



**SAVING EDEN:
THE NEXT THREE YEARS**

LET'S GET DOWN TO BUSINESS

THE HARD WORK STARTS HERE.

We have to find a way to change things in the catchment. We have to find people and organisations that can make these changes real. And we have to do all of this in a difficult economic climate in which time and money are in short supply... So how are we going to change anything?

SECTION 1: THE BIG OUTCOMES

**A WATER-FRIENDLY PLANNING SYSTEM
A RESILIENT NETWORK OF HABITATS
A DYNAMIC AND MORE NATURAL RIVER SYSTEM
A RIVER FOR PEOPLE: ACCESSIBLE, FUN AND CULTURALLY VIBRANT
A WATER-FRIENDLY FARMING CATCHMENT
A KNOWLEDGEABLE AND WATER-FRIENDLY END-USER COMMUNITY
JOINED-UP THINKING AND INVESTMENT AT A CATCHMENT SCALE**

The first thing to acknowledge is that we don't have all the answers yet. Key to progressing this plan is the establishment of a catchment coalition to agree a series of actions and responsibilities. We foresee that this group of people and organisations will sit down around a table and agree a series of very specific actions for making this move from a manifesto and series of aspirations to a technical plan over the next three years.

This document has two sections, the first sets out what the key outcomes are that we are aiming at achieving, these are followed by some clear targets. The second sets out the structural changes we think we need to achieve if we have any chance of delivering anything above and beyond what would have happened anyway.

We expect these outcomes to become the basis for specialist working groups, with each having a detailed strategy and action plan. We foresee that different organisations will bring different kinds of knowledge, experience and skills to this process. These specialist working groups would need to identify where they can add value through collaboration, this should not be about doing by partnership for partnership's sake... it's all about adding value and making bigger changes.

SECTION 2: A ROBUST STRUCTURE FOR CHANGE

- 1 DESK-BASED STUDIES CAPTURE EXISTING KNOWLEDGE (2012)**
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A WATER-FRIENDLY PLANNING SYSTEM

ONE OF THE BEST WAYS TO MAKE SURE THAT THINGS DON'T GET WORSE IS TO MAKE SURE THAT AS NEW COMMUNITIES, NEW BUSINESSES, NEW FARMS, OR NEW HOUSES ARE BUILT THEY ARE ENCOURAGED TO BE WATER-FRIENDLY THROUGH THE PLANNING (DEVELOPMENT CONTROL) SYSTEM.

WHICH AUDIENCES? INVESTORS, PLANNERS AND POLITICIANS, COMMUNITIES

It is envisaged that there will be an additional 20,000 people living in the catchment in the future so a key action is to shape the Local Development Framework and planning system for the growth of Carlisle and Eden District. Key issues are about the capacity of existing water infrastructure, how surface water is dealt with in a way that does not lead to unnecessary flooding, harmful effects on the river environment and capacity problems with wastewater and drinking water supply.

2013 and 2014 will see the Local Plan for Carlisle developed and completed – effectively setting the ground rules and aspirations for city growth. Carlisle City Council has developed a 'Green Infrastructure Strategy' to address these issues, but we wish to encourage them and other stakeholders to make the growth of Carlisle an example of best practice in sustainable development. Local authorities already have responsibilities for flood risk assessments, consenting in-river works and works affecting watercourses on smaller water bodies – responsibilities that are not easy for local authorities. We think the next step is to support local authorities to make good decisions through guidance, training and specialist support.

The bottom line is that growth and redevelopment will happen everywhere in the catchment but there is work to be done to influence development and work with planners to shape the rules, but perhaps more importantly to empower them to make good decisions. There is a need to river-proof development – not least for the tourism sector – and to respond appropriately to the emergence of hydropower schemes to prevent damage to the ecology and morphology of rivers. There is also work to be done on developing models for paying for the sustainable development of the wider urban and semi-urban areas through a range of mechanisms including developer contributions.

TARGETS ENSURE THAT THE LOCAL DEVELOPMENT FRAMEWORK FOR CARLISLE AND EDEN IS FOR WATER-FRIENDLY COMMUNITIES E.G. CARLISLE GREEN CITY, PENRITH GREEN TOWN.

PROMOTE AWARENESS, SHOWCASE AND EVIDENCE THE MULTIPLE BENEFITS WATER-FRIENDLY DEVELOPMENT CAN BRING TO ADD CREDIBILITY TO THIS.

PROVIDE GUIDANCE AND TRAINING TO LOCAL AUTHORITIES IN WATER-FRIENDLY DEVELOPMENT CONTROL.

ENSURE FUTURE HYDROPOWER AND INDUSTRIAL SCHEMES DO NOT HAVE A NEGATIVE IMPACT ON THE ECOLOGY OR MORPHOLOGY OF OUR RIVERS.

IMPROVE ENGAGEMENT WITH THE TOURISM SECTOR, PARTICULARLY IN THE ULLSWATER AREA, ABOUT SUSTAINABLE WATER-FRIENDLY GROWTH.

WHY SHOULD I CARE? IF DEVELOPMENT IS ILL-JUDGED YOU AND YOUR FAMILY MAY HAVE TO LIVE WITH THE CONSEQUENCES, EITHER DIRECTLY (BECAUSE YOU MAY LIVE IN A HOUSE THAT FLOODS ETC.) OR INDIRECTLY (AS YOU MAY BE ASKED AS A LOCAL TAXPAYER TO PAY FOR THESE ISSUES TO BE SORTED OUT IN THE FUTURE).

