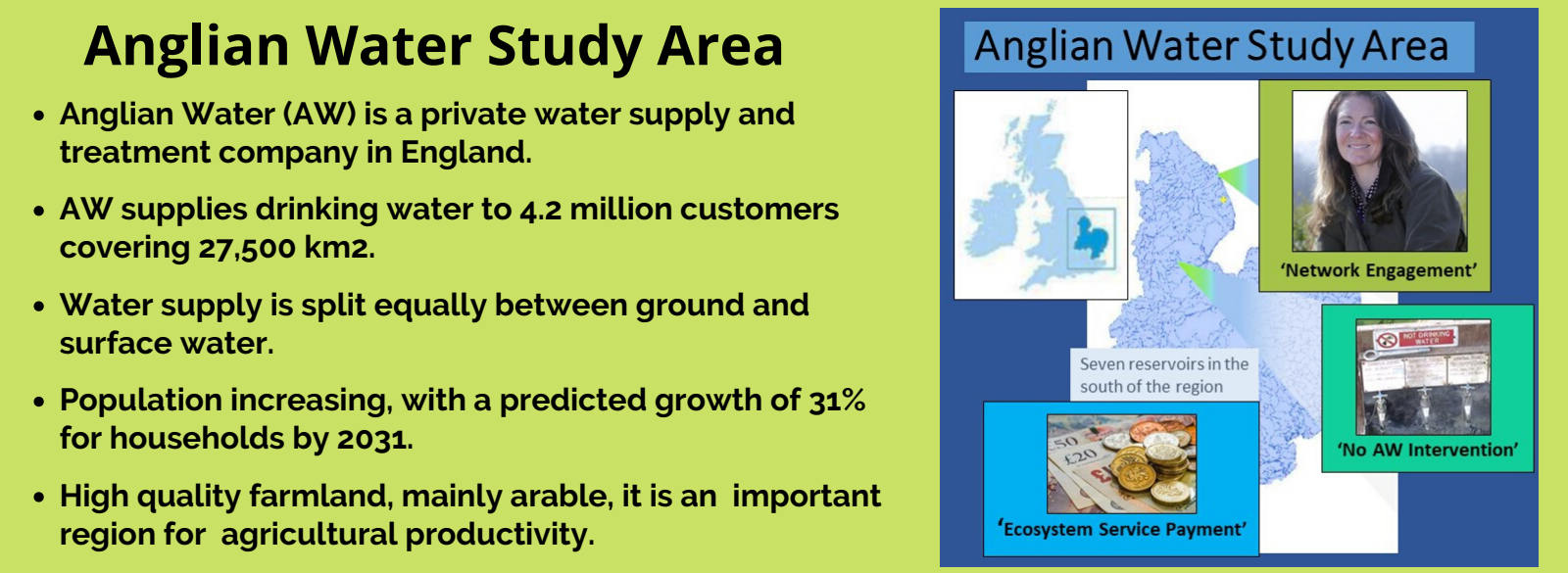


A scenic landscape of a green field with a cow, a person, and a pond under a blue sky with clouds. The cow is white with brown spots, standing in the field. A person is walking in the distance. The pond in the foreground reflects the sky and the cow. The sky is blue with white clouds. The overall scene is peaceful and rural.

# The Anglian Case Study, England.



[www.fairway-project.eu](http://www.fairway-project.eu)



- **Anglian Water (AW) is a private water supply and treatment company in England.**
- **AW supplies drinking water to 4.2 million customers covering 27,500 km<sup>2</sup>.**
- **Water supply is split equally between ground and surface water.**
- **Population increasing, with a predicted growth of 31% for households by 2031.**
- **High quality farmland, mainly arable, it is an important region for agricultural productivity.**

- ## What are we doing?
- Barriers to best practice management uptake
- 
- The region has some pesticide contamination in surface water drinking resources. Metaldehyde (slug pellet) is problematic due to the lack of suitable treatment options.
  - AW Catchment Officers use two farmer engagement approaches to encourage Best Management Practice for on farm pesticides:-
  - 'network engagement' and 'ecosystem services'.
  - The Cringle Brook catchment has had limited intervention from AW - our control area. This area provides the opportunity to pilot innovative farmer engagement approaches through a Multi Actor Platform.

**This Case Study focuses on the social science lessons behind the different approaches to farmer engagement.**

**Anglian Water catchment adviser working with:-**

- Individual farmers
- Farmer groups
- Agronomists
- Research institutions
- Environment Agency

**Also:-**

- Attends farmer events, agricultural shows, conferences
- Presents talks to students

- Seven Reservoirs
- Ecosystems payment services

**out every drop**  
anglianwater

## Anglian Water

is promoting the use of **bunded areas, drip trays, chemical spill kits, biofilters** and **biobeds** to help reduce the risk of pesticides entering the drinking water supply

### Network engagement

**University of Lincoln** demonstrations site to show farm treatment options:-  
**biofilter, indirect biobed** and the **Heliosecc**.

Funded by **Anglian Water, Environment Agency** and **Syngenta**.

```

    graph TD
      B[Biological] --- SH[Soil Health]
      SH --- P[Physical]
      P --- C[Chemical]
      C --- SH
      SH --- B
  
```

- Biological:**
  - Water & Bioresources
  - River
  - Organic Matter
  - Storage of insects
- Physical:**
  - Structure
  - Compaction
  - Water Holding Capacity
  - Movement and Availability
- Chemical:**
  - pH
  - Salinity & Sulfates
  - Pesticides
  - Nutrient levels
  - Toxicity

**A roofed fill area and bunded contaminant area (Bayer)**



## A close-up photograph of two slugs on green grass. A white rectangular box is overlaid in the upper center, containing the 'Slug it Out' logo. The logo features the word 'Slug' in blue, 'it' in purple, and 'Out' in black, with a small slug icon above the 'i'. Below the text, it says 'healthy crops, healthy water' in a smaller, lighter font.



## Developing a Multi Actor Platform in an already crowded network. Can we utilise existing platforms ?

## Knowledge and Innovation Day 2020

### Farmer demonstration



Comparing cultivation systems and the impact of run off and the loss of farm inputs



Obliquely positioned drilling and tramlines

Cringle Brook

Sediment barrier

Conventional positioning of drilling and tramlines

## Cringle Brook Catchment

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727984

