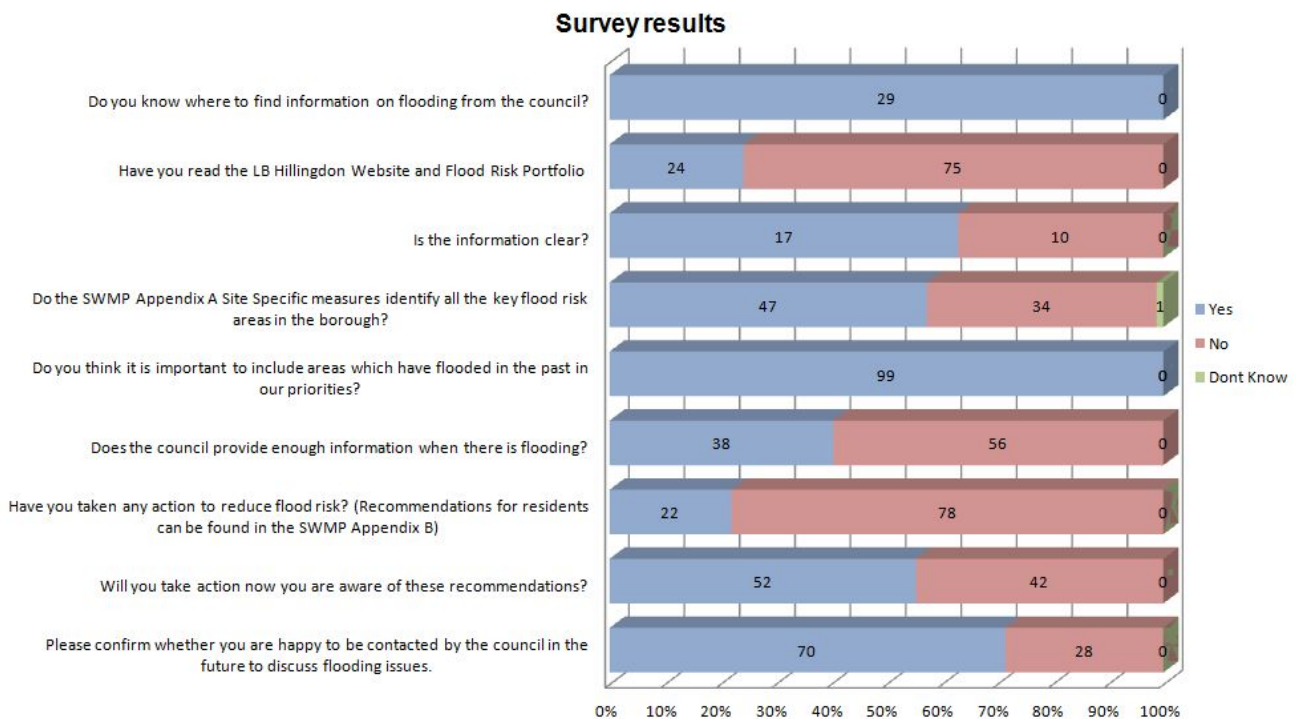


## Appendix 4 Community Engagement

### Flood Risk Survey

A survey was undertaken in October /November 2015 to seek understanding of residents’ flood risk priorities and how best to engage with them. This survey was placed on the Council web pages and emailed to residents who have contacted the Council about flooding issues in the last three years, as well as Street Champions. There were over 100 responses, which is more than most other Councils have received in response to formal consultations on Local Flood Risk Management Strategies.

There were a number of quantitative questions, the answers to these questions being set out in ‘Figure 1 Survey Results’ below.



**Figure 1 Survey results**

In addition there were a number of open questions to allow residents to provide further information on the flooding they have experienced and issues that may have arisen. The feedback is summarised in the rest of this document.

