

Broads Authority

22 November 2019

Agenda item number 12

Strategic direction updates

Report by Head of Governance

Summary

This report sets out progress in implementing the Broads Plan and the Broads Authority's annual strategic priorities. It also gives a status update on the Authority's guiding strategies.

Recommendation

To note the report.

1. Broads Plan

- 1.1. The Broads Plan is the key partnership strategy for the Broads. It is reviewed and updated regularly, and the current plan was adopted in March 2017. The Broads Authority publishes a progress report every six months, highlighting action by the Authority and its partners to implement the Plan.
- 1.2. The Broads Plan progress report for May to October 2019 is attached to this report.

2. Guiding strategies

- 2.1. Under the high-level Broads Plan are more detailed guiding strategies, generally focusing on a single theme and covering a short-term period. Table 1 shows the status of those strategies where the Authority has a key role. Their implementation is reported in the Broads Plan progress reports and in other reports to the Authority.

3. Strategic priorities

- 3.1. Each year we identify a small set of strategic priorities, focusing on Authority-led projects with high resource needs or a high impact on the Broads, or that are politically sensitive. Setting these priorities helps us target resources and make the most of partnership working and external funding opportunities. An update on this year's priorities is in Table 2.
- 3.2. The Broads Plan, progress reports and guiding strategies may be viewed on the [strategy](http://www.broads-authority.gov.uk/strategy) pages of our website at www.broads-authority.gov.uk.

Table 1

Guiding strategies – status update

Strategy	Scope	Lead	BA contact	Status
Broads Plan	Key partnership management plan for the Broads	Broads Authority	Director of Strategic Services	Adopted April 2017; plan period 5-7 years. Review date: By 2022
Broads Local Plan	Spatial planning policy used in determining planning applications within the Broads Executive Area	Broads Authority	Planning Policy Officer	Adopted May 2019
Broads Biodiversity and Water Strategy	Implementing Biodiversity 2020 Strategy in the Broads	Broads Biodiversity Group	Senior Ecologist	Adopted May 2019. 5-year action plan to 2024.
Broadland Rivers Catchment Plan	Managing water quality and quantity in the catchment	Broadland Catchment Partnership	Catchment Partnership Officer	Adopted 2014. Action plan under ongoing review.
Broads Climate Adaptation Plan	'Climate-smart' planning and adaptation, including flood risk management	Broads Climate Partnership	Director of Strategic Services	BCAP adopted 2016. Process now part of Broadland Futures Initiative.
Education Strategy for the Broads	Formal environmental education and wider outreach in the Broads	Broads Environmental Education Network	Education Officer	Adopted 2017. 5-year action plan in place. Review date 2022.
Integrated Access Strategy for the Broads	Improving access facilities and links to and between land and water in the Broads, and wider access	Broads Local Access Forum	Waterways & Recreation Officer	Adopted 2019. Rolling 3-year action plan.
Tourism Strategy and Destination Management Plan	Promoting and managing tourism within the Broads and wider 'area of tourism influence'	Broads Tourism	Head of Communications	Adopted 2016 and 5-year action plan in place. Review date: 2020

Strategy	Scope	Lead	BA contact	Status
Volunteer Strategy for the Broads	Promotion, recruitment, training and administration of BA Volunteer Service	Broads Authority	Volunteer Coordinator	Adopted 2017 and 5-year action plan underway. Review date: 2022
BA Financial Strategy	Managing the use of the BA's financial resources	Broads Authority	Chief Financial Officer	3-year rolling strategy adopted annually in February

