

# Flood risk insurance

Paul Cobbing

Supporting and representing flood risk communities

## We will cover ...

1. Key elements flood risk insurance and the Flood Re proposals. Progress to date.
2. The setting up of the Flood Re organisation and why this is significant
3. The public benefit opportunities that Flood Re presents
4. The potential benefits to both communities and the insurance industry

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# Flood Re



- The Statement of Principles expires
- Why we need a different approach
- What is Flood Re?
- When is it due to come in?

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# What do we mean by public benefit?



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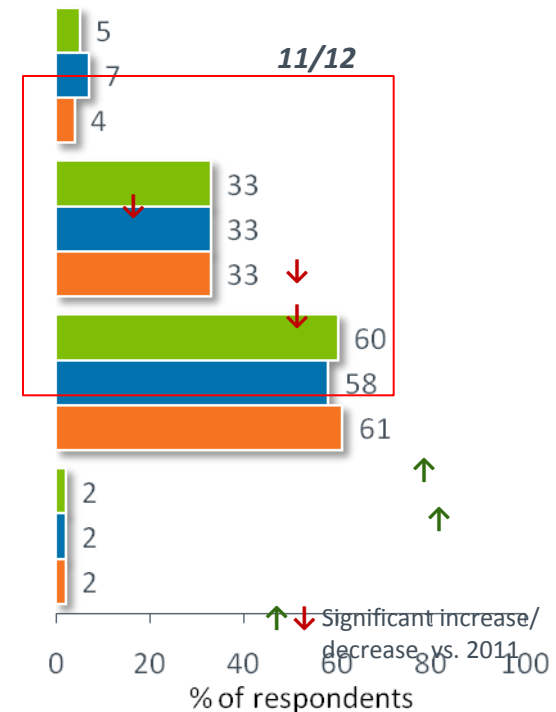
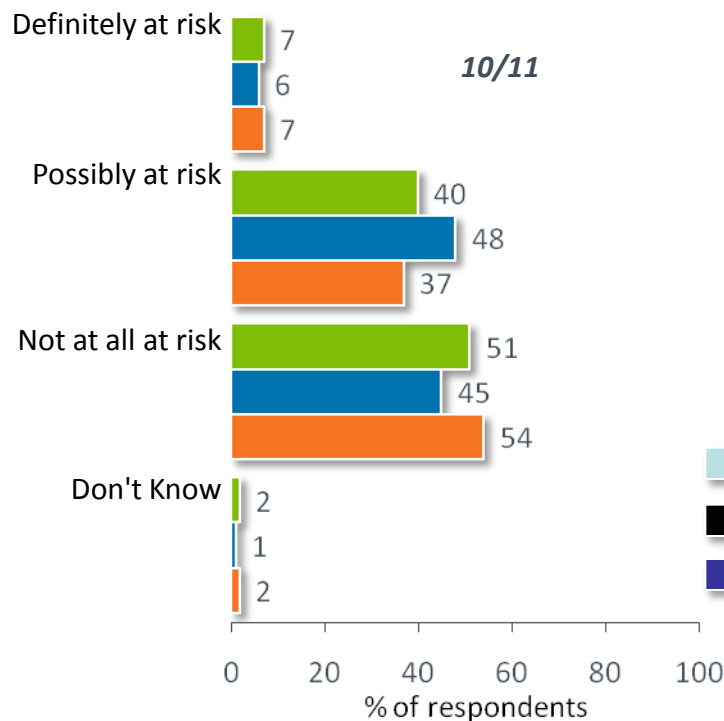
# Sharing information



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# Raising awareness – Public perception of flood risk has fallen; fewer than 4 in 10 respondents in 11/12

Q: Do you believe your property is at risk of flooding? Do you feel it is... ?



