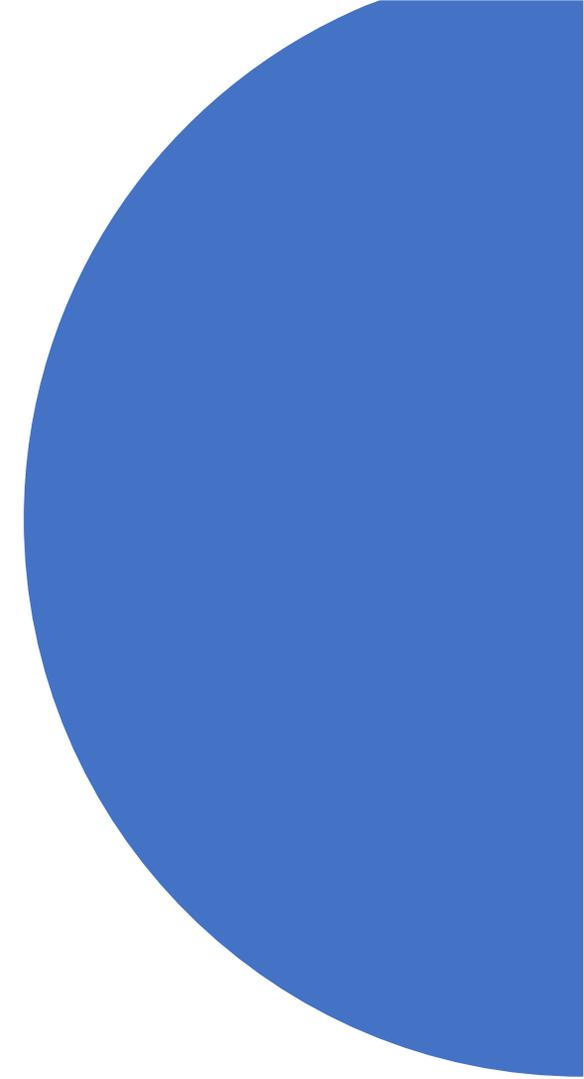


Community preferences for NFM Interventions

Phoebe King



Working with Water: Assessing public preferences for natural flood management

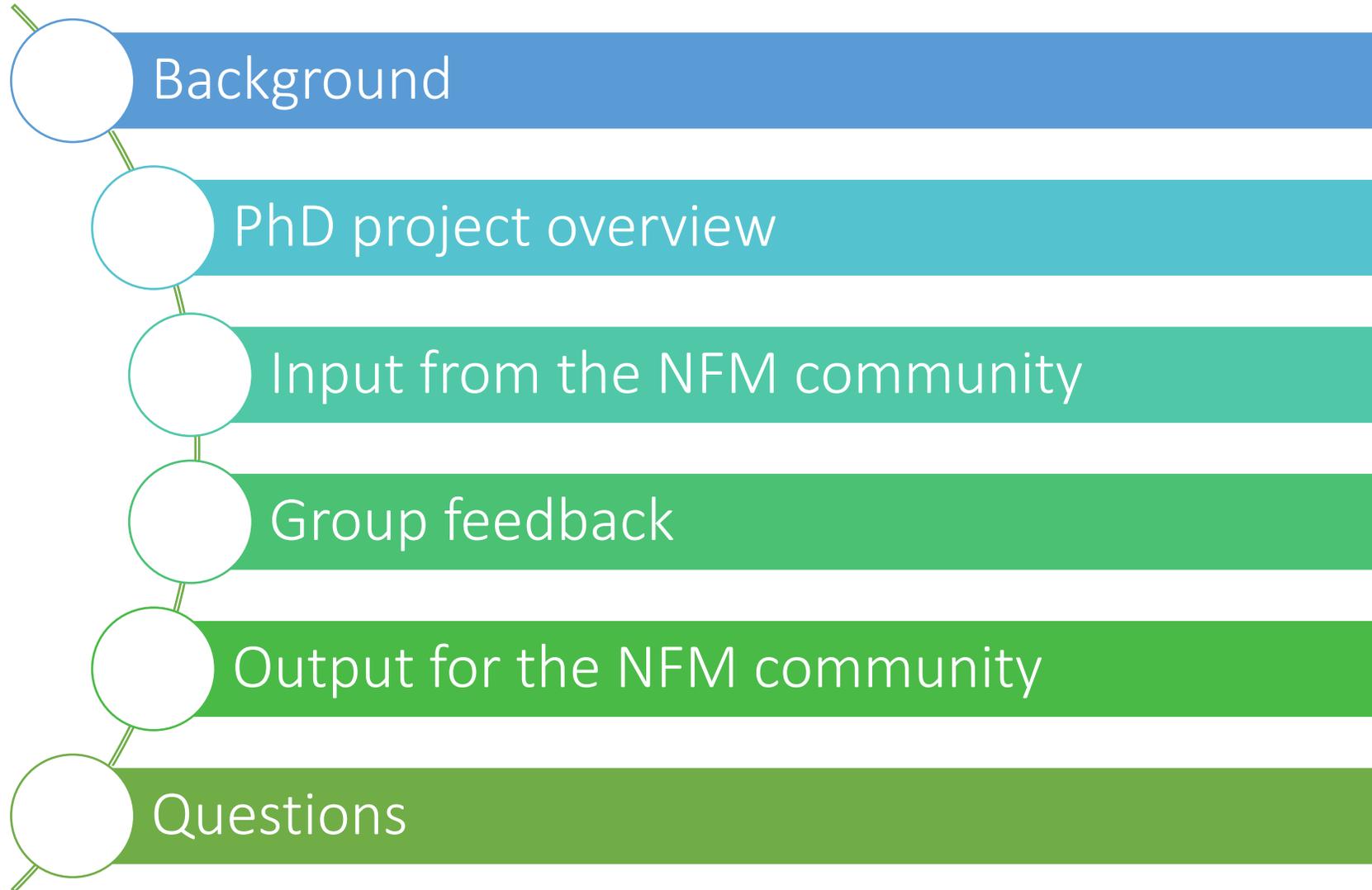
Phoebe King – PhD researcher

The Yorkshire NFM COP, July 2022

Community resilience workshop



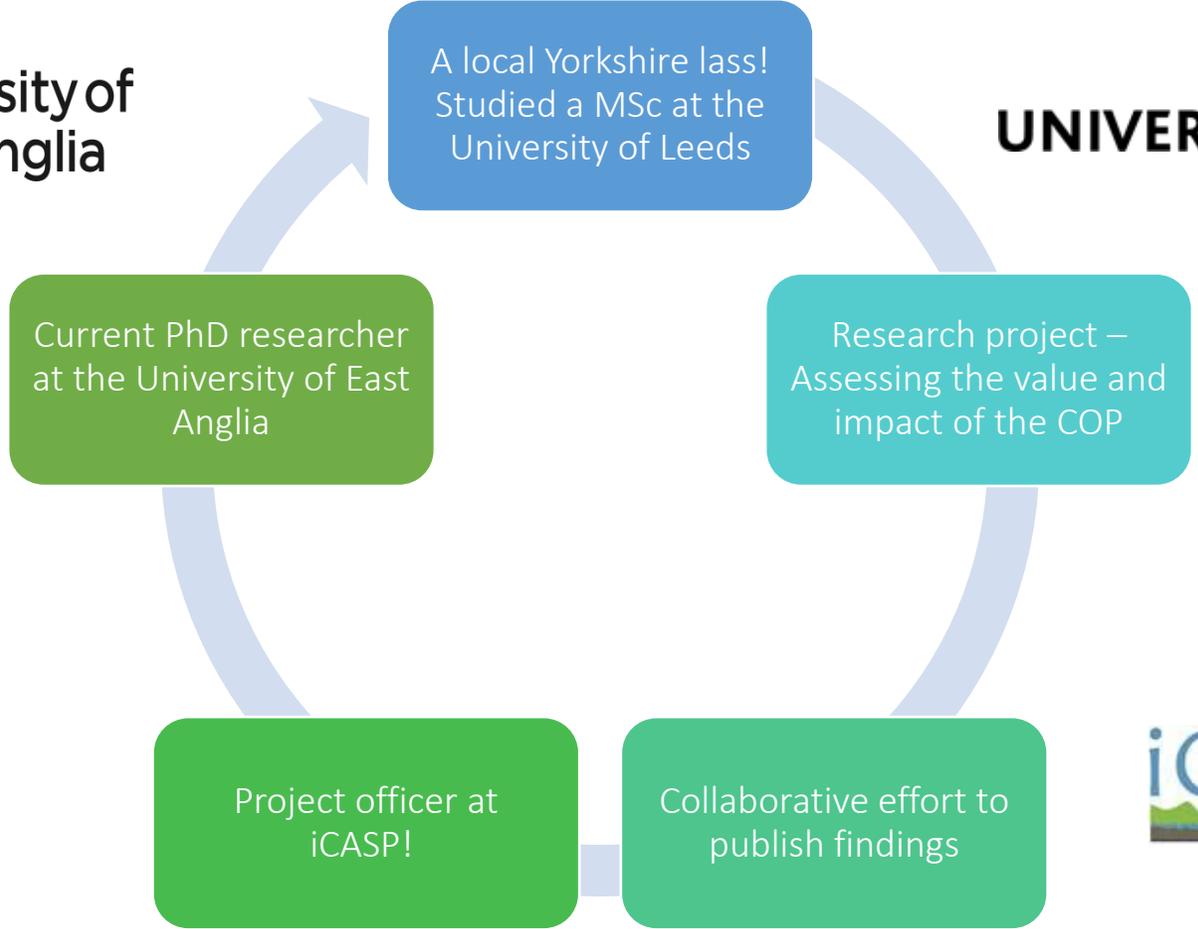
Presentation outline



Background



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PhD project context

Extreme precipitation events across UK – leading to catastrophic flooding

Engineered defences are failing to deliver expected flood reduction, are costly, and can have adverse environmental consequences

