Appendix 2

Demand-side drought management options

Contents

1. Introduction

WRMP 2019 demand strategy

As part of our Water Resources Management Plan (WRMP) 2019, Anglian Water developed an ambitious programme for reducing demand to mitigate growth and meet our sustainability and resilience commitments. This will positively affect our baseline position with regard to drought as these programmes progress through AMP7 and beyond.

These activities, as described in **Section 2**, would be considered our business as usual (BAU) baseline demand management strategy.

Demand management options - drought

As we approach drought conditions and during a drought, we would look to build upon our current BAU demand management strategy, by implementing additional demand-side drought management measures.

During a drought there are several demand-side management options that we can use that enable us to conserve water. These would either be extensions of our BAU policies or completely separate measures.

These measures are described in detail in **Section 3**.

Demand option saving assessments

The assessed savings presented in Table 1.1 have been based upon the micro-component analysis in our WRMP 2019 and the UKWIR 'Drought and Demand' report[1]. The UKWIR report aims to quantify the savings achieved from demand restrictions that were imposed in the south east during the drought in 2005-06. These figures have been updated following the completion of a further report building on the lessons learned during the 2011-12 drought[2].

Savings are summarised for comparison in Table 1.1 and are given as a range of percentage reductions in demand, dependent on the time of year that the restrictions are imposed. The savings are cumulative such that it is assumed that the preceding options will have been imposed to realise the total savings for the latter options.

Note that we are currently working (in alignment with WRSE and WRE companies) to reassess savings associated with TUBs, NEUBs and drought specific demand management options.

Table 1.1: Summary of demand reduction savings as a percentage of demand

	% Demand savings (cumulative)			
Demand-side options	**Drought Plan 2014**	**UKWIR 2013**	**WRMP 2019**	**Drought Plan 2022**
Communications campaign	3 - 10	2.9 - 9.1	3 - 10	3 - 10
Temporary Use (hosepipe) Ban (TUB)	3 - 10	5 - 17.7	3 - 10	3 - 10
Non-Essential Use Ban (NEUB)	14 - 20	17.4 - 19.8		14 - 20
Provision of rota cuts	34 - 52			34 - 52

[1] *Drought and Demand: Modelling the Impact of Restrictions on Demand During Drought (07/WR/02/3 2007 UKWIR)*
[2] *Use of managing through drought: code of practice and guidance for water companies on water use restrictions (14/WR/33/6 2013 UKWIR)*

We currently assume a nominal demand-saving for leakage of 0.5 Ml/d per Water Resource Zone (WRZ) for the enhancement of leakage control during a drought. This nominal value has been totalled for the current 27 WRZs (giving a value of 13.5 Ml/d) and apportioned in proportion to the current leakage values at WRZ level (thus Ruthamford North will proportionately have a much greater saving than Happisburgh or Thetford).

We offer an interruptible supply tariff to our industrial users who use large volumes of water. This is for end-customers who have the facility to store water, thereby enabling us to restrict their supply in order to manage short peaks in local demand. We do not, therefore, realise any daily demand-saving as a result of interruptible tariffs but can expect savings at peak-demand periods. Interruptible tariffs also provide a good opportunity to engage with non-household (NHH) retailers to promote water efficiency messages during a drought.

All of the work above has been further used to inform the assessments presented in the **Section 4** tables for each WRMP 2019 WRZ.

Demand option saving assessments WRMP 2024 update

As part of WRMP 2024 we have started to build a larger suite of possible demand-side drought management actions (**Section 3**), above and beyond the BAU actions in the WRMP 2019.

We are currently developing detailed modelling for these updated options and will carry out CBA analysis for all of our new demand actions, so that we can determine the potential scale of savings that might be generated.

Once this modelling has been completed then we will update the tables in **Section 4** alongside WRMP 2024.

