



SW PFR Pathfinder BeFloodReady

Progress update April 2021

Welcome

Cornwall Council is leading the South West Property Flood Resilience (PFR) Pathfinder Project, on behalf of the Lead Local Flood Authorities (LLFAs) in the South West Regional Flood and Coastal Committee (RFCC) Region. This Defra funded project aims to increase the awareness and uptake of PFR measures in both residential and commercial settings across the South West.

In the South West, we are fortunate to be working with our key partners to be able to deliver the best possible outcomes for our communities.

The SW PFR Pathfinder has been running since September 2019, and we are now delighted to announce we have a six-month extension to end of September 2021.

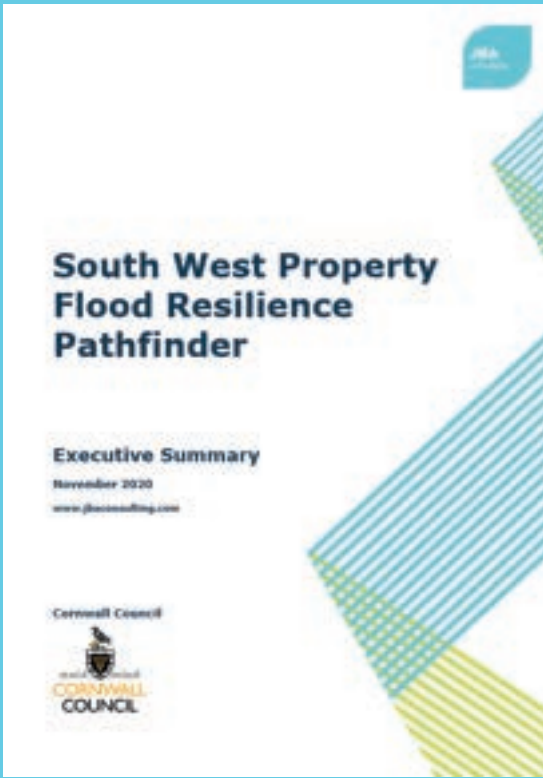
As you'll find out in this newsletter, the SW PFR Pathfinder and the BeFloodReady (BRF) campaign will have a long lasting impact on residents, businesses and communities at flood risk beyond September 2021.

FLOOD PROTECTION HIERARCHY

The flood protection hierarchy shows how PFR bridges the gap between large scale flood defence schemes and traditional sandbags.



Baseline Report



Following consultation with key partners, including the Environment Agency (EA) and Risk Management Authorities (RMAs) the Baseline report was published at the end of 2020.

The report highlights the majority of schemes have been completed by Local Authorities (LAs), either as part of the early Defra Pilot, or countywide grant schemes, with a few schemes completed by the EA across Devon, Cornwall and the Isles of Scilly. Crucially, the report also recommends the urgent need to mainstream PFR across the South West. The Baseline study has guided many subsequent work packages, and in turn will evolve as other work packages progress.

Currently, 30+ PFR schemes have now been completed across the South West, and over 720 properties have been provided with PFR as part of organised funding schemes, although this does not take into account

private installation of PFR which is very difficult to quantify.

Take a look at the **Topsham** (p. 5) and **Perranwell** (p. 7) case studies later in this newsletter for more details of community studies.

BeFloodReady.uk

The **BeFloodReady.uk** website is constantly being refreshed and updated. We have developed content to explain the EA PFR Framework, Code of Practice, Insurance and PFR funding.

We are currently working on sections covering: 'Flooding in the News', Important Considerations (including mental health), and we are currently updating regular blogposts.

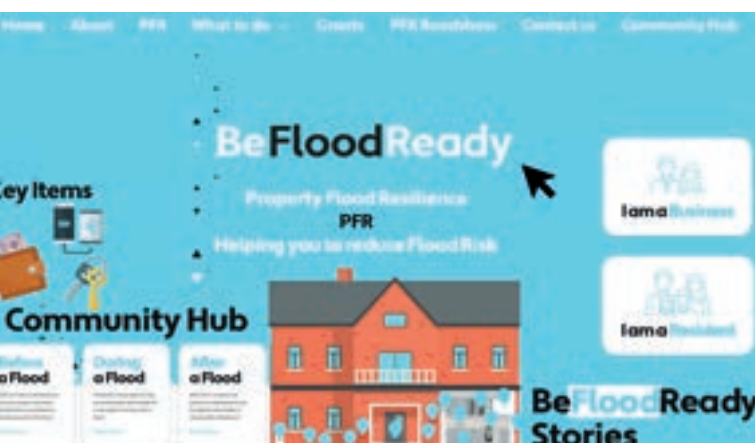
BeFloodReady.uk also has a vast amount of content to help households navigate their way through PFR, and we will soon be publishing our PFR Information booklet. The website also has testimonials and interactive property content.



We are working with partners to increase our media coverage of individuals, businesses and organisations who have messages to share about the benefits of PFR. This new series of testimonials will be available in the next few months.



