



# Blueprint for water

10 steps to sustainable water by 2015

More than 50% of public water  
requires treatment to control  
**POLLUTION** from agriculture  
at an annual cost of over  
**£200million**

The **UK** is one of the last  
European countries to introduce universal  
**water metering**

**500** rivers,  
lakes and  
wetlands  
are **AT RISK** of damage  
from excessive water withdrawals

Individual water use  
has increased by  
more than **30%** since 1970

As a result of environmental damage,  
over **70%** of rivers  
are failing to support a sustainable  
population of **SALMON**

The source of over  
**40%**  
of recorded pollution incidents  
is **NEVER** identified

## Blueprint for Water

10 steps to sustainable water by 2015

### Waste less water

Reduce water consumption by at least 20% through more efficient use in homes, buildings and businesses

### Keep our rivers flowing and wetlands wet

Amend or revoke licences to abstract water that damage rivers, lakes and wetlands

### Price water fairly

Make household water bills reflect the amount of water people use

### Make polluters pay

Ensure that those who damage the water environment bear the costs through more effective law enforcement and tougher penalties

### Stop pollutants contaminating our water

Introduce targeted regulations to reduce harmful pollutants in water.

### Keep sewage out of homes and rivers and off beaches

Upgrade the sewage system to reduce discharges of sewage into urban environments and ecologically sensitive areas

### Support water-friendly farming

Help farmers to prevent pollution and restore degraded soils, rivers and wetlands through advice, training and payments

### Clean up drainage from roads and buildings

Construct modern drainage systems that prevent pollution entering rivers from buildings and roads

### Restore rivers from source to sea

Regenerate rivers, lakes and wetlands in partnership with local communities

### Retain water on floodplains and wetlands

Restore large areas of wetland and floodplains to create vital wildlife habitats, improve water quality and quantity, and reduce urban flooding

Water is our most precious natural resource. It is vital to people's health and happiness, vital for the environment and our wildlife, and vital to our economy.

Our water environment is in crisis. Providing enough clean, safe water is becoming ever more difficult and expensive, and climate change is increasing the challenge. Our rivers and lakes are under pressure from pollution and abstraction, while most of our wetlands have been lost to drainage.

It need not be this way. The Blueprint for Water offers an alternative. An alternative where we are less wasteful of our water; where we keep our rivers flowing, clean and healthy and our wetlands wet. Where the water we use is priced fairly and those who pollute it are made to pay; where our waste is properly treated and not washed into drains and waterways.

The Government has made a commitment to meet the objectives of the Water Framework Directive, which says the ecology of our waters must be restored to health by 2015. This Blueprint sets out the steps to meet this target.

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

