

FINAL

COMMUNICATIONS MANAGEMENT PLAN

Kemnay Flood Study

Project no. 4021839

Prepared for:

Aberdeenshire Council

21st March 2025



Table of contents

1.	Introduction.....	2
1.1	Scope of Commission	2
2.	Communications Management Plan	3
2.1	Stakeholder Identification & Engagement	3
2.2	Communication Objectives.....	3
2.3	Key Messages	4
2.4	Communication Methods	4
2.5	Flood History Survey: Questionnaire	6

Details of document preparation and issue:

Version no.	Prepared	Checked	Reviewed	Approved	Issue date	Issue status
1	AG	JK	SB	SB	21/03/25	FINAL

Project no. 4021839

Client's reference no. W763065

Notice:

This report was prepared by Binnies UK Limited (BUKL) solely for use by Aberdeenshire Council. This report is not addressed to and may not be relied upon by any person or entity other than Aberdeenshire Council for any purpose without the prior written permission of BUKL. BUKL, its directors, employees and affiliated companies accept no responsibility or liability for reliance upon or use of this report (whether or not permitted) other than by Aberdeenshire Council for the purposes for which it was originally commissioned and prepared.

In producing this report, BUKL has relied upon information provided by others. The completeness or accuracy of this information is not guaranteed by BUKL.

1. Introduction

RSK / Binnies have been commissioned by Aberdeenshire Council to carry out a Flood Protection Study in Kemnay. The following document outlines the Communications Management Plan for the study, describing the strategic approach to engaging with all relevant stakeholders.

1.1 Communications Management Plan Objective

The primary purpose of this plan is to facilitate the exchange of information between Aberdeenshire Council's Flood Risk & Coast Protection Team, SEPA, Scottish Water, local residents, businesses, and other key stakeholders as the scheme design progresses. The plan aims to encourage collaboration, gather valuable information, and keep all parties informed about the study progress and findings.

The key objectives of the Communications Management Plan are threefold:

- Inform;
- Consult;
- and Collaborate.

The above aims and objectives seek to assist in making the Kemnay Flood Study as comprehensive and technically accurate as possible while taking into consideration the feedback and requirements of the community. To this end, open lines of communication will be maintained, actively engaging with stakeholders throughout the elaboration of the flood study.

2. Communications Management Plan

2.1 Stakeholder Identification & Engagement

(a) Primary stakeholders

- Aberdeenshire Council (AC) Flood Risk & Coast Protection Team - minimum fortnightly meetings.
- Scottish Environment Protection Agency (SEPA) – consulted regarding hydrological estimation, hydraulic modelling, and option development as a minimum.
- Scottish Water (SW) – consulted regarding option development and to obtain model by return at project close.
- Local residents and business are directly affected by flooding, their input and cooperation are essential – consulted for flood history and in connection with option development.

(b) Secondary stakeholders

- Aberdeenshire Council Roads, Planning and Greenspace Teams, *in connection with how the proposed options may impact their responsibilities.*
- Forestry & Land Scotland; *who can provide insights into how vegetation and land use impact flood risks.*
- NatureScot; *in connection with any designated sites, land use or opportunity for biodiversity net gain.*
- Cairngorms National Park Authority; *where applicable if any options are situated in or may have an impact in their area.*
- Emergency services, such as police, fire, and medical services; *via written consultation and at public exhibition events.*
- Local schools; *engagement with young people to raise awareness of emergency planning and what the increasing impacts of climate change may mean for them.*
- RSPB, *in connection with any impacts on birds that the proposed options may have.*
- Network Rail, *in connection with any impacts or access/egress changes to their land impacted by the proposed options.*
- Historic Environment Scotland, *in connection with any listed buildings or designated sites.*
- Kemnay Community Council, *in connection with the proposed options.*
- Stuart Crescent Residents Association, *in connection with the proposed options.*

2.2 Communication Objectives

The communication objectives for Kemnay Flood Study are focused on three key pillars:

- **Informing** stakeholders to provide clear, timely, and accurate updates about the study progress, findings, and implications. This raises awareness within all parties to keep them well-informed about the project developments and any potential impacts for them.
- **Consulting** with stakeholders, which is crucial for gathering valuable input and insights. This is particularly the case with local residents who have first-hand experience with flooding and who are likely to hold valuable information to help enhance the study outcomes.
- **Collaborating** with key agencies such as SEPA and Scottish Water, to provide a coordinated approach to flood risk management locally. By encouraging open communication and active participation, the project aims to build trust, enhance community resilience, and develop effective flood mitigation strategies that reflect the needs and concerns of all stakeholders.

2.3 Key Messages

The key messages for Kemnay Flood Study are designed to promote clarity, transparency, and engagement throughout the project.

