



CCATCH – Coastal Change Yarmouth Community Drop-in Event 19 June 2013

Evaluation report and Next steps

1. Introduction

Coastal Change Yarmouth's Community Drop-in Event took place at the Town Hall on 19 June 2013 from 11 am to 7 pm.

The aim of the day was to raise awareness of Coastal Change Yarmouth and the role the community can play in increasing the towns' resilience to flooding in the long term. The main objectives:

- To provide information on Coastal Change Yarmouth's work so far
- To share Yarmouth Town's Community Flood Plan and ensure the community understands the purpose of Coastal Change Yarmouth in the context of other community initiatives
- To demonstrate flood protection measures

For that purpose:

- Yarmouth's Flood Visualisation Model was launched, projecting the fly through of three flood scenarios on a continuous loop
- Yarmouth Primary School presented the work done by the children in year 3 and 4 in the presence of the press and the Mayor
- The National Flood Forum (NFF) demonstrated flood resilience measures in a van parked in the car park next to the Town Hall

Feedback was sought from those attending the event on the:

- Event in general
- Flood Visualisation Tool
- Children's school work
- Usefulness of the NFF van.

This report summarises the findings from monitoring and evaluation work carried out on the day and evaluation work At Yarmouth Primary School on 20 June 2013.

1. General comments on the Community drop-in event

A head count on the day showed that ca 80 people attended the event. Of the 15 people who completed an event feedback form, 10 found the event quite useful and 5 very useful (See figure 1). For some community members the event was an eye opener:

'I was ignorant before. I am now aware';

'Made me aware of the possible threat to Yarmouth and surrounding area';



'Would not have known too much about the problem otherwise'.

For others it was a confirmation of what they already knew:

'Official' confirmation of previous knowledge'.

Some community members expressed the relevance of coastal change for the future of Yarmouth:

'This is going to be one of the most important aspects of our lives in the future'.

Others, however, had a more sceptical view:

'[I came] to see what the panic is about'.

There was particular appreciation of the opportunity to engage with Coastal Change Yarmouth representatives:

'I liked the conversations about it. Seeing it only or looking at leaflets doesn't have as much impact'.

On a scale from 1-5 how useful did you find today's event? 1= not at all useful.
5 = very useful

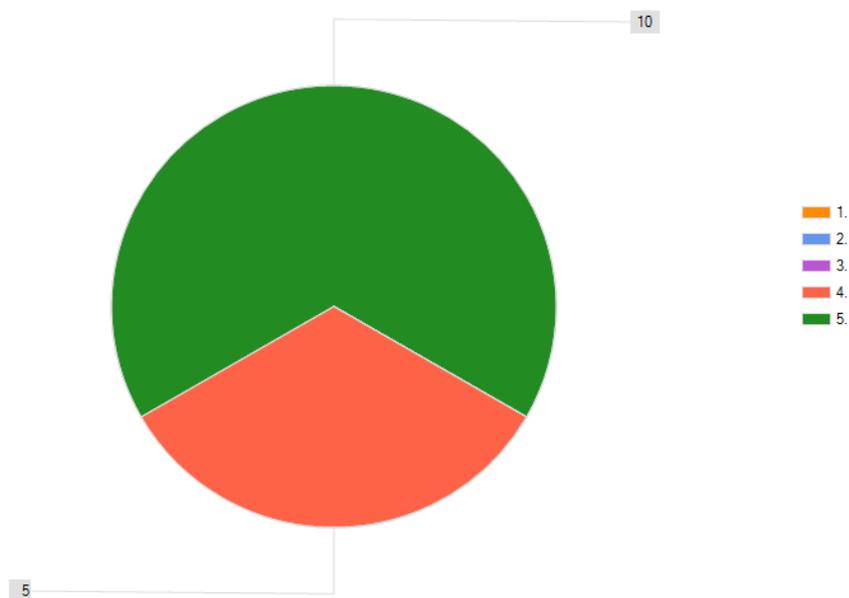
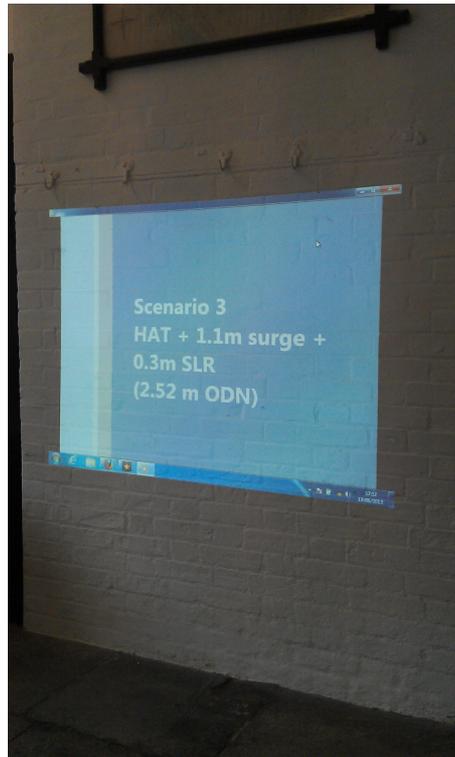


