**Press templates**

Use these template to get local media coverage on flooding. These draft templates are for guidance, and should be adapted to fit local circumstances. Any specific information on local flooding and natural flood defence schemes appropriate to your area should be included. For more information on getting media coverage, read our [guide on sending out a press release.](https://campaigning.friendsoftheearth.uk/general-resources/write-press-release#sending-out-your-press-release)

**Template press release**

**Yourtown Friends of the Earth press release**

**For immediate release/under embargo until: add date here**

**Work with nature to help combat flooding, urges Yourtown Friends of the Earth**

* **Flooding incidents expected to rise as climate crisis grows**

Local and national government must do more to protect our homes and businesses from the misery of flooding, Yourtown Friends of the Earth said today.

The call comes after severe flooding hit residents and local businesses in LOCATION, earlier this week/last week.

Scientists warn that extreme weather events, such as flooding, are expected to become more frequent as a result of rising temperatures and climate breakdown. Over the past 40 years sea levels have risen and the UK is now more than 7% wetter than it used to be. Around 5.7 million homes and properties are estimated to currently be at risk of flooding across the UK.

Yourtown Friends of the Earth is calling on local and national government to urgently reduce emissions to stop global temperatures rising, as well as giving greater emphasis to the role that nature can play in reducing flood risk, including:

* Planting more trees and hedgerows – in the right locations this would help reduce flood risk by slowing the flow and enabling soils to absorb more water.
* Restoring the natural flow of rivers – unnaturally straightened and concreted riverbanks can speed the river flow and cause flood risks further downstream. Natural and restored riverbanks act as sponges by absorbing excess water.
* Increasing soak-away capacity – much of our urban areas have been concreted over adding to the risk of surface water flooding. Authorities should look to prevent the creation of more hard surfaces and replace existing built-over surfaces with more porous materials.
* Creating more water storage capacity - floodplains can store large volumes of storm water and are a haven for wildlife. Water can be also be stored by building more ponds and lakes.
* Restoring peatlands and soils – upland peatlands can act as giant sponges soaking up rainfall, releasing it slowly over time. Restoring peatlands and other soils also aids wildlife and the storage of carbon.
* Bringing back beavers – they are brilliant engineers and another natural ally in cutting flood risk, by building dams and reducing the volumes of water reaching communities downstream.

Name, of Yourtown Friends of the Earth, said:

“It was awful to see the impact of recent flooding on local residents and businesses in location, and our sympathies go out to those affected.

“Unfortunately, scientists warn that the threat of flooding will increase as a result of the unfolding climate crisis.

“As well as doing more to rapidly cut the emissions driving the climate emergency, national and local government should also give greater emphasis to the role that nature can play in managing flood water.

“More tree-planting, restoring the natural flow of rivers and steps to prevent porous green spaces being concreted over are just some of the natural flood defence measures that could help protect local communities, as well giving a welcome boost to nature.

“Flooding often has a worse impact on lower-income households who cannot afford protection, which is why we are also calling for grants to be made available to people in high-risk areas to help make their homes more flood resistant and resilient.”

To find out more about Yourtown Friends of the Earth and get involved: Contact info for public

ENDS

For more information contact Name, Yourtown Friends of the Earth, mobile number (for journalists, not for publication)/email

Notes to editors

1. As well as natural flood defences, Yourtown Friends of the Earth is also calling for other measures such as greater investment in appropriate built flood defences, and stronger rules to ensure homes are flood resistant and not built in ‘at-risk’ areas.
2. A Friends of the Earth briefing on flooding can be viewed here for [England](https://policy.friendsoftheearth.uk/insight/flooding-england-getting-worse), [Wales](https://policy.friendsoftheearth.uk/insight/flooding-wales-getting-worse) and [Northern Ireland](https://policy.friendsoftheearth.uk/insight/flooding-northern-ireland-getting-worse)
3. Info on Yourtown Friends of the Earth

**Template letter to editor**

*This template ‘letter to the editor’ can be used if your area is unfortunate to be caught in any flooding incidents.This is just an example letter and should be amended to take account of circumstances in your area. This could include ‘natural flood defence’ measures particularly suited to your local area.*

**For Publication**

I’d like to extend my sympathy to all those affected by the awful flooding in **LOCATION** earlier **this week/last week.**

Unfortunately, scientists warn that extreme weather events, such as flooding, are likely to become more frequent as global temperatures increase. Over the past 40 years sea levels have been rising and the UK is now more than 7% wetter than it used to be.

All this is bad news for the 5.7 million homes and properties currently at risk of flooding across the UK.

Tougher action to reduce the threat of flooding misery is clearly needed. **This should, for example, include stronger rules to ensure homes are flood resistant and not built in ‘at-risk’ areas, as well as the development of better flood defences** and greater urgency in phasing out the fossil fuel pollution that’s driving the climate crisis.

And because flooding often has a worse impact on lower-income households who cannot afford protection, grants should be made available to people in vulnerable areas to help make their homes more flood resistant and resilient.

More emphasis should also be given to the role that nature can play in reducing floods. Tree and hedge planting, the restoration of peat bogs and salt marshes, enhancing and protecting green spaces, especially in urban areas, can all help absorb water, slow the flow and reduce the risk of floods. The reintroduction of beavers has also been shown to hold back flood water.

National and local government should be doing far more to work with nature, rather than against it, to help build the safer, greener future we so urgently need.

Yours sincerely,

**Name**

**Yourtown Friends of the Earth**