

Lidsey SWMP Communication Plan

July 2014

ATKINS



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1. Background

1.1. Catchment Introduction

In January 2013, Atkins was appointed by West Sussex County Council (WSSC) to prepare a Surface Water Management Plan (SWMP) for Barnham including the areas of Eastergate, Elmer, Felpham, Middleton-on-Sea, Walberton, Woodgate and Yapton. As the study area comprises the entire Lidsey Wastewater drainage catchment the study has been titled Lidsey SWMP.

This Surface Water Management Plan has been prepared by Atkins working in Partnership with West Sussex County Council (WSSC), Arun District Council (ADC), Southern Water Services (SWS) and the Environment Agency (EA), in accordance with the Surface Water Management Plan Technical Guidance issued by Defra in March 2010. In response to changing policy requirements, and better information this report should be subject to regular review and updated as required.

1.2. SWMP Background

Following the severe flooding that occurred in many parts of the UK in the summer of 2007, the government commissioned Sir Michael Pitt to undertake a comprehensive and independent assessment of the flooding that took place, and what we might do differently. The final report 'The Pitt Review: Lessons learned from the 2007 floods' was published in June 2008.

In the report Pitt highlighted that the impact of climate change means the probability of events on a similar scale happening in future is increasing. The Review calls for urgent and fundamental changes in the way the country is adapting to the likelihood of more frequent and intense periods of heavy rainfall.

The Government's response to the Pitt Review agreed with Sir Michael Pitt's recommendations and published an action plan an action plan for Government, local authorities and others to implement.

One of these recommendations was to improve the management of flood risk locally.

Surface Water Management Plans (SWMPs) were introduced as a key tool in better surface water management. A SWMP focuses on reducing flood risk to existing development; however, it also influences the management of surface water for future development in the next 100 years.

Partnership working is essential to ensure that a consistent and holistic approach is taken in surface water management.

A Surface Water Management Plan in Lidsey will help understand the actions required to alleviate flooding within the catchment, and some work has already been undertaken to gain an understanding of the mechanisms that occur within the catchment.

The Key Partners identified in the Lidsey Surface Water Management Plan are:

- West Sussex County Council (WSSC) (Lead Partner).
- Southern Water Services (SWS).
- Arun District Council (ADC).
- The Environment Agency EA).

This SWMP Communication Plan highlights the integrated approach which allows the planning of effective surface water management measures, which will ultimately contribute towards the development of a sustainable community.

1.1. SWMP Core Aims

An important part of a SWMP is the establishment of objectives. This ensures all Partners have a stake in the direction of the SWMP. The objectives will allow clarity and transparency throughout the scheme and help focus the Partners on the desired outcome and comprise of the following:

- **Develop understanding of surface water flood risk.** Consideration of growth, climate change and urbanisation shall be included within the SWMP study area.
- **Identify, define and prioritise Local Flood Risk Zones (LFRZs)** and undertake more detailed evaluation of the critical drainage infrastructure.
- Identify recommendations which provide an integrated management involving a holistic approach to **improve emergency planning and land use planning.** Production of flood mapping and flood risk mapping based on the data available will provide a clear overview of the predicted 'at risk' locations from main river / coastal flooding, surface water (Pluvial) flooding, ground water flooding.
- **Establish and develop Partnerships between key Stakeholders.** Provide a structure to enable data sharing, sharing of resources, skills. Promote coordination and collaboration.
- **Communicate flood risk to Stakeholders.** Identify the flood risk and critical flood risk assets. Agreement of mitigation measures, responsibilities and actions.
- **Identify 'Quick Win' opportunities** which will reduce flood risk or consequence of flooding. Any opportunities will become apparent during the Risk Assessment phases and will be communicated to the Partners. Identifying and implementing such activities may offer immediate improvements to the performance of the drainage assets and offer improved flood resilience to residents.
- The output from the SWMP will be a report documenting the work undertaken, the flood needs identified and an action plan of further work. Partners and Stakeholders shall take ownership and responsibility of the **"live action plan"** committing to delivering and maintaining this as a live document as measures and recommendations are progressed.

