



Adrian Lythgo - Chair of North West Regional Flood and Coastal Committee

Mark Robinson - Director of Economy and Place, Rochdale Borough Council

WORKSHOP INVITATION

Addressing flood impacts in the housing sector

A workshop on the circular and causal links between flooding, housing and disadvantage.

The workshop will report on the findings of the Rochdale Flood Poverty Project and discuss the cross sectoral measures being piloted through the FCRIP Resilient Roch Project to address the issues raised.

10.00 - 14.00 Thursday 18th July, Mercure Manchester Norton Grange Hotel & Spa, Manchester Rd, Castleton, Rochdale OL11 2XZ

Who should participate?

- Local authority directors, housing officers, Lead Local Flood Authorities and climate change teams.
- Policy makers in housing, flooding, insurance and climate change.

Lunch will be provided

Numbers are limited, so please book your place as soon as possible through [Flooding Housing Disadvantage: A workshop on the links between flooding, housing and disadvantage Tickets, Thu 18 Jul 2024 at 09:30 | Eventbrite](#)



Who should participate?

The workshop will be of particular interest to local authority directors, housing officers, Lead Local Flood Authorities and climate change teams. It will also be relevant to policy makers in housing, flooding, insurance and climate change.

The Rochdale Flood Poverty Project was a 2 year study funded by North west Regional Flood and Coastal Committee and delivered by Rochdale Borough Council in partnership with National Flood Forum

The project facilitated a better understanding of the factors affecting the interrelationship between flood risk, housing and deprivation and their impact, including:

- An improved understanding of the barriers to appropriate flood insurance take up and sustaining affordable and effective property level resilience in deprived communities at significant risk of flooding.
- Establishing a robust and positive basis for cross sectoral partnership working around insurance take up and affordability, and sustainable property level flood resilience.
- Understanding the benefits of an in-depth and personalised approach to relationship building with disadvantaged communities at significant flood risk to win 'hearts and minds' and provide targeted support and activities that can break down barriers.
- Strengthening working with the social and private rented sectors to deliver flood literacy, improved communication and relationships with tenants and better investment in sustainable flood resilience.
- Testing new approaches to embedding flood resilience through integrated, cross sectoral delivery.

Topics

1. The Flood Poverty Project - what we did, why, how and where.
2. Perspectives on Flood Poverty - a series of 10 minute short presentations from stakeholders illustrating what it means to them and how they are supporting communities/ customers/ tenants:
 - Housing Manager
 - The Landlord
 - Voluntary sector
 - Insurance Broker
3. Round table discussions - picking up issues raised with a panel of speakers.
4. Resilient Roch Project - a chance to test and demonstrate new approaches and embed in stakeholders, business as usual, etc.
5. Questions and answers

Contact point for additional enquiries - resilientroch@Rochdale.Gov.UK Phone Number - 01706 922566