

Broads Authority

09 May 2025

Agenda item number 9

Strategic priorities- update

Report by Governance Officer

Purpose

This report sets out the latest progress in implementing the Authority's annual strategic priorities for 2025/26.

Broads Plan context

The Broads Plan is a key part of the Authority's strategic framework.

Recommended decision

To note the progress in implementing the 2025/26 priorities.

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 large-scale projects carry across several years.
- 1.2. In addition, Defra has a requirement for National Park Authorities and the Broads Authority to provide quarterly updates on deliverables against the Business Plan, as part of its grant funding agreement. These update reports on our strategic priorities are used by officers to comply with that requirement.

2. Updates

- 2.1. The first update on the agreed strategic priorities for 2025/26 is in Table 1 below.

Table 1

Strategic priorities 2025/26 – progress update

Defra/Gov priority BA strategic priority, aims and milestones	Progress	Lead officer
<p>Protect communities from the dangers of flooding</p> <p>1. Respond to future flood risk in the Broads that better copes with climate change and sea level rise</p> <p>Aim: To implement the next steps of the Broadland Futures Initiative and prepare an adaptation plan for BA moorings.</p> <p>Milestones:</p> <ul style="list-style-type: none"> (i) Publish at least two editions of the Broadland Futures Initiative BFI newsletter, by March 2026. (ii) Hold at least two meetings of the BFI Elected Members Forum, by March 2026. (iii) Develop plan to adapt moorings to higher water levels in the Broads. 	<p>Status: On track</p> <ul style="list-style-type: none"> (i) A BFI article was submitted for the April edition of the “Harnser”. The next edition of the BFI newsletter is being prepared. (ii) Next EMF meeting scheduled for 8 May 2025. (iii) The approach outlined and accepted in the 5/9/24 Navigation Committee is being implemented as each mooring is programmed for full repiling 	<p>Director of Strategic Services and Head of CME</p>
<p>Ensure nature’s recovery and clean up Britain’s rivers, lakes and seas</p> <p>2. Continue to provide home to thriving wildlife that can adapt to the changing climate.</p> <p>Aim: A thriving wildlife in the Broads</p> <p>Milestones:</p> <ul style="list-style-type: none"> (i) Implement year 1 of the Broads Nature Recovery Delivery Plan. (ii) Conclude the work with Natural England on the apportionment 	<p>Status: On track</p> <ul style="list-style-type: none"> (i) On track. (ii) On track, awaiting confirmation of any potential changes to PLTOF targets ahead of publishing Broads targets in the Broads Plan in July. (iii) The next phase of the Norfolk LNRS and Suffolk LNRS is the public consultation with online and public events (16 April – 11 June). The LNRS team plan to engage as widely as possible to 	<p>Environment Policy Advisor and Carbon Reduction Project Manager</p>

Defra/Gov priority BA strategic priority, aims and milestones	Progress	Lead officer
<p>of Protected Landscapes targets for the Broads.</p> <p>(iii) Timely response to the consultations to the Local Nature Recovery Strategy in Norfolk and Suffolk, as a Supporting Authority, expected in February and May 2025.</p> <p>(iv) Completions and lessons learnt from the restoration projects at Buttle Marsh and Horsey.</p>	<p>ensure everyone has a chance to contribute.</p> <p>(iv) FibreBroads concluding event “Cultivating sustainable futures”, at Norwich University of the Arts, on 12 March. The 12-month extension of FibreBroads has been granted. Awaiting approval of the 12-month extension of LAPWDP. Buttle Marsh amended Restoration Plan, with reservoir removed, submitted to NE for approval.</p>	
<p>Net Zero by 2050</p> <p>3. Implement the five Ps¹ of the Race to Zero Programme to halve emissions by 2030.</p> <p>Aim: pledge to make Broads Authority own operations carbon neutral by 2030, and to aim for a zero-emissions by 2040.</p> <p>Milestones:</p> <p>(i) Refresh Climate Action Plan, by summer 2025.</p> <p>(ii) Develop BA response to Defra’s request to move to electric vehicles by 2027.</p> <p>(iii) Develop plan towards more zero-emission boating.</p>	<p>Status: On track</p> <p>i) Work on drafting a refreshed Action Plan is ongoing. We have agreed with the other National Parks to draft a common template, which is being prepared by a Task and Finish group which includes the Broads Authority.</p> <p>ii) We are still seeking clarity on whether the 2027 target applies to us due to uncertainty over whether it applies to all “Arm’s Length Bodies”, or just those that are included in the Greening Government Commitment.</p> <p>iii) We are exploring potential partnerships in the Clean Maritime Demonstration Competition Round 6. The government has also opened a call for evidence on boats under</p>	Carbon Reduction Projects Manager

