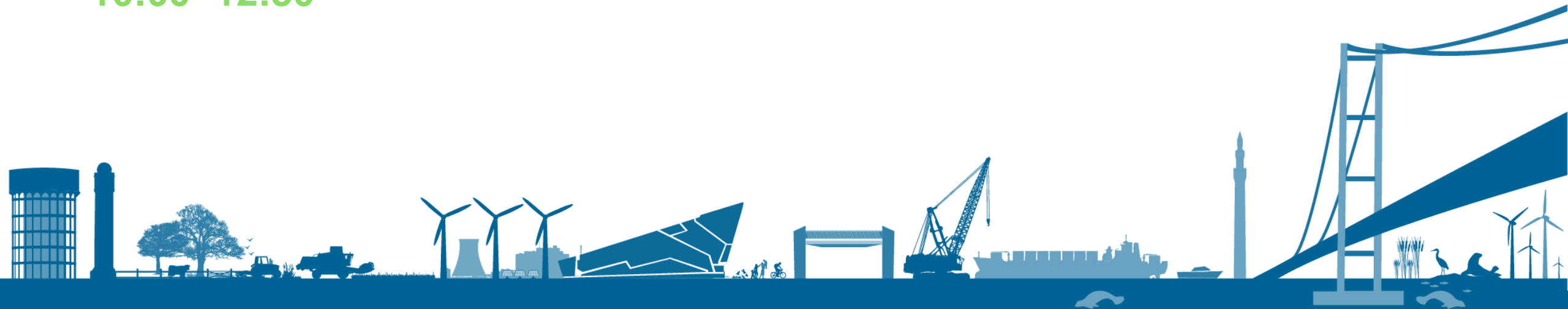




Humber Liaison Forum

17th June 2019 - Brough Business Centre

10:00- 12:30



Agenda

- 1. Introductions and apologies**
 - Matters arising from the last meeting
- 2. Review of agenda**
- 3. Progress Update + Appraisal**
- 4. Break**
- 5. Engagement and communicating risk – Facilitated discussion / Workshop**
- 6. AOB**
- 7. Close**



Meeting Objectives

1. Update on current progress and approach
2. Seek views on shaping the public survey



Actions from the previous meeting

		Owner
1	Provide thoughts, concerns and inputs to the Humber team regarding the HSCR and other Humber projects.	All



Progress Update and Appraisal



Update on Approach

- Recently refined how the new Humber Strategy will be developed
- The team is proposing to deliver a 'full' strategic approach for managing tidal flood risk for, approximately, the next 25 years.
- An approach will be defined for both the 'estuary as a whole' and by 'flood area'.
- The three potential 'strategic approaches' identified following the long-list process will all be considered



Appraisal - methodology

Core approach:

