No feedback on complaints received were fed back but general comments received are listed below

There are no bins provided for boats. They use our skips but this costs us as a company as we pay commercial rate for the disposal of rubbish, and hire boats fly tip if not allowed to use our commercial bins

These bins are provided for mooring customers and hire boats purchasing diesel/ pump outs and water

We have no waste facilities

We have all private boats and they take their waste home with them We have a red doggy bin which is emptied by myself regualry. Passing holiday cruisers stop and use it also

The bins provided are not commercial and are provided by NNDC for residents

The bins provided are for our marina customers only. There are bins on the Staithe for the public

We have not completed the form as our bins are not for public use

We do not provide any facilities

Facilities provided are mainly used by paying customers although some visiting boat owners use the facilities without payment although this does prove difficult with ever increasing charges

Our facilities are predominantly used by our paying customers but there will eb some visiting boat owners and hirers who use the waste facilities without payment ( we do not charge for daytime mooring) We simply accept this, though it bewcomes harder as collection and disposal charges go up each year. If Council services are withdrwan it is inevitable that more of this boat waste will end up in our bins. We also provide 2 dog bins, which are again trated as a public facilitiy by dog owners.

We only hire out dayboats and canoes, and have signage to 'respectfully request customers to take their litter home. They actually generate very little waste.We do feel that as business rates are so high, with little being received, that councils should provide facilities.

## **Broads Local Plan – Issues and Options**

Report by Planning Policy Officer

### **Summary:**

This report introduces the Broads Local Plan Issues and Options Stage. This is the first stage in the preparation of a draft Local Plan and highlights the key topics which future planning policies will be required to cover and also outlines some options for the direction of that planning policy. Local Planning Authorities are required to undertake public consultation at specific stages of plan preparation and it is anticipated that the Issues and Options will be the subject of public consultation beginning in February 2016 after consideration by Full Authority in January.

## **1 Introduction**

- 1.1 Local Planning Authorities are required to prepare a Local Plan which will define planning policies within its local planning authority area. These are given significant weight when deciding planning applications as all decisions are required to be made in accordance with the policies unless there are strong material reasons not to. Local plans must be positively prepared, justified, effective and consistent with national policy.
- 1.2 The National Planning Policy Framework (NPPF) (The Framework) states that every local planning authority in England should have a clear, up to date Local Plan, which conforms to the Framework, meets local development needs, and reflects local people's views of how they wish their community to develop. The process should fully involve everyone who has an interest in the document or area and they should have had the chance to comment.
- 1.3 The Broads Authority has three adopted Planning Policy documents: The Core Strategy, Development Management Document and the Sites Specifics Local Plan. Some of the policies have existed since 2007 and some are not fully in line with Government policy now. As such, we are reviewing all our current policies and looking into new issues as we produce a new and up to date Local Plan.
- 1.4 For the avoidance of doubt, until the new Local Plan is adopted, the existing adopted and saved policies are in place and will be used in determining planning applications.

## 2 The Issues and Options Stage

- 2.1 This is the first stage of producing a Local Plan. The document identifies issues and discusses potential options to address that issue. The purpose of the consultation is to ensure that all potential issues have been covered and to seek views on the appropriate approaches to those issues.
- 2.2 At this stage, there is no policy content. Potential policy content is discussed at a high level. It is for the next stage of the Local Plan (Preferred Options) to come up with potential policy wording.
- 2.3 The following table shows the Local Plan production process.

Broads Local Plan Process

Sustainability Appraisal and Habitats Regulation Assessment	1: Identify issues	Review existing policies and identify any gaps in policies.
	2: Collect evidence	Research that will inform and influence the Local Plan.
	3: Consult (Issues and Options)	The Authority will inform stakeholders and the public that the Local Plan is being produced and ask for views on what the plan should cover. Minimum of 6 week consultation period.
	4: Prepare Draft Plan	The evidence and comments received help produce a draft Local Plan.
	5: Consult (Preferred Options)	The Authority will consult with stakeholders and the public on the draft Local Plan for a minimum of 6 weeks.
	6: Improve Plan	The Authority will take on board comments received and any further evidence as they improve the Local Plan.
	7: Publish Plan (Publication)	The plan is available for stakeholders and the public to comment on for a minimum of 6 weeks. (Regulation 19)
	8: Submit	The Authority will assess the comments received. If it considers that the Local Plan is sound, it can submit the Plan to the Planning Inspectorate. If the Authority wishes to improve the plan, then stages 6 and 7 are repeated.
	9: Examine	The Plan is examined by an independent Planning Inspector. There may be Public Hearings.
	10: Adopt	If the independent Planning Inspector finds the Local Plan sound, the Plan can be adopted by the Authority. If the Inspector does not find the Local Plan sound, the process goes back to stage 6.

## 3 About the Issues and Options

- 3.1 Whilst the document is 160 pages long, this is an early stage on the production of the Local Plan and Members have the opportunity to input. Any relevant comments that are made will be incorporated into the document which will go out to public consultation in early 2016.

3.2 Of particular interest may be these sections which address an issue for the first time in a Planning Policy document or suggest a new approach to a particular issue:

- Water efficiency of new residential development
- Climate change
- Peat
- Biodiversity on brownfield land and compensation for loss of biodiversity
- Tranquillity
- Housing
- Healthy living
- Retail
- Dualling of the Acle Straight
- Car parking
- Thorpe Island
- Safety by the water
- Call for residential moorings
- Call for Local Green Space
- Call for areas of tranquillity

## **4 Sustainability Appraisal**

4.1 The term “sustainability appraisal” is used to describe a form of assessment that considers the social, environmental and economic effects of implementing a particular plan or planning policy document.

4.2 Accompanying the Issues and Options document is an interim Sustainability Appraisal which is also on the subject of consultation. It is not a full appraisal as the Issues and Options document does not have any policy content to assess. This interim stage gives a broad assessment of the impact of a general policy approach.

## **5 Consultation**

5.1 The Authority is required to do the following activities to advertise the consultation of the Local Plan:

- Write/Email to specific statutory consultees (like Natural England and the Environment Agency)
- Write/Email to other consultees the Authority considers should be consulted (such as local groups and others who have expressed an interest in the Local Plan – e.g NSBA, BHBF)
- A formal notice in the newspaper
- Place hard copies in accessible venues around the Broads Executive Area and beyond (such as libraries and District Council Offices)
- Place the document on the Authority’s website

5.2 At the time of writing, other ways to advertise the consultation are being considered. It is intended that where relevant, these events and activities will be used to gauge views on the Broads Plan and Broads Local Plan. More details will be available at the meeting.

## **6 Links with the Broads Plan**

- 6.1 The Broads Plan is the management plan for the Broads. It is another statutory plan and is being reviewed currently. With similar names, there is great potential for confusion between the Broads Plan and the Broads Local Plan.
- 6.2 The Authority is consulting on the first versions of these two plans at the same time. That way the Authority can highlight both documents but explain the difference between the two documents. There is also the opportunity to share costs and time during the consultation stage by using the same letters to advertise both consultations for example. As both Plans are statutory plans they will both need to be accompanied by Sustainability Appraisals which will share a number of sustainability objectives.
- 6.3 The Broads Plan (management plan) has a shorter production process so it is unlikely that later stages of both plan's productions will coincide. But the officers working on the plans will ensure that they continue to liaise to ensure consistency.

## **7 Next Steps**

- 7.1 If the Authority agrees, the Issues and Options will then be published for public consultation for eight weeks, beginning on the 15 or 22 February 2016.
- 7.2 When the consultation ends, the comments will be considered.

## **8 Conclusion**

- 8.1 The Issues and Options of the Local Plan is the first stage of producing a new Local Plan for the Broads. It identifies issues and considers options to address that issue.
- 8.2 This report seeks to explain the process, advertise the consultation as well as highlight particular issues.

Background papers:	None
Author:	Natalie Beal
Date of report:	4 January 2016
Broads Plan Objectives:	None
Appendices:	None

**Broads Plan Review:**  
**First Consultation Draft Broads Plan 2017**  
Report by Director of Planning and Resources

**Summary:** The Broads Plan is the key strategic management plan for the Broads. The current plan was adopted in May 2011 and its review is a Strategic Priority for 2015/16.

It is anticipated that a revised plan will be adopted in March 2017. This report introduces the first draft Broads Plan 2017 prior to its publication for wider public consultation. The draft plan was taken to the Broads Authority on 22 January, seeking permission to publish the plan for consultation. Any significant changes to the plan arising from that meeting will be reported at today's meeting.

The views of Broads Forum Members on the first draft Broads Plan 2017 are welcomed.

## **1 Introduction**

- 1.1 This report sets out progress on the review of the Broads Plan, being carried out during 2015/16. It is anticipated that a revised Plan will be adopted in March 2017.
- 1.2 Members are aware that the Broads Plan is for the Broads, not just for the Broads Authority. As such, while the Broads Authority is responsible for its production, the successful delivery of the Plan depends on a shared vision and commitment to partnership working and on the best use of shared resources. The involvement of partners, key stakeholders and local communities is also a key part of the plan review process.
- 1.3 The Broads Plan review began earlier this year. It included a Broads Authority and Navigation Committee Member Workshop on 7 October 2015, followed by workshops with the Broads Forum on 5 November and the Broads Local Access Forum on 9 December. Focused sessions on the Broads Plan have been also held with the Broadland Catchment Partnership, the Broads Conservation Partnership and the Broads Climate Partnership. Feedback from the Member Workshops also informed the emerging revised Sustainable Tourism Strategy, being produced alongside the first draft Broads Plan. Other input to both reviews has included the four Stakeholder Surveys, evidence from research projects and guidance level strategies implemented since the adoption of the current Broads Plan, including the Broads Lake Review, Integrated Access Strategy, Biodiversity and Water Strategy and Broads Local Plan.

- 1.4. The current Broads Plan was adopted at the start of the last Comprehensive Spending Review period, and as such it was necessary to balance aspiration and ambition against the likelihood that future finances would be uncertain but diminishing. As predicted, the squeeze on finances has affected public sector bodies, charitable trusts and the private sector, and the scope of key agencies working within the Broads (e.g. Natural England, Environment Agency, RSPB and the Wildlife Trusts) to deliver all that was originally aspired to has been a significant challenge.
- 1.5 There have also been considerable changes nationally in a number of key areas since the current Plan was adopted. The introduction of new legislation in the form of the Localism Act 2011 and the raft of revisions to the planning system have been influencing factors, as has the introduction of Local Enterprise Partnerships and Local Nature Partnerships as new funding and delivery bodies at a local level.
- 1.6 The emerging revised Plan is being produced against a background of further cuts in public sector funding, which will affect a number of bodies at work in the Broads. Although the Chancellor's Autumn Statement indicated that funding for National Parks was "protected", there is as yet no detail as to what this means in practice. However, cuts have been made to the budgets of other Defra bodies and therefore it will be prudent in the new Broads Plan, as in the last one, to balance aspiration with reality about what can actually be achieved on the ground. Continuing to make the most of partnership working and continuing to seek external resources will be fundamental to the Plan's success.

## **2 Strategy Production**

- 2.1 An 'Open Strategies' approach to producing this plan has been adopted, using a simple Projects, Results, Uses and Benefits structure to identify compelling user needs, results that will enable those needs to be met, and actions to create or maintain the results. This approach is intended to create a clear plan of action with a rationale, with aspirational and guiding actions that will steer more detailed operational delivery.
- 2.2 As such, the Broads Plan is not intended to be a comprehensive list of all the work that may be undertaken in the Broads. It is a high level strategy to address the priority, evidence-based issues that have been identified by the Broads Authority and its partners and on which they will commit time and resources over the lifetime of the next Plan (2017-22).
- 2.3 A skeleton first draft of the Broads Plan 2017 is attached (Appendix A). This draft forms a supplement to the 2011 Plan, which contains more background information about the Broads and its special qualities. The final 2017 Plan will contain more contextual information, but at this early consultation stage it is useful to focus attention and discussion on the general strategic direction. A number of proposed actions are at an early ideas stage, and will need to be developed through partnership working with relevant



organisations and communities both during the Plan preparation and after its adoption.

### **3 Timetable**

- 3.1 In the review timetable agreed under the Strategic Priorities report to the Authority in March 2015, public consultation will be carried out in early 2016, with a further round of public consultation on the final draft revised plan in Summer/Autumn 2016. It should be remembered that this is still an early stage in the Plan review, and the document will be subject to ongoing amendments. Members will continue to be updated at each milestone stage of the review process.
- 3.2 The Broads Plan is a statutory plan and its review is therefore subject to public consultation. It will also undergo Sustainability Appraisal/ Strategic Environmental Assessment (SA/SEA) and Habitats Regulation Assessment (HRA).
- 3.3 Members comments on the first consultation draft Broads Plan 2017 are welcomed. Subject to any amendments arising from the Broads Authority meeting on 22 January, the draft plan will be published for public consultation from 15 February 2016 for a period of eight weeks.

Background papers: None

Authors: Andrea Long

Date of report: 16 December 2015

Broads Plan Objectives: All

Appendix: APPENDIX A – First Consultation Draft Broads Plan 2017



Consultation first draft

# Broads Plan 2017

The strategic partnership plan  
for the Norfolk and Suffolk Broads

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Consultation period: Feb - April 2016 *(dates to be confirmed)*

**Broads Authority**

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authority.gov.uk](mailto:broadsplan@broads-authority.gov.uk)

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## **Broads Plan 2017: First draft for consultation**

The Broads Plan is the key strategic management plan for the Broads. It sets out the long-term vision for the Broads and guiding strategic actions for the benefit of the Broads environment, local communities and visitors.

The Plan is reviewed on a regular basis and updated as necessary. This first draft Broads Plan 2017 is an update to the current Plan (2011) and focuses on proposed strategic priorities for the period 2017-22. It does not repeat all the background information in Broads Plan 2011, which will remain largely unchanged and which may be viewed on the Broads Plan website at [www.broads-plan.co.uk](http://www.broads-plan.co.uk).

The draft Broads Plan 2017 is accompanied by a draft Habitats Regulation Assessment (Appropriate Assessment) and Sustainability Appraisal.

**Views on the draft Broads Plan 2017 and accompanying documents are invited.**  
**Please send all comments in writing to:**

**Maria Conti**  
**Broads Strategy Officer**  
**Broads Authority**  
**Yare House, 62-64 Thorpe Road**  
**Norwich NR1 1RY**

**Email: [broadsplan@broads-authority.gov.uk](mailto:broadsplan@broads-authority.gov.uk)**

The Broads Authority is also consulting on **Issues and Options for the Broads Local Plan**. The Local Plan sits alongside the Broads Plan, and sets out spatial planning policy for the Broads Executive Area. Your comments on the draft Local Plan are also welcomed.

**Consultation on all the above documents is from **x** February to **x** April 2016**

You may **view and download** all documents at [www.broads-authority.gov.uk](http://www.broads-authority.gov.uk) or see paper copies (reference only) at the venues listed on page 14. Alternatively, please contact the Broads Authority for a paper copy of any of the documents.

First draft/11 January 2016

# Introduction

## Note on Broads National Park branding

In this draft Broads Plan we are adopting the use of the brand 'Broads National Park'. The Broads has equivalent status to a National Park but, in addition to the other parks' two purposes of conservation and promoting enjoyment, it has a third equally weighted purpose of managing the navigation. As such it is defined under a different act of Parliament to the other Parks and has been known as a 'member of the National Park family'. In 2015, the Broads Authority voted to brand the area as the 'Broads National Park' to promote more clearly its national park credentials and special qualities. Although Defra was content with this decision, it is currently under legal challenge. For the purposes of the Broads Plan review process, we are using the branding pending the outcome of the judicial review.

11 Jan 2016

## The Broads

The 15 National Parks in the UK are collectively known as 'Britain's Breathing Spaces'. This phrase echoes the words of the Norfolk naturalist Ted Ellis, who described the Norfolk and Suffolk Broads as ...*"a breathing space for the cure of souls"*.

The Broads is renowned as the UK's premier wetland and its third largest inland navigation. It is a unique and globally important landscape shaped and nurtured by its inhabitants since at least Roman times. Encompassing an area of 303km<sup>2</sup>, the Broads Executive Area sits between the peripheral urban areas of Norwich, Great Yarmouth and Lowestoft, with a short coastal strip at Winterton and an estuary at Breydon Water on the East coast. The Broads sits at the bottom end of the much larger Broadland Rivers Catchment, with water flowing through it and out to sea.

The low-lying, mainly open and undeveloped landscape of the Broads comprises an interconnected wetland mosaic of seven navigable rivers around 63 shallow lakes or 'broads', fens, drained marshes and wet woodland, all rich in rare habitats and species, some of which are unique to the area. Its importance is borne out by a range of national and international designations in recognition of its landscape, nature conservation and cultural features.

The Broads is also a living, dynamic landscape, formed over centuries by the way local people have lived and worked. The shallow lakes referred to as 'broads' originated as great pits dug for peat to provide fuel during medieval times. Around the 14th century, these peat diggings flooded and became part of an extensive communication network for transporting fuel, building materials including reed for thatch, and livestock and their products, especially wool. The advent of the railways in the mid-19th century and motor vehicles in the 20th century brought most river-borne commerce to an end, but made the Broads accessible as a popular tourist destination for boating holidays, with 200km of navigable, lock-free rivers and open water bodies to be explored and enjoyed.

No landscape ever stays still. The Broads will continue to be influenced and shaped by environmental, social, economic, technological and political change. One of the greatest challenges for this easterly, low-lying freshwater wetland is the predicted more rapid changes to the climate, together with sea level rise. Other significant changes in global, national and regional economies, demands on food and energy resources, and population growth and demands for housing and infrastructure in the East of England will impact upon the landscape and communities of the Broads.

Understanding and responding now to the challenges ahead will help us to plan a long-term future that maintains this special and valued landscape. As part of the UK National Parks family and global network of protected landscapes, the Broads has a vital role to play in demonstrating how wetland resources can be managed sustainably for the benefit of both nature and people.

## The Broads Authority

The Broads Authority is a Special Statutory Authority established under the Norfolk and Suffolk Broads Act 1988 with very similar responsibilities to those of the English National Park Authorities. The Authority has a duty to manage the Broads, and is the local planning authority for the area and a harbour and navigation authority. The Broads executive boundary is drawn tightly around the flood plains and lower reaches of the rivers Bure, Yare and Waveney and their tributaries the Thurne, Ant, Wensum and Chet.

The Authority has a duty to manage the Broads for the following three purposes, none of which takes precedence:

- Conserving and enhancing the natural beauty, wildlife and cultural heritage of the Broads;
- Promoting opportunities for the understanding and enjoyment of the special qualities of the Broads by the public; and
- Protecting the interests of navigation

while having regard to:

- The national importance of the Broads as an area of natural beauty and one which affords opportunities for open-air recreation;
- The desirability of protecting the natural resources of the Broads from damage; and
- The needs of agriculture and forestry and the economic and social interests of those who live or work in the Broads.

The Authority also has the duty to maintain the navigation area for the purposes of navigation to such standard as appears to it to be reasonably required; and take such steps to improve and develop it as it thinks fit.

## The Broads Plan

The Broads Plan is the key strategic management plan for the Broads. It sets out a long-term vision and guiding action for the area, and integrates a wide range of strategies, plans and policies relevant to the Broads with the purposes and duties in the Broads Acts.<sup>1</sup>

### A partnership plan

A priority outcome in the Government's Vision for the English National Parks and the Broads is to work in partnership to maximise benefits and minimise costs.

The Broads Plan is a plan for the Broads, not just for the Broads Authority. While the Authority is responsible for its production, a wide range of organisations, interest groups and local communities are directly or indirectly involved in looking after the area. As such, the success of the Plan depends on a shared vision and commitment, and on working in partnership to make the best use of shared knowledge, efforts and resources. Lead and joint partners are identified against actions in this plan.

*[list of plan partners to be added]*

### Funding

In his 2015 Autumn Statement, the Chancellor stated that funding for National Parks would be protected, although precisely what this means in practice is still unclear at the time of writing this draft document. However, cuts have been made to other Government (Defra) funded bodies working in the Broads, notably the Environment Agency and Natural England, and more are expected. This follows on from funding cuts made to National Parks and other Defra funded bodies during the last Broads Plan period.

While aspirations remain high, the Broads Plan must be realistic and capable of delivery within this economic framework and the wider national context. Focused and sometimes difficult choices will need to be made about priorities for core funding, and partnership working will become more and more important.

Broads Plan partners will continue to develop their good track record of drawing in additional resources, for example through external grants, private sponsorship, visitor giving schemes and commercial sales. They will also continue to foster the invaluable support of a dedicated and hardworking volunteer workforce. External funding in this plan period already includes a £2.6m Heritage Lottery Fund award for the Broads Landscape Partnership Scheme, which will support a wide range of local landscape and community projects in the Broads.

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<sup>1</sup> Broads Acts: Norfolk and Suffolk Broads Act 1988 and Broads Authority Act 2009

## Monitoring

The Broads Plan review is informed by an *Environmental Report* (combining Sustainability Appraisal and Strategic Environment Assessment). This assesses any significant environmental, economic and social impacts of implementing the Plan. The Plan also undergoes *Appropriate Assessment*, which considers the impacts of the Plan on conservation sites designated under the European Habitats Directive. [Consultation draft documents: See inside front page for details]

Broads Plan 2011 has been monitored and updated regularly through a dedicated website, and through a quarterly report to the Broads Authority. A monitoring and reporting process for Broads Plan 2017 has yet to be determined, but it is likely to include 6-monthly and annual update reports of all strategic actions.

To view progress against objectives in Broads Plan 2011, visit [www.broads-plan.co.uk](http://www.broads-plan.co.uk).

Map 1: Broads Executive Area



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## Going forward

In managing the precious natural, built and cultural resources of the Broads we are guided by a long-term vision, long-term aims and a set of fundamental principles. Underlying these is the need to recognise the enormous value of a diverse, healthily functioning natural environment and the services it provides for our environmental, economic and social wellbeing.

### Valuing our natural capital

The beneficial goods, services and cultural values we get from our natural environment are sometimes referred to as 'ecosystem services'. Put simply, ecosystem services are what nature provides us for free. This includes provisioning services such as food and fibre, regulating services such as fresh water, carbon storage, flood regulation and air quality, and cultural services such as recreation, education and inspiration. These functions are all underpinned by supporting services such as water and nutrient cycling, soil formation and healthy flora and fauna.

To sustain manage healthy, functioning ecosystems and the services they provide now and for future generations, we need to see the big picture. This is about understanding our ecosystems as a complex, interdependent whole, rather than focusing on single-interest concerns (such as economic benefits) or on favourable services (such as flood protection), sometimes at the expense of others.

Some of the key ecosystems services in the Broads are shown below. As a designated, protected landscape the Broads is well placed to demonstrate the benefits of a 'bigger, better and more joined up' management approach. This approach seeks to balance the condition and needs of a healthy, multi-functioning natural environment with the sustainable and fair use of the services it provides us.

Broads ecosystem services *[pictorial diagram to be added; notes below to be included in appendix]*

Biodiversity: Priority Wetland Vision area with largest expanse of species-rich fen in lowland Britain. A mosaic of habitats including saltmarshes, intertidal mudflats, shallow lakes, fens, drained marshland, wet woodland and various coastal formations. About 25% of the Broads is nationally and internationally important for nature, with almost 7000 hectares designated as Sites of Special Scientific Interest, one-third of which are also designated as National Nature Reserves. Virtually the entire SSSI network is designated under European Habitats and Birds Directives and Ramsar Convention on Wetlands of International Importance, especially as waterfowl habitats.

Fresh water supply: Catchment groundwater, rivers and broads supply wetland habitats and water dependent industries and provide drinking water to local communities.

Food and fibre: Livestock grazing and some arable crops (cereals, sugar beet, brassica, fodder beet, maize, small fruit), high grade reed and sedge, fen products used as soil improvers.

Energy: Actual and potential renewable energy from wind, tidal water, biomass and wood



Genetic diversity: 11,067 recorded taxa, including 1519 priorities for conservation; 31 species entirely restricted in the UK to the Broads (including all swallowtail butterflies) and a further 35 species with a primary stronghold in the region. Iconic species include the Norfolk hawker dragonfly, bittern, marsh harrier, otter, fen orchids, dotted footman moth and holly-leaved naiad.

