

draft Drought Plan 2027

# Customer and Stakeholder Summary



May 2026



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# 1. Planning for a drier future

Here in the East of England, we live in the driest region of the UK. With a changing climate and a growing population, it's important that we plan ahead to protect our water supplies, our environment, and the communities we serve.

That's why Anglian Water creates a new Drought Plan every five years; in this Plan we set out how we will prepare for, respond to, and recover from drought. Here we provide a summary of our draft Drought Plan 2027, which sets out the actions we may take during dry weather and drought and how we work with our household and non-household customers to mitigate any potential impacts.

This latest Plan (Drought Plan 2027) takes into account the updated climate change forecasts, our latest investments (such as our strategic pipeline and smart metering rollout) and strategies for managing water over the long term as set out in our [Water Resources Management Plan 2024](#).

We've also listened to our customers and refreshed how we will communicate with them, and continued our engagement with key stakeholders through groups such as Water Resources East (WRE) to build a more cohesive response to drought in the East of England.



**The East of England only receives two thirds of the national average rainfall each year!**

## 2. Why is it important to prepare for droughts?



For us a drought isn't just a hot summer. We are prepared for hot summers, and we have invested over the last few decades to ensure our customers have uninterrupted water supplies during hot weather and droughts.

The strategic pipeline we are now building, which moves water from the north to the south of our region, is the latest example of this investment in resilience.

Droughts do not have to become emergencies. By planning early, continuing to invest in our water network and the environment, and

through working together with our customers and communities, we can keep water flowing in a sustainable way, protect nature, and support growth across our region.

**Long term planning and investment is essential because:**

- Opportunities for new water resources are limited. That's why we are investing in new reservoirs in Lincolnshire and the Fens to store rainwater when it is available. We're also developing plans for seawater desalination in Norfolk and Lincolnshire.

- Long term forecasts for climate change predict the East of England will experience even lower summer rainfall, and when it does rain in summer periods, it is more likely to evaporate rather than find its way into our reservoir and groundwater stores.
- We are expecting more frequent and intense downpours. This means we are likely to experience more water quality related concerns in the catchment, which can stop us refilling our reservoirs.
- The environment is precious, and whilst we are already taking measures to make our abstraction more sustainable, dry periods can really impact the wildlife around us. This means we need to act quickly and decisively to ensure the East of England's unique habitats, such as reedbeds and grazing marshes are protected during periods of dry weather.



### 3. Different types of drought and supporting other sectors

It should be recognised that droughts are natural events that we cannot prevent and each drought is different. There is not one single definition of drought but there are three key classifications that we use to explain the overall response.

#### Environmental Drought

Occurs when a shortage of rainfall is having a detrimental impact on the environment. It is likely that there will be reduced river flows, low groundwater levels and insufficient moisture within soils.

These conditions could result in signs of stress for wildlife, fish and habitats – such as peat bogs and wetlands.

#### Agricultural Drought

This happens when there isn't enough rainfall and moisture in soils to support crop production or farming practices such as irrigation and water for livestock. Irrigation may be constrained by environmental conditions affected by drought such as low river or groundwater levels and statutory restrictions on abstraction licences.

These drought conditions often happen alongside an environmental drought but usually before public water supplies are threatened.

#### Public Water Supply Drought

This happens when a shortage of rainfall causes concern in relation to supplying water to customers. This type of drought will take longer to develop than the aforementioned classifications as water company supply systems are developed to cope with dry weather.





The core role of our Drought Plan is to safeguard public water supply but we recognise that drought types frequently overlap, and therefore we also seek to provide support to other sectors when feasible.

One of the ways in which we do this is by working with regional water resources drought groups to discuss opportunities to increase drought resilience as well as investigating ways to share water when it is available.

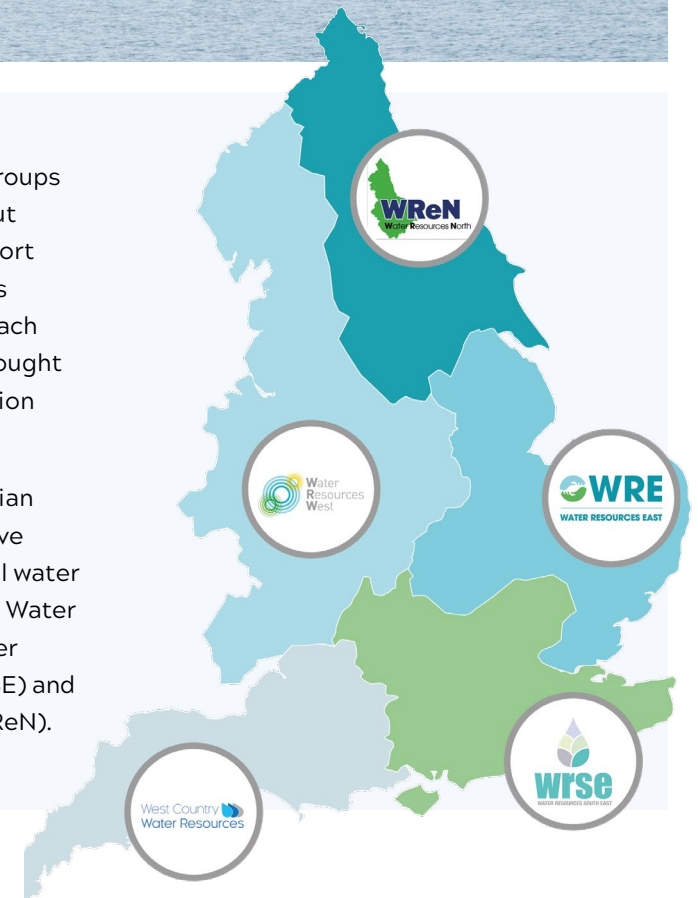
Regional water resources groups are alliances made up of water companies, key water users and stakeholders. These groups produce strategic plans to cover the future water resources needs for their region.

