



Great Yarmouth FRAMES Project

Reducing the risk of
flooding in the
Great Yarmouth area

Informative Report for FRAMES

30th September 2019



Statistics (as of 30th September 2019):

| | Guttermate | D4P | Flood Ark | ACE | Roots | Rain Catcher | Total |
|--|--------------|-------------|-----------|-------------|-------------|--------------|-----------------|
| Installed and ordered (no. of water butts) includes metal beds | 67 | 13 | | 6 | 6 | | 92 |
| Installed and ordered (no. of raised beds, wooden) | | | | | 6 | | 6 |
| Litres (total) | 12900 | 2608 | | 1140 | 1220 | | 17868 |
| Cubic metre (raised beds) | | | | | 2.64 | | 2.64 |
| | 12967 | 2621 | 0 | 1146 | 1235 | 0 | 17968.64 |

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|--|-------------------|------------------|----------------|------------------|------------------|----------------|-------------------|
| Installed, signed off and paid | £20,667.80 | £7,186.48 | £660.24 | £2,550.00 | £2,805.00 | | £33,869.52 |
| Not paid | | | | | | | £0.00 |
| Issues (invoiced) | £1,540.66 | | | | | | £1,540.66 |
| Ordered, not invoiced, not installed, not paid | £2,572.38 | £282.73 | | | | | £2,855.11 |
| Ordered, cancelled | | | | | | £345.36 | £345.36 |
| | | | | | | | £0.00 |
| Credit Notes | £1,649.43 | £597.60 | | | | £325.36 | £2,572.39 |
| | | | | | | | £0.00 |
| Total | £24,780.84 | £7,469.21 | £660.24 | £2,550.00 | £2,805.00 | £345.36 | £38,610.65 |

£38,610.65

£2,572.39

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|--------------|-------------------|
| Total | £36,038.26 |
| | |

What has the project achieved: as of 30th September 2019

Installed and ordered

- 92 water butts
- 6 raised beds (wooden)
- 17, 868 litres
- 2.64 cubic metres (wooden beds)

Total pounds committed or paid

- £36,038.26 (includes credit notes)

Achievements:

1. Procurement

- Develop procurement process to obtain a solicitor and procure suppliers
- Procure solicitor to produce supplier contract, letter of agreement, amendments to the CIC and relevant information
- Investigate, identify and procure a range of suppliers and installers to supply, deliver and install slow release water butts and raised beds
- Develop and undertake selection and quoting process
- Develop correspondence to invite suppliers to tender to supply, deliver and install
- Provide feedback to suppliers

- Work with suppliers to develop a range of slow release systems for water butts and raised beds including retro fit for water butts already installed in gardens
- Develop suppliers' contract and letter of agreement for residents/businesses
- Develop scope of works (requirements/specifications) for suppliers
- Assess and understand the risk and issues around liability regarding installation
- Understand and amend the CIC to ensure the charity is at limited risk around liability
- Bank account opened for the CIC
- Investigate and review water butts and raised beds available and select appropriate ones to be offered to residents

2. Installation

- Select a small number of residents to carry out a test exercise
- Carried out a test exercise for wooden raised beds within a school
- Develop process to select, survey, order, install and sign off water butts and raised beds
- Develop correspondence to invite residents to have a survey carried out
- Develop/design option brochure and pack (providing information on the products available, the process and agreement)
- Identify and resolve risks, issues and liabilities around engagement, installation and products
- Design label to be placed on installed products to warn against drinking water and use of pressurised water hose
- Develop work order for supplier (providing information on proposed product and installation location/requirements)
- Develop completion of works certificate
- Survey location of possible product installation, discussing options, locations and process. Survey also includes taking images of the locations, existing downpipe, connections and close-up of drains and brackets. The resident is then asked to sign the letter of agreement, this particularly sets out what the resident is agreeing to but also provides permission to share contact details to the supplier/installer

- Develop a database listing orders providing information re resident, product, litres, region, costs etc. From this list it is possible to provide regular update, installation and capital expenditure reports

