



Flood Re, Insurance and Climate Resilience

**Speak Up for our Planet Webinar
November 19, 2025**



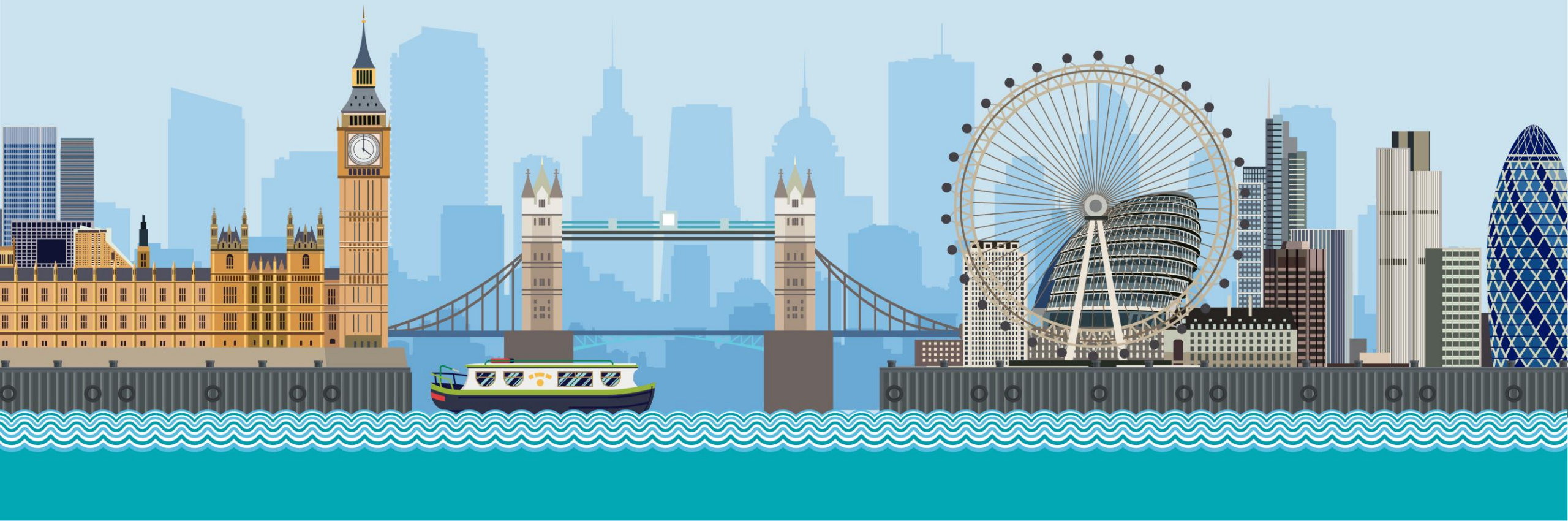


FLOODRE

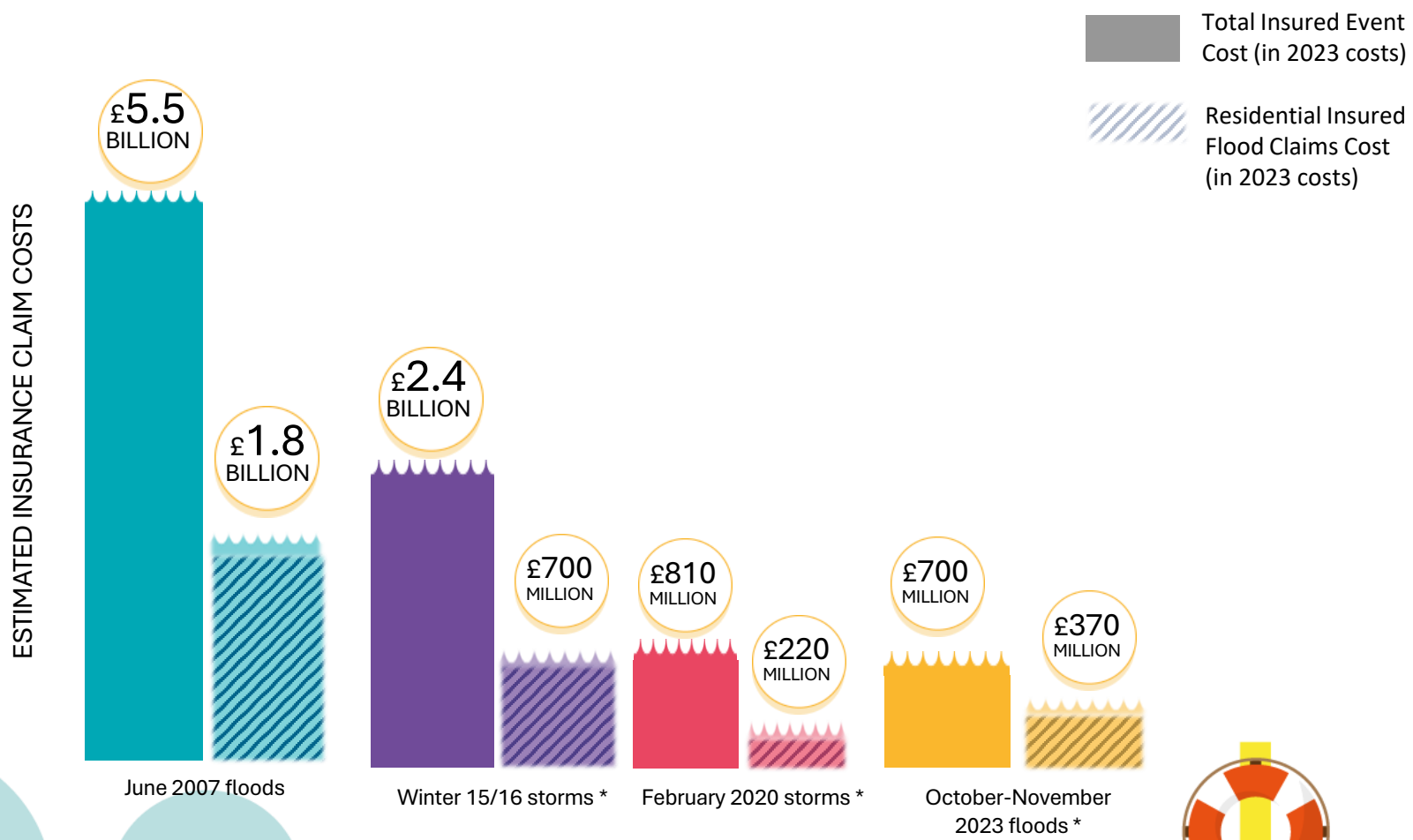
Program Context and Design



Flood Re's purpose is to promote and enable the **availability** and **affordability** of flood insurance for eligible homes and manage over its lifetime the **transition** to an affordable market for household flood insurance where prices reflect the risks of flooding.