A RESILIENT NETWORK OF HABITATS

RIVER AND WETLAND HABITATS NEED TO BE BETTER CONNECTED. THIS IS CRITICAL TO THEIR RESILIENCE TO PRESSURES SUCH AS CLIMATE CHANGE.

WHICH AUDIENCES? INVESTORS, FARMERS AND LAND MANAGERS

The rivers, streams, ditches, ponds, lakes, bogs, mires and wetland network of the catchment are critical for a range of important species, including white-clawed crayfish, salmon, eels, otters, and lampreys. But other 'non-wet' habitats such as woodlands and hedgerows are also crucial to the working of the ecosystem. The Government's Natural Environment White Paper championed ecological networks that are better connected – this is critical to their resilience to pressures like climate change, recovering from pollution, withstanding floods and droughts, and recovery from disease. The diversity of habitats is also important as many species need a range of habitats throughout their lifecycle. However, many habitat networks in Eden are not in optimal condition and affected by pressures such as overgrazing, invasive species and unsympathetic maintenance.

We believe there is a pressing need to look at the network of habitats in the catchment to identify interventions that can strengthen it. The research and analysis should map the current habitat network, its scale, diversity and quality, the gaps or weaknesses in connectivity, and the areas where additional habitats can be created. It may be that specific habitat assessments are required for areas with specific issues. A massive amount of work is already undertaken by key partners such as Natural England and Forestry Commission – the key for this plan is how we can co-ordinate the collective investment and effort to add value.

The people of the catchment told us that rivers allow them to see wildlife, and many wanted this to be protected and improved where possible. The strategy should shape the investment of all the key partner organisations so that there is a joining-up of effort and focus. Given that many tens of millions of pounds are invested in the catchment each year, we think that such a strategy can add real value and make the catchment more robust and resilient to climate change and other challenges, as well as having a beneficial effect on the ecological status of the rivers.

TARGETS DELIVER OPPORTUNITY MAPPING TO BRING TOGETHER KNOWLEDGE ABOUT THE DISTRIBUTION AND QUALITY OF OUR HABITAT NETWORKS AND THE OPPORTUNITIES FOR IMPROVED RESILIENCE. THE PILOT YEAR HAS HIGHLIGHTED THE VITAL CONTRIBUTION THAT WOODLAND CAN MAKE HERE.

PRODUCE A TARGETED AND COSTED PLAN FOR IMPROVING, CREATING AND RECONNECTING FRESHWATER-RELATED HABITATS AND BUILDING RESILIENCE THROUGHOUT THE LANDSCAPE.

ENSURE THAT FUTURE BIODIVERSITY POLICIES AND AGRI-ENVIRONMENT SCHEMES INCLUDE A STRONGER FOCUS ON FRESHWATER HABITATS.

BETTER CO-ORDINATION OF EXISTING AND FUTURE INVESTMENT THROUGH PARTNERSHIP WORKING.

DELIVER THE EXISTING PROGRAMME OF HABITAT IMPROVEMENT IN EDEN.

DEVELOP PROJECTS AND SECURE FUNDING TO DELIVER THE LONG-TERM HABITAT MASTERPLAN FOR A NETWORK OF RESILIENT HABITATS IN EDEN.

IMPROVED RESILIENCE AND CONNECTIVITY OF FISH HABITATS THROUGHOUT THE CATCHMENT.

IMPROVED RESILIENCE OF STILLWATER HABITATS, WITH ULLSWATER AS THE PRIORITY WATERBODY.

WHY SHOULD I CARE? YOU TOLD US YOU LOVE WILDLIFE BY RIVERS, AND WE WANT TO ENSURE THAT IT IS THERE IN THE FUTURE, AND THAT IT HAS THE RIGHT HABITATS TO COPE WITH CLIMATE CHANGE AND OTHER RISKS.

A DYNAMIC AND MORE NATURAL RIVER SYSTEM

IF THE EDEN AND ITS TRIBUTARIES ARE TO REACH 'GOOD' ECOLOGICAL STATUS BY 2027 (AND, PERHAPS MORE IMPORTANTLY BE THE ASSETS THEY SHOULD BE FOR THE COMMUNITIES OF THE EDEN VALLEY) THEN MANY OF THE PRESSURES THAT NEED TO BE ADDRESSED ARE ABOUT CREATING A MORE DYNAMIC AND NATURAL RIVER SYSTEM.

WHICH AUDIENCES? INVESTORS, FARMERS AND LAND MANAGERS

This is more about the nature of the river and wetland environments of the catchment and how they work. One of the biggest and ambitious challenges to securing good ecological status is the historic modification of waterways and rivers. These modifications have included straightening and dredging for land drainage or flood protection, weirs for mills and dams for water abstraction. The net effect of these changes can be significant for wildlife, habitat and on the speed at which floods reach population centres. There are some historic features that no-one would seek to remove or reverse (e.g. Haweswater reservoir), but there are others that can be addressed to improve the ecological status of our water bodies.

United Utilities is already committed to the Restoring Sustainable Abstraction Programme, which addresses some of these issues. We can also build on the excellent work already undertaken, such as the River Eden Restoration Strategy, the River Caldew Habitats Project and the Barriers to Fish Migration Project. The key issue is to identify what is possible, acceptable, affordable, and most beneficial. To achieve that we need more research and analysis of the water bodies. We think this should be an approach that looks at how the rivers of the catchment can become more natural and dynamic than they are now, and where resources should be targeted to make this possible.