Natural flood management advocated to *work with water* rather than *against water*

Previous NFM literature has investigated NFM effectiveness, barriers to NFM, farmer perspectives, stakeholder perspectives, but limited research conducted on public perspectives and preferences



Bingley Boxing day floods (2015). Source: Chris Gallagher - Unsplash website

How will the public respond to landscape changes made by NFM?

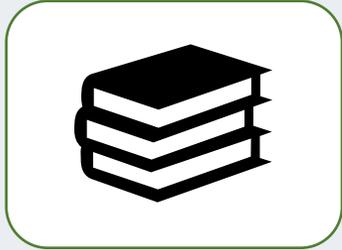
1. Will they accept NFM/oppose NFM?
2. What might affect attitudes towards NFM?
3. Will the public have preferences for the design and cost of NFM strategies?



Visualisations of catchment rewilding by Rewilding Britain

My Project – a brief overview

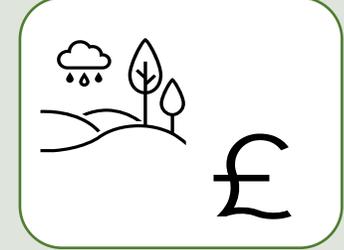
Improve understanding of the public's attitudes and preferences towards different aspects of NFM interventions, such as the type, scale, location and cost to support policymakers, catchment managers and communities to design NFM interventions with the public in mind



Objective 1 -
Review public attitudes
towards NFM:
**Systematic literature
review**



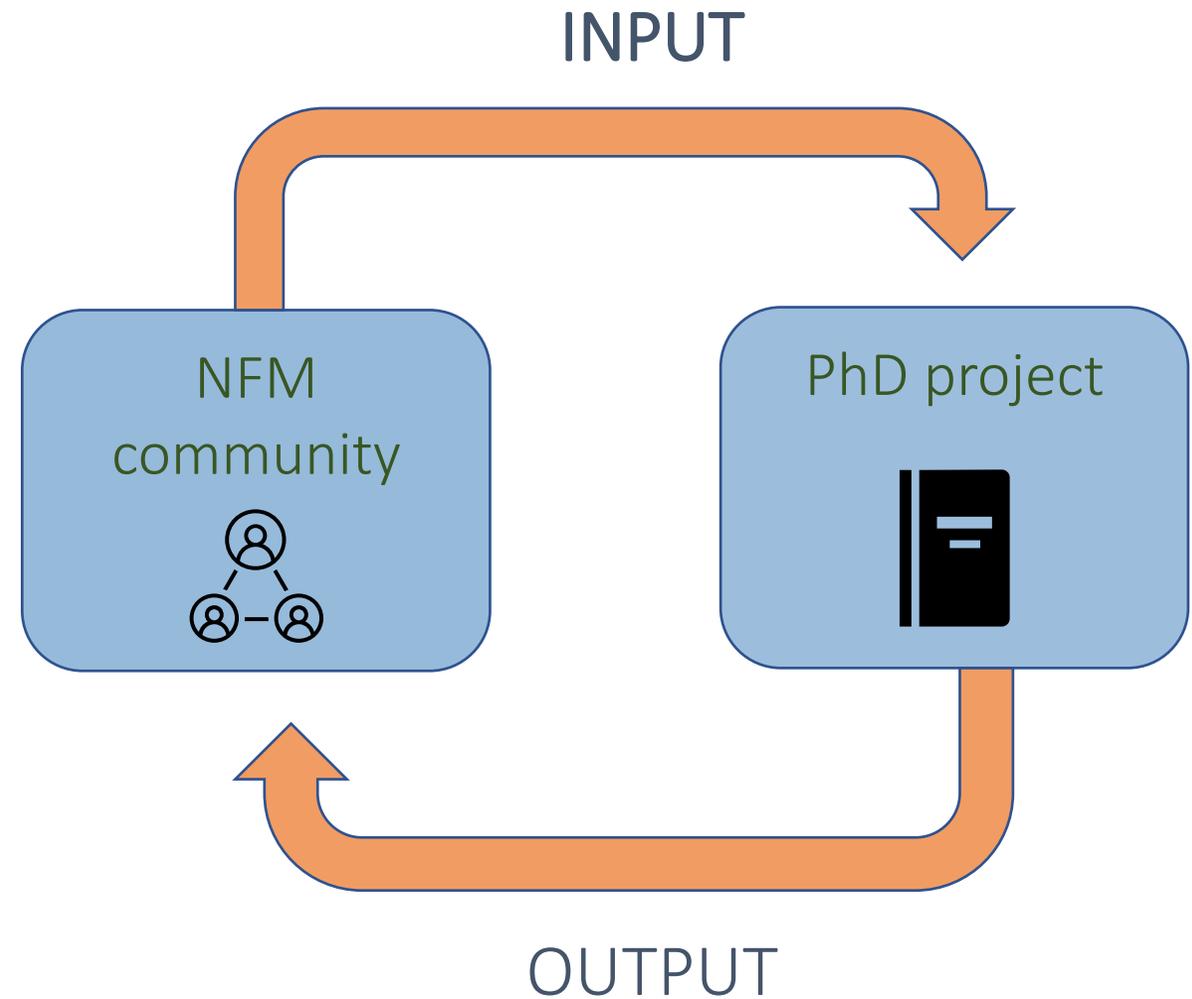
Objective 2 -
Understand if and how
public attitudes change
when NFM is in their locale:
**Focus groups – within case
study location**



