



STRATEGIC PLAN

2021–2024

**FLOOD
FORECASTING
CENTRE**

A working partnership between



FOREWORD

THE FLOOD FORECASTING CENTRE HAS BEEN A SUCCESSFUL WORKING PARTNERSHIP BETWEEN THE ENVIRONMENT AGENCY AND THE MET OFFICE FOR OVER 10 YEARS. WE ARE TRUSTED ADVISORS TO GOVERNMENT AND THE RESPONDER COMMUNITY. OUR GUIDANCE PROVIDES THEM WITH VALUABLE TIME TO PREPARE IN ADVANCE OF FLOODING.

We have had two previous Strategic Plans. The first developed our partnership working and created our flood forecasting capability. The second focused on improving our services as part of the national flood incident management structure.

We have developed our new, third Strategic Plan with our users and partners. It sets out how we can, within current funding levels, provide more value in improving the resilience of England and Wales to flooding.


Our contribution depends on the confidence of our users to make decisions to reduce the economic and social impacts of flooding. Whilst maintaining our high technical standards, the plan puts users at the heart of all we will do. We want to ensure that they will trust, understand

and have the confidence to act on our guidance. In future, our success will be measured not just by our technical performance, but also by how our services are used and the impact this has.

We also recognise the value of partnerships, old and new. These, combined with the efficiencies we make, will allow us to remain strong given the pressure on public finances. Our services will remain aligned with those of the Environment Agency, Natural Resources Wales and the Met Office. If new funding becomes available, we will focus on improving surface water flood forecasting capability. This is a top priority with our users.

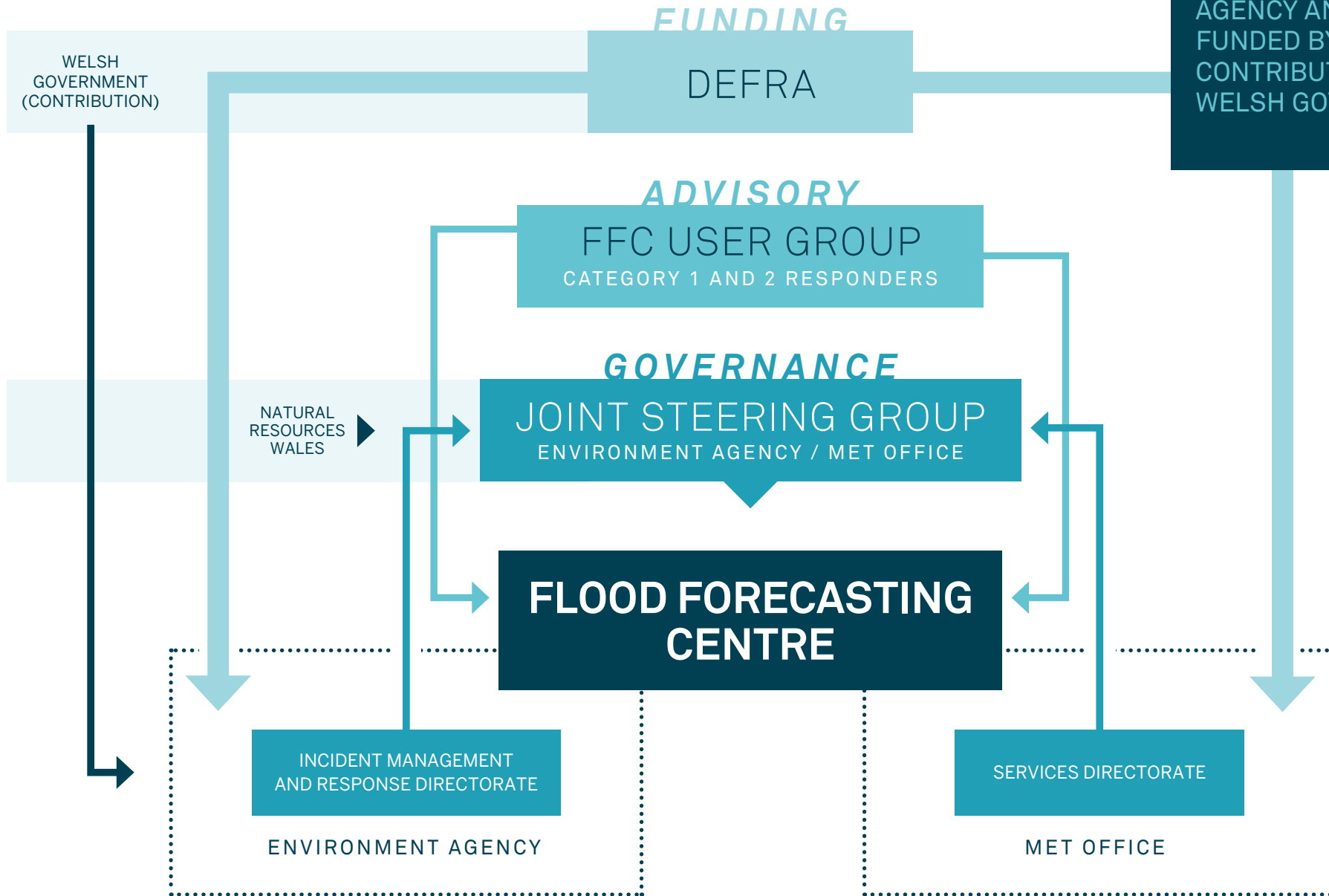
Finally, we live in a rapidly changing world. We must remain flexible and adaptable, so we are ready to meet the challenges of the future. In recognition of this we will review the plan each year through this spending review cycle.

