

Strategic Direction
Report by Chief Executive and Strategy Officer

Purpose: The aim of this report is to update Members on the progress in implementing the Broads Plan and the Authority's annual strategic priorities, and provides updates on our guiding strategies.

Recommendation: That the report is noted.

1 Strategic reporting

- 1.1 The Broads Plan is the partnership management plan for the Broads. It sets out the long-term vision for the area and short-term objectives for the Authority and its partners working in the Broads. The current Plan covers the period 2017-22.
- 1.2 We produce a Broads Plan Progress Update in May and November each year and publish it at www.broads-authority.gov.uk/broads-authority/how-we-work/strategy. The latest update, covering May to October 2018, is at Appendix 1.
- 1.3 Each year we also identify a small set of strategic priorities, guided by the Broads Plan. These priorities focus on Authority-led projects that have high resource needs or a very large impact on the Broads, or that are politically sensitive. This helps us target our resources and make the most of partnership working and external funding opportunities. The latest update is at Appendix 2.

2 Guiding strategies review

- 2.1 We are reviewing and updating two guiding strategies for implementation next Spring. The Broads Biodiversity and Water Strategy will take account of the Government's 25 Year Environment Plan and the vision for local farming post-Brexit. The Broads Integrated Access Strategy is looking at opportunities for partnership working with local county councils and the wider community. 59 people representing 46 different user groups and parish councils attended a Broads Engage workshop on 6 November to discuss priority projects for access on and between land and water. The workshop output will be available on our website at www.broads-authority.gov.uk/broads-engage.

Background papers: None

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Date of report: 13 November 2018

Broads Plan Objectives: Multiple

Appendices: APPENDIX 1: Broads Plan update newsletter May-Oct 2018
APPENDIX 2: BA Strategic Priorities 2018/19

6-monthly newsletter highlighting action by the Broads Authority and its partners to implement the Broads Plan

Aspiration 1 Improve water capture and efficient water use across the Broadland Rivers Catchment, and develop a longer-term integrated flood risk management strategy for the Broads and interrelated coastal frontage

1.1 Promote and implement best practice water capture and water use measures at a community level, and support a whole farm water management approach across the Broadland Rivers Catchment

- New erosion reduction techniques being trialled on five arable farms in Bure and Waveney catchments. Wonder Wheel, Creyke Combi and Lland Ho Earthwake machines disrupt field tramlines to reduce run-off of water and nutrients from land into nearby watercourses.
- Natural England Catchment Sensitive Farming Officers engaged with c.150 holdings in catchment to offer advice on Countryside Stewardship and standalone measures to reduce diffuse water pollution from agriculture.

1.2 Promote and implement catchment measures to manage water resources and respond to periods of water shortage and scarcity (incl. abstraction controls, water transfer and trading, infrastructure improvements)

Regional water companies have published their investment programmes for 2020-25:

- Anglian Water investing £6.5bn to include new technology to reduce pipe leakage by 22% and a £630m Water Resources Management Plan to remove risk of water restrictions for all customers even during severe drought.
- Essex & Suffolk Water committed to reducing water leakage across network by 17.5% and reducing customer usage by 20% by 2025.

1.3 Maintain current coastal, tidal and fluvial flood risk management strategies relevant to the Broads, Great Yarmouth and interrelated coastal frontage, and prepare a longer-term, integrated, strategic approach

- Work underway on new natural flood management schemes on River Bure at Blackwater/Whitewater confluence, Camping Beck and Ingworth, and on River Yare at Marlingford. The schemes will help to store floodwater upstream and slow the flow along river channels.



- Environment Agency (EA) assessing management approaches to follow Broadland Flood Alleviation Project in 2021.
- National view sought for refresh of Shoreline Management Plans. Publication of UK Climate Projections (UKCIP18) in November 2018 will help inform action.
- Strategic Flood Risk Assessment for the Broads completed.
- Broadland Futures Initiative – see action 10.1

1.4 Investigate, plan and promote schemes to hold back or divert flood water, moving from retrospective to proactive approaches

- Large scheme constructed at Swannington in Wensum catchment as part of Broadland Run-off Reduction Project. See www.broadlandcatchmentpartnership.org.uk/initiatives/ruralsuds/
- EU CATCH project, to help water sensitive cities in North Sea Region be more resilient to extreme weather events, has gone live in Norwich. See www.northsearegion.eu/catch

