

**Broads Plan Review**  
Report by Director of Planning and Resources

**Summary:** The Broads Plan is the strategic management plan for the Broads and is subject to regular review. The current Plan was adopted in May 2011 and its review is a Strategic Priority for the Broads Authority in 2015/16. It is anticipated that the revised Plan, which will cover the period 2017-22, will 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. This report presents the output from that workshop, and invites comment from Forum Members on other strategic issues and priorities they feel should be addressed in the next Plan.

## **1 Introduction**

- 1.1 The Broads Plan, the key strategic management plan for the Broads, is currently under review. It is anticipated that a revised Plan will be adopted in March 2017.
- 1.2 The Broads Plan is a strategy for the Broads, not just for the Broads Authority. While the Authority is responsible for its production, a range of partners and stakeholders are involved in its development and its implementation. The success of the plan therefore depends on widespread commitment and involvement from all interests. As well as ongoing participation from members of the Authority's committees, forums and working groups, there will be two stages of formal public consultation on the draft Plan, currently scheduled for Spring 2016 and Autumn 2017.

## **2 Strategic Planning Process**

- 2.1 Members of the Broads Authority and Navigation Committee attended a workshop on 7 October to begin scoping the strategic direction for the next Plan period (2017-22).
- 2.2 Workshop discussions started with a reminder that 'a good strategy is a plan of action with an evidence-based rationale' – put more simply, 'you know what you are doing and why'. Focusing as much as possible on high level aspirational strategy, Members considered the desired benefits for the Broads, supported by evidence of need, and the actions or activities that would realise these benefits –the 'what and why' of strategy. The other

elements of strategic planning - 'how, when and by whom' – will be refined through ongoing consultation and discussion during the review process.

- 2.3 Members' discussion was based around the themes in the current Plan – climate change, landscape and cultural heritage, biodiversity and land management, navigation, recreation and access, and communications (including education and tourism), although this structure may change as strategic actions are evolved. The transcript from the workshop exercises is shown in Appendix A. This output will be used by officers to develop aspirational and guidance level strategic actions for the first draft Plan.

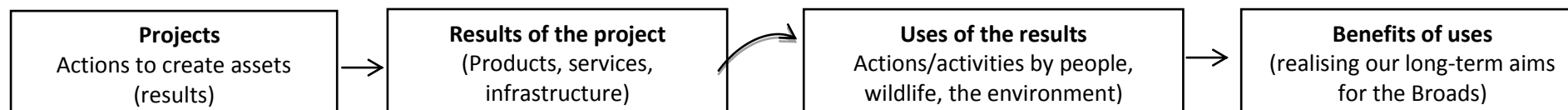
### **3 Broads Forum Involvement**

- 3.1 Broads Forum Members represent a wide range of stakeholder organisations and interests in the Broads, many of whom will be involved directly or indirectly in delivering actions in the Broads Plan. Your views are therefore invited at this early scoping stage on the output from the above workshop, and on other important issues you feel should be addressed over the next Plan period. It would be helpful if you could identify 3-5 high level priorities for strategic action under each of the thematic headings, focusing on 'what we want and why'.
- 3.2 Members are reminded that, while aspirations remain high, the Broads Plan needs to be realistic and capable of delivery within the current economic context. As the Government considers its priorities for the next Comprehensive Spending Review period, the squeeze on public finances will continue. Delivering the remaining actions in the current Broads Plan and determining the strategic actions for the next Plan will depend substantially upon making the most of external funding opportunities, continued partnership working and a flexible approach to future priorities.

Background papers:	Broads Plan 2011: Summary Progress Report – July 2015
Authors:	Andrea Long
Date of report:	13 October 2015
Broads Plan Objectives:	None
Appendices:	APPENDIX A - Output of Broads Plan Member Workshop 7 October 2015

Transcript of workshop sessions (unedited)

**Process:** At this workshop, Members discussed strategic action for the next Broads Plan period. Ideas were written on post-it notes and placed where possible into the following strategy planning structure. Members then placed blue dots against the ideas they considered most important.