2. Demand management, BAU and our ambitious demand management strategy

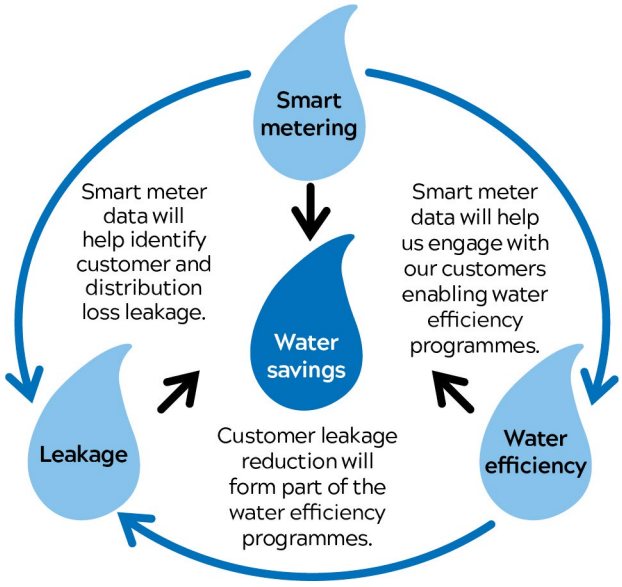
Our commitment to demand management and, in particular, the promotion of water efficiency is demonstrated as a central objective in our WRMP 2019.

We have, consequently, developed an ambitious, integrated, cost beneficial demand management strategy that has been designed to more than offset the impact of growth.

This ambitious plan comprises three strongly interlinked programmes: smart metering, leakage reduction and water efficiency measures, linked by an overarching communications strategy.

These options would be considered our baseline operations with regard to demand management as we progress the WRMP 2019 plan.

Figure 2.1: Our holistic demand management plan



2.1 Enhanced metering

Meter penetration currently stands at a very high level, with 83% of our customers receiving a measured bill (and 90% having a meter in 2019 / 20) with associated behavioural savings (as customers switch from being unmeasured to measured status) already being seen.

In alignment with recent published data, we have assumed that on average, consumption reduces by 15 percent for metered / measured charging. Applied to the Anglian Water regional unmeasured consumption this suggests a saving of 68 litres per property per day[3].

We have started to install smart meters across our region to enable a step change in our customer communications, supporting our water efficiency initiatives. Published data suggests that this will enable an additional 3% saving in customer consumption, over and above the 15% saving that is seen when customers switch to being measured from unmeasured. Additionally, an approximate 3% saving in CSPL (customer supply pipe leakage) has been evidenced from our Newmarket smart meter trials.

The programme also has significant benefits for optimising our networks and supporting the delivery of our leakage strategy. We plan to reach the limit of feasible meter penetration (95%) by the end of AMP8. We are taking learning from the energy sector, to ensure a successful roll out programme.

Smart metering will help inform our customers regarding water usage and assist in our ability to influence this behaviour. It will also help with our ability to detect leakage and understand our system.

The availability of this detailed disaggregate data will allow greater scrutiny and more tailored interventions to target distribution loss leakage, CSPL and internal 'plumbing losses', during drought conditions in affected areas.

By the end of AMP7, we estimate that smart meters, combined with the behavioural change and the improvements in leakage performance that they enable, will result in up to 9 Ml/d behavioural demand savings, and up to 9 Ml/d reduction in CSPL. By 2045, we estimate smart meters will result in up to 24 Ml/d behavioural demand savings, and up to 28 Ml/d reduction in CSPL and distribution losses.

[3] *Based on June Return 2017/18 figures: unmeasured per capita consumption of 159.95 litres x unmeasured occupancy rate of 2.86 = 457 litres per property per day.*

2.2 Water efficiency measures

We have outlined a significant programme of water efficiency measures as part of WRMP 2019, which are now being progressed, as we embark on the AMP7 programme (2020 to 2025).

Water efficiency activities will together result in demand savings of up to 9 Ml/d by the end of AMP7 and 30 Ml/d by 2045. New technologies and our interventions will help promote the careful use of water by both our household and NHH (business) customers. As part of our WRMP 2019, we have also developed a number of programmes in order to drive customer water efficiency, including:

- The addition of smart meter data to web-portals such as My Account to inform our customers of water efficiency initiatives and to provide up to date information on their own water consumption.
- Targeting 'leaky loos'
- Assistance with the provision / installation of water butts

By 2045 we have predicted that our average per capita consumption (PCC) will be 120 litres/head/day, a reduction of 12% (17 litres/head/day) compared with 2017/18 regional average of 137 litres/head/day.

Since this is an ongoing activity and is considered in our baseline for demand management, we have assumed no additional savings during a drought, however, we expect that communications (linked to our smart meter programme) will be fundamentally important in driving future efficiency measures during drought periods.

