

## WATER

Water is essential in our homes, and using less water is good for your pocket and the environment.

The River Mersey is a huge and distinctive asset at the economic heart and cultural soul of the Liverpool City Region. The river has potential to be a catalyst for further economic regeneration and to sustain a resilient and growing economy. Our city region remains at the forefront of partnership to clean up river systems and in finding more sustainable solutions to the challenges of flooding, a changing climate and population growth.

Work started with Michael Heseltine's call to action in 1983 which directly led, in 1985, to the Mersey Basin Campaign, a 25-year, government-backed movement to clean up the entire Mersey river system (<http://www.merseybasin.org.uk/>). The campaign broke new ground and is internationally recognised as having pioneered effective partnership working and in 1999 it became the inaugural winner of the Thies International Riverprize for best river system clean up. People and wildlife need clean and healthy rivers to prosper and the benefits of all this work have been proven with wildlife returning to the waters of the Mersey in abundance and with more people enjoying rivers for all manner of recreation and leisure activities.

Its sister organisation, the Mersey Rivers Trust, continues some of this work today.

### What we are doing about it

- Work with partners such as the Mersey Rivers Trusts, the Environment Agency and United Utilities to promote campaigns such as water efficiency and 'Think Before You Flush'
- Identifying natural solutions to flood management such as Sustainable Urban Drainage Solutions as well as traditional methods
- Applying a catchment based approach to dealing with river water quality such as the work on the River Mersey

### What you can do about it

- Use water wisely such as turning off the tap when cleaning your teeth
- Let your garden absorb rainwater and invest in a water butt
- Take care not to block drains with wet wipes and other unflushables
- Stick to doing only full loads in your washing machine or dishwasher
- Check Year of the Environment activities / events calendar to get more involved

