

More than Bathing Waters: a North West case study



Dan Bond | Project Manager, Environment Agency

North West

- ➔ 33 bathing waters
- ➔ iconic coastal destinations
- ➔ industrial legacy
- ➔ farming industry
- ➔ 7 million population
- ➔ £14.3 billion tourist economy





the Ribble life

Protection of nature
Designation (SPA,
SACs etc.)

Abstraction from rivers

Physical obstructions

Wastewater discharges

Flash flooding

Reservoirs

CSOs

Coastal
protection

Urban Runoff

Bathing waters

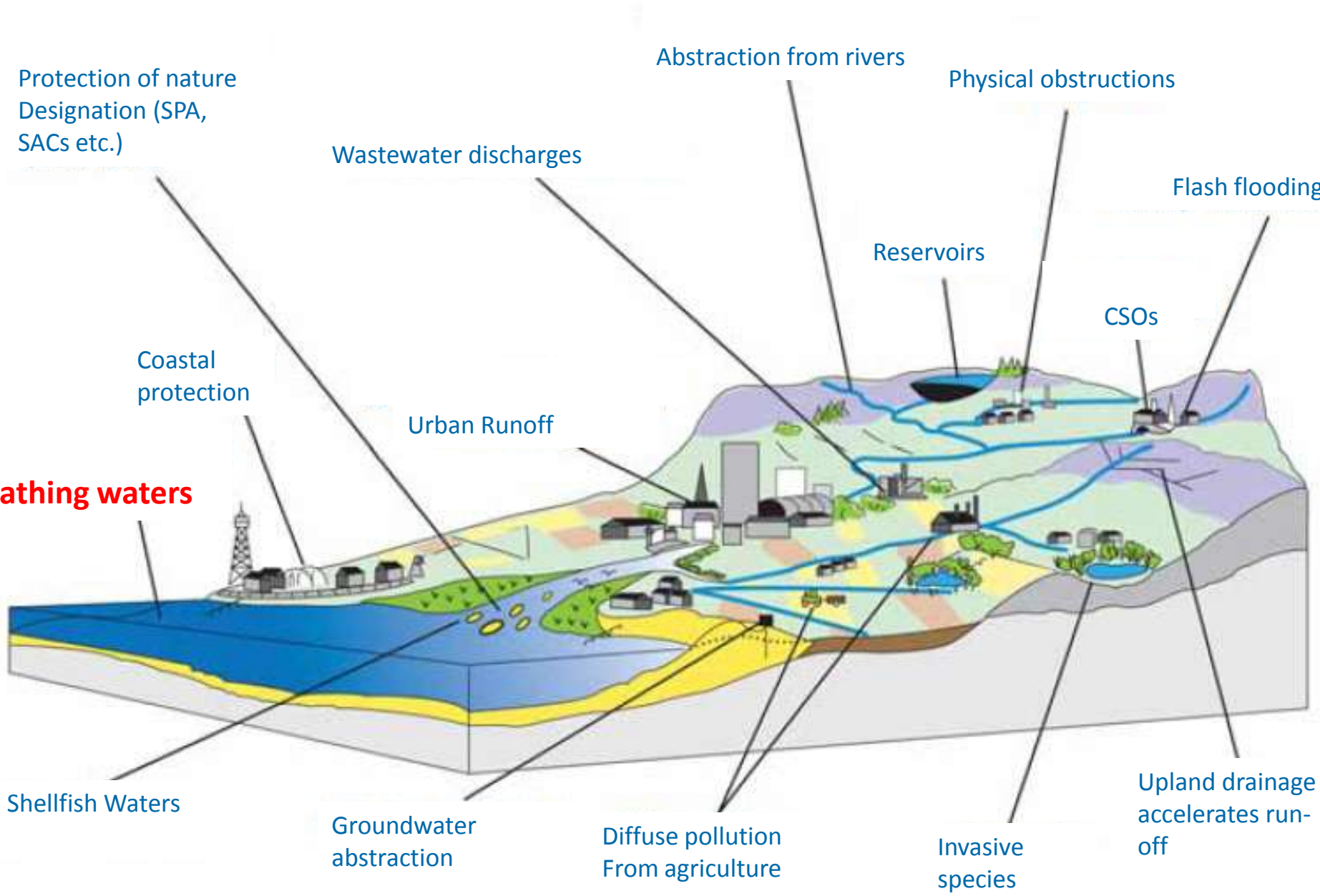
Shellfish Waters

Groundwater
abstraction

Diffuse pollution
From agriculture

Invasive
species

Upland drainage
accelerates run-
off



Improve farming practices, improve our bathing waters

- ➔ high risk areas & effective measures
- ➔ re-target Catchment Sensitive Farming
- ➔ communication & advice
- ➔ explore different solutions



Less flooding, better bathing waters

- ➔ 30,000 people at risk from flooding in Fylde Peninsula
- ➔ £200 million investment
- ➔ Water management group:
 - ➔ Coastal protection
 - ➔ Surface water flooding
 - ➔ Water quality



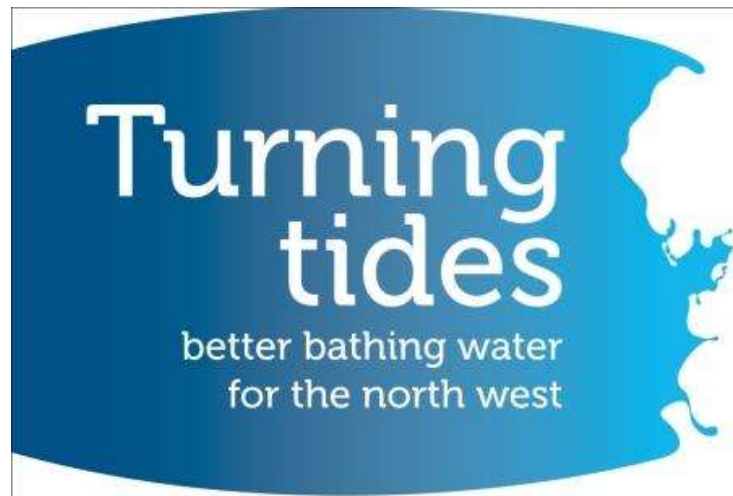
cleaner rivers, cleaner bathing waters

- ➔ surveyed over 1000km of rivers & streams
- ➔ targeted follow up action
- ➔ Focused campaigns



Partners delivery

- ➔ North West partnership
- ➔ community led involvement
- ➔ utilising existing mechanisms & groups



More than bathing waters...

➔ Catchment approach

➔ Working together – collective responsibility

➔ Understanding wider benefits