MARK RUSSELL | HEAD OF CENTRE



THIS PLAN BUILDS ON OUR STRENGTHS. IT PUTS USERS AT THE HEART, ALIGNS US WITH OUR PARTNERS AND ALLOWS OUR SERVICES TO IMPROVE FROM NEW SCIENCE AND FORECASTING CAPABILITY. THROUGH THIS, WE WILL DELIVER FOR OUR USERS AND CONTRIBUTE TO A MORE FLOOD RESILIENT NATION.

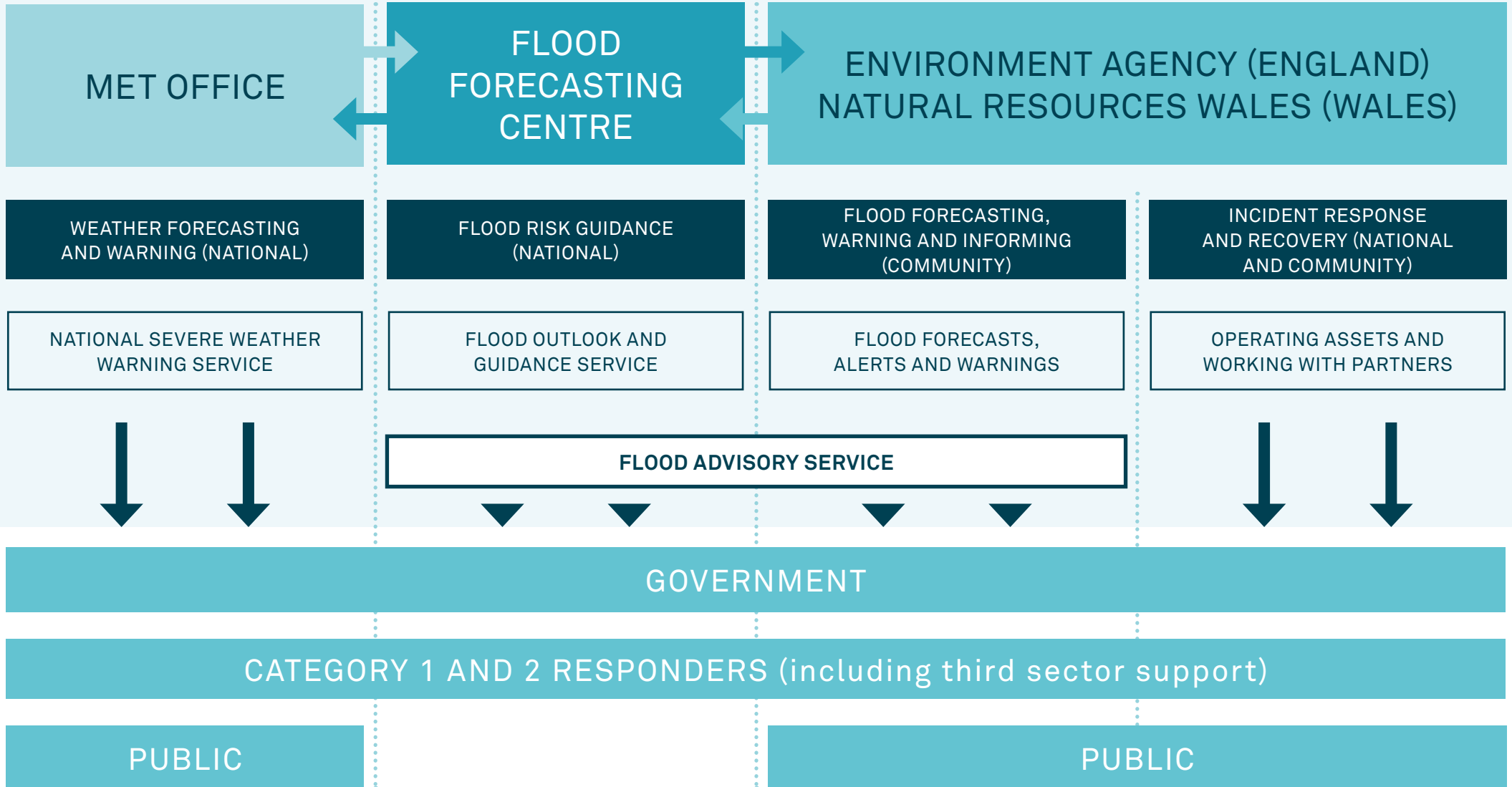
WHO WE ARE



WE ARE A WORKING PARTNERSHIP BETWEEN THE ENVIRONMENT AGENCY AND MET OFFICE, FUNDED BY DEFRA, WITH A CONTRIBUTION FROM THE WELSH GOVERNMENT.

WHAT WE DO

WE PROVIDE A NATIONAL FLOOD FORECASTING AND GUIDANCE SERVICE TO SUPPORT GOVERNMENT AND CATEGORY 1 AND 2 RESPONDERS. TOGETHER WITH THE MET OFFICE AND ENVIRONMENT AGENCY/NATIONAL RESOURCES WALES WE PROVIDE AN INTEGRATED FORECAST-LED INCIDENT MANAGEMENT SERVICE. THIS PROVIDES A CONSISTENT ASSESSMENT OF FLOOD RISK AT A NATIONAL AND LOCAL SCALE.



OUR PURPOSE

WE EVOLVE OUR SERVICES TO
MAXIMISE THEIR VALUE

TO OUR USERS

BY SUPPORTING THEM
IN MAKING DECISIONS

TO OUR PARTNERS

BY ENSURING WE
COLLABORATE AND ENGAGE

TO OUR FUNDERS

BY DEMONSTRATING THE
IMPACT OF OUR SERVICES

TO THE UK GOVERNMENT

BY ENSURING WE HAVE A CLEAR
ROLE IN NATIONAL RESILIENCE



OUR PURPOSE IS ABOUT WORKING WITH OUR USERS AND APPLYING
