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### **Drought situation and imminent hosepipe ban**

As you may be aware parts of the Anglian Water region in the East of England have been in a state of drought since last year. I wanted to take this opportunity to brief you on the latest position to confirm that this week we will be announcing a hosepipe ban for Anglian Water customers. This will take effect from Thursday 5 April, immediately before the Easter weekend.

Similar announcements about hosepipe bans from 5 April will also be made by Thames Water, Southern Water, South East Water, Veolia Central, Veolia South-East and Sutton and East Surrey Water.

This is not a decision we have taken lightly, but we needed to act in direct response to the continuing serious nature of the drought in the East and the implications this has for water resources in the long-term.

Over the last two years we have experienced the lowest rainfall in living memory. Our rivers, reservoirs and groundwater levels are exceptionally low as the normal seasonal recharge months come to an end. With the situation showing no sign of improving, and a potential dry spring and summer ahead, we are taking what we see as the most responsible and sensible step to help safeguard supplies for the future, and to reassure our customers that we are protecting their interests too.

This is as much about us working with customers to save water in the short-term, as it is about the longer-term need to safeguard supplies for 2013 and beyond.

Between now and 5 April we will be consulting with customers and others about the ban, and this will include considering any exemptions we think will be appropriate, in order to protect jobs and livelihoods, as well as vulnerable people.

Our customers tell us that they are willing to do more to help save water at home and at work, but quite rightly they expect us to lead by example. By working together we can hope to cut the amount of water used by up to 10 per cent during the period of the ban.

As you would expect, we are working very closely with Defra, the Environment Agency and the Consumer Council for Water, as well as with a wide range of key stakeholders such as farmers and other businesses that depend on a water supply for their day to day activities.



All of our printed stationery is made from completely recycled paper, and uses inks that are kinder to the environment. To see what else we're doing visit [www.anglianwater.co.uk/loveeverydrop](http://www.anglianwater.co.uk/loveeverydrop)

In summary, here are a few examples of the specific actions we are taking:

- We spotted the trend towards drought back in June 2011 and acted quickly to gather the best experts in the company to plan for a moment like this. All that preparation has proved its weight in gold already.
- Nationally, we have taken a lead in Defra's recent drought summit chaired by Secretary of State Caroline Spelman, and we took the initiative to bring water industry leaders together to plan how we will all work better together on beating the drought.
- Here in the East of England, we are working with other water companies like Veolia, Essex and Suffolk, Severn Trent and Cambridge, to look at how best to move water across company boundaries to target the most water-stressed areas.
- Since the drought started in early 2011 we have invested and continue to invest £60M in schemes to mitigate its impact. This sum is in addition to the £60M we had already invested in the previous two years.
- Tackling leaks and bursts remains one of our top priorities. We are confident we are going to beat our leakage target this year, and we are already an industry-leader with less than half the average annual leakage of other water companies. And this is due in no small part to the £14 million extra investment made and the 60 extra technicians we have recruited to join our front line team. We have committed to drastically reduce the time between finding and fixing burst mains – by a third.
- Our 'call to action' to customers includes extending our popular 'Bits & Bobs' campaign so that thousands more customers can take advantage of our excellent water efficiency pack of information and water saving devices.
- And we will shortly be launching a high profile new campaign called 'Drop 20'. It will encourage everyone to reduce the amount of water they use by 20 litres a day – with great information and tips to help. We will send you a separate briefing on this towards the end of March, and would welcome your support.

I take the opportunity to enclose a copy of 'Drought Matters' that is being circulated to MPs, MEPs, local authority leaders, community leaders and key organisations in the region. You will see that it provides information that will be helpful in answering questions about the drought and how everyone can help.

In addition, we are currently applying for a drought permit which will allow us to take measures to secure our supplies including increasing abstraction from our rivers where this is appropriate and sustainable. I urge you to respond to our consultation for the drought permit which can be found on the Defra website at [water.resources@defra.gsi.co.uk](mailto:water.resources@defra.gsi.co.uk)

If you would like more information our website has a comprehensive list of frequently asked questions so please feel free to have a look – [www.anglianwater.co.uk](http://www.anglianwater.co.uk)

With best wishes.



