



Communicating the National Flood Risk for England and Wales – a Flood Forecasting Centre perspective

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Effective communication of flood risk to Professional Partners, the Emergency Response community and the Public is essential for flood mitigation. Communicating complex flood risk forecasts is challenging. It occurs at several different levels: Internal communication is required between and within professional partners to effectively assess and agree the flood risk and clear, timely messages are required for Emergency Responders, Civil Contingencies and the Public to allow appropriate mitigation action to be taken.

This presentation will focus on flood risk communications in the operational environment of the Flood Forecasting Centre*. It will present an overview of the Flood Forecasting Centre's day-to-day approach to communicating the national flood risk across England and Wales. It will also touch on the wider issues around communicating flood risk, such as professional partner training and the need to be media aware.

*The Flood Forecasting Centre (FFC) is a partnership between the UK Met Office and the Environment Agency, established in 2009, to give an overview of flood risk across England and Wales. It was set up following the summer 2007 floods in England and Wales, and the subsequent recommendations of the Pitt review, to provide longer lead times for flooding.