

Education Strategy for the Broads 2017-22



Broads Authority
Yare House
62-64 Thorpe Road
Norwich NR1 1RY
Tel 01603 610734
Email [broads@
broads-authority.gov.uk](mailto:broads@broads-authority.gov.uk)
[www.broads-
authority.gov.uk](http://www.broads-authority.gov.uk)

Education Strategy for the Broads 2017-22

Strategic aim

The Education Strategy for the Broads provides a framework for formal environmental education and wider outreach in the Broads National Park over the next five years. The strategy takes into account the high level aims and objectives of the Broads Plan (the strategic management plan for the Broads), including the long-term aim that:

'People from all walks of life and all ages and abilities, particularly young people, disadvantaged people and people with disabilities, have opportunities to connect or reconnect with the Broads on their doorstep and 'go the extra mile' for recreation, learning, and physical and mental health and wellbeing. Mainstream and extra-curricular educational opportunities make use of the area's natural and cultural assets and inspire and motivate young people as part of lifelong learning.'



Context

The Vision for English National Parks and the Broads (Defra, 2010) encourages National Park Authorities and the Broads Authority to take a proactive approach in helping local communities and visitors to experience, understand and enjoy these special areas at first hand. Raising awareness and understanding, particularly among young people, is also a key focus of the Government's 8-Point Plan for England's National Parks (Defra, 2016).

In the Broads National Park¹, these ambitions sit within the Broads Authority's wider purposes to conserve and enhance the area's natural and cultural assets, promote opportunities for people to understand and enjoy the special qualities of the area, and protect the interest of navigation.

The Broads is a wonderful resource for learning, enjoying and inspiration, as a 'classroom without walls'. Accessible, informative and inspirational opportunities support and motivate people from all walks of life, ages and abilities, particularly activities and events that connect, or perhaps reconnect, them with the special natural environment on their doorstep.

¹ In this Plan, we use the term 'Broads National Park'. The Broads has an equivalent status to a National Park under the National Parks and Access to the Countryside Act 1949. The Broads Authority shares the same two purposes as the English, Welsh and Scottish National Parks; in addition it has a third purpose relating to the interests of navigation. As such, it is defined under a different Act of Parliament to the other Parks. In 2015, the Authority resolved to brand the area as the 'Broads National Park'. This has been done for marketing related purposes, to promote more clearly the area's national park credentials and special qualities. The Broads Authority's legislation is not changed in any way.

A wealth of evidence highlights the many benefits people, particularly children and young people, gain from learning about and enjoying protected landscapes like the Broads, including:



- Improved self-confidence and personal character development
- Better awareness, understanding and appreciation of the natural and cultural environment, and a passion to help protect and enhance it
- Greater sense of community connection and belonging, helping to reduce social isolation and conflict
- New and enhanced life skills, including social and vocational skills, offering broadened horizons and lifelong opportunities
- Improved physical and mental health and wellbeing
- A lifelong appetite for learning
- And, importantly, lots of fun!

Summary of achievements

There are two main strands of the educational offer in the Broads: mainstream, formal programmes for school-aged children; and wider outreach activities for children and young people, families, local communities and visitors to the area.

A long-term goal for the Authority is that every child in the Broads has the chance to experience the area at some point in their school career. Developing a formal Broads Curriculum has been a key element of fulfilling this ambition in recent years, alongside a variety of in-school and outdoors programmes offered to school-aged children.

Millions of people visit the Broads for recreation, health and wellbeing. However, a lack of physical or cultural access, information or simply motivation means others are disconnected from the special landscape on their doorstep and the opportunities it offers. Outreach, particularly 'hands on' learning for young people and people from disadvantaged backgrounds, is a strong and increasingly important focus.

