

Hello Environment Agency

Powered by Hello Lamp Post

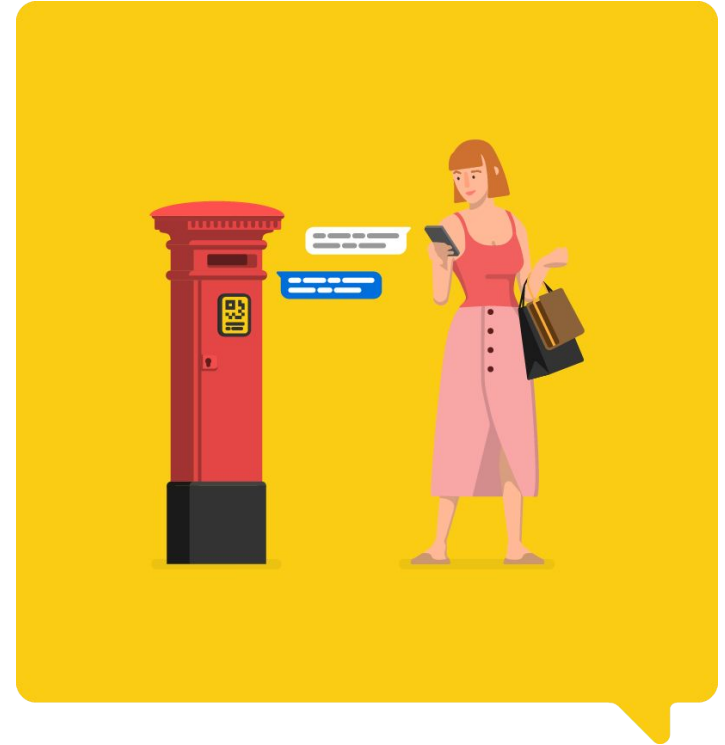


What is *Hello Lamp Post*?

The engagement tool for hard-to-staff locations

- Digital engagement tool
- Interactive signage
- Mobile device AI convos
- Digital engagement assistant in a public place

'Hello EA', powered by Hello Lamp Post (HLP), connects people with EA via conversations on their mobile devices. It blends scripted tools with machine learning, offering an unparalleled level of control whilst also exploiting the intuitive abilities of AI.



Chat in 3 easy steps



1. Scan to say "Hello"

2. Read the message

3. Send a reply

Intelligent virtual agents for the real world

- Reduced carbon footprint for engagement activity
- Direct the public to key info e.g. improve their home and personal flood preparedness, and sign up for flood warnings
- Hear from harder to reach audiences - Improve community inclusivity and accessibility – 2-way conversations
- Encourage people to take action (Check flood risk, sign-up for flood warnings, make a personal flood plan etc.) and change behaviours
- Increase data and insight into public opinion & behaviours
- Engage with the public 24/7/365



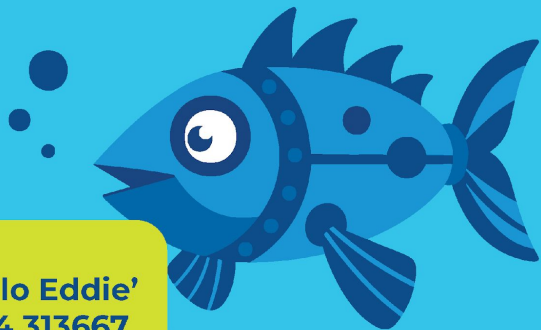


I'm Flood Ready Eddie, your virtual assistant here to help you be prepared for flooding!

Find out how to sign up for flood warnings, monitor river levels online, put an emergency bag together and much more...



**Scan Me
or text 'Hello Eddie'
to +44 7454 313667**



Example Insights



Hello Luton

Online



to reduce flood risk...

Before we begin, have you visited our newly opened Hat Gardens before? 📍 (Yes, No)

Yes

Good to know! The redevelopment is providing the community with more green spaces and access to the River Lea. This is now a great place to spend time and enjoy a new natural area in our town centre!

If you haven't been there before you can find it here - <https://bit.ly/3pGKOh8>.

