

Broadland Futures Initiative 2021 Community Online Survey

Final Review.

In this review you will find the final results of the Broadland Futures Initiative 2021 Online Survey. You will also find a summary analysis of the trends and themes that have been identified from the participants responses. Upon closure of the online consultation and survey we had received 924 visitors to the virtual exhibition and 167 responses to the online survey.

The survey contained five sections – Every section provides us with a ‘temperature check’ and an indication as to what people’s priorities could begin to look like when it comes to future flood risk management.

Sections:

1. Features of the Broadland Area
2. Flood Risk and Climate Change
3. Vision and Adaptation
4. Decision Making and Funding
5. About You

We want your views on how we can all manage future flood risk together. Responses to this survey will help us set the objectives for the Broadland Futures Initiative (BFI) strategy plan, and move towards the creation of a framework for future flood risk management to better cope with our changing climate.

Stakeholder feedback will help us to understand:

- Your priorities for the management of flood risk in the medium to long term future.
- How our Broadland communities feel about the challenge of adapting to climate change.
- What flood and coastal risk management measures and techniques we should explore further, so that our communities, economy and environment can continue to benefit from the appropriate level of flood risk management.

Section One- Features of the Broadland Area

Summary of Question One: This question lists some important features of Broadland and the BFI plan area that flood risk management helps to maintain. We asked this to help us all decide on the priorities for the management of flood risk in the future, on a scale of low, medium, or high priority, how important are the following aspects of the plan area to you personally?

The prominent themes from analysing the responses to this question are as follows:

- Retaining the Broads characteristics as it is seen and experienced today. A sense of conservation of its wildlife, its waterways and natural habitat are coming through strongly as a shared priority to maintain. In contrast those features at the bottom of the table, except for fisheries, is generally the built environment. We know from other sources that Broadland is considered very important for fishing and many residents and visitors take part in fishing.
- The below table ranks the responses based on those scored 'high priority' as shown. The shading is to identify broadly similar groups based on the total number of people who selected this option. The Broadland features of high priority to most people is the network of broads and rivers that run through the area, closely followed by characteristic open water space and the other traditional elements of the landscape. Following this is the ability for emergency services to access the area, as well water supplies and waste water treatment. Enjoyment on both land and water, together with the provision of natural services including wildlife, water and the harvesting of natural materials follows on in this list of shared high priorities.

Statement	High Priority
The network of broads and rivers that run through the area.	132
The characteristic Broads landscapes of grazing marsh, fens and wet woodland.	109
Services that are required in an emergency such as police, fire and medical.	105
A series of protected habitats that support a wide range of coastal and freshwater wildlife.	100
The sourcing and distribution of water supplies, and the treatment of waste water.	99
Broads and rivers that are accessible for navigation and other water based activities.	97
The network of paths and bridleways through the countryside.	89
The cutting and gathering of fibre and construction materials such as reed and sedge for thatching.	80
Green spaces within urban areas, countryside and coast that are open for people to enjoy.	78
Places for the disposal of waste.	74
The production of food, both the growing of crops and raising of animals.	67
Historic buildings and structures within Great Yarmouth, villages and the wider countryside.	66
The soil resource beneath our feet.	64
Links across the area that provide communication and energy.	64
Places of work, business and retail.	63
Places that provide services to the local community and the wider public.	61
The road and rail network connecting communities and within rural areas.	58
Residential buildings in both urban and rural areas.	50
Good stocks of fish and places to go fishing.	35
Accommodation for those on holiday.	31
Places of entertainment and leisure for both the local community and those on holiday.	30

Summary of Question Two:

This question was asked to understand further what people most value about the way they lead their lives in the Broadland area. This helps us gain an appreciation of what could/should be preserved or protected.

From reviewing and reflecting upon the responses given to this question there is again a real and strong sense of conservation of the natural and tranquil environment. This correlates to question 6 (see later in document), in that the Broads provides a sense of escapism, a sense of self, and being closer to nature. It is a fundamental factor in maintaining and uplifting social and mental wellbeing. Below is a wordmap derived from the key words and most common phrases used in people's responses. The aim here is to provide you with a useful visual interpretation of the prevalent themes.

From the final review we can conclude that the additional 57 responses received support those themes and trends currently identified as being of value.



Summary of Question Three: This question was asked to understand places of value and the intrinsic link they have to a sense of identity and heritage.

From reviewing and analysing the responses to this question, it is evident that many of the respondents are placing value in retaining the characteristics of the Broadland area even if certain elements will have to change. Concurrent themes transfer across these three opening questions which fall under the section of 'Broadland Features'.

Analysing this question further, there are several places that appear to be coming through strongly, both at the midpoint review and again consolidated further at the final review with the additional responses also referencing this places of value (at least three or more times) therefore demonstrating a shared value amongst participants. These are listed below:

- Hickling Broads
- Upper Thurne
- River Ant
- Surlingham
- Ranworth
- Strumpshaw Fen
- Oulton Broad
- Barton Broad
- Horsey
- How Hill

