

A project for the  
Department for  
Environment, Food and  
Rural Affairs (Defra)

Defra project code: FD 2664

# Flood Resilience Community Pathfinder Evaluation



## Final Learning Event Summary Report

July 2015

Collingwood Environmental  
Planning Limited

in partnership with Middlesex  
Flood Hazard Research  
Centre, University of Surrey,  
University of Northumbria,  
Kings College London and nef  
consulting

<b>Project title:</b>	<b>Flood Resilience Community Pathfinder Evaluation</b>
<b>Contracting organisation:</b>	<b>The Department for Environment, Food and Rural Affairs (Defra)</b>
<b>Defra project code:</b>	<b>FD 2664 (Contract Extension)</b>
<b>Lead contractor:</b>	<p><b>Collingwood Environmental Planning Limited</b></p> <p>Address: 1E The Chandlery, 50 Westminster Bridge Road, London, SE1 7QY, UK</p> <p>Contacts: Clare Twigger-Ross (Project Director) <a href="mailto:c.twigger-ross@cep.co.uk">c.twigger-ross@cep.co.uk</a> Katya Brooks (Project Coordinator) <a href="mailto:k.brooks@cep.co.uk">k.brooks@cep.co.uk</a></p> <p>Tel. 020 7407 8700</p> <p>Fax. 020 7928 6950</p> <p>Website: <a href="http://www.cep.co.uk">www.cep.co.uk</a></p>
<b>Partner organisations:</b>	<p><b>Flood Hazard Research Centre, Middlesex University,</b></p> <p><b>University of Surrey</b></p> <p><b>University of Northumbria</b></p> <p><b>The Centre for Evidence and Policy, King's College London</b></p> <p><b>nef consulting Limited</b></p>
<b>Report details:</b>	<p><b>Report title: Draft Final Learning Event Record</b></p> <p>Date issued: July 2015</p> <p>Version no.: 1.0</p> <p>Author(s): Paula Orr, Katya Brooks, Clare Twigger-Ross</p>

# Contents

<b>1. Introduction to the Learning Event .....</b>	<b>3</b>
Aim .....	<b>Error! Bookmark not defined.</b>
Objectives .....	3
Participants .....	3
Overview of the workshop programme.....	3
<b>2. Key Points From the Learning Event.....</b>	<b>4</b>
Session 2: Defra’s perspectives on the scheme .....	4
Session 3 and 4: Pathfinders’ feedback on the draft Final Evaluation Report .....	4
Session 5: Sharing experiences and learning .....	10
Sessions 6: Dissemination activities.....	11
Session 7: Celebrating and sharing success .....	13
Session 8: Next steps and key dates .....	13
<b>Appendix 1: Delegates List .....</b>	<b>14</b>

## 1. Introduction to the Learning Event

This report provides a record of the learning event organised by Collingwood Environmental Planning Limited (CEP), project contractors for the Flood Resilience Community Pathfinder (FRCP) evaluation. The workshop was held at the offices of the National Council of Voluntary Organisations (NCVO) in London on Monday 13 July 2015.

This report draws on notes taken during the learning event as recorded by participants during working sessions (e.g. on post-it notes and flip-charts), presentations and verbal contributions made by participants during plenary discussions.

### Objectives

1. To provide the opportunity for Pathfinders to:
  - share their work, successes and learning
  - develop peer-to-peer learning materials
2. To gather Pathfinders' feedback on the first draft of CEP's Final Evaluation report for the FRCP scheme.
3. To share dissemination approaches and coordinate activities in order to build on potential for synergies and increased impact.

### Participants

The workshop was well attended with 34 participants in total (See Appendix 1 for the full delegate list), bringing together staff from all thirteen Pathfinders, members of the Evaluation Team (CEP, Evaluation Co-ordinators) and the Defra Project Manager and Chair of the Project Board.

The workshop was facilitated by members of the Evaluation Team.

### Overview of the workshop programme

The approach to the workshop was intended to maximise opportunities for learning and exchange between all parties, as well as providing valuable input to the evaluation. Table 1 outlines the agenda.

