

Broads Authority

29 January 2021

Agenda item number 9

Strategic direction update

Report by Head of Governance

Purpose

This report proposes strategic priorities for the Broads Authority in 2021/22, and presents the latest Broads Plan summary of progress.

Recommended decision

To approve the strategic priorities for 2021/22 and note the Broads Plan summary of progress (July 2020 – Jan 2021).

1. Introduction

- 1.1. Each year the Broads Authority identifies a small set of strategic priorities, which focus on projects that have high resource needs or a very large impact on the Broads, or that are politically sensitive. Setting these priorities helps target the Authority's resources and make the most of partnership working and external funding opportunities. Priorities are set each financial year, although some projects will carry across several years.
- 1.2. Our proposed strategic priorities for 2021/22 are in paragraph 2. The final update on the current year's priorities will be reported to the Authority in March.
- 1.3. The Broads Plan is the partnership strategy for the Broads. The Authority publishes a summary of progress twice a year, showing key progress against all actions in the Plan. The latest summary (July 2020 to January 2021) is at Appendix 1.

2. Proposed strategic priorities 2021/22

- 2.1. There is considerable uncertainty at what the coming year has in store, both for the Authority and for the country. This includes Covid-19 transmission rates, vaccination rollout and lifting of Government restrictions; post-Brexit impacts; the performance of the Broads tourism industry; and the level of National Park Grant funding to the Authority. We are also awaiting Defra's response to the Landscapes Review, which is expected in the spring.
- 2.2. It is within this context that we propose the Authority's strategic priorities for the financial year 2021/22. A number of them are to maintain ongoing large-scale projects in last year's priorities, namely:

- CANAPE (Creating A New Approach to Peatland Ecosystems)
- Environment Land Management (ELM) scheme
- Responding to climate change (Broadland Futures Initiative and Climate Change Action Plan)
- Water, Mills and Marshes Landscape Partnership Scheme

2.3. We also propose the following new priorities:

- Broads strategy and policy review (Broads Plan and Local Plan)
- Safety in the Broads

Broads strategy and policy review

- 2.4. The Norfolk and Suffolk Broads Act 1988 requires the Authority to review the Broads Plan at least once in every five years, and if “as a result of any such review, the Authority is of the opinion that it is appropriate to vary the Broads Plan, it shall do so in such manner as it thinks fit.”
- 2.5. The current Plan was adopted in March 2017 following a lengthy and comprehensive review process. The Plan sets out long-term aspirations and medium-term objectives within the context of overarching long-term issues such as climate change.
- 2.6. The Landscapes Review Final Report (Sept 2019) includes the proposal that ‘Strengthened Management Plans should set clear priorities and actions for nature recovery including, but not limited to, wilder areas and the response to climate change (notably tree planting and peatland restoration). Their implementation must be backed up by stronger status in law.’ The detailed guidance to support this proposal is not likely to be produced before we need to review the Broads Plan.
- 2.7. A full review and rewrite of the Broads Plan can take up to two years. Given an uncertain and fast-changing operating environment and the considerable pressures on the Authority, we are proposing a lighter touch ‘refresh’ of the current Plan to bring it up-to-date, and make sure its aspirations and strategic objectives will be able to respond to the Landscapes Review and other emerging initiatives. If members support this proposal, officers will prepare a timetable for the Authority’s consideration at its next meeting.
- 2.8. The Local Plan for the Broads was adopted in May 2019 and is subject to review starting in 2021. It is important to note that this review will be undertaken in a period of change to the planning system. The Planning White Paper 2020 has proposed some quite fundamental reforms to the planning system, including how a Local Plan is to be produced and what it should include. It is anticipated that changes will come forward over the next few years and the Local Plan for the Broads will be produced to reflect the relevant regulations and legislation.