These Plans cross water company boundaries within the region and address the future needs for public water supply and other sectors, such as agriculture, energy production and industry.

The Plans are developed to identify coordinated and best value solutions to secure future water supplies and environmental resilience at a regional level, and together, at a national level.

Regional water resources groups don't have Drought Plans but are uniquely placed to support collaboration across sectors during a drought. As such each group has set up regular drought meetings to share information and support stakeholders.

Due to the region that Anglian Water covers we are an active participant in three regional water resources drought groups – Water Resources East (WRE), Water Resources South East (WRSE) and Water Resources North (WRn).



## 4. All you need to know about Drought Plan 2027



### 4.1 What is a Drought Plan and why is it needed?

By law we must prepare and maintain a Drought Plan that shows our regulators (e.g. the Environment Agency) how we would protect water supplies to our customers during prolonged periods of low rainfall when our water resources are reduced – and what we will do to minimise any potential environmental impacts that could happen. This is our seventh Plan since the year 2000, and it builds on our knowledge and expertise of managing droughts to date as well as advances in our water resources planning.

### 4.2 Drought Plan consultation process

We don't create these Plans in isolation, we care about what you and our other stakeholders think and feel about how we propose to handle a drought. The non-technical summary of our draft Drought Plan is set out in the following pages. The full formal draft Plan and technical appendices along with the details of how you can have your say about the content of this Plan can be found [here](#).



### 4.3 What's in the Drought Plan?

Droughts can vary in terms of how long they last, how widespread and how severe they are. Our Plan has to cover all the potential issues which we know could affect our region. It has to be flexible to deal with a range of scenarios that could happen.

In our Plan you can find details on:

- How we determine when the region is in different levels of drought

- What we'll do to manage demand during dry weather and drought
- What temporary measures we may have to take to provide additional water supplies
- What we'll do so our customers and other water users know what's going on during a drought
- How we'll work to manage the environmental impacts of any action we take during a drought

#### 4.4 How will a drought affect me?

If a drought is declared in a particular area you can rely on us to provide the essential water that everyone needs. We'll be very clear in our communication about what actions we are taking but also what you can do to help.

Sometimes a drought can be serious enough that we need to restrict certain kinds of water use. For example, using a hosepipe to clean the car or water a garden takes 225 litres of mains water in just 15 minutes.

Commonly known as 'hosepipe bans' Temporary Use Bans (TUBs) are part of the special powers granted to water companies to help reduce demand during drought. TUBs mostly affect domestic customers but there are other powers that are aimed at business and other users.

Of course, we always explore other options before issuing actions such as TUBs and only do it when it is absolutely necessary to safeguard supplies.

We'll be in touch in advance of any restrictions explaining exactly what they mean and what our customers can or can't do. As well as allowing time for consultation and representations to be made. At that time, we will share tips, for example, use a bucket and sponge to clean the car or fill a watering can for the plants.

We will also be clear when the restrictions are going to be lifted.





## 5.2 How we monitor our water resources

We constantly monitor the rainfall, river flows, reservoir storage, groundwater levels, and the amount of water people and businesses are using in our region. These checks help us to understand when conditions are starting to change.

We pay particular attention when we see:

- Lower than average rainfall levels
- Our reservoirs are not refilling over winter
- River flows are below what we expect
- Groundwater levels are low for extended periods
- Our customers are using unusually high amounts of water for a prolonged period of time

We have created bespoke ‘triggers’, known as drought levels, for sources across our region which we use to determine the drought stage we are at and the possible actions we may need to implement.

An example of how drought levels are applied to our reservoir sources is below.

