

Successful community engagement for SuDS

27 April 2021

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Principles of successful community engagement



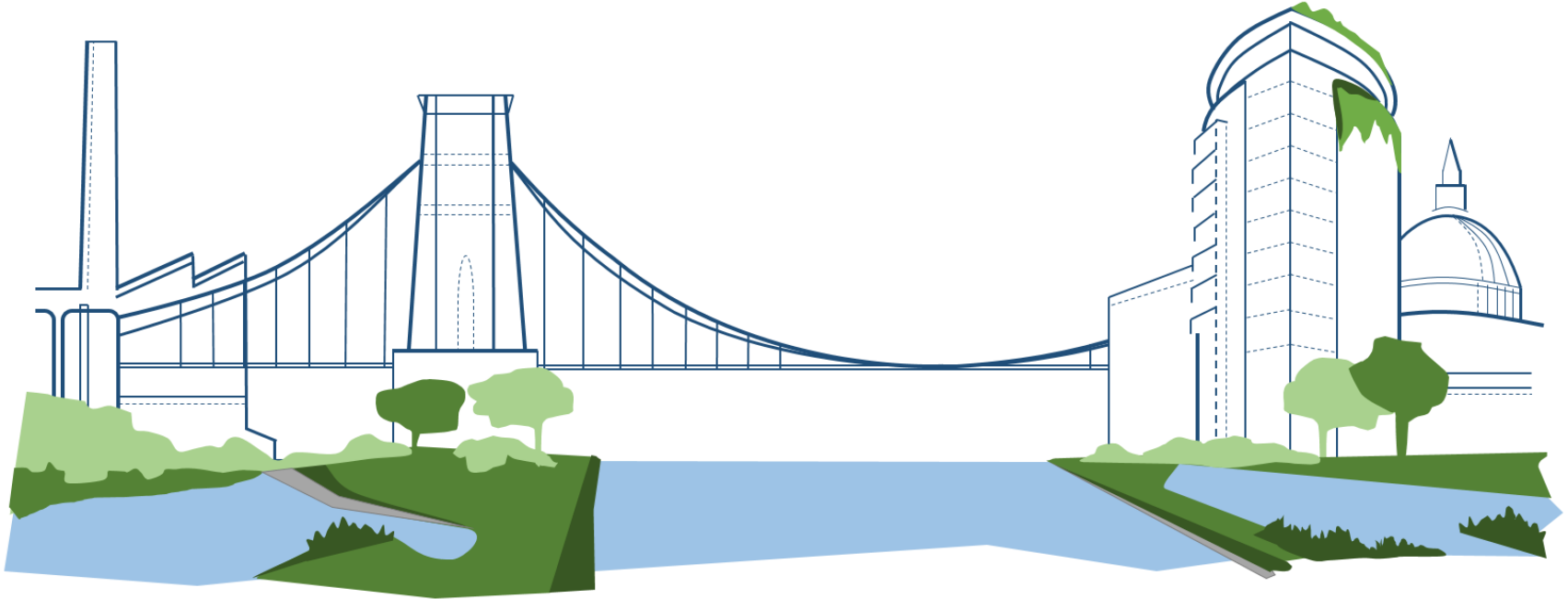
Dr Glyn Everett

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and Built Environment Research
University of the West of England