Safety in the Broads

- 2.9. The second new strategic priority is about safety in the Broads. One of our key areas of focus throughout 2020 was to implement and monitor measures to protect our staff, volunteers and members from Covid-19, and to respond to the influx of new visitors to the Broads when C-19 restrictions allowed. Our focus on safety has been compounded by the increase in accidents to Broads users, in particular the four tragic fatalities last year. As a result, the Authority resolved to implement a new package of safety measures for waterways users. This strategic priority is about implementing these measures and monitoring their effectiveness. We will also need to review and respond to the awaited Marine Accident Investigation Board report on the accident at Great Yarmouth.

Table 1

Strategic priorities 2021/22 (draft)

Theme, aims and milestones	Lead officer
<p>1. Broads strategy and policy</p> <p>(a) Broads Plan refresh Aim: To refresh strategic objectives and timescales and consider the Government's response to the Landscapes Review and its implications for Management Plans. Milestones: TBC (expected at the March BA meeting)</p> <p>(b) Local Plan for the Broads review Aim: To review and update the Broads planning policy framework Milestones:</p> <ul style="list-style-type: none"> • Produce Sustainability Appraisal Scoping Report - Autumn 2021. • Produce Issues and Options version of Local Plan ready for consultation in 2022. • Produce evidence base on various topics - 2021 and early 2022. Topics to include housing need. 	<p>(a) Head of Governance</p> <p>(b) Planning Policy Officer</p>
<p><u>2. CANAPE (Creating A New Approach to Peatland Ecosystems)</u></p> <p>Aim: To implement work packages 3 and 4 to agreed schedules. Milestones:</p> <ul style="list-style-type: none"> • Complete Chara Bay construction work - April 2021 • Develop and contribute to the CANAPE Conference - Oct 2021 • Begin construction work at paludiculture demonstration site at Horsey - Aug 2021 	<p>CANAPE Project Manager</p>

Theme, aims and milestones	Lead officer
<p>3. Environment Land Management scheme (ELMs)</p> <p>Aim: To implement sustainable wetland and lowland grazing options within ELM scheme.</p> <p>Milestones:</p> <ul style="list-style-type: none"> • Conduct and write up 3 farmer seminars with advisory group testing role of local land management boards - Apr-Jul 2021 • Conduct survey on role of local conveners in ELM scheme - Mar-May 2021 • Hold collaboration workshop - May 2021 • Finalise Operating Procedures for Broads land management board - Jul 2021 • Complete final report and Defra handover meeting/presentation - Jul 2021 	<p>Environment Policy Adviser</p>
<p>4. Responding to climate change</p> <p><u>(a) Broadland Futures Initiative</u></p> <p>Aim: To implement the joint programme of work with the Environment Agency and other partners to develop longer-term integrated flood risk management for Broadland.</p> <p>Milestones:</p> <ul style="list-style-type: none"> • Hold virtual exhibition and online survey – Jan-Apr 2021 • Hold first meeting of Elected Members Forum – Spring 2021 • Various technical deliverables from consultant – throughout 2021 <p>(b) Climate Change Action Plan</p> <p>Aim: To reduce the carbon footprint of the Broads Authority and the Broads Executive Area ('Broads Area').</p> <p>Milestones:</p> <ul style="list-style-type: none"> • Broads Area carbon baseline (Smallworld Consulting Ltd) – Jun 2021 • Broads Authority footprint for 2020/21 – Jun 21 • Solar power at Dockyard – Oct 2021 • Consultation and consensus building on sustainable propulsion in the Broads (ongoing) 	<p>(a) Director of Strategic Services</p> <p>(b) Carbon Reduction Project Manager</p>

<p>5. Safety in the Broads</p> <p>Aim: To manage and monitor safety in the Broads for Authority staff and volunteers and for Broads users.</p> <p>Milestones: (add dates)</p> <ul style="list-style-type: none"> • Recruit and train new Rangers – April 2021 • Prepare and make available 9 training videos – April 2021 • Develop survey approach of visitors to assess handover procedure and effectiveness of videos - TBC • Review MAIB report when published - TBC 	<p>Head of Ranger Services</p>
<p><u>6. Water, Mills and Marshes Landscape Partnership Scheme</u></p> <p>Aim: To implement partnership projects to agreed schedules.</p> <p>Milestones:</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) • Implement fundraising plan with partners (May) • Hold Broads Hidden Heritage Conference (Nov) 	<p>WMM Programme Manager</p>