The plan would also need to look at potential investment, not least using the agri-environmental investment of Natural England, Forestry Commission and the rest of Defra Family. Some barriers and engineering works can be removed or mitigated at relatively low cost, others require significant investment and extended timescales. The ecological recovery time of rivers can be considerable, so planning in the next three years is critical if this is to become a reality by 2027.

TARGETS INCREASE EDUCATION AND AWARENESS ABOUT THE IMPORTANCE OF DYNAMIC NATURAL RIVER SYSTEMS, IN PARTICULAR ADDRESSING THE ISSUE OF MAINTENANCE AND DREDGING.

DEVELOP A SERIES OF RE-NATURALISATION DEMONSTRATION SITES TO EVALUATE AND SHOWCASE WHAT IS POSSIBLE, COST EFFECTIVE, ACCEPTABLE TO LANDOWNERS, AND THE INVESTMENT THAT MAY BE AVAILABLE FOR LEVERAGING THESE CHANGES.

DEVELOP A PHASED TARGETED AND COSTED PLAN FOR THE LONG-TERM RE-NATURALISATION OF RIVERS IN THE EDEN CATCHMENT.

DELIVER A PROGRAMME TO REMOVE AND EASE FISH PASSAGE THROUGHOUT THE CATCHMENT.

REDUCE THE IMPACT OF ABSTRACTION ON THE CATCHMENT.

INFLUENCE AGRI-ENVIRONMENT SCHEMES TO BETTER SUPPORT RIVER RESTORATION.

WHY SHOULD I CARE? A LOT OF THE OTHER INTERVENTIONS IN THIS PLAN WILL BE A WASTE OF TIME IF THE RIVERS ARE STRUCTURALLY INCAPABLE OF RECOVERY BECAUSE OF BARRIERS AND OTHER MODIFICATIONS PREVENTING FISH MIGRATION AND A NATURAL RIVER.

A RIVER FOR PEOPLE: ACCESSIBLE, FUN AND CULTURALLY VIBRANT

WHEN WE ASKED THE PEOPLE OF EDEN WHY THEY CARED ABOUT THEIR RIVERS A POWERFUL THEME WAS THAT THE RIVER ENVIRONMENT COULD BE ACCESSED AND ENJOYED IN WAYS THAT MADE THEIR LIVES RICHER.

WHICH AUDIENCES? INVESTORS, COMMUNITIES, POLITICIANS AND PLANNERS

The 850 square miles of the Eden catchment represent a vast network of footpaths and ribbons of land and water that people walk along, run along, walk their dogs through, play in, fish in, canoe through, observe nature in, or simply places where people can pause and enjoy the beauty of the landscape and the natural world. These things aren't the subject of the EU's WFD legislation, but they are what many people care about and they are going to be important elements of this plan.

We think that the Eden catchment can be improved over time to make it even more accessible and even more enjoyable to the communities that live, work and play around it. This has already started through projects like the £2.3m Heritage Lottery Fund project Cherish Eden (in development). This project will create a range of initiatives for people to engage with their rivers throughout the catchment.

Over the next year we will be mapping and understanding recreation and cultural opportunities linked to the rivers before working on improving access and engagement. Without such a strategy there is a risk of a multitude of different initiatives that will confuse and fragment resources, whereas if approached strategically we believe that we can make significant changes by 2018. Where it is possible and appropriate we would like to encourage even greater access to the water bodies in the catchment, we would like to encourage more responsible recreational and conservation volunteering opportunities throughout the catchment so the river can be enjoyed, experienced and cared for in innovative ways by future generations. And lastly we think that there is scope for a programme of cultural events and activities linked to our rivers that can emerge if we work closely with cultural and creative partners.

TARGETS DELIVER THE CHERISH EDEN PROJECT – A FIVE-YEAR PROGRAMME OF COMMUNITY PARTICIPATION INCLUDING VOLUNTEER ACTION, SKILLS DEVELOPMENT, ACCESS AND RECREATION AND CULTURAL EVENTS.

PROMOTE AND DEVELOP ACCESS IN THE CATCHMENT.

PRODUCE THE EDEN FISHERIES PLAN.

MAINTAIN AND DEVELOP VOLUNTEERING OPPORTUNITIES TO SUPPORT HEALTHY CATCHMENTS.

CONTINUE TO DELIVER A TARGETED PROGRAMME OF FAMILY AWARENESS/ SCHOOL EVENTS.

DEVELOP ANNUAL RIVER EVENTS.

WHY SHOULD I CARE? THIS MAY MAKE YOUR QUALITY OF LIFE BETTER, CREATING FUN NEW ACTIVITIES FOR YOU AND YOUR FAMILY, AND CREATING NEW CULTURAL EVENTS THAT MAY CHANGE THE WAY YOU SEE YOUR LANDSCAPE AND ITS RIVERS.

A WATER-FRIENDLY FARMING CATCHMENT

OUR CATCHMENT IS OVERWHELMINGLY RURAL, DOMINATED BY PRODUCTIVE FARMLAND, AND AS SUCH WE HAVE TO DEVELOP A SUITE OF SOLUTIONS TO BRING ABOUT POSITIVE CHANGES TO FARM BUSINESSES AND THEIR LAND MANAGEMENT.

