

# Drought 2010-12

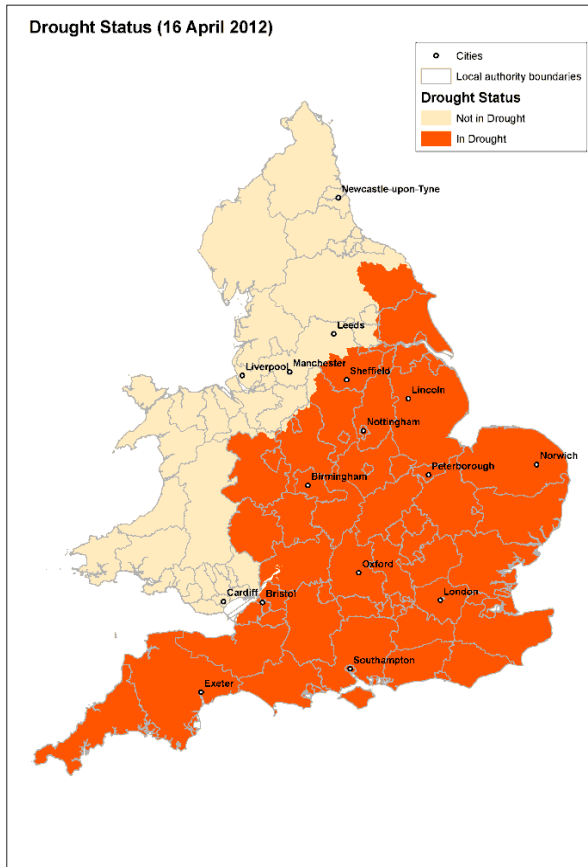
## BGS Groundwater Forum

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Manager – Strategic Planning and Drought

The wettest drought  
is nothing new...

c. 1996?

# Headlines - EA in the middle of it all

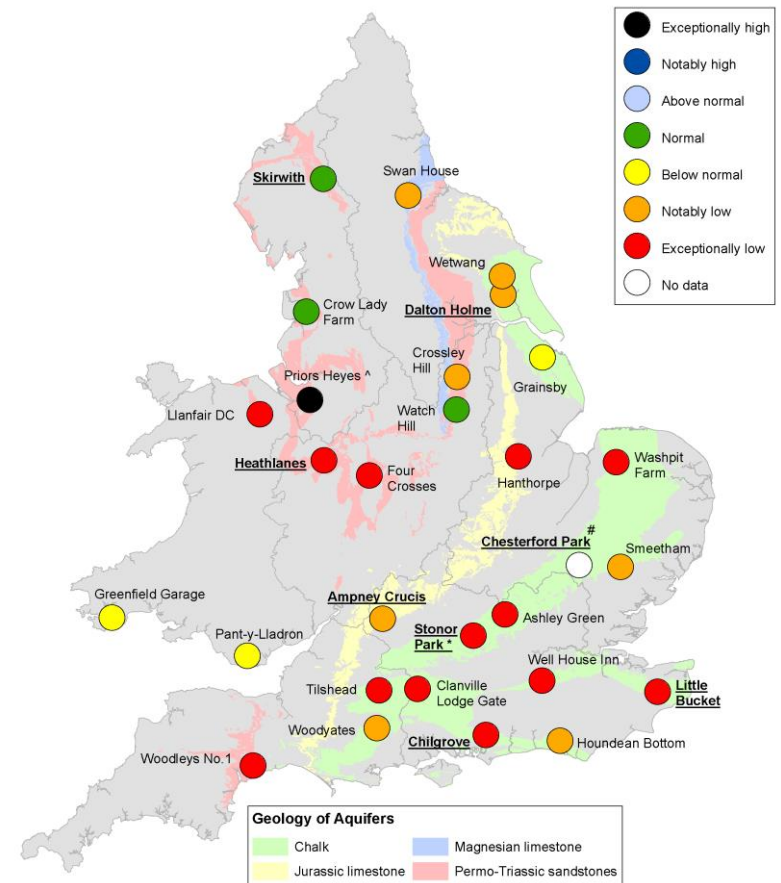


- ⇒ Midlands and South West in Drought from 16 April
- ⇒ SE Wales in potential Drought
- ⇒ w/e 10 April was wettest week across England and Wales since the start of January,
- ⇒ all regions having already received around a third or more of the April long term average.
- ⇒ River flows have increased at all our indicator sites particularly in northern and western England and in Wales but will drop quickly if dry weather returns
- ⇒ Groundwater levels remain low with thirteen sites still *exceptionally low* for the time of year.
- ⇒ Reservoir stocks have generally increased in East Anglia, south east England and north Wales
- ⇒ 20m people have hosepipe bans
- ⇒ New Drought Permit and Drought Order applications pending
- ⇒ Local licence conditions restricting some agricultural abstraction
- ⇒ Fish rescues before Easter, none this week
- ⇒ Showery rain forecast next week

# Groundwater

levels very low for time of year across most of England

- ⇒ Groundwater levels *below normal* or lower for the time of year at most sites, with thirteen sites still *exceptionally low* for the time of year
- ⇒ No significant recharge will now happen until the autumn
- ⇒ *How wrong could we be??*



# National Drought Group



NDG communications sub group was the key to common messages

Members represented the 'water sector' rather than their own organisation

The media sought conflict but after a while began to show drought as a common problem with all parties working together

Customer surveys by CCW and TWS showed surprising level of customer understanding and support for restrictions even in floods

# Drought and education



We usually focus on simple communication during droughts and floods

Education can be seen as too difficult and a long term ambition which others should take responsibility for

The positive approach taken by the NDG sub group enabled a stronger content with the media and groundwater was one of the primary areas to benefit

# Inside out - down an adit



# Inside out - down an adit



The inside out programme came from a visit to BBC weather centre to raise awareness of drought

From this came the prime time national programme

We helped shape the programme in terms of GW providing links to BGS and water companies

The programme and spin off publicity helped in terms of geology and groundwater education – something you can now talk about with confidence on TV