Unconstrained and aims to set out
full set of benefits

Demonstrates **monetary value of
investment** in Humber

Policy-shaping

Truly supports **sustainable
development**

Doing things differently



Outcome #2

**Economics & how to
deliver**

FCERM-AG & Five-Case
Model BC



Outcome #3

Affordability

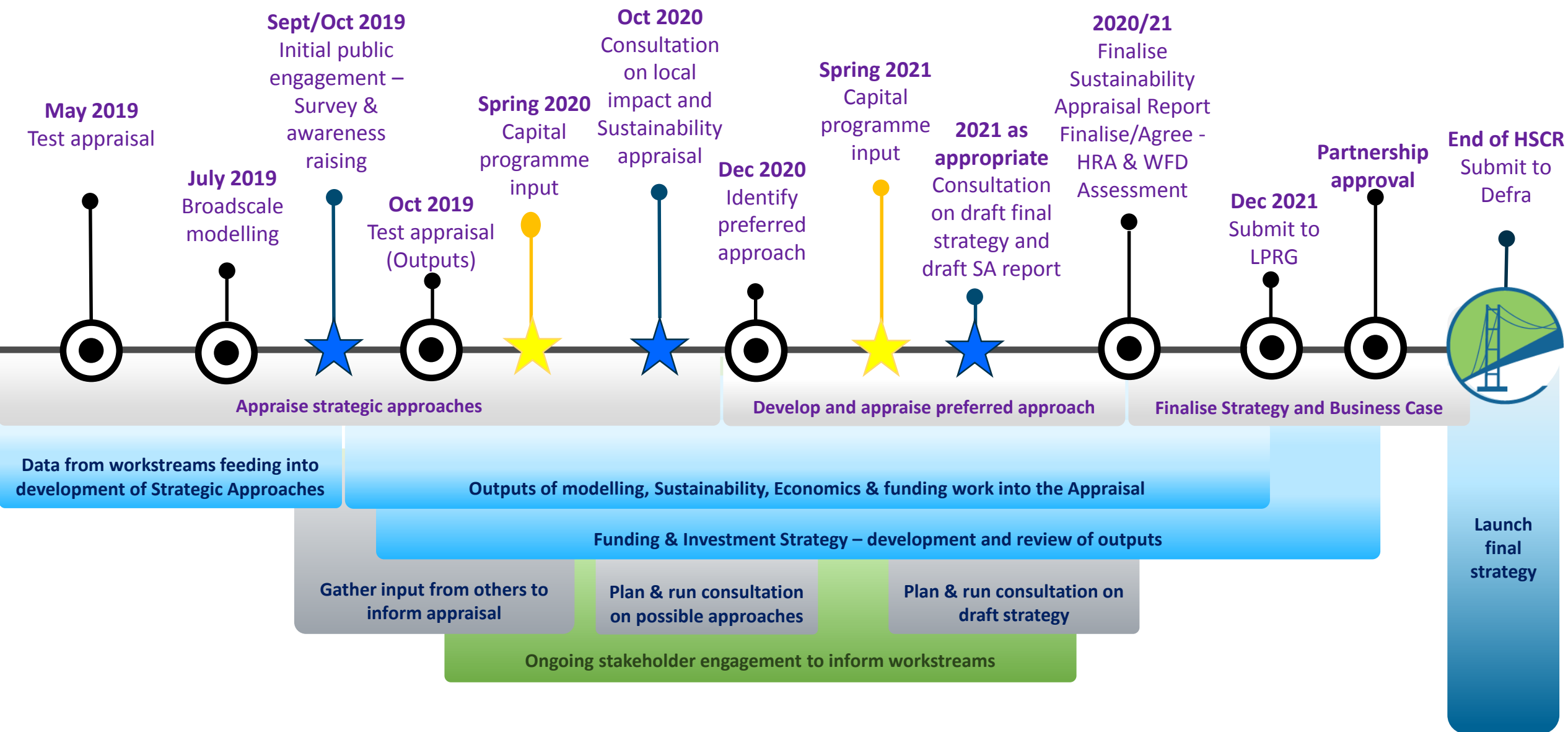
Partnership Funding



Appraisal process

- **Step 1** - Understand estuary-wide consequences of each of the three strategic approaches
- **Step 2** - High level screening of the 3 Strategic Approaches at flood cell level.
- **Step 3** - More detailed screening of flood cell measures, considering place priorities, growth, refined broad-scale modelling.





Consultation on draft National FCERM Strategy



The overall vision
is.....

**... a nation ready for, and
resilient to, flooding and
coastal change – today,
tomorrow and to the
year 2100.**



Strategy ambitions



Climate resilient places



Today's growth and infrastructure resilient in tomorrow's climate



A nation of climate champions

Break



Engagement and Communicating Risk

Facilitated discussion / workshop



Engagement

Update since last meeting:

- Engagement ramp-up
- Launch of social media channels and Citizen Space information page
- Landowner and business engagement

Current areas of focus are:

- Developing products to tell 'Humber Story' and communicate risk
- Planning public survey for this autumn
- Further business engagement
- Next steps for Landowner engagement

Looking ahead

- First round of full consultation likely to be mid 2020
- Consultation on draft strategy autumn 2021