1.2. SWMP Roles and Responsibilities

The responsibilities have been identified as follows:

a) West Sussex County Council (WSCC)

The Flood & Water Management Act 2010 created a new role for upper tier (Tier 1) authorities as "Lead Local Flood Authorities" (LLFA) with responsibilities for different aspects of flood and water management and to deliver flood risk alleviation and mitigation measures. The role of the LLFA is to take on responsibility for leading the co-ordination of flood risk management in their areas. It is not to take over the roles and responsibilities of these organisations. In carrying out the lead role, WSCC's key duties, responsibilities and powers, imposed by the Flood and Water Management Act 2010, include:

- i. Investigate Flood Incidents – LLFA have a duty to assess and record significant flood events in their area in order to understand their cause and ensure that appropriate agencies play their role in the effective management of flooding incidents and recovery. An example of this duty being carried out by WSCC relates to the June 2012 flooding which impacted on many towns across the county. A report was prepared and issued detailing the impact and actions to reduce future flood risk.
- ii. Asset Register – LLFA have a duty to establishing and maintain a register of flood risk management assets, recording each structure, with details of ownership, condition. Those assets recorded shall be considered to have a significant effect on flood risk.
- iii. SUDS Approval Body (SAB) – LLFA have a duty to approve, adopt and maintaining Sustainable Drainage Systems (SUDs) that meet National Standards for development. This role is currently due to commence in April 2015 at the earliest.
- iv. Local Flood Risk Management Strategies - Developing, maintaining and applying, in consultation with key Stakeholders, a Local Flood Risk Management Strategy which will include risks from surface water run-off, ground water and ordinary watercourses. Preparing Surface Water Management Plans for areas of greatest risk. Establishing local management arrangements with other key Stakeholders to ensure delivery of effective joined up management of flood risk.

- v. Works Powers – LLFA have the powers to do work to manage flood risk from surface water runoff or ground water. LLFA have the power to exercise works under the Land Drainage Act 1991.
- vi. Designation Powers – LLFA have the power to designate structures and features that effect flood risk.
- vii. Perform as a Category 1 responder to flood incident under the Civil Contingencies Act, including dealing with recovery and resulting homelessness.
- viii. Maintain ditches and balancing ponds on District owned land.
- ix. A duty to contribute towards the achievement of sustainable development in the exercise of flood risk management functions and to have regard to any ministerial guidance on this topic.

This SWMP this shall be providing evidence to support the LLFA responsibilities for points i, ii, iii and iv.

b) **Environment Agency (EA)**

The West Sussex Draft Local Flood Risk Strategy sets out the following list of responsibilities for the EA, which typify their national obligations:

- i. Operate as the strategic overview of all types of flooding.
- ii. Responsible for flood risk management on Main Rivers and the coast.
- iii. Responsible for EA reservoirs, and, to regulate and enforce the Reservoirs Act 1975 on other reservoirs with capacity over 10,000m³.
- iv. Duty to be subject to scrutiny from Lead Local Flood Authorities.
- v. Carrying out flood risk management functions in a consistent manor with the national and local strategies, reporting to ministers on flood risk management and implementation of strategies.
- vi. Powers to request information for any person in relation to flood risk management concerning EA functions.
- vii. Power to designate structure and features with flood risk significance.
- viii. To be a statutory consultee to the Sustainable Drainage Systems Approving Body.
- ix. To be a statutory consultee to local planning authorities on flood risk matters.
- x. Perform as a Category 1 responder to flood incident under the Civil Contingencies Act.
- xi. Consent and enforce applications for works on Main Rivers.
- xii. A duty to contribute to sustainable development through flood risk management functions.

However for the Lidsey SWMP area the EA also operates as the Internal Drainage Board. (IDB) for which it is responsible for the following:

- i. Completion of maintenance work to a schedule to maintain drainage, as detailed on the EA website.
- ii. Use statutory powers to ensure those responsible maintain the flow of water in a watercourse and to modify or remove inappropriate structures within channels. Take the appropriate action against those who inappropriately modify the watercourse.
- iii. Responsible for reservoirs over 10,000m³ within their boundary.
- iv. Power to exercise works under the Land Drainage Act 1991.
- v. A duty to contribute towards sustainable development.
- vi. Powers to undertake flood risk management works.
- vii. Undertake consenting on ordinary watercourse within their boundary.
- viii. Be a statutory consultee on the Sustainable Drainage Systems Approving Body.
- ix. Work alongside and together with neighbouring Internal Drainage Districts.
- x. Duty to be scrutinised from Lead Local Flood Authority democratic processes.
- xi. Duty to act consistently with the Local and National Strategy.
- xii. Power to designate structures and features that affect flooding.