WHICH AUDIENCES? FARMERS AND LAND MANAGERS, INVESTORS

We already know the kinds of actions that farms can undertake to become more water-friendly – and many hundreds of farmers in the catchment have made progressive changes in the past decade. But our pilot year has identified the need for two initiatives that are currently lacking. The first is a project that would take a catchment approach to understanding the implications of upland habitat management on the whole catchment's future environment to lead us to better more sustainable solutions. The second is about targeting the farms where intervention can do the most good through combined environmental and business advice. This might be on the most intensive agri-businesses in the catchment – working with them on their business planning to shape their infrastructure development by helping them to access and secure grant-aid to trigger water-friendly farming actions, but equally sometimes the most difference can be made on smaller more marginal farm businesses.

This isn't about starting from scratch, some excellent initiatives already exist, but better co-ordination can add value. We will need to build on the trust built up between the farming community and organisations like Eden Rivers Trust. This is more about widening the scope of existing initiatives and plugging some gaps with new investment and support.

TARGETS DEVELOP A JOINED-UP FARM BUSINESS AND ENVIRONMENTAL ADVICE PROGRAMME – WHICH WILL LOOK FOR THE OPPORTUNITIES FOR COST SAVINGS AND EFFICIENCIES ALONGSIDE ENVIRONMENTAL IMPROVEMENTS, THROUGH LONG-TERM BUSINESS AND INVESTMENT PLANNING.

DEVELOP A SERIES OF DEMONSTRATION SITES/PROJECTS TO SHOWCASE AND EVIDENCE THE BUSINESS BENEFITS OF WATER-FRIENDLY FARMING ON COMMERCIAL FARMS SO THIS HAS CREDIBILITY.

BETTER CO-ORDINATION OF EXISTING AND FUTURE INVESTMENT TO DEVELOP PACKAGES OF INVESTMENT TO SUPPORT THOSE FARM BUSINESSES THAT WANT TO UNDERTAKE CAPITAL WORKS, WHICH CAN DELIVER WATER-FRIENDLY FARMING BENEFITS.

INVOLVE THE FARMING COMMUNITY IN THE DEVELOPMENT OF THE EVIDENCE BASE.

HELP TO EDUCATE FUTURE FARMERS THROUGH WORKING WITH AGRICULTURAL COLLEGES, SUCH AS NEWTON RIGG.

MORE EFFECTIVE AND TARGETED REGULATION.

WHY SHOULD I CARE? THIS IS PROBABLY THE LARGEST CONTRIBUTOR TO FAILURE AT PRESENT. WE NEED A CONSTRUCTIVE WAY TO HELP LOCAL BUSINESSES MAKE CHANGES (IF WE START BLAMING PEOPLE IT DOESN'T WORK).

A WATER-FRIENDLY AND KNOWLEDGEABLE END-USER COMMUNITY

MANY OF THE OUTCOMES THAT THE PLAN SEEKS TO ACHIEVE REQUIRE A PROCESS OF EDUCATION AND AWARENESS-RAISING, RATHER THAN CAPITAL INVESTMENT.

WHICH AUDIENCES? INVESTORS, COMMUNITIES

Encouraging people to not drop litter, to reduce their water usage, maintain their septic tank system, or not introduce alien species into the catchment can only be achieved if we can reach out to communities and explain to them why these things are important and the difference they can make.

We think that there is a need to build on existing initiatives (like Cherish Eden and Green Eden), to develop a programme of education, awareness-raising and training across the catchment to spread these messages. We think the programme needs to reach out to our four key audiences: the catchment and end-user community; the farmers and landowners; the organisations and businesses that invest the most money into the catchment; and the politicians and planners who will shape the future development of the catchment and its communities. The education and awareness-raising programme will work at these four audience strands pushing out the key messages.

We are increasingly aware that influencing consumption of water is relatively futile if it does not reach the hundreds of thousands of people outside the catchment across the rest of the North West who consume a large percentage of the water abstracted from the catchment. The plan needs to reach out to the wider 'end-user' community, and encourage people two hours down the M6 to change the way they use water for the good of a place they may not have ever visited or thought about. That's a big challenge. We believe that the process of developing the plan between now and 2015 will be critical to this process – and plans need to be developed for how proper engagement can be resourced.

TARGETS DEVELOP A CAMPAIGN STYLE TO ENGAGE LOCAL PEOPLE WITH THE CATCHMENT PLAN.

FORM THE CATCHMENT COALITION TO BRING TOGETHER OUR KEY AUDIENCES.

ENGAGE 20-30 LOCAL COMMUNITIES WITH THIS CATCHMENT PLAN.

EMPOWER THE LOCAL COMMUNITY TO TAKE ACTION.

RURAL SEWAGE ISSUES ADDRESSED IN THOSE CATCHMENTS WHERE IT HAS BEEN HIGHLIGHTED AS A REASON FOR FAILURE.

INFLUENCE THE OUT-OF-CATCHMENT WATER USER COMMUNITY TO CONSERVE WATER AND CONTRIBUTE TO PROTECTION OF THE DRINKING WATER RESOURCE.

INCREASED UNDERSTANDING, AWARENESS AND SUPPORT AMONG THE FOUR KEY AUDIENCES OF THIS PLAN ABOUT THE IMPORTANCE OF BECOMING A WATER-FRIENDLY COMMUNITY.

WHY SHOULD I CARE? BECAUSE PEOPLE SAVE RIVERS, OR DESTROY THEM... WE NEED TO GROW THE CONSTITUENCY OF PEOPLE WHO CARE ABOUT OUR RIVERS, AND WHO ARE WILLING TO ACT TO SAVE OR IMPROVE THEM.