We have some exciting plans coming to this town. Would you like to learn more? 🌍 (Yes, No)

Yes

No

CONVOS

14,882

Total Unique Users

10,437

44,444

Total User Messages

1,404

Question Asked by Users

HLP x Environment Agency

WRAPPED2025

20,489

Answers Given by Users

We've saved a total of **~2,223** hours for staff dealing with queries

Total number of conversations outside of working hours

4,792

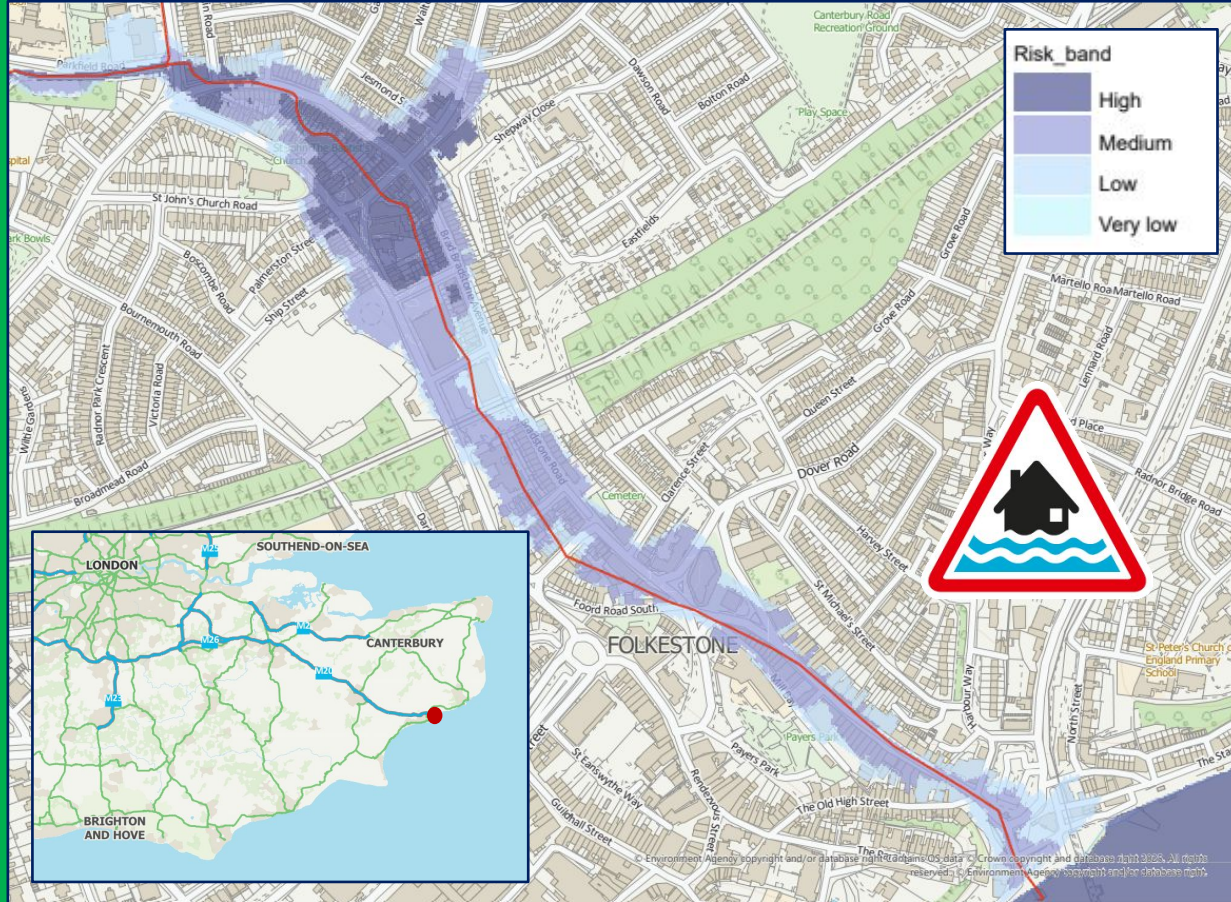
32.2%

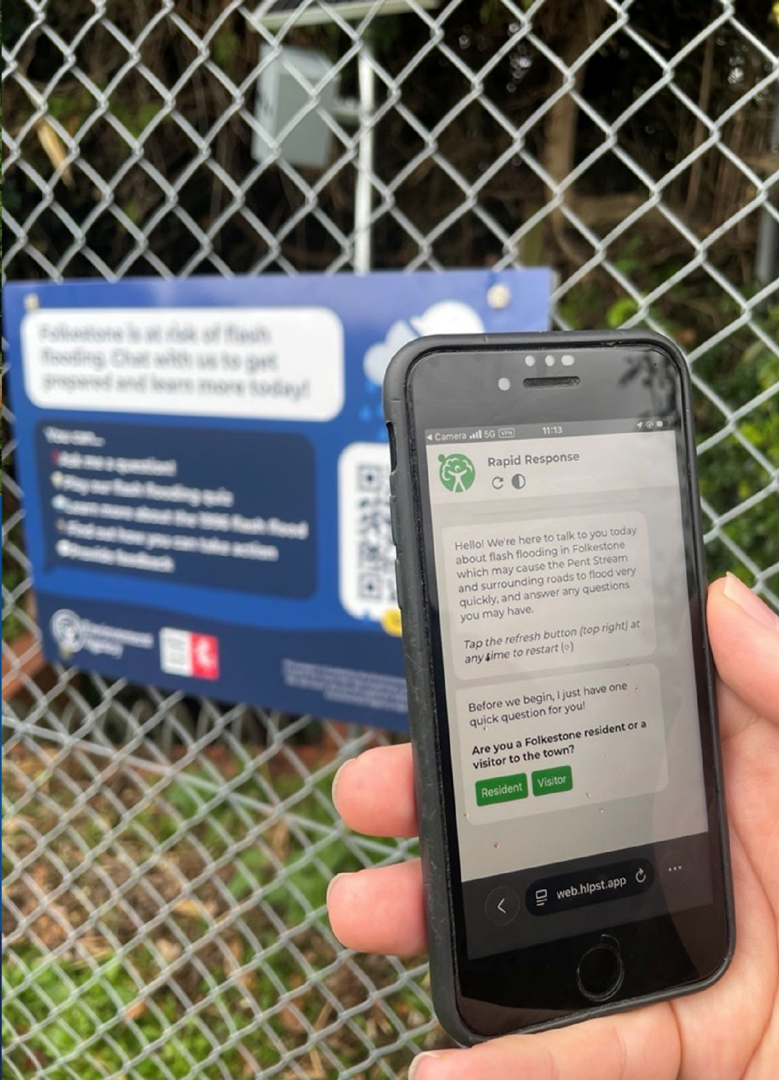
(Working Hours from 9am-5pm)

of all conversations

**from Jan 1st to Nov 5th 2025*

Folkestone Flash Flood Risk





Folkestone is at risk of flash flooding. Chat with us to get prepared and learn more today!

- You can...**
- Ask me a question!**
 - Play our flash flooding quiz**
 - Learn more about the 1996 flash flood**
 - Find out how you can take action**
 - Provide feedback**



This project is funded by the Environment Agency and Kent County Council. For more info: hip.city/privacy-policy/environment-agency/. We will never ask you for payment information. If you don't see the Environment Agency logo in the QR code, don't scan!



