

CHALLENGE 3

OBJECTIVE 1			
	Ensure sufficient water is available to sustain the region's wetlands.	Lead & partner organisation(s)	Time frame
ACTION 1	Reduce water usage and wastage Establish a coordinated programme to reduce water usage and wastage in homes and businesses in the region	EA, Cranfield University, FWAG, NFU, Regional Water Partnership, Resource Efficiency East, water companies, Waterwise East	2010
ACTION 2	Encourage water efficiency Work with the agricultural sector to encourage better use of water on farms, including efficient use of spray irrigation and high-flow storage reservoirs	EA, NFU, NE, water companies	Ongoing
ACTION 3	Reduce over-abstraction Complete the Review of Consents and work with Catchment Abstraction Management Strategies and Environment Flow Indicators to reduce the number of wetlands and rivers suffering ecological damage as a result of over abstraction and increase the number of rivers in good ecological status	EA, FWAG, NE	2015

OBJECTIVE 2			
	Continue improvements in water quality	Lead & partner organisation(s)	Time frame
ACTION 1	Adopt best practice measures Raise awareness amongst landowners and managers about best practice for soil husbandry, nutrient and pesticide management	CLA, EA, FWAG, NE, NFU, RSPB	2015
ACTION 2	Seek to match supply to needs Through PR09 (Periodic Review 2009 – the process by which Ofwat will set the prices that water companies can charge their customers from 2010 to 2015) ensure water company plans for water supply take proper account of environmental requirements	Regional Water Partnership , EA, Consumer Council, OFWAT, water companies	2015
ACTION 3	Plan for water quality Develop draft River Basin Management Plans (RBMP) and publish in December 2008. From December 2009 onwards publish the final RBMP to drive forward improvements to water quality and achieve good status in all our water bodies	EA	2009

OBJECTIVE 3			
	Ensure regional and local policies promote wetland biodiversity, and floodplains as a key component of sustainable flood risk management	Lead & partner organisation(s)	Time frame
ACTION 1	Promote the 'Wetland Vision' Promote and develop the 'Wetland Vision' for the region, looking at restoring floodplain function, washlands and wetlands on a landscape-scale	EA, EEBF, EH, NE, RSPB, Wildlife Trusts	2013
ACTION 2	Ensure LDFs include SUDS strategies Ensure all Local Development Frameworks have a policy on the use of sustainable urban drainage schemes (SUDS) to both conserve water, reduce flood risk and to facilitate restoration of fragmented habitats and landscapes as part of new developments	LAs, EA, EERA, LSPs, water companies	2010
ACTION 3	Sustainable flood risk management Demonstrate and develop sustainable flood risk management via landscape-scale projects	Community Forests, EA, FC, LSPs, NE, RSPB, Wildlife Trusts, WT	2015

