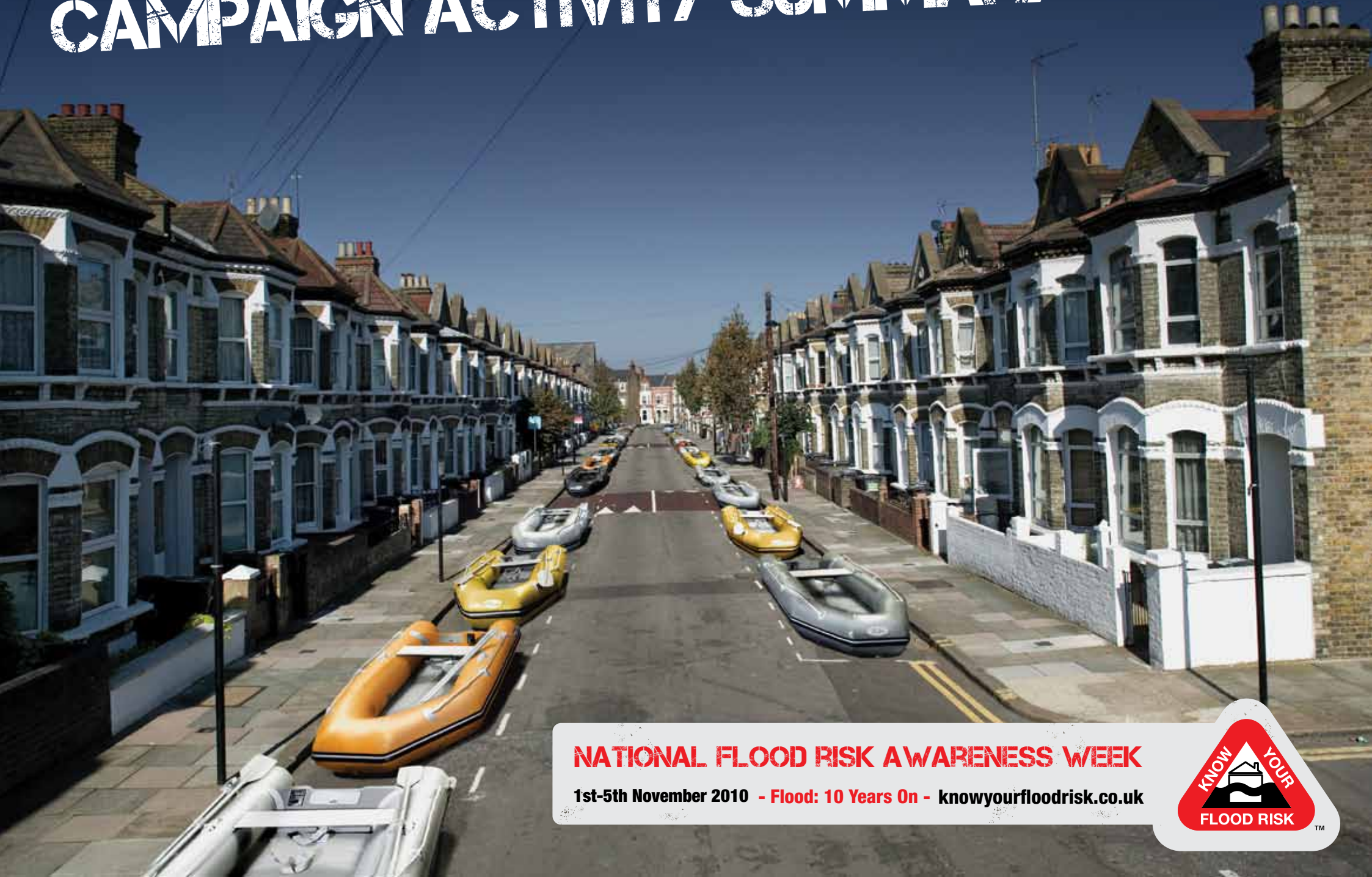


CAMPAIGN ACTIVITY SUMMARY



NATIONAL FLOOD RISK AWARENESS WEEK

1st-5th November 2010 - Flood: 10 Years On - knowyourfloodrisk.co.uk



1st – 5th November 2010 saw the inaugural National Flood Risk Awareness Week, launched as part of the Know Your Flood Risk Campaign. The week commemorated the 10th anniversary of the Great Autumn Floods of October – December 2000, which at the time saw the longest period of prolonged heavy rainfall in the UK since records began. It also marked ten years of campaigning on behalf of flood victims by Mary Dhonau OBE, Chair of the Know Your Flood Risk Campaign.

National Flood Risk Awareness Week aimed to further educate and provide practical guidance and support to help protect homeowners, businesses and property professionals.

But flooding has been in the news so much over the past few years – don't people already know about their risk of flood?

No, they don't! As one of the main aims of National Flood Risk Awareness week was to gauge the public's perception and knowledge of flood risk, a YouGov survey was commissioned which revealed highly concerning statistics:

- 1 in 4 British homes are at risk of flood yet 83% of homeowners do not consider themselves to be at risk*
- 65% of those surveyed believe the UK is more at risk of flooding than it was 10 years ago**
- 68% of homeowners have put no measures in place to minimise risk to their home in the event of flooding**
- 95% of those surveyed have contents insurance but 45% do not know if it covers flooding**
- 43% of British homeowners have not investigated the risk of flood to their current home**
- Only 5% of those surveyed plan to find out if they are at risk**
- 48% of homeowners are unsure if they will find out if a home they buy in future is under threat of flood**
- 49% think the government doesn't do enough to educate us about flood risk**

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In spite of the fact that the country has seen unprecedented levels of rainfall and subsequent flooding in the past few years, a high percentage of the public remain unaware of the dangers and are not, therefore, putting the correct measures in place to protect their homes or businesses, including ensuring their insurance policy covers flood.