**Table 1: Workshop agenda**

Time	Session
10:00	Registration and coffee
10:30	<b>1. Welcome and objectives of the day</b>
10:40	<b>2. Defra's perspectives on the scheme</b>
11:00	<b>3. Draft final evaluation report 1: our summary, your feedback</b> • CEP presentation
11:30	Break (post-it feedback)
12:10	<b>4. Draft final evaluation report 2: Feedback from Pathfinders</b> • Plenary
13:00	Lunch (set up 'market stalls' and conduct video interviews)
13:45	<b>5. Sharing experiences and learning</b> • Pathfinders' market stalls in two rounds • Plenary
15:00	<b>6. Dissemination activities</b>
15:30	Break
	<b>7. Celebrating and sharing success</b>

15:45	<b>8. Summary of the day and next steps</b>
16:00	<b>Close (conduct video interviews)</b>

## 2. Key Points From the Learning Event

---

This section outlines key points elicited by the presentations, small group activities and plenary discussions throughout the five main sessions of the day.

### Session 2: Defra's perspectives on the scheme

---

In her presentation (given without PowerPoint slides), Mary Stevens, Team Leader of Local Flood Risk Management and Resilience at Defra and Chair of the Flood Resilience Community Pathfinder Scheme Evaluation Project Board, reflected on the occasion being both an end point and a start: a time to celebrate the end of the Pathfinder scheme as well as the start of work by Defra to consider what the Pathfinder results mean for policy.

She stated proud she is of the multiple achievements across the Pathfinder projects and highlighted three core successes of the scheme:

1. Project delivery and networks – the development of a mutually supportive network between the thirteen Pathfinders whilst delivering on project objectives.
2. Resilience framework – Defra now has a robust framework for thinking about community resilience which is helpful when talking to ministers.
3. Added value – the unexpected outcomes of the Pathfinder projects, such as the number of flood groups that have been started or maintained, that Pathfinder work has become embedded into the work of project partners, etc.

Going forward, a key challenge will be for Defra and CEP will be to distil the Pathfinders' work into clear messages, learning and best practice of what works in terms of supporting communities in building resilience to flooding and to ensure these messages are translated into policy.

### Q&A session

One participant asked Mary for her views on what the key messages are for the public and how they should be disseminated. Mary replied that Defra and CEP would be providing materials to help with dissemination of the final Pathfinder results. It will be important for people and organisations outside of Government to be involved (e.g. NFF, Defra's Civil Society Partnership Board, Environment Agency) and to engage audiences beyond the usual targets.

One Pathfinder asked Mary whether the changes in Government could affect community flood resilience work and funding. Mary could not envisage major changes but this will become clear in the next few months.

Another Pathfinder asked if there would be a joined up approach within Government to community resilience to flooding. Mary replied positively, citing the involvement of staff from Defra, DCLG, the Cabinet Office and the Environment Agency in the Pathfinder scheme's steering group since the beginning.

### Session 3 and 4: Pathfinders' feedback on the draft Final Evaluation Report

---

Session 3 began with a twenty minute presentation by Clare Twigger-Ross. She summarised key findings from the draft Final Evaluation Report. Participants were then asked to write their comments on the draft report on post-its and stick them on flipcharts under the appropriate chapter heading. Specific questions to focus Pathfinders' feedback on each chapter:

1. To what extent is the section consistent with your knowledge and experience of the Pathfinder scheme?
2. From your experience, is there any different learning to be added?

Pathfinders' comments will now be presented under each chapter heading.

## **Activities, inputs and links to resilience**

Project-specific additions:

- Rochdale: river stewardship and monitoring by local allotment groups and with different / new allotment group
- Swindon: engagement with Wiltshire and Swindon local resilience forum.

## **Social resilience**

General points relating to this resilience category:

- Background / starting point affects understanding of resilience
- Many Pathfinders indirectly engaged with vulnerable people without explicitly outlining it in their project objectives. E.g. West Sussex PLP schemes change because of communities with multiple deprivation (Littlehampton) and flood action groups developing resilience / emergency plans with sections specifically for vulnerable people and additional resources.
- Devon – older age groups – led to change of original plans

Successes / benefits:

- Vulnerable areas now feel safer until help arrives. E.g. Rural groups feel they are 'cut off' but are more comfortable now flood plans in place until the emergency services arrive.

Learning points:

- Need to monitor changes post-project as situation is always changing / evolving. Need local knowledge (especially to monitor vulnerability) as it is a moving target and isolated people / communities.

Challenges:

- Language and use of jargon. How to make messages understandable to average person / various ages / abilities.
- To sustain engagement after the project.

Other vulnerable and/or hard to reach groups identified:

- More affluent communities can be difficult to engage as they are very busy, have demanding jobs and are, therefore, time vulnerable, e.g. a judge (Northamptonshire)
- Businesses
- Rural groups feel they are 'cut off' but are more comfortable now flood plans in place until the emergency services arrive.

