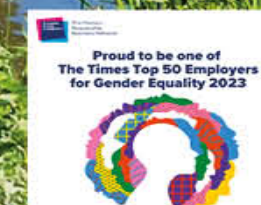love every drop
anglianwater

WRMP24 Technical Document

Area 4 – Norfolk Water Resource Zone summaries

April 2025

1. Introduction

1.1 About our company

Anglian Water is the largest water and wastewater company in England and Wales geographically, covering 20% of the land area. We operate in the East of England, the driest region in the UK, receiving two-thirds of the national average rainfall each year; that's approximately 600mm. Our region has over 3,300km of rivers and is home to the UK's only wetland national park, the Norfolk Broads. Between 2011 and 2021, our region experienced the highest population increase in England. Despite this, we are still putting less water into our network than we did in 1989.

1.2 Planning for the long term

Our company Purpose is **"to bring environmental and social prosperity to the region we serve through our commitment to Love Every Drop"**.

This purpose is at the heart of our business, having been enshrined in our Articles of Association in 2019. Central to delivering this purpose is planning for the long term; one of the strategic planning frameworks we use to achieve this is the Water Resources Management Plan (WRMP), which details how we will ensure resilient water supplies to our customers over the next 25 years. A WRMP looks for low regret investments for our region, giving flexibility to adapt to future challenges and opportunities such as technological advances, climate change, demand variations, and abstraction reductions.

1.3 What is a Water Resources Management Plan

We produce a WRMP every five years. It is a statutory document that sets out how a sustainable and secure supply of clean drinking water will be maintained for our customers. Crucially it takes a long-term view over 25 years, allowing us to plan an affordable, sustainable pathway that provides benefit to our customers, society and the environment.

Our previous WRMP, WRMP19, had an ambitious twin track strategy, combining an industry leading smart meter roll out and leakage ambition with a strategic pipeline across our region, bringing water from areas of surplus to areas of deficit.

This WRMP focusses on the period 2025 to 2050, and is known as WRMP24. We have developed it by following the Water Resources Planning Guideline (WRPG), as well as other relevant guidance, in order to meet statutory requirements.

1.4 Developing our WRMP

Our WRMP24 has been progressed following processes detailed in the WRPG. We start by determining the extent of the challenges we face between 2025 and 2050.

We achieve this by developing forecasts to establish the amount of water available to use (supply forecast) and the amount of water needed (demand forecast) in our region.

When these forecasts are combined, a baseline supply-demand balance is created. This tells us whether we have a surplus of water or a deficit, establishing our water needs for the planning period. An appraisal for both demand management options and supply-side options is undertaken.

We environmentally assess both demand management and supply-side options so we can understand their potential environmental impacts and what could be put in place to mitigate them.

The next step is for the water savings associated with the chosen demand management options to be added into our baseline supply-demand balance to determine if our region's water needs are met. If the demand management options savings do not solve the need, supply-side options are added into the modelling process and solution development.

1.5 Best value plan

To ensure we developed the right solution for our region's water needs, we have focussed on 'best value'. To us, best value is looking beyond cost and seeking to deliver a benefit to customers and society, as well as the environment, whilst listening and acting on the views of our customers and stakeholders.

1.6 Our revised draft WRMP24

Our best value plan, the revised draft WRMP24, has been produced following a public consultation on our draft WRMP24. This consultation ran from December 2022 to March 2023.

1.7 Strategic context of the revised draft WRMP24

Our revised draft WRMP24 aligns with our Purpose, as well as internal and external strategic plans and initiatives. We have worked collaboratively with internal and external stakeholders, regulators and other water abstractors to achieve this.

1.8 Guide to our draft WRMP24 submission

Our final submission comprises a non-technical customer and stakeholder summary, our main report and nine technical supporting documents and non-technical supporting documents.

Introduction

1.9 This report provides a non-technical summary of the WRMP24 Water Resource Zone (WRZ) data. It highlights key supply and demand information across the 27 WRZs included in WRMP24, grouped by region based on the outcomes of our problem characterisation analysis.

Resource Zone	Area
Suffolk Ixworth	Cambridgeshire & West Suffolk
Suffolk Sudbury	Cambridgeshire & West Suffolk
Suffolk Thetford	Cambridgeshire & West Suffolk
Suffolk West & Cambs	Cambridgeshire & West Suffolk
Essex Central	East Suffolk & Essex
Essex South	East Suffolk & Essex
Suffolk East	East Suffolk & Essex
Fenland	Fenland
Hartlepool	Hartlepool
Lincolnshire Bourne	Lincolnshire & Nottinghamshire
Lincolnshire Central	Lincolnshire & Nottinghamshire
Lincolnshire East	Lincolnshire & Nottinghamshire
Lincolnshire Retford and Gainsborough	Lincolnshire & Nottinghamshire
Norfolk Aylsham	Norfolk
Norfolk Bradenham	Norfolk
Norfolk East Dereham	Norfolk
Norfolk East Harling	Norfolk
Norfolk Happisburgh	Norfolk
Norfolk Harleston	Norfolk
Norfolk North Coast	Norfolk
Norfolk Norwich & the Broads	Norfolk
Norfolk Wymondham	Norfolk
Ruthamford Central	Ruthamford
Ruthamford North	Ruthamford
Ruthamford South	Ruthamford
Ruthamford West	Ruthamford

Anglian Water WRMP24 water resource zones
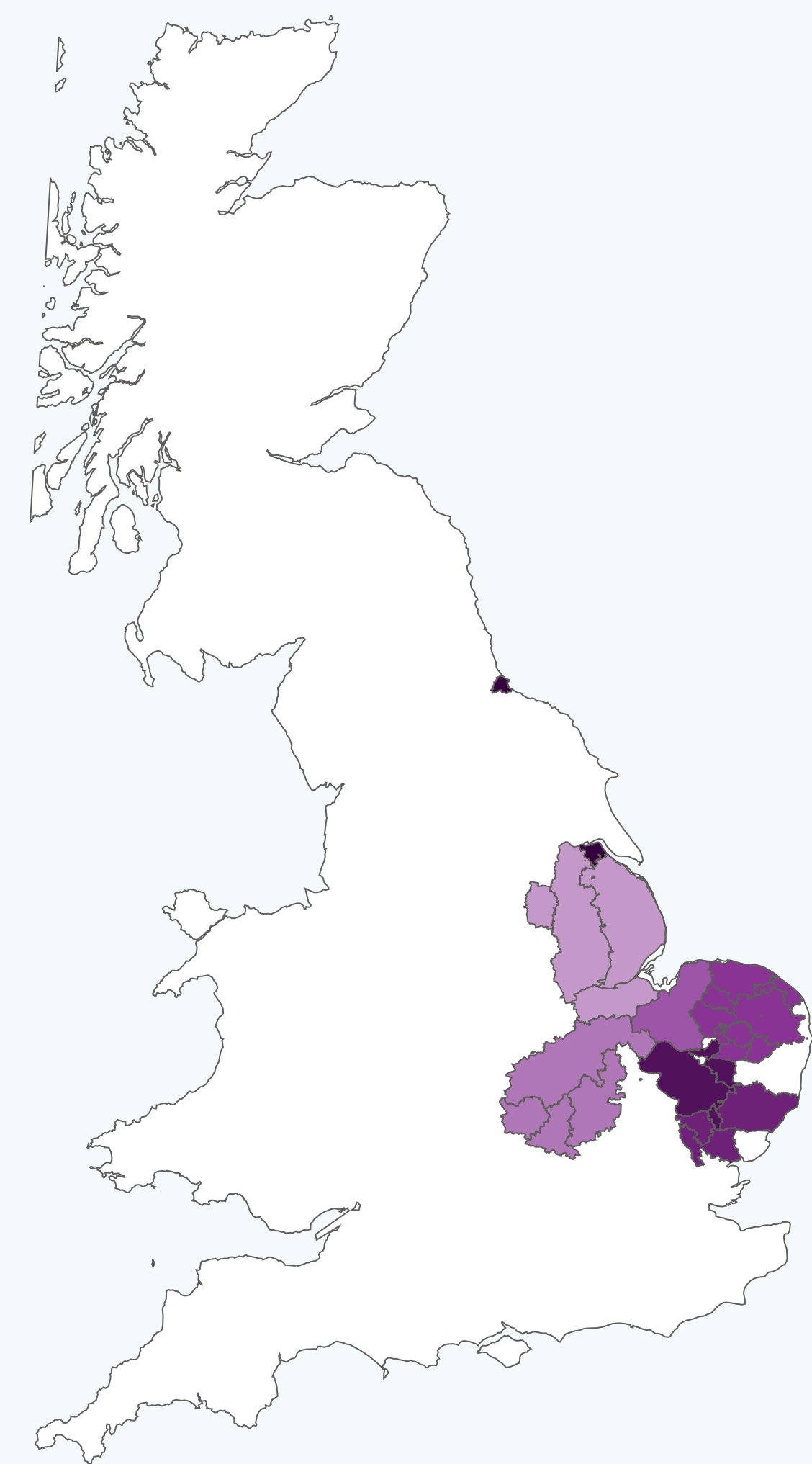
2. Strategic Overview

Norfolk

2.1 Strategic risk and issues

Norfolk experiences deficits in the baseline scenario because of growth.
The area is vulnerable to extreme drought (particularly in Norwich and the Broads WRZ, because of Heigham surface water abstraction on the River Wensum). There is potential for sustainability reductions to increase baseline scenario deficits in Environmental Destination scenarios. Vulnerable catchments include:

- Broadland Rivers
- Can and Ely Ouse

Options in this area include connecting to the strategic grid, water reuse and desalination.

Figure 1 Problem Characterisation Area
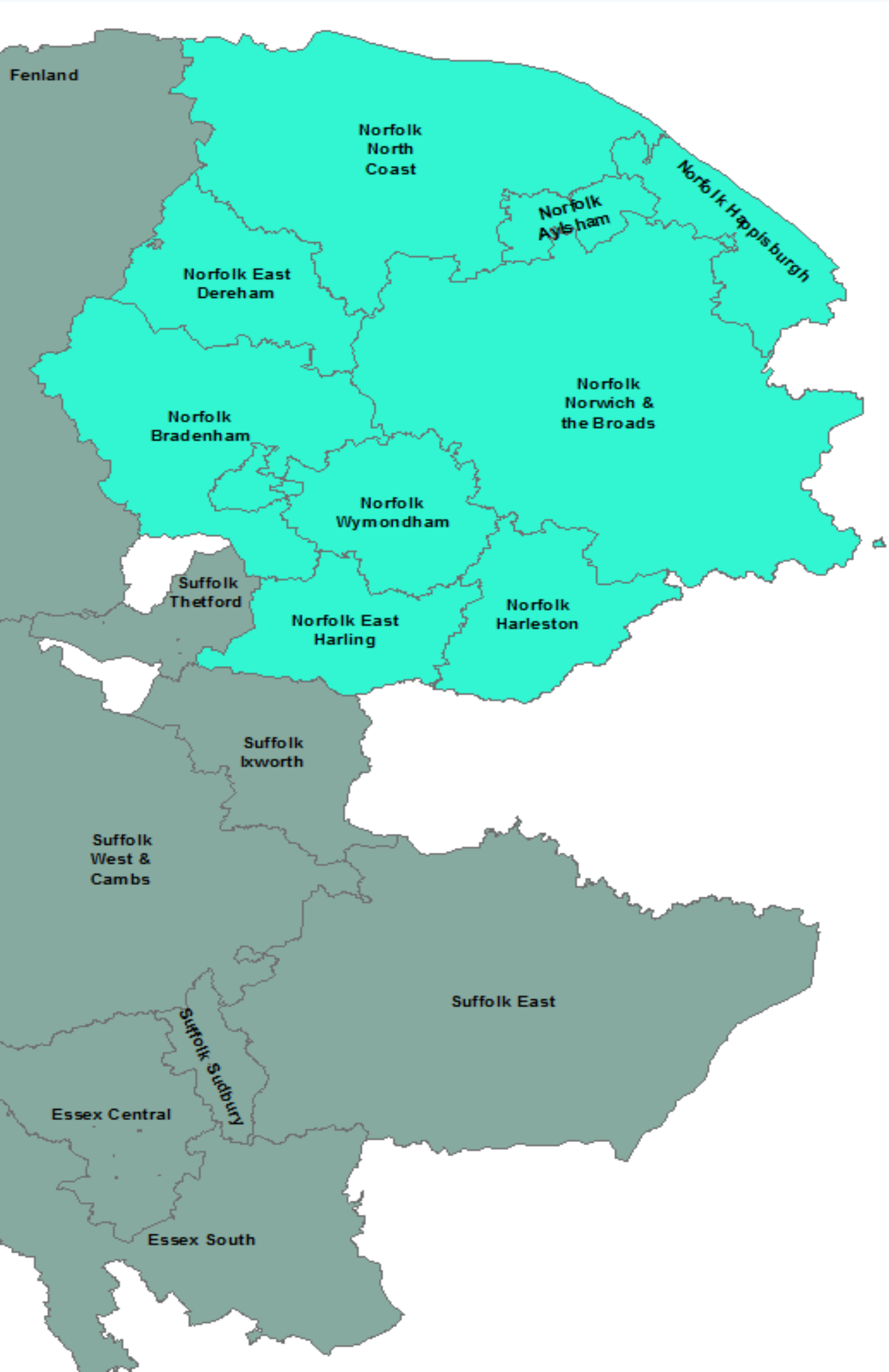
Choose area

Cambridgshire & West Suffolk	Fenland	Lincolnshire & Nottinghamshire	Ruthamford
East Suffolk & Essex	Hartlepool	**Norfolk**	

3. Deployable Output summary DYAA

Norfolk East Dereham

3.1 Resource Zone geography: Norfolk East Dereham:

The Norfolk East Dereham WRZ covers an area of 244 sq. km and it sits in the centre of East Anglia. Water is supplied from groundwater abstractions from the Norfolk Chalk aquifer.

3.2

Note that there are no water sources within this zone.

Baseline deployable output (including 1:500 drought): *6.2 Ml/d*

Deployable output reductions

Restoring sustainable abstraction (recent actual average): *-1.8* Ml/d

Reductions to achieve environmental destination (BAU+): *-1.0 Ml/d* by 2036.

Climate change: 0.0 Ml/d by 2050.

Baseline deployable output reduces by a total of *-2.7* Ml/d by 2050 a reduction of 44.3%.

Table 3: supply characteristics (all values are Ml/d)

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
DO pre forecast changes	6.2	6.2	6.2	6.2	6.2
Change in DO due to climate change	0.0	0.0	0.0	0.0	0.0
DO reductions to restore sustainable abstraction	-1.0	-1.8	-1.8	-1.8	-1.8
DO reductions for Environmental Destination	0.0	0.0	-1.0	-1.0	-1.0
Change in DO from drought measures	0.0	0.0	0.0	0.0	0.0
Final DO	5.1	4.4	3.4	3.4	3.4
Raw water losses (-ve)	0.3	0.3	0.3	0.3	0.3
Outage Allowance (-ve)	0.0	0.0	0.0	0.0	0.0
WAFU (own sources)	4.8	4.1	3.1	3.1	3.1
Net Transfers	-0.2	0.6	1.6	1.6	1.6
Other benefits	1.0	0.0	0.0	0.0	0.0
Total Water Available for Use	5.5	4.5	4.0	4.0	4.0

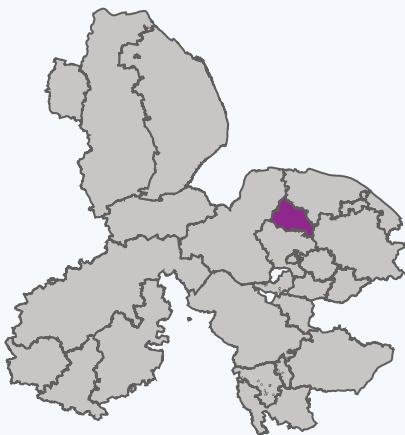## 3.3 Baseline Deployable Output Information

The baseline Deployable Output data shows the Environment Agency's preferred approach to reducing water use. It uses average licence limits from 2022–2024 for short-term licences and sets limits for permanent licences by 2030. A major drought impact (1 in 500 years) is included from 2025, not from 2039/2040 as preferred. These changes apply only to the baseline forecast.
In the final plan, we use a different approach. It includes licence limits chosen through a step-by-step process to bring in changes earlier. The 1 in 500 drought rule starts in 2039/2040 in that plan.
You can find more information in section 6 of the WRMP24 Decision Making technical document.

Data source: revised draft WRMP24 Tables submitted to the EA Nov 2024

4. Population & Housing

Norfolk East Dereham

4.1 Over the WRMP period, population in **Norfolk East Dereham** is set to increase from **21704** in 2025 to **24513** in 2049-50 - this is an increase of **12.9 %** over the 25 years.

Table 4a: Population totals (cumulative) by AMP

| Year ▲	Total Population (000s)
2029-30 (end of AMP8)	22.258
2034-35 (end of AMP9)	22.723
2039-40 (end of AMP10)	23.226
2044-45 (end of AMP11)	23.846
2049-50 (end of AMP12)	24.513

Figure 2: Total Resource Zone Population
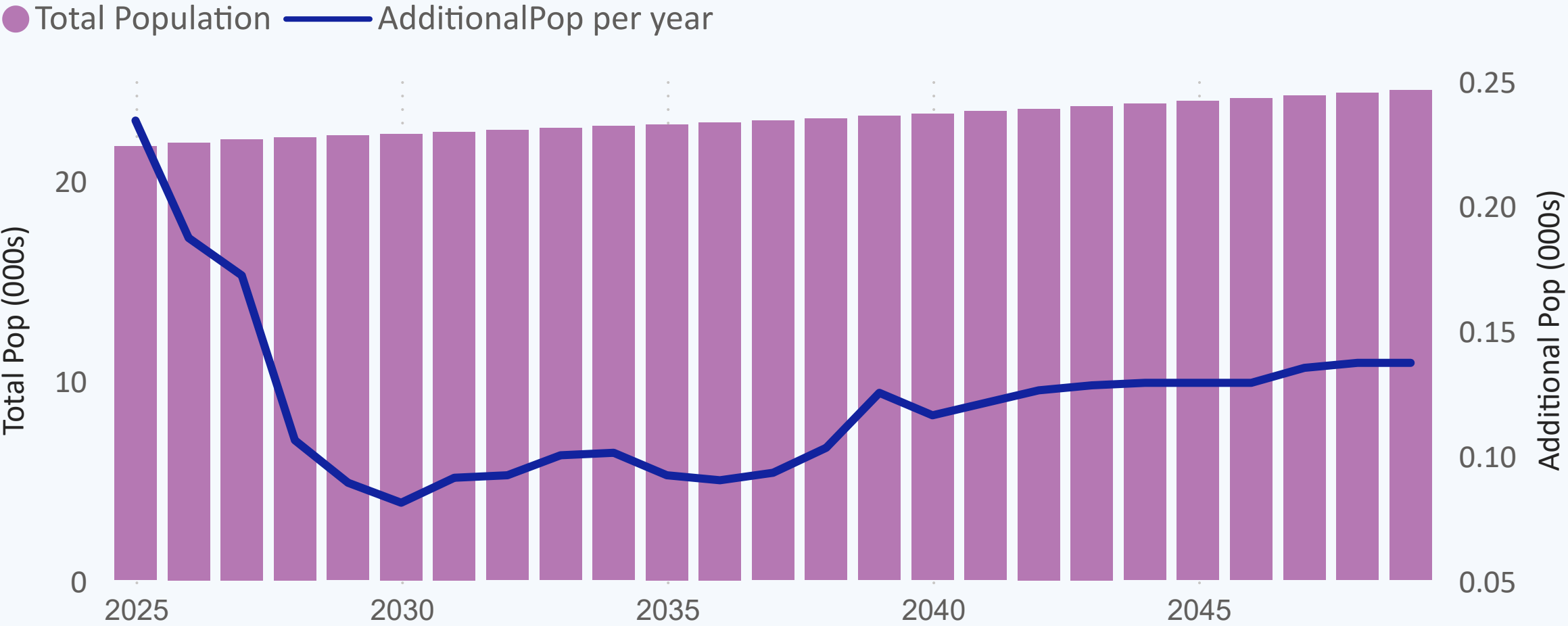
4.2 Over the WRMP period, property numbers in **Norfolk East Dereham** are set to increase from **9323** in 2025 to **11102** in 2049-50 - this is an increase of **19.1 %** over the 25 years.

Table 4b: Property totals (cumulative) by AMP

Year	Total Properties- excl voids (000s)
2029-30 (end of AMP8)	9.702
2034-35 (end of AMP9)	10.100
2039-40 (end of AMP10)	10.441
2044-45 (end of AMP11)	10.774
2049-50 (end of AMP12)	11.102

Figure 3: Total Resource Zone Properties (excl. voids)
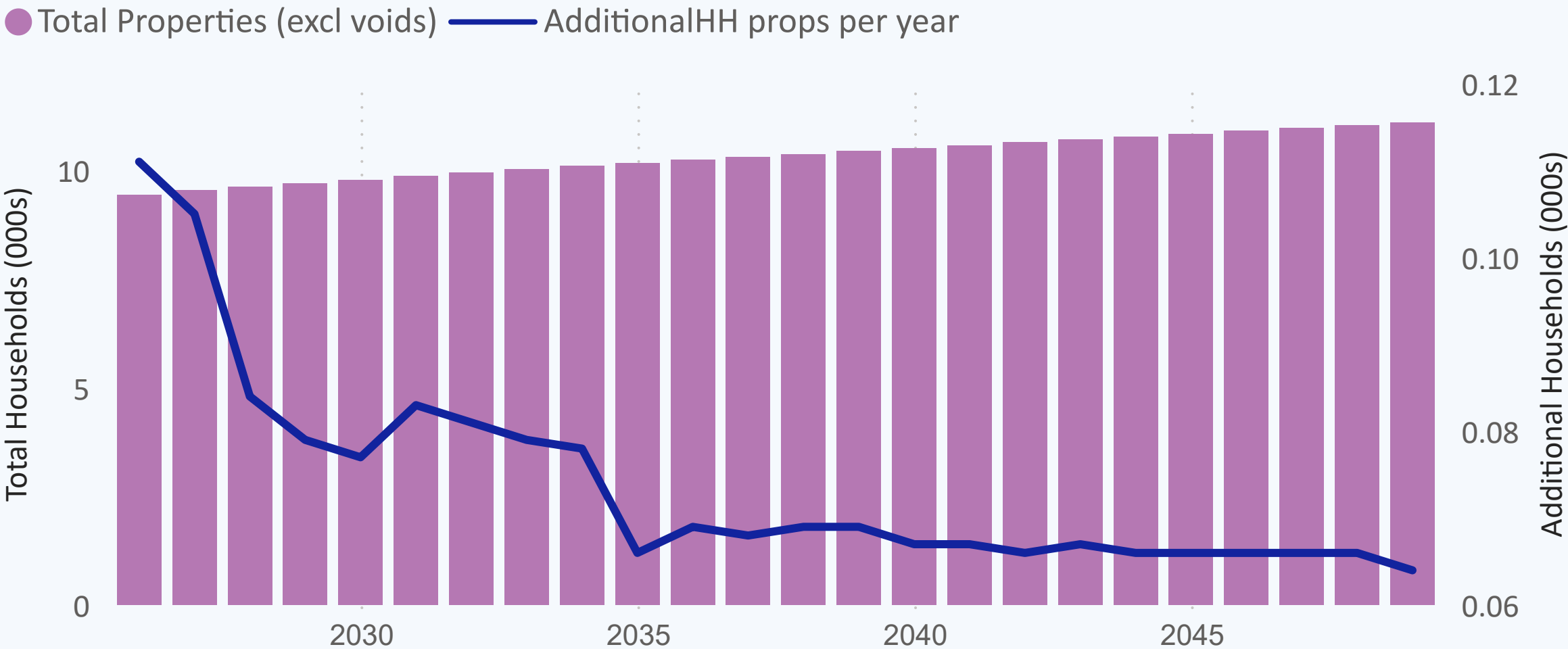
5. Baseline Supply Demand Balance DYAA

Norfolk East Dereham

Figure 4: Norfolk East Dereham baseline supply demand balance to 2050 for Dry Year Annual Average conditions
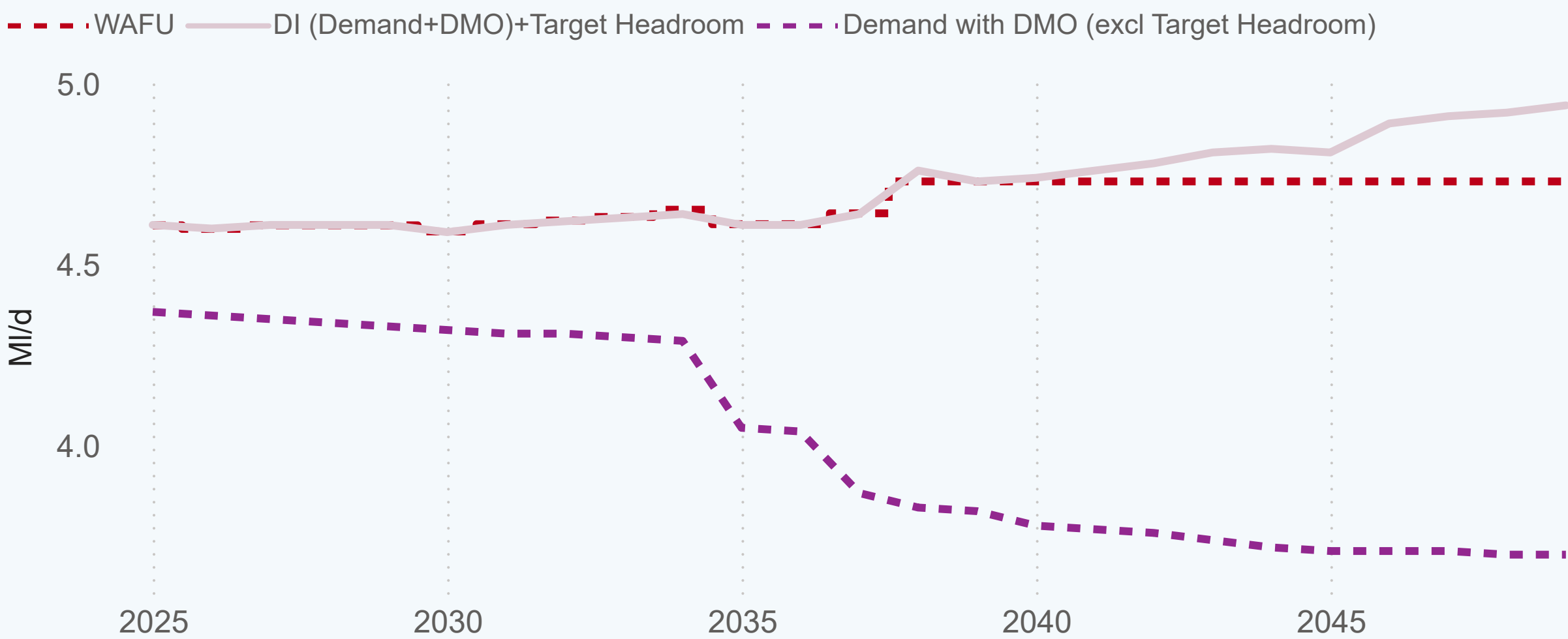

Table 5a: Baseline supply demand balance 2025 - 2050 for DYAA conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	4.8	4.8	4.1	3.1	3.1	3.1
Net Transfers	0.2	0.2	0.6	1.6	1.6	1.6
Total Water Available For Use	4.6	4.6	4.7	4.7	4.7	4.7
Distribution Input	4.4	4.4	4.4	4.5	4.6	4.7
Target Headroom	0.2	0.2	0.2	0.2	0.3	0.3
Supply Demand Balance	0.0	0.0	0.0	0.0	-0.1	-0.2

Table 5b: Baseline demand forecast (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	2.3	2.4	2.5	2.7	2.8	2.9
Water delivered unmeasured household	0.6	0.5	0.4	0.3	0.2	0.2
Total Leakage	1.4	1.4	1.4	1.4	1.4	1.4
Water delivered measured non-household	0.2	0.3	0.3	0.3	0.3	0.3
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	4.4	4.4	4.4	4.5	4.6	4.7

5.1 DYAA BL supply demand summary: Norfolk East Dereham

Baseline Supply Demand Balance: This zone is not expected to go into deficit (under the preferred baseline scenario - as described in section 3.3).

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 2.9 Ml/d in 2025 to 3.1 Ml/d in 2050, a percentage change of 8.0 %.
- Baseline Leakage: is forecast to change from 1.4 Ml/d in 2025 to 1.4 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 0.2 Ml/d to 0.3 Ml/d.
- Baseline Distribution Input: is expected to change from 4.4 Ml/d to 4.7 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

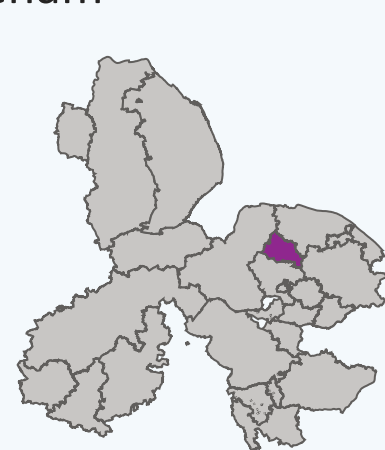# 6. Baseline Supply Demand Balance DYCP

Norfolk East Dereham

Figure 5: Norfolk East Dereham baseline supply demand balance to 2050 for Dry Year Critical Period conditions

Table 6b: Baseline demand forecast with DYCP conditions (without preferred demand management options)

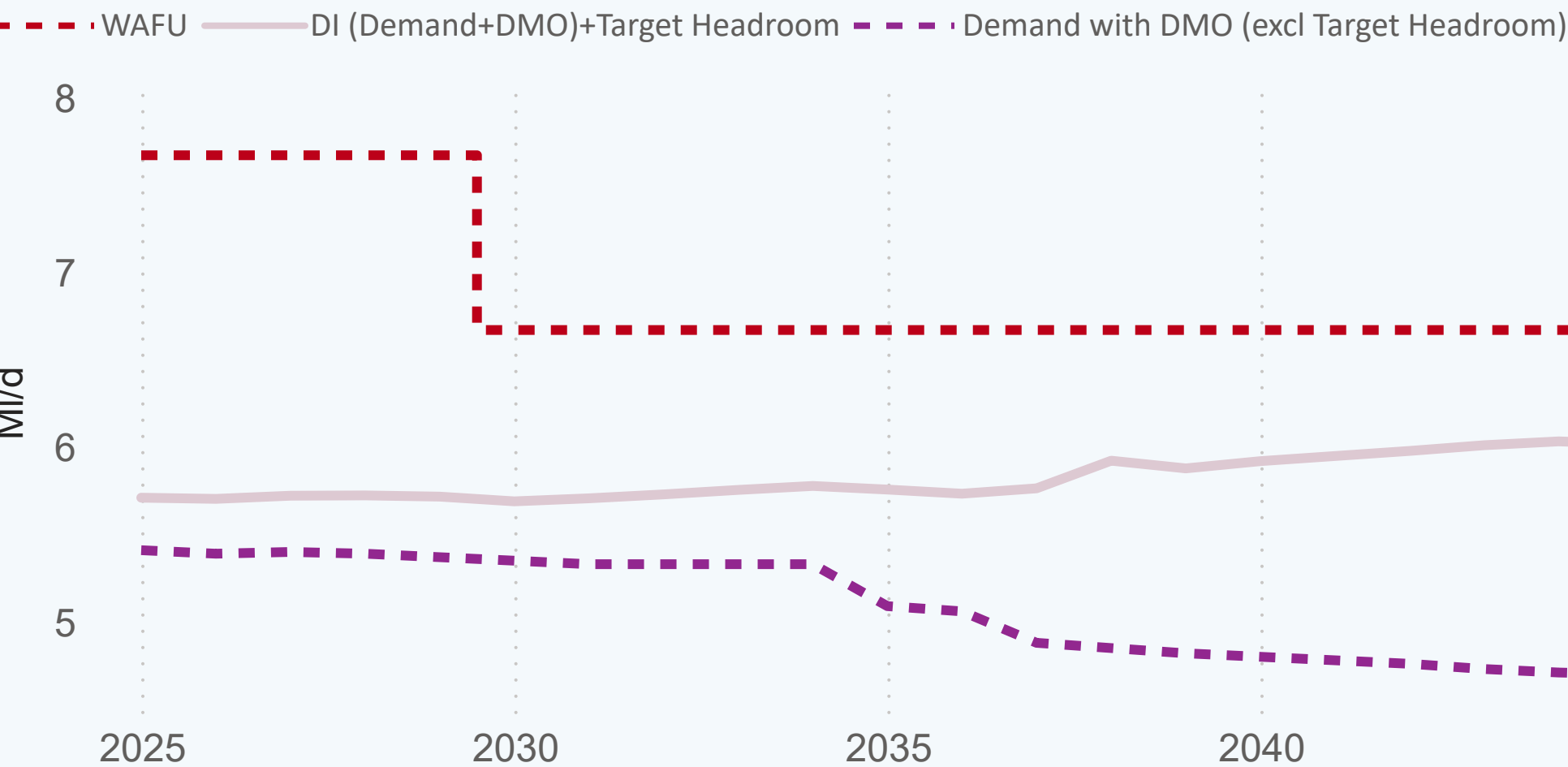|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	3.1	3.2	3.4	3.6	3.8	4.0
Water delivered unmeasured household	0.8	0.7	0.5	0.4	0.3	0.3
Total Leakage	1.4	1.4	1.4	1.4	1.4	1.4
Water delivered measured non-household	0.3	0.3	0.3	0.3	0.4	0.4
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	5.4	5.5	5.5	5.6	5.7	5.9

Table 6a: Baseline supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	7.7	7.7	7.7	7.7	7.7	7.7
Net Transfers	0.0	0.0	1.0	1.0	1.0	1.0
Total Water Available For Use	7.7	7.7	6.7	6.7	6.7	6.7
Distribution Input	5.4	5.5	5.5	5.6	5.7	5.9
Target Headroom	0.3	0.3	0.3	0.3	0.3	0.4
Supply Demand Balance	2.0	2.0	0.9	0.8	0.6	0.5

6.1 DYCP BL supply demand summary: Norfolk East Dereham

Baseline Supply Demand balance: This zone is not expected to go into deficit

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 3.9 Ml/d in 2025 to 4.2 Ml/d in 2050, a percentage change of 9.6 %.
- Baseline Leakage: is forecast to change from 1.4 Ml/d in 2025 to 1.4 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 0.3 Ml/d to 0.4 Ml/d.
- Baseline Distribution Input: is expected to change from 5.4 Ml/d to 5.9 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

7. Demand forecast and PCC

Norfolk East Dereham

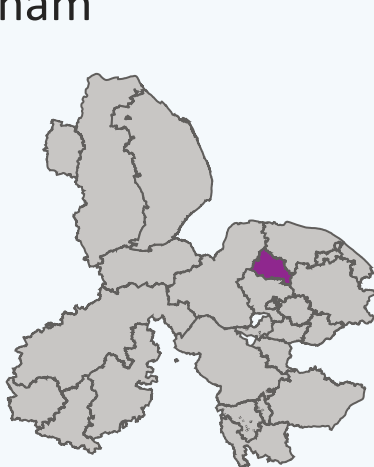**Figure 6: Norfolk East Dereham DYAA DI with and without demand management strategy**

7.2 Demand Norfolk East Dereham (see Table 7a)

Baseline demand is expected to increase from 4.4 (Ml/d) in 2025 to 4.7 (Ml/d) in 2050. With demand management options in place, demand is expected to be 3.7 (Ml/d).