To date:

- 103 unique users, 134 conversations
- 347 messages
- Most interactions with the postcards
- Fairway Ave sign – most scanned
- 71% users = residents
- 75% watched meridian news footage of 1996 flooding

Lessons learned:

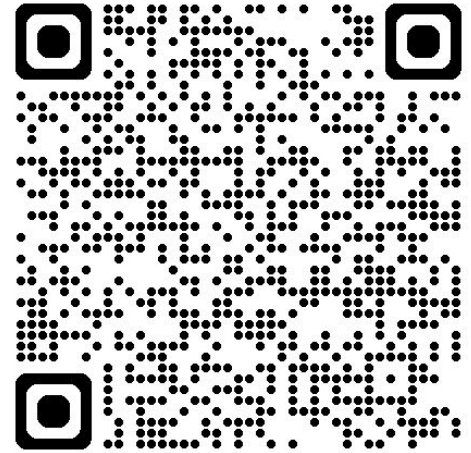
- Plan signage locations as early as possible
- Not all about the physical signs – generated press interest
- AI – only as good as the data it uses!
- Not a complete replacement for face-to-face convos and other engagement
- Engagement metrics – getting to know your community
- What's the Legacy?

Any Questions?

“Hello Lamp Post is a fantastic example of how the Environment Agency embraces innovation and harnesses technology. It has the potential to reduce our carbon footprint by hundreds of tonnes per year.”

Caroline Douglass,

Executive Director Flood and Coastal Risk Management,
Environment Agency



**Demo version of
Folkestone HLP**