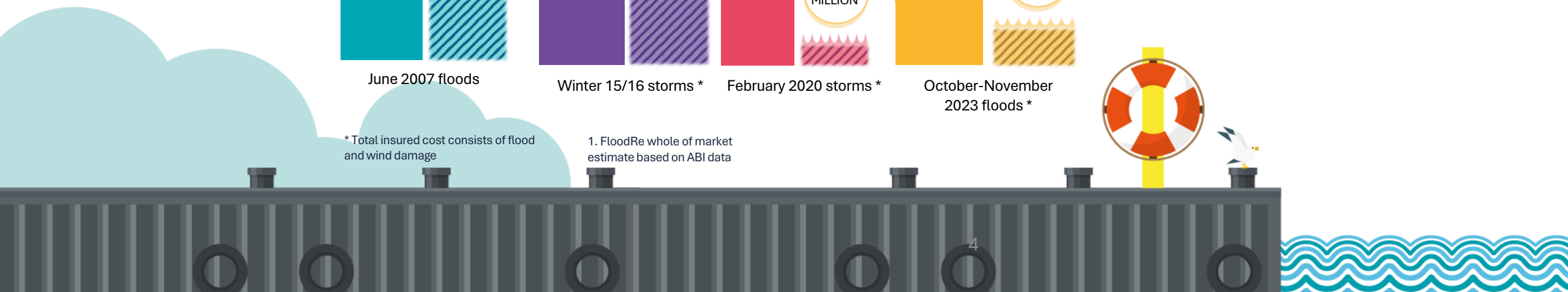


Estimated Total Insurance Claim Costs ¹



* Total insured cost consists of flood and wind damage

1. FloodRe whole of market estimate based on ABI data

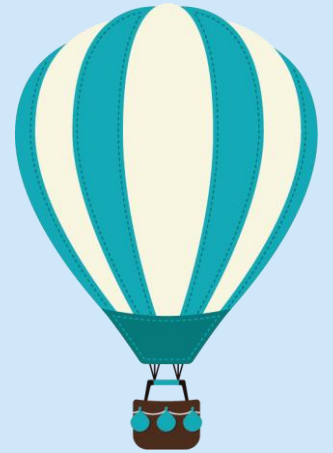


Out of Scope

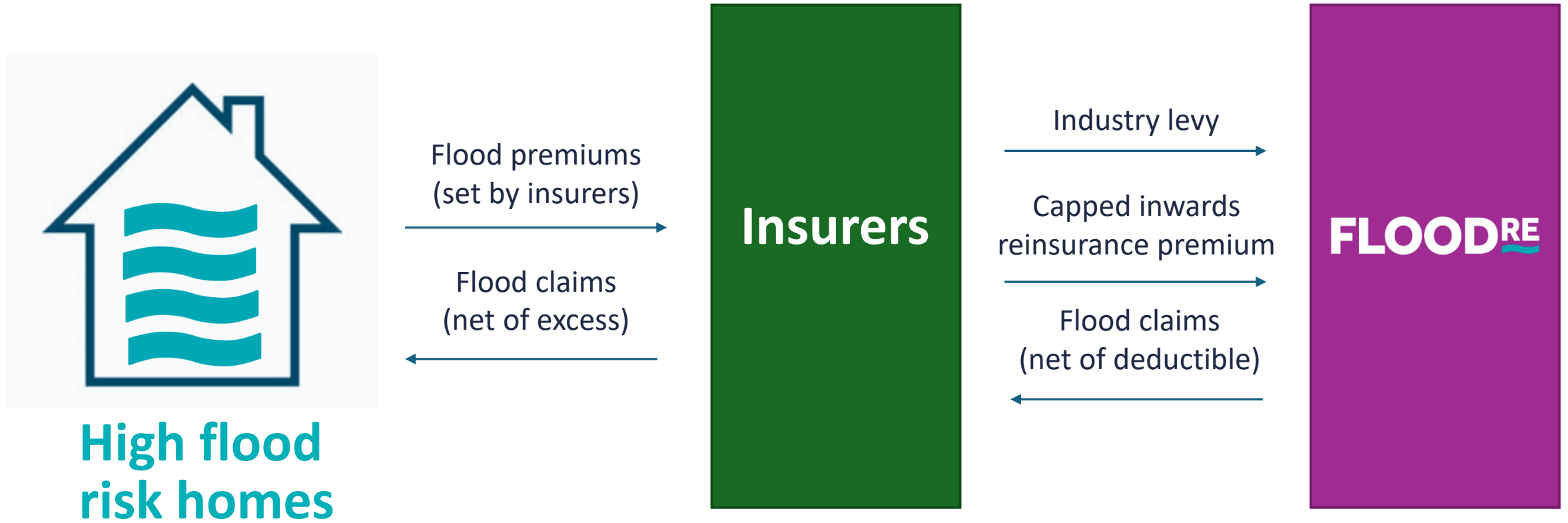
- Homes built on or after 1 January 2009
- Small businesses (business rated)
- Rental Properties
- Buildings cover for leasehold premises 4 or more units



In the UK, home insurance includes flood cover as standard, there is no independent “flood insurance” product. So, when there was an insurability crisis in the UK prior to the inception of Flood Re, homes in affected areas were unable to obtain insurance in general. This bundled product was intended to make it easy for customers to shop and switch, knowing that all versions of insurance included flood and other coverage, and this “all-in” coverage enforced by the Financial Conduct Authority via consumer duty and other regulations.



How Flood Re operates



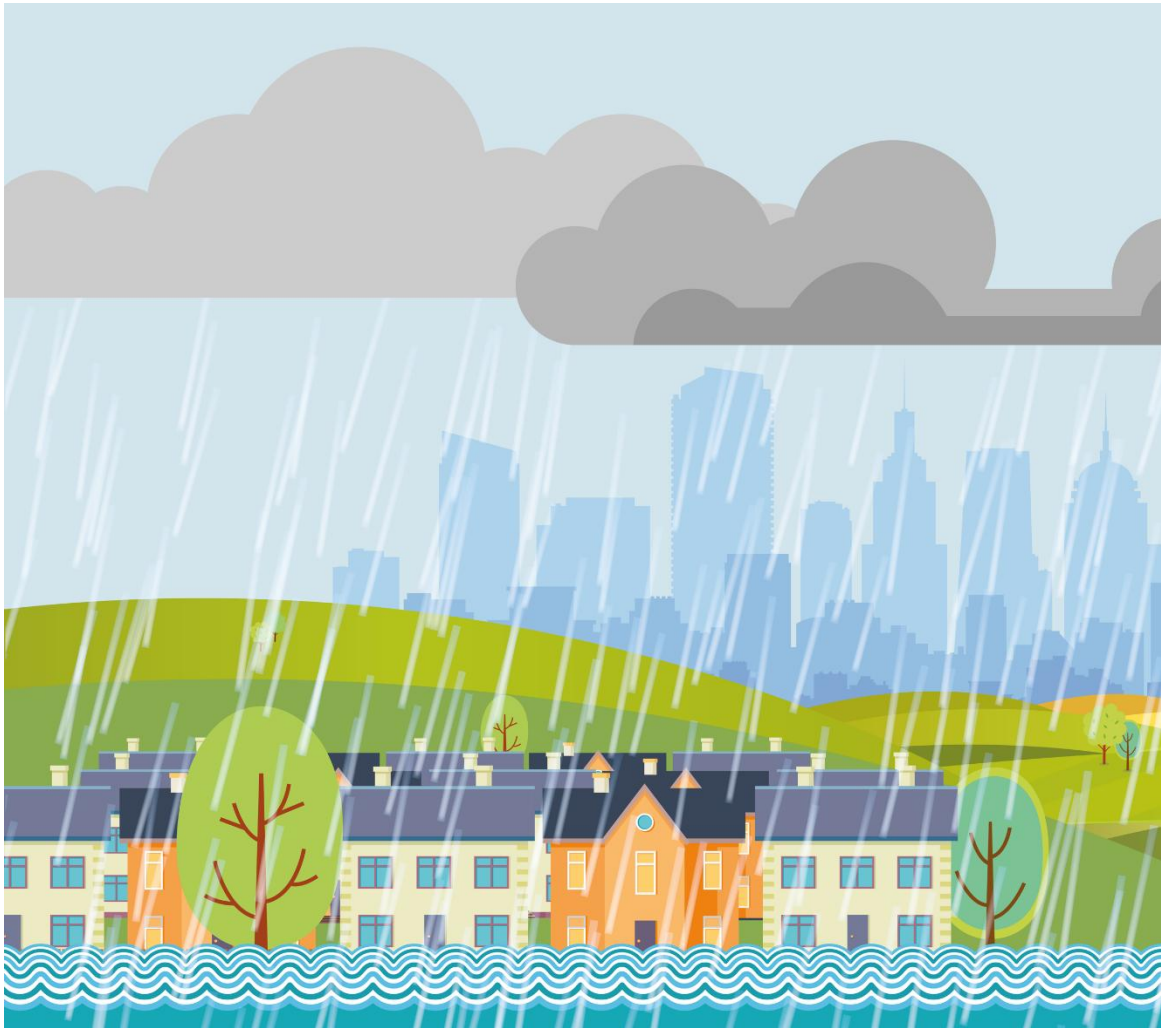
Flood Re is working!



