



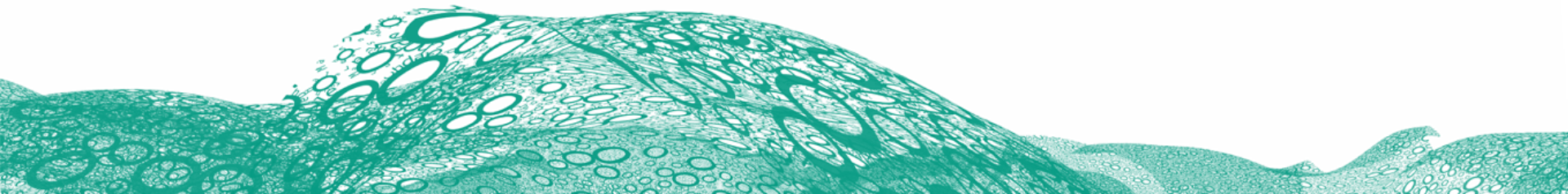
ROCHDALE
BOROUGH COUNCIL

Building bridges and grass roots change Pathfinder in Rochdale and Heywood



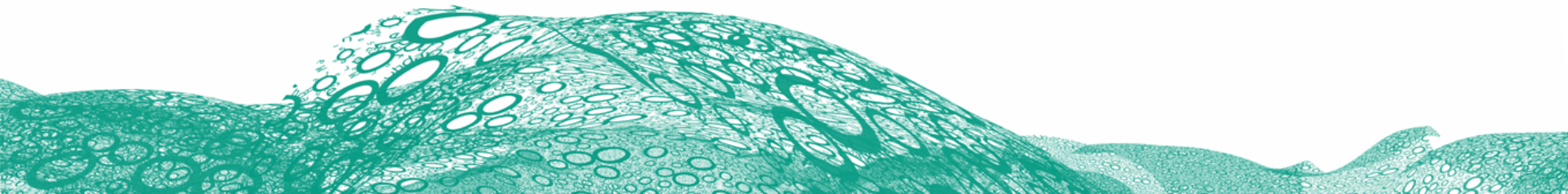
The storyline

- Why we wanted Pathfinder – our starting point
- Challenges and opportunities
- What we did
- Impact and change?
- What we learned?
- What next?



The Communities – the starting point

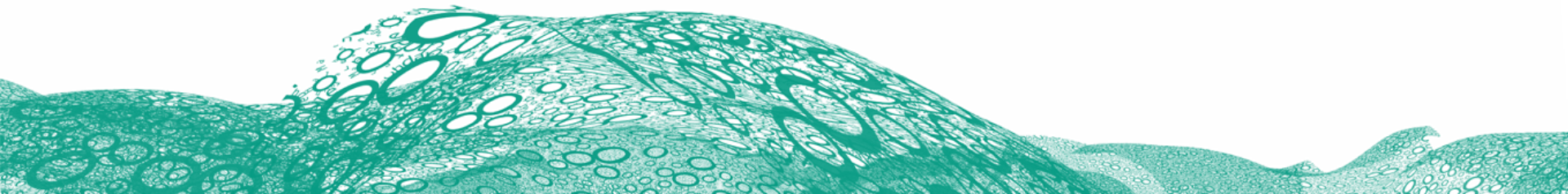
- Two very different communities. Many shared experiences and issues
 - Disruptive flooding but not for several years/some PLP
 - Many newer residents and businesses since last significant flooding
 - Multiple deprivation
 - Low expectations of working with agencies?
 - Harder to reach sections of the community
 - Relationships around flooding reactive/limited not proactive/long term
 - Low awareness of risk and how to be more resilient



Why Pathfinder?

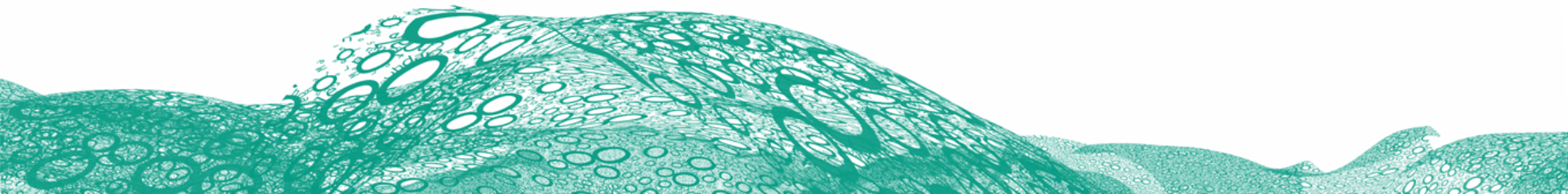
Some early feedback.....not quotes but almost!

