Introduction

For the past 30 years Filey has regularly suffered from flash flooding with the most significant recent flooding events occurring in 2002 and 2007.

The problems come from water which runs off surrounding agricultural land after heavy and sustained periods of rain.

Historically this run-off would have discharged directly to the sea via Church Ravine and Martins Ravine. However, as Filey has developed and evolved, these watercourses have been progressively culverted and extreme rainfall events now put enormous pressure on watercourses and drainage systems.

On July 18, 2007 around 100 homes were flooded after a torrential downpour caused widespread chaos and cut off the town. The BBC reported that North Yorkshire Fire and Rescue Service received more than 80 phone calls in the space of just a few hours from people asking for help. Roads became impassable as schools, homes, businesses and caravan sites were inundated. In some cases the water was more than three feet deep.

At Filey school, students had to be rescued from its swimming pool as water swept into the building from the surrounding countryside. Elsewhere, the town’s inshore lifeboat was called out to help reach people who’d been stranded in their homes. An emergency shelter was set up as around 50 homes were evacuated - including 30 elderly people who had to be moved from flats on Chapel Court after a roof collapsed.

Many residents were able to capture dramatic images of the flooding, which they went on to share with news organisations, including the BBC.

The solution

As a result of the extreme flash flooding in 2007, Scarborough Borough Council, along with partners at the county council, Environment Agency and Yorkshire Water, pledged to develop a solution that would prevent further extreme flooding in the town.

The idea of a giant ditch, or moat around the town, was muted and in the past year has gained momentum following studies funded with a £396,000 Environment Agency grant, awarded in February 2013.

The Environment Agency has already indicated it would be willing to contribute £3.2 million towards the estimated £5 million cost of the final scheme, with the borough council and other authorities asked to make financial contributions to cover the difference.

The borough council, with support from the multi-agency Filey Flood Working Group, wants to create a series of earthwork channels around much of Filey to intercept the run-off water from the surrounding agricultural land before it overwhelms the existing drainage system in the town. Some of the intercepted water would be diverted
towards the sea, while some would be temporarily contained in storage areas until it could be discharged into the existing drainage system in a more controlled manner.

Yorkshire Water has already played its part in reducing the risk of flooding to certain parts of Filey by spending £3,400,000 to increase the capacity of its system in Wharfedale and Cawthorne Crescent and building a large underground storage tank underneath the Clarence Drive Playing Field to the lower end of Muston Road.

In summary, the proposed Filey Flood Alleviation Scheme comprises:

- A swale and bund arrangement to encircle most of Filey;
- Storage areas (possibly temporary wetland / ponds) at specific locations to store floodwater for up to six hours; and
- Channels and culverts to redirect floodwater into the new temporary storage areas which allow for controlled release following heavy rainfall events
- The potential to create additional wetland and link to existing Filey Dams and the nature reserve on the former tip site

The scheme will provide opportunity for various environmental and community enhancements. Scarborough Borough Council is looking towards working in partnership to both create habitat and increase the amenity and recreational value of the immediate surroundings of Filey.

Consultants Royal Haskoning DHV are currently undertaking surveys and investigations to gather information to aid the design of the scheme. Using the gathered information, there will be greater certainty of the required size of the structures before producing the detailed drawings and specification required to construct the scheme. Once finances have been arranged and the necessary permissions and approvals have been granted, construction will begin in 2017.

Communication plan aims and objectives

This communications plan sets out how:

- Residents – particularly those living in Filey – will be engaged and made aware or preparation work / ground investigation studies etc
- Liaison will take place with relevant landowners who are key to any development taking place
- Residents / Members / other stakeholders will be engaged once detailed proposals have been drawn up
- Stakeholders will be kept informed of work, once “diggers” move on site

Stakeholders

- Members of the public whose homes back on to the proposed works
- More widely, citizens living in Filey
- Filey Flood Working Group
- Schools / schoolchildren
- Filey business owners
- Landowners who are directly affected by works
- SBC elected members, particularly ward councillors & Cabinet Member
- Filey Town councillors
• Filey Brigg Ornithological Group and Bird Observatory / other wildlife and nature groups
• SBC parks department / wetlands officer
• Tourist information and SBC Customer First staff
• Partners, such as Environment Agency, NYCC and NY Police
• Other community organisations

