



This project is part funded by the European Regional Directive (ERDF) as part of the South East ERDF Competiveness Programme 2007-2013

ERDF 'WATERR' Project

(‘Water Advisory Team for Efficient Resource Recovery’)

OVERVIEW

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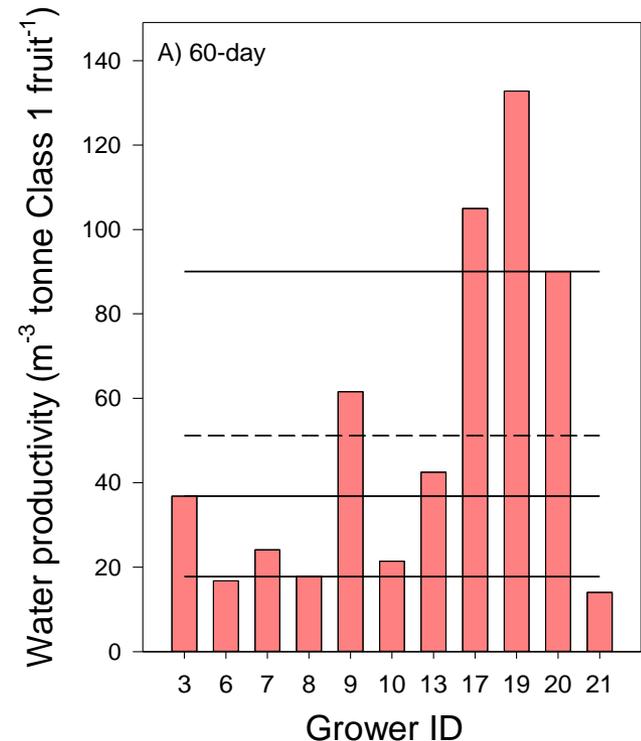
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Why the 'WATERR' Project is needed

(1) Economic Growth / Competitiveness



- Water is critical to food production / security
 - Food costs have doubled in past 5 years (FAO)
 - 70% increase in food output needed by 2050
 - Irrigation accounts for 40% of food production
- Major scope for improvements in water use
 - 4-5 fold difference in producer irrigation efficiency (EMR research)
- Water shortages impacting growers
 - 50% affected by lack of water in past 5 years (KCC 'Baseline' study)
- Advice on water use efficiency is limited and fragmented (House of Lords Report 2012)



- ◆ Direct water abstractions
 - ◆ Major threat to river / groundwater levels and associated habitats
- ◆ Agriculture / Food Processors
 - ◆ Largest users of direct water abstractions (rivers / boreholes) and key 'tipping point' in summer months
- ◆ Demand for direct abstractions
 - ◆ Already 2x supply in many South East catchment areas
- ◆ Climate Change and increasing population
 - ◆ Most South East catchments will be 'over abstracted' by 2050
- ◆ 25% increase in agricultural water demand by 2020 (EA)



Bewl Water, Kent 19 February 2012

'WATERR' Project Partners' and Key Stakeholders

- ◆ East Malling Research (Lead Partner)
 - ◆ International expertise in horticultural research and water use efficiency, technologies and techniques
- ◆ Environment Agency
 - ◆ Local collaboration with abstractors to improve catchment demand / supply balance including new tools for better abstraction management.
- ◆ Kent County Council
 - ◆ Rural Task Group involving key stakeholders / experts to support improved water availability, use efficiency and environmental impact.
- ◆ Laurence Gould
 - ◆ Leading UK agricultural consultancy and Contractor responsible for Irrigator Interviews, and coordinating Workshops and Demonstrations
- ◆ Other Key Stakeholders : DEFRA, NFU, UKIA, DCLG, Natural England



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'WATERR' Project Objectives



To support South East irrigators to improve their profitability and competitiveness by improving water availability and increasing water use efficiency by 10% by June 2015

- Lower water consumption / costs
- Improved yields
- Better produce quality / prices
- Secure business with retailers / processors requiring sustainable production
- Improved water availability and environmental footprint in South East river catchments





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'WATERR' Project

Businesses supported



- South East growers and other SME irrigators
 - Soft / Top Fruit
 - Potato, vegetable and salad crops
 - Glasshouse and field production
 - Nurseries
 - Golf course / amenity irrigators
- Related businesses
 - Irrigation technology suppliers
 - Water management services companies



