



## Progress Newsletter

### UPDATE TO OUR STAKEHOLDERS

In this edition: 'Welcome', 'Spreading the word', 'Interim analysis of online survey', 'More time' 'A special thank you'

## Welcome...

It's been a busy 2021 so far for the Broadland Futures Initiative (BFI) team. In our last newsletter back in January we announced the launch of our current online virtual exhibition and survey. This also marked the beginning of a virtual awareness-raising campaign that involved speaking with a number of people and groups from around the Broadland Area about the BFI.

In this edition - We will share details of who we have been talking to, where to go to read our interim summary analysis of the survey results, and also details of an extension to the end date of the current consultation.

## Spreading the word

We are conscious that raising awareness of the BFI is a key part

of our public engagement. This is particularly important in the early stages of any strategy, such as the BFI at present. This is the time when we need to begin to establish ourselves within the communities we are wanting to work with in order to successfully deliver a shared vision for future flood risk management. Since the turn of the year we have been looking to build new connections, strengthen existing connections and generally raise awareness of the BFI.

Here is a collection of some of the awareness raising work we have undertaken:

### In the media:

- Two interviews on BBC Radio Norfolk Breakfast Show with Kirsten Thorne
- Article in Eastern Daily Press

- BFI Website **1296** page views, **740** link clicks to study reports and **800** accessing the virtual exhibition.
- Broads Authority's Facebook & Twitter Account – **13,548** interactions (not including social media activity through our partners).
- Article in the Harnser Publication.

### Working Groups presented to:

- Norfolk Public Sector Leaders forum
- Regional Flood & Coastal Committee
- Broads Authority Local Access Forum
- Somerton Parish Council
- Upper Thurne Working Group
- University of East Anglia

In addition, as you will know we have also hosted a series of virtual village hall events open to all. This activity replaced our face to face public engagement in line with the current government lockdown guidance. Lots of questions have been asked by the public and the video recordings and a summary of the Q&A from each event will shortly be available on our webpage.

The questions were excellent too, some new and some familiar ones such as will the BFI affect current Shoreline Management Plan (SMP) policy? The short answer is no, the BFI can make recommendations regarding SMP policy, but it cannot implement changes to existing policies. Is a barrier at Gt Yarmouth a possibility? The short answer is yes, a barrier will be explored by the BFI. These are the conversations we are keen to have more of as the project progresses. If you have any questions then please get in touch, or alternatively, you may find the answer your looking for in our 'frequently asked questions' section of our webpage.

We have also seen many people visiting our virtual exhibition. We are delighted to have welcomed over 800 people to a virtual look around the displays and our videos on flood modelling and dredging. If you haven't already been to take a look around and view the information available then you can do so by clicking here

<https://broadlandfuturesinitiative.virtualeventspace.io/>.

### **Interim analysis of our online survey**

We have decided to take stock of the responses we have had to date, and we wanted to share them with you. If you are interested in finding out what the feedback is so far, and what people are saying, you can open the summary document accompanying this newsletter. Alternatively, you can head over to our BFI webpage (see contact details section) to download a summary of the midpoint results and read about the feedback we have received on the future of flood risk management in the Broadland area. If you have any questions then feel free to get in touch via our contact details below. A full summary and analysis will be shared after the survey has closed.

### **More Time**

We are excited to announce an extension to our current online engagement. We recognise the difficult time we have all been experiencing during lockdown.

Therefore, we want to offer the maximum opportunity for you to have your say in our current online survey, read our study reports, and visit our exhibition. We have extended the closing date from the 11<sup>th</sup> April to the 31<sup>st</sup> May, giving you more time to do just that.

### **A Special thank you**

To draw this newsletter to a close we would like to extend our gratitude to those that have

participated in the online survey so far. Hearing your views, even during these difficult times, is vital for the continued progress of the strategy. We would also like to thank all those that attended our virtual village hall events, for your time and your questions. These events were a really useful exercise for us to capture what is important to you.

Lastly, a thank you to the Broads Society for supporting the BFI, to our parish councils, such as Somerton Parish Council for spreading the word, and thank you to the continued support of our partner organisations who helped to make our engagement activity possible.

We are only at the beginning and as things continue to return to normal we hope to press on with the strategy and find more opportunities to hear from you all.

#### **CONTACT US**

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