Author: Maria Conti

Date of report: 07 January 2021

[Broads Plan](#) strategic actions: All

Appendix 1 – Broads Plan summary of progress July 2020-Jan 2021

Broads Plan 2017

Summary of progress: July 2020 to January 2021

This summary highlights key actions by the Broads Authority, working with its partners, to implement the strategic management plan for the Broads. All Broads Plan progress summaries are published on our website at [strategy \(broads-authority.gov.uk\)](https://strategy.broads-authority.gov.uk).

A. Managing water resources and flood risk	1
B. Sustaining landscapes for biodiversity and agriculture	2
C. Managing water resources and flood risk	4
D. Conserving landscape character and the historic environment	5
E. Offering distinctive recreational experiences	7
F. Raising awareness and understanding	8
G. Connecting and inspiring people	9
H. Building 'climate-smart' communities	12

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
 - Rivers Trust, Environment Agency and Water Resources East awarded 'Water for Tomorrow' Interreg funding, with Broadland Rivers Catchment a major focus, particularly Ant and Upper Thurne sub-catchments. Project starting Jan 2021 to run computer scenarios of multi-sector sustainable water storage and abstraction licensing to predict effects on ground and surface water and on dependent wetland habitats and species.
- 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)
 - Broads Authority agreed to continue membership of Water Resources East until publication of Water Resources Regional Plan in Sept 2023.
 - Environment Agency (EA) providing ongoing water abstraction advice and onsite visits to farmers and other stakeholders.

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

- Broadland Futures Initiative (BFI) virtual exhibition in preparation for launch in early 2021. Terms of reference drafted for Elected Members Forum as part of decision-making for long-term flood risk management in BFI area. More information at [Broadland Futures Initiative](#).
- Coastal Adaptation Supplementary Planning Document in preparation.
- Broadland Rivers Flood Risk Management Plan draft measures 2021-27 produced. Measures include bidding for revenue funding for flood asset maintenance, implementing Shoreline Management Plan, engaging landowners in flood mitigation options, and natural flood management and habitat improvements.



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

- Water Sensitive Farming initiative 2018-21: 20 visits to individual farm sites (not incl. revisits); 81 ha land use improvements (buffer strips, cover crops and headland mixes); 16 silt trap/water interventions across 6 farm sites to hold back and divert run-off and stop sediment entering watercourses - locations include Sennowe Estate and Pudding Norton (Wensum) and Kirby Cane (Yare).
- All BCP project updates 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

- [CANAPE project](#): Third winter of work underway at Hickling Broad; work complete at Horsey Mere. Next project stage is habitat restoration on still water area behind Chara Bay.
- Potter Heigham fish barrier maintenance and replacement work underway.
- Muckfleet flood bank works completed and channel desilted. Improvements to water control structure improvements investigated to deliver better control of water levels, fish passage and flood defence to Muckfleet and Trinity Broads.
- Martham Dyke Main Drain Realignment: Dissolved oxygen being monitored to inform Pumping Station replacement data. Tree and hedge planting planned.

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 - see action 1.4

2.3 Maintain and enhance existing areas of priority fen, reed bed, grazing marsh and wet wood-land through site management agreements/prescriptions and support services to site managers

