Broads Authority

22 November 2013 Agenda Item No 10

Broads Plan: Mid-Term Review

Report by Director of Planning and Resources

Summary:	The Broads Plan is the strategic management plan for the Broads. The current Plan was adopted in May 2011. A summary of progress to date is reported in the Broads Plan Mid-Term Review attached to this report.
Recommendation:	Members are invited to comment on the content of the Broads Plan Mid-Term Review and use it as a backdrop for setting the Strategic Priorities for 2014/15.

1 Introduction

- 1.1 This report introduces the Mid-Term Review of progress against the Broads Plan, the strategic management plan for the Broads. The current Plan was adopted in May 2011 and is due for review by 2016.
- 1.2 As may be seen from the Mid-Term Review, a wide range of activities have been delivered by the Broads Authority and its many partners across all areas of the Broads Plan. It should be recognised that the Plan was produced at the start of the last Comprehensive Spending Review period, and as such it was necessary to balance aspiration and ambition against the likelihood that future finances would be uncertain but diminishing. As predicted, the squeeze on finances has affected public sector bodies, charitable trusts and the private sector, and the scope of key agencies working within the Broads (e.g. Natural England, Environment Agency, RSPB and the Wildlife Trusts) to deliver all that was originally aspired to has been a significant challenge.
- 1.3 There have also been considerable changes nationally in a number of key areas since the Plan was adopted. The introduction of new legislation in the form of the Localism Act 2011 and the raft of revisions to the planning system have been influencing factors, as has the introduction of Local Enterprise Partnerships and Local Nature Partnerships as new funding and delivery bodies at a local level.
- 1.4 The Mid-Term Review provides a summary of achievements to date against the Plan's objectives. More detailed updates are published on the dedicated e-Plan website at <u>www.broads-plan.co.uk</u>. A full schedule of progress to date is also available on the Authority's website at <u>www.broads-authority.gov.uk</u>.

2 Summary of progress

- 2.1 Mirroring the structure of the Broads Plan, the Mid-term Review is set out under three overarching themes.
- 2.2 <u>Planning for the long-term future of the Broads in response to climate change</u> and sea level rise:

Success Stories:

A focus on integrated partnership working has been strengthened through the emerging strategic catchment approach for Broadland and the Broads Climate Change Adaption Plan, both being developed through targeted stakeholder engagement.

Areas for Further Work:

Whilst progress has recently been made in relation to the climate change agenda, early progress was slow and the subject has been much more difficult and challenging to understand both in terms of technical complexity but also in how its importance is conveyed meaningfully to the wider public. While the Broadland Flood Alleviation Project has been delivered to schedule, significant challenges continue to face the Broads in terms of flood risk management and sustainable management of water resources at a catchment scale. These strategic projects therefore remain high priorities, with a focus on landscapescale approaches and the 'green' sustainability agenda in line with Government policy.

2.3 <u>Working in partnership on the sustainable management of the Broads</u>:

Success Stories:

The past two years has seen a focus on research and evidence gathering to inform future protection and management of the area's natural and cultural heritage. This includes the biodiversity audit that recorded over 11000 taxa, some unique to the Broads as well as the production of a Local List of Heritage Assets, an emerging 'place making' project on the Broads' landscape, and a considerably comprehensive list of projects has been identified through the new Broads Biodiversity and Water Strategy (adopted May 2013), with partnership approaches and external funding being fundamental to delivery.

The EU-funded Promoting Integrated Sediment Management (PRISMA) project has brought substantial benefits, focusing on innovative solutions for the issues of dredging and sediment disposal and contributing towards the development of the new Norwich dockyard facility. Another key milestone was the successful transfer of Breydon Water and the Lower Bure to the Broads Authority in July 2012. This has not been without controversy in terms of the potential impacts on water skiing, and trials of the activity are ongoing to inform future management. Navigation improvements to Breydon in terms of signage, layby moorings and safety marking have been well received by users.