JOINED-UP THINKING AND INVESTMENT AT A CATCHMENT SCALE

IF WE ARE TO ADDRESS THE NEGATIVE PRESSURES ON THE CATCHMENT THEN A CRITICAL STRAND OF THIS WILL BE ABOUT GETTING THE INVESTMENT IN OUR WATER AND WASTEWATER SYSTEMS RIGHT.

This isn't a new idea to this plan. United Utilities and the Environment Agency have had a process in place to target that investment for many years, and there are some significant achievements to show for that process. Over the past 20 years the negative impacts of the major communities have been markedly reduced because of investment in wastewater treatment works and other systems.

But some of the pressures that remain on the catchment are still linked to the utility companies and their processes. We will work with the utility companies and the Environment Agency to ensure that they are active and progressive participants in the full plan, and to ensure that their investment is as holistic and beneficial as it can be. We do not propose a new process, but to support and assist with improving the current process so that the utility companies can be key partners in the wider plan.

But this is also about lots of other partner organisations – we all need to bring together our investment and our influence into a co-ordinated approach. Over the next three years, we need to actively engage Defra Family about how the structure of their future investment programmes will help to deliver the objectives of this plan.

TARGETS COMMUNICATE THE SUCCESSES THAT PAST INVESTMENT HAS ACHIEVED.

ENSURE THAT ALL THE KEY INVESTOR ORGANISATIONS ARE SIGNED UP TO SUPPORT THE PLAN'S DEVELOPMENT.

OPEN DIALOGUE WITH DEFRA FAMILY ABOUT THE STRUCTURE OF FUTURE INVESTMENT PROGRAMMES IN THE CATCHMENT TO DELIVER THE OBJECTIVES OF THIS PLAN.

ENSURE FUTURE INVESTMENT FROM UNITED UTILITIES IS IN LINE WITH THIS PLAN.

INTEGRATE THE DELIVERY OF WORK FOR THE DRINKING WATER SAFEGUARD ZONES WITH THE WORK OF THIS CATCHMENT PLAN.

ENSURE THE CATCHMENT PLAN ALIGNS WITH TIMESCALES FOR DELIVERY OF THE SECOND CYCLE RIVER BASIN MANAGEMENT PLAN.

WHY SHOULD I CARE? UTILITY COMPANIES AND DEFRA FAMILY ARE THE LARGEST INVESTORS IN THE CATCHMENT, AND THEY MOST LIKELY DEAL WITH YOU ON A DAY-TO-DAY BASIS PROVIDING YOU WITH CLEAN WATER, AND TREATING YOUR WASTE, FLOOD PROTECTION, ETC. IF THEY ARE NOT BEHIND THIS PLAN IT WILL FAIL.

A ROBUST STRUCTURE FOR CHANGE

1 COMPLETE DESK-BASED STUDIES

One of the most substantial tasks of the pilot year has been to establish the knowledge baseline for the water bodies in the catchment. The mechanism for this has been the creation of the 'desk-based studies' (DBSs), which bring together in one document the knowledge of a range of specialists within the Environment Agency. This is complemented by evidence from a range of existing databases ('Easi WFD'). The pilot year of the catchment plan resulted in 52 completed Environment Agency desk-based studies, and another 38 water bodies in 'Good' condition summarised, with eight 'still waters' still requiring this analysis.

This is the beginning (by no means the end) of a new process of being clear about the pressures, reasons for failure, status, challenges, evidence, activities and solutions for each of the water bodies in the catchment. It is not possible to do this in a pilot year alone, or for the Environment Agency to do without wider support. The existing DBSs were undertaken by the Environment Agency with £20,000+ of officer time, and were not completed until October in the pilot year. This has meant that walkovers, peer reviews and consultation on fully developed DBSs has not been possible in the pilot year. But we have been able to start the process of peer review by beginning a discussion with Natural England colleagues about pressures linked to the Habitats Directive.

TARGET
FINE-TUNING OF DBSs CRITICAL, AND EIGHT STILL-WATER DBSs ARE NECESSARY.

WHY SHOULD I CARE?
THIS IS THE FIRST STEP IN A PROCESS OF MAKING SURE YOUR MONEY IS SPENT BETTER – YOU TOLD US THAT THE ORGANISATIONS NEED TO GET THEIR ACT TOGETHER AND CO-ORDINATE THEIR INVESTMENT.

WHICH AUDIENCES?
ENVIRONMENT AGENCY, NATURAL ENGLAND AND EDEN RIVERS TRUST.

2 ESTABLISH A STRATEGIC CATCHMENT COALITION

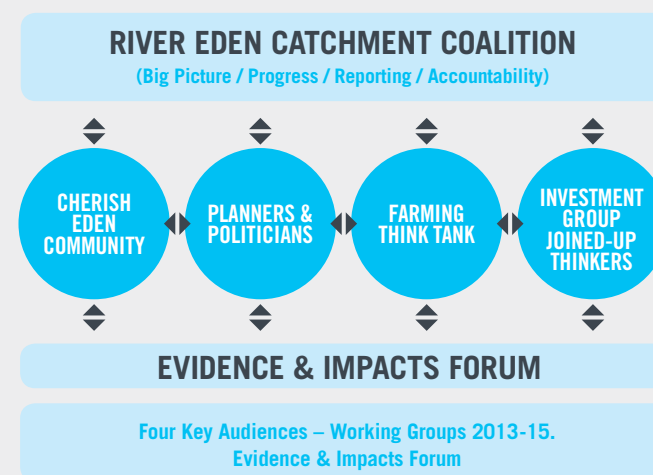
A vast amount of money is spent in the Eden catchment each year on a whole range of activities by a whole range of different partners, from Natural England and United Utilities, Environment Agency and Eden Rivers Trust, to farm businesses, highway authorities and countless other organisations, businesses and individuals. If the catchment plan is to succeed in getting the 98 waterbodies into 'Good' ecological condition, there needs to be a revolution in how different organisations work together.

