



THE
**FLOOD
RESILIENT**
GARDEN

RHS Chelsea Flower Show 2024
Partner Support Pack



A message from Andy Bord

CEO of Flood Re



Dear Partner,

As we unveil the Flood Resilient Garden at the RHS Chelsea Flower Show 2024, we're not only demonstrating innovative garden design but also emphasising the essential role of gardens in flood resilience, from their roots to their role as natural defences against flooding. This initiative highlights more than aesthetic value; it's a strategic response to the pressing flood risks, showcasing how gardens protect our homes and enhance well-being.

In the UK, flooding threatens one in four homes, causing not just physical damage but deep emotional and financial distress. Our gardens can be the first line of defence, absorbing and managing water to minimise flood risk. Developed by Flood Re, along with Dr. Ed Barsley and Naomi Slade, the Flood Resilient Garden exemplifies how careful design and planting can create spaces that are both beautiful and resilient.

This pioneering exhibit employs innovative water management, featuring dense planting, water capture and storage, and smart technology to demonstrate effective flood mitigation techniques. It's a practical model for homeowners to enhance their property's resilience, aligning with our 'Build Back Better' initiative. This initiative supports homeowners in incorporating up to £10,000 worth of flood resilience measures when repairing flood-damaged properties; meaning faster recovery from flood and reducing the potential of future damage.

Your support is crucial in spreading this message and helping us advocate for a more resilient future. Together, we can make a difference in the face of climate challenges.

Thank you for your partnership.

Warm regards,

Andy Bord
CEO of Flood Re



What this pack contains

This partner pack is designed to equip you with the necessary tools and information to effectively share and advocate for the Flood Resilient Garden and Build Back Better initiatives.

Within this pack, you will find:

- **About the Flood Resilient Garden campaign:** Information about the campaign and insight into the financial benefits of flood resilient practices.
- **How you can help:** Easy-to-use content to amplify our message.
- **Visual assets:** High-quality images and graphics for your use.



Our ask:

We ask you to leverage the contents of this pack on your social media platforms, in discussions, and through any other channels at your disposal. Utilise the hashtags, share the visual assets, and spread the word about the importance of flood resilience.

Together, we can drive meaningful change.



About the Flood Resilient Garden campaign

The Flood Resilient Garden epitomises the vital intersection of functionality and aesthetics in landscape design, addressing the urgent need for flood mitigation in the UK, where one in four homes faces the risk of flooding.

This visionary project, a collaborative effort between Flood Re, environmental expert Dr. Ed Barsley and garden designer Naomi Slade, is a practical blueprint for reducing flood risks while enhancing property aesthetics. Through intelligent design and strategic planting, the garden demonstrates how residential areas can effectively manage water, thus minimising the potential for flood damage.

Integral to this campaign is the 'Build Back Better' initiative, which encourages homeowners to incorporate flood resilience measures into their properties proactively. This scheme supports the installation of adaptations worth up to £10,000, ensuring homes recover more swiftly from flooding and stand better

protected against future incidents. This approach underlines the campaign's emphasis on combining recovery with resilience, promoting a forward-thinking property maintenance and disaster preparedness strategy.

Creators Dr. Ed Barsley and Naomi Slade have crafted the Flood Resilient Garden to function as a dynamic, living example of how gardens can be both a refuge and a robust barrier against environmental threats. Their work illustrates that resilience strategies, when embedded into garden design, do not detract from beauty but rather enhance the utility and appeal of outdoor spaces.

This initiative safeguards properties and aligns with a broader commitment to environmental and financial stewardship in the face of increasing climate-related challenges. It provides a model for communities to reduce their vulnerability to flooding while promoting ecological and aesthetic benefits.



How you can help

Join us in our campaign by using the hashtag
#FloodResilientGarden

Below are templates to help share our message:



We support @FloodRe's innovative approach towards flood resilience.

The #FloodResilientGarden is a glowing example of how we can protect our homes and nurture our gardens simultaneously.

Learn more about these pioneering solutions
<https://www.floodre.co.uk/flood-resilient-garden/>



Inspired by the @flood_resilient_garden, it's clear: resilience can be beautiful.

We're in awe of how Flood Re is turning flood defence into an art form, proving that our gardens can do more than just beautify - they can safeguard our future.

Let's all support the #FloodResilientGarden.



Proud to support @Flood Re's visionary #FloodResilientGarden

It's not just about landscaping; it's about laying the groundwork for a more resilient future.

We're delighted to commend the innovative strategies used in the Flood Resilient Garden to combat flood risk and would invite you to join us in supporting Flood Re's work by sharing this post.

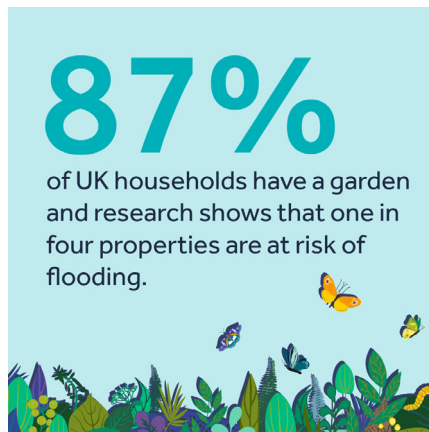
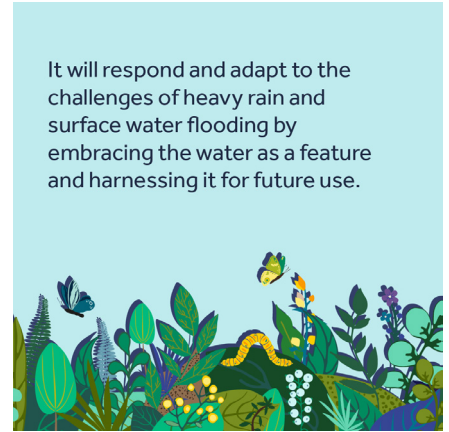
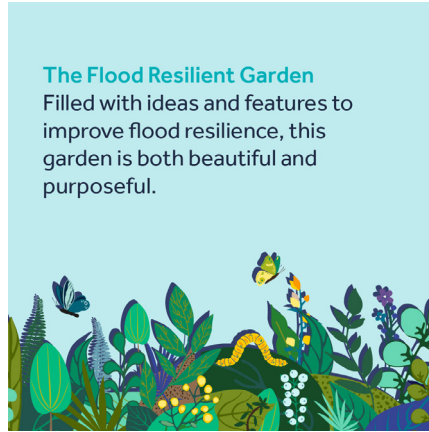
More information can be found here
<https://www.floodre.co.uk/flood-resilient-garden/>



Visual assets

A curated selection of images, logos, and infographics is available to enhance your messaging.

[Download assets here.](#)



Resources and contacts

Find more information about our initiatives and access further resources through the links provided.

For engagement and collaboration, please reach out to the contacts listed below. We're here to support and facilitate your advocacy efforts.

For more information about Flood Re visit our website [here](#).

For more information about the Flood Resilient Garden, visit the official website [here](#).

Follow the [@flood_resilient_garden](#) on Instagram.

Follow [@FloodRe](#) on X.

Follow [Flood Re](#) on LinkedIn.

Visit Dr Ed Barsley's website [here](#).

Visit Naomi Slade's website [here](#).

For any other queries, please contact

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Closing remarks

Your commitment to sharing and supporting the Flood Resilient Garden and Build Back Better campaigns makes all the difference. Our collective voice can amplify the message, bringing us closer to a future where communities are safeguarded against the realities of flooding.

Thank you for your invaluable support.

