

From: Pembroke-Smith, Steve steve.pembroke-smith@environment-agency.gov.uk
Subject: Flood Action Week postponed
Date: 7 November 2019 at 14:13
To:



Flood Action Week postponed

Hello

As you know, we were expecting to launch Flood Action Week on Monday. Unfortunately, we have had to postpone this due to rules governing what we can and can't communicate in the run-up to an election.

We are, however, continuing with our paid-for social media advertising over the winter period to reach people in locations at high risk of flooding.

While Flood Action Week won't be happening, we still need to help people be prepared for flooding over the winter, so please do use the new campaign materials when you're warning and informing people in your area about flooding.

I appreciate you may have already spent a lot of time organising things in support of the campaign. I want to thank you for that, as well as apologise for this delay.

In summary:

- Flood Action Week has been postponed until after the election.
- There should be no reference to Flood Action Week.
- We should continue to warn and inform as necessary and you are welcome to use the new campaign materials to support this.

Thanks again for your support.

Kind regards

Steve

From: Pembroke-Smith, Steve
Sent: 24 October 2019 12:15
Subject: What the Flood? Please support our Flood Action Campaign

Hi there

The Environment Agency runs an annual campaign to encourage people to know what to do to protect themselves and their property in a flood. While we will be sharing our campaign messages over the winter period, our campaign kick-starts with an intensive **Flood Action Week from 11 to 17 November 2019** and we would really like as much partner support as possible to help reach our target audiences.

I am pleased to be able to provide you with our partnership materials which you can use **from 11 November 2019** to help support our campaign. The partner pack of materials are available for download at: <https://shwca.se/whattheflood>.

This year's campaign has a new look, with the strapline 'What the Flood?'. It focuses on helping people know what action to take in a flood, based on our Prepare. Act. Survive. flood plan. It would be great if you could help us spread the word by:

- Posting content on your social media channels
- Sharing @EnvAgency social media content
- Publishing information on your website

- Using our campaign email signature
- Adding information about the campaign into any internal and customer newsletters
- Encouraging your colleagues, partners and customers to support the campaign

In England there are more than million homes at risk of flooding. The average cost of flooding to a home is around £30,000. Flooding also brings a significant risk to life. The mental health impacts of flooding can last for two years or more after flooding has happened. Depression, anxiety and PTSD can affect up to a third of people who have been flooded.

But, crucially, taking steps to prepare for flooding, and knowing what to do in a flood can significantly reduce – by around 40% – the damages to a home and possessions, reduce risk to life, and reduce the likelihood of suffering from mental health impacts in the future.

Please do let us know if you can support and what you're doing during Flood Action Week by contacting steve.pembroke-smith@environment-agency.gov.uk.

If you have any questions about the campaign or how to use any of these materials, contact audrey.callaghan@environment-agency.gov.uk or laura.gottelier@environment-agency.gov.uk.

Thank you in advance for your support.

Kind regards

Steve

Steve Pembroke-Smith

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