

# Flood Reports Service, RiskCentral, Launch Flood Awareness Campaign

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A flood awareness campaign has been launched by the UK's first on-demand flood report service aimed at home owners and buyers. RiskCentral (<http://www.ambiental.co.uk/riskcentral/>) enables UK residents to carry out a free flood check on any property in England, Scotland or Wales.

As part of a wider campaign to raise awareness for flood risk in the UK, the service providers have launched a competition encouraging the public to share vital flood resource information via their social networks such as Facebook, Twitter and LinkedIn.

Major environmental organisations, including the Met Office and the Environment Agency (<http://www.environment-agency.gov.uk/news/143910.aspx>), have also issued warnings recently urging the public to be flood aware. Both agencies have stated that the UK's wet summer is likely to lead to more floods in the autumn and winter.

RiskCentral has pledged its support to the flood awareness initiatives currently underway by the EA, but has taken the extra step of inviting people to comment and share flood information posted on their blog.

"We hope to raise more awareness for different sources of flood risk" explains RiskCentral's founder, Dr. Justin Butler. "Many people believe, because they do not live close to a river or the sea, that they are not at risk from flooding. They are unaware that surface water flooding poses a risk to at least 2 million people in the UK."

Surface water flooding can affect any area at any elevation and occurs when an extremely heavy downpour of rain saturates drainage systems and the excess water cannot be absorbed.

"This kind of flooding can be equally or often more destructive than river or coastal floods" says Dr. Butler. "We hope to raise more awareness for the potential impact these kinds of floods can have via the power of social media and we are asking people to share the flood resources we have provided on our blog".

The service providers are also encouraging people to run a free risk check using their flood reports (<http://www.ambiental.co.uk/riskcentral/>) service. Their flood awareness competition is available on their blog here (<http://www.ambiental.co.uk/riskcentral/raise-awareness-for-flood-risk-and-win-100/>).