

# Essex PLR Scheme

PFR Update 30.1.19

# Agenda Points

## Introduction

- Overview of Contractors

## Current Framework

- Overview of the Essex PLR Scheme Oct 2018 – Jan 2020
- Customer Feedback
- Applicant Uptake
- Marketing Initiatives

## 2020 Key Challenges & Actions

- Key challenges
- Actions required

# Introduction

# Introduction – Main Contractors



## Main Framework Contractor

- Project Management
- Installation Survey
- Design & Manufacture
- Installation




## Property Flood Reports

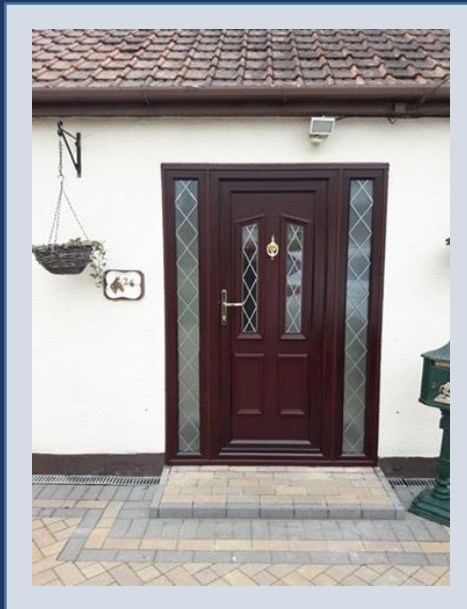
- Pre-installation Surveys
- Post installation surveys

## Current Framework

# Essex County Council - Home & Dry 2018/2019/2020

Target No. of Properties		40	No of Completions		62		Against target		
							22		
2018	No. JBA Surveys 2017/2018	No.RAB Surveys	No. Product Surveys	No. of Installations	No. of Door Installs	Post Installation Survey	NOTES	INSTALLATIONS BY QUARTER	NEW APPLICANTS
November	78		35	0	0				
December		36	12	0	0				
2019									
January		3	9	0	0			QUARTER 1	QUARTER 1
February		0	22	3	0			7	
March		0	0	4	0				
April		0	0	9	8			QUARTER 2	QUARTER 2
May		0	4	9	9			26	3
June		0	0	8	6				
July		7	0	5	5	6		QUARTER 3	QUARTER 3
August		11	0	5	5	4	STANSTEAD RAB SURVEYS	19	5
September		1	7	9	8	9			
October		9	0	3	1	11		QUARTER 4	QUARTER 4
November		9	4	2	1	4	STANSTEAD RAB SURVEYS	7	3
December		2	9	2	1				
2020			0						
January			1	1	1			QUARTER 1	QUARTER 1
February		6	1	2	2	10	FORECAST - 15 STANSTED INSTALL SURVEYS TO BE BOOKED	3	5
March			6			12	FORECAST		
TOTALS	78	84	110	62	47	56	TOTALS	62	16
	No. of Completions			62	DON'T WANT	42	85		
	Against Target			22	NO RESPONSE	35			
					PLR ALREADY	8			