Figure 1



2. Feedback on the Flood Visualisation Tool

The launch of a digital fly-through model of 3 flooding scenarios for Yarmouth raised a lot of discussion. The Resources for Change Team engaged with as many viewers as possible to talk about their first impressions, concerns and views of the future.



2.1 First impressions

First impressions ranged from appreciation of the tool:

'Very impressive' and 'Well presented graphics/ simulation',

to expressions of acknowledgement, surprise and fear,

'It doesn't surprise me at all. I've been saying Yarmouth is going to be under water for years. Quite a good model'

'I'm less worried than I was before because the time frame was very uncertain. 100 years: I'm not going to see the problem and probably my children won't either'

'I'd better sell up quickly! I have been here for 30 years and I had no idea. I'm horrified.'

'Quite scary considering we've got people at the school and a lot of elderly people living in the town. It would cut off the town.'

A marine scientist's response was:



'Scenario 3 is way too cautious! In 50 years from now it might be 50 cm. The ice cap is melting much quicker than we thought it would.'

Whereas someone else said,

'If that was to happen, where you've got to is about right.'

In general the visualisation tool attracted a lot of attention. Suggestions were made for improvement and wider dissemination:

'Very impressive. Would be good to pause when you want. Needs to always tell you what the prediction is.'

'Too fast for me.'

'You need to show the video at Freshwater Library and produce a CD which can be taken out from the library so that you can stop and start it when you are at home.'

2.2 Levels of concern

The 29 people who engaged with the team on discussions around the visualisation tool were asked how concerned they are about flooding in Yarmouth. Figure 2 shows that about 52% of the respondents are quite concerned or very concerned; 22% are concerned, 11% somewhat concerned and 15% not concerned at all.

