



Our Approach to Water Resource Management Planning

An invitation for your view



What is a Water Resources Management Plan?

Water is a vital resource we all depend on but it is not limitless.

A Water Resources Management Plan (WRMP) identifies all the possible options available to ensure we are able to provide a secure and reliable water supply to our customers both today and in the future.

The plan covers a 25 year period and is reviewed at least every five years, taking any relevant changes into consideration and responding as necessary.

Our current plan was published in June 2014 and came into effect in April 2015. A copy is available on our website.

Our next plan will be published in 2018 and be effective from April 2020. This document outlines our guiding principles and approach in developing this plan and welcomes any comments ahead of the next stage when we will consult with all stakeholders who are affected by our management of water resources.

The Guiding Principles of our Water Resources Management Plan

In developing our plan, we have five guiding principles:

1. Taking a long-term strategic approach

It's important to understand what the balance between supply and demand will be in the future and how this may be influenced. In doing so, we can be forward thinking with our plan and better prepared to successfully meet challenges.

2. Developing and strengthening our resilience

By developing a full range of options and testing them against a range of scenarios, we will be able to ensure we have the appropriate level of resilience to cope with change.

3. Building in flexibility

Our forecasts are only predictions based on current understanding and the information available. We cannot be 100% certain so need to develop plans that do allow for adaptations when required.

4. Ensuring our plan is affordable

Our customers will have to pay for the delivery of the plan so we must make sure it is affordable and provides good value for money.

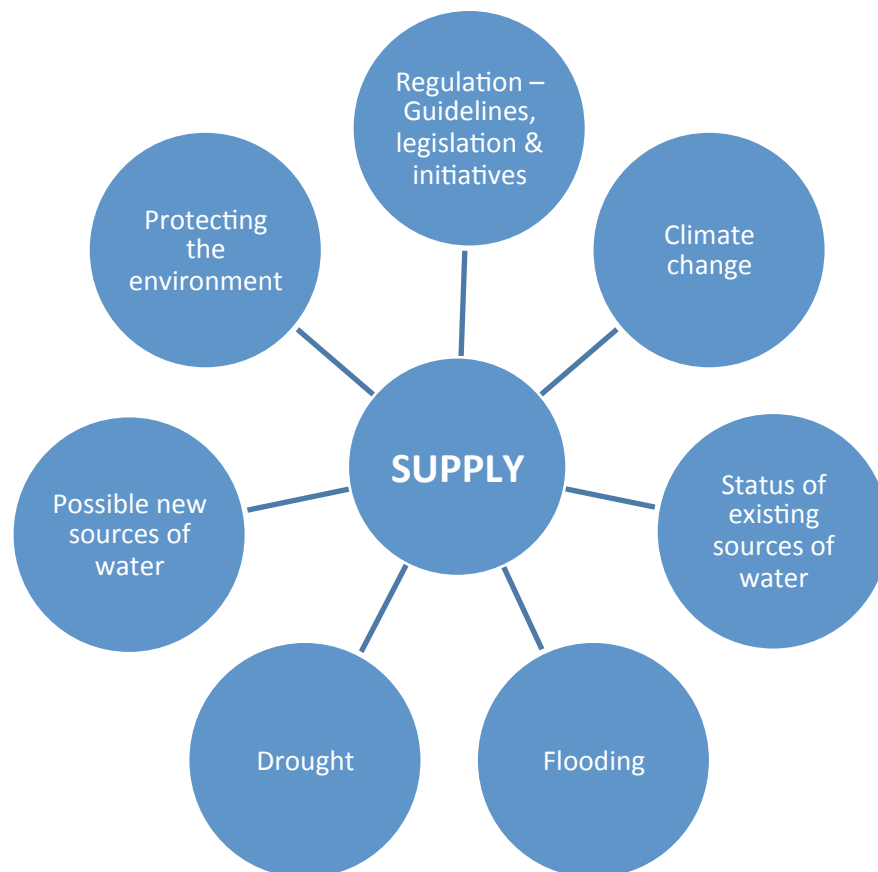
5. Protecting the environment

Our activities in providing a water supply have a direct impact on the environment. We must consider this within our plans.

Our Approach to Water Resources Management Planning

Water resources management is a balance between supply and demand – we have to make sure there is enough water to meet the demand from homes and businesses while protecting the natural environment we draw the supply from.

Our WRMP forecasts future supply and demand and identifies the different factors influencing both that we need to consider to get the balance right.



The environment is a key priority in our plan to ensure it is not at risk or damaged by any of our activities. We will work with our regulator, the Environment Agency, to ensure we follow best practice and are compliant with any legislation or guidelines.

We will review the status of our existing sources of water and whether these can continue or may need to be reduced or stop. We will also consider the different options for possible new supplies of water both within and from beyond our region.

Our plan will also consider the impacts of extreme events such as flooding, unprecedented drought and climate change. This is of particular significance given we operate in one of the driest areas in the UK which brings added challenges with regard to sources of supply and environmental impact of activities.



The plan will consider factors including likely population and industry growth and their direct impact on demand. Our area of supply is currently experiencing substantial housing development and this is proposed to continue over the next 10 years.

It will also identify and consider ways to continue to reduce leakage and possible water efficiency initiatives such as metering as well as options to work with customers to bring about behavioural change and reduce their overall demand.

Getting the balance right

The plan will work to achieve the right balance between supply and demand options. Looking ahead, we anticipate demand management options will play a vital part of the overall solution. We will ask customers to take a more active role in the process – for example, signing up for meters and implementing water efficiency measures. This will be alongside our commitment to protect the environment and make careful use of our resources whilst also investing in our efforts to reduce leakage.

We will work in partnership with neighbouring water companies to make sure our balance of options is right for the region as a whole.

Your Opinion is Important

The views of our customers and other stakeholders are important to us. We will be working to ensure they are involved at every stage so the final plan reflects what they tell us and is supported by them. We welcome your opinion...

Do you agree with our guiding principles?

Have we got the right approach – are all the necessary factors for consideration included and what should be our priority?

Is there something we've missed?

If you have any comments that you would like to be considered at this stage, we would love to hear them. Please provide your comments by 31st March 2017.

Please send your feedback to wrmp.consultation@cambridge-water.co.uk or via post to:
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