Areas for Further Work:

Whilst the understanding of the condition of the "iconic" Broads Mills has been greatly advanced through recent survey work and with individual action plans developed for each Mill, future tangible progress on implementation of those actions plans is dependent upon creative solutions, pooling of expertise and acquisition of external funding which continues to be a challenge in the current economic climate.

2.4 Sustainable use of the Broads:

Success Stories:

The benefits of European funding have also been evident in terms of raising the profile of tourism in the Broads. The 3-year Sustainable Tourism in Estuary Parks (STEP) project delivered a wide range of projects, including the introduction of the 'Love the Broads' visitor giving scheme, an increase in nationwide publicity and in the use of electronic and social media, and the establishment of the popular annual Broads Outdoors Festival.

The Integrated Access Strategy for the Broads (adopted May 2013) is already reaping benefits, with a range of projects lined up for delivery through close working with local communities. Environmental education and working with young people has had a high profile in the past two years, with a range of projects delivered through the reinvigorated Broads Environmental Education Network. The importance of volunteers has also been emphasised, and a new Volunteer Strategy was implemented in 2012.

Areas for Further Work:

A recurring theme in throughout this review is the availability of future finance. The challenge for the Broads in terms of tourism is to build on the momentum of the STEP project and to maintain a high profile and as an attractive "green" destination for visitors but without the benefit of the European funding. The challenge for all those involved in tourism – public and private sector - is to maximise the impact and added value of all investment made, to work collectively and creatively to attract new sources of funding and to make the most of existing partnerships and funding streams. It is anticipated that future activities will result in an increasing focus on the use of electronic media, extending the accessibility of relevant information for all potential visitors e.g. local communities and visitors from further afield.

A similar situation exists in terms of some of the access work traditionally undertaken in the Broads e.g reductions in funding for the County Councils has already led to changes in maintenance regimes for the footpath network and a focus on long distance trails, with the Broads Authority focussing its efforts on permissive paths that provide important links for land and water users to facilities and information.

3 Next steps

3.1 It is recognised that, as the Broads Authority and its partners enter the next Comprehensive Spending Review period, the squeeze on public finances will continue. Delivering the remaining actions in the Broads Plan will depend substantially upon making the most of external funding opportunities, continued partnership working and a flexible approach to future priorities. This context is set out in more detail in other reports to this meeting on strategic priorities and external funding and income generation.

3.2 The next full review of the Broads Plan is currently scheduled to commence in 2015.

Background papers:	None
Authors: Date of report:	Andrea Long and Maria Conti 12 November 2013
Broads Plan Objectives:	None
Appendix:	APPENDIX A - Broads Plan 2011: Mid-Term Review

APPENDIX A



Broads Plan 2011: Mid-Term Review

Introduction

The Broads Plan is the strategic management plan for the Broads. It sets out a vision, aims and objectives for the Broads and integrates a wide range of strategies, plans and policies relevant to the area with the purposes and duties set out in the Broads Acts. It is a plan for the Broads, and not just for the Broads Authority, and as such a wide range of partners take a lead or joint role in the delivery of specific objectives and actions in the Plan.

Short-term objectives to be addressed during the lifetime of the Plan are set out under three key themes:

- *2 Planning for the long-term future of the Broads in response to climate change and sea level rise*
- 3 Working in partnership on the sustainable management of the Broads: Landscape and cultural heritage, biodiversity, agriculture and land management, and management of the navigation area.
- 4 *Theme 3: Sustainable Use of the Broads*: Promoting understanding, enjoyment and wellbeing; and tourism, access and recreation.

Mid-term review

The Broads Authority is required to review and update the Broads Plan at least every five years. The current Broads Plan was adopted in May 2011.