The Authority and its partners delivered a wide range of education and outreach activities over the life of the last Broads Education Strategy (2012-16). Key achievements include:

- 30+ organisations in Broads Environmental Education Network (BEEN) running c.50,000 educational days p.a. across the Broads
- Broads Curriculum materials and training produced and made available to schools
- Direct school contacts made (2,000 + pupil days p.a.)
- Long-term engagement projects carried out with Short Stay schools for Norfolk, Norwich City College and local secondary schools (2011-16)
- 20+ Broads Discovery Days p.a. run with schools from high IMD areas in the South East
- John Muir Awards programme in place, integral with Forest School approach – 35 awards delivered since 2012
- Total of c.120 work experience placements provided for 15-18 year olds

- Education skills and activity training provided for BA volunteers
- 3 Primary and Youth learning projects, plus outreach and learning strategy under development within Water, Mills and Marshes Landscape Partnership Project 2016-22
- New learning-related projects developed as part of Broads Landscape Partnership Scheme
- Educational partnerships established between BA and Country Trust, Mancroft Advisory Project and others; education projects run with Norfolk Education and Action for Development (2011-15)
- 250,000+ people a year visiting Whitlingham Country Park (urban fringes of Norwich), for range of activities including BA annual events programme
- BA attendance at over 20 local and national events, including London Outdoors and Travel Show, Royal Norfolk Show, British Bird Fair (4000+ contacts p.a.)
- Two-week Broads Outdoors Festival, offering over 80 separate events p.a.
- Annual BA attendance at local school science and environment community fairs
- Programme of regular talks for adult groups (c. 6 talks p.a.)
- Outreach into schools (presentations and training) – c. 12 sessions p.a.
- Engagement with boaters, including Boat Safety Scheme
- Outreach event training for BA volunteers (c.2-3 events p.a.)
- Regular programme of walks run with Age Concern
- New community outreach projects created as part of Broads Landscape Partnership Scheme
- Programme of ‘Know the Broads’ training for local tourism providers (200+ participants)

Five-year action plan 2017-22

This strategy provides a framework for educational and outreach activity in the Broads for the next five years (2017-22). Under an aspiration to ‘Strengthen connections between a wide audience, particularly local communities and young people, and the Broads environment’, Broads Plan 2017-22 contains the following strategic actions:

- Widen the range of active and entry level/taster activities that promote physical and mental health and wellbeing, based in the Broads natural environment
- Offer a flexible range of practical volunteering programmes, events and training, and establish a long-term strategy
- Improve the capacity of the Broads Environmental Education Network to develop and run educational programmes and events for local schoolchildren
- 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



Over the next five years, we aim to resource and offer activities within formal education and wider, informal outreach to fulfil the Vision and 8-point Plan for National Parks and the Broads, the Broads Authority's own purposes and the wider aspirations in the Broads Plan.

We will update, deliver and extend Broads Curriculum materials, training and resources to schools, alongside related activities run through schools and youth groups.

Outreach activities, particularly for young people and people from disadvantaged backgrounds, will be an increasingly important focus. Actions to address this are in this Education Strategy; in related strategies for learning, communications, volunteering, recreation and access in the Broads; and in initiatives and programmes including the Broads Landscape Partnership Scheme 'Water, Mills and Marshes'.

Actions and targets are set out in Table 1 below.

Roles and resources

The Broads Authority acts as coordinator, adviser and provider of formal environmental education and wider outreach activity within the Broads. It is supported by a wide range of partners in the Broads Environmental Education Network (BEEN) and by other groups and organisations. As the body responsible for looking after the Broads, the Authority can offer a unique perspective on, and connection to, the special qualities of the area and its past, present and future.

The Authority currently employs one full-time Education Officer. The role is supported, subject to work priorities, by other in-house staff including the Ranger Team, Communications Team, and Volunteer Coordinator, and by volunteers. There are more than 30 organisations in BEEN (see Appendix 1), offering Broads-themed educational opportunities to schoolchildren and other groups of young people. In a recent survey (Defra 2013), it was estimated that 50,000 educational days a year are delivered by BEEN organisations throughout the Broads.

Limited educational resources, both financial and staffing, have to be targeted carefully. At the same time, we want to build our capacity to offer high quality learning experiences in the Broads. There are a number of ways to increase resources, and some of these are identified in the action plan (Table 1). In its facilitator role, the Authority will work with partners to train teaching staff and others to use the Broads as an educational resource through self-led activities (supported by Broads Curriculum and other learning materials), and to act as 'Broads Ambassadors' to promote activities in the area.

Volunteers will continue to play a vital role in helping to deliver outdoor learning², and there are strong links between the Authority's education and volunteer services. We will also investigate opportunities to improve the level of dedicated in-house staffing and funding resources for the education service.