We will also work collaboratively with developers to ensure that new housing is as water efficient as possible.

2.3 Leakage

Leakage is a particular concern for our customers, who see it as wasteful and a sign that we are not 'doing our bit' to conserve water and invest in infrastructure. This can be a strong disincentive to customers adopting more water efficient behaviours and customers often associated leaks with service interruptions. We are consequently setting a more ambitious target of reducing leakage by 17.5% by 2024/25. To achieve this ambition, we will need to use innovative techniques, as well as tried and tested methods.

We continue to operate at one of the lowest levels of leakage in the industry, with our leakage being half the national average, by water lost per kilometre of pipe. As part of our WRMP 2019 we are working hard to push our already frontier leakage performance even further.

We are aiming to reduce our leakage by 42% by 2045 from our 2017/18 baseline. Additionally, our leakage levels are already significantly below the assessed Economic Leakage level of 211 Ml/d, at 182.4 Ml/d (2019/20).

We recognise that credible leakage performance influences customers' trust in the water company and our actions in times of drought. During the 2004-06 drought and during the winter of 2011-12, substantial additional resources were invested into leakage detection and the repair programme. This policy contributed to our success in promoting the water conservation message.

2.4 Water efficiency and the NHH sector, business customers, NAVs and 'retail' separation

Since the NHH market opened in 2017, we have been actively engaging with retailers and NAVs in our region to develop effective communication strategies relating to operational matters. We have engaged directly with each individual retailer (and the NAV community) and provided an awareness of where we hold relevant information in our plans and specific characteristics of our region.

Each retailer has a dedicated 'Wholesale Account Manager', and water efficiency is a common theme, reflecting our keenness to engage on innovative ways of collaboration, to ensure the efficient use of water. A number of retailers have shown a considerable appetite to do more and go further. We are aiming to match this appetite with our WRMP 2024 demand management strategy which we are currently working on with retailers and NAVs. This will include a dedicated section on our wholesale website providing targeted information for retailers and, also, content which can be directed towards end user NHH customers. In recognising that the retailer owns the relationship with the end-user NHH customer and that they will, in most cases, have a greater understanding of water consumption for their customers, we have a scheme which seeks to work with retailers in helping us manage demand and optimise our network. This is advertised on our wholesale website.

Further details on strategies that we are looking to implement with retailers and NAVs can be found in **Section 3**.

3. Drought and enhanced demand management

As described in **Section 2**, we have a significant investment in demand management as part of our WRMP 2019, including smart metering, leakage reduction and water efficiency options. These are considered our baseline demand management options as part of the WRMP 2019.

However, in times of water stress, we would look to implement additional or enhanced activities in order to mitigate drought impacts, above and beyond those already described.

These additional drought measures are described in detail below.

3.1 Water efficiency and communications campaigns

The promotion of water efficiency is a legal duty under the Water Industry Act 1991, the Environment Act 1995 and the Water Act 2003.

A consistently high level of water efficiency-related communications is maintained with our customers. This is achieved via a continuous programme of direct and indirect communications encouraging domestic customers to reduce their water use.

We have additionally outlined a significant programme of water efficiency measures as part of the WRMP 2019, which are now being progressed as we embark on the AMP7 programme.

Details of the promotion of water efficiency measures that we undertake as part of our normal business contact with customers are provided in our Communications Plan in **Appendix 10**.

During potential drought conditions we would increase the level of communication and awareness well in advance of any water usage restrictions being implemented. The Communications Plan would be based upon our updated action levels (Level 1 through 4).

We would maintain our activities undertaken under normal conditions, but focus additional effort to increase awareness of these activities.

We would seek to maximise coverage of our water efficiency activities in affected areas using a range of communication channels that mean we can target water efficiency messaging to where it would be most effective. This would range from engaging with the media and encouraging 'features' along with paid for activity across social and media to deliver further reach. We would also utilise our new capacity for communicating directly with our customers using our developing smart meter channels (apps and web-portals). These communications would scale as the severity of the drought increases.

We will work together with retailers and NAVs on communications that will support them in educating their customers on what can be done to support our wider water efficiency requirements. This may take the form of joint branded communications to ensure consistent messaging.

With the onset of drought conditions, we would maintain a flexible approach for effective communication with customers and the community at large. The Drought Management Team (DMT) will be responsible for developing an appropriate drought communication package in line with our Communications Plan as outlined in **Appendix 10**.