**Peter Simpson**

# GIVING YOU THE FACTS

## WHAT DOES DROUGHT MEAN FOR US?

Simply put, if we have less water we need to be much more efficient with the way we use it. We are looking at a whole host of ways that we can do this across our region and we need to encourage each and every one of our customers to think about how they could use less water day to day.

## ARE WE GOING TO BE IMPOSING A HOSEPIPE BAN?

Yes. We will be introducing a hosepipe ban across our region from Thursday 5 April. It's important that everyone considers the water they use and what they can do to reduce their consumption.

## WHAT IS A HOSEPIPE BAN?

A hosepipe ban is exactly that. Hosepipes can be very wasteful and we would expect to reduce demand by up to 10% during a hosepipe ban. It's also a great opportunity for us to start having a conversation with everyone in the region about the water they use and encouraging them to use less of it.

## WHO IS EXEMPT FROM A HOSEPIPE BAN?

The hosepipe ban applies only to domestic customers. It will exclude businesses so that jobs and livelihoods are protected as are the vulnerable on our Water Care register. We are also consulting on how best to help others like the elderly and infirm, and will clarify the full list of exemptions before the ban comes into effect on 5 April.

## WHAT HAPPENS IF IT DOESN'T RAIN SOON?

Even if it were to rain constantly for the next three months it still wouldn't be enough, as our water levels are really low. We hope that a hosepipe ban and region-wide water efficiency campaign will help to safeguard supplies.

## WHAT HAVE WE DONE SO FAR?

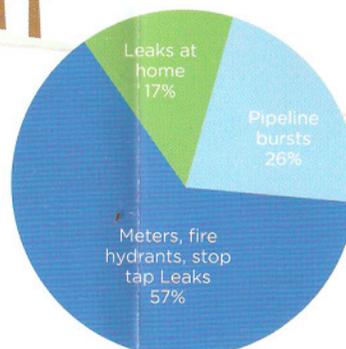
Lots. We applied for drought permits for Pitsford Reservoir and Rutland Water to allow us to abstract more from the local rivers. We've run a 'Get Saving for Summer' media campaign to encourage customers to use less water. We have made a huge effort to reduce water leaking from our pipes. And we've spent more money improving the way our water pipes link up in the Ruthamford supply system - allowing us to move water from areas where there is more, to areas where there is less.

## ONE WET WEEKEND WON'T MAKE A DIFFERENCE

It's going to take a lot more than a few wet days to get us back to our target position for this time of year. We're dealing with the impact of two consecutive dry winters, with the months in between also suffering from below average rainfall. To recover from a situation like this will take months of persistent rain.



## TACKLING LEAKS



Our top priority is to find and fix any leaks in our system - and to help customers plug leaks at home and at work too. We've recruited 60 extra technicians and have spent over £14 million to target leaks. We have got many repairs down to 24 hours find and fix - and we promise to carry on doing our bit to save water.

Please help us. If you spot a leak, call our 24 hour hotline on 0800 771881

## BE A DROUGHT BUSTER



Everyone has a part to play as we tackle drought. Be a Drought Buster by:

- **Being water efficient** - see centre spread for great tips on saving water
- **Reporting leaks** - call our 24 hour hotline on 0800 771881
- **Spreading the word** - encourage your family, friends and neighbours to be Drought Busters

## COLLABORATION:

### IT'S NOT ABOUT US AND THEM

The drought is not isolated to the Anglian Water region. Parts of south-east England are also among the worst affected.

Anglian Water has been working with the government and other water industry leaders to take steps to tackle water shortages. Practical measures being discussed include short-term water sharing opportunities and a national focus on even lower leakage levels. This is in addition to the Drought Summit at the Department for Environment, Food and Rural Affairs (Defra) chaired by the Environment Secretary, Caroline Spelman.

But the difference is going to be made closer to home with us all working together to change behaviours. Anglian Water is engaging with local authorities and communities to help everyone understand the small steps they can take to make big differences. If we all look after the drops, the litres will take care of themselves.