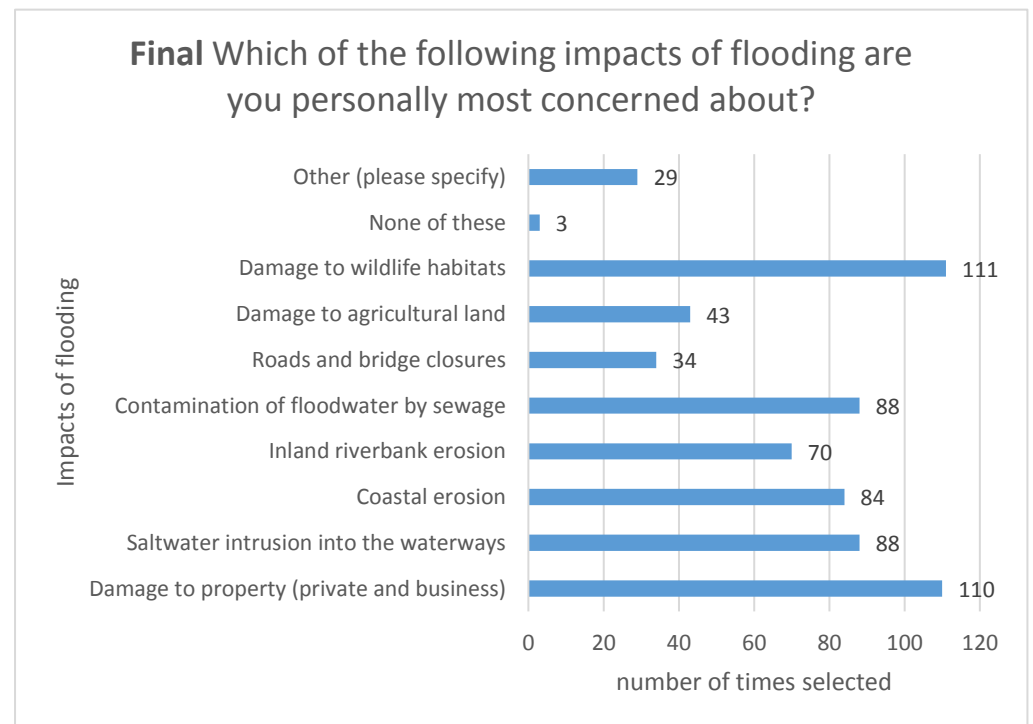
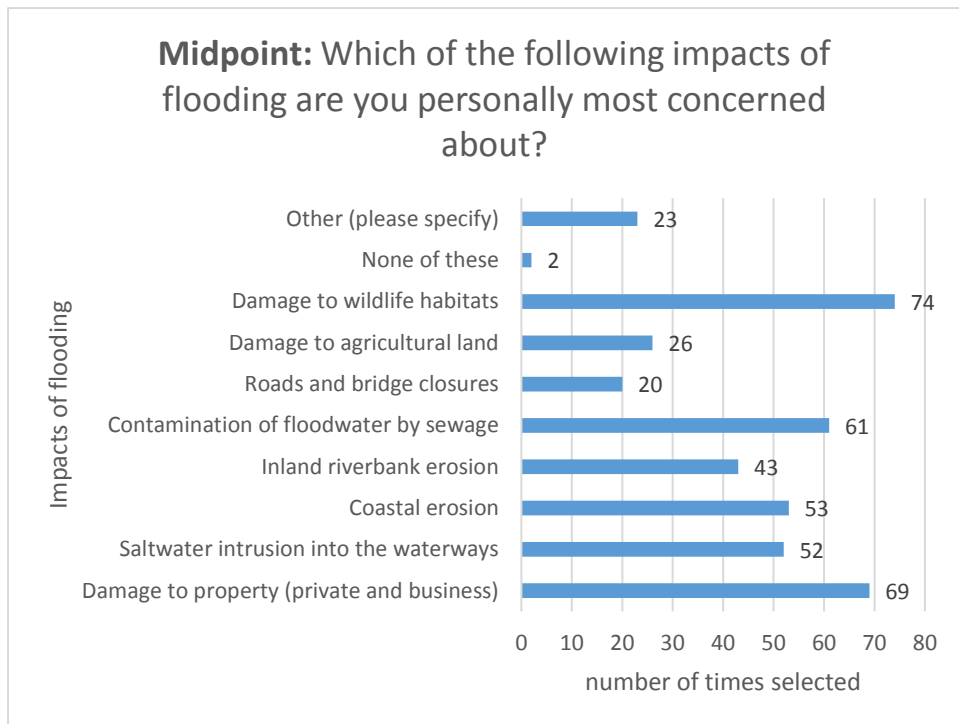
In response to why people value the places they have mentioned, a strong theme of recreational activity, interests and hobbies, self-attachment and identity were present. In no particular order, these are listed below and again were mentioned at least three times or more.