## **Community capital**

General points relating to this section:

- Provide more detail on the approaches and activities that created the change. What worked or not and why.

- Overemphasis on some specific events that may not have had such a wide ranging impact as the right people not in attendance.
- Important to take into account the barriers and challenges for 'taking on' flood resilience at a community level and how to overcome them. More in the report please.
- Need to think about / discuss the differences in approaches. What activities were involved? How were the communities engaged with?
- Needs to show how difficult it was – huge extent of effort, no. of events, no of hours. Sometimes small but significant things.

#### Successes / benefits:

- Elderly community members feel less vulnerable now there is a flood plan for others to help them.
- Flood group has an understanding of the interdependencies of issues that increase risk of flooding.
- Peer to peer support. An unexpected positive outcome!
- Sixth form students in Rochdale now have volunteering opportunities with river stewardship. Spin-off of Pathfinder.
- Calderdale: river stewardship and upland management brought huge benefits and built up volunteers keen to continue to take this work forward.
- Swindon: improved confidence of school children. Development of: communication, presentation, team work, community empowerment

#### Learning points:

- Community engagement requires a consistent, repetitive approach.

#### Challenges:

- Political issues – i.e. Parish councils not representing time issues
- How to engage beyond 'the usual suspects' small /neighbourhood / community groups, etc.
- Legacy = keeping it all going. Broadened remit (e.g. links to gritting). Run events to raise profile and reinvigorate
- Slough: lack of interest in areas with no memory of flooding. Residents were hostile and angry. Fearful that the activity would increase insurance premiums. Why misconceptions?

## **Institutional resilience**

#### Project-specific comments:

- Northamptonshire: Add development of flood warden handbook (surface water), funding toolkit, engagement with many more groups / RMAs i.e. water companies to outputs / outcomes table (NCC)
- Warwickshire: Add ownership and mitigation community plans

#### Successes/ benefits:

- Legacy – multiagency support – partnership at a local level to be advertised to attract funding to support communities. Ensure community representation!

#### Challenges:

- Embedding in future LLFA activity – beyond 1-2 years' horizon.
- Maintaining good faith. Role of multiagency / community partnerships

Learning points:

- Community is the first responder and what they do has a big effect. Need to do things with the communities not for them and let communities make decisions. Need to work together as equal partners, build trust and embed this approach.
  - Need to ensure LLFAs and communities can maintain this level of equality against any future pressures to continue the partnership working together in future.
- Don't be afraid of engaging elected representatives
- The NFF can be an honest broker / trusted intermediary / a bridge between the council and community
- Develop clear strong national messages around helping communities to help themselves that are relevant for the audience will help to engage people
- Expectation management – realism about protection rather than resistance or reduction of risk.

### Infrastructure resilience

General points relating to this resilience category / chapter:

- Report should flesh out ins/outs of challenges of community engagement

Learning points:

- Have someone with experience / credibility about flooding helped people to listen

Advice provided:

- Leaflets and guidance (NCC)
- Flood toolkit
- Community flood risk summaries
- Long term resilience – future climate projections / standard of protection, etc
- The importance of training on how to maintain the infrastructure resilience

Issue of PLP:

- PLP is an entire subject! In danger of substituting PLPs to concrete and mortar if not careful. Only one piece of the puzzle.
- Long term management of 'assets' often at an individual level?

Relationship between communities and council around infrastructure:

- Slough: hard measures – two new trash screens. Hope to implement on flood store. Challenge: getting people to do anything! Assumption that local authorities / Environment Agency should sort it out
- Challenge: procurement is very difficult! Giving grants to groups helped overcome this but was time consuming!
- By the council willingly taking on gully cleaning (for e.g.) in a first meeting with a group they can immediately start to build the community's trust.

- Opportunities: accessibility to community funding / grant. Too much of an emphasis on RMA's providing 'hard' measures. Lack of support for communities to manage their own flood alleviation schemes not all hard measures). Empowerment and ownership. Example – West Sussex and Operation Watershed.

## **Economic resilience**

Successes / benefits:

- Surface water pump funded by Pathfinder with the EA should help prevent further flooding in small events
- Benefits to LAs – knock-on from all the material produced
- Liverpool involved spin-off project, pilot scheme, BRE – insurance database with PLP measures recorded to help gain better insurance for residents.
- A yellow alert resulted in flood group warnings to high street retail businesses who put up their shutters
- NFF insurance helpline helped with engagement in Chesham as it is something people feel they can get on and 'do today'. Good conversation started.
- Parish councils provided with all the equipment – no community funding needed.