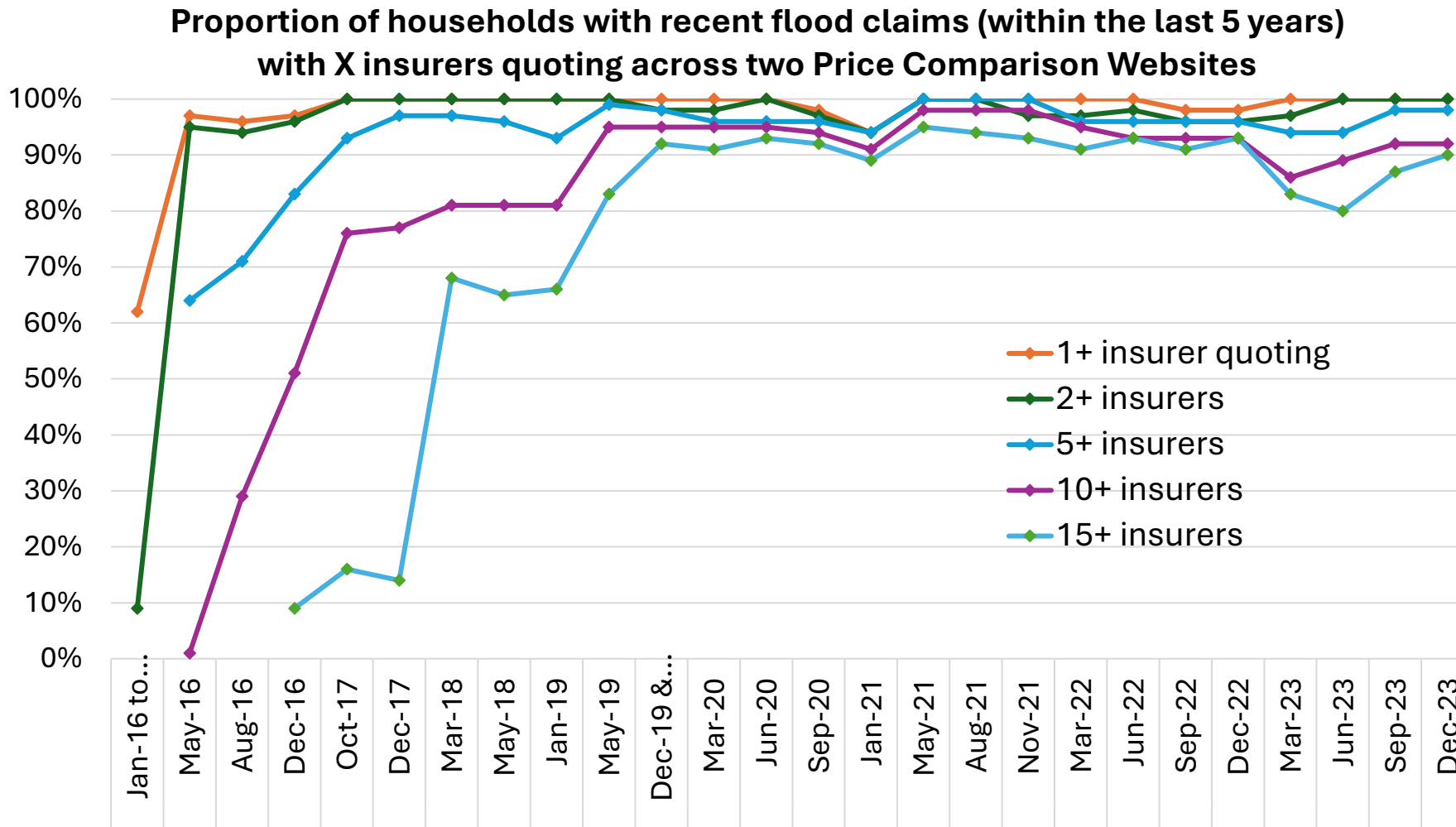
Delivering on Availability of home insurance for those at high flood Risk

After the launch of Flood Re, 90% of households with previous flood claims saw a **reduction of more than 50%** for the best home insurance price available to them in 2018 compared to 2016

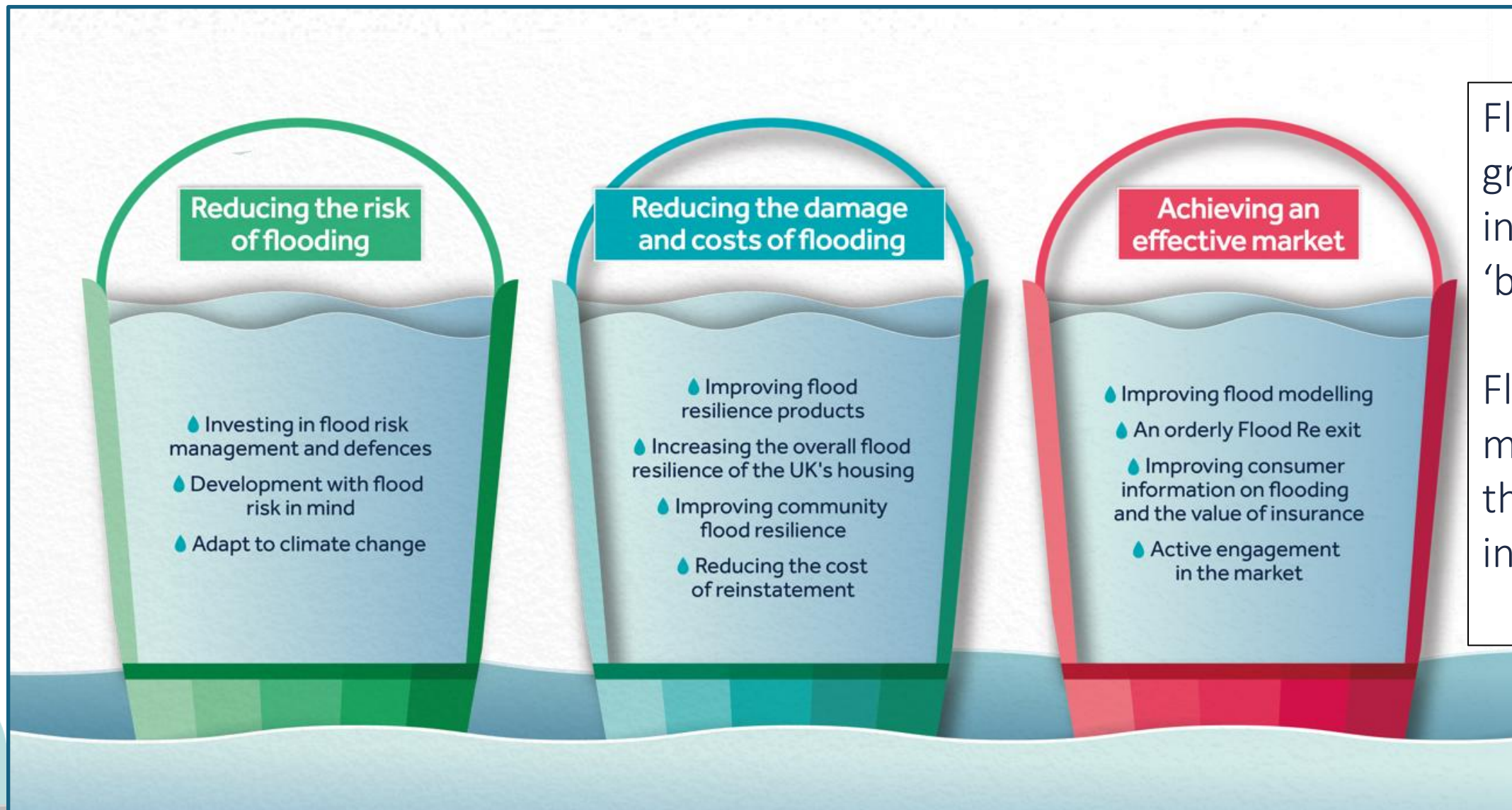
Year	Two or more quotes	10 or more quotes
2016 (pre Flood Re)	9%	0%
2023	98%	92%



Primary Mechanism - Availability



A wide range of underlying issues affect Flood Re's 2039 Exit



Flood Re groups these into three 'buckets'

Flood Re monitors all these indicators.