**Key Messages**

• The topography of Filey makes it prone to flooding, caused by surface water run-off
• The last major flooding event in 2007 saw 100 homes inundated and widespread disruption
• Many residents are still living in fear of flash flooding
• The concept of a moat surrounding much of Filey, that would capture surface water run-off, is a popular solution among people living in the town
• This would be the third biggest engineering project of its kind in the UK
• The majority of landowners have been extremely co-operative. We will continue to work with those who have concerns
• A “swale and bund” solution could benefit landowners – better drainage could mean the quality of their land is enhanced
• Scarborough Borough Council is eager to work with all landowners, to ensure any disruption – either through ground investigation work, or the final scheme – is minimised
• SBC is contributing financially to the solution, along with other agencies, including Filey Town Council
• Once more details of the scheme emerge it’s important that residents and other stakeholders are consulted and their views are taken into consideration

**All dates TBC**

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<tr>
<th>DATE</th>
<th>ACTIVITY</th>
<th>METHOD</th>
<th>STAKEHOLDERS</th>
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| From March 2014 | Continue to remind residents in Filey of the need for a flood alleviation solution – and the trauma caused by previous flash flooding in 2007 | Develop a new project website. It could feature:-  
• Press cuttings  
• Residents’ flooding recollections  
• Floods photos  
• FFA project info  
• Project endorsements  
• Surveys and techy stuff  
• Regular project blog with links to various council meetings and decisions  
• Updated Q&A  
• Wildlife and nature section  
Build in social media element such as Twitter and Facebook | Residents of Filey |
<table>
<thead>
<tr>
<th>From March 2014</th>
<th>Regular updates to Filey Town Council</th>
<th>Continue to work closely with Filey Flooding Working Group and SBC Cabinet Member</th>
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<td>Be available to speak and answer questions at town council meetings</td>
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<td>Offer regular presentations to the town council at different stages of the project</td>
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<td>Hold site visits for town councillors</td>
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<td>Filey Town Council</td>
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<td>From March 2014</td>
<td>Keep SBC ward councillors informed of progress</td>
<td>Communicate with ward councillors on a regular basis, via email and in person, at regular intervals. It’s important they remain advocates of the scheme</td>
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<td>TBC</td>
<td>Continue to liaise closely with people who may be adjacent to any works</td>
<td>Once project details become clearer – and on the day before they become common public knowledge – hand deliver letters / leaflets to householders who may be near any of the works. Answer questions, gauge reactions, invite feedback. Remind residents of 2007, point residents to website for further information</td>
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<td>Residents who may be affected by proposed works</td>
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<td>From March 2014</td>
<td>Set up and build working relationship with schools in Filey</td>
<td>Arrange visits to schools; talk to children about the scheme and why it’s important. Distribute literature which they and their parents might want to read</td>
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<td>Liaise specifically with</td>
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<td>Filey schools and schoolchildren; parents and teachers</td>
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<td>From March 2014</td>
<td>Build a good relationship with business community in Filey</td>
<td>Ahead of details of any final scheme becoming public knowledge, liaise with business community. Listen to concerns they might have over loss of trade etc and try to factor that in to implementation. The key message is there might be “a little bit of pain for a lot of long term gain”. Door-knock, go shop to shop, attend Chamber of Trade meetings, answer emails and phone calls etc</td>
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<td>From March 2014</td>
<td>Liaise regularly with landowners / obtain necessary permissions</td>
<td>Where appropriate, telephone and email landowners so they are up to speed with progress of the scheme. Keep them on side, stress the positives</td>
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<td>From March 2014</td>
<td>Continue to liaise with nature and wildlife groups</td>
<td>Regular talks / updates at meetings; take on board their ideas where appropriate; continue to take into consideration any affect on wildlife works might have; explore options for positive natural legacy</td>
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<td>From March 2014</td>
<td>Keep Tourist Information and Customer First staff up to speed with developments / progress</td>
<td>Customer First staff and Tourist Information staff need information to be able to answer any queries; feeding information to them will allow them to be advocates of the scheme and continue to reiterate positive messages, even in times when there might be disruption</td>
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