

Strategic Priorities 2018/19

Report by Chief Executive

Summary:	<p>The Authority is preparing its strategic priorities for 2018/19.</p> <p>Looking at this year's priorities, success in bidding for two major programmes – CANAPE, where the Authority is lead partner, and Water Mills and Marshes - brings a heavy commitment for delivery of constituent projects in 2018/19 and beyond. We are also making good progress with catchment management, the Broadland Futures Initiative and branding, and are committed to developing an external funding strategy. It is proposed that all these work areas are taken forward as strategic priorities for 2018/19, together with implementing the recommendations of the Peer Review and taking forward the development of the recently purchased site at Acle Bridge.</p>
Recommendation:	<p>That the strategic priorities 2018/19 set out in paragraph 4.1 are adopted.</p>

1 Introduction

- 1.1 Each year the Broads Authority identifies a set of strategic priorities, guided by the Broads Plan. The priorities focus on Authority-led projects that have high resource needs or a very large impact on the Broads, or that are politically sensitive. Setting these priorities helps us target resources and make the most of partnership working and external funding opportunities.
- 1.2 Priorities are set each year and the scale of many projects in 2017/18 means they will continue for a number of years. Any additional projects coming forward in 2018/19 would need to be prioritised before being added to the list.

2 Taking forward existing priorities

- 2.1 ***Water, Mills and Marshes and CANAPE:*** In 2017/18 the Authority won significant financial support for two major programmes of work - the HLF supported Water, Mills and Marshes (WMM) and the EU funded CANAPE project. Implementation of these programmes will be a major priority for the Authority starting from this month with delivery over the next five years.
- 2.2 ***Integrated flood risk management:*** Close working with the Environment Agency has led to a bid for Agency resources of £1.3 million to take forward the Broadland Futures Initiative over the next five years. The focus is the development of an integrated flood risk strategy, linking long-term coastal defence with the protection of Broadland.

- 2.3 **Catchment management:** In 2017/18 the Broadland Catchment Partnership worked closely with landowners and farmers, delivering small-scale practical interventions to reduce sediment and nutrient run-off into the rivers, partly funded through partnerships with Tesco and Coca-Cola. The Partnership is looking forward to new funding opportunities to deliver multiple benefits.
- 2.4 **Marketing, promotion and media relations:** Members will be aware of the steps being taken to raise the profile of the Broads National Park nationally and locally. On the UK stage the Authority's officers are playing a leading role in two projects: the Discover England Fund (DEF), a £1million programme to encourage Australian and German visitors to the UK to explore England's National Parks and a major branding exercise for the UK's National Parks, which has significant implications for our own work in this area.
- 2.5 The Communications Team will also be focusing on other opportunities related to the Peer Review recommendations to celebrate the Authority's successes, engage with stakeholders, and raise the profile of the area and the organisation.
- 2.6 **External funding:** A Member/Officer working group is developing a long-term strategy for external funding. It is recognised that funding is part of a wider consideration about capacity building and delivering Broads Plan priorities.

3 New initiatives and opportunities

- 3.1 In addition to the strategic priorities outlined above, the following projects are proposed for inclusion in 2018/19.
- 3.2 **Peer Review:** Following the Member Away Day on 30 January we will prepare and implement an Action Plan in response to the recommendations of the Peer Review team in October 2017.
- 3.3 **Acle Bridge:** In August 2017 the Broads Authority purchased the moorings on the North West side of Acle Bridge for £180,000. Although the initial purpose was to secure the moorings for public use the site clearly had potential for providing other services. Elsewhere on the agenda is a proposal to identify a small group of 3-4 Members to work with officers to work up plans for the development of the Acle Bridge site.

4 Summary and recommendation

- 4.1 The table below outlines the proposed set of strategic priorities for the Authority in 2018/19. If supported by the Authority, officers will present a more detailed table of key actions and milestones to the next Authority meeting.

	Strategic Priority 2018/19	Activity
1	Water Mills and Marshes	Implement programme of work
2	CANAPE (Delivering the Hickling Broad vision)	Implement programme of work
3	Broadland Futures (Integrated flood risk management)	Develop joint programme of work with the Environment Agency
4	Catchment management	Continue engagement with landowners and delivery of on-site projects
5	External funding	Develop a strategic overview for external funding and capacity building.
6	Marketing, promotion and media relations	Take forward branding initiatives and implement Peer Review recommendations
7	Peer Review	Prepare Action Plan to implement the recommendations from the Peer Review Team and outcomes from the Member Away Day on 30 January 2018
8	Acle Bridge	Establish Member Group and develop a brief for the development of the site.

Background papers: None
Author: John Packman, Maria Conti
Date of report: 11 January 2018
Broads Plan Objectives: Multiple

Appendices: None