3. Communication

- Stakeholder analysis completed
- Communication strategy/plan agreed
- Flyer/poster designed and printed (amended as required)
- Develop relationships in communities, businesses, agencies and councils (became known as water butt lady)
- Message agreed, reviewed and amended as required depending on audience, message and area
- North Yarmouth flyer/poster designed by local community group
- Liaise with a range of stakeholders to provide information and promote the project and funding bodies
- Develop and distribute press releases
- Develop social media including facebook and websites
- Poster/flyer drop offs within eligible areas
- Door to door poster/flyer and interaction with residents/businesses
- Pop up information events
- Attend local events including fetes, coffee mornings, launches
- Hold presentations and provide information
- Develop a database/list of residents/others to log interest in project

4. Project, Governance and Planning

- Steering Group set up, terms of reference and reporting agreed
- Dates set and invites sent to Steering Group
- Project Plan developed and agreed
- Communication Strategy agreed
- Risks and Issues and barriers recorded and monitored
- Achievements, aims and objectives, benefits, case studies and lessons learnt monitored and recorded
- Scope of project agreed. This included eligibility of geographic locations. It also included products, equipment and installation
- Agree scope of slow release specifications
- Technical requirements/scope agreed eg water-butt/raised beds to lead from downpipe to drain or drain on road
- Quality assurance, performance management and data management agreed, monitored and recorded
- Budget and finance agreed, monitored and recorded. Regular reports re capital and expenditure produced
- Scoped areas walked, characteristics, history, geography recorded and short reports developed

5. Lessons Learnt

- Understanding slow release, what is meant, specification and its benefits and barriers
- Understand how messages to stakeholders influences understanding and take up of installation. The 'help your community' was a more successful message than offering free water butts
- Messages need to adapt and amend according to the time, area, audience and incentive
- Poverty seems to affect the take up of residents as they have other priorities

- Most take-up has been by property owners, aged approximately 45 years and onwards. Most take up has been by residents with well-kept gardens. Most water-butts were chosen to water the garden and a second thought to help reduce flooding in the community
- Initially garden raised beds were recorded as the initial choice, however most then went on to order a water butt to water the garden
- An independent charity was able to engage with residents and the community, gaining trust leading to take up and installation where a larger organisation may have been held with more suspicion
- The region reacted to well made, attractive water butts. This may be due to most homeowners already having a water butt/s on their property. The more basic water butts were not as popular
- The procurement process was time consuming
- The project required to be responsive and flexible in order to be successful, learning as it progressed
- Slow release mechanisms were both simple ie a controlled pipe, and engineered within the product. The engineered and more expensive products were more successful and raised fewer issues
- Take up has been slow, however once the initiative progressed, word of mouth led to increased take up
- The poster/flier was more successful with images of the attractive water butts available
- Social media was an important method to distribute the message, a website may have increased take up and reduced time in processing notes of interest
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Stakeholders/events:

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| Suppliers (contracted) | <ul style="list-style-type: none"> ▪ Flood Ark ▪ AC Engineering ▪ Guttermate ▪ Design 4 Plastics ▪ Roots (MIND) ▪ RainCatcher | <ul style="list-style-type: none"> ▪ | <p>Email Telephone Meeting Survey</p> |
| Suppliers (not contracted) | <ul style="list-style-type: none"> ▪ Tanks Direct ▪ Even Greener ▪ Free Flush ▪ Holmes Builders ▪ OTA ▪ Plughole Planters ▪ Straight ▪ Aqualogic ▪ Water Scan ▪ Rainwater Tanks ▪ Garden Street ▪ Green Fingers ▪ Water Scan | <ul style="list-style-type: none"> ▪ Nationwide | <p>Email Telephone</p> |
| Steering Group | <ul style="list-style-type: none"> ▪ National Flood Forum ▪ Anglian Water ▪ Norfolk County Council ▪ Gt Yarmouth Town Council | <ul style="list-style-type: none"> ▪ | <p>Meeting Email Telephone Teleconference</p> |