This would be fully integrated with our ongoing communications strategy and would be adapted in response to the severity of the drought. We would review the need to set up regional or national drought groups with neighbouring companies and / or Water UK, to ensure consistency of messages to our customers and the media.

A simple summary of how our communications might be visualised:

Normal

Have buckets of fun in the garden. Reuse every drop.

We all want to beat the heat this summer. So cool down in the garden, but use water twice. Our water is precious. If we reuse it, recycle it and respect it, our splash of summer lasts longer.

Let's make every drop of summer go further.

To find out more visit **anglianwater.co.uk/savewater**

love every drop anglianwater

Prolonged dry

Don't get hung up on your brown lawn.

Treasure every drop.

love every drop anglianwater

Actual drought

STOP **There is a water shortage, protect every drop.**

love every drop anglianwater

We've never seen a higher demand for water in Colchester. So, please rethink the use of hosepipes for washing cars, filling paddling pools or watering the garden while our teams work hard to cope with the extra pressure. Our water is precious. If we only use what we *really* need there will be enough for everyone.

Let's make every drop of summer go further.

To find out more visit **Anglianwater.co.uk/savewater**

Our water saving communications continuum - why water is important

Our region faces unique water challenges; it's the driest region in the UK, receiving only two thirds of the national average rainfall and it's also one of the fastest growing regions in the country. This means that talking to our customers about water as a precious resource, which should be used wisely, is something we do all year round, not just in times of drought. This is inherently reflected in our brand purpose, our values, and our organisational strategy - 'Love Every Drop'.

Our ongoing customer water efficiency narrative provides benefits for our drought communications strategy:

- Regular communications with customers demonstrating the role we can both play as water company and customer means we have a strong platform to build on.
- With our strategic storytelling around the importance of water and why we need to be mindful of use, we already have a receptive audience - a helpful baseline for drought communications.
- We already have ongoing BAU agile, tactical communications to build on during periods of dry weather with channels for targeting at the ready.
- Additional methods of communication are being developed to fully unlock the potential benefits that might be gained from our introduction of smart meters.

Communications continuum - targeting in drought conditions

Our communications messaging to customers will follow the progression of a drought, moving from normal (non-drought) through to prolonged dry phases and actual drought conditions. The benefit that a year-round 'love every drop' messaging strategy brings is the ability to have a presence in customer minds about the value of water. It allows us to dial up the tone and urgency in the communications to ensure we recognise the reality of water restrictions. Using customer insight and knowledge around language, tone and targeting we can aim to make our communications as effective as possible.

Communications objectives during prolonged dry / drought conditions

We have developed clear objectives for our communications during prolonged dry and drought conditions:

- Save water through behaviour change with consideration for customers and NHH users.
- Show leadership and build customer confidence in our ability to work towards avoiding water shortages. Provide early information and context to help shift behaviours around what we all can do, both customers and Anglian Water - escalating phases in a timely manner, as required.
- Celebrate water and 'why' it is important that customers use less as part of the ongoing aim to shift customer behaviour to using less water.
- Foster a mentality in which we all play important individual roles.
- Provide tailored communications for our smart metered customers and for retailers and their business customers (recognise bespoke information for businesses is an important aspect of the Plan).
- Encourage our people to become ambassadors for water saving behaviour.
- Address head-on any perceived weaknesses, e.g. leakage, to minimise the risk to our credibility of our response being criticised or disregarded. Leverage other marketing activity to influence behaviour within potential drought / drought conditions so unnecessary water use is avoided (such as flushing pipes caused by blockages).

3.2 Metering

Anglian Water currently has one of the highest rates of meter penetration in the UK. In the latest reported year 2019/20, we have over 90% of household properties with installed meters and 83% of customers paying measured charges.

It has been shown that measuring (and billing) consumption provides an incentive of more efficient use of water and also serves to reduce CSPL by highlighting high levels of consumption. 'Billing' is also accompanied by a water meter leaflet that provides water efficiency information with additional information available on request.

However, understanding that we have already achieved significant demand savings through our extensive standard metering programme, further reductions in water usage and behavioural change have required us to consider new and innovative approaches and to look to a new generation of metering and communications technology. Consequently, as part of our WRMP 2019 programme, we are currently transferring all of our customers to smart water meters; our intention is to replace our entire metering stock over 10 years.