Landscape and Cultural Heritage			
Projects	Results	Uses	Benefit
Broads specific heritage assets promoted – list navigational and industrial history as assets. ●	Virtual museums (infograph about importance, top rankings find in Broads). Museum of the Broads support. Recent history conserved/ recorded	Learning and understanding about social and industrial heritage of area	The history of the Broads is intrinsically important and is one of primary purposes. ●
Capture and interpret boating history of the broads and the characters. Increase amount of storytelling about people and landscape of the Broads.	Enhanced navigation heritage info – former industrial use of the Broads. People’s stories	Learning about heritage which positively contributes towards the Broads landscape.	Unique nature of the resource highlighted as nationally and internationally important, local importance. ●
Interpret and promote the cultural landscape	Interpretation of Broads evolution illustrated in way people understand.  Broads architectural design guides	Learning about geological / landscape evolution. ● People learn about Broads landscape for future - what we should expect 10-15 years into future.	Better accessibility for all which includes information about the features and elements that positively contribute towards the Broads landscape and the people who shaped the landscape. ●
Target built asset restoration	Mill restoration projects	Mills kept as contribution to the Broads landscape (national and international resource).	Retaining unique cultural resource – <i>What is meant by retention? Is it just a mix of features restored – semi-derelict?</i> ●
	More evidence base resources on archaeology	Increased understanding /protection of archaeology	No harm to the archaeological resource within the Broads.

Transcript of workshop sessions (unedited)

BA and their partners are aware, alert, active to opportunities to promote and enhance the Broads landscape.			
Create a public repository of Broads related information, interpretation and artefacts including virtual information. ●●●			
Manage change to maintain intrinsic character of cultural landscape.	Landscape change management measures e.g. for grazing marshes.		Intrinsic character of the Broads cultural landscape maintained.

Biodiversity and Land Management			
Aspiration: Create new habitats and link			
Projects	Results	Uses	Benefit
Prioritise habitats – management schemes - Washlands, fens/ wetlands, open water, upland grass and extensification. ●	More habitats. Landscape improvement, green infrastructure Achieving national/international targets (WFD, Habitats Directive, England Biodiversity Strategy).	Species able to adapt People and green infrastructure. Education, Health, Social.	Climate change adaptation. Eco system services. Reduction in visitor pressure. Economic benefits, education, health, social benefits.
Target funding.			
Aspiration: Maintain and enhance habitats within a clear vision			
Projects	Results	Uses	Benefit
Ranworth Broad restoration in next 5 years of plan.	Outputs around populations and their requirements.		Healthy broad, adaptive management.
Monitoring and research to aid understanding and adaptive mgt	Change and threats acknowledged Threats defined: can we do anything External factors beyond control acknowledged as context	Evidence used to inform management action	Resilient network.
Multi benefit projects should be a focus/priority.	Clear vision in bio and water strategy and multi-benefit projects	Stakeholders adopt vision	Healthy habitats. Multiple benefits to multiple users.

Aspiration: Buffer the Broads and reduce environmental pressures on species and habitats within a catchment approach			
Projects	Results	Uses	Benefit
Continue to identify priorities (although lots of mapping and modelling has already been done) and communicate these priorities to land managers. Focus on sub-catchment agri-advice.	Sustainable farming.	Farmers managing pressures (water quality). Including: cultural, wildlife, land management, industrial.	Improved water quality and quantity. ●● Viable income for farmers/land managers.
30 year water management plan developed by partners/stakeholders and led by Broads Authority. ●●●	Water management plan in place		Supporting healthy ecosystems.
Communicate with agri product suppliers/buyers.	Understanding of motivations of land managers – incomes. ●		Supporting healthy populations of species of conservation concern and native species.
HLF Landscape Partnership scheme projects	<i>Peer to peer partnerships are key to Landscape Partnership Scheme</i>		
Buffer the Broads		<i>Be aware of ownership and pressures. Who owns the land, who do we need to influence?</i>	Resilient fen networks. Buffered, managing change, healthy. Working with natural systems. ●
Investigate CIL and GI funding. Understand how businesses operate and opportunity for movement. <i>Who has the power? Have they changed since 2011?</i> ●●●			
Design standards for housing based on evidence e.g. WFD etc.			
Branding communications. Types of agri-assessment	Agri-env scheme take up	Sustainable farming methods used	Sustainable farming Long term financial gain for farmers.
Reedbed polishing. Private small treatment.	Waste water treatment measures	Waste water treated sustainably	Sufficient water flow for all and providing multiple benefits