Table 2

Broads Authority Strategic Priorities 2019/20 – progress update

Theme, aim and milestones	Progress	Lead officer
<p>Water, Mills and Marshes Landscape Partnership Scheme</p> <p>Implement partnership projects to agreed schedule.</p> <ul style="list-style-type: none"> • Monitor and report progress (Sept/Mar) • Submit quarterly claims to National Lottery Heritage Fund (Apr/Jul/Oct/Jan) • Issue draft legacy plan (Oct) 	<p>Status: On track</p> <ul style="list-style-type: none"> • Works to North Mill and Strumpshaw Steam Engine House nearing completion. Engineering solutions for Six Mile, Muttons and Herringfleet in design phase. • 2 heritage skills apprentices recruited – Level 2 Brickwork and Level 3 Carpentry and Joinery. • Whole scheme volunteer income target exceeded at end of Q6. • Education delivery team working with 15 primary schools, 2 high schools and a sixth form college in 2019. • Programme Manager leaving for another role. Recruitment for a replacement. 	<p>Broads Landscape Partnership Programme Manager</p>
<p>CANAPE (Creating A New Approach to Peatland Ecosystems)</p> <p>Implement work packages 3 and 4 to agreed schedules.</p>	<p>Status: On track</p> <ul style="list-style-type: none"> • Project reports and claims completed on schedule. Project Steering Group met in October 	<p>CANAPE Project Manager</p>

Theme, aim and milestones	Progress	Lead officer
<ul style="list-style-type: none"> • Monitor and report progress of project activities (Oct and Apr) • Submit claims to INTERREG Programme (Oct and Apr) • Complete Phase 2 of 3 at Chara Bay, Hickling Broad (Mar) and begin sediment infill of restored reedbed • Trial marketing for charcoal at four events (by Sept) • Hold five citizen science engagement events (July to Aug) 	<p>and visited restoration site at Natuurpunt in Belgium, which has overlaps with works planned in Broads.</p> <ul style="list-style-type: none"> • Equipment mobilisation underway for winter works at Hickling Broad, to include topping up of geotextile bags forming perimeter of Chara Bay site and backfilling, and dredging Catfield Dyke. • Charcoal market tested and sold successfully at several sites including Whitlingham Country Park. • BA, Natural England and IUCN organising Lowland Peat conference in March 2020. • Citizen Science: 420 people took part in community events including peat coring and How Hill Trust Family Fun Days. • CANAPE legacy programmes and training being set up at Hobart High School and How Hill Trust. 	
<p>Broadland Futures Initiative (Developing integrated flood risk management)</p> <p>Implement joint programme of work with Environment Agency and other partners.</p> <ul style="list-style-type: none"> • Run public e-survey on flooding in Broadland (June to July 2019) • Hold drop-in events (Summer 2020) • Scope decision making system involving elected members (By end 2020) 	<p>Status: On track</p> <ul style="list-style-type: none"> • Stakeholder e-survey held in June and July. BFI leaflet published to explain initiative to stakeholders and wider public. Environment Agency consultant started work and issued first BFI newsletter in September. • Presentation given to Anglian (Eastern) Regional Flood & Coastal Committee on 18 October. • BFI technical group minutes to be 	<p>Director of Strategic Services</p>

Theme, aim and milestones	Progress	Lead officer
	<p>published on website from November.</p> <p>www.broads-authority.gov.uk/looking-after/climate-change/broadland-futures-initiative</p>	
<p>Marketing, promotion and media relations</p> <p>Increase public awareness of Broads National Park brand.</p> <ul style="list-style-type: none"> • Install 35 Broads National Park tourist information road signs (by end 2019) • Publish Broadsheet and Visit the Broads pocket A6 guides for summer season • Develop Broads Ranger experience and market via Airbnb in Summer 2019 • Extend English National Park Experience Collection (by end 2020) <p>Recruit for two posts for new UK NP Communications Team (July)</p>	<p>Status: On track</p> <ul style="list-style-type: none"> • Road signs produced and awaiting installation at 35 sites in Norfolk and Suffolk. • Visit the Broads A6 guide published (120,000 print run) • Broads Ranger Experience launched in Sept and marketed through Airbnb, featuring 2-hour cruise on electric boat 'Liana' with food hamper and BA guide. • English National Park Experience collection: Discover England Funding ended 30 Sept and bid for DEF2 funding being developed. Local funding secured through Norfolk County Council for further development of Broad Experiences and marketing to travel trade and consumers. • UK NP Communications Team in place. 	<p>Head of Comms</p>
<p>Development of partnership projects</p> <p>Work in collaboration with key partners to develop projects to support delivery of Broads Plan and attract external funding.</p> <ul style="list-style-type: none"> • Complete review of onsite catering operation at Acle Bridge (by Dec) • Develop options analysis for 	<p>Status: On track</p> <p>Acle: Separate report on Broads Authority agenda 22 Nov 2019 provides update.</p> <p>Hoveton RP: Project planning started.</p> <p>Whitlingham Charitable Trust indicated its intention to run site independently of Broads Authority</p>	<p>Chief Executive</p>

