

Annex B

Aims and objectives

B.1 Aim and Objectives of the LFRMS

- B.1.1.1 The aim of the Hampshire Local Flood Risk Management Strategy is to produce a plan to reduce and manage flood risk in a way that will benefit people, property and the environment. Eight objectives support this aim. This annex details these objectives, why we consider each objective to be important and how we will go about meeting each objective.
- B.1.2 [Improve our knowledge and understanding of local flood risk in Hampshire](#)
- B.1.2.1 A thorough understanding of the risk from flooding is key to effective management of local flooding. This requires an understanding of where flooding may occur, how often these areas may flood and what the impacts of this flooding could be.
- B.1.2.2 Thorough understanding of flood risk will enable energy and investment to be directed where it will have the greatest influence in reducing the potentially negative impacts of flooding. In addition, increasing public awareness of flood risk will help individuals and communities become more resilient to flooding.
- B.1.2.3 This strategy will make use of publically available modelled data about potential flooding, such as the Environment Agency's Surface Water Flood Maps, as well as information gathered about past flooding in Hampshire to develop a better understanding of the risks of flooding across the county. The Local Strategy will seek to explain the risk of flooding and through a process of consultation increase general awareness of the issues around flooding in Hampshire.
- B.1.3 [Develop strategy, policy and a LFRMS action plan to manage these risks, providing balanced social and environmental benefits for the identified investment need](#)
- B.1.3.1 Having developed an understanding of the potential likelihood and consequences of local flooding the Local Strategy will seek to identify means to manage the risk of flooding through a variety of measures. The Local Strategy will identify a wide variety of potential schemes that will reduce the negative impacts of flooding and where possible provide additional benefits to wider society and the environment.
- B.1.3.2 When deciding on which policy, strategy and actions to implement, the Local Strategy will agree and apply a consistent appraisal process to ensure that the selected measures are economically viable, sustainable and where possible provide benefits over and above reducing or managing flood risk.
- B.1.4 [Work in partnership with other flood risk management authorities to deliver the Strategy and action plan](#)
- B.1.4.1 As Lead Local Flood Authority Hampshire County Council is responsible for coordinating the Local Strategy, to do so they need to work with other Risk Management Authorities. This a requirement under the Flood and Water Management Act, and such partnership working and cooperation is vital to ensure

that a thorough understanding of local flood risk is established and that the measures selected to manage this risk are realistic, sustainable and effective. Working together in this way will also help the delivery of multiple benefits above and beyond that of flood risk management. In this way the strategy will also benefit Hampshire in terms of bio-diversity, recreation and landscape, to name but a few opportunities.

- B.1.4.2 This Local Strategy document will identify the Risk Management Authorities and their agreed responsibilities to manage local flood risk. Throughout this document this group of Risk Management Authorities including Hampshire County Council will be referred to as the Partners.
- B.1.4.3 Throughout the development, implementation and review of the Local Strategy, Risk Management Authorities will be engaged to develop an understanding of who is best suited to implement any actions and the timescales over which this is possible. Through such engagement the Local Strategy will ensure that the selected strategy, policy and actions can be realistically delivered taking into account the opportunities for funding likely to be available.
- B.1.4.4 As part of the development of the Local Strategy the Partners will engage with Risk Management Authorities in other areas to develop an understanding of, and approach for managing local flood risk across administrative boundaries.
- B.1.5 [Maintain, and improve where necessary, local flood risk management infrastructure and systems to reduce risk](#)
- B.1.5.1 The principle purpose of the Local Strategy is to reduce local flood risk. The Local Strategy will identify and develop a variety of means to do this, including maintenance and improvements to existing local flood risk management infrastructure. Any measures identified in the Local Strategy will be selected through a consistent appraisal process to identify those that will bring the greatest benefit to the area as a whole.
- B.1.6 [Ensure that local planning authorities take full account of flood risk when allocating land and considering permitting development \(by avoiding development in inappropriate locations and minimising flood risk wherever possible\)](#)
- B.1.6.1 Development in inappropriate locations can increase the risk of flooding, for example by increasing run off or reducing flood water storage areas. Whilst it is outside the scope of the Local Strategy to specify where development can occur, the Local Strategy will identify where flood risk may increase due to inappropriate development. This will help local planning authorities make informed decisions about flood risk when considering development.
- B.1.7 [Engage with local communities groups to increase public awareness and reporting of flooding and promote appropriate individual and community level planning and action.](#)
- B.1.7.1 Throughout the development of the Local Strategy the Partners will engage with community groups and representatives to ensure that their knowledge and views are considered. Such engagement will take the form of online consultation and stakeholder workshops.