Base: All respondents: 2012 (505), Floodwise (162), Non-Floodwise (343)  
2011 (1005), Floodwise (282), Non-Floodwise (723)



# Supporting people to reduce flood risk



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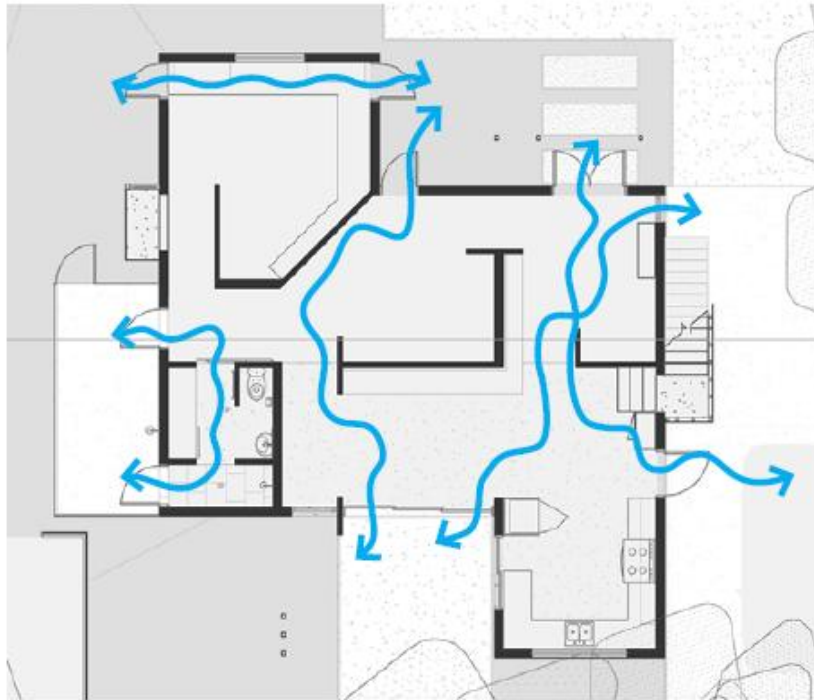
# Betterment



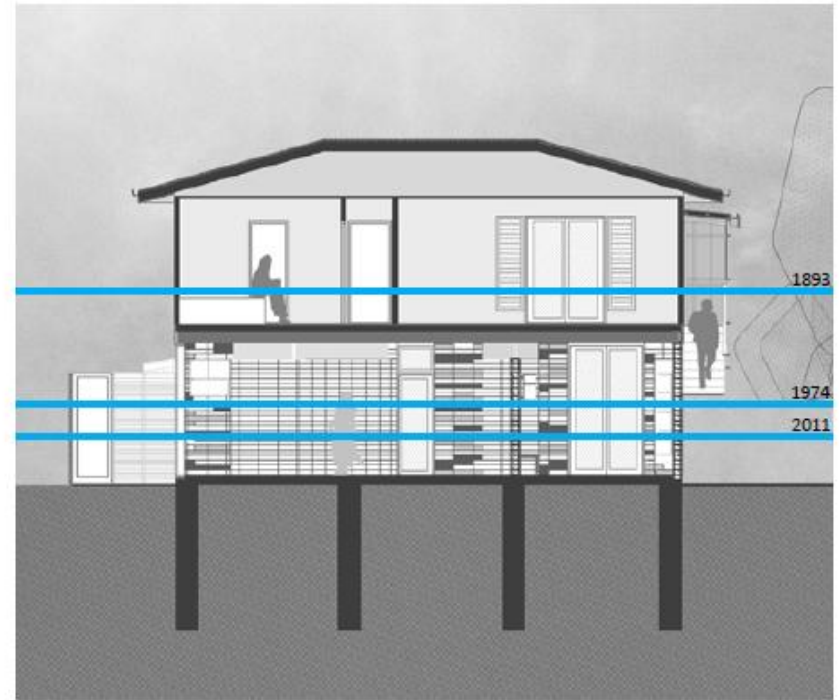
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# Betterment



*The house is designed to wash out easily in a future flood event.*



JAMES DAVIDSON ARCHITECT



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# Strategic investments



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# Benefits approach



- Regeneration
- Recreation
- Transport
- Economic growth
- Habitat creation
- Mineral extraction
- Waste disposal
- Flood risk management

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# Thank you

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