

Admiral Backs Industry Effort to Improve Flood Resilience

30 Jul 2026



Our purpose is to help people look after their future and help them protect what's important to them, including their home.

Our UK home insurance business provides cover for more than two million UK households, so our colleagues see the terrible impact that flooding can have on people's lives. It's why we're committed to helping customers recover when the worst happens and supports efforts to make homes and neighbourhoods more resilient to future flooding.

We're proud that Admiral has become an official supporter of the International Property Flood Resilience Association (IPFRA), which aims to help increase awareness and adoption of property flood measures.

By supporting IPFRA, we will work alongside other industry peers, practitioners and policymakers to share knowledge, promote best practice and encourage greater adoption

of resilience measures.

This partnership will allow us to help people better protect their homes, recover from flooding and build resilience for the future.