



**FCERM Strategy 2050 Communities and Businesses Working Group  
Webex – Tuesday 12 June 2018**

**Focus of meeting**

- Providing stakeholders with an update on context of the FCERM Strategy
- Hearing stakeholder thoughts on what the FCERM Strategy should include on communities and businesses
- Outlining the working group (WG) processes and tasks.

**Suggested new approaches/ways of working**

- ‘Unconnected’ communities are important to hear from well as those we already have contact with
- Supporting communities to recover from flooding in a resilient way e.g. flood resilient repairs to damaged properties is important so that they can thrive in future.
- Communities often understand that flooding cannot be completely prevented but want some form of protection.
- At times, a lack of a firm message about self-help can lead to an over-reliance on and expectation that others will undertake work to prevent people flooding.
- The terms “Communities” and “Businesses” are used quite readily, but in reality are complex. What scale do we mean? How can we link to Parish Councils? Which communities are not at risk but can influence those that are? How does the response of a multi-national corporate businesses compare to a small local business?
- Children and Young People can respond to flooding differently to adults and their views need to be taken into account e.g. research has shown that they are pragmatic and clear in the language they use to communicate.
- In depth work with communities and businesses e.g. face to face meetings takes a lot of time and resources are not always available. There is a need to consider other tools that can be used to enable communities to help themselves.
- It can take time to establish a core Flood Action Group and empower them to do things, hence the capacity of a community to respond to messages will change over time. Engaging in ‘peacetime’ can be beneficial for managing expectations.
- Communities need to demonstrate where local leadership sits to encourage them to take responsibility.

- There are links to Emergency Planning and Business Continuity. Should communities be encouraged to produce a Flood Plan or a wider Resilience Plan considering all hazards? Wider resilience can help communities to buy in when flooding does not occur regularly.
- Coastal change was mentioned and the length of time that a community holds a collective memory of flooding. A toolkit/ comms package is needed for existing networks of communities so that they can help each other.
- Links to anchor points on developing better places for people & the environment, differences in community capacity, funding decisions by government, not being possible to protect everyone, supporting resilience and working with communities as part of a team.

### Summary of evidence gaps/requirements

The key evidence gaps identified related to:

- Evidence supporting flood resilient repairs to flood damaged properties
- Social science research/ community focus group work on the use of language to communicate flood risk management terms in a meaningful way and how the public perceive flood risk issues
- Flood resilient responses for corporate and small businesses
- Responses of Children and Young People to flooding
- Reviewing available tools for enabling communities to help themselves
- Lessons learnt from Pathfinder studies regarding effective community engagement on flood risk issues
- Social science research on 'flood memory' and how the capacity of a community to respond to messages will change over time
- Lessons learnt from how people in the past have adapted to floods

Annex 1 provides more detail on evidence gaps and how these will be addressed.

### Agreed actions

ACTION	OWNER	DATE
Confirm July meeting details	EA	ASAP
Circulate evidence base and 2 page summary for this Working Group before Face to Face meetings	EA	04/07/18
Confirm whether a meeting of all working groups will be held later in the year	EA	29/06/18
Circulate meeting notes, details of Strategy website and information for all Working Groups	EA	22/06/18
Circulate contact details for Icarus	EA	22/06/18
Review Evidence Packs (to be shared after WebEx) – what are the gaps? Discussions between attendees and within organisations/networks between now and face to face meeting.	Group	11/07/18
Review the information and questions provided – start to develop ideas for change and what solutions there might be. Discussions between attendees and within organisations/networks/ communities between now and face to face meeting.	Group	11/07/18
Send further information through where necessary on projects mentioned at the WebEx. These should be sent to <a href="mailto:FCERMStrategy@environment-agency.gov.uk">FCERMStrategy@environment-agency.gov.uk</a>	Group	ASAP

All to consider “What will success look like?” and definitions for commonly used words before the July meeting	Group	11/07/18
Identify those stakeholders/ communities who need to be included so SS can contact them for input	Group	11/07/18

### **Implications for other working groups**

Key issues for other WGs highlighted in the meeting were:

- Water based decisions - ADA have been discussing how water can be used in communities and having the space to keep it – it should be seen as an essential resource, but is currently done by individual organisations and not on a community basis
- Roles and responsibilities – The time, resources and capacity of organisations to work with community groups was discussed. Also the important work of the Cabinet Office, Local Resilience Forums, Local Authorities and other infrastructure providers e.g. road, rail and utilities on Emergency Planning and Business Continuity was discussed.

### **Items to raise with Ambition Group**

- The need for communities and businesses to access affordable insurance was highlighted
- Need to carefully consider the use of language, including ‘protection’, ‘community’, ‘resilience’, ‘flood management authority’, ‘prevention’, ‘adaptation’, ‘catchment’ and how these can be interpreted and understood by the public.
- Adaptation to coastal erosion and resilience to flooding are critical in future
- Supporting communities to recover from flooding in a resilient way is important so that they can thrive in future.

### **Suggested Action points (i.e. those that may feed into the Strategy)**

- Develop and promote tools that enable communities to help themselves.

### **Questions asked (to feed into FAQs)**

- What are the boundaries the strategy needs to be developed between?
- What will success look like?
- Will the strategy recommend policy/ legislative changes?
- Who is represented on the Working Groups?
- How can Working Groups influence other Working Groups?

### **Legislative / policy points raised to share with Defra**

- Clear messages are needed from the highest levels about the need for self-help as expectations are one of the biggest issues. In advance of a flood it is everyone’s responsibility to prepare themselves. People can assume that public money will solve the problem and don’t want to take responsibility.

**ANNEX 1: Further information on evidence gaps and potential approaches to address**

Evidence gap	Analysis required	Potential data source	Desk based or further engagement?	Can evidence be obtained to inform strategy development? Yes/No	If yes, when can this be provided by?	If no, provide more detail, e.g. would this need to be a new research project?
Public interpretation of language used to communicate flood risk	How the public interpret common language used to communicate flood risk	Social science research on the use of language to communicate flood risk management terms in a meaningful way  Focus group work informing previous flood awareness campaigns and/or specifically for the Strategy	Desk based, engaging with an academic in this field to understand if this has previously been explored	Yes	End July	Depends on timing of community focus groups if this work is undertaken for the Strategy
The benefits of flood resilient repairs to properties after flooding	Evidence supporting flood resilient repairs to flood damaged properties	British Property Federation Campaign information  BRE Flood Resilient Repair demo home  ABI guidance	Desk based review	Yes	End July	
Ability of businesses to respond to and become resilient to flooding	Approaches for large corporate and small local businesses	Academic research from the Flood Hazard Research Centre and University of the West of England	Desk based review and discussion with academics of key observations	Yes	End July	

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Responses of Children and Young People to flooding	Identification of key factors affecting response	Research by Lancaster University	Desk based review and discussion with academics of key observations	Yes	End July	
Tools for enabling communities to help themselves	Bring together existing tools and highlight any gaps	Defra Flood Resilience Pathfinders, learning from experience of stakeholders and communities	Desk based review and discussion with National Flood Forum and Working Group	Yes	End July	
Effective approaches to community engagement	Highlight key success factors	Lessons learnt from Pathfinder studies	Desk based review and discussion with National Flood Forum	Yes	End July	
Mapping how a community/ individual responds to flooding over time	Understanding the capacity of a community to respond to messages	Defra/ EA Research Programme  Lessons learnt from how people in the past have adapted to floods (Research by CITIZAN)	Review research programme to identify if this issue has been picked up already  Desk based review of existing research	Partially	Unknown	Depends on what research already exists