

Benefits of the Water Sensitive Farming approach

- Trusted, independent and confidential farm advice – delivering bespoke and flexible solutions.
- Science and innovation – facilitating access to and the development of cutting-edge science and technology.
- Locally focused – bringing together local knowledge and expertise.
- Integrated catchment based approach - working in, and between, catchments as a partnership.
- Targeted approach – implementing a source-pathway-receptor approach based on a combination of local knowledge, modelling and mapping techniques.



Through future development and growth of WSF, we aim to:

- Work with farmers and land managers to ensure wider adoption of WSF in the Broadland Rivers and CamEO catchments.
- Inspire and facilitate collective action to demonstrate the benefits of cross-sector partnerships and the Catchment Based Approach (CaBA).
- Showcase land management best practice and demonstrate the positive impact of Water Sensitive Farming for the environment and business.
- Engage and educate local communities and future farmers about the benefits of sustainable farming practices.
- Contribute to the sustainability of both the water environment and the businesses involved by improving supply chain resilience, increasing efficiency and mitigating against risk.
- Contribute towards the Courtauld Commitment 2025's water ambition.

For more information, please call Norfolk Rivers Trust on 01263 711299 or email: ed@norfolkriverstrust.org

June 2019

Water Sensitive Farming

A multi-award winning initiative that delivers trusted, bespoke advice to benefit soil, water, the wider environment, businesses and supply chain resilience.



Introduction

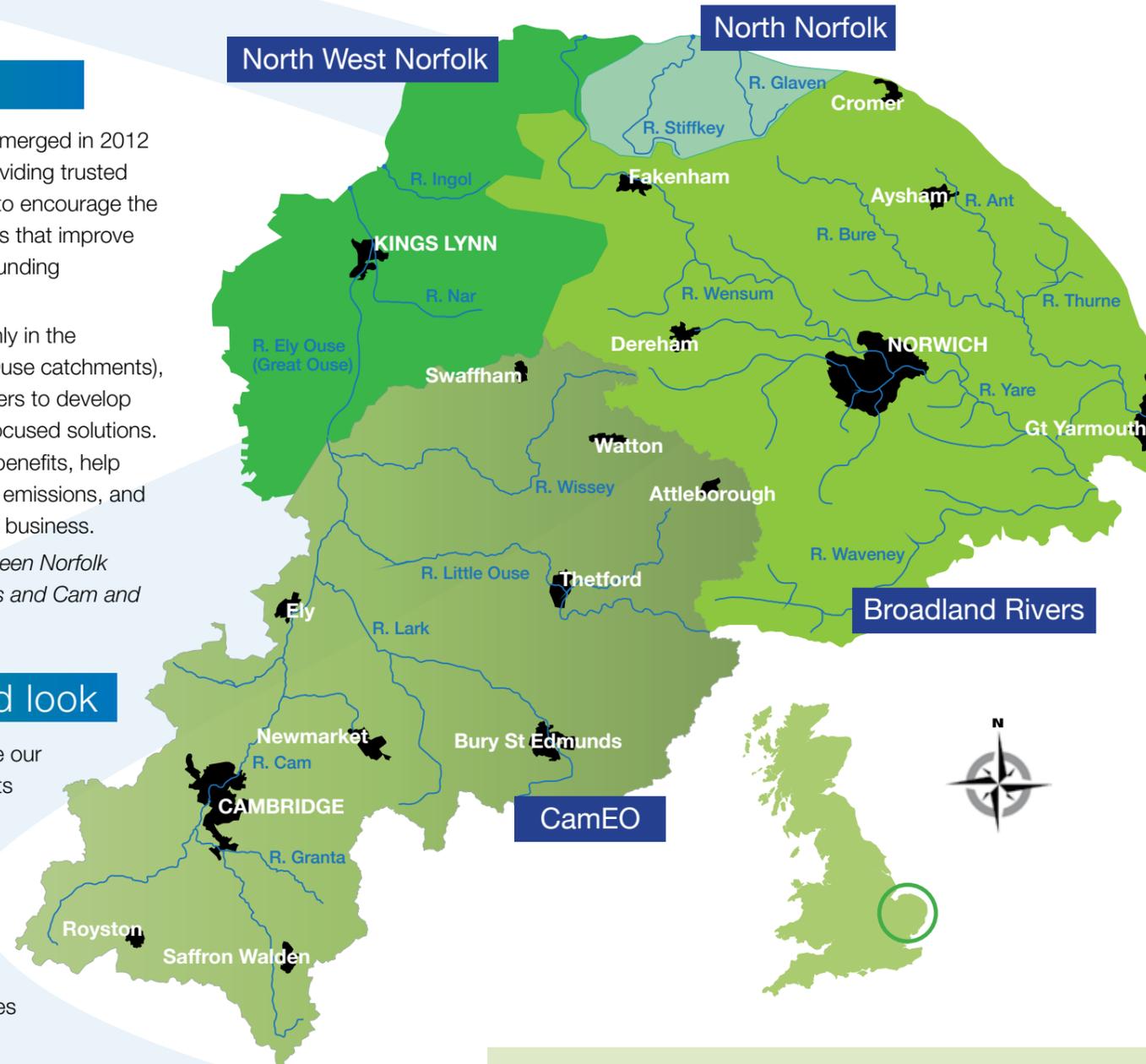
Water Sensitive Farming (WSF) emerged in 2012 as a collaborative initiative* providing trusted farm support and advice. The aim is to encourage the delivery of practical on-farm measures that improve the quality and resilience of the surrounding water environment.

