

## **Appendix 12.6: List of Media Interviews, Press Articles, Publications in Trade Press and Journals, Presentations given and Events Attended**

The use of the Environment Agency's "Working With Others" approach facilitated community involvement and proved a useful tool for planning engagement. By following a series of steps to create an 'Engagement Plan' we were clear about what we wanted to achieve and how we intended to do it (see Appendix 12.7 for a copy of the Engagement Plan). The process helped us decide who to involve internally and externally and the best methods for including people in the decision making process. We revised and updated the document twice and used the stepped process for planning key communications milestones. It also allowed us to clarify our key objectives and messages, resulting in successful engagement with positive feedback.

The local community was kept informed by their representatives on the Wider Programme Delivery Group, which included two District Councillors and three members from local community groups/businesses, who attended all meetings. Other important elements included organising two public drop-in events in Pickering during the period of the project and making good use of the local media to raise awareness and debate.

For a demonstration project, it was also vital that we engaged with the wider community affected by flooding at regional and national levels through the project website and the media, by hosting site visits, by giving presentations at meetings and conferences, and via articles in the trade press and scientific papers.

A list of the main items is included below:

### **Website**

Forest Research hosted the project web pages, which went online in February 2010 and received 859 hits in the first month. Activity reached a second peak of 814 hits in September 2010 and has averaged 542 page hits per month over the last six months.

### **Media:**

#### *National TV:*

Feature article in national BBC Breakfast News including a live location report from Pickering by Jenny Hill (16 November 2010)

#### *Regional TV:*

Feature article on flooding issues on BBC Yorkshire Look North

#### *National Radio:*

Feature interview on BBC Radio 4 'You and Yours' programme on 27th January 2010

*Local Radio:*

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

Slot on Minster FM on 28 July 2010

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

BBC Radio York, 29 July 2010

*Regional Press:*

[Pilot project to stem floodrisk](#)

The Press (York), 31 July 2009

[Protection from flooding](#)

Feature article in Yorkshire Post, 9th December 2009

[Pickering flood defences plan](#)

York Press, 22 June 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

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

Yorkshire Post, 29 July 2010

[http://www.yorkpress.co.uk/features/features/8489278.The\\_Great\\_Floods\\_ten\\_years\\_on\\_A\\_look\\_at\\_what\\_has\\_since\\_been\\_done\\_to\\_protect\\_communities/](http://www.yorkpress.co.uk/features/features/8489278.The_Great_Floods_ten_years_on_A_look_at_what_has_since_been_done_to_protect_communities/)

York Press, 2 November 2010

'Thousands of trees to help curb flooding' article in Yorkshire Post on 10 November 2010

'Focus on ways to tackle flooding' article in Northern Echo (North Edition) on 10 November 2010

*Local Press:*

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

The Advertiser Series, 25 June 2010

[http://www.gazetteherald.co.uk/news/8630461.New\\_approach\\_to\\_reducing\\_flooding\\_in\\_Pickering/](http://www.gazetteherald.co.uk/news/8630461.New_approach_to_reducing_flooding_in_Pickering/)

Gazette and Herald, 11 November 2010

[http://www.maltonmercury.co.uk/news/environment/extra\\_cash\\_for\\_flood\\_defence\\_1\\_31853\\_11](http://www.maltonmercury.co.uk/news/environment/extra_cash_for_flood_defence_1_31853_11)

Malton Mercury, 23 March 2011

[http://www.maltonmercury.co.uk/news/trees\\_aim\\_to\\_slow\\_the\\_flow\\_1\\_3259627](http://www.maltonmercury.co.uk/news/trees_aim_to_slow_the_flow_1_3259627)

Malton Mercury, 6 April 2011

*Trade press and journals:*

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

Feature article in Forestry and Timber News, Issue 36, December 2009 [After the deluge... why working with nature can win fight against flooding](#)

Paper by Odoni, N.A., Nisbet, T.R., Broadmeadow, S.B., Lane, S.N., Huckson, L.V., Pacey, J. and Marrington, S., 2010. Evaluating the effects of riparian woodland and large woody debris dams on peak flows in Pickering Beck, North Yorkshire. In: Proceedings of the Flood and Coastal Management 2010 Conference, The International Centre, Telford 29 June-1 July 2010 (10pp).

Feature article in Public Sector Executive Magazine, Nov/Dec Edition, 2010

*Press release:*

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

Joint press release, 11th August 2009

**Presentations given and events attended:**

Held two local Community Engagement events in Pickering on 28 September 2009 (84 attendees) and 11 November 2010 (75 attendees).

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

Presentation to Forestry Commission's Regional Advisory Committee on 24 November 2009.

Presentation to National Confor/ICF AGM on 17 March 2010 (~80 attendees)

Presentation to Cumbria Woodland Forum in Keswick on 9 June 2010 (~50 attendees)

Presentation entitled 'Evaluating the effects of riparian woodland and large woody debris dams on peak flows in Pickering Beck, North Yorkshire' at National Flood & Coastal Risk Management Conference in Telford on 29 June 2010 (~470 attendees)

Presentation to Pickering Probus Club on 13 July 2010 (~20 attendees)

Presentation to Ryedale District Council on 28 July 2010 (~20 attendees)

Presentation to Pickering and District Rotarians on 2 March 2011 (~25 attendees)

Lead delegation from Cumbria Flood Action group on tour of project area 31 March 2011 (6 attendees)