

Broads Authority

26 July 2019

Agenda item number 10

Strategic Direction

Report by Head of Governance

Summary

This report sets out progress in implementing the Broads Plan and the Broads Authority's annual strategic priorities.

Recommendation

To note the updates.

1. Introduction

- 1.1. The Broads Authority reports regularly on the implementation of the Broads Plan and the Authority's own annual strategic priorities.
- 1.2. The **Broads Plan** is the partnership strategy for the Broads and the current Plan covers the period 2017-22. We produce progress updates in May and November each year, and report other notable changes and new actions as we go through the Plan period.
- 1.3. The Broads Plan, linked guiding strategies and updates are published on our website on the [strategy](#) page.
- 1.4. We also have a small set of **strategic priorities**. These focus on Authority-led projects that have high resource needs or a very large impact on the Broads, or that are politically sensitive. Setting these priorities helps us target resources and make the most of partnership working and external funding opportunities. Priorities are set each financial year, although large-scale projects may carry across several years.
- 1.5. The first update on this year's strategic priorities is in Table 1.

Table 1

Broads Authority Strategic Priorities 2019/20

Theme, aim and milestones	Progress	Lead officer
<p>Water, Mills and Marshes Landscape Partnership Scheme</p> <p>Implement WMM partnership projects to agreed schedule:</p> <ul style="list-style-type: none"> • Monitor and report progress (Sept/Mar) • Submit quarterly claims to National Lottery Heritage Fund (Apr/Jul/ Oct/Jan) • Issue draft legacy plan (Oct) 	<p>Status: On track</p> <p>April claim submitted and payment received - July claim underway.</p>	<p>Broads Landscape Partnership Programme Manager (Will Burchnell)</p>
<p>CANAPE (Creating A New Approach to Peatland Ecosystems)</p> <p>Implement CANAPE work packages 3 and 4 to agreed schedules:</p> <ul style="list-style-type: none"> • Monitor and report progress of project activities (Oct and Apr) • Submit claims to INTERREG Programme (Oct and Apr) • Complete Phase 2 of 3 at Chara Bay, Hickling Broad (Mar) and begin sediment infill of restored reedbed • Trial marketing for charcoal at four events (by Sept) • Hold five citizen science engagement events (July to Aug) 	<p>Status: On track</p> <p>Reports and finance claims submitted on time.</p> <p>Next phase of work on Hickling Broad to start in October when water temperature falls below 15 degrees.</p> <p>Charcoal retort used at Whitlingham Country Park, Tud Valley and RSPB Strumpshaw. Charcoal product advertised at Royal Norfolk Show, attracting good public interest.</p> <p>Work ongoing for public engagement events. First large-scale school outing held in May. CANAPE activities presented at CARE-PEAT project launch event in Manchester.</p>	<p>CANAPE Project Manager (Harry Mach)</p>
<p>Broadland Futures Initiative (Developing integrated flood risk management)</p> <p>Implement joint programme of work with Environment Agency and other partners:</p> <ul style="list-style-type: none"> • Run public e-survey on flooding in Broadland (June to July) 	<p>Status: On track</p> <p>Stakeholder e-survey open from 1 June to end July.</p> <p>Leaflet published to explain Broadland Futures Initiative to stakeholders and wider public.</p>	

Theme, aim and milestones	Progress	Lead officer
<ul style="list-style-type: none"> • Hold drop-in events (late 2019 to early 2020) • Scope decision making system involving elected members (Spring 2020) 		
<p>Marketing, promotion and media relations</p> <p>Increase public awareness of Broads National Park brand:</p> <ul style="list-style-type: none"> • Install 35 Broads National Park tourist information road signs (by end 2019) • Publish Broadsheet and Visit the Broads pocket A6 guides for summer season • Develop Broads Ranger experience to be marketed via Airbnb in Summer 2019 • Extend English National Park Experience Collection (by end 2020) <p>Recruit for two posts for new UK NP Communications Team (July)</p>	<p>Status: On track</p> <p>Consultation completed with parish councils on road signs and designs being finalised; awaiting installation schedule.</p> <p>Broadsheet and Visit the Broads pocket A6 guides published on time and within budget.</p> <p>Bid for EU funding with Norfolk County Council successful. ERDF income to BA = £166,966</p> <p>UK Communications and Marketing Manager appointed. Recruitment of Digital Officer underway.</p>	<p>Head of Communications (Rob Leigh)</p>
<p>Development of partnership projects</p> <p>Work in collaboration with key partners to develop projects to support delivery of Broads Plan and attract external funding:</p> <ul style="list-style-type: none"> • Complete review of onsite catering operation at Acle Bridge (by Dec) • Develop options analysis for development of Acle Bridge site (by Jan) • Develop options analysis for redevelopment of Hoveton Riverside Park (by Jan) <p>Agree future level of BA engagement in Whitlingham Country Park and principle of expanding visitor facilities on site (by Jan)</p>	<p>Status: On track</p> <p>Catering operator at Acle Bridge reporting good start to season – review to be undertaken at end of season.</p> <p>Options analyses for Acle Bridge site and Hoveton Riverside Park to begin in Autumn.</p> <p>Feedback awaited from Crown Point Estate about BA engagement visitor facility development plans at Whitlingham Country Park.</p>	<p>Chief Executive (John Packman)</p>
<p>Agri-environment pilot</p>	<p>Status: On track</p>	<p>Chief</p>

Theme, aim and milestones	Progress	Lead officer
<p>Work with partners to design and deliver environmentally and economically sustainable wetland and lowland grazing options within proposed Environment Land Management Scheme (ELMS):</p> <ul style="list-style-type: none"> • Adopt and implement Broads Biodiversity & Water Strategy and Action Plan 2019-24 (July) • Defra to confirm funds to Test and Trial ELMS in July (TBC). If approved, work with partners on Phase 1 (Mar 2020) of proposal • Consider any funding shortfall for BA contribution to local design of ELMS (Autumn) 	<p>Broads Biodiversity & Water Strategy and Action Plan on BA agenda 26 July with recommendation to adopt.</p> <p>DEFRA confirmed funds for Test and Trial ELMS, subject to adjustments due to emerging reimbursement policy.</p>	<p>Executive (John Packman)</p>

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Date of report: 5 July 2019

[Broads Plan](#) objectives: Multiple