



# Community of Practice for Property Flood Resilience

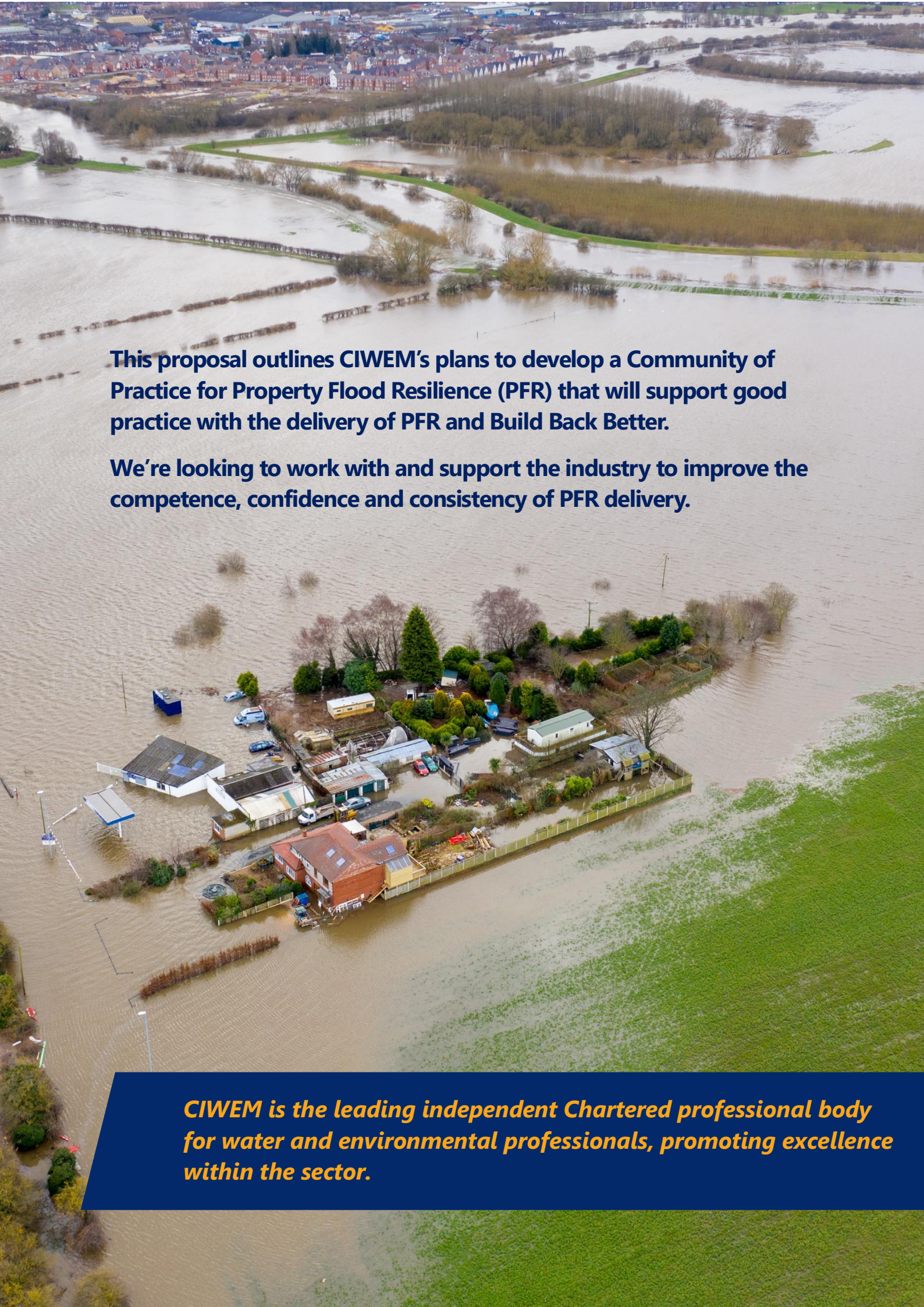
*Delivering consolidation, competence and  
confidence*

**CIWEM Proposal 0222**

**BeFloodReady**  
CIWEM's Community of Practice

**CIWEM** Chartered Institution of  
Water and Environmental  
Management





**This proposal outlines CIWEM's plans to develop a Community of Practice for Property Flood Resilience (PFR) that will support good practice with the delivery of PFR and Build Back Better.**

**We're looking to work with and support the industry to improve the competence, confidence and consistency of PFR delivery.**

***CIWEM is the leading independent Chartered professional body for water and environmental professionals, promoting excellence within the sector.***



## Overview

Property flood resilience (PFR) includes a range of property based measures to limit flood water entering and damaging a property (resistance measures), or improve recovery and reoccupation following a flood (recoverability measures), or a combination of both.