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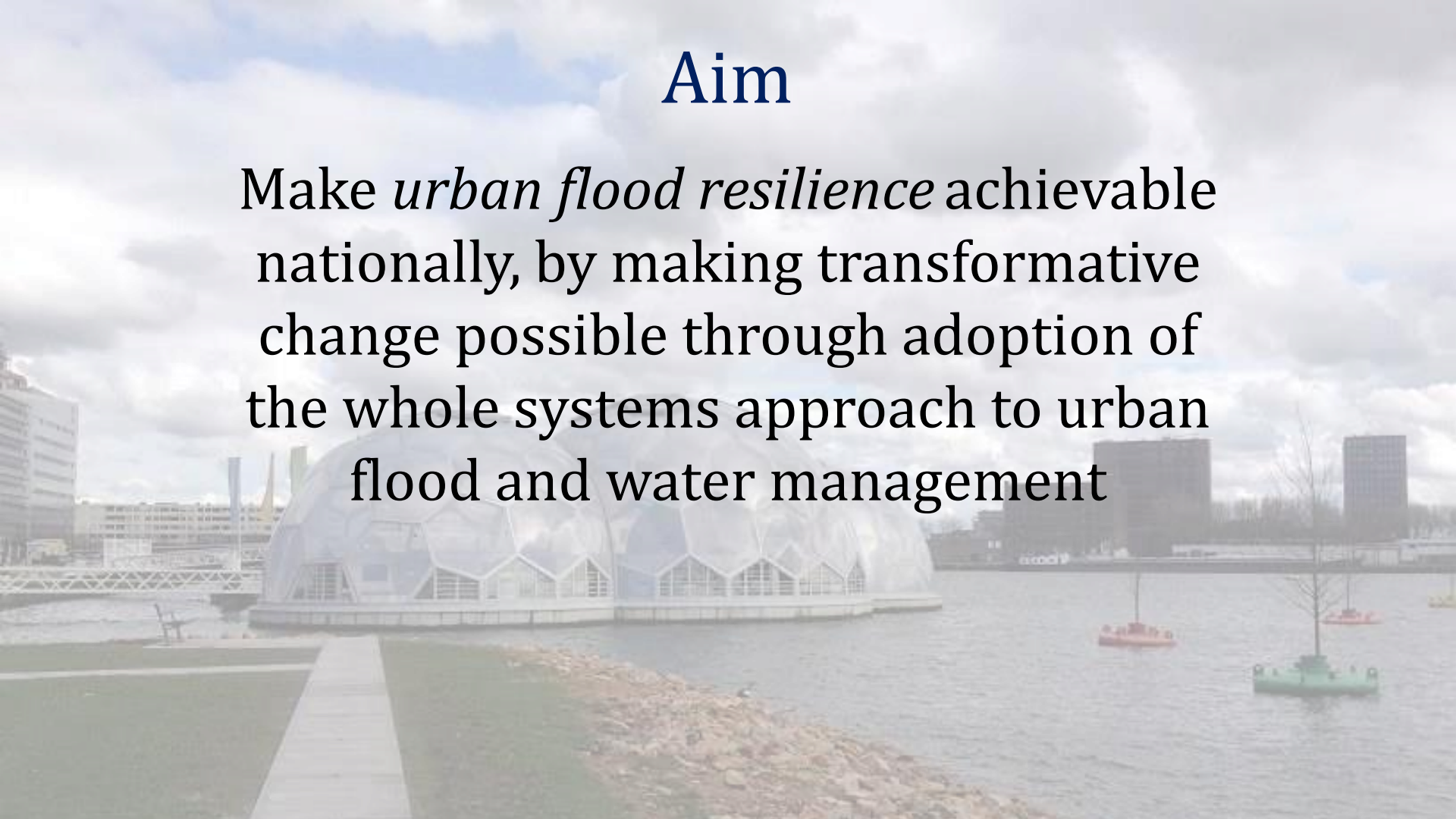
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CONSIDERING THE VALUE OF COMMUNITY ENGAGEMENT FOR (CO)-PRODUCING BLUE-GREEN INFRASTRUCTURE



Aim

Make *urban flood resilience* achievable nationally, by making transformative change possible through adoption of the whole systems approach to urban flood and water management