- Wildlife
- History
- Bird watching
- Fishing

- Walking
- Sailing
- Rowing
- Home
- Childhood
- Peace and quiet
- Nature

Section Two - Flood Risk and Climate Change

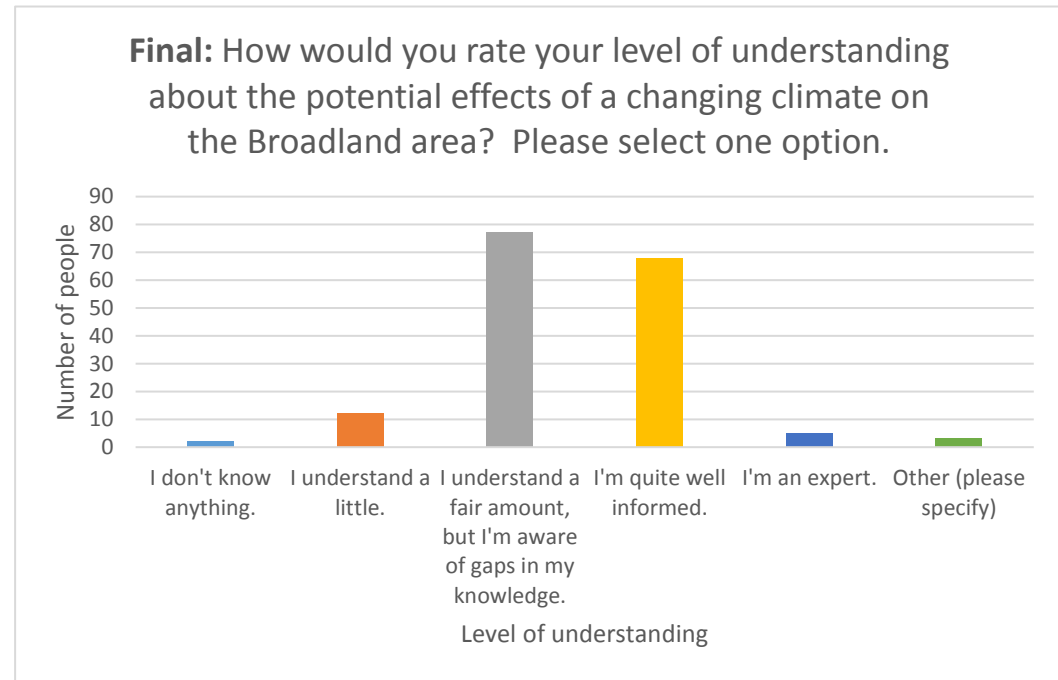
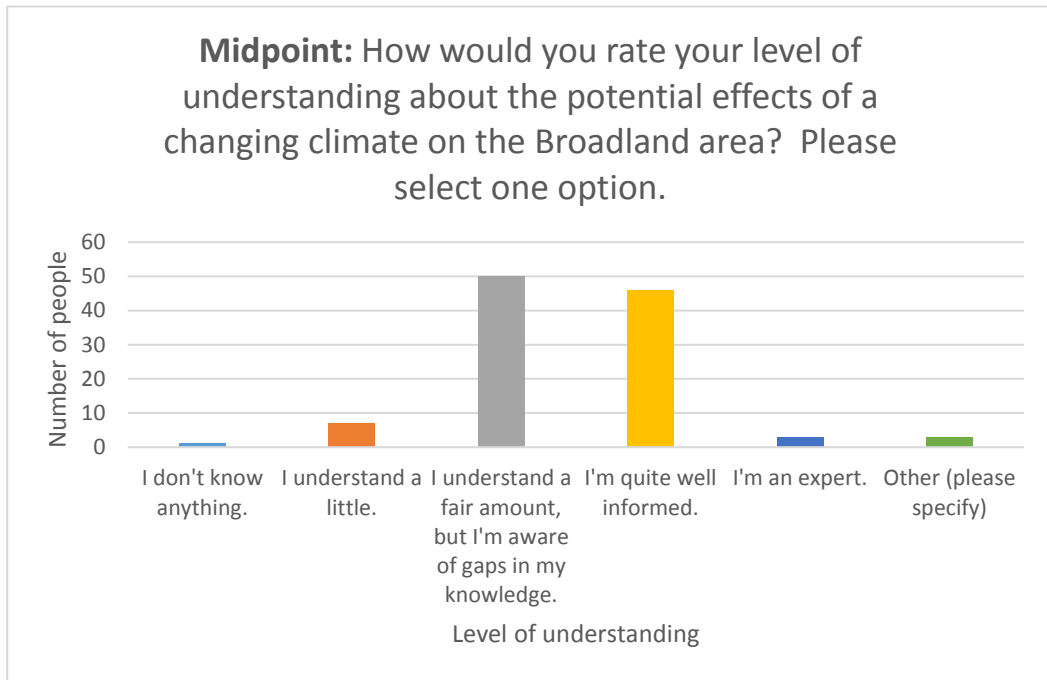
Summary of Question Four: This question was asked to identify where the main concerns over flooding impacts lie for our stakeholders. It is the first question in the section of questions titled: Flood Risk and Climate Change. Recent emphasis on climate change, the government’s green recovery agenda and public movements to support environmental improvements could be a likely influence with ‘damage to wildlife habitat’ being the most prominent concern, and damage to property being in second place, when it comes to impacts from flooding at both the midpoint and final review.



Further analysis shown below demonstrates that if we look at the number of additional responses in terms of an increase between the midpoint and final review that whilst damage to wildlife habitats and damage to property (private and business) continues on trend as the main concerns, “saltwater intrusion into the waterways” proves to have had the most notable increase for it moved from being the 5th most concerning impact of flooding to joint 3rd at the final review.

Impact of flooding	Midpoint review totals	Final review totals	Number of additional responses between Midpoint and final review
Damage to property (private and business)	69	110	41
Damage to wildlife habitats	74	111	37
Saltwater intrusion into the waterways	52	88	36
Coastal erosion	53	84	31
Inland riverbank erosion	43	70	27
Contamination of floodwater by sewage	61	88	27
Damage to agricultural land	26	43	17
Roads and bridge closures	20	34	14
Other (please specify)	23	29	6
None of these	2	3	1

Summary of Question Five:



The general theme of answers provided to this question indicates that people recognise and understand that climate change is having and will have an impact on the Broadland area in the future. A large proportion of those respondents feel that they have good level of understanding, but are aware of their gaps in their knowledge and also a large proportion feel well informed.