<b>(Communications) - Education</b>			
<b>Projects</b>	<b>Results</b>	<b>Uses</b>	<b>Benefit</b>
Development of more educational/ curriculum packages to franchise out to schools. Videos and branded games.	National Park schools project work to focus on the Broads via curriculum.	Engaging people at an early age – future custodians. ●	Young people respecting the environment and enjoying the Broads - Learning and respect through enjoyment.
Broads Champions in schools/urban centres.	Youth group engagement projects and schemes.	Joined up school engagement with other agencies (RSPB, NWT etc.). National Park joined up working in education.	More apprenticeships and more young people interested in doing them.
Youth Rangers	More school group engagement.	Reaching more young people nationally.	Hard to reach groups ‘life changing’.
Broads dragonflies trail			
Entry level boating		Parents as route to introduce young people to boating (or vice versa)?	
More Cycling Promotion	Cycling promotion schemes		
Promote relatively cheap walking (nearly) free			
Social media	Social media output e.g. YouTube tutorials, How to’ videos, ‘Day in the life...’ featuring young people e.g. apprentices.		
<b>(Communications) - Tourism</b>			
<b>Projects</b>	<b>Results</b>	<b>Uses</b>	<b>Benefit</b>
Push for better mobile phone coverage and promotion of this for apps etc. ●●●	Improved tourism infrastructure/ facilities. More private investment. Better publicly available moorings. ●	Change of perception of Broads – not just boating! ●	Flourishing visitor economy e.g. pubs staying in business. ●●●●●
Training of business operators in quality improvement/service provision. ●●	Better access to/around Broads. Better perception of access!	Visitors using TICs	Jobs.
‘Norwich – City of Broads’ promotion to Norwich visitors.	Promotion of clean environment, first impressions.	Good standards of accommodation/ restaurants/boats. ●	Repeat visits

Transcript of workshop sessions (unedited)

Promote A11 dualling.	Promotion to overseas visitors. ●	‘Respectful’ visiting and National Park awareness.	Visitors get a special experience in the Broads.
Social media.	Improved signage to Broads National Park.	Industry working together more.	Visitors helping to sustain the Broads.
Broads Tourism – review of what, why and how it operates. ●	Better promotion of what Broads Authority does for tourism businesses and call for support.	More wildlife watching, walking, cycling.	
Promotion of back to basics green escape experience - ‘Swallows and Amazons’.	Better information provided before and during visit.		
Digital media promotion.	Pushing links to neighbouring areas e.g. Norwich, North Norfolk, GY		
Bookable private moorings like ‘Just Park’ i.e. ‘Just Moor’.	Financial support to promote tourism from hire boat industry.		
Visitor itinerary development.	Itineraries available		
Push in quality.	Quality measures		
<b>Communications ( Promotion of special qualities)</b>			
<b>Projects</b>	<b>Results</b>	<b>Uses</b>	<b>Benefit</b>
Social media.	Ready availability of information.	People enjoy the Broads on water and land.	Health and wellbeing (physical and mental), ‘cure of souls’, quiet enjoyment. ● ●
Promotion of back to basics green escape experience ‘Swallows and Amazons’. ●	Better access IN the Broads.	Accessed by all ages, all walks of life.	Reaching more people nationally. ●
Promotion of unique cultural heritage of Broads – stories.	Better access TO the Broads e.g. public transport.	Better awareness, education, opinion of Broads.	
People focussed stories.	Information before and during visits.	Better awareness of Broads as National Park and special qualities.	
Address ‘danger of water’ perception.	Info with links to other districts, health boards.	People understand/use water safely ●	
Widen spread of Broads info	Urban district TICs with Broads info		

