

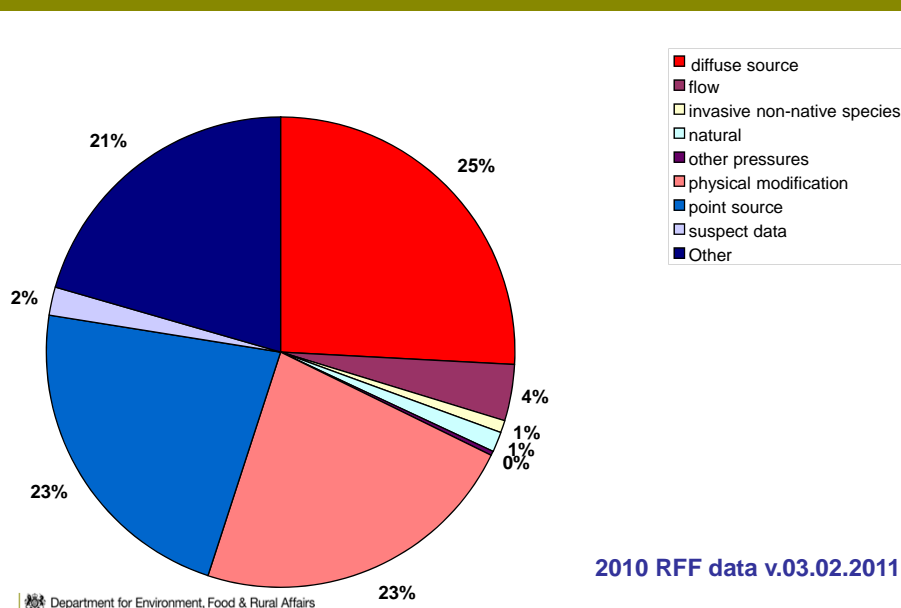


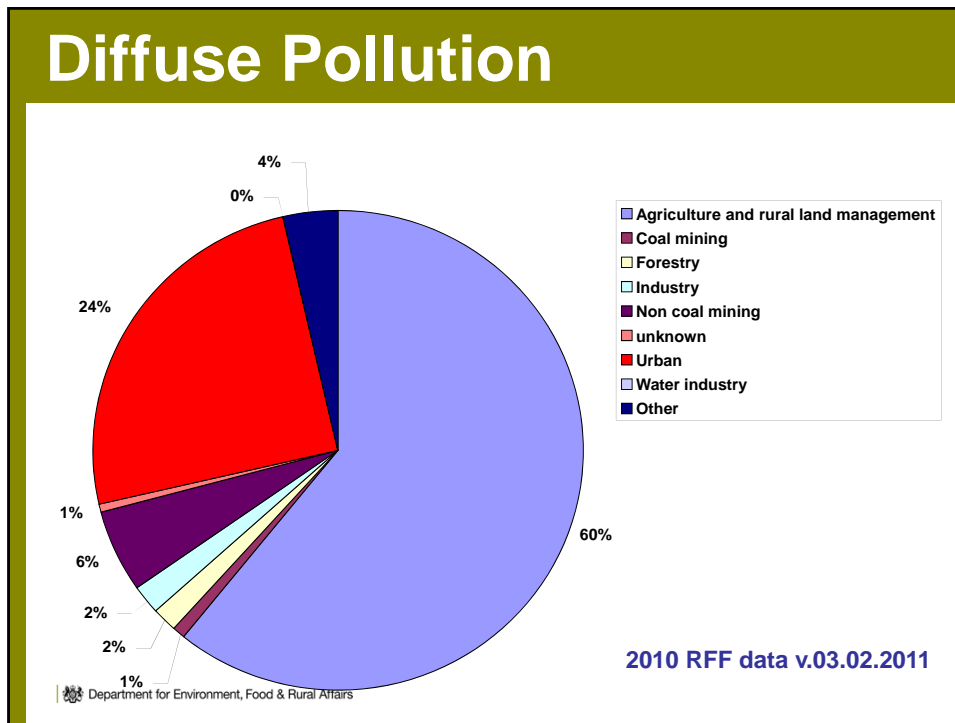
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for Environment  
