COFNOD O BENDERFYNIAD WEDI'I DDIRPRWYO GAN SWYDDOG
RECORD OF DELEGATED OFFICER DECISION

Penderfyniad Allweddol | Key Decision ✓

Mae'r Penderfyniad Wedi'i Ddirprwyo hwn wedi'i bennu yn 'Benderfyniad Allweddol' gan ei fod yn debygol o:
This Delegated Decision has been established as a 'Key Decision' as it is likely:

a) arwain at y Cyngor yn ysgwyddo gwariant sylweddol neu wneud arbedion sylweddol;
to result in the Council incurring expenditure which is, or the making of savings which are, significant; ☐

***neu** / or:*

b) fod yn arwyddocaol o ran sut mae'n effeithio ar gymunedau sy'n byw neu'n gweithio mewn ardal sy'n cynnwys dwy etholaeth neu adran etholiadol neu ragor.
to be significant in terms of its effects on Communities living or working in an area comprising two or more electoral wards. X

c) Eraill / Other:

PWNC | SUBJECT: Approval to commence a second public consultation on the Authority's draft Flood Risk Management Communication Strategy and Action Plan

DIBEN YR ADRODDIAD | PURPOSE OF THE REPORT:

1.1 To provide a summary of the findings from the initial public engagement exercise undertaken during August and September 2026.

1.2 To seek approval to undertake a 6-week public consultation on the Council's draft Flood Risk Management (FRM) Communication Strategy and Action Plan.

PENDERFYNIAD WEDI'I DDIRPRWYO | DELEGATED DECISION:

AGREED:

2.1 To approve the draft FRM Communication Strategy and accompanying Action Plan for public consultation, as set out in Para 8.1 (Option 1) of the report.

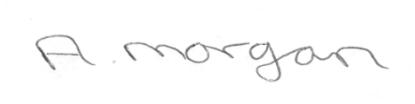
2.2 To approve the undertaking of a 6-week public consultation exercise on the draft documents.

2.3 To approve the publication of the consultation on the Council's website and associated communication channels.

2.4 To authorise officers to review consultation feedback and make any necessary amendments to the draft documents prior to final consideration.

 **Llofnod y Prif Swyddog** Chief Officer Signature	Mr Stephen Williams Director – Environmental Services **Enw (priflythrennau)** Name (Print Name)	17.11.26 **Dyddiad** Date

YMGYNGHORI | CONSULTATION

	Councillor Andrew Morgan Cabinet Member for Environment and Capital Infrastructure	17.11.26
LLOFNOD YR AELOD YMGYNG O'R CABINET | CONSULTEE CABINET MEMBER SIGNATURE	**ENW A SWYDD |** NAME AND DESIGNATION	**DYDDIAD |** DATE

LLOFNODSWYDDOG YMGYNGHOROL | CONSULTEE OFFICER SIGNATURE	**ENW A SWYDD |** NAME AND DESIGNATION	**DYDDIAD |** DATE

A FYDD Y PENDERFYNIAD YMA'N CAEL EFFAITH AR Y WARD?
WILL THIS DECISION HAVE AN IMPACT ON THE WARD?

BYDD | YES √ **NA FYDD |** NO

Unrhyw sylwadau pellach/Oes angen rhoi gwybod i'r Aelod Lleol: √
Any further comments/Need for Local Member to be informed:
The proposed public consultation related to flood risk management across the County Borough and will be publicly available through the Council's consultation platform. No specific local Member notification is considered necessary beyond normal publication and consultation arrangements.

Mae'r penderfyniad yn cael ei wneud yn unol ag Adran 15 o Ddeddf Llywodraeth Leol 2000 (Swyddogaethau'r Corff Gweithredol) ac yn y cylch gorchwyl sy wedi'i nodi yn Adran 5 o Ran 3 o Gyfansoddiad y Cyngor.

The decision is taken in accordance with Section 15 of the Local Government Act, 2000 (Executive Functions) and in the terms set out in Section 5 of Part 3 of the Council's Constitution.

RHEOLAU'R WEITHDREFN GALW-I-MEWN | CALL IN PROCEDURE RULES.