- “It’s United Utilities and the Council’s fault – they don’t maintain things properly”
- “That gully has never been cleaned as far as I can remember”
- “You can never talk to the right person”
- “Nobody listens so its not worth reporting anything”
- “It’s never flooded whilst I’ve been here”
- “All the flooding happens down south now”
- “I’m not the person to speak to but I’ll email management”

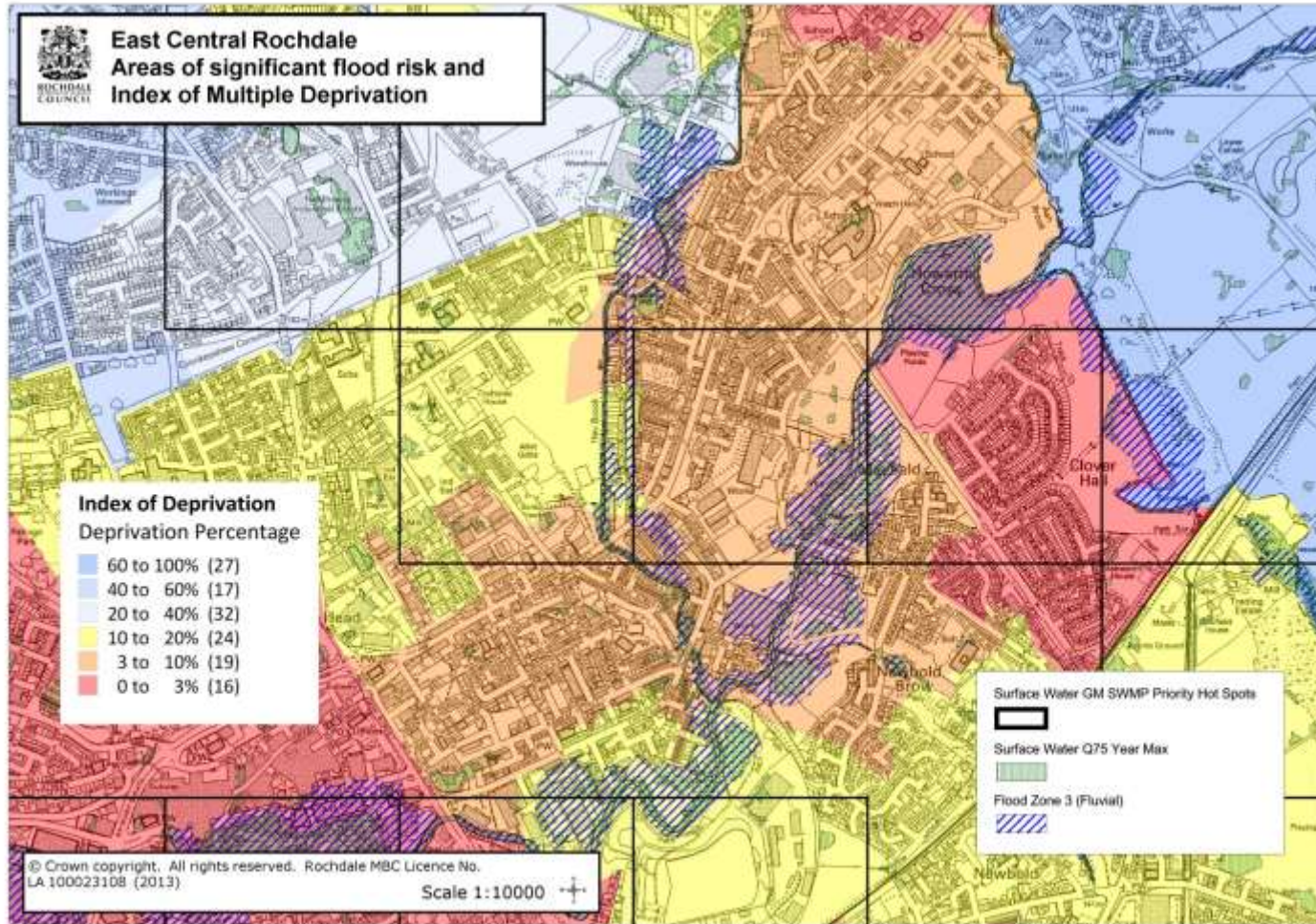


Why Pathfinder?

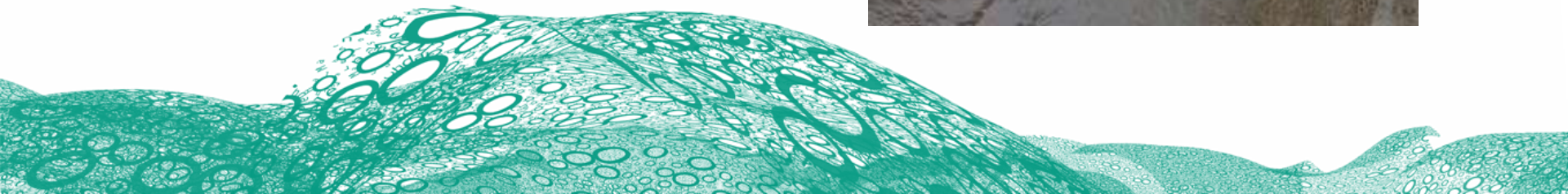
- Build bridges - proactive not reactive relationships
- Grass roots change from within the community and within agencies
- Understanding of roles and responsibilities
- Build a community of interest for positive partnership
- Increase awareness and preparedness for local risks
- Support communities to empower themselves as 'first responders'
- Help each other deliver better resilience
- Deliver sustainable change