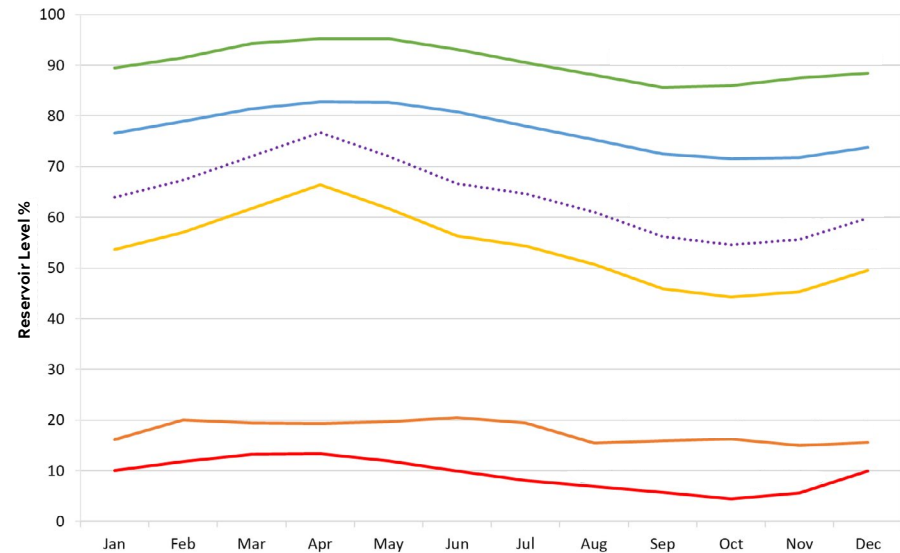
If our monitoring tells us that our water resources are at risk, we move through a structured set of drought levels and associated actions.



### Example Reservoir Drought Levels

#### Key

- Target Level
- Level 1
- Drought Permit Application Trigger
- Level 2  
Temporary use bans (TUBs)
- Level 3  
Non-essential use bans (NEUBs)
- Level 4  
Emergency drought orders



### 5.3 Our Levels of Service and what they mean for you

We assign a Level of Service against each of the key drought restrictions listed in our Plan. These set out the likelihood that we will need to introduce these restrictions.



<p><b>Business as usual</b></p>	<ul style="list-style-type: none"> <li>• We use water mindfully and encourage our customers to do the same</li> </ul>
<p><b>1</b></p>	<ul style="list-style-type: none"> <li>• Monitoring of water resources increases.</li> <li>• Increased communication to our customers to encourage water saving</li> </ul>
<p><b>2</b></p>	<p><b>Temporary use ban</b> (also known as a hosepipe ban)</p> <ul style="list-style-type: none"> <li>• Risk: 1 in 10 years</li> <li>• Last happened in our region in 2012</li> <li>• 10% chance in any one year</li> </ul>
<p><b>3</b></p>	<p><b>Non-essential use bans</b> (restrict some business uses)</p> <ul style="list-style-type: none"> <li>• Risk: 1 in 40 years</li> <li>• Never happened in our region</li> <li>• 2.5% chance in any one year</li> </ul>
<p><b>4</b></p>	<p><b>Emergency drought restrictions</b> (e.g. rota cuts)</p> <ul style="list-style-type: none"> <li>• Risk: 1 in 200 years</li> <li>• Last happened in parts of the country in 1976</li> <li>• 0.5% chance in any one year</li> </ul>

↩ We can move up or down these levels depending on conditions.

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## 6. Drought actions

Our Drought Plan actions follow a twin track approach to managing dry weather and drought. This approach is set out in two main streams of actions – demand and supply. These actions are phased throughout the period of drought so that we implement the less severe demand and supply actions first before moving to the next stage.

We always aim to use the demand and supply actions that limit the impact on customers, the environment and other users first.

A summary of the actions that we could choose to implement against each of the associated drought levels is shown in the table on the right.

All drought levels have been developed to allow enough time to prepare for and implement the appropriate actions as well realising the benefit from each action. Where appropriate, actions are relevant to both household and non-household customers and as the levels progress, existing actions will continue but in an enhanced way.

As droughts vary in location, intensity, duration and severity, our Plan must be flexible to respond to all events. This is why our drought levels and actions are used as guidelines to steer the most effective approach. All our actions are supported by our overarching communications strategy.



These programmes are enhanced as the severity of drought intensifies.

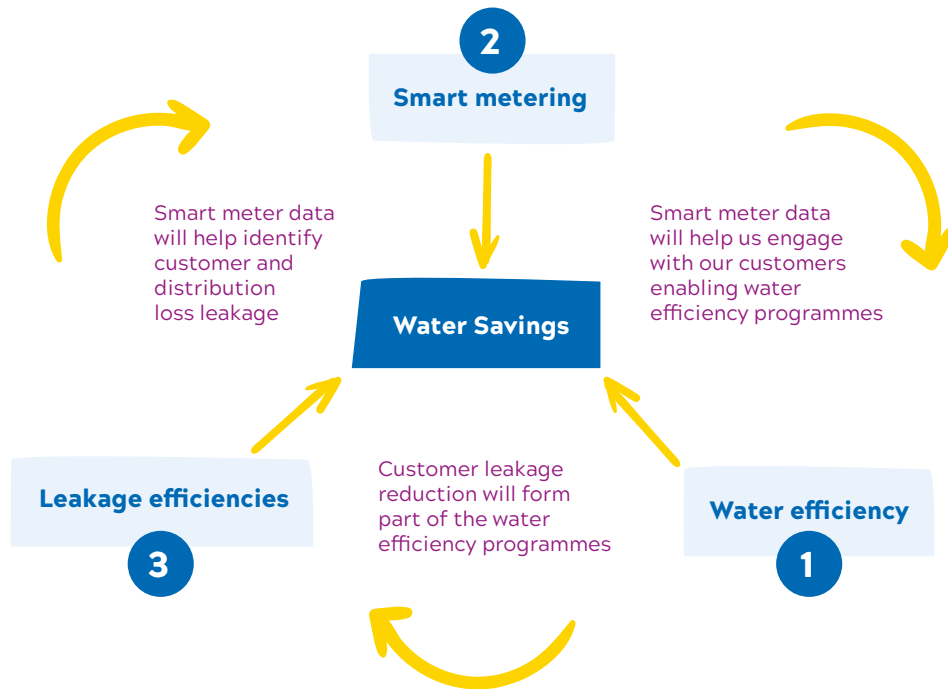
Drought level	Demand actions	Supply actions
Business as Usual	Routine demand actions.	Routine supply actions.
1	Communication campaigns, enhanced use of our smart meter network to support water efficiency and enhanced leakage management and pressure optimisation.	Optimising existing sources, using alternative sources, conjunctive use and available transfers. Minimising outage and losses.
2	Temporary Use Bans (TUBs) and further voluntary reductions.	Drought permits and orders with minor environmental impact.
3a	Non-essential Use Bans (NEUBs).	Drought permits and orders with moderate to major environmental impact.
3b	Extreme demand actions.	Extreme supply actions.
4	Emergency drought restrictions e.g. rota cuts.	Emergency supply actions e.g. reservoir emergency storage.

