



SUPPORTED BY
MAYOR OF LONDON

After Life

Communication Plan

Climate-Proofing Social Housing Landscapes
LIFE12 ENV/UK/001133

Demonstrating the role of urban housing estates in adapting European cities to cope better with the effects of climate change.



The Climate-Proofing Social Housing Landscapes project is made possible with the contribution of the LIFE+ financial instrument of the European Community.

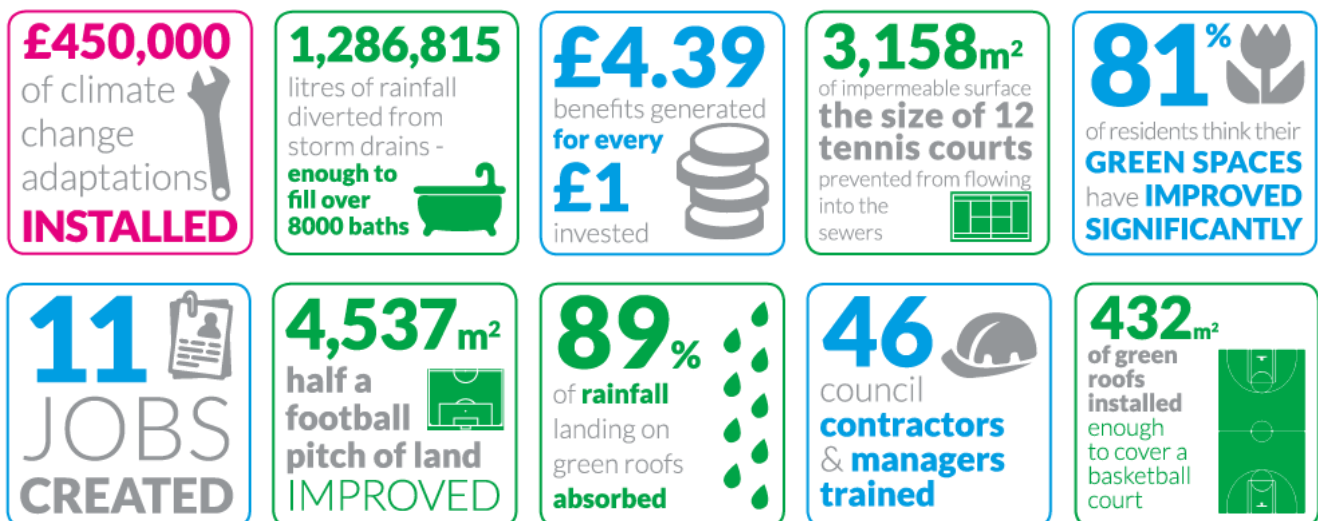
Project Description

The *Climate-Proofing Social Housing Landscapes* project has demonstrated an integrated approach to climate adaptation and wider socio-economic challenges in vulnerable urban areas, by developing and applying a transferable methodology for the implementation of a package of affordable, light-engineering climate change adaptation measures based around the retrofitting of blue and green infrastructure. Alongside this, the project has also featured in-depth community engagement and awareness-raising of climate change adaptation opportunities, as well as training local apprentices and local authority staff in the skills to implement and maintain such measures.

These measures have been implemented in three different social housing contexts in West London, within areas characterised by high levels of deprivation and exposure to climate-related risks. Ultimately, the project aimed to demonstrate the role that urban housing estates can play in adapting European cities to cope better with the effects of climate change.

Project Development/Activities

The implemented measures are light-engineering solutions, including small basins, rain gardens, and green roofs. Soft landscaping elements have been implemented through accredited apprenticeship and employment programmes for local people as part of Groundwork London's Green Teams, many of whom have been out of work for long periods of time, therefore creating local jobs. Hard landscaping elements have been delivered by externally appointed contractors. In this way, different mechanisms for resourcing the delivery of adaptation measures have been demonstrated.



Policy Context

Adaptation measures of this nature are covered by European policy under the Water Framework Directive and the EU Floods Directive. These measures also demonstrate practical responses in line with the EU Strategy on Adaptation to Climate Change, which encourages all Member States to adopt comprehensive adaptation strategies and recognises that it makes sense to begin with measures that are low-cost, flexible and good for both the economy and the climate.

Climate adaptation initiatives have the potential to demonstrate how EU environment policy can be implemented at the local level. However, for the most part these measures are influenced by national and regional legislation, so the extent to which they are implemented varies considerably across Europe.

