



PRESS RELEASE

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Landmark teams up with National Flood Forum to launch free Flood Guide

*48,000 homes were affected by the floods of summer 2007
1 in 4 British homes are potentially at flood risk**

Following the Government's response to the Pitt Review, which called for local authorities to take a lead role in managing flood risk in their area, Landmark has teamed up with the National Flood Forum to produce a free Flood Guide for councils to distribute to their residents. As part of Landmark's ongoing 'Know Your Flood Risk' campaign to raise awareness of flood risk and the impact of flooding, the guide offers practical guidance and advice, including what to do in the event of a flood and useful contacts.

Landmark, the UK's leading provider of flood data, who have worked in association with the National Flood Forum for the past two years, produced the Flood Guide as a tool for councils to offer information and guidance for residents and businesses. James Sherwood-Rogers, Managing Director of Landmark Legal and Financial comments:

"Local authorities have a crucial role to play in tackling flooding and it's vital that they have the information, resources and skills they need. By working closely with the National Flood Forum and local councils, we hope to roll the Flood Guide out across the whole of the UK. We want to make sure it gets to where it's most needed and where it can make the biggest difference, especially as we know that climate change will cause increased severe rainfall in future and bring with it an increased risk of surface water flooding."

The Flood Guide also includes the following:

- An explanation of what happened during the summer 2007 floods and why
- An emergency pull-out guide providing practical advice in the event of future floods
- Information about the ongoing flood recovery operation
- How to establish whether a property is at risk from flooding and how to protect it





Mary Dhonau, Chief Executive of the National Flood Forum and flood victim comments: *“This guide has some excellent advice to help people who are affected by flooding, but also to help minimise the damage and disruption to their homes, should this occur in the future. It’s great for older people and people who can’t get out and about. When an emergency happens you’re in shock and you don’t necessarily think straight. So, it’s great to have all the information and telephone numbers you need in one place. However, in order for a guide like this to be really effective, communities have to join together and help each other.”*

The Flood Guide forms part of the ‘Know Your Flood Risk’ campaign which was launched earlier this year in conjunction with the National Flood Forum. The initiative aims to provide practical guidance and support to help protect homeowners and property professionals against the risk of flood. As a collective voice, ‘Know Your Flood Risk’ and its members aim to raise the profile of flooding and ensure consumers are not only aware of the risks they face, but also how to mitigate them.

Recent reports suggest that there are still people living in temporary accommodation as a result of the 2007 floods. The consequences of flooding can be devastating and Landmark’s website www.homecheckflood.co.uk highlights the key issues. Further, in order to allow homeowners to gain an understanding of the flood risk associated with their property, they are now able to purchase a Homecheck Flood Report directly online.

For further information, please visit www.homecheckflood.co.uk or contact Kathryn Morgan on **0207 025 7545** or kathryn.morgan@trimediauk.com.

For further information on Landmark Information Group visit www.landmark.co.uk or call **0844 844 9966**.

* The calculation of 1 in 4 British homes at flood risk is based on the number of residential homes within the 2008 RMS 1,000-year Inland Flood risk zones compared to the total number of homes in Britain. The flood risk map identifies areas at risk from all sources of precipitation-driven flooding including flooding from major and minor rivers and surface water flow. The 1,000-year flood risk map identifies areas that would be at risk under very extreme rainfall and flooding.

** <http://news.sky.com/skynews/Home/UK-News/More-Than-160-Families-Still-Homeless-Two-Years-After-Britains-Summer-Floods/Article/200906415318349>

Notes to editors:

About Landmark

Landmark Information is the UK’s leading provider of digital mapping and land data intelligence. Its 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.

