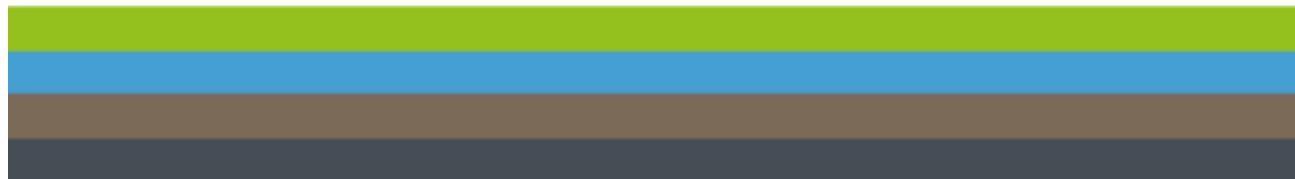


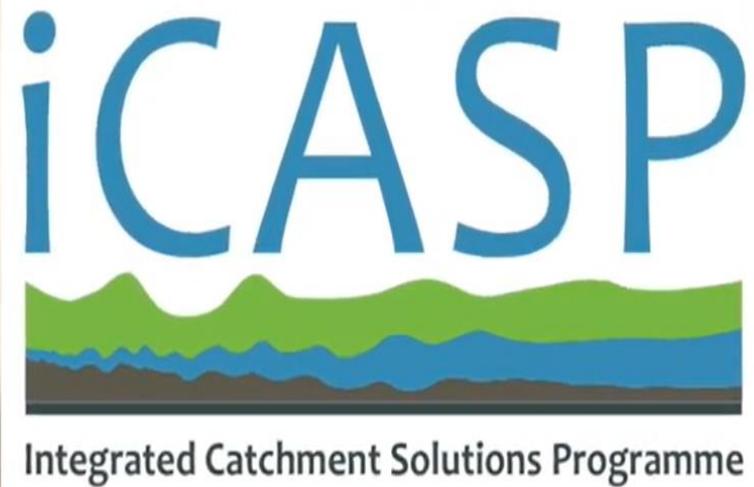


iCASP: Communicating Flood Risk project

Flood Incident Engagement Exercise (FLEEX)

Sam Ramsden, Farhana Naz, Juliet de Little





Communicating Flood Risk

Short video introducing the project:

<https://www.youtube.com/watch?v=gTslgfuu3vU&t=6s>

Background to the project

Increase the capacity of Risk Management Authorities (RMA's)* to **effectively promote resilient behaviours in Yorkshire communities vulnerable to flooding.**

iCASP aims to **design and deliver engagement tools and principles** to help all those involved in flood communications overcome key challenges:

RMAs flagged the following:

- Understanding different interests, perception and cultures
- Raise the profile of flood risk
- Acknowledgement of risk
- Promoting and tracking flood resilient actions
- Selecting appropriate language & using the right language at the right time

*RMAs are: Environment Agency; Lead Local Flood Authorities; District and Borough Councils; Coast protection authorities; Water and sewerage companies; Internal Drainage Boards; Highways authorities.



RMA Consultations

Phase 1) Interviews

Challenges faced when communicating flood risk to vulnerable communities.

Opportunities to increase RMAs capability to improve communication with those at flood risk.

Resources needed to promote resilient behaviours in communities vulnerable to flooding.

18 interviews from 9 different RMAs across Yorkshire

#	Organisation	Phase 1	Phase 2	Phase 3	Steering group
1	Bradford City Council	✓			
2	Calderdale Council	✓	✓		
3	City of York Council	✓			✓
4	Environment Agency	✓	✓	✓	✓
5	East Riding of Yorkshire Council	✓		✓	
6	Hull City Council	✓	✓	✓	
7	Kirklees Council	✓	✓	✓	
8	Leeds City Council	✓	✓	✓	✓
9	Yorkshire Water	✓			✓

Phase 2) Soft Pilot of Role-play scenario: shape development

EMP consultations

Phase 1) Interviews: Validate prioritised challenges/ identify new ones

10 different EMPs across Yorkshire

Phase 2) Soft Pilot of role-play scenario: shape development

#	Engaged Member of the Public	Phase 1	Phase 2	Phase 3
1	Friends of Garrowby Orchard, Hull	✓	✓	✓
2	Haltemprice Flood Group, East Riding	✓	✓	✓
3	Engaged Member of the Public, York	✓	✓	
4	Fishlake Flood Group, Doncaster	✓	✓	
5	Mytholmroyd Flood Group, Calderdale	✓	✓	
6	Otley Flood Warden, Leeds	✓	✓	
7	Kelham Island Flood Warden, Sheffield	✓		
8	Garforth Flood Warden, Leeds	✓		
9	Addingham 4 Becks Group, Ilkley	✓		
10	Ryther Parish Council Flood Group, nr Selby	✓		

Flood Engagement Exercise (FLEEX)

This flood engagement exercise is set in the fictional town of Riding Bridge before and during a flood risk incident. The exercise is designed to **get people discussing and learning from each other about the best ways to communicate** before and during a flood.



