

Defra's Proposals

1. Ministers have given outline approval
2. Ring-fenced block grant... £5m initially
3. Detailed policy will be informed by
 - workshops
 - consultation responses

**1. Provide free flood risk surveys for
some homes**

and

**2. Provide free surveys and subsidised
resilience / protection measures for
some other homes**



Which households?

1. **Most at risk**
2. **Not likely to receive community-level defence**
3. **Most likely to respond enthusiastically to offer of resilience / protection (e.g. recently and repeatedly flooded)**

Aims

1. Encourage protection AND resilience
2. In existing private dwellings
(Not new-build; not immediately after a flood)

Kick-start
take-up

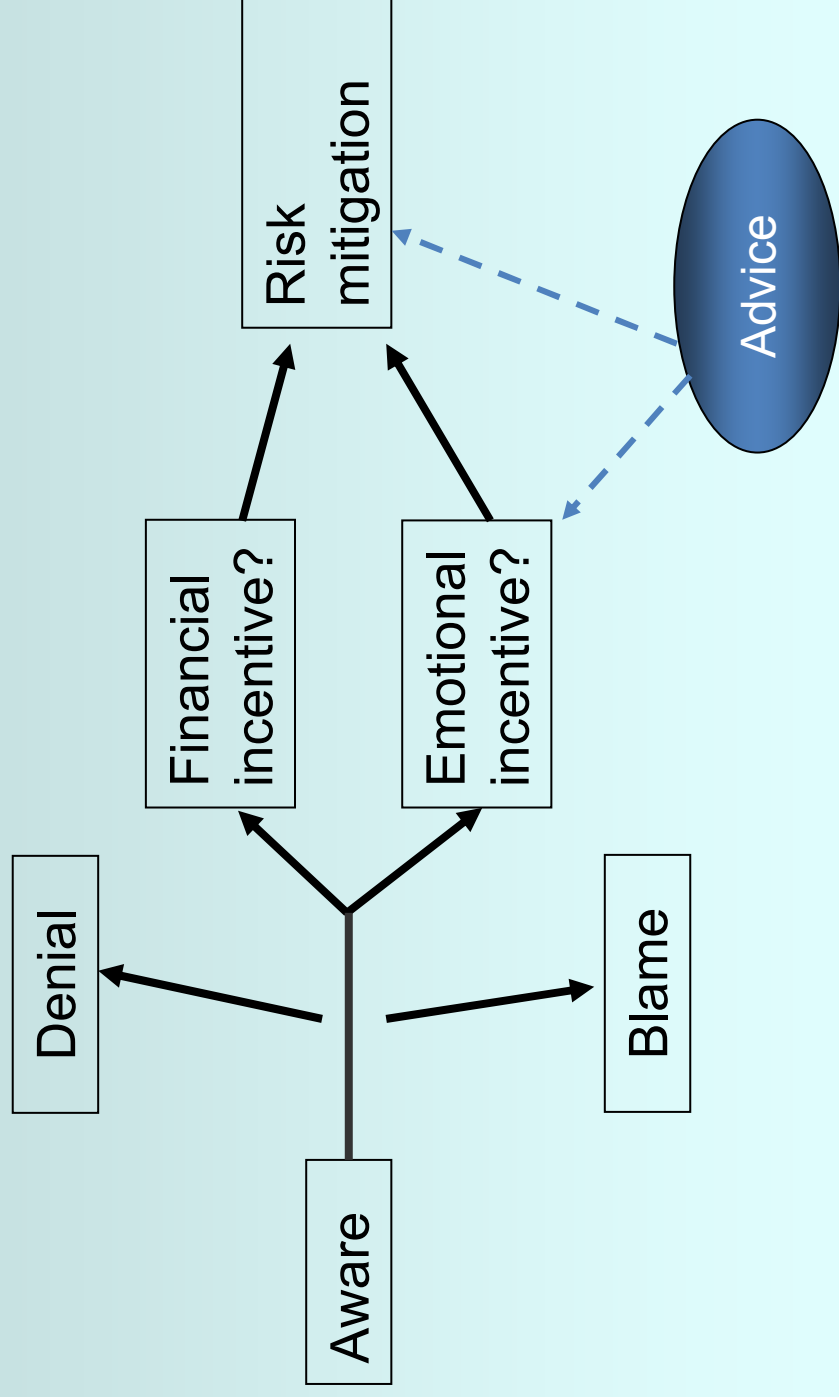
Reduce risk
for some
people

Make resilience
/ protection
more normal

Create
examples of
success

Stimulate
demand

Option 1: Free survey



Option 1: Free survey

Coverage:

- Probability of flooding and likely damage
- Means of ingress
- Protection / resilience / both?
- Appropriate forms of protection
- Appropriate forms of resilience
- Appropriate products