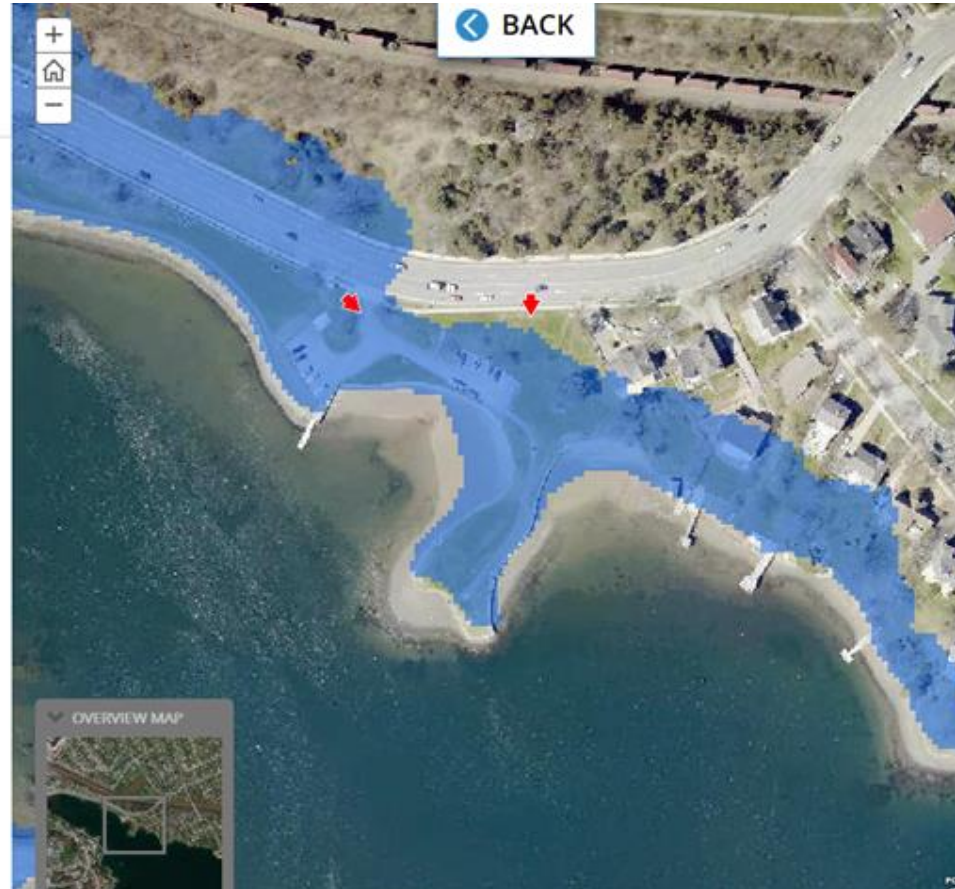
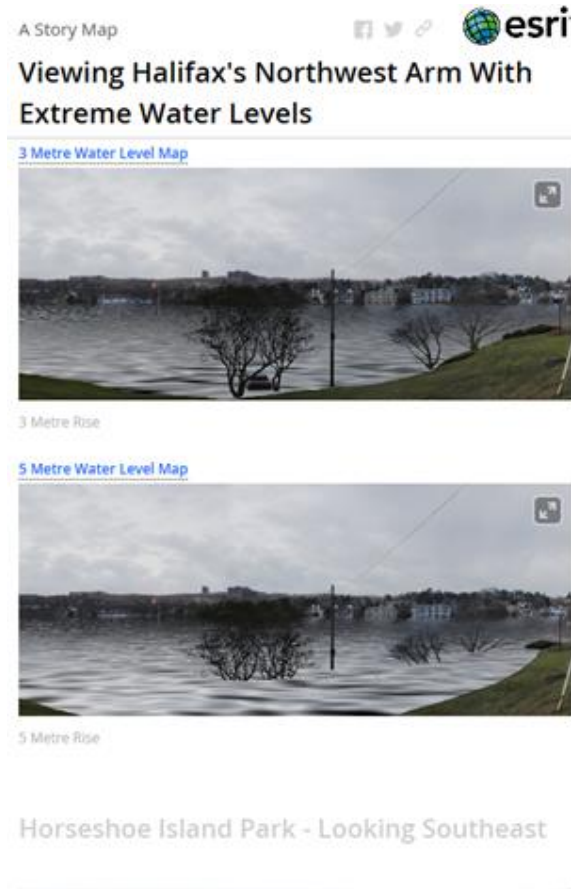


Communicating Risk Effectively

- If we want others to engage with the strategy review process we first need them to understand why we are doing what we're doing
- Part of this means being quite bold and open about the scale and nature of tidal flood risk
- Current media interest in climate change etc provides a great platform for us to do this
- Our objective is to encourage others to act – we don't want to alienate them!



