

Why Water Efficiency Matters

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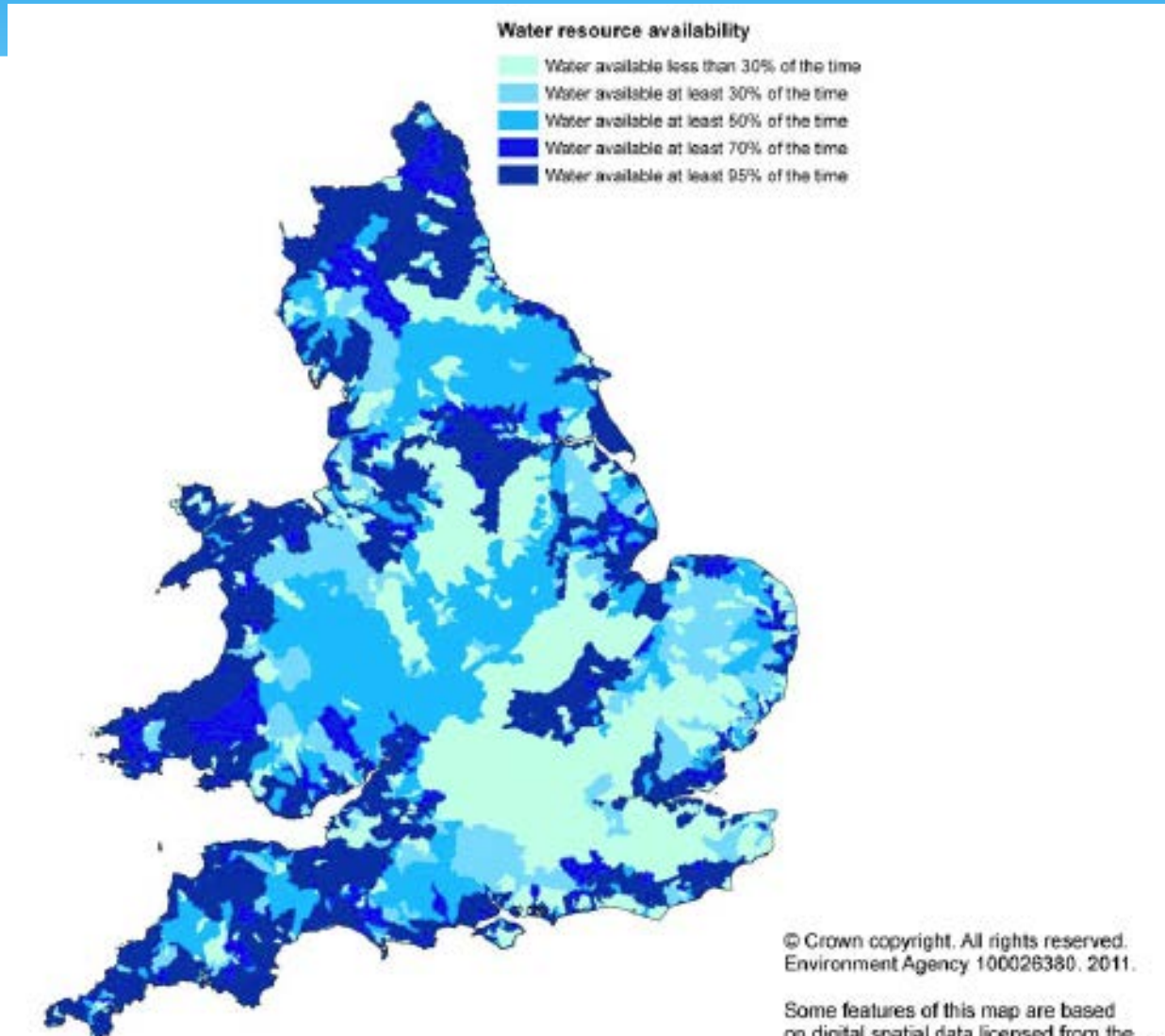
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How are we doing?



Half full, or half empty?