Navigation			
Projects	Results	Uses	Benefit
Market areas to family groups and young people to ensure generations of visitors.	Planning policies to promote visitor facilities and protect informal moorings of historic use. ●	Use of network of welcoming facilities and infrastructure.	Socio-economic and well-being benefits, promoting understanding and valuing of area.
Mooring (visit promotes wellbeing promotes passion for area promotes return visit and so on) ●●●	Linked land and water access opportunities. Mooring landing stages to footpaths ●●	Easier access to and around Broads	Sustainable use of waterways – quantity/carrying capacity. Spread pressure from honey pots. ●●●
Better information re facilities/ footpaths to promote use. Key messages – plain language. ●	More targeted info available and promoted	Work in partnership to drive up quality of infrastructure and provision of facilities – EA/pubs/ riparian owners ‘stewardship’.	Expansion of navigation area – Broads, North Walsham and Dilham Canal, above low bridges, River Waveney. ●●●
Promotion of southern Broads to coastal/continental users.	Southern Broads promoted ‘Master Plan’ approach to informal zoning/spreading pressure. ●		
Dredging	managed navigation – dredging compliant to waterway specifications		Management of navigation corridor in a multi benefit way for landscape, biodiversity and sailing.
<i>moorings design, low freeboard, patrolling ?</i>			
Review closed Broads – negotiate/ work in partnership with land owners. ●●	Zoning approach? Protect ‘wilderness’ protected		Well managed navigation accessible to all types of water based recreation
Pilot areas for riverside clearance/ landscape management working with landowners. ●●	Tree management	Tree management to open up landscape, promote sailing, restore historic landscape, creating interest from water.	
Tolls strategy?			Healthy population of private boaters. Thriving marine businesses creating sustainable income to manage navigation.
Tolls strategy,	Tolls strategy		Boats quiet and non-polluting

Transcript of workshop sessions (unedited)

boat design strategy? Understand the demographic of Broads users (hirers).	Long term strategy for hire boat design – high energy demand running engines.		(electric, hybrid, sailing, man- powered).
Develop suggested short visit ‘itineraries’ for boats based in marinas to tempt them out – need to provide supportive facilities.			Accessible navigation for all abilities.
Work with BHBF/NSBA for provision/sharing of facilities e.g. moorings, pump out, electric hook ups, waste mgt, broadband providers	Improved provision facilities Good connectivity for mobile phone/ 4G etc. to access information and for safety cover ● ●		
Day boats as ‘entry level’ access point – link up with land based tourism businesses/accommodation to promote.			
Breydon Water – remove fear factor, promote interchange, promote bird life viewing potential.			
Promote use of waterways year round – winger water fowl watching, events, activities.			

Recreation and Access			
Projects	Results	Uses	Benefit
	Moorings/slipways etc. provided in priority/strategic locations. Range of moorings provided by BA/others to include wild/quiet moorings using methods that allow for climate change sea level rise, e.g. pontoons.	Moorings used by boaters all year round in appropriate locations. NB: Moorings with no bank access cheaper. ● ● ● ●	
	High quality/up to date information		

	on access provided in a range of ways emphasising use of new technology.		
Promote angling	Angling promotion schemes		
	Improved access for disabled people – Broads accessible tourist day boats, walks. Other access provided for canoes/rowing craft (slipways, pontoons).	Recreational users with mobility problems visit and use water/land resources	Access is managed in an integrated way providing access for <u>all</u> and encouraging sustainable transport choices. ● ●
Info provision for safety, routes/facilities, Breydon Water/tide information, bus/train information, interpretation, activities for young people	More info provided/targeted	Recreational users visit and use water/land resources safely More engaged young people	
Provision for horse riders Upgrade cycle offer (working with Norfolk County Council) Strategic Broads network link to rail network (Berney Arms). Different offers e.g. canoeing, new facilities/promotion.	Routes/facilities well connected and maintained. New routes/ facilities provided in strategically important locations. Provision for horse riders Cycle offer upgraded Broads network linked to rail network		Wider access Sustainable travel  ● ● ● ● ● ● ●
Improve mobile technology	Improved mobile technology with 100% coverage in Broads area. Broads mobile app = additional income? ● ● ● ● ● ● ● ●		
	Whitlingham - information on rest of Broads.		
Land: enhance access routes – quality, information, apps etc. Link strategic circular routes to hubs and improve route connectivity options.	Enhanced access routes and info Circular routes linked to hubs and connected	Used by visitors inc. bird watchers, horse riders, walkers	
Develop local access hubs / promote	Local access hubs developed/	Visitors/residents use/access water	

