

THE WENSUM DEMONSTRATION TEST CATCHMENT PROJECT

FACT SHEET
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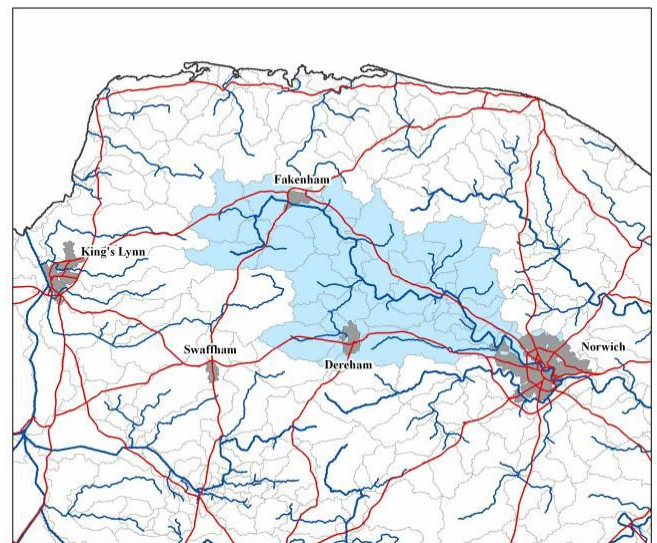
Background:

The Demonstration Test Catchments (DTC) project is a joint Defra, Environment Agency (EA) and Welsh Assembly Government initiative working in three river catchments – the Wensum in Norfolk plus the Eden (Cumbria) and Avon (Hampshire).

The overall objective of the project is to assess the effectiveness of a variety of land management measures aimed at reducing diffuse pollution from agricultural activities across whole river catchments.

Using local expertise to solve local problems

The novelty of this project is its 'ground upwards' approach involving land owners and managers, as well as farming and environmental organisations, government agencies and researchers, which are part of a whole community of interested parties – the **'Wensum Alliance'** who are contributing to the research design and identifying the most relevant mitigation measures. Information from an extensive monitoring programme will be available to members of the Wensum Alliance and will also be shared between the three catchment projects to compare experiences and develop best practice guidance for land managers and policymakers that can be applied nationwide.



State-of-the-art measuring devices will be used for long-term monitoring to both identify and record pollutants and to evaluate the effectiveness of measures to reduce it. The study will consider the impacts and effects on ecosystems and sustainable production and aims to improve understanding of how to predict and control diffuse pollution from agriculture.



Why the Wensum?

The catchment area of the river Wensum is presently being monitored as part of the England Catchment Sensitive Farming Delivery Initiative run by Defra, Natural England and the Environment Agency. This is the latest in a series of studies that have developed infrastructure, datasets, knowledge and farming contacts, which this study will be able to build on and develop further.

Email: wensumalliance@uea.ac.uk



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Who will benefit from this research?

Farming industry: The project will disseminate information to the farming industry on methods to mitigate diffuse water pollution whilst maintaining productivity. The testing of measures will include a socio-economic analysis of the cost effectiveness of measures and likely impact on farm business. The data generated by the project will be accessible to farmers and will help the sector improve its net environmental performance.

Water industry: The evidence provided by the project will help inform the water industry and OFWAT on the likely effectiveness of catchment scale schemes to protect drinking water sources.

Environment Agency: The project will develop novel practices in water quality monitoring including the establishment of a sensor-web to control and interrogate instruments and provide the opportunity to evaluate these approaches on a large spatial scale to assess their potential future usefulness in monitoring progress against Water Framework Directive targets nationally.

Government: The research will provide an improved evidence-base for Defra and its partners to deliver policies that contribute to meeting EU Water Framework Directive objectives. The project will deliver improved national scale models and decision support tools to predict the outcomes of proposed policy instruments.

WENSUM ALLIANCE Research Team at UEA

The Wensum Alliance is being led by Dr Kevin Hiscock and Prof. Andrew Lovett from the School of Environmental Sciences at the University of East Anglia in Norwich. The first phase of the project runs until 31 March 2014. For further details please contact:

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If you would like to join the **Wensum Alliance** and be part of this project, please get in touch. Your local knowledge, experience, expertise and advice will be invaluable in helping to develop the right catchment and farm management solutions for reducing pollution in the Wensum catchment.

General Enquiries:-

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