Options – interactive maps:



Images from: Halifax StoryMap <http://bit.ly/2Rava7Y>



Video/visualisations:



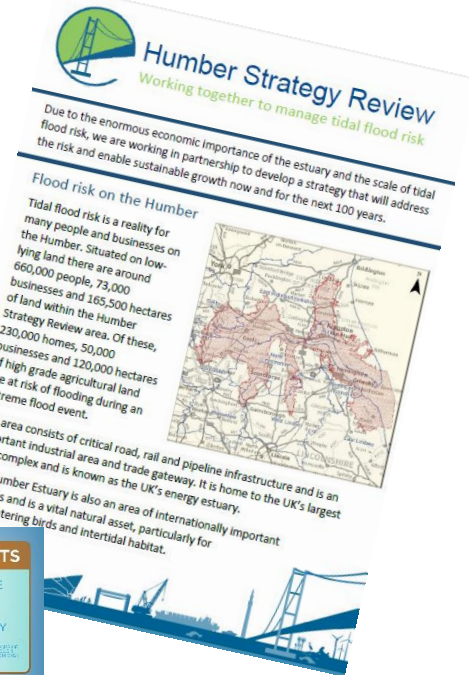
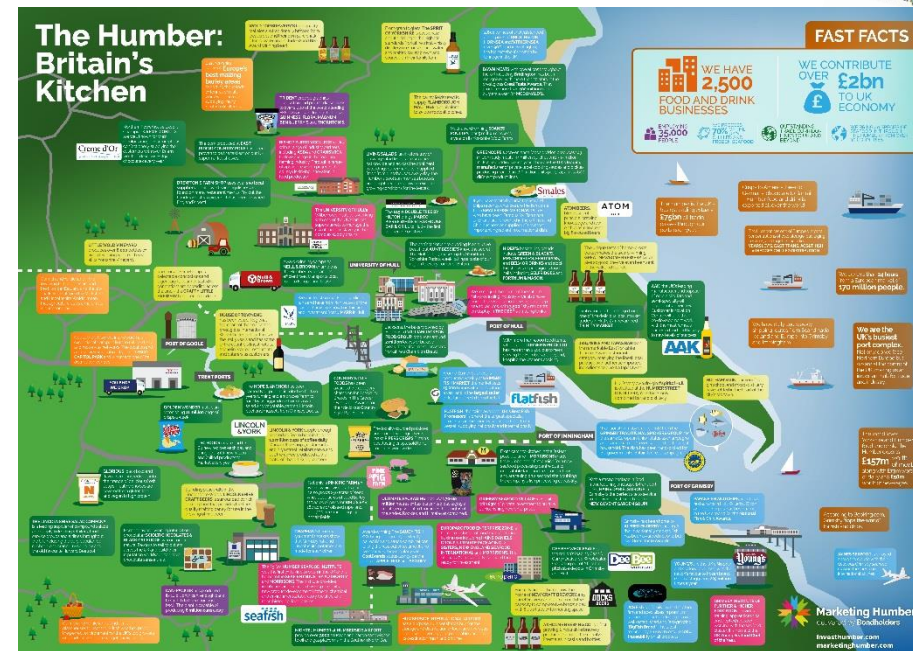
Other tools/products

Infographics – To illustrate compelling facts

Drone footage

Interactive games – touch screen for venues and tablets/phones

Leaflets (standard material or glossy)



Rich Picture maps – example from investhumber.com



Survey questions - Get thinking!!

- What do you think should be captured in the survey?
- What could feed into the Strategy work?
- What information would be useful for us to have for the long term – helping shape our engagement around flood resilience?

We have started to come up with some ideas but we want to know what you think!





How do we do it???

Target specific stakeholder groups?

Our audience responds to social media, we'll share your posts!

We're having a meeting you could hook into?

Workshops with our groups?

We want to raise the profile of the Strategy, but how?

We want to understand what people's current *feelings* are around flood risk and how it is managed

How can we get these questions out there in order to feed back into our work?

We want people around the estuary to understand flood risk



AOB



Close

Thank you for attending