For more information about this plan, contact Nick Sanderson, Broads Education Officer

Email: nick.sanderson@broads-authority.gov.uk or phone 01603 610734

Write to: Broads Authority, Yare House, 62-64 Thorpe Road, Norwich NR1 1RY

Visit our website: <http://www.broads-authority.gov.uk/learning>

² Volunteer Strategy for the Broads 2017-22; www.broads-authority.gov.uk/broads-authority/who-we-are/volunteers

Table 1: Education Strategy for the Broads: Action Plan 2017-22

A: Providing informal outreach opportunities					
Ref	Objectives	Key actions 2017-22	Lead/Partners	Timescales	This is done so that...
A1	Develop and offer fun, motivational activities for young people, families and communities to engage with and learn more about the Broads National Park	1.1 Develop and run educational activities as part of BA-led annual events programme (<i>incl. Picnic in the Park, National Parks Week, Broads Outdoors Festival, Whitlingham Country Park events</i>) <u>Target:</u> 8 events p.a. (Apr-Oct)	BA Ed Officer/ BA Comms and event support teams	From 2017 ongoing	Young people, families and communities are learning about the Broads and gaining new interests and skills through fun, interactive outdoor activities
		1.2 Provide Broads educational presence at targeted externally led public events (<i>incl. Royal Norfolk Show, Wild about Norfolk, tourism shows</i>) <u>Target:</u> 12 events p.a. (Apr-Oct)	BA Ed Officer/ BA Comms and event support teams	From 2017 ongoing	People from disadvantaged groups are visiting the Broads, many for the first time, and are taking part in fun, healthy and motivational outdoor activities that are tailored to their needs
		1.3 Create and run programme of interactive events for 13-21 year olds as part of Broads Landscape Partnership Scheme programme 2: Exploring the Landscape and programme 3C: Activating Enthusiasm <u>Targets:</u> Prog. 2 -TBC; Prog. 3C - 2 events p.a.	Broads LPS partners/ BA Ed Officer	Jan 2018- Dec 2022	Through a better sense of understanding and connection, people are likely to appreciate and care more about the Broads and wider environment
		1.4 Run programme of John Muir Award scheme activities through youth groups, focusing on local areas with high IMD ³ ; promote scheme to potential participants and seek further funding to support it <u>Target:</u> 20 awards p.a.	BA Ed Officer/ Youth groups/ BEEN ⁴ partners	From Sept 2017 ongoing	

³ Indices of Multiple Deprivation (IMD) provide measures of different types of deprivation in areas of England

⁴ Broads Environmental Education Network

Ref	Objectives	Key actions 2017-22	Lead/Partners	Timescales	This is done so that...
		<i>Other actions: Organisations within BEEN also run indoor and outdoor educational activities and public events on an ongoing annual basis.</i>	BEEN partners	From 2017 ongoing	
A2	Offer and further develop the range of opportunities for National Park-focused work experience, skills training and award schemes for young people	2.1 Develop and maintain pastoral links between BA and local schools and colleges to offer work experience in appropriate areas of BA work, incl. regular work placements throughout the year. <u>Target:</u> 20 placements p.a.	BA Ed Officer / BA support staff/ Schools and colleges	From 2017 ongoing	Local young people are gaining new vocational and life skills, work experience, and meeting new people
		2.2 Create and offer work placement opportunities through Broads Landscape Partnership Scheme programme 3C: Activating Enthusiasm <u>Target:</u> 10 placements p.a. (with LPS partner)	LPS partners/ BA Ed Officer	Jan 2018- Dec 2022	
		2.3 Create and offer skills training, volunteering and award opportunities through Broads Landscape Partnership Scheme programme 3D: Broads Young Rangers <u>Target:</u> 12 youth ranger training places p.a.	BA Ed Officer/ BA Ranger Team/ LPS partners	Jan 2018- Dec 2022	
		2.4 Create and offer skills training and work opportunities through Broads Landscape Partnership Scheme programme 3A: Heritage Construction Skills Training <u>Target:</u> To be confirmed (through Broads LPS)	LPS partners	Jan 2018- Dec 2022	
		2.5 Develop and promote more Broads-based volunteering opportunities for young people (incl. clear progression pathway from Experience Days/Broads Awards/Broads Young Rangers) <u>Target:</u> 10 young volunteer places p.a.	BA Ed Officer/ BA Vol Coordinator/ LPS partners/ BEEN partners	From 2018 ongoing	

