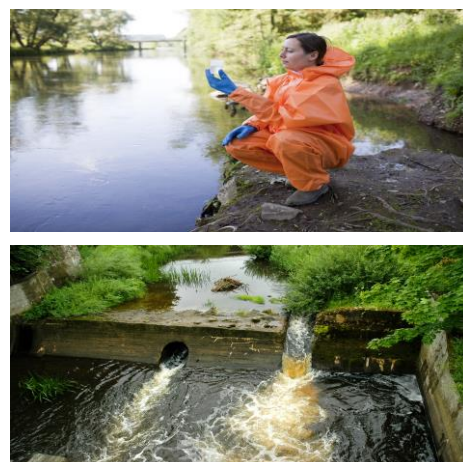


## **Catchment Management in Action: Integrating land and water management in the Eden exploring opportunities for business**

**5<sup>th</sup>-6<sup>th</sup> March 2015, Lancaster House Hotel, Lancaster, and across the Eden**



### **Moving from upstream thinking towards upstream doing – opportunities for business and big data in catchments**

A catchment-based approach to managing the water environment involves bringing people together from different sectors to identify issues and agree priorities for action – and ultimately building local partnerships to put these actions in place. Looking at the catchment through this approach is important for balancing the ways in which different people use the catchment in the long-term, delivering multiple benefits for catchment users and creating a healthy water environment.

### **Workshops & field based lectures at key sites in the Eden**

This exciting event will bring together a diverse range of scientists, regulators and businesses to understand the challenges of catchment management in practice through field visits around the Eden catchment in Cumbria. Key speakers include Professor John Quinton, Dr Clare Benskin, Nick Barber and Deborah Bellaby from Lancaster University, Will Cleasby from Eden Rivers Trust, and Dr Teija Kirkkala, from the Pyhäjärvi-instituutti, Finland, to bring a wider European perspective.

### **Resources for collaborative projects**

There are numerous business opportunities that a catchment-based approach to management brings. For example, solutions for monitoring and evidence generation, remote sensing applications, and increasingly involve complex data science. The event will allow space for collaborative new project development to be taken forward. During the event a number of funded internships with students from Lancaster University will be awarded to develop new ideas established during the workshops.

### **Who is the conference for?**

The conference will be of interest to environmental consultants, consulting engineers and drainage designers, water monitoring specialists, water companies, DEFRA, the Environment Agency, data analysts, and anyone involved in the provision of water management. Delegates will have the opportunity to comment, ask questions and gain an up-to-date picture of best practice.

### **Costs**

**Costs are all inclusive, covering accommodation, travel to the outdoor lectures, and all refreshments.**

**British Water Members:** £160

**Industry:** £215 Early-bird price of £160 will apply to all tickets purchased before 31<sup>st</sup> January 2015.

**Local authority:** £55 (A small number of tickets are reserved for this group, only one delegate will be allowed per organisation, please check the list of delegates online before purchasing a ticket or contact us).

**Register Now: [www.catchment-management.eventbrite.co.uk](http://www.catchment-management.eventbrite.co.uk)**

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### **Agenda**

#### **DAY 1: Lancaster House Hotel, Lancaster, and across the Eden**

- 10.45:** Arrival at Lancaster House Hotel and registration
- 11.00:** Welcome introduction from Professor John Quinton: Future Change and Diffuse Pollution - challenges, gaps and opportunities
- 11.30:** Outdoor lectures at two sites in the Eden Catchment:  
Dr Clare Benskin, Nick Barber and Deborah Bellaby from Lancaster University & Will Cleasby from Eden Rivers Trust.
- 16.45:** Workshop I:  
Delegates will discuss the opportunities for big data collaborative R&D in catchments. The session will attempt to identify the most important challenges for big data solutions.
- 18.30:** Close of session
- 19.30:** Conference dinner with invited speaker

#### **DAY 2: Lancaster House Hotel**

- 09.00:** Summary of day 1 with Professor John Quinton and facilitator Dee Henessey
- 09.15:** Dr Teija Kirkkala, Executive Director, Pyhäjärvi-instituutti: An EU perspective
- 10.00:** Professor John Quinton: Reducing Flood Risk via Land Management
- 10.30:** Workshop II:  
Delegates will discuss solutions to challenges outlined in the first workshop and refine potential project briefs for student internships.
- 12.00:** Internship project pitches to the group
- 12.30:** Lunch and departure

**Register Now: [www.catchment-management.eventbrite.co.uk](http://www.catchment-management.eventbrite.co.uk)**

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