The outcomes of, and lessons learned from, this project have helped to strengthen regional and local policies including the London Sustainable Drainage Action Plan, Hammersmith & Fulham Council's Local Plan, Housing Strategy and Biodiversity Strategy, and guidance including Transport for London's SuDS Design Guide.

Communication Strategy

This document outlines the aims, key messages and target groups for the *Climate-Proofing Social Housing Landscapes* project, and sets out key milestones and responsibilities for the implementation of ongoing communications and marketing actions following project completion. A wide range of dissemination activities have been undertaken to date, communicating the key milestones, results and social and environmental benefits of the project.

Stakeholders

The main stakeholders targeted through dissemination activities are:

- Citizens (particularly estate residents, wider local community, professionals and enterprises)
- Local planning authorities, housing sector, policy makers, practitioners, politicians
- European, national, regional and local agencies and networks
- Academics, scientific research and technology development community
- Landscape architects, urban designers
- Project partners, internal management teams

Dissemination Activities undertaken to date include:

- Development of **dissemination materials**: flyers, posters, 360° virtual tour, blog, film, infographic.
- Development of **database and targeted distribution** of dissemination materials.
- Organising and participating in **dissemination events**, including conferences, seminars, training and community events.
- Development of **resources** to support others implementing similar schemes, including an Implementation Guide and Layman's Report.
- **Media work** and coverage, including preparation of **publications and articles**.
- **Engaging other European projects and networks** to share experiences and resources.

What has been realised by dissemination activities?

- 36 events organised, including public information meetings, meetings with interest groups, training and guided visits
- 25 articles and other information published in magazines, newspapers and online
- 34 blog posts disseminated to the general public and local community members on the project blog (www.urbanclimateproofing.tumblr.com)
- 1 360° virtual tour resource disseminated to a specialised public
- 1 project film, available on the project website and on YouTube
- 2,365 visits to LIFE+ project page on Groundwork London's website (www.groundwork.org.uk/Sites/london/pages/lifeplus-lon)
- 4,520 visits to the official project site (www.urbanclimateproofing.london)
- 6 local press releases and 7 international press releases issued
- 6 notice boards describing the project displayed across the three demonstration sites
- 32 national and international events in which the project has been presented
- 6 publications prepared including the Implementation Guide and Layman's Report
- 6 case studies developed and disseminated to various stakeholders
- Over 106,000 impressions on social media using #urbanclimateproofing
- 2 webinars and online engagement events, including a Twitter Q&A



Future Dissemination Plans

The key tools and channels for disseminating project information and learnings are identified and outlined below. The project website will be updated to include any identified future opportunities. These opportunities will not only support the further dissemination of project approaches, results and resources to raise awareness of the project, but will also support its transferability to other urban housing environments across Europe.

Project Website

www.urbanclimateproofing.london

A microsite was created as a primary information and communications channel relating to the project.

The site will be available for at least 5 years following the completion of the project, and will be maintained and updated regularly by Groundwork London.

Through this website, it is possible to access all the information related to the project, including a detailed description, plans and photographs of the three sites, case studies, a 360° virtual tour, links to media coverage, monitoring and evaluation information, the project film and other downloadable resources including the Environmental Impact Report, Layman's Report and Implementation Guide.

Responsible: Groundwork London

Other Websites

The project website will also continue to be linked to from both partners' websites.

Responsible: All partners

Media Work

Groundwork London will continue to work with the media at local, regional/national and international levels to secure wide-ranging coverage for the project, particularly in terms of the results and impact.

A number of pieces of coverage have been secured for after project completion, including features in:

- Housing Europe newsletter & website (Sep 16)
- Case study on the EEA's Climate-ADAPT website (Nov 16)
- an 'Inspiring Project' feature on the Joint Nature Conservation Committee website (Nov 16)
- Greater London Authority web pages on projects funded through Drain London (Nov 16)
- Landscape – the quarterly journal of the Landscape Institute (Nov 16)
- NHF Neighbourhoods Green newsletter & website (TBC)
- CIRIA case study and SuDS construction guidance (Dec 16)
- Creating Sustainable Cities magazine (Dec 16)
- Horticulture Week magazine & website (Jan 17)
- Housing Management & Maintenance magazine (spring 2017)
- Hammersmith & Fulham Council Pamphlet & Case Study – 'Living with Rainwater' (2017)

Responsible: Groundwork London

Dissemination of Resources

Publications produced as part of *Climate-Proofing Social Housing Landscapes*, including the Implementation Guide and Layman's Report, will continue to be disseminated at every possible opportunity, via the following channels:

- Project website
- Partner websites
- Partners' social media coverage
- Internal & external networks
- Media coverage and newsletter features
- Future dissemination events and conferences (see below).

