

Great Yarmouth Borough Surface Water Management Plan

Stakeholder Engagement and Communications

The following key objectives have been defined for the stakeholder engagement to ensure that:

- members of local authorities (County, Borough and Parishes) are involved in the production of the SWMP and the public engagement exercise;
- stakeholders, including residents and businesses in affected areas, feel involved in production of the SWMP and understand its purpose and its limitations;
- stakeholders, including residents and businesses in affected areas, have a greater understanding of surface water flood risks; and
- responsible agencies have a greater understanding of local issues and concerns.

Key Messages

The overarching key communication messages of the SWMP include:

- It aims to reduce the risk or mitigate against the consequences of surface water flooding
- It is a long term project in partnership between local authorities, landowners, utility companies and local communities
- It allows the local residents and businesses to understand the nature of the risk from surface water
- It highlights areas vulnerable to surface water flood risk for more detailed study and for targeted maintenance of drainage assets.
- It does not describe the flood risk from the sea or from main rivers.