Challenges:

- Difficult for local authorities to deal with economic resilience looked at it from energy efficiency perspective – flood improvements needn't be the driver – it can be embedded in other things.

## **Assessing economic benefits of the Pathfinder projects**

Comment on the methodology:

- Maybe use the ANSR to developed with Middlesex Uni. Part of the EA project 'Benefits of non-structural measures (SC09003a)' project – I'll send it! Jacqui

Comments across the scheme:

- NFF – push model of community engagement (Sussex) and show how resource intensity at the beginning offsets benefits gained longer term and the reduced resource input overtime.
- Showing that a planned approach can help but also need to show how to cope with the unexpected cropping up.
- Should a flood event occur the community will be able to respond. Including taking care of those in most need.
- Officer time spent at multi-agency meetings reduces admin costs of multiple complaint letters to different agencies.
- Economic benefits can come from embedding PLP / infrastructure investment in wider projects e.g. housing improvement projects / energy efficiency, e.g. Green Deal ideas / approaches.

Project-specific comments:

- The Netherly Brook was monitored by flood group at same height as when last flooded – only minimal road flooding down to environmental works.
- Northamptonshire interactive flood toolkit
- NCC flood groups now actively clearing watercourses

- Slough: reduced frequency of flooding of properties d/s (?) of trash screen that blocked easily. Hope that PLP will be installed and impact of flooding will be less.

## **The counterfactual and legacies of the Pathfinder projects**

### *Legacy*

General points relating to legacy:

- Legacy is the most important part of the report – need to consider resilience beyond the next three to four years. Climate change means flood zone two could become flood zone three and the risk increases. There is not going to be more capital to deal with this. Capacities of communities, organisations and local authorities are going to be challenged. What is local authority role? Will they have capacity?
  - Evaluation Team is thinking about the characteristics that will give long-term resilience, e.g. formal and informal networks. Evaluation Report needs to develop messages to Defra and FloodRe.
- Important to stress the legacy in terms of information, advice, guidance, capacity and evidence that has been developed. Future initiatives do not now need to start from scratch.

Successes:

- Liverpool: Lexus-Nexus is providing data to help people who have got PLP to negotiate with insurance companies. Important to highlight that conversations with insurance companies takes time.
- Northamptonshire: NCC funding toolkit, educational toolkit, flood toolkit
- Funding:
  - Warwickshire: Councillors gave a budget for the continuation of an NFF staff member for a further three years.
  - Cornwall: Cornwall County Council is now giving £500 grants to communities to produce emergency plans
  - Calderdale: devolution of funds from the project to establish flood stores, etc.
- Voice:
  - Calderdale: created broader communities resilience group that will continue beyond project, e.g. blogs from flood groups, advice, guidance, information over 1500 visited website since launch April 2015. Builds local ownership and social capital continuing beyond the project end.
- Next steps:
  - Rochdale: possible Scout flood awareness badge – visiting Scout leader next week!
  - Warwickshire: school weather station data being used by the council and flood group for data and warnings
  - Devon and Cornwall: community engagement, resilience linked to land / natural environment management – catchment management?

### *Counterfactual*

#### ***What would have happened without the Pathfinder scheme?***

- Parallel courses for institutions rather than shared agendas
- No local evidence that it is the way forward

- Projects gave pace and momentum. If not only a small proportion of the success stories would have emerged.
- Without the scheme Slough would not have:
  - Three flood groups
  - New trash screens at two key assets
  - PLP
  - Greater sense of community in flood group areas
  - Flood plans
  - Changes to drainage maintenance routine
  - Improved communication with other RMAs
  - Better links with communities

### ***What has happened because of the Pathfinder scheme?***

Multi-agency working:

- Some activities may have happened with the EA but not at a local authority level
- Other schemes have been joined by flood groups such as Highways Lengths man scheme
- Liverpool: BRE, JRF, Southampton Uni, STAR-FLOOD, etc.
- Knock-on benefits to other local authorities

## **Session 5: Sharing experiences and learning**

---

This was a dynamic session in which each Pathfinder was invited to hold a 'market stall' in two rounds of twenty minutes each (six market stalls in each round) and talk about the object they have brought along that is (or represents) something they want to pass on to future projects / other local authorities or communities. Examples included: a video, flood warden training or school engagement materials, Online Toolkit, flood awareness raising leaflets, etc.]. The plenary provided an opportunity for participants to reflect on the market stalls, with the following questions in mind:

1. What makes an intervention successful?
2. What are the key learning points you want to pass on to others?

Responses to these questions will now be summarised.