FLOODRE

**Resilience
and Build Back Better**



Flood Re's Commitments



**Build Back
Better**



**Flood Performance
Certificates**



**Scoring
Methodology
for Property
Flood Resilience**



**Supporting
Natural Flood
Management
techniques**



**Centre of
Excellence**



**Improving
awareness
of flooding**



**Supporting
an effective
planning system**



Build Back Better - The Principles

1. Flood Re has been granted the permission to offer BBB which allows for eligible claims to be uplifted to restore properties to a more resilient state than they were in before and minimise the impact should the property flood again in the future
2. The Maximum BBB claim from Flood Re is £10k (\$13.5K), in addition to the value of the flood claim which would return the property to the original state pre flood.
3. If an insurer offers BBB it must do so across an entire book of business whether all policies are ceded to Flood Re or not.

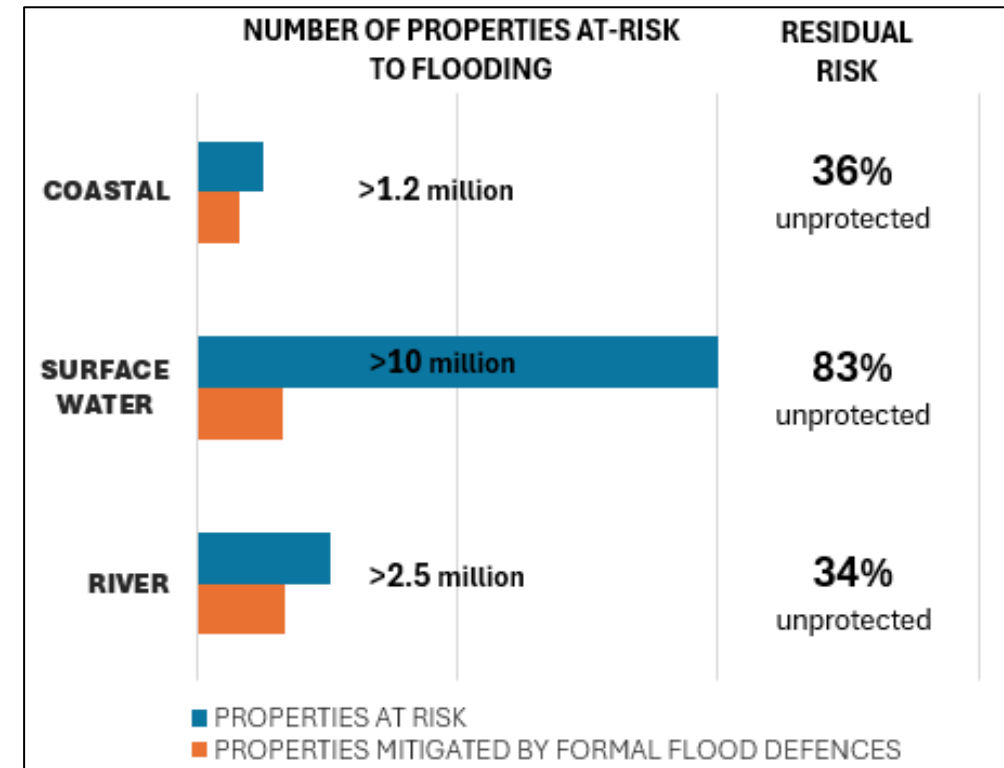
Policies that have benefited from a government grant to install resilience/resistance measures are still eligible to benefit from BBB.



Environment Agency National Flood Risk Assessment (NaFRA2) 2024/25

- 6.3M properties at risk overall
- 4.6M properties at risk of surface water flooding, 43% increase
 - 6.1M by 2060 because of climate change
- 1.1M properties at high risk, triple the previous assessment
 - 1.8M, by 2060 because of climate change

Government priority to build 1.5M homes this parliament



British housing stock – expensive to repair, but can be made resilient



Types of home adaptation



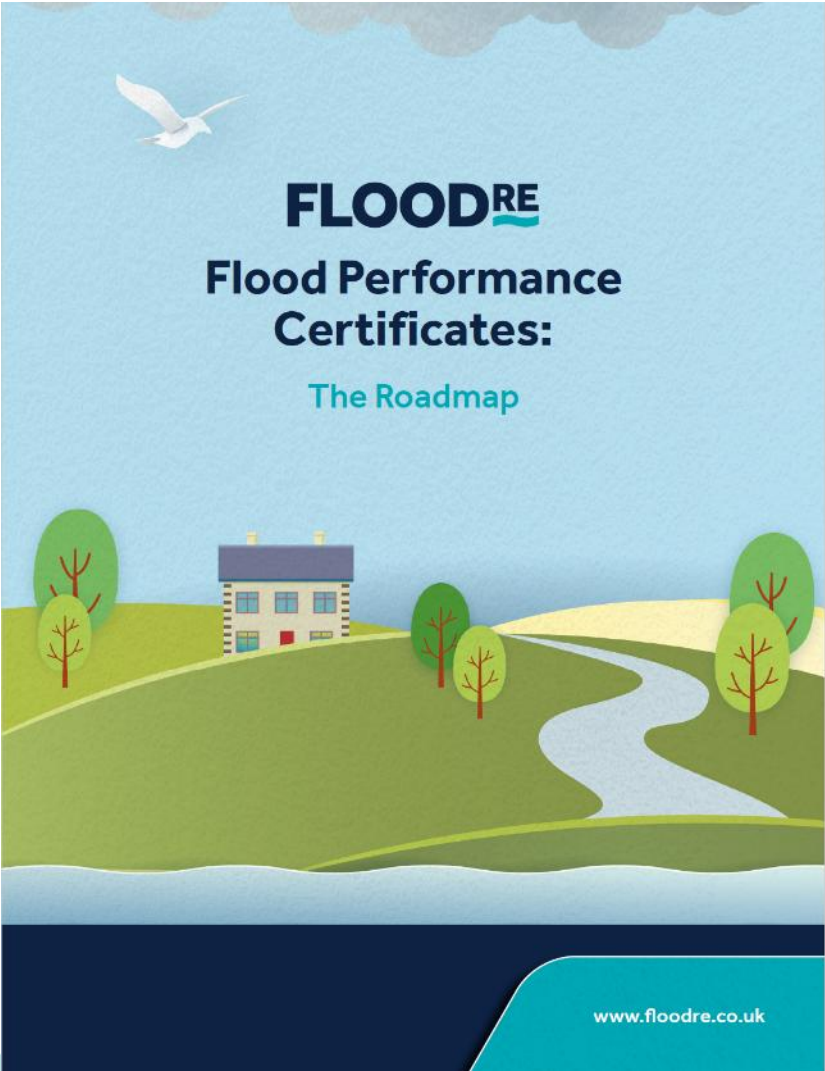
Sophisticated protection
– high cost, for the high risk



