

Flood Forum – resilience comms plan

Objective

To ensure that Arun residents:

- are informed about the risk of flooding in their locality
- can put in place measures to reduce the risk to their properties and businesses
- have practical guidance on what to do if they flood
- can access the right services in the event of flooding

Communication methods

We can share messages by a variety of channels and will be co ordinated with other members of the forum

- Social media - Facebook, X (Twitter) and Instagram.
- Latest News area of our website, as well as on relevant service pages.
- Monthly email newsletter that residents can subscribe too.
- Arun Times printed magazine which is produced twice a year
- Local press and media contacts - and ask for their support in sharing messages
- Link with other agency partners and authorities as part of the Sussex Warning and Informing Group (SWIG), who support and share messages and provide expertise and knowledge.
- All partners working together to share cross-agency messaging and initiatives
- Share messages with town and parish councils to keep them updated, they can also help get information out to their community.
- Face to face sharing of messages is key, particularly in areas where residents may not access digital communication.
- Displays/posters in public places such as libraries
- Printed communication also has its place. As well as the planned content of the Arun Times, resource allowing, leaflet and letter drops can be arranged to targeted areas.

What's next?

There are two main focuses in ensuring residents get the information they need:

Proactive

We intend to run a campaign to raise awareness of areas at risk of flooding, and how people can build resilience to enable them to cope and manage flooding when it happens. We will run a bespoke social media campaign that can be shared digitally by partners, local groups, friends and family of those affected, and by the media.

We will also support the national preparedness campaign #30days30waysUK to support our local issues.

We know the importance of reaching those residents who are non-digital and, resource allowing, there is real merit in leaflet drops to 'at risk' properties and businesses as well as providing a physical presence in those communities to help people to know how they can help themselves and access support.

Reactive

In the case of an incident, an emergency communications plan kicks in and we work with SWIG and local partners to share messaging and information in as many ways as we can during an emergency. Leaflet drops immediately after a flooding incident, Social media, word of mouth through the community, physical presence and press and media are all vital.