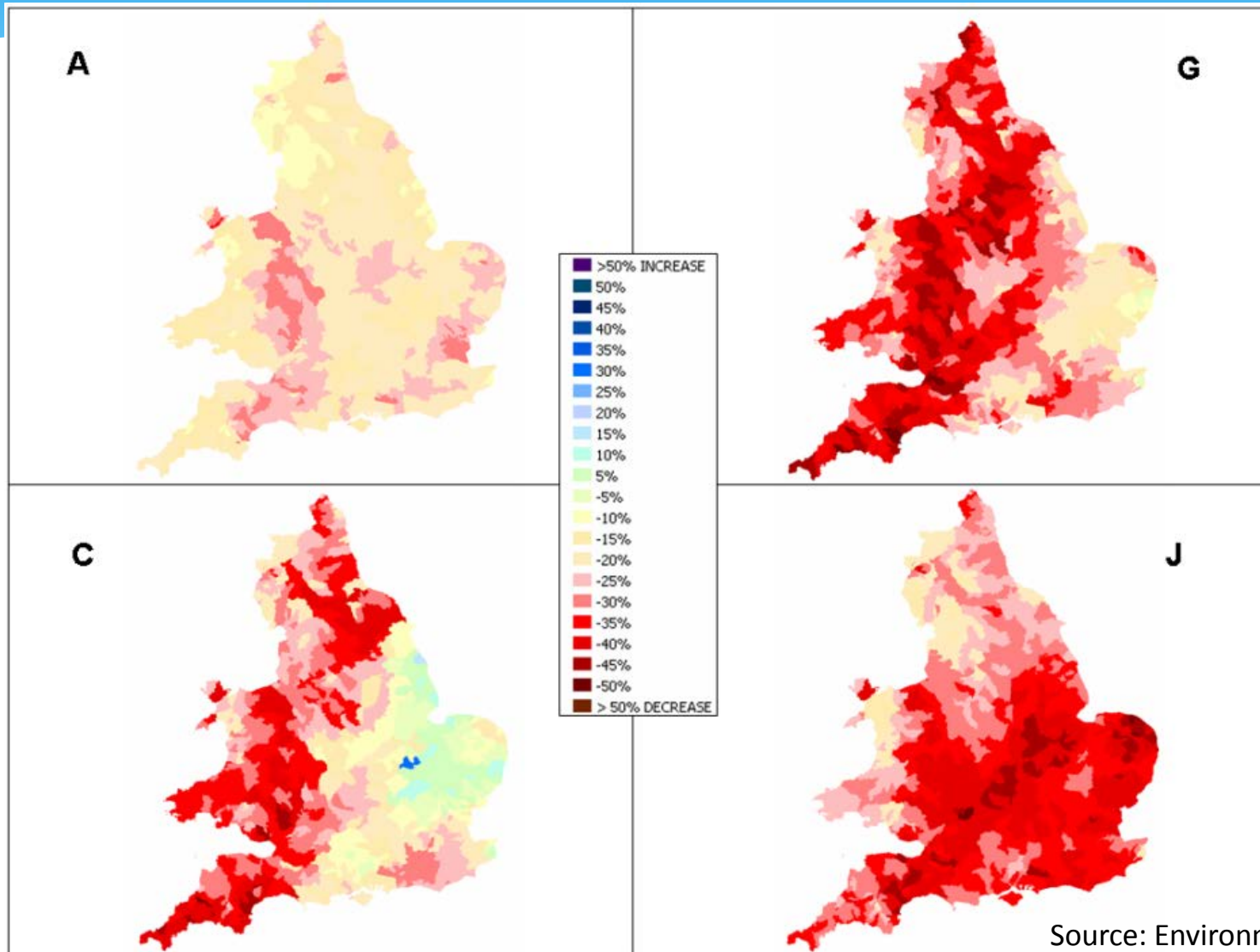
Water Resource Availability



Water for the Environment

