



# PRESS RELEASE

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## Research reveals that 'april showers' are being submerged by wet british summers

48,000 homes were affected by the floods of Summer 2007

1 in 4 British homes are potentially at flood risk\*

Landmark Information Group's enhanced residential and commercial property flood reports now include pluvial (rainfall) flood data

| UK RAINFALL (MM) |       |       |
|------------------|-------|-------|
|                  | April | July  |
| 2007             | 27.0  | 135.2 |
| 2008             | 76.2  | 108.1 |
| 2009             | 61.3  | 142.9 |

(Met Office)

The phrase 'April Showers' has become synonymous with the wet weather during the month, but according to Landmark Information Group, the UK's leading provider of flood data, July and August Showers could prove to be more of a flood threat in years to come. In response to the latest data from the Met Office, which reveals that rainfall in the summer months has increased year on year since 2007, Landmark is urging home owners and businesses in the UK to become more aware of the escalating threat that flooding poses.

As climate change brings increasingly more extreme weather conditions to the country, Landmark Information Group has recently enhanced their range of conveyancing-ready flood reports for residential and commercial properties to include exclusive data from Risk Management Solutions (RMS). The UK Flood Risk Assessment maps cover all sources of flood risk, including surface water and minor river flooding, which is believed to have caused around 50 per cent of the damage from the 2007 summer floods. This means that both homebuyers and businesses have far more accurate information about a property's flood risk.

James Sherwood-Rogers, Managing Director of Landmark Legal & Financial comments: "Unfortunately flood risk is now a very real situation that is here to stay in the UK, and the Met Office figures highlight how it is only set to increase in years to come. According to the Met Office, July 2009 was the wettest in England since the official records began in 1914, with a month's worth of rain having fallen in the first two weeks of July alone. Whilst in July 2007 there was 135.2mm, triggering some of the worst floods in decades."

Designed to raise awareness of the issue of flooding in the UK Landmark has recently launched the 'Know Your Flood Risk' campaign in association with the National Flood Forum. The campaign 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.





Sherwood-Rogers continues: *“Where there are now more flood warnings in place and measures that people can take to protect their property from such an eventuality, people can be more prepared by being aware of the risks from the outset. We also need to be looking now at where we build new homes, drainage systems and water storage in order to protect our homes and businesses from flooding in the future.”*

Landmark’s website [www.homecheckflood.co.uk](http://www.homecheckflood.co.uk) highlights the issues associated with flooding and provides **practical guidance and advice. In order to allow homeowners to make sufficient preparations to minimise danger and inconvenience, they are now able to purchase a Homecheck Flood Report directly online.**

\* 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.

For further information, please visit [www.homecheckflood.co.uk](http://www.homecheckflood.co.uk) or contact Kathryn Morgan on **0207 025 7545** or [kathryn.morgan@trimediauk.com](mailto:kathryn.morgan@trimediauk.com).

For further information on Landmark Information Group visit [www.landmark.co.uk](http://www.landmark.co.uk) or call **0844 844 9966**.

## Notes to editors:

### About RMS

Risk Management Solutions is the world’s leading provider of products and services for catastrophe risk management. More than 400 leading insurers, reinsurers, trading companies, and other financial institutions rely on RMS models to quantify, manage, and transfer risk. Founded at Stanford University in 1988, RMS serves clients today from offices in the U.S., Bermuda, the U.K., France, Switzerland, India, China, and Japan. For more information, visit our website at [www.rms.com](http://www.rms.com).

### 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](http://www.homecheckflood.co.uk).

