



# The Problem - Flood Risk

- There are tens of thousands of properties at risk from surface water flooding in the region.
- The nationally funded programme to reduce flood risk and coastal erosion has some limitations for large, rural areas.
- Schemes to reduce flood risk have typically been “hard engineered”, expensive to install and maintain.
- Climate change is likely to make flooding more damaging and less predictable.

# The Problem – Water Scarcity

- East Anglia is the most water stressed area in the UK.
- Demand for water is high, and increasing. The proportion of agricultural demand is the highest in the UK.
- The impacts of water scarcity have damaging impacts on the natural environment and the economy.
- Climate change is likely to make periods of drought longer, hotter, and more damaging.





# Natural Flood Management

- Relatively cheap to install and maintain compared to hard engineering
- Opportunity to enhance biodiversity, landscape and amenity
- Need landowner engagement to deliver at scale and reduce flood risk
- Permanent loss of agricultural land
- Lack of control over future maintenance



# The Bright Idea

1. Reduce flood risk to and improve water resilience of communities.
2. Reuse of flood water, therefore giving it value.
3. Genuine community engagement to generate viable schemes.
4. Project monitoring and reporting to create a rich evidence base.