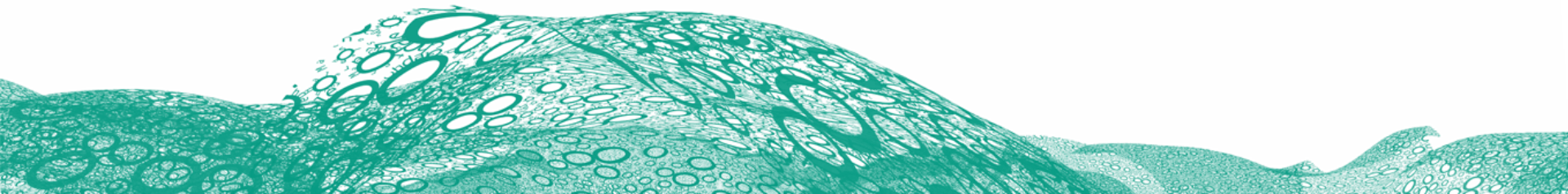
Wardleworth



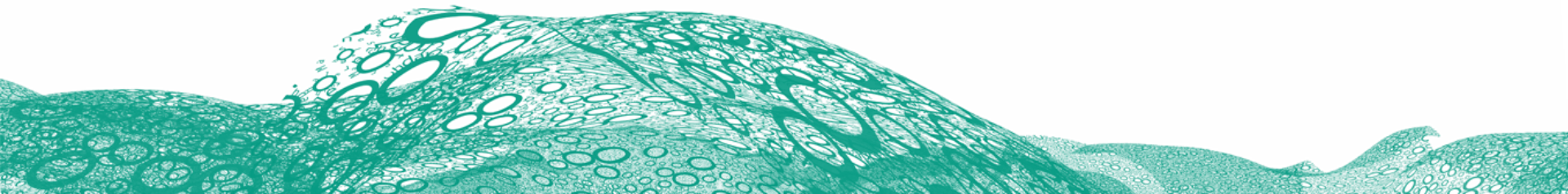
Wardleworth



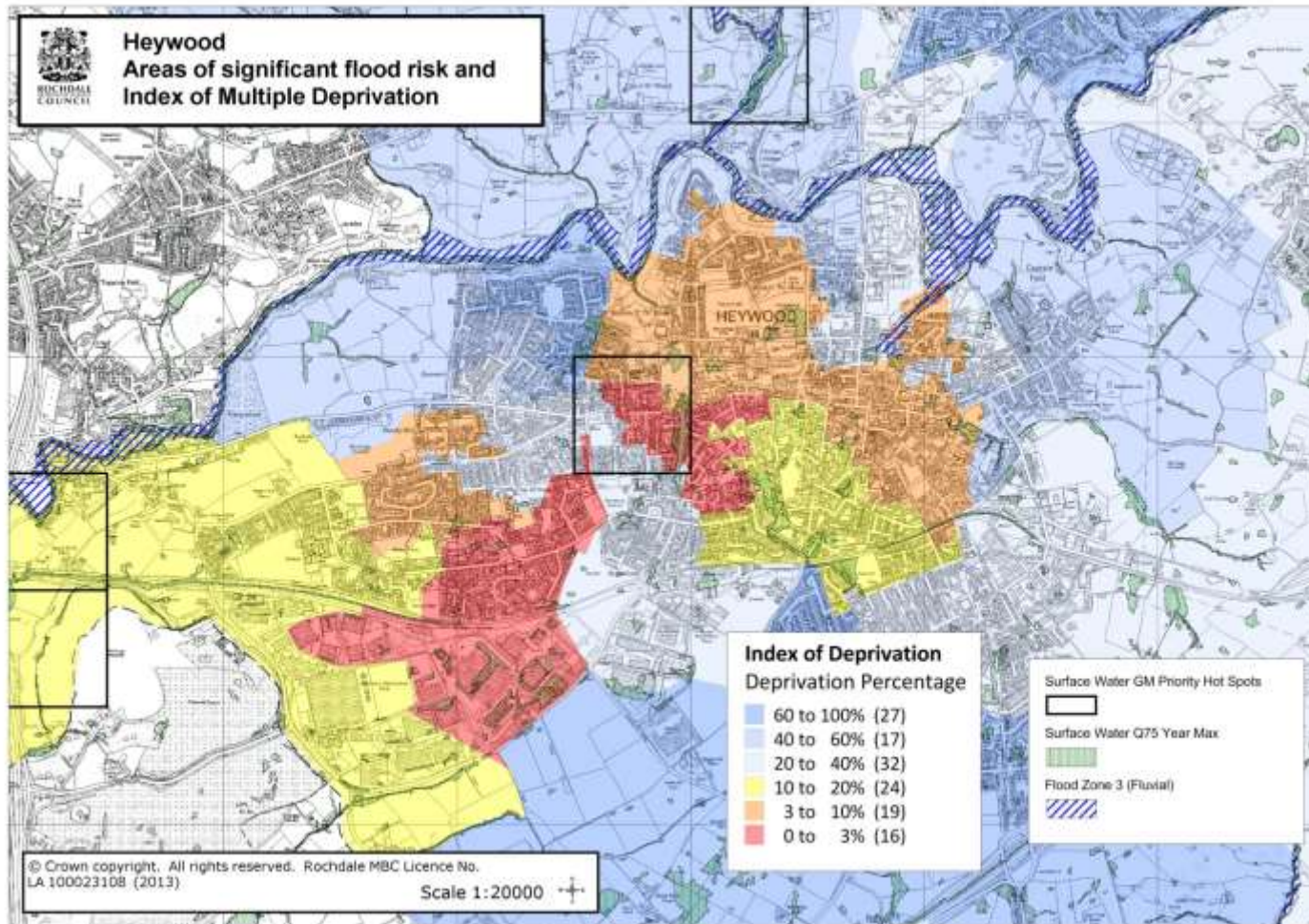
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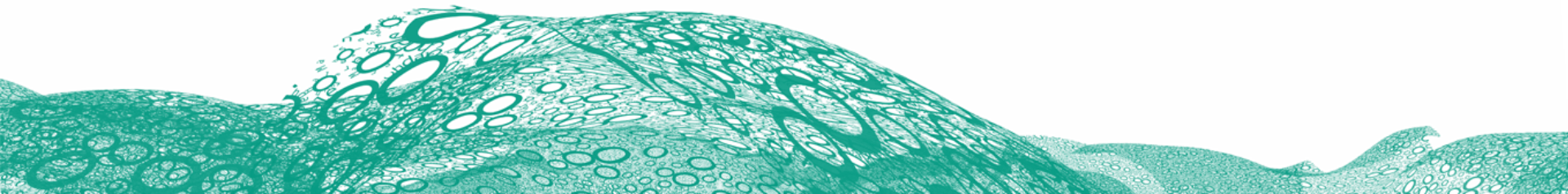
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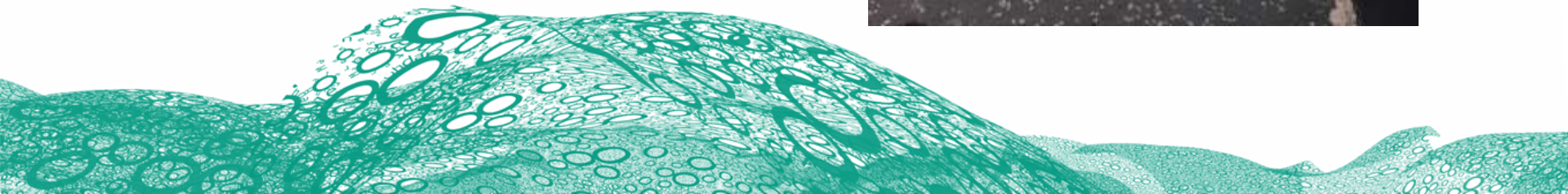
Heywood