### **What makes an intervention successful?**

- Inter-agency cooperation, networking and interoperability: Building on and expanding existing networks. Understanding and managing expectations, needs, benefits and challenges for communities and the agencies are essential.
- Tenacity and perseverance with disinterested communities (and people involved in the project)
- Formalising the role: for example, flood groups having Terms of Reference. Agencies need to be able to relinquish control and adapt.
- Embedding in agencies the attitude that 'community' at the heart of all their work and so this work becomes the norm.

### **What are the key learning points you want to pass on to others?**

- Community engagement takes time and effort but it's really worth it! Need to explain why it takes time and why it is important to involve the community all the time.
- Be realistic about the extra tasks being asked of communities and how much that can be asked of them before they break.
- Use clear and simple language – no jargon or acronyms!
- Be honest with communities
- Listen to the community. Go in with a 'blank slate' and don't dictate to communities.
- Work with communities as part of a flood scheme can be used as a starting point for building a long-term on-going relationship with the community not an end point
- It is important to recognise community contributions. Good ways of rewarding active community members include: community service awards, MBE. Most importantly, praise, thank and tell people what a difference their action made so that they feel valued. This may encourage future action. Praise and thank people so they feel valued and important.
- Have a voice from people directly affected / benefitted by the project. These first hand individual comments can have a great impact / influence. Very important to get the views of the less articulate. Need to include all types of people, not just the confident ones. These are the ones that need the practical support and are often by-passed by websites, etc. Hard to reach communities, often transient and very difficult to engage. A bottom-up approach to engagement and going through local groups to start a conversation can help.

## Sessions 6: Dissemination activities

The timetable for the activities planned by CEP and Defra to disseminate the Pathfinder results was shared with participants (see Tables X).

**Table X. Dissemination plan**

Activity	When? (2015)	Channel(s)	Audience
<b>1. Resource Hub</b> <ul style="list-style-type: none"> <li>• Pathfinder outputs available online (case studies, how to guides, etc.</li> <li>• Pathfinder YouTube channel for video outputs</li> </ul>	June – November	<ul style="list-style-type: none"> <li>• NFF website</li> <li>• EA digital library Defra R&amp;D website</li> </ul>	Flood aware individuals with internet access, flood action groups, other community groups, Defra, EA, LAs, consultants, voluntary and community sector.
<b>2. Short video</b> To present the results and the cumulative impact on Pathfinder communities	June – December	YouTube, Vimeo, LinkedIn, Twitter, Facebook, Vine.	Schools, universities, flood groups, LAs, voluntary and community sector, EA.
<b>3. Presentation pack</b> Powerpoint presentation, briefing note and supplementary materials on highlights of the final evaluation report	Ready for use by October	Meetings and seminars	Defra, FCRM, EA, Defra, Cabinet Office, CLG, DECC, LAs, water companies, environmental consultants, voluntary and community sector organisations, etc.
<b>4. National conference</b>	2 December	CIWEM conference	CIWEM, NFF, policymakers, operational delivery people, academics, key funders, LA, EA.
<b>5. Short articles</b> To disseminate aspects of the	July – December	Newsletters, voluntary and community sector	Wider external stakeholders; voluntary and community

Activity	When? (2015)	Channel(s)	Audience
project activities / evaluation method / final evaluation results		publications	sector
<b>6. Briefing pack</b> For use with civil society audiences beyond the usual targets	June - December	Collaboration with Defra Civil Society Partnership Network to define channels	Possible audiences: mental health organisations/ charities, The Conservation Volunteers (TCV) or Women's Institutes.

In response to the question: 'what activities are you doing to disseminate the Pathfinder results?' the following activities and examples were shared by participants:

### Developing and distributing publications for local, regional, national and social media

- Post-project leaflets for project partners for project partners and community
- Local press advertorial and radio interviews
- Articles in ADA Westminster Talking, various local rags, emergency Shore etc.
- Press releases
- Writing in Government Business Magazine
- BBC Radio Northampton 'Flood Special'
- Picture story board of the Southampton Pathfinder project
- BBC Wiltshire
- NFF website
- Paper to the EA FCRM directors on the Pathfinder lessons (idea in formulation, tbc)

