

# Don't flood the housing market: leading building materials supplier calls for consideration of permeable solutions in developments

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Leading constructions material supplier [Holcim UK](#) is calling on Angela Raynor, Secretary of State for Housing, Communities and Local Government, to prioritise the integration of permeable solutions, such as [Sustainable Drainage Systems](#) (SuDS), within new development projects to mitigate flooding risks effectively.

The Government has pledged to develop 1.5 million new homes throughout the next parliament. Under the plans, Cornwall, one of the UK's most flood prone regions, will be expected to increase its housing development target by 65%, putting thousands more homes at risk of flooding.

Whilst the Government has pledged over £2.4 billion towards active flood defences, such as sea walls, flood barriers and embankments, smaller actions such as the use of [Sustainable Drainage Systems](#) (SuDS) could save the UK economy millions of pounds in insurance claims, disruption to business and the use of emergency services.

SuDS can reduce the level of surface water flooding in highly populated areas by providing adequate source control. The most common methods include the use of permeable surfaces, such as those used on driveways, roads, pedestrian areas and impermeable surfaces, with engineered source control draining systems.

Jason Broughton, Regional Technical Manager at [Holcim UK](#) said “We must do all we can to ensure that new homes stand the best chance of avoiding flooding, especially as the climate crisis continues to impact UK weather systems.

“In 2023/24 alone, 12 recorded storms ravaged the country – the highest since records began nearly a decade ago. Products such as those within our SuperFlow range have been specifically designed to minimise the risks associated with flooding, and ensure that excess rainfall and surface water can be dealt with in an effective and sustainable manner.

“We would welcome the opportunity to speak with the Secretary of State for Housing about her housing targets and feed into flood mitigation plans for housing developments.”

Visit [Holcim UK](#) for more information on its range of flood defence solutions and sustainable materials for infrastructure projects.