- Water, Mills & Marshes, 5A Broads Land Management: Virtual waterfowl management event held in Nov. 'Wet Grassland for Breeding Wader Management' manual distributed to farmers and landowners and 7 advisory farm visits completed.
- British Sugar, Raveningham Estate, Thorpe Hall, Ludham Hall and several farms carrying out marsh works including foot drain reprofiling. Project advice given for total area covering 675ha with 21,171m of foot drains reprofiled and 1291m created.
- [Environmental Land Management Scheme](#) tested in Broads with c.80 farmers and land managers; Broads Tier Structure report and action plan submitted to Defra.
- National project group established to look at sustainability of wildfowling at county level.
- New study commissioned on Broads carbon stores to assess peat depth and loss over last 40 years (supporting UEA study 2010). Study will provide baseline analysis for carbon offsetting and mitigation options with report, including digitised mapping, completed in early 2021.
- [Horsey Wetland Demonstration Project](#) proposed (part of CANAPE) to create new 3ha wetland site to trial reed mace and reed production and showcase paludiculture (wetland agriculture).
- Thurne Integrated Drainage Improvements plans and business case in preparation.
- Halvergate High Level Carrier Phase 3: Partnership bid approved in principle to extend carrier 3km to east and improve habitat for wintering and nesting birds. Schedule: Consultation/design - winter 2020/21, environmental mitigation works - spring 2021, main construction completion autumn 2021.
- Breeding waders: New scrapes and habitat improvements created at Upton Marshes Reserve.
- Broads Reed and Sedge Cutters Association supporting discussions with Broads Authority and Natural England to inform new [Lowland Peat Task Force](#) convened by Defra.

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

- Floating Pennywort (pictured, right) removal underway at River Ant/North Walsham and Dilham Canal. BA operations including routine control of Himalayan balsam, Japanese knotweed and giant hogweed in agreed areas. Control of New Zealand pygmy weed unsuccessful and plans are to isolate, drain water and spray.
- Dikergammarus (killer shrimp) found in Trinity Broads; survey/control work and public awareness campaign in progress.



Floating pennywort

- Water vole: Post-works monitoring carried out Muckfleet channel and new soke dykes.
- Nathusius bat: Partnership research project to assess bat migrations underway with Dutch government.
- AONBs pledged through Colchester Declaration to implement Landscapes Report (Sept 2020) recommendations. Each AONB asked to identify five iconic flagship species for nature recovery work; Norfolk Coast Partnership chosen little tern, pink-footed goose, harbour seal, barbastelle bat and white-clawed crayfish.

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

- Broads Nature Recovery Plan being drafted following Government announcement (5 Nov) on Nature Recovery Networks, a major commitment in the 25-year Environment Plan and part of the forthcoming Nature Strategy.
- 1000 acres of new wetland habitat created at Suffolk Wildlife Trust Carlton Marshes Reserve, together with new visitor centre and network of paths and viewpoints.
- ELMS Broads Test and Trial – see action 2.3.

C. Managing water resources and flood risk

3.1 Implement dredging regimes in accordance with defined water-ways specifications, and seek resources/legislation to accelerate the removal of sediment in the Broads system

- To end Nov 2020, 31,530m³ dredged sediment removed from prioritised sites (76% of programmed target of 41,400m³ for 2020/21). Sediment being used for reedbed creation as part of CANAPE project (Upper Thurne) and at Peto's Marsh (River Yare). Full dredging breakdown reported to [Navigation Committee](#).
- Modelling being revised to help identify and target areas to be dredged to meet Waterways Specification depths.
- Environment Agency guidance redrafted on rules for exemptions from Environmental Permitting when placing dredged sediment on river banks (expected publication by end Mar).



BA Operations technicians refurbishing waterways facilities

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

- BA Waterways Management Strategy and Action Plan in production, updating Sediment Management Strategy (pb. 2007) and embracing latest methods of dredging and moving sediment, hydrographic surveys, and water plant cutting and riverside tree management.

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

- BA involved in regular liaison meetings with Network Rail (incl. Trowse Rail Bridge Working Group) looking at operational issues of swing bridges, communication with signalmen and Network Rail capital investment programme.
- River Wensum Strategy Group in design and planning app stages for ['missing link' project for riverside walk](#); predicted design completion Feb 2021 and overall project completion Mar 2022.