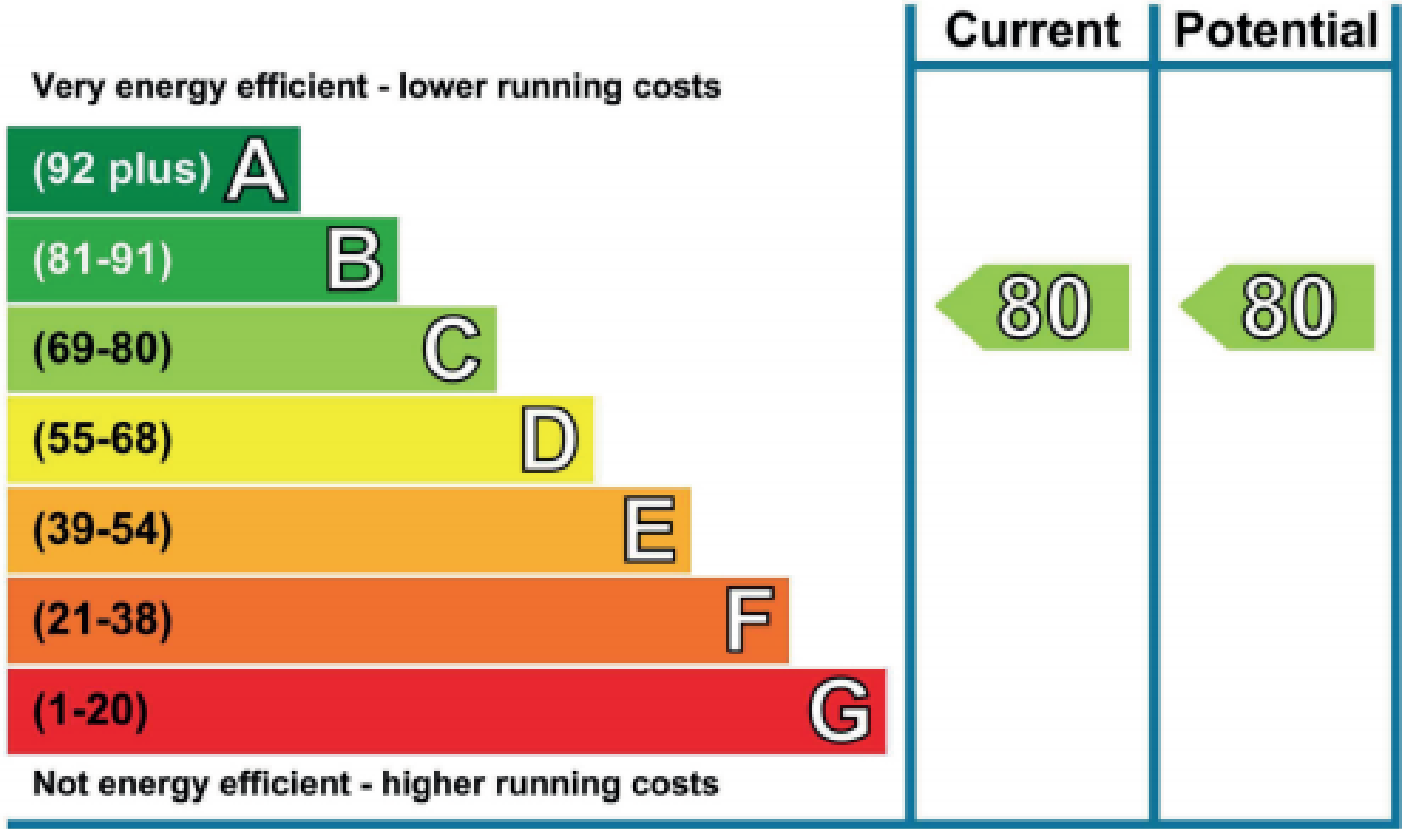
Increasing risk!



Simple measures – low cost, some protection.



Energy Efficiency Rating



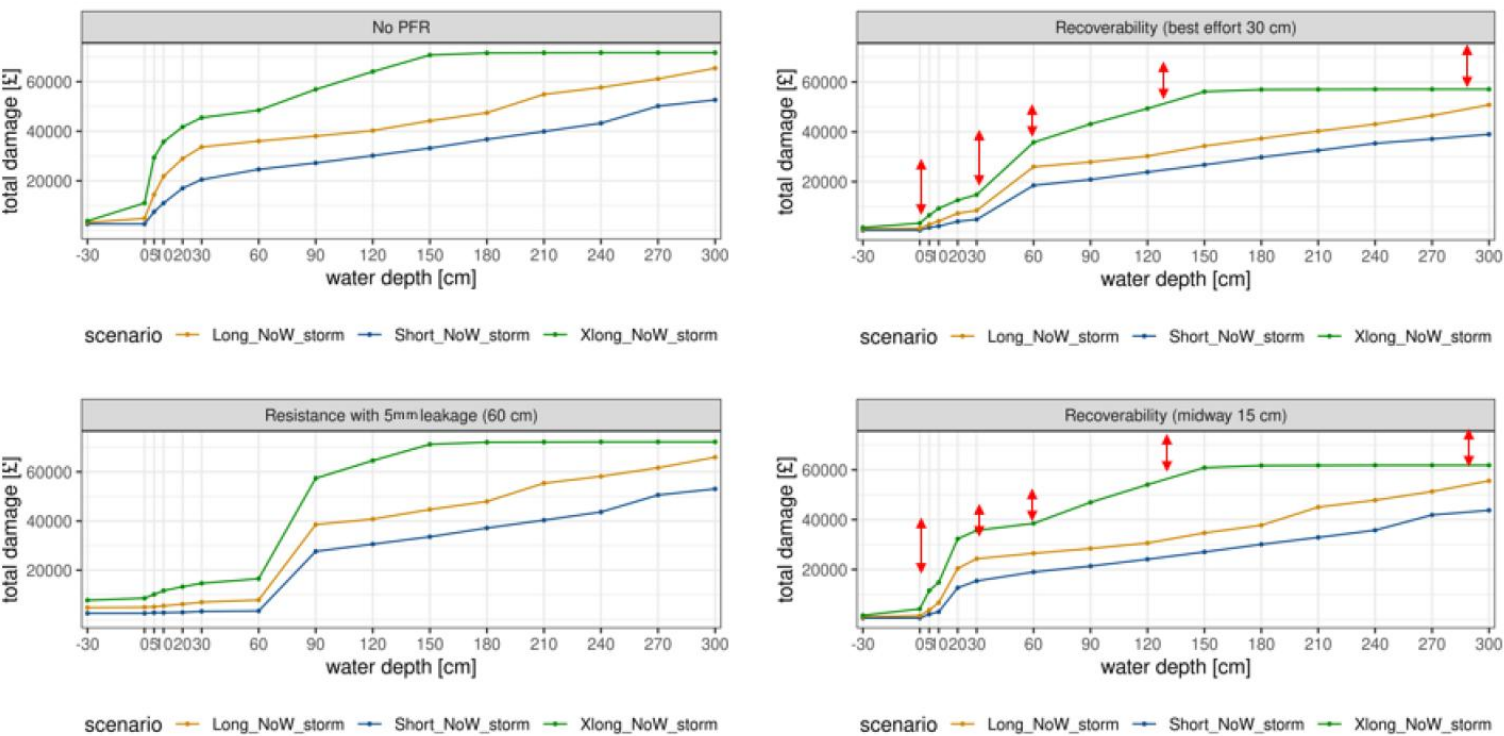
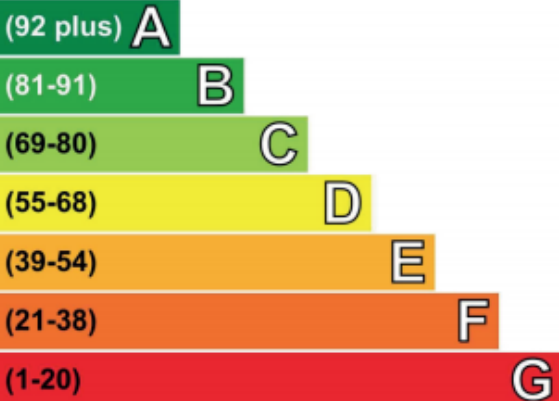


