



**Wensum
Alliance**

The Wensum Demonstration Test Catchment Project and Wensum Alliance

- ❑ Aims to evaluate the extent to which on-farm land management measures can cost-effectively reduce the impacts of water pollution on river ecology while maintaining food production capacity
- ❑ Aims to be innovative in its multi-disciplinary perspective and in investigating the impact of agricultural measures at a landscape scale
- ❑ Represents an opportunity for a wide range of individual and other organisations to have an input into the scientific research and so help develop the evidence base for future agri-environmental policy
- ❑ The Wensum Alliance will assist in developing collaborations, avoid unnecessary overlaps and provide input and advice to help direct the DTC project.
- ❑ The Wensum Alliance 'community of practice' will encompass the interests of all relevant sectors, including the farming and research communities, countryside managers, water companies, environmental and wildlife organisations, policy-makers, charitable organisations and citizen groups



Wensum Alliance



Stakeholder Group

Agricultural advisers/suppliers,
Anglian Water, Broads Authority,
CFE, CLA, Defra, Easton College,
Equipment suppliers, Farmers,
Fisheries, FWAG, LEAF,
Local government, NE (CSF), NFU,
NWT, NCC, RSPB, WMA (IDBs),
Wensum Valley Trust

Virtual Observatory

NERC, Defra, EA
(Evidence Team), NE,
UKWIR, Eden & Avon
DTCs

International Advisory Group
(Aus, CH, D, DK, NL, USA)

Research Group

ADAS, Arup, BGS, Cranfield,
Entec, FSE, ScottWilson, Sheffield
CSC, NTU, RPS, SOAS, NIAB TAG,
UEA

Component 1
(Monitoring approach)

Component 2
(Test measures)

Component 3
(Knowledge exchange)

Component 4
(Data infrastructure)

Component 5
(Tools & DSS models)

Demonstration Test Catchment Programme