### Using websites and social media

- Tweets, CCFF Facebook page, working with LRF, BBC Radio Cornwall on anniversary of Boscastle
- Website: [www.eyeoncalderdale.com](http://www.eyeoncalderdale.com)
- Promoting Pathfinder through LinkedIn

### Distributing materials developed through Pathfinder projects

- Disseminated educational resources (e-learning and DVD to flood risk management partners, residents and to community hubs (e.g. libraries)
- Scouts film being distributed via Scout and young people's forums. Engaging with elected members on project legacy

### Presenting at national / regional conferences and to RFCCs

- with LGA
- Presenting at RFCCs across the country
- NFF. CIWEM, Defra and CEP Conference

### Linking with and developing other projects

- Slough FAS public consultation phase
- Southampton multi-agency flood plan
- 'Dry Run' week across Calderdale
- Pathfinder 2 in Northamptonshire
- Roll out of project to new community in Rochdale Borough – Littleborough. Link to Future Capital schemes.

### Networking with project partners and other local institutions / organisations

Examples include:

- Local fire and police services

- Flood Summit in October will include Pathfinder and post-Pathfinder activities.
- Flood group meetings and networking events
- Set up a water group as a space for agencies and numerous volunteer groups to meet and discuss progress going forward.
- Updating local resilience forum regularly
- Devon community resilience forum, link to local resilience forum and local drainage board.
- Working with RFCC and Association of Greater Manchester Authorities to identify / promote opportunities re communities at risk
- Promoting educational toolkit through Anglian Water

## Planning and supporting events

For example:

- Flood group market stalls
- Outdoor events with EA and flood groups across Calder Valley
- Councillors' events

## Session 7: Celebrating and sharing success

---

This session was dedicated to sharing experiences and learning from the Pathfinder projects that could be taken forward in project delivery or evaluation activities...

## Session 8: Next steps and key dates

---

The timetable for completing the Final Evaluation Report was shared with participants (see Tables X).

**Table X. Final Evaluation Report Timetable**

Task	Deadline
Comments on the draft report to be sent to CEP	24 July
CEP to submit revised report to Defra	21 August

## Appendix 1: Delegates List

Name	Organisation	Role in the scheme
Martyn Alvey	Cornwall Community Flood Forum	Cornwall Pathfinder
Josie Bateman	Northamptonshire County Council	Northamptonshire Pathfinder
Dee Bingham	Keep Britain Tidy	Defra's Civil Society Partnership Network
Katya Brooks	Collingwood Environmental Planning	Scheme Evaluation Project Coordinator
Paul Byrne	Liverpool City Council	Liverpool Pathfinder
Paul Cobbing	National Flood Forum	Project Board
Francis Comyn	Rochdale Metropolitan Borough Council	Rochdale Pathfinder
Jacqui Cotton	Environment Agency	Project Board
Robbie Craig	Defra	Project Manager
Mick Davies	Parish Councillor	Calderdale Pathfinder
Mary Dhonau	Independent	Community Engagement Adviser
Doe Fitzsimmons	Devon County Council	Devon Pathfinder
Sam Foulds	Southampton City Council	Southampton Pathfinder
Emily Hutchinson	National Flood Forum	Chesham and Southampton Pathfinders
Ruth Johnston	Independent	Evaluation Coordinator
Lisa Li	National Flood Forum	Flood Risk Support Officer
Grace Martin	National Flood Forum	Swindon Pathfinder
Bernadine McGuire	Southampton City Council	Southampton Pathfinder
Paula Orr	Collingwood Environmental Planning	Evaluation Coordinator Lead
Sarah Parkington	National Flood Forum	Liverpool and Rochdale Pathfinders
Liza Papadopoulou	Collingwood Environmental Planning	Evaluation Team
Yvonne Rees	Independent	Evaluation Coordinator
Arlin Rickard	The Rivers Trust	Defra's Civil Society Partnership Network
Thomasin Sayers	National Flood Forum	Flood Risk Support Officer
Virginia Saynor	Calderdale Metropolitan Borough Council	Calderdale Pathfinder
Stacy Sharman	Defra	Project Board
Heather Shepherd	National Flood Forum	Community and Recovery Support
Ian Sivyer	Slough Borough Council	Slough Pathfinder
Mary Stevens	Defra	Project Board Chair
Hannah Tankard	National Flood Forum	Flood Risk Support Officer
Clare Twigger-Ross	Collingwood Environmental Planning	Project Director
Ruth Webb	National Flood Forum	West Sussex Pathfinder
Sam Weller	Swindon Borough Council	Swindon Pathfinder
Sophie Wynne	Warwickshire County Council	Warwickshire Pathfinder

## Appendix 2: PowerPoint Presentation Slides





Defra project code: FD2664  
Flood Resilience Community  
Pathfinder Evaluation

Welcome to the final learning  
event!