Progress against Broads Plan objectives and actions since the Plan was adopted is summarised in this mid-term review. The report is set out in themed sections that mirror those in the Plan. Given the multi-layered, integrated nature of managing the Broads, the updates should be viewed as a whole to gain an accurate flavour of what has been achieved.

More detailed updates are reported regularly on the e-Plan website at <u>www.broads-plan.co.uk</u>. The Authority also uses a small set of Strategic Priorities to monitor the delivery of the Plan, with updates reported to the quarterly meetings of the Broads Authority.

Andrea Long Director of Planning and Resources Broads Authority Theme 1: Planning for the long-term future of the Broads in response to climate change and sea level rise

1 Response to climate change and sea level rise

Summary of progress

A first draft Broads Climate Change Adaptation Plan was submitted to Defra in 2011, outlining the vulnerability of the Broads' special assets to the impacts of climate change and sea level rise. The complexity of these issues is enormous and progress has been slow. However, the Authority and its partners are committed to the ongoing development of a more detailed plan, working with stakeholders and local communities to discuss issues, concerns and options for adaptation. Broads Authority and Norfolk County Council annual monitoring both show reductions in business CO² emissions.

Local and regional 'green' sustainability initiatives have been well promoted in land and water management, tourism, planning and education. They include the Green Tourism Business Scheme and Green Boat Mark initiatives, eco-build measures, new electric boats and charging points, an eco-boat wash down system, and research into a tidal energy barrier and remote energy generation. The European Charter for Sustainable Tourism in the Broads was reawarded in 2011. The 'New Anglia' Local Economic Partnership is leading on a regional 'Green Economy Pathfinder' programme.

An integrated catchment approach for sustainable land and water management has been established through the Broadland Catchment Partnership and a range of projects are in development, linked to improved wildlife habitat and landscape, water quality and quantity, recreational access and sustainable farming. The central theme, 'Connection is Key', aims to link up actions to improve the water environment.

The 20-year Broadland Flood Alleviation Project is nearing the end of its construction phase, providing flood defence improvements and a range of enhancements for biodiversity and access, including increased reed habitat and improved riverside paths and moorings. The Shoreline Management Plan that covers the frontage from Eccles to Winterton has been updated and a study is underway on future options for the vulnerable coastline between Cromer and Winterton.

The national planning system has been subject to considerable change since 2011 and the focus for planning in the Broads has been on adapting core development management policies to reflect this change. This has restricted progress on research and development of experimental design techniques and the review of design guidance, although this will now be progressed through the place making guide (see section 2). A landscape sensitivity study for renewables and infrastructure was produced to help guide development planning in and around the Broads.

Future priorities

The revised Climate Change Adaptation Plan will be submitted to Defra in Summer 2014.

A programme of community engagement is underway, under the banner 'Broads Community', to discuss local concerns about the impacts of climate change and sea level rise on the special assets of the Broads and potential adaptation measures to benefit both people and nature. The Broadland Flood Alleviation Project will move into its maintenance phase, and flood risk management agencies will assess longer term options for the Norfolk coast and Broadland rivers.

The Broadland Catchment Partnership will continue to work with local interests on integrated approaches to improving water quality and water management regimes in the Broads and wider catchment. Information about the status and value of local rivers is being collated, and the first catchment action plan will be implemented in Spring 2014.

Theme 2: Working in partnership on the sustainable management of the Broads

2 Landscape and cultural heritage

Summary of progress

Following publication of the Natural Environment White Paper, Biodiversity 2020 report and European Landscape Convention (ELC), the Broads National Character Area (NCA) profile was revised and Broads ELC principles and an action plan produced. These documents provide valuable information on the natural and cultural value of the Broads landscape and are helping to guide its management and sustainable development.

Although a HLF Landscape Partnership bid was unsuccessful, individual elements of the bid are being progressed, including a multi-media 'place making' project to improve information on and public access to the history, assets and special character of the Broads landscape. A reed and sedge cutting industry action plan has been implemented to support biodiversity, local heritage and cultural skills training and employment. A reed bed survey was carried out to help assess future enhancement and production opportunities.

