

CATCH

an Interreg North Sea Region project

Good practice:

Reducing surface flooding

involving upstream communities to slow the flow with water butts and rain water planters

Norwich, England 

In leaps and bounds to a water sensitive city

ABOUT THE PILOT

Norfolk County Council worked on reducing the incidence of surface flooding during heavy rainfall events in Norwich. This CATCH pilot project targeted a number of water sensitive areas in the city where small localised Sustainable Drainage Systems (SuDS) were installed with the help of the community. A range of households and businesses and schools installed slow release water butts and rain water planters. They capture the water before it hits the surface water drainage system and slowly release it once the rain event has subsided.





POSITIVE OUTCOMES FOR OUR RESIDENTS AND ORGANISATION

- This CATCH-project was presented to students of the University of the East Anglia as part of their third-year environmental degree program. The project was well received and three students engaged with the project team to work on surface water management and community-led behavioral change.
- Moreover, the Norwich CATCH pilot project made excellent progress towards 'Raising Awareness'.
- The distribution of 30,000 CATCH flyers across the pilot area of Norwich generated hundreds of 'Expressions of Interest' on the CATCH website.
- Almost 1400 Norwich residents applied for the installation of a water butt or rainwater planter at home.
- The installation of the sustainable urban drainage systems was finalized in 2021.





LESSONS LEARNED

- The information presented to the public and stakeholders needs to be very clear from the outset to avoid unnecessary applications
- The quality of the products and their installations have to be very high to maintain customer confidence
- Resource should be made available to monitor the installations after the project end

Project leader Mark Ogden: “CATCH made clear that the installation of multiple small scale SUDs should be an integral part of urban flood risk mitigation schemes.”

More information

Contact: suds@norfolk.uk

Or visit our website:

www.norfolk.gov.uk/what-we-do-and-how-we-work/campaigns/catch-project