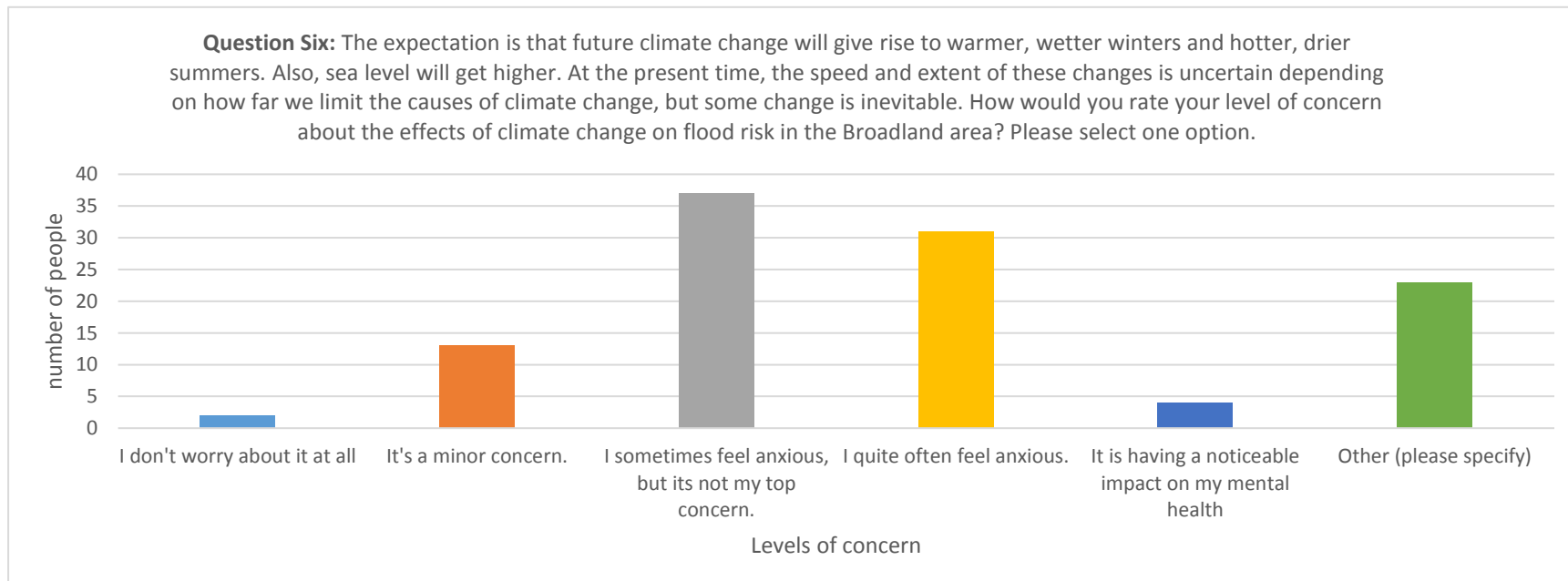
Accessible and freely available information in the public domain about Climate Change has increased over the last 2 years generally. This is likely due to the coverage that the topic is now receiving in mainstream media, and this may reflect on the level of understanding being deemed as high.

We recognise this is a subjective question and is based on personal interpretation, however, importantly what it does indicate is that there is a growing and shared interest in the topic of climate change. This should be seen as a positive trend because it shows a general shift from wider

scepticism and denial of climate change, an opinion that was more prominent in years gone by. From the midpoint to final review, the trend has remained the same.

Summary of Question Six: This question was asked to better understand the level of concern amongst stakeholders in relation to climate change and its impacts on their well-being. Climate change has been proven to have significant impacts on mental health, it is important for the Elected Members Forum to have sight of how people feel about an emotive topic.

Most respondents feel occasionally anxious about climate change, but it is not their top concern. This could be in part due to optimism and hope that society and its decision makers will find collective solutions, or personal circumstances in terms of ability to adapt, but also the context of being in a current global pandemic with Covid-19, which would understandably supersede most other concerns. It could be interpreted that the immediacy of the issue of climate change has been downgraded due to Covid-19. The second highest result was that respondents quite often feel anxious. Overall, this question positively reaffirms the feedback to Question Five, in that, by being informed, they now hold higher levels of concern, which in turn generates a shared public expectation and requirement for us all to actively bring about improvements to our flood risk and climate change resilience levels. There was no change from the midpoint review to the final review in terms of trends and themes for this question.



Summary of Question Seven: This question was asked to expand on the previous question. This is a “scanning” approach to correlate levels of any apprehension to a specific point/place/ or subject of concern. Below is a list of common and shared themes from the responses received. Of notable difference from the midpoint review to the final review is the increased concern over saltwater intrusion, a sense of lacking urgency, and conceived reluctance to install a barrier.

- Increase in frequency and severity of flooding
- Increase threat to property and businesses
- Loss of land to the sea
- Damage to wildlife, fauna and habitat
- Saltwater intrusion and its impacts on wildlife and fish stock
- Concern over ability for public bodies to be able to provide a co-ordinated and adequate response to all challenges faced as part of climate change.
- Lack of urgency and action from authorities – including installation of a barrier.
- Navigation channels altered or inaccessible
- Loss of agricultural land
- Rising sea and river levels.

From analysing these themes, they highlight and endorse the need and want for a strategic initiative such as the Broadland Futures Initiative. All of the concerns are ones that the Initiative recognises in its existing studies and baseline research. To have a consensus and to gain broadly an endorsement of the general focus of the BFI from the public provides useful direction and early affirmation. You may find it useful to visit our [FAQ page](#) our website where we address some of the concerns above.

Section Three - Vision and Adaptation

Summary of Question Eight: “The following statements describe some possible visions for the future of the Broadland area and the role that flood risk management might have. At present, we cannot guarantee what will be possible, but these statements can express our ambitions. To help us decide what the scope and ambition of the BFI plan should be, please tell us to what extent you agree or disagree with each of the following statements?”

Here the responses are ranked based on the frequency that statements were either ‘strongly agreed’ or ‘agreed’. A key overall point is that there is much more agreement with all statements than disagreement. The most commonly ‘strongly agreed’ or ‘agreed’ themes relate to the need for collaborative working using flood risk management to help sustain and adapt the local economy, including farming. Also reducing our vulnerability to flooding when it does occur, as well as the conventional use of structures or management measures to reduce flood frequency. There were no deviations in the trends and themes identified from the midpoint review to the final review.