Ref	Objectives	Key actions 2017-22	Lead/Partners	Timescales	This is done so that...
		<i>Other actions: Organisations within BEEN also run volunteering activities, incl. NWT Wildlife WATCH, Broads Networks for Nature, RSPB Schools Outreach</i>	BEEN organisations and other partners	From 2017 ongoing	
A3	Investigate and develop Broads National Park-focused 'social action' community initiatives for young people	3.1 Research practical and resource implications to create working links between BEEN partners and National Citizen Service (NCS) and to run local projects as part of wider NCS scheme	BA Ed Officer/ National Parks England /National Citizen Service	2017-18	Young people are supporting their local communities in practical ways and gaining personal confidence, practical experience and life skills
		3.2 (If 3.1 is feasible) Develop and run local social action community programmes and schemes as part of wider NCS and other provider programmes <u>Target:</u> To be confirmed	BA Ed Officer/ BA Volunteer Coordinator	From 2018 ongoing	
A4	Run and support wider 'hands on' health and wellbeing initiatives targeted at young people, particularly those from disadvantaged backgrounds	4.1 Offer opportunities for schools and other groups to participate in 'Forest School' activities in the Broads, through working with partners to support training needs, draw down additional funding and access suitable sites to run events <u>Target:</u> To be confirmed	BA Ed Officer/ BA Ranger team	From 2017 ongoing	Disadvantaged young people are feeling more valued, self-motivated and resilient, facilitating a reduction in social and health-related problems
		<i>Other actions: Other organisations will also lead health and wellbeing related activities in the Broads, incl. county-led 'One Life' health programmes, Active in Nature</i>	Partners, Sport England	From 2017 ongoing	

B: Providing formal environmental education, including Broads Curriculum

Ref	Objectives	Key actions 2017-22	Lead/Partners	Timescale	This is done so that....
B5	Produce, update and expand the range of print and web-based Broads educational source materials, including Broads Curriculum teaching materials	5.1 Update and consolidate Broads Curriculum framework and publish on education pages on BA website, linked to partner outreach resources. <u>Target:</u> Framework published (updated annually)	BA Ed officer/ LPS partners/ volunteers/BEEN partners	2017	Students, teachers and education providers are able to access tailored, up-to-date Broads curriculum materials and other relevant learning materials
		5.2 Review current Broads' educational resource material and update or rewrite as necessary, (working with BEEN organisations to prioritise and rewrite material). <u>Target:</u> 4 sets of resource materials (7 topics per set) completed p.a.	BA Ed officer/ LPS partners/ volunteers/BEEN partners/UEA	From 2017 ongoing	
		5.3 Develop new resources based on key subject areas/ topics identified by schools and in Broads Curriculum. Link to Broads Discovery Days, LPS projects and school curriculum requirements. Include written information, videos, animation and activities. <u>Target:</u> 2 sets of resources completed p.a. Subject area priorities to be identified through schools and BEEN.	BA Ed officer/ LPS partners/ volunteers/BEEN partners/UEA	From 2017 ongoing	
		5.4 Carry out evaluation of uptake of resources and information with schools and students, and revise strategy as appropriate. <u>Target:</u> Evaluation completed and new strategic approaches in place as appropriate.	BA Ed officer	From 2017 ongoing	
		<i><u>Other actions:</u> Other BEEN organisations will produce educational materials in a range of formats that can contribute to Broads educational resource materials.</i>	BEEN partners	From 2017 ongoing	

