

Using our objectives to develop the BFI Plan

What is the Broadland Futures Initiative?

The Broadland Futures Initiative (BFI) is a partnership working to improve the resilience of people, homes, businesses, nature, and heritage to flooding across Broadland. As our climate changes and sea levels rise, we need new approaches to keep communities safe whilst looking after the natural environment that makes Broadland special.

Why the BFI objectives matter

The BFI objectives are essential tools for creating climate-resilient communities that can adapt to flooding and coastal changes over the next 100 years. These objectives translate the BFI's vision – *"Together, we improve the resilience of people, places, and the environment to flooding, as we adapt to the changing climate"* – into measurable actions that will guide flood risk management decisions across the Broadland area.

Recent updates to BFI objectives

In 2025, the original 13 objectives developed earlier in the programme have been refined into 10 updated objectives to improve clarity and reduce overlap. They also now better reflect community priorities, climate resilience, and value for money.

SMART objectives

The 10 BFI objectives are designed to be SMART (Specific, Measurable, Achievable, Relevant and Time-bound), ensuring they provide a comprehensive framework for building flood resilience. Each objective is supported by specific criteria that help measure how well flood management options perform.

In the context of using the BFI objectives to appraise flood risk management (FRM) action pathways:

- **Specific:** each objective identifies a specific aspect of resilience that is important in the BFI area
- **Measurable:** to be defined using a series of criteria
- **Achievable:** although challenging, with some likely to be fulfilled more than others, each objective is considered achievable
- **Relevant:** each is relevant to an aspect of climate resilience, but weighting has identified a stakeholder preference that some are more relevant than others
- **Time-bound:** pathways will all span the 100-year time horizon of the BFI and likely to involve different FRM actions at decision points

Connecting the challenges facing this area

The objectives address the interconnected challenges facing the Broadland area, from protecting homes and businesses to preserving the natural environment and supporting local economies. These objectives recognise that effective flood management requires balancing multiple priorities. The objectives ensure that flood risk management solutions deliver multiple benefits for communities, the economy, and the environment. The objectives also acknowledge that climate change will bring increasing uncertainty over the next century.

BFI Objectives

Together we improve the resilience of people, places and the environment to flooding, as we adapt to a changing climate

Engagement and Participation

Communities and stakeholders are knowledgeable about flood risk and collaborate to improve resilience



Cultural Heritage and Sense of Place

Through conserving and where possible enhancing the area's special qualities, including the current and historic landscape, people's wellbeing and sense of place is improved



Built Environment

The built environment is more resilient, flooding is less disruptive, recovery is faster and the local economy is more sustainable



Integrated Catchment Management

Flood risk and water resources are managed in an integrated way, from upstream rivers to the coast



Climate Adaptation & Mitigation



Pathways are carbon neutral and adaptable to future changes

Healthy Waters

Surface water quality is improved and salinity increases in freshwater environments are minimised



Natural Capital

All opportunities are taken to enhance the natural environment



Recreation, Tourism & Navigation

Flood management supports economic growth of recreational, tourism and navigation activities



Economic Viability & Development

Pathways of actions deliver value for money, in accordance with the Government's Framework



Sustainable Agriculture

Flood management and sustainable agriculture work together to support economic growth



How the BFI objectives will be used next

The BFI objectives are the foundation for decision-making throughout the programme, using a structured Multi-Criteria Decision Analysis (MCDA) approach that follows government guidance on undertaking options appraisal (the 'Green Book').

- Pathway development and assessment: Different flood risk management pathways – combinations of actions that could be implemented over time – will be evaluated against the 10 objectives using 22 specific criteria. This ensures that each potential approach is assessed not just on its ability to reduce flood risk, but also on its impacts on natural capital, sustainable agriculture, recreation and tourism, water quality, and community engagement.
- Long-listing and short-listing: The above assessment will be a two-stage process. Initially, all objectives and criteria will be used to appraise the full long list of possible flood risk management pathways. The most promising pathways will then progress to a shortlist where economic assessments will be combined with evaluation of non-monetised benefits to identify the preferred pathway.
- Prioritised decision-making: The BFI Elected Members Forum has already weighted the objectives to reflect stakeholder priorities for both near-term and longer-term planning. This weighting system ensures that when trade-offs are necessary between different objectives, decisions reflect the values and priorities of local communities and partners.
- Ongoing monitoring and review: The objectives will provide the framework for monitoring the BFI Plan's implementation and measuring its success in building resilience. This will enable adaptive management, allowing the plan to evolve as conditions change and new information becomes available.
- Sustainability Assessment: The objectives will underpin the Sustainability Appraisal and Strategic Environmental Assessment of the overall BFI Plan, ensuring compliance with statutory requirements whilst promoting sustainable development.

By using these objectives systematically throughout the programme, the BFI will ensure that flood risk management decisions are evidence-based, transparent, and deliver the greatest possible benefits for the resilience of people, places, and the environment across the Broadland area.

[Read more about the Green Book](#)

[Read more about Multi-Criteria Decision Analysis](#)