Heywood

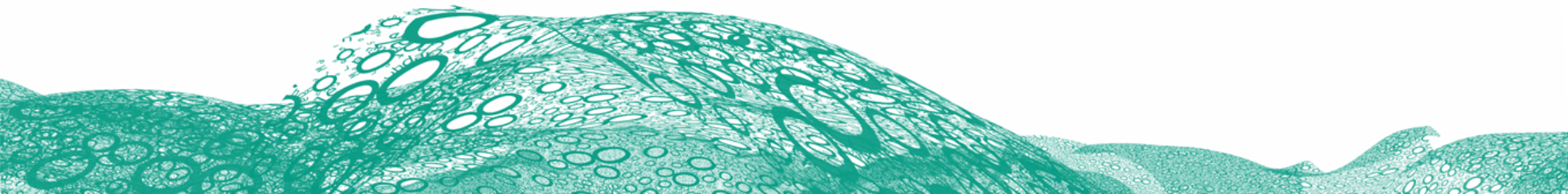


The Starting Point



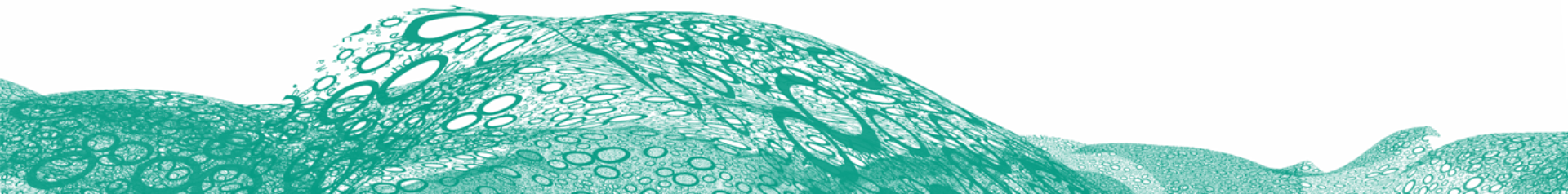
The Starting Point

- Low awareness of flood risk and what causes/affects it
- Limited preparedness for flood risk
- Limited information about flooding and resilience available within the communities
- Limited engagement with flood management agencies
- Many people and businesses didn't think they had flood risk or that it was a priority for them – communities had changed from the last time there was serious flooding
- No local flood action groups/limited flood awareness activity



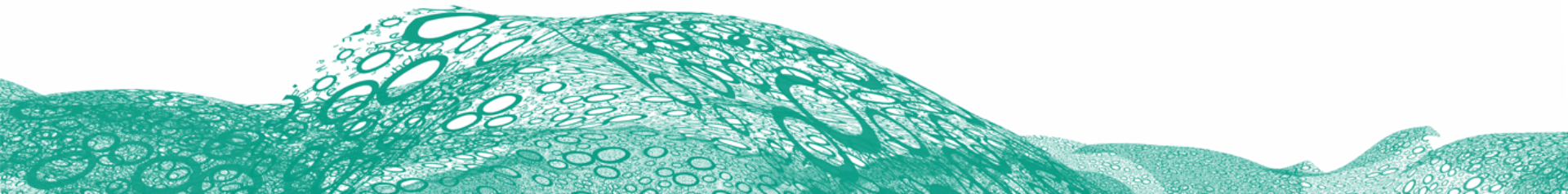
Our partnership working

- LLFA and local Township Committees
- The National Flood Forum
- Environment Agency
- United Utilities
- AGMA
- Fire and Rescue Service
- Voluntary Sector and Community Groups
-and increasingly - local people, land and property managers and businesses