Theme, aim and milestones	Progress	Lead officer
<p>development of Acle Bridge site (by Jan)</p> <ul style="list-style-type: none"> Develop options analysis for redevelopment of Hoveton Riverside Park (by Jan) <p>Agree future level of BA engagement in Whitlingham Country Park and principle of expanding visitor facilities on site (by Jan)</p>	<p>with a separate identity. Service Level Agreement ending 31 March 2020 and BA making plans to vacate site.</p>	
<p>Agri-environment pilot</p> <p>Work with partners to design and deliver environmentally and economically sustainable wetland and lowland grazing options within proposed Environment Land Management Scheme (ELMS).</p> <ul style="list-style-type: none"> Adopt and implement Broads Biodiversity & Water Strategy and Action Plan 2019-24 (July) Defra to confirm funds for Test and Trial ELMS in July; if approved, work with partners on Phase 1 of proposal (Mar 2020) Consider any funding shortfall for BA contribution to local design of ELMS (Autumn) 	<p>Status: On track</p> <ul style="list-style-type: none"> Broads Biodiversity & Water Strategy and Action Plan 2019-24 adopted. Broads Test and Trial proposal approved by Defra. Project to investigate management interventions, landscape-scale projects and advice support network. First partnership workshop held on 13 November with BA, NFU, Natural England, Norfolk Farming Wildlife Advisory Group, farmers and land managers. 	<p>Chief Executive</p>

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Date of report: 13 November 2019

[Broads Plan](#) objectives: All

Appendix 1 – Broads Plan update May-Oct 2019

Broads Plan 2017

Summary of progress: May to October 2019

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A. Managing water resources and flood risk

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



Photo: Geldeston in flood

- BA and Local Enterprise Partnership scoping projects on climate change adaptation and environmental resource efficiency for new European Regional Development Fund funding call.
- Broads Local Plan adopted May 2019. Water efficiency policies in use for all new, replacement and converted dwellings and buildings for non-residential land uses.

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)

- BA joined Water Resources East board. Key role of WRE is to look at sector water needs and trade-offs and balance considerations of customers, agriculture, economy and environment.
- National Drought Group met in July and report that much of Norfolk and Suffolk had less than 75% of long-term average rainfall last winter, with risk status in East Anglia elevated from Prolonged Dry Weather to Drought.
- Environment Agency (EA) providing ongoing water abstraction advice and onsite visits to farmers and other stakeholders.
- EA gave presentation to Broadland Catchment Partnership in October on review of consents for public and private water supplies in Ant catchment.