A YW'R PENDERFYNIAD YN UN BRYS A HEB FOD YN DESTUN PROSES GALW-I-MEWN GAN Y PWYLLGOR TROSOLWG A CHRAFFU?:
IS THE DECISION DEEMED URGENT AND NOT SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:

NAC YDY | NO √

Rheswm dros fod yn fater brys | Reason for Urgency: N/A

***Os yw'n cael ei ystyried yn fater brys* - llofnod y Llywydd, y Dirprwy Lywydd neu Bennaeth y Gwasanaeth Cyflogedig yn cadarnhau cytundeb fod y penderfyniad arfaethedig yn rhesymol yn yr holl amgylchiadau iddo gael ei drin fel mater brys, yn unol â rheol gweithdrefn trosolwg a chraffu 17.2:**
If deemed urgent - signature of Presiding Member or Deputy Presiding Member or Head of Paid Service confirming agreement that the proposed decision is reasonable in all the circumstances for it being treated as a matter of urgency, in accordance with the overview and scrutiny procedure rule 17.2:

..... ***.....***
(Llywydd |Presiding Member) ***(Dyddiad | Date)***

DS - Os yw hwn yn benderfyniad sy'n cael ei ail-ystyried yna does dim modd galw'r penderfyniad i mewn a bydd y penderfyniad yn dod i rym o'r dyddiad mae'r penderfyniad wedi'i lofnodi.
NB - If this is a reconsidered decision then the decision Cannot be Called In and the decision will take effect from the date the decision is signed.

AT DDEFNYDD Y SWYDDFA YN UNIG | FOR OFFICE USE ONLY

DYDDIADAU CYHOEDDI A GWEITHREDU | PUBLICATION & IMPLEMENTATION DATES

CYHOEDDI | PUBLICATION
Cyhoeddi ar Wefan y Cyngor | Publication on the Council's Website:- _____17.11.26_____

DYDDIAD | DATE

GWEITHREDU'R PENDERFYNIAD | IMPLEMENTATION OF THE DECISION

Nodwch: Fydd y penderfyniad hwn ddim yn dod i rym nac yn cael ei weithredu'n llawn nes cyn pen 3 diwrnod gwaith ar ôl ei gyhoeddi. Nod hyn yw ei alluogi i gael ei "Alw i Mewn" yn unol â Rheol 17.1, Rheolau Gweithdrefn Trosolwg a Chraffu.

Note: This decision will not come into force and may not be implemented until the expiry of 3 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

Yn amodol ar y drefn "Galw i Mewn", caiff y penderfyniad ei roi ar waith ar:
Subject to Call In the implementation date will be:

_____23.11.26_____
DYDDIAD / DATE

WEDI'I GYMERADWYO I'W GYHOEDDI: ✓ | APPROVED FOR PUBLICATION :✓

Rhagor o wybodaeth | Further Information:

Cyfadran | Directorate:	Environmental Services
Enw'r Person Cyswllt | Contact Name:	Catrin Evans
Swydd | Designation:	Senior Flood Risk Officer
Rhif Ffôn | Telephone Number:	07818 416053

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

KEY OFFICER DELEGATED DECISION

NOVEMBER 2026

APPROVAL TO COMMENCE A SECOND PUBLIC CONSULTATION ON THE AUTHORITY'S DRAFT FLOOD RISK MANAGEMENT COMMUNICATION STRATEGY AND ACTION PLAN

REPORT TO ACCOMPANY THE DECISIONOF THE DIRECTOR OF ENVIRONMENTAL SERVICES; IN CONSULTATION WITH THE CABINET MEMBER FOR HIGHWAYS AND CAPITAL INFRASTRUCTURE

Authors: Catrin Evans (Senior Flood Risk Officer)

1. PURPOSE OF THE REPORT

1.1 To provide a summary of the findings from the initial public engagement exercise undertaken during August and September 2026.

1.2 To seek approval to undertake a 6-week public consultation on the Council's draft Flood Risk Management (FRM) Communication Strategy and Action Plan.

2. RECOMMENDATIONS

It is recommended that the appropriate Chief Officer:

2.1 Approves the draft FRM Communication Strategy and accompanying Action Plan for public consultation, as set out in Para 8.1 (Option 1).

2.2 Approves the undertaking of a 6-week public consultation exercise on the draft documents.

2.3 Approves publication of the consultation on the Council's website and associated communication channels.

2.4 Authorises officers to review consultation feedback and make any necessary amendments to the draft documents prior to final consideration

3. REASONS FOR RECOMMENDATIONS

3.1 The draft FRM Communication Strategy and accompanying Action Plan have been prepared in response to actions contained within the Council's Local Flood Risk Management Strategy[1] and accompanying Action Plan[2].