Figure 1: Modified MCM depth-damage curves for the PFR scenarios



Energy Efficiency Rating

Very energy efficient - lower running costs



Not energy efficient - higher running costs

Current	Potential
80	80

PFR Evidence Base - Testing

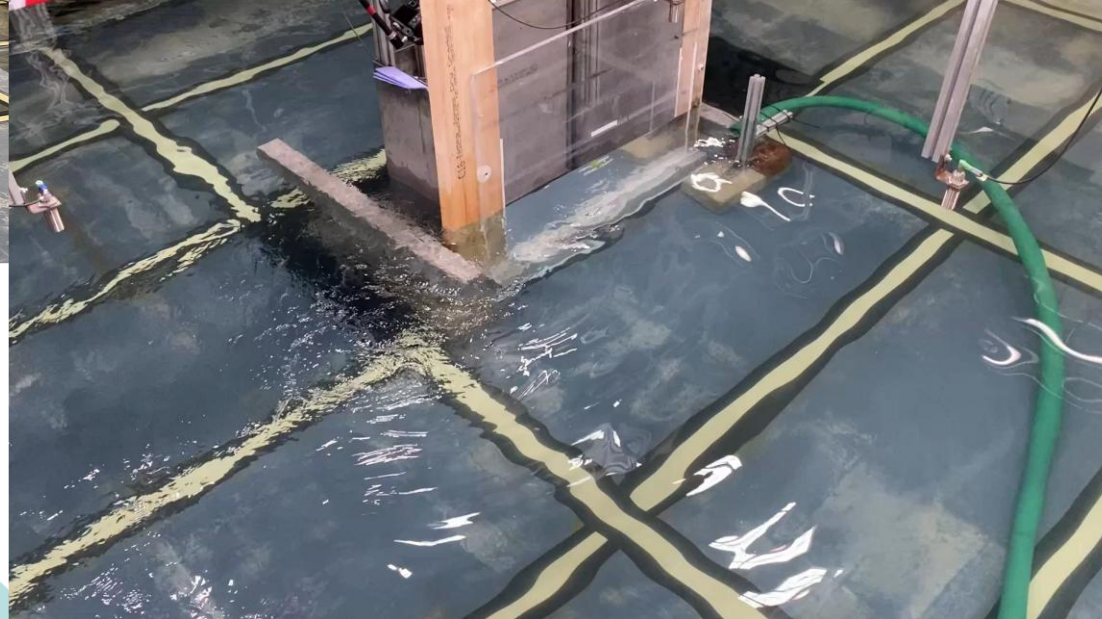
FLOODRE



UNIVERSITY
of HULL

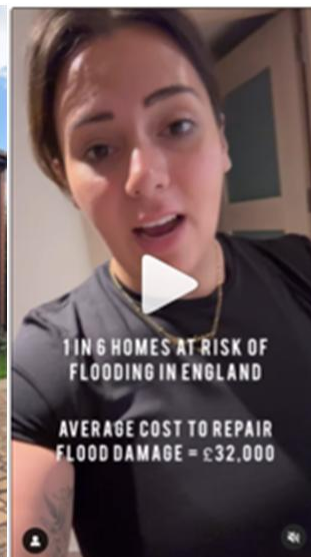


Environment
Agency





Awareness – everyone has a role in resilience



adventures_with_the_adams As a Coastal Engineer who comments a lot on planning applications in flood risk zones, this is so great to see 🙌

11 w Reply



wiltshirewonderland I had no idea so many homes had flood risks! Brilliant tips xx



gracieellehome Wow that's insane money isn't it! We've nothing like this so probably should look to get something sorted! X



chloesdealclub Literally never heard of any of these, so thank you for sharing. I'm off to google...

11 w 2 likes Reply

Flooding Awareness - The Flood Resilient Garden

FLOODRE

RHS Chelsea Garden Show 2024



Mail Online



COUNTRY LIVING

Flood-proof your garden with these top tips from Chelsea designers
Their show garden is packed with flood-resilient features to inspire



Ideal Home

These 5 trends were everywhere at the RHS Chelsea Flower Show, and they're all easy to recreate at home

IGH



pa media



Chelsea Flower Show					
London This Week					
Mon	Tue	Wed	Thu	Fri	
22	19	18	17	18	
9	6	9	10	7	

GARDENISTA

Above: Climate change is forcing us to fundamentally rethink our approach to water. For gardeners, harvesting and storing rainwater, as well as managing the movement of water around a garden has become essential. Naomi Slade and Ed Barsley's Flood Resilient Garden takes a typical backyard plot and channels water via a central swale and bog garden planted with rogersia, astilbe, irises and water mint. We especially loved their sculptural approach, as rainwater is channelled and collected in a sequence of galvanized tanks fitted together and operated using smart technology.

SAGA



The Guardian

Islington Gazette

PETERBOROUGH MATTERS

Belfast Telegraph

GoodHomes

Our favourite garden ideas to steal from RHS Chelsea Flower Show 2024



An estimated £2.9million spent on UK garden is wasted due to flood risk, says Flood Re
New data from Flood Re suggests that due to low aware and understanding of flood risks, people in the UK are wasting £2.9 million per year on their gardens.



'Embrace the bog': Chelsea flower show expert champions flood-proof garden

Insurance BUSINESS

Flood Re introduces Flood Resilient Garden



Call for gardeners to help with flood defence

Andy Bord, chief executive at Flood Re, said: "Gardens are cherished spaces that bring joy to so many of us, so why wouldn't we want to not only protect them from harm but actively harness their power to prevent them from future damage?"

The organisation will display its own garden at the Chelsea Flower Show. Celebrity gardener Naomi Slade helped design the outside space, which aims to demonstrate how domestic gardens can recover quickly after heavy rainfall.

It is also hoped visitors will be provided with ideas for flood-proofing their own gardens.

Following a flood, Flood Re's Build Back Better scheme allows people, through participating insurers, to claim up to £10,000 for flood resilience measures over and above the cost of work to repair damage caused by a flood.



THE SUNDAY TIMES



INDEPENDENT

Flooded gardens: What can you do to future-proof them?

Designers Naomi Slade and Dr Ed Barsley are creating the garden to demonstrate how to help reduce flood risk and to recover quickly after periods of heavy rainfall, as well as providing useful ideas to future-proof our gardens and reduce the devastation that flooding brings.