13 July 2015

### Objectives of the day

- Provide the opportunity for Pathfinders to share their work, successes and learning; to develop peer-to-peer learning materials and identify project ambassadors.
- To gather Pathfinders' feedback on the first draft of CEP's Final Evaluation Report for the FRCP scheme.
- To share dissemination approaches and coordinate activities in order to build on potential for synergies and increased impact.

### Plan for the day

Time	Session
10:30	1. Welcome and objectives of the day
10:40	2. Defra's perspectives on the scheme
11:00	3. Draft final evaluation report <ul style="list-style-type: none"> <li>• Our summary, questions &amp; clarifications</li> </ul>
11:30	Break /post-it feedback
12:10	4. Draft final evaluation report <ul style="list-style-type: none"> <li>• Review of your feedback</li> </ul>
13:00	Lunch (+ set up 'market stalls' / video interviews)
13:45	5. Sharing experiences and learning <ul style="list-style-type: none"> <li>• Pathfinders' market stalls in two rounds</li> <li>• Plenary</li> </ul>
15:00	6. Dissemination activities
15:30	Break
	7. Celebrating and sharing success
15:45	8. Summary of the day and next steps
16:00	Close (+ video interviews)

### Health and safety information



[http://4.bp.blogspot.com/AAAAAAAc0/k7SKQ\\_G](http://4.bp.blogspot.com/AAAAAAAc0/k7SKQ_G)

### House rules

- Switch mobile phones off or to silent
- Respect the views of all participants
- Give everyone a chance to speak
- We will record and as far as possible incorporate your views but we won't use anyone's name
- We would like to take photos & film footage: let CEP know if you don't want to be in photos
- *Anything to add?*





Defra project code: FD2664  
Flood Resilience Community  
Pathfinder Evaluation

Overview of the draft Final  
Evaluation Report

13 July 2015

## What did the Pathfinders do?

Successes, challenges and issues by the five categories of community resilience:

7

## Institutional resilience – successes

- Focus for all Pathfinders
- New and maintained governance structures: 111 flood groups, 62 new. Wide range of activities and links with formal institutions; Maintenance and development of 2 networks, with 2 more in progress
- Training for flood wardens/volunteers: for 3 Pathfinders
- Engagement with schools/children: 11 PF worked with schools, 3 junior flood groups; wide range of materials produced
- Challenges:
  - Sustaining groups/fragile nature
  - Working with formal institutions;
  - Fit for context;
  - Assessing impacts



## Infrastructure resilience

- Measures taken by 12/13 Pathfinders
- Resilience increased by ‘hard’ measures, e.g.: Flood stores (37 in 7 PFs); rain gauges and sirens, (51 in 6 PFs); PLP measures for 122 homes or businesses in 4 Pathfinders; and drain improvements in 7 PFs.
- ‘Soft’ benefits: ‘engender a high level of ownership from the community.’
- Challenges: ‘Pieces of kit’ are not enough
  - Need to work out what is needed with all involved
  - Procurement rules not usually geared to this kind of process
  - Creating capacity to use and maintain the ‘kit’



## Community capital

- Focus for 13/13 Pathfinders
  - Direct/indirect benefit (creation through other activities)
  - Activities relate to flood awareness, community engagement
- Central importance
- Community engagement approaches
  - Led by: NFF (8), LAs (4), independent (1)
  - Capitalising on existing community capital, grassroots and top-down, multi-agency
- Challenges of community engagement
  - Contextual issues (e.g. lack of flood events, pre-existing community capital, etc.)



## Social resilience

- Focus for 8 / 13 Pathfinders (plus 3 with hindsight)
  - Focus on vulnerability
  - Time and skills required to address social resilience
  - Effective engagement through wider social issues
- Difficulties experienced in engaging vulnerable and ‘hard to reach’ groups



## Economic resilience

- 10/13 Pathfinders carried out economic resilience activities:
  - Access to resources for improving resistance (e.g. project funding) and recovery (insurance)
  - Resilience of local businesses and economy
- Learning and successes:
  - Community grant programmes can also build group capacities
  - Actions by businesses increased wider local resilience
- Challenges:
  - Insurance cover: how far can this be addressed at a local level?
  - Business resilience: ‘In the end, many [local businesses] are small, renting and transient. Therefore what they can do with structural interventions is limited.’