Research Consortium



Research project support and Strategic Advisory Board

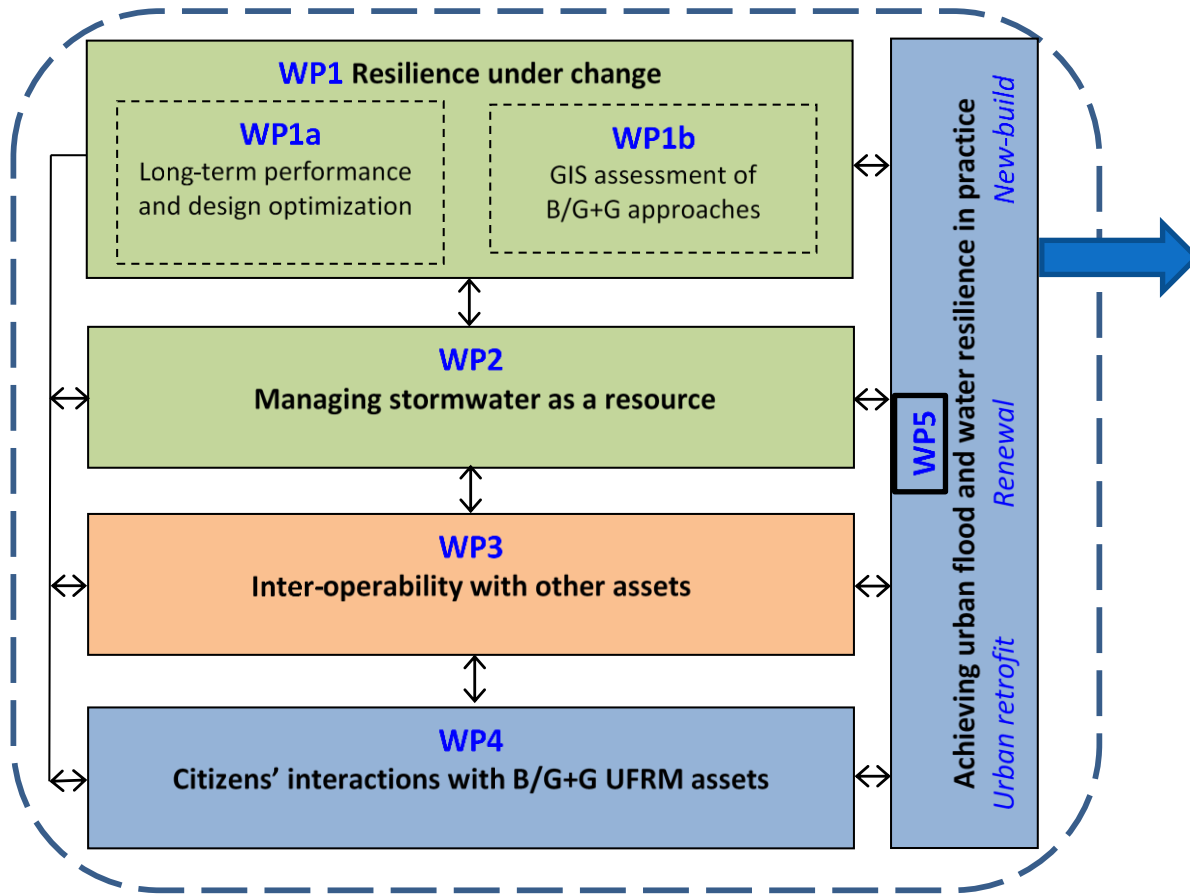


Urban Flood Resilience Research Themes

- **Engineering Design** of the integrated Blue/Green and Grey (**B/G+G**) treatment trains that support resilient management of both water quantity and quality

- **Development** of flood and water management assets that function inter-operably with other urban systems: inc. transport, energy, land-use and natural systems

- **Planning** that puts UFRM at the heart of urban planning & focuses on interfaces between planners, developers, engineers and *beneficiary communities*



Newcastle upon Tyne (retrofit)