## Installation Images – Doors



**DOORS INSTALLED**  
**47 Properties**



# Installation Images – Other





## Installation Customer Feedback

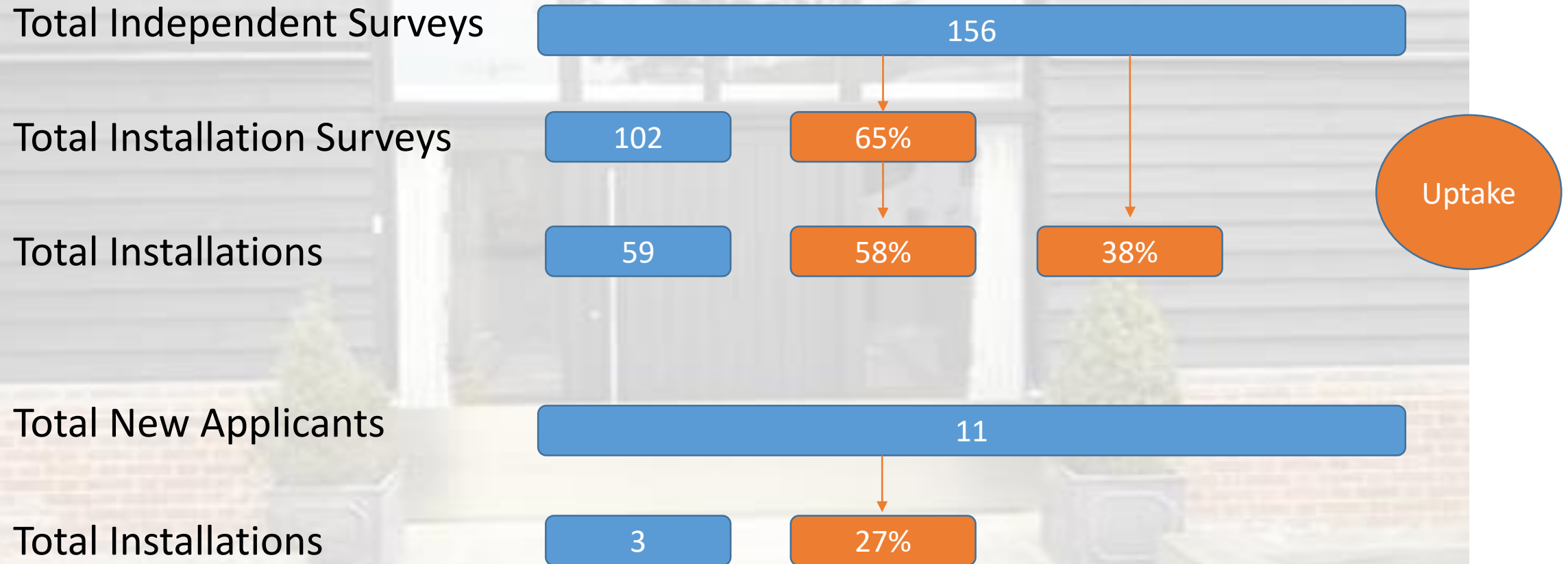
93% - Gave a Positive Rating

7% - Gave an Average Rating

0.8 % - Gave a Poor Rating

# Applicant Uptake

Nov 18 – Dec 19



# Marketing Initiatives

## Aim: Raise Awareness & Increase Uptake



**LAKESED**  
FLOOD SOLUTIONS

## Essex Flood Grant Scheme

**You may be eligible for a £5000 flood grant if you have been flooded.**

**We are carrying out installations in your area.**

Contact us today to find out if you are eligible for a grant  
**01792 588882**  
[essex@lakesidefloodsolutions.co.uk](mailto:essex@lakesidefloodsolutions.co.uk)

Or apply directly online:  
<https://flood.essex.gov.uk/get-a-flood-grant/>

FLOOD PROTECTION SOLUTIONS FROM THE UK'S LEADING MANUFACTURER & INSTALLATION SERVICE PROVIDER



Wickford, Basildon



Feering, Colchester



Canvey Island

Accreditations

PCA Property Care Association CE ISO 9001 Acclaim Accreditation ISO 14001 CSCS Platinum awarded 30 years

In partnership with Essex County Council

Press Advert - Echo



**LAKESED**  
FLOOD SOLUTIONS

**Essex County Council**

**ESSEX FLOOD ALLEVIATION SCHEME**  
Flood and Water Management Team  
E: [floods@essex.gov.uk](mailto:floods@essex.gov.uk)  
Tel: 0345 603 7631

### £5,000.00 FLOOD GRANTS FOR HOMES IN ESSEX

You may be eligible for a £5,000.00 Property Level Protection Flood Grant if you have been flooded. We are carrying out installations in your area and believe you may be eligible for the Grant.

Essex County Council are running a Property Level Flood Grant Scheme, providing homeowners who have been flooded with £5,000.00 to fund flood defences to their property. You can apply for a grant if you have been affected by internal flooding from local sources such as rainfall, watercourses and groundwater.

The application process is very simple and takes only a few minutes:

1. Simply fill in the Grant Application Form on the Essex County Council Website via the following link:  
<https://flood.essex.gov.uk/get-a-flood-grant/property-level-resilience-grant-for-homes/apply-for-a-plp-grant/>

Door Drops



Stanstead  
Engagement Event

# Marketing Initiatives



**LAKESIDE FLOOD SOLUTIONS**

## Essex Flood Grant Scheme

You may be eligible for a £5000 flood grant if you have been flooded.