OUR PARTNERSHIPS, PEOPLE AND RESOURCES TO MAXIMISE THE VALUE
OF OUR CONTRIBUTION TO SUPPORTING NATIONAL RESILIENCE.



OUR OVERALL DIRECTION IS SET BY OUR STRATEGIC PARTNERS
WITH OUR SERVICES DESIGNED TO MEET THE NEEDS OF OUR USERS
AND USING THE BEST SCIENCE AND TECHNOLOGY AVAILABLE TO US.

OUR PLAN

OUR GOAL:

THE FLOOD FORECASTING CENTRE CLEARLY CONTRIBUTES TO NATIONAL RESILIENCE.

OUR PURPOSE:

WE EVOLVE OUR SERVICES TO MAXIMISE THEIR VALUE.



OBJECTIVES:

WE CAPITALISE ON AND DELIVER THROUGH OUR PARTNERSHIPS



WE PUT USERS AT THE HEART OF ALL WE DO



WE ENSURE THE FFC IS FIT FOR THE FUTURE

SUCCESS CRITERIA:

(WHAT WE WILL MONITOR AND MEASURE)

We integrate our planning and co-develop our capabilities, improving efficiency wherever possible.

We contribute to improving national resilience through integrated flood incident management.

We develop our role in surface water flooding to support national resilience.

We influence science plans and benefit from early adoption of innovations.

01

We understand how our users incorporate FFC guidance into their decision making.

We develop our services in a way that supports our users to make better decisions.

Our users understand FFC guidance and have confidence to use it.