“There was also an overwhelming belief amongst those surveyed that, if they lived on a hill, their home would not be affected by flood. While this may be true in the case of burst river banks for example, it does not hold true for rainfall and surface water flooding. In part due to climate change, surface water flooding has become far more prevalent in recent years and this can affect almost every home, regardless of its location.

With the coalition Government cutting spending on flood defence from £2.3bn to £2.1bn**** and the fact that the Statement of Principles between the Association of British Insurers and the Government, which commits insurers to continue to provide flood insurance under certain scenarios, comes to an end in 2013, people are more at risk than ever from the effects and devastation caused by flooding. The onus to protect themselves against flooding will fall even more heavily on the homeowner. If flood insurance becomes increasingly difficult, if not impossible, to get, homeowners must be aware of the potential risks before they purchase a home in order that they can make an informed decision whether or not to proceed with the purchase and, if they do, mitigate the risks in the event of flood.

”

James Sherwood-Rogers

Founder & Chair of the Know Your Flood Risk Campaign.

So, what did you do during National Flood Risk Awareness Week to raise awareness?

The week launched in Potters Fields Park, next to the GLA & Tower Bridge where James Sherwood-Rogers, Founder & Chair of the Know Your Flood Risk Campaign, and Mary Dhonau OBE held media briefings.

Attendees were also treated to a viewing of the critically-acclaimed documentary theatre show “The Caravan” about the UK floods of summer 2007. Following months of research and interviews, the production presents the stories of real people affected by the floods word for word, alongside visual and audio footage inside their very own caravan.



JUST SOME OF THE ACTIVITY:

The AdVan

A 10ft van covered with the dramatic campaign visual travelled throughout London for two days, spreading of just how many homes in the UK are at risk of flooding.

[Click here](#) to see the van on its travels.



A Competition for Pupils Attending Gillots School in Henley-on-Thames

On Wednesday 3rd November, artworks prepared by 11-15 year old pupils from Gillotts School, Henley-on-Thames, depicting the devastation caused by flooding were judged by the Mayor of Henley-on-Thames Councillor Mrs Jennifer Wood, Phil Awford, Vice Chairman of the National Flood Forum and former Mayor of Tewkesbury, and James Sherwood-Rogers of Landmark. Siblings Oliver and Annabel Bench were awarded first prize.



A Special MP Reception at the House of Commons

A special reception for MPs at the House of Commons was hosted by Anne McIntosh, MP for Thirsk & Malton, Chair for the All Party Parliamentary Group on Flood Prevention and Chair for Efra's select committee. The aim of the reception was to collectively discuss the growing issue of flood risk and what can be done to help reduce the misery that flooding brings to both homeowners and businesses.



Anne McIntosh MP with Mary Dhonau and James Sherwood-Rogers

Wear Your Wellies to Work

Workers through the country donned their wellington boots on Friday 5th November as part of the "Wear Your Wellies to Work" initiative to raise funds for the National Flood Risk Awareness Week 2010.



WHAT WERE THE OUTCOMES?

MP Reception

- A superb turnout with over 60 MPs attended the reception

Press Coverage

- Press interview for Mary & James with the environment editor of the Daily Mail insert Daily Mail logo
- Interview with Mary on BBC Breakfast insert BBC logo
- Interviews with Mary & James on over 140 radio stations, including BBC Five Live, Sky News, BBC Three Counties, Real Radio Yorkshire, Minster fm insert logos
- Articles in regional newspapers throughout the country, from Cumbria to Henley, Gloucestershire to Belfast
- Articles on numerous websites, including energy rethinking, huntwriter, Henley Standard Online and Belfast Telegraph Online
- Coverage reached approximately just under 30 million people and the overall advertising spend equivalent would have been nearly £225,000!

View the coverage [here](#).

Social Media

- Facebook advertising and special „Know Your Flood Risk Campaign page – received over 1,100 visits during 1st – 5th November alone
- Twitter – approximately 45 tweets we made in relation to National Flood Risk Awareness Week which followed in over 100 re-tweets by followers, reaching an audience of approximately 15,000

“ The lives of flood victims can be disrupted for months, if not years. The 2007 floods in Hull for example, resulted in approximately 17,000***** homes affected and 30,000 rendered homeless. Three years on, around 70 people were still not back in their homes*****. Yet despite this, many people still do not have flood on their radar. I would urge homeowners and businesses to ask their professional / legal advisors to provide a property-specific flood risk assessment such as a Homecheck Flood Report as part of the conveyancing process when looking to move home.

The lack of awareness and knowledge amongst the British public is why National Flood Risk Awareness Week and initiatives such as the Know Your Flood Risk campaign are imperative as they provide practical and emotional support for home owners and businesses in order to help them become more knowledgeable of their own flood risk.

To avoid being displaced for months or even years whilst your home is being repaired following a flood, investigate your flood risk and put measures in place to help protect your home & belongings in the event of flood. Sign up to the Know Your Flood Risk Campaign and find out how you can protect your home.

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Mary Dhonau

Founder & Chair of the Know Your Flood Risk Campaign.

Since the launch of the Know Your Flood Risk campaign, 200 members have joined the campaign, including legal and property professionals, housing developers, flood protection specialists and homeowners, through to national government and local authorities.

For more information on the Know Your Flood Risk campaign, visit www.knowyourfloodrisk.co.uk

