



**Press Release  
February 28<sup>th</sup> 2011**

## **UK Flood Barriers Opens its Doors to the Public**

***On Thursday, 10<sup>th</sup> March 2011, Droitwich-based UK Flood Barriers will open its doors for the day to the public, to business and the community at large as part of a national programme, Exercise Watermark, which is being co-ordinated by the Environment Agency.***

"People just simply do not realise how vulnerable property is to the possible ingress of floodwater," said Frank Kelly, CEO of UK Flood Barriers. "Here at our production site in Droitwich we have the UK's largest privately-owned flood defence testing facility – an 84,000-litre test rig. The complete ground floor of a property has been built inside the tank to allow the simulation of flood conditions, including flash floods – the most frequent way that flood damage occurs to property in the UK."

The tank sluice mechanism can accurately generate water speeds in excess of one metre per second and create variable wave depths to show just how quickly and dramatically water can enter a property. Visitors will then be able to see how simple and effective flood mitigation measures can protect against this happening.

Flood simulations and product demonstrations will take place throughout the day between 10am and 4pm. No appointments are necessary.

"The purpose of this exercise is to raise the level of national awareness of the disastrous and costly consequences of flooding and to reassure people that there are steps that they can take to mitigate against those consequences," Frank added.

### **Ends**

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