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

- [Annual riverside tree and scrub management programme](#) ongoing with c.3,500m of bankside habitat identified for works using contractors and in-house staff. Water plant harvesters completed works on southern rivers (Sept) and northern rivers (Oct). Plant growth particularly notable in parts of Upper Thurne and Bure. Updates reported to Navigation Committee.

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

- BA Ranger navigation patrolling and performance target updates reported to [Navigation Committee](#).
- Package of new [navigation safety measures](#) agreed in November, including additional seasonal Rangers and online safe boating information for hirers.
- BA Rangers held 6 Super Safety Days, giving advice to boaters on general navigation safety.

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

- Water, Mills and Marshes 'Land of the Windmills': Restoration work near completion at Six Mile House including new cap; Strumpshaw Mill interior limewashed; CPT surveys completed at Muttons Mill and Herringfleet Mill (pictured, right) to establish ground conditions, and underpinning schemes developed. Listed building consent and planning permission granted for repairs to Muttons Mill and High's Mill, and work underway for proposals at Herringfleet Mill.



Herringfleet Mill

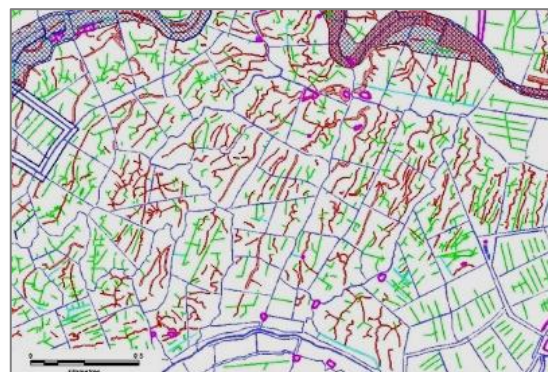
- Local Lists: BA supporting Norfolk County Council bid for Government funding for pilot project to establish criteria for local listing across county with public database, and to develop and consolidate local lists.

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

- Ludham Conservation Area Appraisal adopted. Work underway on Belaugh Conservation Area reappraisal.

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)

- Water, Mills & Marshes 4C Broads Hidden Heritage: Work ongoing to support research into history of grazing marshes. Lidar (laser scanning of ground surface) data shows numerous surviving earthworks. Volunteer work on digitising interpretations within Geographical Information System on hold due to Covid-19 but Norfolk County Council's Air Photo Interpretation Team undertaking work on priority area of South Walsham marshes and on developing GIS layer of tithe transcription work. Digitisation of Halvergate, Tunstall and Acle and South Walsham detached areas completed. Further work carried out with Lidar data and Halvergate/South Walsham detached plotted; extract shows this 75% complete.



Map image of LIDAR data supporting research on Broads grazing marshes

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 provided information on Broads geodiversity for [Water, Mills & Marshes](#) website including landscape evolution, rubble walls and ship's ballast.
- The Geology Trusts contracted with Natural England to do site condition monitoring for some geological SSSIs in Norfolk incl. Bramerton Pits.
- 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 heritage skills training: Following Covid-19 delays, City College Norwich trainees now completing restoration works at Six Mile House and Strumpshaw mills. Students also working on joinery items at college.

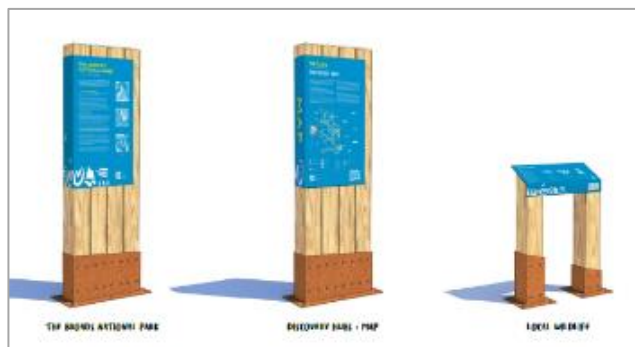
5.6 Build on measures to reduce the impacts on the Broads of visual intrusion and noise and light pollution, and pursue potential for dark sky place status

- BA looking into potential for How Hill to be Dark Sky Discovery Site, and taking part in Norfolk Coast AONB Dark Skies Festival 2021 after successful contribution in 2020 festival using podcasts and online competitions during Covid-19 restrictions.
- Undergrounding wires scheme: No progress due to Covid-19 restrictions.