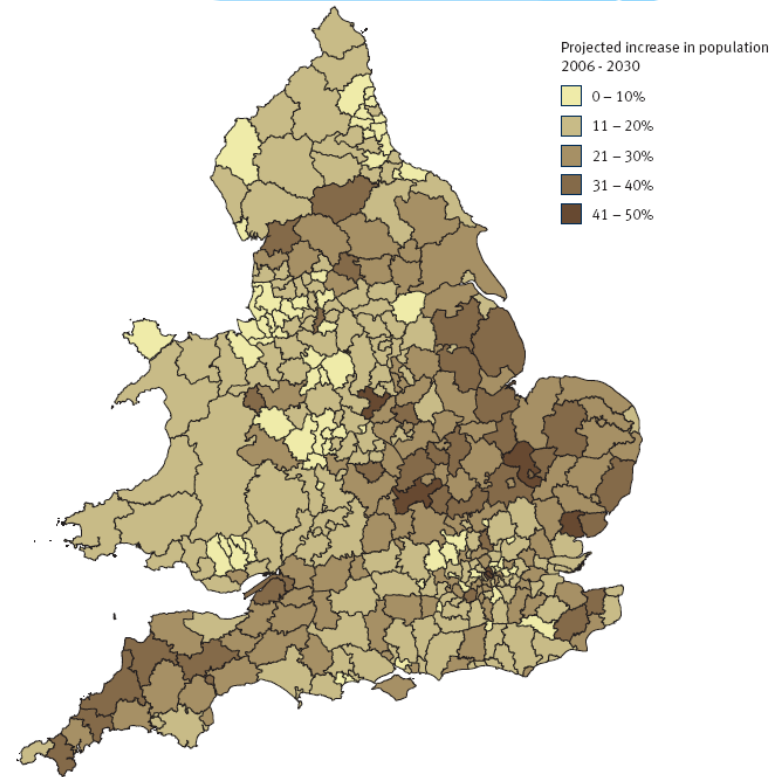
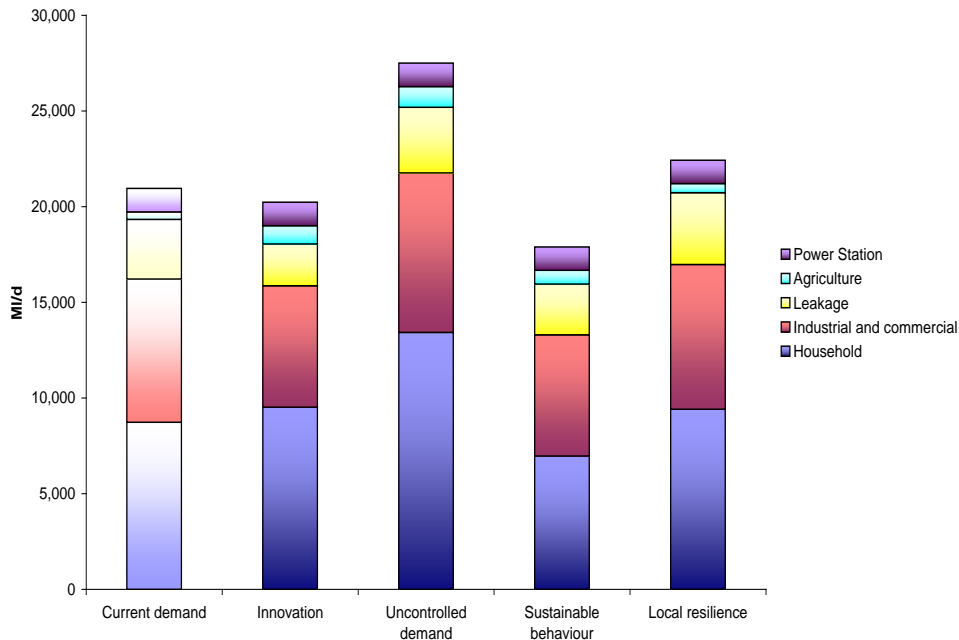