We improve our users' experience when interacting with the FFC.

02

We deliver our services more efficiently and improve the value of our work.

We invest in the wellbeing, skills and knowledge of our people, providing them opportunities to develop.

We improve understanding of the benefits of our work to make better investment decisions.

We horizon scan to manage our risks, benefit from new opportunities and develop new perspectives.

03

WE CAPITALISE ON AND DELIVER THROUGH OUR PARTNERSHIPS



WE ARE A SUCCESSFUL WORKING PARTNERSHIP AND MUST CAPITALISE ON THIS TO ENCOURAGE FURTHER INTEGRATION AND EFFICIENCIES. WE MUST TAKE A LEAD IN PROVIDING NATIONAL FORECASTING AND GUIDANCE FOR SURFACE WATER TO SUPPORT RESILIENCE ACROSS ENGLAND AND WALES.”



OUR SUCCESS CRITERIA

We integrate our planning and co-develop our capabilities, improving efficiency wherever possible.

We contribute to improving national resilience through integrated flood incident management.

We develop our role in surface water flooding to support national resilience.

We influence science plans and benefit from early adoption of innovations.

OUR ACTIONS

Align strategic and business plans

Identify opportunities to collaborate through early engagement

Deliver through integrated systems

Engage actively with key science research programmes

Progress opportunities to trial new capabilities

Improve our understanding and communication of confidence in our forecasts

Create roadmaps for improving our forecasting capability

Lead on improving national integration and efficiency across the flood forecasting service



WE PUT USERS AT THE HEART OF ALL WE DO

02



WE KNOW THAT OUR USERS TRUST AND VALUE OUR SERVICES. BUT WE CAN DO MORE TO ENSURE WE UNDERSTAND THEIR NEEDS – AND USE THIS TO IMPROVE OUR SERVICES AND COMMUNICATIONS.”



OUR SUCCESS CRITERIA

We understand how our users incorporate FFC guidance into their decision making.

We develop our services in a way that supports our users to make better decisions.

Our users understand FFC guidance and have confidence to use it.

We improve our users' experience when interacting with the FFC.

OUR ACTIONS

Develop a closer relationship with our key user groups

Introduce a whole centre approach to engagement

Ensure service development is led by user needs

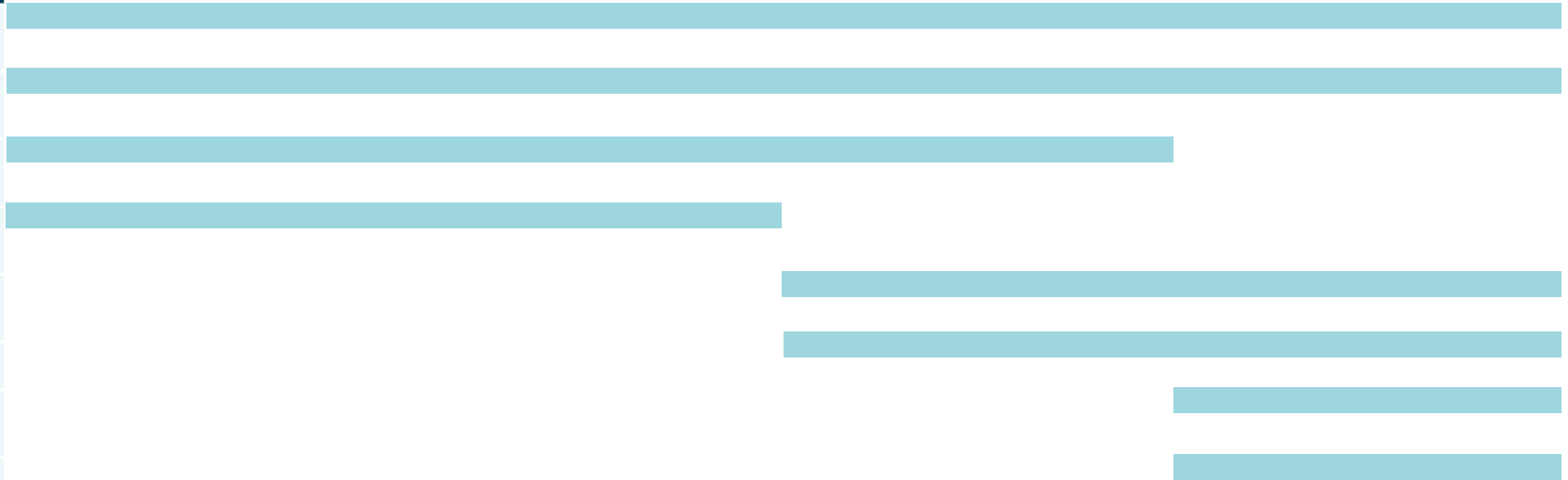
Understand our users better through research