Our rational for this ambitious programme, is that the customer data resulting from 'smart metering' will help inform our customers regarding water usage and assist in our ability to influence this behaviour. It will also help with our ability to detect leakage and understand our system.

This step-change in the potential for communication will be especially important in times of drought, in allowing us to not only understand consumption, but to tailor our communications directly to particular customers.

3.3 Leakage

Leakage is a particular concern for our customers, who see it as wasteful and a sign that we are not 'doing our bit' to conserve water and invest in infrastructure. This can be a strong disincentive to customers adopting more water efficient behaviours and customers often associated leaks with service interruptions. We are consequently setting a more ambitious target of reducing leakage by 17.5% by 2024/25. To achieve this ambition, we will need to use innovative techniques, as well as tried and tested methods.

Smart meter daily data offers additional opportunities for a step change in detecting CSPL (which accounts for 20% of total leakage) by improving our understanding of continuous flows into customer properties (usually indicating a leak), as well as increasing our overall understanding of the network. As part of this smart meter 'Sentinel' process we are in the process of creating automatic processes, which will use the smart meter data (specifically night flow data) to identify customer issues (such as supply pipe leaks or internal plumbing losses). We will then help the customer to identify potential leaks and will then monitor the customer's consumption whilst they fix the issue.

Initial data from our smart meter rollout (2020/21) is proving highly beneficial in identifying leakage (from continuous night flow measurement), indicating higher levels of leakage than previously thought (approximately 10% of properties have been identified to potentially have leaks). This detailed information is being used to efficiently target our leakage communications to customers, based upon the scale of the leaks detected.

Figure 3.1: Data transmission from the customer to Anglian Water and back to the customer

Table 3.1: Smart meter leakage actions (based upon the scale of the leak) - initial indicative values from smart meter data

Leak split (priority)	Volumes (litres per hour)	% of all SM leaks	Action
P1	>1500	0.12%	Sent for immediate action
P2	500-1500	0.66%	Customer virtual visit leak investigation
P3	40-500	8.64%	Customer virtual visit leak investigation
P3A	8-40	27.64%	Major leak letter informing customer of leak details and required actions
P4	<8	62.95%	Minor leak letter informing customer of leak

We recognise that credible leakage performance influences customers' trust in the water company and our actions in times of drought. During the 2004-06 drought and during the winter of 2011-12, substantial additional resources were invested into leakage detection and the repair programme. This policy contributed to our success in promoting the water conservation message.

As drought conditions approach and become more apparent, we would look to implement additional targeted leakage reduction. We would also intensify our work based upon smart meter leakage detection, in those areas of the region affected by drought (CSPL find and fix). Leakage reduction could include the following programmes:

- Increase resources for leakage detection (e.g. additional contractors, focused noise logging).
- Increase in resources for fixing leaks. Quicker repair of non-visible land visible / reported leaks (reduced leak run-times).
- Fixing (major or all) supply pipe leaks at AWS expense.
- Offer subsidies / other help for customers in repairing leaks to their own pipes.
- Enhancements in optimising pressure in the network (this option may reduce both leakage and consumption).

As with the enhanced communication programmes leakage would be scaled up as the severity of impending / actual drought increases (noting the use of revised action levels).

3.4 NHH - Retailers and NAV companies

Anglian Water works with 22 retailers who offer valuable insight about our NHH customers. We foster close relationships with the retailers as well as the NAVs that operate in the region, all year round, not just at a time of crisis. Activities include providing the retailers and NAVs with regular updates throughout the year. This rhythm of communications means there is a strong existing relationship and points of contact in place from which we can progress activities when needed. We will adopt a communications approach which is appropriate and relevant for the individual retailer or NAV, rather than adopting a one-size-fits-all approach; strategies will include:

- Early consultation with retailers and NAVs on water resources position within our region and invitation to provide feedback.
- Sharing quarterly updates on the water resources position at SPID level via a dedicated Retailer Information Hub (SharePoint). This will include an autumn and spring forecast to provide retailers and NAVs with data to provide context and frame discussions with their customers.
- Inviting retailers and NAVs to an annual water resources and drought webinar with our subject matter experts to provide an update on current water resource position and provide an opportunity for questions to be answered.
- Sharing other relevant information around abstraction reform, climate change and areas of water stress (including as a result of peak summer demand) to provide retailers with wider context on water use within the NHH sector.
- Provision of dual branded (retailer and wholesaler) NHH water efficiency material to targeted customer segments to ensure clear and consistent messaging to NHH customers on water use.
- Working collaboratively with retailers and their NHH customers on potential water saving initiatives.

