

**Strategic Direction**  
Report by Chief Executive

**Summary:** This report sets out progress in implementing the Authority's Strategic Priorities for 2017/18.

**Recommendation:** That the updates are noted (Appendix 1).

## **1 Strategic reporting**

- 1.1 The Broads Authority uses two cyclical reporting processes on the strategic objectives for the Broads and annual priorities for the Authority.
- 1.2 (i) Broads Plan: The Broads Plan is the partnership management plan for the Broads. It contains a long-term vision for the area and shorter-term guiding objectives for the Broads Authority and its partners working in the Broads. The current Plan was adopted in March 2017 and covers the period 2017-22.
- 1.3 Progress updates on the Broads Plan and linked guiding strategies are reported to the Authority in May and November each year and published on our website at [www.broads-authority.gov.uk](http://www.broads-authority.gov.uk). We also report changes and new actions as we go through the Plan period. The latest Broads Plan update newsletter (Nov 2017) is at [www.broads-authority.gov.uk/broads-authority/how-we-work/strategy](http://www.broads-authority.gov.uk/broads-authority/how-we-work/strategy).
- 1.4 (ii) Broads Authority priorities: Each year we identify a small set of our own strategic priorities, guided by the Broads Plan. The priorities 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. Although priorities are set each year, the scale of many projects means they are likely to continue for a number of years.
- 1.5 A final progress report on our strategic priorities 2017/18 is in Appendix 1. All these projects will continue as strategic priorities in 2018/19.

Background papers: None

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Broads Plan Objectives: Multiple

Appendices: APPENDIX 1: Strategic Priorities 2017/18

**Broads Authority strategic priorities 2017/18**

	Project	Aim and milestones	Updates	Status	
1	<b>Integrated flood risk management</b>	<p><u>Aim: Profile raised on urgency to develop an integrated approach to flood risk management (Broads and coast).</u></p> <ul style="list-style-type: none"> <li>Engage with stakeholders to help define the next stages of the initiative - by end 2017</li> <li>Create framework for gathering relevant information on key potential actions - by end March 2018</li> </ul>	<p>The Environment Agency resources bid to its Large Project Review Group was well received and the final outcome is awaited. The funding is to support early stakeholder engagement for the development of an integrated flood risk strategy over the coming five years. The Broadland Futures Initiative communications and engagement working group met on 7 February to review and agree recommended next steps when resources are confirmed.</p>		SKH
2	<b>Catchment management</b>	<p><u>Aim: Facilitated working with farmers and others on catchment management and on the future of agri-environment schemes post-Brexit.</u></p> <ul style="list-style-type: none"> <li>Implement small scale local interventions to reduce soil and nutrient loss from fields</li> <li>Meet with farmers to gauge interest in tailored Broads solution for agri-environment payments post-Brexit - Feb 2017 and as necessary</li> </ul>	<p>The BA is producing a Broads Farming Future document, with support from Regional NFU and local farmers, for submission to Defra. It will promote a local Broads and catchment river valleys pilot agri-environment scheme to provide a range of public goods and environmental benefits.</p> <p>We are preparing a final report for the Tesco Water Sensitive Farming project 2017. Recommendations include continuing free trials of the Wonder Wheel machine by local potato farmers to improve water efficiency and reduce run-off in water bodies. This liaison with local farmers has been an excellent way to develop good relationships and trust, including with those not previously engaged with environmental organisations.</p> <p>Discussions are underway with the manufacturer and designer of a new piece of machinery, to be purchased in the next financial year using Tesco funding. It will be promoted through the Erosion Reduction Project 2018, which will also work with sugar beet and maize growers to reduce erosion and run-off.</p> <p><u>Broadland Catchment Partnership newsletters</u> are published on the Authority's website.</p>		NP

3	<b>Broads Landscape Partnership Scheme (Water, Mills and Marshes)</b>	<p><u>Aim: Successful project delivery.</u></p> <ul style="list-style-type: none"> <li>• Submit Landscape Conservation Action Plan and second stage HLF application by May 2017. Decision expected Nov 2017.</li> <li>• Start project delivery from 1 Jan 2018</li> </ul>	<p>Following its official launch in January, 'Water, Mills and Marshes' projects are underway. Two WMM Project Officers are in place to assist the Project Manager.</p> <p>School roadshows are being delivered to 25 Year 5 groups across schools in Lowestoft. An introductory roadshow is followed by a land based session at Carlton Marshes and a boat trip. 800 pupils will have this roadshow and broads experience by the end of April.</p>		WB
4	<b>Hickling Broad Enhancement Project (CANAPE)</b>	<p><u>Aim: Hickling Vision implemented.</u></p> <ul style="list-style-type: none"> <li>• Construction work: Next phase priority dredging from navigation channel and land spreading to adjacent land</li> <li>• Win additional resources for delivery, particularly CANAPE; if bid successful, start CANAPE implementation – Jan 2018</li> </ul>	<p>Mud pumping began at the beginning of February 2018. The first priority area is outside the Sailing Club and Parish staithe area. When these areas are completed, the operation will move out into the channel and concentrate on the uppermost sections.</p> <p>The lagoons are operating as planned, with excess water flowing between cells and evacuating through the pipes to the external drainage dyke. Daily checks are made by contractors and regular checks by BA staff.</p>		DH/RR
5	<b>External funding</b>	<p><u>Aim: Medium-term strategy in place for external funding and commercial opportunities to support Broads Plan implementation.</u></p> <ul style="list-style-type: none"> <li>• Draft external funding strategy to BA - Nov 2017</li> </ul>	<p>A Member/Officer working group has been established. It will meet on 12 April to consider background evidence and a framework for an external resources strategy.</p>		SKH
6	<b>Marketing, promotion and media relations</b>	<p><u>Aim: Raised profile, awareness and reputation of Broads National Park and Broads Authority</u> including proactive media around BA successes, proactive digital comms, presence at Norfolk Show and signage strategy</p>	<p>Launch of Broads National Park display in the arrival lounge at Norwich Airport.</p> <p>Joint publication of Visit the Broads brochure and magazine in partnership with Broads Tourism and Argent.</p>		RL