Aspiration 2 Protect, conserve and enhance water quality and land and habitat condition to benefit priority species, recognising natural environmental change and retaining a thriving and sustainable agricultural industry

2.1 Carry out lake restoration, maintenance and enhancement works, including bio-manipulation; use monitoring evidence to trial and implement further innovative lake restoration techniques

- CANAPE EU Interreg project: Planning permission received for Hickling Broad restoration works. Phase 1 underway to place and fill geotextile bags that will form perimeter of sediment infill area.
- Muckfleet Floodbank Improvement Phase 1: Winter/Spring tree clearance and desilting underway. *Anisus Vorticulus* snails on site to be translocated and displacement mitigation strategy being prepared for water voles and reptiles.
- Horsey Boat Dyke: Victorian culvert under repair.
- Somerton 100 drain: Desilting work underway.
- Halvergate Marshes: Work ongoing - bank work in Spring will complete project.
- Hoveton Great Broad: Sediment removal and creation of fen edge stage nearly complete. Next stage is to carry out biomanipulation work.
- Barton and Ranworth Broads: Norfolk Wildlife Trust (NWT) and Broads Authority (BA) submitted grant applications to help deliver clear water projects.

Left: Constructing roadside wetlands in Broadland Catchment to intercept surface runoff pathway

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2.2 Promote and implement measures to reduce point and diffuse pollution into the floodplain and water courses, commensurate with EU/national water and habitat targets and with sustainable farming

- Anglian Water investment plan 2020-2025 includes £7.5m for first time rural sewerage schemes. Planned scheme sites in Broadland Rivers Catchment include Ludham.
- Diffuse Water Pollution Plan produced for River Wensum.

2.3 Maintain and enhance existing areas of priority fen, reed bed, grazing marsh and wet woodland through site management agreements/prescriptions and support services to site managers

- Farming and conservation representatives meeting on influencing development of new agri-environment scheme post-Brexit and building evidence of need and outcomes for the Broads – next meeting late November.
- Water, Mills & Marshes programme 5A: Broads Land Management - RSPB Broads Advisor appointed and project launch planned for November.
- Wild Compost from BA softrock harvested reed at Suffolk Wildlife Trust (SWT) Carlton being created in EcoPods for marketing in 2019/20.
- Biochar creation and reed briquette projects underway. Reed compost created at How Hill for agricultural soil use.
- Biffa Landfill Communities Fund project completed at NWT Catfield Fen including scrub clearance, site surveys, Iron Horse equipment, piezometers and eco-hydrology report.
- BA contracted hydrological study of Barton Fen to understand how to protect sedge crop and the more natural functioning of the floodplain.
- Online survey underway investigating need for UK network for paludiculture (agriculture on wet peatlands).

2.4 Define, implement and monitor management regimes for priority species and invasive non-native species

- Translocation of *Anisus vorticulus* at Damgate and Beccles sites showing good populations but translocation to Shipmeadow site appears to have failed.
- New style eel pass installed at Tunstall on River Bure and water vole mitigation measures ongoing at site.
- Trials to introduce rust biocontrol of Himalayan Balsam (Bure Valley) going well - CABI monitoring and evaluation will inform action in Summer 2019. Successful manual removal of Floating Pennywort in River Waveney, with one remaining 'hot spot' near Hoxne Mill.
- Good year for fen orchids at Sutton Fen, Catfield Fen and Upton Fen.

2.5 Create 'bigger, better and more joined up' areas of priority habitat by identifying opportunities and developing site-specific plans for new habitat areas, connections, buffer zones and pollinator networks

- Norfolk Green Infrastructure (GI) Mapping Project Report published (June 2018) to inform Greater Norwich GI Delivery Plan and Joint Core Strategy. Report identifies and maps GI provision and corridors across Norfolk

including accessible green space, walking and cycling networks and ecological networks.

2.6 Improve partnership coordination and communication of Broads biodiversity monitoring and research efforts, linked to national biodiversity network

- Swallowtail and Birdwing Society writing paper on conservation and long-term future of swallowtail butterflies in the Broads.

Water, Mills and Marshes: Project 5C2: Grasswrack pondweed restoration project underway at Upton Marshes.

Project 5E1 Delve into Ditches: 200 ditches surveyed and nearly 5000 individual plant records made. Survey has found rare Little Whirlpool Ramshorn snail and Shining Ramshorn snail in 17.5% and 20% of ditches compared to 3.4% and 5.5% in 1997.