We recognise that NHH customers will also pick up messaging from the broader media communications so messages must be aligned to the regional and national picture. Whatever tactics we deploy, engagement will start early on, operating in accordance with our culture of no surprises and as part of our ongoing and pragmatic working relationship. Anglian Water is closely involved in Defra and other key stakeholder workshops around dry weather and drought; the insight gleaned from these workshops demonstrated our existing relationship and approach to retailer communications is effective.

Additionally, we are working in collaboration with our retail partners and NAVs on how we can utilise the benefit of our smart meter roll out for business customers, as well as, the household sector. As we develop these interventions, we will analyse how appropriately they might apply to different NHH sectors (e.g options to remediate ‘leaky loos’ might be most applicable to the hotel, education and retail sectors, whilst options targeting outdoor use might be more suitable applied to leisure and recreational operations).

4. Demand-side management option tables

The demand option savings assessments presented in the tables below (for each WRZ) are based upon the analysis in our WRMP 2019 and the UKWIR 'Drought and Demand' report. The original set of demand management actions considered as part of the WRMP 2019 modelling process are:

- Communications campaign
- Enhanced leakage control
- Invoke interruptible supplies
- Demand restrictions

The proposed savings for each demand management action have been expressed as a percentage of demand. These demand savings have been applied to the demands for each respective WRZ based on distribution input that we quoted for the base year (2017-18) in our WRMP 2019.

The tables have been completed for each of our 27 WRZs as follows:

Table 4.1 Central Lincolnshire

Table 4.2 Bourne

Table 4.3 East Lincolnshire

Table 4.4 Nottinghamshire

Table 4.5 South Lincolnshire

Table 4.6 Ruthamford Central

Table 4.7 Ruthamford North

Table 4.8 Ruthamford South

Table 4.9 Ruthamford West

Table 4.10 North Fenland

Table 4.11 South Fenland

Table 4.12 Happisburgh

Table 4.13 North Norfolk Coast

Table 4.14 North Norfolk Rural

Table 4.15 Norwich & the Broads

Table 4.16 South Norfolk Rural

Table 4.17 Central Essex

Table 4.18 East Suffolk

Table 4.19 South Essex

Table 4.20 Bury-Haverhill

Table 4.21 Cheveley

Table 4.22 Ely

Table 4.23 Ixworth

Table 4.24 Newmarket

Table 4.25 Sudbury

Table 4.26 Thetford

Table 4.27 Hartlepool

Demand option saving assessment WRMP 2024 update

As part of WRMP 2024 we have started to build a larger suite of possible demand-side drought management actions (**Section 3**), above and beyond the BAU actions in the WRMP 2019.

We are currently developing detailed modelling for these updated options and will carry out CBA analysis for all of our new demand actions so that we can determine the potential scale of savings that might be generated.

Once this modelling has been completed then we will update the tables below alongside WRMP 2024.

Table 4.1: Central Lincolnshire

Water Resource Zone: Central Lincolnshire

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	2.9 - 9.8 Ml/d	1.25 Ml/d	Nil	• Temporary Use Restrictions: 2.9 - 9.8 Ml/d • Non-Essential Use Restrictions: 22.0 - 31.4 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.2: Bourne

Water Resource Zone: Bourne

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	1.3 - 4.2 Ml/d	0.42 Ml/d	Nil	• Temporary Use Restrictions: 1.3 - 4.2 Ml/d • Non-Essential Use Restrictions: 9.3 - 13.4 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.3: East Lincolnshire

Water Resource Zone: East Lincolnshire

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	3.0 - 9.9 Ml/d	1.22 Ml/d	Nil	• Temporary Use Restrictions: 3.0 - 9.9 Ml/d • Non-Essential Use Restrictions: 22.2 - 31.7 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.4: Nottinghamshire

Water Resource Zone: Nottinghamshire

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.6 - 1.99 Ml/d	0.37 Ml/d	Nil	• Temporary Use Restrictions: 0.6 - 1.99 Ml/d • Non-Essential Use Restrictions: 4.5 - 6.4 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.5: South Lincolnshire