Climate Change Impact on Summer Flows



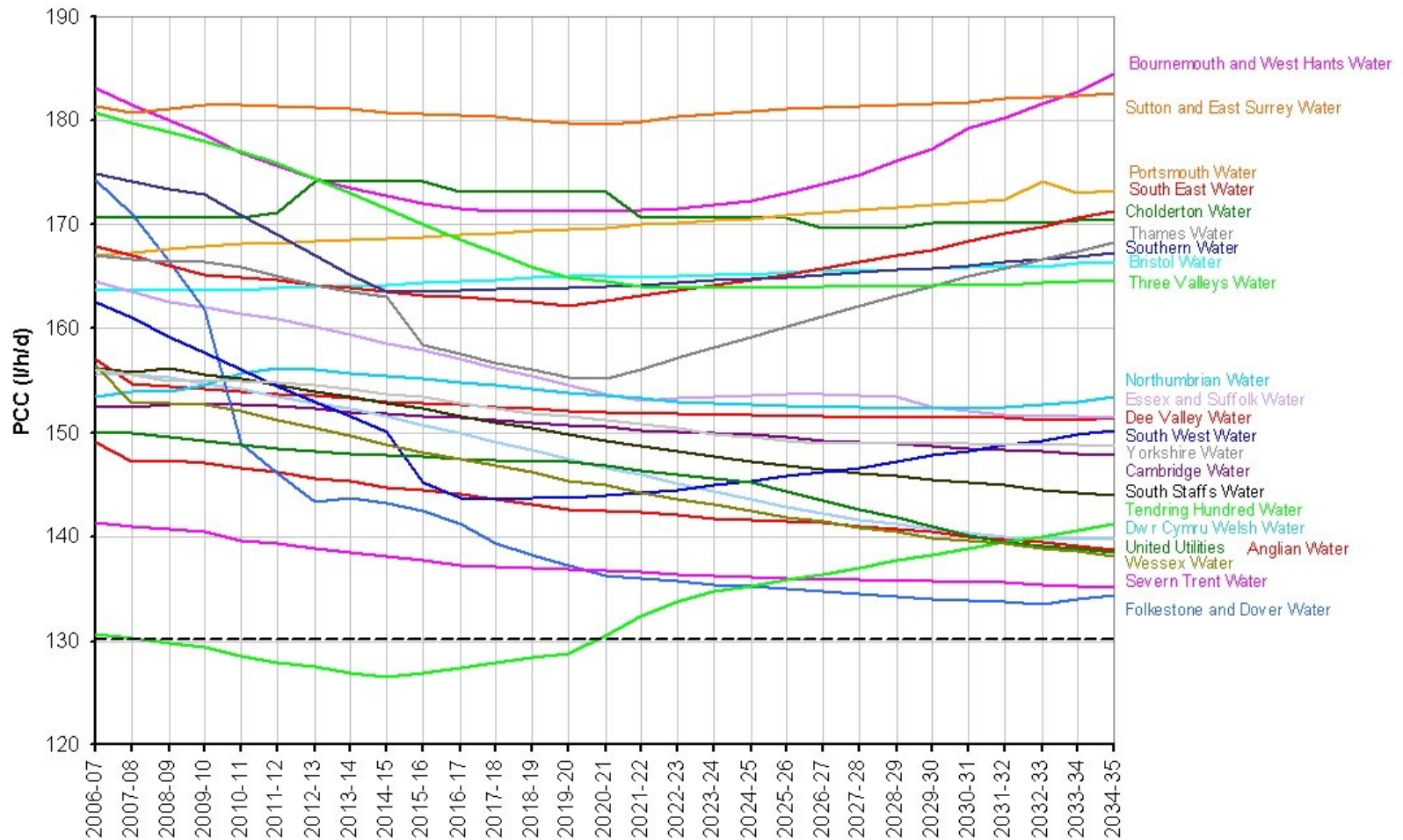
Changing Demands for Water

- Public supply
- Energy
