



PRESS RELEASE

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Landmark's response to the Publication of the Flood and Water Management Bill

James Sherwood-Rogers, Managing Director of Landmark Legal and Financial comments: "The recent heavy rainfall has caused widespread flooding across parts of England and Scotland and it is clear that there is a need for comprehensive flood-risk information to be made easily available to residents and businesses. Landmark welcomes the publication of the Flood and Water Management Bill in its aim to provide better, more sustainable management of flood risk for people, homes and businesses.

"Landmark has long been a proponent of raising awareness of the issue of flooding in the UK and this Bill goes some way to addressing some of the key issues we, as a company, have highlighted. The effects of flooding can be devastating and educating consumers about flood risk is essential if the Bill is to have a significant impact. Initiatives such as our 'Know Your Flood Risk' campaign, launched in association with the National Flood Forum, are instrumental in providing practical guidance and support to help protect against the risk of flood. With over 100 members now signed-up, we urge parties from both the public and private sectors to join up at www.knowyourfloodrisk.co.uk and actively become a collective voice in raising the awareness of flood and providing practical guidance and advice on how to mitigate risk."

Following the Government's response to the Pitt Review, the Bill calls for local authorities to take a lead role in managing flood risk in their area.

Sherwood-Rogers continues: "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 have produced a free Flood Guide for councils to distribute to their residents. 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.

"If local authorities are to be successful in co-ordinating flood-risk management, it is vital that, along with the Environment Agency, they work with the private sector to ensure they have a data bank that is as comprehensive as possible. In order to achieve that they need to utilise the comprehensive data that companies, such as Landmark, have readily available."

The Bill importantly recognises that there is a pressing need to adapt flood-risk management plans in order to accommodate the predicted effects of climate change. These include potential increases in the frequency and severity of floods and coastal erosion accelerated by rising sea levels, unusual patterns of rainfall and flood flows in rivers, as well as the growing risk of surface water or 'pluvial' flooding.





Sherwood-Rogers continues: “In order to take precautions against the increased, potentially more widespread risk of flooding, we strongly recommend that a conveyancing-ready flood report, such as the Homecheck Flood Report, which covers all flood risks including surface water (pluvial), should be purchased in every property transaction to enable purchasers to determine the true risk of flooding against an individual property. Without this information, homeowners could potentially purchase a home that is at real risk.”

To find out more about the ‘Know Your Flood Risk’ campaign please visit www.knowyourfloodrisk.co.uk, email info@knowyourfloodrisk.co.uk or telephone **0844 844 9966**.

- Ends -

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

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

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.