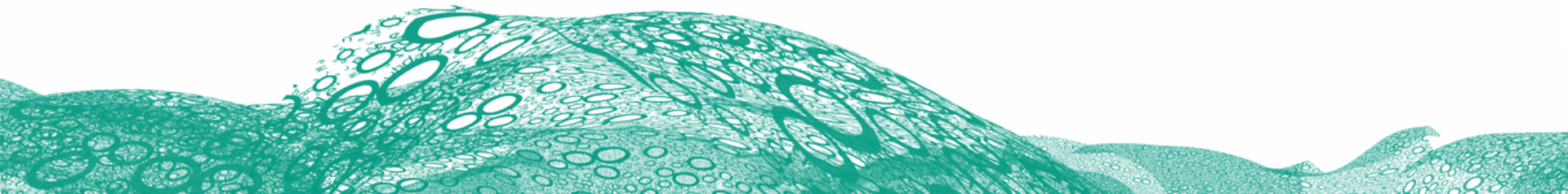
Engagement with communities

- National Flood Forum led and labour intensive
- Working with targeted streets and neighbourhoods
- More than 300 houses and 110 businesses approached/contacted
- Using established networks, community and faith groups, business and landlords forums where possible
- Youth and school activities
- Public events and activities
- Good progress with getting local people more involved and aware e.g. litter, disposal of fats and papers or with practical activities

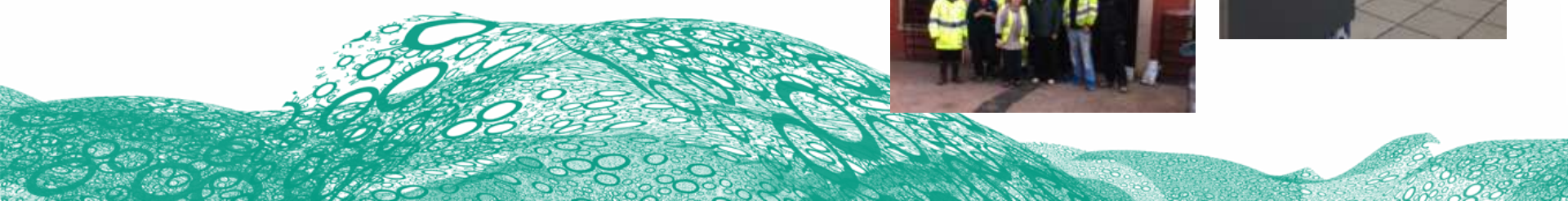


Raising awareness – Community Hubs

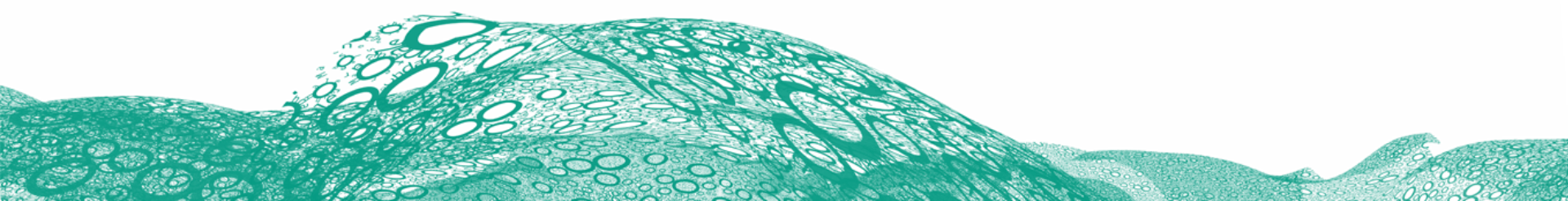
- Up to date information available in the community
- Links to flood alerts and warnings where possible
- Based around how people use their community
- Hubs network categories
- Review and expand as opportunities arise
- Links to agency websites
- Supported by business and householder flood resilience packs
- Rolling it out further



