

# The Anglian Case Study, England.

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## Anglian Water Study Area

- Anglian Water (AW) is a private water supply and treatment company in England.
- AW supplies drinking water to 4.2 million customers covering 27,500 km<sup>2</sup>.
- Water supply is split equally between ground and surface water.
- Population increasing, with a predicted growth of 31% for households by 2031.
- High quality farmland, mainly arable, it is an important region for agricultural productivity.

## Anglian Water Study Area



## What are we doing?



- The region has some pesticide contamination in surface water drinking resources. Metaldehyde (slug pellet) is problematic due to the lack of suitable treatment options.
- AW Catchment Officers use two farmer engagement approaches to encourage Best Management Practice for on farm pesticides:-
- 'network engagement' and 'ecosystem services'.
- The Cringle Brook catchment has had limited intervention from AW - our control area. This area provides the opportunity to pilot innovative farmer engagement approaches through a Multi Actor Platform.

This Case Study focuses on the social science lessons behind the different approaches to farmer engagement.

## Network Engagement

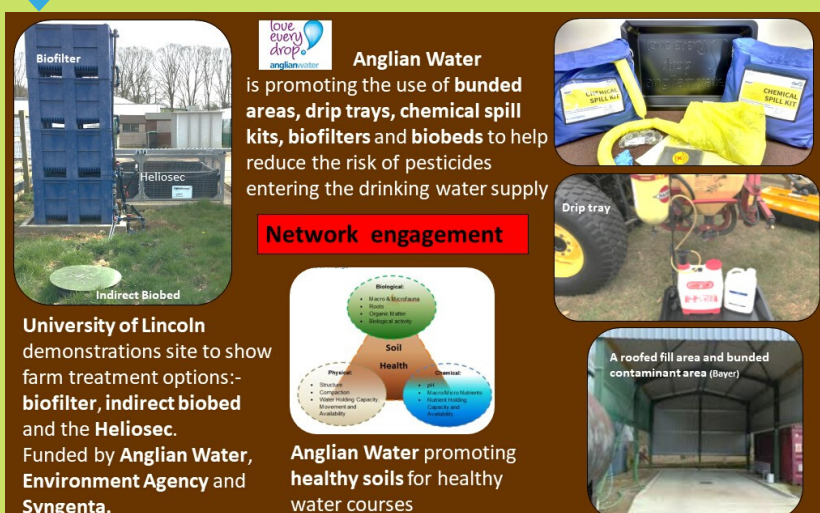
Anglian Water catchment adviser working with:-

- Individual farmers
- Farmer groups
- Agronomists
- Research institutions
- Environment Agency

Also:-

- Attends farmer events, agricultural shows, conferences
- Presents talks to students

## Ancholme Catchment



## Seven Reservoirs

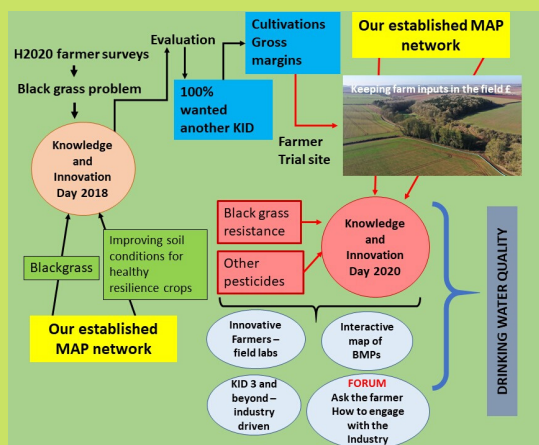


## Ecosystems payment services

- Anglian Water's campaign to reduce metaldehyde (slug pellets) levels in drinking water resources by preventing metaldehyde use.
- Incentives aimed to stop the use of metaldehyde by farmers, whilst promoting alternatives such as cultural control and ferric phosphate.
- 213 holdings, across 7 reservoirs and 1 pumped catchments (23,500ha), used ferric phosphate, leading to an ~ 70% reduction in the number of metaldehyde exceedances.

## No AW intervention

Developing a Multi Actor Platform in an already crowded network.  
Can we utilise existing platforms ?



## Cringle Brook Catchment



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