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

- Coastal Futures planning public workshops held in October.
- Broadland Futures Initiative (BFI) project team investigating sources and nature of flood risk in Broadland to help define impacts and understand what longer-term flood and coastal risk management options may be needed. 12 project deliverables planned by February 2021.
- BFI local consultation - see action 10.1

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

- Key projects: Main drain realignment and dyke widening at Martham Dyke; floodbank strengthening and relocation of soke dykes at Muckfleet for area flood management and water level management in Trinity Broads; Bowthorpe Meadow River Improvement restored 0.5 km of river habitat to restore natural river processes, wetting up 2.2 ha of floodplain and helping to maintain 0.14 ha floodplain lake.
- Local farmers using Wonder Wheel and Creyke tramline disruptors. Earthwake machine purchased by Broadland Catchment Partnership (BCP) for farmers to trial in winter cereals.
- All BCP project updates published at www.broadlandcatchmentpartnership.org.uk/news

B. Sustaining landscapes for biodiversity and agriculture

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



Photo: Hickling Broad © Mike Page

- CANAPE Hickling Broad restoration: Mobilisation of dredging equipment underway. New method using DNA testing for *Prymnesium* to be trialled alongside existing method. Additional reed planting agreed for Churchill's Bay as well as Chara Bay. CANAPE project presented at Living Lakes Conference, UK & Ireland Lakes Network and Care-Peat launch event, receiving significant interest.
- BA gained Water Environment Grant for wetland restoration in Ant Valley, to include hydrological feasibility and habitat creation work.
- 'Tipping the Balance' lake restoration project to restore clear water and water plant communities in Bure and Ant valleys using specialised ecological model for first time in UK, providing new observation of shallow peat lakes. Workshop in PCLake model predicting ecological responses of biomanipulation measures from Ranworth and Barton broads.
- Sediment removal ongoing at Hoveton Great Broad to develop three new fen areas and greater depth for water plant recovery. Additional turf ponds being created and local plants sourced to start off new fen areas. Some signs of water plant growth recorded in summer.

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

- Water Sensitive Farming initiative 2018-20 Phase 3 project delivery: 27 individual farm visits and multiple revisits; 165 ha of land use/land management improvements; 6 water interventions (silt traps, cross drains, ditch management and integrated constructed wetland creation) installed since June 2018 across Broadland Rivers, Cam & Ely Ouse, North and West Norfolk catchments.

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

- Ant Broads and Marshes SSSI restoration partnership project underway, monitoring, modelling water and restoring fen to enhance habitat quality. Works at How Hill include reconnecting natural underground water flows, clearing dykes, digging scrapes, improving public access and providing new interpretation for nature trail.
- Water, Mills and Marshes:
Two farms in Countryside Stewardship project successful in bids for CS payments from 2020; intended as first of many to go on to undertake capital works following intervention.
Survey data collected by volunteers over breeding season (Apr-July) digitised and made comparable with previous data to assess success of any changes in land management. Volunteers matched up with nine survey areas for winter survey season (Dec to Feb).
Following bumper breeding season at Herringfleet Marshes, Somerleyton Estate installed foot drains on Somerleyton Marshes (~80ha) with plans to introduce more water and replicate success this winter and spring. Landowner engagement event in November to feature Countryside Stewardship process and foot drain installation demonstration.
- Environmental Land Management Scheme (ELMS):
Broads 'Test and Trial' proposal approved by Defra. Project to investigate management interventions, landscape-scale projects and advice support network. First partnership workshop on 13 November with BA, National Farmers Union, Natural England, Norfolk Farming Wildlife Advisory Group and 70 farmers and land managers.
BA preparing publication on public goods in the Broads to describe ecosystem assets, such as clean air, food and biodiversity, and their environmental benefits.
- CANAPE project: Application of reed soil improver from fen management being applied in Ant valley. CANAPE peat coring and bio-charcoal - see action 10.2

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

- Species monitoring:
Rare fen orchid confirmed in two new locations and Plantlife assessing best monitoring methods given recent expansion.
Good season for four new fen raft spider populations after best early breeding season in 28 years at Redgrave and Lopham Fen, but ensuing drought expected to impact on colony.
Waveney valley invertebrate survey: 399 taxa of aquatic invertebrates recorded within study area, 269 associated with aquatic and marginal habitats typical of survey habitat. 12,258

individual records made with 228,333 specimens identified. Taxa diversity showed distinct trend along valley, with eastern end generally supporting greater number of aquatic invertebrate species. Survey indicates Waveney Valley grazing marshes support 63% of UK freshwater aquatic molluscs and 35% of UK bivalves.