Regulating water flow and water quality: Water falling in the catchment percolates into groundwater or runs, drains or is pumped into the rivers, ultimately flowing out to sea. 95% of the Broads lies within the natural floodplain, providing flood storage capacity for heavy rainfall or tidal surge events.

Climate regulation and carbon storage: The floodplain fen peat soils store 38.8m tonnes of carbon; coastal and floodplain grazing marsh also offer significant carbon storage resource; reed and sedge, woodland, scrub and hedgerows lock up carbon over shorter timescales

Regulating soil quality: Fertile floodplain soils of peat and alluvial silts with clays support arable production in drained areas; grazing marsh is common in wetter areas.

Regulating erosion: Reed rond provides natural protection for river banks, buffering the effects of wave action and decreasing the need for dredging. Soil cover and organic content on farmland helps minimise erosion, particularly on free draining peaty soils. Sediment from Norfolk's soft sea cliffs feeds the beaches and intertidal habitats, helping to buffer the Broads from coastal flooding during storm events

Pollination: Meadow, grazing marsh and field-margin habitats provide important nectar sources for pollinating insects

Disease and pest regulation: Semi-natural habitats such as meadows, field margins and fen provide important overwintering habitats for invertebrates that feed on pest species. Integrated pest management approaches help reduce the need for chemical intervention.

Inspiration and tranquillity: A "breathing space for the cure of souls" influencing centuries of artists, photographers and writers including John Crome, John Sell Cotman, P.H. Emerson and Arthur Ransome; winding waterways and low-lying 'big skies' landscape enhancing the sense of peaceful seclusion and wildness

Landscape character and cultural heritage: The 'broads' (shallow lakes) originated as medieval peat diggings for fuel and historical flooding. The area is a site of Exceptional Waterlogged Archaeology. A long history of controlled drainage is evident in the drainage mills, raised and embanked rivers, and drainage dykes. 25 designated conservation areas and nearly 1,000 architectural and historical sites worthy of inclusion on the Historic Environment Record

Recreation and tourism: Part of the UK National Parks family, attracting more than seven million visitors a year; Popular recreational opportunities include boating, angling, walking, bird watching, and visits to historic and cultural assets such as mills and churches; 200km of inland navigable rivers

and 303km of public rights of way, including three long distance trails; surrounding coast and urban centres (including Norwich, Great Yarmouth and Lowestoft)

Environmental education: 'Classrooms without walls' provide opportunities for people from all walks of life, ages and abilities to understand and enjoy the natural environment

*Notes from Broads NCA 80 (NE), Broads Plan, Why Farming Matters in the Broad (NFU), An Ecosystems Services Approach for the Broads (UEA), Valuing Ecosystems Services: Case Studies from Lowland England (NE), Defra guidance on ecosystems planning*

*[To be added: Pictorial diagram of key ecosystem services in the Broads]*

## Long-term vision

The *Vision for the Broads by 2030* recognises the value of our ecosystems and the services they provide for people and wildlife. It is based on the *Vision for the English Natural Parks and the Broads* produced by Defra in 2010.

Note: This is an amalgamation of the Defra vision and the Vision for the Broads as set out in tables 2 and 3 in Broads Plan 2011

Table 1: Vision for the Broads

**By 2030 the Broads will be a place where:**

Wildlife flourishes and habitats are maintained, restored and expanded and linked effectively to other ecological networks. Landscapes and habitats are managed to create resilience and enable adaptation. The importance of the waterways for navigation, biodiversity and recreation is recognised, protected and enhanced.

There is a thriving, living, working landscape notable for its natural beauty and cultural heritage. It inspires visitors and local communities to live within environmental limits and to tackle climate change. The ecosystem services it provides (from clean water to sustainable food) are in good condition and valued by society.

Sustainable development can be seen in action. The communities of the Broads take an active part in decisions about their future. They are known for having been pivotal in the transformation to a low carbon society and sustainable living. Renewable energy, sustainable agriculture, low carbon transport and travel and healthy, prosperous communities have long been the norm.

Everyone can experience the rich variety of its natural and historic environment, and have the chance to value it as a place for escape, adventure, enjoyment, inspiration and reflection, and a source of national pride and identity.

It is recognised as fundamental to our prosperity and wellbeing, forever treasured as a place that provides a “breathing space for the cure of souls”.

## Long-term aims to 2030

Note: Long-term aims for the Broads were set out in Broads Plan 2011, under each of the themes in that plan. These aims (Table 2) will be updated through the plan review process, and a revised set included in the final plan.

Table 2: Long-term aims for the Broads (as in *Broads Plan 2011*)

<b>Responding to Climate Change and Sea Level Rise</b>
All the key agencies believe that the Broads will remain a special area, retaining its wildlife and heritage importance and continuing to offer extensive recreation and socio-economic opportunities. Longer-term aspirations and decisions to address the impacts of climate change and sea level rise will be informed by robust evidence and wide ranging debate on the most appropriate management options: Primarily, whether to find ways that allow natural processes to direct change or to seek to retain the status quo of a predominantly freshwater system; and the levels of human intervention and expenditure required to adapt important assets to new regimes.
<b>Landscape and Cultural Heritage</b>
The Broads is maintained as a unique and special landscape with its own sense of place and historic significance. The tranquillity and wildness of the Broads is protected and enhanced for people to enjoy. The key physical, historic and cultural elements of landscape character are recognised, understood, retained, reinforced and actively managed, while allowing the landscape to continue to evolve and reflect the interactions between people and nature.
<b>Biodiversity</b>
Biodiversity is protected and enhanced in keeping with the status of the Broads as a globally important wetland. Management of habitats and species is approached on a landscape scale, meeting ecological needs as well as wider social and economic benefits. Opportunities are sought to buffer, connect and create habitat areas to establish ecological networks and increase resilience of habitats and species to climate change. Invasive species are understood and managed where possible. Water bodies and wetlands within the Broads are achieving 'good' status in accordance with provisions in the Water Framework Directive or favourable ecological condition targets where under European Conservation designation.
<b>Agriculture and Land Management</b>
Sustainable land management and agri-environmental practices support viable agriculture and a healthy and good quality environment. Good practice and buffer areas prevent nutrients, chemicals and sediment polluting the water resource. Careful management of wetland habitats promote dykes rich in plants and invertebrates and marshes with increasing numbers of wintering and breeding birds, a healthy livestock industry and a protected historic environment and access network. Arable production on the valley sides includes biodiversity needs through positive action.

The importance of good soil management is recognised as vital for agriculture, water quality and reduction of greenhouse gas emissions. Land managers are aware of climate change and making adaptation choices to retain the special qualities of the area. The importance of the food supply chain is embraced and where beneficial localised, helping to create a buoyant agricultural sector.

#### **Management of the Navigation Area**

The importance of the Broads' waterways for navigation, biodiversity and recreation is recognised and valued. The waterways and associated riverside and facilities provide opportunities for people of all ages and abilities to access and enjoy the environment. Sediment is managed to provide necessary depths for navigation purposes, with dredged material beneficially reused or disposed of in environmentally and economically sustainable ways. Bank erosion is minimal, with sustainable engineering solutions used to protect the more vulnerable stretches of waterways. Riverside and water plants are managed in ways that keep waterways open to navigation, do not impact on the ecological or archaeological integrity of sites, and provide for appropriate recreation. Restrictions on navigation due to bridges is minimised and mitigated wherever possible.

#### **Promoting Understanding, Enjoyment and Wellbeing**

The Broads is promoted as a distinctive member of the family of National Parks and as an inland waterway. Clear, consistent and high quality information helps visitors and local people from all walks of life and of all ages and abilities to understand, enjoy and benefit from the special qualities of the area. The natural and cultural history that reflects the character of the Broads' landscape is understood, documented and promoted through a variety of means that make it accessible to all. Local people feel that they are actively involved in making decisions about the future of the Broads and able to contribute to the sustainable management and enjoyment of the area.

#### **Tourism, Recreation and Access**

The Broads offers a wide range of high quality land and water based activities in suitable locations and in harmony with the special qualities of the area and its communities. The value of the Broads as a place for escape, adventure, enjoyment, inspiration and reflection is recognised and valued. Tourism is managed at environmentally and socially sustainable levels, contributing to a thriving local economy and meeting the standards of the Green Tourism Business Scheme.

Access on land and between land and water is sensitively managed to maximise the social, educational and health benefits of open space to all, while ensuring the resource itself is not degraded. Where possible, improvements are made to the connectivity and use of access routes, linked to visitor destination points and sustainable transport.

## Fundamental principles

To guide the implementation of all actions in the Broads Plan, we have developed a set of fundamental principles, based on an ecosystem approach.

The first overarching principle is based on the definition of the Precautionary Approach in the Rio Declaration on Environment and Development, 1992.

**Precautionary approach:** Where there are likely threats of serious or irreversible damage to the environment, as a precaution, cost-effective measures will be taken to prevent environmental degradation in the absence of full scientific certainty of the outcome of such threats. Such precautionary action will be based on assessment of the costs and benefits of action, and transparency in decision making.

**Manage sustainably:** This is about understanding and respecting the complexity and biological limits of our ecosystems, and conserving their structures to maintain productivity. We need to manage for long-term benefits, not just for short-term gains.

**See the big picture:** This is about managing ecosystems at the local scale, while recognizing the direct or indirect effects on interconnected ecosystems and the beneficial services they provide. Our management decisions should be made transparently and fairly, assessing the costs to nature and to people.

**Be flexible:** It is important to anticipate and cater for inevitable change, taking a cautious approach to any decision that may block other management options in the longer term. At the same time, we should consider possible mitigation actions to cope with long-term impacts such as climate change.

**Engage and learn:** Decisions should be based on strong evidence, including scientific and local knowledge, innovations and practices. People must be involved in decisions that interest and affect them, recognising society's needs and choices.

**Act together:** Key to the success of the Broads Plan is working in partnership with organisations, interest and user groups, businesses and local communities to make the best use of shared knowledge, effort and resources.

## Consultation details

Where to view the draft Broads Plan, Broads Local Plan (Issues and Options) and supporting consultation documents:

Website:

[www.broads-authority.gov.uk](http://www.broads-authority.gov.uk)

Venues: *[details to be added]*

Venue
Acle Library
Beccles Library
Brundall Library
Bungay Library
Cromer Library
Great Yarmouth Library
Loddon Library
Lowestoft Library
Oulton Broad Library
Norwich Millennium Library
Stalham Library
Wroxham Library
Broads Authority, Yare House, 62-64 Thorpe Road, Norwich
Broadland District Council, Thorpe Road, Norwich
Great Yarmouth District Council, Town Hall
North Norfolk District Council, Holt Road, Cromer
Norwich City Council, City Hall
South Norfolk Council, Swan Lane, Long Stratton
Waveney District Council, Riverside, 4 Canning Road, Lowestoft, NR33 0EQ
Norfolk County Council, County Hall, Norwich
Suffolk County Council, Endeavour House, Ipswich
Whitlingham Visitor Centre, Whitlingham Lane, Trowse
How Hill Tourist Information Centre (Toad Hole Cottage Museum), Ludham (Mar-Apr)
Hoveton Tourist Information Centre, Station Road, Hoveton (Mar-Apr)

Comments on all consultation documents must be submitted in writing to the Broads Authority by the **closing date of 4pm on x April 2016**.

## Broads Plan 2017: Priority partnership actions 2017-22 (first draft)

Draft strategic actions for the next Broads Plan period 2017-22 are set out in the following tables.

This is not intended to be a comprehensive list of all the work that may be undertaken in the Broads, and does not include many routine operations. It is a guiding strategy to address priority issues that have been identified by the Broads Plan partners, and on which they are prepared to commit time and resources over the lifetime of the plan. The proposed actions are at an early stage, and more ideas will emerge through the plan review process and through ongoing partnership working with relevant organisations, groups and communities.

The actions are listed under 11 'headline' aspirations. Targets will be developed for each aspiration, and regular monitoring will flag up any need for changes to the actions and the reasons for them. Monitoring reports are taken to the quarterly meetings of the Broads Authority and published on the Authority's website.

<b>Managing flood risk and water resources</b>	<b>Aspiration 1:</b> Develop an integrated long-term flood risk management strategy for the Broads and interrelated coastal frontage, and improve water capture and water efficiency across the Broads catchment
<b>Conserving priority habitats and species</b>	<b>Aspiration 2:</b> Protect, maintain and enhance the quality of habitats in accordance with the vision, priorities and principles in the Broads Biodiversity and Water Strategy <b>Aspiration 3:</b> Conserve and enhance species of conservation concern as identified by the Broads Biodiversity Audit (2011)
<b>Maintaining the navigation</b>	<b>Aspiration 4:</b> Apply a catchment-scale approach to improve the balance of sediment inputs and outputs into the system, reduce the sediment backlog and sustainably reuse or dispose of dredged material
<b>Conserving local landscape character</b>	<b>Aspiration 5:</b> Improve understanding, protection, conservation and enhancement of the Broads landscape character and distinctive built, cultural and archaeological assets
<b>Supporting sustainable development</b>	<b>Aspiration 6:</b> Facilitate development within and adjacent to the Broads, while minimising adverse impacts on the Broads' special qualities
<b>Building climate-smart communities</b>	<b>Aspiration 7:</b> Improve local community awareness of climate and sea level impacts, and build local mitigation and adaptive capacity
<b>Providing distinctive recreational experiences</b>	<b>Aspiration 8:</b> Provide a range of distinctive recreational experiences in suitable locations in harmony with the special qualities of the area
<b>Promoting understanding</b>	<b>Aspiration 9:</b> Strengthen and promote key messages and tourism offer in keeping with the area's national park status, special qualities, history and traditions <b>Aspiration 10:</b> Improve and more widely share understanding and expertise about the Broads natural environment
<b>Connecting local communities</b>	<b>Aspiration 11:</b> Reconnect a wider audience, particularly local communities and young people, with the Broads environment



## Managing flood risk and water resources

### Summary of current issues

- \* The groundwater, rivers and broads within the Broadland rivers catchment are a vital water source for maintaining the healthy status and functioning of the Broads wetland habitats, and for supplying water for farmland and other water dependent businesses, public drinking water and waterways recreation. Water management and land use practices in the whole catchment, most of which lies outside the Authority's executive boundary, are crucially important for the Broads, the basin at the bottom of the catchment.
- \* Sea level rise and the predicted more rapid changes to the climate pose enormous challenges to the future of this easterly, low-lying, predominantly freshwater wetland. The biggest risk to the Broads comes from changes in sea level, with global warming exacerbating the issue. Higher sea levels can hold back water trying to drain from the rivers, which can directly cause flooding. If a combination of weather and high tides causes a surge in the North Sea additional, saline water can be pushed up the rivers, putting flood defences under threat. Higher sea levels along the north-east Norfolk and north Suffolk coast also bring an increased risk of sea defences being overtopped or breached, with possible inundation and increasing incursion of saline water into a predominantly freshwater ecosystem. Major, robustly informed decisions must be made about desirable and realistic longer-term flood risk management options for the Broads and linked coastal frontages beyond the current 'hold the line' policy position.
- \* Predicted drier summers, wetter winters and more intense periods of rainfall will affect surface water levels and the seasonal variability in river flows and groundwater resources. Abstraction of water for domestic and agricultural use has risen in recent decades and will be impacted further by climate change and by ongoing significant development growth and regeneration around the Broads.
- \* Over half the rivers in the catchment have been physically modified, often as a result of historic flood defence, land drainage or milling activities. While this has provided social and environmental benefits, it has affected water dependent habitats and increased downstream flood risk in some areas, with water in the catchment ultimately flowing through, or under, the low-lying (at or below sea level) Broads area and out to sea.

Aspiration 1	Develop an integrated long-term flood risk management strategy for the Broads and interrelated coastal frontage, and improve water capture and water efficiency across the Broads catchment Targets: to be added			
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
<b>Guidance 1.1</b>	<b>Manage local coastal, fluvial and surface water flood risk to 2021 and develop longer-term strategic responses</b>		(Freshwater) wetland habitats are maintaining healthy functioning	Thriving wetland habitats; communities /businesses better able to cope with change and more involved in decisions affecting their future
1.1.1	Maintain current coastal defence regime and rivers flood bank maintenance programme to 2021 <b>Environment Agency (EA)</b>	<ul style="list-style-type: none"> <li>Current 'hold the line' coastal and fluvial flood risk management strategy in place to 2021/ next phase implementation (Eccles to Great Yarmouth Shoreline Management Plans, Broadland Flood Alleviation Project)</li> </ul>	Local people, property and infrastructure are being protected from significant flood impacts	
1.1.2	Prepare longer-term (post-2021) flood risk management strategy for the Broads, Gt Yarmouth and interrelated coastal frontage, including: <ul style="list-style-type: none"> <li>Develop and run widespread stakeholder engagement events to share evidence and identify issues, options and research needs</li> </ul> <b>EA/Broads Climate Partnership</b>	<ul style="list-style-type: none"> <li>Range of active stakeholder engagement processes in place through Broads Climate Partnership /Broads °Community initiative</li> <li>Robust and understandable information available publicly on desirable and feasible management options for long-term flood risk (e.g. modelling, mapping, animated visualisations)</li> </ul>		

	<ul style="list-style-type: none"> <li>Identify needs and commission research and modelling arising from 2016 high-level technical overview of coastal frontage defences, tidal barriers and floodwalls <b>EA/Broads Climate Partnership</b></li> </ul>	<ul style="list-style-type: none"> <li>Next phase (post-2021) Broads and interrelated coastal frontage flood risk strategy developed/in place</li> </ul>	Communities are sharing ideas and actions on coping at a local level with climate change and sea level impacts	
1.1.3	Plan and promote schemes and measures to fit, upgrade or retrofit urban and rural drainage, particularly in high risk areas <b>Norfolk County Council, Suffolk County Council</b>	<ul style="list-style-type: none"> <li>Surface Water Management Plan measures promoted and implemented</li> <li>Practical guidance on improving sustainable drainage at local level available and promoted to the public</li> </ul>	High-level authorities and funders are being lobbied to improve local flood risk protection, informed by robust evidence	
1.1.4	Identify locations and develop site projects in liaison with landowners to hold back or divert water (e.g. reconnecting rivers with floodplains in non-tidal areas, re-meandering river channels) <b>Broadland Catchment Partnership</b>	<ul style="list-style-type: none"> <li>Opportunity mapping and project proposals developed (incl. 'Slow the Flow' campaign) and permissions and consents in place <i>(also see Guidance 4.1 Sediment Management)</i></li> </ul>		
<b>Guidance 1.2</b>	<b>Improve water capture and water efficiency measures across the Broads catchment</b>			
1.2.1	Facilitate a 'whole farm' water management approach across Broadland rivers sub-catchments, including: <ul style="list-style-type: none"> <li>Promote installation of on-site low-cost, low technology water capture schemes and infrastructure</li> <li>Provide tailored water management advice and support to land managers</li> <li>Develop and promote 'Down but Not Out' water management campaign</li> </ul> <b>Essex &amp; Suffolk Water (ESW), Anglian Water (AW), Norfolk Rivers Trust, Natural England (NE)</b>	<ul style="list-style-type: none"> <li>Water capture schemes and infrastructure in place, e.g. rainwater harvesting, irrigation reservoirs, constructed wetlands, field bunds, cover crops, tramline disruption</li> <li>Environmental land management measures, advice and support (incl. payments) available to land managers (through Countryside Stewardship, Campaign for Farmed Environment, Catchment Sensitive Farming, Water Sensitive Farming, water management campaigns)</li> </ul>	Wetland habitats are maintaining healthy functioning	Thriving wetland habitats; communities and businesses better able to cope with change; better valued and more sustainably used water resources
1.2.2	Promote and implement measures to manage water resources and respond to periods of water shortage and scarcity, including water abstraction controls, water transfer and trading, and water infrastructure improvements <b>EA, ESW, AW</b>	<ul style="list-style-type: none"> <li>Water abstraction licencing measures in place (Broadland Catchment Abstraction Management Strategy)</li> <li>Water resource management plans and drought plans in place (AW/ ESW business plans)</li> </ul>	People have enough water for domestic, land management and business needs and are using it responsibly	
1.2.3	Promote good practice water efficiency and water capture measures at community level through targeted campaigns and incentives to homes and businesses <b>EA, ESW, AW</b>	<ul style="list-style-type: none"> <li>Water efficiency measures (e.g. campaign to increase domestic water metering) and targeted campaigns (e.g. 'Water Wise') in place and promoted to domestic and business water users</li> </ul>		

## Conserving priority habitats and species

### Summary of current issues

- \* The Broads is one of Europe's finest and most important wetlands for nature conservation, with a mosaic of habitats comprising, among other things, saltmarshes, intertidal mudflats, shallow lakes, fens, drained marshland, wet woodland and various coastal formations. Twenty-eight sites covering a total of more than 7500 hectares are nationally designated as Sites of Special Scientific Interest. Most of these sites are of international importance for their habitats and/or bird populations or species and have been included with the European Directives and the Broads Special Areas of Conservation and the Broads Special Protection Areas. An area of the wetland is also designated under the international Ramsar Convention for protected landscapes. One third of the SSSIs are also National Nature Reserves. *Biodiversity 2020* sets the national strategy for England's wildlife and ecosystem services; aimed at halting the overall loss of biodiversity, supporting healthy well-functioning ecosystems and establishing coherent ecological networks, with more and better places for nature for the benefit of wildlife and people.
- \* **Water bodies:** Good quality water is clear, low in nutrients and free of harmful substances, characterised by a diversity of aquatic plants and supporting healthy populations of fish, invertebrates and water birds. Currently, all Broads' water bodies and river reaches and over 90% of rivers in the catchment monitored for European Water Framework Directive purposes are failing targets for 'good' overall ecological status or potential. Despite improvements in recent decades, water quality continues to be affected by diffuse pollution, primarily phosphorus and nitrogen from farmland and waste water, and by sediment erosion, physical modification of water courses, dissolved oxygen and fish populations, saline incursion and competing demands for water use. The water and related habitats have a tendency to change over relatively short periods of time, and their ecological and hydrological functioning needs to be better understood.
- \* **Fens and reed bed:** The Broads is a priority Wetland Vision area, reflecting the national importance of the largest expanse (around 75%) of species-rich calcareous fen in lowland Britain. Many of the fen sites are designated for nature conservation value, and around 60% are owned or managed by conservation organisations. Environmental land management support to landowners and managers, targeted restoration projects and a mosaic of management regimes have helped to retain priority fens as open landscapes. Despite this, the Fen Ecological Survey (2010) identified clear evidence of change, relating to fragmentation and isolation of sites and a lack of fen management resulting in less rich habitats dominated by common reed and scrub, fewer wet fen areas, competing demands for water, nutrient enrichment and increasing salinity. The significant capture of around 40 million tonnes of carbon within the Broads peat vegetation is dependent on ongoing optimal hydrological and management conditions of the fen habitat.
- \* **Grazing marsh:** The grazing marshes cover around 40% of the Broads. While many areas do not support significant wildlife value, notable areas attract large and internationally important numbers of breeding and non-breeding birds, and there is a substantial area of internationally important ditch communities. Threats to healthy marsh functioning include potential increases in arable reversion and land drainage, development, and flooding and salt tides, resulting in habitat loss and fragmentation and a decline in species numbers and movement. Many of the marshes are below sea level, and potential increased incidents and severity of tidal surges could bring threats of flooding with river water that can be high in nutrients and salt. The marshes provide one third of East Anglia's cattle grazing land, but many local farmers feel that proposed new environmental land management agreements are too short-term and inflexible for local needs.
- \* **Species:** There are more than 11,000 recorded species in the Broads, including 26% of all UK Biodiversity Action Plan species and 17% of all nationally notable or scarce species. 66 species are restricted entirely to the Broads or rarely seen elsewhere in Britain. Iconic species include the bittern, marsh harrier, otter, fen orchid, Norfolk hawk dragonfly and the entire UK populations of the swallowtail butterfly, dotted footman moth and holly-leaved naiad. Some species are in decline or on the brink of survival, including the fen orchid, water beetles, stoneworts and aquatic snails. Many priority species, including the Broads' specialists, face challenges from increases in seasonal variability in river flows and depleted groundwater resources, salinity from tidal flooding, nutrient enrichment and pollution of the waterways, habitat loss and fragmentation, and increasing threats from invasive non-native species. Most of the Broads specialists require bespoke management to survive. Species recovery and translocation programmes can require substantial time and resources, as can biosecurity measures to control invasive non-native species. However, there have been noticeable successes in the increased population of otters, bittern, crane and marsh harrier, and the control of invasives such as Himalayan balsam, American mink and killer shrimp.