Photo: Waveney ditches survey

Aspiration 3 Apply a catchment-scale approach to reduce sediment input and the sediment backlog, and sustainably reuse or dispose of dredged material

3.1 Implement dredging regimes in accordance with defined waterways specifications, and seek resources/legislation to accelerate the removal of sediment in the Broads system

- To end September 2018, 20,390 m³ of dredged sediment removed from prioritised sites (51% of programmed target). Range and duration of site restoration following dredging and preparation time for future projects is particularly heavy this year.
- Drone footage of work on River Bure available at www.broads-authority.gov.uk/looking-after/managing-land-and-water/dredging.
- Latest hydrographic surveys of bed profiles and sediment levels providing more accurate data on non-compliant areas and economically dredgable sediment across entire Broads system.
- Full dredging reports at www.broads-authority.gov.uk/broads-authority/committees/navigation-committee.

3.2 Implement plans and good practice guidance to reduce soil erosion into the waterways, manage areas lost or vulnerable to erosion, and dispose of dredged material in sustainable and beneficial ways

- Association of Inland Navigation Authorities (AINA) producing updated guidance on reuse of wet dredgings. Document due for publication in early 2019.

Aspiration 4 Maintain a safe, open navigation and reduce pressures on busy or vulnerable areas

4.1 Maintain existing navigation water space and develop appropriate opportunities to expand or extend access for various types of craft

BA and Network Rail (NR) agreed following set of actions on future management of swing bridges:

- Recording bridge failures affecting navigation
- Looking at 'High Impact' days to accommodate special boating events
- Navigators informing Broads Control about swing bridge issues to maintain record for NR action
- NR signal personnel to make good use of illuminated signs on bridges
- Upgrading of sensor and equipment for Somerleyton Swing Bridge in April/May 2019
- BA Rangers surveying NR Trinity House Aids to Navigation to inform NR maintenance and replacement programme

4.2 Carry out appropriate aquatic plant cutting and tree and scrub management programmes and seek resources to increase operational targets

- Two BA weed harvesters in use throughout Summer in Southern and Northern rivers, following high water plant growth this year. Autumn/Winter tree management work underway. See programme at www.broads-authority.gov.uk/looking-after/managing-land-and-water/riverside-tree-and-scrub-management
- BA purchased set of tree shears to manage tree and scrub growth that would otherwise be challenging to cut.



Photo: Tree shears in action

4.3 Implement, promote and monitor measures to maintain and improve safety and security for the navigation and boats

- New portable electronic speed signs in use at speeding 'hotspots' to help raise boater awareness.
- 10 Ranger Super Safety Days held around Broads this summer, focusing on vessel and user safety.
- BA consulted on proposal to adopt Boat Safety Scheme (BSS) requirement for carbon monoxide alarms for boats with accommodation.



Photo: BA Ranger Super Safety Days

Aspiration 5 Improve understanding, protection, conservation and enhancement of the Broads landscape character and distinctive built, cultural, archaeological and geological assets

5.1 Implement measures to protect, conserve and enhance the distinctive landscape character and historic assets of the Broads

- Thorpe, Thurne and Buckenham war memorials added to National List of Heritage Assets.

Water, Mills and Marshes Landscape Partnership Scheme:

- Specialist structural engineering tender awarded and engineers completed site visits on engineering solutions for all 12 WMM drainage mills. Engineering costings submitted for Muttons Mill scheme.
- Skills training ongoing with students from City College Norwich on site at North Mill and in college for Wiseman's Mill, Oby and Six Mile Mill, Runham.
- Groups from Access Community Trust and St Edmunds Society getting skills training repairing North Mill.
- Strumpshaw engine house chimney works scheduled for completion end of November.
- WMM officers working with English Heritage on ideas for use of Berney Arms mill for landscape interpretation.

5.2 Produce, update and promote local landscape conservation action plans, appraisals and enhancement schemes

- New Broads Landscape Character Assessment published online at www.broads-authority.gov.uk/planning/planning-policies/landscape-character-assessments.
- Short films introducing landscape character for Broads fens, drained marshes, settlements and open water in final stages of production.
- Somerton Conservation Area reappraisal recommended for adoption by BA Planning Committee. Draft Conservation Area Appraisals produced for Ludham and Horning.

