



LIVING *with* WATER

How innovative engagement builds personal resilience

Lee Pitcher



A city built around water

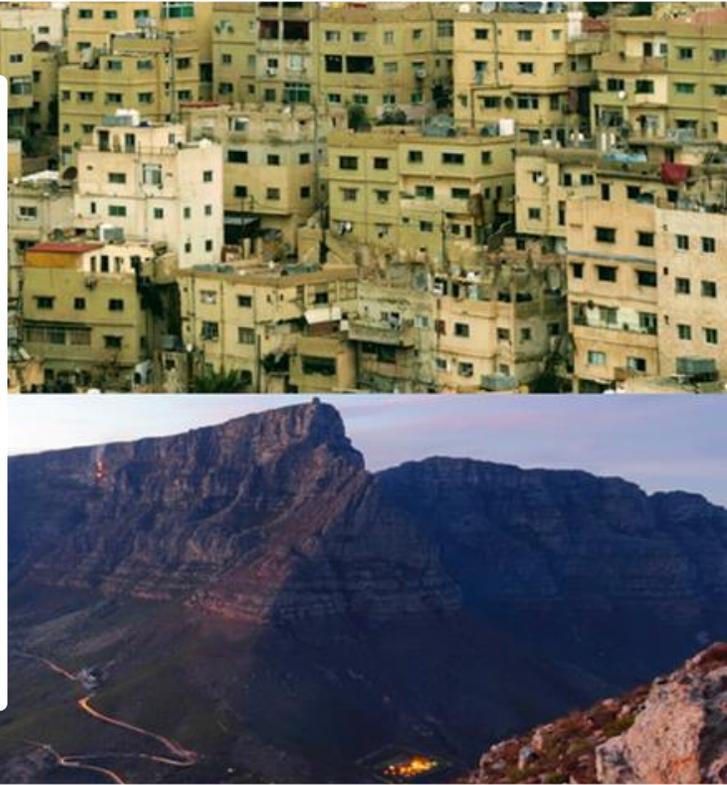
~300,000 population

>90% below high tide level

20% England's land drains via estuary

84% surface water drains to sewers

100% reliant on pumping



Living with Water Strategy

5 Key Principles to engage



Communities



Innovation



Place



Resilience



Sustainability

Local Partnerships and Collaboration

The Hulltimate 2018



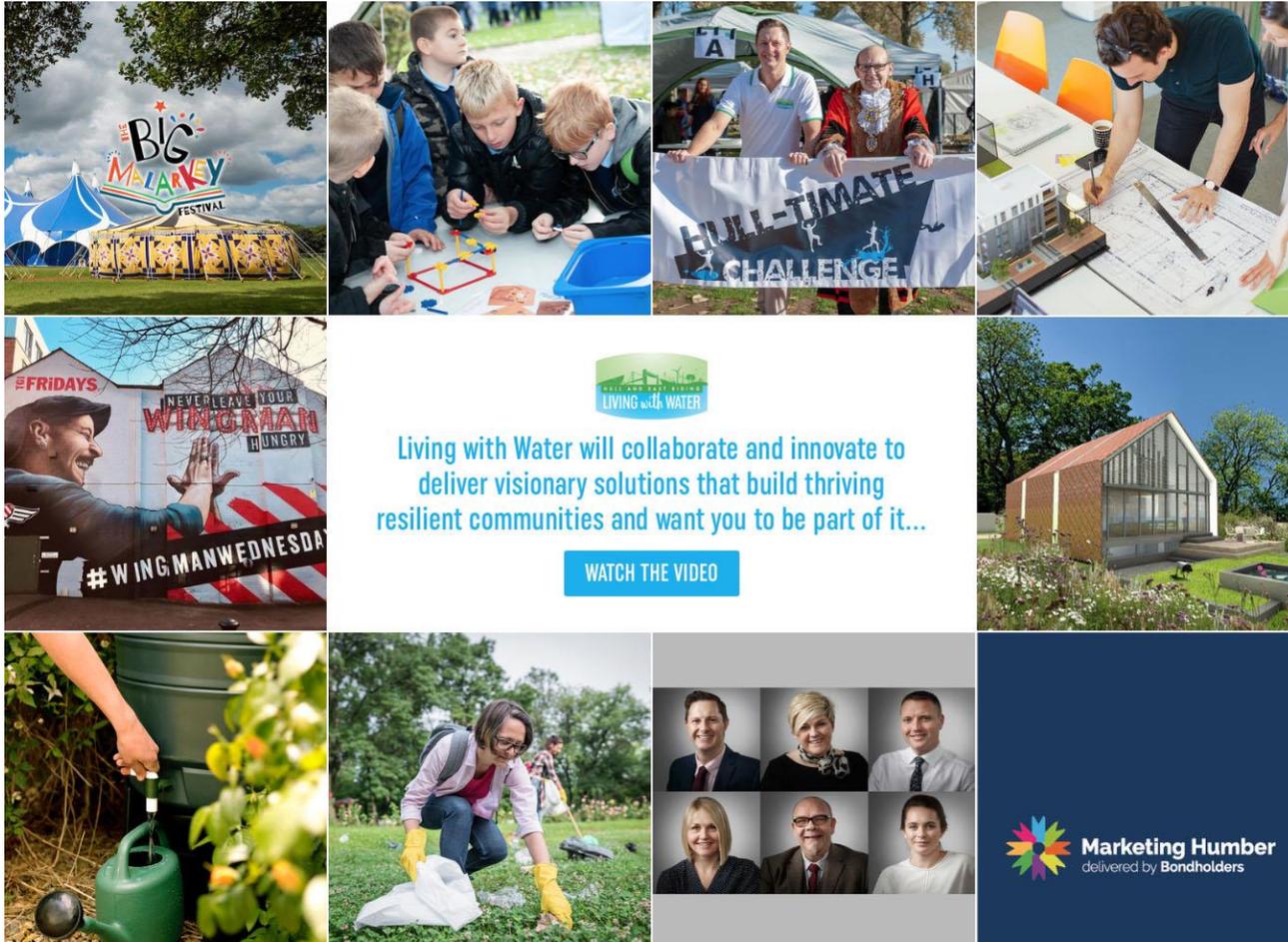
- proved the 'ultimate' innovative way to engage on Living with Water & flood resilience