Ref	Objectives	Key actions 2017-22	Lead/Partners	Timescale	This is done so that....
B6	Develop and implement processes to promote the Broads Curriculum more widely and encourage greater take up by learning providers	6.1 Establish a comprehensive database of schools and colleges and follow up key contacts to encourage take up of Broads Curriculum <u>Target:</u> Database established and populated	BA Ed Officer/BA Comms/ Norfolk County Council/ BEEN partners	2017	Students, teachers and education providers are hearing about, and are able to access quickly and easily, relevant and up-to-date Broads curriculum materials
		6.2 Create interactive map of Broads education providers and database of BEEN members and publish on BA website <u>Target:</u> Interactive map in place	BA Comms/ BA Ed Officer/ Norfolk County Council	2018	
		6.3 Update, create and maintain dedicated 'learning zone' on BA website for teachers, students and other professional educators <u>Target:</u> Up-to-date learning zone in place hosted on BA website	BA Ed Officer/ BA Comms	From 2017 ongoing	
		6.4 Develop and run roadshows focused on Broads Curriculum and Broads Landscape Partnership Scheme, and take round local schools. <u>Target:</u> Roadshow taken to 5 schools p.a.	LPS partners/ BA Ed Officer/ BEEN partners	2018-2022	
		6.5 Offer and run outreach training sessions for staff at local schools <u>Target:</u> Sessions run at 5 schools p.a.	BA Ed Officer/ BEEN partners	From 2018 ongoing	
		6.6 Offer and run outreach sessions for pupils at local schools <u>Target:</u> Sessions run at 5 schools p.a.	BA Ed Officer/ BEEN partners/ Volunteers	From 2017 ongoing	
		6.6 Establish and run regular Broads Teachers Conferences to engage local schools with Broads educational ideas and opportunities <u>Target:</u> Annual or biennial event in place by 2019	BA Ed Officer/ LPS partners/ BEEN partners	From 2019	

Ref	Objectives	Key actions 2017-22	Lead/Partners	Timescale	This is done so that....
		<i><u>Other actions:</u> Other BEEN organisations will run outreach activities for schools. Through BEEN, the Broads Curriculum framework can be more widely promoted to schools.</i>	BEEN partners	From 2017 ongoing	
B7	Target and run annual programme of Broads Discovery Days for schools, particularly those not already using the Broads as a learning resource	7.1 Publish regular programme of Broads Discovery Day opportunities on BA website and through other local school networks <u>Target:</u> Programme published	BA Ed Officer/ BA Comms	From 2017 ongoing	Staff and pupils from more local schools and colleges are aware of, and are enjoying, discovery days as part of a structured outdoor learning programme
		7.2 Target potential new school contacts and provide promotional information on academic participation in Broads Discovery Day activities. <u>Target:</u> To be confirmed	BA Ed Officer/BA Comms/Norfolk County Council	From 2017 ongoing	
		7.3 Run annual programme of outdoor field-based Broads Discovery activity days throughout the Broads, providing introductory and follow up sessions (Broads Curriculum linked). Target local schools/schools from areas of high IMD. Seek Learning Outside the Classroom (LOTC) quality badge standard. <u>Targets:</u> 10 Discovery Days p.a. / LOTC Quality Badge standard achieved	BA Ed Officer/BA Ranger team/Volunteers/ BEEN partners	Annual ongoing from 2018	
B8	Develop and offer practical support to enable young people from disadvantaged backgrounds to access	8.1 Develop proposal for Broads travel grant scheme and, if feasible, establish process to offer grant assistance to schools in areas of high IMD (also see action 9.2) <u>Target:</u> To be confirmed	BA Ed Officer/BA Comms/LPS partners	2018	More young people from high IMD areas are able to access outdoor activities as part of a structured learning programme

Ref	Objectives	Key actions 2017-22	Lead/Partners	Timescale	This is done so that....
	Broads outdoor education opportunities	8.2 Seek wider range of ways to offer practical support to schools and groups in disadvantaged situations to enable them to access Broads-based outdoor learning opportunities, e.g. through self-led schools visits. <u>Target:</u> To be confirmed	BA/LPS partners/ BEEN partners and other organisations	2018	

C: Improving resource capacity for education

Ref	Objectives	Key actions 2017-22	Lead/Partners	Timescales	This is done so that....
C9	Develop manpower resources and assets (incl. funding, transport, equipment) available to BA and BEEN partners to support education activities	9.1 Investigate potential to provide additional support (incl. admin services) to run BA education service more effectively <u>Target:</u> To be confirmed	BA	2017	The BA and BEEN partners are able to offer more and better resourced education and volunteering services to the public
		9.2 Investigate potential funding, sponsorship or other means to provide dedicated transport resource for use by the BA education service (also see action 8.1) <u>Target:</u> To be confirmed	BA Volunteer Coordinator	From 2017 ongoing	
C10	Recruit and train more volunteers to support the delivery of Broads education programmes and Broads focused community events	10.1 Design and run recruitment and training programmes for BA volunteers to enable them to lead and support education activities and events <u>Target:</u> 2 programmes p.a. <i>(Links to Broads Volunteer Strategy)</i>	BA Volunteer Coordinator/ BA Ed Officer	From 2017 ongoing	More qualified and trained volunteers are working alongside BA/BEEN staff to deliver community events and activities outdoors and within local urban areas