7.1 PCC Norfolk East Dereham (see Table 7b)

Per Capita Consumption (PCC) in the base year 2025/26 is 114.8 (l/h/d) measured and 212.2 (l/h/d) unmeasured.

The weighted average PCC (l/h/d) comes in at 126.2 (l/h/d) in 2025/26. This is forecast to fall to 103.6 (l/h/d) in the Final Plan forecast as demand management option savings are realised and customers switch from unmeasured to measured status
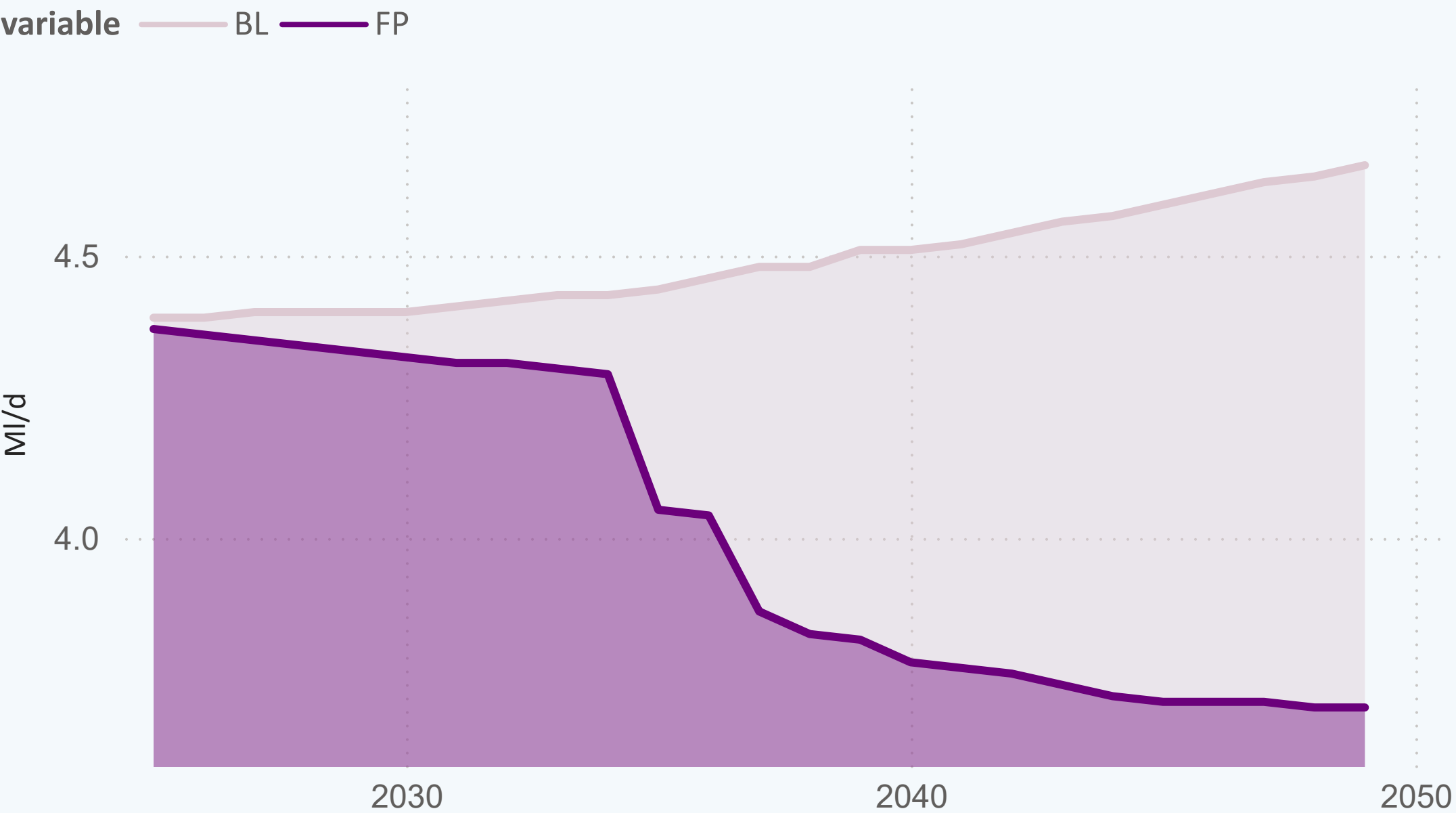
Table 7a: Demand - baseline and final plan

variable ▲	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL	4.4	4.4	4.5	4.6	4.7
FP	4.3	4.3	3.8	3.7	3.7

Table 7b: DMO strategy Final Plan

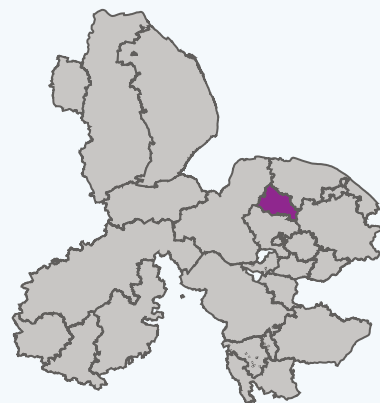|	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL demand forecast(DYAA)	123.6	122.3	122.7	122.0	122.0
FP demand forecast(DYAA)	121.3	117.5	112.4	106.5	103.6
% change BL to FP	-1.8%	-4.0%	-8.4%	-12.7%	-15.1%

8. Demand management options

Norfolk East Dereham

8.1 Regional overview:

Across the entirety of the Anglian Water region our demand management strategy will comprise three strongly interlinked programs:

Water metering program:
- We plan to complete our smart meter rollout, replacing all existing meters over 10 years (two AMPs). By 2025, 1.1 million smart meters will be installed across Anglian Water. These meters will give customers better insight into their water use and help us guide behaviour change. They will also improve our ability to detect leaks, cutting down plumbing losses and supply pipe leaks.

Leakage reduction
- Our goal is to cut leakage by over 45 million litres per day between 2025 and 2050. This builds on our current programme, which will reduce leakage by 27 million litres per day (14%) by 2025 as part of AMP7

Water efficiency measures
- New tools and actions will support the careful use of water. Our updated plans include promoting smart devices, expanding our Multi-utility web portal, offering garden tips, and helping vulnerable customers with plumbing and supply pipe issues. We'll also run community reward schemes. For non-household customers, we've added water-saving visits and leak reduction actions to our revised draft WRMP24.

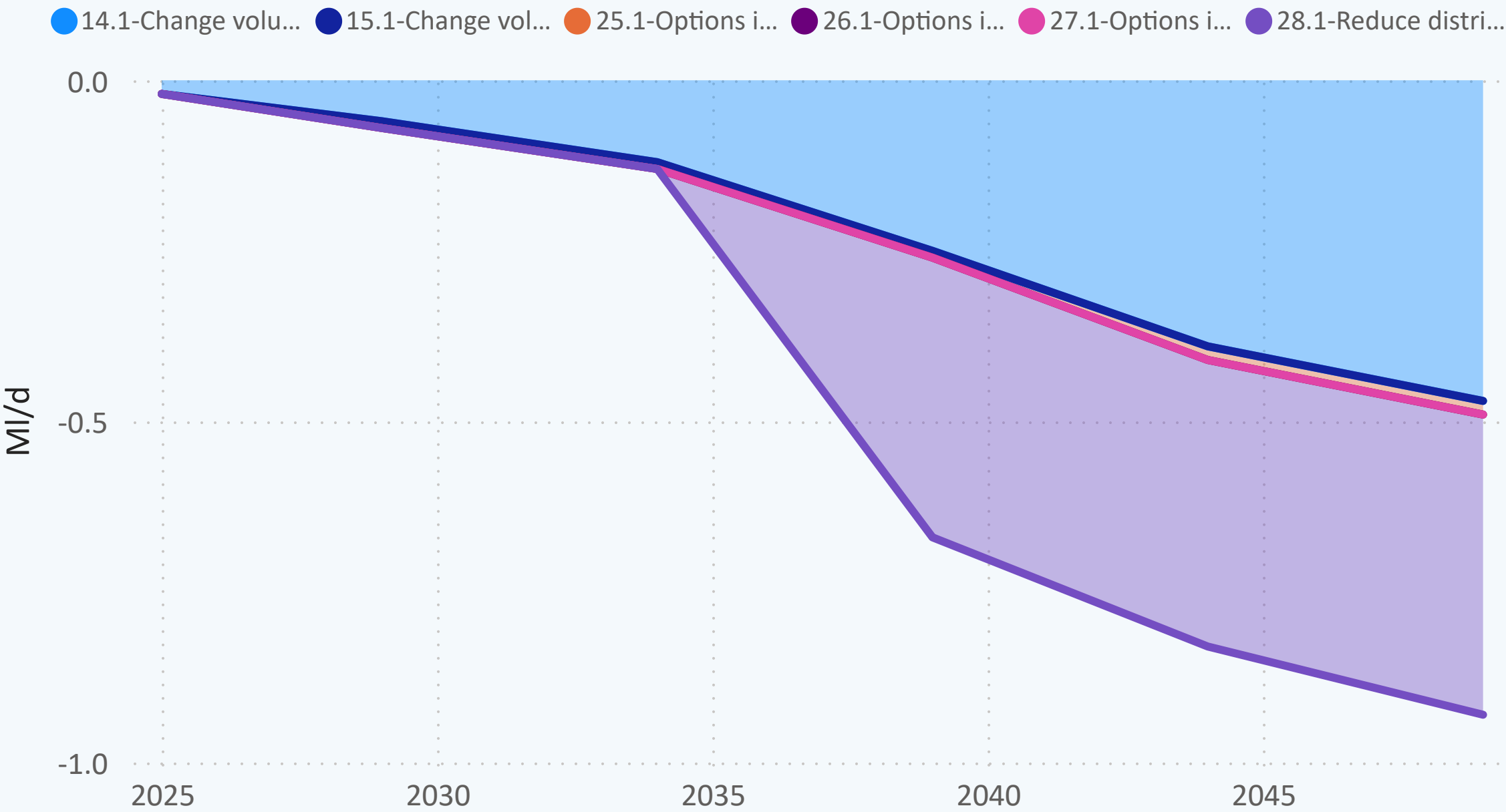**Figure 7: DMO strategy Final Plan for Norfolk East Dereham**   **For full chart key see table below**

Legend: 14.1-Change volu... | 15.1-Change vol... | 25.1-Options i... | 26.1-Options i... | 27.1-Options i... | 28.1-Reduce distri...

Table 8: DMO strategy Final Plan for Norfolk East Dereham

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
14.1-Change volume delivered to measured households(-ve)	-0.1	-0.1	-0.3	-0.4	-0.5
15.1-Change volume delivered to unmeasured households(-ve)	0.0	0.0	0.0	0.0	0.0
25.1-Options impacting on measured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
26.1-Options impacting on unmeasured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
27.1-Options impacting on Void properties - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
28.1-Reduce distribution losses (-ve)	0.0	0.0	-0.4	-0.4	-0.4

9. Final Plan Supply Demand Balance DYAA

Norfolk East Dereham

Figure 8: Norfolk East Dereham final plan SDB to 2050 for Dry Year Annual Average conditions

Table 9a: final plan SDB to 2050 for Dry Year conditions

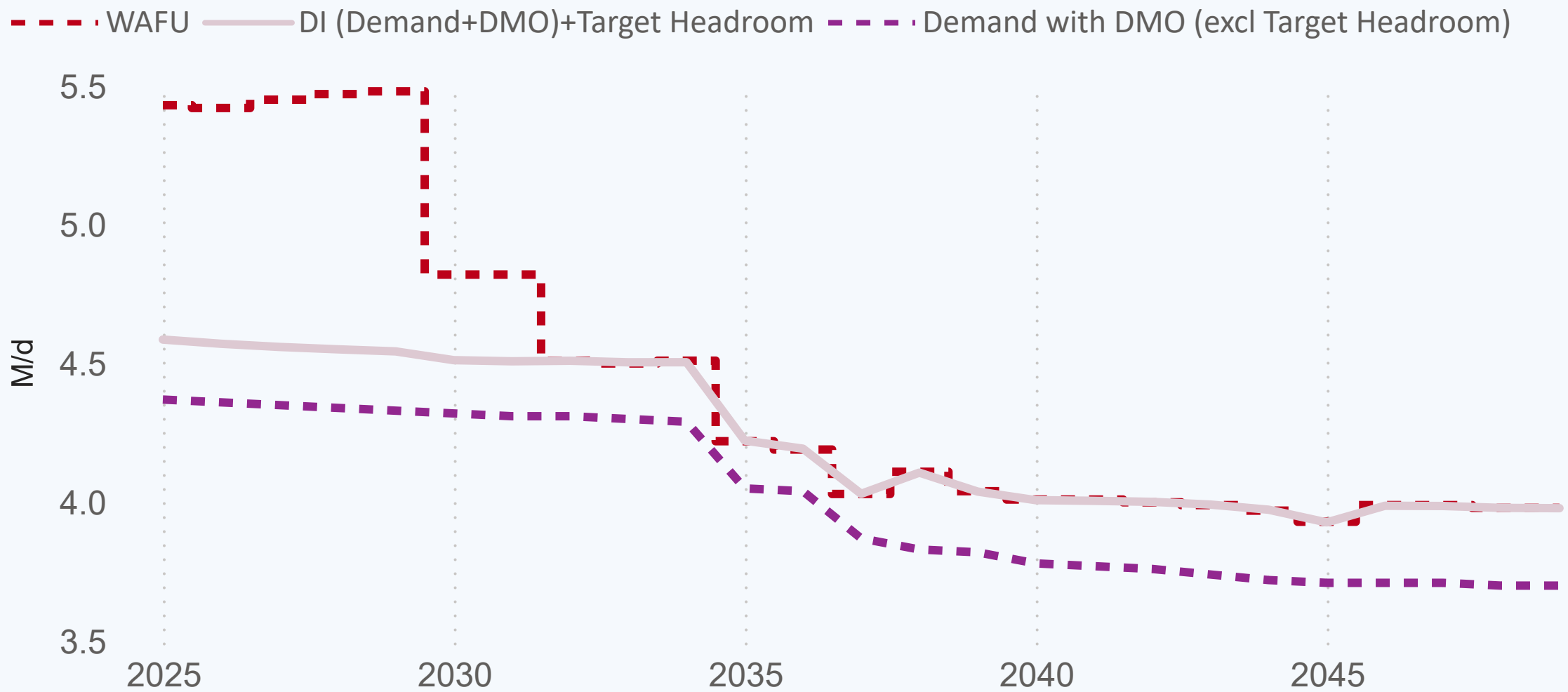|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	5.9	5.9	4.1	3.1	3.1	3.1
Net Transfers	1.6	1.6	0.4	15.2	13.8	12.8
Total Water Available For Use	5.4	5.5	4.5	4.0	4.0	4.0
Distribution Input	4.4	4.3	4.3	3.8	3.7	3.7
Target Headroom	0.2	0.2	0.2	0.2	0.3	0.3
Supply Demand Balance	0.8	0.9	0.0	0.0	0.0	0.0

Table 9b: Final Plan demand forecast for DYAA conditions (with preferred demand management options)
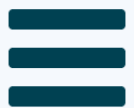
	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	2.3	2.4	2.4	2.4	2.4	2.5
Water delivered unmeasured household	0.6	0.5	0.4	0.3	0.2	0.2
Total Leakage	1.4	1.4	1.4	0.9	0.9	0.9
Water delivered measured non-household	0.2	0.2	0.2	0.2	0.2	0.2
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	4.4	4.3	4.3	3.8	3.7	3.7

9.1 DYAA FP supply demand summary: Norfolk East Dereham

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 2.9 Ml/d in 2025 to 2.6 Ml/d in 2050, a percentage change of -7.7 %.
- Final Plan Leakage is forecast to change from 1.4 Ml/d in 2025 to 0.9 Ml/d by 2050.
- Final Plan Non-Household demand is expected to change from 0.2 Ml/d to 0.2 Ml/d.
- Final Plan Distribution Input is expected to change from 4.4 Ml/d to 3.7 Ml/d by 2050.

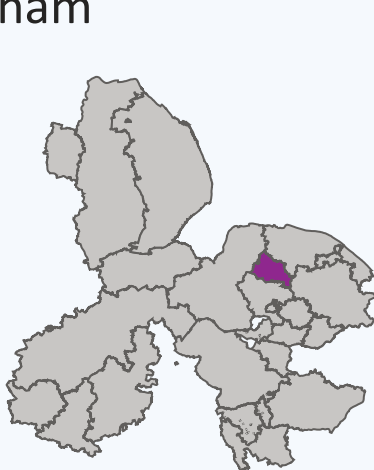# 10. Final Plan Supply Demand Balance DYCP

Norfolk East Dereham

Figure 9: Norfolk East Dereham baseline supply demand balance to 2050 for Dry Year Critical Period conditions
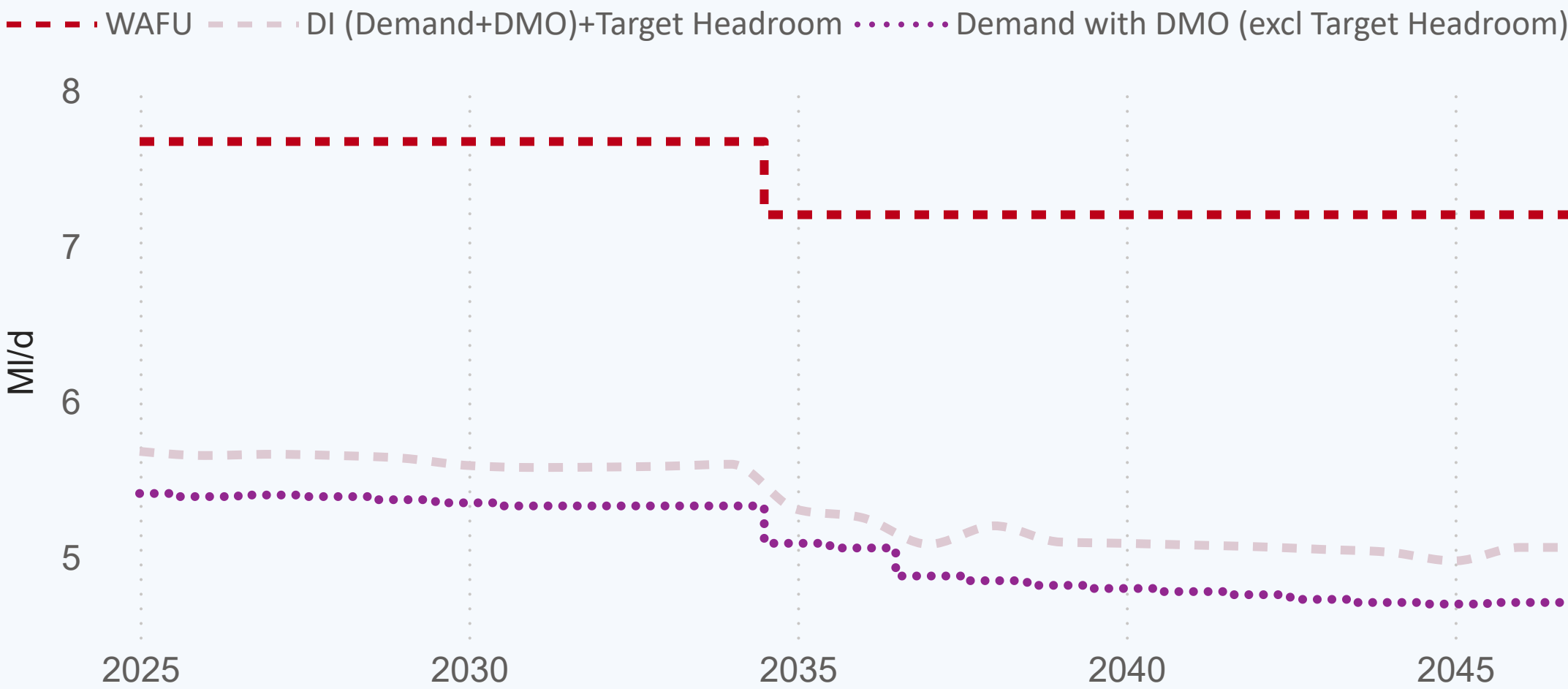

Table 10a: Final Plan supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	7.7	7.7	7.7	7.7	7.7	7.7
Net Transfers	0.0	0.0	0.0	0.8	0.8	0.8
Total Water Available For Use	7.7	7.7	7.7	7.2	7.2	7.2
Distribution Input	5.4	5.4	5.3	4.8	4.7	4.7
Target Headroom	0.3	0.3	0.3	0.3	0.3	0.4
Supply Demand Balance	2.0	2.0	2.1	2.1	2.2	2.1

Table 10b: Final Plan demand forecast for DYCP conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	3.0	3.1	3.2	3.3	3.3	3.3
Water delivered unmeasured household	0.8	0.7	0.5	0.4	0.3	0.3
Total Leakage	1.4	1.4	1.4	0.9	0.9	0.9
Water delivered measured non-household	0.3	0.3	0.3	0.3	0.3	0.3
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	5.4	5.4	5.3	4.8	4.7	4.7

10.1 DYCP BL supply demand summary: Norfolk East Dereham

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 3.8 Ml/d in 2025 to 3.6 Ml/d in 2050, a percentage change of -6.0 %.
- Final Plan Leakage: is forecast to change from 1.4 Ml/d in 2025 to 0.9 Ml/d by 2050
- Final Plan Non-Household demand: is expected to change from 0.3 Ml/d to 0.3 Ml/d.
- Final Plan Distribution Input: is expected to change from 5.4 Ml/d to 4.7 Ml/d by 2050.

11. Supply Side Strategy

Norfolk East Dereham

Table 11a: Total Water Available for use Baseline and Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
WAFU - BL	5.6	4.7	4.7	4.7	4.7
WAFU - FP	5.5	4.5	4.0	4.0	4.0

Figure 10 Water Available for Use (WAFU) - baseline (BL) and final plan (FP)

11.1 Supply side strategy options.

For details on the feasible options list for Norfolk East Dereham WRZ please refer to the Supply-Side Option Development technical supporting document.
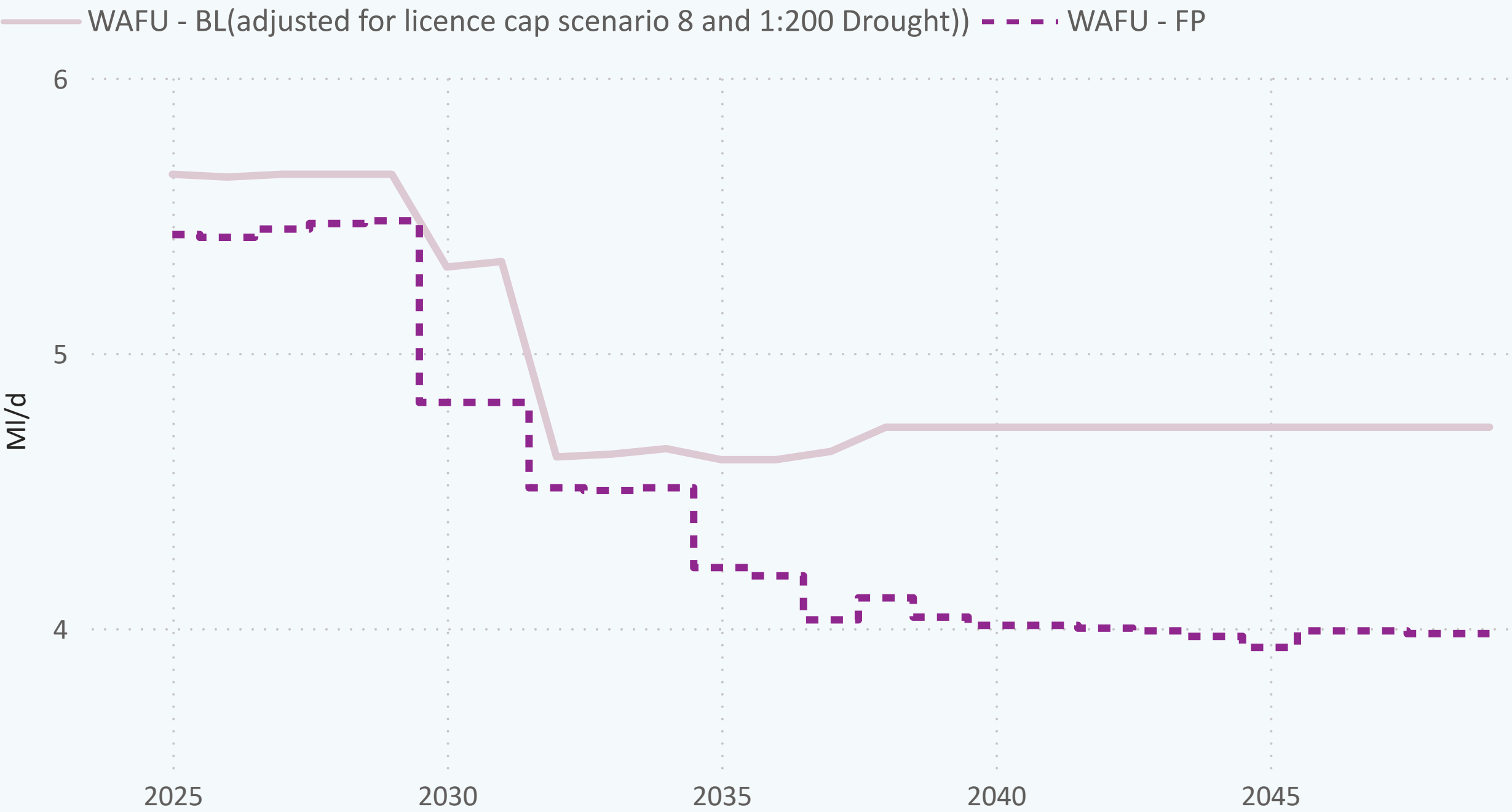
Table11b: Preferred supply side options

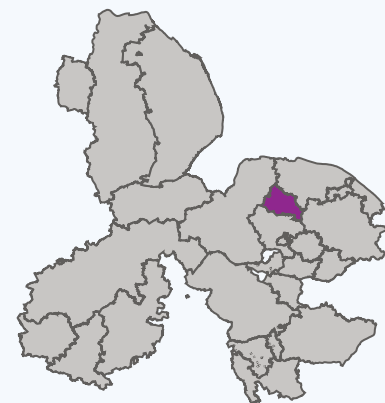| Option ID	First Option Name
EE07	Adjustment to existing potable water export
EI08	Adjustment to existing potable water import
LC09	Adjustment for Licence cap scenario 8
NED2	Norfolk Bradenham to Norfolk East Dereham potable transfer (10 Ml/d)
NED3	Norfolk East Dereham WTW backwash water recovery

12. Non-Household consumption

Norfolk East Dereham

12.1 Non-Household demand Norfolk East Dereham

In 2025, 0.2 Ml/d of Non-Household demand (measured and unmeasured) is expected. In 2049 it is expected to be 0.2 Ml/d, which is a -8.33% change between the years.