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| Councils | <ul style="list-style-type: none"> ▪ Bradwell Parish Council meeting ▪ Gorleston Parish Council meeting ▪ Gt Yarmouth town council | <ul style="list-style-type: none"> ▪ | Email Meetings Flyer |
| Councillors | <ul style="list-style-type: none"> ▪ All councillors | <ul style="list-style-type: none"> ▪ Gt Yarmouth ▪ Gorleston ▪ Bradwell | Email Meetings Flyer |
| Social Housing | <ul style="list-style-type: none"> ▪ Gt Yarmouth Council ▪ Orbitt Housing | | Email Meetings Flyer |
| Community Groups | <ul style="list-style-type: none"> ▪ PEONY (People of North Yarmouth) ▪ North Yarmouth Resilience Group | <ul style="list-style-type: none"> ▪ Gt Yarmouth ▪ Gt Yarmouth | Email Meetings Presentation Telephone Flyer |
| Agencies/Charities | <ul style="list-style-type: none"> ▪ Anchorage Trust ▪ MIND Roots ▪ Mens Shed (Email) ▪ Voluntary Norfolk ▪ ▪ | <ul style="list-style-type: none"> ▪ Gt Yarmouth ▪ Gorleston | Email Meetings Presentation Telephone Flyer |
| Council Community Workers | <ul style="list-style-type: none"> ▪ MESH ▪ Comeunity ▪ Make it Happen | <ul style="list-style-type: none"> ▪ Gorleston ▪ Gt Yarmouth ▪ Southtown | Email Meetings Presentation Telephone |

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| | | | Flyer |
| Coffee Mornings | <ul style="list-style-type: none"> ▪ North Yarmouth Methodist | <ul style="list-style-type: none"> ▪ | Attendance Email Flyer Poster |
| Activity Groups | <ul style="list-style-type: none"> ▪ Pop Pin ▪ Diet Group ▪ Bowling Group | <ul style="list-style-type: none"> ▪ Bradwell ▪ Bradwell ▪ Bradwell | Attendance Email Flyer |
| Festivals/Fayres | <ul style="list-style-type: none"> ▪ Flower Festival ▪ Gorleston Cliff Event ▪ Carnival | <ul style="list-style-type: none"> ▪ Bradwell ▪ Gorleston ▪ Gt Yarmouth | Email Telephone Attendance Flyer/poster |
| Small Fetes/Events | <ul style="list-style-type: none"> ▪ Fete ▪ MESH Easter event | <ul style="list-style-type: none"> ▪ Bridge Road, Gorleston ▪ MESH Community Day ▪ Roots Community Events | Email Telephone Attendance Flyer/poster |
| Community Pop ups (via Council Community Workers) | <ul style="list-style-type: none"> ▪ Seahawk Close ▪ High Street ▪ Leicester Road ▪ Northgate Street ▪ Bell Marsh Road ▪ Burgh Road | <ul style="list-style-type: none"> ▪ Gorleston ▪ Gorleston ▪ Gorleston ▪ Gt Yarmouth ▪ Gorleston ▪ Gorleston | Email Telephone Attendance Flyer/poster |
| EXPO | <ul style="list-style-type: none"> ▪ Flood Expos | <ul style="list-style-type: none"> ▪ Birmingham ▪ Peterborough | Email Telephone Attendance |

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| | | | Flyer/poster Presentation |
| Misc events | <ul style="list-style-type: none"> ▪ Ireact (East Anglian businesses and Councils) Launch ▪ Lowestoft information flood Event ▪ Marina Centre Exercise ▪ Businesses in Community ▪ Anglian Eastern RFCC Annual Review ▪ Network Lunch Comm College | <ul style="list-style-type: none"> ▪ Peterborough ▪ Lowestoft ▪ Gt Yarmouth ▪ Gt Yarmouth ▪ Peterborough ▪ Gorleston | Email Telephone Attendance Flyer/poster Presentation |
| Site Visits (via Norfolk County Council) | <ul style="list-style-type: none"> ▪ Burgh/Beccles Road ▪ Lords Lane/Long Lane ▪ Leicester Road | <ul style="list-style-type: none"> ▪ Gorleston ▪ Bradwell ▪ Gorleston | Email Telephone Attendance |
| Flyer /Poster Drops | <ul style="list-style-type: none"> ▪ Burgh/Beccles Road and areas ▪ Lords/Long Lane and areas ▪ Northgate Street and areas ▪ Leicester Road and areas | <ul style="list-style-type: none"> ▪ Gorleston ▪ Bradwell ▪ Gt Yarmouth ▪ Gorleston | Attendance Flyer/poster |
| Board Meetings | <ul style="list-style-type: none"> ▪ Make it Happen | <ul style="list-style-type: none"> ▪ Gt Yarmouth Community Council | Email Telephone Attendance Flyer/poster |

