User journey

George works for the Lead Local Flood Authority (LLFA). He has been tasked with revisiting the flood risk management strategy in line with a renewed focus on SuDS.

He has not worked on SuDS before, so wants to know where to start, so he takes a look at the Adoption Innovation Hub online.

He’s really pleased to see a forum discussion between similar SuDS newbies and more experienced SuDS practitioners about where to start, and makes a note of those recommendations.

However, he still has some questions relating to his particular context that he doesn’t see answered, and that are commercially sensitive. So he posts a question on the forum asking for confidential advice.

An experienced member of the forum contacts him and gives some brief advice. An anonymised summary of that advice is posted on the forum so that others can benefit in the future, too.

Big insight

The experience and capability to deliver SuDS is distributed unevenly throughout the water industry, and it is difficult for ‘newbies’ working on their own to make best use of the excellent resources that already exist, or for the industry to learn from its mistakes. All of this unnecessarily increases the commercial risk associated with SuDS.

Target customer

Built Environment Professionals new to SuDS
As a professional, I need accessible resources and information that enable me to act effectively at all stages of my professional journey with SuDS.

Stakeholders to engage

Third Party Organisation
To own and run the platform, ensuring advice and content provided adheres to standards (e.g. Institution of Civil Engineers).

Water Companies, Developers, Local Lead Flood Authorities, Consultants etc.
To share content, advice and learnings with other members.

Features

A Collaborative Platform
A safe and honest space that enables stakeholders across the water industry to share their experiences, including mistakes, and develop a repository of discussions for reference.

Connect with Fellow SuDS Professionals
Ability to connect with others, create online and offline working groups, and network within the industry, in ways that are safe and honest.

Skills Development
Online training, case studies, supporting workshops, events, and personalised assistance to provide members with the tools and skills that they need for adoption and implementation of SuDS, including learning from mistakes.

Professionally Hosted
Run and hosted by an independent professionally qualified body and endorsed by 3rd parties as a reputable source of SuDS knowledge and advice, with confidentiality options where requested.

Adoption Innovation Hub

A shared digital workspace and forum for all stakeholders involved in adopting and implementing Sustainable Drainage Systems (SuDS).
Sarah is made aware of the Green Developers tool when the Green Bus attends a large developers conference she’s at. She stops by to find out more.

Returning to the office, she accesses the tool online and reviews the ‘home value forecast’. She is surprised that SuDS can increase the value of a development, and decides to talk about this with senior colleagues in her organisation.

Sarah looks online and is pleased to see that the local authority has approved a variety of SuDS.

She tells the colleague in charge of the proposed new development who contacts the local authority for a discussion about SuDS in this proposal.

#### Big insight
Developers aren’t clear on what’s in it for them when it comes to adopting and implementing SuDS.

#### Target customer
Developers
As a developer, I need to maximise my return on investment which is achieved through increasing the square footage of buildings, not outdoor spaces.

#### Stakeholders to engage
Water & Sewerage Companies
To own and run the platform.

OFWAT & Water UK
To provide leadership and guidance as part of a Green Developer programme ‘steering group’.

Local Authorities
To provide content inputs to the platform and encourage developers to use it as part of early consultation processes with the authority.

#### Features
**SuDS Map**
Review the location of all existing SuDS in the UK and access data on ownership, value and performance, to support developers in land purchase decision making.

**Create Mode**
Upload proposed design for development and drag and drop potential SuDS solutions onto these designs with a breakdown of the ‘typical’ cost and sales value of each for example developments.

**Home Value Forecast**
Statistics to guide developers on the typical percentage increase that home buyers are willing to pay for a home in a SuDS environment (more open spaces, cost savings etc.).

**Online Support**
Web chat option that guides the developer through the tool, providing hints and tips on how to improve the volume and type of SuDS for maximum return.

**Green Bus**
A mobile bus providing face to face support for developers using the Green Development tool and raising awareness of SuDS to the wider water industry.

### User journey

Sarah is made aware of the Green Developers tool when the Green Bus attends a large developers conference she’s at. She stops by to find out more.

She talks to senior colleagues who agree this is very interesting, especially for a big new development they are preparing near a flood risk area. However, they need information about whether the local authority has ever approved any SuDS.

Sarah looks online and is pleased to see that the local authority has approved a variety of SuDS.