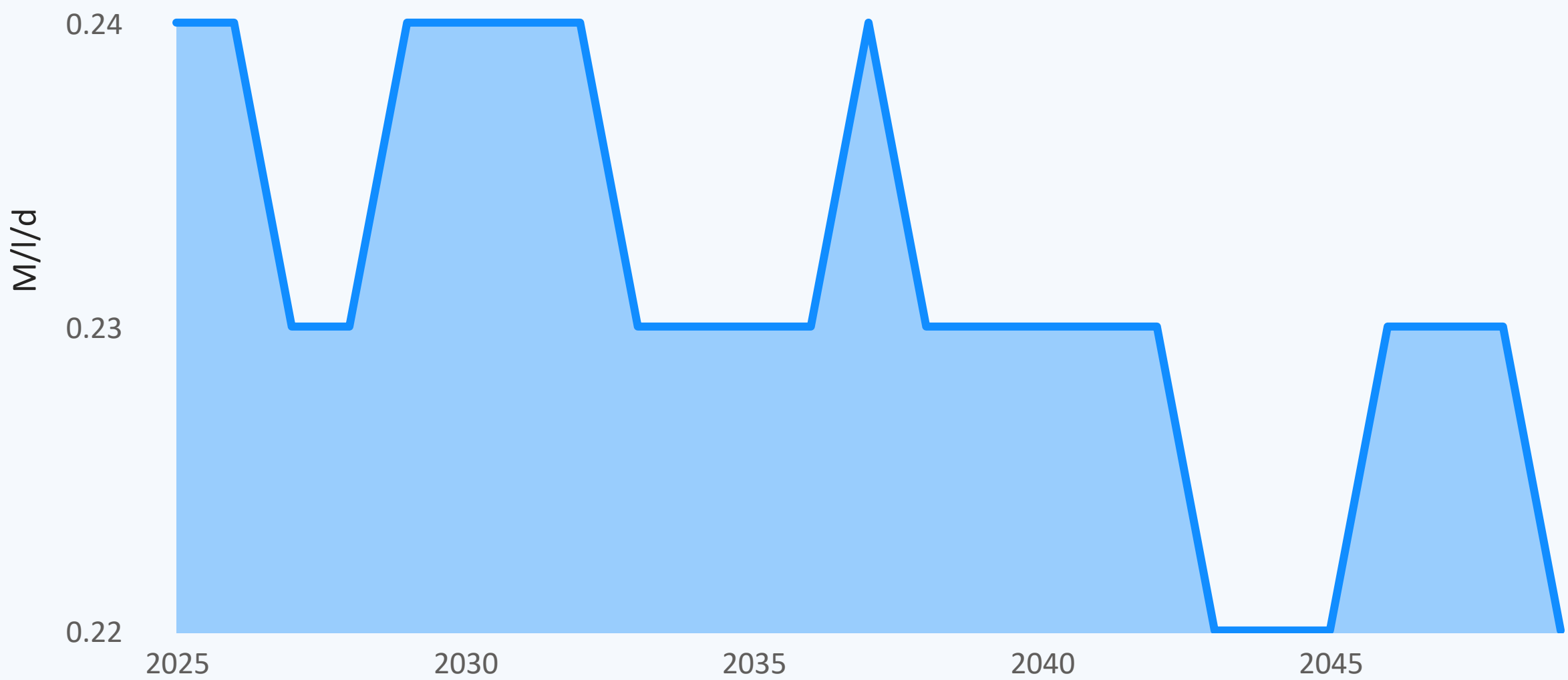**Figure 11: Non-Household demand forecast 2025-2050**
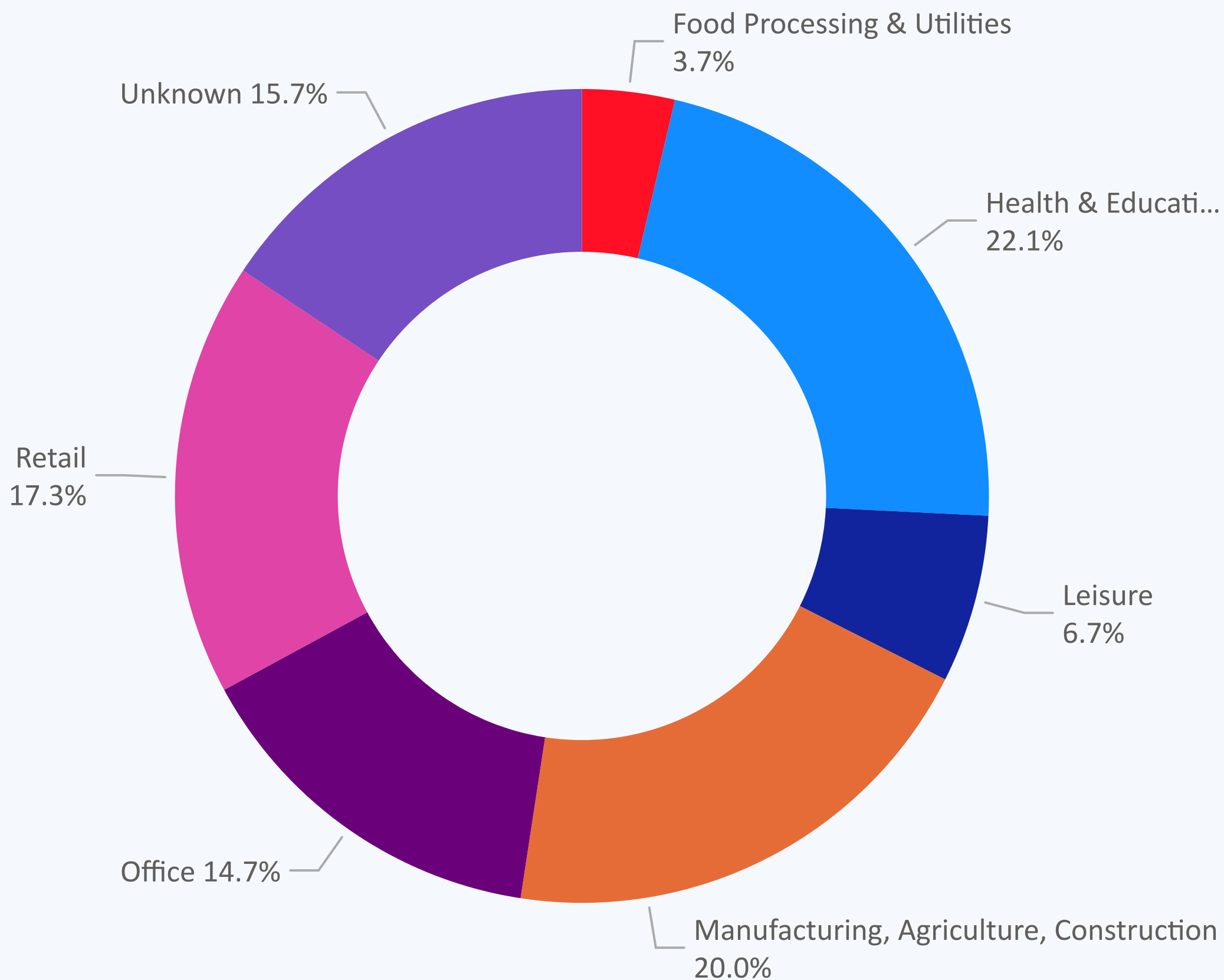

Figure 12: % Non-Household modelled sectors within resource zone

Food Processing & Utilities 3.7%
Unknown 15.7%
Health & Educati... 22.1%
Retail 17.3%
Leisure 6.7%
Office 14.7%
Manufacturing, Agriculture, Construction 20.0%

3. Deployable Output summary DYAA

Norfolk East Harling

3.1 Resource Zone geography: Norfolk East Harling:

The Norfolk East Harling WRZ covers an area of 217 sq. km and lies in the centre of East Anglia. The zone is supplied by groundwater abstractions from the Suffolk Chalk aquifer.

3.2

Note that there are no water sources within this zone.

Baseline deployable output (including 1:500 drought): *5.1 Ml/d*

Deployable output reductions

Restoring sustainable abstraction (recent actual average): *-1.7* Ml/d

Reductions to achieve environmental destination (BAU+): *-3.0 Ml/d* by 2036.

Climate change: 0.0 Ml/d by 2050.

Baseline deployable output reduces by a total of *-4.7* Ml/d by 2050 a reduction of 93.1%.

Table 3: supply characteristics (all values are Ml/d)

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
DO pre forecast changes	5.1	5.1	5.1	5.1	5.1
Change in DO due to climate change	0.0	0.0	0.0	0.0	0.0
DO reductions to restore sustainable abstraction	-1.7	-1.7	-1.7	-1.7	-1.7
DO reductions for Environmental Destination	0.0	0.0	-3.0	-3.0	-3.0
Change in DO from drought measures	0.0	0.0	0.0	0.0	0.0
Final DO	3.4	3.4	0.4	0.4	0.4
Raw water losses (-ve)	0.2	0.2	0.2	0.2	0.2
Outage Allowance (-ve)	0.0	0.0	0.0	0.0	0.0
WAFU (own sources)	3.2	3.2	0.1	0.1	0.1
Net Transfers	0.0	0.0	0.0	0.0	0.0
Other benefits	1.7	0.0	0.0	0.0	0.0
Total Water Available for Use	4.9	4.3	4.1	4.0	4.0

3.3 Baseline Deployable Output Information

The baseline Deployable Output data shows the Environment Agency's preferred approach to reducing water use. It uses average licence limits from 2022–2024 for short-term licences and sets limits for permanent licences by 2030. A major drought impact (1 in 500 years) is included from 2025, not from 2039/2040 as preferred. These changes apply only to the baseline forecast.

In the final plan, we use a different approach. It includes licence limits chosen through a step-by-step process to bring in changes earlier. The 1 in 500 drought rule starts in 2039/2040 in that plan.

You can find more information in section 6 of the WRMP24 Decision Making technical document.

Data source: revised draft WRMP24 Tables submitted to the EA Nov 2024

4. Population & Housing

Norfolk East Harling

4.1 Over the WRMP period, population in **Norfolk East Harling** is set to increase from **12811** in 2025 to **14477** in 2049-50 - this is an increase of **13.0 %** over the 25 years.

Table 4a: Population totals (cumulative) by AMP

| Year ▲	Total Population (000s)
2029-30 (end of AMP8)	13.179
2034-35 (end of AMP9)	13.431
2039-40 (end of AMP10)	13.703
2044-45 (end of AMP11)	14.064
2049-50 (end of AMP12)	14.477

Figure 2: Total Resource Zone Population
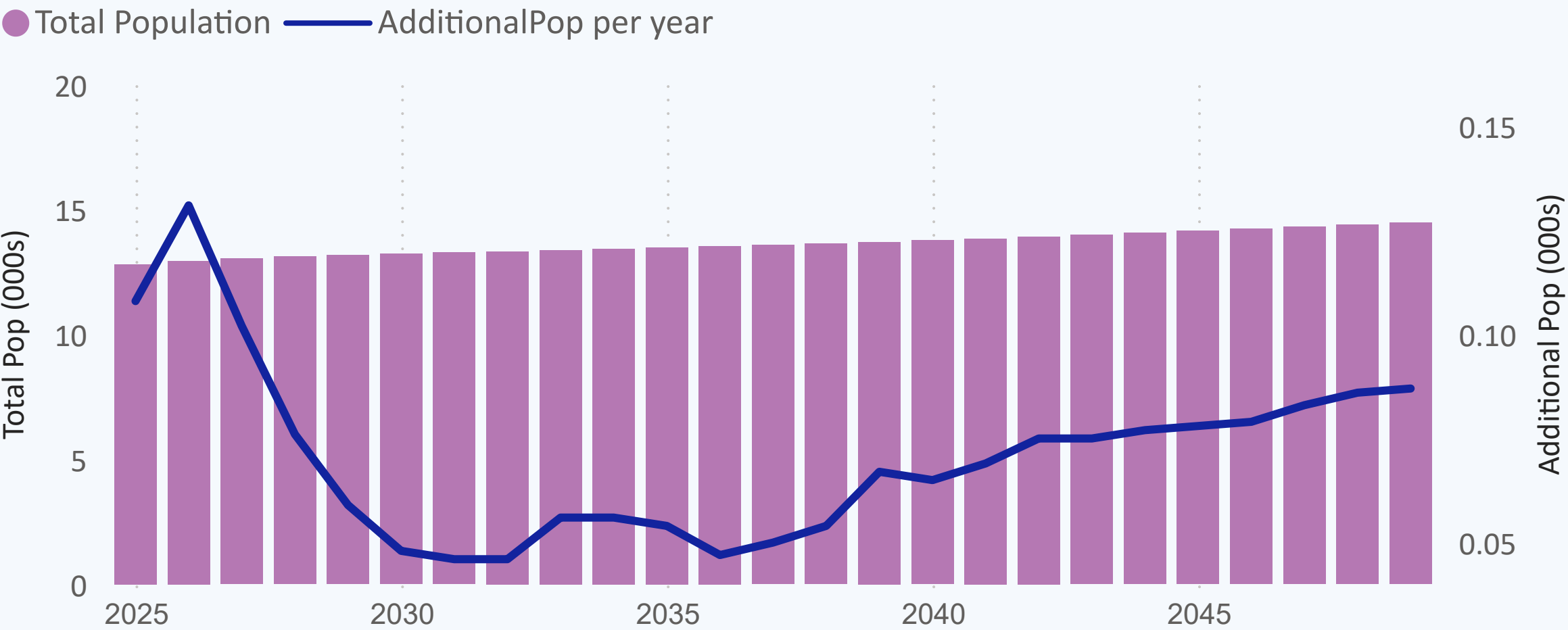
4.2 Over the WRMP period, property numbers in **Norfolk East Harling** are set to increase from **5556** in 2025 to **6542** in 2049-50 - this is an increase of **17.7 %** over the 25 years.

Table 4b: Property totals (cumulative) by AMP

Year	Total Properties-excl voids (000s)
2029-30 (end of AMP8)	5.787
2034-35 (end of AMP9)	5.999
2039-40 (end of AMP10)	6.170
2044-45 (end of AMP11)	6.350
2049-50 (end of AMP12)	6.542

Figure 3: Total Resource Zone Properties (excl. voids)
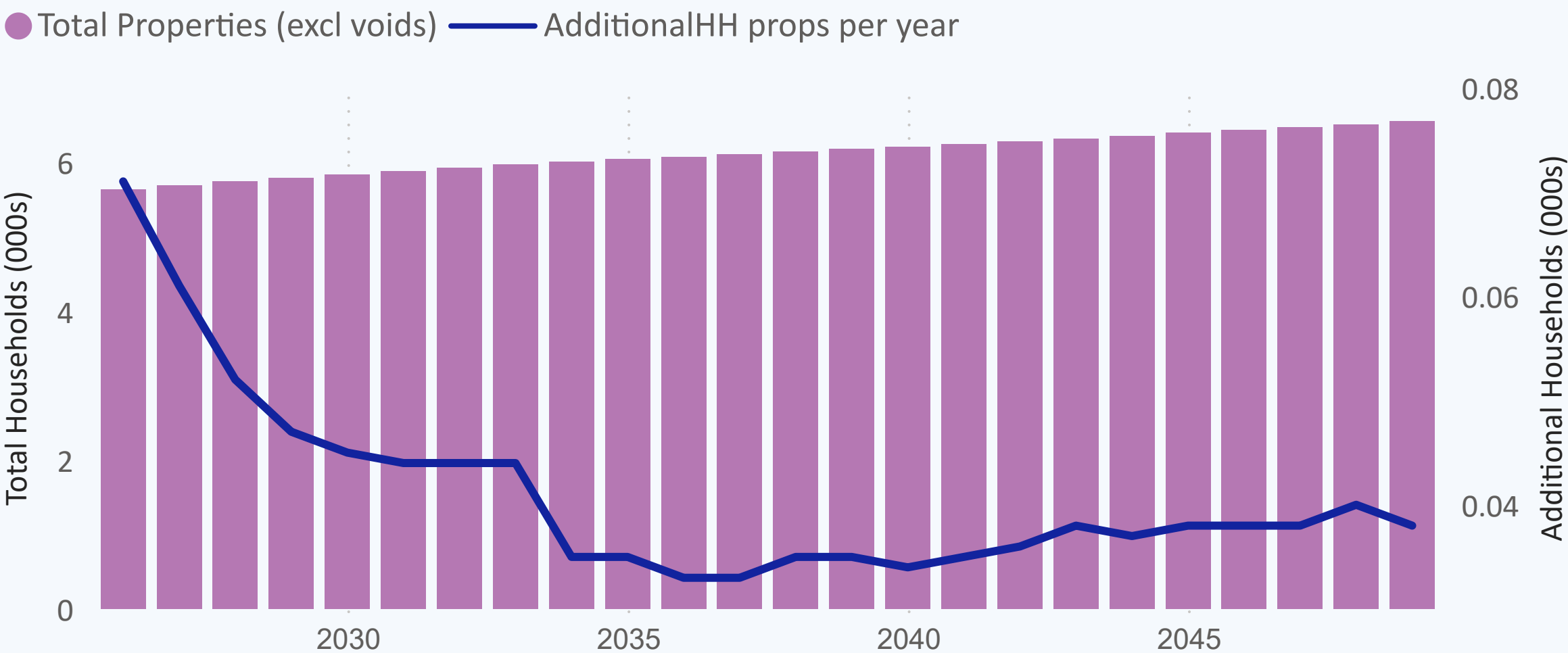
5. Baseline Supply Demand Balance DYAA

Norfolk East Harling

Figure 4: Norfolk East Harling baseline supply demand balance to 2050 for Dry Year Annual Average conditions

Legend: WAFU · DI (Demand+DMO)+Target Headroom · Demand with DMO (excl Target Headroom)
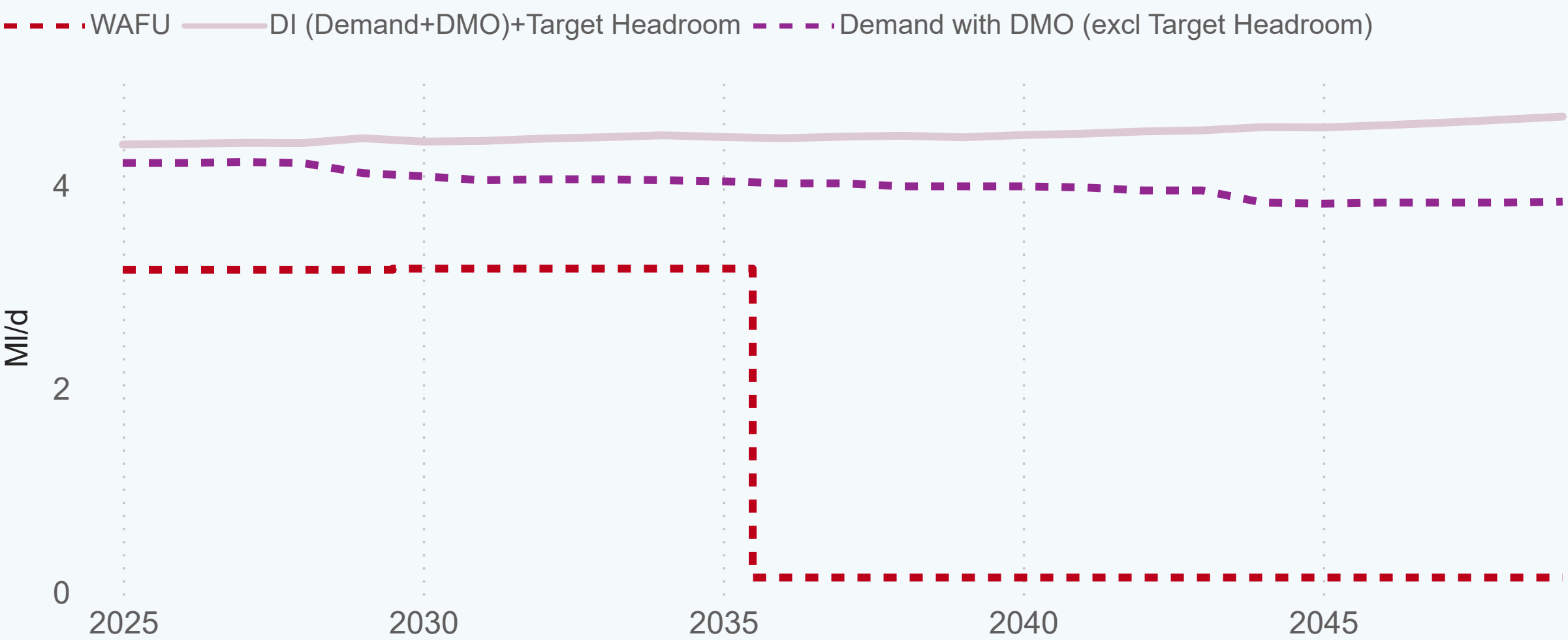
Table 5a: Baseline supply demand balance 2025 - 2050 for DYAA conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	3.2	3.2	3.2	0.1	0.1	0.1
Net Transfers	0.0	0.0	0.0	0.0	0.0	0.0
Total Water Available For Use	3.2	3.2	3.2	0.1	0.1	0.1
Distribution Input	4.2	4.3	4.3	4.4	4.4	4.6
Target Headroom	0.2	0.2	0.2	0.1	0.1	0.1
Supply Demand Balance	-1.2	-1.3	-1.3	-4.3	-4.4	-4.5

Table 5b: Baseline demand forecast (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	1.3	1.4	1.5	1.7	1.8	1.9
Water delivered unmeasured household	0.5	0.4	0.2	0.1	0.0	0.0
Total Leakage	1.1	1.1	1.1	1.1	1.1	1.1
Water delivered measured non-household	1.3	1.3	1.3	1.4	1.4	1.5
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	4.2	4.3	4.3	4.4	4.4	4.6

5.1 DYAA BL supply demand summary: Norfolk East Harling

Baseline Supply Demand Balance: This zone is expected to go into deficit by 2025 (under the preferred baseline scenario - as described in section 3.3).

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 1.8 Ml/d in 2025 to 1.9 Ml/d in 2050, a percentage change of 6.8 %.
- Baseline Leakage: is forecast to change from 1.1 Ml/d in 2025 to 1.1 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 1.3 Ml/d to 1.5 Ml/d.
- Baseline Distribution Input: is expected to change from 4.2 Ml/d to 4.6 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

6. Baseline Supply Demand Balance DYCP

Norfolk East Harling

Figure 5: Norfolk East Harling baseline supply demand balance to 2050 for Dry Year Critical Period conditions

Table 6b: Baseline demand forecast with DYCP conditions (without preferred demand management options)

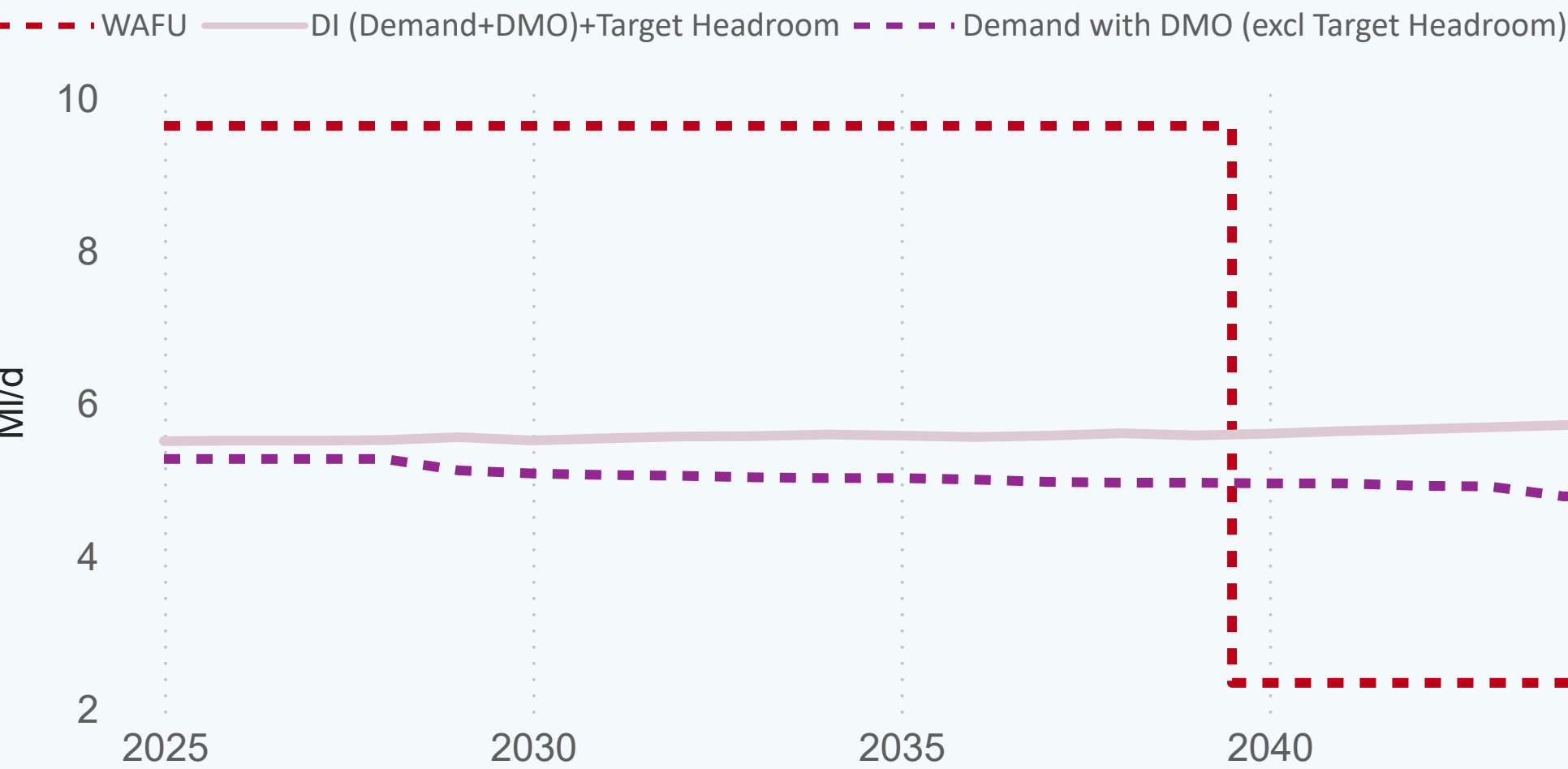|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	1.7	1.9	2.0	2.2	2.4	2.5
Water delivered unmeasured household	0.7	0.5	0.3	0.2	0.1	0.0
Total Leakage	1.1	1.1	1.1	1.1	1.1	1.1
Water delivered measured non-household	1.7	1.7	1.8	1.8	1.9	2.0
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	5.3	5.3	5.3	5.4	5.5	5.7

Table 6a: Baseline supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	9.6	9.6	9.6	9.6	2.3	2.3
Net Transfers	0.0	0.0	0.0	0.0	0.0	0.0
Total Water Available For Use	9.6	9.6	9.6	9.6	2.3	2.3
Distribution Input	5.3	5.3	5.3	5.4	5.5	5.7
Target Headroom	0.2	0.3	0.3	0.2	0.2	0.1
Supply Demand Balance	4.1	4.1	4.0	4.1	-3.4	-3.5

6.1 DYCP BL supply demand summary: Norfolk East Harling

Baseline Supply Demand balance: This zone is not expected to go into deficit

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 2.4 Ml/d in 2025 to 2.5 Ml/d in 2050, a percentage change of 6.8 %.
- Baseline Leakage: is forecast to change from 1.1 Ml/d in 2025 to 1.1 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 1.7 Ml/d to 2.0 Ml/d.
- Baseline Distribution Input: is expected to change from 5.3 Ml/d to 5.7 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

7. Demand forecast and PCC

Norfolk East Harling

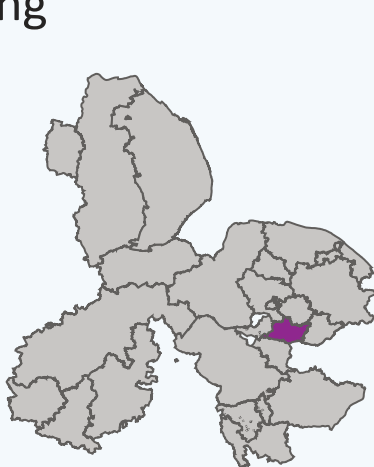## Figure 6: Norfolk East Harling DYAA DI with and without demand management strategy

7.2 Demand Norfolk East Harling (see Table 7a)

Baseline demand is expected to increase from 4.2 (Ml/d) in 2025 to 4.6 (Ml/d) in 2050. With demand management options in place, demand is expected to be 3.8 (Ml/d).

7.1 PCC Norfolk East Harling (see Table 7b)

Per Capita Consumption (PCC) in the base year 2025/26 is 115.6 (l/h/d) measured and 185.3 (l/h/d) unmeasured.

The weighted average PCC (l/h/d) comes in at 128.8 (l/h/d) in 2025/26. This is forecast to fall to 100.2 (l/h/d) in the Final Plan forecast as demand management option savings are realised and customers switch from unmeasured to measured status
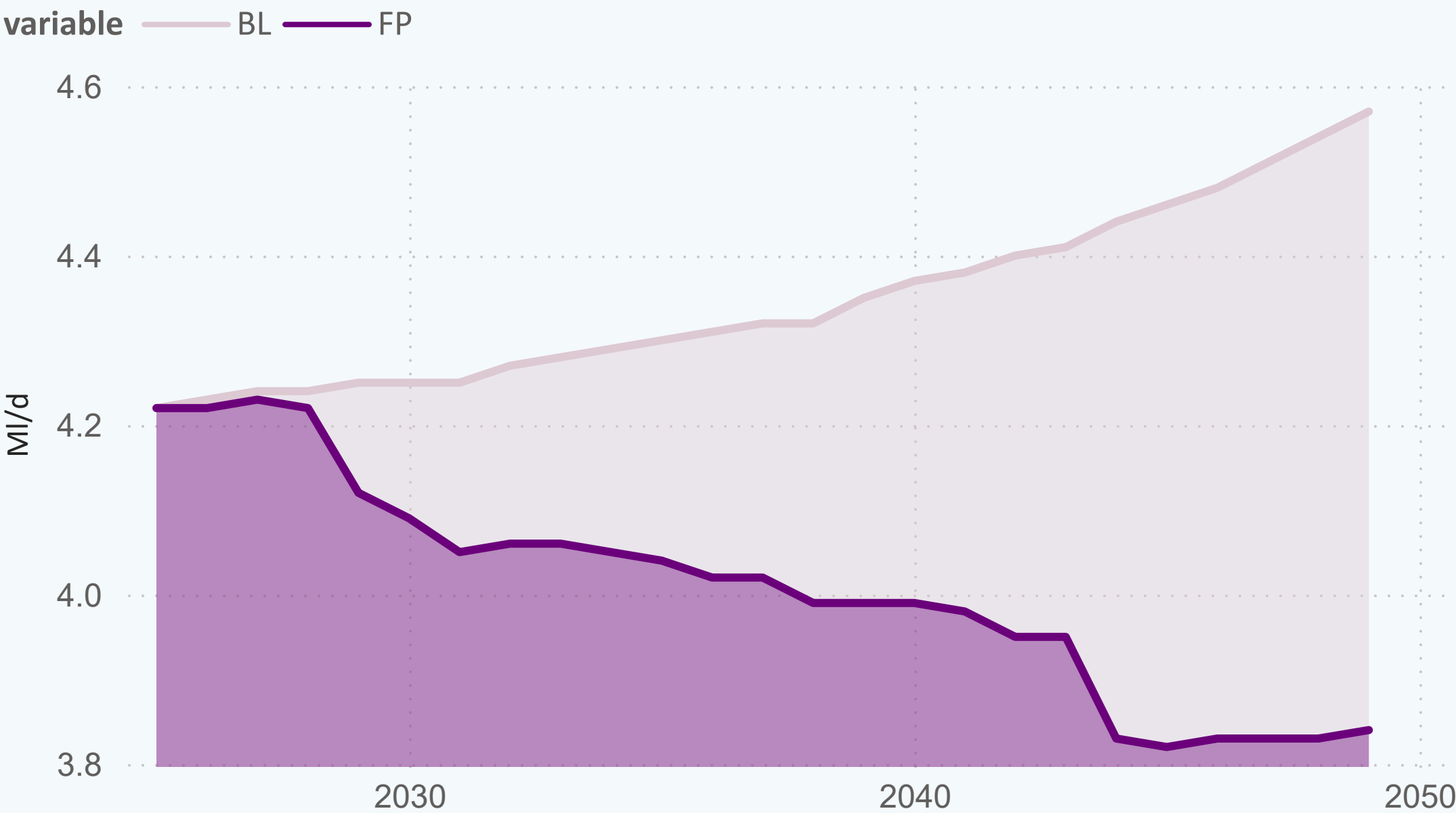
Table 7a: Demand - baseline and final plan

variable ▲	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL	4.3	4.3	4.4	4.4	4.6
FP	4.1	4.1	4.0	3.8	3.8

Table 7b: DMO strategy Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL demand forecast(DYAA)	126.7	125.1	124.1	123.7	123.6
FP demand forecast(DYAA)	119.1	113.9	108.0	103.1	100.2
% change BL to FP	-6.0%	-8.9%	-12.9%	-16.7%	-19.0%

8. Demand management options

Norfolk East Harling

8.1 Regional overview:

Across the entirety of the Anglian Water region our demand management strategy will comprise three strongly interlinked programs:

Water metering program:
- We plan to complete our smart meter rollout, replacing all existing meters over 10 years (two AMPs). By 2025, 1.1 million smart meters will be installed across Anglian Water. These meters will give customers better insight into their water use and help us guide behaviour change. They will also improve our ability to detect leaks, cutting down plumbing losses and supply pipe leaks.

Leakage reduction
- Our goal is to cut leakage by over 45 million litres per day between 2025 and 2050. This builds on our current programme, which will reduce leakage by 27 million litres per day (14%) by 2025 as part of AMP7

Water efficiency measures
- New tools and actions will support the careful use of water. Our updated plans include promoting smart devices, expanding our Multi-utility web portal, offering garden tips, and helping vulnerable customers with plumbing and supply pipe issues. We'll also run community reward schemes. For non-household customers, we've added water-saving visits and leak reduction actions to our revised draft WRMP24.