Objective 3 -
Quantify public preferences
for type, scale and cost of
NFM:
**Choice experiment survey –
within case study location**

Input from the NFM community

- Project is in its infancy (1st year)
 - Want to ensure research is impactful and applicable
- To assess public preferences – need to generate a real-life scenario of NFM options
 - These must be realistic and relevant to current/future NFM strategies
- Collaboration with the NFM community is critical at this stage – but also throughout the whole project
- Project outputs can then be shared back to the NFM community



Enough of me -
time for your insight!

Reflecting on your experience, what are the public's feelings towards NFM?

Using a post-it note, please jot down the first thought that comes to mind



Reflecting on your experience, do you think the general public has confidence in NFM measures to protect homes and businesses from flooding?

A. Yes

B. No

C. I don't know

In your experience, what do you think the public would prefer?

A. Permanent NFM measures (e.g. woodland, restored rivers, leaky dams)

B. Temporary NFM measures (e.g. temporary storage ponds, floodplain storage)

In your experience, what do you think the public would prefer?

- A. NFM measures which would impact the appearance of the current landscape (restored rivers and floodplains, tree planting)
- B. NFM measures which would have limited impact on the appearance of the current landscape (soil and land management practices, woody debris dams)

In your experience what do you think the public would prefer?

A. Multiple, small scale NFM measures

B. Singular, large-scale measure

In your experience, what do you think the public would prefer?

A. NFM measures which prioritise flood reduction

B. NFM measures which equally prioritise NFM co-benefits (water quality improvements, habitat creation, carbon-capture etc).

In your experience, which NFM feature is more important to the public?