5.3 Develop measures to investigate, record and protect local built and cultural features, archaeology and potential hidden heritage (incl. waterlogged assets, waterways history, settlement patterns, WWII remains)

- Water, Mills and Marshes: Community Archaeology Training Day for schools sold out in 3 hours (120 tickets). Chet Boat construction underway, with oak donated by Raveningham Hall Estate split by hand ready for planking

creation. Original boat excavated from Loddon has been through preservation process and is back at Gressenhall for examination.

5.4 Implement and promote measures to conserve and enhance local geodiversity sites and assets across identified work areas in Norfolk Geodiversity Action Plan

- All County Geodiversity Sites (CGS) and Candidate CGS in Norfolk plotted as GIS layer and will be made available to planners. No funding available to pursue County Geodiversity Site designation within Broads Authority area.
- Work underway to evaluate geological interpretation potential of Broads' churches as part of Norfolk Geodiversity Partnership's participation in Water, Mills and Marshes (WMM) scheme. Field trips made to 7 churches in Bure area and others planned in Yare and Waveney areas. NGP officers advising WMM project teams on landscape interpretation of Broads' marshland.

5.5 Expand the longer-term resource of land management and heritage construction and maintenance skills training and qualifications

- Water, Mills and Marshes LPS Heritage Skills Training: City College Norwich (CNN) students involved in projects and training activities ready for start on site, including working at height and using lime mortar, producing door and window frames and assisting in site set-up. Project induction given to c.200 students at CNN, St Edmund's Society and Access Community Trust.
- Also see action 5.1.

5.6 Build on measures to reduce the impacts on the Broads of visual intrusion and noise and light pollution, and pursue potential for dark sky place status

- £750k funding approved for undergrounding wires scheme at South Walsham and landowner agreements in principle signed. UK Power Networks working on wayleaves and formal agreements; work proposed to start Summer 2019.

Aspiration 6 Provide opportunities for distinctive recreational experiences in harmony with the special qualities of the area

6.1 Develop and implement schemes to upgrade and improve the network of access points and routes (where adverse effects can be prevented), linked to visitor facilities and including easier access for people with mobility and sensory needs

- Norfolk Access Improvement Plan 2018-28 produced. River Wensum Strategy adopted. 46 organisations at Broads Engage event on 6 November to develop project priorities for integrated access on and between land and water.
- BA completed new canoe launch at Horstead Mill and submitted planning application for safe canoe portages at New Mills, Norwich.
- Detailed BA construction and maintenance updates at www.broads-authority.gov.uk/broads-authority/committees/navigation-committee



Photos: Before and after - new canoe launch at Horstead Hill

6.2 Implement measures to improve the network provision of riverside facilities, incl. refuse and recycling services, electric power points, water and pump out

- Acle Bridge site development: Successful architectural competition run and winning design selected from more than 100 applications. Initial business case produced and BA now considering site options including additional land purchase.
- BA Summer maintenance programme of network facility repairs completed - see www.broads-authority.gov.uk/broads-authority/committees/navigation-committee.

6.3 Maintain, develop and promote a coordinated and year-round programme of activities (taking measures to prevent any adverse environmental impacts)

- Discover England Fund project to create 'English National Park Experience Collection' developing Broads Experiences through local tourism providers (launch Jan 2019).

Experiences include A Taste of Traditional Norfolk Sailing, Capture The Broads photography, Vintage Broads Cruise, Wildlife & Water and Rails, Sails and Trails. Several accommodation providers also signed up to project. Trade Buyers Guide and website in development and online educational packages developed for travel trade. Workshops organised in Nov/Dec for local organisations to learn about developing experience products and accessing international markets.

Water, Mills & Marshes: Gateways and Going the Extra Mile:

- WMM Education and Engagement Team working with local groups including Neighbourhoods that Work and Herring House Trust to offer cultural and landscape heritage learning and experiences.

- Six local professional artists selected for 2019 'Woven Waters' exhibition at Norwich Cathedral, creating multi-media artworks in response to locations in WMM scheme.
- Arts Council England bid prepared for delivering art-based projects through community groups in Lowestoft and Great Yarmouth.
- BA exhibited at Norwich Science Festival in October.