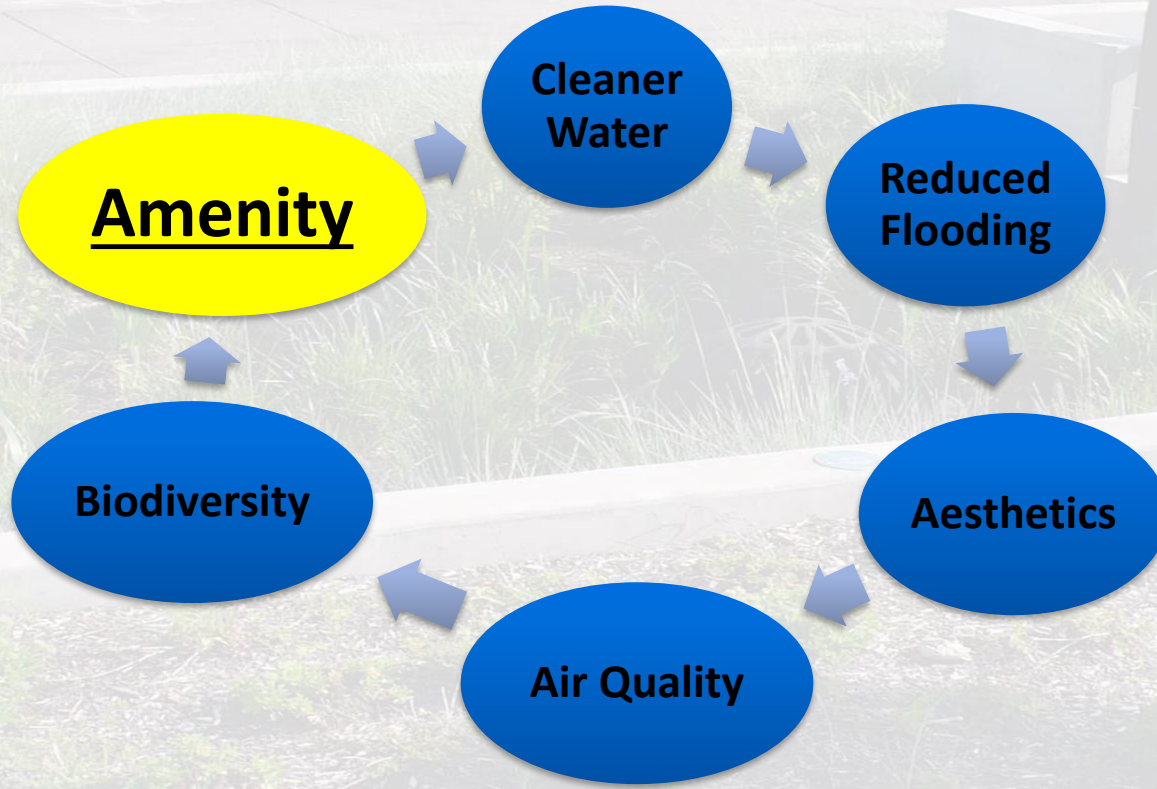
Focus: Innovative flood risk management, blue-green + grey infrastructure

Work Package 4

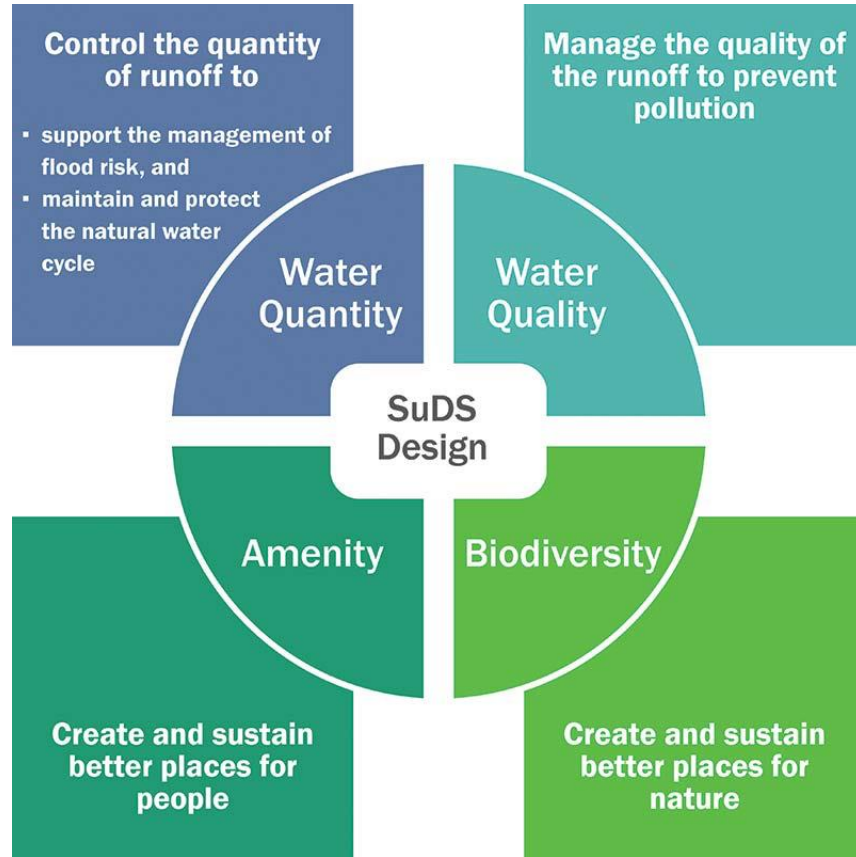
3 study sites

- Embleton Road
 - 4 retrofit rain-gardens
- Emersons Green Village Park
 - Area reserved from development for 2 retention ponds
- Hanham Hall
 - Large central swale, retention pond & rainwater harvesting