<b>Aspiration 2</b> <b>Protect, maintain and enhance the quality of habitats in accordance with the vision, priorities and principles in the Broads Biodiversity and Water Strategy</b> Targets: 95% of SSSI sites in favourable or recovering condition, with 50% of these in favourable condition by 2020				
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
<b>Guidance 2.1</b>	<b>Restore, maintain and enhance water bodies (lakes, rivers and estuary) in the Broads and priority catchment</b>			
2.1.1	Carry out lake enhancement works, including bio-manipulation; use Hoveton Great Broad and Hickling Broad projects to trial further innovative restoration techniques (e.g. bio-filtration), and monitor results <b>BA, conservation bodies</b>	<ul style="list-style-type: none"> <li>In-lake restoration, maintenance and enhancement works carried out at priority sites in accordance with Lake Restoration Strategy priorities</li> <li>Monitoring in place to identify results of bio-manipulation and other techniques and analysis available</li> </ul>	Water bodies are being maintained and used sustainably and healthily	Thriving wetland biodiversity; businesses and communities able to cope with climate change; improved agricultural land quality, yields and profits
2.1.2	Promote and implement measures to reduce levels of nutrient and pesticide pollution to watercourses, including: <ul style="list-style-type: none"> <li>Offer tailored pollution management advice and support to land managers</li> <li>Demonstrate and implement environmental land management measures</li> <li>Develop and install public and private waste water practical infrastructure and land management works, and run public awareness campaigns</li> </ul> <b>Water companies, land managers, conservation bodies</b>	<ul style="list-style-type: none"> <li>Environmental land management measures, advice and support (incl. payments) available to land managers (e.g. Countryside Stewardship, Campaign for Farmed Environment, Catchment Sensitive Farming, Water Sensitive Farming, 'Down But Not Out' water campaign)</li> <li>Pollution reduction measures in place (e.g. water company sewage treatment works, constructed wetlands and reed beds), and support and advice available to businesses and communities (e.g. 'Keep it Clear' campaign)</li> </ul>	Navigation channels are being maintained  Agricultural land is being managed healthily and sustainably for cropping and grazing, and for biodiversity and landscape gains	
<b>Guidance 2.2</b>	<b>Restore, maintain and enhance priority fen and reed bed habitats</b>			
2.2.1	Promote and implement measures to reduce fen pollutant inputs and where possible, manage fen water levels and salinity, including: <ul style="list-style-type: none"> <li>Implement water level management controls at protected sites</li> <li>Provide advice and support to fen land managers</li> </ul>	<ul style="list-style-type: none"> <li>Water Level Management Plan control measures in place and landowner support available</li> <li>Environmental land management measures, advice and support (incl. payments) available to land managers (through Countryside Stewardship, Campaign for Farmed Environment, Catchment Sensitive Farming, Water Sensitive Farming, 'Down But Not Out' water campaign)</li> <li>Broads LPS Programme 5: Natural Landscapes activities implemented</li> </ul>	Fen vegetation is controlled; fens have enough clean freshwater flow to maintain healthy functioning  Species are nesting, breeding and resting in healthy habitats	Healthier, better connected fen habitats; thriving species better able to cope with change; less productivity pressure on areas of high environmental value; more high quality reed and sedge, supporting local economy and maintaining local landscape character

2.2.2	<p>Manage a greater area of priority fen and reed bed sites, including:</p> <ul style="list-style-type: none"> <li>· Apply site-specific traditional and/or innovative techniques (including grazing, commercial reed and sedge cutting for thatch, long-rotation conservation cutting, conversion of cut material to biomass and soil improvers, and turf ponding)</li> <li>· Identify and develop appropriate buffer land adjoining priority fen and reed bed sites</li> </ul> <p><i>Potential BLP policy option to minimise/ protect peat disruption and seek reuse of peat</i></p>	<ul style="list-style-type: none"> <li>· Stewardship agreements and management prescriptions in place at priority sites (ref. Fen Audit)</li> <li>· Advice and practical support available to Broads reed and sedge cutters, including equipment, training and cutting contracts (see action 5.2.2)</li> <li>· Processes in place to manage productive re-use of fen litter for biomass and composting</li> <li>· Broads LPS Programme 5: Natural Landscapes activities implemented</li> </ul>	<p>Fen and reed bed habitats are being managed and used sustainably and healthily</p> <p>Land managers are producing and selling high quality food and fibre (reed and sedge) and sustainably reusing fen litter</p>	
<b>Guidance 2.3</b>	<b>Manage wet grassland to improve populations of breeding and wintering waders, dyke plants and invertebrates</b>			
2.3.1	<p>Promote and implement measures to maintain wet grassland water levels and peat condition, and to reduce salinity and pollutant inputs, including:</p> <ul style="list-style-type: none"> <li>· Implement water level management measures at protected sites</li> <li>· Provide advice and support to grazing marsh managers</li> </ul>	<ul style="list-style-type: none"> <li>· Water Level Management Plan control measures in place and landowner support available</li> <li>· Environmental land management measures, advice and support (incl. payments) available to land managers (through Countryside Stewardship, Campaign for Farmed Environment, Catchment Sensitive Farming, Water Sensitive Farming, 'Down But Not Out' water campaign)</li> </ul>	<p>Grazing marsh sites are being maintained and used sustainably and healthily</p> <p>Priority grazing marsh is being retained</p>	<p>Healthy species better able to cope with change; improved agricultural land quality, yields and profits; less productivity pressure on areas of high environmental value</p>
2.3.2	<p>Maintain and retain priority grazing marsh through traditional and innovative management techniques, including grazing livestock at suitable densities and timings, foot drain creation, and appropriately timed hay-silage cuts</p>	<ul style="list-style-type: none"> <li>· Stewardship agreements and management prescriptions in place at priority sites</li> <li>· Broads LPS Programme 5: Natural Landscapes activities implemented</li> </ul>	<p>Land managers are producing and selling high quality food and fibre</p>	

<b>Guidance 2.4</b>	<b>Create new and extended areas of priority habitat, habitat networks, buffer zones and green infrastructure</b>				
2.4.1	<p>Create and develop projects for 'bigger, better and more joined up' areas of priority habitats, including:</p> <ul style="list-style-type: none"> <li>- Identify potential /opportunistic areas of new priority habitat, habitat networks and buffer zones, based on existing mapping</li> <li>- Identify and trial pilot areas for new and extended habitat and buffer strips</li> <li>- Develop site-specific management strategies, e.g. transition habitats, habitat connections between river valleys, increased network of pollinator sites (e.g. bee lines)</li> </ul>	<ul style="list-style-type: none"> <li>- Extended/new areas of priority habitat identified and management plans/pilot programmes in place</li> <li>- Extended/ new field buffer strips, particularly adjoining priority habitat sites, mapped and in place</li> <li>- Environmental land management advice and support (incl. environmental payments) available to land managers, particularly in identified high value areas</li> <li>- Increased patchwork of semi-natural habitat 'wildlife corridors' between river valleys mapped and in place</li> </ul>	<p>Priority species are nesting, breeding and resting in healthy habitats, and moving between sites in response to change</p> <p>People are visiting country-side / urban green areas, without causing environmental damage</p>	Healthier species better able to cope with change; happy and healthy people enjoying the natural environment	
<b>Aspiration 3</b>	<b>Conserve and enhance species of conservation concern as identified by the Broads Biodiversity Audit (2011)</b>				
	Targets: To be added				
<b>Guidance 3.1</b>	<b>Define and carry out species enhancement programmes, targeted on groups of species of conservation concern, and reduce threats posed by alien invasive species</b>				
3.1.1	<p>Implement species recovery/support programmes for some of the 66 species of conservation concern and other key species, including research and trialling of species translocation where appropriate</p>	Targeted species management plans and trial adaptation schemes in place	<p>Priority species are nesting, breeding and resting in healthy habitats, and moving between sites in response to change</p>	Healthier native species better able to cope with change	
3.1.2	<p>Control threats posed by invasive alien species colonisation, by:</p> <ul style="list-style-type: none"> <li>· Monitoring present and potential threats and carry out remedial work where threats are highest, focusing on the 'Big 6' alien invasive species</li> <li>· Developing and promoting public information and guidance on recognising and controlling invasive alien species</li> </ul> <p><b>Norfolk Non-Native Species Initiative</b></p>	<ul style="list-style-type: none"> <li>· Monitoring regimes in place and data available</li> <li>· Biosecurity plans and management programmes in place for prioritised alien invasive species</li> <li>· Public information and guidance available through targeted campaigns (e.g. 'Check, Clean, Dry') and advice</li> </ul>	<p>Landscape character and native priority species are being maintained through control of invasive species</p>	Healthier habitats supporting thriving native species, supported by engaged local communities	

## Maintaining the navigation

### Summary of current issues

- \* The Broads is an extensive and varied inland waterways system offering 200km of boating on lock-free tidal rivers. The executive area comprises approximately 1974ha of water space and 63 open water bodies, covering 841 ha. Dredging of the waterways is carried out to provide reasonable depths for safe navigation, and to help restore degraded or shallowing water bodies by removing excess nutrients in the mud. It also helps to improve water quality by reducing turbidity, creating depth for aquatic plants to flourish and stabilise the bed, and by providing greater capacity for water storage.
- \* Dredging and the disposal of dredged material is the largest navigation maintenance cost to the Broads Authority. The current budgeted target to remove 50,000m<sup>3</sup> of material per year is making a positive but limited impact on the estimated backlog of 1.04million m<sup>3</sup> in the Broads system. River bank erosion is a key sediment source, caused by wind, tidal action and boat induced waves and feral geese; land use and soil and vegetation type on riverbanks and uplands are also contributory factors.
- \* A catchment approach to sediment management is required to reduce the amount of sediment entering the system, as well as removing it from the Broads waterways. Many historically available disposal sites are now protected under European legislation and opportunities for using adjacent land are limited. More sustainable and innovative approaches are needed for managing dredged material, taking account of its value for agriculture, habitat creation and flood protection, and reusing it wherever possible. The management of aquatic plants and riverside tree and scrub also needs to recognise multiple interests for navigation, biodiversity and landscape character.

Aspiration 4 Apply a catchment-scale approach to improve the balance of sediment inputs and outputs into the system, reduce the sediment backlog and sustainably reuse or dispose of dredged material Targets: To be added				
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
<b>Guidance 4.1</b>	<b>Reduce sediment input through catchment-wide erosion protection and reduction measures</b>			
4.1.1	Maintain, develop and implement measures to control erosion (incl. agricultural land soil run-off reduction measures, river bank fencing, sensitive drainage ditch management, and bank protection schemes in stretches of severe river bank erosion), and provide environmental guidance to land managers and recreational users  <b>BA, EA, NE, Broadland Catchment Partnership</b>	<ul style="list-style-type: none"> <li>· Agricultural land management measures in place, e.g. increased cover crops, fen litter composting, buffers and sustainable drainage, soil organic improvements, and soil compaction reduction</li> <li>· Bank protection schemes in place and environmental good practice guidance available to riparian and catchment area land managers</li> <li>· Environmental good practice advice available to recreational water users (see action 8.3)</li> </ul>	<p>Riverbanks and margins are stable and landscape character is being maintained</p> <p>Wildlife is visiting, nesting and breeding in restored and extended habitat</p> <p>Land managers are producing and selling high quality produce</p>	Healthier waterways for wildlife and people; viable long-term dredging programme; improved water quality and flow; enhanced landscape character; improved agricultural soil quality, yields and profits

Guidance 4.2	Remove sediment from Broads system and dispose of it in environmentally and economically sustainably ways			
4.2.1	Carry out annual dredging programme in accordance with defined waterways specifications, seeking a minimum target of 50,000m <sup>3</sup> p.a. <b>BA</b>	Annual dredging programme implemented	People are taking part in water-based recreational activities	
4.2.2	Develop and implement innovative schemes to reuse dredged material whenever possible, supported by identifying and negotiating additional local dredging disposal sites as part of a Broads-wide network of sites <b>BA</b>	Innovative dredging techniques and sediment reuse schemes trialled and in place, including river bank/ island/ reed margin creation and recreation schemes  Enhanced network of local licensed sediment disposal sites in place	The ecological and archaeological integrity of the waterways is being maintained and enhanced  Dredged material is being disposed of sustainably, environmentally and economically	

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## Conserving local landscape character

### Summary of current issues

- \* The Broads is a low-lying 'big skies' landscape of interconnected wetland habitats, following the edge of level, open marshland and valleys drained by three principal rivers and their tributaries. It is a living and working landscape, influenced over time by patterns of human existence. The 'broads' (shallow lakes) themselves originated as medieval peat diggings for fuel and historical flooding, and a history of controlled drainage is evident in the mills, raised and embanked rivers, and dykes. Villages and settlements are often grouped round a parish staithe, riverside common, ferry or bridge, with isolated churches on the surrounding uplands.
- \* The Broads landscape character faces a number of challenges from planned regional development and regeneration and from changes in the economy, population growth and mobility, agriculture and land use, technology, governance, the impacts of sea level rise and climate change, and simply from historic or ongoing neglect.
- \* The heritage value of the Broads is recognised in the designation of 25 Conservation Areas and the scheduling of 12 Ancient Monuments, more than 270 listed buildings and an evolving Broads local list of heritage assets, including mills, riverside chalets and staithe. While much has been achieved to protect, conserve and enhance key historic and cultural assets, there remains a gradual erosion of the condition, quality and distinctiveness of the built environment, with 10% of listed buildings identified as being at risk. Vulnerable assets include more than 70 drainage mills, many of which are isolated, inaccessible and in a deteriorating condition. The Broads is identified as a site of Exceptional Waterlogged Archaeology, but many of its archaeological features remain hidden and vulnerable to changes in water levels, development and other land use pressures.
- \* Local heritage skills such as reed and sedge cutting, thatching and millwrighting remain a small but important part of life and landscape asset management in the Broads, but are in danger of being lost, together with other local skills, traditions, crafts and cultures.

Aspiration 5 Improve understanding, protection, conservation and enhancement of the Broads landscape character and distinctive built, cultural and archaeological assets Targets: To be added				
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
Guidance 5.1	Protect, conserve and enhance the distinctive landscape character and historic assets of the Broads			
5.1.1	Prepare and implement owner/developer guidance and bespoke management plans for identified 'at risk' and 'locally important' heritage assets <b>BA</b>	<ul style="list-style-type: none"> <li>Comprehensive, up-to-date HAR Register and Broads Local List in place</li> <li>Asset management plans in place for identified local assets, including drainage mills and riverside chalets</li> <li>Support and advice available to asset owners, developers and planning applicants</li> <li>Activities implemented under Broads LPS Programme 3: Learning and Future Skills and Programme 4: Historic Landscapes</li> </ul>	Local areas of special architectural or historical interest are recognised and protected	Enhanced distinctive landscape character and historic environment, valued and maintained for future generations

5.1.2	<p>Protect local landscape character and areas of architectural or historical interest, including:</p> <ul style="list-style-type: none"> <li>· Promote Landscape Character Assessment advice to planners and developers</li> <li>· Carry out Conservation Area designation and re-designation processes</li> </ul> <p><b>BA</b></p> <ul style="list-style-type: none"> <li>· Where a need is identified, facilitate preparation of 'villagescape' enhancement plans (e.g. neighbourhood plans, village design statements) and projects</li> </ul>	<ul style="list-style-type: none"> <li>· Broads Landscape Character Assessment guidance available to inform planners and developers, supporting planning policy guidance</li> <li>· Up-to-date Conservation Area designations in place, supported by scheduled reappraisal processes</li> <li>· Village enhancement plans and schemes developed/in place</li> </ul>	Special landscape features and heritage assets are being cared for and, where suitable, people are accessing them for a range of purposes	
5.1.3	<p>Develop and implement processes to investigate, record and protect the area's archaeology and potential hidden heritage, including waterlogged assets, waterways history, settlement patterns, and WWII remains</p> <p><b>Broads LPS partners</b></p>	<p>Activities implemented under Broads LPS Programme3: Learning and Future Skills and Programme 4: Historic Landscapes</p> <p>(Also see aspiration 9)</p>		
<b>Guidance 5.2</b>	<b>Develop and support local heritage industries and associated skills training</b>			
5.2.1	<p>Develop the provision of local heritage construction and maintenance skills training and qualifications across a range of disciplines, through FE providers and apprenticeship schemes</p> <p><b>Broads LPS partners</b></p>	Heritage construction skills activities implemented under Broads LPS Programme 3: Learning and Future Skills and Programme 4: Historic Landscapes	Landscape features and heritage assets are being maintained and enhanced by an employed, skilled workforce	Distinctive landscape character and historic environment, and local heritage skills and traditions, retained for current and future generations
5.2.2	<p>Develop and provide policy, advice and practical assistance to traditional heritage workers and businesses, including reed and sedge cutters</p>	<p>Advice and support available to local reed and sedge cutters, incl. equipment, training and contracts (including implementation of BRASCA Action Plan)</p> <p>Use of traditional reed and sedge products for thatch and screening promoted through spatial planning policy (Broads Local Plan)</p>		

## Supporting sustainable development

### Summary of current issues

- \* Local planning authorities have a duty to support development that strengthens the local economic base for a sustained period without damaging the landscape, waterways, wildlife and historic environment, both within the Broads and in adjacent districts. The Broads sits within an area of Eastern England that is growing and, in parts, in need of significant regeneration. Its executive boundary touches the urban areas of Norwich, Great Yarmouth and Lowestoft, providing opportunities to attract and retain investment and support a higher quality of life for these settlements. It is also a significant asset for the wider area in terms of opportunities for green infrastructure enhancement as a result of new development growth, which in turn helps to manage and divert visitor pressures.
- \* While the Broads is a “breathing space”, it is also a place where people live and work. The sluggish recovery of the national economy is impacting local businesses and employment opportunities. Agriculture, tourism and the leisure marine industry are significant contributors to the Broads economy, but must continue to diversify and change practices to survive, with implications for land use and character, infrastructure and employment. Small but important heritage industries such as reed and sedge cutting, thatching and millwrighting are struggling to survive.
- \* The Broads executive boundary is drawn tightly to the rivers and broads, meaning that in most cases only parts of individuals settlements sit within it. There is an estimated population of 6,350 in the Broads, with approximately 2970 households, around 20% of which are classified as holiday homes or second residences. Housing supply is relatively static and house prices considerably higher than in other parts of Norfolk and Suffolk. The Strategic Housing Market Assessment for Central Norfolk has calculated an objectively assessed housing need of 274 dwellings for the whole of the Broads Executive Area over the period 2012-36. The capacity to meet this target is being assessed through the Broads Local Plan process, alongside related issues such as affordable housing, rural enterprise dwellings and residential moorings.
- \* A sense of tranquillity, dark skies and wildness is integral to the distinctiveness of much of the Broads. This can be impacted by man-made visual intrusion and noise and light pollution from within and outside the Broads. At the same time, it is recognised that in some areas of concentrated holiday or leisure development, it is the bustling activity that gives the area its character and supports the local economy and communities.

Aspiration 6 Facilitate development within and adjacent to the Broads, while minimising adverse impacts on the Broads’ special qualities Targets: To be added				
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
<b>Guidance 6.1</b>	<b>Maintain sustainable development within and outside the Broads Executive Area through policy and cross-boundary cooperation</b>			
6.1.1	Develop and adopt planning policies and sites allocations within the Broads that facilitate a range of available premises for business use; community facilities and services; housing sizes, types and tenures; and transport choices <b>BA</b>	<ul style="list-style-type: none"> <li>· Adopted Broads Local Plan to 2036 in place, supported by availability of pre-application advice and guidance</li> <li>· Sites for different uses within Broads Executive Area identified and allocated through Broads Local Plan</li> <li>· Broads Objectively Assessed Housing Need identified</li> </ul>	<p>Local people are living in suitable homes and using community facilities for a range of needs</p> <p>Businesses are operating in suitable premises and people are employed in</p>	Happy, safe residents; sustainable pattern of development; thriving businesses and communities; well-maintained natural and built environment

			<p>local businesses</p> <p>The local environment is being protected and developed appropriately</p>	
6.1.2	<p>Establish and implement 'duty to cooperate' protocols and procedures for the planning and delivery of significant cross-boundary development, including Strategic Framework plans for Norfolk and Suffolk</p> <p><b>Norfolk and Suffolk Local Authorities, BA</b></p>	<p>'Duty to cooperate' formal consultation framework, protocol and guidance in place for local planning authorities in the Broads Executive Area and Norfolk</p>	<p>Public planning agencies are cooperating on cross-boundary development matters</p> <p>Local communities are contributing to decisions about development within and adjacent to Broads</p>	<p>Thriving, active and empowered local communities; well-maintained natural and built environment</p>
6.1.3	<p>Develop stronger mechanisms to compensate for, and offset the impacts of, development pressures on wildlife sites, including:</p> <ul style="list-style-type: none"> <li>· Promote Connecting Nature Fund through development management officers, tied to Land Management Advice Service</li> <li>· Develop compensation strategy for priority sites, based on results of research on disturbance to Norfolk-wide nature conservation sites through recreation</li> <li>· Develop formal approach to provision of green infrastructure in the Broads, linked to adjacent local authority green infrastructure plans <b>BA</b></li> </ul>	<ul style="list-style-type: none"> <li>· Connecting Nature Fund in place to support improvements to habitats to increase biodiversity value</li> <li>· Wider range of targeted measures in place to compensate for loss of biodiversity, and available through development management process</li> <li>· Green infrastructure (open space) policy for the Broads Executive Area adopted in Broads Local Plan</li> </ul>	<p>Biodiversity losses as a result of development are being compensated for, and green infrastructure is being created and enhanced</p>	<p>Healthy habitats and species, no overall loss of biodiversity; sustainable pattern of development; thriving businesses and communities</p>

Guidance 6.2	Reduce the adverse impacts of visual intrusion, noise and light pollution within and adjacent to the Broads, to help maintain tranquillity			
6.2.1	<p>Implement a range of schemes and incentives to reduce impacts of visual intrusion and noise and light pollution, including:</p> <ul style="list-style-type: none"><li>Progress undergrounding wires programme <b>Ofgem/EDF Energy</b></li><li>Develop, implement and promote noise reduction measures in recreation provision <b>BA, Broads Tourism</b></li><li>Complete comprehensive dark skies assessment of Broads Executive Area to inform spatial planning policy and potential for Dark Sky Place status <b>BA</b></li></ul>	<ul style="list-style-type: none"><li>Current Broads undergrounding wires scheme implemented and new programme bids submitted through Ofgem agreement</li><li>Enhanced noise reduction schemes and infrastructure and in place, e.g. eco-boating initiatives, electric boating and charging points</li><li>Dark skies mapping assessment in place / (dark sky status considered/ applied for)</li></ul>	People and wildlife are being protected from adverse impacts of visual, noise and light pollution in areas of the Broads where it is excessive, or not wanted or expected	Maintained and enhanced sense of tranquillity, landscape character and historic environment

## Building climate-smart communities

### Summary of current issues

- \* The predicted impacts of sea level rise and climate change pose considerable challenges to the future of the Broads, its special qualities and its communities. Based on probable climate projections, over the coming 50 years the Broads is likely to see hotter, drier summers; slightly wetter, warmer winters; streams and the sea getting warmer; and more extremes in the intensity and frequency of rainfall and storms and possibly heatwaves and drought.
- \* Key impacts of sea level rise and climate change are likely to include changes in the distribution of habitats and species, with some net loss of native biodiversity and increasing pressure from invasive non-native species; changes in the visual landscape character, including possible damage or loss of archaeological and built heritage features; damage to property and infrastructure; greater pressures on water resources; changes in agriculture patterns and production; changes to siltation rates and patterns; wetter and warmer conditions stimulating plant growth, requiring greater management; changes in tourism patterns and visitor numbers; and pressures on the development management process.
- \* A Climate Adaptation Plan for the Broads was prepared in 2015 by the Broads Climate Partnership. A primary focus is on the development of longer-term water level management, including flood risk management (Aspiration 1). In wider terms, the plan also proposes the adoption of a proactive 'climate-smart' approach at local community level, aimed at helping local people and visitors feel more informed about and more resilient to future change, and fully involved in wide ranging debate and decision making about the longer-term future for the area and its communities.
- \* Mitigation and adaptation planning will take into account the effects of any management choices on all the interconnected and interdependent ecosystems of the Broads and the services they provide, such as biodiversity, flood regulation, food and fibre, water supply, recreation and carbon capture. Management decisions must be made transparently and equitably, assessing the cost to nature and people.