There is massive potential for the existing investment (yet alone the vast future investment) in the catchment to bring about better and faster positive outcomes. This can be achieved by improving connections between organisations and initiatives, knowledge exchange and sharing strategic objectives. We believe that there needs to be a coalition of the most important organisations in the catchment ('important' in terms of influence, knowledge and investment), which asks its members for a firm commitment to this plan as it evolves.

We think all investment in the catchment should be river-proofed by the partners to ensure that opportunities are not missed and to maximise the positive outcomes. The process has started with a group provisionally called the 'Catchment Brains'

that has come together on three occasions to direct this pilot plan, along with our Farmer Think Tank and the creation of the independent Evidence & Impacts Forum. However, in 2013 there will be a need for the overarching organisational partnership to be formalised and each partner to agree to some shared principles and to how they can deliver this plan through their work. It may be that this is best hosted and co-ordinated by an independent organisation; it will almost certainly require management and secretariat capacity.

We would suggest this overarching partnership meet quarterly and be tasked with strategic leadership on delivering the plan between 2013 and 2027. It would need to be accountable, transparent and have clear annual targets for delivery. It could play a key role in co-ordinating delivery, adding support for those involved and communicating strategic messages across stakeholder audiences. The partnership needs to transcend the 'usual suspects' of catchment management and should include farmers, residents, scientific and planning representatives. We believe that this partnership can result in more strategic and joined-up investment by the spring of 2013, but reach fruition post the fully costed and targeted plan in 2015.



TARGET
THE KEY ORGANISATIONS COMMITTING TO THIS PLAN BY SPRING 2013.

WHY SHOULD I CARE?
IF YOU WONDERED IF ORGANISATIONS ACTUALLY SPEAK TO EACH OTHER, AND WISHED THEY HAD, THEN THIS IS FOR YOU.

WHICH AUDIENCES?
ALL.



3

GROUND-TRUTHING OF DESK-BASED STUDIES (DBSs)

To become more accurate the DBSs need to be ground-truthed through a process of walkovers so the paper-based research is tested with observation of the real world conditions and pressures. For example, a 'walkover' would consist of at least two specialists: one a river specialist, the other a land management specialist.

This process is not currently resourced and will need to be included in the Environment Agency's business plan as a real cost of delivering WFD (through peer reviews we will prioritise which water bodies will be

ground-truthed over the next three years). We would suggest that walkovers and community consultation go hand in hand with the specialists who have walked the river.

This ground-truthing would take up to a year for two full-time employees – perhaps one from Eden Rivers Trust specialising in 'wet' issues, and one from Defra Family, with a clear demarcation from enforcement duties to sustain community trust with this process.

TARGET
98 WATER BODIES
GROUND-TRUTHED.

WHY SHOULD I CARE?
IF THE CATCHMENT PLAN
IS TO BE ACCURATE AND
REFLECT THE REALITIES
IT NEEDS TO BE WALKED
AND SEEN BY EXPERTS.

WHICH AUDIENCES?
KEY INVESTOR/
KNOWLEDGE
ORGANISATIONS.

4

PEER REVIEW DESK-BASED STUDIES (DBSs)

To become more widely owned, accurate and reflect other critical agendas the DBSs need to be peer reviewed by a partnership of other organisations. Peer review sounds like jargon, but it really means that representatives of all the key organisations sit around the table and make sure that the final analysis takes account of the knowledge and opportunities that can come from the partners.

This will result in 98 documents that set out the evidence, challenges, actions, costs and partners for each of the water bodies – a crucial foundation stone for action. So, our future catchment plan will sit on top of, and summarise, the 98 individual DBSs (which

will be longer, less readable and rather technical documents).

Peer review can be undertaken in a forum and would involve two to five days of work from representatives of the key organisations. The involvement of partners like the Forestry Commission, Natural England, NFU and others would be critical. This may seem like a bureaucratic process rather than delivery of real world changes, but we believe it is the foundation of co-ordinated and targeted solutions to deliver WFD. This process would be open to all organisations that have a legitimate and valuable perspective on the issues.

TARGET
98 DBSs PEER REVIEWED,
AND CONSULTED ON BY
EARLY SUMMER 2014.

WHY SHOULD I CARE?
THIS IS THE FIRST STEP
IN A PROCESS OF MAKING
SURE YOUR MONEY IS
SPENT BETTER.

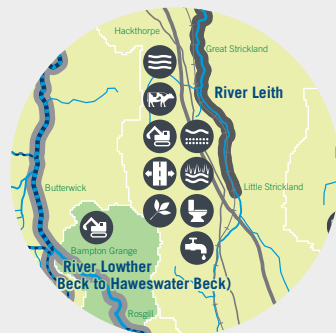
WHICH AUDIENCES?
KEY INVESTOR/
KNOWLEDGE
ORGANISATIONS.