[1] Local Flood Risk Management Strategy, 2013
[2] RCTFloodActionPlan202628.pdf

3.2 An initial public engagement exercise has been completed and has informed the development of the draft documents.

3.3 As per the recommended option stated in Para 8.1, undertaking a public consultation on the draft Strategy and Action Plan will provide residents, stakeholders and partner organisations with an opportunity to review the proposed approach and provide feedback prior to finalisation.

4. BACKGROUND

4.1 Under the Flood and Water Management Act 2010 (FWMA), Rhondda Cynon Taf County Borough Council (RCTCBC) is the Lead Local Flood Authority (LLFA) for its administrative area. Under this legislation, RCTCBC has a duty to develop, maintain, apply and monitor a strategy for local flood risk management.

4.2 The Council's second Local Flood Risk Management Strategy and accompanying Action Plan for the 2024-26 period were approved by Cabinet in January 2024, received Welsh Government Ministerial approval in December 2024 and published in February 2025.

4.3 The Strategy provides a six-year framework for the management of local flood risk within Rhondda Cynon Taf (RCT), whilst the Action Plan is reviewed and updated every 2 years to demonstrate delivery and reflect emerging priorities.

4.4 Cabinet approved an updated Action Plan covering the 2026-28 period on 13 July 2026[2]. The updated Action Plan includes actions to develop a FRM Communication Strategy, and an accompanying Action Plan, to establish a coordinated framework for communicating flood risk and flood risk management activities across RCT.

4.5 Through effective communication and engagement, the Council seeks to improve awareness and understanding of flood risk, encourage preparedness and informed action, and support the development of more resilient individuals and communities.

5. INITIAL PUBLIC ENGAGEMENT EXERCISE

5.1 To inform development of the draft Strategy and Action Plan, the Council undertook a six-week public engagement exercise between 10 August and 21 September 2026. The engagement sought views on flood awareness, preparedness, communication preferences and the type of flood risk information residents and stakeholder would find most useful.

5.2 A total of 54 responses were received. The engagement exercise identified a number of recurring themes, including:

- The need for clearer and more accessible flood risk information.

- Improved awareness of existing flood risk services and information sources.
- Greter use of locally relevant communications.
- The importance of both digital and non-digital communication methods.
- Increased community engagement and preparedness.
- Greater transparency regarding flood risk management activities and responsibilities.

5.3 The findings have been used to inform the development of the draft FRM Communication Strategy and Action Plan. A summary of the engagement findings is attached at **Appendix 1: You Said, We Did report**.

6. DRAFT FRM COMMUNICATION STRATEGY AND ACTION PLAN

6.1 The draft FRM Communication Strategy establishes a consistent framework for how the Council will communicate and engage with residents, businesses and communities about flood risk and flood risk management across RCT.

6.2 The Strategy covers a six-year period (2027-2033) and is built around a five-stage Communication Outcomes Pathway, which identifies the long-term behavioural changes the Council wishes to support through communication and engagement activities. The pathway seeks to help people and communities move through five stages:

1. **Awareness –** Understanding that flood risk exists
2. **Understanding –** Knowing what flood risk means and how it may affect you
3. **Preparedness –** Taking steps to prepare before flooding happens
4. **Action –** Taking practical action to reduce the impacts of flooding
5. **Resilience –** Being better able to prepare for, respond to and recover from flooding

6.3 To support delivery of these outcomes, the Strategy establishes:

- **8 Communication Objectives** that sets out what communication activities are seeking to achieve;
- **7 Core Messages** that identify the key information we want people to know, understand and act upon; and
- A set of **Communication Principles** to guide how communication and engagement activities are delivered.

6.4 The accompanying Action Plan sets out a programme of actions to be delivered over the next two years to support implementation of the Strategy. The 2027-29 Action Plan includes 11 actions, split into four themes:

1. **Digital Communications & Information:** Improving access to flood risk information, advice and online resources
2. **Campaigns & Awareness Raising:** Improving awareness, preparedness and understanding of flood risk
3. **Community Engagement & Outreach:** Working directly with communities to support resilience and participation
4. **Partnership & Strategic Communications:** Improving collaboration, coordination and information sharing

6.5 The draft Strategy and Action Plan have been informed by the findings of the initial public engagement exercise and seek to improve awareness and understanding of flood risk, encourage preparedness and informed action, strengthen community resilience and improve access to clear, consistent and accessible flood risk information.

6.6 The draft FRM Communication Strategy and accompanying Action Plan are attached at **Appendices 2 and 3** respectively. To support public consultation, a summary document has also been prepared and is attached at **Appendix 4**.