Aspiration 7 Improve local community awareness of climate and sea level impacts, and build local mitigation and adaptive capacity				
Targets: To be added				
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
<b>Guidance 7.1</b>	<b>Build and share concerns, knowledge and practical mitigating and adaptive change responses at community level</b>			
7.1.1	Develop and promote tailored 'climate smart' advice and support to local communities through the Broads °Community initiative and Local Authority energy and sustainability advisors <b>Broads Climate Partnership</b>	· 'Climate smart' processes and good practice developed and promoted through Broads °Community and Local Authorities  (Also see action 1. flood management)	Local communities are 'future proofing' their homes, businesses and local environment	Safer and more empowered 'climate-smart' local communities
7.1.2	Develop and promote targeted policies, schemes and incentives to encourage greater uptake of renewable energy use and 'green' initiatives by local communities, businesses and visitors, including:  · Update review of renewable energy solutions in	Measures are in place to increase uptake of appropriate renewable energy initiatives	Local communities, businesses and visitors are reducing their carbon footprint	Reduction in CO <sub>2</sub> and other harmful emissions into the environment

	<p>the Broads to inform assessment of renewable and low carbon energy generation</p> <ul style="list-style-type: none"> <li>· Build on and promote 'green tourism' measures for recreational activities, visitor provision and public transport options in the Broads</li> </ul>	<ul style="list-style-type: none"> <li>· Review of renewable energy solutions in the Broads updated and informing assessment of renewable and low carbon energy generation options</li> <li>· Green tourism schemes and incentives in place and promoted, through Green Tourism Business Scheme, The GreenBlue, etc</li> </ul>		
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## Providing distinctive recreational experiences

### Summary of current issues

- The Broads is a member of the UK National Parks family and attracts more than seven million visitors a year. Popular recreational pastimes include boating, angling, walking, bird watching, and visits to historic and cultural assets such as mills and churches. The area has 200km of inland navigable, lock-free waterways and 303km of public rights of way, including three long distance trails. The surrounding coast and urban centres, including Norwich, Great Yarmouth and Lowestoft, also provide access and recreational opportunities.
- There are over 12,000 licensed boats using the Broads, ranging from canoes and rowing boats to large hire craft and commercial passenger vessels. The hire boat industry remains a significant part of the Broads economy, with diversification and improvements in environmental and quality standards in response to changes in traditional holiday patterns and visitor needs being crucial to its ongoing survival. Sailing is integral to the Broads' history and landscape, and canoeing and rowing are increasingly popular. These activities are in keeping with the philosophy of quiet recreation and rely on suitable provision of access to and onto the water, shore side facilities and user support and guidance, and an emphasis on attracting and supporting young and new users to waterways activities. Angling is a major contributor to the local and regional economy, and the Broads offers some of the best coarse fishing in England. Key areas of strategic focus identified in the Broads Angling Strategy relate to managing and enhancing fisheries management and ecology, access to the water's edge, information and environmental education, and urban fishery development.
- Land-based recreation ranges from the passive, such as sitting at a riverside viewing point, to more active pursuits such as walking and cycling, and visiting local amenities and sites of interest. Walking is a particularly popular activity, but is threatened by significant reductions in local authority rights of way and footpath maintenance budgets. The appeal of the local wildlife, notably birds, is seen as highly relevant to boosting visitor demand throughout the year. At the same time, there is a need to ensure that visitor activity does not damage habitats or disturb wildlife.
- A wide range of proposals to create or improve physical access to and around the Broads and between land and water, linked to destination points, facilities and services and sustainable transport options, have been identified through the 2015/16 review of the Integrated Access Strategy for the Broads. However, the ability to implement these projects depends significantly on gaining landowner agreements and on resource capacity of the Broads Plan partners and wider recreational providers.

Aspiration 8 Provide a range of distinctive recreational experiences in suitable locations in harmony with the special qualities of the area Targets: To be added				
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
Guidance 8.1	<b>Maintain and enhance the integrated physical access network to and around the Broads and between land and water</b>			
8.1.1	Map, develop and implement projects and associated permissions to create or improve access points and routes, incorporating opportunities for people with mobility and sensory needs. Priorities are to:  · Improve small craft launch points linked to published canoe trails (incl. use of parish staithes) and improve existing	Access improvement projects implemented through Integrated Access Strategy, county access plans and local community plans  Implementation of Broads Landscape Partnership Scheme (Programme 2)	People are taking part in a variety of recreational activities on land and water	Improved health and wellbeing; increased public understanding of area's special qualities ; increased



	<p>published launch facilities <b>BA</b></p> <ul style="list-style-type: none"> <li>· Audit land access to Broads viewpoints; from moorings to facilities, services and public transport links; and across rivers and alongside water, and develop access improvement projects <b>BA</b></li> <li>· Review water space access, including broads, and identify and develop potential to extend access for various types of craft <b>BA</b></li> <li>· Create range of new moorings/stopping places (including wild/quiet moorings) in priority locations and maintain existing network <b>BA</b></li> <li>· Implement NCC Cycling and Walking Action Plan; develop schemes to create new cycle routes and upgrade priority routes; develop proposals for Cycling Ambition in National Parks funding; develop potential for increased provision of cycle hire/ promoted cycle and walking routes from rail stations /bus routes using path network <b>BA/County Councils</b></li> <li>· Audit physical access for people with disabilities and develop upgrades to routes (incl. 'Tramper' routes), moorings and access points to water <b>BA/County Councils</b></li> <li>· Implement River Wensum Strategy projects to improve access and facilities along the River Wensum and link Norfolk Trails through Norwich to the Broads <b>Norwich City Council</b></li> <li>· Develop and implement physical access community projects through Broads Landscape Partnership Scheme <b>BA</b></li> <li>· Promote angling initiatives as identified in Broads Angling Strategy <b>EA/BASG</b></li> </ul>			business income providing for sustainable local economy
<b>Guidance 8.2</b>	<b>Coordinate and implement a year-round programme of events relating to themes, products, places and activities associated with the Broads</b>			Improved health and wellbeing; increased public understanding of area's special qualities ;
8.2.1	Maintain and develop a year-round programme of events, run and supported by a range of local organisations, groups and communities, including:		People are taking part in a variety of recreational activities	

	<ul style="list-style-type: none"> <li>Running and supporting annual multi-events programmes, e.g. Broads Outdoor Festival, Outdoors in the Broads, Walkability, Bird Fayre</li> <li>Supporting local community festivals and activities, including implementation of Broads Landscape Partnership projects</li> <li>Establishing and promoting events calendar/programme through tourism businesses and event providers</li> </ul>	<ul style="list-style-type: none"> <li>Broads-related presence promoted through local, national and international events</li> <li>Range of annual and one-off events available and actively promoted</li> <li>Activities implemented under Broads LPS Programmes 1-6, in particular 'Gateways to the Broads' and 'Going the Extra Mile' activities</li> </ul>	on land and water and trying new experiences	increased business income providing for sustainable local economy
<b>Guidance 8.3</b>	<b>Maintain, improve and promote navigation safety and environmentally friendly behaviour on land and water</b>			
8.3.1	<p>Implement, promote and monitor measures to manage better safety for the navigation and boats, and to encourage environmentally friendly behaviour by recreational users.</p> <p><b>BA, Broadsbeat</b></p>	<ul style="list-style-type: none"> <li>Safety Management System and Boat Safety Scheme measures in place</li> <li>BA Ranger and Broadsbeat patrolling in place, supported by volunteer complement</li> <li>Navigation infrastructure maintenance regimes in place</li> <li>Temporal or spatial zoning agreements and pilot schemes in place as required</li> <li>Range of guidance, advice and events on safe and environmentally friendly behaviour available and promoted, incl. BA Super Safety Days, boat hirer information pack</li> </ul>	People are taking part in a variety of waterborne recreational activities in safe and environmentally responsible ways	Improved safety, health and wellbeing; increased public understanding of the special qualities of the area

## Promoting understanding

### Summary of current issues

- Tourism drives the economy of the Broads and is a key product in the wider economy of the East of England, bringing nearly £600m to the local economy and supporting more than 7600 FTE jobs. The attraction of the Broads also recognises the significant tourism appeal of its surrounding area, including the historic urban centre of Norwich, the coastal resorts of Great Yarmouth and Lowestoft, and the North Norfolk coast.
- The sustainable tourism strategy for the Broads is being refreshed (2015-16). The strategic approach for 2017-22 centres around developing, managing and promoting high quality sustainable tourism, taking into account the needs of the environment, local residents, local businesses and visitors, now and in the future. Cuts in public sector budgets will impact on support for tourism marketing, management and infrastructure; strong partnership working and engagement of the tourism industry and private sector agencies will continue to be vital in supporting the industry. Other issues include a lack of adequate visitor facilities in some areas; inconsistent quality of accommodation and catering; labour, skills and volunteer shortages; and a lack of coordination between tourism/destination bodies. Potential opportunities include a growing market interest in experiences, activities and wellbeing, particularly focused around wildlife; forecast growth in domestic and inbound markets; and private sector interest in sponsorship.
- While the Broads may mean different things to different people, a unifying brand and key messages can help create an overall feeling about the area that captures its essence, places the area in peoples' minds and makes them want to be part of it and care for it. Information and interpretation needs to provide consistent and coordinated messages that help to strengthen visitor understanding, awareness and enjoyment of the area, both before and during their visit. The Broads has equivalent status to a National Park but, in addition to the other parks' two purposes of conservation and promoting enjoyment, it has a third equally weighted purpose of managing the navigation. As such it is defined under a different act of Parliament to the other Parks and has been known as a 'member of the National Park family'. In 2015, the Broads Authority voted to brand the area as the 'Broads National Park' to promote more clearly its national park credentials and special qualities. Although Defra was content with this decision, it is currently under legal challenge (as at Jan 2016) and an outcome is awaited before further branding decisions are taken.

Aspiration 9	Strengthen and promote key messages and tourism offer in keeping with the area's national park status, special qualities, history and traditions			
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
Guidance 9.1	Improve and promote information and interpretation to attract visitors and assist them during their visit			
9.1.1	<p>Maintain and establish processes to raise awareness of, and support for, the special status, qualities and heritage of the Broads, including:</p> <ul style="list-style-type: none"> <li>• Maintain a high quality, up-to-date visitor destination website, promoting strong images, messages and point of need information</li> <li>• Establish and strengthen partnership processes to promote coordinated messages that underpin the Broads brand and strategic</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="http://www.EnjoytheBroads.com">www.EnjoytheBroads.com</a> website maintained and available to visitors, linked to other destination websites at local, regional, national and international level</li> <li>• Actively managed PR presence and social media campaigns in place (e.g. Facebook, Twitter, YouTube) with communications processes, protocols and technology support available through established social media/PR team</li> <li>• Destination marketing of the Broads in place through wider campaigns featuring Norfolk, East Anglia, UK waterways and UK</li> </ul>	<p>People have information they want before and during their visit, helping them to understand, access and enjoy the area in sustainable ways</p> <p>New audiences (visitors and local communities) are introduced to what</p>	<p>More visitors enjoying the area's special qualities</p> <p>More resilient and responsible tourism economy</p>

	<p>priorities, through print/digital media and PR activity</p> <ul style="list-style-type: none"> <li>Develop and run linked destination marketing campaigns at domestic and overseas campaigns</li> <li><i>Develop, promote and monitor use of Broads National Park brand identity in print/digital online media and signage</i></li> </ul>	<p>National Parks</p> <ul style="list-style-type: none"> <li>Broads branding design and use guidelines/toolkit available</li> </ul> <p>Physical and virtual information and interpretation available to visitors, through targeted public events and activities, oral history research and archiving projects, multimedia products and drama</p> <ul style="list-style-type: none"> <li>Activities implemented under Broads LPS programme 1: Interpreting the Landscape</li> <li><i>Your Park initiative/Residents newsletter developed</i></li> <li>(Visitor support for conservation support – see action 11.1)</li> </ul>	<p>there is to do in the Broads and are taking part in activities</p>	
9.1.2	<p>Support a positive visitor experience to the Broads by maintaining and upgrading the provision of point of need information:</p> <ul style="list-style-type: none"> <li>Maintain and monitor Broads Visitor Centres (BA) and develop Broads information presence within other appropriate local centres</li> <li>Design and install range of promotional and information displays at entry points and key sites, including railway stations, and improve Broads destination signage</li> <li>Maintain and widely distribute 'Broadcaster' and other print/digital information for visitors, including trail maps and apps</li> </ul>	<ul style="list-style-type: none"> <li>Broads visitor centres maintained at Whitlingham, Hoveton and How Hill; Broads information presence available at other local centres in the Broads and urban locations</li> <li>Broads promotional and information displays in place at entry points and key sites</li> <li>Yacht stations maintained at Great Yarmouth and Norwich</li> <li>Broadcaster, orientation maps, apps and other visitor material produced and available online and through visitor destination hubs</li> </ul>	<p>People have information they want before and during their visit, helping them to understand, access and enjoy the area in sustainable ways</p>	<p>Increased public understanding and enjoyment of area's special qualities ; increased business income providing for sustainable local economy</p>
9.1.3	<p>Maintain and develop measures to strengthen the quality and distinctiveness of the tourism offer in the Broads, including:</p> <ul style="list-style-type: none"> <li>Maintain and further develop processes to assess and support high quality standards and environmental sustainability in local tourism provision</li> <li>Create and deliver staff training events for hire boat operators and other tourism businesses</li> </ul>	<ul style="list-style-type: none"> <li>Systems in place to assess and guide quality and environmental sustainability standards in local tourism provision, incl. Broads Quality Charter</li> <li>Tailored tourism staff training programmes and events available through hire boat operators and tourism businesses</li> </ul>	<p>Customers are getting consistent, high quality standards from local tourism and recreational businesses</p> <p>Visitors are taking part in a wide range of recreational activities to suit their needs and interests</p>	<p>Better service for visitors; increased business income providing for sustainable local economy</p>

	<p>to meet visitor information needs</p> <ul style="list-style-type: none"> <li>Develop and support initiatives to promote tourism related careers to young people, with associated training</li> </ul>			
<b>Aspiration 10</b>	<b>Improve and more widely share understanding and expertise about the Broads natural environment</b>			
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
<b>Guidance 10.1</b>	<b>Coordinate and develop Broads monitoring and research efforts, focusing on water, wet grasslands, and fen hydrology and ecology</b>			
10.1.1	Create and maintain coordinated partner database of conservation monitoring and research priorities, including: Fen vegetation and invertebrates; groundwater level management; control of pollutant inputs; impacts of drought, flooding and salinity	<ul style="list-style-type: none"> <li>Coordinated research, monitoring and trial programmes in place and data made available to partners and academic research bodies</li> </ul>	Organisations and community groups are learning more about the Broads natural environment and making informed management decisions	Healthy environment supported by more informed management evidence
10.1.2	<p>Develop and coordinate citizen sciences initiatives in the Broads, including:</p> <ul style="list-style-type: none"> <li>Pool knowledge on approaches for monitoring/recording by volunteers, and share best practice</li> <li>Coordinate records through central, publically accessible location</li> </ul>	<ul style="list-style-type: none"> <li>Robust nature conservation monitoring and recording processes in place, supported by volunteer programmes</li> <li>Comprehensive, up-to-date nature conservation records in place and available to the public</li> </ul>	Organisations and communities are learning more about the Broads natural environment through hands-on observation	Healthy environment supported by more informed management evidence; community more involved in their local area

## Connecting local communities

### Summary of current issues

- It is recognised that some groups visit National Parks and the Broads less than others, such as ethnic minorities, young people, people from disadvantaged circumstances, and people with disabilities. The *Vision for English National Parks and the Broads* encourages Authorities to take a proactive approach to enabling people from all walks of life and from all ages and abilities, particularly children and young people, to experience and enjoy these areas at first hand.
- A lack of physical or cultural access, information or simply motivation can mean that many local urban and rural communities are disconnected from the special landscape on their doorstep and the opportunities it offers for recreation, learning, health and wellbeing. Accessible, informative and inspirational opportunities need to be in place to support and encourage people from all walks of life and all ages and abilities, particularly children and young people, to 'go the extra mile' and reconnect with their local environment.
- The use of the Broads as a resource for environmental education is an important part of raising awareness and understanding, and provides valuable opportunities to contribute to the former Government's 'Every Child's Future Matters' initiative. It has long been an aspiration of the Broads Authority that every child in the Broads executive area should experience the Broads at some time during their school career. With limited resources, the Authority and its environmental education partners need to focus efforts where they are best placed to impact upon and add value to the learning of groups and individuals, particularly those who might otherwise not have such opportunities.
- As well as focusing on partnership working and shared resources, organisations caring for the Broads will need to look increasingly to external financial and manpower resources to support their activities, particularly within the economic context of an ongoing squeeze in public sector finances.

Aspiration 11	Reconnect a wider audience, particularly local communities and young people, with the Broads environment			
	Targets: To be added			
Ref	PROJECTS	RESULTS (products, services, infrastructure)	USES	BENEFITS
<b>Guidance 11.1</b>	<b>Develop participatory initiatives for local communities and visitors to support the Broads environment</b>			
11.1.1	Develop and promote a range of participatory community events and activities through the Broads Landscape Partnership Scheme, including entry level activities for young people and 'go the extra mile' events <b>BA</b>	Range of activities implemented under Broads LPS Programmes 1-6  Range of multi-media promotional material in place / + <i>motivational incentives</i>	People are visiting the Broads for recreation, fitness, learning and socialising	Healthier, happier local communities feeling more connected to their natural environment; healthier and better managed environment
11.1.2	Run and promote practical organisational and community led volunteering schemes and activities, and provide training and support to volunteers <b>Broads Plan partners</b>	Flexible and diverse range of volunteering opportunities, training schemes and promotional events available through range of organisations and amenity/interest groups  Trained and available volunteer complement in place to support local organisations and groups	Local organisations and community groups are achieving more through additional resources  Local communities and groups are receiving financial and practical support to help look after	
11.1.3	Support visitor giving and sponsorship schemes and initiatives and develop new opportunities for	Income generation sponsorship and visitor giving schemes and activities (incl. Love the Broads) in place and promoted through		

BA/First draft Broads Plan 2017/p.37

	increasing revenue generation for Broads projects, including through visitor hubs and events <b>Broads Trust, Broads Plan partners</b>	local supporting establishments  Plans and processes in place to increase sales revenue at BA visitor centres, yacht stations and other appropriate outlets	the Broads	
<b>Guidance 11.2</b>	<b>Maintain and develop opportunities for young people (aged 5-21), including those from disadvantaged backgrounds, to have a 'Broads experience'</b>			
11.2.1	Develop and run a range of Broads themed environmental education programmes and events for local schoolchildren <b>Broads Environmental Education Network (BEEN)</b>	Range of environmental education schemes and activities available through BEEN partners and mainstream education providers, including Broads Curriculum programmes  Coordinated environmental educational resource tools, including Broads Curriculum materials, available to BEEN partners and education providers	Local schoolchildren are experiencing the Broads through classroom and outdoor activities  Educators are offering consistent, coordinated Broads environmental education	Healthier, more active and more inspired local /disadvantaged young people with an enhanced sense of wellbeing and life skills
11.2.2	Develop, promote and run skills training, work experience and volunteering programmes and activities for young people <b>BEEN</b>	Skills training, work experience and award scheme opportunities available through FE providers, BEEN partners and Broads LPS Programme  Volunteering opportunities available to young people and family groups, e.g. Broads Young Rangers (Broads LPS Scheme)	Young people are getting social and vocational skills and qualifications through 'hands on' experience	
11.2.3	Establish, promote and run accessible and motivational environmental outreach programmes and initiatives for disadvantaged young people from local and national areas of high deprivation <b>BEEN</b>	Outreach programmes and initiatives in place, incl. Forest Schools, Broads Short Stay and Broads Discovery Days /+ <i>motivational incentives</i>  Activities implemented under Broads LPS Programme3: Learning and Future Skills	Disadvantaged young people are taking part in motivational outdoor activities, many for the first time	

(end of draft table)

**Draft Strategy and Action Plan for  
Sustainable Tourism in the Broads 2016 – 2020**  
Report by Tourism and Promotion Officer

**Summary:** This report presents the first draft of a Strategy and Action Plan for Sustainable Tourism in the Broads, for the years 2016–2020, following the review of the strategy covering the previous five years.

Comments from Broads Forum members are invited so that these can be considered in the production of the final strategy document.

## **1 Background**

- 1.1 The Strategy and Action Plan for Sustainable Tourism in the Broads 2011–2015 has reached the end of its five-year term. This coincides with the conclusion of the five year period for which the Broads Authority was awarded the European Charter for Sustainable Tourism in Protected Areas. The Authority is due to reapply for the Charter in 2016 and a valid strategy document forms an integral part of the application process. A strategy is necessary in any case, however, to properly inform the management of tourism in the fragile ecosystem of the Broads.
- 1.2 The Tourism Company was commissioned in September 2015, to assist with the revision and updating of the strategy. Shortage of resources within the Communications Team was a factor in the decision to bring in external consultants, but it was also considered important to ensure impartiality in the review process. The strategy is not intended as solely for the Broads Authority's use. It provides guidance for a wide range of stakeholders; any organisation or individual with an interest in (or who is affected by) tourism in the Broads area.
- 1.3 An extensive round of consultations has taken place, with a wide range of individuals and organisations. Many of these conversations were on a one-to-one basis, others by telephone and some in the form of group meetings. All available statistical evidence and survey data has been utilised and a survey of businesses was specially commissioned. Now, after considering all of the information gathered, The Tourism Company has produced a draft strategy document for further consultation.
- 1.4 Broads Authority members considered the draft strategy at the full Authority meeting on 22 January 2016.



## **2 Key Elements**

- 2.1 The Draft Strategy identifies a vision for 2020 and three strategic objectives that are the drivers of the strategy and provide the basis for action. They are:

### **Vision for sustainable tourism in the Broads in 2020:**

***Working together effectively to provide a brilliant visitor experience of a unique National Park, delivering year round benefits to the local economy – through engaging and supporting local businesses and protecting, enhancing and celebrating the special natural and cultural heritage of the Broads.***

### **Objective 1: Creative promotion**

**To raise awareness of the Broads as a unique wetland National Park based on its waterways, heritage, landscapes and wildlife**

### **Objective 2: Captivating products**

**To strengthen the variety, distinctiveness and quality of the Broads tourism offer, capable of generating visits throughout the year**

### **Objective 3: Supportive management**

**To stimulate and manage the flow of visitors around the Broads with consequent benefits for communities and the environment**

- 2.2 In the delivery of the Strategy the Draft document has some specific recommendations. The way forward should involve the following approach:

- The relationship between Broads Tourism and the Broads Authority should be clarified and strengthened. A *modus operandi* should be agreed between the two bodies for implementation of the strategy.
- Broads Tourism and the Broads Authority should be co-signatories and owners of the strategy and action plan and it should be published in their joint names.
- The Broads Authority, as the statutory body responsible for the management and conservation of the Broads, promoting enjoyment of its special qualities and protecting the interests of navigation, and with a staff whose roles relate to the subject matter of the strategy, should be ultimately responsible for the strategy and its delivery. The Authority should strengthen its commitment to sustainable tourism, reflected at member level.
- Broads Tourism, as an independent body wholly engaged in tourism and in the Broads, should provide the overseeing vehicle that brings together the necessary stakeholder representatives.
- Broads Tourism should broaden its stated purposes to reflect the wider aims of the strategy and the needs of this special destination. It should seek to expand its membership to include a higher proportion of bodies representing local community and conservation interests.

