



PRESS RELEASE

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Landmark's response to the Draft Flood and Water Management Bill

Environment Secretary Hilary Benn MP yesterday published the draft Flood and Water Management Bill. The Bill, announced in response to the Pitt Review in December 2008, aims to improve the ability to manage the risk of flooding in the UK by clarifying who is responsible for what. Landmark welcomes proposals set out in the Bill that provide a strong duty on all bodies to cooperate and share information, the private sector currently already combines numerous data sources of flood information and believe this is essential in ensuring that consumers are provided with a comprehensive one-stop supply of flood risk data.

James Sherwood-Rogers, Managing Director of Landmark Legal and Financial comments: *"There is a wide range of comprehensive flood data available from various organisations in the market place. However, without cooperation between these organisations it will be difficult to get the bigger picture about flooding and it could be years before this information becomes available.*

"The Bill states that flexibility is required to accommodate a range of strategies to tackle flood risk; the 'portfolio' of measures suggested include risk maps, awareness campaigns, and flood warnings. However, what the Bill doesn't take into account is that private organisations have already designed strategies to deal with flood risk. For example, Landmark Information Group has recently launched the 'Know Your Flood Risk' campaign in association with the National Flood Forum ([HYPERLINK www.knowyourfloodrisk.co.uk](http://www.knowyourfloodrisk.co.uk) www.knowyourfloodrisk.co.uk), designed to provide practical guidance and support to help protect homeowners and property professionals against the risk of flood. We are continuously looking for more buy-in from companies in both the public and private sectors.

"Until this Bill is passed and organisations are forced to share information, the private sector is a good place to find out the risks associated with flooding to properties. A conveyancing-ready flood report like the Homecheck Professional Flood Report is a fully comprehensive data set of flood information which has been gathered from various organisations. Including flood data from the Environment Agency, insurance claims from the Norwich Union, the British Geological Survey, loss adjustors' data and records of actual flood claims in the area, the report is an excellent resource for a one-stop source of information on flood risk.

"Furthermore the report now includes ground breaking data about surface water run-off (pluvial) flooding that was reported by the Pitt Report of causing around 50 per cent of the damage from the 2007 summer floods. The draft Bill proposes that local authorities be given a leadership role for the risk management of this type of flooding, but private sector information such as this is already readily available."





As well as asking a solicitor for a flood report, homebuyers can proactively carry out their own research to determine the potential flood risk to a particular property. For just £16.15 +VAT the public can order a report from www.homecheckflood.co.uk.

Issued on behalf of Landmark Information Group by Trimedia. For further information please contact Kathryn Morgan or Rachel Greaves on **0207 025 7545** or Kathryn.Morgan@trimediauk.com.

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

Notes to editors:

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.

