









# Preparing for potential floodings





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Preparing your customers for potential flooding can help minimize damage and alleviate stress. Here are some simple steps to ensure your customers are well-prepared:

-  Provide a list of important contacts, including family and friends, local emergency helplines, insurance companies, and the Environment Agency Floodline (0345 988 1188).
-  Encourage them to protect valuables in advance by moving treasured items and important documents to a safe, elevated location.
-  Emphasise the importance of assisting vulnerable family members and neighbours in preparing for a flood.
-  Ensure that your customers understand their insurance coverage and encourage them to update their cover as needed.
-  Advise them to know how to turn off gas, electricity, and water supplies in the event of a flood.
-  Recommend that they prepare an emergency flood kit stocked with essential items.

### Flood resistance and resilience measures

- Explain the difference between flood resistance and resilience measures to your customers and encourage them to consider both options to mitigate potential flood damage.
- Flood resistant measures aim to prevent water from entering a building, while resilience measures focus on reducing the damage if water does enter. It is important for your customers to understand the importance of both types of measures, especially if they live in flood-prone areas.
- Additionally, you can provide guidance on permanent and temporary flood resistance measures, such as implementing flood barriers, installing flood doors and windows, and using sandbags and plastic sheeting.
- Encourage your customers to consider flood resilience measures as well, such as raising door thresholds, replacing carpets with tiles, fitting water-resistant materials, and placing irreplaceable valuables in waterproof bags. Providing this information can help your customers make informed decisions to protect their properties from potential flood damage.

### Understanding flood warning codes

Educate your customers about the Environment Agency's flood warning codes so they can prepare and react to floods accordingly:

- **Flood alert:**  
**Prepare** – Advise your customers to consult their flood plan, prepare a flood kit with essential items, avoid unnecessary travel, and check flood warnings when this alert is issued.
- **Flood warning:**  
**Act** – Instruct your customers to take immediate action to protect themselves, their families, and their property when this alert is issued, including turning off gas, electricity, and water supplies, and moving to a safe place.
- **Severe flood warning:**  
**Survive** – Emphasise the seriousness of this alert and the need to follow advice from emergency services, stay in a safe place with a means of escape, and call 999 if in immediate danger.



By providing your customers with a clear understanding of flood warning codes, you can help them stay informed and take necessary precautions during flood events.