- Agriculture

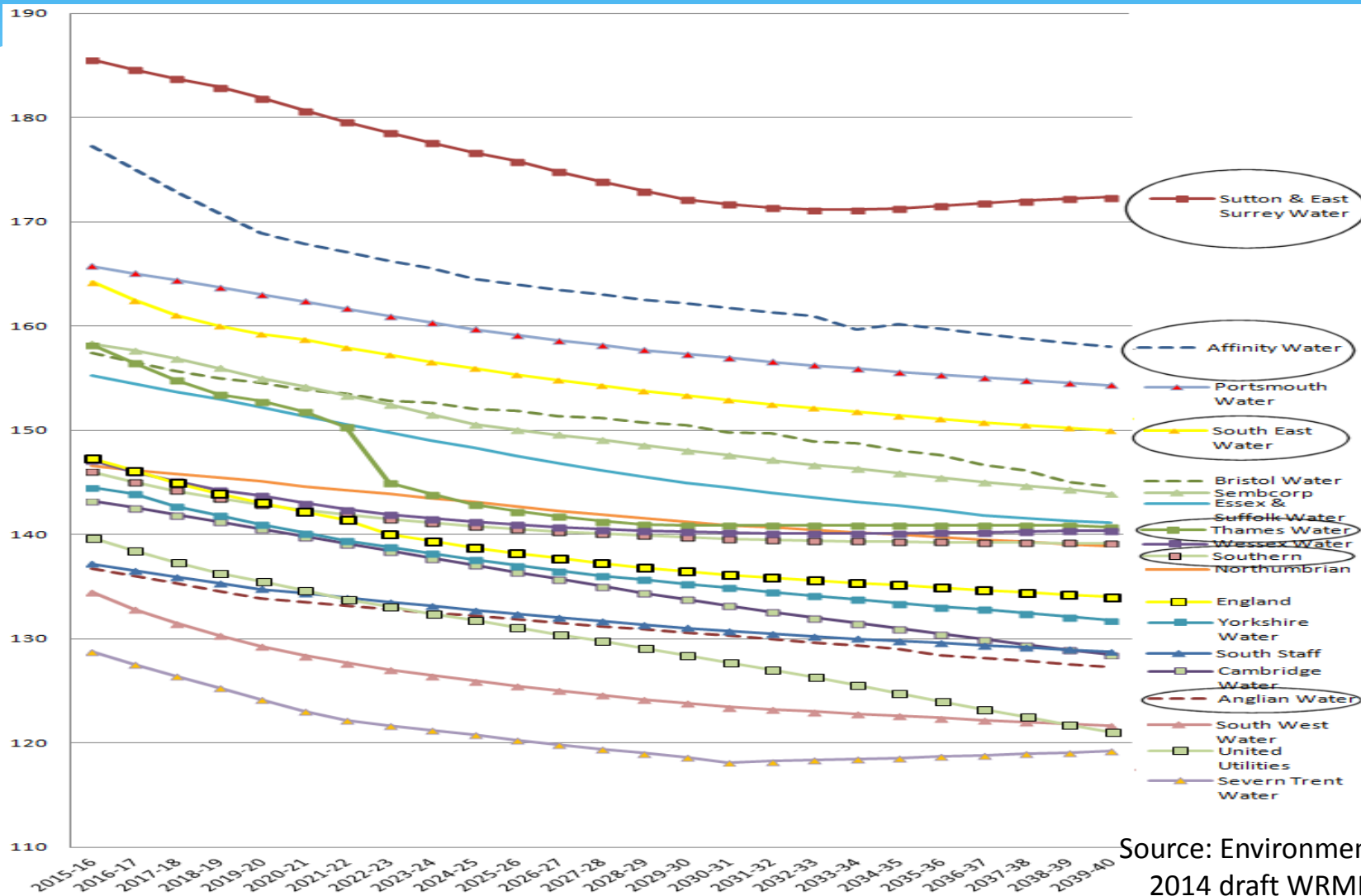


Population Forecasts

Average PCC WRMP 2009

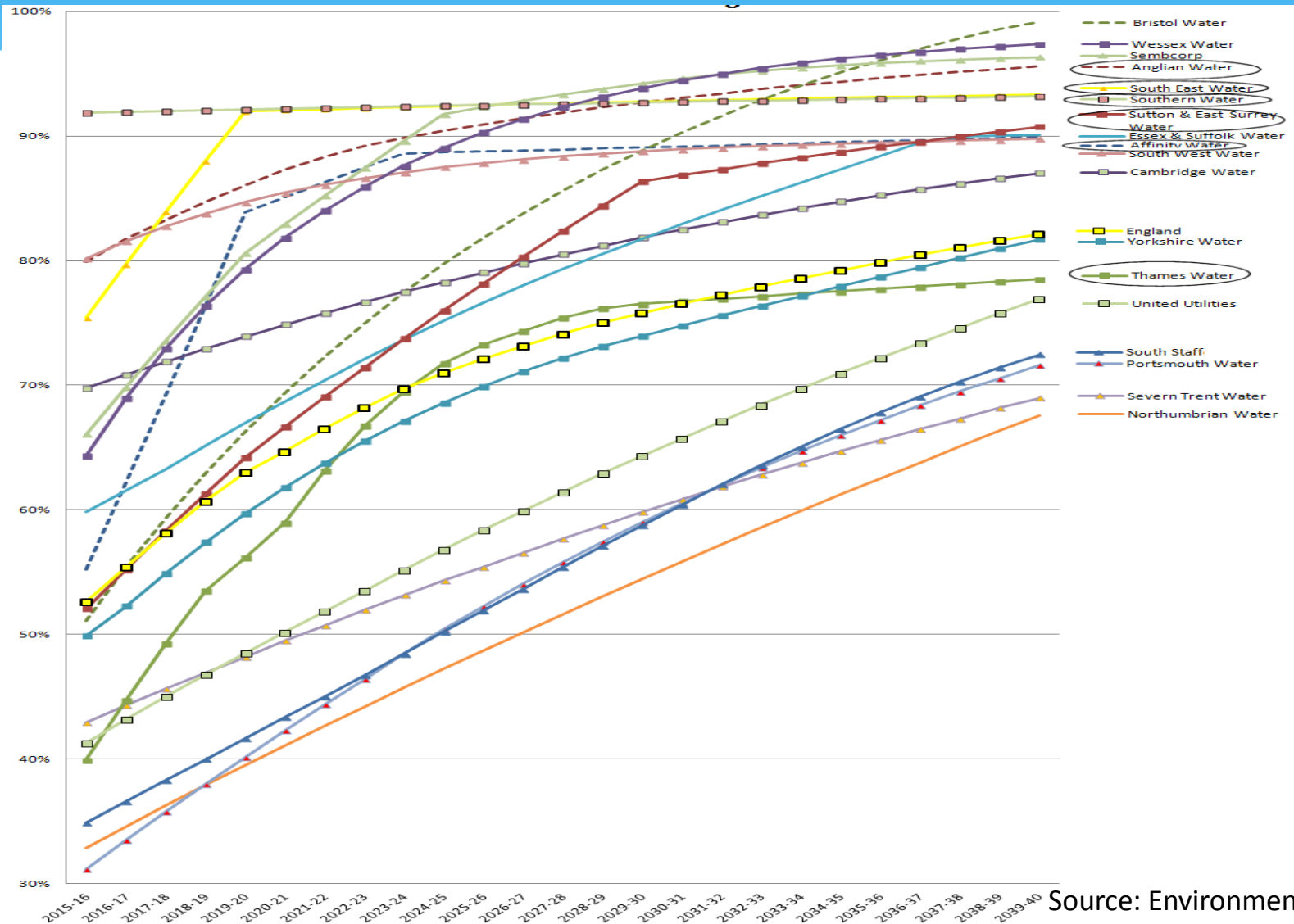


