

ABOUT THE WENSUM ALLIANCE

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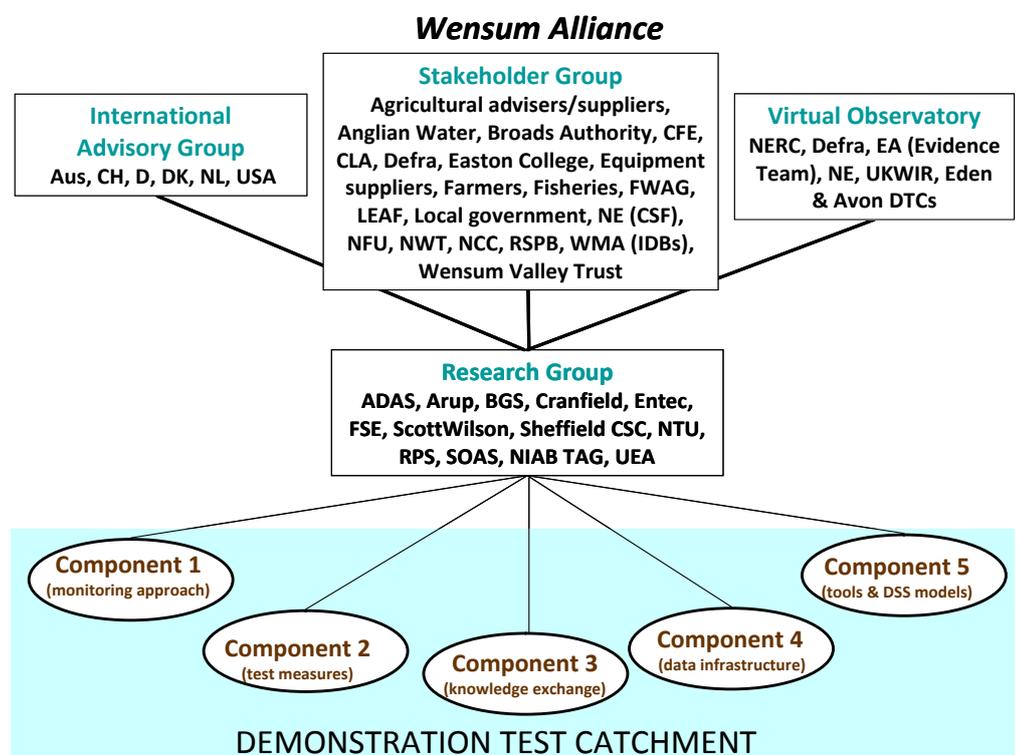
Background:

A key objective of this project is to develop a unique way of working, developing a 'ground upwards' approach involving land owners and managers, as well as farming and environmental organisations, government agencies and researchers; a whole community of interested parties - the **'Wensum Alliance'** – is contributing to the research design and identifying the most relevant mitigation measures. Information from an extensive monitoring programme will be available to members of the Wensum Alliance and will also be shared within the national Demonstration Test Catchment Project to compare experiences and develop best practice guidance for land managers and policymakers that can be applied nationwide.

What is the Wensum Alliance?

The Wensum Alliance comprises:

- An International Advisory Group of respected scientists and representatives from watershed alliances from other parts of the world.
- Local stakeholders – land owners and managers and local representatives from a wide range of organisations that work in the Wensum area.
- A team of researchers drawn from universities, research organisations and private consultancies.



A significant objective of the Wensum Demonstration Test Catchment is to establish an integrative data infrastructure for collaborative analysis by the wider research community through the Natural Environment Research Council (NERC) Virtual Observatory initiative (see overleaf).

The Wensum Alliance is modelled on international experience of successful catchment management groups such as the Memorandum of Agreement between New York City and the Coalition of Watershed Communities (Catskill-Delaware) in the United States, the South East Queensland Healthy Waterways Partnership of Australia and others in North West Europe. Of significance in their success is the bringing together of people and agencies, the building of trust and understanding of shared problems and solutions, and the capacity for delivery.

Email: wensumalliance@uea.ac.uk



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Knowledge exchange -

- Land managers have the opportunity to learn more about monitoring technology
- Researchers can learn more about on-farm measures
- Water companies can learn more about integrated catchment-wide water management
- Governing bodies can learn more about the practical application of policy

VIRTUAL OBSERVATORY

The Natural Environment Research Council (NERC) Virtual Observatory programme has been created to enable a better understanding of the water-soil system of rivers. Technical advances in data-mining and high-performance computing, as well as in distributed networking and near real-time environmental observations in both freshwater and terrestrial environments make this goal increasingly possible - but only through collaboration. The Virtual Observatory seeks to build an integrated and collaborative research community with the range of research skills and access to cutting-edge technologies and environmental data necessary to address research questions on water-soil systems at differing physical locations.

See:-

www.nerc.ac.uk/research/programmes/virtualobservatory/

WENSUM ALLIANCE Research Team at UEA

The Wensum Alliance is being led by Dr Kevin Hiscock and Prof. Andrew Lovett from the School of Environmental Sciences at the University of East Anglia in Norwich. The first phase of the project runs until 31 March 2014. For further details please contact:

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If you would like to join the **Wensum Alliance** and be part of this project, please get in touch. Your local knowledge, experience, expertise and advice will be invaluable in helping to develop the right catchment and farm management solutions for reducing pollution in the Wensum catchment.

General Enquiries:-

Email: wensumalliance@uea.ac.uk