**We are carrying out installations in your area.**

Contact us today to find out if you are eligible for a grant  
01792 588892  
essex@lakesidefloodsolutions.co.uk

Or apply directly online:  
<https://flood.essex.gov.uk/get-a-flood-grant/>

COMPLETE FLOOD PROTECTION SOLUTIONS FROM THE UK'S LEADING MANUFACTURER & INSTALLATION SERVICE PROVIDER

**Wickford, Basildon**

**Feering, Colchester**

**Canvey Island**

Logos: PCA, CE, Accredited, Acclaim, 30 Years, LAKESIDE FLOOD SOLUTIONS, Essex County Council

Sturmer Flood Action  
Group – Letter & Advert



EALC  
Essex Association of  
Local Councils  
E-bulletin  
notification to 231  
member councils  
with request for  
information



Google Advertising



Letter to Community  
Flood Groups

## 2020 Key Challenges & Actions



# STANSTED MOUNTFICHET

- 56 Properties in total with funding available from the EA
- First challenge was uptake, only 15 properties signed up, 25%
- Second challenge was that 10 of these properties were Listed Buildings
- Had to enlist the help of 3<sup>rd</sup> party Heritage experts, in order to complete the surveys
- Each property requires a Heritage Statement to get them through a listed building application and in some cases planning permission
- Engagement was required from the local Heritage Officer
- The Heritage Officials have told us we need to take a different approach as they would not support anything that would be seen to HARM the front of the buildings
- Had the first engagement session back in July 2019 and we are still yet to quote for works
- We have had to inform residents that the project is currently on hold

## **Key Learning**

Engaging the right people at the right time.

## **Actions**

Looking at temporary options for the area that aren't considered to 'Harm' the buildings or the Aesthetics

# Key Challenge - Driving Uptake

Mail Drop sent by Royal Mail to 1817 Properties  
ROI tracked by pre-paid return envelope & dedicated microsite

## 1. Envelope



## 2. A4 Letter



In partnership with  
Essex County Council

**Exclusive Essex Flood Grant Scheme**

**You are eligible for a  
£5,000.00 Flood Protection Grant  
for your home**

Essex County Council has identified that your home has previously been flooded and so you are eligible for the Property Level Flood Protection grant.

Essex County Council are running a Property Level Flood Grant Scheme, providing homeowners who have been flooded with £5,000 to fund flood defences to their property. You can apply for a grant if you have been affected by internal flooding from local sources such as rainfall, watercourses and groundwater.

**Flood defences to your property may include:**

- Opening Defence: Flood Doors, Flood Barriers, Flood Gates
- Brick Defence: Anti-flood Air Bricks, Vent Covers
- Sewage Defence: Non-Return Valves, Pump Systems
- Wall Defence: Re-pointing, Rendering, Wall Sealants

Essex County Council and their partner, Lakeside Flood Solutions, are pleased to be able to offer complete flood defence solutions to eligible homeowners throughout Essex. With 142 surveys conducted by Lakeside since November and 73 installations carried out this year alone. Our current focus is now to support any new Applicants to determine their eligibility and manage the subsequent award of the £5,000 grant in order to ensure their protection prior to Winter 2019.

**Apply by 31st October to secure your survey date by December 2019**

Please use the enclosed application form and return in the pre-paid envelope supplied or visit the below link to complete your application online at  
[www.essexfloodgrants.co.uk](http://www.essexfloodgrants.co.uk)

Lakeside Flood Solutions Ltd  
 01792 588882  
[essex@lakesidefloodsolutions.co.uk](mailto:essex@lakesidefloodsolutions.co.uk)

Essex County Council  
 0345 603 7631  
[floods@essex.gov.uk](mailto:floods@essex.gov.uk)



## 3. A5 Leaflet



Apply by  
31st October  
to book your survey  
prior to December 19

**Exclusive Essex Flood Grant Scheme**

**As a result of flooding  
to your property**

**You qualify for a  
£5,000 Flood  
Protection Grant**

Essex County Council has identified that your home has previously been flooded and so you are eligible for the Property Level Flood Protection grant.

