

# Water Demand Management in a Changing Climate

## A NERC CCN Water Scarcity Workshop



**Date:** Tuesday 1<sup>st</sup> February 2011

**Location:** College of Medical and Dental Sciences,  
University of Birmingham, B15 2TT

The demand for water is a fundamental control on strategic planning and investment by every water company. We need to balance supply and demand. However demand management is no longer simply the 'predict' element of a 'predict and provide' water management strategy but is one element – water efficiency and demand constraint - of the twin track approach to managing future water scarcity now advocated by the regulator.

Assessing water demand in a country where the majority of homes are unmetered is far from trivial. Forecasting future water demand is a reasonably straightforward task for short periods and modest areas. However, for large conurbations, the scale of works needed, plus the needs for inquiry and local governance can require demand forecasts for 20 to 40 years ahead (certainly for major resource schemes) – and is therefore much more challenging, particularly in a changing climate.

The demand planner is therefore catering for the water needs of age cohorts not yet born in a climate not yet experienced and within government policies not yet thought of. Moreover, there is the challenge of how to bring about the behavioural changes needed to achieve more sustainable water use under the projected water scarce conditions of the future.

The event is free to attend with support from the [NERC-funded Catchment Change Network](#)

- 10.00-10.30 Registration and coffee
- 10.30-10.35 Welcome and introduction (Enda O'Connell, Newcastle University)
- 10.35-10.40 **Adrian McDonald, Leeds University**  
Workshop Aims and Objectives
- 10.40-11.00 **Pete Boden, Edge Analytic**  
Water demand: population and demographic influences
- 11.00-11.30 **Ben Piper (Atkins), Tom Downing (Global Climate Adaptation Partnership) and Jerry Knox (Cranfield University)**  
Representing future water demand in light of uncertainty regarding climate change
- 11.30-11.40 **Chris Kilsby, Newcastle University**  
Water demand and UKCP09 probabilistic climate projections
- 11.40-11.55 Refreshment break
- 11.55-12.15 **Clare Ridgewell, Northumbrian Water**  
Influencing water demand behaviour
- 12.15-12.35 **Breakout Session I: striking the balance between water saving and resources development**
- 12.35-12.45 *Feedback Session*
- 12.45-13.30 Buffet Lunch

- 13.30-13.50 **Simon Barnes (IGD)**  
Assessing water in the grocery supply chain
- 13.50-14.15 **James Gilchrist, OFWAT**  
Demand management: an OFWAT perspective (tbc)
- 14.15-14.35 **Magda Styles, Environment Agency**  
Water demand: an EA perspective
- 14.40-14.50 Refreshment break
- 14.50 15.20 **Breakout Session II: Squeezing the demand and scoping the limits of water saving: what could be achieved with an integrated portfolio of demand management measures?**
- 15.20-15.40 *Feedback Session*
- 15.40-16.00 **Synthesis and follow-up activities**
- 16.00 Close

### **General Information**

Registration is available on line via [www.lec.lancs.ac.uk/waterdemand](http://www.lec.lancs.ac.uk/waterdemand)

For all event enquiries, please contact [b.gordon@lancaster.ac.uk](mailto:b.gordon@lancaster.ac.uk) or 01524 510214

### **Event Location & Directions**

[Centre for Professional Development](#), College of Medical and Dental Sciences  
University of Birmingham  
Edgbaston  
B15 2TT  
United Kingdom  
Tel:+44 (0)121 414 8608 / 8607

**Maps and Directions** to the Venue

For sat nav users, enter postcode B15 2SG which will direct you to Vincent Drive