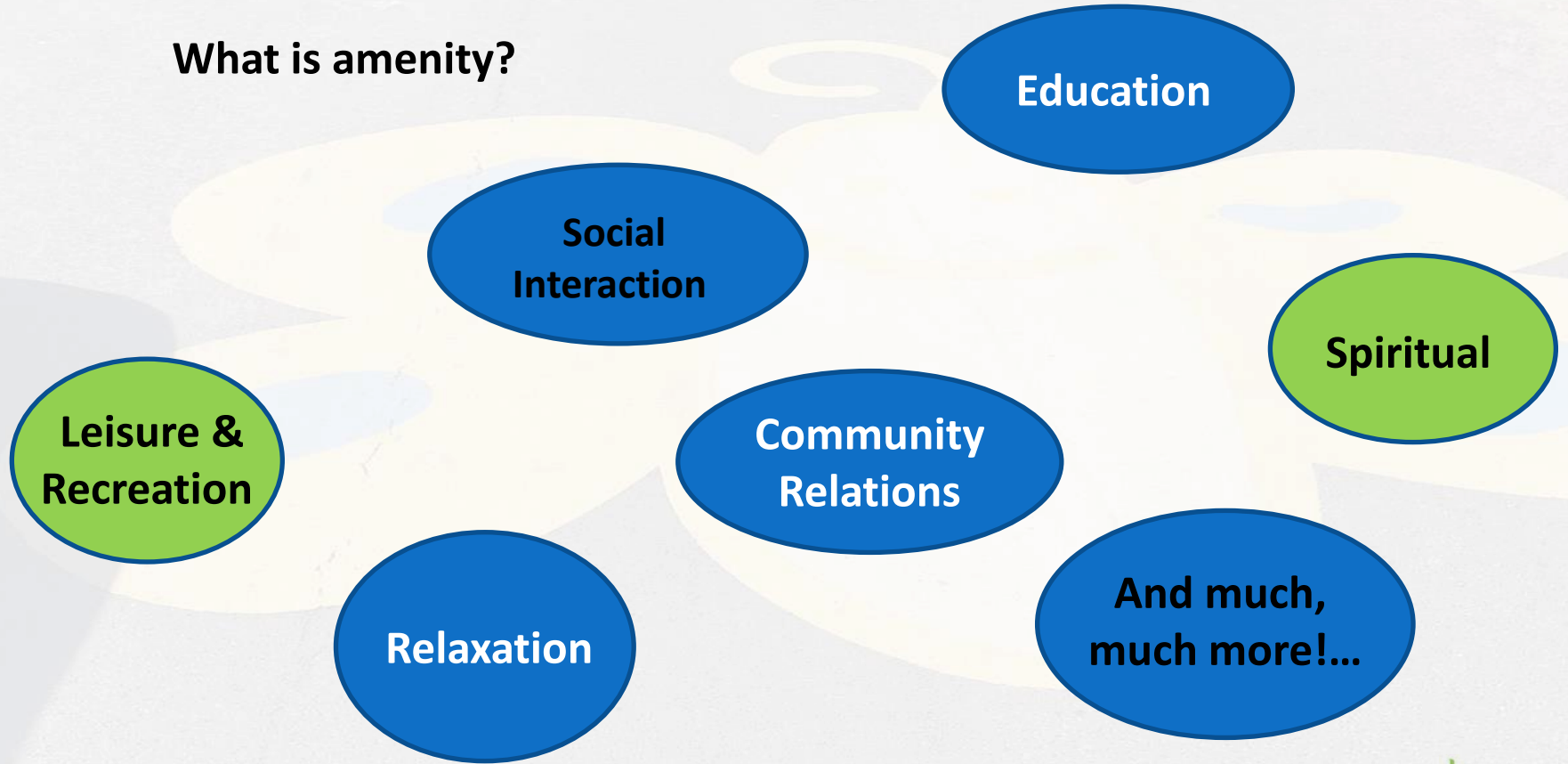
Multiple Benefits?...



**The SuDS Manual
C753 (2015)**



What is amenity?



What is amenity?



Killingworth Lake, Newcastle



The SuDS Manual

34 COMMUNITY ENGAGEMENT

Contents

34.1	Introduction – what is community engagement?	717
34.2	The benefits of successful engagement	718
34.3	Developing an engagement plan	719
34.4	Delivering engagement	722
34.5	References	732

C751
C752



Communication and engagement in local flood risk management



Communication and engagement techniques in local flood risk management

Companion guide



Principles of Communication & Engagement

1. Early & Broad

- The earlier the better! Help to build awareness...