Water Resource Zone: South Lincolnshire

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.8 - 2.6 Ml/d	0.33 Ml/d	Nil	• Temporary Use Restrictions: 0.8 - 2.6 Ml/d • Non-Essential Use Restrictions: 5.8 - 8.3 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.6: Ruthamford Central

Water Resource Zone: Ruthamford Central

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	2.0 - 6.8 Ml/d	0.46 Ml/d	Nil	• Temporary Use Restrictions: 2.0 - 6.8 Ml/d • Non-Essential Use Restrictions: 5.2 - 21.8 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.7: Ruthamford North

Water Resource Zone: Ruthamford North

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	6.6 - 21.9 Ml/d	2.74 Ml/d	Nil	• Temporary Use Restrictions: 6.6 - 21.9 Ml/d • Non-Essential Use Restrictions: 49.0 - 70.1 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.8: Ruthamford South

Water Resource Zone: Ruthamford South

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	3.1 - 10.5 Ml/d	0.82 Ml/d	Nil	• Temporary Use Restrictions: 3.1 - 10.5 Ml/d • Non-Essential Use Restrictions: 23.4 - 33.5 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.9: Ruthamford West

Water Resource Zone: Ruthamford West

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.68 - 2.3 Ml/d	0.41 Ml/d	Nil	• Temporary Use Restrictions: 0.68 - 2.3 Ml/d • Non-Essential Use Restrictions: 5.0 - 7.2 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.10: North Fenland

Water Resource Zone: North Fenland

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.77 - 2.6 Ml/d	0.23 Ml/d	Nil	• Temporary Use Restrictions: 0.77 - 2.6 Ml/d • Non-Essential Use Restrictions: 5.8 - 8.2 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.11: South Fenland

Water Resource Zone: South Fenland

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.9 - 3.0 Ml/d	0.50 Ml/d	Nil	• Temporary Use Restrictions: 0.9 - 3.0 Ml/d • Non-Essential Use Restrictions: 6.7 - 9.6 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.12: Happisburgh
Water Resource Zone: Happisburgh

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.12 - 0.4 Ml/d	0.05 Ml/d	Nil	• Temporary Use Restrictions: 0.12 - 0.4 Ml/d • Non-Essential Use Restrictions: 0.9 - 1.3 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.13: North Norfolk Coast

Water Resource Zone: North Norfolk Coast

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.7 - 2.2 Ml/d	0.25 Ml/d	Nil	• Temporary Use Restrictions: 0.7 - 2.2 Ml/d • Non-Essential Use Restrictions: 4.8 - 6.9 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.14: North Norfolk Rural

Water Resource Zone: North Norfolk Rural

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.7 - 2.4 Ml/d	0.36 Ml/d	Nil	• Temporary Use Restrictions: 0.7 - 2.4 Ml/d • Non-Essential Use Restrictions: 5.4 - 7.7 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.15: Norwich & the Broads

Water Resource Zone: Norwich & the Broads

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	1.9 - 6.3 Ml/d	0.32 Ml/d	Nil	• Temporary Use Restrictions: 1.9 - 6.3 Ml/d • Non-Essential Use Restrictions: 14.2 - 20.3 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.16: South Norfolk Rural

Water Resource Zone: South Norfolk Rural

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.3 - 1.2 Ml/d	0.13 Ml/d	Nil	• Temporary Use Restrictions: 0.3 - 1.2 Ml/d • Non-Essential Use Restrictions: 2.6 - 3.7 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.17: Central Essex

Water Resource Zone: Central Essex

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.3 - 0.8 Ml/d	0.24 Ml/d	Nil	• Temporary Use Restrictions: 0.3 - 0.8 Ml/d • Non-Essential Use Restrictions: 1.9 - 2.7 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.18: East Suffolk

Water Resource Zone: East Suffolk

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	2.1 - 6.9 Ml/d	0.91 Ml/d	Nil	• Temporary Use Restrictions: 2.1 - 6.9 Ml/d • Non-Essential Use Restrictions: 15.3 - 21.9 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.19: South Essex

Water Resource Zone: South Essex

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	1.7 - 5.7 Ml/d	0.88 Ml/d	Nil	• Temporary Use Restrictions: 1.7 - 5.7 Ml/d • Non-Essential Use Restrictions: 12.7 - 18.2 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.20: Bury-Haverhill