Support users to understand and act on information

Ensure users understand our role

Use existing networks and channels to access users

Ensure users can easily access FFC services and information

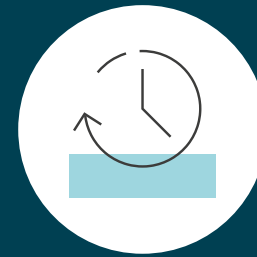


WE ENSURE THE FFC IS FIT FOR THE FUTURE

03



WE MUST CONTINUALLY ADAPT TO NEW DEVELOPMENTS, PRESSURES AND EXPECTATIONS BY BEING AGILE AND RECEPTIVE TO CHANGE. HIGH IMPACT EVENTS WILL OCCUR MORE FREQUENTLY – WE MUST BE READY FOR THE CHALLENGE.”



OUR SUCCESS CRITERIA

We deliver our services more efficiently and improve the value of our work.

We invest in the wellbeing, skills and knowledge of our people, providing them opportunities to develop.

We improve understanding of the benefits of our work to make better investment decisions.

We horizon scan to manage our risks, benefit from new opportunities and develop new perspectives.

OUR ACTIONS

Ensure resilient 24/7 services delivered efficiently

Implement new ways of working, enabling more efficient and effective resource management

Seek opportunities for our people to gain wider experience and new perspectives

Promote, through greater insight, the value of our services

Implement effective horizon scanning

Actively manage our digital, data and technical assets



OUR MEASURES OF SUCCESS

* Measure will be dependent on outcome of Government Spending Review 2021 funding bid.

OBJECTIVES:

SUCCESS CRITERIA:

TARGET:

WE CAPITALISE ON AND DELIVER THROUGH OUR PARTNERSHIPS

We integrate our planning and co-develop our capabilities, improving efficiency wherever possible.

All new FFC service and model developments will be co-developed with partners; developing capabilities alone will be by exception.

We contribute to improving national resilience through integrated flood incident management.

We are trusted advisors to EA, NRW, and Defra on national flood forecasting. We will contribute to national resilience and flood reviews, owning and delivering FFC assigned recommendations.

We develop our role in surface water flooding to support national resilience.*

We are implementing our agreed roadmap, which outlines how we develop our role in forecasting surface water flooding at a national level. We will have agreed a new measure for user satisfaction with our surface water flood risk guidance.

We influence science plans and benefit from early adoption of innovations.

We can demonstrate, through referencing case studies, where our contribution to science plans and joint working has improved our capability.

WE PUT USERS AT THE HEART OF ALL WE DO

We understand how our users incorporate FFC guidance into their decision making.

We will have produced at least five user journeys using behavioural research methods informing our understanding.

We develop our services in a way that supports our users to make better decisions.

All our service improvements and development projects are clearly informed by our user knowledge, and sound user research and testing.

Our users understand FFC guidance and have confidence to use it.

We will have recorded an upward trend of users making decisions based on the FGS flood risk matrix compared to 2019 baseline (responder survey).

We improve our users' experience when interacting with the FFC.

Overall satisfaction of the FFC will be at or above 2019 baseline (responder survey).

WE ENSURE THE FFC IS FIT FOR THE FUTURE

We deliver our services more efficiently and improve the value of our work

We will have embedded recommendations from a review of our operational ways of working, and introduced a value-based prioritisation for service improvements.

We invest in the wellbeing, skills and knowledge of our people, providing them opportunities to develop.

FFC staff are professionally accredited to meet future needs. FFC staff contribute significantly to parent organisation-led and international initiatives raising our national and international profile.

We improve understanding of the benefits of our work to make better investment decisions.

We will compile evidence to demonstrate our value to our users to support both investment decisions in our programme and future funding bids (annually).

We horizon scan to manage our risks, benefit from new opportunities and develop new perspectives.

We will have developed and implemented a structured approach to horizon scanning, allowing us to make decisions in advance with our partners and stakeholders.