We currently have over 150 Twitter followers, and are growing each day!
@BeFloodReady



BeFloodReady SW PFR Demonstration Centre

We are excited to announce that from early Summer a BeFloodReady SW PFR demonstration centre will be hosted at Heartlands World Heritage site between Redruth and Camborne, Cornwall. For more information on Heartlands click here: www.heartlandscornwall.com

Heartlands is a major visitor attraction that is also used by the local community, and hosts many events, including: bonfire night, Christmas markets, café and conferencing facilities, which are all hugely popular. We

intend to make our BeFloodReady Pathfinder part of these events. It also has a licenced bar and restaurant, on-site parking facilities and is a 4-minute drive from the A30.



2 sites are being secured at Heartlands:

- 1 area for PFR product demonstration

Here there will be live demonstrations of PFR measures in action during a flood; example products which you can handle and find out how they work.

- 1 area with a broader more educational feel

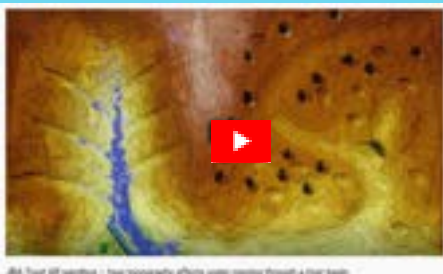
This will have interactive displays on how we can manage and prepare for flooding. Here we even have an augmented reality sandbox which engages people in the wider story of flooding. Click here if you want to see the sand box in action: www.youtube.com/watch?v=ZC91dfr_OrA

Seeing is believing, and we believe by seeing first-hand how PFR measures work in flood conditions, the benefits of making a home or business flood resilient will shine through.

Entry to the demonstration site will be free and open to all.

Opening hours will appear on the BFR website prior to the centre opening. We are looking at expanding our offer, being present at events, and possibly relocating staff to be available during working hours. Smaller guided tours and training sessions will also be available for many groups, including: community flood groups, flood risk professionals and schools.

Heartlands will be a legacy of the BeFloodReady Pathfinder for years to come.



3D Top 3D Sandbox - how topography affects water running through a river basin

Topsham Case Study

As part of the SW PFR BeFloodReady Pathfinder project, we have secured some additional funding to study the long-term effectiveness of PFR in a community at flood risk.

Very little information is known about the legacy provided by PFR in terms of effectiveness, ongoing preparedness and levels of protection, something considered as vital for increasing confidence in PFR.

The community of Topsham on the Exe Estuary has been chosen for this study due to its history of PFR installation and the active Topsham Emergency Group (TEG).

It is believed that between 60 and 70 properties in Topsham have had PFR installed,

35 of which were via the Repair and Renew Government Grant following the 2014 floods. Many properties in the community have also privately funded PFR.

A successful workshop was held with the TEG in January 2021 to understand flood risk in the community.

In the next stage of the project, questionnaires and audit visits will be used to understand how PFR has been provided throughout the community. We also hope to assist TEG to organise a flood exercise, so we can understand how PFR fits into wider flood preparedness in the community.

We hope that this study will provide valuable information on the legacy of PFR that will be used to improve PFR delivery nationally.



▶ Welcoming our new partner, South West Water

We are thrilled to welcome South West Water (SWW) as project partners.

We will soon be sharing content and SWW has already included a BFR website link on its website. We look forward to working with SWW more closely in the future.



▶ BeFloodReady SW PFR Road show Summer 2021 tour

We are delighted to announce that our BeFloodReady SW PFR Floodpod will be on the road soon for a Summer Roadshow tour

The Floodpod is full of useful information about flooding, PFR equipment and is a place people can see, touch and learn about all things PFR. Keep a lookout on **BeFloodReady.uk** for our upcoming tour dates.



▶ Publications

Along with our PFR Information Booklet, we are also looking forward to the publication of an article by our partners at JBA Consulting in the EA 'Current Magazine'. The article will be focussing on the Pathfinder project and PFR. We hope this will be published in mid-April.

Keep an eye on BFR for more information.



▶ BeFloodReady Business workshops – starting in April

Calling all businesses in the South West - We are offering free places on a series of workshops to help you understand how PFR can help your business. Please check the link below to find out more.

BeFloodReady | Property Flood Resilience (PFR) | Helping reduce flood risk



Perranwell Case Study

As part of the SW PFR Pathfinder this case study will focus on the Parish of Perranwell; a small village made up of approximately 750 properties which includes a public house and a specialist vintage car garage.

The village has suffered several floods over the years which is mostly caused by the river that runs through the centre of the village. The project will focus on the Public house, garage and ten domestic dwellings with scope to expand following initial findings.

An initial property owner survey will be carried out to determine risk appetite and current level of PFR. We will also identify through the surveys any issues with obtaining

insurance and property owners awareness of Flood Re.

This will be followed by a risk survey and specification for PFR.

Previsico will provide access to early warning flood alerts through their system and will also provide a flood sensor which will be fitted to the bridge that runs across the river.

Records will be maintained of the properties taking part in the trial and will be captured in the newly developed Flood Compliance platform (FCP).



Aardman

For fans of Wallace & Gromit, perhaps we're 'shaving' the most 'cracking' bite of 'cheese' erm, news until last!

We are 'over the moon' to announce we are now working with Aardman Animations to produce our debut BeFloodReady short film. Not to spoil the plot – we can say no more for now, but please keep a check on the BFR website, although we will probably burst with excitement, and be sharing the updates with you very soon!

If you aren't familiar with Aardman check their work out here: **Official site of Aardman Animations**