There are now 25 Conservation Areas in the Broads, including two new designations and a number of reappraisals. A Local List of Heritage Assets has been established, with public nominations invited for important local assets including drainage mills and riverside chalets. A comprehensive mills survey was undertaken to inform future protection and restoration works. Awareness raising and targeted advice to owners has helped reduce the number of buildings on the Broads 'Buildings at Risk' Register by 50% in the past two years. A £1.7m undergrounding wires scheme is being delivered in the Waveney Valley, helping to reduce visual intrusion on the landscape (see also Landscape Sensitivity Study, section 1). Progress on surveying sites and features of geodiversity significance in the Broads has been hampered by lack of funding and resources.

The Broads Development Management DPD, which sets out detailed planning policies to guide sustainable development in the area, was adopted in 2011. Progress on the preparation of a Site Specific Policies DPD was delayed following planning enforcement matters relating to Thorpe Island that impacted upon the proposed policy for that area. However, the DPD was finally submitted for independent examination in September 2013.

Future priorities

The comprehensive 'place making' resource on the Broads landscape character, assets and special features will be further developed. The project involves reviewing, updating and collating landscape, historic and natural environment data, images and guidance into accessible, multi-media information and interpretation for use by organisations, interest groups and the wider public.

Further nominations will be invited for inclusion on the Local List of Heritage Assets, and the Authority will continue to work with owners to develop individual action plans for the preservation and restoration of local mills and other assets in the Broads landscape.

The Site Specific Policies DPD will be subject to public examination in February 2014. The preparation of supporting evidence to begin the preparation of a new Broads-wide Local Plan will include a major piece of work to understand local housing needs within the Broads, working closely with adjacent District Councils under the 'duty to co-operate' introduced by the 2011 Localism Act.

3 Biodiversity

Summary of progress

The Broads Biodiversity Action Plan and nature conservation strategies were reviewed and an overarching Biodiversity and Water Strategy and Action Plan 2013-18 produced. The Trinity Broads Management Plan was also updated. A comprehensive Broads biodiversity audit and tolerance sensitivity mapping was completed, recording over 11,000 taxa, of which 1519 are priorities for conservation and 65 are entirely or largely restricted to the Broads. Other important research included a fen invertebrate survey, taking peat cores and peat accumulation rates to inform landowners on carbon management of peat soils, water management trials to reduce salt and ochre input at Brograve, investigation of bio-filtration techniques in lakes, sediment and hydrology surveys to inform management of Breydon Water and creation of reedbeds around Hickling, and habitat and ecosystems services mapping. Annual monitoring indicates that 87% of SSSI land in the Broads was in 'favourable or recovering' condition in 2012/13, compared to 58% in 2009/10. Since 2009, 19 County Wildlife Sites (with a total area of 156.31ha) have been designated, bringing the total to 41 sites (total area 416.3ha).

£222,200 was awarded towards the delivery of a range of local Water Framework Directive projects, including ecological, water management and economic work in the Upper Thurne. Conservation work has also included the creation of over 40 new ponds through the Million Ponds Project, restoration of marsh, fen and reed habitat, including East Ruston and Hickling areas, phosphate removal from Cromes Broad, a barn owl nest box scheme and the reintroduction of the rare fen raft spider to the Broads. The few Broads fen orchid sites remain at risk, but careful management is underway. More than 30 plant species, some rare, are recolonizing the restored reedbed at Salhouse Broad, less than a year after work began as part of a £240,000 sediment re-use project. For the first time in 30 years, rushes have been harvested for craft and education and to maintain canoe access in the River Waveney.