Average PCC WRMP 2014



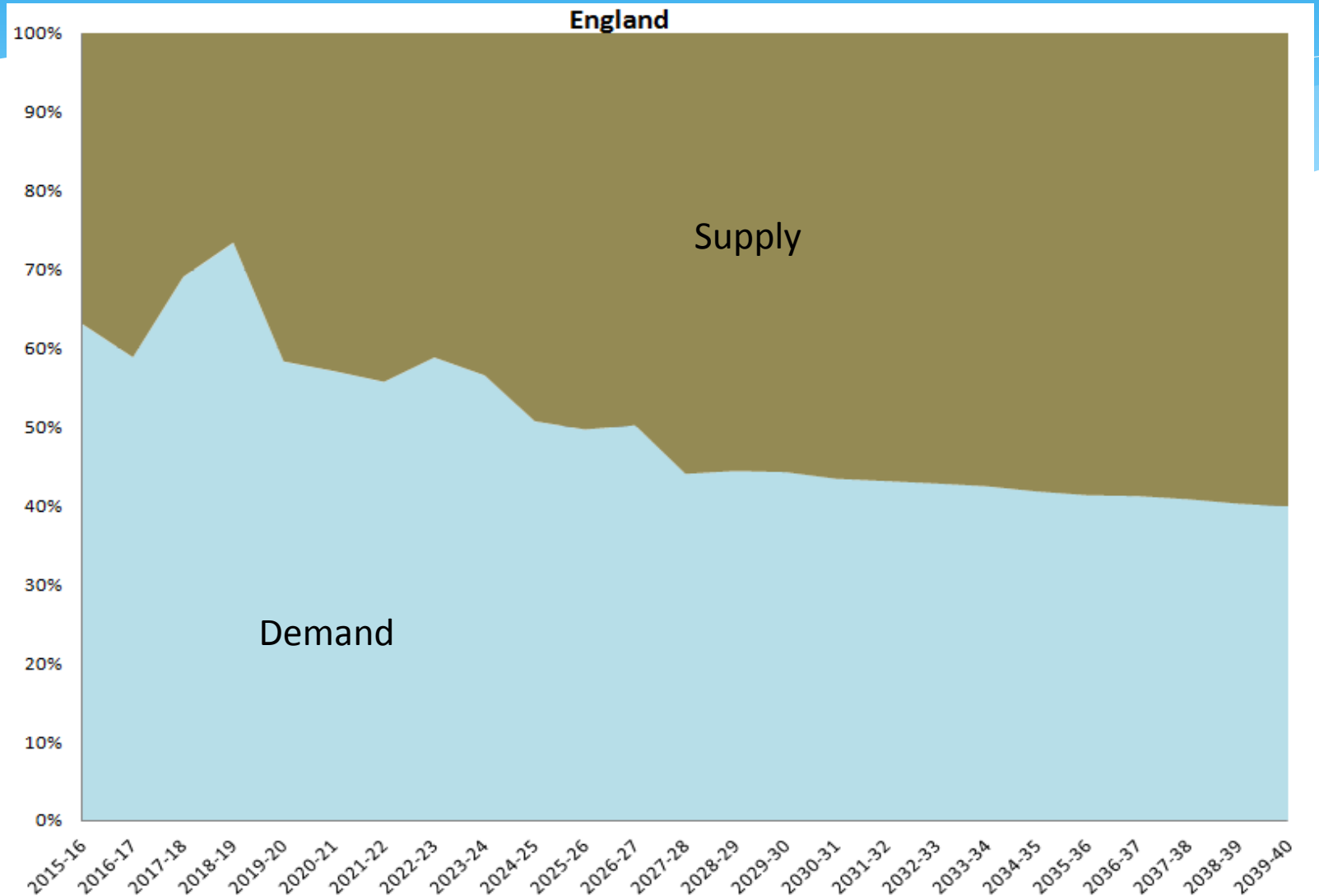
Source: Environment Agency
2014 draft WRMP analysis

