

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2648

Title: Surface water flooding – basements campaign 2023

Executive Summary:

In July 2022, under approval of Assistant Director Decision (ADD) 2584, a flash flooding leaflet was distributed to 46,832 basement properties in London, with key messages about the risk and what to do in advance of and if a flash flood event is forecast. This year we would like to repeat this exercise with additional addresses, more information in the leaflet and plan to share the leaflets via trusted community hubs / groups at a more grassroots level.

The leaflet will be distributed to around 56,000 residential basement properties in London. In addition to the leaflet, we intend to include a set of bullet actions as a separate insert, which reflect the collective action of the boroughs, the Mayor, Environment Agency and others are taking to tackle surface water flooding. This campaign is planned to be launched during London Climate Action Week with leaflets distributed before the anniversary of the summer floods (12 July).

Decision:

That the Assistant Director of Environment and Energy approves:

- expenditure of up to £35,000 towards the basement leafletting campaign, including print, envelope and distribution of leaflets to basement residents across London. This also includes funds for wider communications to Londoners to target the most vulnerable to flooding, for example older and disabled Londoners.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Catherine Barber

Position: Assistant Director -
Environment & Energy

Signature:



Date:

12/06/2023

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1. In July 2022, under approval of Assistant Director Decision (ADD) 2584, a flash flooding leaflet was distributed to 46,832 basement properties in London, with key messages about the risk and what to do in advance of and if a flash flood event is forecast. This year we would like to repeat this exercise with additional addresses, more information in the leaflet and plan to share the leaflets via trusted community hubs / groups at a more grassroots level.
- 1.2. The leaflet remains the same as last year's leaflet with minor changes. In addition to the leaflet, we intend to include a set of bullet actions as a separate insert. These will reflect the collective action of the boroughs, the Mayor, Environment Agency and others to tackle surface water flooding. The GLA's climate adaptation team have led on updating the leaflet and drafting of the insert, but partners, including members of the surface water flooding strategic group, have also been closely involved.
- 1.3. The leaflet and insert has been drafted with input from the Environment Agency, Thames Water, London Fire Brigade, London Resilience, GLA Urban Resilience team, London Councils and the London Drainage Engineers Group (borough Local Lead Flood Authorities are represented on this group). The leaflet has been designed by the GLA's design team using the Mayor of London branding.
- 1.4. The GLA's print supplier CDS Ltd. has provided a quote of £33,000 to print, envelope and distribute 56,000 leaflets to basement residents across London. The final number of addresses has not been confirmed but will be around 48,000 addresses which we will direct mail the leaflet, with the rest being disseminated through other channels.
- 1.5. Other channels including distribution via community groups and faith groups and neighbourhood networks. Targeting of those Londoners most at risk will be prioritised such as older and disabled people as well as those that have English as a second language. We are working with other GLA teams including Environment communications team, External Relations, the Urban Resilience Team, the Communities Team and the Migration Team (to consider the private rented sector and the specific needs of migrants in basement dwellings), as well as London Resilience Group and external partners on identifying the most effective channels to target alongside a physical mailout/leaflet drop. For example, we have been working with the National Flood Forum and British Red Cross who have various channels where they can share the leaflet with Londoners.
- 1.6. The basement properties have been identified through various data sources. Last year Ordnance Survey Addressbase Plus dataset identified just under 30,000 properties. Working with Geoplace, who are the central source of information for all UK addresses and streets, we identified nearly 14,000 more addresses using energy performance certificates (EPC). Another 1,200 were identified from the GLA planning team's Datahub and 1,900 were identified from the GLA's building stock model. In addition, we have identified up to 1,000 new addresses since last year from an Addressbase Plus update that happened in March 2023. We are also working with partners to find additional addresses.

2. Objectives and expected outcomes

- 2.1. The objectives of the campaign are to:
 - raise awareness about the risk and what to do in advance of and if a flash flood event is forecast
 - reach as many basement properties as possible through this leafletting campaign

- encourage individuals and communities to take low/no-cost actions before a period of flash flooding and explain what to do during a flood.