c) **Arun District Council (ADC)**

Arun District Council is a Tier 2 authority in the Lidsey SWMP area. Districts and Boroughs have the following roles and responsibilities as a Risk Management Authority:

- i. Power to designate structures and features that affect flooding.
- ii. Duty to act consistently with the Local and National Strategy.
- iii. Duty to subject to scrutiny from Lead Local Flood Authority democratic process.
- iv. Power to exercise works under the Land Drainage Act 1991.

- a. Powers to maintain watercourses that are not the responsibility of the riparian owners, as prescribed by the Enclosures Act.
- b. Use of statutory powers to ensure those responsible maintain the flow of water in a watercourse and to modify or remove inappropriate structures within channels. Take the appropriate action against those who inappropriately modify the watercourse.
- v. Perform as a Category 1 responder to flood incidents under the Civil Contingencies Act, including dealing with recovery and resulting homelessness.
- vi. Perform as the local planning authority and a duty to encourage the appropriate development and promote sustainable development.

d) **Southern Water Services (SWS)**

Southern Water has the following roles and responsibilities as a flood risk management authority:

- i. Duty to comply with the Water industry Act 1991.
- ii. Duty to adopt new build sewers where they have been designed to meet with the current Sewer for Adoption standards.
- iii. Duty to subject to scrutiny from Lead Local Flood Authority democratic process.
- iv. Duty to have regard for the National and Local Strategies.
- v. Manage public sewer flooding.
- vi. Perform as a Category 2 responder to flood incidents under the Civil Contingencies Act.
- vii. Adopt the principles established in the Drainage Strategy Guidance (OFWAT 2013) to support Partnership working.
- viii. Apply the principles from the Sewerage Risk Manual (SRM) 4th Edition.

2. Objectives

The SWMP aims at reducing surface water flood risk by reducing the likelihood and the impacts of flooding.

Surface water flood risk can be reduced via capital schemes and/or non structural measures.

- Capital Schemes generally involve construction to reduce the likelihood of flooding (as standalone schemes or as part of wider multi-objective schemes).
- Non structural measures reduce the consequences of flooding and can include putting policies and procedures in place to reduce risk.

WSSC wish to ensure good communication with those who are affected by any proposed works, and anybody living or working in close proximity of the proposed works throughout the duration of the project, keeping them involved in the process and regularly updated of all situations

2.1. Communication Objectives

The main communication objectives are as follows:

- Ensure that stakeholders remain informed of the progress of the study and schemes.
- To ensure stakeholders understand how the Surface Water Management Plan fits into the wider strategic view within West Sussex and how the plan will benefit West Sussex and its residents and businesses as a whole.
- To ensure stakeholders understand the aims of the schemes and the reasons for them being assessed and implemented.
- To engage with residents and businesses to ensure they “buy in”. Ensure stakeholders / partners are appropriately involved.
- To ensure messages to those affected are consistent and co-ordinated. Messages are generally clearer from one source.
- To promote the role of all Key Partners in the project.
- To meet necessary consultation requirements at particular stages.

3. Communications Strategy

WSCC is already engaged in communication with various organisations and individuals, including Key Partners, and intends to continue the dialogue to ensure that stakeholders remain informed throughout the process.

The process will be steered by the West Sussex Preliminary Flood Risk Assessments.

Appendix A: Communications organogram which sets about the communication dynamics for the SWMP study.

3.1. Current Communication Activities

As the SWMP is only at the early stages the duties and responsibilities of West Sussex CC are still being defined. The only communications that have taken place so far are those of meetings between West Sussex CC and other Key Partners and stakeholders involved in the SWMP.

3.2. Target Audience

Currently there is an undefined number of Strategic Flood Risk Zones (SFRZs) across the study area affecting residents and businesses.

