

Broads Authority

31 January 2020

Agenda item number 14

Strategic priorities - progress update

Report by Head of Governance

For information

This report gives an update on the implementation of the Broads Authority's set of annual strategic priorities.

1. Introduction

- 1.1. Each year we identify a small set of strategic priorities, focusing on Authority-led projects that have high resource needs or a high impact on the Broads, or that are politically sensitive.
- 1.2. Setting these priorities helps us target resources and make the most of partnership working and external funding opportunities. A progress update on this year's priorities is in Table 1.
- 1.3. Progress against all actions in the Broads Plan, the partnership strategy for the Broads, is reported in 6-monthly update reports. These may be viewed on the [strategy](#) pages of our website at www.broads-authority.gov.uk.

Table 1

Broads Authority strategic priorities 2019/20 – progress update Jan 2020

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> <p>North Mill and Strumpshaw Steam Engine House works near completion and in progress for Six Mile Mill. Engineering solutions for Muttons and Herringfleet mills under review, and access negotiations for Caldecott Mill near completion.</p> <p>Heritage Skills training project received Highly Commended award at national Constructing Excellence Awards in Preservation 7 Rejuvenation 2019 category.</p> <p>Two exhibitions held at Lowestoft Station and Norwich Cathedral, with third opening at East Gallery in Norwich on 28 January.</p> <p>Whole scheme volunteer income target exceeded since Q6.</p> <p>Education delivery team working with 11 primary schools and 2 high schools in 2020.</p> <p>WMM team working with Wherry Lines Community Rail Partnership to install 2 Changing Places toilets and deliver engagement and interpretation programme.</p> <p>New Historic Environment Manager started in January to manage Land of the Windmills project. New WMM Programme Manager recruited and in process of recruiting Project Officer.</p>	<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> <p>Planning underway for Project Steering Group in the Broads in April. Project Reports to funding programme completed on time.</p> <p>Construction work underway at Hickling Broad. Trialling new method of monitoring</p>	<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>Prymnesium bloom, which should be more accurate and reduce costs in long-term.</p> <p>‘Festival of charcoal’ event in planning to expand marketing of product, and business case being drafted.</p> <p>Planning ongoing for Lowland Peat Conference in March. Paludiculture (wet agriculture) innovator meeting interested parties in the Broads after the event.</p> <p>Citizen Science planned again at How Hill Family Fun days and work ongoing with legacy programmes with Hobart High and How Hill Trust.</p>	
<p><u>Broadland Futures Initiative</u> (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> <p>BFI technical group meets every 2 months. Main items at Dec 2019 meeting were Jacobs deliverable programme, 2020 engagement plan, link with Water Resources East. Minutes on BFI page on BA website.</p> <p>BFI group reviewing first two deliverables from Jacobs: report on origins of BFI area (which will be a public document) and summary of relevant strategic documents.</p> <p>First newsletter published Sept 2019 and second newsletter scheduled for Feb 2020.</p>	<p>Director of Strategic Services</p>
<p>Marketing, promotion and media relations</p> <p>Increase public awareness of Broads National Park brand.</p>	<p>Status: On track</p> <p>Road signs being installed at 35 sites in Norfolk and Suffolk in January. Planning for phase two of initiative begun with further locations identified, supported by Interreg</p>	<p>Head of Comms</p>

Theme, aim and milestones	Progress	Lead officer
<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>‘Experience’ fund through Norfolk County Council.</p> <p>BA supported Visit the Broads A6 pocket guide for 2020 with copy, finance and two full page ads (Broads Experiences and National Parks). Broadcaster and Broadsheet for 2020 written, designed and ready for publishing.</p> <p>National Park Experience collection: BA supported development of new Discover England Fund bid for National Park Experiences. Local funding secured through Norfolk County Council for development of Broad Experiences and marketing to travel trade and consumers. Due for Feb start.</p> <p>AirBnB Broads Ranger experience in place for 2020 season and bookings already secured.</p> <p>Media trip being arranged for Australian travel trade in May to highlight Experience collection. Collection supplied prizes for Visit Norfolk campaign in February.</p> <p>Events programme updated on Visit the Broads website. Planning underway for Broads presence at Norfolk Show and other events in 2020.</p> <p>Work progressing on new visitor information centres in Norwich and Lowestoft.</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) 	<p>Status: On track</p> <p>BA Members discussed Visitor Services Review on 22 Nov 2019 and agreed for small-scale options to be examined and tested.</p> <p>Waterways and Recreation Officer developed design options for Hoveton Riverside Park, for discussion at Hoveton Parish Council meeting in January.</p>	<p>Chief Executive</p>

Theme, aim and milestones	Progress	Lead officer
<ul style="list-style-type: none"> • Develop options analysis for development of Acle Bridge site (by Jan) • Develop options analysis for redevelopment of Hoveton Riverside Park (by Jan) • Agree future level of BA engagement in Whitlingham Country Park and principle of expanding visitor facilities on site (by Jan) 	<p>Service Level Agreement with Whitlingham Charitable Trust 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 sustainable wetland and lowland grazing options within proposed Environment Land Management Systems (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 to project completion • Consider any funding shortfall for BA contribution to local design of ELMs (Autumn) 	<p>Status: On track</p> <p>Broads Biodiversity & Water Strategy and Action Plan 2019-24 adopted.</p> <p>Defra awarded Broads Test and Trial contract in Oct 2019. Sub-contracts awarded to Natural England, Norfolk Farming Wildlife Advisory Group and facilitator.</p> <p>First partnership workshop held 13 Nov 2019 attended by 63 farmers and land managers.</p> <p>Defra ELMs team and Broads farmer site visit postponed to February 2020 due to national election.</p> <p>Project info and workshop notes published on BA website at Broads ELMs</p>	<p>Chief Executive</p>

Author: Maria Conti

Date of report: 15 January 2020