### **3 Role of the Broads Authority**

- 3.1 Promoting the area for tourism is an important element in the Authority's second purpose "*promoting opportunities for the understanding and enjoyment of the special qualities of the Broads by the public*". The work of the organisation in this regard has been recognised as exemplary as a Beacon Council in 2004-5 and through the European Charter awarded by Europarc. The level of National Park resources available for this activity has always been modest. Part of the challenge has always been the level of engagement and commitment by the industry to a common programme of promotional activity.

### **4 Broads Forum Involvement**

- 4.1 Broads Forum Members represent a wide range of stakeholder organisations and interests in the Broads, many of whom may be involved directly or indirectly in delivering actions in the Broads Tourism Strategy's Action Plan. Forum members' comments are therefore invited for consideration in the production of the final strategy document.

### **5 Financial Implications**

- 5.1 The cost of preparing the Draft Strategy and Action Plan of less than £15,000 has been funded from National Park Grant principally Planning Delivery Grant as agreed by the Broads Authority in July 2015.
- 5.2 National Park Grant funds a wide range of tourism work beyond that of the dedicated officer and a small direct budget of £12,000. Other activity includes the provision of three visitor centres and two yacht stations and a presence at Reedham Quay. The Authority also plays a significant role in promotion of and information about the Broads through publications such as Broadcaster, Eating Out Guides, Outdoors Festival, on-line platforms and more recently targeted promotion in north London and Holland.
- 5.3 Funds are limited and STEP (Sustainable Tourism in Estuary Parks) demonstrated the enhanced activity that would be possible with additional financial support. In recent times there has been success in gaining local funding for activity such as the sponsorship of Outdoors Festival and Eating Out Guides.

### **6 Conclusions**

- 6.1 The new Draft Strategy and Action Plan is very welcome and at its heart raises the question as to how the true potential for Broads tourism can be realised.

Background papers:	Strategy and Action Plan for Sustainable Tourism in the Broads 2011 – 2015
Author:	Bruce Hanson
Date of report:	31 December 2015
Broads Plan Objectives:	TR1, TR2, TR3
Appendices:	APPENDIX 1 – Draft Strategy and Action Plan for Sustainable Tourism in the Broads 2016 – 2020



## **Sustainable Tourism in the Broads 2016 - 2020**

**A Tourism Strategy and Destination  
Management Plan for the Broads  
National Park**

**DRAFT**

**The Tourism Company**  
[www.thetourismcompany.com](http://www.thetourismcompany.com)

January 2016

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## INTRODUCTION

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The Broads is a unique destination for tourism in England. In turn, tourism is a mainstay of the local economy. This strategy and action plan is about securing the best possible benefits from tourism for businesses, local communities and the environment of the Broads, as well as for all the visitors who come to enjoy this special place.

The purpose of the strategy and action plan is to guide how tourism is developed, managed and promoted in the period from 2016 to 2020. It is a document for everyone engaged with and affected by tourism in the Broads. It provides the basis for agreeing annual priorities and actions and for checking progress. This strategy and action plan builds on two previous versions, covering 2006-10 and 2011-15.

The document has been prepared to comply with VisitEngland's requirements for local Destination Management Plans and serves as the DMP for the Broads. It has also been designed to meet the requirements of EUROPARC for the European Charter for Sustainable Tourism in Protected Areas, which has been held by the Broads since 2006.

The document was commissioned by The Broads Authority and prepared by The Tourism Company, international consultants in sustainable tourism. It has been based on considerable evidence gathering and consultation including:

- Analysis of data on the volume and value of tourism
- Analysis of recent surveys of visitors, local stakeholders and boat users
- Conducting a new on-line survey of Broads tourism businesses
- Assessment of relevant national and local plans and policies
- Direct consultation with key stakeholders
- A stakeholder workshop to identify and explore together key issues and priorities

The document is in four parts, presenting

- An analysis of the current situation of tourism in the Broads
- Strategic direction for the next five years
- A framework action plan
- Structures and processes for delivering and monitoring the strategy and action plan.

### **Broads National Park branding**

In this draft Strategy and Management Plan we are adopting the use of the brand 'Broads National Park'. The Broads has equivalent status to a National Park but, in addition to the other parks' two purposes of conservation and promoting enjoyment, it has a third equally weighted purpose of managing the navigation. As such it is defined under a different act of Parliament to the other Parks and has been known as a 'member of the National Park family'. In 2015, the Broads Authority voted to brand the area as the 'Broads National Park' to promote more clearly its national park credentials and special qualities. Although Defra was content with this decision, it is currently under legal challenge. For the purposes of this key tourism and marketing document, we are using the branding pending the outcome of the judicial review.

# 1 TOURISM IN THE BROADS – SITUATION ANALYSIS

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This section presents the context for sustainable tourism in the Broads, considers how it has been performing and changing and identifies some key issues as identified from the consultation. It looks at how tourism services are being delivered and at the external influences which will affect the product and market prospects over the period of the strategy.

## 1.1 The economic, environmental and cultural context

### *The socio-economic condition of the area*

A number of aspects of the area's social and economic profile have a bearing on the need and opportunity for tourism development.

There is a relatively low rural population of under 6,000 people within the designated area of the Broads itself. This limits the level of local demand and makes the provision of services more dependent on the visitor economy.

Norwich is a prosperous city and one of the ten fastest growing urban areas in the country, whose expansion will lead to growth in local demand for leisure and recreation and pressure on resources. The other two urban centres on the edge of the Broads, Great Yarmouth and Lowestoft, have some areas of relative economic deprivation. Initiatives such as the Business Improvement District schemes in and around Yarmouth are seeking to support more growth in the visitor economy there.

In Norfolk as a whole, while unemployment levels are generally low, so too are levels of economic productivity. Tourism already contributes around 16% of employment in the county<sup>1</sup>. While many of the jobs it supports are full time, seasonality of tourism demand limits the ability of the sector to deliver year round employment.

### *The Broads environment and natural heritage*

The Broads is the UK's premier lowland wetland. It is one of the most important freshwater wetlands in Europe, with many sites and areas designated internationally as well as nationally for their importance to nature conservation. The ecosystems of the Broads provide a wide range of goods and services, including tourism as one of a number of cultural services.

The quality of the natural environment as an asset for tourism lies not only in the fine wetland landscapes but also in the very rich wildlife. The fact that the Broads supports 11,000 species, accounting for 25% of the UK's biodiversity, may not be well enough known by existing or potential visitors. The quantity and variety of the birdlife alone is a highly valuable tourism resource. Recognised threats to the area's fragile environment and natural heritage should also be seen as threats to the future of tourism in the area.

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<sup>1</sup>

Economic Impact of Tourism – Norfolk 2014, Destination Research

A particular set of issues surround water, in terms of resources, quality, levels and management (including flooding), and these affect not only habitat and wildlife but also local livelihoods and tourism. Water management has been identified as a priority topic for the work of the Broads Authority during the period of this strategy.

Climate change is a major issue in this low lying coastal location, with very significant current and future implications for all activities in the Broads.

Compared to other pressures, the impact of tourism development and activity on the local environment and natural heritage has been relatively limited. However, a number of specific threats from disturbance to habitat and species, in specific locations and at certain times, require sound planning and management and a responsible approach by visitors and the sector as a whole. Examples include the Upper Thurne Catchment, where wildlife protection zones have been established through user agreements, and wildlife sensitive sites which have been identified through partnership working on the Trinity Broads. Increased visitor access to the upper reaches of rivers, primarily from extension of canoeing activity, also poses some threat.

### ***The cultural heritage of the Broads***

The Broads contains a landscape of very significant cultural value, with extensive evidence of past human settlement and landscape change. Particular elements of the cultural heritage have seen investment in their restoration and conservation in recent years.

A large number of individual sites, often small in scale, relate to the area's history of peat extraction, sedge cutting, drainage and other activities associated with the wetland environment. A particular example is the significant number of windpumps and windmills in various states of repair, access and use. A number of individual schemes have helped to restore some of these. From 2016, the Broads Landscape Partnership's Water, Mills and Marshes project, which has secured HLF funding, will provide a major new impetus to the appreciation, restoration and interpretation of this aspect of the area's cultural heritage.

Churches are a strong feature of the Broad's landscape, some of which provide access to their towers affording fine views. Some churches and other historic religious sites, such as St Benet's Abbey, have been the subject of conservation and interpretation projects in recent years.

Boating on the Broads, both for commercial reasons and for pleasure, is in itself an important part of the area's cultural heritage. The Broads' wherry fleet, which has seen considerable further restoration work since 2010, provides a special additional dimension to the cultural landscape. This sense of place enjoyed by visitors is also delivered to some extent by all sailing craft as their tall masts and sails weave through the flat countryside.

The towns and villages of the Broads are an important part of the area's built heritage and appeal to visitors, notably their water frontages including parish staithes and other waterside features. The quality of the public realm and the conservation and presentation of the built heritage varies and requires improvement in some places.



## 1.2 The changing Broads tourism offer

An outline of the tourism product in the Broads is provided below, noting the main changes and trends in the last five years.

### *The water-based product*

**Cabin hire motor cruisers** continue to provide the basis of the traditional Broads boating holiday of a few nights to a week or, now much less commonly, a fortnight on the water. In 2015 there were 885 registered cabin hire boats (including auxiliary motor yachts) on the Broads. Trends include:

- A slow growth in numbers between 2006 and 2011, followed by a steady decline back to 2006 levels by 2015.
- Closure of some smaller and less profitable boatyards hiring cruisers.
- A general increase in the quality of cruisers, with a particular increase in larger cruisers offering high end luxury.
- Provision of a small number of cruisers using alternative environmentally friendly fuels, although demand and supply has remained quite static.

**Private motor cruisers** (including auxiliary motor yachts) on the Broads outnumber hire boats in a ratio of approximately 7 to 1. Their numbers have increased slightly between 2010 and 2015.

**Day hire motor boats** may be let for periods of one hour up to one day. In 2015, 279 day motor launches and outboards were licensed for hire, a small decrease from 2010. Some operators provide electric day boats for hire.

**Sailing craft** licensed for hire numbered 108 in 2015, showing a steady decline from 2010 (120) and 2006 (143). They are considerably outnumbered by private sailing craft (1,191).

**Other non-powered craft**, include rowing boats, canoes, punts and other small craft. 184 were licensed for hire in 2015, showing a small increase in the last five years. Ten locations are involved with the Canoe Hire Network. Additional canoe trails have been established in the last two years, giving eight in total, on both the northern and southern Broads.

**Boat trips** are offered by a range of different operators, using boats of varying size and providing different levels of interpretation. Ten passenger vessels were licensed in 2015, two less than in 2010. This figure may not include all trips, especially smaller vessels

**Water-based activities** provide an increasingly important component of the Broads offer. Sailing, rowing, canoeing and stand up paddle boarding are part of this.

**Angling** is a highly popular activity on the Broads, with participation reported by 43% of boat hirers<sup>2</sup>, and accounting for a particular increase in bookings at the end of the closed season in mid-June. The Environment Agency have worked with Broads Angling Strategy Group to develop several projects to improve bank and boat angling access across the Broads.

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<sup>2</sup> BHBF Hirers Survey, 2012

## ***The land-based product***

**Serviced accommodation** (hotels, inns, guest houses, B&B) is relatively limited in the area, outside of Norwich and Great Yarmouth. In 2010 it was estimated that there were around 750 serviced rooms in and around the Broads and it is unlikely that this figure will have changed significantly by 2015. While overall the quality appears to be in line with the average for the UK, there has been improvement and some establishments provide a distinctive personalised product. A small amount of investment in new or refurbished hotels has occurred or is in the pipeline.

**Self-catering accommodation** is quite prevalent in the Broads. This includes individual cottages or clusters of units, including barn conversions, with some new investment delivering a high quality distinctive experience. Waterfront accommodation is in demand, especially from anglers. The area contains a significant number of touring caravan and camping parks, which may also include static units, and also receives visitors from the sizeable holiday parks on the nearby coast.

**Pubs, restaurants and cafés** play a very important role in the Broad's offer, often in waterside locations. This has been a changing scene, with some declining and closing and others seeing significant investment and improvement in ambience and food. There have been a number of refurbishments or new developments. With support from the Broads Quality Charter, overall quality has improved but there is a remaining need for consistency and reliability. Locally produced or sourced food and drink is increasingly prevalent.

**Visitor attractions** add considerably to the diversity of the Broad's experience. Some are directly, sometimes loosely, based on the area's heritage and provide access to both land and water based experiences. Others offer an eclectic mixture of themes. A very small number attract considerably over 100,000 visitors per year while others are quite small. Most close out of season but a few are open all year. The number of attractions has shown some growth with a few new openings.

**Nature reserves and wildlife sites** can be found throughout the Broads in the ownership and management of a number of different conservation bodies as well as private landowners. These sites are highly important in providing access to the area's unique biodiversity and birdlife, especially for land based visitors. Many sites have informal access available year round and from dawn to dusk. A small number have facilities and infrastructure in place to provide a welcome to visitors, especially those seeking an introduction to the special habitats and species that characterise the Broads. Some facilities, such as visitor centres and guided boat trips, operate on a seasonal basis, while general access is available year round.

**Retail, arts and craft centres** range from sizeable outlets in Wroxham receiving high visitor numbers to a small but growing number of arts and crafts studios mainly in rural areas. In 2015, Norfolk Open Studios included around 50 studios within the Broads.

**Walking** in the Broads is largely conditioned by the rights of way network, which is quite limited in parts of the area. There are concerns over the future of permissive access which has been negotiated within agri-environment schemes with life-limited agreements. Walking conditions can be tricky, including on managed reserves, with muddy surfaces due to wetland habitats an ongoing challenge and resources for on the ground management have been reducing. While a number of short walks have

been identified and promoted the product is quite fragmented. Three longer distance routes have been named and waymarked and are maintained and promoted within the Norfolk Trails programme of the County Council.

**Cycling** is well suited to the flat landscapes. National Cycle Network 1 and Regional Route 30 skirt the Broads, while recent improvements in Norwich are paving the way for further connectivity. Fourteen circular cycle routes have been identified and promoted under the banner of Broads by Bike network. These are mostly on-road with limited off-road provision, but this will be extended by the proposed Three Rivers Way traffic free cycle route. Phase 1 Horning to Hoveton has recently received funding and work is due to start in January 2016. At least seven cycle hire operators are active in the Broads.

### 1.3 Delivery structures and activities

The main organisations involved with the delivery of sustainable tourism in the Broads are described briefly below. Between them they have been responsible for a wide range of activities in delivering the previous sustainable tourism strategy and action plan. A list of some specific activities is contained in Annex 1.

**Broads Tourism** is a membership body whose mission is to be 'the voice of Broads tourism businesses'. It has around 50 members, the majority of whom are tourism businesses but also include the Broads Authority, local authorities and other bodies. Broads Tourism was assigned overall responsibility for coordinating implementation of the 2011-2015 Sustainable Tourism Strategy and Action Plan. Since 2011 it has engaged in a number of activities including branding development, media work, marketing campaigns, promoting quality and environmental management amongst business, and facilitating communication and networking.

The **Broads Authority** is the statutory body with responsibility for conserving and enhancing the natural beauty, wildlife and cultural heritage of the Broads, promoting understanding and enjoyment of the area's special qualities and protecting the interests of navigation. Many of the Authority's activities contribute to the tourism in the Broads, including conservation of the area's heritage assets and provision of access, infrastructure, information, interpretation, ranger services and other management and communication activity. Delivery of sustainable tourism, including the revision of the strategy and action plan, is a strategic priority of the Authority. Specific services aimed at visitors include, amongst others:

- The destination website [www.enjoythebroads.com](http://www.enjoythebroads.com)
- A range of visitor print, including (with Broads Tourism) a promotional booklet Enjoy the Broads, and the information magazine Broadcaster
- Provision of three visitor centres at How Hill, Hoveton (both seasonal) and Whitlingham (having withdrawn from three further centres in 2011)
- Provision of guided boat trips in three centres and yacht stations in Norwich and Great Yarmouth.

A number of other bodies play a specific role in the development and promotion of tourism in the area:

- **Visit Norfolk** is a brand delivery vehicle which provides a web portal and active marketing campaign for the county, featuring the Broads as a strong component of the Norfolk offer.

- **Visit Norwich** is a membership body that promotes tourism in the city and the surrounding area, of which the Broads forms a part.
- **Greater Yarmouth Tourism and Business Improvement Area Ltd** undertakes promotions and supports projects that bring more tourism spending to Great Yarmouth Borough, which includes part of the eastern Broads.

The above three bodies are increasingly reliant on commercial activity and private sector funding raised through a range of different mechanisms.

**Norfolk County Council** and the **District Councils** that contain parts of the Broads provide additional services that are important for tourism, including the maintenance of access and the public realm.

A key issue for the strategy and action plan is the relationship between Broads Tourism, the Broads Authority, the other destination bodies and private sector businesses in the delivery of sustainable tourism. This is addressed in Section 3 of this document.

## 1.4 Tourism performance in the Broads

### *Volume and value of tourism*

It is estimated<sup>3</sup> that in 2013 there were approximately 6.5 million visitors to the Broads National Park, the vast majority of which were day visitors. In addition, some 0.6 m visitors were staying outside the National Park but in its 'area of influence' and a further 0.2 m were staying on private boats and 0.14 m on hire boats in the Broads. This amounted to a total of around 7.5 million visitors. Visitor numbers showed a very slight increase between 2009 and 2013 but the overall picture was essentially static.

The economic impact arising from spending by these visitors is shown in Table 1.1.

Table 1.1: Economic impact of tourism, 2013 £000s

	Staying visitor spending	Day visitor spending	TOTAL
Broads National Park – land based	52,923		
Broads National Park – hire boats	55,581		
Broads National Park – private boats	54,166		
Broads National Park – TOTAL	162,670	212,548	375,218
Broads Area of Influence	189,798	NA	189,798
OVERALL TOTAL	352,468		565,017

Source: STEAM Multi-Area Comparison 2009 - 2013

Looking only at the spending by visitors staying overnight, the above estimates suggest that within the designated area of the Broads National Park the economic impact of visitors staying in land based accommodation, on hire boats and on private boats<sup>4</sup> is very roughly equivalent and totals around £163m. However, this figure is more than doubled if the spending by visitors staying in the wider area influenced by the Broads is taken into account.

<sup>3</sup> STEAM Multi Area Comparison 2009 - 2013

<sup>4</sup> Although there are seven times more private boats than hire boats, the spending generated by them is equal as hire boats are used for many more days in the year.

Spending by day visitors in the designated area of the Broads National Park is estimated at over £212m. This accounts for around 57% of total visitor spending in the National Park. Day visitor spending in the wider area of influence is not included, as it is assumed in the model that day visits, as distinct from staying visitors, to this area will not have been influenced by the Broads.

Between 2009 and 2013 there was a small decline in the economic impact of visitor spending, at constant prices, albeit with year on year fluctuations. Although the data is not strictly comparable, the trend in performance of the Broads in terms of visitor numbers and spending appears to have been broadly in line with the trend for England as a whole outside London.

### ***Visitor flows***

A census of boat movements is undertaken every four years on the Broads during three days in August, using similar methodology. The census of 2014 shows the following results, compared with 2010 where relevant:

- Total boat movements recorded were 11,933, a small increase over the 2010 figure of 11,728
- The number of motor cruiser movements (both hire and private) was lower than in 2010, but day boats were higher
- By far the greatest growth in craft on the waterway was in rowing boats and canoes, which was up by 60% on the 2010 figure
- Almost three quarters (73%) of the boat movements were on the Northern Broads. An increase in the relative proportion of traffic on the Southern Broads that had been detected in 2010 had not been sustained, with a 6% drop in movement numbers by 2014.
- Within the Northern Broads high concentrations of movements continued to be found in the traditionally popular locations such as Wroxham, Horning and Thurne Mouth.

It is difficult to relate the performance of visitor attractions to visitor flows around the Broads, because information is not comprehensive and the attractions themselves are so different. The majority of visitor attractions are located in or around the northern Broads, and include top performers (100,000+) such as BeWilderwood. Quieter attractions more suited to their remote location see more modest visitor numbers. Fairhaven Woodland and Water Gardens for example receives around 30,000 visitors a year. Attractions accessible to local population centres, including Wroxham Barns, Thrigby Wildlife Park and Whitlingham Country Park, receive higher numbers of visitors. In addition to Whitlingham the other seasonal Broads Authority Visitor Centres see quite high numbers of visitors (25-40K), but with just 5-10% joining a guided boat trip at the centres. Commercial passenger vessels, such as those operated by Broads Tours, are capable of attracting significant visitor numbers (85,000 in 2014).

### ***Performance of tourism businesses***

A survey of tourism businesses in the Broads, conducted for the purposes of this strategy in 2015, enquired about their recent performance. This revealed a broadly positive or static picture, with 48% reporting growth in the past three years and 41% no change. Only 7% reported a decline.

Despite this positive situation, when asked about the need to achieve a higher turnover and more income, almost half (48%) the businesses indicated that this was essential in order to achieve viability, with a further 20% saying that this was necessary in order to obtain a reasonable profit.

One quarter were seeking more business even in July and August. Around 50% of respondents were seeking more business in April, May, June and October, while the largest proportion of respondents pointed to a particular need in February, March and November.

### **Visitor profiles and activities**

An approximate picture of the profile of visitors to the Broads can be obtained by asking businesses about their guests<sup>5</sup>. The results suggest that:

- Half of visitors are couples, most of whom are in the older age brackets (over 45)
- Families with children make up around one third of the market. They are almost twice as likely to have younger children (aged 11 or under) than older children.
- Groups of friends may account for as much as 20% of visitors, but older groups (over 45) are twice as common as younger groups.

These findings suggest that the Broads may be underperforming in its ability to attract young people and segments that are most likely to be activity seekers, including young couples and groups and families with older children. Some businesses have expressed concern that they are not renewing their client base by attracting younger people who may return in the future.

Activities undertaken by visitors to the Broads are shown in Table 1.2. The figures are based on a sample of known visitors to the Broads and show the percentage who have undertaken the activity there in the last five years and the percentage who would plan to do so on a future visit.

Table 1.2 Activities in the Broads % visitors to Broads

	Have undertaken in Broads in last 5 years	Plan to undertake in Broads in future
Walking	69%	68%
Heritage site visit	35%	49%
Day boat hire	33%	45%
Bird-watching	27%	33%
Hire boat holiday	26%	41%
Cycling	22%	30%
Fishing	18%	21%
Sailing	12%	17%
Canoeing	11%	17%

Source: BA Stakeholder Survey – Visitors, 2015

The results suggest a significant potential amongst visitors to become even more engaged than they have been in the past in accessing the heritage, boating opportunities and various activities that the Broads has to offer.

<sup>5</sup> It is not possible to use the 2014 survey of visitors for profiling as it uses a quota sample based on age. The information here is from the 2015 survey of tourism businesses.

## 1.5 Issues, challenges and opportunities identified

This section identifies a number of priority issues for tourism in the Broads based on evidence and opinion obtained from surveys and consultation.

The survey of tourism businesses enquired about perceived barriers to improved performance and growth. The greatest barrier was seen as lack of market demand, identified as very important by 43% of businesses surveyed. This was followed by ability to recruit suitable staff (33%) and increasing operating costs (28%). Regulations, planning restrictions and lack of finance were considered less important overall but are significant issues for some businesses seeking to invest.

Businesses were also asked to score a set of destination management activities in terms of their importance to their business and also how well they were being delivered in the Broads. Particular note was taken of the size of the gap between importance and delivery performance. The results are presented in Annex 2 and, together with written and verbal comments from businesses, are taken into account in the identification of key issues below.