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

- Integrated Access Strategy action plan and project scoring matrix updated.
- All slipways in Broads recorded and mapped; team assessing where facilities can be added or improved. Planning permission granted to install pontoon at Peto's Marsh (awaiting EA permits) and new pontoons installed at New Mills, Norwich.
- Reedham permissive path opened, with all furniture installed. First bundle of footpath extinguishments completed and awaiting formal removal from map (clean-up of PROW network following BESL flood alleviation works).
- [Discovery Hubs](#) proposal (pictured, above) presented to BA 20 Nov; BA met with Broads Charitable Trust and Beccles Town Council in December to discuss siting of hub on Beccles Quay.
- Funding bids submitted to EXPERIENCE project to restore signs and sculptures on Wherryman's Way and to install first Discovery Hub.



Artist's image of Discovery Hubs visitor information points

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 working with North Norfolk DC to replace waste facilities in Hoveton.
- BA construction and maintenance schedule carried out during Covid-19 restrictions, incl. repairs to electric charging points and 3 new pillars at refurbished Acle Bridge mooring, keeping aggregate paths topped up and level, replacing broken or missing mooring posts, fixing gauge boards at bridges and replacing loose capping timbers. Regular construction and maintenance updates reported to [Navigation Committee](#).

6.3 Maintain, develop and promote a coordinated and year-round programme of activities (taking measures to prevent any adverse environmental impacts)

- Broads events programme 2020 decimated by Covid-19. Virtual events being planned for 2021 including 'Broads day' within Discover National Parks Fortnight. BA planning for C-19 safe outdoor education events at Norwich Forum in 2021. Visit the Broads website improvements made to allow event organisers to upload copy.
- Water, Mills and Marshes:
2B Going the Extra Mile: BA worked with BBC Countryfile to promote works at Herringfleet Smock Mill, importance of drainage mills in Broads landscape and experience of heritage

carpentry apprenticeships. Programme also focused on rewilding and rewetting project at Somerleyton estate as part of WMM 5A: Broads Land Management.

- 1C Mapping the Broads: "New Perspectives on the Rural: Landscape, Community and Creativity" symposium held at Norwich University of the Arts on 16 Dec. Talks focused on issues of connecting populations with their rural landscapes in engaging and sustainable ways.
- 1A Celebrating the Landscape: Contribution to Norfolk Heritage Open Days (HODs) Sept 10-19 included new [YouTube video](#) produced with A Shot of Wildlife of virtual tour around Mills Trail on Halvergate Marshes. Presenter also created more films in Broads area highlighting unique wildlife, and more productions planned in 2021. WMM team worked with local historian and poet to create new [walking-tour podcast](#) along Angles Way from Yarmouth to Geldeston Locks and additional on-site interpretation planned.
- WMM team planning end of scheme event at Beccles Quay in spring/summer 2022 and liaising with SeaChange Arts, Gt Yarmouth on community event planning.

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

- Broads angling access map published on [new angling page on BA website](#).
- Broads Angling Strategy Group working with Postwick Parish Council to pursue fisheries permit for angling platforms to help prevent anti-social behaviour and loss of angling access at site.

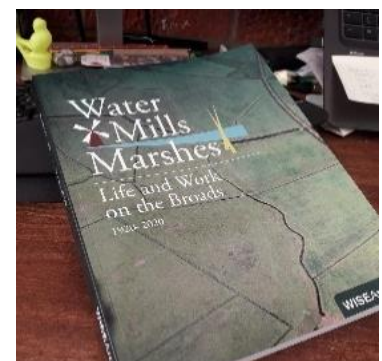
F. Raising awareness and understanding

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

- National Parks UK communications team launched new website and revised format of e-newsletter 'Postcards from the Parks'. Plans underway for virtual Discover National Parks fortnight in 2021.
- English National Park Experience collection secured Visit England funding (to April 2021) to shift focus to domestic tourism and direct bookings. New Experiences will form part of collection.