¹ Pledge; Plan; Proceed; Publish and Persuade

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(iv) Find funding to implement the plan for zero-emission boating.	400 tonnes as part of its new Maritime Decarbonisation Strategy, which was published on the 25 th of March this year.	
<p>Potentially all</p> <p>4. Bring significant external funding to deliver Broads Plan objectives</p> <p>Aim: to leverage additional funding to deliver against Broads objectives.</p> <p>Milestones:</p> <p>(i) Develop partnership arrangements for new project by summer 2025.</p> <p>(ii) Submit bid to the Lottery by end of 2025.</p>	<p>Status: On Track</p> <p>(i) We have an outline partnership formed which is expanding on the partnership opportunities created during the Landscape Partnership Scheme (2018-2024). We are continuing to meet with current and prospective partners to identify gaps in delivery opportunities that will need to be filled for a successful application to the Heritage Fund's Landscape Connections scheme. We continue to have productive discussions with the Heritage Fund and have been advised to apply for some additional funding to help create additionality within the Authority to support the development of our bid. We have written and submitted for this additional funding.</p> <p>(ii) We have created a new role description to help to deliver the development of the Landscape Connections bid. We will recruit for this position if/when the first part of development funding is granted by the Heritage Fund. Work is also continuing in identifying and securing agreements for the required</p>	Partnerships & Funding Officer

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	match funding for the submission of the main bid later in the year.	
<p>Access for all</p> <p>5. More people enjoying more activities in the Broads safely</p> <p>Aim: for all to enjoy safe visits to the Broads.</p> <p>Milestones:</p> <ul style="list-style-type: none"> (i) Ensure that the 2025 edition of Broadcaster (and all website and social media content produced in 2025) highlight the breadth of activities available in the Broads, including information regarding accessibility, with relevant and appropriate safety messaging. (ii) Continue to use communications channels during 2025 that reach the widest possible audiences, in particular those that may not traditionally access the Broads. (iii) Deliver year 2 of the Integrated Access Strategy action plan. (iv) All officers responsible for writing for commissioning reports and published materials complete the Accessibility training by the end of 2025. 	<p>Status: On Track</p> <ul style="list-style-type: none"> (i) The 2025 edition of Broadcaster has been published and 90,000 copies distributed through the usual channels (ii) Social media posts will be scheduled throughout the season (iii) New safety signage produced for Great Yarmouth and the design has been replicated for handouts and posters which have been printed and distributed as a PDF files for partners to display. The core campaign messaging focusses on Lifejackets (Take care of the people you love) and alcohol (Don't drink and drown) (iv) Accessibility training for report authors and others responsible for published material is available on the online staff training platform. 	<p>Head of Communications and Waterways & Recreation Officer</p>
<p>Support our farmers to boost Britain's food security</p> <p>6. Support farmers and land managers in carrying out</p>	<p>Status: On track</p> <ul style="list-style-type: none"> (i) Have received our grant funding and have £260,833.00 to allocate to projects in 2025/26. 	<p>Catchment & Farming Officer</p>

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<p>projects which benefit the Broads</p> <p>Aim: to run the FiPL programme and allocate Broads grants to farmers and landowners and support the Broads and Norfolk Coast Land Management Board to allocate their funding.</p> <p>Milestones:</p> <ul style="list-style-type: none"> (i) Allocate all grant funding to projects, by December 2025. (ii) Review of the outcomes of Farming in Protected Landscapes (since July 2021) (iii) Publish case studies showing example projects completed in the Broads. 	<ul style="list-style-type: none"> (ii) Ongoing. (iii) Summaries of all projects across years 1 – 4 are available on the Broads FiPL website. There are eight more detailed case studies also available on the website. 	

3. Financial implications

- 3.1. If the Authority fails to comply with any of its obligations in the Grant Funding Agreement, DEFRA may, at its discretion, reduce, suspend or terminate payments of grant, or require any part or all of the grant to be repaid.

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[Broads Plan](#) strategic objectives: all

Appendix 1 – “Golden thread” strategic framework

Appendix 1 – ‘Golden thread’ strategic framework

Fig. 1

‘Golden thread’ strategic framework