AIM: to help those involved in flood risk communications during an incident to **overcome identified challenges:**

- 1. Support more effective communication during a flood incident by:**
 - improving understanding of roles and responsibilities during a flood.
 - increasing understanding of effective messaging to reach the right people at the right time (RMAs, EMPs, people vulnerable to flooding, Hard-to-Reach groups).
 - improve ways of communicating technical aspects of flooding (magnitude & frequency) in a user-friendly way
- 2. Support effective relationships** between (RMAs, EMPs, people vulnerable to flooding, hard-to-reach groups)
- 3. Consider effective ways to engage** with hard-to-reach groups.

FLEEX Format



Introduction and scene setting



3 Tasks (30 mins each)



Getting the message out there



Saying the right thing



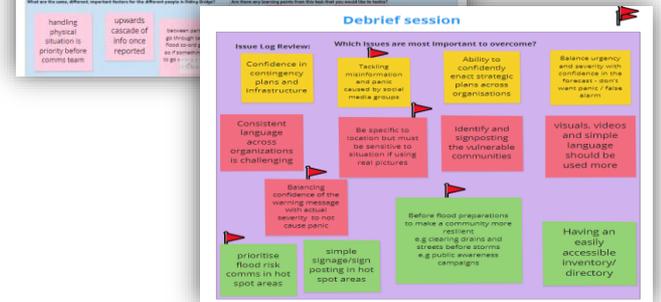
Who are you going to call



Debrief and Actions log review



Next steps, thanks and close



Completed Exercises



Leeds
CITY COUNCIL



West Yorkshire
Fire & Rescue Service

Kirklees
COUNCIL

Hull
City Council



Environment
Agency



Lancashire

County
Council



Cyfoeth Naturiol Cymru
Natural Resources Wales

iCASP

Integrated Catchment Solutions Programme



Feedback

" I found the exercise really useful and have taken away a lot of learning points. This has strengthened my links with the council and Newground and will hopefully feed into improvements we can make in the future."

Great session to reflect on where we were at and what we can do. Helps with the planning of future activities

" I found it really beneficial to hear the perspectives of colleagues with different roles outside the pressured environment of an incident."

" The scenario was very life-like and closely parallels our local experiences, making the discussion particularly relevant to all our attendees."



West Yorkshire
Fire & Rescue Service



Environment
Agency

" Really enjoyed the session and how engaging it was. Definitely worth it! I thought the discussions around it were great and the facilitating was done really well."

Feedback

" Maybe give scenarios where we have to act as another external party? So we can get an insight into how they operate and would like to interact with us at the EA"

The use of the virtual 'post it notes' etc was very useful for the facilitators but maybe the participants could have contributed more practically in that respect but maybe this was making maximum use of time.

"My organisation are more face to face pre/post flood and don't respond to flooding ."

" It would be useful to have people from other organisations to raise a further discussion on communicating during an incident for even greater understanding"



Research aims (RA) to be evaluated

1.RA1. To help technical concepts around flooding be communicated in a user-friendly way

1.RA2. To support more effective coordination and signposting of flood risk communication through: improving understanding of roles and responsibilities, and communicating flood risk messages

