

Guidance Notes: COMMUNICATIONS STRATEGY AND PRIORITISATION

If you are unsure about anything within these notes then please contact the Flood Risk Management (FRM) team using the details at the end of this document.

The National Flood and Coastal Risk Management Strategy recognises that authorities involved in flood risk management will have to work with communities in managing flood risk by focusing "...on the needs of individuals, communities and businesses, including them in decision making and in the management of risk".

The County Council's FRM team believe that communicating with the local people of Derbyshire, as well as all relevant flood Risk Management Authorities (RMAs) and organisations is key to help manage flood risk at the local level, putting the residents of Derbyshire at the heart of all decision making and empowering localism.

Communicating with the local residents and businesses of Derbyshire in managing flood risk will help:

- Understand the needs of local individuals, communities and businesses;
- Communicate better informed plans, decisions and policies;
- Communities understand what flood risk means for them, including what they should do in a flood and what they could do to manage risk;
- Communities recover more quickly after a flood;
- Meet set goals (including timescales);
- Increase local support;
- Develop the reputation of Derbyshire as the Lead Local Flood Authority (LLFA) and other partners; and
- Help manage expectations.

Prioritisation

All members of the community of Derbyshire are important to the County Council however due to the limited resources available, the support and guidance of the FRM team has to be prioritised to ensure that those that need our help the most receive it.

The awareness of flood risk varies across Derbyshire. At present the FRM team have prioritised any communication activities to the communities in Derbyshire that have triggered the locally significant threshold whilst also supporting as many other areas that have requested support. As the demand for resources increases the FRM team will have to prioritise their approach as best they can.

The following table highlights the current methodology for prioritisation of communication and support activities:

High Priority	<p>Where a flood event has triggered a formal threshold of investigation:</p> <ul style="list-style-type: none"> • Risk to life • Risk to properties internally (5 'urban' dwellings, 2 'rural' dwellings) • Risk to critical infrastructure
Medium Priority	<p>Perceived high-medium risk area based on historical knowledge or predictive data (using a variety of data sources)</p> <p>Perceived risk from a variety of sources of flooding</p> <p>Supporting areas of importance for priority for other Risk Management Authorities (i.e. Environment Agency / Water Companies)</p> <p>Communities or individuals particularly in flood risk areas or areas of historical flooding</p>
Low Priority	<p>Areas / properties at risk of or have suffered from groundwater flooding (not in combination with other sources)</p> <p>Areas or properties that have experienced garden flooding</p> <p>Areas predicted to be at a low risk of flooding</p>

Moving forward, the communities at risk dataset provided by the Environment Agency and the County Council's historical flood data will be utilised to further refine these categories for prioritisation of communication and support. These will be targeted for priority in the order shown in the table overleaf.

Priority	Community Awareness and Risk	Description of Community	Communication required
High	Low community awareness, at a direct flood risk.	Communities identified at risk of direct and potentially serious flooding but are lacking in awareness of the future risks and possibly not aware of previous flood events.	Members of these communities are potentially concerned that being informed of the risk will increase their insurance premiums unnecessarily. This group requires careful consultation to ensure that they understand the levels of risk, what is being done about it and what they can do to help themselves.
	High community awareness, at a direct flood risk.	Communities that have suffered from, or come close to flooding in the past and are aware of the future risks.	Members of these communities require information about what steps they can take and are being taken in their community. They also need assurances that the organisations involved in addressing flood risk management are working together effectively to reduce the risk.
Medium	Low awareness, at an indirect flood risk or no risk.	Communities that are at low or no risk of flooding themselves but may be highly likely to exacerbate flood risk to others. Or communities that are not identified as being at risk of direct flooding but may still be affected by flooding due to it restricting access to property and local services etc.	The actions of members of these communities may increase flood risk to others, for example through the obstruction of ordinary watercourses or paving over parts of their property which increases runoff to downstream areas. It also will include farmers who may require guidance with land management practices.

Low	High awareness, at a low risk or indirect risk.	Communities that have a good understanding of the local risk but it is low.	It would be beneficial for this group to be supported where required.
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Types and Level of Communication

The County Council will continue to work with all RMAs to communicate information regarding flood risk. Levels and types of communication vary within the communities of Derbyshire. In some instances different levels of advice or guidance will be appropriate to ensure that hard to reach groups are engaged. The FRM team have been very lucky to be supported by some very active communities that are acutely aware of the risks of flooding. In some instances differing advice would be appropriate to vulnerable groups in terms of actions they can take to make themselves more resilient. Consideration will also need to be given as to what communications to make to those renting from private landlords who may have less ability to build up resilience in rented accommodation.

The FRM team will continue to use the following methods of communication with the communities of Derbyshire including:

- Public meetings (daytime and evening) and flood awareness events.
- Leaflets and guidance documents.
- The County Council website.
- Questionnaires, surveys and consultations.
- Exhibitions.
- Media.
- Workshops and presentations.

The County Council will continue to work with County Elected Members, all District/Borough Councils and Town/Parish Councils where possible to help disseminate information at a local level.

Derbyshire County Council

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