## 6.1 Demand Actions

During our business-as-usual times we have a year-round focus on saving water – ‘Love Every Drop’ – sums up our approach.

We have three interlinked programmes that bring our approach to life.

1. Our water saving drive for the home and garden.
2. Our smart metering programme.
3. Our leakage reduction programme.



Reducing water demand is important to us too which is why we are:

1. Supporting customers with water-saving devices, such as baby dams, and advice on how to make their water use more efficient.



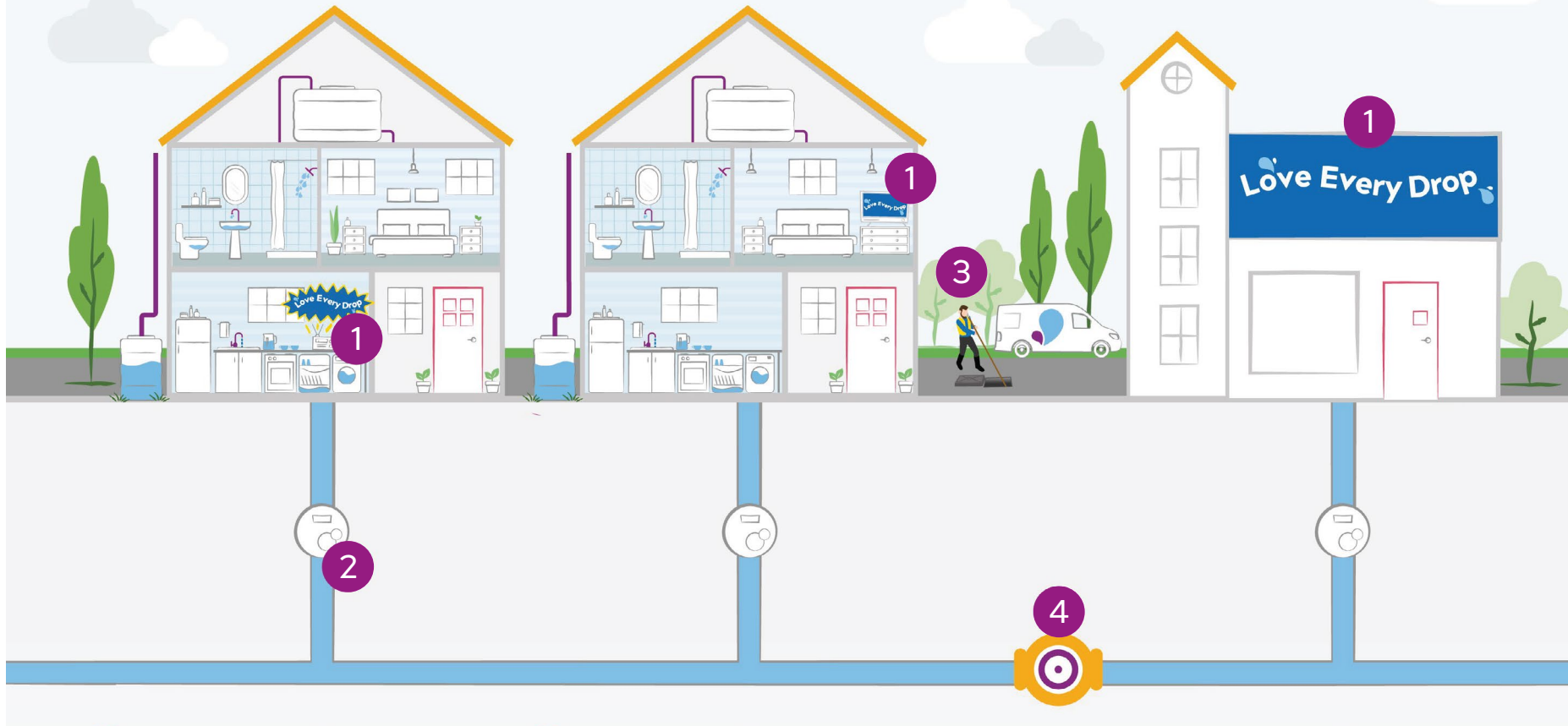
2. Finishing the installation of smart meters by 2030. These allow our customers to interact with their water usage and see if they have a leaky loo or an escape of water from their pipework.



