

**Royal Agricultural College, Cirencester
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‘Upstream Thinking’: delivering catchment management cost effectively with stakeholders

Martin Ross, Environmental Manager



From eroding banks & polluted water to

southwestwater.co.uk



SOUTH WEST WATER



2010-15: £4m farmland improvements

southwestwater.co.uk





From this uncontrolled erosion to...

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2010-15: £4.1m for Exmoor & Dartmoor

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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

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Preparing for CAP reform & WFD Cycle 2

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Securing localised carbon offsetting

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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