Upton Marshes: Ditch restoration work and bank scalping carried out. Grass-wrack pondweed turions overwintered in aquatic compost and translocated into restored ditches.

Anisus vorticulus (Acle A47 project): Monthly monitoring completed. Abrehart Ecology to fund to fund five more years of monitoring at four sites in Waveney Valley.

Little terns: 300 chicks counted at Eccles site. Fencing, wardening and fox and kestrel diverting feeds in place.

- Biocontrol projects:

Himalayan balsam: Rust fungus treatment at 2 sites working well, to be rechecked in spring.

Floating pennywort: Progressing as planned; final control on R Waveney completed in Oct.

Mink: Trialling best methods for remote trapping.

Water Primrose: First Norfolk population found near Paston. Environment Agency leading on project to control this highly invasive plant.

Two Norfolk Non-Native Species Initiative biosecurity public workshops held in October.

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

- Work in progress to create major new wetland habitat at Suffolk Wildlife Trust Carlton Marshes Reserve (Share Marsh and Peto's Marsh). Sediment use – see action 3.1.

- Broads Test and Trial – see action 2.3.

C. Managing water resources and flood risk

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



Photo: BA Operations team

- To end Sept 2019, 17,210m³ dredged sediment removed from prioritised sites (39% of BA programmed target for 2019/20). Planned spring and summer dredging on River Waveney, Oulton Broad and River Bure completed. Mobilisation of equipment and site preparation underway for winter dredge sites and 2020/21 dredging programme drafted.

- Preparation works underway at Peto's Marsh for SWT habitat creation scheme, to use 20,000m³ of dredged sediment.

- Gauging of water levels and benchmark for dredge depths under review, with aim to update modelled mean low water level across navigation.

- Numerous wrecks removed from system, using floating plant and larger work vessels.

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

- Wensum Working Group developed proposals to reduce diffuse pollution in catchment, including increased use of cover crops and field silt traps, post-harvest cultivation, tramline and wheeling field management, and small-scale land use change for arable fields with high gradient/slope length or adjacent to protected sites. Proposed actions include small-scale grants to farmers through Broadland Catchment Partnership.
- Two large-scale potato contractors purchased Wonder Wheel tramline disruption equipment after seeing free trial farm demonstrations.
- BA and Norfolk County Council planning bank strengthening work between Chedgrave Common and Hardley Flood on River Chet.

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

- River Wensum: Project to complete missing link in riverside walk between New Mills Yard and Carrow Bridge, Norwich in design phase, with predicted completion date of Feb 2021.
- River Waveney: BA providing Beccles and Bungay Town Councils with hydrological survey data to assess potential for river access for unpowered boats.
- Liaison meetings ongoing between BA and Network Rail (NR) with standard agenda on operational issues of swing bridges, communication with signalmen and NR capital investment programme. BA awaiting NR business case for bridge replacement programme.

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

- Updated mapping for riverside tree and scrub management in winter 2019/20 published at www.broads-authority.gov.uk/looking-after/managing-land-and-water/riverside-tree-and-scrub-management

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

- Port Marine Safety Code (PMSC) Safety Management System adopted by BA in July 2019. BA updated hire boat licensing conditions delayed until April 2021 because of planned national consultation in November 2019 – February 2020.
- BA Ranger navigation patrolling and performance target update reports published at www.broads-authority.gov.uk/about-us/committees/navigation-committee
- 10 Super Safety Days and Evenings held with BA Rangers giving information and advice to boaters on CO2 boat emissions, use of life jackets and general navigation safety issues.