- 1.5 million customer touch points since community launch
- 500,000 Customers accessed via radio, tv & social media coverage
- 100,000 Twitter interactions in 28 days leading to event & trended
- 19,000 Facebook interactions
- 10,000 Residents engaged in activation events
- 1,400 Designs for rain gardens, living with water
- 1,200 Children from 21 schools participated in school's day
- 600 Youths engaged on flooding via National Citizen Service
- 200 Volunteers with masterclass in LWW and flood resilience
- 60 Ideas on how to tackle flooding
- 50 Organisations from private, public & third party sector linked in
- 1 Partnership vision



Local Partnerships and Collaboration



Website Launch - World Water Day 22nd March

UN 'Leaving no one behind'

Strategies underpin our approach to build resilience across the city in various way

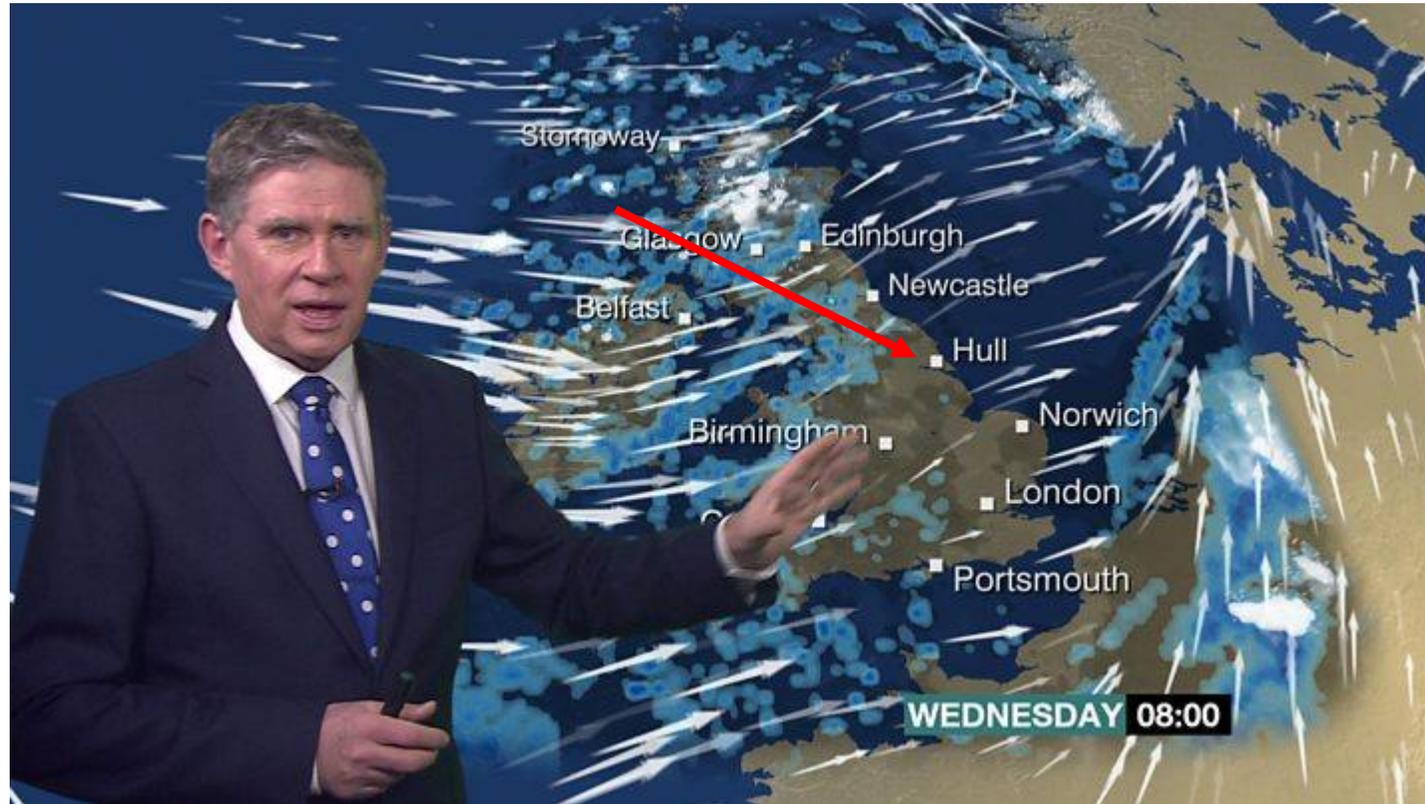
Multiple platforms to engage is critical to success