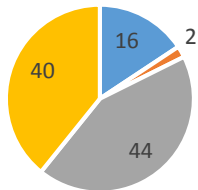
Statement	Number of people that strongly agree or agree
Flood risk is managed by organisations working together across the whole of Broadland and the adjacent coast.	123
Flood risk management will reduce the impact of flooding when it does occur.	122
Investment in the management of flood risk helps secure sustainable local economic activity and growth, and the creation and retention of jobs.	120
New and existing buildings and infrastructure will be built or adapted to be more resilient to flooding and higher temperatures.	116
Our management of flood risk will cover some building and operation of structures to hold back flood water, as well as making our communities less vulnerable to the impact of flooding.	115
Flood risk management at the coast and inland are considered at the same time and support each other.	113
Our flood risk management will conserve and where possible enhance the existing character and distribution of wildlife, and also enable wildlife to adapt and move in response to climate change.	112
Within the Broadland area, action is taken to reduce the harm caused by the intrusion of saline water and poor quality water.	108
We work with nature to slow down the flow and store water within the environment.	106
Broadland and the adjacent coast continue to be an accessible and popular destination for water based recreation and tourism and is able to adapt to the changing climate.	106

The management of flood risk works closely with the management of water supplies to identify and take actions that benefit both.	96
The actions to manage flood risk seek to minimise, and if possible achieve net-zero emission of greenhouse gasses, both in relation to their implementation and the activities and land uses that they help support.	96
Our flood risk management will help agriculture adapt to the changes caused by climate change.	95
Where possible, flood risk will be managed at the source of flooding. For example, using natural flood risk management further up the catchment such as a Brushwood dam to slow the flow.	90
Our choices of actions to manage flooding reflect the full range of benefits provided by flood risk management, including those that cannot be expressed in money terms.	90
Our plan for managing flood risk is flexible to enable us to respond in stages to the changing flood risk as climate change unfolds.	81
Communities and individuals are knowledgeable about the flood risk they face and understand the actions they need to take to reduce its possible impacts.	71
Where government funding is not enough to meet requirements, those who benefit most and are most able to contribute make up the shortfall, through financial and in-kind contributions.	66

Summary of Question Nine: This question seeks to identify people’s general acceptance of change and adaptation. Broadly speaking there appears to be general acceptance that change is going to happen and indeed we should and will have to adapt. The feedback here shows that there is very little difference between whether we need to rethink our goals and objectives entirely for how we use the area in order to better fit the new conditions against modifying the way we do things to some extent.

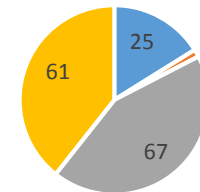
We, of course, recognise that change and action is very complex, but in asking this question below we can agree that it shows an openness to having the conversation amongst all stakeholders about how best to manage future flood risk management. The trends and themes identified at the midpoint remain the same upon final review.

Midpoint: Climate change has the potential to affect the way we use the Broadland area day to day, and how we manage the risk of flooding. Which of the following statements best matches your view as to how we should respond to such future changes? Please select an option.



- Resist the change and make efforts to keep things the same as they are now.
- Accept the change and don't alter the way we do things.
- Accept the change but modify the way we do things to some extent in order to try get the best from the situation.
- Accept the change but re-think our goals and objectives for how we use the area in order to better fit the new conditions

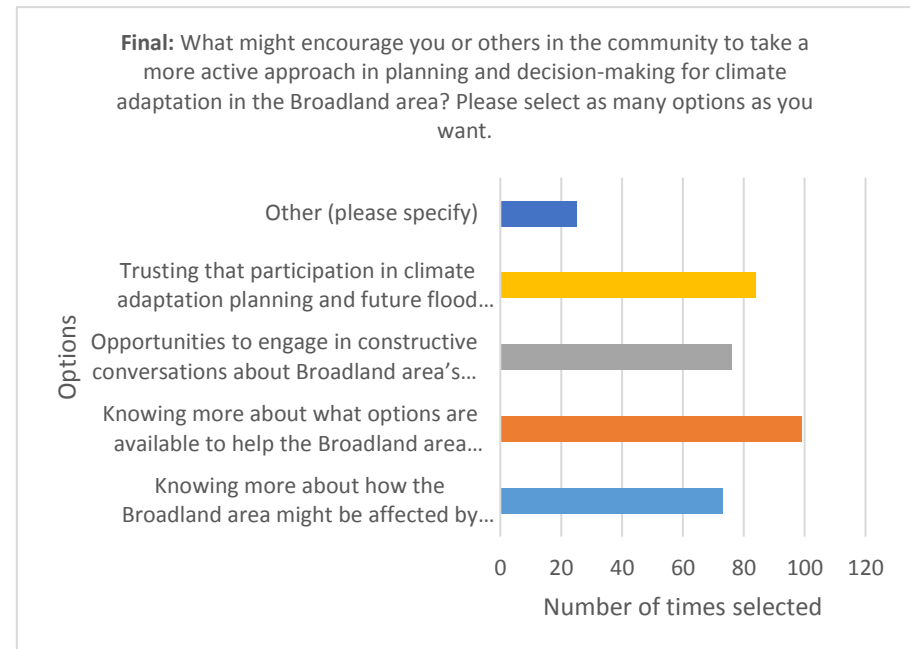
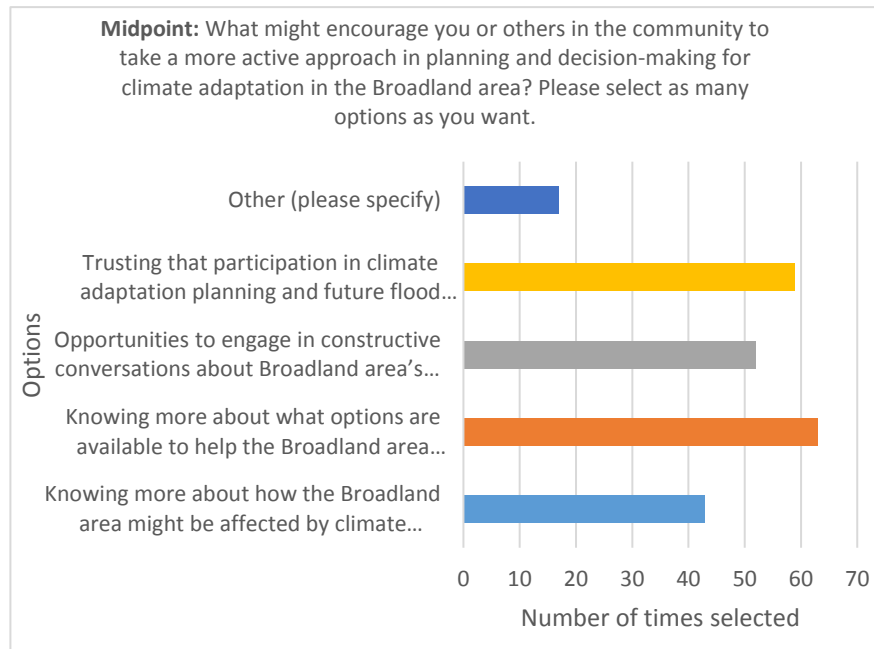
Final: Climate change has the potential to affect the way we use the Broadland area day to day, and how we manage the risk of flooding. Which of the following statements best matches your view as to how we should respond to such future changes? Please select an option.