However the potential target audience for information on the SWMP and any subsequent schemes include:

- Lidsey residents / businesses / Flood Groups
- Statutory Consultees
 - Environmental Agency (EA)
 - English Heritage (EH)
 - Southern Water Services (SWS)
 - Highways Agency (HA)
 - Natural England
- External bodies
 - Department of Environment, Food and Rural Affairs (DEFRA)
 - Utility Companies
 - National Flood Forum
- Project managers
- Project team members
- Local media
- Councillors
- Local MPs

3.3. Tools

It is important that West Sussex CC communicate with the correct people through the appropriate channels, ensuring the right communication techniques are being adopted.

Below are various communication techniques that should be considered before, during and after the project:

- Media – locally and nationally, including specialist media
- Public meetings, conferences, road shows and workshops
- Letters to residents (posted or hand delivered)
- Flood Fairs / Workshops
- Email
- Council external website
- Partners' websites
- Council intranet/staff magazine
- Connections (residents news paper internet and hard paper)
- Neighbourhood forums
- Public Consultations

3.3.1. West Sussex Connections

West Sussex Connections is a tabloid, full-colour paper that reaches over 359,000 households in West Sussex by Royal Mail, three times a year. This is Council's main publication, keeping both residents and businesses up to date with the latest news about services. A copy is distributed to every household in West Sussex. An article can be placed in Connections advising the public about the SWMP, any proposals, progress and dates and times of any public consultations during the works.

The paper can also be found in local libraries, schools, surgeries and help points across the County. It is also available to view online.

3.3.2. Letter drops / Public Notices

The use of letter drops and public notice boards shall be used where appropriate to inform of pending work / investigations. These letters may go out at all major milestones of any scheme and before any meetings in which the resident / business is directly affected inviting them to attend.

Letters produced by West Sussex CC can be distributed by hand directly to a targeted area. They would be intended for residents and businesses that are directly affected in the areas of works / investigations.

They can be produced to inform residents of the situation and stages of the scheme. The letters will also help in explaining to the residents exactly what measures the council are taking to ensure that whilst works are carried out, there is the lowest possible impact on them, their families or business throughout the project.

3.3.3. West Sussex CC Website

This website is the official West Sussex CC link to the Internet. It is understood that all departments within the council have their own dedicated page that is regularly updated.

This site will allow West Sussex CC to post as much information as possible about the SWMP and any scheme that may be implemented. It can include general progress, links to external bodies, FAQ's and plenty of information.

3.3.4. Public Consultations (Flood Fairs)

Where works are proposed, public consultations can be arranged to discuss with the public what West Sussex CC intend to achieve, enabling them to put forward their issues and concerns in a more direct manner.

Consultations could take place at various locations around the catchment to capture as many people as possible and gather their views on this important scheme.

3.3.5. Love West Sussex

Reporting flooding or operational issues using the 'Love West Sussex' application and website may also be a useful mode or data source to communicate and record flood issues. Details of this existing reporting system can be found at the following location <http://love.westsussex.gov.uk/Reports> . West Sussex are able to use this to capture further information relating to flooding issues affecting the highway, verges, subway/bridges and pavements. This website is shown in Figure 3.1

Figure 3.1 – Love West Sussex

Reports > Latest Report

Latest Report

Near 126 Maypole Road, Ashurst Wood, RH19 3



Opposite 93 Maypole Road 2 drains side by side chocker with silt, leaves and mud

Be the first of your friends to like this.