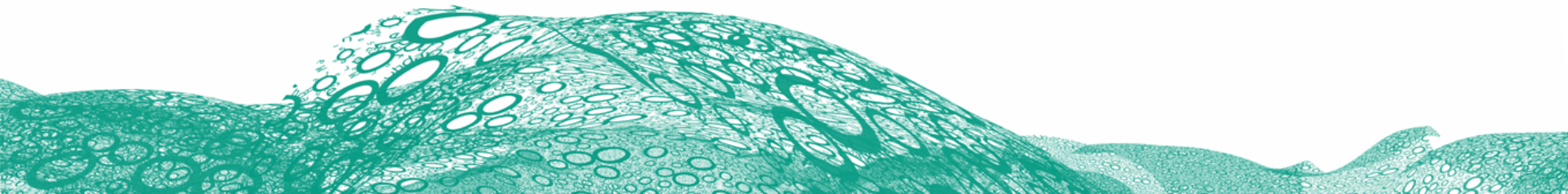
Raising awareness - Community Hubs



Better advice and information

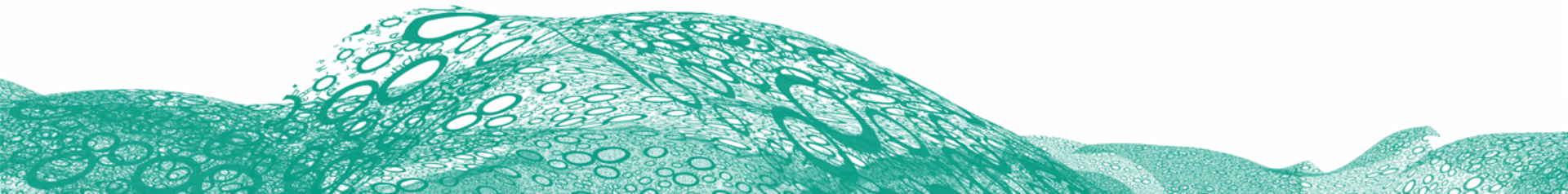


Delivering change - Wardleworth Flood Action Group

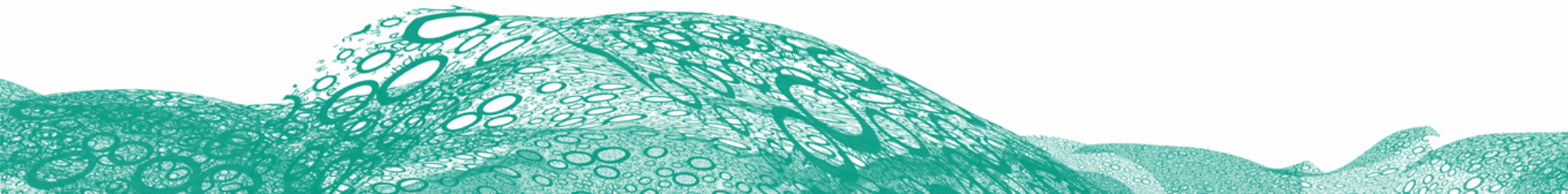


Making change happen - Wardleworth Flood Action Group

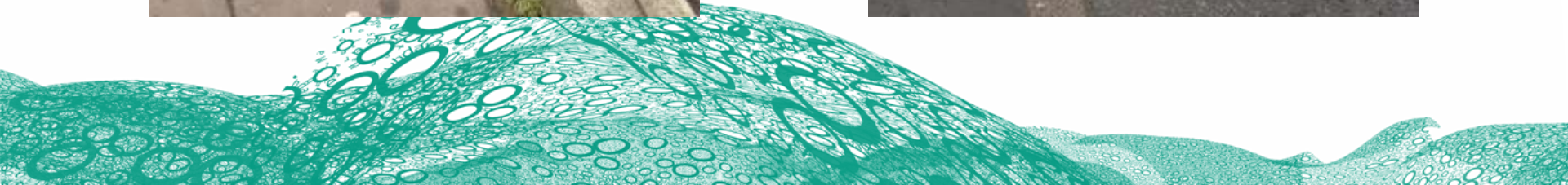
- An equal partnership
- Community drives the agenda
- Agency roles are clear to all
- Flood Action Plan setting out their priorities
- Early action has built confidence
- Avoid technical jargon
- Building trust and confidence...building bridges
- Finding solutions and ways of dealing with local problems which include.....



