

Strategic Direction
Report by Chief Executive

Summary: This report sets out progress in implementing the Authority's Strategic Priorities for 2015/16.

Recommendation: To note the report.

1 Progress on Strategic Priorities

- 1.1 The Authority uses a small set of annual strategic priorities with accompanying projects to help monitor the delivery of the Broads Plan. Progress against the five priorities for 2015/16 is outlined in Appendix 1.
- 1.2. Updates on all objectives in the Broads Plan are posted on the e-Plan website at: www.broads-plan.co.uk.

Background papers: Nil

Author: Maria Conti
Date of report: 8 September 2015

Broads Plan objectives: CC2, BD1, BD3, BD5, PE1, PE2 and TR2

Appendices: APPENDIX 1 - Strategic Priorities 2015/16

Strategic Priorities 2015/161. Broads Plan Review

Review and update the Broads Plan, the strategic management plan for the Broads. Work with partners, local communities and other stakeholders to assess achievements (Broads Plan 2011) and set aspirational strategy for 2017-22. The proposal to develop a long-term navigation strategy will be assessed as part of this review.

2. Broads Landscape Partnership Bid

Submit an application to the Heritage Lottery Fund for £3m for a Landscape Partnership Scheme. If the application receives a successful HLF decision, subsequent development phase objectives will be developed. The proposed multiple projects within the bid would contribute significantly to the delivery of the Broads Plan.

3. Hickling Broad Lake Enhancement Project

Develop a long-term approach for the management of Hickling Broad, building on scientific evidence from the Broads Lake Review. In the short term, progress development of a number of smaller projects to meet immediate concerns.

4. Promoting the Broads

- Produce Broads National Park branding guidelines
- Review and update the Broads Sustainable Tourism Strategy and Action Plan in partnership with local businesses

5. Stakeholder Action Plan



Implement multiple actions in response to the issues identified in the 2014 stakeholder surveys of hire boat operators, private boat owners, residents and visitors.








Updates on all Broads Plan objectives are posted on the e-Plan website at: www.broads-plan.co.uk

Strategic Priorities Progress Report – update Sept 2015

Priority	Lead	Key milestones	Progress to date	Status
Broads Plan Review	Maria Conti	<ul style="list-style-type: none"> ▪ Scoping Mar - Nov 2015 ▪ Consult on first draft plan by end Feb 2016 ▪ Consult on revised draft by end Jul 2016 ▪ Adopt plan Mar 2017 ▪ Implement plan Apr 2017 	Lead officers scoping strategy for discussion at BA and Navigation Committee Member Workshop on 7 Oct and at Broads Forum on 5 Nov	
Broads Landscape Partnership	Will Burchnell	<ul style="list-style-type: none"> ▪ Submit first application to HLF by 1 Jun 2015 ▪ HLF decision Oct 2015 ▪ (TBC: Further development phases Nov 2015 - May 2017; delivery phase May 2017- May 2022) 	Application submitted on schedule HLF team visited Broads 31 Jul 2015	
Hickling Broad Enhancement Project	Trudi Wakelin	<ul style="list-style-type: none"> (a) Collate baseline data including Broads Lake Review outputs by Apr 2015 (b) Hold Lake Review stakeholder workshop Apr 2015 (c) Develop partnership approach with stakeholders and agree refreshed vision for Hickling by Sept 2015 (d) Seek planning permission and in principle agreement from regulators to deliver vision (e) Develop external funding options - Jan 2016 (f) Undertake supporting research and pilots to inform feasibility by Mar 2016 	<ul style="list-style-type: none"> (a) Completed (b) Completed (c) Item on agenda (d) Discussions ongoing (e) Expression of interest submitted for Interreg funding (f) 	<ul style="list-style-type: none">

Priority	Lead	Key milestones	Progress to date	Status
Promoting the Broads	Lorna Marsh	<p>(a) Produce Broads National Park branding guidelines for tourism industry by Summer 2015</p> <p>(b) Review Sustainable Tourism Strategy and Action Plan:</p> <ul style="list-style-type: none"> · Scoping Mar - Nov 2015 · Consult on first draft plan by end Feb 2016 · Consult on revised draft by end Jul 2016 · Adopt plan Mar 2017; implement Apr 2017 	<p>(a) Guidelines produced; awaiting legal guidance for dissemination in light of judicial review</p> <p>(b) Brought forward for completion date of 2016. Invitation to quote currently out to consultants to carry out work that BA resources cannot meet, and to ensure impartiality</p>	<p>(a) </p> <p>(b) </p>
Stakeholder Action Plan (extract for reporting)	Andrea Long	<p>(a) Workshop with hire boat operators to understand their concerns</p> <p>(b) Explanation of tolls structure in Broadsheet; website content for tolls information</p> <p>(c) Circulate Bulletin to parish clerks</p> <p>(d) Residents' newsletter</p> <p>(e) New Parish Forum format</p>	<p>(a) Meeting with hire boat operators held 25 June. Action on waste management being progressed</p> <p>(b) Website content re tolls structure has been updated and Broadsheet will carry the same information</p> <p>(c) Next issue of Bulletin will be circulated to parish clerks</p> <p>(d) Investigating production of residents' newsletter late 2015/ early 2016</p> <p>(e) Parish Forum to be held in Oct/Nov in Thurne area focused on Hickling Enhancement Project</p>	<p>(a) </p> <p>(b) </p> <p>(c) </p> <p>(d) </p> <p>(e) </p>

Priority	Lead	Key milestones	Progress to date	Status
		(f) Promotion of Broads Experiences (g) Promotion of Proximity Campaign, including Greeters' Initiative	(f) Promotion of Broads Experiences will form part of a new Enjoy the Broads website and possible supporting material in 2016 (g) Greeters' initiative and other Proximity actions incorporated in Sustainable Tourism Strategy review for delivery in 2016	 

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