0

Ashurst Wood Ward



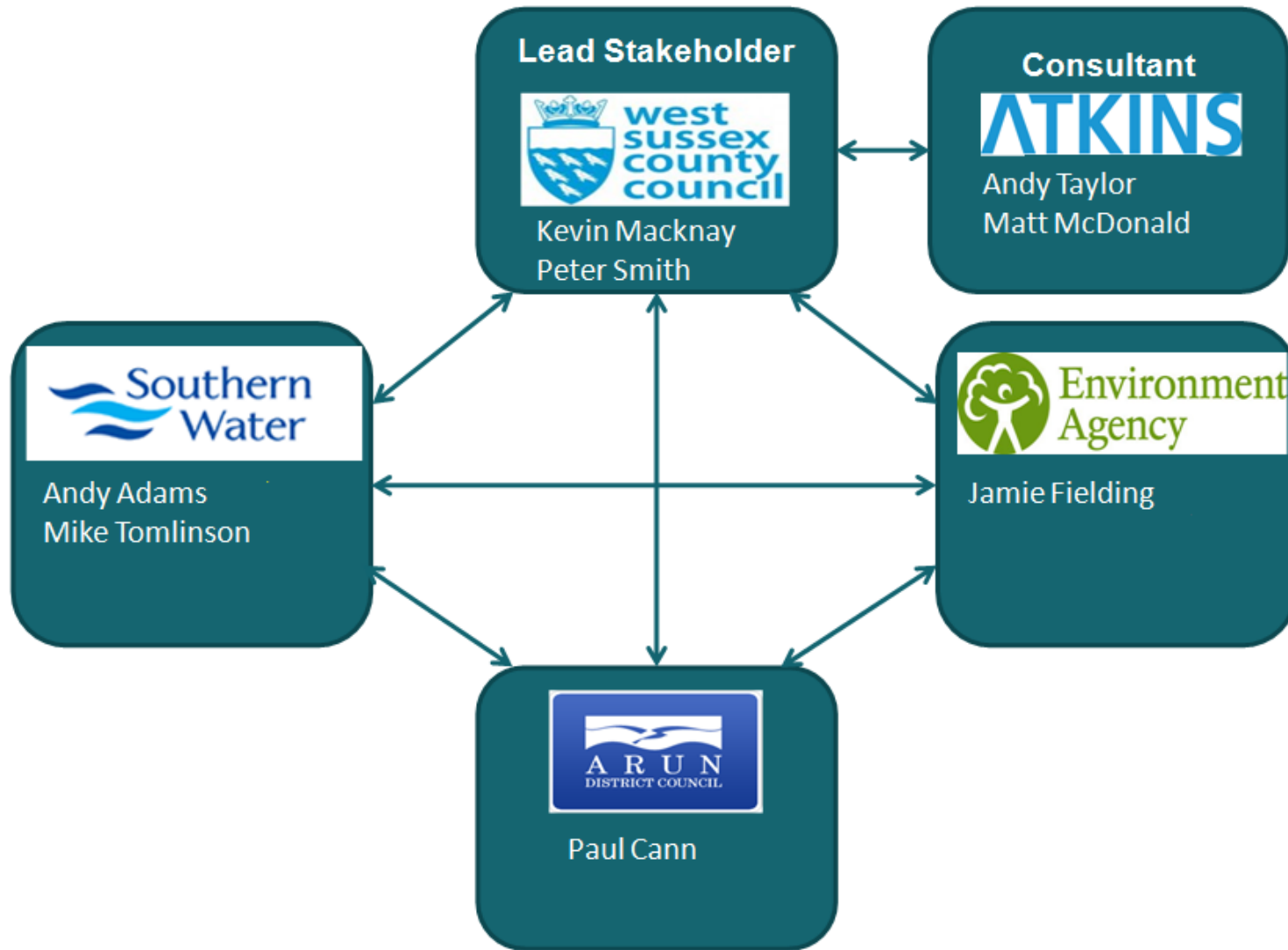
Reported	19/06/2013 10:33
Completed	No
Approved	Yes
Category	Drainage problem with road
Status	Open
Hashtags	Ashurst Wood Parish Council hashtags make it easy to search for reports of the same type.

4. Conclusions/Recommendations

The following conclusions should be focused upon:

- It is essential that that important information is put across to the target audience to gain 'buy-in'.
- The SWMP and any subsequent scheme(s) are vital for the catchment and its sustainable planning. It has an outcome that is worth working for as it will benefit the community.
- West Sussex County Council will take residents' and business' views into account and will work with them to ensure the maximum benefit with minimum of inconvenience.

Appendix A. Communication Organogram



Appendix B. List of Consultants and Requirements

Stakeholders	Communication Method						
	Meetings	Letters	Emails	Reports	Phone	Verbal	Press
West Sussex County Council	✓	✓	✓	✓	✓	✓	
Arun District Council	✓	✓	✓	✓	✓	✓	
Environment Agency	✓	✓	✓	✓	✓	✓	
Southern Water	✓	✓	✓	✓	✓	✓	
Highways Authority		✓	✓	✓	✓	✓	
Utilities Companies		✓	✓	✓	✓	✓	
Elected Members	✓	✓	✓	✓	✓	✓	
Residents		✓		✓			✓
Emergency Services	✓	✓		✓			
Landowners/Developers		✓		✓			✓

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