6.4 Implement Broads Angling Strategy action plan through partnership working and securing of additional resources

- Broads Angling Services Group CIC completed short-term objectives for community engagement with 58 volunteers signed up and 530 people on mailing list. Group identity and structures defined and resources in place. Group taken ownership of first community asset in Trinity Broads and scoping further local projects. Full updates at <https://basgonline.org/about-us/our-strategy/>

Aspiration 7 Strengthen and promote key messages and tourism offer in keeping with the area's status, special qualities, history and traditions

7.1 Develop integrated, multimedia communications to boost local community and visitor awareness and appreciation of the special qualities of the Broads National Park

- Broads National Park artwork installed at Norwich and Great Yarmouth rail stations and applications submitted for brown tourist road signs at 46 locations.
- Local media coverage Oct 2017-Oct 2018 recorded 138 stories on the BA's work in the Broads of which 88% were positive or neutral. Broadcast stories included Anglia TV feature 'Now and Then' highlighting the recovery of the Broads since the late 1970s.
- Broads Village at Royal Norfolk Show 2018 successful, with 14 organisations represented in 3 zones - Visiting, Looking After, and Discovering. Area awarded 'reserve' for best public sector collaboration.

7.2 Maintain and upgrade the range and provision of multi-media and 'point of need' visitor information and interpretation

www.visitthebroads.co.uk website and social media accounts annual reporting July 2018 (and comparison w/July 2017): 13,437 website users (+10%), 56,046 website page views (+22.6%); 104k Twitter impressions, 17,081 Twitter followers (+24%); 17,691 Facebook reach, 1,802 Facebook likes (+51%); 1,070 Instagram followers (up from 45). July to October 2018.

7.3 Implement industry-based measures to strengthen the quality and distinctiveness of the Broads tourism offer, including careers and skills training

- Broads Tourism/Visit the Broads work ongoing to revise digital strategy, create Broads restaurant week and launch new A6 Broads pocket guide.
- Broads Tourism running 'Welcome Afloat' training courses and developing information fact sheets for tourism staff dealing with visitors to the Broads.

- Broads Tourism developing green credentials self-assessment scheme for use by their members.
- STEAM visitor data report 2017 published. Data for 'Broads area of influence' (and change since 2016) show 7.7 million visitors (+3.1%) economic impact £606m (+2.2%), 5,519 directly employed (+0.5%), total employment 7,222 (+.04%), staying visitors down 2.7%, day visitors up 4.2%.

Aspiration 8 Support development growth within and adjacent to the Broads, while avoiding adverse impacts on the area's special qualities

8.1 Update and adopt Broads spatial planning policies and site specific allocations to support local business, housing need, community facilities and transport choices, and to ensure development occurs within environmental limits

- Broads Local Plan examination in public completed and Broads Authority awaiting Inspector's report.

8.2 Develop comprehensive approach to enhancing sites that are strategically important for their heritage or green infrastructure value

- Whitlingham Charitable Trust developing future priorities plan and potential external funding for Whitlingham Country Park. Arminghall Trust assessing options for use of surrounding land. Broads Authority developing tender process for lease of catering franchise at Whitlingham Barn.

Aspiration 9 Strengthen connections between a wide audience, particularly local communities and young people, and the Broads environment

9.1 Widen the range of active and entry level/ taster initiatives that promote physical and mental health and wellbeing, based in the Broads natural environment



Photo: English Plus group visit to the Broads

- Water, Mills and Marshes 'try it out' activities offered at range of events in Summer/Autumn including Royal Norfolk Show, Norwich Science Festival and Great Yarmouth Maritime Festival.

- 70 people from English Plus, a community charity supporting new communities in Norwich, given guided tour as introduction to the Broads.

9.2 Offer a flexible range of practical volunteering programmes, events and training, and establish a longer-term succession strategy

- BA volunteer schemes ongoing, with increased support from corporate groups assisting vegetation management programme. Partnership work underway with community groups that work regularly with disadvantaged people.
- Water, Mills and Marshes - volunteer quarterly (Q) data: Q2: 195 volunteers, 43.45 days of activity, total activity value of £30,495; Q3: 230 volunteers, 69.25 days of activity, total activity value of £112827.50.

9.3 Increase the scope for partnership fundraising and other income generation initiatives to support Broads-themed projects

- BA has approached New Anglia Local Enterprise Partnership on potential financial support for Broads projects, and has also submitted proposals for sponsorship through National Parks Partnership.
- Report commissioned to inform best external funding options for Water, Mills and Marshes projects.
- Successful bid made to Heritage Lottery Fund to develop interpretive material on wherries has turned £1k grant from Broads Trust into £10k for partnership approach through Wherry Yacht Charter Trust.

