

**Communities & Businesses Working Group - What part do individuals, communities and businesses play?
Evidence Pack – July 2018**

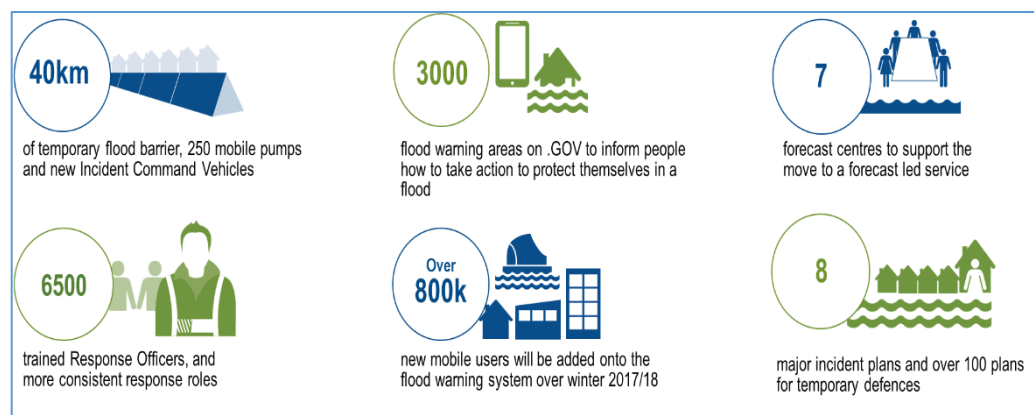
Current Risk

Over 5 million properties at risk of flooding and 40% coastline at risk of coastal erosion. Major flood events most years with a disproportionate effect on those least able to plan, prepare, respond and recover.

Future risk

Climate change will lead to more extreme weather events that, combined with more development resulting from a growing population, is likely to increase flood and coastal erosion risk.

Current approach



Defra Community Flood Resilience Pathfinders highlighted good practise at enabling communities to help themselves

Investment of £5 million will fund installation of Property Level Resilience (PLR) at a further 1,500 properties by

Successes

People living in high risk areas and people who have received advice are more likely to have taken action

More than 3,000 homes in over 100 communities have Property Level Resilience measures (PLR) in place

2012 Evaluation – Property Level Resilience (PLR) successfully mitigated flooding in 84% of properties

Introduction of Flood Re scheme, a not-for-profit reinsurance body that seeks to help make flood insurance affordable for households at high flood risk in the UK whilst also promoting the use of flood resistant/resilient repairs

Areas for improvement

39% of the at-risk public have looked at flood maps on-line but only 1/3 of the public have prepared or thought through a flood plan

FCERM Industry and the general public view flooding as Government/FCERM industry's problems to solve, not the responsibility of everyone.

How to communicate and address the big long term messages e.g. potential for relocation of major population centres

Communities already do a lot that is not recognised

Younger people and lower social grades are less likely to take action

Communities & Businesses Working Group - What part do individuals, communities and businesses play?

<p>Over 800,000 new mobile users were added onto the flood warning system over winter 2017/18</p>	<p>Only 5-8% of people are sure they are at risk and over half of people at risk don't think they are</p> <p>Current home insurance issues – flood cover is available in high risk areas but premiums are uncapped</p>
<p>What are the evidence gaps?</p> <ul style="list-style-type: none"> • Assessment of the contribution that community interventions make to managing flooding across the country • Community resilience over multiple floods • Overseas approaches to increasing resilience e.g. Australia and USA • Evidence supporting flood resilient repairs to flood damaged properties • Social science research/ community focus group work on the use of language to communicate flood risk management terms in a meaningful way and how the public perceive flood risk issues • Flood resilient responses for corporate and small businesses • Responses of Children and Young People to flooding • Reviewing available tools for enabling communities to help themselves • Lessons learnt from Pathfinder studies regarding effective community engagement on flood risk issues • Social science research on 'flood memory' and how the capacity of a community to respond to messages will change over time • Lessons learnt from how people in the past have adapted to floods 	
<p>Good practice examples (UK and abroad)</p> <p>Local communities working in partnership with local authorities, NGOs, government authorities (e.g. EA, NE, FC) on NFM schemes.</p> <p>National Flood Forum support across the country including specific campaigns and initiatives, lobbying and staff to undertake capacity building with local partners.</p> <p>Good understanding of public perception of flood risk via Sciencewise project (2013)</p>	<p>What do we need to do better to achieve success now and in the future?</p> <p>Adaptation to coastal erosion and resilience to flooding are critical in future</p> <p>Supporting communities to recover from flooding in a resilient way is important so that they can thrive in future.</p> <p>Improve how we communicate complex issues into straightforward language and manage expectations</p> <p>Encourage communities, businesses and individuals to take ownership of flooding issues and take action</p> <p>Communities and businesses need to be able to access affordable insurance</p> <p>Significantly increase uptake of Property Level Resilience (PLR)</p>
<p>Further Information</p> <ul style="list-style-type: none"> ○ Long term health impacts of flooding (Public Health England longitudinal study underway, first year results published) ○ British Property Federation Campaign information ○ BRE Flood Resilient Repair demo home and Cumbria Resilience Showcase ○ Academic research from the Flood Hazard Research Centre, Lancaster University and University of the West of England ○ Defra Flood Resilience Pathfinders, learning from experience of stakeholders and communities ○ Lessons learnt from how people in the past have adapted to floods (Research by CITIZAN) 	