2.2. The expected outcomes of the campaign are:

- basement residents to be more aware of their potential risk from flash flooding and what actions to take if one is forecast in their area
- Londoners generally to be more aware of their risk from flash flooding through the wider communications work.

3. Equality comments

- 3.1. Under section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due regard' of the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic¹ and those who do not. This involves having due regard to the need to remove or minimise any disadvantage suffered by those who share a relevant protected characteristic; taking steps to meet the different needs of such people; and encouraging them to participate in public life or in any other activity where their participation is disproportionately low.
- 3.2. Climate change will disproportionately affect those least able to respond and recover from it. Poorer Londoners will find it more difficult to recover from flooding. Extreme events will have a greater impact on older people, very young children, socially isolated people and people with existing health conditions and disabilities. This campaign aims to inform people of their potential risk and what they can do to help themselves.
- 3.3. This campaign is specifically trying to target those more vulnerable to the effects of flash flooding, those living in basements. As part of the wider communications around the leaflet, the campaign will be targeting older and disabled Londoners to make sure they receive the information to help reduce their risk. As community groups and other organisations will have to request leaflets, we can monitor how many are distributed.

4. Other considerations

- 4.1. The key risks and issues for leaflet campaign are:

Risk	Likelihood	Impact	Mitigation	RAG rating
Timeline slips as deadlines for leaflet design and delivery are tight (section 7.1.)	Medium	Medium	<ul style="list-style-type: none"> Working closely with design and the delivery company CDS to make sure we are all working effectively and to the same date. 	AMBER
The leaflet isn't received well by certain groups of people (e.g. those that have already been flooded)	Medium	Low	<ul style="list-style-type: none"> Working with community groups and flood action groups to make sure the wider communications around flooding are disseminated. 	GREEN

¹ The "protected" characteristics and groups are: age, disability, gender reassignment, pregnancy and maternity, race, gender, religion or belief, sexual orientation, and marriage/ civil partnership status. Compliance with the Equality Act may involve treating people with a protected characteristic more favourably than those without the characteristic. The duty must be exercised with an open mind and at the time a decision is taken. Conscientious regard must be had that is appropriate in all of the circumstances.

Risk	Likelihood	Impact	Mitigation	RAG rating
Boroughs get excessive calls after the leaflet delivery and are not aware of the campaign	Low	Medium	<ul style="list-style-type: none"> Working with London Councils to make sure all boroughs are aware of the campaign. This will also be raised to Chair of the London Council Transport and Environment Committee, Mayor Glanville. 	GREEN

4.2. The basement leaflet campaign will contribute towards:

- London Environment Strategy Proposal 8.2.1.a: The Mayor will work with partners to increase awareness of all forms of flood risk across London and develop options for targeting areas at particular risk from surface water flooding
- London Resilience Strategy Action A5: Community Risk Communication – Build resilience in communities by developing ways of communicating risks to the public.
- The recommendations in the Mayor’s Surface Water Flooding Roundtable Progress Report

4.3. None of the GLA officers involved in the drafting or clearance of this form are aware that they have any conflicts of interest with the proposed programme.

4.4. The address data that will be used contains no personal information; no names are part of the address. The letter will be addressed to “basement resident”.

5. Financial comments

5.1. Approval is requested for expenditure of up to £35,000 towards the flash flooding basement leafletting campaign.

5.2. Expenditure will be funded from the Adaption budget within the Environment team’s approved 23-24 budget.

5.3. All expenditure will be incurred within the 23-24 financial year.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement of printing and delivery	By 15 June latest
Announcement 29 June during LCAW	26 June
Leaflet Delivery Start Date	5 July

Appendices and supporting papers:

None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after it has been approved or on the defer date.

Part 1 - Deferral

Is the publication of Part 1 of this approval to be deferred? NO

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under FoIA should be included in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to
confirm the
following (✓)

Drafting officer:

Holly Smith has drafted this report in accordance with GLA procedures and confirms the following:

✓

Corporate Investment Board

A summary of this decision was reviewed by the Corporate Investment Board on 12 June 2023.

✓

ASSISTANT DIRECTOR OF FINANCIAL SERVICES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature:

Anna Gustaf

Date:

12/06/2023