D. Conserving landscape character and the historic environment

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



Photo: North Mill before and after restoration

· Water, Mills and Marshes:

'Land of the Windmills' restoration works near completion for Strumpshaw Steam Engine House and North Mill. Site setup underway at Six Mile House, Halvergate.

Chet Boat project: Three-quarter size prototype of medieval boat built and successfully launched, and work underway on full-size replica.

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

- Wroxham Neighbourhood Plan 2019-39 adopted. Horning and Ludham Conservation Area Appraisals being drafted for public consultation.

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)

- The Staithes of the Broads: A history and assessment (Tom Williamson et al) published. Report commissioned by BA examines 85 current or former staithes (landing places) in the Broads.
- BA in discussion with Norfolk County Council about access to Historic Environment Record and project on waterlogged archaeology of Broads.

· Water, Mills and Marshes:

Multiple projects delivered and ongoing, including: Broads Hidden Heritage to investigate archaeology and heritage of the Broads, rivers and marshes of project area; Volunteer training workshops completed in Earthwork Surveying, Aerial Archaeology, Using Archaeological Archives, Churches and Understanding Maps, with around 100 volunteers taking part; WW2 Pillbox Trail project at Acle and circular walk construction near completion; Burgh Castle Almanac wellbeing project based around archaeology, heritage and creative use of the arts; Camera traps on loan as part of Wild Watch project.

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

- Norfolk Geodiversity Partnership: Day school 'Palaeolandscapes of the Broads' delivered as part of Water, Mills and Marshes, including field trips to pits at Buckenham and Strumpshaw, peat coring demonstrations and Broadland church geology. Four day-schools being planned for delivery in 2020, focusing on geological features of fabric in four churches in Bure, Yare North, Yare South and Waveney areas.
- Data on County Geodiversity Sites (CGS) and 14 candidate CGS in Norfolk part of Broads made available to local authority planners through Norfolk Biodiversity Information Service.

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

· Water, Mills and Marshes:

Two heritage skills apprentices recruited, specialising in brickwork and carpentry/joinery, to work full-time for two years on WMM mill restoration.

City College Norwich students spent 172 days working on mill restoration projects at North Mill and Strumpshaw, at value of £26,325 in volunteer time. Work mentioned in [OFSTED report](#).

WMM outside workshop space at City College Norwich completed and training ongoing.

In May, BA and City College Norwich won first prize overall at Norfolk Constructing Excellence Club Awards and first prize in the 'Preservation and Rejuvenation' category.

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

- Undergrounding wires scheme: 2.4km overhead lines removed at South Walsham Marshes following successful £750k funding bid to OFGEM.

E. Offering distinctive recreational experiences

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



Photo: New Mills, Norwich

- Updated Broads Integrated Access Strategy and Action Plan (including moorings provision) adopted and new BA Waterways and Recreation Officer appointed.
- New canoe portage installed upstream of New Mills, Norwich. Demasting moorings created downstream of Carrow Bridge, Norwich (pending lease agreement)

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

- BA construction and maintenance schedule carried out including marker post replacement programme on Breydon Water, upgrading of safety ladders and mooring posts replacement. Repiling of Acle Bridge 24-hour mooring and installation of electric charging points project planned for early 2020. Detailed BA construction and maintenance updates available at www.broads-authority.gov.uk/about-us/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)

· Water, Mills and Marshes:

Multiple projects and events delivered and ongoing. Highlights include: 'The Tide Jetty', a new play about Breydon Water, toured 56 dates in 5 counties, with 2500 people attending; 2-week portrait exhibition held in Gt Yarmouth curated by Julian Claxton (www.theportraits.co.uk), to be photographed in 3D for Virtual Reality Tour launch late 2019; New Broads Mobile Discovery Centre taken to 28 events over summer, with c.10,000 people taking part in activities and more

than 20,000 leaflets distributed; Augmented Reality Sandbox debuted at Royal Norfolk Show, teaching participants how landforms affect water flow across landscapes.