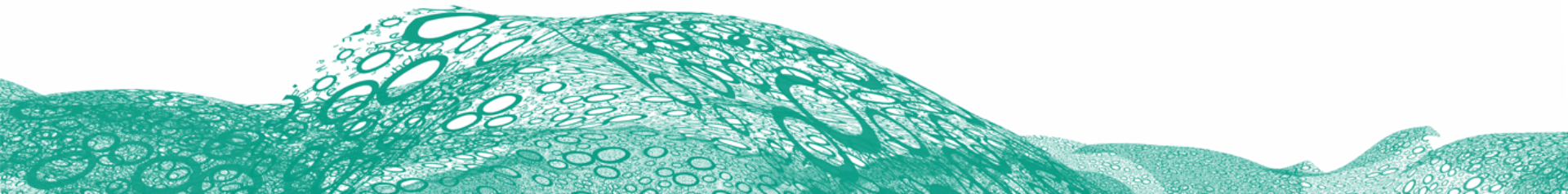
Some local priorities.....litter



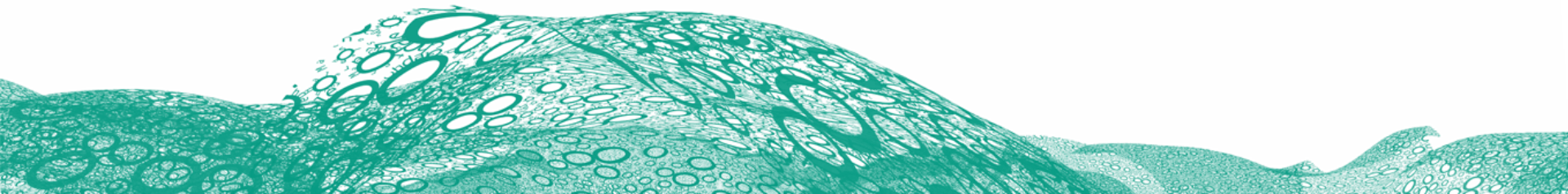
.....Highways



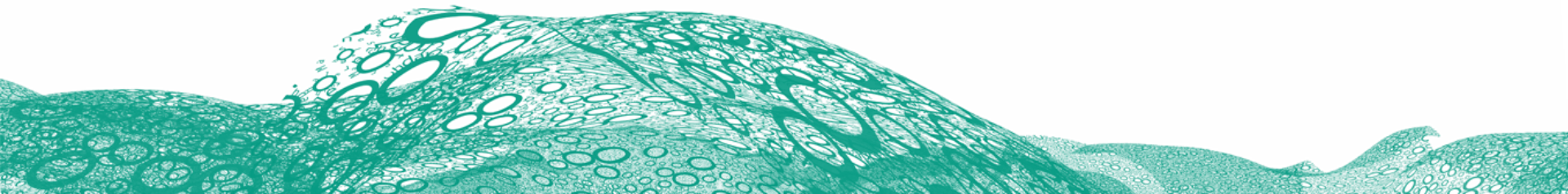
Delivering change - River Stewardship



Delivering change – The Growth Project

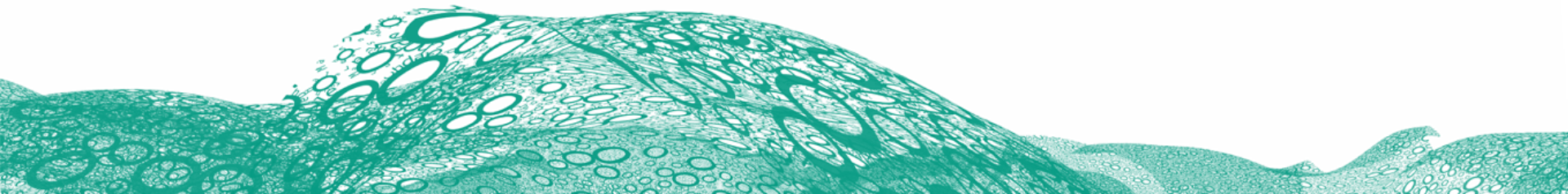


Delivering change – events and activities

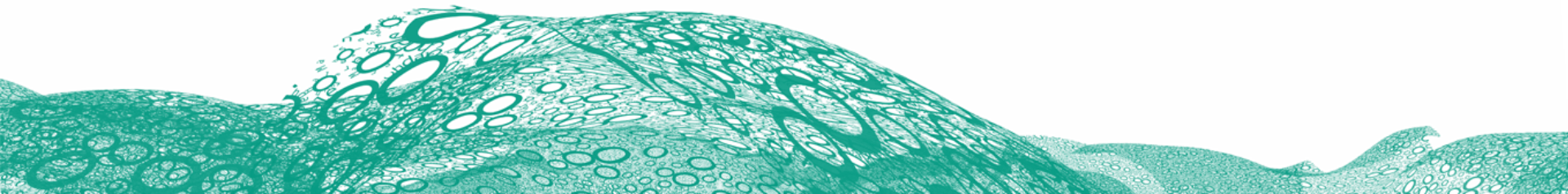


Delivering change - Schools and Scouts

- Schools engagement established through Groundwork and Nature Ed
- An enthusiastic teacher helps
- Scouts groups
- Supports intergenerational engagement
- Supports wider engagement and step change
- Practical activities and learning combined in the neighbourhood
- Sharing experiences with other schools and young people
- Basis of a Youth Flood Forum

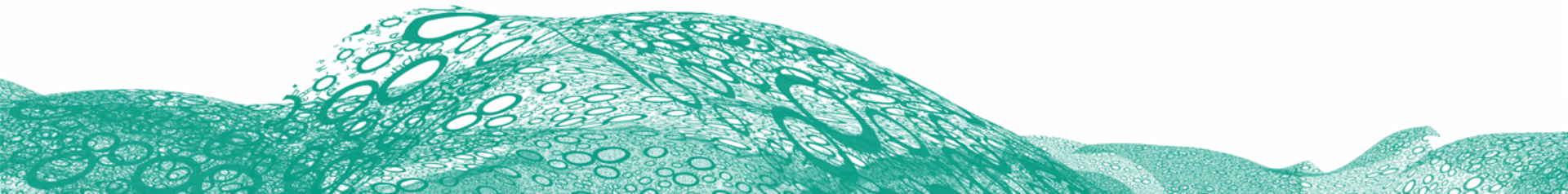


Schools and Scouts



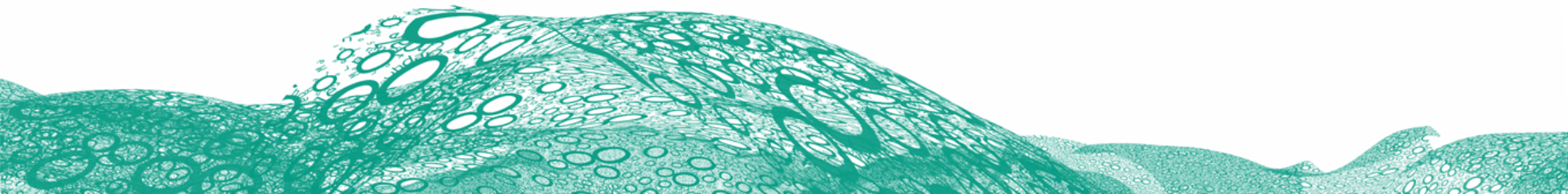
Delivering Change – whole house resilience and the Green Deal

- Green Deal for Communities – DECC funding to support property insulation
- Targeted at communities experiencing high levels of multiple deprivation
- In Rochdale borough – some correlation with high flood risk

