

BIODIVERSITY

Communications Toolkit

SEPA Floodline

Lead and main partner organisations

- Scottish Environment Protection Agency (SEPA)
- Scottish Government
- Local authorities

Aims and objectives

- Raise awareness and encourage use of Floodline
- Raise awareness and understanding (in areas covered by existing or new flood warning schemes) of the scheme and what this means for those living in the scheme area
- Raise awareness of the importance of action and what can be done to reduce the impact of a flood if one occurs
- Raise awareness of SEPA's role (e.g. responsible for flood warning but not flood defence)
- Reinforce the message that SEPA is a proactive partner working to promote flood awareness and alleviate the effects of those at risk of flooding

Target audience

- The general public living in one of the current flood warning scheme areas (looking at those people who are directly at risk)
- Elderly people (living in at risk areas)
- Ethnic minorities (living in at risk areas)
- Those with disabilities (living in at risk areas)
- Businesses (based in at risk areas)

Background

SEPA is the flood warning authority in Scotland and through Floodline provides flood alerts to Floodline customers.

Raising awareness of both Floodline and the need to prepare for flooding is an important aspect of SEPA's campaign work. The flood awareness campaign is designed to promote Floodline, raise awareness of flood risks within communities and raise awareness of the flood warning schemes in Scotland. This campaign strategy also provides a natural platform to raise awareness of the Scottish Government's National Flooding Framework commitments - awareness, avoidance, alleviation and assistance.

Format of communications

- Campaign material distributed to community groups
- Campaign trailer
- Theatre in education for primary school children
- Banner/display stands
- Leaflets/posters
- Fold out information cards
- Information packs
- Business packs
- Community council information packs
- Local media advertising

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Summary of activity

To build upon the success of the localised approach of the 2005/06 campaign, SEPA delivered a year round campaign of activity with particular emphasis on the winter months when flooding is typically more of a problem. The campaign was launched during October 06, and the targeted activity took place over the next five months with further, more generalised activity continuing through the summer.

To complement this approach SEPA proposed a three-year plan of activity. This enabled SEPA to take a longer-term approach to raising flood awareness and develop the campaign further each year, allowing them to learn and build upon their experience.

A key aspect of the approach is to bring together all the different flood related work currently taking place in SEPA. The flood map was central to the campaign, enabling SEPA to target their campaign work more precisely. Promoting the map to communities was an effective way of raising awareness of those areas at risk.

Awareness-raising was focused around their flood warning schemes. Between October 06 and April 07, SEPA were able to focus on approximately fifteen schemes across Scotland. For each scheme, the activity took place over the course of a week.

Outcomes

- Scottish Government research discovered approximately a third of those who had been flooded and a fifth of those in flood risk areas now use Floodline as an information source and report high levels of satisfaction.
- Almost all visitors to the road show rated it as fairly or very useful (36% and 59% respectively).
- Prior to attending the road show, three in 10 people (30%) had already made preparations in case of flooding. After visiting the road show, almost all (96%) said they would be taking some action as a result of their visit.
- 99% of children questioned said that they enjoyed the play and 100% of the adults enjoyed it.

Further information

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