



Regulation – hindrance or underpinning a good quality water environment?

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Blueprint for Water – 10 steps to sustainable water



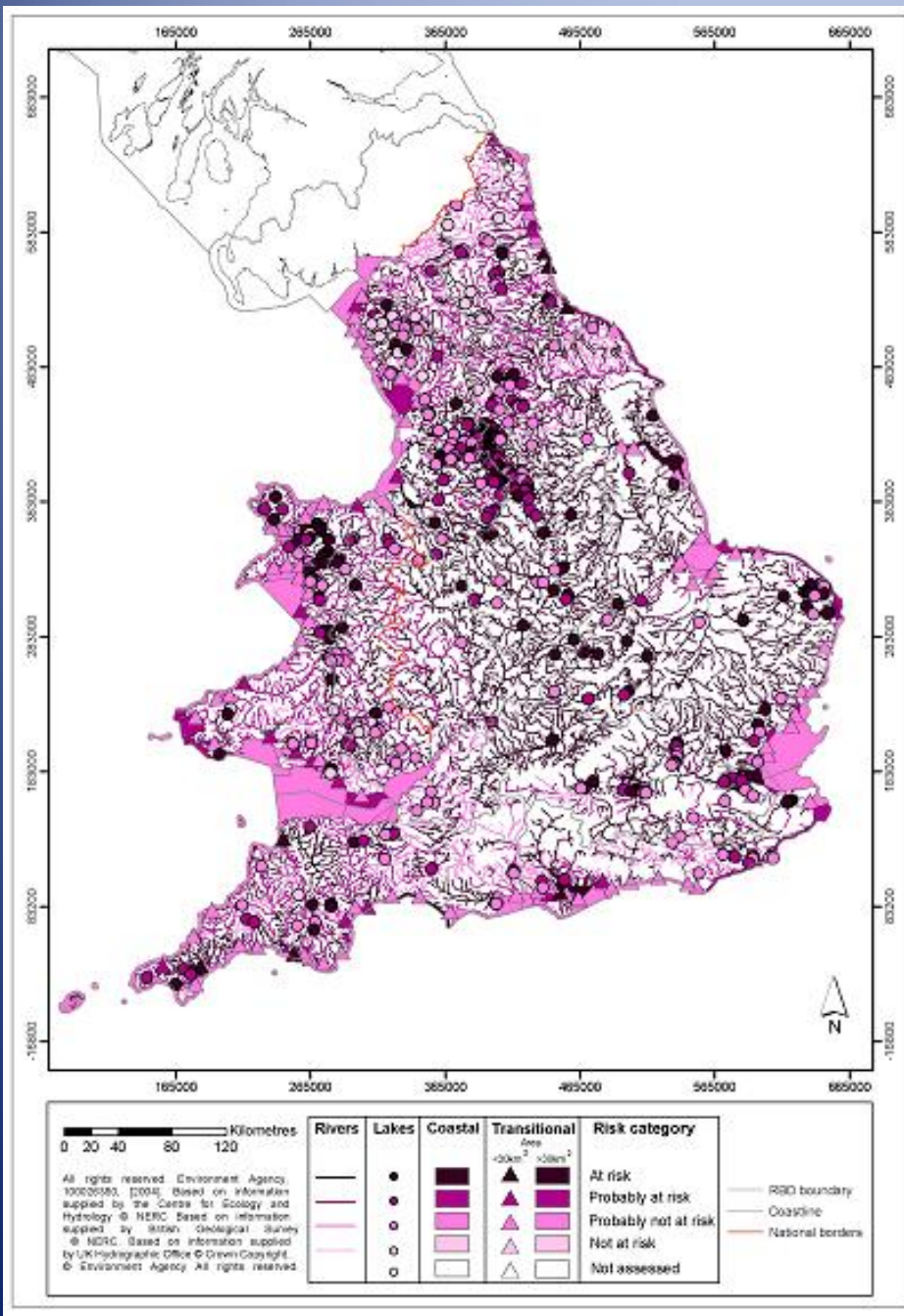
The Blueprint coalition's 9,000 staff, 6 million members and 128,000 volunteers are ready to play their part in delivering a sustainable water environment. But we need Government and others to help.

10 steps to sustainable water

- Waste less water
- Keep our rivers flowing and wetlands wet
- Price water fairly
- Make polluters pay
- Stop pollutants contaminating our water
- Keep sewage out of homes and rivers and off beaches
- Support water-friendly farming
- Slow, manage and clean drainage from roads and buildings
- Protect and restore catchments from source to sea
- Retain water on floodplains and wetlands

Green Tape?

- Regulation has driven huge reductions in point source pollution
- ‘Green tape’ has protected our most precious wildlife sites - ecosystems that not only safeguard biodiversity but also provide high quality raw water
- Can it tackle new more diffuse challenges?