Some survey-based evidence is available on visitor motivations and satisfaction. When visitors are asked about their reasons for visiting the Broads<sup>6</sup>, aspects to do with the natural environment (beautiful scenery, wildlife, tranquillity) predominate. The opportunity to go boating is also very important. In general, visitors show a high level of satisfaction with both the availability and quality of facilities in the Broads. A high proportion of visitors are on a repeat visit and show a strong propensity to return and recommend the Broads to others<sup>7</sup>.

A survey of public awareness and opinion of Norfolk as a destination revealed the very significant importance of the Broads to the county<sup>8</sup>. It showed that the Broads is better known and more popular than most other parts of Norfolk. People most likely to visit Norfolk are those who have made a previous visit. Attracting non-visitors to Norfolk presents a particular challenge. However, the Broads is well placed to deliver on the key draws identified for the county (coastal scenery and outdoor activities such as bird watching and cycling). Additional evidence suggests that the chance of visitors recommending the Broads is higher than for Norfolk as a whole<sup>9</sup>.

Some evidence is available on views on tourism held by local residents and private boat owners compared with those held by hire boat operators and visitors<sup>10</sup>. Average scores suggest that residents and private boat owners would on balance welcome more visitors to the Broads and believe that there is capacity for tourism growth, although on both counts they are less positive than hire boat operators or visitors.

Based on the above evidence and from the consultation undertaken with a range of interests in the Broads, a number key issues, challenges and opportunities for tourism have emerged that need to be addressed in the strategy.

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<sup>6</sup> Broads Authority Stakeholder Research – visitors, 2015

<sup>7</sup> The 2012 survey of boat hirers found that two thirds were repeat visitors and 93% were planning to return.

<sup>8</sup> Norfolk Tourism SWOT research, 2014

<sup>9</sup> Broads Authority Stakeholder Research, 2015

<sup>10</sup> Broads Authority Stakeholder Research, 2015

- The seasonality of visits**  
 Tourism businesses place the highest priority on attracting more visitors to the Broads. In particular they are looking for this to be strengthened out of season, in which the area is seen as currently performing poorly.
- Web and digital presence**  
 The importance of having a strong visitor-facing website for the Broads is widely recognised. There is concern that the current site, [www.enjoythebroads.com](http://www.enjoythebroads.com) is not being kept fully up to date or regularly populated with content and it is generally felt that there needs to be more dynamic digital and PR activity to stimulate interest and drive enquirers to the site.
- National Park status**  
 The fact that the Broads is now able to call itself a national park presents a number of opportunities for tourism. The business survey found that 81% of tourism businesses felt that the National Park status would make the Broads more appealing to visit, with 85% believing it would benefit their business and 77% believing that more should be done to promote this status<sup>11</sup>. Visitors and residents are similarly positive about the appeal of the National Park status<sup>12</sup>. This has implications for branding, marketing and the breadth of the visitor experience expected and on offer.
- Conservation of the natural and cultural heritage**  
 Tourism businesses in the Broads recognise that conservation of the area's landscape and wildlife is highly important for the future performance of their business, scoring this second out of 44 factors. It is an activity which they believe is performed well in the Broads. Some businesses directly support conservation and 83 are engaged with the 'Love the Broads' programme, started in 2012, and through this are involved in raising funds to look after the landscapes and environment of the Broads.
- Wildlife as a tourism asset**  
 The appeal of Broad's wildlife, notably birds but also other species such as the butterflies and coastal seals, as an existing and potential resource for tourism has been referred to frequently by businesses and other stakeholders and is more apparent now than five years ago. It is seen as highly relevant to boosting demand out of season, especially in spring when there is an abundance of wildlife. The strong following of the BBC Spring and Autumn Watch programmes is seen as evidence of the heightened level of public interest.
- Environmental impact, climate change and greening the tourism offer**  
 The impact of tourism activity on the global and local environment is an issue for many stakeholders. Participation in the Green Tourism Business certification scheme, introduced in the Broads five years ago, has been maintained but has not grown, with 18 certified businesses in and immediately around the Broads in 2015. However, 57% of respondents to the business survey stated that "minimising the negative impact of my business on the environment" was very important to them (with a further 29% saying that it was important). The need to ensure that visitor activity does not damage habitats or disturb wildlife is widely

<sup>11</sup> Figures from the 2015 business survey conducted for this strategy. The BA Stakeholder Research found a less positive response from hire boat operators.

<sup>12</sup> Broads Authority Stakeholder Research – visitors, 2015



accepted. Visitors show a good level of sensitivity to environmental issues and see climate change as the greatest future challenge for the Broads<sup>13</sup>.

- **Facilities for water-based visitors**

Tourism businesses have indicated that the provision of mooring and of facilities for water-based visitors (such as toilets, water points and waste disposal) is the area where there is the greatest gap between importance and performance. In 2012, 42% of boat hirers reported difficulty in finding a mooring, and 44% said that providing better facilities at moorings should be a high priority<sup>14</sup>.

- **Broads experiences for land-based visitors**

The difficulty faced by land-based visitors in obtaining a Broads experience continues to be recognised as a challenge. Primarily, this is about making it as easy as possible for them to access waterside sites and open wetland landscapes and, if possible, to get onto the water during their visit, through the provision of facilities, and, in particular, clear information on where to go for this experience.

- **The walking and cycling offer**

Tourism businesses have identified provision for walking as a top-ten issue of high importance but also of poor performance. Walking is the most common recreation undertaken or planned by visitors to the area, yet compared with other National Parks the Broads walking offer is relatively under developed and under exposed. While cycling relates to a much smaller market, its popularity generally is growing and more could be done to exploit the potential.

- **The quality of visitor services, notably the food offer**

While the level of visitor satisfaction with a wide range of types of facility appears to be quite high, tourism businesses and other consultees point to the need for improvement as a relatively high priority. In particular, the need to further strengthen the consistency of the food offer in pubs and elsewhere has been identified, despite recent improvements. The future of the Broads Quality Charter scheme, or finding other ways to recognise and incentivise quality, remains an issue.

- **The availability of information at point of need**

The importance of information on where to go and what to do in the Broads, post arrival, is well recognised given the relative complexity, spread and hidden aspects of the destination. Visitor information centres are now few and far between. In the light of this, businesses have identified the need assistance and encouragement to improve their knowledge to pass on to their guests.

- **Broadband and mobile phone coverage**

The flatness and rural isolation of parts of the Broads presents a challenge for digital transmission. Parts still have limited or very slow broadband and mobile phone coverage. This has become an increasing issue in recent years with rising visitor expectations of full connectivity even while on holiday. It also affects the ability of visitors to access mobile visitor information. A number of businesses see this as a major problem increasingly affecting demand.

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<sup>13</sup> Broads Authority Stakeholder Research – visitors, 2015

<sup>14</sup> BHBF Hirers Survey, 2012

- **Transport access**

The completion of the dualling of the A11 has already reduced the travel time from major markets in and round London, and the planned opening of the Northern Distributor Road around Norwich in 2018 will further improve access. This is widely understood locally but a challenge remains to use these facts to alter perceptions of the Broads as a destination that is relatively hard to reach. Poor transport links have been identified as the main barrier to visiting Norfolk.<sup>15</sup> Businesses and visitors also point to poor public transport as a weakness. However, provision is to some extent better than perception. For example, the interesting network of themed local rail services is a strength that could be built upon and Abellio Greater Anglia are involved in a number of relevant promotions.
- **Attracting new and younger markets**

The need to expand the market base for the future has been identified as a challenge by tourism businesses. The opportunity is to establish and promote experiences, offers and messages relevant to younger, more active markets and those with special interests.
- **The environment for business investment**

While the main barrier is seen as insufficient market demand, there is still a significant level of interest amongst businesses in improving other conditions for investment. Amongst businesses responding to the survey, 72% indicated that they were very or quite interested in advice and training, with a similar proportion expressing an interest in strengthening dialogue on planning policies relating to tourism development. Labour supply, including the availability of volunteers as well as paid staff, has been identified as a problem by many businesses.
- **Coordination within and beyond the Broads**

Working together was an underling principle of the previous tourism strategy and the need for this to be strengthened further has been underlined throughout the consultation. Eighty percent of tourism business in the survey were interested in networking between businesses, with 60% very interested. Similar proportions underlined the importance of businesses working with the Broads Authority. The consultation also revealed a very strong belief that there should be closer coordination between the Broads and the tourism bodies/DMOs working in the surrounding areas.
- **Lack of funding**

Lack of funding has been identified as a major issue holding back action in recent years and this may become an even greater issue. This applies particularly to core public sector funding for the improvement of infrastructure and the delivery of services. While opportunities exist for raising some external funding, for example from European programmes, there is widespread recognition of the need to adapt to a situation where public resources are increasingly scarce and private sector support for destination management and marketing becomes even more important.

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<sup>15</sup> Norfolk Tourism SWOT research, 2014

## 1.6 External influences on the product and market

Recent years have seen a fluctuation in the performance of tourism in the UK, with a significant growth in domestic visits and spending between 2010 and 2012 followed by a decline in 2013 and 2014 and a revival in 2015.

Inbound tourism has grown between 2012 and 2015. Much of this growth has occurred in London, providing the challenge of spreading the benefit outside the capital. While fastest proportional growth has been from emerging markets such as China, significantly the greatest volume of visits and growth has come from traditional markets in Europe and North America and this is likely to be the case for some years.

Forecasts for tourism in the UK up to 2020 point to a yearly average growth in spending of 7.1% per annum for domestic tourism, 7.9% per annum for inbound tourism and 5.3% per annum for day trips, with even faster growth between 2020 and 2025<sup>16</sup>. This may be overly optimistic and exceeds the VisitEngland target of 5% annual growth in tourism spending.

In looking at influences on the future shape of tourism, VisitEngland have identified a number of factors that will influence the market and that should be taken into consideration in the development of products and the planning of destinations. These include:

- The speed of growth in digital, mobile, tablet and social media and the use of these in sourcing and sharing tourism information and experiences.
- Demographic changes, with an increase in senior and youth markets
- Growth of 3G holidays – multi-generational holidays consisting of at least three generations, which demonstrate a demand for small group facilities
- Greater diversity of ethnic groups with different product interests
- Income inequality leading to a wider variation in holiday spending budgets (from luxury to budget)
- Increasing demand for multiple last minute short breaks
- A desire for unique and engaging experiences, including an interest in regional and local character and distinct differentiated destinations
- Consumer interest in 'doing' not just 'viewing'. This includes a growing interest in holistic, wellbeing and healthy holiday activities.

## 1.7 Summary SWOT analysis

The evidence obtained and presented in this section can be summed up in the following table that provides a basis for developing the revised strategy.

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<sup>16</sup> Tourism, Jobs and Growth – the economic contribution of the tourism economy in the UK. Deloitte/Oxford Economics, 2013

<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>• A fantastic waterspace and wetland landscape of international importance</li> <li>• Extensive uninterrupted inland waterways with long established cruising product</li> <li>• Distinctive cultural heritage themes and sites associated with the landscape</li> <li>• Exceptional and accessible birdlife and other wildlife</li> <li>• Close links to varied and complementary experiences in Norwich and the coast</li> <li>• Range of water-based activities, especially angling and canoeing</li> <li>• Some individual good quality accommodation and catering operations</li> <li>• Some unusual and popular visitor attractions</li> <li>• Good rail access</li> </ul>	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>• Imbalance between north and south Broads in both supply and demand</li> <li>• Inconsistency in quality of accommodation and catering</li> <li>• Lack of coordination between tourism related bodies</li> <li>• Poor broadband and mobile coverage</li> <li>• Insufficient moorings and provision of waterside facilities</li> <li>• Undeveloped walking and cycling offer</li> <li>• Lack of funding for initiatives</li> <li>• Insufficient human resources to undertake necessary delivery</li> <li>• Seasonality of demand and of the offer</li> </ul>
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>• Ability to use National Park brand</li> <li>• Recent improved access to London/South East</li> <li>• Forecast growth in domestic and inbound markets</li> <li>• Growing market interest in experiences, activities and wellbeing</li> <li>• Growing market interest in wildlife and natural heritage</li> <li>• Water, Mills and Marshes HLF project</li> <li>• EU funding for rural development</li> <li>• Private sector interest in sponsorship</li> </ul>	<p><u>Threats</u></p> <ul style="list-style-type: none"> <li>• Reduction in public sector funding</li> <li>• Over-reliance on older markets</li> <li>• Concentration of visitor numbers/pressure on certain areas</li> <li>• Labour, skills and volunteer shortage</li> <li>• Climate change</li> <li>• Damage to natural and cultural assets (including from tourism)</li> <li>• Lack of business support for destination bodies</li> <li>• Inability to coordinate between key bodies</li> <li>• Competition from other destinations</li> </ul>

## 2 STRATEGIC DIRECTION FOR TOURISM IN THE BROADS

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This section presents the overall strategic direction for tourism in the Broads from 2016 to 2020. It is informed by the analysis contained in the previous section. It starts by taking account of existing policies at different levels, with which the strategy is aligned.

### 2.1 The policy context

#### *The European context*

The **European Charter for Sustainable Tourism in Protected Areas** is awarded by the EUROPARC Federation. The framework and language of the Charter were revised in 2015. Its vision requires that “Sustainable tourism in European protected areas provides a meaningful quality experience, safeguards natural and cultural values, supports local livelihoods and quality of life and is economically viable”. The Charter has five principles: Giving priority to protection; Contributing to sustainable development; Engaging all stakeholders; Planning sustainable tourism effectively; and Pursuing continuous improvement.

In order to meet these principles, the Charter has two fundamental requirements:

- there is a sustainable tourism strategy and action plan for the protected area; and
- this is overseen by a structure that brings together the protected area authority, tourism businesses, and conservation and community interests.

The Charter requires that actions are taken that address ten key topics:

1. Protecting valuable landscapes, biodiversity and cultural heritage
2. Supporting conservation through tourism
3. Reducing carbon footprint, pollution and wasteful resource use
4. Providing safe access, quality facilities and special experiences of the protected area, available to all visitors
5. Effectively communicating the area to visitors
6. Ensuring social cohesion
7. Strengthening prosperity in the local community
8. Providing training and capacity building in sustainable tourism
9. Monitoring tourism performance and impacts
10. Communicating actions and engaging with the Charter.

#### *The national context*

**Backing the Tourism Sector – A Five Point Plan** is a policy statement issued in 2015 that reaffirms government commitment to tourism as a key economic sector. Its main thrust is to spread tourism growth and spending, especially by overseas visitors, to areas of England outside London

The **Strategic Framework for Tourism in England** 2010 – 2020 has been revised by VisitEngland in 2015. The primary purpose of the strategy is to deliver a globally competitive tourism industry that acts as a key driver of the economy and of local prosperity across England. The strategy recognises that tourism supports England’s varied natural and cultural assets and is “an enabler of enjoyable, active

and fulfilling experiences, which should be available to all, bringing strong dividends in terms of health, education and quality of life”.

One of five pillars of this growth strategy is ‘Investing in the infrastructure and environment on which tourism growth relies’. Supporting conservation and improving access in natural landscapes and heritage sites is a key action identified within this pillar. Other actions identified that are particularly relevant to tourism in the Broads include: investing in products that address the seasonality of demand; developing locally differentiated experiences; highlighting product distinctiveness in marketing; influencing planning policies to support sustainable tourism investment; increasing digital and mobile connectivity; and improving transport provision for visitors in rural areas.

The UK Government **Vision and Circular on English National Parks and the Broads**, back in 2010 called for action to make tourism sustainable, as one of the ways of fostering vibrant communities. A number of **position papers by National Parks England** have subsequently underlined the importance of National Parks as environmental and cultural assets that play a valuable role in national and local economies. Tourism and the visitor economy are seen as crucial to this, mainly delivered through small and micro businesses that should be supported. At the same time, the need to ensure protection of landscapes and wildlife is underlined.

A **Partnership Statement** between VisitEngland and National Parks England was issued in 2013, entitled ‘Delivering Sustainable Economic Growth in the Visitor Economy through England’s National Parks’. This sets out agreed partnership actions under five priorities: Building partnerships and collaboration; Supporting good destination management; Delivering sustainable visitor economy growth; Promoting England’s National Parks; and Effective implementation and use of resources.

### ***The local context***

The **New Anglia Strategic Economic Plan 2014** for Norfolk and Suffolk, produced by New Anglia LEP, sets a direction for sustainable development in the region. Central to this is policy on the green economy “seeking to maximise value and growth across the whole economy while managing natural assets sustainably”. The ‘natural capital’ basis for this brings together landscape, tourism, farming, wildlife and quality of life. Tourism is recognised as a key component of the regional economy and the Broads National Park is specifically identified as a key asset for tourism.

**Local Development Strategies** (LDS) have been produced in 2014 for two areas covering parts of the National Park – the Broads and Waveney Valley. They provide the basis for allocating European funding through LEADER, part of the Rural Development Plan for England (RDPE). Both strategies seek to stimulate the rural economy and grow businesses while ensuring environmental sustainability and enriching the natural and cultural assets. Both refer specifically to tourism as a priority. Each places particular emphasis on extending the season, with the Broads LDS referring to creative products, information, interpretation and support for events.

The **National Character Area Profile for The Broads**, published by Natural England in 2015, identifies and provides guidance on critical issues which could help to achieve sustainable growth and a more secure environmental future. It outlines the threats to the Broads from non-native species, variability of river flows, depleted groundwater, saltwater incursion, pollution and climate change. It presents four

Statements of Environmental Opportunity, with SEO4 specifically aimed at improving opportunities to enhance people's enjoyment of the area and protecting high levels of tranquillity by conserving the marshland and heritage that contribute to sense of place. Examples of actions to meet this include encouraging ecotourism, providing appropriate visitor experiences, managing visitor pressures, encouraging environmental management by tourism businesses, promoting walking and cycling access and conserving assets.

The **Broads Plan 2011** is the key strategic management plan for the Broads and ensures that the various challenges and opportunities are addressed in an integrated way. The Plan draws on the previous sustainable tourism strategy as part of its approach to encouraging sustainable use and enjoyment of the Broads. A new Broads Plan will be produced for 2016 and this new sustainable tourism strategy will feed into it.

The **Broads Local Plan** is the document that sets out statutory planning policies for the Broads, especially relating to the control of new development. A new Local Plan will be completed in 2016 which again will be informed by this strategy.

## 2.2 Aims and vision for sustainable tourism in the Broads

The World Tourism Organisation and United Nations Environment Programme define sustainable tourism as 'tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities'.<sup>17</sup>

The 2011 – 2015 strategy expressed some overlying aims for sustainable tourism in the Broads. These are considered still to be appropriate in 2015.

Primary aim:

- To develop, manage and promote the Broads as a high quality sustainable tourism destination, in keeping with its status as an internationally renowned environment.

Associated aims:

- To provide all visitors with a fulfilling and enjoyable experience of the Broads.
- To foster a prosperous tourist industry in the Broads, that provides secure year round jobs.
- To enhance the quality of life within Broads communities and support for local services.
- To increase appreciation and understanding of the special landscape, biodiversity and heritage of the Broads and support for their conservation.
- To minimise negative impacts of tourism on the environment.

The vision for 2020 reflects the key requirement to improve effective coordination in delivering the strategy, together with a widely held belief amongst all those involved with tourism and its management that the future lies in high quality visitor

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<sup>17</sup> World Tourism Organisation and United Nations Environment Programme, *Making Tourism More Sustainable* (2005)

experiences that are based on, and help to maintain, the unique qualities of the Broads.

### **Vision for sustainable tourism in the Broads in 2020:**

**Working together effectively to provide a brilliant visitor experience of a unique National Park, delivering year round benefits to the local economy – through engaging and supporting local businesses and protecting, enhancing and celebrating the special natural and cultural heritage of the Broads.**

## **2.3 Key principles**

The issues, challenges and opportunities for sustainable tourism in the Broads that were identified in Section 1 of this document, together with the key European, national and local policy directions, point to the following principles that should lie behind the strategy moving forward.

### ***Pursuing sustainable growth***

This should be a strategy for tourism growth, underpinning the performance and viability of tourism businesses across the Broads. VisitEngland's target of 5% annual growth in tourism spending should be at least matched in the Broads. However, it must follow the principles of sustainable development, taking full account of impact on the global and local environment, heritage and local communities.

### ***Achieving more year-round visitor spending***

A clear focus for marketing and product development should be to get more visitors to come in the spring, autumn and winter months. This will help tourism businesses to gain maximum economic benefit and provide more year round jobs. It will also lead to a more efficient use of resources and add a further dimension to the visitor experience of the Broads.

### ***Prioritising conservation and environmental management***

The quality of the Broads natural and cultural heritage is a key asset for tourism. This adds an economic dimension to the argument for maintaining public support for conservation. At the same time the tourism sector should recognise its responsibility for helping to conserve this asset and for minimising its own environmental impacts. This should not be an afterthought but become an accepted priority amongst tourism businesses across the area

### ***Promoting and living up to the National Park status***

The decision by Broads Authority members to use 'Broads National Park' to promote the area provides an exciting new opportunity to underpin its claim to be a leading destination for sustainable tourism in England. A principal should be to communicate this dimension of the Broads brand creatively and effectively, while also recognising the implications for delivering the rounded, quality visitor experience expected of a National Park.

### ***Spreading benefits to all parts of the Broads***

A number of parts of the Broads experience visitor congestion at certain times while others are under-visited. The imbalance between the northern and southern Broads should continue to be addressed. Exploration of lesser known areas and the fringes of the Broads should be encouraged, subject to respecting environmental limits.



### ***Providing a National Park for all***

Tourism in the Broads should be inclusive, ensuring that all potential visitors are able to enjoy a visit to the National Park irrespective of their personal circumstances, encouraged and facilitated by accessible and appropriate facilities, experiences, information and promotion.

### ***Working in partnership***

At a time of limited resources, the need for collaborative action is more apparent than ever. There is widespread opinion that the structures and processes for partnership working have not been as effective as they should have been. The new strategy and action plan should become a key tool for agreeing, coordinating and reporting on action amongst all tourism stakeholders.

## **2.4 Priority markets**

A number of factors determine the identification of target markets for the Broads. These include:

- Fit with Broads strengths, products and location
- Growth trends and potential
- Ability to reach and influence cost-effectively
- Relevance to strategic objectives.

It is helpful to relate target markets for the Broads with those pursued for the county by Visit Norfolk, as the above factors are likely to be the same for the wider destination and the Broads plays such a strong part in the Norfolk offer. Following research undertaken in 2014, Visit Norfolk is concentrating on the domestic market, especially within a 2-hour drive time, together with London and urban areas on the eastern side of England and in the Midlands. It is keen to attract more day visitors but also to be active in converting them into staying visitors. Visit Norfolk is taking an opportunistic approach to overseas markets and promotions.

The following identification of target markets for the Broads is largely similar to that contained in the 2011- 2015 strategy as it is still relevant.

### ***Primary target markets***

- **Domestic short breaks and holidays - Couples post-family**  
A flexible market. Can be high spending and prepared to travel at all times of the year on multiple trips. Empty-nesters and early retired perhaps most active. Enjoy gentle exploring, walking, cycling, nature, gardens and cultural heritage. Quality of food and service is important. Couples travelling together with others in small groups of friends are important – particularly relevant to Broads boating breaks.
- **Domestic short breaks and holidays – Families**  
Currently around 30% of the market in the Broads are families with children. Fits well with boating and land-based camping, caravanning and self-catering product as well as the range of activities and attractions, including interest in wildlife. Attracting families is important for growing future loyalty to the destination. Adherence to school holidays is a disadvantage strategically, but families can be attracted for breaks out of season.

- **Day visitors**

A relatively stable market, important for generating year round business in local enterprises. Looking for attractions, activities, events, pubs, good food, places to walk and cycle, trip and day boats. Market includes:

Local residents, Norwich, East of England – year round  
Coastal holidaymakers – more seasonal

### **Secondary target markets**

- **Young independent travellers**

A flexible market. Interested in activities and experiences. Seeking a range of places to stay, from hostels and camping to quality serviced accommodation.

- **Groups**

Organised day trips and short breaks. May include a boat trip as primary draw, but also attracted by a varied programme and venues. Require catering and other facilities suitable for groups.

- **People with disabilities**

A sizeable market, especially if this includes related family/group members. Boating has appeal to people with mobility impairment and the Broads has a strong product offer.