A wide range of biosecurity projects were delivered through Norfolk RINSE (Reducing the Impacts of Non-native Species in Europe), Norfolk Biodiversity Information Service and the Wetland Biosecurity Partnership Project, including a high focus 'Check, Clean, Dry' campaign on eradicating the spread of killer shrimp; floating pennywort eradication on the River Waveney has been successful, safeguarding wildlife and navigation. Regionally, the Wild Anglia Local Nature Partnership was established and the New Anglia LEP Green Economy Pathfinder manifesto published.

Future priorities

A comprehensive list of projects has been identified through the Broads Biodiversity and Water Strategy under four key priority areas. The first area looks at a more integrated landscape-scale approach to habitats and species conservation, including halting ongoing biodiversity loss in the Broads through, for example, support for land managers with turf pond creation, lake management, barn owl boxes and County Wildlife Site designation. The second area is about reducing environmental pressures from invasive non-native species, agriculture, planning and development, water and coastal management, and water users.

The third area involves improving our knowledge and communication for effective and efficient decision making, and will include a comprehensive review of the history and current status of the Broads' lakes and feasibility for further restoration works. Finally, putting people at the heart of biodiversity policy will help appreciation of the Broads' precious natural assets and understanding of the different roles in protecting it. Part of this will be delivered through new schools education projects and the Biodiversity and Water Conference in March 2014.

4 Agriculture

Summary of progress

The National Farmers Union report 'Why farming matters to the Broads' has acted as a basis for enhanced partnership working, providing a focus for developing integrated farm policy and underpinning discussions with Government on the transition to new environmental stewardship schemes. One of the report's authors, a local farmer, was appointed to the Broads Authority in 2012. The English National Parks family has also provided a joint response on national consultations including CAP reform and the New Environmental Land Management Scheme (NELMS). The Defra Green Food Project published its first report in 2012, and an investigation was carried out on specific challenges facing the local farming industry, including an examination of the ecosystem services approach using North Norfolk as a pilot catchment.

The NFU is actively involved in the development of climate change adaptation approaches for the Broads, with farming interests recognized as a key stakeholder group. At a regional level, the East Anglian NFU completed a two-year project focusing on climate change adaptation for farm businesses within protected landscapes, with many of its findings applicable to the Broads. Land management representatives are working with Defra on a National Adaptation Plan, which will look at a number of issues affecting the Broads including the management of drought and flood risk. Catchment Sensitive Farming capital grants have been made available for priority catchments in the Broads and the Wensum Demonstration Test Catchments Project is informing diffuse pollution management. The Broads area has been included in case studies for the Natural Capital theme of the Green Economy Pathfinder Project, led by the New Anglia Local Enterprise Partnership.

The value of local food has been promoted through a number of projects including the NFU's 'Farming Delivers' and Broads Quality Charter 'Eating Out in the Broads' campaigns. Opportunities for the public to understand more about farming have included the successful Open Farm Sunday and Spring Fling events, while educational food, farming and countryside projects have been delivered through initiatives such as 'Farming and Countryside Education' and 'Linking Environment and Farming'.

Future priorities

The Broads Authority, as part of the National Parks family, will continue to lobby for whole ecosystems benefits (goods and services provided by the environment) within wider farm business management and improvements. Established Broadland partnerships are engaging with landowners and land managers on a range of issues, including rollout of the new agrienvironment schemes, water catchment management regimes and concerns about agricultural intensification as a result of land use reversion from grazing marsh to arable.

A number of biobeds to treat pesticide have been located in the Broadland catchment with support from Catchment Sensitive Farming and Essex & Suffolk Water. Working through the Department of Energy and Climate Change (DECC) competition for wetland biomass to bioenergy, the Broads will gain learning from the Suffolk Coast and Somerset trials of anaerobic digestion, briquetting and a number of other techniques. The action plan to boost the local reed and sedge industry will continue to be delivered, including wetland skills training for nine individual cutters to enable their diversification of wetland work.