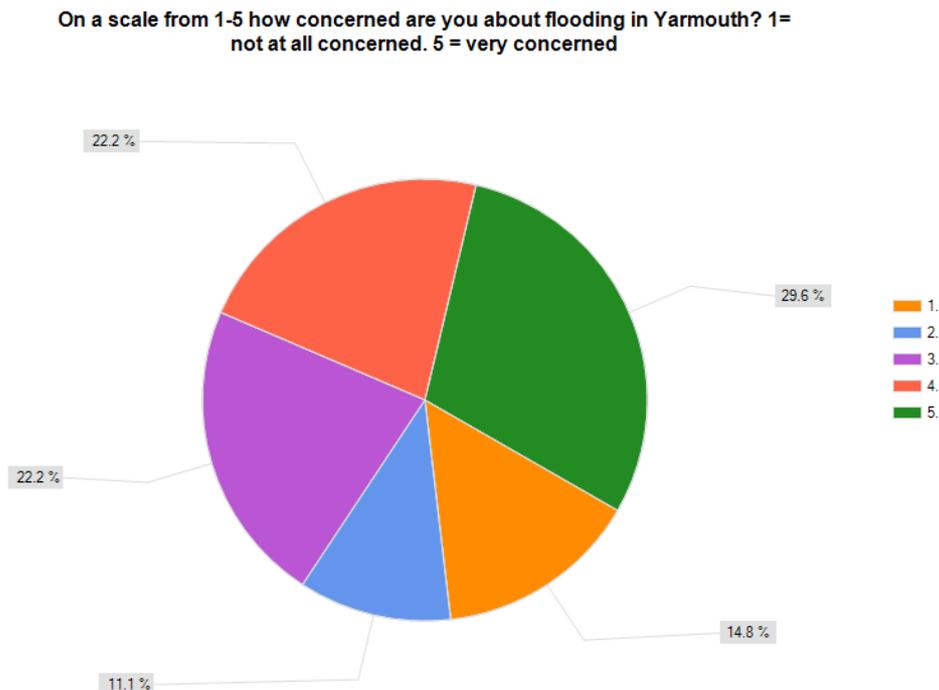


Figure 2



2.3 Impact on perceptions of what to do to make homes flood resilient

Figure 3 shows that the majority of respondents did not feel that watching the fly through model impacted on their view of what they should do to prepare for flood. Many of the respondents will not be immediately affected by a flood because they live in a higher part of town or further away and as such this finding is not surprising. This is evidenced by comments like:

'We're out of the flood area. Sewage is always a problem though.'

Others expressed the need for some action,

'It has been mentioned but we haven't done anything about it. As floods come around every six months we need to get on',

and concern that behaviour change is not keeping pace,

'There are a lot of little things we can do, however behaviour change is not keeping pace with the environmental changes.'

Someone recommended that,

'Days like this are good but it mustn't be a one off.'

On a scale from 1-5 in how far does the fly-through of flood scenarios for Yarmouth change your perception of what you need to do to prepare yourself for a tidal surge? 1= doesn't change my perception at all; 5 = completely changed my perception

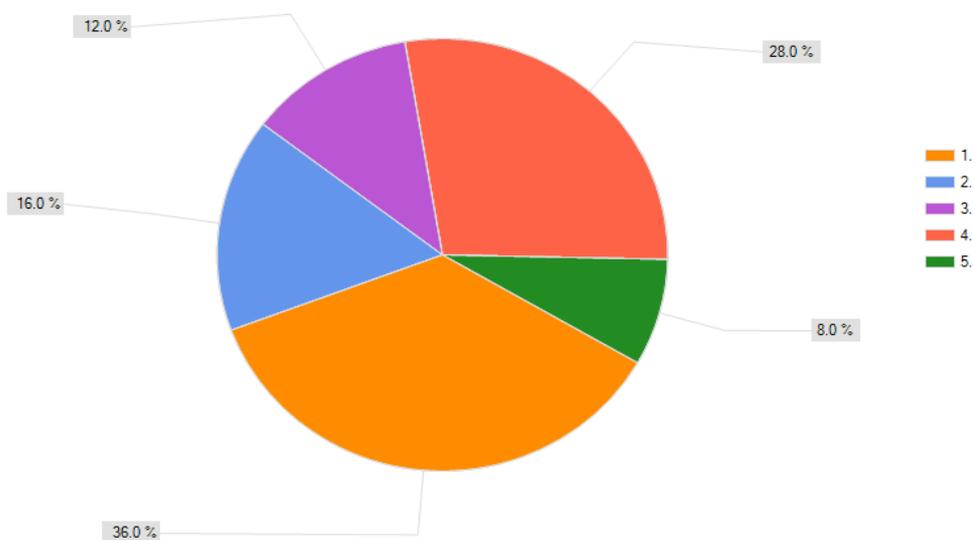


Figure 3



2.4 What should be done to protect Yarmouth from flooding?

This question generated a mix of responses. Some people had very clear views, which often included reference to building up town or sea defences, including raising the seawall, improving the break water and building relief channels behind the mill. Others weren't sure at all about what can be done,

'Don't know! But as much as possible to preserve what we have and we must do it now'

'I don't have enough knowledge to say but clearly something! E.g. a physical siren to warn people to start preparations'

'I wouldn't know. It would need more than sand bags clearly.'