3. Continuing to reduce the amount of water that leaks from our network; we do this through a range of measures such as drones, satellites, listening devices and even sniffer dogs!



An example of some of the actions we can implement year-round, with help from our customers, that form part of our three interlinked programmes to reduce demand.



- 1 Water saving campaigns
- 2 Smart meters installed
- 3 Leakage technician pro-actively searching for leaks
- 4 Pressure optimisation

Our water saving tips we offer year-round are below, just a few little steps around the home could make a big difference.

### In the bathroom



#### Be a better brusher:

Turning the tap off between rinses when brushing teeth can save 60 litres per day per household.

**Shower power:** A typical shower can use up to 15 litres per minute – so shower for 60 seconds less each day to make a massive difference – be clean and green.

**Hush the flush:** A water displacement device in the toilet cistern saves 1 to 2 litres every flush.



### In the garden

**Keep it covered:** Covering soil with pebbles, gravel or chipped bark keeps moisture in and weeds out.

**Grab a butt:** Collecting rain water from the roof and downpipe in water butts to use in the garden will keep the beds blooming all summer.

**Let the grass grow:** Lawns don't need watering. Set the mower on a higher setting to keep the moisture in.

### Outside the garden

**Back to basics:** Using a hosepipe to water the garden or wash the car uses a whopping 225 litres of water in 15 minutes – so why not use a watering can, or a bucket and sponge instead?



### In the kitchen



**Drop the drip:** Fit a washer to that leaky tap and save up to 3 litres a day.

**Bowled over:** A running tap uses 15 litres every minute – so try washing fruit and vegetables in a bowl of fresh water before giving them a final rinse.

**Feeling dishy:** Dishwashers use around 15 litres of water every wash, try putting it on once a day when it's full. This way less water may be used compared to washing up by hand 2 or 3 times a day.



### In the home

**Save and spin:** Wash 1 full load in the washing machine instead of 2 half loads, and save 10 litres of precious water.



## Temporary Use Bans (TUBs)

If it becomes clear that being waterwise is not going to be enough then we may need to impose limits on how water is used at home. Known as hosepipe bans, these are formally called Temporary Use Bans (TUBs).

If a TUB is brought in, our customers would not be allowed to do the following activities using a hosepipe, sprinkler or pressure washer:

- Water a garden
- Water plants on domestic or non-commercial premises
- Clean a car
- Clean a boat
- Fill or maintain a swimming pool or paddling pool
- Draw water using a hosepipe for recreational use at home
- Fill or maintain a pond at home
- Fill or maintain an ornamental fountain
- Clean walls or windows of domestic premises
- Clean paths or patios
- Clean other artificial surfaces



While these bans are in force, the activities can still be done using a watering can or bucket that can be filled by hand, or greywater can be used (bathwater or wash water) or water from a rain butt.

A common misconception is that a TUB only impacts household customers but in fact a TUB has the ability to restrict domestic activities whether that is within a household or non-household setting as long as it doesn't impact on the main business activity. A TUB will not impact essential agricultural, commercial or horticultural uses. Restrictions on commercial water use are handled differently through NEUBs (Non-Essential Use Bans).

## Non-Essential Use Bans (NEUBs)

If the drought continues to worsen, we can apply to the Secretary of State for Environment to grant a Drought Order. This is when we can use our special powers to restrict commercial uses of water. These Non-Essential Use Bans (NEUBs) function similarly to TUBs in restricting activities, but they are introduced later so that people's livelihoods are protected for as long as possible. Full use has to be made of TUBs before we can apply for any Drought Order. We would work closely with businesses and trade bodies to encourage them to use water wisely and try and prevent restrictions being imposed that would limit their operations.

Applying for a Drought Order is a significant responsibility. We must demonstrate that there is a serious or imminent risk to public water supplies.

### The Drought Order prevents the following:

- Watering outdoor plants at commercial premises
- Filling or maintaining a non-domestic paddling or swimming pool
- Filling or maintaining a pond
- Operating a mechanical vehicle-washer
- Cleaning any vehicle, boat, aircraft or railway rolling stock
- Cleaning non-domestic premises
- Cleaning a window of non-domestic building
- Cleaning industrial plant (machinery)
- Suppressing dust and;
- Operating cisterns



## Restriction exceptions and representations

Alongside our neighbouring water companies, we are able to grant exceptions to the TUBs and NEUBs for customers and businesses in certain circumstances.

The aim is to minimise the impact on vulnerable customers and the economy. We work closely with regional groups such as WRE and WRSE to ensure that our exceptions are aligned so the message is clear and consistent.

There are two types of exception – statutory and non-statutory exceptions. The non-statutory exceptions category is sub-divided into common and bespoke exceptions:

- **Common** – these exceptions are offered by all companies signing the Code of Practice.
- **Bespoke** – these are exceptions which individual water companies may like to offer customers depending on its circumstances.

