

## News release

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25 January 2021

For immediate release

### Have your say on the future of flood management on the Broads

The Broadland Futures Initiative is inviting people to have their say on a new strategy aimed at reducing flood risk for the next century.

Broadland Futures Initiative (BFI) is a partnership for flood risk management in the Broadland area set up by organisations responsible for managing coastal and inland flood risk.

Leading partners include the Environment Agency, Broads Authority, Natural England, internal drainage boards, district and county councils, National Farmers' Union and voluntary bodies.

The BFI's main goal is to agree a framework for future flood risk management that better copes with our changing climate and rising sea levels. The partners are seeking feedback from the communities affected in the shape of online survey and virtual exhibition which is online now until 11 April.

The recent flooding in the region has brought into sharp focus the need for a long term strategy to address the challenges of climate change and the continued risk of flooding.

The results from the online consultation will enable the BFI to gain a better understanding of the existing flood risk and importantly, what additional information may be needed as it looks to future solutions.

This year due to the Coronavirus pandemic the virtual exhibition has replaced the face to face consultation that would have been carried out in normal circumstances.

**Mark Johnson, Area Coastal Manager at the Environment Agency said:**

“This first phase of the Broadland Futures Initiative is about hearing from you. We want to know what your concerns are relating to the BFI plan area and how you think we should respond to threat of climate change in the medium to long term.”

The virtual exhibition hosts a suite of information, from videos, virtual posters, to helpful FAQ's and much more. The following reports are also now available on the BFI webpage.

- Origins of the Plan Area – Sets out a brief history of the Broadland area and how it has changed and adapted over time
- Sources of Flood Risk – Summarises the sources of flood risk in the Broadland area including key flood events that occurred in the past

- Coastal processes – Describing the evolution and processes of the coast between Cromer and Great Yarmouth, with a focus on the low lying Eccles to Winterton frontage.
- Current Approaches to Flood Risk Management – Describes current approaches to managing flood risk within the Broadland area including an overview of how flood risk management is funded.
- The Influence of Flood Risk Management- Overview of how the local economy, as well as the social and natural environments, are influenced by current flood risk management.
- The Future Impacts of Climate Change – Summary of the likely changes in the climate, potential impacts, and potential approaches to adapt these changes.

Find out how you can take part by visiting <https://www.broads-authority.gov.uk/looking-after/climate-change/broadland-futures-initiative> . The online survey will be live from now until 11 April and the results will be shared soon after.

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