The role of PFR in improving our overall resilience to flooding is increasingly understood. However, PFR remains a relatively immature and fast evolving approach to flood risk management.

As PFR approaches develop and knowledge and experience grows good practice improves. It is vital that this information is consolidated and shared with those with an interest in using, specifying, designing and delivering PFR. This could also support the insurance industry's approach to **Build Back Better** – where insurers and government are encouraging flood resilient repair.

## Delivering competence and confidence

Since the Code of Practice (CoP) for Property Flood Resilience and associated Guidance was published by CIRIA in 2021 a number of PFR initiatives have been developed (PFR Pathfinder Projects, Flood and Coastal Resilience Innovation Programme, regional and local hubs). These have delivered a range of useful outputs on different elements of PFR delivery.

CIWEM together with its partners has also developed PFR training for the Environment Agency, Risk Management Authorities (RMAs) and other parts of the industry. This should eventually lead to certified competency of PFR practitioners (for the CoP standards).

The Community of Practice will build on initiatives like these, and other website to help improve competencies of practitioners and confidence in their delivery.



## Delivering consolidation and consistency

For PFR to succeed practitioners and the public need to have access to the right information, at the right time - whether this is policy, or good practice guidance on delivery.

At this time of rapid change it is essential for knowledge and experience to be collated, consolidated and consistently applied. CIWEM proposes to provide an independent, trusted and consolidated source of information on PFR through a Community of Practice (called BeFloodReady – CIWEM's Community of Practice for PFR). This will ensure that accessible and easily relatable information is also shared amongst everyone, including the public, enabling communities to become more aware of PFR good practice and approaches to Build Back Better, supporting better decisions and outcomes.

Information and resources on PFR (e.g. websites, guidance documents, video resources, Codes of Practice) will be collated and assessed for its currency, accuracy and comprehensiveness

We are seeking funding to develop, host and manage the Community of Practice. It will be hosted virtually and promoted with the potential for face-to-face meetings and events, allowing networking and sharing of knowledge and experiences. This will proactively support the continual professional development of those working in the industry, or seeking information on how they engage in the PFR process when delivering good practice for PFR and Build Back Better.

## Objectives of the Community of Practice

Overall objectives of this Community of Practice are to improve the **competency, confidence** and **consistency** of PFR delivery. The BeFloodReady Community of Practice will:

- host and signpost relevant standards, guidance and research relating to PFR delivery by providing appropriately structured and presented “knowledge hubs” for relevant processes, or audiences;
- signpost and structure relevant resources (videos, animations etc including outputs from the pathfinder projects);
- host events (either virtual or face-to-face) where good practice is shared. These events could be delivered through webinars, seminars, and if possible, site visits (to testing facilities, and/or projects);
- signpost case studies of successful PFR delivery;
- link to all accredited training available to practitioners and wider stakeholders in the sector;
- link to sector CPD events;

- share industry news – via a quarterly newsletter;
- host the Register of Certified PFR Practitioners and provide information to practitioners on how to meet the requirements to become certified and join the register, and
- link to and integrate the Flood Compliance Platform and associated user guidance.

If sufficient funding can be secured the website can provide a facilitated electronic forum.

## Benefits

The main benefits of the BeFloodReady Community of Practice relate to opportunities around consolidating and integrating relevant PFR activities (i.e. research, demonstrations, hubs etc) and support those delivering PFR and associated good practice to mainstream PFR and Build Back Better. The specific benefits of a Community of Practice on PFR include:

- Raising awareness of and promoting the importance of PFR, Build Back Better and relevant good practice amongst wider industries which need to deliver PFR, but which are not yet fully engaged.
- Supporting the development of skills and behaviours required to support effective and reliable PFR in a rapidly evolving area – improving competence and confidence.
- Consolidating information on PFR – providing consistency and assurance on the quality and currency of advice, developing a single, trusted source.
- Promoting and utilising the collective knowledge and experience of PFR practitioners and communities to identify and deliver good practice.
- Supporting the delivery of PFR and Build Back Better by clients (i.e. Risk Management Authorities, insurers and property owners), consultants, contractors, manufacturers and clients.
- Providing a platform for the sharing of PFR good practice amongst those planning, procuring, delivering and managing PFR installations.
- Enabling improved communication and engagement with those undertaking and benefiting from PFR. With a view to obtaining feedback, evidence and opinion on processes, guidance and training.
- Contribute to the FCERM Strategy and the longer-term transition away from dependency on Flood Re.



# Approach

An independently chaired Advisory Group will be established that represents funders and beneficiaries of the Community of Practice. The group will meet quarterly to steer and influence the development of the initiative, help identify content for the website, newsletters and events. The Advisory Group is likely to include government, regulators, clients, the supply chain and community groups will also champion PFR, the Community of Practice. It will also identify and discuss challenges and opportunities for the delivery of PFR and elements of Build Back Better.