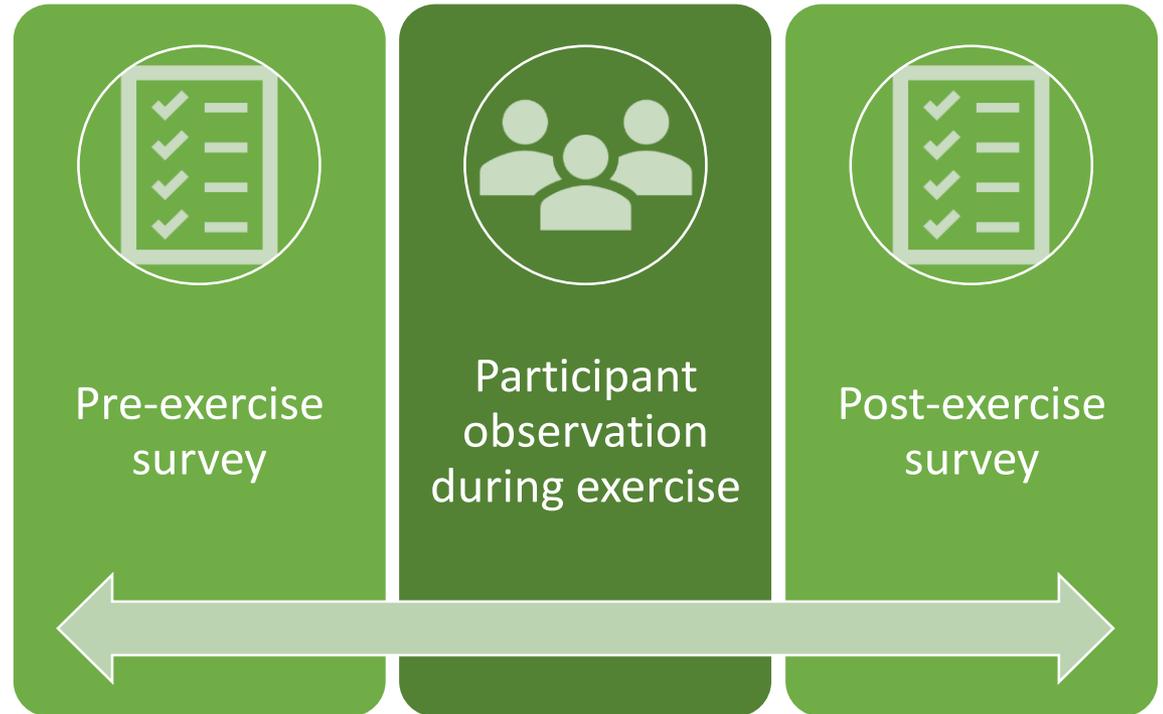
1.RA3. To support the establishment, and encourage the maintenance, of meaningful relationships between exercise participants

1.RA4. To consider tangible ways to establish engagement with those who are difficult to reach or not engaged

1.RA5. To evaluate the success of the exercise in terms of user experience: “To create a flood exercise that participants find useful and usable”

Evaluation data

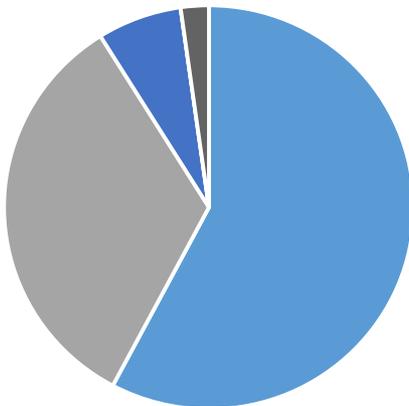
- 70 participants across 12 workshops
- 45 complete sets of survey data
- NViVO and excel used for analysis
- possible follow-up interviews with some



Preliminary findings: RA5

RA5. To evaluate the success of the exercise in terms of user experience: “To create a flood exercise that participants find useful and usable”

8.7 The CFR exercise...is something that I would recommend to others



■ Strongly Agree ■ Agree
■ Undecided ■ Disagree
■ Strongly Disagree

8.7a Please explain further

Strongly Agree (26)

- I found the exercise really useful and have taken away a lot of learning points. This has strengthened my links with the council and other organisations and will hopefully feed into improvements we can make in the future.
- I was already well-informed about roles & responsibilities, however I very much appreciated the opportunity to consider how effective our communications are

Agree (15)

- It was a nice change to be involved in a positive discussion about what we would ideally change, without the usual limits of resourcing and time.
- The session was excellent and will help me when engaging with communities.

Undecided (3)

- It would be good to do this exercise with other agencies rather than just with my own organisation.

Disagree (0)

Strongly Disagree (1)

- No elaboration given

Next steps?

Final project report and exercise

*Good to aim for **long-term sustainability***

1. Develop long-term resilience, PFR and Flood Defence Scenarios
2. Combined in-person exercises with RMAs and EMPs (*Invited to provide taster session at EA Yorkshire Flood Warden Webinar*)
3. Training of trainers & use by other organisations?

Challenges around funding, resources required for facilitation

Questions and Contacts

iCASP Team:

Jenny Armstrong, Impact Translator Fellow: J.C.Armstrong@leeds.ac.uk

Farhana Naz, Project Support Officer: F.naz@leeds.ac.uk

Emma Cowan, Project Support Officer: E.Cowan2@leeds.ac.uk

Work with EMPs:

Sam Ramsden, University of Hull: sam.ramsden@hull.ac.uk

Evaluation Team:

Juliet de Little, University of Sheffield: jmdelittle1@sheffield.ac.uk

Steven A Forrest, University of Hull : s.a.forrest@hull.ac.uk

Monica Martin Grau, University of Sheffield: mmartingrau1@sheffield.ac.uk