Option 1: Free survey

- **Independent**
- **Expert**
- **Bulk purchase by the local authority / Environment Agency**

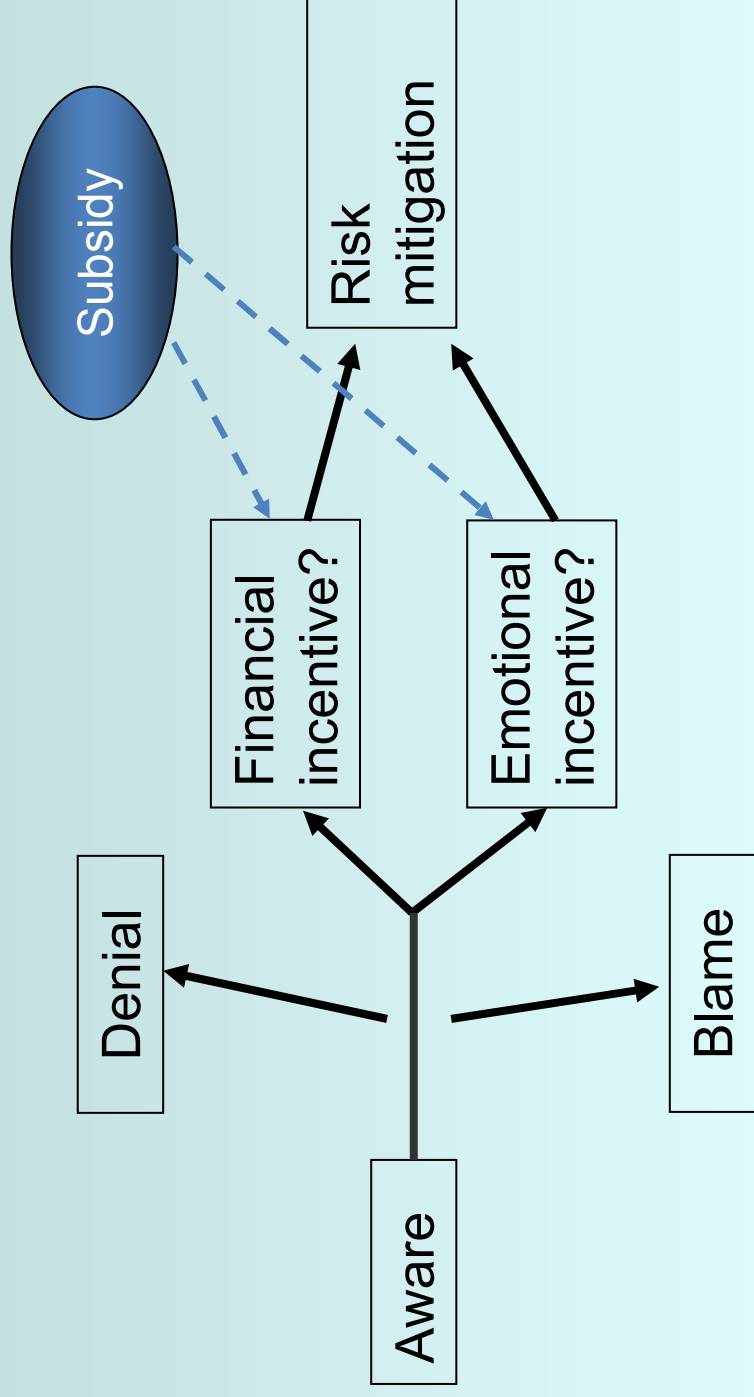
Trust

Value
for money

Provided
by whom?

How ensure
quality?

Option 2: subsidise measures



Option 2: subsidise measures

- **Full, partial or capped subsidy?**
- **For all households...
only for poorer areas...
or only for poorer households?**
- **Standard measures for each household
or tailored to individual needs?**

Option 2: subsidise measures

For example:

- **Twenty at-risk homes in one street offered payment to have electrics moved above flood-line**
- **Forty most at-risk houses in tidal area offered £2,000 each toward the cost of water-resilient kitchens**
- **Fifty high-risk homes in flash-flood area offered water-resistant doors and windows**

Targeting whole communities

- **Less stigmatising**
- **More effective**
(for terraced / semi-detached properties)
- **Less divisive**
- **Encourages co-operation and strengthens social resilience**

Summary

1. Provide free flood risk surveys

2. Provide free surveys AND subsidise resilience / protection measures

Kick-start
take-up

Fully funded by central government

Make resilience
/ protection
more normal

For frequently and recently flooded communities
unlikely to receive community level protection