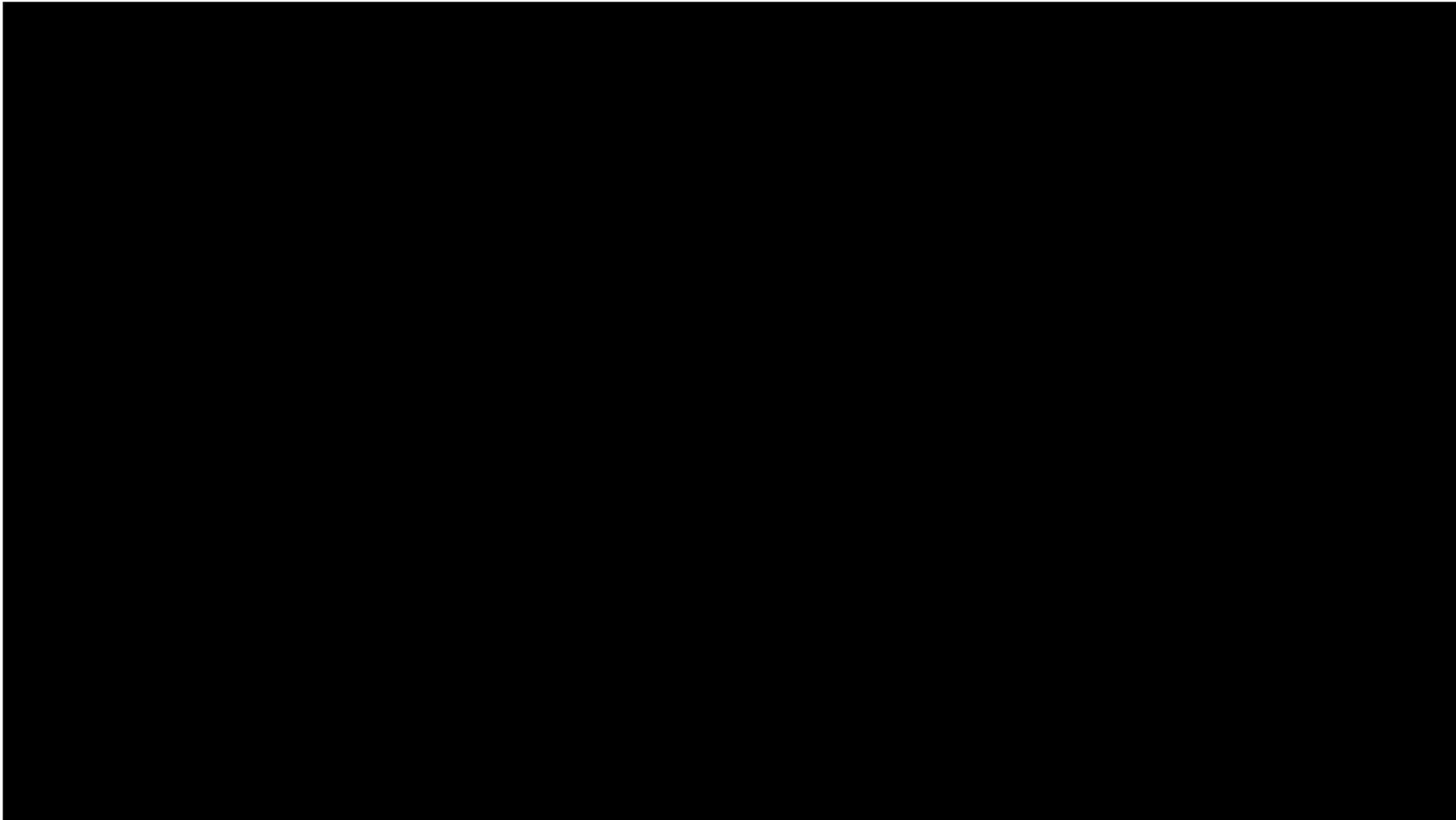
Living with Water Partnership

- Maximise customer awareness & promote new behaviours
- Investment in resilience to deliver long term sustainability
- New approach to infrastructure
 - developers challenged with protection at heart of planning
- Create a strong sense of ownership on multiple levels
- Developing **partnerships to be bolder** with infrastructure



We will keep Hull on The Weather Map!





Look what can be
achieved...