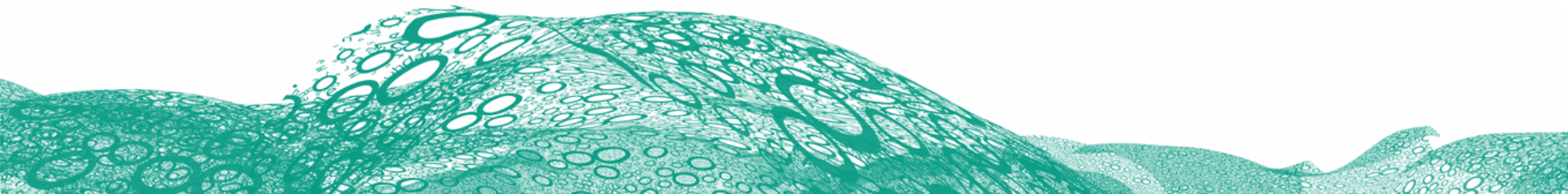


Delivering change – whole house resilience and the Green Deal

- Delivered with Energyworks
- Close working with Lead Local Flood Authority and National Flood Forum to ensure joined up engagement in flood risk communities
- Dawning realisation that insulation works could be affected by flooding – requires proper specification to make investment resilient and assist recovery
- Concept of whole house resilience – PLP, insulation and property condition all part of a joined up package
- Local Levy support to undertake flood risk assessments linked to GD assessments

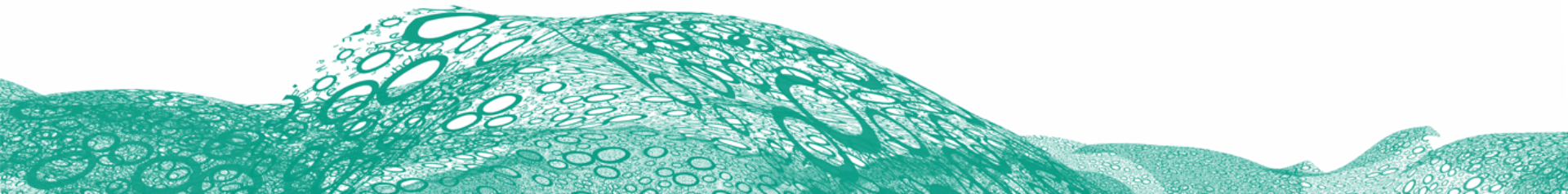


Delivering change – whole house resilience and the Green Deal



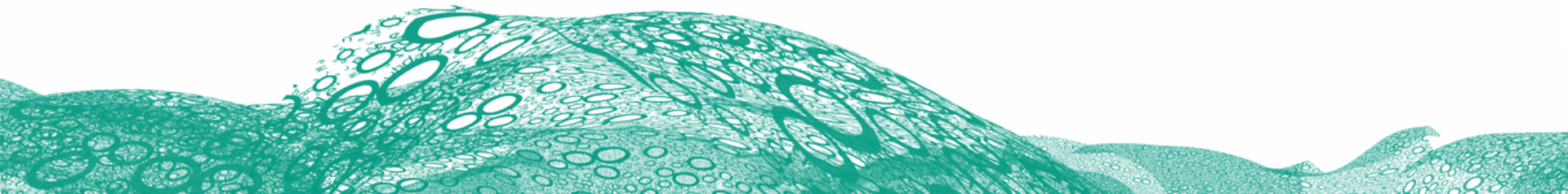
Delivering change – whole house resilience and the Green Deal

- Assessments underway/delivery on site starts soon
- A range of possible measures
- Testing approaches to affordability
- Good buy in to date – fuelled by word of mouth
- First blocks on site soon
- Challenges
 - Cellars
 - Rolling out funding



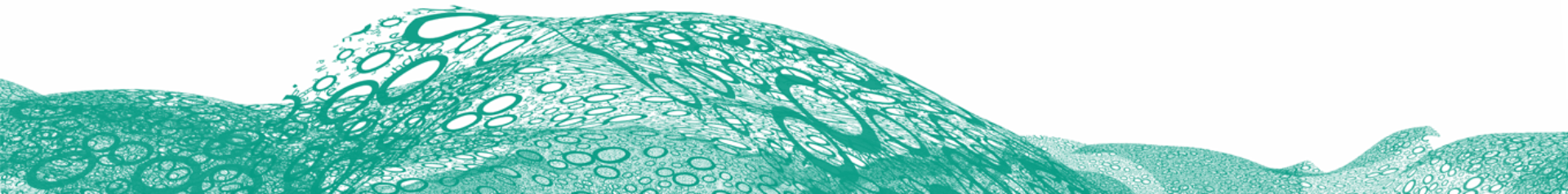
What we have learned so far

- Each community is different and usually very varied
- People can be angry, unconcerned ,unwilling, enthusiastic and committed
- Business can be very hard to engage with
- Affordability and insurance
- Trust and confidence
- Use the right language
- The 'honest broker' role
- Empowerment and change takes time and comes from within the community



A continuing journey.....

- Sustainability through the LLFA and NFF
- Momentum
- Embedded in Local Flood Risk Management Strategy
- Rolling out to other communities in the borough....and beyond
- Supporting how communities engage with future capital investments
- Communities at risk increasingly delivering change



Why Pathfinder?

Future quotes.....we hope!

- “I know who to contact about that”
- “We mentioned the blocked gully and its been sorted”
- “The river is rising – I’ll ring Floodline”
- “It’s never flooded whilst I’ve been here...but it could”