5 Navigation

Summary of progress

The Broads Authority took over responsibility of the Breydon Water and Lower Bure navigation in June 2012, and is carrying out refurbishment works in the area. Promotion of safe boating behaviour across the Broads system has included the introduction of 'super safety days' and the 'Wear It' life jacket campaign, and annual safety audits are showing positive results. Network Rail has allocated significant investment towards maintaining bridge operations, improving access for navigation. Actions from the 2011 water ski review were implemented, and trials of water skiing and wakeboarding in zoned areas are helping to inform future management of these activities.

The Broads Sediment Management Strategy was comprehensively reviewed to guide future dredging priorities and waterways compliance specifications. 95,432m³ of sediment was removed from the system between April 2011 and March 2013. While this was 4.5% below the programmed target, significant operational time was focused on creating important new dredging disposal facilities through habitat restoration and bank/island recreation projects in

the Bure and Upper Thurne. The EU-funded Promoting Integrated Sediment Management (PRISMA) project delivered much of this work through a range of innovative ideas, including trials of pump dredging and sediment dewatering and reuse. It also helped fund a new mud wherry and excavator and contributed towards the new dockyard workshop in Norwich.

The Asset Management Plan for navigation furniture and property has been completed, and steps are being taken to ensure appropriate financial provision is made for the future. However, it is clear that there is insufficient funding to extend the navigation or facilities at current income levels and the impact of the Broadland Flood Alleviation Project will lead to a loss of formal and informal moorings across the system.

Annual monitoring of aquatic plants is showing that, in recent years, broads open to the main navigable rivers have plant abundance and diversity below that expected, given improvements in water quality, while plants have responded well in isolated broads where restoration work has been carried out. The Authority's Environmental Standard Operating Procedures (ESOPs) have been updated and new ESOPs produced to guide operational work in the Broads.

Future priorities

The Authority has an agreed target to remove 50,000m³ of sediment from the navigation area in 2013/14, and hydrographic surveys will be carried out to inform future waterways specifications and dredging priorities. Finding sustainable ways to re-use dredged material will be an ongoing priority, given the shortage of strategic disposal sites. The Authority will review demasting needs at all bridges and identify priority projects. Design schemes for demasting moorings at Acle Bridge and St Olaves are in development and funding has been included in navigation budgets.

The final year of PRISMA funded works will be completed with further trials in Hardley Dyke and Loddon basin using a reusable geotunnel as an extension to the works at Salhouse. The infilling of the Duck Broad lagoons will be completed, with ongoing monitoring to check the establishment of vegetation at tall sites. The resulting report will be presented at the final PRISMA conference in summer 2014. From the lessons learnt in securing EU funding, further efforts will be made to explore external funding opportunities to help deliver other navigation priorities in the coming years.

Theme 3: Sustainable Use of the Broads

6 Promoting understanding, enjoyment and wellbeing

Summary of progress

The 'Britain's Magical Waterland' brand was launched and established through a range of businesses and media, and the 'EnjoytheBroads' campaign is continuing to expand with more than 95,000 visits to its website in 2012. Redevelopment of the Broads Authority's website was delayed due to resource pressures, but is being progressed in 2013/14. The use of electronic media for information and interpretation about the Broads has increased significantly,

including Facebook, Twitter and Flickr, e-newsletters, phone apps, a 'Broads Blog', and interactive 'Wildlife Explorer' touchscreens at visitor centres.

The Broads was promoted through national campaigns including 'Love Your National Parks', Visit England's 'Active Outdoors', and 'Green Traveller', and at shows and events. In 2011, the Broads was one of four national 'pathfinder destinations' selected by Visit England for special promotion, and the area was recently awarded a Certificate of Excellence on the traveller review website Trip Advisor. Locally, the annual Broads Outdoor Festival was launched in 2011, hosting hosted more than 70 events in 2013. Following reorganisation, the Authority reduced the number of its visitor information centres from six to three 'hubs' and refurbished Hoveton TIC, Toad Hole Cottage and Great Yarmouth Yacht Station. Ranworth and Beccles TICs are continuing to operate under new management, and a proposal is underway to enhance visitor facilities at Whitlingham Country Park.

