

3. Make sure there is enough water for people, business, agriculture and the environment.

We will:

- Develop a strategic, long-term view of the future water needs of key sectors including public supply, energy and agriculture. Assess options for managing the balance of supply and demand to make sure that water supplies remain resilient.
- Promote a better understanding of the value of water to society, the economy and the environment. Work with key sectors to raise awareness of the need to reduce demand and use water more efficiently.
- Support Defra in developing a more flexible water abstraction system to deal with unsustainable abstractions, a changing climate and a growing population, that takes account of water quality as well as water quantity.
- Ensure that water companies' resource management plans address security of supply and strike a balance between developing new resources and reducing demand.
- Promote greater interconnections in the water supply system.
- Take a strategic overview of the quality and capacity of water and wastewater infrastructure and promote more efficient and integrated approaches to managing the whole water cycle.
- Ensure that drought management plans take account of the impacts of a changing climate and more extreme weather.
- Work with other sectors to develop new water resources such as on-farm storage.
- Support innovation in water efficiency and water re-use, and ensure that water is only treated to the standard necessary for a particular use.

4. Support sustainable growth.

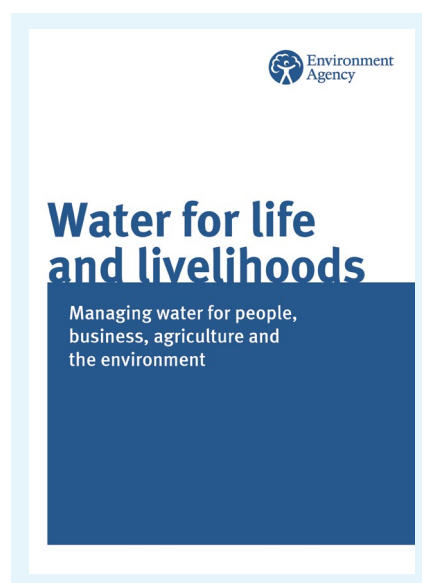
We will:

- Minimise the administrative burden of regulation on businesses.
- Facilitate innovation in business.
- Make it easier for businesses to access water, and remove barriers to trading of abstraction licences.
- Support local economies by helping to protect properties and businesses from the risks of flooding, and creating opportunities for regeneration and recreation.
- Develop a better understanding of the benefits that the water environment provides to society and the economy and how our work contributes to them.

For more information on our aims and focus for managing the water environment in the future, read Chapter 7 of Part II of our main 'Water for life and livelihoods' document at:

<https://brand.environment-agency.gov.uk/mb/DxRJdk>

Take a look at our main 'Water for life and livelihoods' document for more information on how our words translate into action.



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