



**Climate**SouthWest

The South West  
Tourism Alliance

# Preparing to Prosper: building resilience to change



Opening Address:  
Malcolm Bell, Visit Cornwall

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## 2004 flash flooding - Boscastle

- Intense rainfall and topography = rapid rising of river levels
- 7 Helicopters airlifted 100 people
- 29 out of the 31 Cornwall County Fire Brigade Stations were involved
- Infrastructure damage = up to £2 million
- Tourist centre out of action



Photo by Pam Durrant



## 2007 floods - Gloucestershire

- 1 000s homeless
- 350 000 without water for up to 17 days
- 42 000 without power for 42 hours
- 10 000 people trapped on M5 and railways
- £14.3M - emergency repair and response costs for Gloucestershire businesses
- Businesses out of action for months!!

(Pitt Review, 2008)



Slad Road, Stroud (Bernard Wakefield-Heath)  
<http://www.bbc.co.uk/gloucestershire>



<http://news.bbc.co.uk> 23.7.07



# 2008 tidal flooding - Poole





## 2003 Heatwave – Bournemouth & Poole

- High temperatures (31+°C) attract record numbers of visitors
- Accommodation full
- 20% more traffic than usual
- Pollution more than double Gov. Health Limit
- 700 parking tickets issued over weekend
- Emergency vehicles access blocked



**The temperatures during the 2003 heatwave are likely to become normal in summer by the 2040s**



## 2006 Heatwave - Somerset

- Transport disruption:
  - Higher visitor numbers = increased traffic
  - Tarmac melted
- Incr. in tourism between 14th & 21st July
  - 7161 compared with 3527 in 2005
- Visitor discomfort
- Bouncy castle out of action because rubber was burning people
- Risks to health
  - “Heat wave leads to ozone pollution in district” (South Somerset District Council, 4 July 2006)
  - Increase in elderly patients admitted to A&E Weston General Hospital for dehydration