We'll be in touch well in advance of any restrictions explaining exactly what they mean and what can or can't be done. As well as allowing time for consultation and representations to be made.

A full list of proposed exceptions can be found in our Drought Planning documents [here](#).

## Emergency Drought Orders

Only under the most extreme conditions, and after exhausting all other possible actions, would we apply to the Environment Secretary for an Emergency Drought Order (Level 4) to impose time-limited restrictions on water supply.

We do not consider this an acceptable way to run our business or serve our customers, which is why we are investing in our water supply system so that such measures would only ever be needed in the most extreme drought conditions. The operation of emergency actions is outside of our Drought Plan and is covered within our Emergency Drought Plan.



## 6.2 Supply actions

Supply actions are utilised to maintain supply during a dry weather or drought event in contrast to demand actions, which are used to try and manage and reduce demand for water. Supply actions have been developed for use across our region, as well as for specific sources (such as reservoirs, rivers, and groundwater) where appropriate. The actions available, range from routine operations that can then be enhanced through the different levels of drought to actions that require a change to our abstraction licence (e.g. drought permit or drought order) and to more extreme actions to try to mitigate reaching Level 4.

The range of supply actions that are available to us from BAU onwards and can be enhanced as appropriate throughout the different drought levels are summarised below:

- Providing river support
- Utilising alternative river abstraction sources
- Supply system optimisation and conjunctive use
- Source commissioning, maintenance and rehabilitation
- Tankering
- Internal and external transfers
- Loss reduction
- Drought permits and orders

## Drought permits

At the same time as focusing on household and non-household use of water we would also be looking at whether the situation is grave enough for us to apply for permits to take more water out of the rivers or groundwater sources. They take time to be processed so we have to apply in good time. These will only be granted after we have shown that we have done as much as we can to conserve supplies and reduce demand for water, and any loss of supply is due to an exceptional shortage of rain.

An important part of the drought planning process is to ensure that the environmental impacts of any of the drought actions that we propose are minimised. We have carried out comprehensive environmental assessments to make sure any potential permit will not have a detrimental impact on the environment and have created a detailed monitoring plan.

## 6.3 Extreme actions

We will go to great lengths to avoid bringing in severe restrictions such as rota cuts (Level 4) to the water supply. So, we are considering a full range of 'extreme' actions (Level 3b) set against the Environment Agency guidelines which state that they must be feasible, temporary, practical and not lead to taking out more water from the environment permanently. A sample of these possible actions can be found in the full [Plan](#).

## 7. How we protect the environment

As rainfall decreases, the natural and historic environment can suffer too. That's why we have committed to protecting the environment during dry weather and drought.

### We will do this by:

- Avoiding taking water, wherever we can, where it could harm the environment, and giving water to other users in the catchment when we don't need it through sharing arrangements.
- Utilising river support sources to supplement river flows during periods of dry weather.

- Working with the Environment Agency, Natural England, Historic England, Wildlife Trusts, and local groups to ensure we are collectively doing the right thing.
- Using drought permits only when essential. We'll support this decision with environmental assessments and monitoring. Monitoring occurs before, during and after actions like these and focuses on key indicators such as the amount of oxygen in the water.



## 8. How we communicate and work with others

### 8.1 Communication Plan

We will always communicate our drought status to our household, non-household customers and stakeholders, the actions we are taking to protect our customers and the environment from the drought, and what our customers can do to help.

### We will:

- Give regular updates on our water resources position e.g. reservoir and groundwater levels.
- Explain what each drought level is and what actions are needed by our customers.
- Share water saving advice, such as reducing shower times or not washing the car.
- Use social media, local media, our website, and direct messaging to make sure we reach our customers.
- Coordinate messaging with neighbouring water companies, New Appointments and Variations (NAVs) and retailers to avoid confusion.

- Tailor our messaging so it is appropriate to different audiences and stakeholders.

We communicate regularly with NAVs and retailers all year round, meaning there is a strong existing relationship and points of contact in place. We will adopt a communications approach which is appropriate and relevant for the individual NAV and retailer, rather than adopting a one-size-fits-all approach. This is important because their household and non-household customers will also pick up messaging from the broader media communications, so messages must be aligned.

Our communications activities are tailored to respond as required to a range of different scenarios which are driven by the drought levels assigned to our water resources across the region. This means that the communications can be enhanced with further activity or by changing the tone to suit the severity of the drought.

BAU

Drumbeat of activity across a range of channels



Level 1

Everything that's included in BAU, plus additional channels

Customer-side leakage journey

Need help finding your leak?

Are you missing a trickle?

You'll never dream of leaving your tap running all day... but that's exactly what your leak's been doing since we last got in touch. We can see you're using around 10.7m3 litres of water every hour which could be adding up to £22 per year\* to your bill if it's not repaired.

You might think a leak's silent trickle is tricky to find, but it's actually much simpler as soon as you've spotted it. The water tips below have helped over 80% of our customers to find and fix their leaks.

Click on each one to help you look - or listen - for the culprit.

Community hubs and events



This is a quick note to let you know your smart meter's still showing water's being used every hour of the day and night. Because it's unusual for water to be used overnight, especially over such a long period of time, it's highly likely something inside, or outside, of your home is leaking.