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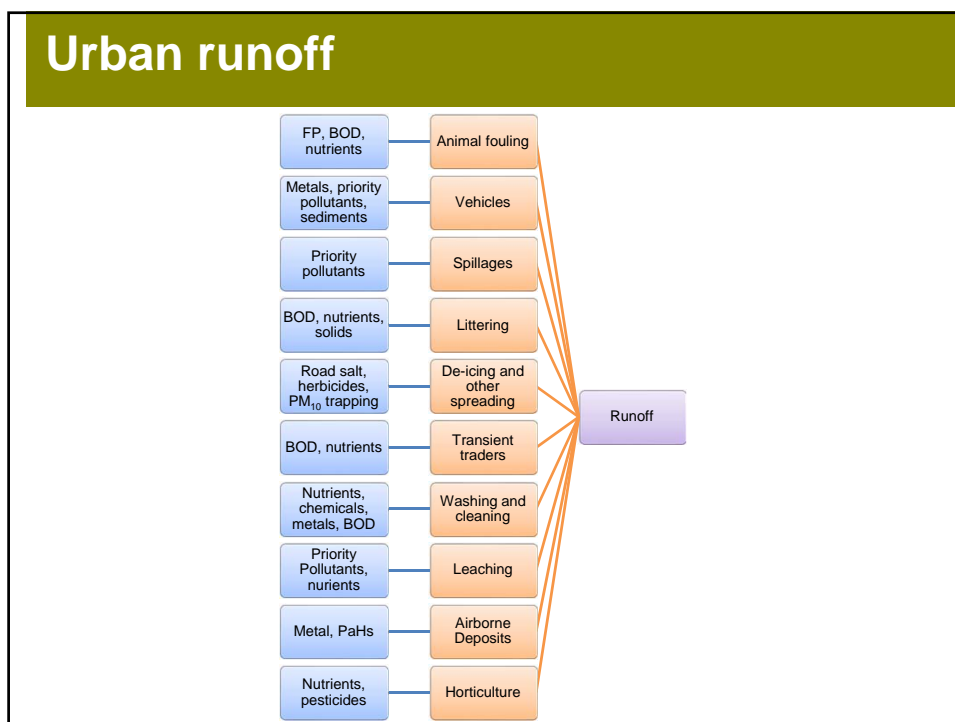
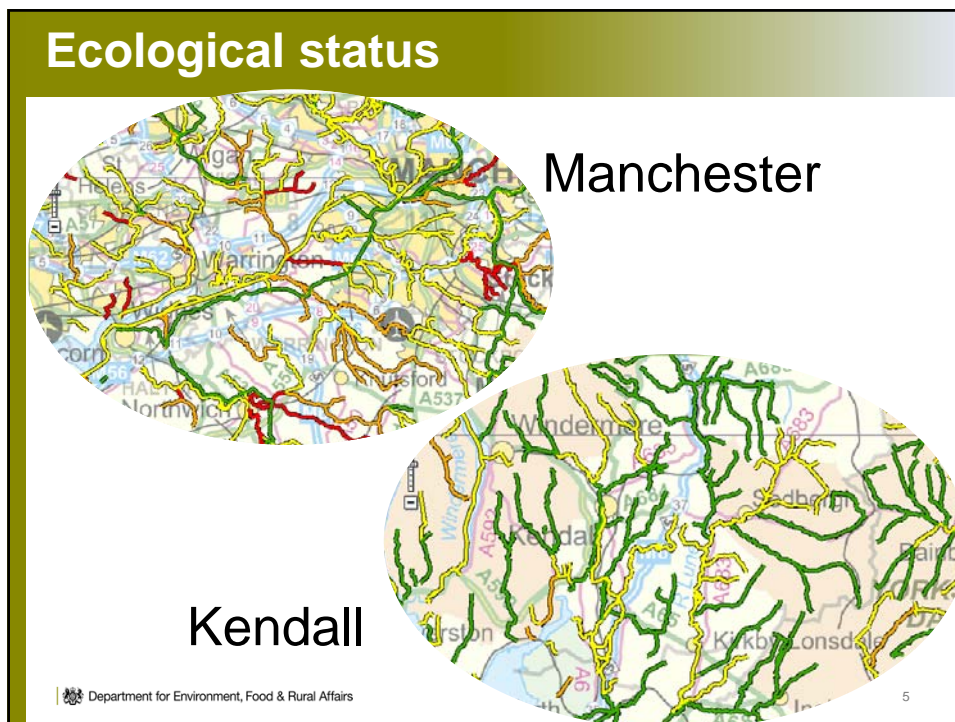
## Urban diffuse pollution – the challenge

