


Communications timeline (annex in York’s Flood Plan)



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<p>River Ouse Level above normal summer</p>	<p>Action</p> <p><i>Actions in ITALICS are carried out by EA</i></p> <p>Actions in BOLD are carried out by CYC</p> <p><i>Actions in Blue are carried out by YWS</i></p>	<p>Communications</p> <p>Actions/outputs undertaken by CYC’s comms team</p>
<p>6.00m</p>	<p>City Centre including Railway Station and Coney Street affected</p>	<p>Amplify to reach anyone not on digital or not able to access digital channels</p>
<p>5.45m</p>	<p>Approximate level of York Flood Defences. Serious flooding above this level at:</p> <p>Clifton Green, Westminster Road, Longfield Terrace and Almery Terrace</p> <p>Marygate</p> <p>Leeman Road, Acomb Landing and York Waterworks</p> <p>Hamilton Drive</p> <p>Lower Ebor Street, Lower Darnborough Street and River Street</p>	<p><u>Paid for</u> – 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 Canva here</p> <p>Weekly briefing partners to share messages</p> <p>Brief ward members to act as eyes and ears on ground including responding to social media posts with FAQs we prepare</p> <p>Produce a flood pack. Publish access maps, about rest halls, etc. for people immediately evacuated.</p> <p>Photos and videos of defences shared widely on social and via media – BBC invited to cover defences</p>




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	Huntington Road, Foss Islands Road and Walmgate Skeldergate Fordlands Road and Pumping Station Cottages North Street Rawcliffe	Targeted community packs with CIOs visiting elderly, traveller communities, Polish, etc. anyone not likely to be accessing traditional media Resource deployed onto responding to social 24/7
5.4m	Highest recorded flood – November 2000	
5.19m 5.10m 5.08m	2015 flood 1982 flood 2012 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 triggered and we consider bringing in resources from other internal (policy) teams to support (or NYLRF comms staff in neighbouring authorities)
~Over 4.8m & non-Viking Recorder Issued	Leeman Road, Acomb Landing and York Waterworks Hamilton Drive Lower Ebor Street, Lower Darnborough Street and River Street Skeldergate Fordlands Road and Pumping Station Cottages Rawcliffe	<p style="color: red;">There is no other comms work – all corporate social media channels are emptied of anything apart from life or livelihood.</p> Issue updated press release with media invitation /briefing included: All social media posts can be found on Canva here


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5.00m	Marygate North Street City Centre including Railway Station and Coney Street	 FINAL 4.6 plus.doc All social media messages now flood incident focussed. Example thread here and Example here All social media posts can be found on Canva here
4.90m	Clifton Green, Westminster Road, Longfield Terrace and Almere Terrace	<p style="color: red; text-align: center;"><u>NO OTHER SOCIAL OR COMMS WORK TO GO AHEAD – only flood</u></p> Daily SVOTT, internal staff emails – including members and partners brief. Resident and business e-newsletters issued. Flood alert message feature on the front page of the CYC website.
4.80m	105 Alma Terrace (off New Walk), 4 & 5 South Esplanade affected Peckitt Street and along Clifford Street on the higher ends of Lower Friargate, Cumberland Street and King Street	Daily briefings with broadcast media – with the BBC placed as being the public service broadcaster (with a responsibility to promote incidents).
4.70m	Salisbury Road affected by seepage through surface	Weekly facebook lives FAQs on website Monitor social media and correct inaccuracies
4.60m	1 – 3 South Esplanade, 1 Tower Place affected.	Poster distributed for ward notice boards (support telephone numbers) Newsdesk cover activated - inc. media interviews and visits – media briefing shared

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		Photos and videos of defences shared widely on social and via media
4.5m	Sandbag wall at Tower Gardens becomes ineffective. Properties commence flooding in Naburn Village and the Ship Inn, Acaster Malbis.	<p>Letter to Fulford residents issued AHEAD of 4x4 or bridge being installed. Social media example here</p> <p>All social media posts can be found on Canva here</p> <p>Draft letter attached here:</p> <div style="text-align: center;">  <p>FINAL Fulford Residents letter...</p> </div> <p>Fordlands location details (CHECK WITH FLOOD RISK TEAM AND BIZ INTELLIGENCE IF DATA CORRECT):</p> <p style="background-color: yellow; display: inline-block; padding: 2px;">[data removed from this version]</p> <p>If we are using volunteers, attached protocol/ script</p> <div style="text-align: center;">  <p>Script - protocol for V1.docx</p> </div> <p>Internal staff emails – including members brief. Resident and business e-newsletters issued.</p> <p>Monitor social media and correct inaccuracies. All social media posts can be found on Canva here</p>
4.4m+	1 Lower Friargate, 1 – 8 Tower Place, Lilac House, Fulford	If levels anticipate 4.4m+ :