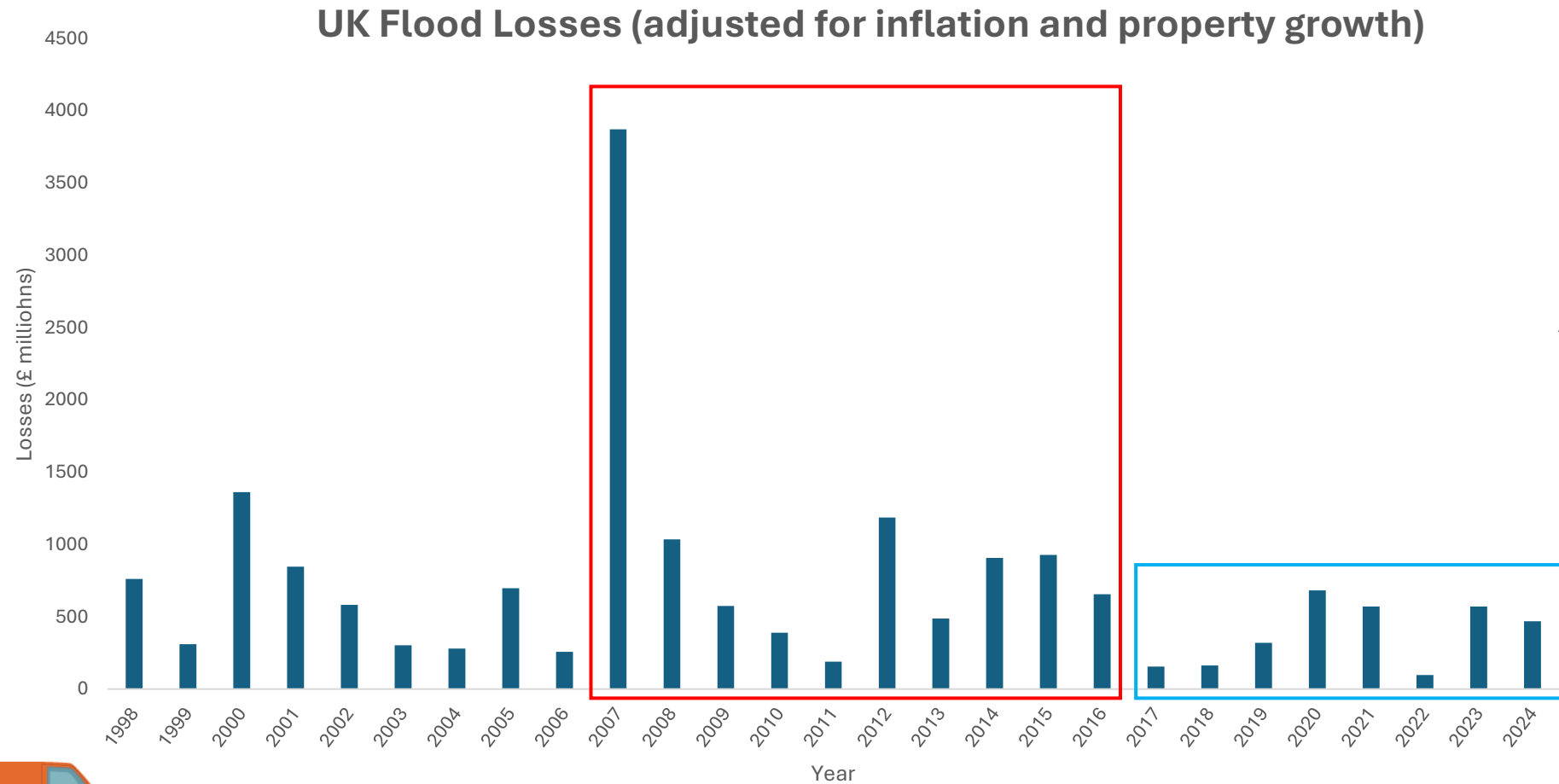


FLOODRE



Performance over time and recent challenges

In the UK, the last decade has seen low losses



*Source:
Analysis of
Association of
British
Insurers data
by Flood Re*

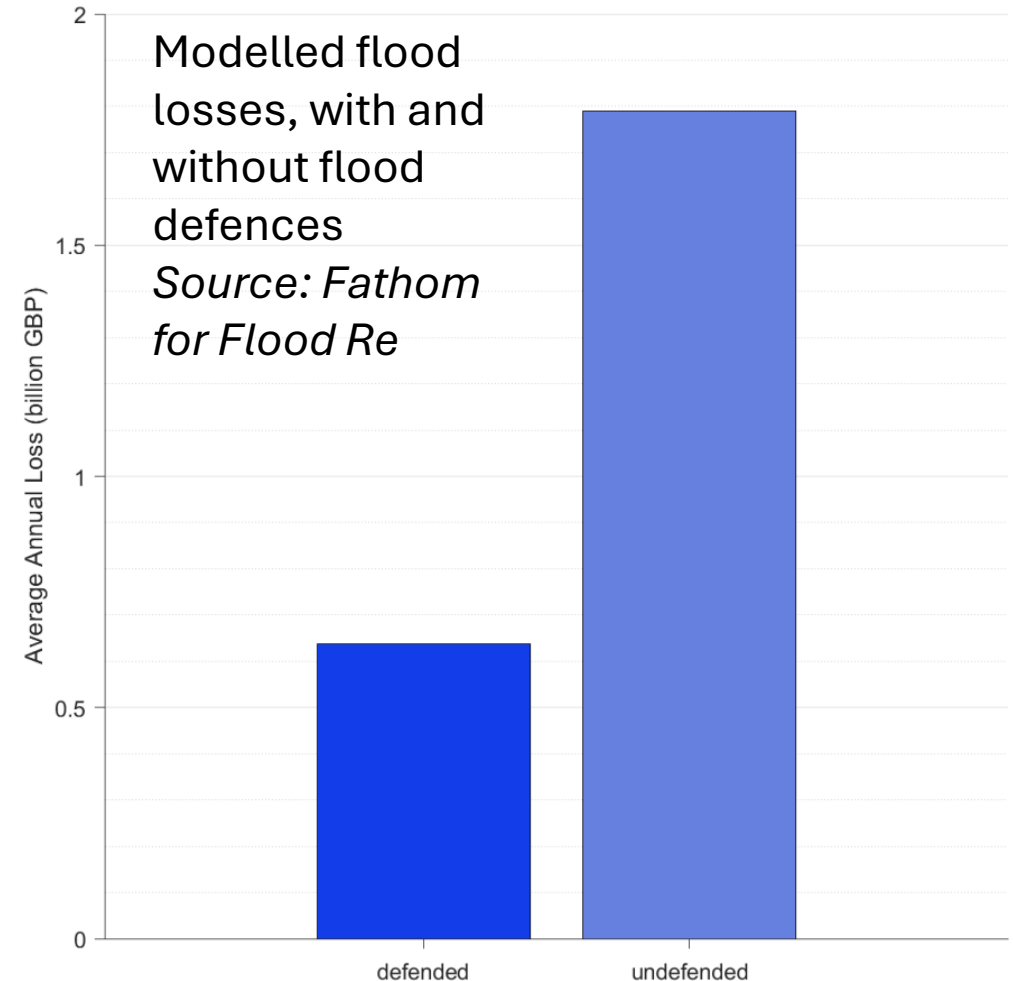


Is the UK experience good luck or good defences?

A bit of both, but mainly good flood defences

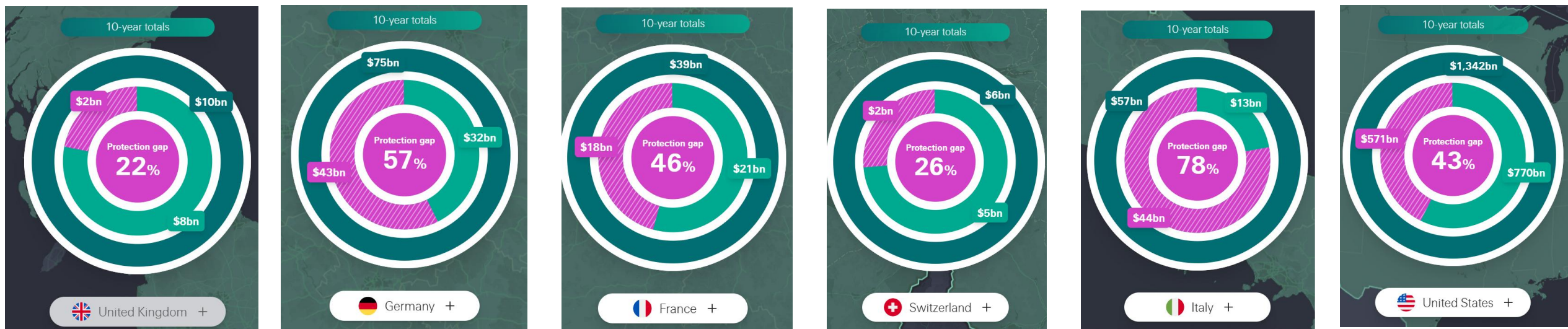
- Fluvial flood protection prevents £1.15bn in UK residential property damage every year
- Annual flood losses to households would be 2.8x higher without current levels of flood protection
- In an extreme loss year (0.5% AEP) flood protection measures would reduce losses by £13.2bn

But, average modelled losses are still much higher than losses experienced over the past decade.



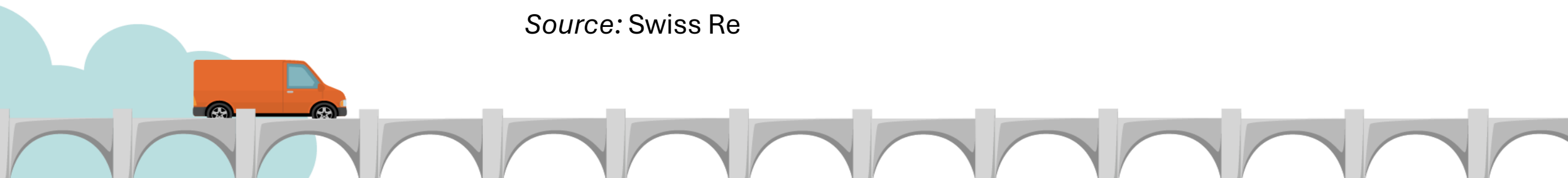
The result is the UK has one of the lowest insurance gaps in the world **FLOODRE**

The 'insurance gap' is the difference between total financial losses and insured losses



The average insurance gap across Europe is 60%, USA 43%

Source: Swiss Re



UK Home Insurance penetration

4-7 April 2025 2,094 respondents

Q1 Single select | 2,094 responses

Does your household currently have home insurance?