Some people expressed the view that it's a lost battle to fight nature and that it's better to focus on contingency plans and individual home protection:

'We'll need to loose ground to gain ground. It is about working with nature rather than fight it'

'Rather than protection from flooding we need suitable contingency plans in place. Flood monitors to direct traffic coming through Yarmouth'

'Looks difficult to me. It was built to cope with waves as they were. Protect individual properties'.

One visitor used a Post-it for a very comprehensive comment in this context:

'Check on AONB status and further future involvement to assist funding resources regarding conservation. Make the problem into a solution for other aspects of home ownership and tourist facilities.'



3. Feedback on presence of National Flood Forum van



The National Flood Forum parked their van in the nearby Town Square (Figure 4) providing demonstrations of property resilience measures to the people of Yarmouth. The extent to which people valued their presence was measured using a visitor comments book. Here is a snap shot of people's reactions:

'Very glad you came'

'Useful info. Please install floodgates: bridge Road and Quay Street'

'A dire waving to us all!'

'Been there, done it'

'Drains need cleaning'

'Not very well advertised. Needs to be under village talk in County Press.'

Figure 4

The latter point should be taken in to consideration should further similar events be organised as fewer people visited the van than might have been expected. As it was not possible to park the van right outside the Town Hall it is possible that not every visitor of the Community drop-in event attended the van as well.

4. Feedback on Yarmouth Primary School work

Instigated by one of the members of the Local Engagement Group, Coastal Change Yarmouth entered into a partnership with Yarmouth Primary School. From early April until mid June the children in years 3 and 4 worked with their teacher using a tailored educational resource developed by the Solent Forum. The resource is available here:

http://www.solentforum.org/current/CCATCH/Yarmouth/Yar_school_pack/. An exhibition of the highlights of this work was on display in the Town Hall (see Figure 5) and at 2.30 pm the children made an impressive presentation for the public, the Mayor and the press (see Figure 6).

The Resources for Change team interviewed a small number of family members and asked how much they had learned from the children's work. Here is a sample of their responses:

'I've learned a lot reading all the materials she brought home'



'It's what I know already, however very good it's coming from a younger generation'

'I've become more aware. Didn't think it was such an issue. Didn't realise how far the water would go.'



Figure 5





Figure 6

The day after the Community drop-in event Resources for Change evaluated the experiences of the children themselves, the Year 3 and 4 Teacher and the Head Teacher. See Appendix 1 for notes from interviews and Appendix 2 for a transcript of the comments made by the children.

5. Points for consideration

Resources for Change recommends that Coastal Change Yarmouth's Local Engagement Group meets before the end of the summer. It would be useful to discuss the findings of engagement activities so far as provided in this short report and agree on next steps, in particular:

- Any further community events, e.g. further dissemination of an improved version of the Flood Visualisation Tool, other interventions in the town to reinforce the message of change and resilience readiness (e.g. art work commission)
- Examination of stakeholder map identifying targeted interventions of specific stakeholders including IOW Coastal Management Group
- Potential support for the publication of the Community Flood Plan
- Next steps towards a long term adaptation plan if desirable.

Consideration must be given to the needs of different community segments in Yarmouth. At the Drop-in event it became clear there are three distinct groups in Yarmouth, those who are:

- *Fully engaged* (history of involvement in coastal change discussions and actively taking part in looking for solutions)
- *Involved* (relatively new to coastal change discussions, room for improved engagement)
- *Disengaged* (not motivated to become more involved either because flooding has limited impact on own life or disbelief in the data supporting coastal change predictions).