Water Resource Zone: Bury-Haverhill

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.8 - 2.8 Ml/d	0.44 Ml/d	Nil	• Temporary Use Restrictions: 0.8 - 2.8 Ml/d • Non-Essential Use Restrictions: 6.3 - 9.0 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.21: Cheveley

Water Resource Zone: Cheveley

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.04 - 0.14 Ml/d	0.03 Ml/d	Nil	• Temporary Use Restrictions: 0.04 - 0.14 Ml/d • Non-Essential Use Restrictions: 0.3 - 0.4 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.22: Ely

Water Resource Zone: Ely

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.6 - 1.9 Ml/d	0.35 Ml/d	Nil	• Temporary Use Restrictions: 0.6 - 1.9 Ml/d • Non-Essential Use Restrictions: 4.3 - 6.1 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.23: Ixworth

Water Resource Zone: Ixworth

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.1 - 0.5 Ml/d	0.06 Ml/d	Nil	• Temporary Use Restrictions: 0.1 - 0.5 Ml/d • Non-Essential Use Restrictions: 1.0 - 1.4 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.24: Newmarket

Water Resource Zone: Newmarket

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.3 - 1.1 Ml/d	0.18 Ml/d	Nil	• Temporary Use Restrictions: 0.3 - 1.1 Ml/d • Non-Essential Use Restrictions: 2.4 - 3.5 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.25: Sudbury

Water Resource Zone: Sudbury

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.2 - 0.7 Ml/d	0.10 Ml/d	Nil	• Temporary Use Restrictions: 0.2 - 0.7 Ml/d • Non-Essential Use Restrictions: 1.5 - 2.2 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.26: Thetford

Water Resource Zone: Thetford

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.3 - 1.1 Ml/d	0.12 Ml/d	Nil	• Temporary Use Restrictions: 0.3 - 1.1 Ml/d • Non-Essential Use Restrictions: 2.4 - 3.4 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Table 4.27: Hartlepool

Water Resource Zone: Hartlepool

Option Implementation Assessment	Option Name	Communications Campaign	Enhanced Leakage Control	Invoke Interruptible Supplies	Demand Restrictions
	Trigger(s) (or preceding actions)	Meeting of DMT - decision taken to implement the following course of action			
	Demand Saving Ml/day unless otherwise stated	0.8 - 2.5 Ml/d	0.32 Ml/d	Nil	• Temporary Use Restrictions: 0.8 - 2.5 Ml/d • Non-Essential Use Restrictions: v5.7 - 8.1 Ml/d
	Demand Saving Percentage reduction on peak week demand	3% - 10%		Variable	• Temporary Use Restrictions: 3% - 10% • Non-Essential Use Restrictions: 14% - 20%
	Location Area affected or whole supply zone	Whole resource zone			
	Implementation timetable Preparation time, time of year effective, duration	• 1-4 week preparation • Most effective during seasons of high demand • Effective from the outset of the potential / drought demand period	• 1-4 week preparation • Effective year round • Effective from the outset of the potential / drought demand period	• 1-week preparation • Effective year round • Effective for the duration of the drought	**Temporary Use Restrictions** • 2 weeks preparation including public consultation (minimum) • Media communication to public • Most effective during periods of high demand • Effective during the drought **Non-Essential Use Restrictions** • 1-3 months preparation including Drought Order application / determination • Media communication to public • Maximum duration 3 months before extension required • Effective during the drought
	Permissions required and constraints Including details of liaison carried out with bodies responsible for giving any permits or approvals	None	None	In some large water supply arrangements	• Temporary Use (hosepipes): Public notice • Non-Essential Use: Drought Order (Defra / EA)
	Risks associated with option	Found to be effective and widely acceptable but dependent upon prevailing conditions. Less effective where use is already high.	Potential is limited as leakage rates fall	Peak lopping only	Ranges represent standard seasonal variations following industry methodology. Subject to Management Board approval. Drought Orders will be subject to consultation and approval by Secretary of State.

Cover photo - Anglian Water technician exchanging a “standard” meter with a “smart” meter. Anglian Water’s aim is to make sure every home and business in the region has a smart meter by 2035. Before 2025, 877,000 meters will already be connected to the new network.