

CASE STUDY

Working in partnership to protect our watercourses.

Our customers' top priority is having a reliable supply of high quality water. To achieve that at an affordable price, we have to protect our watercourses from pollution.

The traditional way to tackle raw water pollution is to invest in new treatment processes, which is often expensive. However, by working in partnership with landowners and users, we're stopping pollution at source at a fraction of the cost.

For example, since September 2013 we've been working with farmers in two catchment areas, to reduce their use of pesticides containing metaldehyde.

Treatment of this chemical with conventional methods is difficult. We've therefore engaged with farmers and encouraged them to work together with us. By incentivising them to use alternative treatments and rewarding them for reducing pollution, we've cut metaldehyde levels in the two areas by up to 90%. We're now looking to expand this approach during AMP6, with the aim of having 12 successful catchment management schemes by 2020.

FUTURE IS SUSTAINABLE