- B.1.7.2 The measures considered as part of the Local Strategy will include awareness raising and knowledge sharing activities. The strategy will also identify who has responsibility for flood related activities and help to clarify how individuals and communities can plan and respond to local flood risk.
- B.1.8 [Improve and support community level flood response and recovery](#)
- B.1.8.1 The actions under the Local Strategy will aim to reduce the likelihood of flooding whilst increasing the ability of individuals and the community to respond to and recover from flooding when it occurs. The Local Strategy will help to do this by improving the knowledge and understanding of flooding (objective 1) so that communities can better understand whether they are at risk and therefore their need to plan for response and recovery. In addition, by engaging with local communities through the development of the Local Strategy and publishing information on the roles of Risk Management Authorities, communities will be provided with information on how to gain information about response to and recovery from flooding.
- B.1.9 [8. Identify all available national, regional and local funding mechanisms to deliver flood risk management interventions.](#)
- B.1.9.1 To successfully manage flood risk, the Local Strategy needs to ensure that selected measures are economically viable. To achieve this, the Local Strategy will identify potential funding mechanisms which can help deliver the flood risk management actions identified within the action plan.
- B.1.9.2 The Local Strategy will identify a range of funding mechanisms from a variety of sources. Such mechanisms may include Government Flood Defence Grant in Aid (FDGiA), funds contributed by partners or local Levies. As part of the assessment of flood risk management actions those who will benefit from schemes will be identified, this will help ensure that those who benefit from management activities contribute appropriately towards the delivery.

B.2 Guiding principles

B.2.1.1 The Flood and Water Management Act states that Local Strategies must be consistent with the NFCERMS. Principally, this refers to consistency with the overall aims and objectives of the NFCERMS, and with the six “guiding principles”.

B.2.1.2 The aims and objectives of the Hampshire LFRMS, detailed above, have been developed based on the objectives of the national strategy, interpreting them for the specific Hampshire context. They have been developed and agreed at both steering group and stakeholder workshops. The Strategic Environmental Assessment of the LFRMS has been undertaken alongside the development of the strategy, with the strategy being adapted to seek environmental opportunities rather than purely to mitigate environmental impacts. Therefore we believe that the objectives we have chosen, which have been used as our guiding principles throughout the risk assessment process, and the development of the action plan, will ensure that the strategy will be consistent with the National Strategy.

B.2.2 Community focus and partnership working

B.2.2.1 Risk management authorities need to engage with communities to help them understand the risks, and encourage them to have direct involvement in decision-making and risk management actions. Working in partnership to develop and implement local strategies will enable better sharing of information and expertise, and the identification of efficiencies in managing risk.

B.2.3 A catchment and coastal “cell” based approach

B.2.3.1 In understanding and managing risk, it is essential to consider the impacts on other parts of the catchment or coast. Activities must seek to avoid passing risk on to others within the catchment or along the coast without prior agreement. In developing local strategies LLFAs should ensure that neighbouring LLFAs within catchments are involved in partnerships and decision making. Strategic plans such as Catchment Flood Management Plans (CFMPs) and Shoreline Management Plans (SMPs) should be used to help set strategic priorities for local strategies. Regional Flood and Coastal Committees will have an important role in this approach.

B.2.4 Sustainability

B.2.4.1 LLFAs should aim to support communities by managing risks in ways that take account of all impacts of flooding (for instance on people, properties, cultural heritage, infrastructure and the local economy) and the whole-life costs of investment in risk management. Where possible, opportunities should be taken to enhance the environment and work with natural processes. Risk management measures should also be forward looking, taking account of potential risks that may arise in the future and being adaptable to climate change. Government guidance has been published setting out the link between sustainable development and risk management.

<http://www.defra.gov.uk/publications/2011/10/03/pb13640risk-manage-auth/>

B.2.5 Proportionate, risk-based approaches

B.2.5.1 It is not technically, economically or environmentally feasible to prevent all flooding and coastal erosion altogether. A risk-based management approach targets resources to those areas where they have greatest effect. All aspects of risk management, including the preparation and implementation of local strategies, should be carried out in a proportionate way that reflects the size and complexity of risk. The assessment of risk should identify where the highest risks are and therefore the priorities for taking action. The Local Strategy provides an opportunity to agree a local framework for risk based decisions and interventions with local communities and stakeholders.

B.2.6 Multiple benefits

B.2.6.1 As well as reducing the risks to people and property, FCERM can bring significant economic, environmental and social benefits. In developing and implementing local strategies, LLFAs should help deliver broader benefits by working with natural processes where possible and seeking to provide environmental benefit, including those required by the Habitats, Birds and Water Framework Directive. Measures such as the use of SuDS to manage risk should be considered wherever possible as they can also deliver benefits for amenity, recreation, pollution reduction and water quality. Further benefits can be realised in relation to regeneration, growth and emergency planning.

B.2.7 Beneficiaries should be allowed and encouraged to invest in local risk management

B.2.7.1 The benefits achieved when flood and coastal erosion risks are managed can be both localised and private, through the protection of specific individuals, communities and businesses. In developing local strategies, LLFAs should consider opportunities to seek alternative sources of funding for managing local flood risk rather than relying solely on Government funds. However, LLFAs should consider the balance they wish to achieve in relation to major coastal and fluvial schemes, where the scale of local contributions required to make up partial national funding may be much more significant than that usually needed for surface water management schemes.