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| | | | Presentation |
| Schools/Adult Education | <ul style="list-style-type: none"> ▪ Hillside Primary ▪ Woodside Primary ▪ Edward Worledge Primary ▪ Gorleston Sixth Form ▪ Northgate Primary ▪ Cliff Park Primary and High School ▪ Hillside Primary ▪ Wroughton Primary ▪ St Georges Primary ▪ Peterhouse ▪ Ormiston Primary and High School ▪ Stradbroke Primary ▪ St Nicholas Priory Primary ▪ Brooklands ▪ St Mary and Peter Primary | <ul style="list-style-type: none"> ▪ Bradwell ▪ Bradwell ▪ Gt Yarmouth ▪ Launch event ▪ Gt Yarmouth ▪ Gorleston ▪ ▪ Bradwell ▪ Gorleston ▪ Gt Yarmouth ▪ ▪ Gorleston ▪ Gorleston ▪ Gt Yarmouth ▪ Gt Yarmouth ▪ Gt Yarmouth | <ul style="list-style-type: none"> Email (mostly) Telephone Attendance Flyer/poster Presentation Survey |
| Out of County | <ul style="list-style-type: none"> ▪ Amanda McDermott Consultancy ▪ Glasgow County Council ▪ Amazi Civil Engineers ▪ Durham University ▪ | <ul style="list-style-type: none"> ▪ | |
| Surgeries | <ul style="list-style-type: none"> ▪ Dental ▪ GP | <ul style="list-style-type: none"> ▪ Bradwell, Gorleston ▪ Bradwell, Gorleston | <ul style="list-style-type: none"> Attendance Flyer/poster |

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| Libraries/Fire Stations/Police | <ul style="list-style-type: none"> ▪ Community Libraries ▪ Fire stations ▪ Police | <ul style="list-style-type: none"> ▪ Gorleston, Gt Yarmouth, Bradwell ▪ Gorleston, Via MESH and Roots Fund days | Attendance Flyer/poster |
| Public Houses/Restaurants | ▪ | <ul style="list-style-type: none"> ▪ Gorleston ▪ Gt Yarmouth ▪ | Attendance Flyer/poster |
| Churches | <ul style="list-style-type: none"> ▪ Church of England ▪ Methodist | <ul style="list-style-type: none"> ▪ Bradwell ▪ St Andrews, Gorleston ▪ Gt Yarmouth ▪ Bradwell ▪ Gorleston ▪ Gt Yarmouth | Attendance Flyer/poster Email |
| Small Shops/Coffee Shop Boards/Banks/Small High Street Businesses | ▪ Flyer/Poster drop | <ul style="list-style-type: none"> ▪ High Street, Gorleston ▪ Bells Road, Gorleston ▪ Corner Shop, Bradwell ▪ Leicester Road, Gorleston ▪ Magdalen Row, Gorleston ▪ Northgate Street, Gt Yarmouth | Attendance Flyer/poster |
| Large Shops | <ul style="list-style-type: none"> ▪ Co-op ▪ ▪ QD | <ul style="list-style-type: none"> ▪ Bradwell ▪ Gorleston ▪ Gorleston | Attendance Flyer/poster |

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| Garages | <ul style="list-style-type: none"> ▪ Poster drops | <ul style="list-style-type: none"> ▪ Leicester Road, Gorleston ▪ Northgate Street, Gt Yarmouth ▪ Beccles/Burgh Road, Gorleston | Attendance Flyer/poster |
| Estate Agents | <ul style="list-style-type: none"> ▪ Poster drop and discussion | <ul style="list-style-type: none"> ▪ High Street, Gorleston ▪ Northgate Street, Gt Yarmouth ▪ Gt Yarmouth | Attendance Flyer/poster |
| Media/Press Releases | <ul style="list-style-type: none"> ▪ Press (paper/online) ▪ Facebook ▪ Radio | <ul style="list-style-type: none"> ▪ EDP ▪ Comeunity, NFF, MESH ▪ BBC Norfolk News ▪ Archant Mercury Newspaper ▪ Archant Advertiser Newspaper ▪ Radio Norfolk ▪ Radio Broadland ▪ Radio Beach ▪ Radio Harbour ▪ | Attendance Flyer/poster Email Telephone |
| Promotional Events | <ul style="list-style-type: none"> ▪ Gorleston Sixth Form College | <ul style="list-style-type: none"> ▪ | Attendance Flyer/poster |

| | | | Email |
|-----------|--|---|---|
| Bulletins | <ul style="list-style-type: none">▪ Gorleston Community Magazine▪ | <ul style="list-style-type: none">▪ | <ul style="list-style-type: none">▪ |

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