

Interactions with stakeholders - from the public to policymakers

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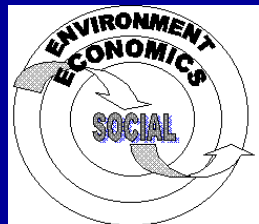
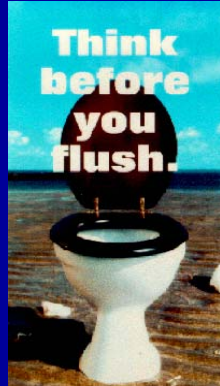
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More than a decade with stakeholders

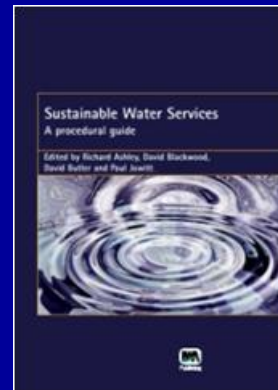
Public and professionals >>>> mainly water service providers and similar



EPSRC
Scottish
Water
Authorities
1996-9



EPSRC
Computer
arcade game -
Partnership
for public
understanding
2001



Sustainable delivery of
wastewater & water
systems

EPSRC
Scottish
Water
SWORD
project
2000-2004



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EPSRC , EA,
industry et al
2003 -8

Even more...

Public and professionals >>>> also politicians and policy makers



Also colleagues - researchers and academics



Stakeholders initially

- The professionals
- Even Directors of water service providers
- Insurance industry
- Key health service professionals
- Municipalities (and some politicians as well)
- Some 'people'
- Some manufacturers

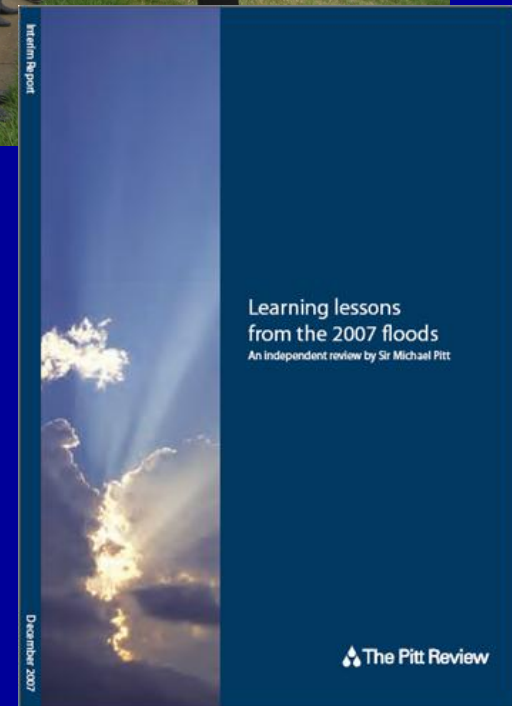


Where there is flooding..(Defra pilots) public



To - high level stakeholder capacity building

- House of Lords water management inquiry
 - Fact finding visit to Australia
- Sir Michael Pitt's inquiry into the 2007 floods



Who needs to be engaged and how - flood risk management?

Class	Stakeholder group
A Property users	Householders; Community groups; Property owners; Commerce; Industry (may overlap with B); Public services (may overlap with C)
B Property managers	Facilities managers; Property surveyors; Developers ; Insurers/mortgage providers; Some architects
C Government and agents	Local Authorities (inc. architects and planners); Highways operators; Rail operators; Environment Agency; Sewerage undertakers; Specialist Consultants' including land management and conservation; Academics and researchers; Government departments



Think before you flush..



• Think Before You Flush team, Dr Nicki Soutar, centre, and Mr Gus Swain of Abertay University with Ian Stewart of West Of Scotland Water at Fairlie beach.

“Flush It” campaign to clean up Fairlie beach

Watch what you flush is the message from West of Scotland Water after they found 53,000 baby wipes on Fairlie seafront last year!

To follow that, 22,680 cotton buds and 15,240 tampons were also counted by researchers along the local beach.

Researchers also discovered 1800 condoms were also washed up on the beach.