CONSULT WITH 20/30 COMMUNITIES ON THEIR LOCAL CATCHMENT PLANS

Once the DBSs have been ground-truthed and peer reviewed, there is a critical stage of them being shared with, and tested by, the local communities. In many ways the people who live, work and play on and by the rivers are the real experts, and they may know more about the river than the technical specialists. This marriage of technical and community knowledge is the secret to a good plan, one that solves the issues and addresses what people want from their river.

The catchment breaks into 20-30 sections and we will consult with people on what they understand to be their local rivers. This will involve taking the DBS and maps to the local community, perhaps in the evening or at a weekend to the village hall or community centre, and letting people have their say. This is a critical stage – the catchment plan will not be owned, understood and believed in unless it is both technically robust (previous stage) but also reflects the views and knowledge of communities. Everyone in the catchment will be given the opportunity to get involved and have their say, either at a community consultation event, or by being able to download the DBS and maps for their section and providing feedback and comment online.

Eden River Trust's HLF-funded Cherish Eden project offers an opportunity to make this more than consultation and go a step further to identify community actions. When the consultation is finished in 2014 each of the 20-30 river sections will have its own plan that reflects the full array of specialist and community views, and which will be the basis of the investment between 2014 and 2027. Each of the documents will be fully costed and targeted and will enable us to create a robust plan for the whole catchment. There is a considerable amount of work in this process – at least a day in each of the 20-30 communities and quite a lot more work to capture the findings and develop the DBSs afterwards, and then collating the different sectional plans into a master plan for the river. This will be partly achieved with the existing budgets of the core organisations, partly by redirecting investment, but will also require additional investment of £25-50k. We believe that the process will be most effective if it is led by an independent body.



TARGET
BETWEEN 20-30 COMMUNITIES CONSULTED AND THEIR VIEWS CAPTURED IN THE DBSs.

WHY SHOULD I CARE?
WITHOUT YOUR HELP WE MAY GET THIS WRONG, BECAUSE WHAT YOU KNOW ABOUT YOUR AREA IS VALUABLE TO THIS PROCESS – YOU TOLD US THAT THE EXPERTS DON'T LISTEN TO LOCAL PEOPLE, SO WE WILL.

WHICH AUDIENCES?
COMMUNITIES AND KEY NGOs.

FURTHER DEVELOP EVIDENCE BASE

There is a powerful need to review, develop and improve the evidence base for catchment-scale decision making. One of the biggest problems we faced has been the lack of accessible and usable evidence. An independent evidence and impact forum for the Eden is addressing this challenge, providing a mechanism for co-ordinating better evidence. The monitoring system is far from perfect. Where the reasons for failure are unclear, or more evidence is required for effective analysis, then this needs to take place. There is also a need to evidence the most effective, proportionate and best value for money solutions.

The walkover, peer review and community consultation stages are designed to enhance our existing technical knowledge. What we know about the pressures affecting the water bodies changes as new technologies emerge, new academic research takes place, and new questions are asked and answered by the scientific community. There is a need identified in the DBSs for further research, testing, reclassification, or refinement of the evidence base. The key stakeholder groups want to see better evidence about their

impacts, and this requires ongoing research and monitoring that includes end-users in the process. Without clearer answers to the key questions then the whole approach will lack credibility.

But some key answers are still lacking – particularly about more intensive agriculture. The scientific and research community need to be key partners in this process and should be supported to secure further investment if it is required. The evidence we have about what is affecting the Eden, and to what extent, has evolved markedly as we have been working on this pilot plan. Some questions can be answered, others will never lend themselves to simple analysis. Some water bodies fail for things like 'fish' because of a complex interaction of different pressures such as habitat changes, water quality, climate change and historic pollution, and no-one really knows how long they might take to fully recover. We have to learn to live with some 'grey' areas. But for those questions that can be answered we need to provide better risk-based analysis before 2015 to assist the Environment Agency with their decision making.

TARGET

ESTABLISH AN INDEPENDENT EVIDENCE AND IMPACTS FORUM – EXPERTS FROM ACROSS PRIVATE, PUBLIC AND THIRD SECTORS.

IMPROVE CLASSIFICATION TOOLS AND MONITORING NETWORK, AND BETTER USE DATA TO IMPROVE CERTAINTY IN CLASSIFICATION OF ECOLOGICAL STATUS AND REASONS FOR FAILURE BY 2015.

MAKE THE EVIDENCE ACCESSIBLE TO STAKEHOLDERS AND INVOLVE THEM BETTER IN DEVELOPING IT.

BUILD ON THE EDEN DEMONSTRATION TEST CATCHMENT PROJECT TO IMPROVE UNDERSTANDING OF 'DIFFUSE PRESSURES' FROM AGRICULTURE AND HELP IDENTIFY SUSTAINABLE ON-FARM SOLUTIONS.

WHY SHOULD I CARE?

WE CAN BETTER SPEND HUNDREDS OF MILLIONS OF POUNDS IF WE KNOW MORE THAN WE DO NOW – YOU SAID YOU WOULD CHANGE YOUR BEHAVIOUR WHEN YOU BELIEVED THE EVIDENCE, SO WE WANT TO IMPROVE IT.

WHICH AUDIENCES?

INVESTORS, FARMERS, LAND MANAGERS AND SCIENTISTS.

7

FULLY COSTED, TARGETED AND DELIVERABLE PLAN FOR 2015-2027

It would be nice if catchment planning was easy and you could do it in less than a year, but it's a complex business and to do it properly requires time. But, with the support of key partners, in approximately three years we will have the most accurate, evidenced, effectively targeted and strategically joined up plan for any river in the UK. When we are finished we will have accurately captured what needs to happen throughout the catchment for it to reach its 'Good' or 'High' ecological status by 2027. At that point we will be able to say with some confidence what needs to be done on every water body to make this happen. This year has been about working out how we can do this, and we've identified three phases for moving from where we are now to the solutions being delivered.