END

Engagement with communities

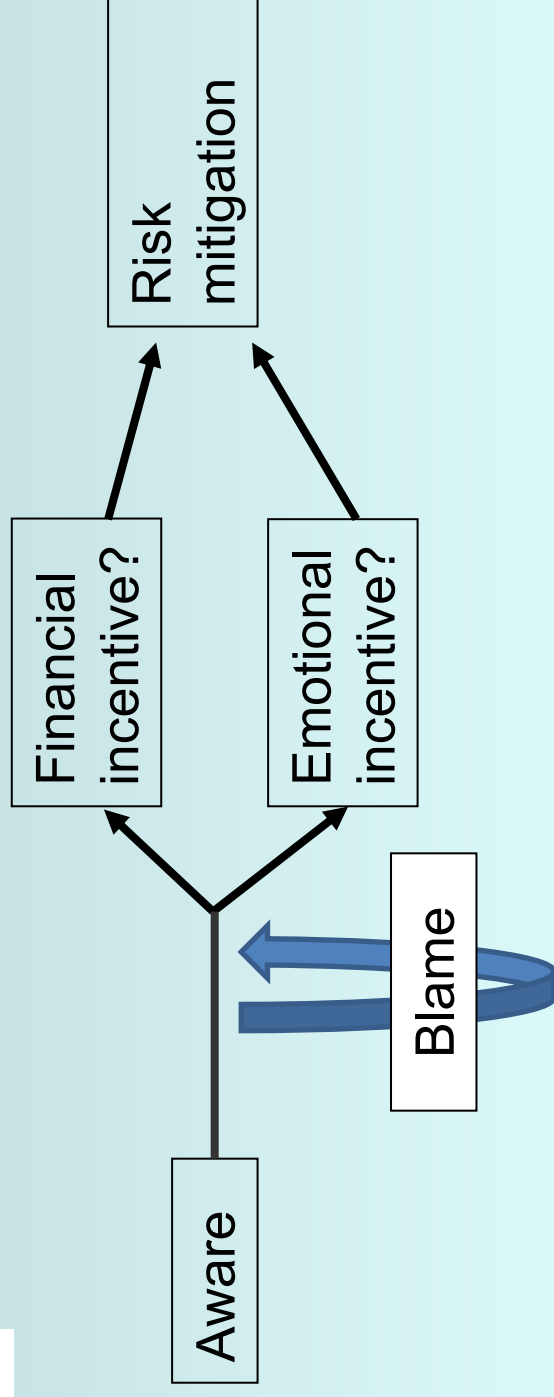
External facilitation by

- Local authority staff?
- Professional facilitators?
- Flood victims as facilitators?
- Facilitators from regional government offices?

Time-consuming... but costs included in grant

Engagement with communities

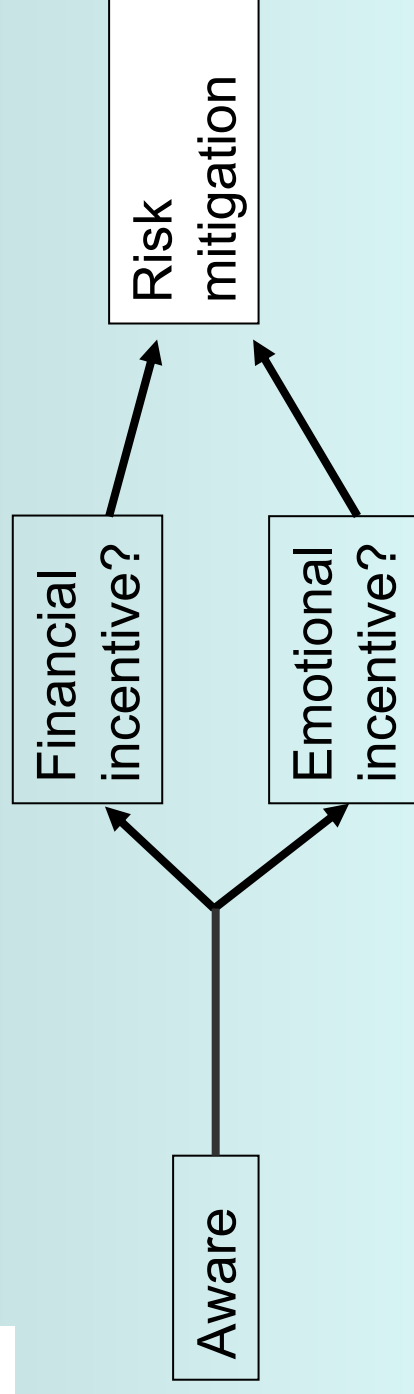
Phase 1



- Listen
- Defuse anger... by allowing its expression
- Inform... about causes of the floods
 - ...and about low likelihood of community-level defence
- Build trust

Engagement with communities

Phase 2



- Learn... about the nature of the flooding
- Agree... choice of protection / resilience measures
- Implement
- Support with ongoing use of measures

END