Meter Penetration

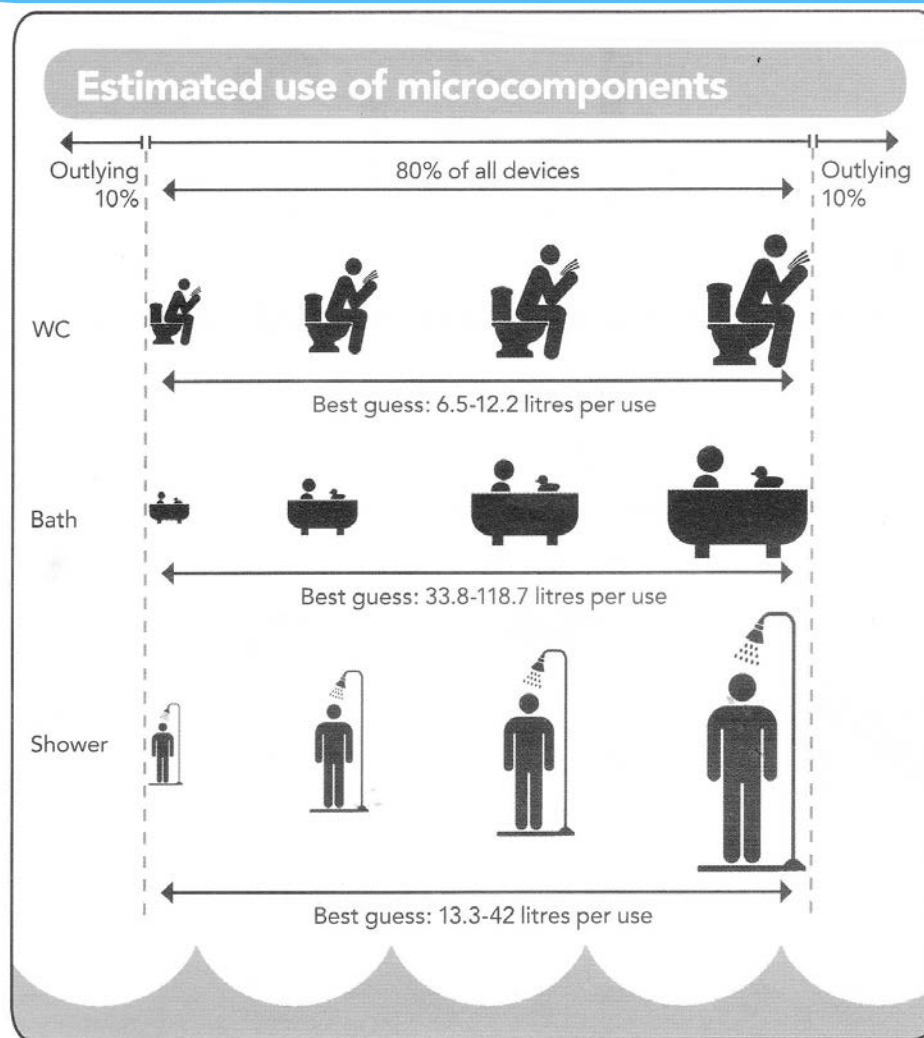


Source: Environment Agency

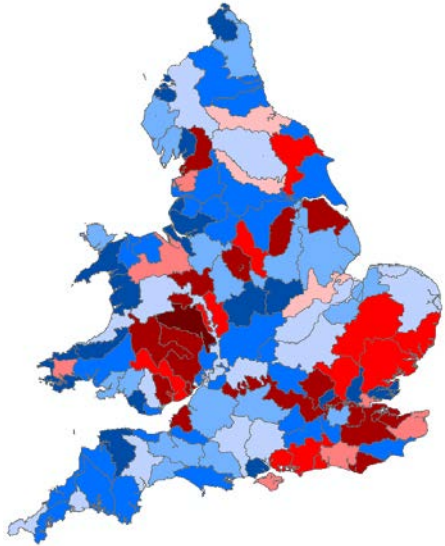
Options – The Twin Track



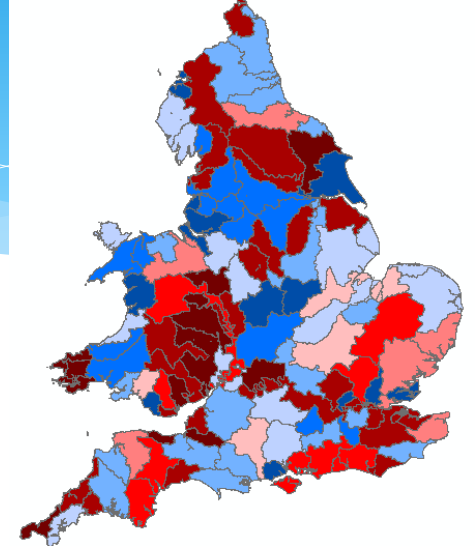
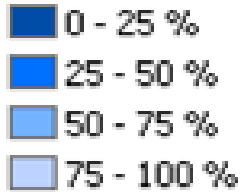
How accurate is our planning?



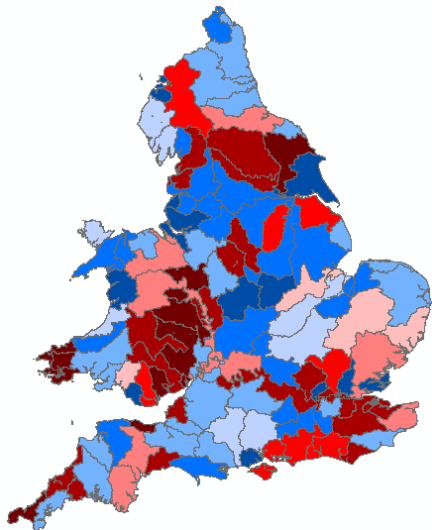
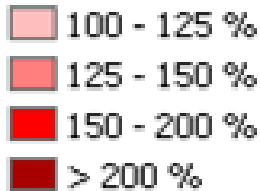
Demand Impacts on Environmental Flows: 2050