- Resist the change and make efforts to keep things the same as they are now.
- Accept the change and don't alter the way we do things.
- Accept the change but modify the way we do things to some extent in order to try get the best from the situation.
- Accept the change but re-think our goals and objectives for how we use the area in order to better fit the new conditions.

Section Four – Decision Making & Funding

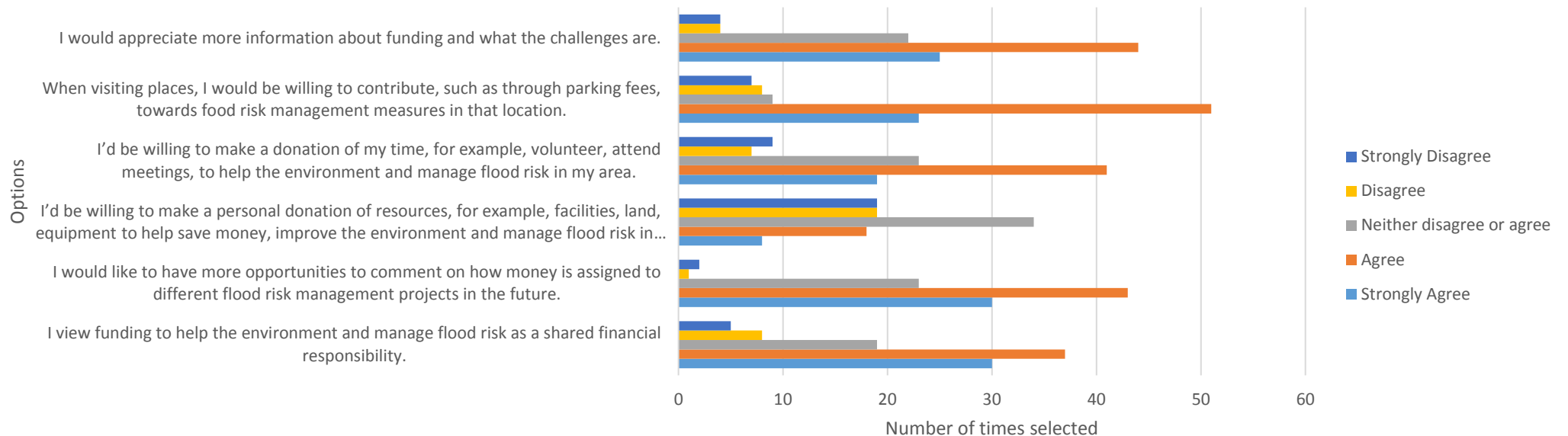
Summary of Question Ten: Results indicate knowing more about what options are available to help the Broadland area adapt to future changes are what respondents are seeking the most. Whilst this indicates a shared sense of urgency to the matter, this falls under phase 2 and 3 of the BFI Project ‘programme of work’ and the response here is a good early indication that the public are particularly interested to see what options may come from the BFI strategy and additionally what has worked well elsewhere both in the UK and overseas. It also prompts the need for the BFI to be explicit when explaining at a later stage very clearly how the decision process works in an accessible and easy way for people to understand. The trends and themes identified at the midpoint remain the same upon final review.