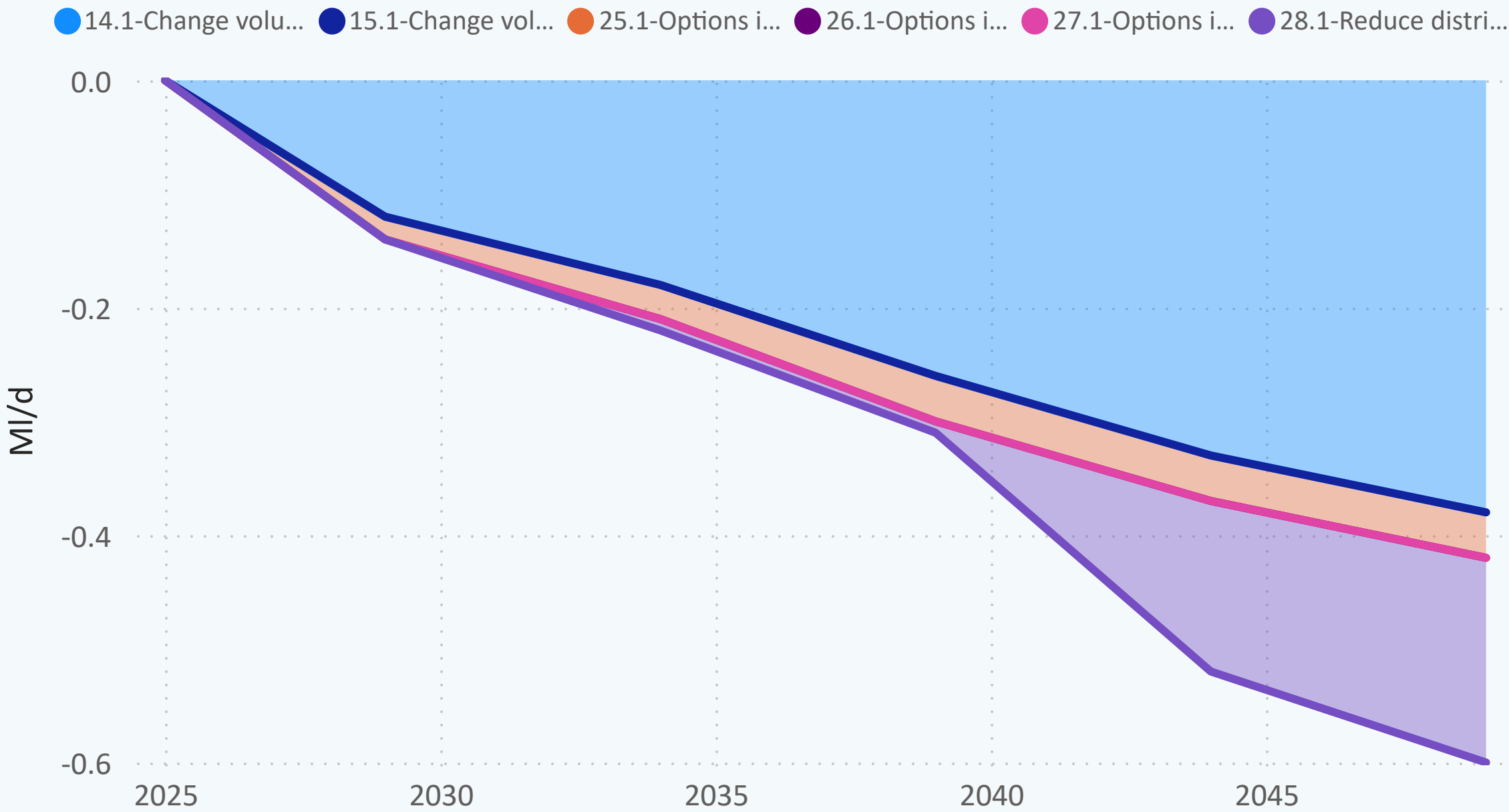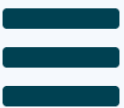**Figure 7: DMO strategy Final Plan for Norfolk East Harling**   **For full chart key see table below**

Table 8: DMO strategy Final Plan for Norfolk East Harling

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
14.1-Change volume delivered to measured households(-ve)	-0.1	-0.2	-0.3	-0.3	-0.4
15.1-Change volume delivered to unmeasured households(-ve)	0.0	0.0	0.0	0.0	0.0
25.1-Options impacting on measured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
26.1-Options impacting on unmeasured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
27.1-Options impacting on Void properties - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
28.1-Reduce distribution losses (-ve)	0.0	0.0	0.0	-0.2	-0.2

9. Final Plan Supply Demand Balance DYAA

Norfolk East Harling

Figure 8: Norfolk East Harling final plan SDB to 2050 for Dry Year Annual Average conditions

Table 9b: Final Plan demand forecast for DYAA conditions (with preferred demand management options)

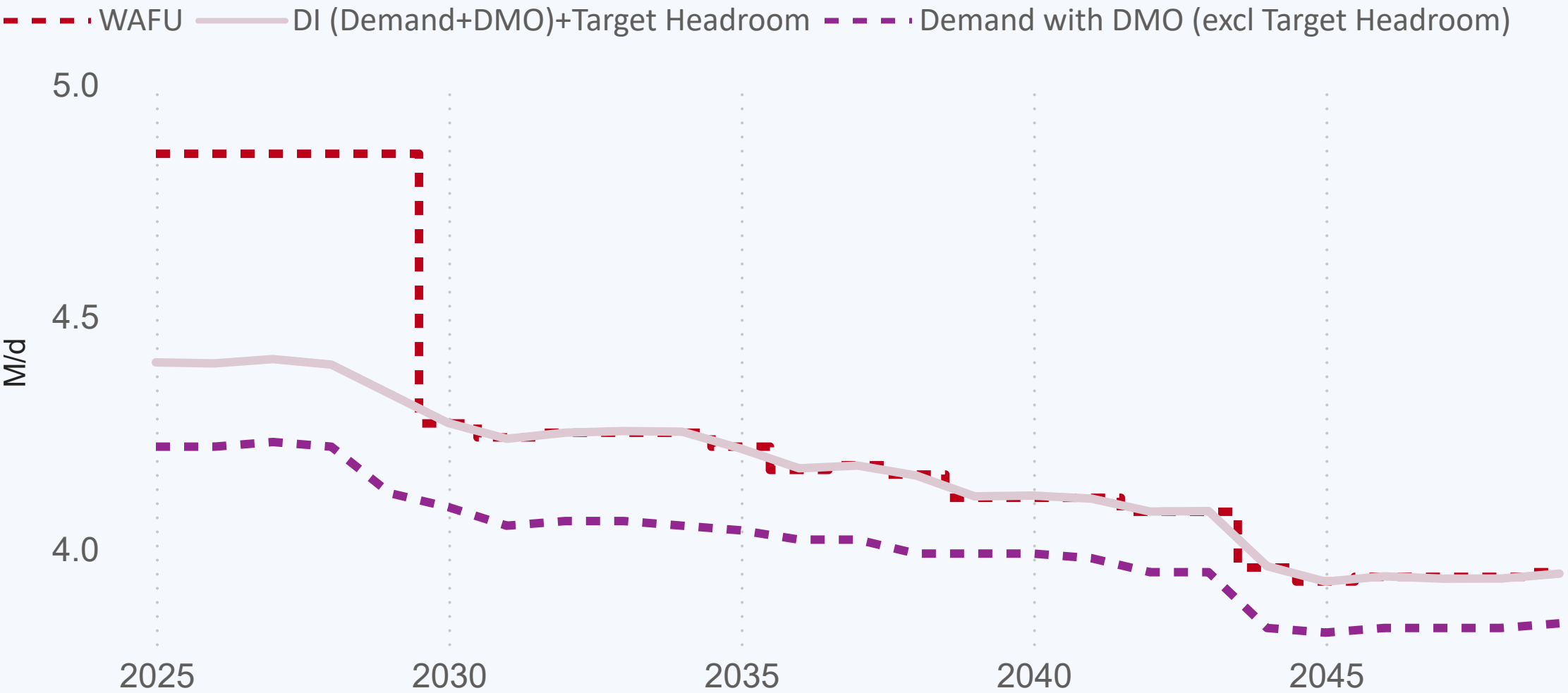|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	1.3	1.3	1.4	1.4	1.5	1.5
Water delivered unmeasured household	0.5	0.4	0.2	0.1	0.0	0.0
Total Leakage	1.1	1.1	1.1	1.0	0.9	0.9
Water delivered measured non-household	1.3	1.3	1.3	1.3	1.3	1.3
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	4.2	4.1	4.1	4.0	3.8	3.8

Table 9a: final plan SDB to 2050 for Dry Year conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	4.9	4.9	3.2	0.1	0.1	0.1
Net Transfers	0.0	0.0	1.8	4.7	4.5	4.5
Total Water Available For Use	4.9	4.9	4.3	4.1	4.0	4.0
Distribution Input	4.2	4.1	4.1	4.0	3.8	3.8
Target Headroom	0.2	0.2	0.2	0.1	0.1	0.1
Supply Demand Balance	0.4	0.5	0.0	0.0	0.0	0.0

9.1 DYAA FP supply demand summary: Norfolk East Harling

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 1.8 Ml/d in 2025 to 1.5 Ml/d in 2050, a percentage change of -14.8 %.
- Final Plan Leakage is forecast to change from 1.1 Ml/d in 2025 to 0.9 Ml/d by 2050.
- Final Plan Non-Household demand is expected to change from 1.3 Ml/d to 1.3 Ml/d.
- Final Plan Distribution Input is expected to change from 4.2 Ml/d to 3.8 Ml/d by 2050.

10. Final Plan Supply Demand Balance DYCP

Norfolk East Harling

Figure 9: Norfolk East Harling baseline supply demand balance to 2050 for Dry Year Critical Period conditions
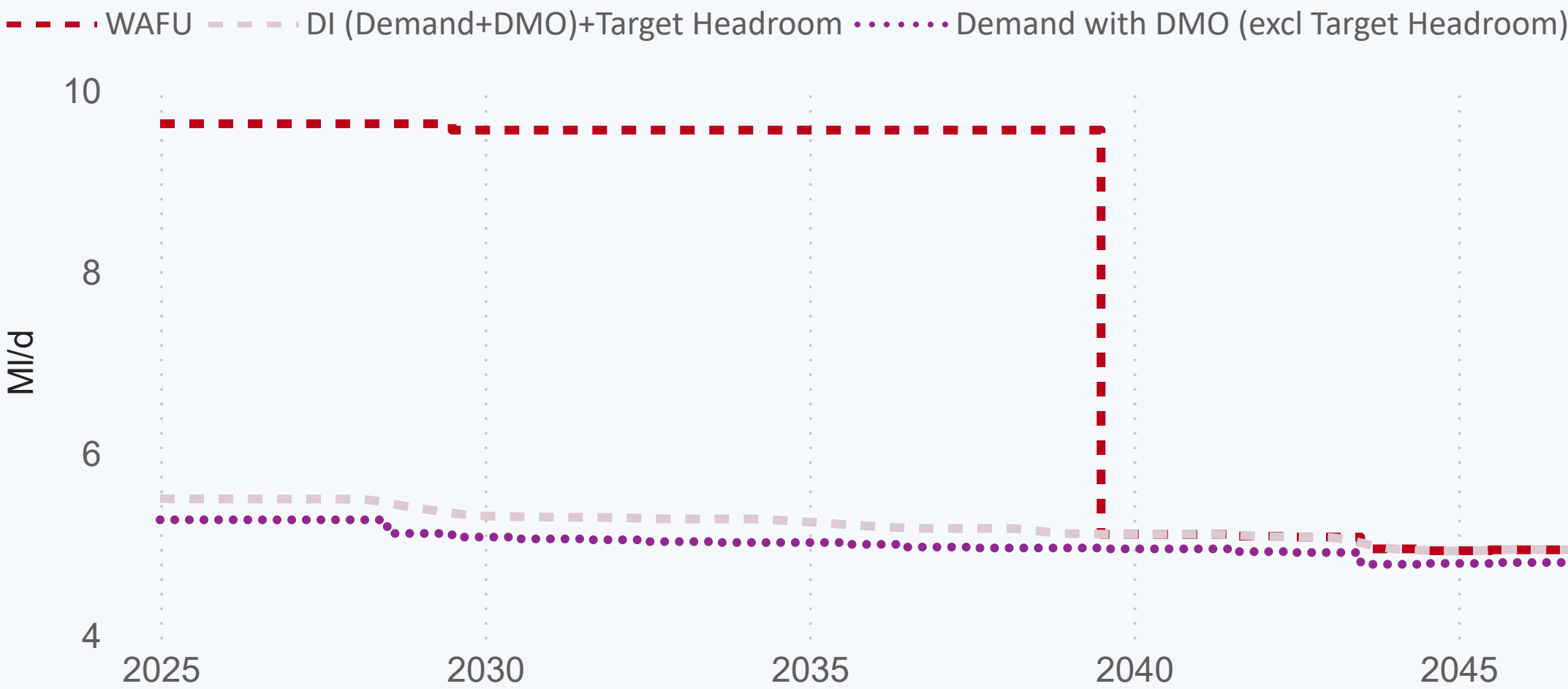

Table 10a: Final Plan supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	9.6	9.6	9.6	9.6	2.3	2.3
Net Transfers	0.0	0.0	0.6	0.6	3.3	3.3
Total Water Available For Use	9.6	9.6	9.6	9.6	5.0	5.0
Distribution Input	5.3	5.1	5.0	5.0	4.8	4.8
Target Headroom	0.2	0.3	0.3	0.2	0.2	0.1
Supply Demand Balance	4.1	4.2	4.3	4.4	0.0	0.0

Table 10b: Final Plan demand forecast for DYCP conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	1.7	1.7	1.8	1.9	2.0	2.0
Water delivered unmeasured household	0.7	0.5	0.3	0.2	0.1	0.0
Total Leakage	1.1	1.1	1.1	1.0	0.9	0.9
Water delivered measured non-household	1.7	1.7	1.7	1.7	1.7	1.8
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	5.3	5.1	5.0	5.0	4.8	4.8

10.1 DYCP BL supply demand summary: Norfolk East Harling

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 2.4 Ml/d in 2025 to 2.0 Ml/d in 2050, a percentage change of -14.3 %.
- Final Plan Leakage: is forecast to change from 1.1 Ml/d in 2025 to 0.9 Ml/d by 2050
- Final Plan Non-Household demand: is expected to change from 1.7 Ml/d to 1.8 Ml/d.
- Final Plan Distribution Input: is expected to change from 5.3 Ml/d to 4.8 Ml/d by 2050.

11. Supply Side Strategy

Norfolk East Harling

Table 11a: Total Water Available for use Baseline and Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
WAFU - BL	4.9	3.2	0.1	0.1	0.1
WAFU - FP	4.9	4.3	4.1	4.0	4.0

Figure 10 Water Available for Use (WAFU) - baseline (BL) and final plan (FP)

11.1 Supply side strategy options.

For details on the feasible options list for Norfolk East Harling WRZ please refer to the Supply-Side Option Development technical supporting document.
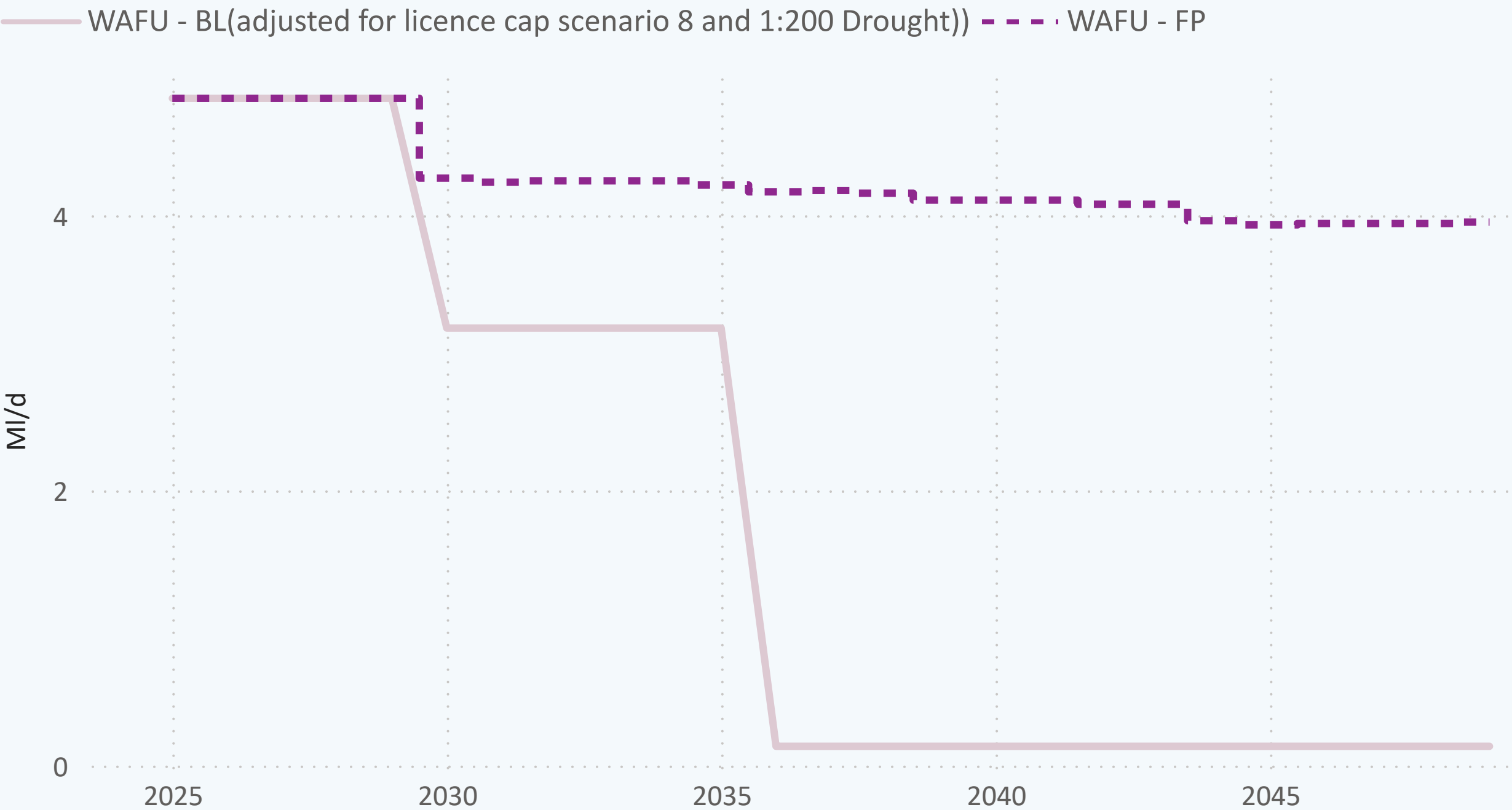
Table11b: Preferred supply side options

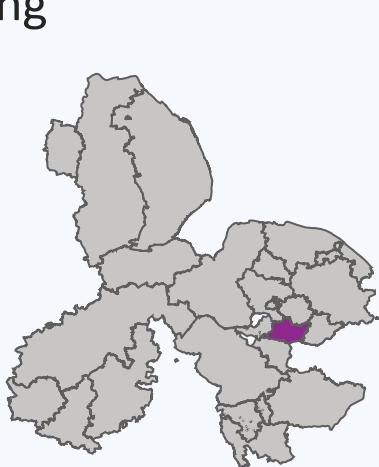| Option ID	First Option Name
EE08	Adjustment to existing potable water export
LC10	Adjustment for Licence cap scenario 8
NEH3	Suffolk Thetford to Norfolk East Harling potable transfer (5 Ml/d)

12.1 Non-Household demand Norfolk East Harling

In 2025, 1.3 Ml/d of Non-Household demand (measured and unmeasured) is expected. In 2049 it is expected to be 1.3 Ml/d, which is a 3.94% change between the years.

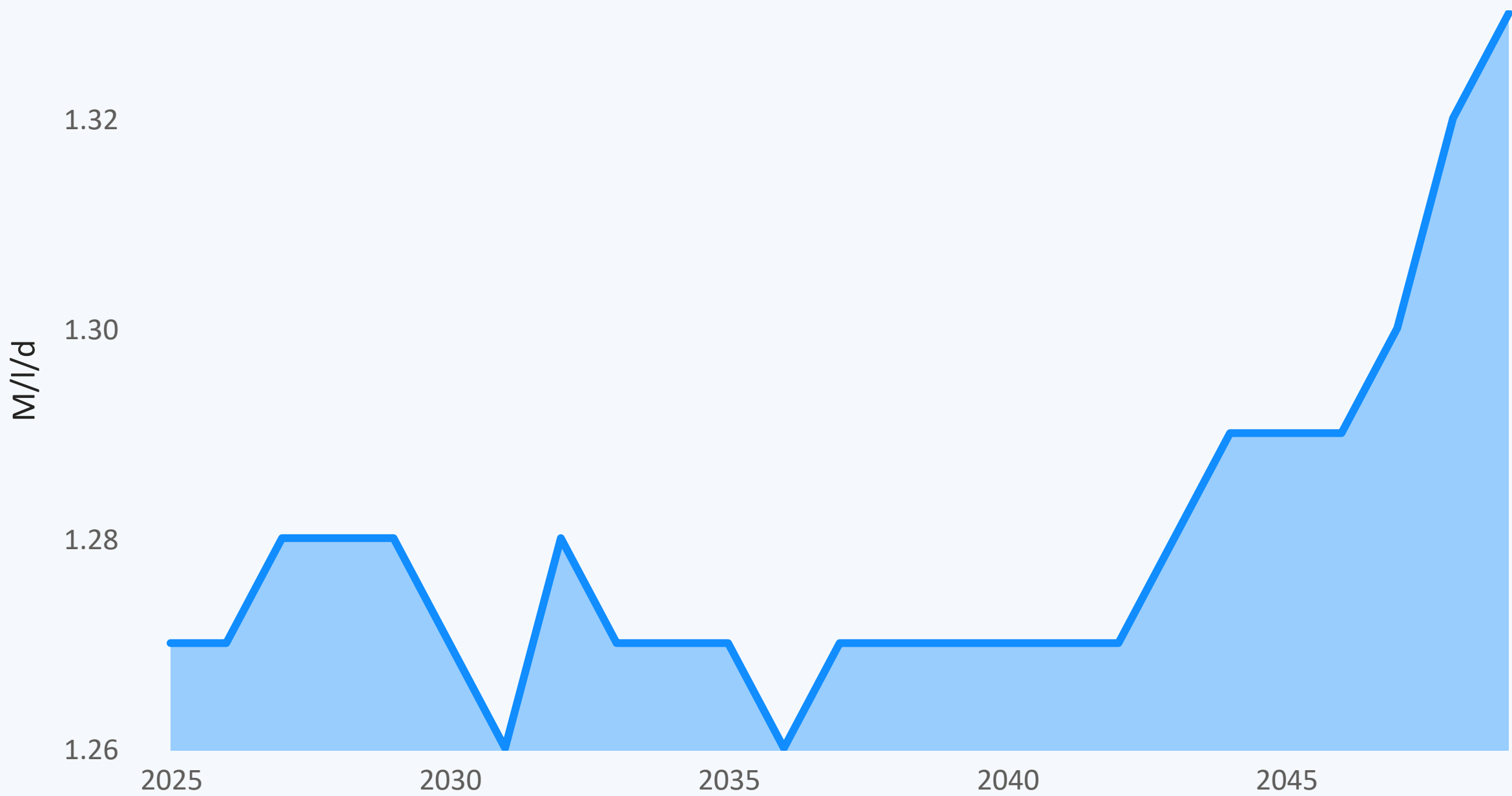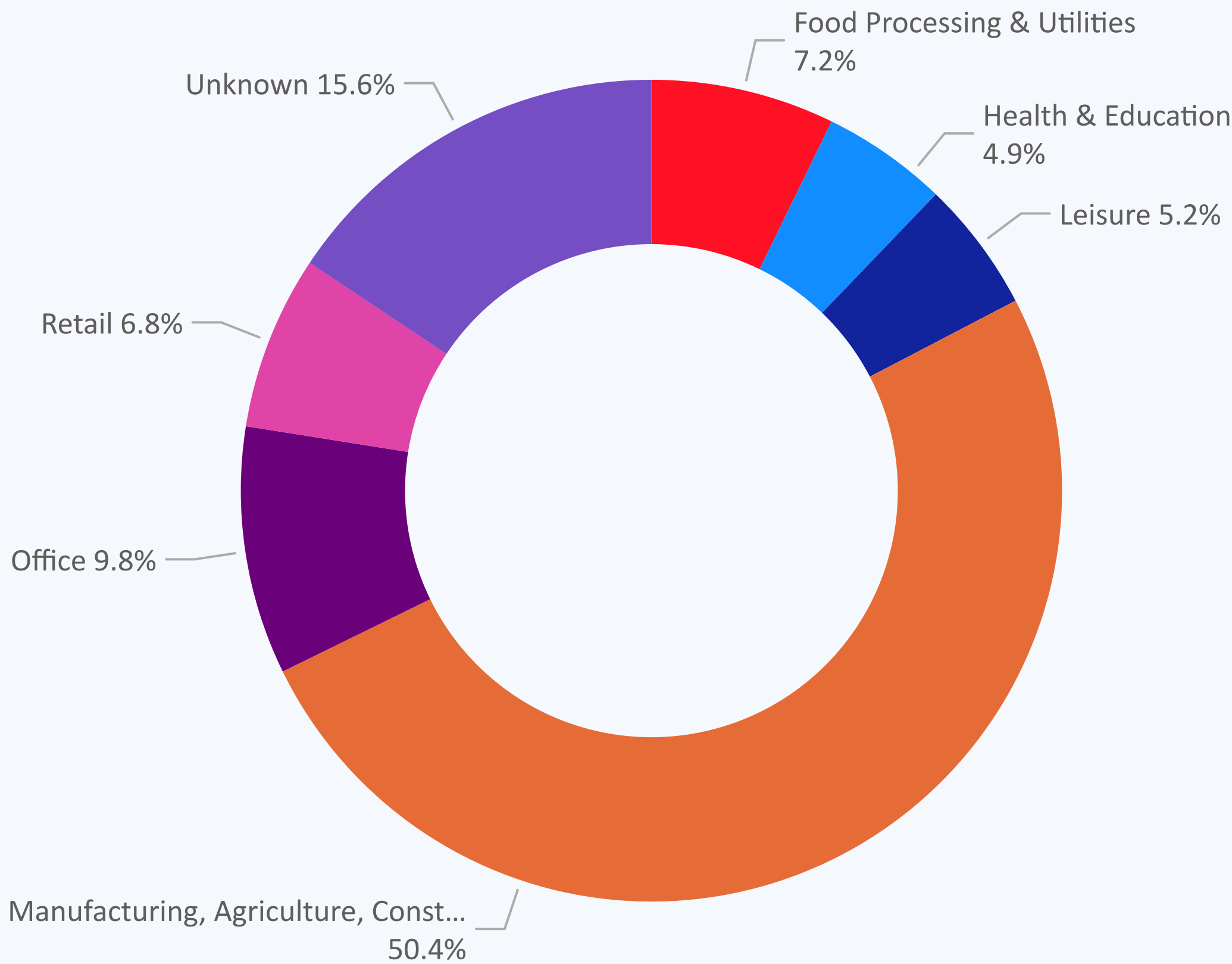**Figure 11: Non-Household demand forecast 2025-2050**

Figure 12: % Non-Household modelled sectors within resource zone

Food Processing & Utilities 7.2%

Health & Education 4.9%

Leisure 5.2%

Unknown 15.6%

Retail 6.8%

Office 9.8%

Manufacturing, Agriculture, Const… 50.4%

3. Deployable Output summary DYAA

Norfolk Happisburgh

love every drop
anglianwater

3.1 Resource Zone geography: Norfolk Happisburgh:

The Norfolk Happisburgh WRZ covers an area of 190 sq. km and sits along the Norfolk coastline.

It should be noted that this WRZ has no actual supply sources of its own.

3.2

Note that there are no water sources within this zone.

Baseline deployable output (including 1:500 drought): *2.3 Ml/d*

Deployable output reductions

Restoring sustainable abstraction (recent actual average): *-0.1* Ml/d

Reductions to achieve environmental destination (BAU+): *-1.3 Ml/d* by 2040.

Climate change: 0.0 Ml/d by 2050.

Baseline deployable output reduces by a total of *-1.4* Ml/d by 2050 a reduction of 60.6%.

Table 3: supply characteristics (all values are Ml/d)

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
DO pre forecast changes	2.3	2.3	2.3	2.3	2.3
Change in DO due to climate change	0.0	0.0	0.0	0.0	0.0
DO reductions to restore sustainable abstraction	0.0	-0.1	-0.1	-0.1	-0.1
DO reductions for Environmental Destination	0.0	0.0	0.0	-1.3	-1.3
Change in DO from drought measures	0.0	0.0	0.0	0.0	0.0
Final DO	2.3	2.2	2.2	0.9	0.9
Raw water losses (-ve)	0.1	0.1	0.1	0.1	0.1
Outage Allowance (-ve)	0.0	0.0	0.0	0.0	0.0
WAFU (own sources)	2.2	2.1	2.1	0.8	0.8
Net Transfers	2.0	2.3	2.4	4.0	4.4
Other benefits	0.0	0.1	0.0	0.0	0.0
Total Water Available for Use	6.1	4.0	4.0	4.1	4.4

3.3 Baseline Deployable Output Information

The baseline Deployable Output data shows the Environment Agency's preferred approach to reducing water use. It uses average licence limits from 2022–2024 for short-term licences and sets limits for permanent licences by 2030. A major drought impact (1 in 500 years) is included from 2025, not from 2039/2040 as preferred. These changes apply only to the baseline forecast.

In the final plan, we use a different approach. It includes licence limits chosen through a step-by-step process to bring in changes earlier. The 1 in 500 drought rule starts in 2039/2040 in that plan.

You can find more information in section 6 of the WRMP24 Decision Making technical document.

Data source: revised draft WRMP24 Tables submitted to the EA Nov 2024

4. Population & Housing

Norfolk Happisburgh

4.1 Over the WRMP period, population in **Norfolk Happisburgh** is set to increase from **17309** in 2025 to **18933** in 2049-50 - this is an increase of **9.4 %** over the 25 years.

Table 4a: Population totals (cumulative) by AMP

| Year ▲	Total Population (000s)
2029-30 (end of AMP8)	17.529
2034-35 (end of AMP9)	17.748
2039-40 (end of AMP10)	18.109
2044-45 (end of AMP11)	18.539
2049-50 (end of AMP12)	18.933

Figure 2: Total Resource Zone Population
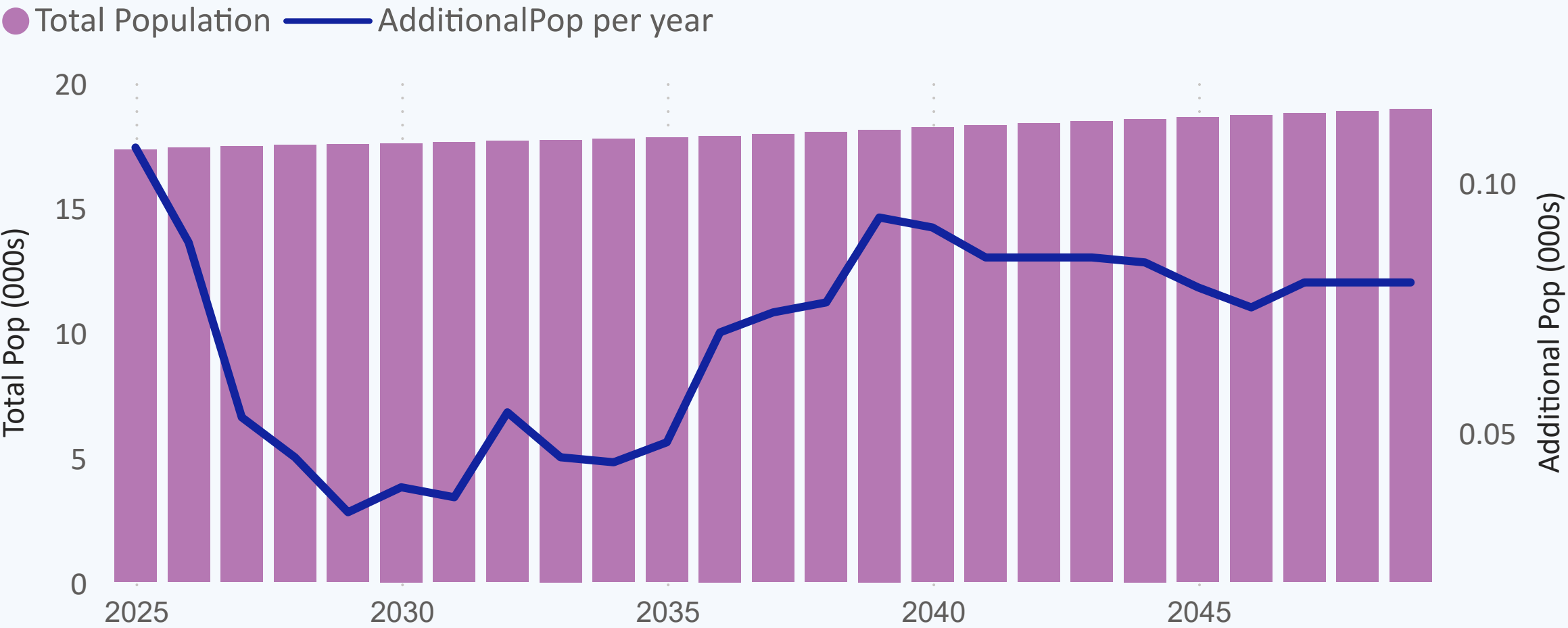
4.2 Over the WRMP period, property numbers in **Norfolk Happisburgh** are set to increase from **8873** in 2025 to **10046** in 2049-50 - this is an increase of **13.2 %** over the 25 years.