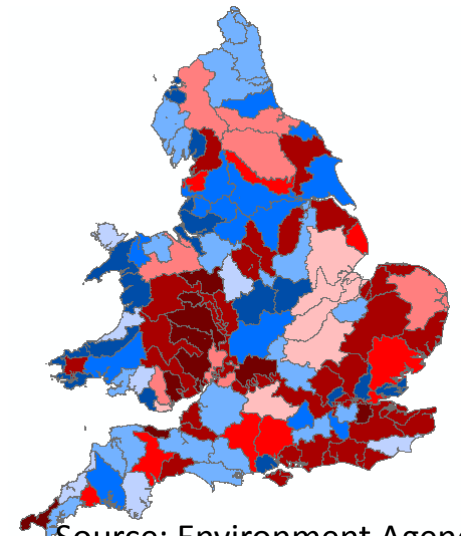
Sufficient water for
environment & abstraction



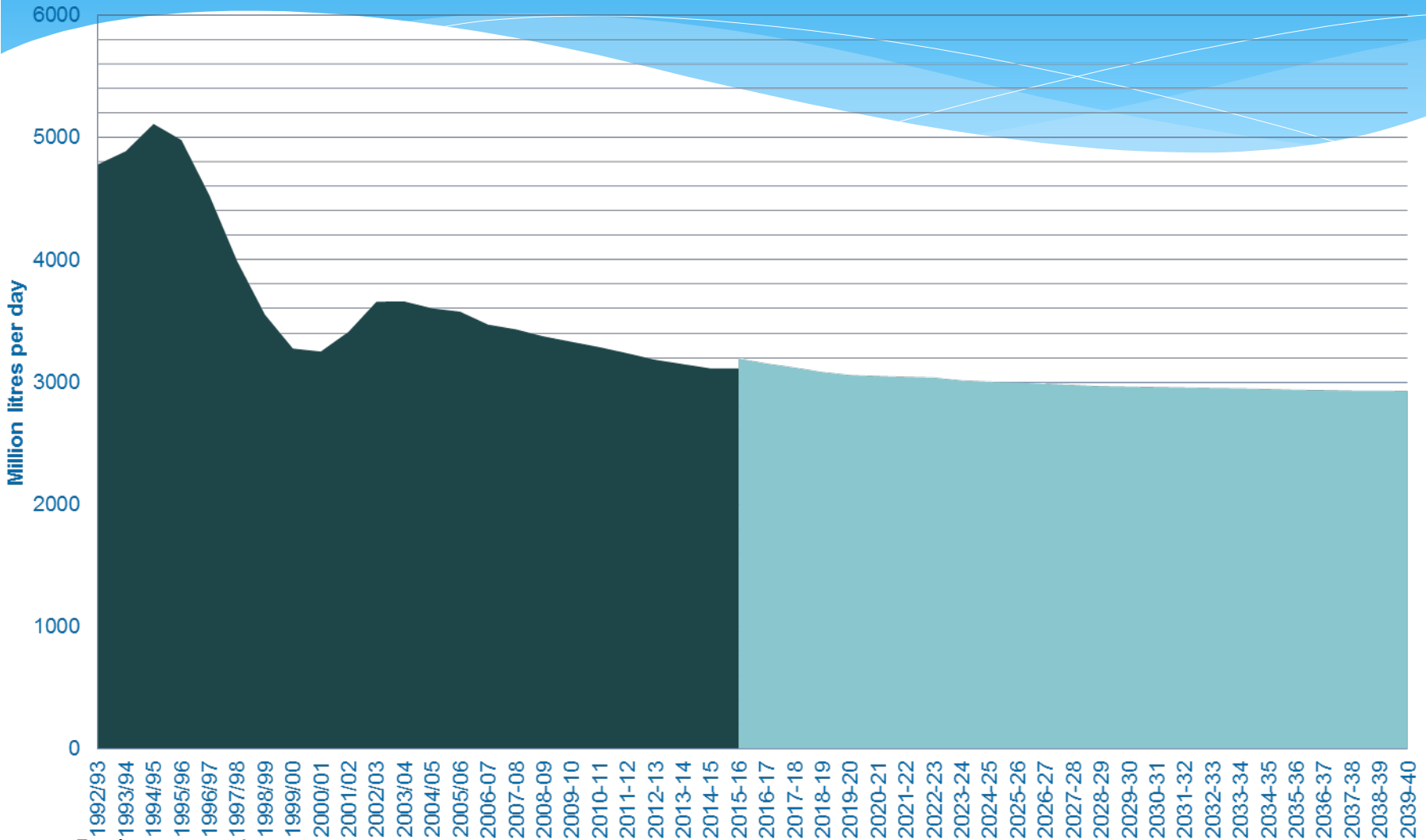
Insufficient water for
environment & abstraction



Insufficient water for
environment, regardless
of abstraction



Leakage for England and Wales



Source: Environment Agency

More reservoirs?



Water for people – and the environment