This might seem like a lot of hassle and trouble, but the planning, evidence gathering, monitoring, and general soul searching happens in all the major organisations, because they already spend many millions per year in addressing the issues. This plan will be different because it will join everything up and provide straight answers to the critical questions that need to be answered. It will make clear whether existing/planned investment is enough, or where additional investment is needed, it will set out who is responsible for every action, and who will pay for them. And above all it will have tight targets and milestones that will be publicly reported against, so that everyone involved can be held accountable for their successes or failures.



TARGET
THE FULLY TARGETED AND COSTED CATCHMENT PLAN PUBLISHED FOR THE END OF 2015.

WHY SHOULD I CARE?
IF THIS WORKS YOUR TAXES WILL BE BETTER SPENT, YOUR ENVIRONMENT WILL BE IMPROVED, AND YOUR CHILDREN WILL INHERIT A HEALTHIER AND MORE RESILIENT LANDSCAPE AND RIVER SYSTEM.

WHICH AUDIENCES?
ALL.

8

LAST RESORT REGULATION

A key message from this pilot year for the plan has been that the overwhelming majority of people care deeply about their rivers and, even if they do have a negative impact, are keen to minimise it as soon as they can. Many of the people who live, work or play in the catchment know that they have an impact but are compromised by the realities of day to day life and the challenges of their businesses. For example, a young family taking on a livestock farm may inherit the outdated buildings, slurry store and other infrastructure from the previous generation; there may be little, if any, spare capital to address all of the issues in the ideal manner, and the first priority will be making a living and paying the bills.

So, most of our efforts for improving the rivers are about helping people overcome these real life challenges with guidance, support and, where possible, investment to help them create solutions that will be good for the bottom line and the rivers. Through the plan we want to develop a whole suite of support mechanisms to incentivise good practice and help people develop better

systems than they might otherwise have without our support. It's a model that works. But we also recognise that there will be a minority of businesses or individuals who may choose to act irresponsibly and refuse all offers of support. The answer to this has to be robust and effective regulation – the vast majority of the people we consulted, and almost all the business people we consulted, agreed on this. The solution should be part carrot and part stick. We will offer everyone in the catchment all the support we can to help them and to lessen the cost and hassles that change may bring. But we may ultimately have to use the power of the law to penalise those who won't do the right thing. We think that regulation can be more effective if we can better target regulatory visits to risk areas or risk businesses, and if we can help people to comply through better guidance and support. The catchment coalition needs to include the regulators and they need to be ready with the stick when all other efforts to bring about change have failed. This is the only fair approach to the majority who do progress things.

TARGET
WHERE A POLLUTER ACTS IRRESPONSIBLY AND SHOWS NO INTEREST IN PROGRESSIVE SOLUTIONS THEY SHOULD BE PENALISED PROMPTLY THROUGH THE LAW.

WHY SHOULD I CARE?
IF YOU'VE MADE AN EFFORT TO BE WATER-FRIENDLY AND SOMEONE ELSE IS DEFILING THE RIVER IT MAKES A MOCKERY OF YOUR, AND EVERYONE ELSE'S, EFFORTS.

WHICH AUDIENCES?
KEY ORGANISATIONS.

CONCLUSION

DEVELOPING A SYSTEM THAT PEOPLE UNDERSTAND

The people of the catchment told us that they understand that resources have to be targeted if the plan is to succeed. They understand that this means different communities or businesses may be targeted differently because of where they are in the catchment. But there needs to be a clear rationale for targeting resources that everyone can access and understand.

The obvious starting point for targeting would be on those water bodies that are in less than 'Good' condition – with the emphasis on addressing the key pressures. But this is a classic example of why better evidence and analysis is required. We don't quite know enough to target effectively yet. The desk-based studies reveal that even the technical experts are less than confident in the classification status and monitoring data for many water bodies. We also need to understand how to prioritise for other issues like habitat creation.

There is no system yet for telling us whether any of the 98 water bodies, even those in 'Good' condition, are improving, deteriorating or stable at their current status level. This raises the potential that, rather than being able to focus away from the 'Good' water bodies, we may need to be concerned about them as much as some of those in less than 'Good' condition. Keeping 'Good' water bodies in a favourable condition is as important as raising the others to 'Good' status.

During the pilot year we encouraged the Environment Agency to start ranking the water bodies, within the classification bands, as either 'Improving', 'Stable' or 'Deteriorating'. The implication being that those in 'Good' condition, which are 'Improving', or 'Stable', will be a lower priority. Through the peer review process we think this can become more sophisticated and reflect a range of other key agendas.

We foresee that under each of the outcome themes there would be, by 2015 (if not long before, where possible) a rationale for targeting resources. The peer review and consultation process will make this targeting less about what 'experts' decide behind closed doors (with the risk of it not being understood or believed), and more a reflection of the wider catchment community's knowledge, experience and feedback. If we had decided how to prioritise without that full consultation process we would simply have copied previous failed planning processes.

**THE PEER REVIEW AND CONSULTATION
PROCESS WILL MAKE THIS TARGETING
MORE A REFLECTION OF THE WIDER
CATCHMENT COMMUNITY'S KNOWLEDGE,
EXPERIENCE AND FEEDBACK.**



