



# Blueprint for Water

WATER PEOPLE NATURE

## BLUEPRINT FOR PR19 ENVIRONMENTAL OUTCOMES FOR THE PRICE REVIEW

**A healthy natural environment is important not just for nature but for our society, our economy and our individual wellbeing.**

Water company customers are telling companies loud and clear that the environment is a top priority for them. As the major private investor in water and environmental management in the UK, the water industry has a pivotal role in the stewardship of the environment we all cherish, and that the sector relies on to operate.

The Blueprint for Water coalition and our 6 million plus members believe the 2019 Price Review (PR19) and 2020 Business Plans are crucial to deliver for customers and the environment.

A healthy natural environment is at the heart of a resilient and successful water industry - an industry that can meet the needs of customers now and in the future, together with the challenges we face, such as climate change and population growth.

We want to see healthy rivers, clean beaches and coastal waters, safe drinking water, less waste, reduced flooding and thriving wildlife. Importantly, customers want to see this too. This can be achieved by improving catchment management from source to sea, stopping pollution of our waters, using water wisely whilst pricing it fairly, and addressing over-abstraction, which threatens our rivers and wetlands.

Blueprint has been engaging with the Government, regulators and water companies, as well as our members and supporters, to develop environmental priorities for PR19. These priorities are summarised overleaf. For the full Blueprint for PR19 please visit [www.blueprintforwater.org.uk/blueprintforpr19](http://www.blueprintforwater.org.uk/blueprintforpr19)

Blueprint for Water is a unique coalition of environmental, water efficiency, fisheries and angling organisations and is a campaign of Wildlife and Countryside Link.

### We have lots to do:

CURRENTLY **13%** OF OUR FRESHWATER AND WETLAND SPECIES ARE AT RISK OF EXTINCTION, AND JUST **20%** OF WATER BODIES IN ENGLAND AND WALES ARE AT 'GOOD ECOLOGICAL STATUS'.

Wildlife and Countryside



[www.blueprintforwater.org.uk](http://www.blueprintforwater.org.uk)

# SUMMARY OUTCOMES AND PRIORITIES

## Protect and restore catchments from source to sea

<p><b>1.</b> Companies commit to addressing their pressures on the environment, including contributing towards ensuring 75% of water bodies achieve 'good' status by 2027, as required by the WFD.</p>	<p><b>3.</b> Companies advocate the use of regulatory measures when voluntary measures are insufficient to protect water sources and customer interests (e.g. controls on agricultural pollution).</p>
<p><b>2.</b> Companies significantly extend investment in catchment management supporting delivery of water resources and wastewater outcomes. Companies show leadership in the Catchment Based Approach and commit to working with partners, to sharing best practice, and valuing the benefits of this approach to water quality, water resources, flood risk, carbon and recreation.</p>	<p><b>4.</b> Companies set out how they will deliver and report on long-term resilience (and the resilience of the ecosystems they rely on to operate) in their investment planning.</p>
	<p><b>5.</b> Companies commit to assessing the Natural Capital they depend on, with the intent to grow it and to integrate it into decision-making.</p>

## Stop pollution of our waters

<p><b>1.</b> Companies underpin investments by long-term strategic wastewater plans to ensure sewerage and treatment systems are sufficient into the future to prevent pollution incidents, Combined Sewer Overflow (CSO) spills and flooding, despite population growth and climate change.</p>	<p><b>3.</b> Companies aim for zero pollution incidents (categories 1, 2 and 3), 100% monitoring of CSOs and 100% self-reporting of incidents.</p>
<p><b>2.</b> Companies extend investment in green infrastructure and SuDS (new and retrofit) to reduce flooding and provide biodiversity, recreation and water quality benefits.</p>	<p><b>4.</b> Companies include ongoing monitoring of the presence and treatability of emerging pollutants (pesticides, pharmaceuticals, and microplastics), using results to inform appropriate management (product and usage controls, upgraded treatment and natural solutions).</p>

## Use water wisely and price water fairly

<p><b>1.</b> Companies significantly scale up their demand management programmes to increase resilience. This includes ambitious water efficiency measures, through both offering and fitting products and behaviour change engagement, increasing overall metering of households as well as the proportion of smart meters and reducing leakage.</p>	<p><b>3.</b> Companies increase the availability, promotion and take-up of social tariffs and efficiency retrofit to protect vulnerable customers and all those struggling to afford their bills, combining these with water efficiency measures to help manage bills down.</p>
<p><b>2.</b> Companies ensure no overall increase in the amount of water abstracted from rivers and groundwater despite increases in population and climate change – a 'water neutral' PR19.</p>	<p><b>4.</b> Companies develop plans to incentivise customers and communities to reduce consumption during dry periods and in catchments most at risk from abstraction, setting out specific and ambitious programmes to manage demand during periods of peak use.</p>

## Keep our rivers flowing and wetlands wet

<p><b>1.</b> Companies commit to addressing abstraction where it is preventing achievement of 'good' status or poses a risk of deterioration.</p>	<p><b>3.</b> Companies consider the value of natural capital and benefits of water left in the environment within water resource options appraisals.</p>
<p><b>2.</b> Companies use mechanisms such as the Abstraction Incentive Mechanism (AIM) to reduce abstraction pressure around sensitive sources.</p>	<p><b>4.</b> Companies ensure that where new water supply options are considered, they are transparent about environmental risk and include mitigation measures to support good status.</p>