The project will be managed by CIWEM who have in-house teams for marketing, managing online content and delivering events. CIWEM is also involved in several PFR specific initiatives (PFR Roundtable, PFR training, Certification of Competent PFR Practitioners, Flood Compliance Platform). An experienced Project Manager will work with the independent Chair to work collaboratively with the Advisory Group and manage the inputs from colleagues within CIWEM and elsewhere as appropriate.

## Audiences for the BeFloodReady Community of Practice

The Community of Practice will be delivered to appeal to a broad range of people and practitioners interested and involved in the delivery of PFR. This is likely to include:

- Flood Risk Management Authorities
- Community resilience groups
- Insurers
- Flood risk assessors
- Flood risk managers
- Surveyors
- Loss adjusters
- Architects
- Builders
- PFR suppliers
- PFR contractors
- PFR framework suppliers
- General public and those interested in PFR



# Project information

The total project cost for developing the website and running the Community of Practice for two years will be around £170,000.

As of May 2024 CIWEM has secured support from Flood Re, the Environment Agency, Welsh Government, Dept for Infrastructure NI, Welsh Government, NFU Mutual, Aviva, Arcadis, JBA, RAB Consultants, Watertight International, Resilico, Lakeside Flood Solutions, Ashfield Solutions Group and Whitehouse Construction. CIWEM will also approach other organisations to fund (either as 'Partners' or 'Supporters') the Community of Practice.

## Why support the BeFloodReady Community of Practice

We are looking for Partners and Supporters of the Community of Practice. The benefits of involvement and financially supporting the Community of Practice can be broadly split into three categories:

- **Networking/collaboration** – unique opportunities to work with peers, key decision and policy makers and the supply chain.
- **Delivering competency and thought leadership** – sharing knowledge, experiences and opinion to influence the development of flood resilience, PFR and activities undertaken by the Community of Practice
- **Raising the profile of your organisation** – Increase the visibility of your logo and colleagues across the water and environment sector, particularly those interested in flood resilience and PFR.

The value proposition and benefits for Partners and Supporters are presented in the three tables over the page. They differ depending on the level of financial support provided to the project. We're looking for £10,000 from Partners and £5,000 for Supporters than can be paid over the two years of the Community of Practice. CIWEM Business Partners receive up to 15% discount on packages.

	Benefits	Value	Funder*	Supporter (£5,000)	Partner (£10,000)
Networking/collaboration	Participate in a leading initiative to promote PFR in the UK	£ Invaluable	✓	✓	✓
	Opportunity to access the PFR sector's key decision and policy makers	£ Invaluable	✓	✓	✓
	Opportunity to gain early and privileged access to initiatives on resilience	£ Invaluable	✓	✓	✓
	Opportunity to influence the development of the Community of Practice and support PFR	£ Invaluable	✓		✓
	Collaborate to develop two joint webinars	£ Invaluable			✓

\* includes Flood Re, regulators and UK devolved governments.

	Benefits	Value	Funder*	Supporter (£5,000)	Partner (£10,000)
Delivering competency and thought leadership	Use of Community of Practice Supporter, or Partner logo on your company stationery and other marketing material	£ Invaluable		✓	✓
	Opportunity to provide video testimonials for PFR and the Community of Practice for social media circulation	£ Invaluable	✓		✓
	Your logo to be included on fact sheets produced for the Community of Practice	£2,000	✓		✓
	Guest blogs on the Community of Practice website	£ Invaluable	✓	✓	✓
	10% discount on CIWEM's PFR training for all staff	TBC		✓	✓
	10% discount on CIWEM's Certified PFR Practitioner scheme for all staff	TBC		✓	✓



	Benefits	Value over 2 years	Funder*	Supporter (£5,000)	Partner (£10,000)
Raising the profile of your organisation	Your logo included on the Community of Practice's homepage	£5,000	✓		✓
	Your logo on the quarterly Community of Practice newsletter	£2,400	✓	✓	✓
	Your company listed in the Community of Practice Directory	£ Invaluable		✓	✓
	Your banner stand at Community of Practice events	£1,200	✓		✓
	Your logo included in all Community of Practice introductory material for events (slide deck, videos etc)	£2,400	✓	✓	✓
	Opportunity to chair Community of Practice events	£ Invaluable	✓		✓
	Your free events listed on the Community of Practice events page	£1,000		✓	✓
	10% discount on CIWEM Business Partnership	£900		✓	
	50% discount on the first year of a CIWEM Business Partnership and 10% on second year.	£5,400			✓

*It is important for the Community of Practice to promote generic good practice, PFR approaches and measures, rather than specific products and services..*

### For further information

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