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# York's flood toolkit

A step-by-step toolkit to help comms teams during a flooding incident





# The benefits

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- quicker
- one place
- approved
- lift and use templates
- aligns with the York Flood Plan



introduced a  
SVOTT



webpage  
changes

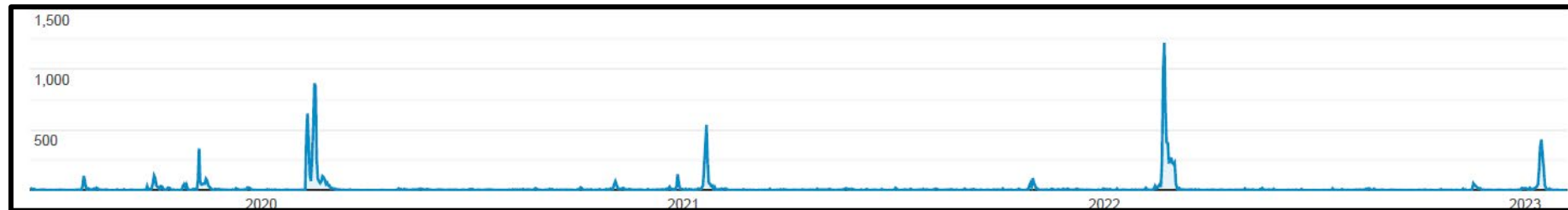


refocused on  
recovery

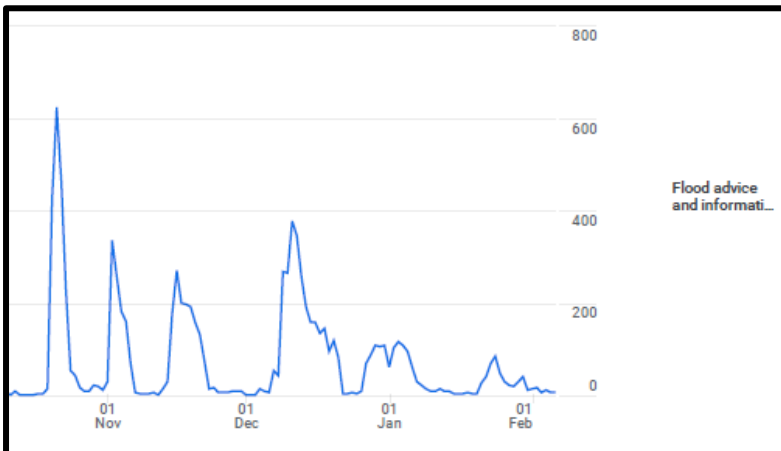
# Preparing for flooding

Find out how we support residents and businesses to prepare for flooding in York.

PREPARING FOR FLOODING



2019 to 2023



## Late 2023 to Feb 2024

Website 'peaks' can be seen during each storm or flooding event. We've had circa 9,000 page views in this time period alone



## High river levels in York

We're experiencing high river levels as a result of recent storms, rainfall and melting snow in the catchment areas of the River Ouse and River Foss. York is 'open for business' but some car parks, parks and riverside paths are affected.

### Current flood measures in York:

- Warning signs, flood defences and water pumps are being deployed as per usual flood plans for predicted river levels
- [Rowntree Park](#), [Rowntree Park play area](#), and [Rowntree Park car park](#) remain closed
- [St George's Field car](#) and [St Georges's Field coach park](#) are closed
- [Esplanade car park](#) is closed
- Work to tidy-up affected areas will begin when forecasts expect no further flooding

Get details of [what to do after a flood](#). For the latest information

(Twitter)

# During a flood

# The flood toolkit

\*To share on screen

\*\*A WORKING/LIVE DOCUMENT \*\* **[Last updated 13 December 2023]**

Communications timeline (annex in York's Flood Plan)

**Contents:**


- [River Ouse levels and comms actions: page 1-13](#)
- [River Foss levels and comms actions: page 14 -16](#)
- [Recovery actions and comms: page 17 -18](#)

