

# Part 3

## Managing and Responding to Drought

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**Liquid Politics: the historic formation of the water consumer**

Cultures of Consumption Research Programme

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	<b>WATER PROVIDER RESPONSES</b>	<b>POLITICAL RESPONSES</b>	<b>LONG-TERM IMPACTS?</b>
<b>1895</b>	<ul style="list-style-type: none"> <li>• intermittent supply</li> <li>• prosecutions for waste</li> <li>• PR attack: wasteful consumers; prosecutions</li> <li>• metered supplies (trade/public) continue</li> </ul>	<ul style="list-style-type: none"> <li>• Government enquiries into supply failures</li> <li>• debate over municipalisation</li> <li>• Royal Commission 1897-1900</li> </ul>	<ul style="list-style-type: none"> <li>• municipalisation of metropolitan water supply</li> </ul>
<b>1921</b>	<ul style="list-style-type: none"> <li>• appeal for voluntary restraint (London no restrictions)</li> <li>• elsewhere: rationing</li> <li>• partial water rate rebates</li> <li>• short-term improvisations / mains pressure reductions</li> </ul>	<ul style="list-style-type: none"> <li>• Ministry of Health 'strict economy' appeals</li> <li>• public health warnings</li> <li>• gun firing experiments</li> </ul>	<ul style="list-style-type: none"> <li>• Advisory Committee on Water (without consumer representation)</li> <li>• new schemes but abandoned</li> </ul>
<b>1934</b>	<ul style="list-style-type: none"> <li>• restrictions</li> <li>• water rate rebates</li> <li>• short-term improvisations</li> <li>• new schemes</li> </ul>	<ul style="list-style-type: none"> <li>• extensive propaganda</li> <li>• free fittings repair</li> <li>• rural development grants</li> <li>• local bulk transfers</li> </ul>	<ul style="list-style-type: none"> <li>• grant scheme schemes</li> <li>• new by-laws against waste / undue consumption</li> <li>• 1934-36 Joint Committee on Water Resources and Supplies</li> </ul>
<b>1959</b>	<ul style="list-style-type: none"> <li>• short-term improvisations</li> <li>• re-use of old supplies, bulk water transfers</li> <li>• tanker deliveries</li> <li>• voluntary reductions/severe restrictions</li> </ul>	<ul style="list-style-type: none"> <li>• water resources legislation</li> </ul>	<ul style="list-style-type: none"> <li>• reform of river management</li> <li>• increased investment</li> </ul>



Welwyn, Herts., 28 Feb. 1934: Whitbread's water delivery



Warwickshire, 8 April 1935



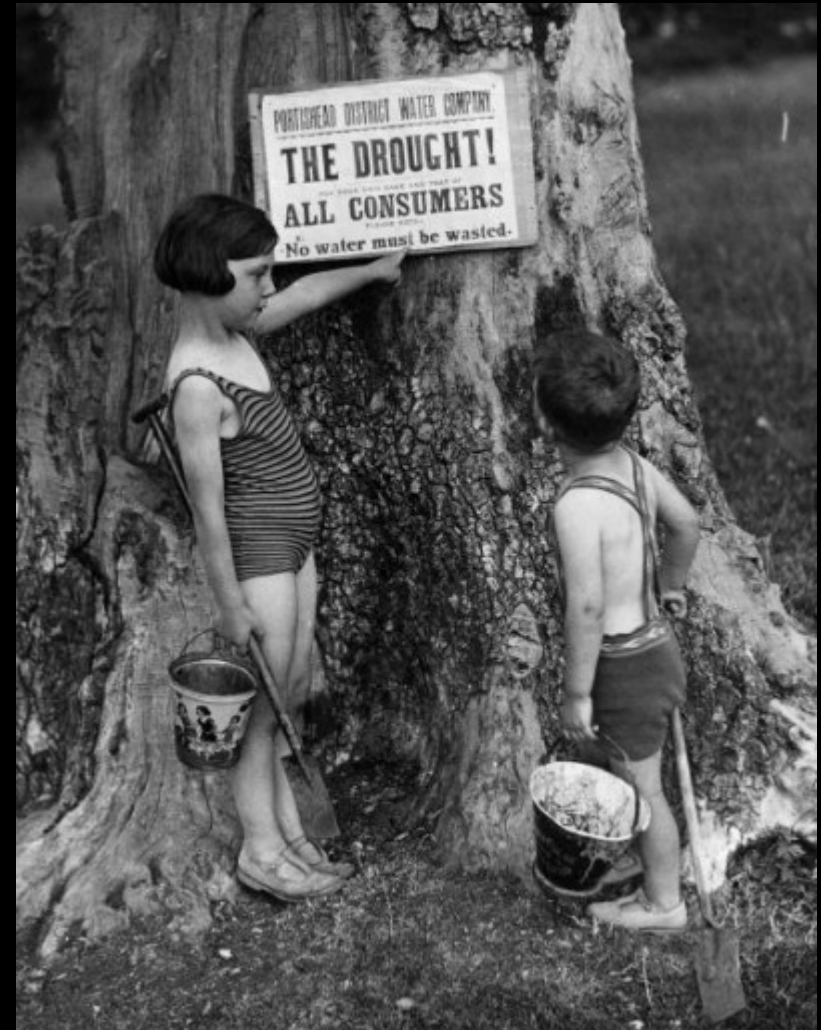
Canvey Island, Thames Estuary, July 1929: water at ½d. a bucket



Car washing, c. 1929



Cheshunt, Herts. nursery, 12 July 1934. Water from a mile away brought by cart. 25 people water the 1,000 young cabbages, 3 x week.



Portishead, nr. Bristol, 21 July 1934



Elmstone Hardwick (Tewkesbury RDC), 23 Feb. 1934.

‘... it was useless to deal with this problem as though it was an emergency. An emergency that lasted nine months ceased to be an emergency.’

Arthur Greenwood, Commons debate on Water Supplies (Exceptional Shortage) Bill, April 1934.