This silent trickle might not seem like it's wasting a lot of water, but over time it's all adding up. And depending on where it is, it might even be causing damage to your home. Finding and fixing the leak is the quickest and easiest way to stop your water bill going up as you start the new year.

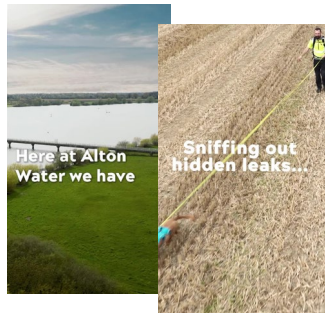
Internal meter upgrades and targeted homes visits

It's time to upgrade your water meter

You already know your water meter's a clever bit of kit that makes sure you're only ever paying for what you use. But did you know our new meters go one better and protect your home as well as your pocket?

We're now upgrading meters in your area. But because space is tight your property for a while now we can't get it fixed, we will be able to pop by unless you're at home to let us in.

'Story behind water' video series



Anglian Water - Love Every Drop

Make the most of every drop by putting a saucer under your indoor plants or even reuse any leftover water to give them a drink

Instead of running the tap, save water and money by using your washing up water to rinse your recycling before popping it in the bin

BAU (demand driven) small swaps videos

Swap your hose... for another day of fun

Regionwide and more targeted press releases & media

Protecting our region's rivers: Anglian Water closely monitoring flows in Rivers Wensum, Nar and Wissey

Customers urged to use a 'little less' to help keep taps running and protect the environment

Dry weather and heatwave style comms across social media (incl. hotspot areas)

Anglian Water - Love Every Drop

When temperatures rise, so does water use - and in the past few days, we've supplied over 1.4 billion litres of water across the...

Love your brown lawn

Lincoln, use a little less so everyone has enough



Email newsletters, 1:1 customer comms, radio adverts

Summer newsplash

Do you know the story behind your water?

Get a water saving tip? We'd love to hear it!

## Level 2

Building on the foundations of Level 1 communications, adding more bespoke 1:1 communications and TUBs content

Protecting nature in the dry weather



Protecting nature in hot weather



TUBs information videos



It's time to hang up your hosepipes for now

More frequent press releases, industry-expert statements, PR and media



heart 97.2 102.2 more music variety

Radio adverts (escalated messaging), bespoke 1:1 customer comms and updates

Use a little less so everyone has enough

Let's work together to keep the taps flowing

Easy ways to use less water

How you can help

Hang up the hosepipe

Avoid the pool

Wait to wash your car

Anglian Water issues update on water resources situation, as more water companies announce hosepipe bans

love every drop anglianwater



## Level 3

Building on the foundations of level 2 communications, adding increasing frequency of TUBs and/or NEUBs content

Anglian Water - Love Every Drop

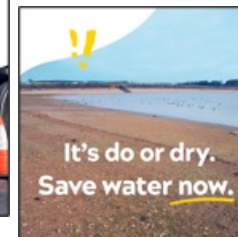
When temperatures rise, so does water use - and in the past few days, we've supplied over 1.4 billion litres of water across the ... see more

Lincoln, use a little less so everyone has enough

Instagram

anglianwater

Lincoln, use a little less so everyone has enough



Lincoln, save water now!

Colchester Help protect every drop

Rainfall 2mm Jul 44mm below average

Reservoir storage Ardeigh is currently 10% below target for this time of year

68.8% full

River Colne levels

15 million litres of water short per day

On average Colchester used 7% more water than July 2021

Regionwide updates on the current drought position

Let's work together to keep the taps flowing

Summer newsplash

Get a water saving tip? We'd love to hear it!

How you can help

When it's hotter, it's really easy to use a lot more water than normal. Especially for activities that involve a lot of water when there's a huge demand for water. Here are some easy ways to help use less, to make sure everyone has what they need this summer.

Hang up the hosepipe

Avoid the pool

Wait to wash your car

Localised 1:1 customer comms and updates

How you can help

When it's hotter, it's really easy to use a lot more water than normal. Especially for activities that involve a lot of water when there's a huge demand for water. Here are some easy ways to help use less, to make sure everyone has what they need this summer.

Hang up the hosepipe

Avoid the pool

Wait to wash your car

## 8.2 Working with others

We work with others to ensure our response to dry weather and drought is timely, appropriate and effective. This improves communication and data sharing between these bodies, providing holistic drought management and protection to the environment.

Continuous engagement and collaboration are important, especially during periods where we aren't in drought.

### This means we:

- Continue to promote water efficiency through 'Love Every Drop', aiming to normalise the thought of water as a scarce, precious resource.
- Have regular engagement with our regulators, Consumer Council for Water (CCW), the media, local authorities, local resilience forums, local eNGOs, etc.

- Actively participate in the National Drought Group, contributing to cross sector coordination, communications alignment, and national drought health checks.
- Maintain and expand our Priority Services Register. This helps us support vulnerable households and communicate to them effectively during times of drought.
- Participate in catchment based workshops, bringing together stakeholders across planning, environmental management and water resources to build shared understanding of local pressures.