River Ouse Level above normal summer	Action <i>Actions in ITALICS are carried out by EA</i> <b>Actions in BOLD are carried out by CYC</b> <i>Actions in Blue are carried out by YWS</i>	Communications Actions/outputs undertaken by CYC's comms team
5.00m	City Centre including Railway Station and Coney Street affected	Amplify to reach anyone not on digital or not able to access digital <a href="#">channels</a>
5.45m	Approximate level of York Flood Defences. Serious flooding above this level at: Clifton Green, Westminster Road, Longfield Terrace and Almery Terrace Marygate Leeman Road, Accomb Landing and York Waterworks Hamilton Drive Lower Ebor Street, Lower <a href="#">Clifford</a> Street and River Street	<b>Paid for</b> – boosted social, press, radio, ward notice boards (no longer rely on partners or free channels) – focused on support available and how to get immediate help. All social media posts can be found on <a href="#">Canva here</a> Weekly briefing partners to share <a href="#">messages</a> Brief ward members to act as eyes and ears on ground including responding to social media posts with FAQs we <a href="#">prepare</a> Produce a flood pack. Publish access maps, about rest halls, etc. for people immediately evacuated. Photos and videos of defences shared widely on social and via media – BBC invited to cover <a href="#">defences</a>





1

River Ouse Level above normal summer	Action <i>Actions in ITALICS are carried out by EA</i> <b>Actions in BOLD are carried out by CYC</b> <i>Actions in Blue are carried out by YWS</i>	Communications Actions/outputs undertaken by CYC's comms team
5.4m	Huntington Road, Foss Islands Road and Waingate Skeldergate <a href="#">Clifford</a> Road and Pumping Station Cottages North Street Rawcliffe	Targeted community packs with CIDs visiting elderly, traveller communities, Polish, etc. anyone not likely to be accessing traditional <a href="#">media</a> Resource deployed onto responding to social 24/7
5.15m	2015 flood	Over 4.5m – Comms team taken off 'business as usual work' and focus entirely on the flood incident comms share 24/7 rota. The communications team's business continuity plan is <a href="#">triggered</a> and we consider bringing in resources from other external (policy) teams to support (or NYLRF comms staff in neighbouring authorities)
5.20m	1982 flood	
5.08m	2012 flood	
<b>Over 4.8m &amp; non-Wiking Recorder issued</b>	Leeman Road, Accomb Landing and York Waterworks Hamilton Drive Lower Ebor Street, Lower <a href="#">Clifford</a> Street and River Street Skeldergate <a href="#">Clifford</a> Road and Pumping Station Cottages Rawcliffe	<b>There is no other comms work – all corporate social media channels are emptied of anything apart from life or livelihood.</b> Issue updated press release with media invitation /briefing included: All social media posts can be found on <a href="#">Canva here</a>

2

River Ouse Level above normal summer	Action <i>Actions in ITALICS are carried out by EA</i> <b>Actions in BOLD are carried out by CYC</b> <i>Actions in Blue are carried out by YWS</i>	Communications Actions/outputs undertaken by CYC's comms team
5.00m	Marygate North Street City Centre including Railway Station and Coney Street	 All social media messages now flood incident focused. <a href="#">Example thread here</a> and <a href="#">example here</a> All social media posts can be found on <a href="#">Canva here</a>
4.90m	Clifton Green, Westminster Road, Longfield Terrace and Almery Terrace	<b>NO OTHER SOCIAL OR COMMS WORK TO GO AHEAD – only flood!</b>
4.80m	105 Alma Terrace (off New Walk), 4 & 5 South Esplanade <a href="#">affected</a> Peckitt Street and along Clifford Street on the higher ends of Lower Friargate, Cumberland Street and Ring Street	Daily SVOTT, internal staff emails – including members and <a href="#">parties</a> brief. Resident and business e-newsletters issued. Flood alert message feature on the front page of the CYC website.
4.70m	Salisbury Road affected by seepage through <a href="#">surfaces</a>	Daily briefings with broadcast media – with the BBC placed as being the public service broadcaster (with a responsibility to promote incidents).
4.60m	1 – 3 South Esplanade, 1 Tower Place affected.	Weekly <a href="#">Clifford</a> lives FAQs on website Monitor social media and correct <a href="#">misinformation</a> Poster distributed <a href="#">for awareness</a> notice boards (support telephone numbers) <a href="#">Clifford</a> cover <a href="#">activated</a> – i.e. media interviews and visits – media briefing shared

3

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4.5m	Sandbag wall at Tower Gardens becomes ineffective. Properties commence flooding in Naburn Village and the Ship Inn, Acaster Malbis.	Photos and videos of defences shared widely on social and via media Letter to Fulford residents issued AHEAD of 4x4 or bridge being installed. <a href="#">Social media example here</a> All social media posts can be found on <a href="#">Canva here</a> Draft letter attached here:   <a href="#">Clifford</a> location details (CHECK WITH FLOOD RISK TEAM AND BZ INTELLIGENCE IF DATA CORRECT):  If we are using volunteers, attached protocol/ <a href="#">script</a>  Internal staff emails – including <a href="#">members</a> brief. Resident and business e-newsletters issued.

4

Next steps:  
complacency and  
climate change





Thank you

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