



Department  
for Environment  
Food & Rural Affairs

# **Water Resource Management Through Water Reuse: The Government's Perspective**

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# Why we need to act

We take for granted that it will always be available

The availability of water drives economic growth



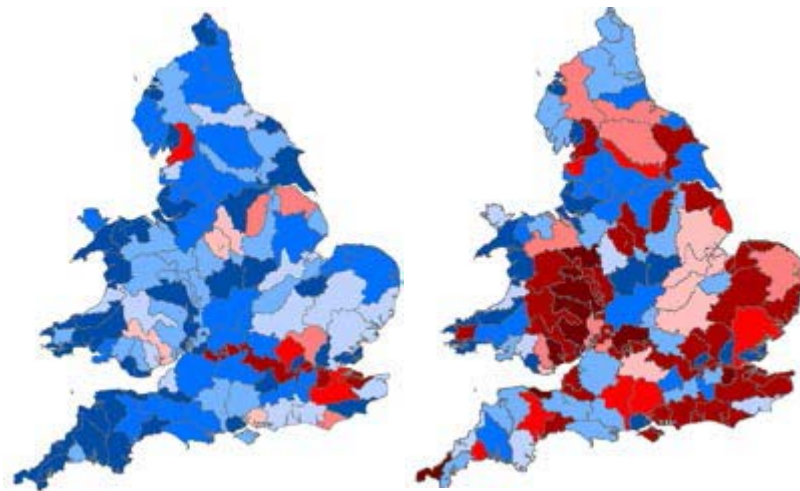
**Water**

Recent events have shown that we cannot be complacent

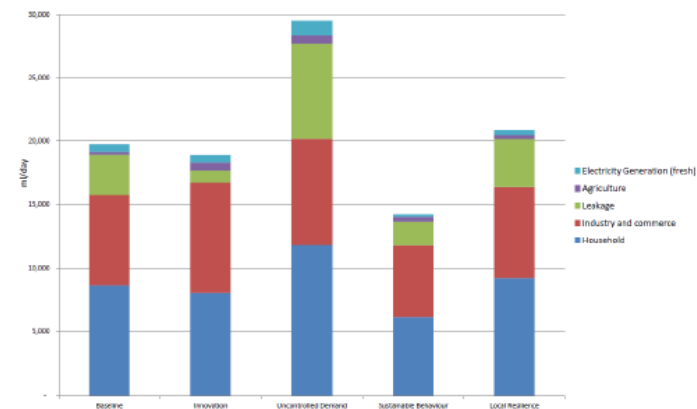
Serious impacts on our ability to meet projected demand for water

# Case for change

- Future scenarios
- context of Rainfall, water availability , demand, population
- outputs from Case for change
- Abstraction reform



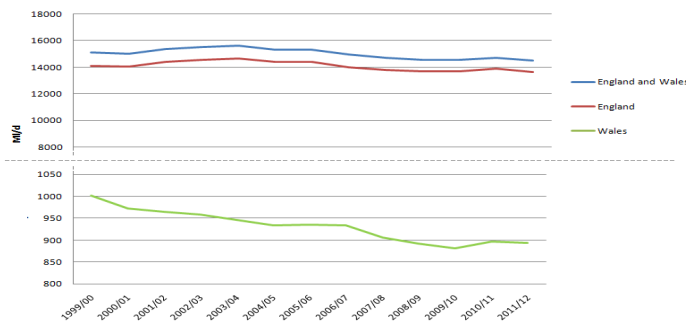
Annex 3: Projected 2050s water demand relating to all sectors (excluding hydropower)



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# Changing demand for water

- Demand for water is reducing but can this continue?
  - Water companies report that PCC has fallen from 150l/h/d in 2000 to 140l/h/d in 2012
  - Companies predict that it will reduce to 134l/h/d by 2040
- Expectations are set in Water For Life and Water Resources Management Planning Guideline.



Demand 1999 – 2012 (MI/d)

# Changing behaviour

- Understanding and changing behaviour
  - Research and forecasting is increasingly focussed on behaviour how people view and use water
  - Making it easy for people to choose
  - Water label increased visibility
  - Action Based Research
  - The Lost Effra
  - At Home With Water



# Role of water reuse



THANK YOU