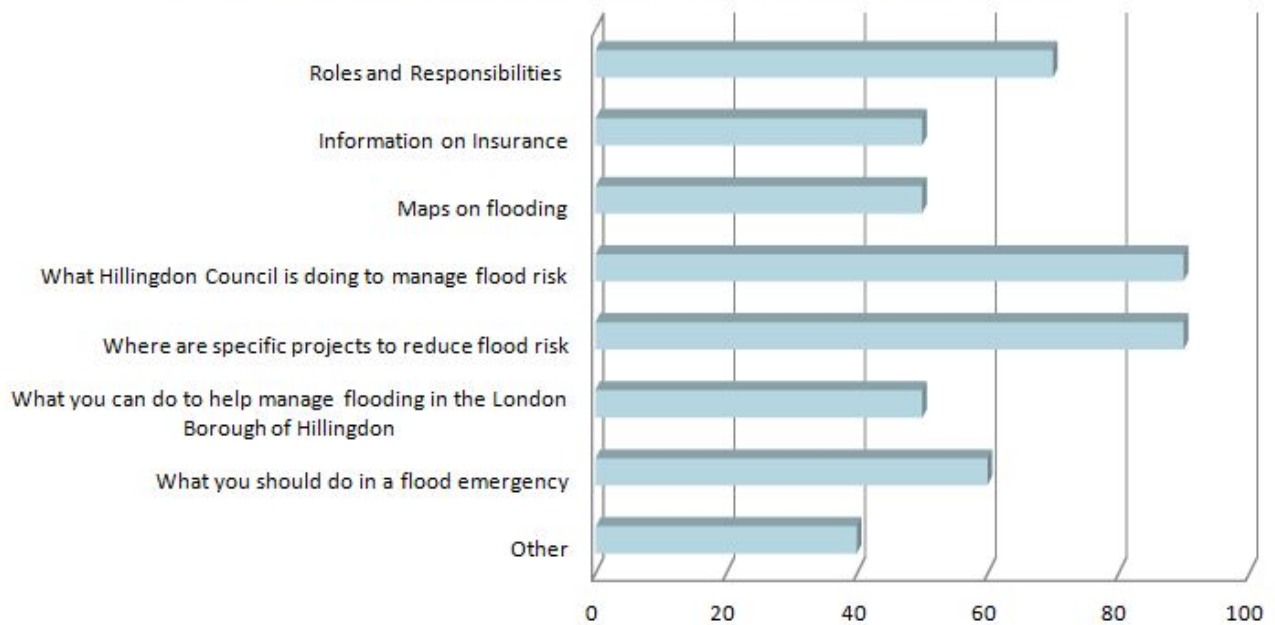
The Survey started with a number of questions to understand the residents’ knowledge of the information provided about flood risk by the Council, the results of which are mixed.

There are two key locations of information provided by the Council, focused on the Council web pages and documents within the Flood Risk Management Portfolio.

In the last year, the Council web pages on flood risk have been improved and further information provided on roles and responsibilities.

For residents, it appears that the documents within the Flood Risk Management Portfolio contain complex legal and technical information for flood risk professionals on modelling and mapping. The information provided by Consultants is on a borough wide basis, and focused on streams of work rather than a complete picture of the management of flood risk on a community level. For example the Strategic Flood Risk Assessment, which collates all information available, is undertaken to support the development of the Local Plan, and driven by legislative requirements. It appears from the open questions asked that, although the information contained in some of the documents may be useful, it is not presented in an easy way for communities to see all that is relevant in their area. For effective communication on flood risk issues with residents, flood risk information clearly needs to be provided on a community basis.

**Q: Would you like more information on any other flooding topics?**

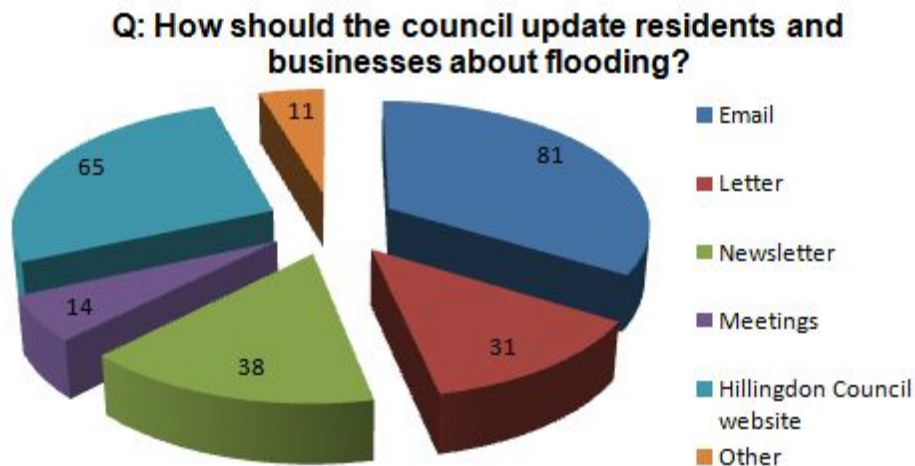


**Figure 2** Count of type of information on flood risk requested

Although the SWMP Action Plan has included key areas that the Council were aware of having flooded, communities want to know that their flood issue has been recorded and the priority accorded it for investigation and action.

Both prior and during a flood event, residents feel that there is not enough communication from the Council about what is happening, and what actions the Council are taking. This lack of communication is also applicable to other flood risk management authorities, specifically Thames Water and the Environment Agency.