9.4 Improve the capacity of the Broads Environmental Education Network (BEEN) to develop and run educational programmes and events for local schoolchildren

- Broads Curriculum website launched, and new web-based resources and videos in development.
- BEEN environmental education projects/awards achieved: Wensum Junior School project (250 year 3/4/5 pupils); 4 day project with Long Stratton High School (14 pupils); Enrichment and team building activities to City College groups, Beccles Free School and Everitt Academy; workshop at Castle Museum 6th Form Conference; 'A' level geography field trip for Lowestoft 6th Form College.
- Water, Mills and Marshes Programme 3 Learning & Future Skills: First 6 months of project reached 640 students and 44 teaching staff, with 19 schools signed up for September term. Trial of WMM full academic term activity module at Acle Primary School will include music, experience days, literacy and drama, enrichment and media projects.

9.5 Develop and run motivational outreach activities and award schemes for young people, including those from disadvantaged backgrounds, focusing on life and work skills training and practical experience

- BA accommodated eighteen 14-18 year old work placement students (total 104 work days) and attended 2 high school careers events.
- BA outreach projects/awards achieved: Engage Trust Enrichment Project (25 days); 20 John Muir Discovery Awards; Youth Ranger programme with Notre Dame High

School; Outreach workshop at Garrick Green School (100 pupils); Country Trust visits (5 Norfolk schools and 4 London schools on residential - 342 students); 2 day Eco-camp with 10 home educated pupils and their parents.



Photo: BA staff with apprentices Sept 2018

Aspiration 10 Build the awareness and adaptive capacity of local communities to the challenges of climate change and sea level rise

10.1 Develop and promote tailored 'climate-smart' mitigation and adaptation measures, guidance and support to local communities

- Environment Agency secured £1.9m for Broadland Futures Initiative project on integrated flood risk management strategic planning for the Broads and coast. Broads Climate Partnership agreed draft strategy and draft communications and engagement plan. Regional Flood and Coastal Committee scoping stakeholder engagement on future of flood risk management in Anglian region.
- Defra published proposals for next round of climate adaptation reporting and National Park England Climate and Energy Working Group assessing reporting options through national park management plans.

10.2 Commission and coordinate research to inform management approaches to decrease carbon emissions and increase carbon sequestration in the Broads

- CANAPE project partners agreed use of Greenhouse gas Emission Site Types (GEST) methodology to determine greenhouse gas emissions from CANAPE project sites.

More information on key projects:



Broads Catchment Partnership: www.broads-authority.gov.uk/looking-after/managing-land-and-water/beyond-the-broads


CANAPE: www.northsearegion.eu/canape


Water, Mills and Marshes: www.watermillsandmarshes.org.uk







Website: www.broads-authority.gov.uk/broads-authority/how-we-work/strategy
Email: broadsplan@broads-authority.gov.uk



Broads Authority strategic priorities 2018/19					
	Projects	Aims and milestones	Latest progress	Status	Reporting officers
1	Water, Mills and Marshes (HLF Landscape Partnership Scheme)	<p><u>Aim: All projects implemented to agreed schedules</u></p> <ul style="list-style-type: none"> • Monitor and report progress of scheme projects - Sept 2018 & Mar 2019 • Submit quarterly claims to HLF (Apr/Jul/Oct/ Jan • Establish working group to review WMM legacy and produce initial report by end Mar 2019 	<p>All projects on schedule:</p> <ul style="list-style-type: none"> • 640 pupils and 44 teaching staff put through our education programme and 19 schools signed up for 2018/19 • Drainage mill restoration underway at North Mill with City College Norwich students working on site • Archaeology day schools oversubscribed and additional sessions planned • Natural environment projects starting at Upton and Chedgrave. Broads Land Management officer recruited. 200 ditch and dyke surveys completed, 265 species of marginal plants identified and invertebrate identification underway – already seeing good reports for rare species and improved numbers from previous surveys. • HLF quarterly returns completed on time • WMM Legacy discussed at WMM Board in October, now planning for workshop with all project managers and WMM Board in December to expand on exit strategies developed during second round application phase. 		WMM Project Manager (Will Burchnell)
2	CANAPE (project management and delivery of Hickling Broad vision)	<p><u>Aim: Project implemented to agreed schedule</u></p> <ul style="list-style-type: none"> • Monitor and report progress of project activities - Apr & Oct 2018 • Submit claim to INTERREG Programme - Oct 2018 	<p>First project report and finance claim submitted to Programme Secretariat; total value of claim 151,804€ (BA share is 98,891€). 2nd Project Steering Group meeting held on 31 October in Lembruch, Germany.</p> <p><u>Work package 3: Lake and Bog Restoration</u></p> <ul style="list-style-type: none"> • Planning permission granted in August for works at Hickling Broad. Work is underway and will continue until water temperature rises above 8°C in Spring. Objective for first winter of works is to place and fill the geotextile tubes that will form the perimeter of the new area. • Project Partnership has agreed to use a methodology called GEST (Greenhouse gas Emission Site Types) to determine the carbon emissions of the project sites. This method uses water levels and vegetation type to estimate the carbon emissions. 		CANAPE Project Manager (Harry Mach)