### Counterfactual – *what would have happened with/without the scheme?*

**With:**

- Extent and quality of community engagement
- Multi-agency partnerships

**Without:**

- Some infrastructure works (e.g. drainage, PLP, upland land management)
- Ongoing initiatives (e.g. CCFF in Cornwall, some groups)
- Nothing!

Section currently uses local-expert opinion

- no national level counterfactual and Pathfinder projects have not used a counterfactual

### Economic benefits

Pathfinders have identified and explored a wide range of potential benefits of their activities and provided pointers for future monitoring and analysis, as well as highlighting the need to develop methodologies that are more appropriate for projects of this kind.

*What would you want to see highlighted in this section?*



### Project legacies

All 13 Pathfinders have reported multiple achievements and will likely leave a legacy.

For example:

- Flood groups and flood wardens
- Collaborative working between and beyond Pathfinder areas
- New governance structures
- Flood plans
- PLP measures
- Role and expansion of the NFF



### Next steps and key dates

- Comments to Defra: 24 July
- Revised report: 21 August
- National conference: 2 December



### Our questions for you...

- Are you happy with the general style; level of detail, balance and emphasis? For example:
  - across outputs, outcomes and impacts
  - across Pathfinders
  - evaluation of the whole scheme and cumulative effect of the projects rather than of individual projects
- Are we pulling out what you expected to see?
- Do you think any section(s) need shortening? If so, what would you leave out?
- What would you want to see highlighted in the report, particularly regarding the following sections:
  - Executive Summary
  - Section 12: Economic Benefits Assessment of the Pathfinders
  - Section 13: The Alternative... (counterfactual section)
  - Section 14: Pathfinder Legacies
  - Conclusions and Key Messages
- Case studies written by the Pathfinders – which ones would you most like to see included in the report?

### Market Stalls

**1.45 Round 1**  
Calderdale, Chesham, Cornwall, Devon, Liverpool and Northamptonshire

**2.10 Round 2**  
Rochdale, Slough, Southampton, Swindon, Warwickshire and West Sussex



### Market stalls

- What surprised you about the objects?
- What makes an intervention successful?
- What are the key learning points you want to pass on to others?

### What activities are you doing to disseminate the Pathfinder results?



### Dissemination Plan

Activity	Channel	Audience	When?
<b>1. Resource Hub</b> • Pathfinder outputs available online (case studies, how to guides, etc.) • Pathfinder YouTube channel for video outputs.	• NFF website • EA digital library • Defra R&D website	Flood aware individuals, flood action groups, community groups, Defra, EA, LAs, VCS, consultants.	June - Nov
<b>2. Short video on the results and the cumulative impact on Pathfinder communities.</b>	YouTube, Vimeo, Vine, LinkedIn, Twitter, Facebook.	Schools, universities, flood groups, LAs, VCS, EA.	June - Dec

Activity	Channel	Audience	When?
<b>3. Presentation pack: PowerPoint presentation, briefing note and supplementary materials on highlights of the final evaluation report</b>	Meetings & seminars	Defra, FCRM, EA, Defra, Cabinet Office, CLG, DECC, LAs, water companies, environmental consultants, VCOs, etc.	Ready for use by Oct
<b>4. National Conference</b>	CIWEM Conference	CIWEM, NFF, policymakers, operational delivery people, academics, key funders, LA, EA.	2 Dec

Activity	Channel	Audience	When?
<b>5. Short articles to disseminate aspects of the project activities/ evaluation method/final evaluation results.</b>	Newsletters, Voluntary and community sector publications.	Wider external stakeholders; voluntary and community sector	July - Dec
<b>6. Briefing pack for use with civil society audiences beyond the usual targets.</b>	Collaboration with Defra Civil Society Partnership Board to define channels.	Possible audiences: mental health organisations, The Conservation Volunteers (TCV), Women's Institutes.	June - Dec

### Dissemination questions

1. What ideas do you have for disseminating the Pathfinders' results through your own channels?
2. What inputs would you like to have for these dissemination activities?

### Next steps and key dates

- Comments to CEP: 24 July
- Revised report: 21 August
- National conference: 2 December



### Contact details

Clare Twigger-Ross  
c.twigger-ross@cep.co.uk

Paula Orr  
p.orr@cep.co.uk

Katya Brooks  
k.brooks@cep.co.uk



www.cep.co.uk