A. Permanence of NFM measures (permanent versus temporary)

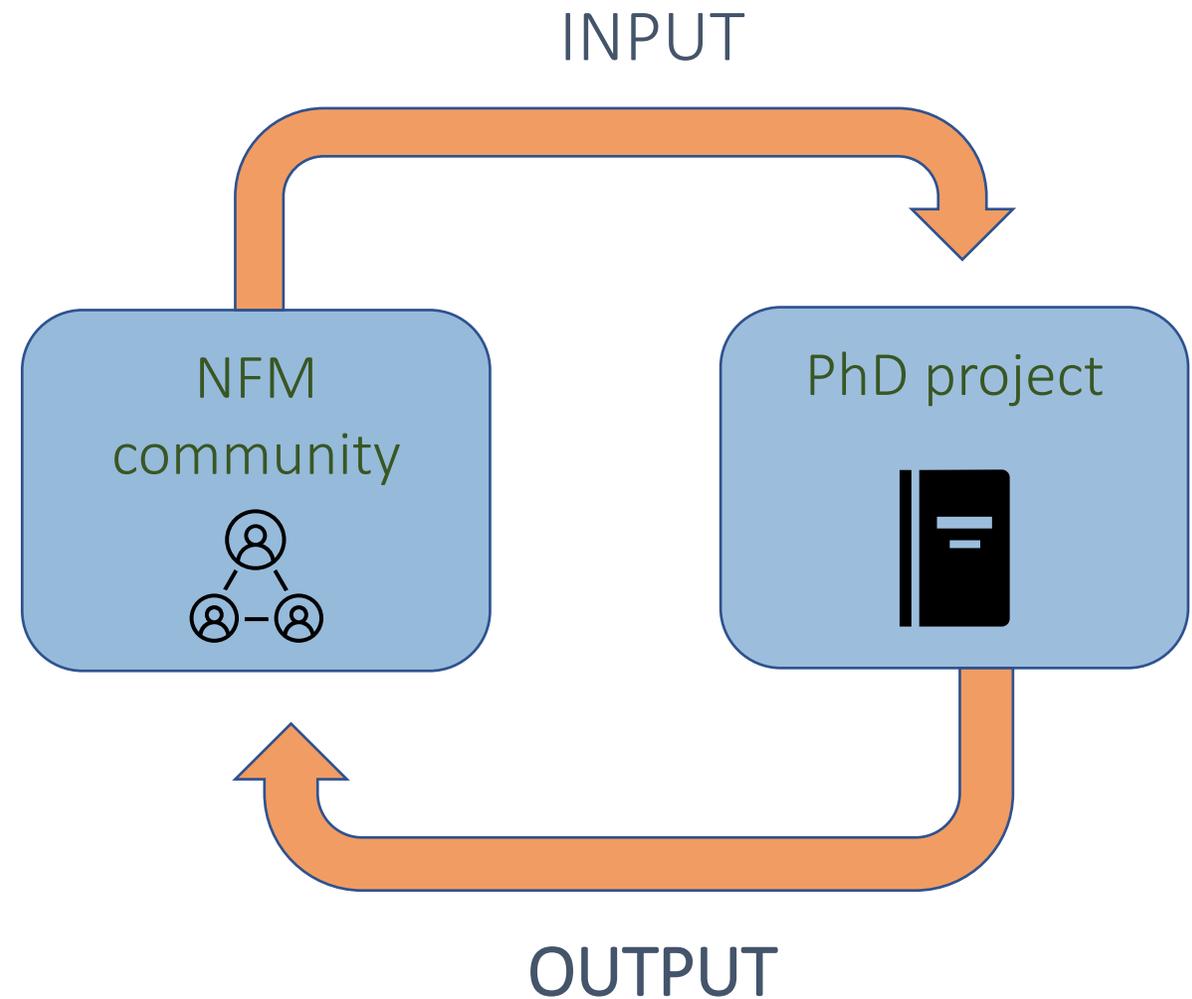
B. Appearance of NFM measures

C. Size of NFM measures (space taken up on agricultural land)

D. Priority of NFM measures (e.g. used for flooding only or combines other benefits)

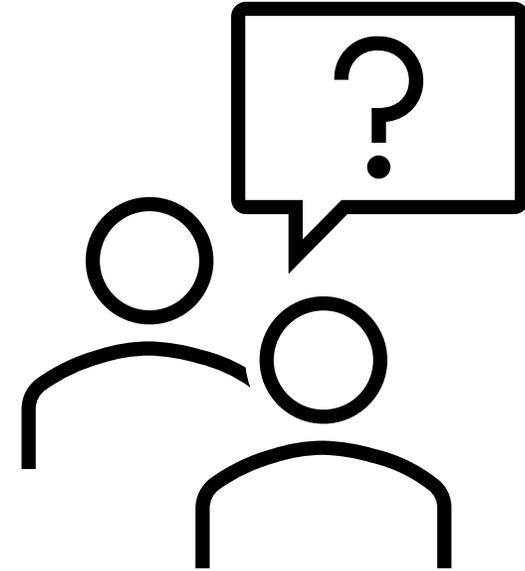
Output for the NFM community

- Thank you for your feedback!
- This feedback will inform the design of my survey - to be distributed to over 1000 people
- This survey will then capture preferences around NFM strategies, such as type, scale and cost
- These results will be fed back to the NFM community
- Research that keeps public opinion at the heart of decision-making



Thank you for listening and
participating!

Any questions?



Please feel free to get in touch: phoebe.king@uea.ac.uk