## 9. How we know drought is over

Unfortunately, a few weeks or even months of rain doesn't mean a drought is fully over. We can't relax until there has been enough rain to build up our reservoir and groundwater supplies and increase river flows. This means that we will regularly monitor our reservoirs, rivers, and groundwater to check when they have returned to 'normal'.

Once we feel it is safe to do so, we will:

- Clearly communicate to our customers what is happening.
- Lift any restrictions in stages, removing hosepipe bans and any other limitations as soon as it is safe to do so.

- Reduce our use of temporary abstractions (drought permits and orders), going back to normal operation.
- Continue our environmental monitoring to make sure that the rivers, wetlands, and wildlife in our region are recovering from the drought. If they aren't, we will act.



## 10. Learning Lessons

We will review our performance after any drought in order to understand how effective our Plan was. We'll also speak to the Environment Agency and Natural England, stakeholders and customers to get their opinion on how we did and any improvements that could be made next time. We'll use these lessons learned for future Drought Plans, so we are even better prepared.

Key learning gathered from the 2025 and 2022-23 dry weather events that we used to create our Drought Plan 2027, included:

- Preparation for drought is key; even when water resources are in a good position.
- Long term resilience planning is essential; we avoided the use of drought permits because we had already invested in long term resilience. We need to continue this investment.
- Our customers will respond to requests to use less water when communications are timely, clear and direct.
- Environmental monitoring is key, including water quality and low flow.
- Real time information and links between river flows, the weather, water demand and how our network is performing are key to improved decision making.
- Working with the Environment Agency and regional groups, such as Water Resources East, is key to success and building an understanding of risk.
- We need to keep exploring different future climate change scenarios to ensure we are resilient to what the future holds.

## 11. Links to other plans

### Water Resources Management Plan (WRMP)

The Drought Plan is closely linked to our long term strategy for water resources – the Water Resources Management Plan. Our latest Plan, Water Resources Management Plan 2024, is available to view [here](#).

This Plan promotes further drought resilience through the construction of two new raw water storage reservoirs in the Fens and Lincolnshire; these will take water from the environment when it is plentiful and store it for use during dry summers. Seawater desalination along our coastline is also being developed. This Plan details the drought permits and orders shown in our Drought Plan.

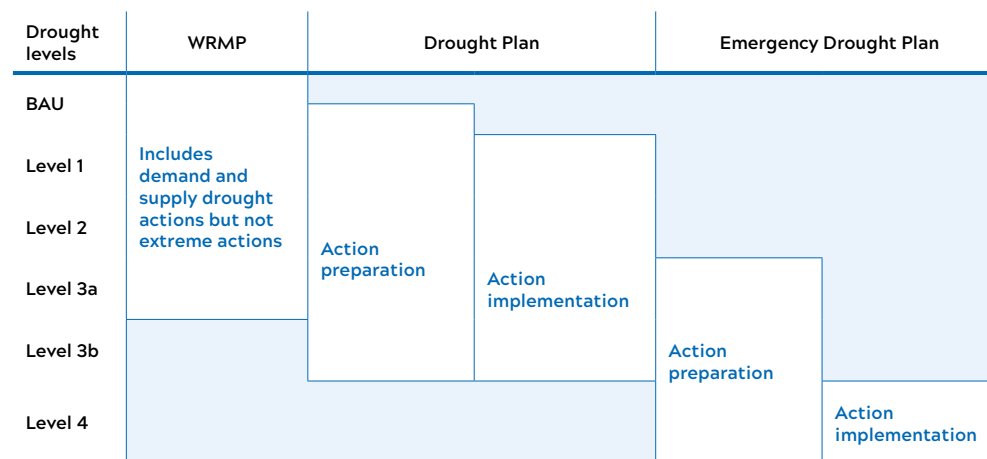
### Emergency Drought Plan

Extreme drought conditions are considered in our Emergency Drought Plan which is developed by our Emergency Planning team.

This Plan details the actions we will have to take when we reach Drought Level 4.

This document isn't published as it holds sensitive information, but it does include information such as:

- The actions we would undertake if we had to bring in Level 4 measures, such as less or no water to taps or customers getting their water from specified locations in their area.
- The triggers we have to prepare for Level 4 actions
- What we need to do to get an Emergency Drought Order, a legal power.
- Our responsibilities under the Security and Emergency Measures Direction (SEMD) 2022.



## 12. How do I find out more about drought?

This document has provided a summary of our seventh formal Drought Plan which has been developed from Environment Agency guidance, our stakeholders' views and lessons learned from previous droughts.

The Plan is currently in draft form and is now out for public consultation. If you would like to read more, please visit our [website](#) where you can view the main report and its supporting technical documents.

You will also find details on how you can respond to our public consultation.

Once the draft Plan has had its public consultation, we will respond to any comments in a Statement of Response before publishing a final version of the Plan – Drought Plan 2027.

This Plan will help ensure that when dry weather and drought occurs we are prepared, mitigating risks for our customers and the environment.

## Where can I get a copy of the Drought Plan 2027?

Find the full plan and more  
water-saving tips at [anglianwater.co.uk](https://www.anglianwater.co.uk)



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