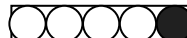

Broads Authority strategic priorities 2018/19					
			<p><u>Work package 4: Paludiculture</u></p> <ul style="list-style-type: none"> • Citizen Science - Claritie CIC selected as contractor for Citizen Science and marketing programme. The activity involves working with 6th form students to carry out peat depth surveys. It will launch in January with the first sessions taking place in March. • Charcoal – 13 organisations have expressed interest in trialling the production of charcoal and biochar from waste wood and green waste. Ordering Biochar retort ready for first trials next summer – retort could be a display at 2019 Norfolk Show. • Reed Briquettes – Agreement in principle reached to use briquetter to produce product for demonstration; work ongoing to find suitable location for storage and operation. • Compost – Work ongoing to trial reed compost from How Hill. The plan is to incorporate some at Farmshare near Whitlingham 		
3	Broadland Futures Initiative (Integrated flood risk management)	<p><i><u>Aim: Profile raised on urgency to develop an integrated approach to flood risk management for Broads and coast</u></i></p> <ul style="list-style-type: none"> • Confirm planned funding resources for next 5 years • Agree engagement plan – by June 2018 • Establish governance arrangements– by Sept 2018 • Report on stakeholder engagement outcomes by Nov 2018 and produce outline of agreed work areas to 2022 - by end March 2019 	<ul style="list-style-type: none"> • Environment Agency project staff agreed with Defra on procurement process for Broadland Futures Initiative project, delaying work into 2019 • Initial re-engagement with stakeholders now being developed for start of 2019 		Head of Strategy & Projects (Simon Hooton)

Broads Authority strategic priorities 2018/19					
4	Broadland catchment management	<p><u>Aim: Catchment water and land management improved through on-site measures, advice and investment</u></p> <ul style="list-style-type: none"> Implement Broadland Rivers Catchment Plan actions incl. trialling 3 pieces of erosion reduction machinery with 6 farmers on c.300 acres, 6 river enhancement and natural flood management projects, production of website material, mapping and quarterly newsletter 	<p><u>Reducing run-off from fields:</u></p> <ul style="list-style-type: none"> Tramline (compacted tractor wheelings) disruption machinery demonstrated to local arable farmers at Norfolk Farm Machinery Club (NORMAC) cultivations event in September Two farmers (Bure and Waveney catchments) each trialling Earthwake tramline disruption machinery on c.50 acres of winter cereals Local farmers taking up Tesco funding for cover crops <p><u>Natural Flood Management projects (& project lead):</u></p> <ul style="list-style-type: none"> Marlingford, River Yare (Environment Agency) - construction underway Camping Beck, R Bure (Norfolk Rivers IDB) – construction underway Worthing, River Wensum (Norfolk Rivers Trust) – delayed, planned to go ahead Spring 2019. Ingworth, River Bure – project may not proceed as further investigation has shown that the levels may be insufficient to provide sufficient flood storage. <p><u>Water Environment Grant bids</u></p> <p>Further info on costings requested for following submitted projects:</p> <ul style="list-style-type: none"> Upper Bure: National Trust as lead partner working with Norfolk Rivers IDB to deliver river and drain habitat improvements to meet WFD objectives Lower Ant around Catfield and Sutton Fen: RSPB as lead partner working with BA&NWT for habitat improvements a invasive species control to meet SSSI objectives. 		Broadland Catchment Officer (Neil Punchard)