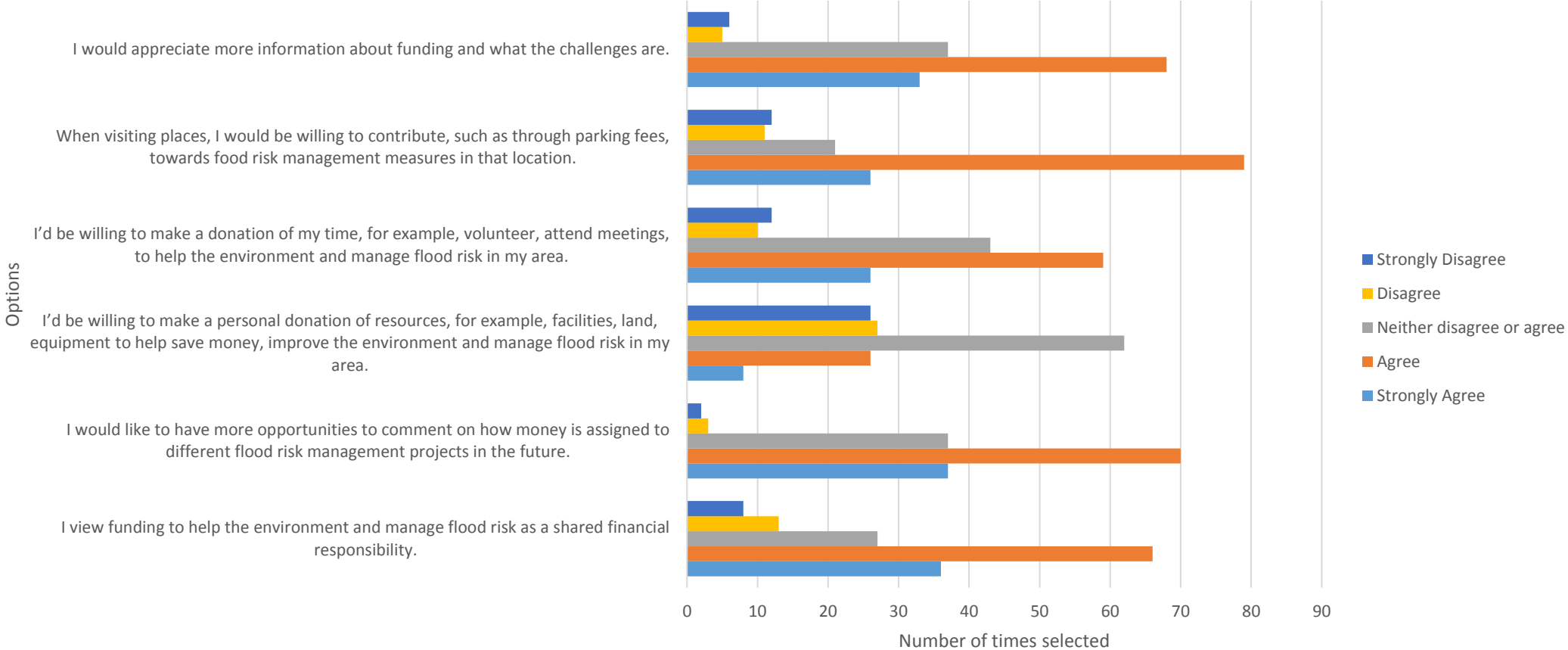
Summary of Question Eleven: This question is asked to provide an early indication of how stakeholders and the community feel about funding. What their stance on funding is, how willing they might be to contribute either through resource, time or finance, as well as any indications of scepticism or doubt, and to communicate at this early opportunity that funding will be a challenge in the future.

It is clear from the interim and final results that the proposed statements were mostly accepted by the respondents. Of particular interest is the agreement for more information on the funding challenges, and whether there will be opportunities to comment on how money is assigned to different flood risk management projects in the future. This is useful information to know during this first phase.

Midpoint: As noted in our study report on our webpage: ‘Current Approaches to Flood Risk Management within the Plan Area,’ investment and funding is key to the BFI strategy. Partnership funding will almost certainly be needed to implement future management measures, with the cost of projects being shared between national and local sources. This approach will support a greater sense of ownership and choice for our local communities. The statements below focus on funding. Please indicate how much you agree or disagree with each statement.



Final: As noted in our study report on our webpage: ‘Current Approaches to Flood Risk Management within the Plan Area,’ investment and funding is key to the BFI strategy. Partnership funding will almost certainly be needed to implement future management measures, with the cost of projects being shared between national and local sources. This approach will support a greater sense of ownership and choice for our local communities. The statements below focus on funding. Please indicate how much you agree or disagree with each statement.



Summary Question Twelve: “Do you have any ideas or suggestions that you would like to share on how funding could be improved?”

This question was asked to include stakeholders input on all fronts of the BFI strategy including funding, and to facilitate public input beyond flood risk management approaches or opinions of risk and value. The following themes appeared as common ideas. These are listed below (appeared 3 or more times in the comments received):

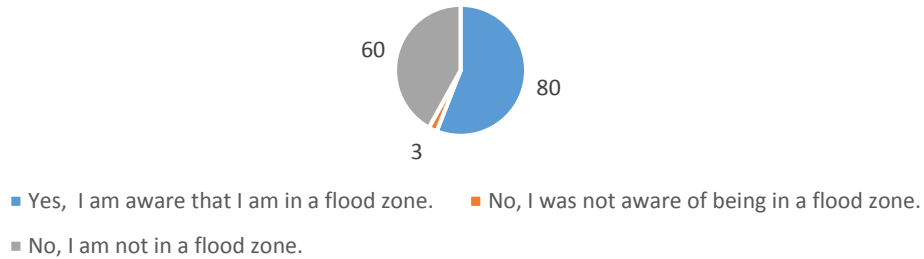
- Central government should provide more funding and better expenditure of public money.
- Levy or additional tax for tourists/holiday makers.
- Investment in better infrastructure around the coast in places such as Gt Yarmouth.
- Extension of tax precepts used by IDB’s.
- Property developers ought to provide ongoing funding to flood risk management schemes if they build in ‘at risk’ areas.
- Clearer explanations as to why extra funding is required.
- It should not fall on residents or individuals to provide the shortfall.
- Adopt methods used by the Dutch in Holland’s flood risk management approach.