2. Proportionate

- Communication & engagement should be proportionate to the scale of the task
- Those more directly affected (by flooding & BGI) may want to be more involved, but remember the rest!

3. Pragmatic

- Engagement approach influenced by type of flood risk & perceptions
- Approaches can be adapted over time

4. Iterative

- Set smaller objectives & build from there, adapting to monitoring, feedback and changing circumstances

5. Build on What Is Already There

- Get to know local area & groups – can save ‘reinventing the wheel’! Make use of existing groups & networks, key influencers, local champions, etc.

Types of Community

1. **Interest.** Sharing a passion or hobby.
2. **Action.** Bringing about change.
3. **Place.** Geographic boundaries.
4. **Practice.** Same profession or activities.
5. **Circumstance.** External events/situations.

Only SuDS *if* people understand & appreciate them!

I'm glad that you told me what the hell it is. I had no idea, I didn't know *what* that was.

You educated me - I didn't know it's for the water. I just thought it's pretty, and it looks nice for the neighbourhood.

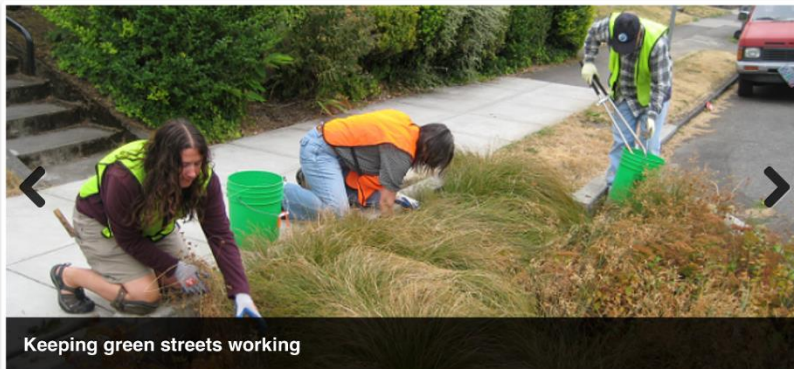


You see, before you even came today, I didn't even know what the purpose of that was.

I was like, 'why is that there? what is the purpose?'. And you know a lot of our neighbors, family and friends come ask the same thing, 'Why is it even there though?'

Green Streets Stewards

Green Street Steward Program



Keeping green streets working



Become a Green Street Steward!

Community members have asked how they can participate in the care and maintenance of Portland's green streets. Environmental Services has responded with the Green Street Steward program. If you live, work or run a business in Portland you qualify to be a part of this program.