The Implementation Guide will also be used in future training courses delivered by Groundwork London, such as Domestic Energy & Water Saving for new Customer Engagement Officers employed through Groundwork London's major contract with Thames Water.

Groundwork London is also in the process of securing accreditation for the training courses delivered through the programme, with Lantra (the Sector Skills Council for Land Based and Environmental Industries). The courses (Introduction to Green Infrastructure:

Sustainable Drainage Systems and Maintenance of Green Infrastructure: Sustainable Drainage Systems) will be aimed at staff of grounds maintenance contractors who deliver services to local authorities, housing associations and other public realm bodies where green infrastructure components are likely to become more common in the landscapes and, once accredited, will be deliverable across the UK.

Responsible: All partners

Site Visits & Guided Tours

Site visits and tours have been a key channel via which partners have disseminated information and key learnings throughout the project to stakeholders of strategic importance.

Visits in place beyond project completion include tours of Queen Caroline for Frederic Segur, Director of Trees & Landscapes at the Greater Lyon Authority and other housing providers who attended our September 2016 masterclass; and a walking case study in collaboration with CIRIA.

Responsible: All partners

Dissemination Events & Conferences

Groundwork London will continue to identify opportunities for dissemination at regional, national and international levels; as well as exchange learnings and experiences with other similar European projects.

Upcoming events include:

- CIRIA – Barriers to Supporting Transport Resilience in London (Oct 16)
- Urban Design London: Streets for Life – Water Sensitive Design (Oct 16)
- Forests & Woodland Advisory Committee Meeting (Oct 16)
- Lecture to University of Greenwich Landscape Architecture students (Nov 16)
- GLA and TfL SuDS event (Nov 16)
- National Housing Federation – London Environment Committee (Dec 16)
- Ecobuild 2017 – Green Infrastructure Seminar Session (Mar 17)

Monitoring Extension

Thanks to funding from Hammersmith & Fulham Council, technical monitoring by the University of East London will continue across all three sites for one year after project completion, enabling the longer term impacts of the interventions to be understood.

The results of this period of monitoring will be made available via the project website, and disseminated via local, regional/national and international press, as well as at events and conferences such as those outlined above.

Additional Implementation Works

Groundwork London has secured agreement in principal from Thames Water to fund additional green infrastructure interventions, supporting increased resilience to the impacts of climate change across all three sites.

Again, information regarding these measures will be made available via the project website, and disseminated via local, regional/national and international press, as well as at events and conferences such as those outlined above.

It is Groundwork London's intention to seek opportunities to undertake more work of this nature. The Landscape Team have the skills to implement similar schemes on other social housing estates, and Groundwork London is exploring opportunities to work with other housing providers in London, as well as working with Hammersmith & Fulham Council to support them in rolling out similar schemes across other housing stock in the borough. This includes submitting a proposal for a new LIFE+ project, Urban Neighbourhoods, based on the learnings from this project.

Awards

Climate-Proofing Social Housing Landscapes received an Urban Greening Award at the 2015 SWIG Awards, which aim to showcase the most inspirational and transformational projects demonstrating sustainable water use, both in the UK and internationally; and was a finalist in The Planning & Placemaking Awards 2016 (London category).

Groundwork London's Landscape Team have submitted the project to the Landscape Institute Awards 2016, in the *Adding Value through Landscape* and College of Fellows' categories, the results of which will be announced in November 2016.

Groundwork London will continue to put the project forward for any appropriate awards, in order to promote the innovative nature and transferability of the project.

Budget & Risks

Any anticipated costs relating to the above activities will be drawn from the central Groundwork London Marketing budget.

For any unanticipated costs which exceed the available budgets, Groundwork London will seek additional funding through the usual channels, including charitable grants and funds.

Other risks to implementation of the After LIFE Communication Plan include turnover of staff. In order to mitigate this risk, full handover documents will be produced in the event of a change in communications staff.



Project Data

Project Location: London, UK

Project Start Date: July 2013

Project End Date: September 2016

Total Project Duration (in months): 39

Total Cost: 1.6 million Euro

EC Contribution: 800,000 Euro

Project Website:

www.urbanclimateproofing.london

Beneficiaries' Data

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www.groundwork.org.uk/london

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Hammersmith & Fulham Council

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