Table 4b: Property totals (cumulative) by AMP

Year	Total Properties- excl voids (000s)
2029-30 (end of AMP8)	9.056
2034-35 (end of AMP9)	9.253
2039-40 (end of AMP10)	9.521
2044-45 (end of AMP11)	9.797
2049-50 (end of AMP12)	10.046

Figure 3: Total Resource Zone Properties (excl. voids)
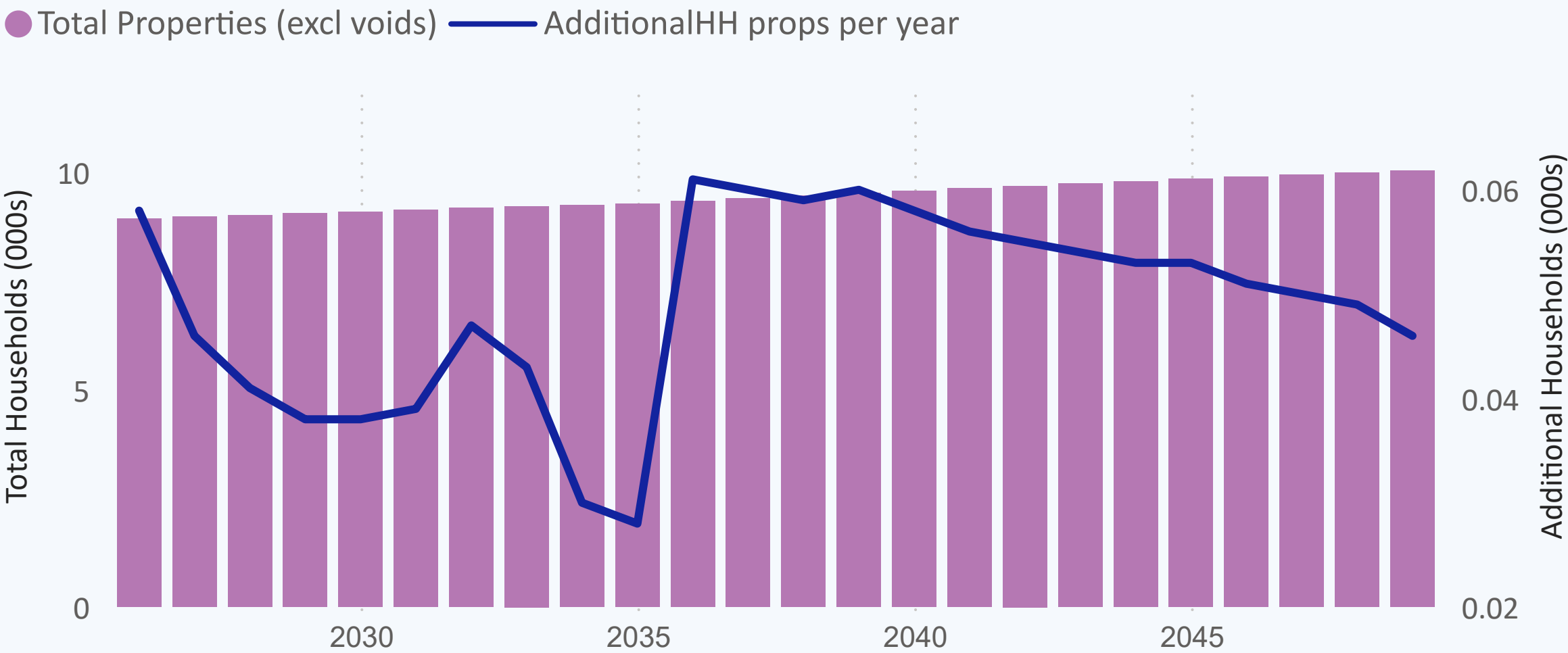
5. Baseline Supply Demand Balance DYAA
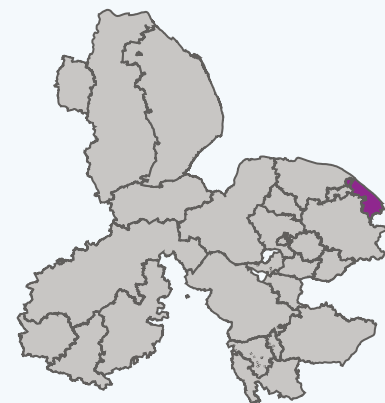
Norfolk Happisburgh

Figure 4: Norfolk Happisburgh baseline supply demand balance to 2050 for Dry Year Annual Average conditions
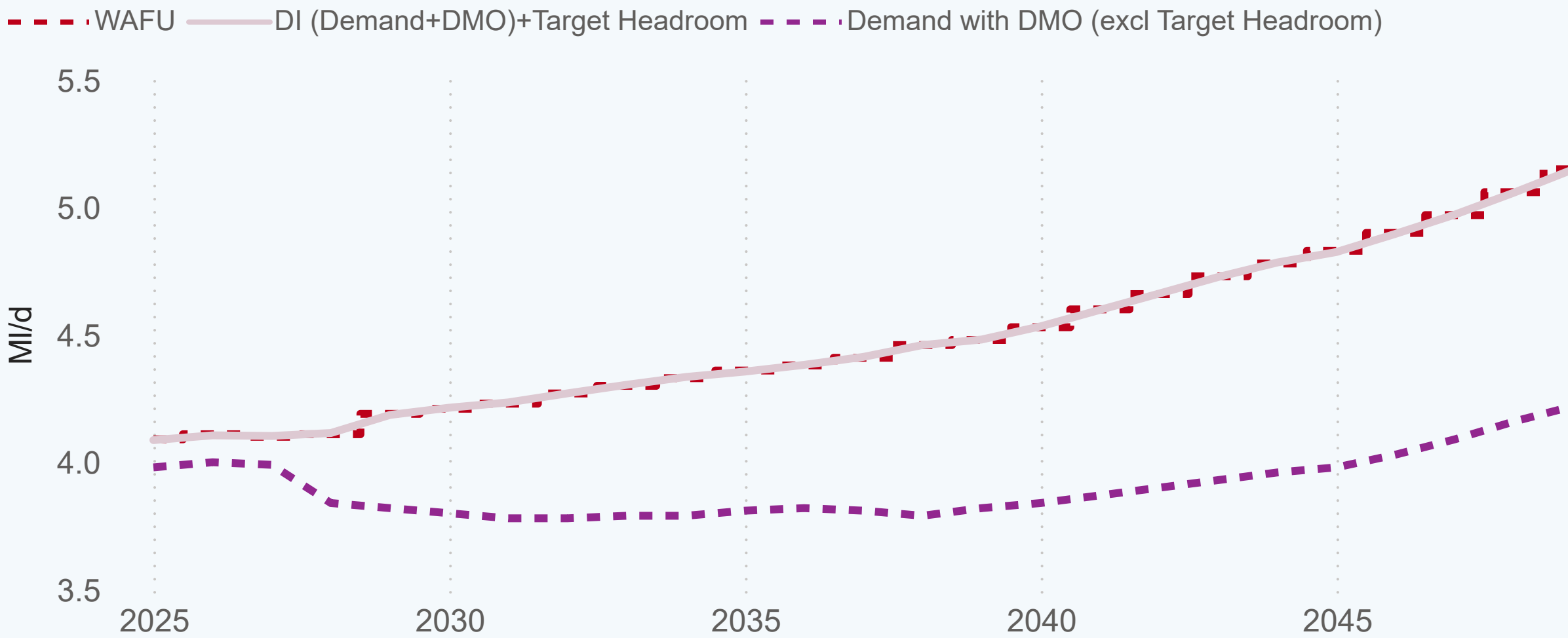

Table 5a: Baseline supply demand balance 2025 - 2050 for DYAA conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	2.2	2.2	2.1	2.1	0.8	0.8
Net Transfers	2.5	2.6	2.9	3.0	4.6	5.0
Total Water Available For Use	4.1	4.2	4.3	4.5	4.8	5.2
Distribution Input	4.0	4.0	4.1	4.3	4.6	5.0
Target Headroom	0.1	0.2	0.2	0.1	0.2	0.1
Supply Demand Balance	0.0	0.0	0.0	0.0	0.0	0.0

Table 5b: Baseline demand forecast (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	2.0	2.1	2.2	2.3	2.5	2.5
Water delivered unmeasured household	0.6	0.5	0.4	0.3	0.2	0.2
Total Leakage	0.6	0.6	0.6	0.6	0.6	0.6
Water delivered measured non-household	0.9	0.9	1.0	1.2	1.4	1.7
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	4.0	4.0	4.1	4.3	4.6	5.0

5.1 DYAA BL supply demand summary: Norfolk Happisburgh

Baseline Supply Demand Balance: This zone is not expected to go into deficit (under the preferred baseline scenario - as described in section 3.3).

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 2.6 Ml/d in 2025 to 2.8 Ml/d in 2050, a percentage change of 6.2 %.
- Baseline Leakage: is forecast to change from 0.6 Ml/d in 2025 to 0.6 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 0.9 Ml/d to 1.7 Ml/d.
- Baseline Distribution Input: is expected to change from 4.0 Ml/d to 5.0 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

6. Baseline Supply Demand Balance DYCP

Norfolk Happisburgh

Figure 5: Norfolk Happisburgh baseline supply demand balance to 2050 for Dry Year Critical Period conditions
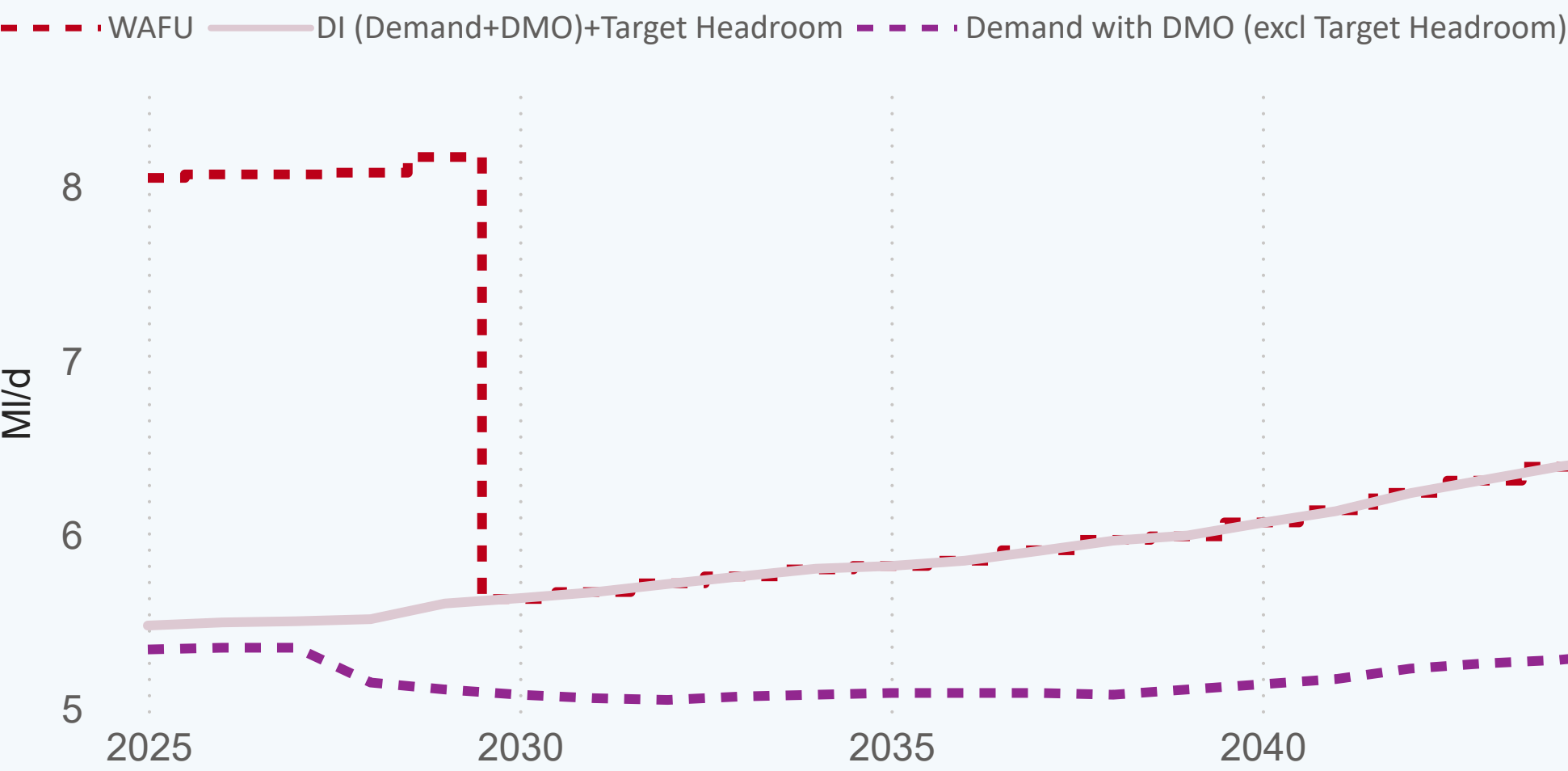

Table 6a: Baseline supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	2.6	2.6	2.6	2.6	2.6	2.6
Net Transfers	6.1	6.2	3.8	4.0	4.4	4.9
Total Water Available For Use	8.1	8.2	5.8	6.0	6.4	6.9
Distribution Input	5.4	5.4	5.6	5.8	6.2	6.7
Target Headroom	0.1	0.2	0.3	0.2	0.2	0.2
Supply Demand Balance	2.6	2.6	0.0	0.0	0.0	0.0

Table 6b: Baseline demand forecast with DYCP conditions (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	2.9	3.0	3.2	3.4	3.6	3.7
Water delivered unmeasured household	0.9	0.7	0.6	0.5	0.4	0.3
Total Leakage	0.6	0.6	0.6	0.6	0.6	0.6
Water delivered measured non-household	1.1	1.2	1.3	1.4	1.7	2.1
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	5.4	5.4	5.6	5.8	6.2	6.7

6.1 DYCP BL supply demand summary: Norfolk Happisburgh

Baseline Supply Demand balance: This zone is not expected to go into deficit

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 3.8 Ml/d in 2025 to 4.0 Ml/d in 2050, a percentage change of 6.9 %.
- Baseline Leakage: is forecast to change from 0.6 Ml/d in 2025 to 0.6 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 1.1 Ml/d to 2.1 Ml/d.
- Baseline Distribution Input: is expected to change from 5.4 Ml/d to 6.7 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

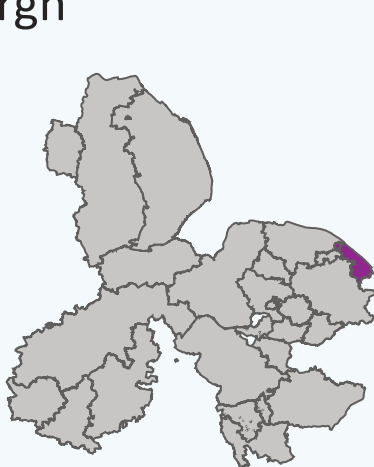# 7. Demand forecast and PCC

Norfolk Happisburgh

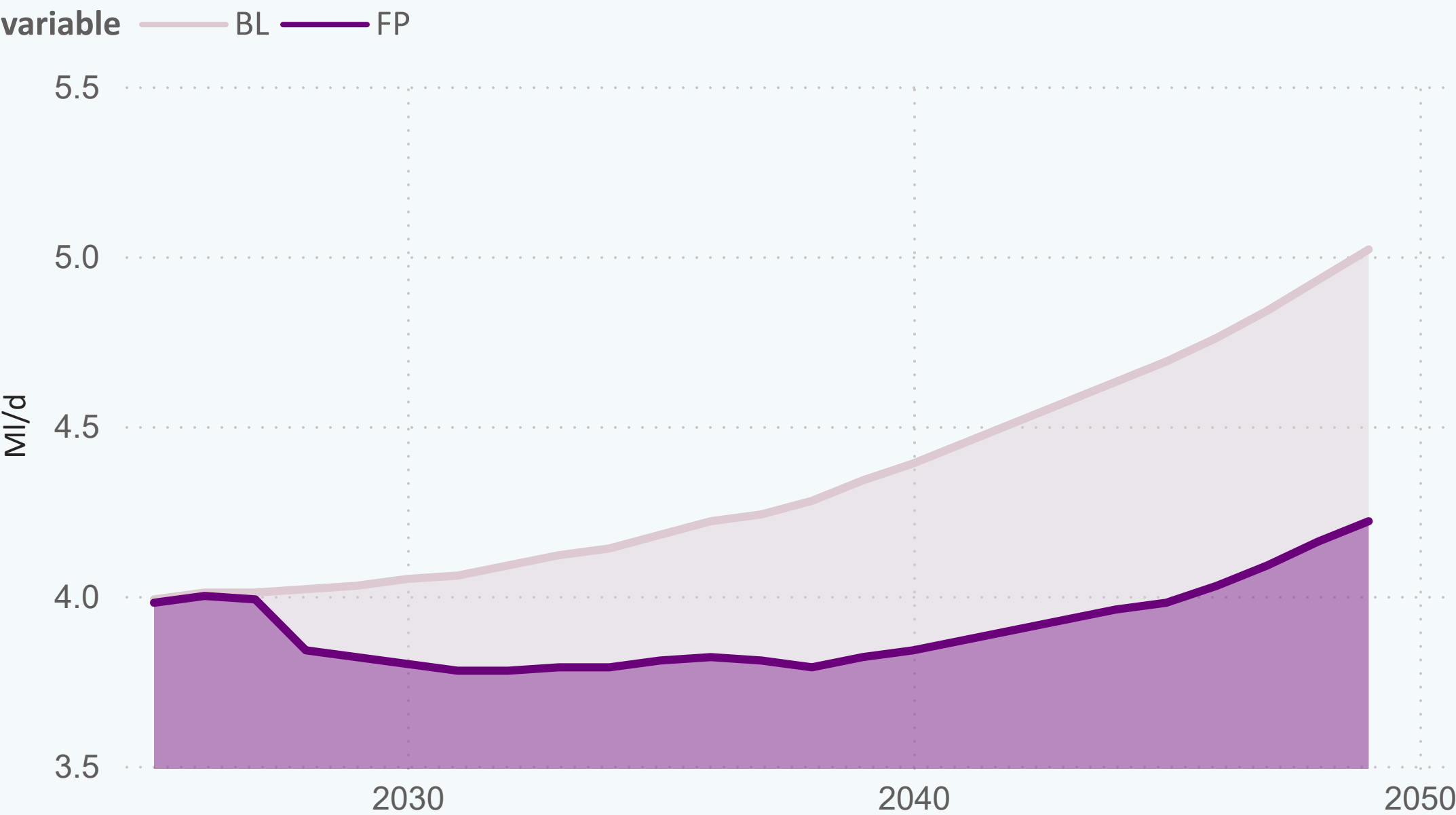**Figure 6: Norfolk Happisburgh DYAA DI with and without demand management strategy**

7.2 Demand Norfolk Happisburgh (see Table 7a)

Baseline demand is expected to increase from 4.0 (Ml/d) in 2025 to 5.0 (Ml/d) in 2050. With demand management options in place, demand is expected to be 4.2 (Ml/d).

7.1 PCC Norfolk Happisburgh (see Table 7b)

Per Capita Consumption (PCC) in the base year 2025/26 is 127.7 (l/h/d) measured and 215.1 (l/h/d) unmeasured.

The weighted average PCC (l/h/d) comes in at 140.4 (l/h/d) in 2025/26. This is forecast to fall to 113.0 (l/h/d) in the Final Plan forecast as demand management option savings are realised and customers switch from unmeasured to measured status

Table 7a: Demand - baseline and final plan

variable ▲	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL	4.0	4.1	4.3	4.6	5.0
FP	3.8	3.8	3.8	4.0	4.2

Table 7b: DMO strategy Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL demand forecast(DYAA)	138.6	136.9	137.5	137.0	137.3
FP demand forecast(DYAA)	130.1	124.5	119.8	115.4	113.0
% change BL to FP	-6.2%	-9.1%	-12.9%	-15.7%	-17.7%

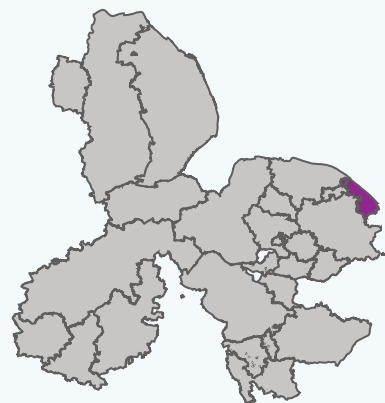# 8. Demand management options

Norfolk Happisburgh

8.1 Regional overview:

Across the entirety of the Anglian Water region our demand management strategy will comprise three strongly interlinked programs:

Water metering program:
- We plan to complete our smart meter rollout, replacing all existing meters over 10 years (two AMPs). By 2025, 1.1 million smart meters will be installed across Anglian Water. These meters will give customers better insight into their water use and help us guide behaviour change. They will also improve our ability to detect leaks, cutting down plumbing losses and supply pipe leaks.

Leakage reduction
- Our goal is to cut leakage by over 45 million litres per day between 2025 and 2050. This builds on our current programme, which will reduce leakage by 27 million litres per day (14%) by 2025 as part of AMP7

Water efficiency measures
- New tools and actions will support the careful use of water. Our updated plans include promoting smart devices, expanding our Multi-utility web portal, offering garden tips, and helping vulnerable customers with plumbing and supply pipe issues. We'll also run community reward schemes. For non-household customers, we've added water-saving visits and leak reduction actions to our revised draft WRMP24.

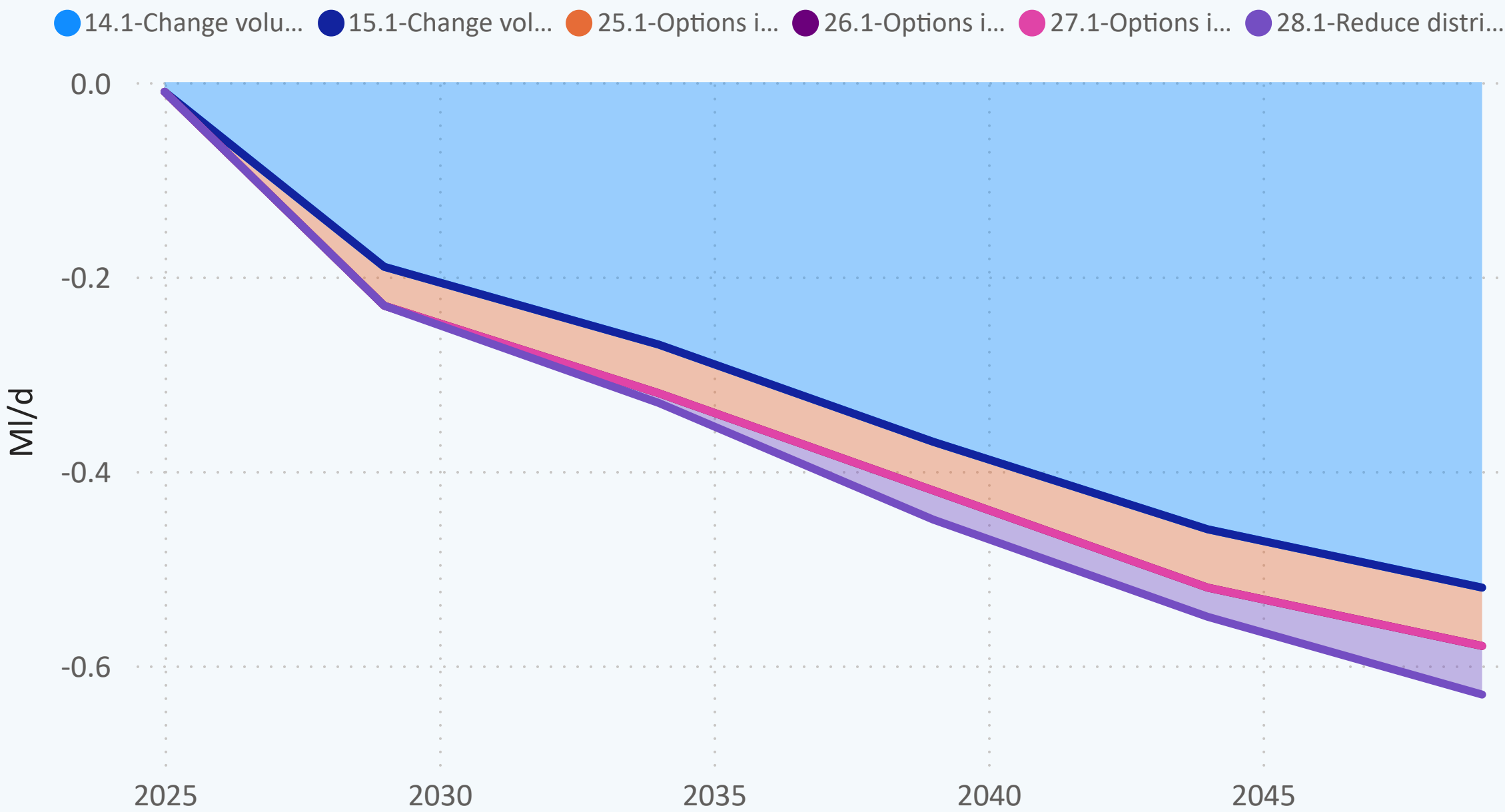**Figure 7: DMO strategy Final Plan for Norfolk Happisburgh** **For full chart key see table below**

Table 8: DMO strategy Final Plan for Norfolk Happisburgh

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
14.1-Change volume delivered to measured households(-ve)	-0.2	-0.3	-0.4	-0.5	-0.5
15.1-Change volume delivered to unmeasured households(-ve)	0.0	0.0	0.0	0.0	0.0
25.1-Options impacting on measured Household - USPL (-ve)	0.0	-0.1	-0.1	-0.1	-0.1
26.1-Options impacting on unmeasured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
27.1-Options impacting on Void properties - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
28.1-Reduce distribution losses (-ve)	0.0	0.0	0.0	0.0	-0.1

9. Final Plan Supply Demand Balance DYAA

Norfolk Happisburgh

Figure 8: Norfolk Happisburgh final plan SDB to 2050 for Dry Year Annual Average conditions

Table 9a: final plan SDB to 2050 for Dry Year conditions

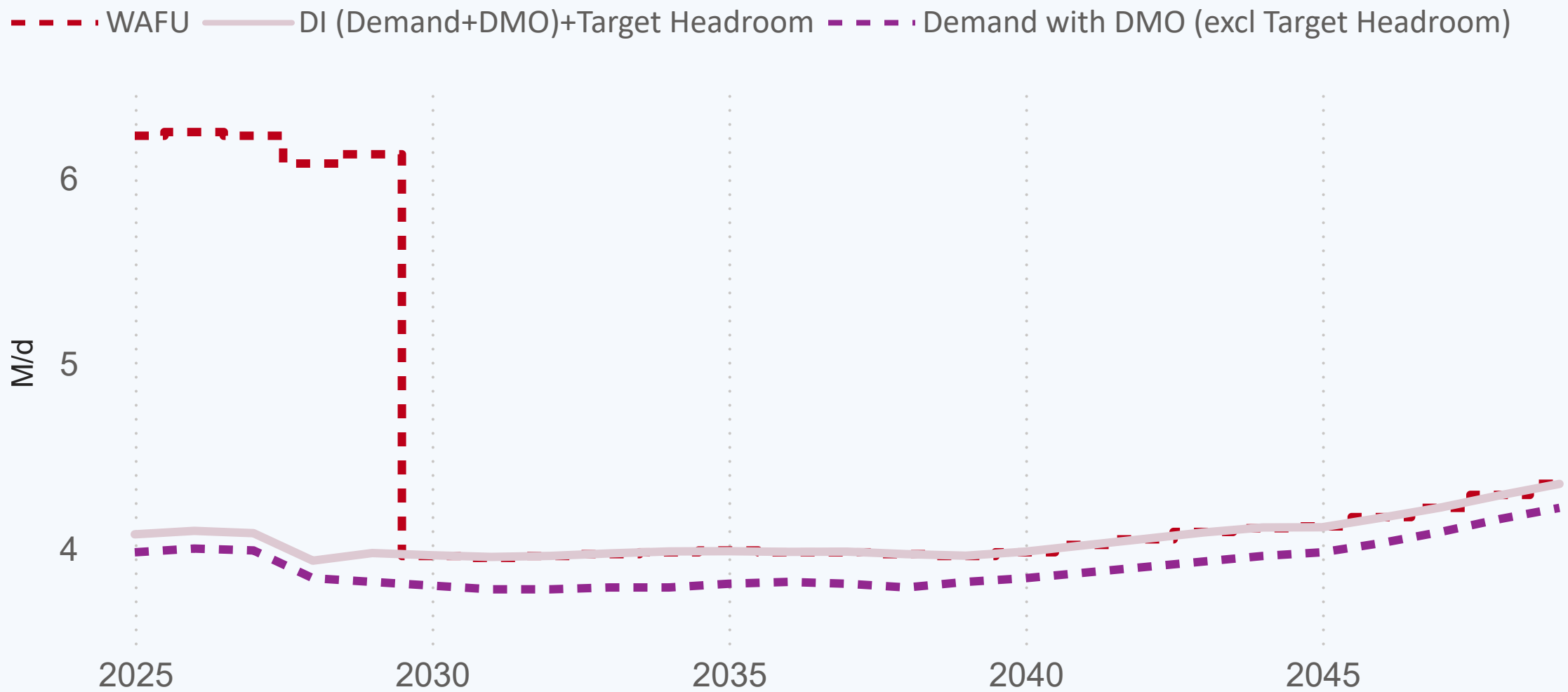|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	2.2	2.2	2.2	2.1	0.8	0.8
Net Transfers	6.3	6.2	1.8	1.9	3.3	3.6
Total Water Available For Use	6.2	6.1	4.0	4.0	4.1	4.4
Distribution Input	4.0	3.8	3.8	3.8	4.0	4.2
Target Headroom	0.1	0.2	0.2	0.1	0.2	0.1
Supply Demand Balance	2.2	2.2	0.0	0.0	0.0	0.0

Table 9b: Final Plan demand forecast for DYAA conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	2.0	1.9	1.9	2.0	2.0	2.0
Water delivered unmeasured household	0.6	0.5	0.4	0.3	0.2	0.2
Total Leakage	0.6	0.6	0.6	0.5	0.5	0.5
Water delivered measured non-household	0.9	0.9	1.0	1.0	1.2	1.5
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	4.0	3.8	3.8	3.8	4.0	4.2

9.1 DYAA FP supply demand summary: Norfolk Happisburgh

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 2.6 Ml/d in 2025 to 2.2 Ml/d in 2050, a percentage change of -13.6 %.
- Final Plan Leakage is forecast to change from 0.6 Ml/d in 2025 to 0.5 Ml/d by 2050.
- Final Plan Non-Household demand is expected to change from 0.9 Ml/d to 1.5 Ml/d.
- Final Plan Distribution Input is expected to change from 4.0 Ml/d to 4.2 Ml/d by 2050.