Operating at a catchment scale (mainly in the Broadland Rivers and Cam and Ely Ouse catchments), WSF advisors work closely with farmers to develop flexible and targeted soil and water focused solutions. These will also generate biodiversity benefits, help farmers reduce their greenhouse gas emissions, and deliver economic benefits to the farm business.

*WSF is a collaborative initiative between Norfolk Rivers Trust and the Broadland Rivers and Cam and Ely Ouse catchment partnerships.

Ambition and forward look

Collective action is required to achieve our shared ambition of resilient catchments supporting sustainable farming and a sustainable environment. The WSF initiative (integrated with the catchment partnerships) is a key mechanism for achieving this and the ambition is therefore to consolidate and build on the successes of the WSF work to date.



Broadland Rivers Catchment

- Contains the Broads National Park, England's largest wetland and home to a quarter of the UK's rarest species. The Broads is directly affected by what happens upstream due to its position at the bottom of the catchment.
- Land-use is predominantly rural, with 80% being arable.
- There are numerous environmentally important sites including the chalk-fed River Wensum, a Site of Special Scientific Interest (SSSI) and Special Area of Conservation (SAC), and the Broadland Special Protection Area (SPA) and Ramsar site.
- Currently around 90% of Broadlands' water bodies fail to meet Good Ecological Status under the Water Framework Directive (WFD) with diffuse water pollution from agriculture a significant issue.

Cam and Ely Ouse (CamEO) Catchment

- Drains significant parts of Cambridgeshire, Suffolk and Norfolk.
- Land-use is predominantly rural, with the catchment containing high grade agricultural land. There are several urban areas such as Cambridge and Bury St Edmunds.
- Contains over 30 important chalk streams and rivers such as the Lark and Wissey.
- The catchment is designated a Nitrate Vulnerable Zone for surface water and, in part, for groundwater under the EC Nitrates Directive.
- Currently over 80% of rivers in the CamEO are failing to achieve Good Ecological Status with diffuse water pollution from agriculture and abstraction significant issues across the catchment.



Simon Aguss, WWF-UK

What has Water Sensitive Farming achieved so far?

From 2012 to date (Spring 2019):

Over **140** farmers have received one-to-one farm advice (as well as follow-up visits)

Over **2,250** ha of land use improvements delivered

73 silt-trap type interventions constructed

230 ha of tramline disruption trialled on arable land

Promoted to over **4,000** farmers and agronomists at events

Over **1.4 billion** litres of water returned (replenished) to the environment; at least 470 Olympic-sized swimming pools!

Proudly supported and funded by Coca-Cola, Tesco and WWF, and delivered by the Norfolk Rivers Trust

