



PRESS RELEASE

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Frustration as flooding in Yorkshire strikes for third year in a row

Over 300,000 residential properties are potentially at risk from flooding in Yorkshire and the Humber.*

Over 6,500 residential properties are potentially at risk from flooding in Sheffield.*

Flooding has hit parts of northern England for the third year in a row and hundreds of homes, schools and businesses have taken yet another battering from heavy rainfall. Landmark Information Group, the UK's leading provider of flood data, reports that with over 6,500 homes in Sheffield situated in an area of potential flood risk, homeowners should find out if their property is at risk and take steps to minimise damage.

James Sherwood-Rogers Managing Director for Landmark Legal and Financial comments: *"It is awful that so many people have been hit by floods in homes that they thought would never be affected. Pluvial flooding, or flooding caused by rainfall, isn't considered by many to be a risk, but it is in fact one of the biggest sources of household flooding in the UK.*

"Sheffield has borne the brunt of climate change and yet again many homes and businesses have been affected by flooding. It is clear to see that heavy rainfall is now not a freak occurrence and we should expect to see more to come in the future. Homeowners need to find out if they are at risk so that they can take the appropriate steps to protect their assets.

"We need to learn from the lessons of the 2007 and 2008 floods and make sure that we know the flood risk to our homes and make moves to protect our families and property."

Landmark is working closely with the National Flood Forum (NFF) who also supports the need for comprehensive flood advice for homeowners. Joining forces, Landmark and the NFF are working together to launch the Know Your Flood Risk campaign in an effort to increase the profile of flooding and to ensure consumers are not only aware of the risks they face, but also how to mitigate them. The National Flood Forum was set up to provide support and advice to communities and individuals that have been flooded or are at risk of flooding; www.knowyourfloodrisk.co.uk.

Landmark has also launched a website (www.homecheckflood.co.uk) which highlights the issues associated with flooding and provides practical guidance and advice. The site also includes information on how to obtain a property specific flood report to ensure you are able to identify the flood risk associated with your current or prospective property.

*Source: Landmark Data Index – based on flooding and extreme flooding from rivers or sea without defences.





Landmark Information Group

Landmark Information is the UK's leading provider of digital mapping and land data intelligence. It's Homecheck Professional Flood Report is the UK's most comprehensive report of its kind featuring not only data from the Environment Agency, and Norwich Union (the UK's biggest flood insurers), but also includes records of actual flood claims in the local area. For more information and practical guidance on the increasing risk of flood visit www.homecheckflood.co.uk.

Issued on behalf of Landmark Information Group by Trimedia. For further information please contact Rachel Greaves or Kathryn Morgan on **0207 025 7572** or Rachel.Greaves@trimediauk.com.