- **Special interest**

*Birdwatchers.* A significant niche market. Could also be linked to Norfolk coast. Relevant to different seasons.

*Anglers.* Sizeable market nationally and currently within the Broads, including those hiring boats,

*Sailors.* The Broads has a strong competitive advantage for inland sailing compared with other destinations. Relates to the area's special qualities. Includes novice and experienced sailors.

- **Overseas visitors**

Forecast to grow faster than domestic markets. An opportunity exists to promote the Broads within Norfolk to near European markets. Also should as an adjunct to London for more extended or repeat visits.

## **2.5 Strategic Objectives**

The aims, vision and principles behind the strategy, together with consideration of target markets, can be reflected in three strategic objectives that are the drivers of the strategy and provide the basis for action.

### **Objective 1: Creative promotion**

**To raise awareness of the Broads as a unique wetland National Park based on its waterways, heritage, landscapes and wildlife**

*Relates to European Charter key topics 5 and 7*

This is the marketing objective. It is about articulating the Broads National Park brand and building on the opportunity it presents to create a new level of awareness and interest in the Broads. It builds on the unique character of the Broads within the family of National Parks. It requires effective promotional activity that is able to convey creatively the range of distinctive experiences available in the Broads, and which is well coordinated across all those involved in destination marketing in the area.

### **Objective 2: Captivating products**

**To strengthen the variety, distinctiveness and quality of the Broads tourism offer, capable of generating visits throughout the year**

*Relates to European Charter key topics 4,6,7,8*

This is the product development objective. It is about delivering on the brand promise of the Broads National Park, developing a breadth and depth of product in keeping with its status which can also be used strategically to generate more year-round spending. It requires specific actions relating to different types of product and visitor experience together with actions to support investment, skills and quality improvement.

### **Objective 3: Supportive management**

**To stimulate and manage the flow of visitors around the Broads with consequent benefits for communities and the environment**

*Relates to European Charter key topics 1 to 8 inclusive*

This is the management objective. It is about encouraging exploration and increasing visitor spending throughout the Broads and improving the overall visitor experience, while at the same time delivering sound visitor management to ensure that impacts are positive and not negative. It holds sustainability principles at its core. It requires specific actions to strengthen and deliver on the environmental credentials of the Broads National Park as a sustainable tourism destination and to further develop the positive relationship between tourism and conservation.

## 3 ACTION PLANNING FRAMEWORK

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### 3.1 The framework for action 2016 - 2020

Based on the three strategic objectives, the table set out below provides a framework for action over the period of this strategy 2016 – 2020.

Its main purpose is to act as a tool for all the key tourism stakeholder bodies in the Broads to use in coordinating, delivering, reporting and monitoring actions.

From this framework, an action plan should be agreed annually which selects and develops further a limited number of priority actions to form a programme for that year.

Partners: **Bold** = Lead partner(s)

Abbreviations used in the table:

BA	Broads Authority
BHBF	Broads Hire Boat Federation
BHOs	Boat hire operators
BMF	British Marine Federation
BT	Broads Tourism
DMOs	Destination Management Organisations in and around the Broads (includes Visit Norwich, Great Yarmouth Tourism and Business Improvement Area Ltd. and others)
LAs	Local authorities
LEP	New Anglia Local Enterprise Partnership (and related services)
LOs	Landowners in the Broads
NCC	Norfolk County Council
TBs	Tourism businesses
VNfk	Visit Norfolk
WCOs	Wildlife, heritage and conservation organisations

Priority levels:

Top – High – Medium – Low

Years:

1 (2016) – 2 (2017) – 3 (2018) – 4 (2019) – 5 (2020)

Cost implications:

H High (over £20,000) – M Medium (£5,000 - £20,000) – L Low (under £5,000)

<b>Objective 1: Creative promotion</b> <b>To raise awareness of the Broads as a unique National Park based on its waterways, heritage, landscapes and wildlife</b>						
	<b>ACTION AREA</b>	<b>Priority</b>	<b>Year</b>	<b>Cost</b>	<b>Partners</b>	<b>Indicators</b>
<b>1.1</b>	<b>Maintain a high quality up-to-date destination website</b> The visitor facing website Enjoy the Broads should be actively managed to ensure that it delivers strong images and messages, points users to practical information and specific products, and is effectively linked to other websites. <ul style="list-style-type: none"> <li>• Review site ownership and responsibility and resources for management</li> <li>• Strengthen content to reflect seasons and special qualities/experiences</li> <li>• Ensure language motivates target markets and gives reasons to visit</li> <li>• Clarify coverage of standardised paid entries on site</li> <li>• Agree how Enjoy the Broads is to be featured on other destination websites</li> <li>• Maintain active management of the site</li> </ul>	Top	1	M-H	<b>BA, BT, VNfk, DMOs</b>	Site usage stats User feedback
<b>1.2</b>	<b>Maintain a strong digital/social media presence and PR activity</b> Actively maintain a visitor facing Facebook presence, Twitter account and use of other media – focussing on messages that underpin the Broads brand and strategic priorities (e.g. seasonal themes, wildlife, immediate stories, events etc.) <ul style="list-style-type: none"> <li>• Establish a social media team for tourism in the Broads, with agreed responsibilities, coverage and protocols</li> <li>• Develop a communication process with tourism businesses and other local stakeholders to encourage story/message sharing and dissemination processes, including protocols and technology for use on their own websites and media feeds</li> </ul>	Top	1	L	<b>BA, BT, VNfk, DMOs</b>	Facebook metrics Number of tweets and re-tweets Take up by stakeholders
<b>1.3</b>	<b>Work with others on linked marketing campaigns</b> Destination marketing of the Broads will mainly occur through ensuring strong and appropriate featuring of the Broads in wider campaigns. <ul style="list-style-type: none"> <li>• Ensure strong Broads coverage in domestic and overseas campaigns featuring Norfolk and East Anglia</li> <li>• Pursue Broads presence in generic domestic and overseas marketing of Britain's waterways</li> <li>• Feature the Broads in generic promotion of British National Parks</li> </ul>	High	1-5	H	<b>BT, VNfk, BA, BMF, DMOs, LEP</b>	Recorded features Response and Rol measures

<b>1.4</b>	<b>Spread visibility of the Broads National Park brand identity</b> Tourism benefits to be gained from the use of the Broads National Park brand to promote the area should be secured through ensuring that this identity is visible to all. <ul style="list-style-type: none"> <li>• Prepare and disseminate design and use guidelines for Broads National Park branding</li> <li>• Clarify relationship with previous visitor-facing branding</li> <li>• Include Broads National Park branding in on-line and print media</li> <li>• Strengthen presence of Broads National Park branding on signing, especially at key gateways to the area</li> <li>• Promote and monitor use of the Broads National Park branding</li> </ul>	Med	1	L-M	<b>BA, BT</b>	Brand guidelines disseminated Record of take up
<b>Objective 2: Captivating products</b> <b>To strengthen the variety, distinctiveness and quality of the Broads tourism offer, capable of generating visits throughout the year</b>						
	<b>ACTION AREA</b>	<b>Priority</b>	<b>Year</b>	<b>Cost</b>	<b>Partners</b>	<b>Indicators</b>

2.1	<p><b>Ensure that the Broads continues to provide the UK's leading boating holiday offer</b></p> <p>The provision of boating holidays and the investment needed to meet, anticipate and attract future market demand is largely up to the boat yards and operators, who need to be encouraged and assisted in this where possible. However, an essential requirement is for the waterways and bankside facilities to be of appropriate capacity and of high quality. A number of different bodies have a role to play in this.</p> <ul style="list-style-type: none"> <li>• Share knowledge of market trends in relation to Broads' strengths/capacity</li> <li>• Encourage engagement in quality improvements and certification</li> <li>• Work together to agree priority locations for new moorings and on implementing spatially specific solutions</li> <li>• Ensure boat users are aware of alternative mooring options</li> <li>• Monitor waste management arrangements at moorings and marinas and seek opportunities to improve</li> <li>• Improve bankside visitor facilities and information</li> </ul>	High	1-5	H	<b>BA</b> , BHOs, LOs BHBF, LAs	Boat licenses Quality grading New moorings Visitor satisfaction
2.2	<p><b>Promote and improve opportunities for land-based visitors to experience the Broads' special wetland environment</b></p> <p>The lack of visibility of the water and wetland to land-based visitors is a challenge and means that some visitors never experience the true essence of the Broads or appreciate why it has equivalent status to a National Park. This challenge needs to be further addressed through facility provision, information and promotion.</p> <ul style="list-style-type: none"> <li>• Review the range of waterside, fen and marshland access and view points for casual visitors and identify opportunities for improvement and promotion</li> <li>• Collate and actively promote one-stop information on all boat-trips throughout the Broads</li> <li>• Promote interest and confidence in day boat hire and raise awareness of opportunities across the Broads</li> <li>• Further develop provision of canoe and other non-powered craft and promote/ package for less experienced visitors as well as frequent participants.</li> </ul>	High	2-3	L-M	<b>BA</b> , BT, HBOs, TBs, LAs	Information produced and disseminated Boat trip numbers Day boat, canoe, sail and other usage

2.3	<b>Develop and package high profile wildlife experiences</b> The potential to make far more of the wildlife experiences available in the Broads, especially outside of the summer season, is widely recognised. These should be aimed at non-specialist but interested visitors as well as bird/wildlife watchers. <ul style="list-style-type: none"> <li>• Identify a small range of opportunities for viewing specific wildlife spectacles</li> <li>• Review potential impacts on species and habitats and determine capacities and approaches</li> <li>• Bring together wildlife and conservation organisations and interested tourism to develop and promote workable itineraries and packages</li> <li>• Step-up coverage and promotion of more general and accessible wildlife opportunities across the Broads</li> </ul>	Top	1	L	<b>BT, BA, WCOs, TBs</b>	Wildlife itineraries and packages created Visitor response Visitor numbers at all managed wildlife sites
2.4	<b>Extend and diversify the walking and cycling offer</b> Strengthening the walking and cycling product and its promotion will underpin this important dimension of the visitor expectations of a National Park, provide more environmentally friendly access, contribute to the health agenda and help to spread visitor spending. Opportunities should be provided and promoted to different users at all levels.	Top	1-2	H	<b>BA, NCC</b>	Numbers of circular walks promoted Lengths of traffic free cycle route Usage counts
	<ul style="list-style-type: none"> <li>• More actively promote the three themes Norfolk Trails that include parts of the Broads</li> <li>• Undertake a systematic spatial study and audit of existing and potential short and extended circular and linear walks, establishing priorities for identification, maintenance and promotion</li> <li>• Complete the Three Rivers Way cycle route project and identify options for further traffic free provision leading to further implementation</li> <li>• Review and strengthen information on, and promotion of, walking and cycling opportunities, including links to public transport.</li> </ul>					



2.5	<b>Strengthen access to, and interpretation of, cultural heritage themes</b> This is important in order to add further breadth and depth to the Broads tourism offer while enhancing understanding and appreciation of aspects of the area's unique heritage. Action can be delivered over time across a range of themes and sites as opportunities arise. <ul style="list-style-type: none"> <li>• Ensure that the tourism sector is informed about and engaged in the Water, Mills and Marshes HLF project as it is developed and implemented, leading to new opportunities for visitor access and appropriate tourism-related uses</li> <li>• Develop and link opportunities for increased access to, and interpretation of churches and other small historic buildings across the Broads</li> <li>• Support initiatives that underpin and celebrate the living cultural heritage, including traditional skills and contemporary art and crafts</li> </ul>	Med	1-5	L-M	<b>BA</b> , LAs, WCOs	Sites with new/ extended access Interpretation schemes delivered Visitor numbers
2.6	<b>Improve the quality and distinctiveness of places to stay, eat and drink</b> This action area is primarily in the hands of individual private businesses and their investments, operations and profitability. However, it is highly important to the overall visitor experience and success of the destination. Quality and distinctiveness can be encouraged, assisted and recognised in a number of ways. <ul style="list-style-type: none"> <li>• Provide early, clear, practical and positive guidance and advice on planning policies relating to new investments, favouring quality and local distinctiveness</li> <li>• Work with local tourism businesses to identify and meet training needs</li> <li>• Maintain, extend and actively promote the Broads Quality Charter and other quality certification/awards</li> </ul>	High	1-5	L-M	<b>BA, BT</b> , TBs, LEP	Planning approvals Consumer generated ratings and reviews Media reviews Quality grading
	<ul style="list-style-type: none"> <li>• Disseminate information on local produce/products for use in tourism establishments and encourage business to business networking</li> <li>• Identify establishments that meet quality standards in promotional material.</li> </ul>					

2.7	<b>Strengthen availability of human resources and skills required by tourism-related businesses and activities</b> The labour and skills shortage within the sector has become particularly apparent in recent years. This requires a longer term approach by the industry but some supportive actions should be considered. This is an issue for the wider area but aspects of are Broads focussed, such as the considerable need for marine engineering skills. <ul style="list-style-type: none"> <li>• Work with tourism businesses to identify main labour and skills gaps</li> <li>• Identify and address training needs and delivery</li> <li>• Support initiatives to promote tourism-related careers to young people</li> <li>• Encourage awareness of, and interest in, spare time and volunteering opportunities</li> </ul>	Med	2-5	L	<b>DMOs,</b> BT, TBs, BHBf LEP, BA	Take up of vacancies Skills training places
2.8	<b>Deliver and coordinate a year-round programme of events</b> The programme should include a range of events in the low season to attract more visitors at these times. Events should relate to themes, products, places and activities associated with the Broads National Park brand and can be provided by a wide range of players. Where possible they should involve and benefit local communities. <ul style="list-style-type: none"> <li>• Maintain and promote the Broads Outdoor Festival and keep it fresh</li> <li>• Encourage and support communities in promoting local festivals and events to visitors</li> <li>• Facilitate information exchange in order to schedule existing and proposed events to avoid clashes and duplication and encourage spread</li> <li>• Promote an events calendar/programme directly and for use by tourism businesses.</li> </ul>	Med	1-5	L	<b>BT,</b> DMOs, BA	Number and spread of events Attendance
<b>Objective 3: Supportive management</b> <b>To stimulate and manage the flow of visitors around the Broads with consequent benefits for communities and the environment</b>						
	<b>ACTION AREA</b>	<b>Priority</b>	<b>Year</b>	<b>Cost</b>	<b>Partners</b>	<b>Indicators</b>

3.1	<p><b>Deliver effective visitor information through a range of services and media</b></p> <p>Information should be available when and where visitors need it and so should be delivered flexibly and in a variety of ways. The information content should promote sustainable exploration and new experiences, picking up on the priorities of the strategy and other actions in this plan</p> <ul style="list-style-type: none"> <li>• Maintain Broads Visitor Centres in strategic locations while monitoring their use and improving their effectiveness in influencing visitor activity</li> <li>• Provide information displays at entry points and other key sites (including selected railway stations)</li> <li>• Support delivery of Broads information in visitor centres in neighbouring areas and at appropriate local centres in the Broads</li> <li>• Maintain and extend events and courses to provide tourism businesses (and other local stakeholders) with information on the Broads and guidance on how to put this across to their guests</li> <li>• Encourage hire boat operators and other tourism businesses to continually improve information material, local itineraries etc. provided to their guests</li> <li>• Maintain and up-date the Enjoy the Broads information App and monitor and promote its use</li> <li>• Maintain and effectively distribute Broadcaster and other information print and monitor its use to enable improvement and adaptation.</li> </ul>	Top	1-5	M-H	<b>BT, BA</b> DMOs, TBs	Visitor centre use Business engagement Print distribution App usage Visitor satisfaction
3.2	<p><b>Strengthen the greening of the tourism offer in the Broads</b></p> <p>A range of actions can be taken to make tourism in the Broads more sustainable. These need to build on past initiatives, adapting them to current circumstances in order to improve response – for example by encouraging actions that are more flexible and designed to engage the interest of more stakeholders.</p>	High	1-5	L	<b>BT, BA,</b> LEP	Take up of green certification Businesses taking green actions and training Percentage of low carbon boats

	<ul style="list-style-type: none"> <li>• Maintain engagement with the Green Tourism certification scheme</li> <li>• Provide access to training for businesses in aspects of environmental management</li> <li>• Encourage networking and mutual promotion between sustainability certified businesses and others that are taking similar actions</li> <li>• Assess trends in the supply and use of electric and other low-carbon boats and agree actions to stimulate their take up in future</li> <li>• Give prominence to green options and products in marketing and information</li> </ul>					
<b>3.3</b>	<p><b>Support the conservation of natural and cultural heritage through tourism</b></p> <p>The Broads has already demonstrated the positive link between tourism and conservation in generating support and awareness and this can be built upon.</p> <ul style="list-style-type: none"> <li>• Strengthen exposure and promotion of the Love The Broads giving scheme to increase business and stakeholder engagement and numbers of visitors giving</li> <li>• Clearly communicate key conservation priorities and actions being taken to address them – generally across the Broads and site-specific</li> <li>• Ensure that Love the Broads support is informed by priority conservation issues</li> <li>• Encourage tourism investment that supports conservation of heritage features</li> <li>• Promote the use of income from tourism spending, for example on car parking or admissions, to support conservation</li> </ul>	Top	1-5	L	<b>BA, WCOs, BT</b>	Engagement in visitor giving scheme Income raised for conservation
<b>3.4</b>	<p><b>Encourage and facilitate use of public transport services by visitors</b></p> <p>The availability and use of public transport (bus and rail) services by visitors should be pursued for the purpose of providing access and encouraging exploration and enjoyment as well as for environmental reasons.</p> <ul style="list-style-type: none"> <li>• Ensure public transport options are included in all marketing and visitor information</li> <li>• Assist tourism businesses in identifying relevant links and itineraries for guests</li> <li>• Work with transport operators to develop offers and promotions</li> <li>• Compare visitor use and needs with availability of services and seek to address identified gaps</li> </ul>	Low	2-5	L	<b>BA, NCC, TOs, TBs</b>	Percentage visitor using public transport New routes or services added

<b>3.5</b>	<b>Improve broadband and mobile phone coverage</b> While tourism is not the only reason for strengthening coverage, the importance for the sector may give impetus to the speedy completion of a comprehensive network with the required level of functionality. <ul style="list-style-type: none"> <li>Clarify priority locations for improvement of coverage in terms of tourism need</li> <li>Seek to influence network development/improvement programme.</li> </ul>	High	1-2	(L)	<b>BT, LEP, BA</b>	Measures of connectivity
<b>3.6</b>	<b>Improve access and the public realm at key sites and locations</b> A number of locations exist across the Broads where there is a particular need or opportunity to improve the quality of access or amenity with consequent benefit for visitors, local residents, businesses and the environment. They require a programme of investment and improved management over time. <ul style="list-style-type: none"> <li>Make more of the riverside in Norwich through the Wensum River Strategy and corridor initiative</li> <li>Address visitor and traffic congestion, amenity issues and development pressure in Wroxham and Hoveton</li> <li>Improve amenity around the rail and yacht stations in Great Yarmouth, recognising their role as gateways.</li> <li>Improve amenity and visitor management in the vicinity of Potter Heigham bridge.</li> </ul>	Med	1-5	H	<b>BA, LAs</b>	Amenities improved Visitor satisfaction Local stakeholder feedback
<b>3.7</b>	<b>Provide and promote access for visitors with a range of needs</b> Providing inclusive access and opportunities for visitors with special needs is a principle behind the strategy and should be built in to all the actions presented here. However, some specific action should also be taken in this area. <ul style="list-style-type: none"> <li>Continue to add to access opportunities for people with a range of mobility or sensory needs</li> <li>Encourage the provision of visitor facilities and experiences, including boats, purposely designed for people with a range of mobility or sensory needs</li> <li>Provide dedicated information on opportunities for visitors with particular needs</li> </ul>	Med	1-5	L-H	<b>BA, BT, DMOs, WHOs, TBs</b>	Lengths of accessible access Number of dedicated facilities Info usage User satisfaction

### **3.2 Top priorities for action as of 2016**

The action planning framework should be used as guidance for the five year period 2016 – 2020. Not all action areas will be able to be addressed, certainly at any one time. As stated earlier, the framework should be used as a basis for identifying and agreeing annual action plans.

The action planning framework table above suggested levels of priority against the action areas. Six action areas were identified as 'top' priority as of 2016, two under each of the three objectives. These are as follows, including some specification of particular priorities where required:

- 1.1 Maintain a high quality up-to-date destination website
- 1.2 Maintain a strong digital/social media presence and PR activity  
Emphasis should be placed on messages relating to the diversity of experiences associated with the Broads National Park brand and especially activity in the spring, autumn and winter
- 2.3 Develop and package high profile wildlife experiences
- 2.4 Extend and diversify the walking and cycling offer
- 3.1 Deliver effective visitor information through a range of services and media  
Priority should be given to increasing the knowledge of the Broads and its distinctive visitor experiences amongst tourism businesses and helping them in passing this on to their guests
- 3.3 Support the conservation of natural and cultural heritage through tourism  
Demonstrating that practical commitment to the principles of sustainable tourism is integral to the National Park brand, by capitalising on the Love the Broads scheme, strengthening support for it and its contribution to meeting priority conservation needs.

## 4 DELIVERING AND MONITORING THE STRATEGY AND ACTION PLAN

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This section considers the structures necessary for effective delivery of the strategy and action plan. It then identifies potential sources of funding and sets out requirements for monitoring and review.

### 4.1 Delivery structures, relationships and communication

Successful delivery of the strategy and action plan will require a clear structure behind it that provides leadership and enables effective coordination.

It is widely accepted across the UK and globally that effective destination management requires a partnership approach and this is one of the principles of the strategy. For tourism in protected areas the European Charter requires that a permanent forum, or equivalent arrangement, should be established between the protected area authority, local municipalities, conservation and community organisations and representatives of tourism businesses.

In most protected areas where a partnership approach of this kind has been adopted, the protected area authority has continued to play the lead role in tourism, while securing the necessary engagement of the tourism trade and wider interests through setting up a separate stakeholder group or body. This body is then responsible for bringing together a balanced group of stakeholders to oversee the sustainable tourism strategy and action plan and winning support for it and has been facilitated by the protected area authority.

In the Broads, rather than setting up a new separate overseeing body, Broads Tourism was invited to fulfil this function, with responsibility for overseeing the two previous sustainable tourism strategies and action plans. However there have been some issues with clarity of responsibility and with the capacity of Broads Tourism to perform the overseeing function, given its very limited resources.

The balance of opinion in the area is that the creation of a new body or structure would be duplicative and time consuming. It is therefore proposed that Broads Tourism should continue to be the body that provides the vehicle for stakeholder oversight of the strategy and action plan and promoting engagement with it. However, it is unrealistic to expect Broads Tourism to take overall responsibility for the strategy and action plan, and this should rest with the Broads Authority.

The way forward should involve the following approach:

- The relationship between Broads Tourism and the Broads Authority should be clarified and strengthened. A *modus operandi* should be agreed between the two bodies for implementation of the strategy.
- Broads Tourism and the Broads Authority should be co-signatories and owners of the strategy and action plan and it should be published in their joint names.

- The Broads Authority, as the statutory body responsible for the management and conservation of the Broads, promoting enjoyment of its special qualities and protecting the interests of navigation, and with a staff whose roles relate to the subject matter of the strategy, should be ultimately responsible for the strategy and its delivery. The Authority should strengthen its commitment to sustainable tourism, reflected at member level.
- Broads Tourism, as an independent body wholly engaged in tourism and in the Broads, should provide the overseeing vehicle that brings together the necessary stakeholder representatives.
- Broads Tourism should broaden its stated purposes to reflect the wider aims of the strategy and the needs of this special destination. It should seek to expand its membership to include a higher proportion of bodies representing local community and conservation interests.

In order to ensure effective implementation of the strategy and action plan a small group of key people should meet regularly to provide the necessary coordination, management and decision making, including checking on progress and planning future work.

As has been previously stated, the process of delivering the strategy should involve use of the action planning framework to agree on priorities and an annual action programme.

This will require careful dialogue with a number of organisations who will lead or be partners in some of the actions.