7. PROPOSED PUBLIC CONSULTATION

7.1 It is proposed that the draft FRM Communication Strategy and Action Plan are published for a period of 6 weeks.

7.2 The public consultation will provide residents, stakeholders, community groups, partner organisations and the Scrutiny Committee with an opportunity to review the draft documents and provide feedback before they are finalised.

7.3 The 6-week public consultation will be hosted on the Council's 'Let's Talk Flooding' website and promoted through appropriate communication channels.

7.4 Following completion of the consultation, responses will be reviewed and any necessary amendments made to the documents prior to final consideration.

8. ALTERNATIVE OPTIONS CONSIDERED

8.1 **Option 1: Proceed with public consultation (Recommended)**
Publish the draft Strategy and Action Plan for public consultation.

Benefits:
- Allows stakeholders to review the draft documents.
- Supports improved transparency and engagement.
- Provides an opportunity to refine the documents prior to approval.

8.2 **Option 2 – Proceed directly to Scrutiny and Cabinet**

Present the draft Strategy and Action Plan without further consultation.

***Benefits*:**

- **Faster adoption of the documents/**

***Disadvantages*:**

- **Missed opportunity to gather feedback on the draft documents.**
- **Reduced stakeholder involvement.**
- **Reduced assurance that the proposed actions meet stakeholder expectations.**

This option is not recommended.

9. EQUALITY AND DIVERSITY IMPLICATIONS

9.1 A draft Equality Impact Assessment (EIA) screening form has been prepared alongside the draft Strategy and Action Plan. It will be published alongside both documents for consultation.

10. CONSULTATION

10.1 An initial six-week public engagement exercise was undertaken between August and September 2026 to inform the development of the draft Strategy and Action Plan. The findings from the engagement exercise directly informed the development of the draft documents.

10.2 This report seeks approval to undertake a second six-week public consultation on the draft Strategy and Action Plan prior to final consideration.

11. FINANCIAL IMPLICATION(S)

11.1 The consultation will be undertaken using existing staff resources and existing Council communication platforms. No additional budget allocation is required at this stage.

12. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

12.1 There is no statutory requirement to undertake this consultation; however, consultation represents good practice and supports transparent decision making.

12.2 Any personal data collected through the consultation will be proceeded in accordance with relevant data protection legislation and the Council's Flood Risk Management Privacy Notice[3].

[3] Flood Risk Management Privacy Notice | Rhondda Cynon Taf County Borough Council

13. LINKS TO THE COUNCIL'S CORPORATE PLAN / OTHER CORPORATE PRIORITIES / FUTURE GENERATIONS – SUSTAINABLE DEVELOPMENT

13.1 The development of a FRM Communication Strategy and Action Plan directly supports the delivery of actions, measures and objectives contained within the Council's Local Flood Risk Management Strategy and accompanying Action Plan.

13.2 The development of a FRM Communication Strategy and Action Plan supports the Council's Corporate Plan objectives by helping residents, businesses and communities become better informed, more prepared and more resilient to the impacts of flooding.

13.3 The proposal contributed towards the well-being goals of the Well-being of Future Generations (Wales) Act 2015, particurarly:

- A Resilient Wales
- A More Equal Wales
- A Wales of Cohesive Communities
- A Wales of Vibrant Culture and Thriving Welsh Language

14. CONCLUSION

14.1 RCTCBC in its role as LLFA has identified the development of a FRM Communication Strategy and Action Plan as actions within the approved Local Flood Risk Management Strategy and Action Plan.

14.2 The Council has completed an initial engagement exercise to inform the preparation of a draft Communication Strategy and Action Plan. The feedback received has been used to prepare both draft documents.

14.3 Undertaking a further six-week public consultation on the draft Strategy and Action Plan will provide residents, stakeholder and partner organisations with an opportunity to review the proposed approach and provide feedback before the documents are finalised.

14.4 Following consultation, any necessary amendments will be made prior to final consideration.

14.5 Approval is therefore sought to undertake the proposed six-week public consultation in accordance with the recommendations set out within this report.

Other Documents:

- Appendix 1: Initial Public Engagement Findings (“You Said, We Did” Report)
- Appendix 2: Draft Flood Risk Management Communication Strategy
- Appendix 3: Draft Flood Risk Management Communication Action Plan 2027-29
- Appendix 4: Draft Flood Risk Management Communication Strategy & Action Plan Summary Document