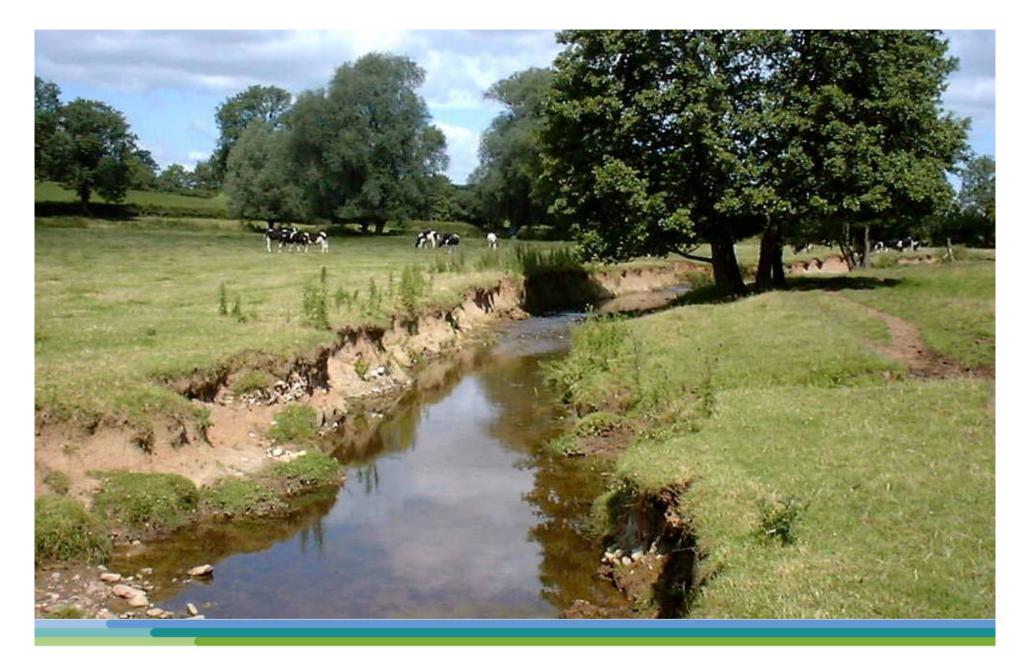
Royal Agricultural College, Cirencester – 4 April 2011

'Upstream Thinking': delivering catchment management cost effectively with stakeholders

Martin Ross, Environmental Manager





From eroding banks & polluted water to southwestwater.co.uk



2010-15: £4m farmland improvements





#### From this uncontrolled erosion to...





2010-15: £4.1m for Exmoor & Dartmoor

southwestwater.co.uk

SOUTH WEST WATER

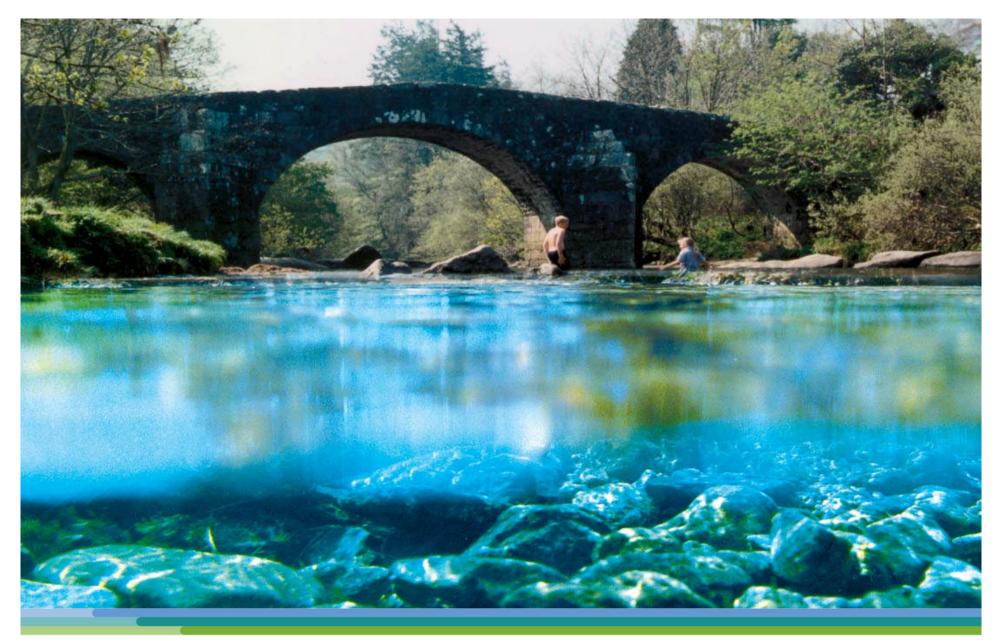
### Why we use third sector capacity

- Focus on the river environment
- Extensive local knowledge
- Charitable objectives; profits reinvested
- Low overheads
- Volunteer resources available and keen to help
- Educational and community links
- Scientific capacity to prove the benefits
- Long term connections with land owners and managers
- Collaborative and trusted advisers on remedies



# Designing South West Water's next steps for 2015 onwards





Supporting PES for water provision



southwestwater.co.uk



Preparing for CAP reform & WFD Cycle 2

SOUTH WEST WATER



## Securing localised carbon offsetting southwestwater.co.uk



### Summary

- Upstream Thinking connects the land management and water industries
- It offers improved farming and protects water
- It offers downstream flood protection for urban areas
- It controls water charge increases
- It supports UK and EU sustainability and WFD agendas
- It involves local communities and third sector experts in long-term climate change remedies

