Helping Customers Protect What Matters Most from Flooding

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Our UK home insurance business covers over 2 million households and regularly supports customers impacted by floods. However, it also aims to help customers prevent flood damage in the first place.

As part of its continued effort to promote flood resilience, our UK insurance business has launched a new campaign, ‘What Water Takes’, encouraging people to protect the possessions that matter most to them.

Analysis of Admiral UK data shows three quarters of flood claims come from properties with no history of flooding, however 44% of people do not believe they are at risk of flooding.

To help raise awareness, Admiral has partnered with the National Trust to create a public installation at Bateman’s in East Sussex. The installation features flood-damaged sentimental possessions and shares the personal stories behind them, helping visitors understand the emotional impact of losing items that cannot be easily replaced.

The campaign also builds on the work of our UK business' 'Flood Force' initiative, encouraging households to think beyond protecting their property and consider how they would safeguard treasured possessions, family photographs and personal keepsakes if flooding were to strike.

Noel Summerfield, Household Director at Admiral Home Insurance, said:
"Home insurance can replace most items, such as furniture, electricals, and fixtures, but there are some things that can't be replaced. They might not have any monetary value, but possessions such as photographs, family mementos and treasured items are literally irreplaceable. It's only when we think about losing the things that hold our most precious memories that the devastating personal cost becomes real."

The campaign forms part of Admiral's wider work to help customers prepare for and recover from flooding, including its partnership with the National Trust to support natural flood management projects across the UK.