

Strategic Priorities 2016/17 - Update
Report by Chief Executive

Summary: This report sets out progress in implementing the Authority's Strategic Priorities for 2016/17.

Recommendation: That the updates be noted (Appendix 1).

1 Progress on Strategic Priorities 2016/17

- 1.1 Each year, the Broads Authority identifies a small set of strategic priorities. 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. The strategic priorities help us to target our resources and to make the most of partnership working and external funding opportunities.
- 1.2 Alongside these priorities, and as resources allow, the Authority will continue to work with partners and local communities to deliver wider Broads Plan actions and routine works.
- 1.3 The latest progress on the Authority's Strategic Priorities for 2016/17 is outlined in Appendix 1.

Background papers: None

Author: Maria Conti

Date of report: 11 January 2017

Broads Plan Objectives: Multiple

Appendices: APPENDIX 1: Strategic Priorities 2016/17

Strategic Priorities 2016/17

1. 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.

2. Broads Landscape Partnership Scheme: Water, Mills and Marshes

Implement development stage of Broads Landscape Partnership Scheme (LPS), including production of Landscape Conservation Action Plan (LCAP), and prepare second stage application to Heritage Lottery Fund.

3. Hickling Broad 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 and implement Broads National Park branding guidelines.

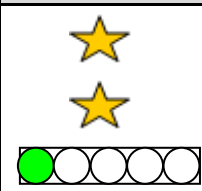
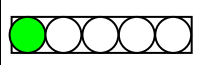


5. Stakeholder Action Plan






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









6. Integrated flood risk management and 'climate-smart' communities

Support EA review of short-term flood risk management strategy towards developing a longer-term integrated strategy for the coast and Broads. Develop approaches to climate adaptation planning and action within protected landscapes for local communities and visitors.

Broads Authority strategic priorities 2016/17					
	Projects	Milestones	Progress	Status	Contacts
1	Broads Plan review	Consult on revised draft Broads Plan 2017 by end Jul October 2016 (min. 8 weeks) ----- Adopt final plan Mar 2017 Implement plan from Apr 2017	11 week public consultation on revised draft Broads Plan completed. Representations being considered and final plan being prepared, including preliminary design work. Final draft plan to be submitted to BA in Mar 2017.	★ 	Maria Conti
2	Broads Landscape Partnership Scheme: Water, Mills and Marshes	Hold 'drop in' events in Apr/May/Nov 2016 in Landscape Partnership Scheme (LPS) area Hold partner/stakeholder LPS events by end Jul 2016	Drop in events and stakeholder workshop completed. Feedback from attendees incorporated into Landscape Conservation Action Plan (LCAP) and LPS project plans.	★	Will Burchnell
		Prepare Landscape Conservation Action Plan (LCAP): <ul style="list-style-type: none"> Submit draft LCAP to LPS Board by end Nov 2016 Carry out LCAP consultation in Dec 2016/ Jan 2017 Submit final draft LCAP to LPS Board in Mar 2017 Submit LCAP and second stage Heritage Lottery Fund (HLF) application by May 2017 	HLF pleased with progress at mid-term review. LCAP first draft approved by LPS Board. Consultation comments and amendments to be included in second draft by end Feb 2017. 'Water, Mills and Marshes' logo, brand guidelines and website design underway by Norwich University of Art. Due for completion by end Jan 2017. Second round HLF application underway.	★ 	
3	Hickling Broad Enhancement Project	Submit planning application for Stage 2 in Apr 2016	Planning permission granted	★	Trudi Wakelin
		Start Phase 2 construction in Nov 2016	Construction underway	★	
		Develop full funding application for CANAPE (Creating A New Approach for Peatland Ecosystems) project by Jan 2017	Funding application developed and approval for submission on BA agenda. Application deadline 31 Jan 2017.		

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4	Promoting the Broads	Review outcome of Judicial Review (Apr 2016)	Branding guidelines developed and disseminated by BA and Broads Tourism Marketing Group. JR application for leave to appeal the High Court's decisions refused by the Court of Appeal. Clothing with National Park branding on order. Wider signage strategy to be developed 2017/18.		Lorna Marsh
5	Stakeholder Action Plan	Send regular updates from Chief Executive (CEO) to Parish Clerks and other stakeholder groups	Regular CEO updates ongoing and sent to Parish Clerks. Formal branding of CEO communications in progress. Plan in progress to redesign Annual Report as annual residents' newsletter (via parish clerks) and produce alongside 2016/17 annual report.		Lorna Marsh
		Hold min x2 issue/project focused Parish Forums: <ul style="list-style-type: none"> • Waveney/Yare in Apr/May and Nov 2016 - Landscape Partnership Scheme (LPS) • Ant/Bure or Thurne/Bure in Sept/Oct 2016 (Hickling project or flood risk mgt strategy) 	Potential theme-focused Parish Forums for 2017 to be considered. LPS partner workshop held July 2016 and flood risk management workshop (special meeting of Broads Forum and other invitees) in Nov 2016. 'Drop in' sessions on draft Broads Local Plan held at Horning (Dec 2016) and Oulton (Jan 2017) and planned for Loddon on 19 Jan 2017.		Maria Conti/ Will Burchnell
		Provide updates on activities to promote area to Broads Tourism and to BA as part of biannual Broads Plan/ BA strategic priorities reporting	BA strategic priorities updates provided. Tourism Strategy Annual Action Plan updates provided by Broads Tourism Marketing Group to monthly Broads Tourism executive meetings.		Lorna Marsh

Broads Authority strategic priorities 2016/17					
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6	Integrated flood risk management and 'climate- smart' communities	Report on outcome of EA high level review to Broads Forum and BA by Autumn 2016	Report taken to special meeting of Broads Forum 3 Nov 2016 and results reported to BA.		Simon Hooton
		Identify next steps to engage public on flood risk management and saline incursion issues - by Dec 2016	Broads Climate Partnership outlined priority to establish effective governance process and scope next steps. Further work planned to take draft ideas to local authorities and key stakeholders in next quarter.		
		Report on engagement and adaptation planning process to Broads Forum and BA - Autumn 2016 and Spring 2017			
		Establish core group and prepare external funding bid for climate interpretation in protected landscapes; submit bid by end 2016.	Strengthening evidence on processes to follow to support funding bids. Submissions now likely to be Mar 2017 or later.	 	

Key	Progress	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		Forward progress since last meeting
	Project timetable slipping, plan in place to address concerns		Backward progress since last meeting