More details at www.watermillsandmarshes.org.uk

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

- Broads Angling Services Group (BASG) progressing implementation of Wensum Catchment Management Plan and governance as part of Broads Catchment Partnership.
- BASG defending fisheries ecology on Northern Broads relating to evidence on spawning bream habitats within Hoveton Great Broad.
- Trial scheme set up in Wroxham beaming current water temperature data to angling shop to help inform anglers about safe periods to fish for pike. Environment Agency producing posters to highlight risks associated with warm water fishing for pike.

F. Raising awareness and understanding

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



Photo: Totally Broads family activity day

- Broads National Park branding: Road signs produced and awaiting installation at 35 locations in Norfolk and Suffolk (Phase 1) and funding secured for Phase 2. Welcome to the National Park signs installed at 9 train station platforms on Bittern and Wherry lines. Car stickers and enamel badges in design for distribution through Visit the Broads businesses.
- National Parks Communications Team recruited in August, hosted by BA, and preparing communications strategy to promote all 15 members of the UK National Parks family.
- English National Park Experience collection: Discover England Funding ended 30 Sept and bid for 'DEF2' funding being developed. Local funding for further development of Broads Experiences and marketing to travel trade and consumers secured through Norfolk County Council, Broads Ranger Experience launched in Sept and marketed through Airbnb, featuring two-hour cruise on electric boat 'Liana' with food hamper and BA guide.
- Water, Mills and Marshes: New Virtual Reality experience kit being used to create immersive virtual tours of hard-to-reach drainage mill sites, landscapes and activities. All tours based on Google Expeditions architecture and hosted by Google. WMM team working with schools and young carer groups, providing them with equipment and training to allow them to create their own tours.
- More details about WMM projects at www.watermillsandmarshes.org.uk
- Broads National Park website and social media accounts annual reporting Oct 2019 (and comparison with Oct 2018):
 - 7,576 website users (+11.6%), 26,450 website page views (+9.1%)
 - 93,000 Twitter impressions (+14.7%), 7,936 Twitter followers (+9.9%)
 - 27,704 Facebook reach, 2,329 Facebook likes (+26.5%)
 - 1,887 Instagram followers (+97.4%)

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

- BA redesigning new documents and information on BA and Visit the Broads websites to comply with new accessibility legislation.
- Visit the Broads new A6 pocket guide (120,00 print run) and visitor newspaper Broadcaster (105,000 print run) in production for 2020 visitor season.
- BA scoping options for new visitor and education services from April 2020, following end of contract at Whitlingham Country Park.
- Water, Mills and Marshes: Wi-fi trail boxes and Angles Way web app in production and locations identified for interpretation and trail boxes.

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

- STEAM (tourism economic impact) data for 2018 published. Figures for Broads area of tourism influence show: Visitors 7.9m (+4% on 2017 figures), visitor days 12.94m (+1.6%), economic impact £632.99m (+4.4%), total employment 7,355 FTE (+1.8%). Day visitors up 4.9% and staying visitors down by 1%. Largest employment sector increases are shopping (3.6%) and recreation (3%) with decrease in accommodation (-2.7%). Economic impact increased across all sectors (average +4.4%).

G. Connecting and inspiring people

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



Photo: Young people peat coring

- Broads Local Plan adopted May 2019. Supplementary Planning Documents and guides in production to help interpretation and implementation of planning policies.
- Better Broadband schemes for Norfolk and Suffolk ongoing.

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

- Hoveton Riverside Park: Project planning underway.
- Acle Bridge: Mooring repairs and installation of electric charging points underway this winter.
- Whitlingham Country Park: Ambition to extend flint barn and improve visitor facilities to be taken forward by Whitlingham Charitable Trust.

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

- Water, Mills and Marshes: Multiple 'try it out' activities and wellbeing opportunities offered at range of events during summer and autumn including Royal Norfolk Show and Norwich Science Festival and through the WMM programme.