BA and Broads Tourism teamed with Visit East of England and all DMOs in Norfolk and Suffolk to promote area using 'Unexplored England' marketing campaign. Partnership working on application to become a 'Tourism Sector'.

- Visit the Broads ran successful social media campaign to attract new followers with adverts seen 1.1m times and 14k Facebook likes. E-newsletter now has 4,000 subscribers; website attracted 203k visits and 754k page views during condensed 2020 season.



Water Mills and Marshes book: Life and Work of the Broads

- Water, Mills & Marshes 1B Capturing the Landscape: Final output from project is publication of collection of oral histories now available online and in local book shops. See more on all WMM projects at www.watermillsandmarshes.org.uk.

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

- Water, Mills and Marshes: New website launched (Sept) with content incl. educational materials for schools/home learning. Social media July-Dec 2020: 92.4k Twitter impressions, 2.5k website users with 6.5k page views, Instagram 365 followers.
- Broads National Park signage: Large mural installed at Lowestoft train station concourse on space donated by Community Rail Partnership, close to new visitor centre. Signs installed at Great Yarmouth station and plans in place for other stations in 2021.
- Visitor centres (TICs): BA launching Broads National Park TIC at Ranworth Staithe in April 2021 and working with NWT to promote activities. SWT opened new Visitor Centre at Carlton Marshes with official launch planned for 2021. BA yacht stations and visitor centres attracted high visitor numbers during condensed 2020 season. Hoveton TIC served as remote information and advice centre during C19 lockdowns. C-19 halted plans for new joint Visitor Centre at Norwich Forum - Norwich City Council considering 2021 strategy and BA pursuing options for display presence at Forum in 2021.

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

- BA supplying Broads Tourism with links on C-19 safe operating measures and training to support businesses, incl. Government advice and BA guidance, Visit England and Visit Britain resources and training support, and grants available to tourism sector to adapt to latest guidelines. Broads Tourism issuing weekly information to their members.



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

- Residential Moorings Guide and Peat Guide (supplementing Local Plan policy) drafted.
- Scoping work underway on reviewing Local Plan for the Broads.
- 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

- Project proposal in development for Hoveton Riverside Park.
- BA working with Norfolk LPAs on countywide Green Infrastructure Plan.

- Wetland demonstration project, Upper Thurne – see 2.3

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: No activities held during this period.

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

- Covid-19 lockdown restrictions limiting BA and partner volunteering activity since March 2020.
- BA Volunteer Coordinator contributed to National Parks Volunteer Coordinators and Voluntary Norfolk online conferences on managing volunteers during C-19.



Volunteer working on Hoveton boardwalk repairs

- BA volunteers receiving weekly C-19 video updates and monthly Big Sky Views eNewsletter. New online system in operation for volunteers to claim expenses. Volunteers able to access ELMS online training; courses specific to Broads volunteering being developed. Face-to-face training limited to essential requirements.
- Water, Mills & Marshes: Volunteer activity low due to Covid-19 restrictions; data awaited.

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

- Additional funding of £175,000 for English National Park Experience Collection secured from Visit England to allow additional work to 31 Mar 2021. This will fund resources managed by Peak District NPA to review existing experiences and create direct booking platform and additional experiences in collection.
- BA working with Visit East of England and all DMOs in Norfolk and Suffolk to promote area with Unexplored England campaign funded by Visit England. Ongoing campaign targets domestic audiences.
- £2,543,602 grant awarded by National Lottery Heritage Fund on behalf of Defra to Access Unlimited coalition, which comprises YHA (England & Wales), Outward Bound Trust, Scouts, Girlguiding, Field Studies Council and the 10 English National Parks. Grant will fund ambitious Generation Green Project to prioritise young people from BAME groups, disadvantaged backgrounds and coastal communities. 16-month project will enable retention of 20 jobs, creation of 10 new jobs, one paid internship, 30 Kickstart placements, 7 apprenticeships and 659 skilled volunteer roles in the outdoor sector. Access Unlimited will provide more than 100,000 progressive opportunities to connect young people to nature.

