

11 things Waterwise would like to see from Regional and Company Water Resources Plans

Original drafted in Dec 2020; EDI and WRMP scale added Nov 2022

1. **Support national water demand reduction targets for England** in the Environment Act (likely measured as DI) and the delivery of (at least) the 110 lppd 2050 planning assumption in the National Framework for Water Resources¹ and Defra [Strategic Policy Statement](#).
 - a. *The regional or company plan will clearly set out the role of reducing water demand in meeting future water needs and improving resilience*
 - b. *The regional or company plan will have a short and longer term DI reduction target to include how it splits out by contribution (HH, NHH and leakage) as well as spatially and temporally*
 - c. *The plan will set out in detail how it will deliver those reductions (home visits, campaigns, leakage fixes, metering)*
2. **Ensure non household business use of public water supplies is considered alongside household use.**
 - a. *The regional or company plan will identify business sectors with high water use highlighting where they intersect with areas of future water scarcity*
 - b. *The regional or company plan will include funded work programmes to collaborate with businesses, trade bodies and water retailers, particularly high users, to help them to reduce demand and improve resilience (e.g. water efficiency campaigns, alternative supplies, water reuse and storage)*
 - c. *The regional or company plan will explicitly look at installing smart meters in all the top water-using businesses in the region with consumption data readily available including to the business itself*
3. **Ensure non public water supply abstractors are playing their part in reducing water demand (Regional plan only)**
 - a. *The regional plan will identify where current or future water demand from non public water supply abstractions is adversely impacting groundwater levels, rivers flows; environment quality or other water users*
 - b. *The regional plan will include commitments from significant non-PWS abstractors and/or their trade bodies to actively seek solutions to use the water they need efficiently*
4. **Make strong links between levels of water use and the zero carbon agenda.**
 - a. *The regional or company plan will analyse and present the contribution that water saving by businesses and households can make to reducing carbon emissions and reaching net zero*
 - b. *The regional or company plan will clearly factor in the value of carbon savings from reducing household and business water demand into optioneering and selection of preferred solutions*

¹ [National Framework for Water Resources](#)

- 5. Make strong links between levels of water use and environmental quality**
 - a. The regional or company plan will specifically look at the link between reducing water demand to different levels and the health of regional water dependent natural capital (e.g. GW levels, river flows, chalk streams, rivers, wetlands)*
 - b. The regional or company plan will clearly factor in the environmental/natural capital benefit of reducing demand into optioneering and selection of preferred solutions*
- 6. Support and promote joined up campaigns to help reduce water demand**
 - a. The regional or company plan will include a commitment to progress collaborative water efficiency campaigns targeting business water users, households and non-water company abstractors.*
 - b. The regional or company plan will express support for national campaigns such as Water's Worth Saving and initiatives such as Water Saving Week*
- 7. Encourage government and regulators to take action on policies that provide a more supportive policy framework for reducing water demand.**
 - a. The regional or company plan will call for a mandatory water efficiency label on water-using products linked to minimum standards*
 - b. The regional or company plan will support tighter water efficiency standards for new development, including a move to a fittings-based approach in Building Regulations*
 - c. The regional or company plan will support removal of existing restrictions limiting the roll-out of (smart) water meters*
- 8. Encourage regional leaders to lead on water efficiency (Regional plan only)**
 - a. The regional plan includes a commitment to work with regional leaders to promote water efficiency in their own organisations through staff training and accreditations such as the Waterwise Checkmark*
- 9. Large water-using developments to be water-efficient and ideally water neutral**
 - a. The regional or company plan will include an action to work with potential future large water-using developments (housing and businesses) early in the planning process to reduce their additional water demand and to explore the feasibility of them being water neutral (e.g. through designing in water efficiency, rainwater harvesting, greywater reuse and offsetting).*
- 10. A commitment to review and share progress implementing the plan**
 - a. Once the plan is "adopted" progress in implementing it will be reviewed and made public so that additional actions can be taken if needed and lessons can be learnt for the second iteration of regional planning*
- 11. There is a commitment to improving Equity, Diversity and Inclusion in the plan**
 - a. Does the WRMP/regional water resources plan include any reference to protected characteristics; groups and customers who suffer bias and a lack of equity in society; or equity, diversity and inclusion*
 - b. Does the plan identify its impacts on social justice, including for groups and customers who suffer bias and a lack of equity in society and does it set out how it will help drive equity for groups and customers who suffer bias and a lack of equity in society*