Summary of Question Thirteen: This question is asked to give participants an opportunity to provide ‘any other information’ they wish that does not fit in the parameters of all previous questions. As a result, this naturally invites many different views across a wide spectrum of perspectives. Due to the nature of the question, given that it’s ‘free text’ it is difficult to identify trends within the responses to this question, yet the majority of responses are comprehensive and provide a useful insight as to what the BFI, in the public’s view, should be considering when setting its objectives and crucially if not considered as an objective then we should explain why to our stakeholders. Whilst we take on board all comments, of those comments given to his question the trends that were identifiable here are listed below:

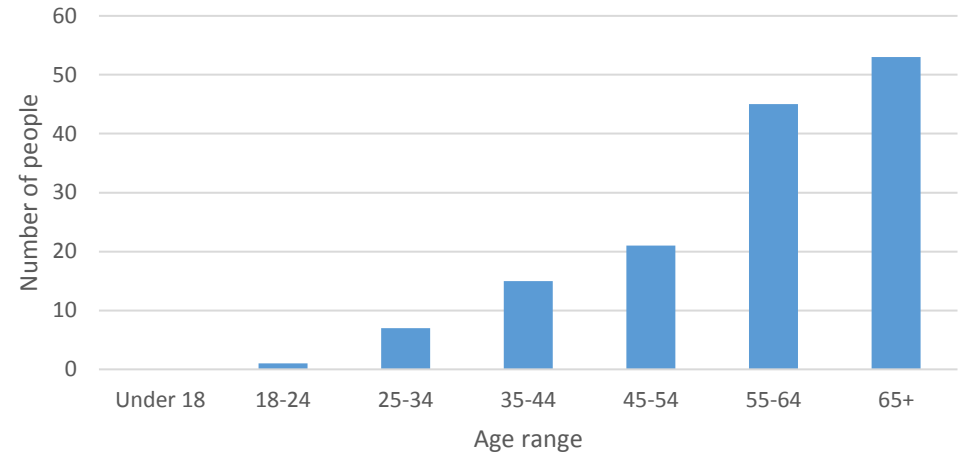
- Engage with others
- Installation of a Barrier
- The desire to see an increase urgency
- Who is funding
- Absence of dredging

Section Five -About You *please note this section is not mandatory for participants to complete.

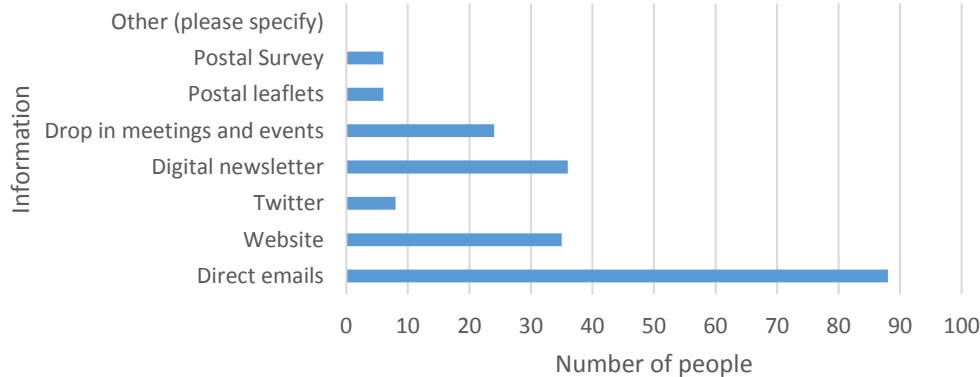
Are you aware of your own level of flood risk? Click here to access 'Environment Agency flood map for planning tool' where you can search and review areas of interest to you. Click here to check a flood risk summary for any given area in England.



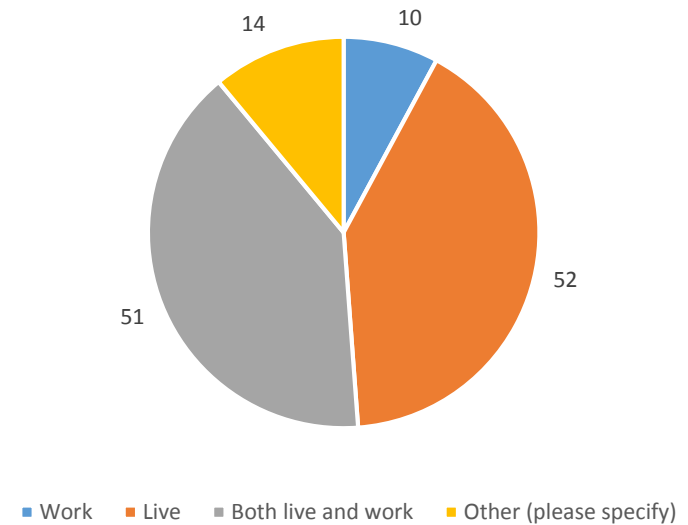
Age of Participants



If you would like to continue to receive information about the Broadland Futures Initiative, please let us know how you would like to do so (please tick all that apply):



Do you live or work, or both in the Broadland Area?



Overall Analysis of 'About you' Section: Of note in the results of the 'about you' section - approximately three quarters of respondents to date live within Broadland area. In terms of age of participants; the results highlight the need to develop a focus group with younger people beyond this current engagement activity, something that we have been aware of from the beginning and recognise as a development point. We launched a project with East Norfolk Sixth Form to help devise a snap survey for young people between the ages of 16-24 to complete online. This survey ends on the 1st August. We recognise the impact of home schooling and school/college closures as a detrimental influence on our ability to reach this demographic during the Covid-19 pandemic.

Of the recreational activities undertaken in the Broadland Area. The top five activities were, and in no particular order:

Fishing, sailing or water based activities, bird watching, visiting nature and conservation reserves, walking and running.

Thank you for taking the time to read our summary analysis of our online survey. By giving your views you are helping to shape this important strategy.

To find out more about how we use this information please feel free to download our latest newsletter from our [webpage](#). Here, you will find lots of information about the next steps in the BFI strategy, aswell as other things to look out for.