- **Project Purpose:** There will be clear communications in relation to the requirements for a Flood Protection Scheme (FPS), emphasising the study's role in identifying flood risks and developing effective mitigation strategies to protect the community. This message will highlight the benefits of the study, such as improved safety, reduced flood damages, and enhanced preparedness.
- **Progress Updates:** Any findings will be shared regularly with primary stakeholders to keep them informed about the study progress. This includes updates on data collection, analysis, option development or major changes in the project due to constraints or opportunities.
- **Community Involvement:** We will encourage active participation from local residents and businesses by promoting opportunities for them to share their experiences and feedback. This involves distributing online flood history questionnaires and organising public consultation events where stakeholders can voice their concerns and suggestions.
- **Safety and Preparedness:** We will provide essential information on flood preparedness and safety measures, and signpost people towards services such as SEPA's Floodline.

2.4 Communication Methods

The key messages for Kemnay Flood Study are designed to ensure clarity, transparency, and engagement throughout the project.

Table 2-1 - Communication Methods

No.	Communication Method	Owner	Objective	Key Message	Description
1	Kemnay Flood Study Progress Meetings with Aberdeenshire Council	Binnies Engineering Manager	Inform, Consult & Collaborate	Progress Update	Fortnightly progress meetings with Aberdeenshire Council Flood Risk & Coast Protection Team will be held to promote transparent and effective communication throughout the flood study. These meetings will provide updates on recent activities, milestones and any technical or risks that may arise. These meetings aim to keep the project on time and on budget.
2	Kemnay Flood Study Website	Binnies Engineer	Inform	Project Purpose	A dedicated website for the Flood Study at Kemnay will be provided to serve as a central hub for communicating all information at key project milestones to residents, including detailed reports, maps, and ongoing updates.
3	Scottish Water Engagement	Binnies Modeller	Inform, Consult & Collaborate	Project Purpose, Progress Update	Engagement with Scottish Water will take place as required while the option development progresses. Additional engagement will be carried out with Scottish Water where the study interacts with their assets
4	SEPA Engagement Meeting	Binnies Modeller	Inform, Consult & Collaborate	Project Purpose, Progress Update	SEPA's involvement in the flood study, particularly for reviewing and agreeing on the hydrology used in the integrated model is key. This collaboration will be fundamental in helping to validate the hydraulic model. SEPA's input will be sought to review hydrological estimation methods and to discuss the predicted model results. Further engagement with SEPA will be carried out throughout the option development stage – particularly where the screening of actions and multi-criteria assessment of options is being finalised.
5	Flood History Survey	Aberdeenshire Council & Binnies Engineering Manager	Consult	Community Involvement	The website will be used to deploy the questionnaire designed to collect detailed information from residents about their flooding experiences. This data will be key to assessing the severity of the flooding, and potentially identifying additional flooding issues in Kemnay.

No.	Communication Method	Owner	Objective	Key Message	Description
6	Public Consultation	Aberdeenshire Council	Inform, Consult & Collaborate	Project Purpose, Progress Update, Community Involvement, Safety and Preparedness	The findings of the Flood Study will be presented to the general public in an accessible format with relevant officers from the Council and the Engineer also in attendance. Further feedback from the community will be sought with regards to the proposals and any potential objections to the scheme identified at this early stage. Community participation is key to the effective implementation of flood mitigation measures for all residents of Kemnay.
7	Multi-channel announcements	Aberdeenshire Council	Inform	Community Involvement	Local newspapers, community newsletters, social media, and local radio stations may be used by Aberdeenshire Council to promote flood study consultation events, website, or flood history questionnaire.
8	Reports & Flood Maps	Binnies Engineering Manager	Inform	Project Purpose, Safety and Preparedness	The reports and flood maps produced for the flood study will be comprehensive and suitable for their intended audience. By incorporating feedback from stakeholders and adhering to regulatory standards, the reports and maps will offer insights and practical recommendations for flood mitigation having taken the opinion of the general public into account.

2.5 Flood History Survey: Questionnaire

To improve the understanding of the flooding occurring within Kemnay catchment area, a questionnaire for local residents is planned to be deployed. This is considered important to gather detailed information about past flooding experiences and the overall impact on the community. The questionnaire will include the following:

1. What is your postcode?
2. What is your house number?
3. How long have you lived at your current address?
4. Have you been flooded previously?
5. For each flood event:
 - a. Do you know the date of flooding?
 - b. Was the flooding internal (i.e., inside the house) or external (i.e., garden/grounds only)?
 - c. What was the approximate depth of flooding?
 - d. Do you know what the source of flooding was?
 - e. Did you have to live in temporary accommodation, and if so for how long?
 - f. Did you make an insurance claim?
 - g. If so, what was the value of the insurance claim?
 - h. Did you have other losses which were either uninsured or you chose to pay for 'out of pocket'?
 - i. Has this flood event had an impact on your physical or mental health? If so, please describe?
 - j. Do you have any photographs or videos you would be able to provide to assist with the flood study?
 - k. Do you give permission for your photographs to be included in reporting and any stakeholder communications with SEPA/Scottish Water?
6. Are you aware of SEPA's Floodline, and if so have you signed up to it?
7. Have you made any changes to your property to improve flood resilience, including but not limited to formal Property Flood Resilience (PFR)?
8. Do you feel that the frequency of flooding has increased, decreased or remained the same in recent years?
9. Have you had problems selling your property or obtaining a mortgage due to flood risk?
10. Are there any other concerns you have, or information you would like the design team for the flood protection study to be aware of?