

## Slowing the Flow at Pickering Project

Programme Board Meeting 2nd September 2010

Paper 10/04

### Community Engagement Plan

#### Purpose

1. To provide an update and seek board members approval for refinements to the Working With Others Community Engagement Plan.

2. **Objective of Community Engagement**

To secure community understanding, support and involvement in the catchment-wide research project 'Slowing the Flow at Pickering'.

3. **Business Objective**

We are trying to reduce flood risk for Pickering and Sinnington and achieve environmental benefits by testing various land management measures. We will learn from this and use it to shape future projects locally and nationally.

4. **Proposed Key Messages**

(a) This project is a positive step forward in reducing the frequency of flooding and its impacts.

(b) This innovative pilot project involves working with landowners and residents to change how specific areas of land are used and managed upstream. This should slow the flow of water to the town; reducing flooding and bringing other environmental benefits at the same time.

(c) Significant research has been completed and has demonstrated that land and bund management measures can slow the flow and have a positive effect on the environment.

(d) Work on implementing the measures on the ground began in July 2010 and should be completed by March 2012; work on constructing the bunds is expected to commence in March 2011.

5. **Engagement objective**

What we want to achieve by engaging with others -

(a) We want to raise awareness of the project and its aims (progressive innovative research project).

(b) We want to increase our shared understanding of the mechanisms of flooding and how land management can help reduce the risk.

(c) We want to incorporate local knowledge to ensure community support and buy-in to the project.

(d) Through working in partnership we want to improve public confidence in the project and approach.

(e) Clear message to be given regarding the level of protection afforded by the approach and future steps to managing flood risk.

6. **Engagement highlights to date**

Two members from local community sit on PDG and attended all meetings.

Website established February 2010 when it received 859 page hits in the first month. It has continued to average 498 page hits per month over the last six months.

Media coverage includes:

[Flood-hit Pickering to get £800,000 defences](#)

BBC, 29 July 2010

[Go-ahead for town's £800,000 anti-flood scheme](#)

Yorkshire Post, 29 July 2010

[Will Pickering get £800,000 of flood defences?](#)

Minster FM, 28 July 2010

[Flood defence scheme moves a step closer](#)

Northern Echo, 30 June 2010

[Flood defence scheme moves a step closer](#)

Darlington and Stockton Times, 30 June 2010

[Fears flood defence schemes could be dropped in budget cuts](#)

The Advertiser Series, 25 June 2010

[Pickering flood defences plan](#)

York Press, 22 June 2010

Feature interview on BBC Radio 4 'You and Yours', 27th January 2010  
Slowing the flow at Pickering!

Feature article in Forestry and Timber News, Issue 36, December 2009

[After the deluge... why working with nature can win fight against flooding](#)

Feature article in Yorkshire Post, 9th December 2009 [Protection from flooding](#)

Interview given by Dr Nick Odoni (Durham University) as a contribution to "North East Researchers' Night", in Newcastle in September 2009

[Forester Appointed To Help Slow The Flow](#)

Joint press release, 11th August 2009

[Pilot project to stem floodrisk](#)

The Press (York), 31 July 2009

Events and presentations include:

Community Engagement event on 28 September 2009 - 84 attendees.

Landowner Engagement event on 9 December 2009; joint Slowing the Flow and Catchment Sensitive Farming Initiative - 6 attendees.

Further coverage includes a feature article on flooding issues on BBC Yorkshire Look North and Anne McIntosh MP mentioning the project at the National Flood Forum.

Presentations at national FCRM10 Conference, Cumbria Woodland Forum, Pickering Probus Club, National Confor/ICF AGM, RDC, and FC's RAC.

7. Timeline showing project milestones and key engagement points.

Timeline (2010-2011)

| Sept  | Oct  | Nov  | Dec                                   | Jan                                  | Feb  | Mar   | Apr  | May | June |
|---|--|--|---------------------------------------|--------------------------------------|--|---|--|-----|------|
| 2 <sup>nd</sup> :<br>Project<br>Board<br>Meeting                    | Submit<br>planning<br>applicat<br>ion  | Apprenti<br>ces 2 <sup>nd</sup><br>LWD dam<br>build                              | Wider<br>Delivery<br>Group<br>meeting | Draft<br>final<br>report<br>to DEFRA | Planning<br>decision<br>expected<br><br>Delivery<br>of final<br>report<br>to DEFRA | Final<br>Programme<br>Board<br>meeting                        | Start<br>building<br>the<br>bunds  |     |      |
| 17 <sup>th</sup> :<br>Wider<br>Delivery<br>Group<br>meeting         | Spending<br>Review<br><br>Defra<br>workshop<br>11 <sup>th</sup> or<br>26 <sup>th</sup> ? | Core<br>Delivery<br>Group<br>meeting<br><br>Tree<br>planting<br>season<br>begins |                                       |                                      |  | Final<br>Wider<br>Delivery<br>Group<br>meeting                | Possible<br>funding<br>extensio<br>n and<br>start<br>trial of<br>minibund<br>s |     |      |
| 17 <sup>th</sup> :<br>Planning<br>meeting<br>for<br>public<br>event | Public<br>Drop-in<br>(late<br>Oct - 18<br>- 22)  |  |                                       |                                      |  | Finish<br>LWD dam<br>construct<br>ion in<br>Pickering<br>Beck |  |     |      |
| Visit the<br>'6'<br>propertie<br>s at Beck<br>Isle                  | 22 <sup>nd</sup> :<br>Duchy<br>visit   |  |                                       |                                      |  | Final<br>dissemina<br>tion<br>event                           | Tree<br>planting<br>season<br>finishes   |     |      |
| Installat<br>ion of<br>gauging<br>equipment                         |  |  |                                       |                                      |  | End of<br>initial<br>phase of<br>Project                      |  |     |      |

7. (cont)

Timeline (2011-2012)

| July                        | Aug | Sept                                  | Oct | Nov                         | Dec | Jan | Feb | Mar   |
|-----------------------------|-----|---------------------------------------|-----|-----------------------------|-----|-----|-----|---|
| Bund construction completed |     | EWGS application deadline end of Sept |     | Tree planting season begins |     |     |     | Regional forestry and flooding EWGS top-up funding expires, further year pending agreement<br><br>Expected implementation of all measures |

## **8. Actions**

Members are asked to note the content of this report and raise any issues for clarification at the Programme Board Meeting.

It is proposed to hold another public event in the coming autumn, similar in format to the event held on 28 September 2009; the board are asked to confirm their support for this event.

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