Call us for more information  
**01792 588882**  
 or apply online today  
[www.essexfloodgrants.co.uk](http://www.essexfloodgrants.co.uk)

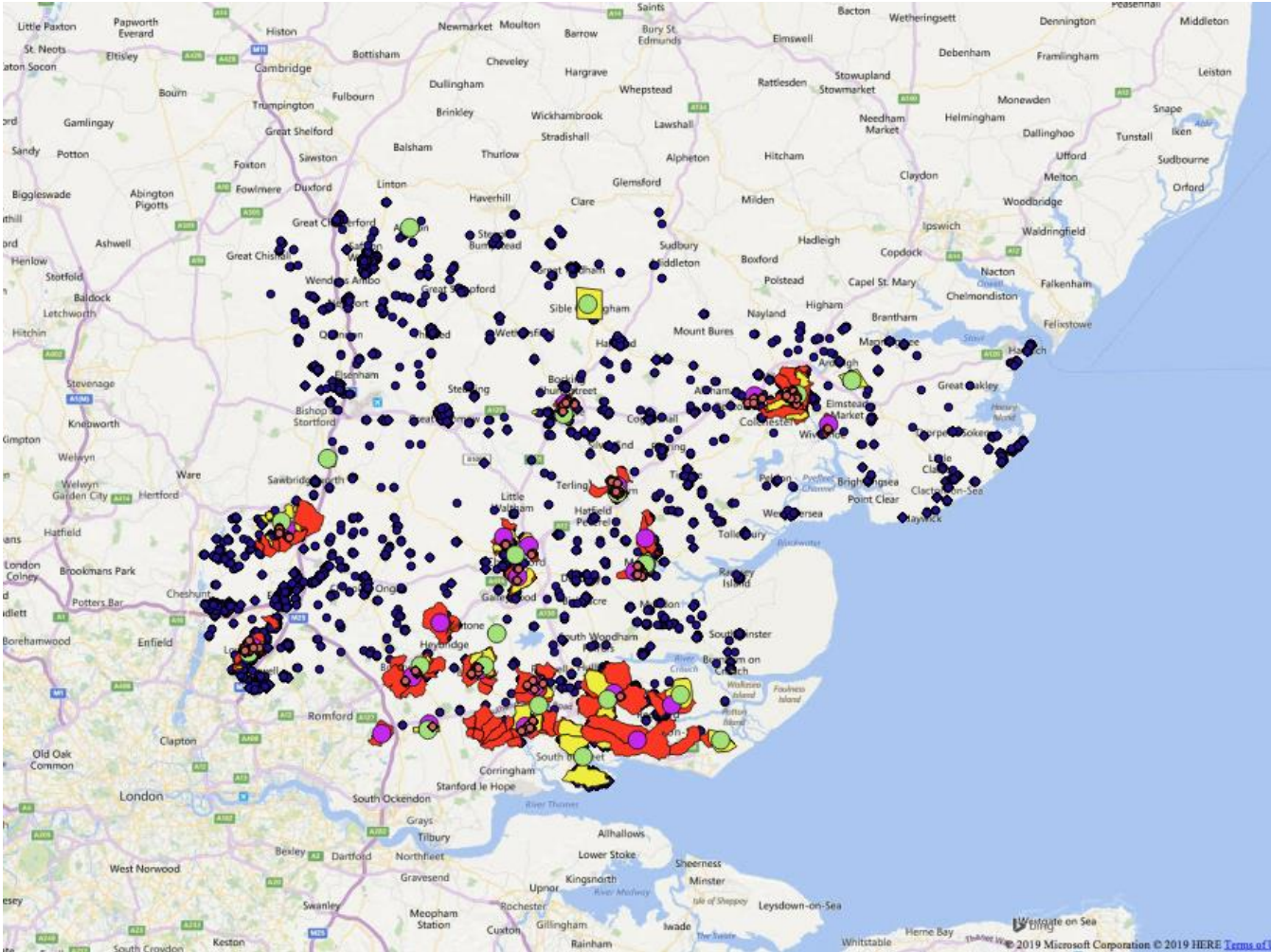




Maldon, Essex  
Feering, Essex  
Wickford, Essex



# Key Challenge – Driving Uptake



## Targeting Strategy

1. Address Points identified on the Flooded Properties Database (excluding Commercial Properties)
2. Isolate Critical Drainage Areas (CDAs)
3. Isolate where No Work Completed

# Actions Required - Driving Uptake

Collective agreement on next course of action required. Ideas for discussion:

- Targeting specific streets known to be flooded in person
- Drive support of local councils
- Trial or 'more credible' communication e.g. letter direct from the council with testimonials/references
- Extend funding to commercial properties



Thank you for your time