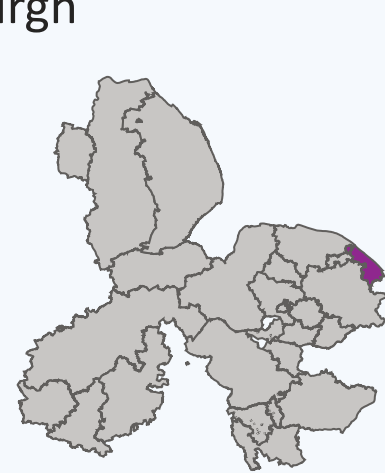# 10. Final Plan Supply Demand Balance DYCP

Norfolk Happisburgh

Figure 9: Norfolk Happisburgh baseline supply demand balance to 2050 for Dry Year Critical Period conditions
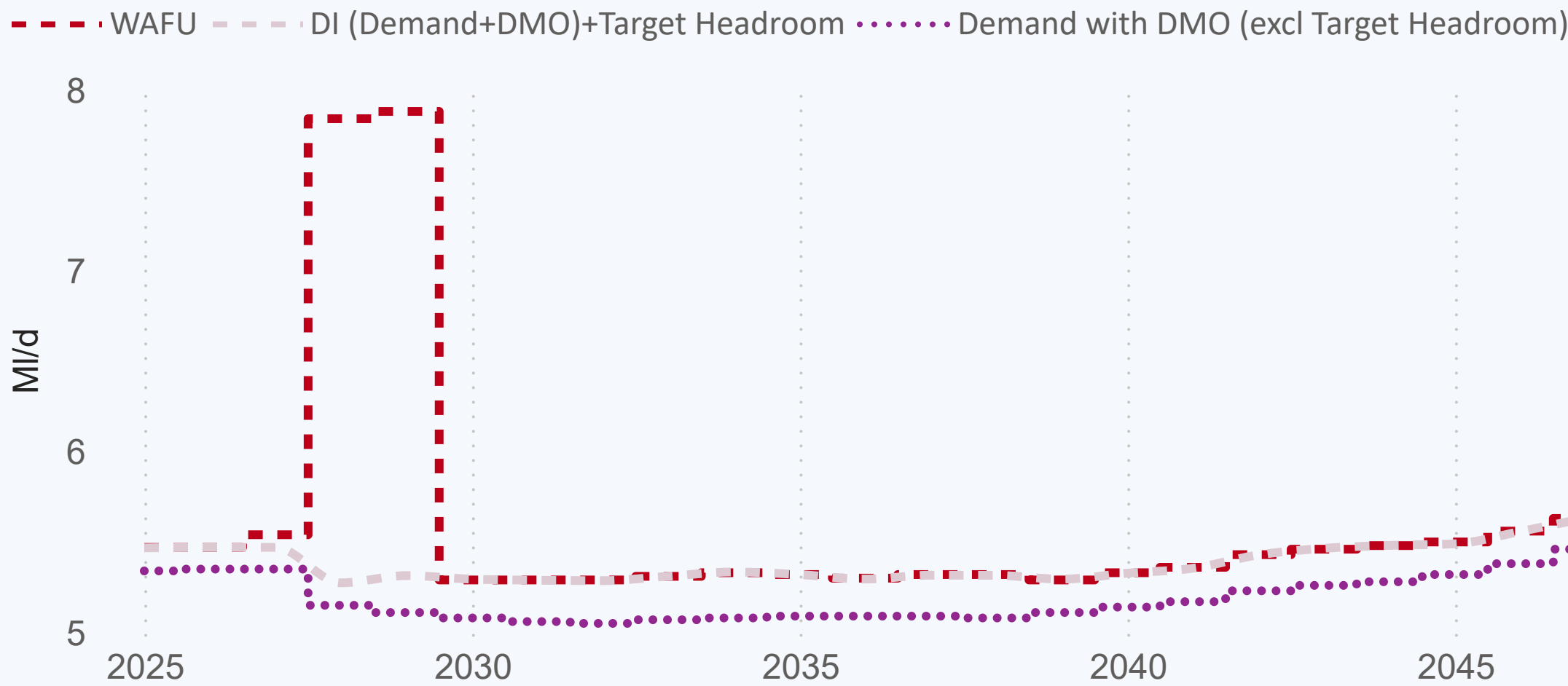

Table 10a: Final Plan supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	2.6	2.6	2.6	2.6	2.6	2.6
Net Transfers	5.1	7.5	2.8	2.7	2.9	3.2
Total Water Available For Use	5.5	7.9	5.3	5.3	5.5	5.8
Distribution Input	5.3	5.1	5.1	5.1	5.3	5.6
Target Headroom	0.1	0.2	0.3	0.2	0.2	0.2
Supply Demand Balance	0.0	2.6	0.0	0.0	0.0	0.0

Table 10b: Final Plan demand forecast for DYCP conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	2.9	2.7	2.8	2.8	2.9	2.9
Water delivered unmeasured household	0.9	0.7	0.6	0.5	0.4	0.3
Total Leakage	0.6	0.6	0.6	0.5	0.5	0.5
Water delivered measured non-household	1.1	1.1	1.2	1.3	1.5	1.8
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	5.3	5.1	5.1	5.1	5.3	5.6

10.1 DYCP BL supply demand summary: Norfolk Happisburgh

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 3.7 Ml/d in 2025 to 3.3 Ml/d in 2050, a percentage change of -12.8 %.
- Final Plan Leakage: is forecast to change from 0.6 Ml/d in 2025 to 0.5 Ml/d by 2050
- Final Plan Non-Household demand: is expected to change from 1.1 Ml/d to 1.8 Ml/d.
- Final Plan Distribution Input: is expected to change from 5.3 Ml/d to 5.6 Ml/d by 2050.

11. Supply Side Strategy

Norfolk Happisburgh

Table 11a: Total Water Available for use Baseline and Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
WAFU - BL	4.2	4.3	4.5	4.8	5.2
WAFU - FP	6.1	4.0	4.0	4.1	4.4

Figure 10 Water Available for Use (WAFU) - baseline (BL) and final plan (FP)

11.1 Supply side strategy options.

For details on the feasible options list for Norfolk Happisburgh WRZ please refer to the Supply-Side Option Development technical supporting document.
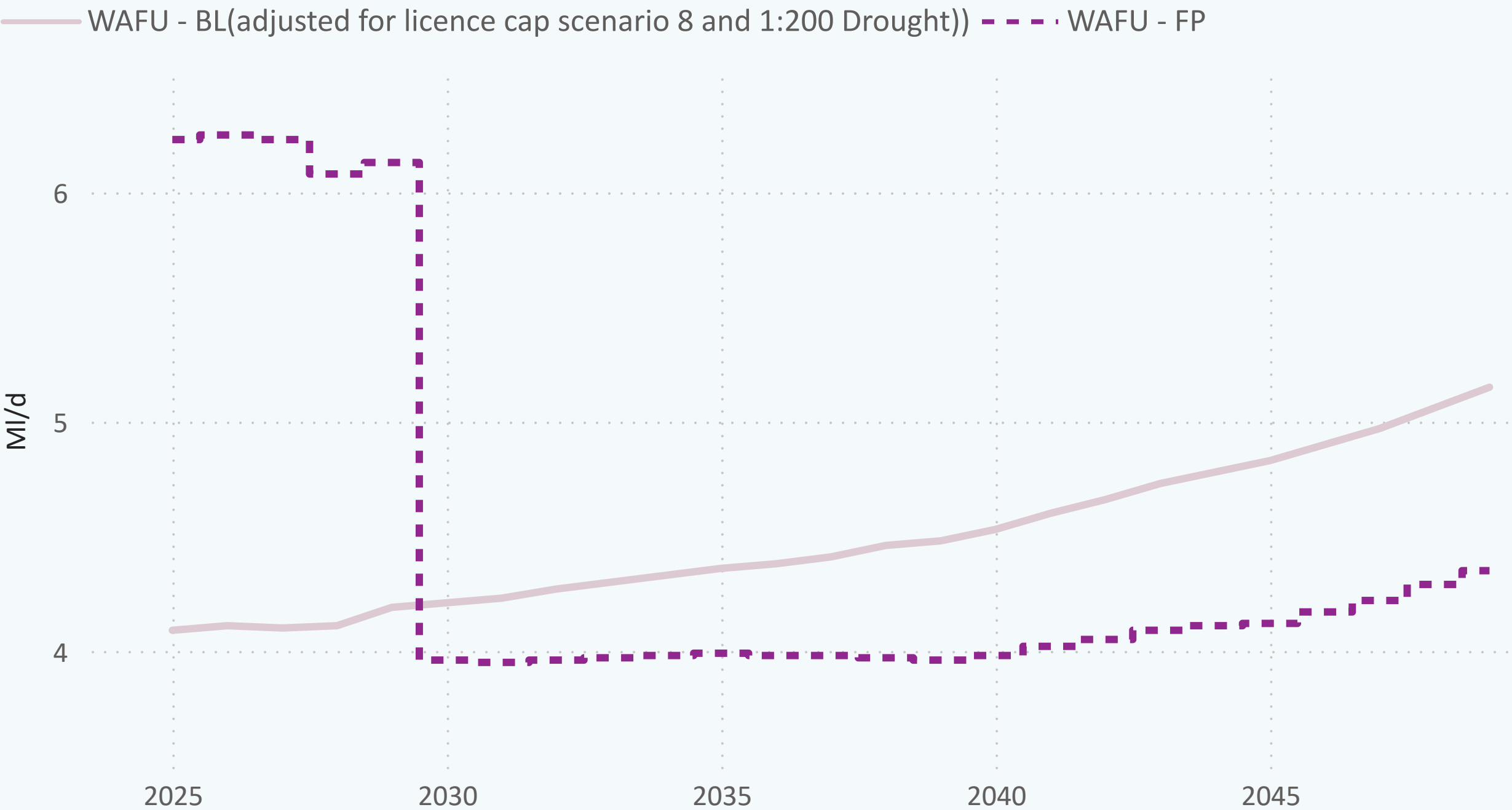
Table11b: Preferred supply side options

Option ID	First Option Name
EE09	Adjustment to existing potable water export
EI09	Adjustment to existing potable water import

12. Non-Household consumption

Norfolk Happisburgh

12.1 Non-Household demand Norfolk Happisburgh

In 2025, 0.9 Ml/d of Non-Household demand (measured and unmeasured) is expected. In 2049 it is expected to be 1.5 Ml/d, which is a 69.32% change between the years.

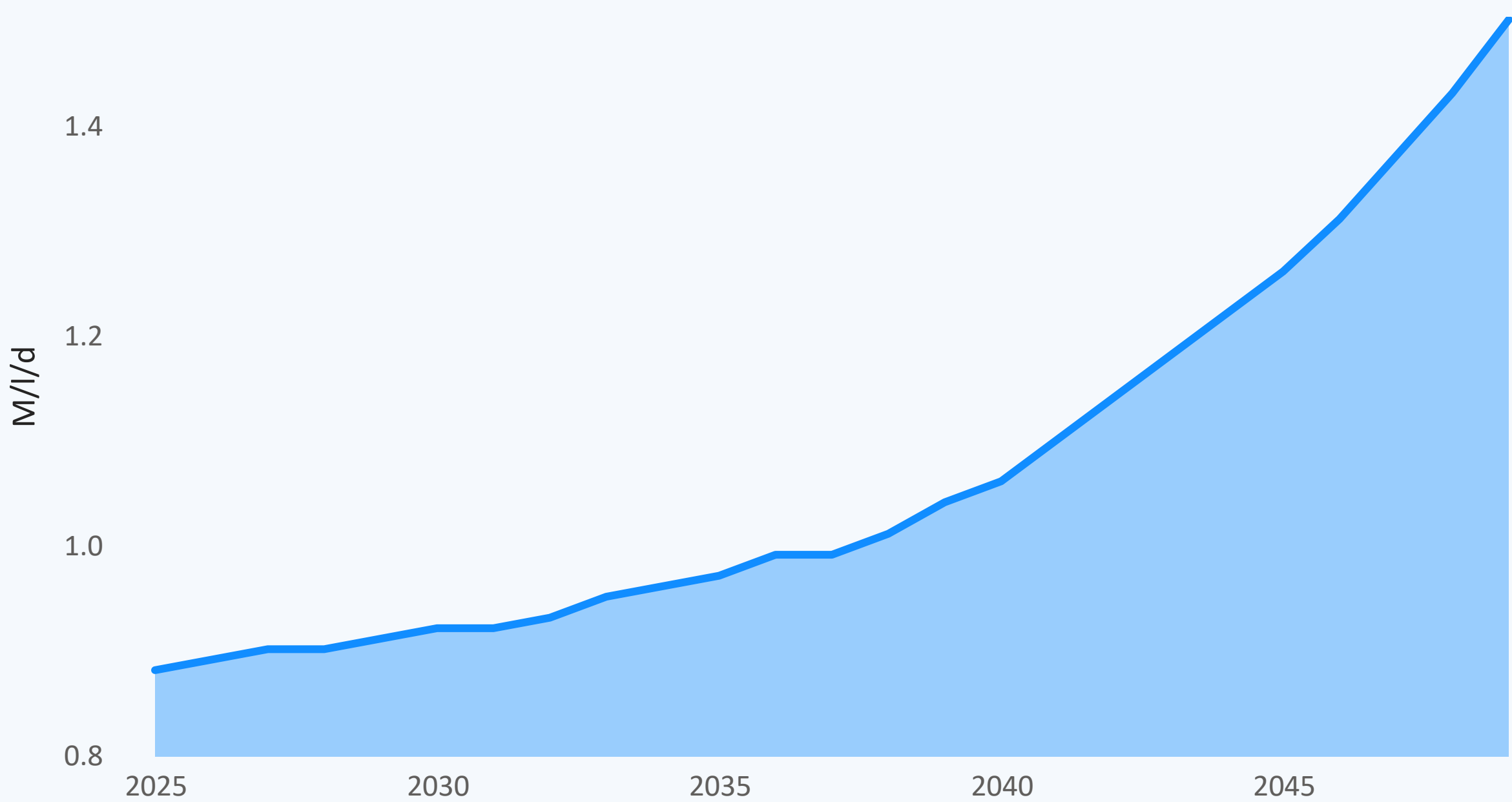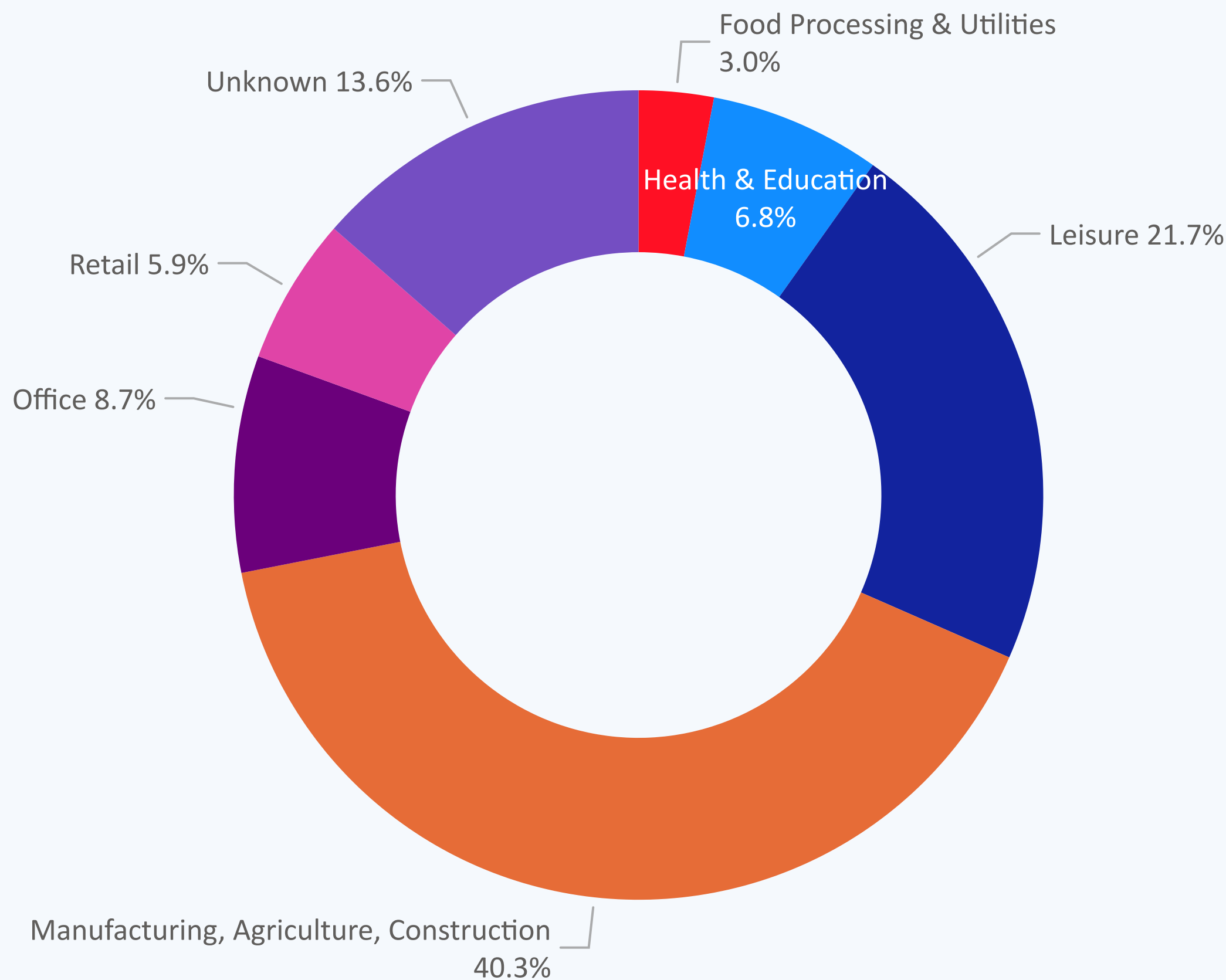**Figure 11: Non-Household demand forecast 2025-2050**

Figure 12: % Non-Household modelled sectors within resource zone

Food Processing & Utilities 3.0%

Unknown 13.6%

Health & Education 6.8%

Leisure 21.7%

Retail 5.9%

Office 8.7%

Manufacturing, Agriculture, Construction 40.3%

3. Deployable Output summary DYAA

Norfolk Harleston

3.1 Resource Zone geography: Norfolk Harleston:

The Norfolk Harleston WRZ covers andarea of 240 sq. km and lies in the centre of East Anglia. The zone is supplied by groundwater abstractions from the Suffolk Chalk aquifer.

3.2

Note that there are no water sources within this zone.

Baseline deployable output (including 1:500 drought): *9.8 Ml/d*

Deployable output reductions

Restoring sustainable abstraction (recent actual average): *-1.5* Ml/d

Reductions to achieve environmental destination (BAU+): *-0.7 Ml/d* by 2036.

Climate change: 0.0 Ml/d by 2050.

Baseline deployable output reduces by a total of *-2.1* Ml/d by 2050 a reduction of 21.8%.

Table 3: supply characteristics (all values are Ml/d)

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
DO pre forecast changes	9.8	9.8	9.8	9.8	9.8
Change in DO due to climate change	0.0	0.0	0.0	0.0	0.0
DO reductions to restore sustainable abstraction	-1.0	-1.5	-1.5	-1.5	-1.5
DO reductions for Environmental Destination	0.0	0.0	-0.7	-0.7	-0.7
Change in DO from drought measures	0.0	0.0	0.0	0.0	0.0
Final DO	8.8	8.4	7.7	7.7	7.7
Raw water losses (-ve)	0.8	0.6	0.6	0.6	0.6
Outage Allowance (-ve)	0.1	0.1	0.1	0.1	0.1
WAFU (own sources)	8.0	7.5	6.8	6.8	6.8
Net Transfers	0.2	0.2	0.2	0.2	0.2
Other benefits	1.0	0.0	0.0	0.0	0.0
Total Water Available for Use	9.2	8.3	7.6	7.6	7.6

3.3 Baseline Deployable Output Information

The baseline Deployable Output data shows the Environment Agency's preferred approach to reducing water use. It uses average licence limits from 2022–2024 for short-term licences and sets limits for permanent licences by 2030. A major drought impact (1 in 500 years) is included from 2025, not from 2039/2040 as preferred. These changes apply only to the baseline forecast.

In the final plan, we use a different approach. It includes licence limits chosen through a step-by-step process to bring in changes earlier. The 1 in 500 drought rule starts in 2039/2040 in that plan.

You can find more information in section 6 of the WRMP24 Decision Making technical document.

Data source: revised draft WRMP24 Tables submitted to the EA Nov 2024

4. Population & Housing

Norfolk Harleston

4.1 Over the WRMP period, population in **Norfolk Harleston** is set to increase from **37413** in 2025 to **42250** in 2049-50 - this is an increase of **12.9 %** over the 25 years.

Table 4a: Population totals (cumulative) by AMP

Year ▲	Total Population (000s)
2029-30 (end of AMP8)	38.518
2034-35 (end of AMP9)	39.035
2039-40 (end of AMP10)	39.776
2044-45 (end of AMP11)	40.905
2049-50 (end of AMP12)	42.250

Figure 2: Total Resource Zone Population

4.2 Over the WRMP period, property numbers in **Norfolk Harleston** are set to increase from **16646** in 2025 to **19679** in 2049-50 - this is an increase of **18.2 %** over the 25 years.

Table 4b: Property totals (cumulative) by AMP

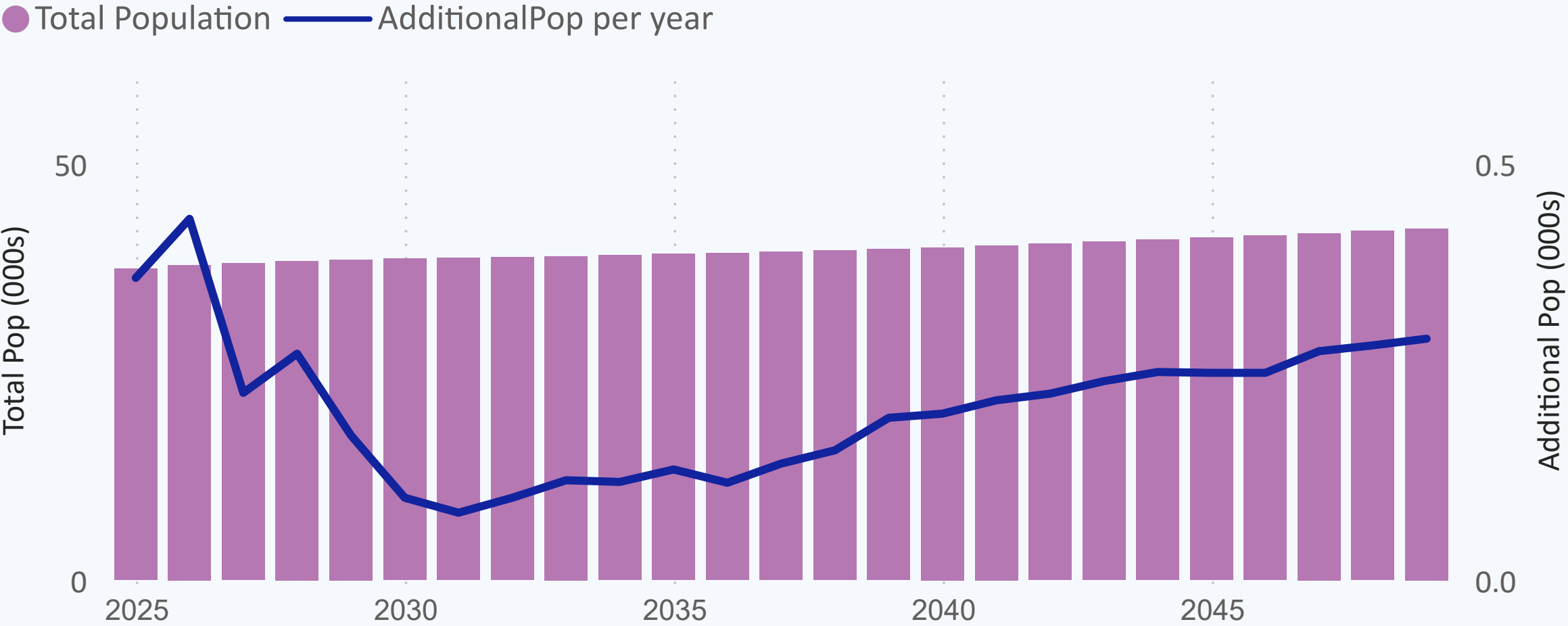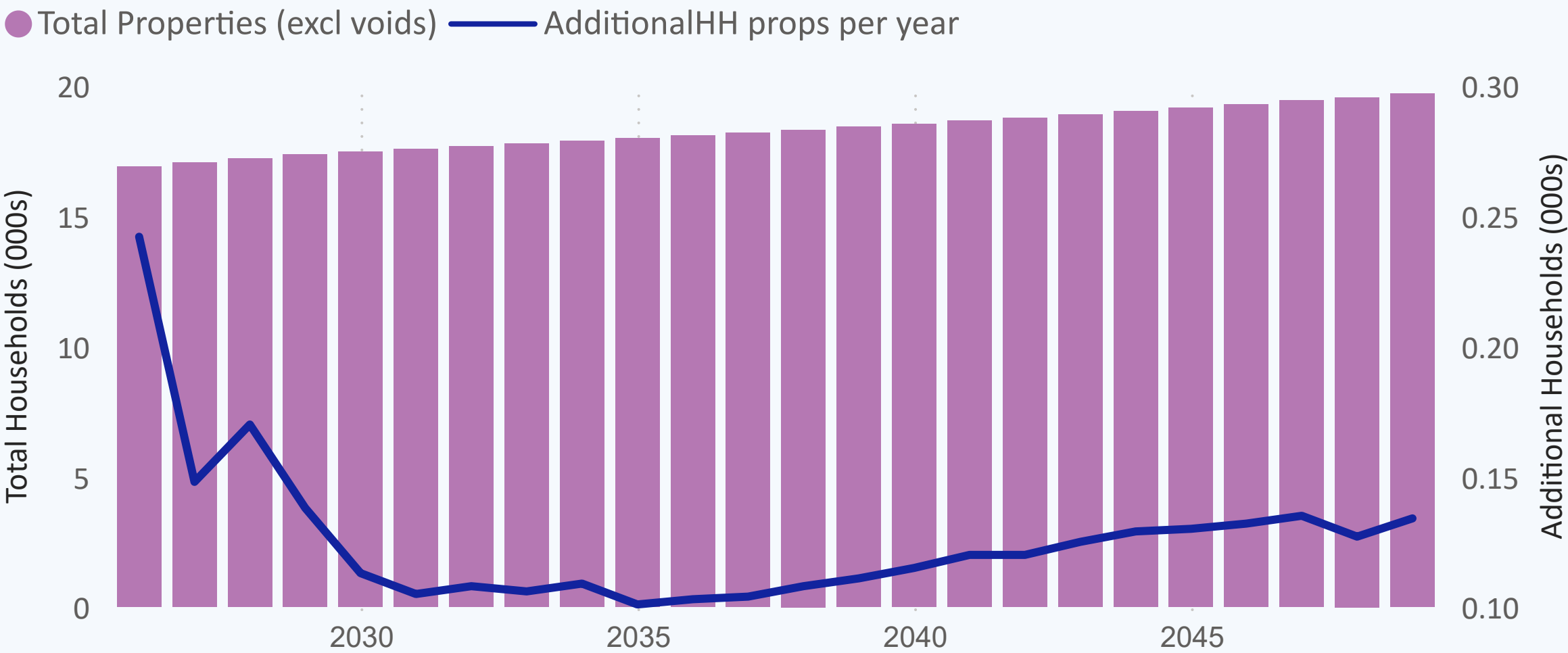| Year	Total Properties-excl voids (000s)
2029-30 (end of AMP8)	17.344
2034-35 (end of AMP9)	17.885
2039-40 (end of AMP10)	18.412
2044-45 (end of AMP11)	19.021
2049-50 (end of AMP12)	19.679

Figure 3: Total Resource Zone Properties (excl. voids)

5. Baseline Supply Demand Balance DYAA
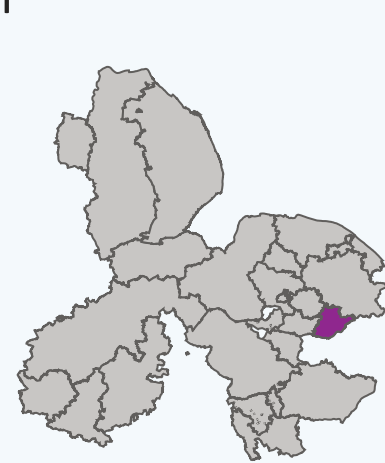
Norfolk Harleston

Figure 4: Norfolk Harleston baseline supply demand balance to 2050 for Dry Year Annual Average conditions
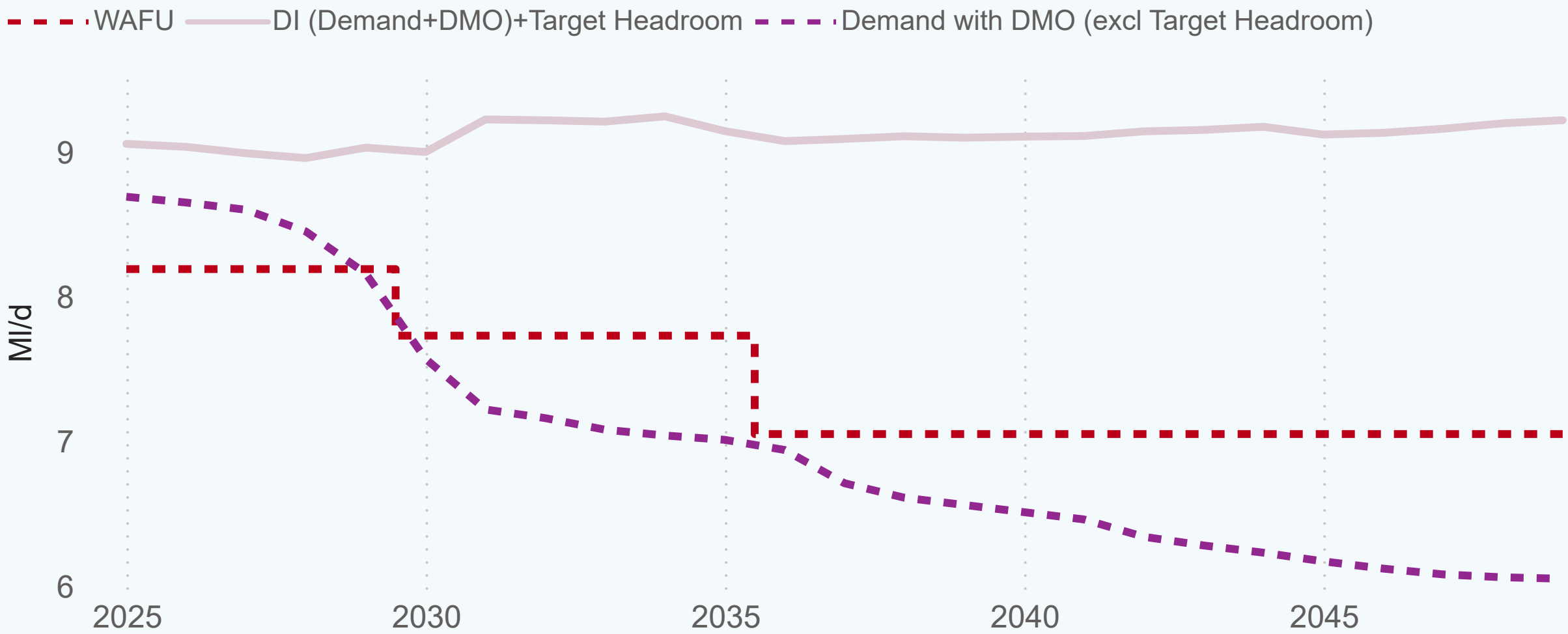

Table 5a: Baseline supply demand balance 2025 - 2050 for DYAA conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	8.0	8.0	7.5	6.8	6.8	6.8
Net Transfers	0.2	0.2	0.2	0.2	0.2	0.2
Total Water Available For Use	8.2	8.2	7.7	7.1	7.1	7.1
Distribution Input	8.7	8.6	8.5	8.5	8.5	8.6
Target Headroom	0.4	0.5	0.8	0.6	0.7	0.6
Supply Demand Balance	-0.9	-0.8	-1.5	-2.0	-2.1	-2.2

Table 5b: Baseline demand forecast (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	3.7	4.0	4.2	4.5	4.8	5.0
Water delivered unmeasured household	1.0	0.8	0.6	0.4	0.2	0.2
Total Leakage	0.8	0.8	0.8	0.8	0.8	0.9
Water delivered measured non-household	3.1	2.9	2.8	2.7	2.6	2.6
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	8.7	8.6	8.5	8.5	8.5	8.6

5.1 DYAA BL supply demand summary: Norfolk Harleston

Baseline Supply Demand Balance: This zone is expected to go into deficit by 2025 (under the preferred baseline scenario - as described in section 3.3).