The Authority appointed its first Education Officer, and an Education Strategy Action Plan is being delivered through the Broads Environmental Education Network. Key projects include a Broads Curriculum for schools, environmental workshops and online education resource packs. Opportunities to reach a wider audience, in particular young people from disadvantaged backgrounds, have been delivered through a range of programmes including Broads Adventure, Broads Discovery Days, Short Stay Schools Network, Eco Challenge and Forest Schools. Over £50,000 of funding was awarded by the Broads Sustainable Development Fund towards environmental and recreational projects targeted at introducing young people to the Broads. The Authority's volunteer recruitment, training and administration systems were comprehensively updated and a new 5-year strategy and action plan implemented.

Future priorities

Partnership plans to enhance and extend visitor facilities at Whitlingham Country Park will be progressed. Proposals include an expanded visitor centre, improved public amenities including a café and toilets, a flexible learning centre and low-cost accommodation. The Authority's redesigned website will be launched in Spring 2014. An audit of information and interpretation signs across the Broads will inform new and refurbishment works. Locations are also being identified for 'Welcome to the Broads' signage.

A range of projects will be delivered through the Broads Education Strategy, including development of teaching modules for the Broads Curriculum and ongoing work with schools and young people from disadvantaged backgrounds.

The Broads Authority will mark its 25th anniversary in 2014.

7 Tourism, recreation and access

Summary of progress

An integrated access strategy was implemented in March 2013, pulling together existing access plans and coordinating delivery of projects to improve access links on and between land and water and to visitor points, facilities and public transport hubs. Following Norfolk

County Council's reduction to its Rights of Way maintenance programmes, Broads Authority maintenance work has been refocused on permissive paths and promoted routes.

The Authority's maintenance programme in 2011/12 included adding 233m of new free moorings to its network and refurbishing over 30 other moorings, bringing the number of free 24-hour moorings in the Broads system to 64. Works in 2012/13 included refurbishment of Great Yarmouth Yacht Station, new demasting/layby moorings pontoons, repiling and refurbishment works at 24-hour moorings (165m total repiling) and new electric charging pillars at six sites.

Recreational projects were delivered across a range of interests including boating, angling and cycling, guided by the Broads Sustainable Tourism Strategy and well supported by funding from the 3-year STEP (Sustainable Tourism in Estuary Parks) project and the Broads Sustainable Development Fund. Funding for local community projects is also being raised through the 'Love the Broads' visitor giving initiative, launched in 2012, with the first grants for environmental and amenity projects awarded in 2013.

Local tourism businesses have been strengthened through STEP and Broads Tourism, with the area strongly promoted through the 'Britain's Magical Waterland' and 'EnjoytheBroads' initiatives. Key annual visitor events included the Broads Outdoor Festival, which celebrated its 3rd year, the Green Boat Show, Fair on the Yare and National Parks Week Picnic in the Park. A Heritage Lottery Fund grant of £671,000 supported a major conservation and interpretation project at St Benet's Abbey on the River Bure.

Future priorities

The Authority will continue to work with partners and local communities to identify and deliver access improvements throughout the Broads. A number of projects identified in the Integrated Access Strategy Action Plan, including moorings, canoe slipways and new permissive paths will be taken forward following landowner consents.

Following completion of the STEP project, the Authority will continue to have a direct role in promoting and marketing the Broads, working in close partnership with Broads Tourism. The partnership will continue to deliver the Broads Tourism Strategy Action Plan. It is hoped to build on the success of the annual Broads Outdoor Festival, alongside other key events in the Broads.

More information: Email: <u>broadsplan@broads-authority.gov.uk</u> Website: <u>www.broads-plan.co.uk</u> Tel: 01603 610734 (Broads Authority)