Role of Green Street Stewards

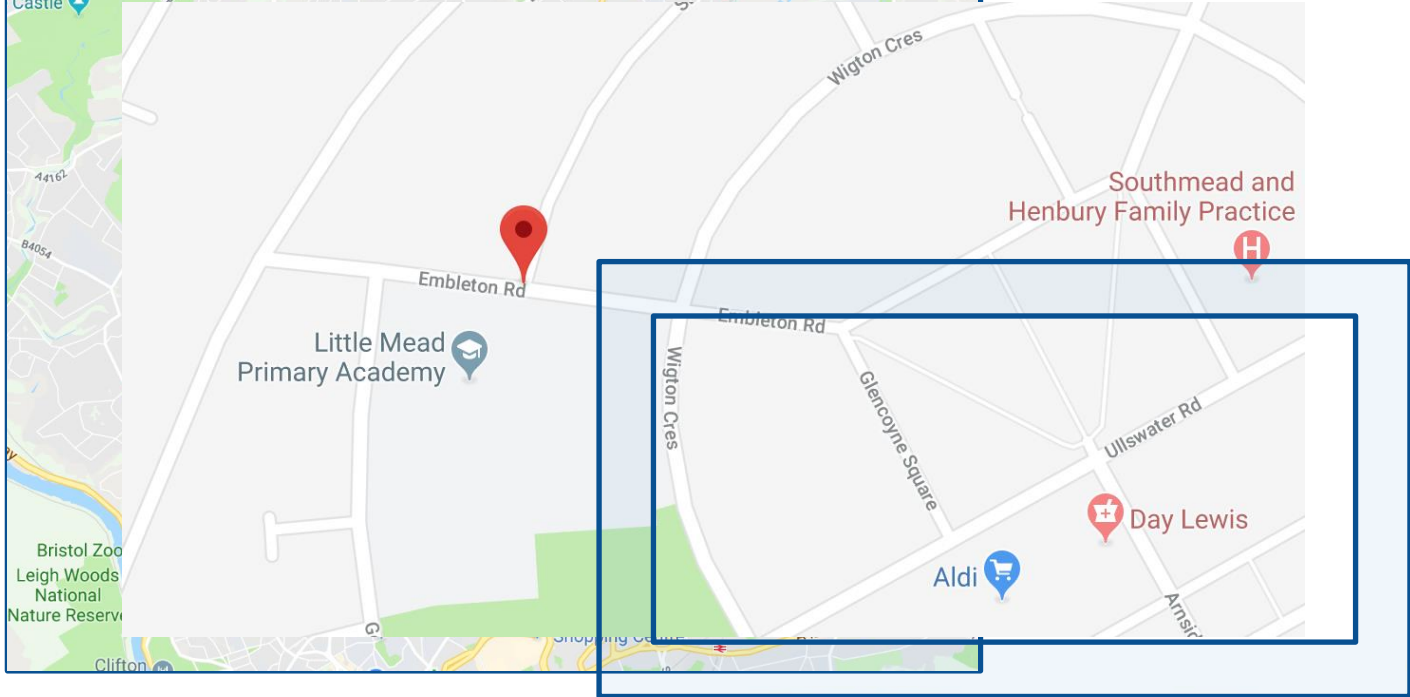
The city takes care of green streets and welcomes your help. As a Green Street Steward you can help with simple activities that include picking up trash, removing leaves and debris, and occasional weeding and watering.

Participating in the Green Street Steward program is a rewarding way to contribute to your community and keep Portland's rivers clean. Read more about the program and find out how you can become a Green Street Steward.





1. Embleton Road Southmead





<https://www.sustrans.org.uk/our-services/what-we-do/community-street-design/reducing-flood-risk-residential-areas>









Little Mead Rain Gardens



Hi! We are called '**rain gardens**'.
We were designed by local residents and children
here at Little Mead Primary Academy.



We help take rainwater off the street,
reducing flooding in central Bristol. We also help
calm the traffic and offer a space for nature.



Please treat us nicely and don't drop litter –
help us keep looking green and doing our job!



KEEP IT Clean
KEEP IT Green!

Illustrations by Little Mead Primary Academy

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Save the Greens!

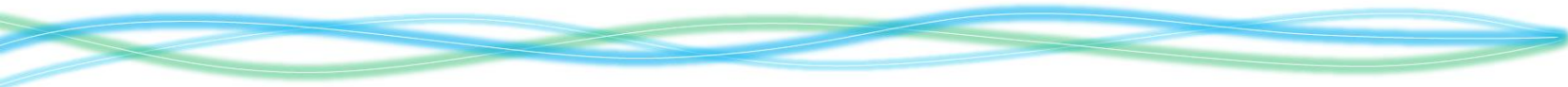
Illustrations by Little Mead Primary Academy

Local Knowledge



'Ownership'

Local Preferences



Willingness to Help Maintain & Clear



Willingness to Pay

Willingness to Behave

Improve amenity, sustainability & function



Reduce costs

Improve multiple
benefits (ESS)

Lessons Learnt

People need to be engaged before, during & after

- People move, and they forget, and get distracted – busy lives!
- Demographics, preferences & urban spaces change

We need to find creative, innovative ways of *truly* engaging

- Information boards get ignored
- Consultations can attract the ‘usual suspects’

And yes it will cost!

- BUT, the paybacks could be as multiple as the ESS
- AND, it could reap savings over time as people take ownership

Conclusions & Recommendations

1. *Sustainable* Drainage Systems (SuDS) require *sustainable* engagement strategies

- a. People are busy
- b. People change
- c. People move on
- d. People forget

1. Long-term, low-level engagement could help realise the celebrated Multiple Benefits of Blue-Green Infrastructure

- a. Encourage ownership
- b. Promote lay clearing & maintenance
- c. Improve functioning & appearance
- d. Increase usage & appreciation

Acknowledgement

The research presented in this presentation is being conducted as part of the Urban Flood Resilience Research Consortium with support from:



Thank you!

Dr Glyn Everett

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