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 4.7 Ml/d in 2025 to 5.1 Ml/d in 2050, a percentage change of 8.7 %.
- Baseline Leakage: is forecast to change from 0.8 Ml/d in 2025 to 0.9 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 3.1 Ml/d to 2.6 Ml/d.
- Baseline Distribution Input: is expected to change from 8.7 Ml/d to 8.6 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

6. Baseline Supply Demand Balance DYCP

Norfolk Harleston

Figure 5: Norfolk Harleston baseline supply demand balance to 2050 for Dry Year Critical Period conditions

- - - WAFU   —— DI (Demand+DMO)+Target Headroom   - - - Demand with DMO (excl Target Headroom)
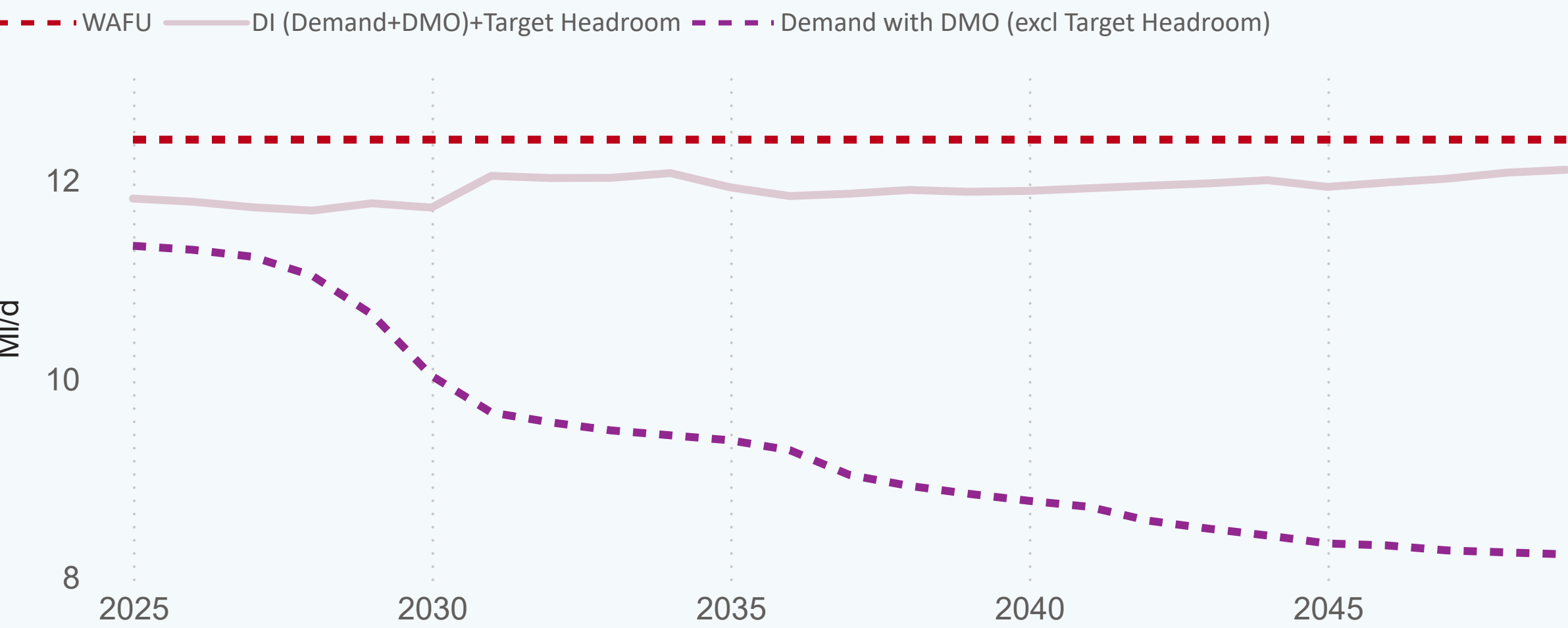
Table 6a: Baseline supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	12.2	12.2	12.2	12.2	12.2	12.2
Net Transfers	0.2	0.2	0.2	0.2	0.2	0.2
Total Water Available For Use	12.4	12.4	12.4	12.4	12.4	12.4
Distribution Input	11.4	11.2	11.1	11.1	11.1	11.3
Target Headroom	0.5	0.6	1.0	0.8	0.9	0.8
Supply Demand Balance	0.6	0.6	0.3	0.5	0.4	0.3

Table 6b: Baseline demand forecast with DYCP conditions (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	4.9	5.3	5.6	6.0	6.4	6.7
Water delivered unmeasured household	1.4	1.1	0.8	0.5	0.3	0.3
Total Leakage	0.8	0.8	0.8	0.8	0.8	0.9
Water delivered measured non-household	4.1	3.9	3.8	3.7	3.6	3.5
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	11.4	11.2	11.1	11.1	11.1	11.3

6.1 DYCP BL supply demand summary: Norfolk Harleston

Baseline Supply Demand balance: This zone is not expected to go into deficit

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 6.3 Ml/d in 2025 to 6.9 Ml/d in 2050, a percentage change of 9.8 %.
- Baseline Leakage: is forecast to change from 0.8 Ml/d in 2025 to 0.9 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 4.1 Ml/d to 3.5 Ml/d.
- Baseline Distribution Input: is expected to change from 11.4 Ml/d to 11.3 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).
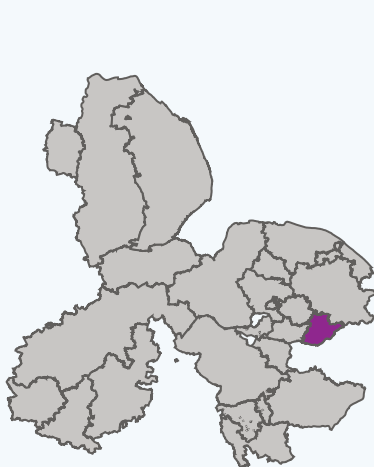
7. Demand forecast and PCC

Norfolk Harleston

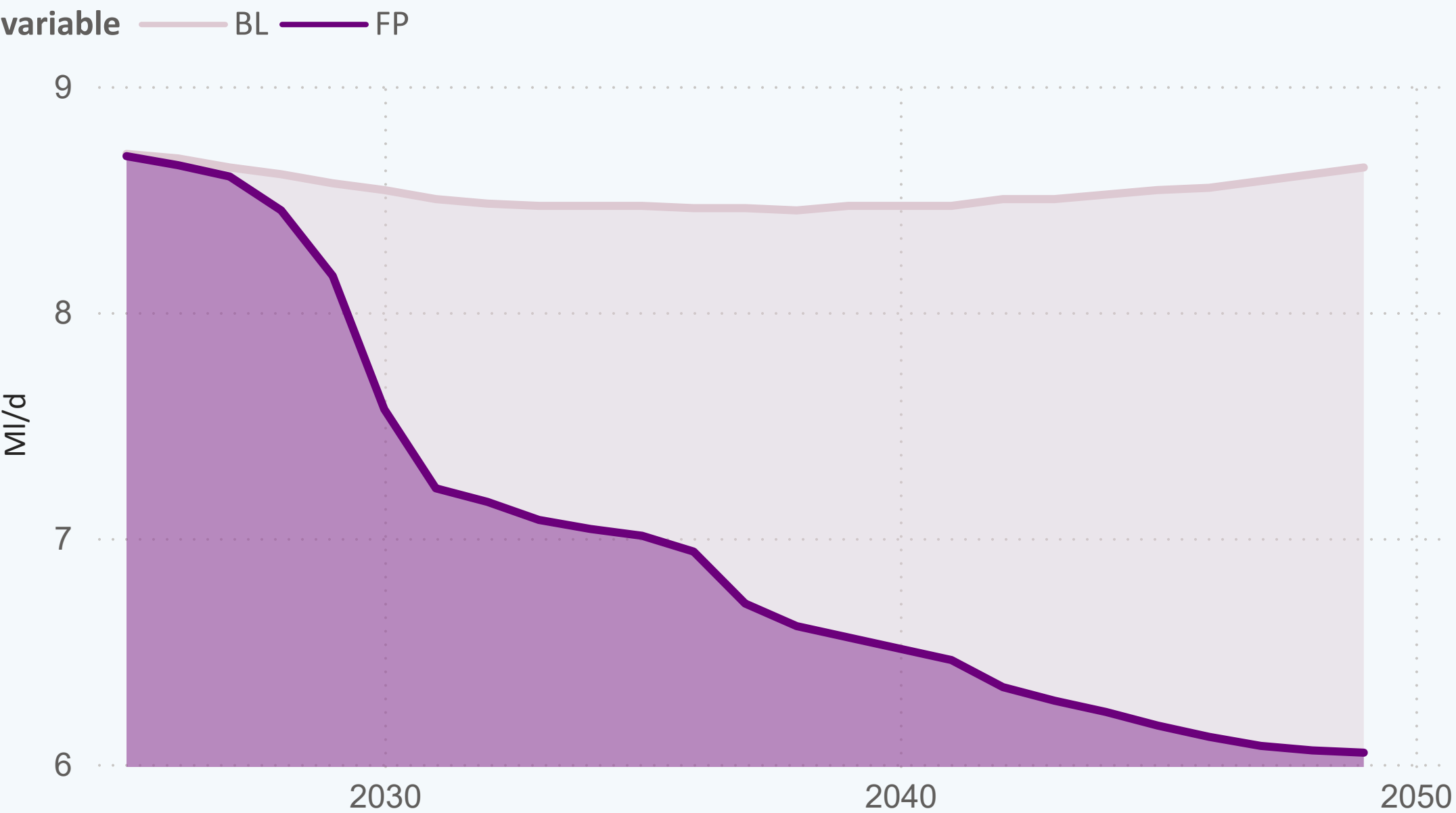**Figure 6: Norfolk Harleston DYAA DI with and without demand management strategy**

7.2 Demand Norfolk Harleston (see Table 7a)

Baseline demand is expected to increase from 8.7 (Ml/d) in 2025 to 8.6 (Ml/d) in 2050. With demand management options in place, demand is expected to be 6.1 (Ml/d).

7.1 PCC Norfolk Harleston (see Table 7b)

Per Capita Consumption (PCC) in the base year 2025/26 is 108.5 (l/h/d) measured and 196.7 (l/h/d) unmeasured.

The weighted average PCC (l/h/d) comes in at 119.7 (l/h/d) in 2025/26. This is forecast to fall to 92.5 (l/h/d) in the Final Plan forecast as demand management option savings are realised and customers switch from unmeasured to measured status

Table 7a: Demand - baseline and final plan

variable ▲	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL	8.6	8.5	8.5	8.5	8.6
FP	8.2	7.0	6.6	6.2	6.1

Table 7b: DMO strategy Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL demand forecast(DYAA)	117.3	116.3	116.4	116.1	115.7
FP demand forecast(DYAA)	109.6	105.0	100.1	95.6	92.5
% change BL to FP	-6.6%	-9.7%	-14.0%	-17.7%	-20.0%

8. Demand management options

Norfolk Harleston

8.1 Regional overview:
Across the entirety of the Anglian Water region our demand management strategy will comprise three strongly interlinked programs:

Water metering program:
- We plan to complete our smart meter rollout, replacing all existing meters over 10 years (two AMPs). By 2025, 1.1 million smart meters will be installed across Anglian Water. These meters will give customers better insight into their water use and help us guide behaviour change. They will also improve our ability to detect leaks, cutting down plumbing losses and supply pipe leaks.

Leakage reduction
- Our goal is to cut leakage by over 45 million litres per day between 2025 and 2050. This builds on our current programme, which will reduce leakage by 27 million litres per day (14%) by 2025 as part of AMP7

Water efficiency measures
- New tools and actions will support the careful use of water. Our updated plans include promoting smart devices, expanding our Multi-utility web portal, offering garden tips, and helping vulnerable customers with plumbing and supply pipe issues. We'll also run community reward schemes. For non-household customers, we've added water-saving visits and leak reduction actions to our revised draft WRMP24.

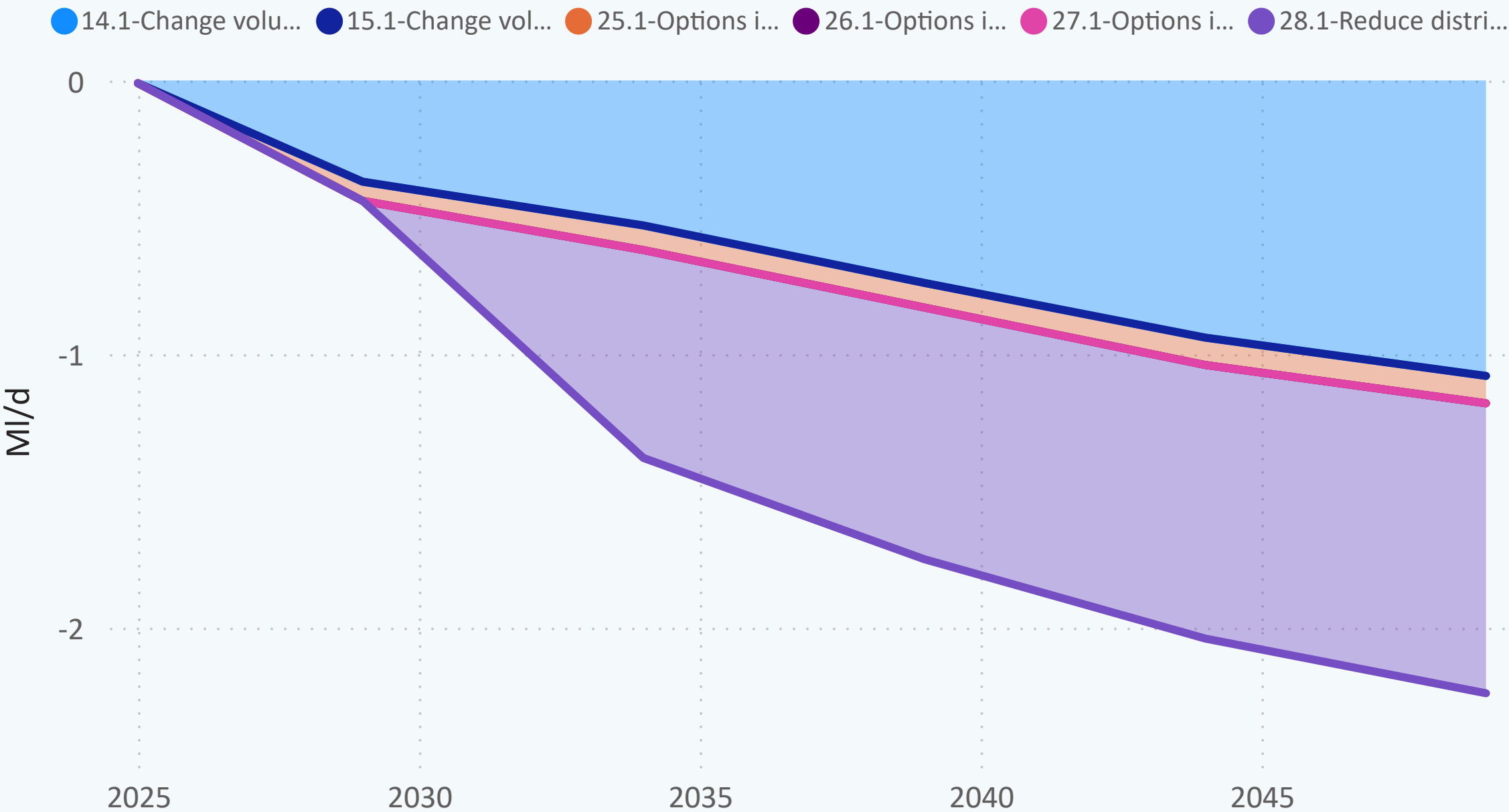**Figure 7: DMO strategy Final Plan for Norfolk Harleston**   **For full chart key see table below**

Table 8: DMO strategy Final Plan for Norfolk Harleston

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
14.1-Change volume delivered to measured households(-ve)	-0.4	-0.5	-0.7	-0.9	-1.1
15.1-Change volume delivered to unmeasured households(-ve)	0.0	0.0	0.0	0.0	0.0
25.1-Options impacting on measured Household - USPL (-ve)	-0.1	-0.1	-0.1	-0.1	-0.1
26.1-Options impacting on unmeasured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
27.1-Options impacting on Void properties - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
28.1-Reduce distribution losses (-ve)	0.0	-0.8	-0.9	-1.0	-1.1

9. Final Plan Supply Demand Balance DYAA

Norfolk Harleston

Figure 8: Norfolk Harleston final plan SDB to 2050 for Dry Year Annual Average conditions

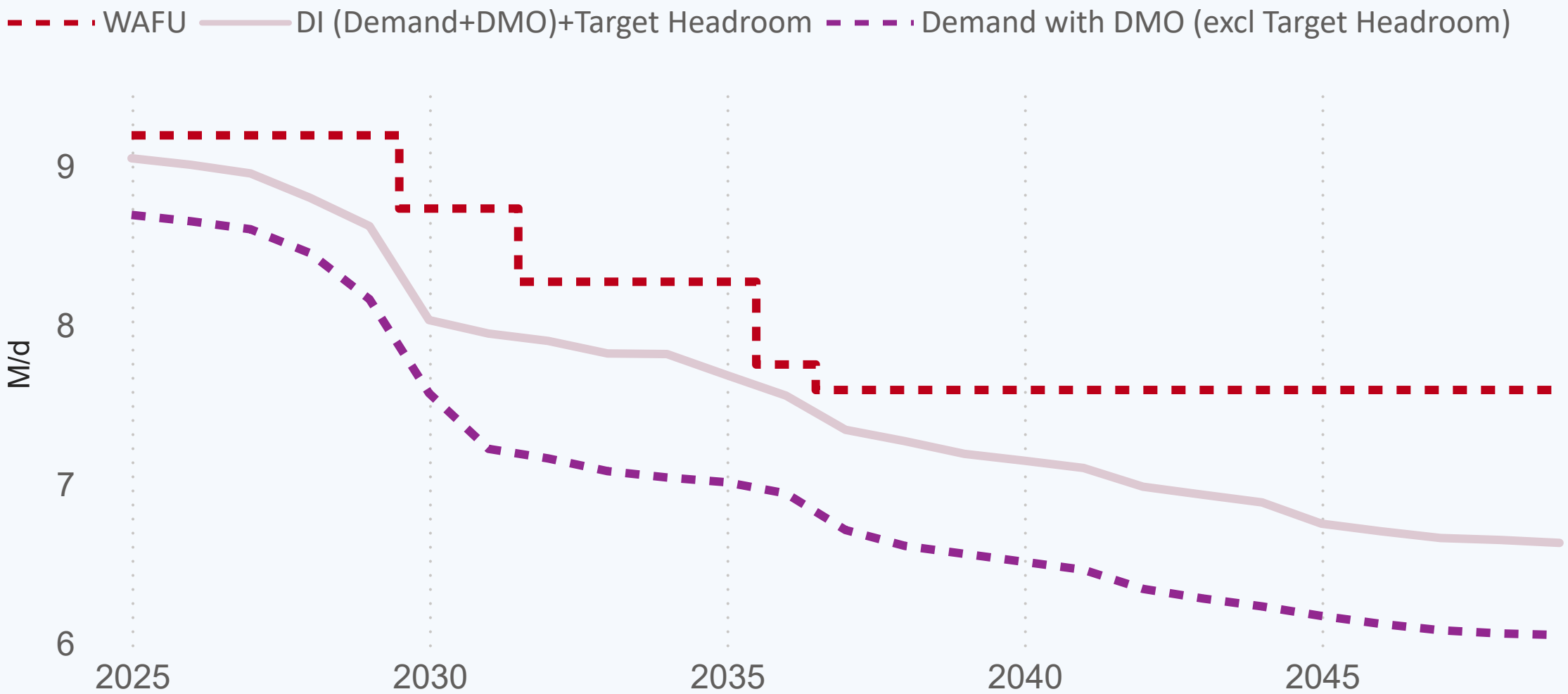### Table 9a: final plan SDB to 2050 for Dry Year conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	9.0	9.0	7.7	7.0	7.0	7.0
Net Transfers	0.2	0.2	0.6	0.6	0.6	0.6
Total Water Available For Use	9.2	9.2	8.3	7.6	7.6	7.6
Distribution Input	8.7	8.2	7.0	6.6	6.2	6.1
Target Headroom	0.4	0.5	0.8	0.6	0.7	0.6
Supply Demand Balance	0.1	0.6	0.5	0.4	0.7	1.0

Table 9b: Final Plan demand forecast for DYAA conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	3.7	3.6	3.7	3.8	3.8	3.9
Water delivered unmeasured household	1.0	0.8	0.6	0.4	0.2	0.2
Total Leakage	0.8	0.8	0.0	-0.2	-0.3	-0.3
Water delivered measured non-household	3.1	2.9	2.7	2.5	2.3	2.2
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	8.7	8.2	7.0	6.6	6.2	6.1

9.1 DYAA FP supply demand summary: Norfolk Harleston

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 4.7 Ml/d in 2025 to 4.1 Ml/d in 2050, a percentage change of -14.0 %.
- Final Plan Leakage is forecast to change from 0.8 Ml/d in 2025 to -0.3 Ml/d by 2050.
- Final Plan Non-Household demand is expected to change from 3.1 Ml/d to 2.2 Ml/d.
- Final Plan Distribution Input is expected to change from 8.7 Ml/d to 6.1 Ml/d by 2050.

10. Final Plan Supply Demand Balance DYCP
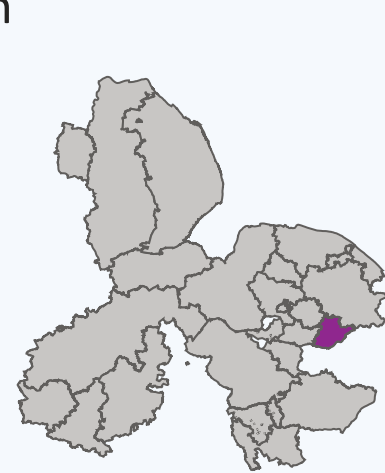
Norfolk Harleston

Figure 9: Norfolk Harleston baseline supply demand balance to 2050 for Dry Year Critical Period conditions
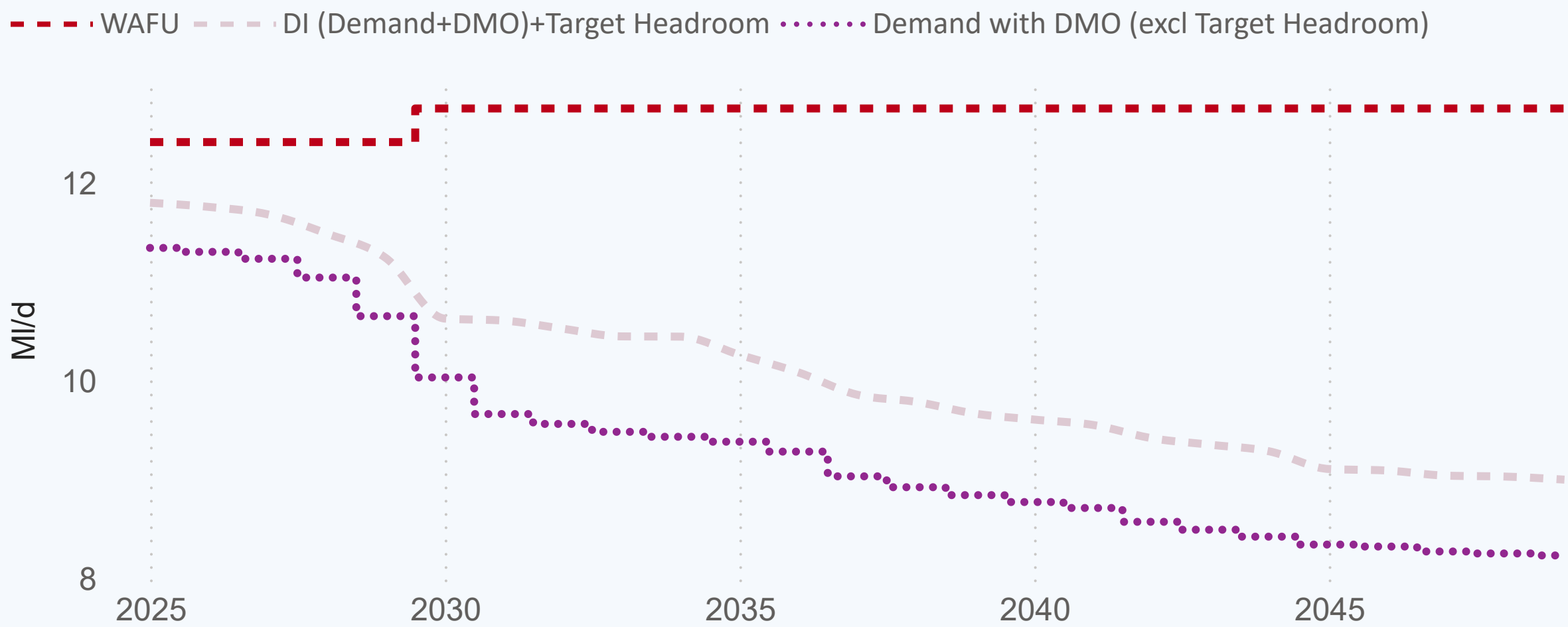

Table 10a: Final Plan supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	12.2	12.2	12.2	12.2	12.2	12.2
Net Transfers	0.2	0.2	0.6	0.6	0.6	0.6
Total Water Available For Use	12.4	12.4	12.8	12.8	12.8	12.8
Distribution Input	11.3	10.7	9.4	8.8	8.4	8.2
Target Headroom	0.5	0.6	1.0	0.8	0.9	0.8
Supply Demand Balance	0.6	1.2	2.3	3.1	3.5	3.8

Table 10b: Final Plan demand forecast for DYCP conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	4.9	4.8	5.0	5.0	5.2	5.2
Water delivered unmeasured household	1.4	1.1	0.8	0.5	0.3	0.3
Total Leakage	0.8	0.8	0.0	-0.2	-0.3	-0.3
Water delivered measured non-household	4.1	3.9	3.6	3.3	3.1	2.9
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	11.3	10.7	9.4	8.8	8.4	8.2

10.1 DYCP BL supply demand summary: Norfolk Harleston

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 6.3 Ml/d in 2025 to 5.5 Ml/d in 2050, a percentage change of -12.7 %.
- Final Plan Leakage: is forecast to change from 0.8 Ml/d in 2025 to -0.3 Ml/d by 2050
- Final Plan Non-Household demand: is expected to change from 4.1 Ml/d to 2.9 Ml/d.
- Final Plan Distribution Input: is expected to change from 11.3 Ml/d to 8.2 Ml/d by 2050.

11. Supply Side Strategy

Norfolk Harleston

Table 11a: Total Water Available for use Baseline and Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
WAFU - BL	9.2	7.7	7.1	7.1	7.1
WAFU - FP	9.2	8.3	7.6	7.6	7.6

Figure 10 Water Available for Use (WAFU) - baseline (BL) and final plan (FP)

11.1 Supply side strategy options.

For details on the feasible options list for Norfolk Harleston WRZ please refer to the Supply-Side Option Development technical supporting document.
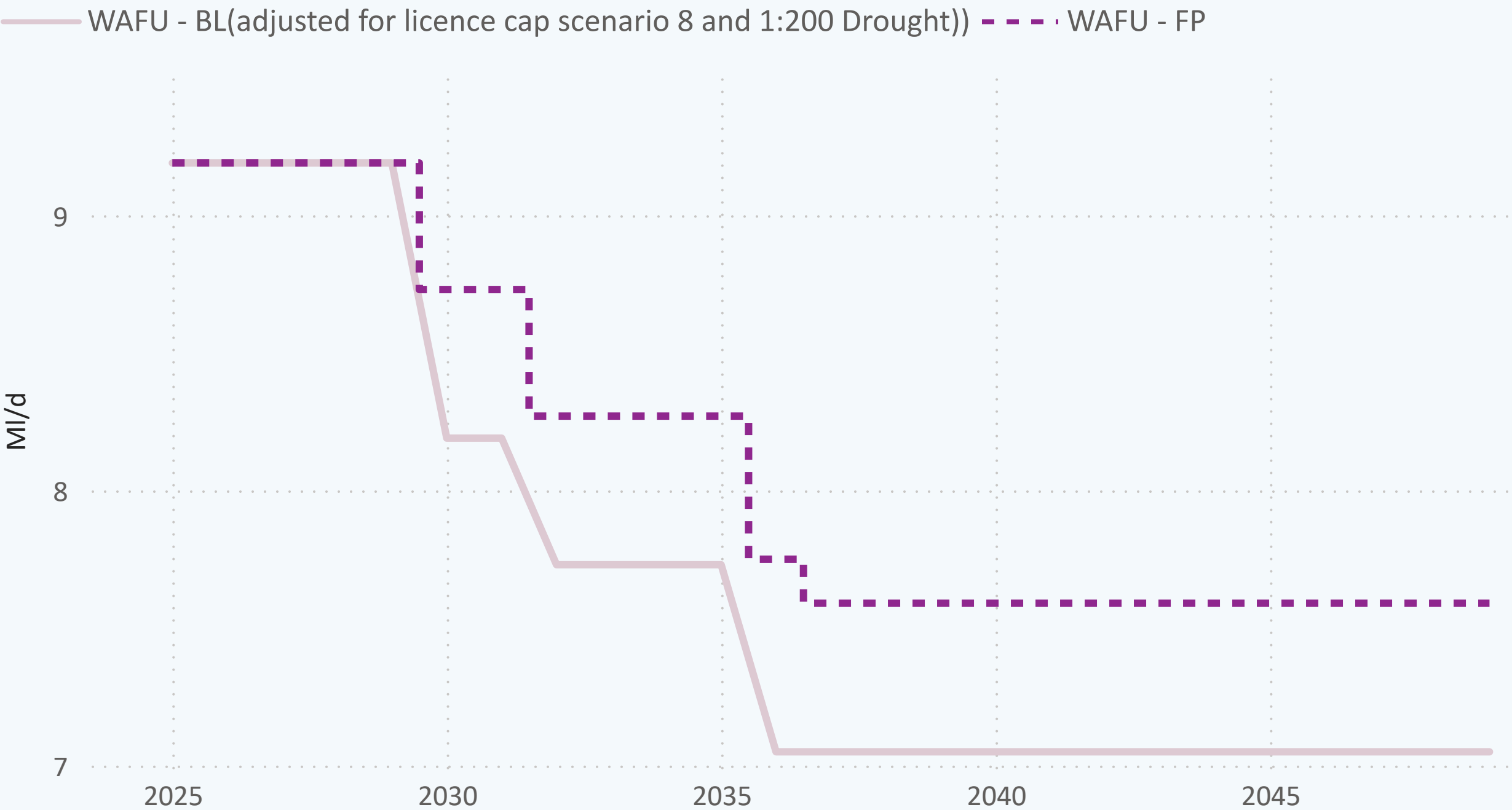
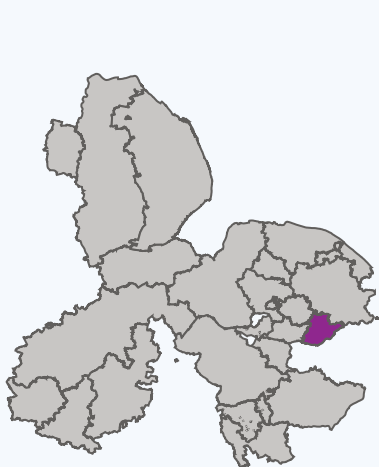**Table11b: Preferred supply side options**

Option ID	First Option Name
EI10	Adjustment to existing potable water import
LC11	Adjustment for Licence cap scenario 8
NHL4	Norfolk East Harling to Norfolk Harleston potable transfer (5 Ml/d)
NHL7	Norfolk Harleston WTW backwash water recovery

12. Non-Household consumption

Norfolk Harleston

12.1 Non-Household demand Norfolk Harleston

In 2025, 3.1 Ml/d of Non-Household demand (measured and unmeasured) is expected. In 2049 it is expected to be 2.2 Ml/d, which is a -29.87% change between the years.

