

SWIG AWARDS 2015 COMMUNICATION CATEGORY

Entry: Film
Title: 'Let's get Nibbling'
Creators: All graphics, animation, story board and narration developed and produced by team of Landscape Architects at Illman Young Landscape Design Ltd.

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To watch film go to link: <https://www.youtube.com/watch?v=0TSfkZHIIYI>

The Nibble Effect - Let's get Nibbling!

We all know there are flooding problems which affect many people, but few realise the scale of the problem, why it's getting worse, and that they too have the potential to help solve it, both in their personal and professional capacity.

Our film seeks to explain the issues in a light-hearted way, and show how everyone can contribute by '**nibbling**' at the problem **all the time, everywhere**. Whilst controlling surface water from new development is important, the scale of the problem means we must retrofit our towns and cities, and **nibbling** allows us to tackle the issue incrementally, over time. Exploring how everyone can contribute, why they should think about doing it, and the benefits it will bring, allows them to see that this doesn't have to be complicated - it just needs us to think a little more carefully about what we do and where we live or work. When the **light-bulb** switches on, they can see that the problem is easily solved, and that by implementing SuDS they can enjoy many benefits too, and improve the environment for us all. So we hope that everyone will see how they too can **nibble** at the problem, **all the time, everywhere**, until our problem of flooding is solved.

The film is designed to be accessible to all, and is therefore free to watch. It has been used as a very successful engagement tool for public consultations, stake holder meetings and also has been played at numerous SuDS training days, conferences and industry events, not just by ourselves, but has also been circulated within the Environment Agency, and used by a number of Councils to both educate their internal staff, and their Cabinet and Council members. The video has been well received by the water community both in the UK and abroad, and has been used in Portland and Philadelphia, and was entered for a US communications award.

Here are just a number of events at which the film has been shown in 2015.

- Swale Borough Council – Stakeholder engagement meeting
- Croftfoot Surface Water Management Plan – Open Public consultation event
- Scottish Green Infrastructure conference
- Arboricultural Association conference
- Institute of Chartered Foresters conference
- Ecobuild – several water seminars

- Local authority training sessions or Surface water planning sessions for a number of County and District Councils (Kent County Council and all its districts, Torbay, Worcester, Cheltenham, Shropshire, Glasgow)
- Series of five training programmes throughout Wales funded by the EU Social Fund and WAG for multi-disciplinary SuDS and WSUD training run between September 2014 and May 2015.
- Landscape Institute SuDS training days in London, Birmingham and Manchester
- Various CIRIA SuDS training events
- Linked on the CIRIA Susdrain website, and the Hydro website
- Used by Arups and CH2M, both major engineering consultancies

As the purpose of the film is an engagement tool, a measurement of its success is difficult to gauge. However it has been well received, with nods of understanding from the public, through to very positive comments from peers and further sharing through the water networks. To date the film has been watched over 1500 times on YouTube, with many more people reached through conference sessions where it is shown as an MP3 file (not from YouTube) to up to 300 delegates at a time. We hope, like the ethos of the film, that by nibbling away to get the message across that slowly but surely we can influence changing attitudes and create awareness.

See attached extracts from the film, to broadly indicate the story board, and watch on the link provided.