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

- Development of Broads Curriculum resources and activities ongoing, incl. KS2 schemes of work for 'Should the Broads be protected?' (history, geography, science, literacy, drama and art), and river resources and KS3 Seal resources with Norfolk Coast AONB. KS2 Seal resources to be trialled in Winterton Primary school in early 2021.
- Generation Green project bid successful. Engagement Project officer post in development for recruitment in Jan/Feb. Youth engagement project to be delivered 2021-22 with partner organisations incl. YHA and schools.
- BA engaged in production of video resource for Magdalen Gates Primary and in-school activity day for 45 Wensum Junior pupils.
- Wherry resources being further developed following Broads Trust project.
- Broads Environmental Education Network (BEEN) virtual meeting held 25 Nov with 14 organisations; included shared learning on operating within C-19 restrictions.
- Water, Mills & Marshes:
- In-school engagement suspended due to Covid-19 and activities moved online. 9 posts written for website, each exploring different Broads aspects from pollinators and peat to wherries and local mythologies. Related activities and links for families and school children included with each post and shared on school hubs.
- School Art Competition run on 'Life in the Dykes'.
- RSPB produced curriculum-linked resources for KS2 pupils on RSPB Strumpshaw Fen. Pack of science and geography lessons with full resources completed, linked to Explorer Theme and Adventure Trail. Teachers trialling resources.
- New [KS3 geography curriculum](#) launched, created by Geography Fieldwork Academy in Suffolk. GFA also volunteered to run contest for KS3 students to design 'Broads Triathlon' as study on balancing stakeholder needs in this sensitive area.

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

- UK National Park Authorities collaborated on bid to national Kickstart Scheme to get young people into employment - Broads Authority bid for seven job placements.
- Access Unlimited Project Bid awarded Dec 2020. Now called Generation Green, the partnership project is to get young people out into protected landscapes and natural areas. All English NPAs submitted projects on themes of youth engagement, active volunteering, youth rangers and youth action. Broads offer involves employing one F/T or 2 P/T project officers between Feb/Mar 2021 and Feb/Mar 2022 - role description developed for recruitment Feb 2021.

- Youth Social Action with Clarion Housing #iwill project funding bid successful. Four NPAs incl. Broads Authority funded to run social action projects with local youth groups. Programme of activities proposed with Community Action Programme groups.
- Local young people and NPA Youth Rangers involved in DEFRA 'Respect the Outdoors' campaign, following increase in new visitors to countryside due to Covid-19 travel restrictions. Resulting messages distributed on bus shelters and social media, incl. 37 million Facebook followers via LadBible.
- Water, Mills & Marshes: Contractor not delivering school activities during Covid-19 restrictions.

H. Building 'climate-smart' communities

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

- BA received Public Sector Low Carbon Skills Fund to survey BA Dockyard and develop plan to reduce its energy consumption and carbon footprint. Survey commissioned on consumption footprint for Broads National Park area.
- Electrifying the Broads Group discussing options incl. electric Ranger launches and piloting hydrogen launch. BA presented concept of virtual power to Beccles Town Council (Nov).
- 4th edition of [Broadland Futures Initiative newsletter](#) published.
- Final version of [Natural Capital Assets Evidence Compendium](#) published.
- Green tourism 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

- Joint contract launched with South Downs NPA for Smallworld Consulting Ltd to carry out consumption-based footprint for executive area.
- QMUL study funded by CANAPE on peat depth and peat loss rates completed, giving new estimate of carbon stored in the Broads and the rate of loss.

Broads Authority
Yare House
62-64 Thorpe Road
Norwich NR 1RY
broadsplan@broads-authority.gov.uk

January 2021