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	<p>affected. Skeldergate flooded. Bishopthorpe Rd. near to Bishop's Pond in danger of flooding.</p>	<p>Email to media to ask for their support sharing river levels to non-digital audiences</p> <p>Social media and website updated</p> <p>Daily internal staff emails – including members brief.</p> <p>Resident and business e-newsletters issued.</p> <p>Flooding facebook live arranged.</p> <p>Daily media brief via zoom/Teams</p>
<p>4.35</p>	<p>A19 Fulford Road passable by buses only to 4.5m (14'9")</p>	<p>Social media and website updated. All social media posts can be found on Canva here</p> <p>Daily internal staff emails – including members brief.</p> <p>Resident and business e-newsletters issued.</p> <p>Flooding facebook live arranged.</p> <p>Media briefing</p>
<p>4.3m</p>	<p>Chantry Lane, Main Street, Appleton Road and Copmanthorpe Lane</p>	<p>Traffic and travel updates via CYC social media (shared by York Travel and iTravel teams)Example here</p> <p>All social media posts can be found on Canva here</p>
<p>4.2m</p>	<p>Peckitt Street, Skeldergate sub station, Rowntree Park, Caravan Park, Lilac House, 4 Cumberland Street, 2 Lower Friargate. New Walk Orchard, Lilac Cottages and</p>	<p>If the York Flood Group is set up (this is usually at 4.2m), we set up a Single Version of the Truth - SVOTT [example attached]</p>

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	<p>Pumping station Cottages affected. Tower Street in danger of flooding through gardens.</p>	<p> DRAFT Single version of the tr...</p> <p>PR is usually issued once the York Flood Group is established and under their guidance.</p> <p>DRAFT PR attached here and hold media brief (if issued at 4.2m and agreed by the York Flood Group):</p> <p> FINAL PR 4m warning .doc</p> <p>Members / partners brief and internal email becomes daily.</p> <p>View taken with the York Flood Group and web team on if we need to raise the profile of the alert message to the front of the website.</p> <p>View taken on if we need to issue flood advice letters to residents and businesses. Draft attached and location of all properties affected (CHECK WITH FLOOD RISK TEAM AND BIZ INTELLIGENCE IF DATA CORRECT):</p>

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		<p> FINAL Generic flooding letter ...</p> <p>[data taken out of this version]</p> <p>If we are using volunteers, attached protocol/ script</p> <p> Script -- protocol for V1.docx</p> <p>Member/internal briefing (EXAMPLE)</p> <p> DRAFT flood briefing.docx</p> <p>Social media and website updated. All social media posts can be found on Canva here</p> <p>Daily internal staff emails – including members brief.</p> <p>Resident and business e-newsletters issued.</p> <p>Flooding Facebook live (to be considered)</p> <p>Media briefing (to be considered)</p>

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<p>4.10m <u>anything at this level or below is considered 'business as usual BAU'</u></p>	<p>Naburn almost cut off to all but 4 x 4 vehicles. Water starts to come into Naburn sub-station</p>	<p>Monitor and progress if needed.</p> <p>All social media posts can be found on Canva here</p> <p>Social media issued updating on operational changes including iTravel updates (bus diversions).</p> <p>Internal staff email sent – including members brief</p> <p>Resident and business e-newsletters issued.</p> <p>If forecast of the Ouse is to reach OVER 4.2m, we review whether we need to issue a reassuring PR, stating frontline services are ready. OR, if we have confidence that levels will not top 4m, we hold this back. <u>This decision is guided/made by the York Flood Group</u></p> <p>DRAFT PR attached here</p> <p> FINAL PR 4m warning .doc</p>
<p>4.0m</p>	<p>Skeldergate properties affected by wash from vehicles. Millennium Bridge approaches start to flood though passable with care until approx. 4.2m.</p>	<p>Monitor and progress if needed.</p> <p>All social media posts can be found on Canva here</p> <p>Social media issued updating on operational changes including iTravel updates (bus diversions).</p> <p>Internal staff email sent – including members brief</p> <p>Resident and business e-newsletters issued.</p>