Where further investigation is warranted and there are sufficient resources, residents should have a means of discovering whether, or if, specific work has or will take place in their community to reduce flood risk.

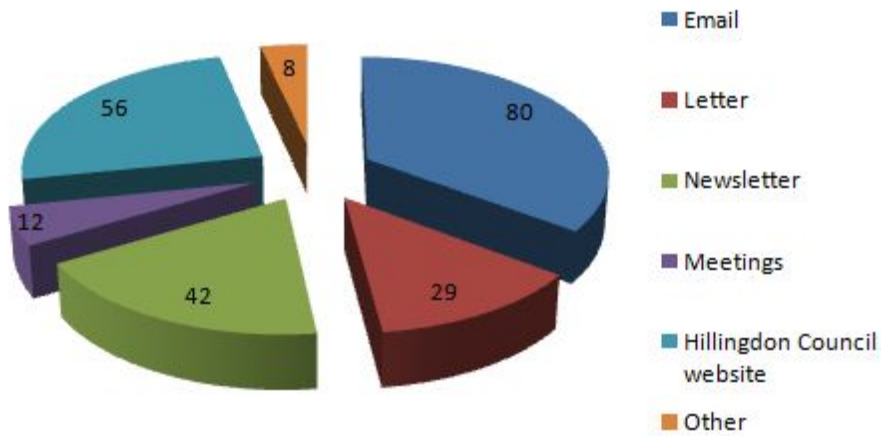


**Figure 3** Communication methods during a flood event

Ways of providing feedback will have to be considered and costed in terms of resources before and during a flood event. Email, which is the favoured choice by the majority of residents, is a low cost option, but this will only focus on key contacts and not the whole community. However a number of those who responded to this survey belong to Residents Association groups and 'Friends groups', so those wider networks could be utilised to get a message quickly to a specific community group. The process of how this could be implemented, and by whom, would need to be reviewed in any internal flood plan proposed for the Council.

For flood risk projects, email is clearly the favoured choice for contacting residents about any proposed works in their area. Information on the Hillingdon website came a clear second.

**Q: How should the council update residents and businesses about specific flooding projects?**



**Figure 4** Communication methods on a flood risk project

Improving the layout and access to information on a community basis will help residents and businesses understand the risks more clearly, what they can do to take action, and who to ask for help, and how.

The survey will remain online for residents to continue contributing their views. The link to the survey is <http://goo.gl/forms/liAL3A3gw1>

## Public Consultation on the draft Local Flood Risk Management Strategy

The subsequent Public consultation on the draft Local Flood Risk Management Strategy was sent out to over 200 people and organisations, including the statutory consultees; Natural England, Historic England and the Environment Agency. It was also sent to MPs, Councillors, key local bodies (such as residents associations), interested parties who had previously commented on flood risk matters, adjoining LLFA and Councils, other RMA and major landowners in the Borough and the Hillingdon Local Resilience Forum.

The majority of comments were limited to issues which could be dealt with through making minor amendments to the Strategy. These focused around making clearer the purpose of the document, and providing clearer information for residents on which organisation to contact and how.

All statutory consultees expressed support for the Local Flood Risk Management Strategy as well as adjacent LLFA and other Local Authorities, viz:

*“On behalf of the London Borough of Hounslow's Lead Local Flood Authority, I confirm that Hillingdon's Local Flood Risk Management Strategy (LFRMS) aligns with Hounslow's LFRMS. As a fellow member of the North West London Flood Risk Management Partnership group and a neighbouring borough I am pleased to note that Hillingdon have explained the importance of all Risk Management Authorities working together to mitigate the risks caused by the different sources of flooding. It is particularly important that Hillingdon and Hounslow Councils continue to work closely with their flood risk projects and procedures with the fluvial linkage of the River Crane and Heathrow Airport's surface water runoff into the borough. Both LFRMSs also highlight the importance of the implementation of sustainable drainage features wherever and work towards the London Plan surface water runoff requirements.”*

*“As an adjoining local authority, Spelthorne Borough Council welcomes any future opportunity for joint working to manage flood risk in the area”.*

Residents have been engaged with the process of the development of the Strategy with some key community groups, such as Ruislip, Ickenham and Harefield Residents Associations all of which provided responses.

*“We appreciate the invitation to comment “*

The objectives and measures 1,2 and 6 which aim for improved community engagement, are supported although there was clear hope by residents that the Strategy would provide

more detailed information on a site specific basis, than was the aim and requirement of the document:

*“most people in Hillingdon presumably lack basic understanding of what they can do to reduce flood risk and respond to flood events. The technical reports are great, but fundamentally it's people that matter”.*

Future community engagement will be a key focus of the next stage of flood risk management work in accordance with the objectives of the strategy.