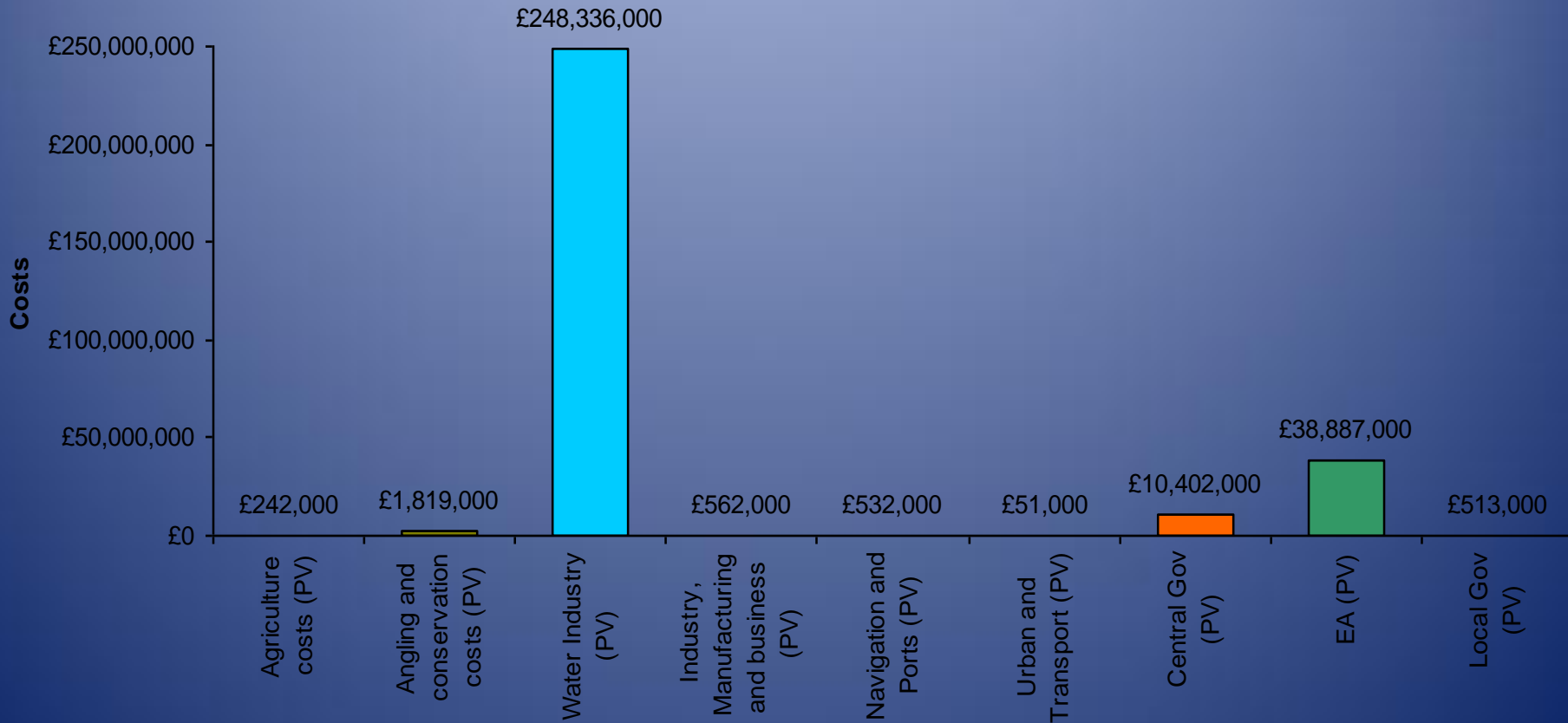


80% of rivers,
50% of lakes,
25% of estuaries and coasts,
75% of groundwaters

At risk of not achieving WFD objectives by 2015 because of Diffuse Pollution (EA, 2005).

Fair apportionment?

Costs of measures per sector



'New' solutions to diffuse challenges

- Large-scale water efficiency
- Land purchase
- Catchment management
- Ecological restoration
- Retrofitting sustainable drainage



**‘Ecological Restoration Zone’
– for biodiversity, for raw water
quality, for carbon
management**

SCaMP – moorland re-vegetation and
repair,
Chew Reservoir









Regulation - barrier and necessity

- Economic regulation currently biased toward capital expenditure on 'end of pipe', high energy, 'guaranteed' solutions to water management problems
- Adoption of 'new' solutions is dependent on company ethos and individual/partnership passion and awareness
- Voluntary initiatives, partnerships and community engagement may only get us so far and are vulnerable to external pressures (commodity prices, incentives from other sectors, loss of funding)
- Existing regulatory tools must be 'dusted off'

Better, more imaginative use

- Ensure everyone plays a part in improving the water environment
- Focus on outcomes not processes
- Tackle pressures on the water and wetland environment that also hit water quality and water resources
- Review environmental needs to ensure resources are directed to genuine priorities
- Recognise the benefit not just the cost of a high quality environment
- Reward those that provide the most benefits
- Do not forget the 'stick'.



Carrots are great, but don't forget to use the stick!