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<p>3.96m</p>	<p>Kings Arms flooded to 1st floor windowsill level. Water in the Waterfront restaurant, Cumberland House, 13 to 15 Kings Staith, 1 to 3 Friars Terrace, 8 Peckitt Street and 9 Tower Place. Cellars of Tower Place houses flooded. Water almost flooding Garden Cottage, Grange Garth. Water up to North Street slipway gate & Lendal Arch gate. Footpath/road behind Post Office & Adjacent Scarborough Railway bridge still passable. Terry Avenue near Bonding Warehouse flooded. St Georges Field car park completely flooded. Road flooded at Poppleton and on either side of Naburn. Still passable despite water on York Road, Naburn. Water on road at Bolton Percy</p>	<p>Monitor and progress if needed.</p> <p>All social media posts can be found on Canva here</p> <p>Messages (social), members /partner brief via www.york.gov.uk/Floods</p> <ul style="list-style-type: none"> • York is open for business • Don't drive through flood waters • Defences are being prepared at [location] and we are closely monitoring • Road closures • Sandbags will come to you • Available support <p>Internal staff email sent – including members brief</p> <p>Resident and business e-newsletters issued.</p>
<p>3.90m</p>	<p>Naburn access roads affected. St Georges Field car park, Terry Avenue, New Walk, Blue Bridge Lane, Queens Staith Road, King Street, Friar's Terrace, Tower Place, Lower Friargate, Cumberland Street, 32 Grange Garth & Acaster Lane at Bishopthorpe affected. Naburn Lane no longer passable by buses.</p>	<p>Monitor and progress if needed.</p> <p>All social media posts can be found on Canva here</p> <p>Messages (social), members /partner brief via www.york.gov.uk/Floods</p> <ul style="list-style-type: none"> • York is open for business • Don't drive through flood waters • Defences are being prepared at [location] and we are closely monitoring • Road closures









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		<ul style="list-style-type: none"> • Sandbags will come to you • Available support <p>Internal staff email sent – including members brief</p> <p>Resident and business e-newsletters issued.</p>
3.80m		<p>Monitor and progress if needed.</p> <p>All social media posts can be found on Canva here</p> <p>Messages (social), members /partner brief</p> <ul style="list-style-type: none"> • York is open for business • Don't drive through flood waters • Defences are being prepared at [location] and we are closely monitoring • Road closures • Sandbags will come to you • Available support <p>Internal staff email sent – including members brief</p> <p>Resident and business e-newsletters issued.</p>
3.60m	<p><i>Lower Bootham - Marygate roadgate, Earlsborough Terrace gates, Boathouse & canoe club gates operated</i> If forecast to reach 4.0m commence construction of sandbag defences at Clementhorpe (Temp Wks 09). Clementhorpe gate is now closed</p>	<p>Monitor and progress if needed.</p> <p>All social media posts can be found on Canva here</p> <p>Issue social media posts alerting to closures and www.york.gov.uk/floods is updated with peak levels and latest 'alert' information in yellow boxes</p> <ul style="list-style-type: none"> • York is open for business • Don't drive through flood waters




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	<p>by the EA and the pump is now managed by Yorkshire Water.</p> <p>CYC install gates at Peckitt Street & monitor need for pumps (Temp Wks 13).</p>	<ul style="list-style-type: none"> Defences are being prepared at [location] and we are closely monitoring Road closures Sandbags will come to you Available support
3.55m		<p>Monitor and progress if needed.</p> <p>Issue social media posts alerting to levels and provide update to members /partner brief. Signpost to www.york.gov.uk/floods is updated with peak levels and latest 'alert' information in yellow boxes</p> <ul style="list-style-type: none"> York is open for business Don't drive through flood waters Defences are being prepared at [location] and we are closely monitoring Road closures Sandbags will come to you <p>Available support</p> <p>All social media posts can be found on Canva here</p>
3.53m		<p>Monitor and progress if needed.</p> <p>Issue social media posts alerting to levels and provide update to members /partner brief. Signpost to www.york.gov.uk/floods is updated with peak levels and latest 'alert' information in yellow boxes</p> <ul style="list-style-type: none"> York is open for business Don't drive through flood waters Defences are being prepared at [location] and we are closely monitoring

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		<ul style="list-style-type: none"> • Road closures • Sandbags will come to you <p>Available support</p> <p>All social media posts can be found on Canva here</p>
3.45m		<p>Monitor and if needed, issue social media posts alerting to levels and provide update to members /partner brief:</p> <ul style="list-style-type: none"> • Don't drive through flood waters • We are monitoring levels and ready to act if needed • Closures • Available support <p>All social media posts can be found on Canva here</p>
3.4m		<p>Monitor and progress if needed.</p> <p>Issue social media posts alerting to levels and provide update to members /partner brief. Signpost to www.york.gov.uk/floods is updated with peak levels and latest 'alert' information in yellow boxes</p> <ul style="list-style-type: none"> • York is open for business • Don't drive through flood waters • Defences are being prepared at [location] and we are closely monitoring • Road closures • Sandbags will come to you <p>Available support</p>


