

**From:** Sam Dibley <[REDACTED]>  
**Sent:** 11 March 2025 10:05  
**To:** Richmond Local Plan  
**Subject:** Objection to Main Modification 44 - Functional Floodplain for Eel Pie Island

**Categories:** Consultation Response

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Good morning,

I'm writing to you as the Co-Founder of The Ripple Effect, a small communications consultancy delivering PR services to charities, not-for-profits and ethical brands across London and the wider UK.

The adoption of Eel Pie Island as a functional floodplain will have a negative impact on our business, and many others on the Island. We're based in [REDACTED].

We are a Living Wage Employer that ensures staff are paid at a good and fair rate, we donate 2.5% of our profits to charity (over £15,000 to date) and we offer a great amount of pro-bono services to small charities.

The Functional Floodplain is very likely to increase rates of business premises insurance for our property and, as such, could have a negative effect on our overall cash flow and could mean we have to scale back our charitable donations and pro-bono support – negatively impacting a selection of charities who truly benefit from our support.

Please reconsider MM44.

Thanks,  
Sam

**SAM DIBLEY**  
**CO-FOUNDER**



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