Villagers in Fairlie and throughout the local area have been asked to support an environmental campaign designed to bring major improvements to the beach and coastal waters.

The Think Before You Flush campaign, launched in Fairlie on Thursday August 5, is designed to make people stop before they flush sanitary waste items down the toilet.

1800 condoms found on shore

JUST WHEN YOU THOUGHT IT WAS SAFE TO GO BACK INTO THE KHAZI.....

BOG MONSTER DAY!

A THINK BEFORE YOU FLUSH PRODUCTION IN Memorial Hall, Ceres, Saturday 18th October 9.00am to 5.00pm
Monsters made from toilet rolls, empty shampoo bottles, cotton wool etc.

COME ALONG AND BUILD A BOG MONSTER !
AND BRING OLD BATHROOM WASTE WITH YOU ! ! !
For more information contact Dr. Nicki Soutar 01382 308161

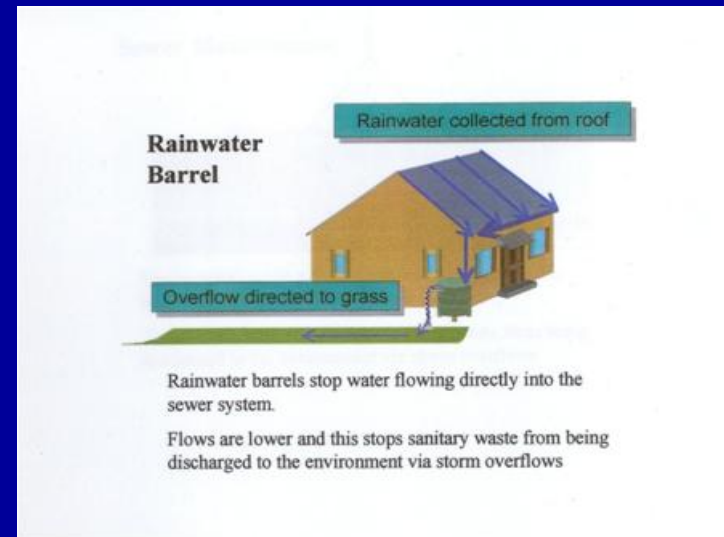
East of Scotland Water UNIVERSITY OF ABERTAY DUNDEE

- Engaged several communities across Scotland face-to face
- Enthused Scottish (then) Water Authorities
- Showed that (flushing) behaviour could be altered with proper and effective community engagement



SWARD

- Started with fly-on-wall decision (process) mapping
- Flashcards with public convey key points
- Key decision makers mainly do not understand sustainability issues
 - Hence preferred options are usually less sustainable



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- ...CIRIA report and reluctance to address sustainability
- Social science <.....> engineering, different perspectives
- Portal as a means of engagement of various people

NORIS

- Sustainability too difficult and uncomfortable....
- Different understandings of starting point
- Reluctance to honestly self-evaluate
- Time consuming and additional, unfunded work



AUDACIOUS (adapting local drainage to climate change)

eranet CRUE (non-structural measures)

- Main agencies reluctant to engage with public
- Top-down command system fails to get public and communities to take responsibility (EA especially)
- Exhortations for 'people' to become more self-reliant during flooding futile as a consequence



(Sir Michael) Pitt report

- "Government reluctant to admit the problems cannot all be solved..." and needs to admit it...to the public
- "England has one of the most secretive systems for exchanging data and information..." this needs to change
- "recommendations cannot be too radical otherwise government will ignore the report...."



House of Lords inquiry 2006

- Inquiry boundaries set so as to avoid 'big' questions, such as the nationalisation of the water industry in England...private operation was taken as a given



Welsh Water stormwater disconnections

- Receptivity....
- Publicity campaigns...
 - The media forcing an early launch...
 - {see Richard on video:
<http://www.welshwater.com/English/library/movies/surfacewater/movie.asp>}



Conclusions

- Know your stakeholders
 - Tailor activities to be appropriate to needs and receptivity
- Capacity needs to be built in each and every stakeholder community if we are to effect the changes needed to move to a more sustainable way of living
- Often it is our fellow professionals who are the most reluctant to change