Ref	Objectives	Key actions 2017-22	Lead/Partners	Timescales	This is done so that....
C11	Establish and offer professional development training to teaching staff within Norfolk and Suffolk schools to enable them to lead Broads education programme delivery	<p>11.1 Working with UEA teacher training students, implement Broads Landscape Partnership Scheme programme 3B: Discovering the Landscape and programme 3C: Activating Enthusiasm</p> <p><u>Target:</u> 25 schools activity days p.a. delivered through Broads LPS.</p>	BA Ed Officer / LPS partners/ UEA/BEEN organisations	Jan 2018- Dec 2022	Students training to work within education are helping produce Broads LPS resources and deliver education programmes, both outdoors and in schools, and are gaining 'hands on' experience
		<p>11.2 Develop and run professional development teacher training courses (supported by print and web-based training materials) linked to Broads education programmes, and make available to and through local schools and colleges</p> <p><u>Target:</u> 2 training days p.a.</p>	BA Ed Officer/ BEEN partners / Norfolk County Council/ Education contractors	From 2019 ongoing	More teachers are trained in, and are using and promoting, teaching methods that make use of the Broads as a learning resource
		<p>11.3 Develop, publicise and run processes to recruit teachers as 'Broads Ambassadors' to promote the Broads as a learning resource, linked to Broads education programme (also see B5)</p> <p><u>Target:</u> 5 new trained Broads Ambassadors p.a.</p>	BA Ed Officer/ LPS partners	From 2019 ongoing	

Appendix 1 – List of Broads Environmental Education Network (BEEN) partners

1st Question Educational Co-operative	Natural England
Barton Turf Adventure Centre	Nature's Puzzle
The Benjamin Foundation	Norfolk Archaeological Trust
Broads Authority	Norfolk Broads Direct
Broads Spirituality	Norfolk County Council (Educator Solutions)
Camouflaged Learning	Norfolk Wildlife Trust
The Country Trust	Rowbottom-Parker Consultants
English Heritage	RSPB
Fairhaven Woodland and Water Gardens	Salhouse Broad
Fun Outside	The Short Stay Schools for Norfolk (Engage Trust)
Hautbois Residential and Activity Centre	Suffolk Wildlife Trust
Holt Hall Study Centre (Educator Solutions)	The Canoe Man
Horstead Centre	Time and Tide Museum
How Hill Trust	Wheat Fen Nature Reserve
Martham Boats	Wheat Fen Forest Schools
Mancroft Advisory Project	Wherry Yacht Charter Charitable Trust
Museum of the Broads	Whitlingham Outdoor Education Centre (Educator Solutions)
Nancy Oldfield Trust	
The National Trust	

Appendix 2 – Glossary of terms

BEEN	The Broads Environmental Education Network provides environmental outdoor learning opportunities within the Broads (see Appendix 1 for members)
Broads Ambassadors	Teachers or other school staff who promote the Broads National Park as a learning resource
Broads Discovery Days	A field trip to a site in the Broads, with learning activities
Broads Plan	The key partnership strategy for the Broads. www.broads-authority.gov.uk/broads-authority/how-we-work/strategy
Local schools	For the purpose of this strategy, 'local schools' are those within the Broads executive area and within a 5-mile radius of the boundary
LPS	HLF funded Landscape Partnership Scheme: Water Mills and Marshes www.broads-authority.gov.uk/looking-after/projects/water,-mills-and-marshes
Outreach	A visit by the Broads Authority or BEEN organisation to a school, college or community or other public arena to run activities and promote the Broads
Roadshow	A programmed visit (day or half day) to a school or college with a set of Broads' related activities. Roadshow events are run by Broads Authority staff or volunteers, and by external organisations.

Date of publication: March 2017

Author: Broads Authority