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		<ul style="list-style-type: none"> All social media posts can be found on Canva here
3.35m	710 – River Ouse at York – Riverside Properties 712 – River Ouse at York – St George’s Field & Queen’s Staith – (+3.4m peak forecast)	
3.25m		
3.00m		
2.80m		
2.60m	723 – River Ouse at Naburn Lock	
2.54m		
2.50m	946 – Upper River Ouse Flood Alert	
2.40m	710 – River Ouse at York – Riverside Properties 712 – River Ouse at York – St George’s Field & Queen’s Staith – (+3.4m peak forecast)	
2.25m		

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3.25m		
3.00m		
2.80m		
2.60m	<p><i>Foss Barrier operated</i></p> <p><i>In 2021, the Foss peaked at 2.7metres - caused by heavy rain in the upper basin, causing upper river levels to rise</i></p>	<p>Monitor and progress if needed.</p> <p>Issue social media posts alerting to levels and provide update to members /partner brief. Signpost to www.york.gov.uk/floods is updated with peak levels and latest 'alert' information in yellow boxes</p> <ul style="list-style-type: none"> • York is open for business • Don't drive through flood waters • Defences are being prepared at [location] and we are closely monitoring • Road closures • Sandbags will come to you <p>Available support</p> <p>All social media posts can be found on Canva here</p> <p>Draft PR</p> <div style="text-align: center;">  <p>DRAFT Foss PR .doc</p> </div> <p>River Foss:</p> <p>Generic letter if required for the River Foss:</p>

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		<p> FINAL Foss letter.docx</p> <p>If we are using volunteers, attached protocol/ script</p> <p> Script - protocol for V1.docx</p> <p>Internal staff emails – including members brief. Resident and business e-newsletters issued.</p> <p>Monitor social media and correct inaccuracies</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  Be ready to take action.png </div> <div style="text-align: center;">  Dont drive through floods... </div> <div style="text-align: center;">  Hood Aware.png </div> </div> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 10px;"> <div style="text-align: center;">  River Roes CYC on scene.png </div> <div style="text-align: center;">  3am road closure Flooding Soci... </div> <div style="text-align: center;">  Riverside paths.png </div> </div>
<p>2.54m</p>		<p>Messages (social) if required and usually managed by the EA:</p>

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<p>2.50m</p>		<ul style="list-style-type: none"> We are monitoring levels and ready to act if needed <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Riverside paths.png</p> </div> <div style="text-align: center;">  <p>Be ready to take action.png</p> </div> </div> <p>Available support</p> <div style="text-align: center;">  <p>Flood Aware.png</p> </div>
<p>2.40m</p>	<p><i>Foss barrier team put on standby</i></p>	
<p>2.25m</p>		

RECOVERY COMMS (to include something on the clean up here [aka warping] ..)

<p>River Ouse RECOVERY</p>	<p>Communications</p> <p>Actions/outputs undertaken by CYC's comms team</p>
<p>Generally, 4.1m and above:</p>	<p>If the York Flood Group is established, a single version of the truth will be created and communications will be led by the group and guided by when recovery starts.</p> <p>Many variations will be depend on when recovery starts including EA forecasts and predications, Met Office forecasts and expected and continued rainfall, how saturated the land already is versus community safety aspects with the clean-up.</p> <p>The following example templates will need prior agreement from the York Flood Group:</p> <p><u>Available support</u></p> <p>All social media posts can be found on Canva here</p> <p>Example of a social media post on the clean up (ask teams to share photos with you, try not to get faces in the photo so we don't need GDPR)</p> <p>Signpost to www.york.gov.uk/floods in particular where this page: Warping – City of York Council (clean up) is now featured.</p> <p>Thank you letter</p> <p> Thank you letter FINAL.docx</p> <p>Thank you social media posts example thread here</p>



FINAL Recovery
PR.doc

**BAU time
(generally
4.1m and
below)**

Depending on the above variations, will depend on when the clean up starts. If the river levels are considered to be, and will remain at, BAU levels, communications will be guided by emergency planning and senior officers – for each of the associated services (e.g parking services for St George’s Field and Esplanade Car Parks, or Public Realm for Rowntree Park).

Available support

All social media posts can be found on [Canva here](#)

[Example of a social media post on the clean up](#) (ask teams to share photos with you, try not to get faces in the photo so we don’t need GDPR)

Signpost to www.york.gov.uk/floods in particular where this page: [Warping – City of York Council](#) (clean up) is now featured.

The communications are will usually be notified via the council’s corporate WhatsApp Group or via email during all BAU levels.