Transcript of workshop sessions (unedited)

using existing land transport links serving communities. Needs the right people to deliver local knowledge.	promoted targeted groups	space, land/footpaths with year round provision. Recreation access used by all incl. ethnic groups and young people.	
Promote zero emission craft, facilities, electric points. Need for strategy to develop this. ●	Strategy in place		
Good information at moorings - what lies beyond? Improve infrastructure between land and water.	Information provided in a range of ways using new technology/apps etc. Infrastructure improvements		
Review of waterspace: Broads with no current access/extending waterspace (e.g. Aylsham/Bungay, North Walsham and Dilham Canal), considering unpowered craft, zero emissions craft or all types of craft.			
Provide new access and remove obstacles to access.			

## Climate Change

### Transcript of notes arising from discussions – not following above structure

#### Session 1 notes

- Identify the special values we want to keep
- Move to a range of solutions (not either-or) around natural processes and hard engineering
- Who has the power to do the necessary things? (CAP, Catchment ideas) Are we influencing the right bodies to get the changes needed? ●●●
- Consider water management across all aspects – abstraction, water recycling, system management ●●●●
- Financial rewards for managing the land so it brings public good: public good now being created by private action/investment
- The evidence is that the investment over the last 50 years has generally worked. Improvements in technology over predictions and how to react
- Downplay global climate change and put emphasis on coping with dynamic processes that are changing our environment and ways of life. No such thing as a steady state. ●
- Develop interaction with landowners – including those outside of executive area. Build on the positives and common objectives

Transcript of workshop sessions (unedited)

- Review / consider the ecosystem services that are (really) important for the Broads (the distinctive elements) ●
- Remember opportunities
- Maintain and (especially) enhance the special qualities for as long as possible in the face of a changing climate
- Need to coordinate any actions with what goes on at the coast. Note the complexities and confusions this can create. ●
- Remember / consider the impacts outside of the executive area. Can the catchment approach help? Remember the interconnectedness of everything. ●
- Show and inform people (in a way that relates to them) what the climate challenges are

Session 1 summary:

*Need to find ways to relate to people the issues and changes needed*

*Investigate (all) options including opportunities*

*What are the (very) important goods and services (distinctive to the Broads) we want to keep?*

*Reframe the debate around coping with dynamic processes*

*Holistic water management is needed – catchment approach and including the coast*

*Who has the power to do things? Are we seeking to influence the right people? (including owners of land)*

Session 2 notes

- Do we need to get better data / information? E.g. water abstraction
- Collect evidence, influence policy on housing to see that houses meet very high (resource use) standards especially around water use
- Develop closer association between special qualities/ values and things people do in area - helps people relate to area – provides additional values
- Adaptation action needs to happen at a range of levels – governmental / legislation, local / organisational, individuals
- Explore the ‘wet-water’ aspects of all things and draw out how the care of water is highly important for the distinctiveness of the Broads. Need to note how sensitive the Broads are to changes in water and land management.
- May need to reframe what we say – what is the difference between weather and climate? What is significant to the Broads as opposed to global change?

Session 3 notes

- Do we need to develop a coordinated response to what would happen after a catastrophic event? What immediately and what in the longer term?
- Communication around climate change needs to have clarity and be at relevant levels. Need to improve evidence base to help make case for change.