Price Comparison Websites - premium quotes

Prior to Flood Re – December 2016

Market Average price: £203

High Flood Risk Average price: £534

Flood Claim Average price: **£4,900**

Non-Flood Claim Average price: £520

December 2024

Market Average price: £526

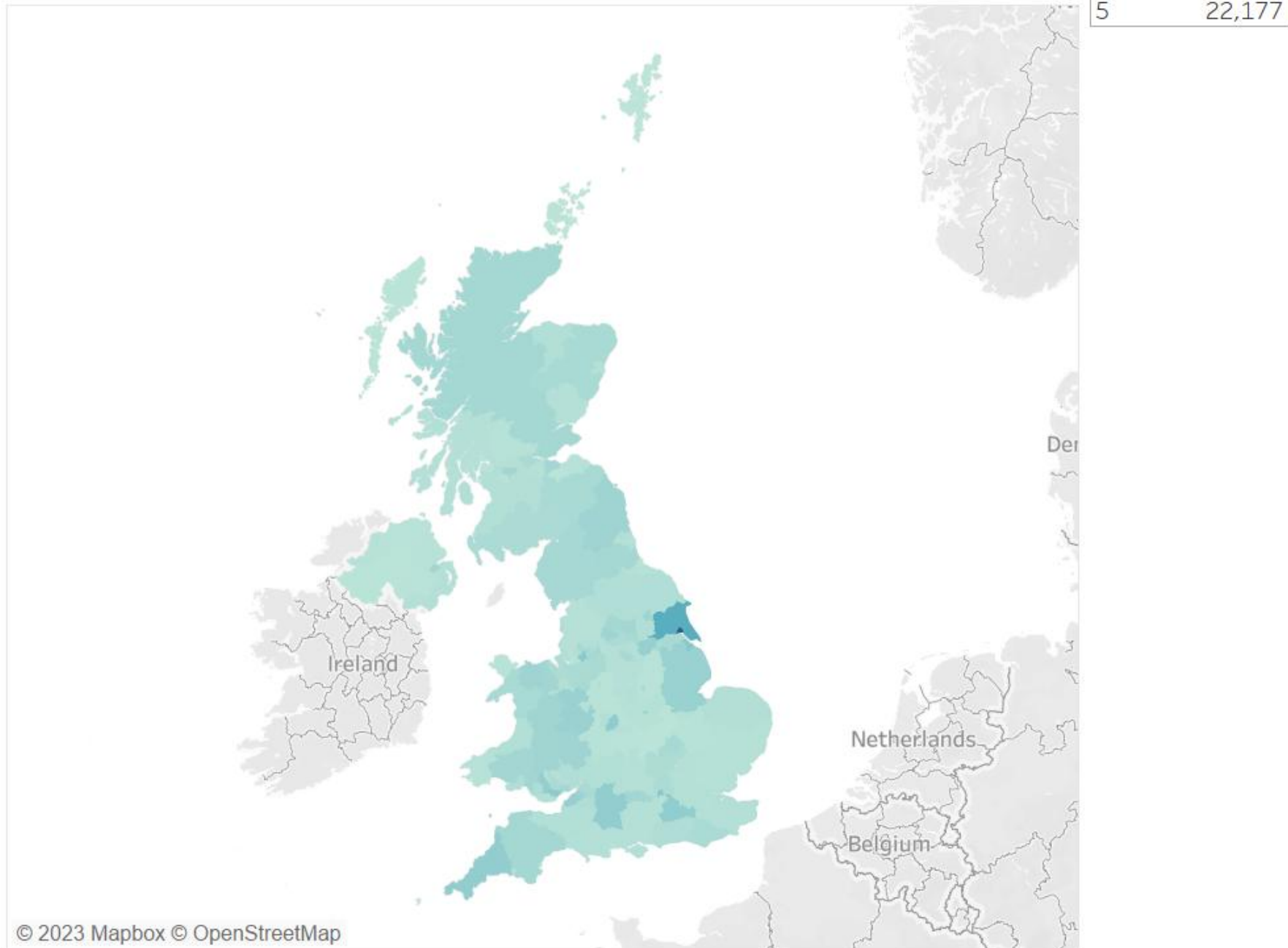
High Flood Risk Average price: £822

Flood Claim Average price: **£1,121**

Non-Flood Claim Average price:
£1,039

If the price to insure an average property with flood claim was 20-25x the market price, as it was prior to Flood Re, the cost would be about £10,000. Instead, it currently sits at about £1,300

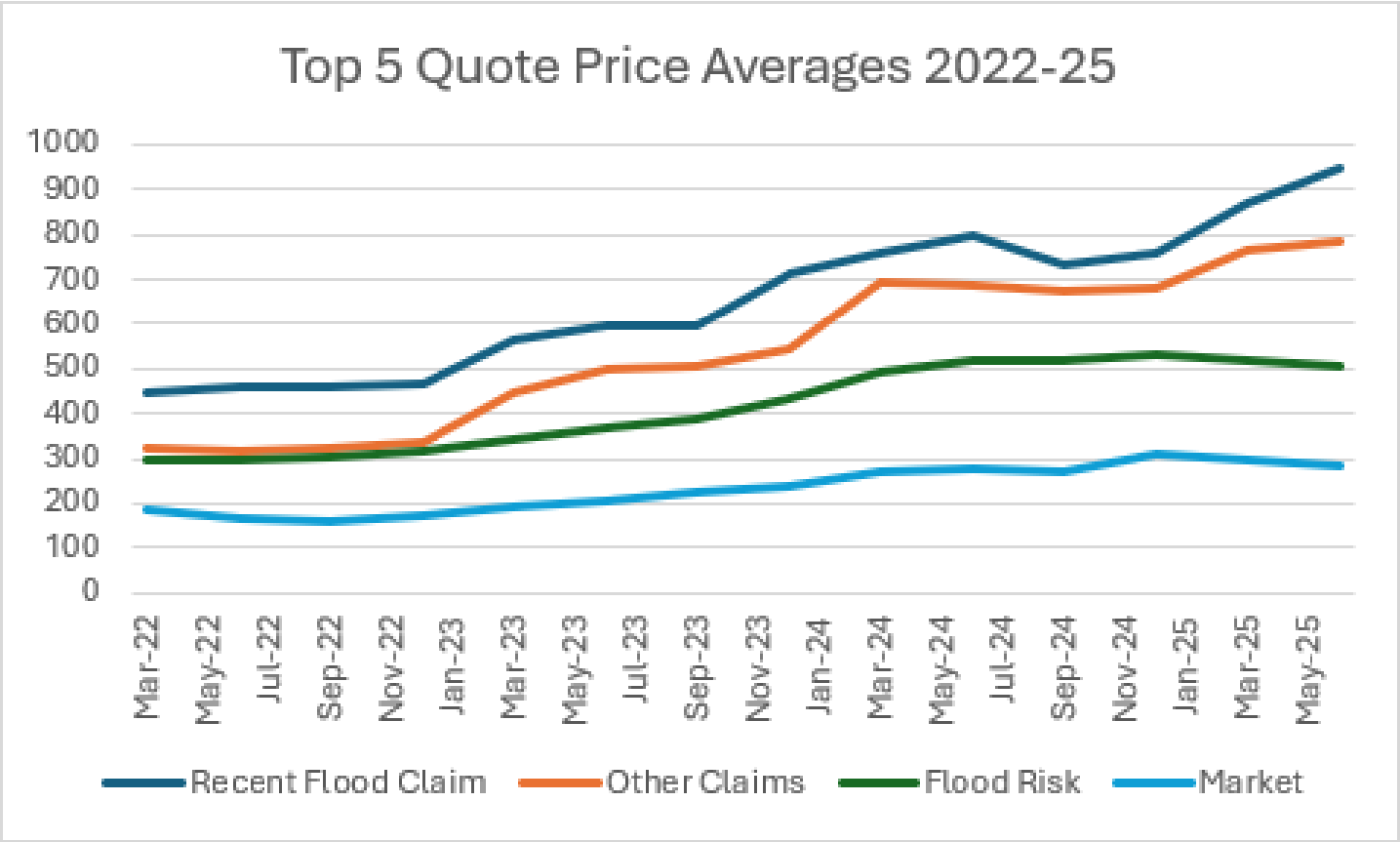
Properties ceded to FloodRE



Prices are rising most rapidly for those with identified risk



Insurance industry is getting better at identifying, and pricing, risk...



Group of householders	Increase in quoted prices
Had a recent flood claim	111%
Had a recent claim, not flooding	144%
At flood risk, no recent claim	69%
All householders	55%



1. Availability is absolute – no eligible property in years has received a “no quote”
2. Affordability relative – heavily subsidized and a fraction of other countries’, but still a grudge purchase, with cost differentials re-emerging for higher risks
3. Policies ceded to the program increased by 20% over 2024-25, to nearly 350,000
4. 1/3 uptake of BBB – delivery/sales vs awareness/motivation