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

- BA volunteers, work experience students and corporate and community groups contributed more than 7,600 hours of volunteering from May to October.
- Broadsword BA volunteer group pre-season meeting held on autumn-winter programme. projects. 10 volunteers completed core training in first aid and 16 in health & safety, Broads and BA structure and purposes, safeguarding, confidentiality, and policies and procedures.
- BA attended National Parks Volunteer Officers Group conference in October, with focus on projects to increase youth engagement.
- Partnership working ongoing at Whitlingham Country Park with volunteers from hard to engage groups.
- National Park Volunteers Awards 2019 circulated to local groups and through social media and press release to highlight the awards.

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

- National Park Partnerships (NPP): Following successful partnership with Columbia Sportswear, which provided outdoor clothing to all National Park staff, new partnerships forged with Clif Bar, Forest Holidays and Sykes Cottages. Close working relationship ongoing between National Parks UK Communications Team and NPP.
- Water, Mills and Marshes funding local projects through 'Grand for a Grand' community grant fund. Projects funded to date include Sonic Arts Collective soundscape podcast of train journey from Great Yarmouth to Norwich via Berney Arms.

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

- Wherry educational resources in development, including wherry race board game, activities and wherry construction model design. Project HLF funded through Broads Trust and linked to Broads Curriculum. Other curriculum history resources also in development.
- Multiple schools-based activities ongoing through BA education team, including John Muir Discovery Awards for 2 cohorts of Youth Rangers; 12 primary schools involved in Broads Discovery days with BA and Country Trust; 'A' level fieldwork with high school pupils, GIS project for KS3 in development, students from non-mainstream schools attending weekly activities at Whitlingham; River discovery project underway with Martham Primary School.

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

- 17 school students on BA work experience placements (June-Sept), 8-week BA internship completed by UEA student. Students from Pathways College (Parkside School) completed 6 BA work experience days.
- Outreach programme ongoing with Holiday Property Bondholders at Barnham Broom.

- 4 team building skills courses delivered to MINT vocational students (www.mintnorwich.co.uk).
- John Muir Award courses completed by students from two schools and underway for two other non-mainstream schools.
- Water, Mills and Marshes: Outreach experiential education programme delivered to 640 students and 44 teaching staff in Lowestoft schools and colleges, spending more than 12 hours with each pupil (to end August). Heritage skills training curriculum at City College Norwich started September 2019.

H. Building 'climate-smart' communities

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



Photo: Broads bio-charcoal

- Broadland Futures Initiative (BFI): Local stakeholder survey on flood issues had 168 responses. BFI planning drop-in events for summer 2020 and presentation given to Regional Flood & Coast Committee in October. Also see action 1.3.
- More information on BFI at www.broads-authority.gov.uk/looking-after/climate-change/broadland-futures-initiative
- Academic paper published from BA CASE funded PhD student on [Stakeholder engagement and flood risk to inform climate change adaptation planning](#).
- Green tourism continues to be promoted through local businesses: www.visitthebroads.co.uk/the-blog/a-sustainable-broads-national-park

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

- BA adopted Climate Change Emergency Statement for the Broads, with aim to make BA carbon neutral by 2030 and reduce all carbon emissions to zero by 2040, working with stakeholders to reduce emissions from domestic, travel and other sources in and around the Broads, and aspiring to offsetting carbon emissions within the Broads via a Broads offsetting scheme. National Parks England proposing carbon baseline methodology for member parks.
- CANAPE: 450 people and two 6th form colleges took part in peat coring demonstrations and learning about Broads history, climate change and value of peat wetlands. Infographic banners designed and displayed at four family fun days at How Hill. Sales of bio-charcoal market tested at Felbrigg EcoBuild Fair, with c.7000 visitors; 200 questionnaires completed to inform future marketing approach. Charcoal is proving to be high quality, and packaging will be redesigned based on public feedback.

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