Broads Authority strategic priorities 2018/19					
5	External funding and capacity building	<p><u>Aim: Strategic framework in place for BA external funding and capacity building</u></p> <ul style="list-style-type: none"> Member and Officer working group to draft framework for external funding strategy - by end Dec 2018. 	Item withdrawn from Strategic Priorities - see para 6/17 in BA minutes 18 May 2018		Chief Financial Officer (Emma Krelle)
6	Marketing, promotion and media relations	<p><u>Aim: Increased public awareness of Broads National Park brand</u></p> <ul style="list-style-type: none"> Implement Broads National Park branding guidelines and action plan, including promotion through NPUK Partnership, Broads Tourism, Discover England Fund, National Park Experiences project; Support BA-led projects incl. WMM and CANAPE, BA annual events programme, and news and events through print/social media. 	<ul style="list-style-type: none"> Project to create 'English National Park Experience Collection' developing Broads Experiences through tourism providers (launch date Jan 2019). Experiences include A Taste of Traditional Norfolk Sailing, Capture The Broads photography, Vintage Broads Cruise, Wildlife & Water and Rails, Sails and Trails. Trade Buyers Guide and website in development and online educational packages developed for travel trade. Broads National Park artwork now installed at Norwich and Great Yarmouth rail stations and applications submitted for brown tourist road signs at 46 locations. Local media coverage Oct 2017-Oct 2018 recorded 138 stories on the BA's work in the Broads, of which 88% were positive or neutral. Good range of broadcast features including Anglia TV 'Now and Then' highlighting the recovery of the Broads since the late 1970s. Broads Village at Royal Norfolk Show 2018 a success with 14 organisations represented in three zones - Visiting, Looking After, and Discovering. Area awarded 'reserve' for best public sector collaboration. www.visitthebroads.co.uk website and social media accounts annual reporting July 2018 (and comparison w/July 2017): 13,437 website users (+10%), 56,046 website page views (+22.6%); 104k Twitter impressions, 17,081 Twitter followers (+24%); 17,691 Facebook reach, 1,802 Facebook likes (+51%); 1,070 Instagram followers (up from 45) Broads Authority has bid to host the proposed new UK Communications Team. BA selected and now awaiting 		Head of Communications (Rob Leigh)

Broads Authority strategic priorities 2018/19					
			final agreement on funding.		
7	Peer Review Action Plan	<p><u>Aim: Peer Review recommendations developed and implemented</u></p> <ul style="list-style-type: none"> • Prepare and implement action plan 	BA and Navigation Committee agreed set of proposals in response to Peer Review (BA 18 May - see minute 6/15) and proposals implemented.		Chief Executive (John Packman)
8	Acle Bridge site development	<p><u>Aim: Site redeveloped</u></p> <ul style="list-style-type: none"> • Manage processes to allow temporary (seasonal) onsite catering operation during 2018 • Run architectural design competition for site proposals (Summer 2018) • Next stages to be agreed 	<p>Tender process run but catering operators unable to fulfil contract brief</p> <p>Competition run successfully and final design selected by shortlisting panel on 5 July. Winning architect firm attended BA meetings on 27 July and 28 September for discussions on design and potential next stages.</p> <p>At the BA meeting on 28 September, Members agreed to:</p> <ul style="list-style-type: none"> • Continue discussions with the neighbouring landowner re. possibility of purchasing additional land at the site; • Continue discussions with Great Yarmouth Borough Council re. acquisition of the toilet block; • Proceed with the essential repairs to moorings at the site subject to views of Navigation Committee; • Investigate whether development of a Visitor and Education Centre could form an important element in a wider more ambitious project to improve the infrastructure for Broads tourism and raise awareness of the special qualities of the area in future; and • Consider options for a wider project to enhance tourism in the Broads in the context of reviewing the Sustainable Tourism Strategy 	 	Director of Operations (Rob Rogers)

Broads Authority strategic priorities 2018/19					
9	Future of agri-environment schemes (post-Brexit)	<u>Aim: Proposals identified on agreed future of AE schemes post-Brexit</u> <ul style="list-style-type: none"> Develop pilot agri-environment scheme in liaison with farming community and other stakeholders 	Farmers and conservation bodies met on 10 October to agree areas of joint working to develop evidence on why the Broads needs changes to lowland grazing and fen options, and how a scheme might work, ready to submit to Defra.		Director of Strategic Services (Marie-Pierre Tighe)
10	Designated landscapes (National Parks and AONBs): 2018 Review	Milestones to be confirmed	<ul style="list-style-type: none"> Members put forward list of issues as basis for response to call for evidence based on the eight areas the Review is considering (BA 28 September - minute 2/12) Review Team led by Julian Glover visited Broads on 1-2 November – update on today's agenda (item 8) 		Chief Executive (John Packman)

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