It is particularly important to maintain a close working relationship with the other tourism bodies in the area, especially Visit Norfolk, the neighbouring DMOs, Broads Hire Boat Federation and other interest groups and networks.

A communication process should be established with the Broads Tourism membership and with all tourism stakeholders in the Broads, to inform them of the programme and progress and encourage involvement and support.

Tourism stakeholders should be brought together at least annually in a Broads tourism conference. The conference should be invited to endorse the work on delivering the strategy.

## **4.2 Funding**

Sources of funding for implementing the action plan, as of 2016, are limited. Potential sources can be grouped as follows:

- Core public sector funding  
The Broads Authority will provide support for a number of the actions from its own budgets and programmes of work. Similarly, there should be some use of core budgets by other bodies, including seeking collateral benefit from spending on other priorities.



- **Local development funding**  
The Local Action Groups for Broads and Waveney Valley administer European funding from the Rural Development Programme England. Tourism is included in each of their programmes so they should be in a position to support part of the action plan. The New Anglia LEP is also a potential source of local project funding.
- **Project funding from national bodies**  
Discretionary project funding is available at certain times from various national bodies and programmes. This is often competitive. These may include programmes related to transport, the environment, National Parks, health, culture and tourism, as well as any successor to the Regional Growth Fund. Funding may be from central government departments and associated bodies, Lottery or other sources.
- **Other European funding**  
Programme funding from the EU played an important part in the implementation of the 2011 – 15 strategy. Tourism, environmental management, culture and sustainable rural development are eligible for support from a range of European programmes and further applications could be considered.
- **Private sector funding**  
This will be an important source of funding for the action plan. In addition to individual investments by local businesses, support could come from:
  - Buy-in to specific actions, such as marketing activity
  - Existing mechanisms for channelling business funding to projects, such as the Greater Yarmouth T-BID
  - Collateral support from private sector investment schemes (such as new development in the Norwich Growth Triangle)
  - Sponsorship, by tourism enterprises or other businesses. This should be handled transparently through an open process, providing opportunities for a range of potential sponsors without deterring engagement by other businesses in the sponsored actions.
- **Visitors**  
Income may be raised directly or indirectly from visitor spending on services provided or from visitor giving schemes.

### **4.3 Monitoring and review**

#### ***Indicators***

The action plan framework identified a number of indicators for use within each action area. These are mainly output indicators. In addition, overall output and outcome indicators can be identified for more generic monitoring of tourism performance and impacts in the Broads. A short range of indicators, amended from previous strategies, is given below.

#### ***Volume and spread of tourism***

- Estimates of trips, nights and spending in the region
- Visitor numbers (monthly) at attractions and main sites

- Number of boats using the Broads (Boat census).
- Traffic counts at main locations (monthly).
- Number of tourism development projects receiving planning permission.

#### *Visitor satisfaction*

- Percentage of visitors satisfied in general and with types of facility/service.
- Proportion of repeat visitors.

#### *Tourism enterprise performance*

- Monthly accommodation occupancy rates and attraction visitor numbers.
- Performance increase or decrease compared to previous year.
- Number of jobs supported – full time, part time: all year, seasonal.
- Proportion of enterprises with quality certification.
- Number of enterprises using local produce.

#### *Community reaction*

- Proportion of residents surveyed saying they are happy with tourism levels.
- Number of complaints received relating to tourism.

#### *Environmental impact*

- Records of air and water quality.
- Levels of litter in key sites.
- Number of boats electric-powered or using bio-diesel.
- Proportion of visitors arriving by public transport.
- Number of enterprises in Green Tourism Scheme or equivalent.
- Number of enterprises taking environmental management measures eg recycling.
- Proportion of sensitive wildlife areas in favourable/unfavourable condition.

### **Monitoring**

Monitoring activity should be based on use of various data sources, a small number of regular surveys, systematic feedback processes and observation. The main components should include:

- Use of statistics on volume and value of tourism, including joint data with Visit Norfolk and the DMOs.
- Surveys of visitors to the Broads, covering profiles, activities and satisfaction
- Surveys of tourism businesses in the Broads, covering performance, needs, perceived trends, opinion etc.
- Feedback from local communities (possibly including surveys of local residents)
- Counts, checks and observation of visitor numbers and impacts.
- Records of development activity.

### **Review**

A regular review of progress in delivering the strategy should be undertaken. This should be based on the annual action plans and their implementation. Progress should be assessed at stages during the year and reported on at least annually.

The five year strategy and action plan should be reviewed and renewed in 2020.

## **ANNEX 1 Activities in 2011-2015**

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The following list of activities are indicative and not necessarily fully comprehensive

### ***Marketing and communications***

- 'Enjoy the Broads' tourism website, developed in partnership with Broads Tourism
- 'Enjoy the Broads' smartphone app
- Refreshment and continued promotion of Britain's Magical Waterland branding work, developed in partnership with Broads Tourism
- 'Know the Broads' courses developed and offered to Broads tourism businesses
- Commercial sponsorship secured to support specific show attendance, events and publications
- Production of 'Broadcaster' and range of other publications such as 'Enjoy the Broads', 'Wild Days Out', 'How Hill', Boat Trips' etc.
- Targeted attendance at consumer travel shows (RSPB Birdfair, Telegraph Outdoor Adventure and Travel Show, London/Southampton Boat Shows)
- Engagement with Visit England and Visit Britain thematic campaigns and work with the Greentraveller and Cool Places media marketing groups
- Co-ordination of press familiarisation trips
- Promotional videos of Broads businesses
- Decision by Broads Authority members to use 'Broads National Park' for promotional and marketing purposes

### ***Product development and enhancement***

- New and improved facilities for boat users, including new and upgraded moorings and electric charging points, and refurbishment of Great Yarmouth Yacht Station
- Creation of the Broads Outdoors Festival and supporting website
- Adoption of Broads Integrated Access Strategy
- Engagement with Visit Norfolk Board COOL Tourism project enabling improved promotion of Norfolk Trails in vicinity of Broads
- Production of the 'Broads by Bike' booklet; funding secured for Phase 1 of Three Rivers Way
- Development and production of canoe trail maps and new canoe access launch and mooring facilities
- Revised Broads Angling Strategy and installation of new fishing platforms
- Continued development of the Broads Quality Charter/ 'Eating Out in the Broads'
- Refurbishment of Broads Authority Visitor Centres and feasibility study for new information building near Toad Hole Cottage
- New interpretation facilities, including 'Welcome' refurbishment/interpretation at Hoveton & Wroxham station; giant touch-screens running Broads Wildlife Explorer programme; 'Augmented Reality' smartphone interpretation for How Hill; Buttle Marsh
- Restoration of St Benet's Abbey and 1905 Wherry Yacht Hathor

### ***Management and environmental impact***

- Development and ongoing support for 'Love the Broads' visitor giving initiative
- Inspirational introductory book – 'A Green Traveller's Guide to the Broads'
- Promotion of the Green Tourism Business Scheme

- Development of the Green Boat Mark
- Strategic review of waste facilities in the Broads; monitoring of new arrangements
- Trial of water ski and wakeboarding zone on Breydon Water.

## ANNEX 2 Results of the business survey 2015

### About your business

3. With which of the following sectors is your business involved? *(please tick any which apply)*

4. If your business is involved in more than one sector, which do you regard as your main enterprise? *(select one)*

	3. Sectors involved (%)	4. Main enterprise (%)
Hotel	7	0
Guest House / B&B	7	9
Campsite	14	4
Caravan or holiday/home park	14	0
Group accommodation	3	0
Self-catering accommodation	38	26
Food and drink	28	26
Retail / shop	10	0
Boat repair / maintenance	7	0
Day boat hire	14	0
Holiday motor cruiser hire	10	9
Other hire business (eg cycles, row boats, canoes, sailing craft)	24	4
Visitor attraction	21	4
Tour operator	0	0
Other (please specify)	28	17

5. How many people worked in your tourism business (all sectors) in SUMMER 2015?

Full-time	17 (average)
Part-time/casual	12 (average)

6. In which year did your tourism business commence trading?

	% respondents
Pre 1950	25
1950-1999	29
2000-2004	11
2005-2009	14
2010+	21

7. Does your tourism business hold any accreditations or awards?  
*(Please tick all those which apply)*

	% respondents
National Quality Assessment Scheme	14
Visitor Attraction Quality Scheme	14
National Accessible Scheme	0

Green Tourism Business Scheme	11
Walkers Welcome	7
Cyclists Welcome	7
Broads Quality Charter	18
Other (please specify)	18

8. Is your business a member/business partner of the Love the Broads visitor giving scheme?

Yes	57%
No	43%

9. Are you a member of any tourism association or trade organisation?

Yes	75%
No	25%

If yes, which one(s)? Please list

Broads Tourism	43%
Visit Norwich	18%
Visit Norfolk/North Norfolk/East Anglia	25%
Other	21%

### Your business performance

10. Over the last three years, would you say that your business or visitor numbers have:

Declined	7%
Stayed about the same	41%
Grown	48%
My business is less than three years old	3%

11. What is your attitude to the need to achieve more turnover/income for your business?

*Please select one*

Essential, to achieve viability	43%
Necessary, if a reasonable profit is to be achieved	21%
Would provide welcome additional income	17%
Not particularly necessary	10%
Not sought at all, my turnover meets my current ambitions	3%

12. In which months of the year, if any, do you particularly wish to see more business?

*(Please tick any months in which you wish to see more business)*

January	48%
February	56%
March	56%
April	48%
May	52%
June	52%
July	26%
August	30%
September	37%

October	48%
November	59%
December	33%

13. How important are the following as barriers to improved performance and growth of your business? Please rate them from 1 to 5, where 5 = very important and 1 = not at all important.

	<b>Very important (%)</b>	<b>Important (%)</b>	<b>Combined (%)</b>
Planning restrictions on new development	21	11	32
Lack of financial capital	18	14	32
Ability to recruit suitable staff	32	25	57
Not enough tourists / market growth	43	18	61
Increasing operating costs	29	21	50
Regulations on business	14	18	32
Other	11	3	14

## Visitor profiles

14. Roughly what percentage of your customers do you think are ...

	<b>Average percentage reported</b>
families with young children (<11 years)	19
families with older children (11+)	11
couples - younger (under 45)	14
couples - older (45+)	35
groups of friends - younger (under 45)	6
groups of friends - older (45+)	13
singles	3

15. Visitors to the Broads spend their time in different ways. How far does each of the following descriptions fit your customers?

1= this describes most of our customers

2= this describes some of our customers

3= this describes very few of our customers

	<b>Most (%)</b>	<b>Some (%)</b>	<b>Very few (%)</b>
they spend most of the time on the water making occasional visits to the land	15	35	50
they are based on the water but make regular visits to the land	8	54	38
they are based on the land but enjoy spending time on the water	31	58	12
they are based on the land and rarely, if at all, go onto the water	19	50	27

## Business approach

16. Please indicate the importance to you of each of the following in the way that you operate your tourism business (on a scale of 1 to 5, where 5 = very important and 1= not at all important)

	Very important (%)	Important (%)	Combined (%)
Delivering a quality experience to my visitors	96	4	100
Minimising negative impacts of my business on the environment	57	29	86
Achieving a profitable business that can be maintained over time	75	14	89
Offering a distinctive experience of the Broads to my visitors	75	14	89
Supporting the natural and cultural heritage of the Broads	46	32	78

## Improving tourism in the Broads

Listed below are a number of ways in which the Broads might be managed and promoted for economic and environmentally sustainable tourism.

1. Please indicate how well you think the Broads currently performs as a tourism destination on each issue.
2. Please indicate how important each issue is to your business.

### Most important issues to business (decreasing order of importance)

Attracting visitors to the area in general
Conserving the area's landscape and wildlife
Provision of moorings
Improving quality of existing facilities for tourists
Maintaining a destination website
Provision of facilities for waterborne visitors (eg toilets/disposal/water points)
Provision for walking
Provision for sailing
Availability of places to eat and drink
Information on where to go, what to do in the Broads, post-arrival
Improving tourism operator knowledge of the Broads to pass on to guests
Provision for bird-watching
Conserving the area's built environment - heritage features
Initiatives to improve water quality
Visitor signposting

**Least good performance of Broads as a destination (ascending order of performance)**

Public transport provision
Attracting visitors at less busy times of year
Provision of facilities for waterborne visitors (eg toilets/disposal/water points)
Visitor signposting
Packaging of accommodation and activities in the Broads
Increasing awareness of the Broads as a destination with a land-based offer
Spreading visitors across a wider area of the Broads
Provision for water skiing
Improving range of facilities for tourists
Provision of moorings
Provision for walking
Extending and promoting quality grading of enterprises
Extending and promoting environmental accreditation of enterprises
Improving quality of existing facilities for tourists
Availability of shops and general supplies

**Importance vs performance – gap (decreasing size of gap)**

Provision of facilities for waterborne visitors (eg toilets/disposal/water points)
Public transport provision
Attracting visitors at less busy times of year
Visitor signposting
Provision of moorings
Improving quality of existing facilities for tourists
Provision for walking
Increasing awareness of the Broads as a destination with a land-based offer
Attracting visitors to the area in general
Improving range of facilities for tourists
Availability of shops and general supplies
Maintaining a destination website
Spreading visitors across a wider area of the Broads
Improving tourism operator knowledge of the Broads to pass on to guests
Managing the image / branding of the Broads

**The Broads Authority and its involvement with tourism**

21. Are you aware that the Broads has the status of a National Park?

Yes	92%
No	8%



22. Do you think the Broads Authority should do more to promote the fact that the Broads has the status of a National Park?

Yes	77%
No	23%

23. To what extent do you think that the status of the Broads as a National Park makes the area more appealing to visit, on a 5-point scale, where 1 = a lot less appealing and 5 = a lot more appealing?

A lot more appealing	62%
A little more appealing	19%
Neither more nor less appealing	15%
A little less appealing	0%
A lot less appealing	4%

24. To what extent do you think that the status of the Broads as a National Park will be of benefit to your business, on a 5-point scale, where 1 = a significant disbenefit and 5 = a significant benefit?

Significant benefit	38%
Some benefit	46%
Neither a benefit nor a disbenefit	8%
Some disbenefit	0%
Significant disbenefit	8%

25. The Broads Authority has three purposes. Please rank how relatively important you think these are.

<b>Purpose</b>	<b>Most important (%)</b>	<b>Second most important (%)</b>	<b>Third most important (%)</b>
To conserve and enhance the natural beauty, wildlife and cultural heritage of the Broads	54	21	17
To promote opportunities for the understanding and enjoyment of the Broads by the public	17	50	29
To protect the interest of navigation	33	25	42

### **Future engagement, co-ordination and partnership working for tourism in the Broads**

27. Please indicate your interest in the following (scale of 1 to 5 where 5 = very interested and 1 = not at all interested)

	<b>Very interested (%)</b>	<b>Interested (%)</b>	<b>Combined (%)</b>
Opportunities for tourism businesses in the Broads to work together with each other	60	20	80
Opportunities for tourism businesses in the Broads to work together with the Broads Authority and other bodies	60	32	92
Processes for keeping tourism	60	28	88

businesses up to date on tourism issues in the Broads			
Provision of advice / training for tourism businesses	40	32	72
Dialogue on planning policies relating to business and tourism development	40	32	72

The Tourism Company  
November 2015

DRAFT

## **Chief Executive's Report**

**Summary:** This report summarises the current position in respect of a number of important projects and events, including any decisions taken during the recent cycle of committee meetings. It does not include matters which are already on the agenda for this meeting. Members are asked to note the report.

### **1 Landscape Partnership Project: Heritage Lottery Bid**

Contact Officer/Broads Plan Objective: John Packman/Will Burchnall/multiple

- 1.1 Just prior to the Authority's meeting in November, we received the very welcome news, that the Authority had been successful in its First Stage bid for £2.6 million from the Heritage Lottery Fund for the Landscape Partnership scheme – Water, Mills and Marshes. This will deliver 38 projects by 55 organisations. It is the result of four years hard work and a tremendous achievement for the Broads Authority and its partners.
- 1.2 The project aims to enrich and promote heritage sites in the area between Norwich, Great Yarmouth, Lowestoft, Acle and Loddon, unlock the benefits of this distinctive landscape for local people and give them the skills to protect it as a legacy for future generations.
- 1.3 Development funding of £226,000 has also been awarded to help the partnership progress its plans to apply for a full grant at a later date. Work on the development phase will begin this year while the second round is scheduled for 2017. Fifty-five organisations will then be involved in implementing 38 individual projects over a five-year delivery phase. The project will be worth a total of £4.5m including match funding.
- 1.4 The project provides the opportunity to improve the relationship with the local community – so that there is a much better understanding of the special qualities of the Broads National Park. It will help protect these qualities for the future, by capturing the older generation's stories of the landscape and providing heritage skills training to the younger generation. It will be able to tackle the dereliction of some of the iconic windmills, look for the first time seriously at the archaeology and improve the biodiversity of the marshes.
- 1.5 The Authority would like to thank all the very many individuals in our partner organisations who have contributed to the success.

## **2 Navigation Charges 2016/17**

Contact Officer/ Broads Plan Objective: John Packman/Bill Housden/ None

- 2.1 At the Authority's meeting on 20 November 2015, members received a report on the proposed navigation charges for 2016/17 and considered the recommendations made by the Navigation Committee at its meeting on 22 October 2015. Since that meeting, it had been possible to update the data for the number of boats registered on the Broads and projected income for the current year. Members accepted that with the lowest ever increase of 1.7% for the current year 2015/16 plus the pressures for more practical work and the delivery of the dredging of Hickling Broad, this meant that an above inflationary increase was necessary. Members accepted that a rise in income of 4.5% as proposed by the Navigation Committee would enable almost all the work programme to be delivered whilst maintain reserves which would equal 8.7% of expenditure at a level just below the recommended level. The Authority agreed that the proposed reduction in the hire boat multiplier for motor cruisers would give some relief to the industry reducing the increase charge for a 48m<sup>2</sup> boat from £57.69 to £32.50 (2.5%) and bringing it closer to the £26.18 (5.4%) cash increase for the same sized private boat.

## **3 Tolls Review Group 2016 – 6 November 2015, 1 December and 15 January**

Contact Officer/Broads Plan Objective: John Packman/Bill Housden/ None

- 3.1 At the Authority's meeting on 20 November 2015 the terms of reference of the Tolls Review Group were agreed. By the time of this Broads Forum meeting, The Tolls Review Group will have met on four occasions – 5 October, 6 November, 1 December 2015 and 15 January 2016. The Group have noted the outcomes from the previous reviews and lessons learnt. They have reviewed the Principles and Criteria for Navigation Charges, noting those developed in 2005 and the more detailed set developed in 2012. It was agreed that these were not appropriate for the current structure and have a devised and simpler set of principles. The Group has considered a number of papers including:
- (i) an outline analysis of the different charges on the components of the Fleet and the impacts these would have; and
  - (ii) an analysis with outline costs of three different qualities of service: budget, current and exemplar.
- 3.2 At the third meeting of the Group held on 1 December 2015 the Group considered illustrative papers exploring a number of options. At its meeting on 15 January 2016, the group will have considered a further analysis of options and the impacts of the proposals on all the fleet.

#### **4 Strategic Priorities 2016/17**

Contact Officer/ Broads Plan Objectives: John Packman/Maria Conti/ Multiple

- 4.1 At the Authority's meeting on 20 November, the Authority considered the Strategic Priorities for 2016/17. In recognising that those for 2015/16 would be of a longer term nature than a year, members agreed that these be continued into 2016/17. These included the Broads Plan Review, the Broads Landscape Partnership Project, the Hickling Broad Enhancement Project, Promoting the Broads, and the Stakeholder Action Plan including focusing on engagement through Parish Forums and workshops. They also agreed that the Strategic Priorities for 2016/17 should include Climate Change and Sea Level rise as well as the Comprehensive Spending Review.

#### **5 Mooring Guide and Riverbank Stabilisation Guide**

Contact Officer/Broads Plan Objective: Natalie Beal/ NA1.5, TR2.2, NA5.2

- 5.1 Members will recall receiving an update on the Mooring Design Guide at their meeting on 5 November 2015 within the Chief Executive's Report. At the Authority's meeting on 20 November 2015, the Guide was endorsed and formerly adopted. Members welcomed the revised guides and considered that they were very positive, well-structured documents that would help to inform strategies for the future. The Guide may be viewed from the Authority's website. [MooringDesignGuide](#) and [StabilisationGuide](#)

#### **6 Review of Consultative Arrangements: Broads Local Access Forum**

Contact Officer/Broads Plan Objective: Adrian Clarke/ None

- 6.1 As part of the review of Consultative Arrangements and given that a number of members' terms of appointment had come and were coming to an end in October as well as the interest expressed in being on the forum, a recruitment process agreed by the Authority in September 2015 was implemented. The new membership is due to be adopted at the Authority's meeting on 22 January 2016.

#### **7 Hickling Enhancement Project**

Contact Officer/ Broads Plan Objective: Trudi Wakelin/ BD4.1

- 7.1 A very successful Parish Forum was held at Hickling Barn, Hickling in October which provided the parishes within that area of the Upper Thurne and Bure with a specific presentation on the Hickling Enhancement project. There was very good attendance of members of the public, stakeholders and Broads Authority members with presentations which were well received and some useful discussion. Works to dredge the priority area close to the Sailing Club and pub started on 26 November, and is being carried out in accordance with strict environmental criteria. Over 1,000m<sup>3</sup> had been dredged by Christmas. The installation of Nicospan erosion protection has been completed, and will be backfilled before the dredger is demobilised. Project updates are being regularly

sent to interested parties as part of the Communication Plan, and the project will be finished by 29 February 2016 as per Natural England assent. Work is also ongoing to design the next phase of the work for 16/17 in accordance with the agreed vision, and a planning application is due to be submitted in Spring 2016.

## **8 High level review of flood risk management for the Broads**

Contact Officer/ Broads Plan Objectives: Simon Hooton/ CC2

- 8.1 The current Shoreline Management Plan (SMP) gives the policy for the low lying land between Eccles and Winterton as 'Hold the line'. To achieve this, the Environment Agency have been monitoring the beach levels and structural defences along this stretch of the coast and have recently intervened by introducing further rock groynes seeking to retain the beach and its protection of the sea walls and dunes. The Environment Agency needs to look to the future and start the process of gaining the necessary permissions for any future interventions in this area along with identifying what technically feasible solutions can be followed to bring maximum benefit and who might contribute financially.
- 8.2 The Environment Agency recognises the value of working in partnership to explore the best options for the next, and future, phases of flood risk management and have asked to work with the Broads Climate Partnership to commission a study to undertake a high level review of the possible pathways to secure continued protection of the low lying coast and how this relates to the adjoining coast (especially Great Yarmouth) and the Broads as a whole in terms of what happens after the Broads Flood Alleviation Project.
- 8.3 This will enable all the recent research and review work about protecting the coast and its implications for the Broads to be brought together and considered collectively. It will incorporate high level study of issues such as river and coastal barriers and allow an update of the costs and technical feasibility of such structures. Although this initiative will not allow the commissioning of new modelling or data collection, it will put in one place the best current knowledge. This, it is hoped, will enable a simple overview of how long the current approach might remain effective and map out what would need to be considered to gain confidence in any alternative scenarios.
- 8.4 Although the bulk of the study costs will be met by the Environment Agency, the Broads Authority will have considered at their last meeting a proposal to make a modest contribution and other partners will also be asked if they wish to contribute.
- 8.5 This work is seen as a very positive way of furthering the aspirations of the Broads Climate Adaptation Plan and providing clarity over what options might exist to manage flood risk and saline incursion. It also provides a collaborative approach through the key agencies helping to develop partnership ideas that can be explored further by stakeholders.

## **9 Water Skiing on Breydon Water**

Contact Officer/Broads Plan Objective: Steve Birtles/NA4.5

- 9.1 The implementation of the recommendations of the Water Ski Review Panel will be deferred as negotiations regarding mitigation measures are ongoing with Natural England. Arrangements for water skiing on Breydon Water will not change for the season 2016/17.

Background papers: None

Author: Sandra Becket / Esmeralda Guds

Date of report: 13 January 2016

Broads Plan Objectives: Multiple

Appendices: None