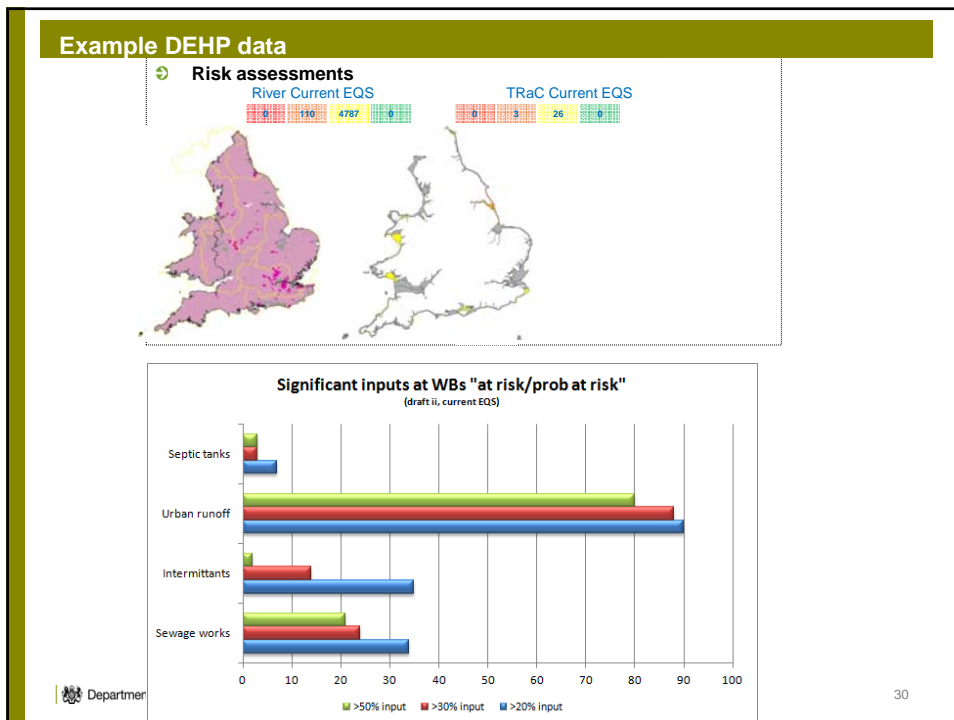
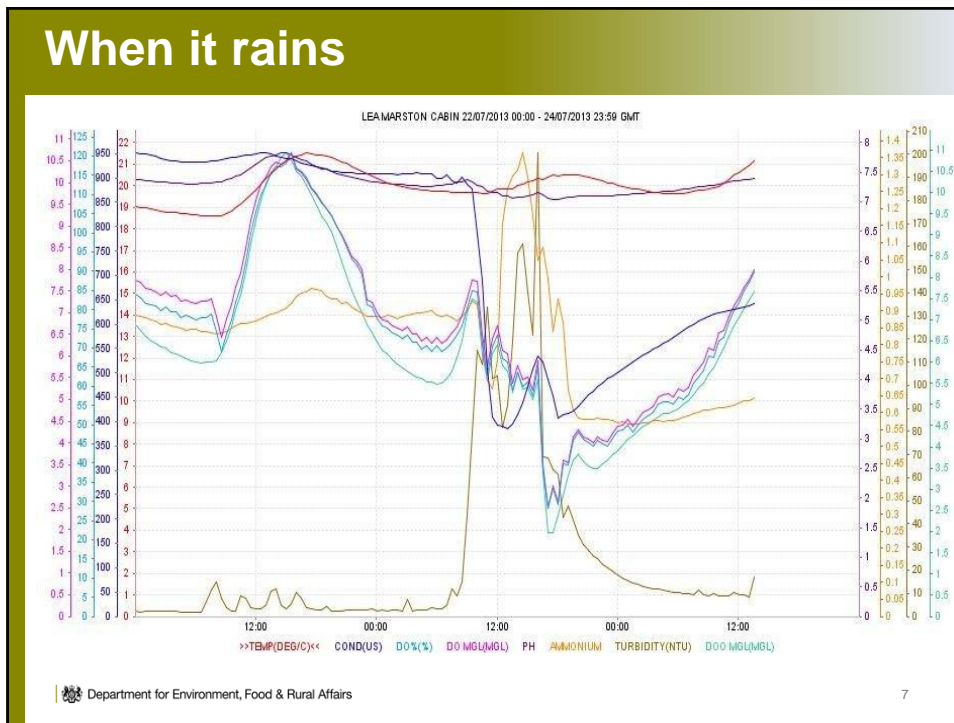
Presented by: Richard Martin  
Head of Non Agricultural Diffuse Pollution  
Date:

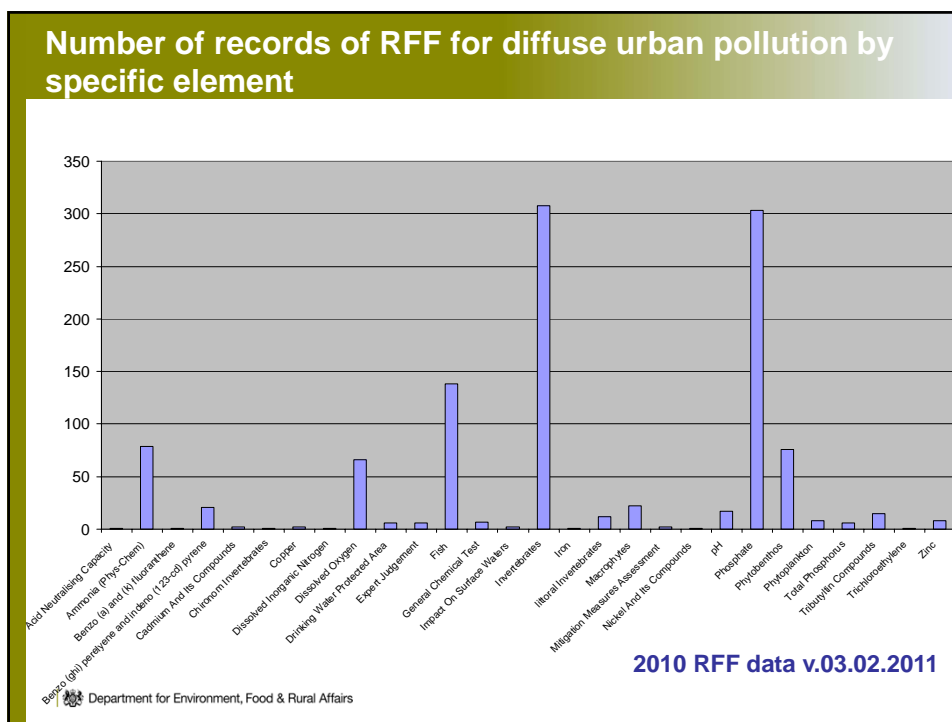
### Pollution Sources







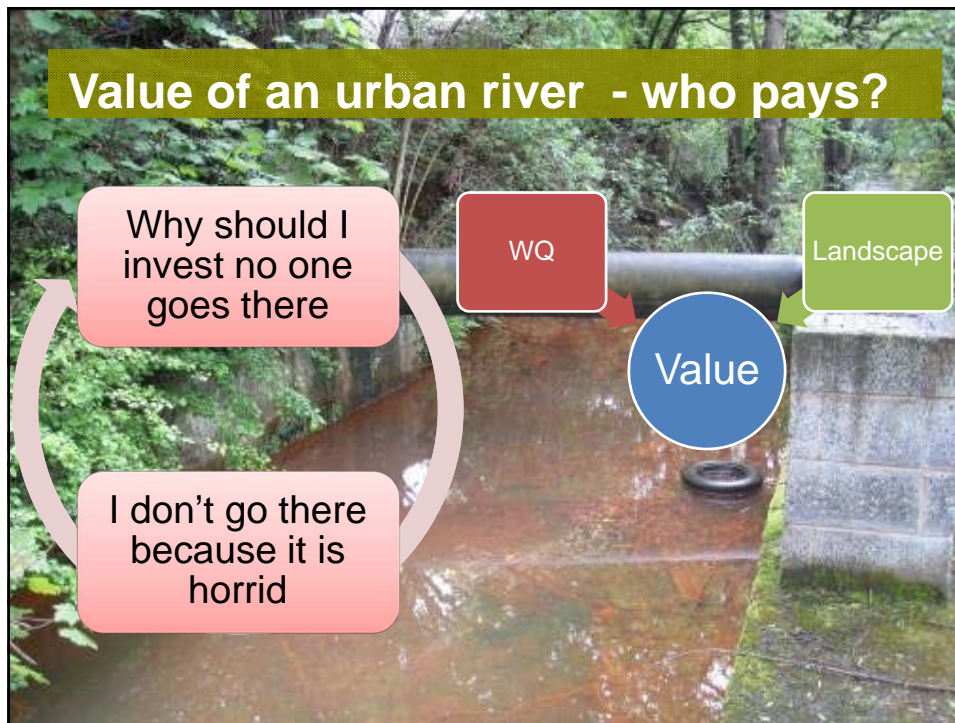


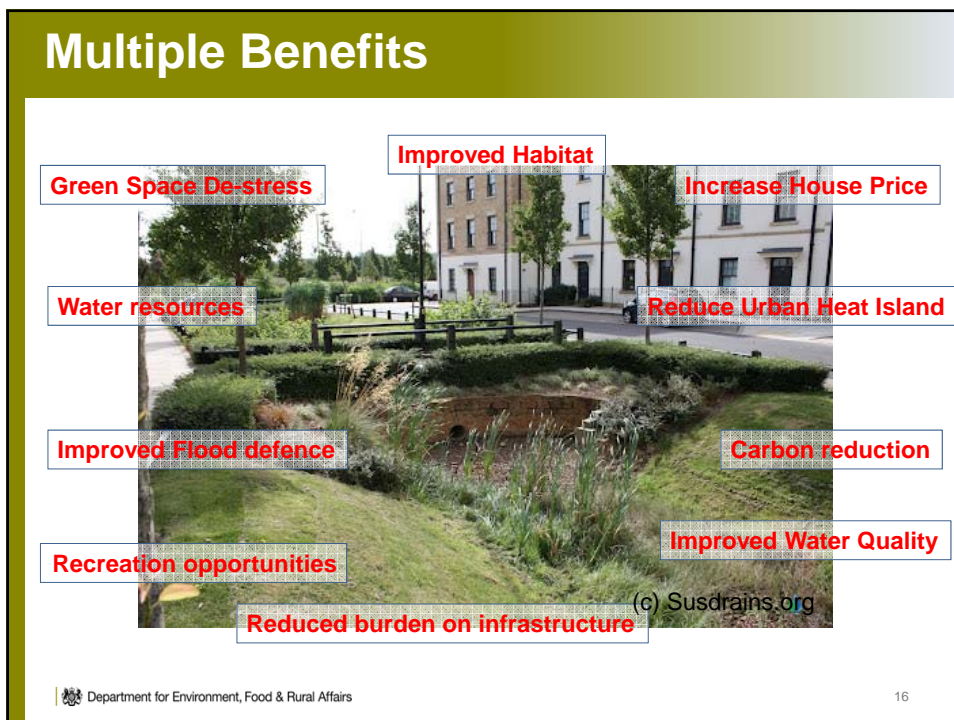
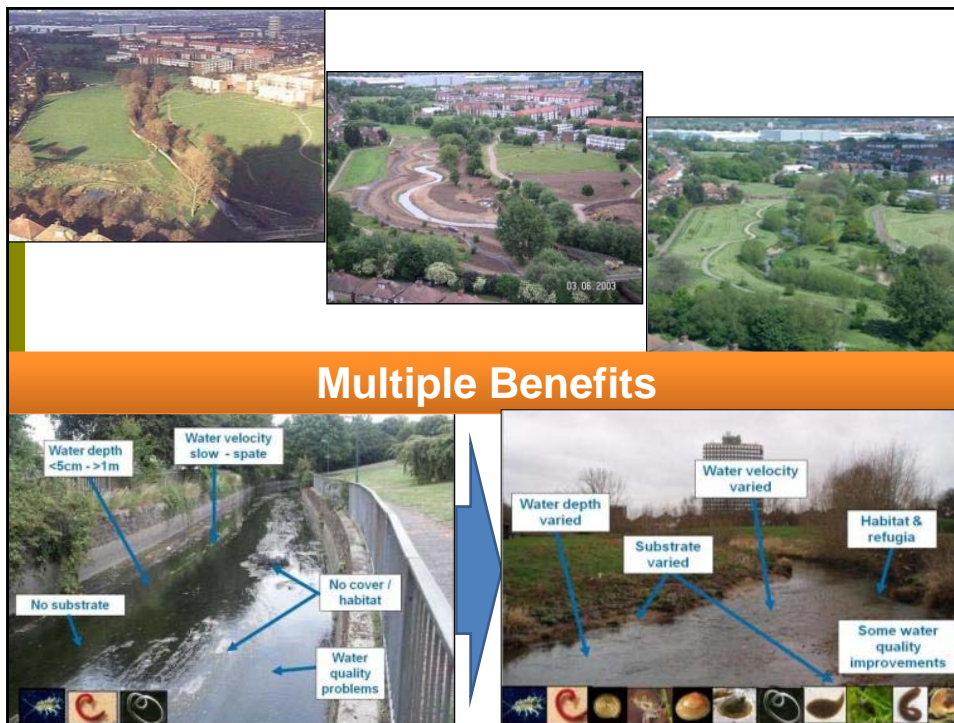


## Some of the Challenges

- Variable and widespread with no one major cause.
- Embedding behavioural change in the public in difficult
- Capital works in urban areas are expensive.
- There is no one party responsible to deliver, there is multiple ownership. Multiple reasons for failure.
- Those best placed to act may not be the most responsible or be resourced to act
- People paying want 'Beyond reasonable doubt'
- Current regulatory powers were not designed to tackle the problem
- Who should pay?









## Update on progress with development of SuDS policy

- Defra is working collaboratively with stakeholders via Task and Finish Groups.
- CIRIA and a team contracted to help develop the National Standards for SuDS.
- Local Authority capacity building workshops are taking place in October/November.
- Aim to implement in April 2014, subject to cross-Whitehall and Parliamentary approval.
- Defra SuDS team can be contacted at [SUDS@defra.gsi.gov.uk](mailto:SUDS@defra.gsi.gov.uk)

 Department for Environment, Food & Rural Affairs

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## No regrets and Low regrets



## It is not a cost it is a benefit

- A property located on the edge of a park compared to one 450m away could increase by up to 19% (Neil Dunse *et al.*, 2007).
- A view of forest can raise house prices by 7% and water by 5% (Garrod and Willis, 1992).

## Conclusion

- It is a complex policy area
- There are huge opportunities
- Defra and the Environment Agency are actively pursuing this area of policy
- We all must focus on multiple benefits to maximise the return on investment
- Partnership approach is key
- It doesn't have to break the bank
- The rewards are worth having



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