She tells the colleague in charge of the proposed new development who contacts the local authority for a discussion about SuDS in this proposal.
Joan hears about the Community Water app when she is at the local playground with her son. She downloads the app on the way home and is pleased to see that it includes activities she can do with her son in the park such as counting the number of birds. She agrees to receive notifications from the app when she is in the park. Joan explores a map of her local area and reads about the SuDS in place, as well as an upcoming heavy rain alert and the impact this may have on the paved area near her flat. She is sent a reminder to use the app the next time she is at the park; Joan and her son count and record how many birds and squirrels they have seen. Joan mentions the upcoming rain and surface water risk to her neighbour, and lets him know what he can do to manage it. Her neighbour also decides to download the app.

Community Water

A fun and educational mobile app which builds more resilient communities through better understanding of water management.

Big insight

There is a lack of individual and community understanding of water management, flooding and Sustainable Drainage Systems (SuDS). We can harness the power of local communities to make change.

Target customer

Householders
As a householder with a family, I need to understand how and why flooding could occur in my area, and better understand ways to prevent it – in order to retain the value of my property. I need to have easy access to information that’s relevant to my area.

Stakeholders to engage

Local Council
To own and run the platform.

WASCs
To provide SuDS and water quality/quantity information for the platform.

Environment Agency
To provide local wildlife information.

Features

SuDS Virtual Walking Tour
View and understand the SuDS in your local area using the interactive map. Access information on cost and performance.

Species Bingo
A local wildlife guide that allows you to discover and track different plants and animals living in your local environment in SuDS.

Scenario Planning
Information, preparation guidance and suggested checklists to follow in the event of a flood.

Real-time Monitoring
Record and report any water-related issues (both general or SuDS related), and view information on the quality of water in the local area.

Ways to Save
Regular tips and tricks to help save money and reduce water usage.

User journey
SuDS for Schools
A partnership between WASCs and schools to upgrade outdoor facilities and optimise them for sustainable flood management.

### Big insight
Schools in high flood risk areas aren’t aware that they have assets which could be used to protect their communities.

### Target customer
Schools in a High Flood risk area
As a Head Teacher in a high flood risk area, I need to know that my pupils are in a safe environment and understand if there are ways to better prevent flooding. I want to make sure that my pupils have access to the best facilities and that they receive high quality, engaging and interactive education.

### Stakeholders to engage

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Role and Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Water &amp; Sewerage Companies</strong></td>
<td>To own, run and fund the scheme.</td>
</tr>
<tr>
<td><strong>OFWAT &amp; Water UK</strong></td>
<td>To provide leadership and guidance as part of a SuDS for Schools programme ‘steering group’.</td>
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<tr>
<td><strong>Department for Education</strong></td>
<td>To provide approval for SuDS implementation.</td>
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<tr>
<td><strong>Lead Local Flood Authority</strong></td>
<td>To support assessment of flood risk and prioritise schools.</td>
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### Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Online Application for Funding</strong></td>
<td>An online platform enabling schools in flood risk areas to connect with local water and sewerage companies. Schools are able to advertise their outdoor space for flood optimisation, in return for fully funded, improved outdoor facilities.</td>
</tr>
<tr>
<td><strong>Consultation</strong></td>
<td>A programme to help schools understand the value of optimising their assets for flood management, assess suitability of land for SuDS, and identify and agree appropriate SuDS solutions.</td>
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<tr>
<td><strong>Funded Flood Facilities</strong></td>
<td>Improved, high quality outdoor sports and recreation facilities, which provide sustainable drainage.</td>
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<tr>
<td><strong>Stress Free SuDS Set Up</strong></td>
<td>Rapid construction of SuDS, managed by WASCs at convenient times in the school year.</td>
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<tr>
<td><strong>Supporting Sustainability Education</strong></td>
<td>An outdoor education programme, aimed at teaching pupils about surface run off and flooding, and the importance of sustainability and biodiversity.</td>
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### User journey

1. **Joanne is a School Head Teacher.** She hears about SuDS for Schools and decides to advertise the school playground which needs resurfacing.
2. **Southern Water works with Joanne, the Board of Governors and stakeholders from the LLFA to design and agree an appropriate SuDS solution.**
3. **Southern Water organises and pays for the construction of a bioretention garden, repaving of the playground with permeable asphalt and installation of water storage benches.**
4. **Pupils and staff enjoy their new outdoor facilities as well as engaging lessons about biodiversity in the bioretention garden.**
5. **When there is heavy rain, the school and local community does not suffer from any flooding. The school’s insurance premium is reduced as a result.**