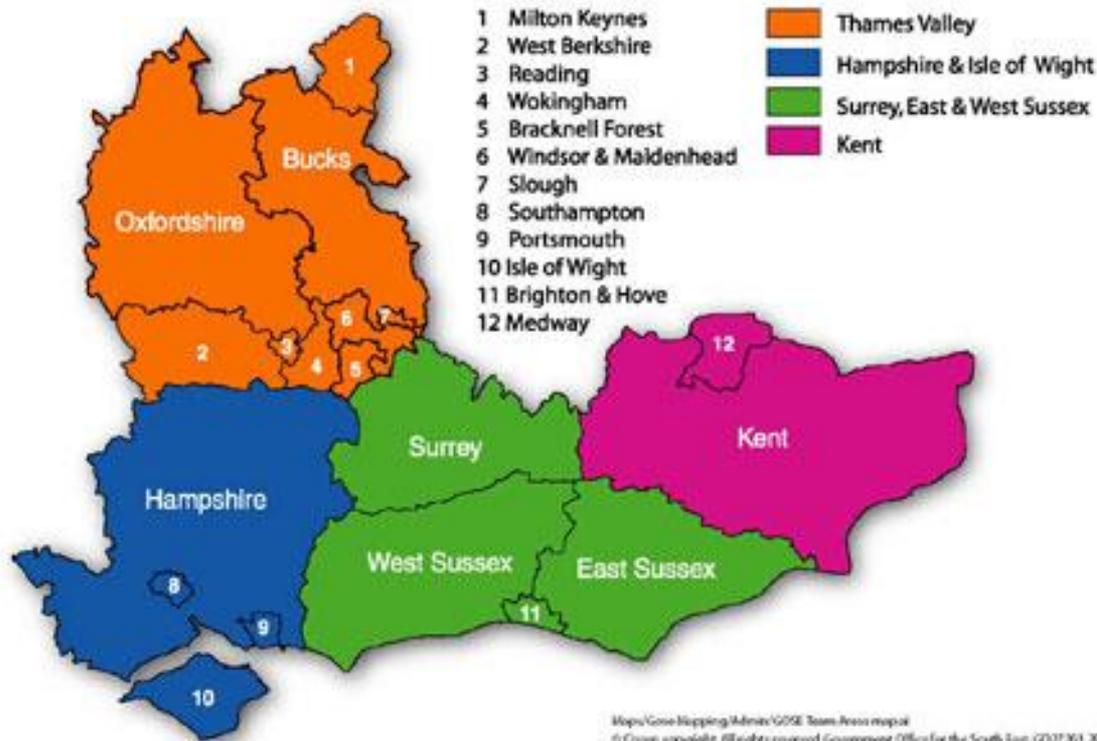


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'WATERR' Project

ERDF South East Region



Maps/Geospatial/Minis/GOSE Team Areas map of
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'WATERR' Project Action plan

1) Evaluate Irrigator Water Availability , Use Efficiency and Support Needs (Dec 2013 to June 2014)

Conduct in depth Interviews ('Irrigation Business Reviews') with 125 irrigators (= 25% of South East licenced irrigators) to :

- ◆ Assess Current irrigation water availability and use efficiency
- ◆ Impact on production / yields, pricing and financial returns
- ◆ Identify 'Best Practice' technologies and techniques
- ◆ Improvement opportunities / barriers
- ◆ Grower support needs, priorities and Action Plan
- ◆ Confirm 'WATERR' Project Support Programme

'WATERR' Project Action Plan

2) Direct Support for all South East Irrigators to improve their water availability and irrigation use efficiency

(April 2014 to June 2015)

- Workshops to address key support needs identified in the irrigator interviews covering at least 10 South East catchments and 10 key crops
- Demonstration Visits to see commercial application of leading edge technologies and Best Practice techniques at first hand
- One to One specialist advice from irrigation experts and access to EMR's Water Management Demonstration Centre
- 'Best Practice' dissemination *via* partner websites, including Case Studies, fact sheets , and webinars .



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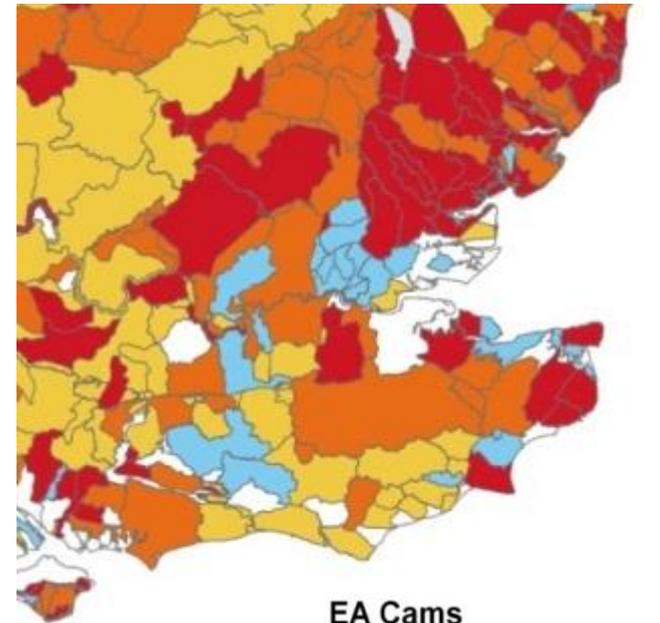
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Irrigator Support Areas / Priorities



- Understanding how your water use efficiency compares with other growers
- Guidance on which technologies / techniques have the greatest impact
- Learning from the experiences of other irrigators , including those in other sectors
- Options to improve water availability e.g. reservoirs / rainwater harvesting
- Better collaboration to improve catchment abstraction management
- Information on latest technologies from leading irrigation equipment suppliers
- Learning about and influencing planned changes to the abstraction licensing system



EA Cams

	Water Available
	No Water Available
	Over Licensed
	Over Abstracted
	Not assessed