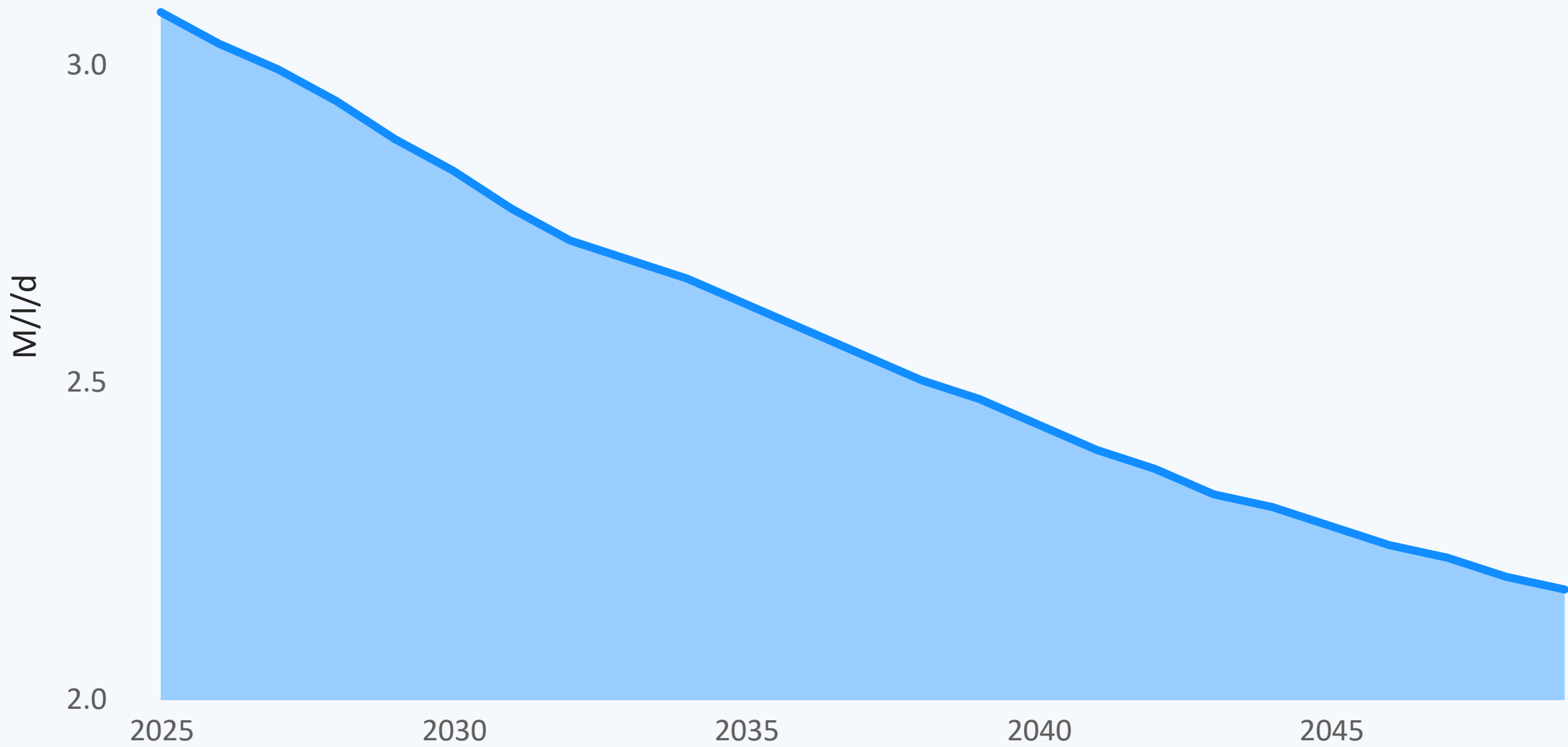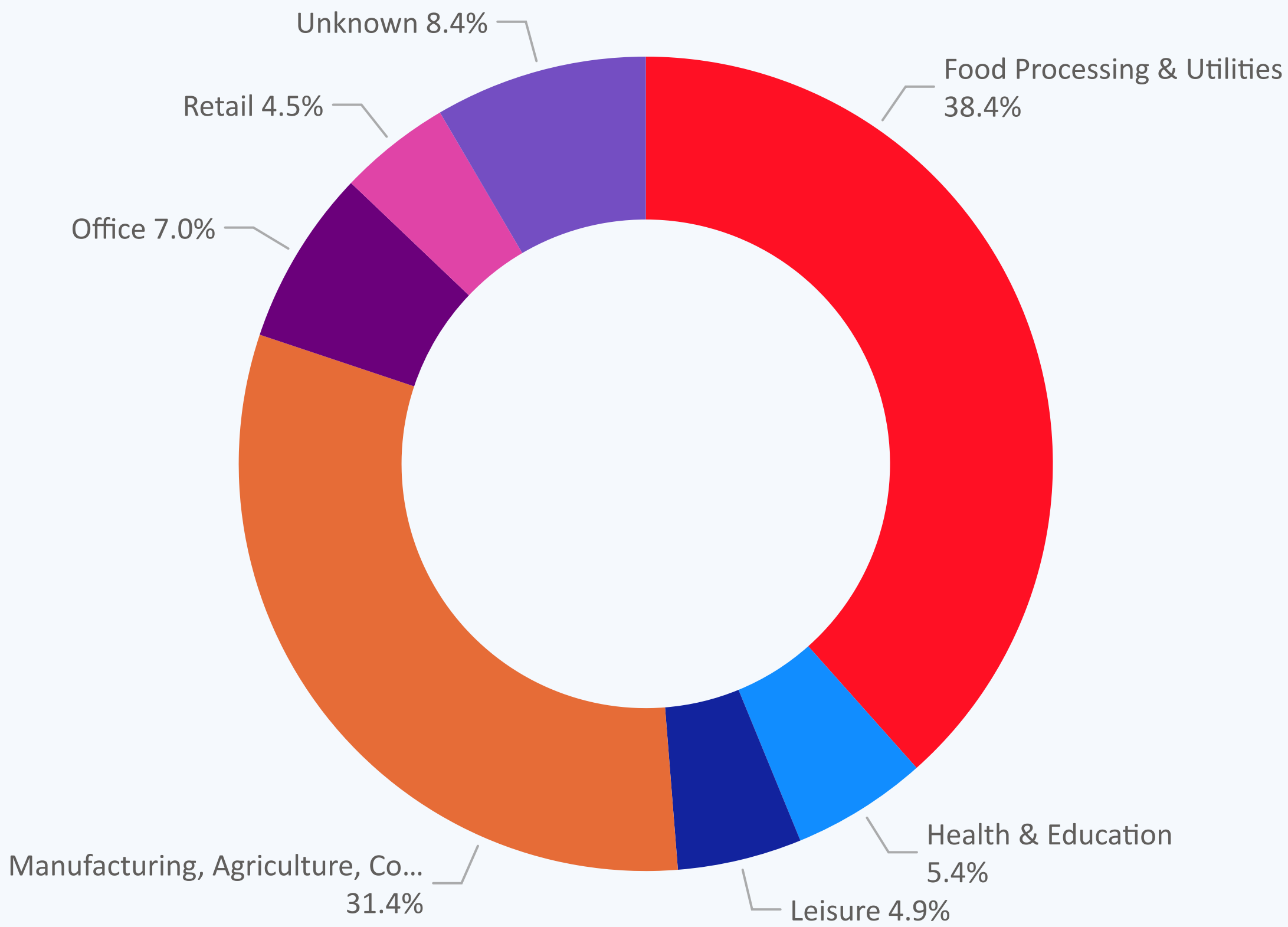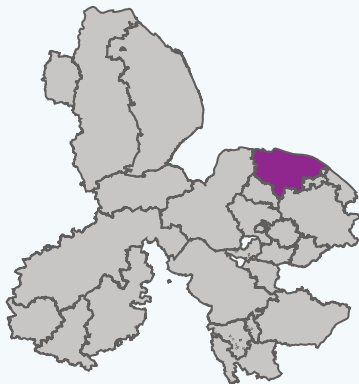**Figure 11: Non-Household demand forecast 2025-2050**

Figure 12: % Non-Household modelled sectors within resource zone

Food Processing & Utilities 38.4%

Unknown 8.4%

Retail 4.5%

Office 7.0%

Manufacturing, Agriculture, Co... 31.4%

Health & Education 5.4%

Leisure 4.9%

3. Deployable Output summary DYAA

Norfolk North Coast

3.1 Resource Zone geography: Norfolk North Coast:

The North Norfolk Coast WRZ covers an area of 746 sq. km and lies along the North Norfolk coastline. It is supplied from groundwater abstractions in the Norfolk Chalk aquifer.

3.2

Note that there are no water sources within this zone.

Baseline deployable output (including 1:500 drought): *19.8 Ml/d*

Deployable output reductions

Restoring sustainable abstraction (recent actual average): *-3.9* Ml/d

Reductions to achieve environmental destination (BAU+): *-6.2 Ml/d* by 2036.

Climate change: 0.0 Ml/d by 2050.

Baseline deployable output reduces by a total of *-10.1* Ml/d by 2050 a reduction of 51.1%.

Table 3: supply characteristics (all values are Ml/d)

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
DO pre forecast changes	19.8	19.8	19.8	19.8	19.8
Change in DO due to climate change	0.0	0.0	0.0	0.0	0.0
DO reductions to restore sustainable abstraction	-0.6	-3.9	-3.9	-3.9	-3.9
DO reductions for Environmental Destination	0.0	0.0	-6.2	-6.2	-6.2
Change in DO from drought measures	0.0	0.0	0.0	0.0	0.0
Final DO	19.2	15.9	9.7	9.7	9.7
Raw water losses (-ve)	0.9	0.8	0.8	0.8	0.8
Outage Allowance (-ve)	0.1	0.1	0.1	0.1	0.1
WAFU (own sources)	18.2	14.9	8.7	8.7	8.7
Net Transfers	0.0	0.0	0.0	0.0	0.0
Other benefits	0.6	3.7	0.4	0.4	0.4
Total Water Available for Use	18.8	18.6	16.2	15.6	15.1

3.3 Baseline Deployable Output Information

The baseline Deployable Output data shows the Environment Agency's preferred approach to reducing water use. It uses average licence limits from 2022–2024 for short-term licences and sets limits for permanent licences by 2030. A major drought impact (1 in 500 years) is included from 2025, not from 2039/2040 as preferred. These changes apply only to the baseline forecast.

In the final plan, we use a different approach. It includes licence limits chosen through a step-by-step process to bring in changes earlier. The 1 in 500 drought rule starts in 2039/2040 in that plan.

You can find more information in section 6 of the WRMP24 Decision Making technical document.

Data source: revised draft WRMP24 Tables submitted to the EA Nov 2024

4. Population & Housing

Norfolk North Coast

4.1 Over the WRMP period, population in **Norfolk North Coast** is set to increase from **67922** in 2025 to **77644** in 2049-50 - this is an increase of **14.3 %** over the 25 years.

Table 4a: Population totals (cumulative) by AMP

| Year ▲	Total Population (000s)
2029-30 (end of AMP8)	70.116
2034-35 (end of AMP9)	71.793
2039-40 (end of AMP10)	73.815
2044-45 (end of AMP11)	75.854
2049-50 (end of AMP12)	77.644

Figure 2: Total Resource Zone Population
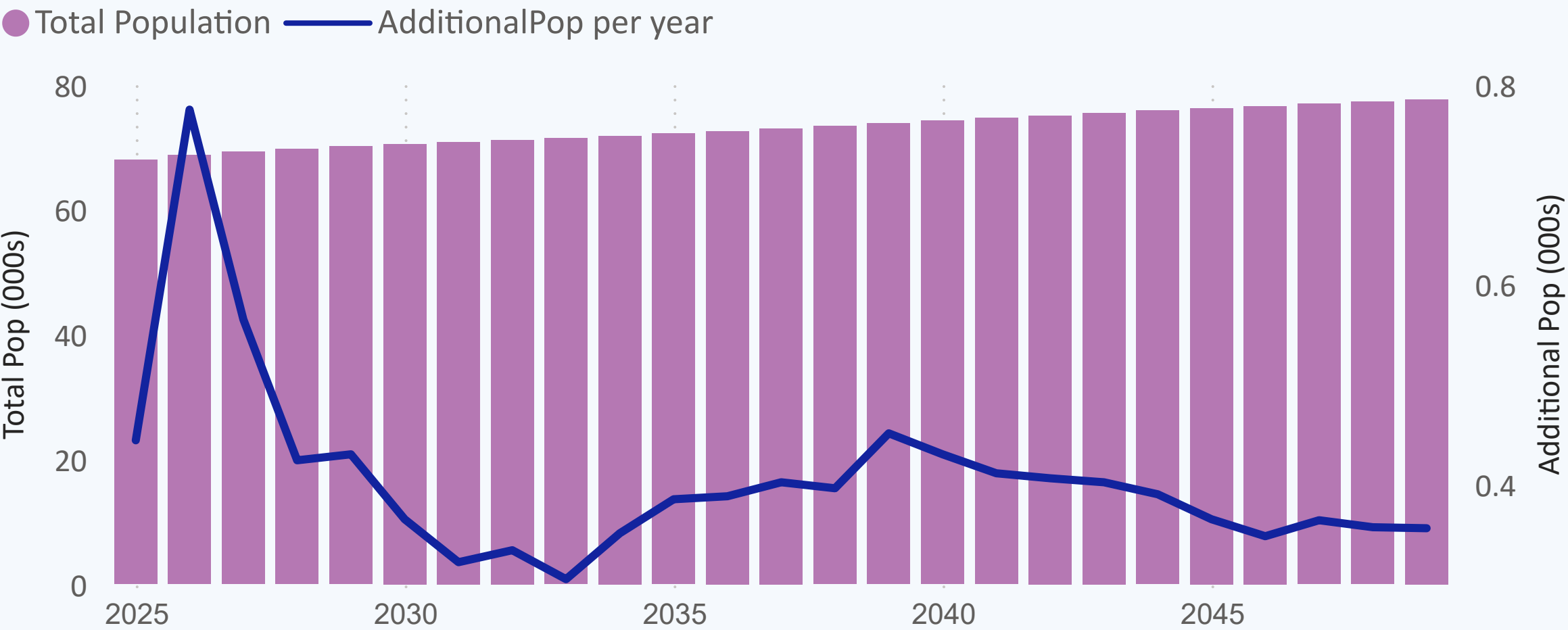
4.2 Over the WRMP period, property numbers in **Norfolk North Coast** are set to increase from **36286** in 2025 to **43529** in 2049-50 - this is an increase of **20.0 %** over the 25 years.

Table 4b: Property totals (cumulative) by AMP

Year	Total Properties- excl voids (000s)
2029-30 (end of AMP8)	37.920
2034-35 (end of AMP9)	39.396
2039-40 (end of AMP10)	40.948
2044-45 (end of AMP11)	42.336
2049-50 (end of AMP12)	43.529

Figure 3: Total Resource Zone Properties (excl. voids)
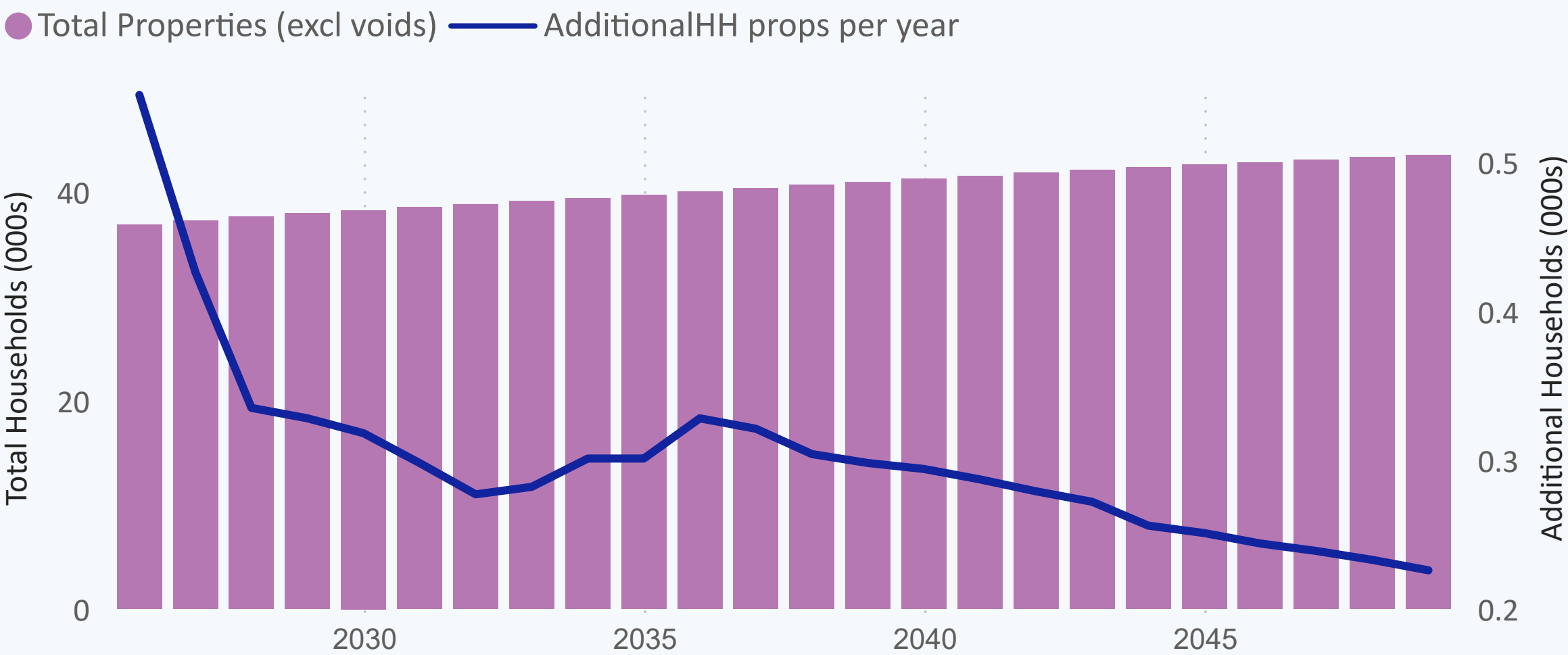
5. Baseline Supply Demand Balance DYAA

Norfolk North Coast

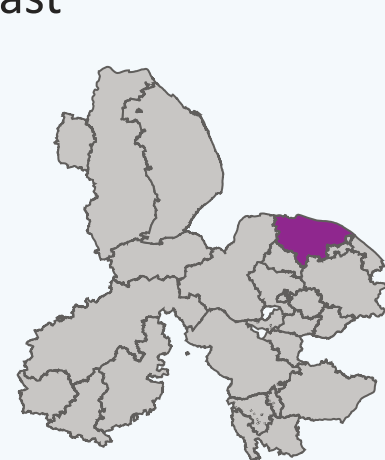**Figure 4: Norfolk North Coast baseline supply demand balance to 2050 for Dry Year Annual Average conditions**

Legend: - - WAFU — DI (Demand+DMO)+Target Headroom - - Demand with DMO (excl Target Headroom)
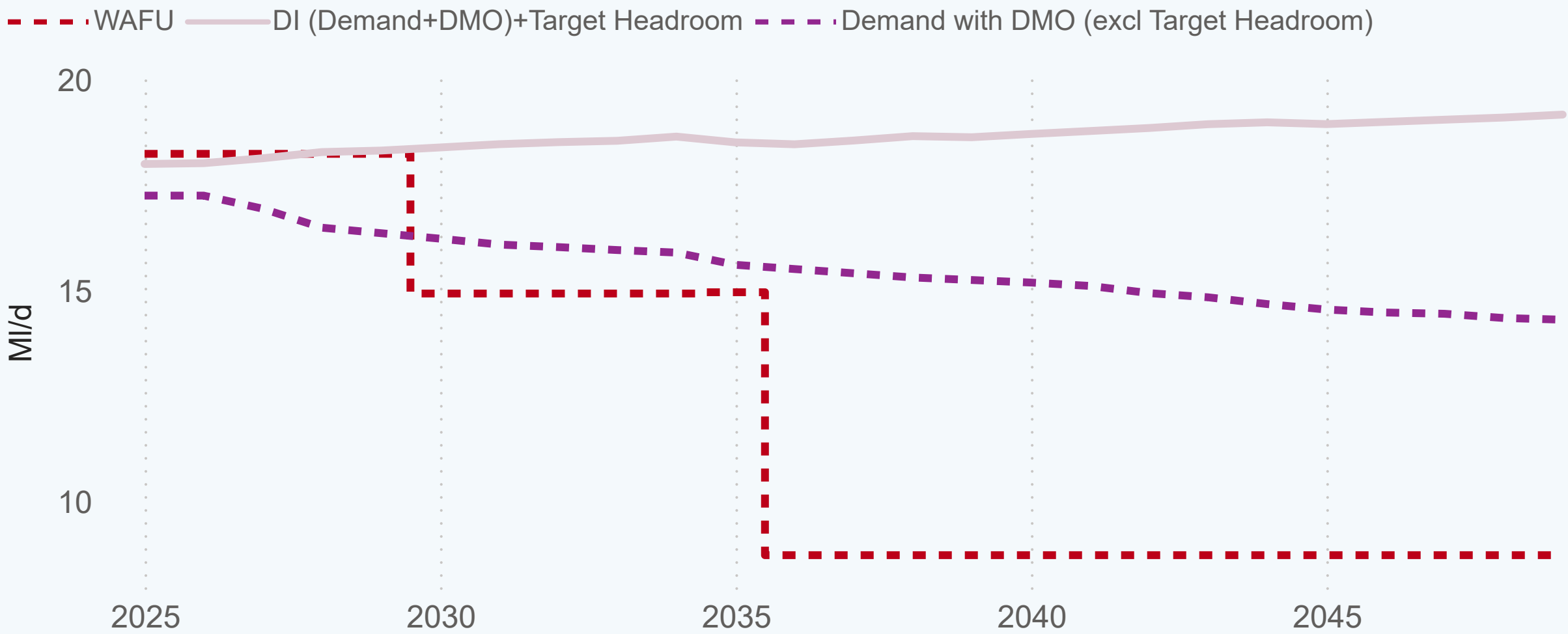
Table 5a: Baseline supply demand balance 2025 - 2050 for DYAA conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	18.2	18.2	14.9	8.7	8.7	8.7
Net Transfers	0.0	0.0	0.0	0.0	0.0	0.0
Total Water Available For Use	18.2	18.2	14.9	8.7	8.7	8.7
Distribution Input	17.3	17.4	17.6	17.8	18.1	18.4
Target Headroom	0.7	0.9	1.1	0.8	0.9	0.8
Supply Demand Balance	0.2	-0.1	-3.7	-9.9	-10.3	-10.4

Table 5b: Baseline demand forecast (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	7.9	8.5	9.1	9.8	10.4	10.7
Water delivered unmeasured household	2.3	1.8	1.3	0.9	0.5	0.5
Total Leakage	2.8	2.7	2.8	2.8	2.8	2.8
Water delivered measured non-household	4.2	4.2	4.3	4.3	4.3	4.4
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	17.3	17.4	17.6	17.8	18.1	18.4

5.1 DYAA BL supply demand summary: Norfolk North Coast

Baseline Supply Demand Balance: This zone is expected to go into deficit by 2028 (under the preferred baseline scenario - as described in section 3.3).

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 10.2 Ml/d in 2025 to 11.2 Ml/d in 2050, a percentage change of 9.6 %.
- Baseline Leakage: is forecast to change from 2.8 Ml/d in 2025 to 2.8 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 4.2 Ml/d to 4.4 Ml/d.
- Baseline Distribution Input: is expected to change from 17.3 Ml/d to 18.4 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

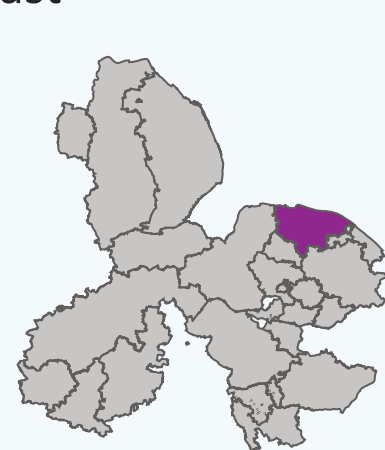# 6. Baseline Supply Demand Balance DYCP

Norfolk North Coast

Figure 5: Norfolk North Coast baseline supply demand balance to 2050 for Dry Year Critical Period conditions
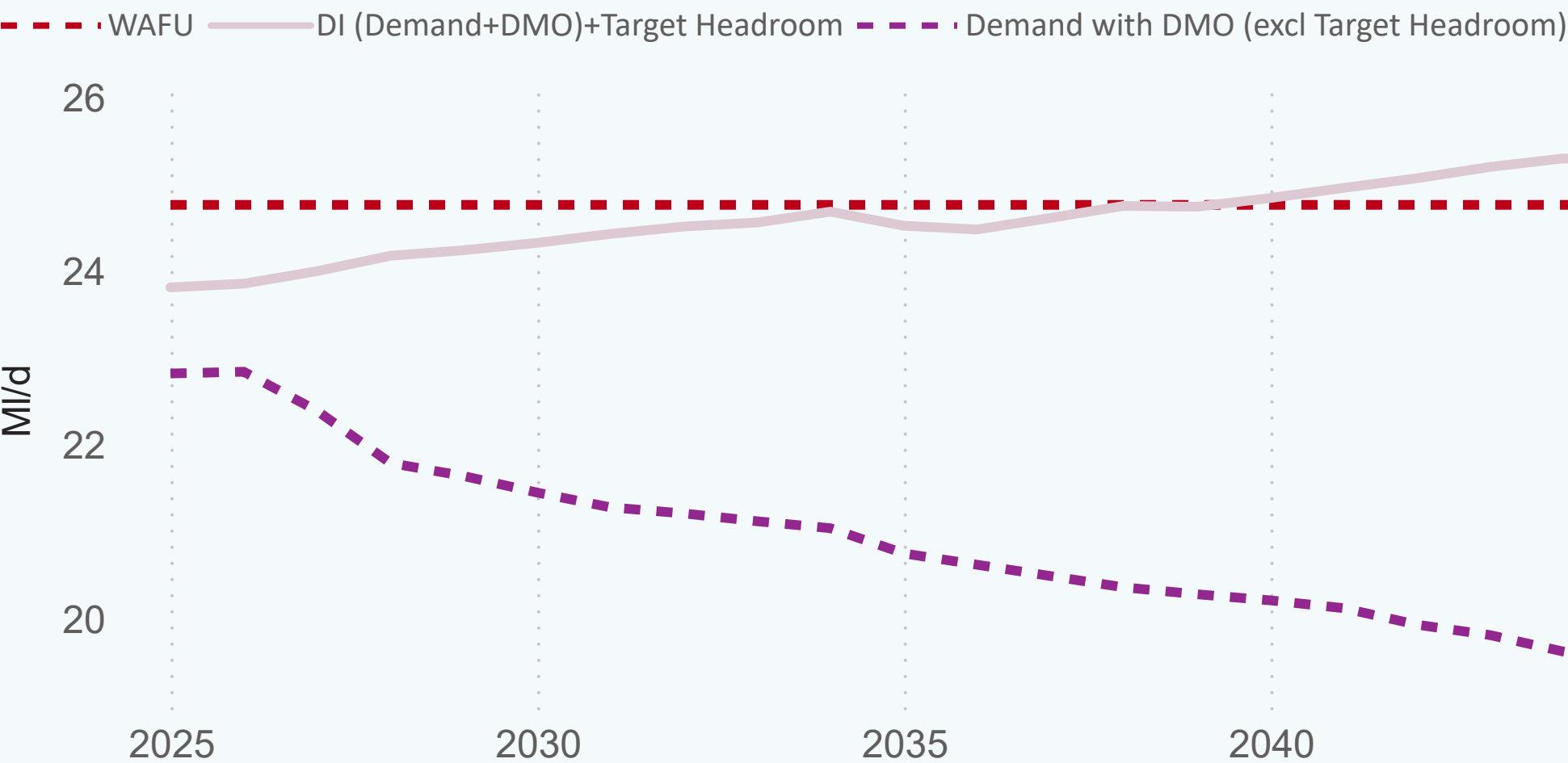

Table 6a: Baseline supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	24.8	24.8	24.8	24.8	24.8	24.8
Net Transfers	0.0	0.0	0.0	0.0	0.0	0.0
Total Water Available For Use	24.8	24.8	24.8	24.8	24.8	24.8
Distribution Input	22.9	23.0	23.2	23.7	24.1	24.6
Target Headroom	1.0	1.2	1.5	1.1	1.2	1.0
Supply Demand Balance	0.9	0.5	0.1	0.0	-0.5	-0.9

Table 6b: Baseline demand forecast with DYCP conditions (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	11.3	12.2	13.2	14.2	15.1	15.7
Water delivered unmeasured household	3.5	2.7	2.0	1.3	0.8	0.7
Total Leakage	2.8	2.7	2.8	2.8	2.8	2.8
Water delivered measured non-household	5.2	5.2	5.3	5.3	5.4	5.4
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	22.9	23.0	23.2	23.7	24.1	24.6

6.1 DYCP BL supply demand summary: Norfolk North Coast

Baseline Supply Demand balance: This zone is not expected to go into deficit

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 14.8 Ml/d in 2025 to 16.3 Ml/d in 2050, a percentage change of 10.6 %.
- Baseline Leakage: is forecast to change from 2.8 Ml/d in 2025 to 2.8 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 5.2 Ml/d to 5.4 Ml/d.
- Baseline Distribution Input: is expected to change from 22.9 Ml/d to 24.6 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

7. Demand forecast and PCC

Norfolk North Coast

Figure 6: Norfolk North Coast DYAA DI with and without demand management strategy

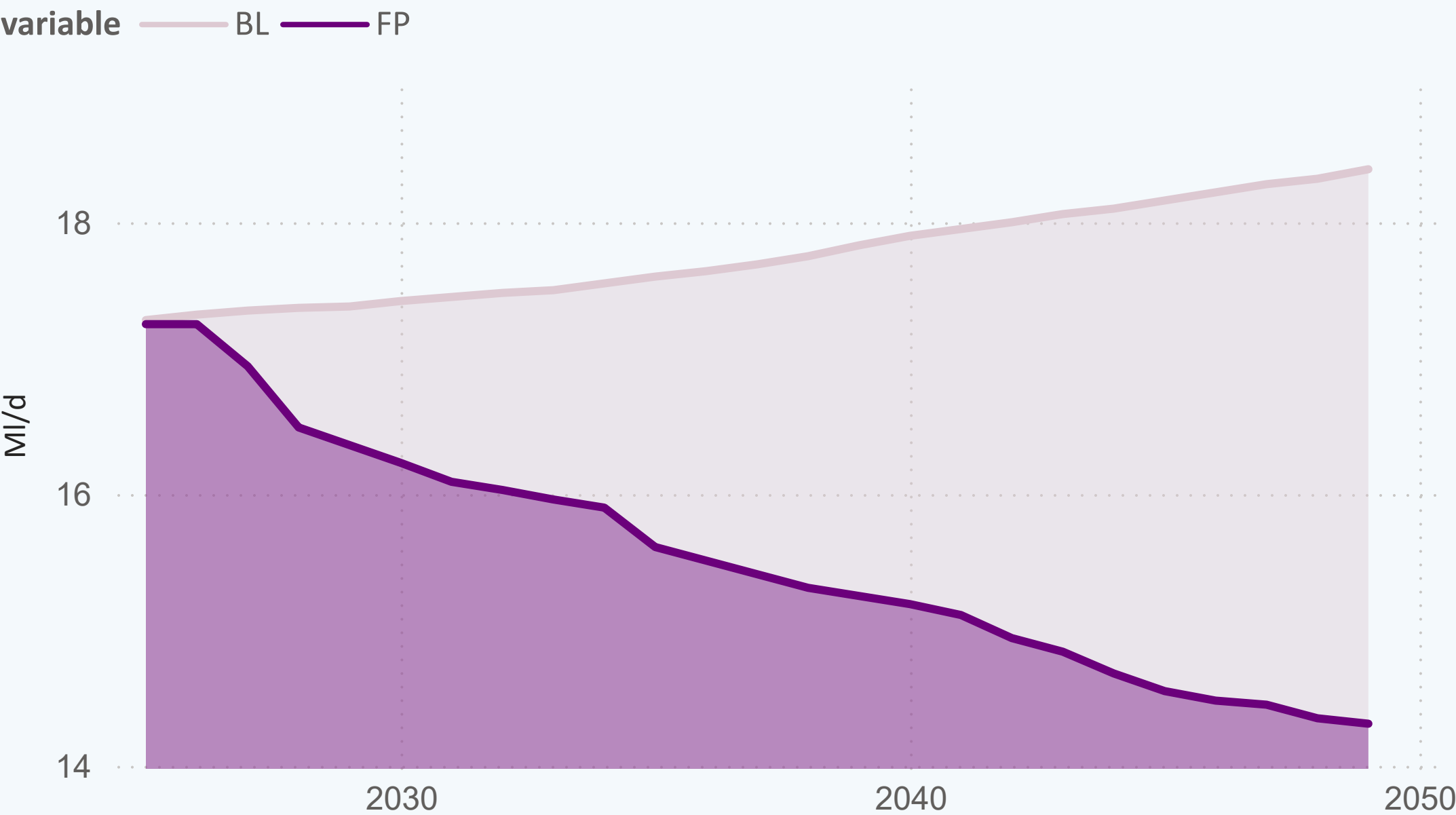**7.2 Demand Norfolk North Coast** (see Table 7a)

Baseline demand is expected to increase from 17.3 (Ml/d) in 2025 to 18.4 (Ml/d) in 2050. With demand management options in place, demand is expected to be 14.3 (Ml/d).

7.1 PCC Norfolk North Coast (see Table 7b)

Per Capita Consumption (PCC) in the base year 2025/26 is 128.0 (l/h/d) measured and 225.9 (l/h/d) unmeasured.

The weighted average PCC (l/h/d) comes in at 141.8 (l/h/d) in 2025/26. This is forecast to fall to 111.0 (l/h/d) in the Final Plan forecast as demand management option savings are realised and customers switch from unmeasured to measured status

Table 7a: Demand - baseline and final plan

variable ▲	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL	17.4	17.6	17.8	18.1	18.4
FP	16.4	15.9	15.3	14.7	14.3

Table 7b: DMO strategy Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL demand forecast(DYAA)	138.8	137.5	137.1	136.6	136.6
FP demand forecast(DYAA)	129.5	124.2	118.8	113.5	111.0
% change BL to FP	-6.7%	-9.6%	-13.3%	-16.9%	-18.8%

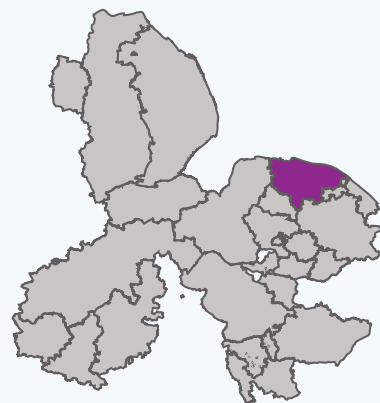# 8. Demand management options

Norfolk North Coast

8.1 Regional overview:

Across the entirety of the Anglian Water region our demand management strategy will comprise three strongly interlinked programs:

Water metering program:

- We plan to complete our smart meter rollout, replacing all existing meters over 10 years (two AMPs). By 2025, 1.1 million smart meters will be installed across Anglian Water. These meters will give customers better insight into their water use and help us guide behaviour change. They will also improve our ability to detect leaks, cutting down plumbing losses and supply pipe leaks.

Leakage reduction

- Our goal is to cut leakage by over 45 million litres per day between 2025 and 2050. This builds on our current programme, which will reduce leakage by 27 million litres per day (14%) by 2025 as part of AMP7

Water efficiency measures

- New tools and actions will support the careful use of water. Our updated plans include promoting smart devices, expanding our Multi-utility web portal, offering garden tips, and helping vulnerable customers with plumbing and supply pipe issues. We'll also run community reward schemes. For non-household customers, we've added water-saving visits and leak reduction actions to our revised draft WRMP24.

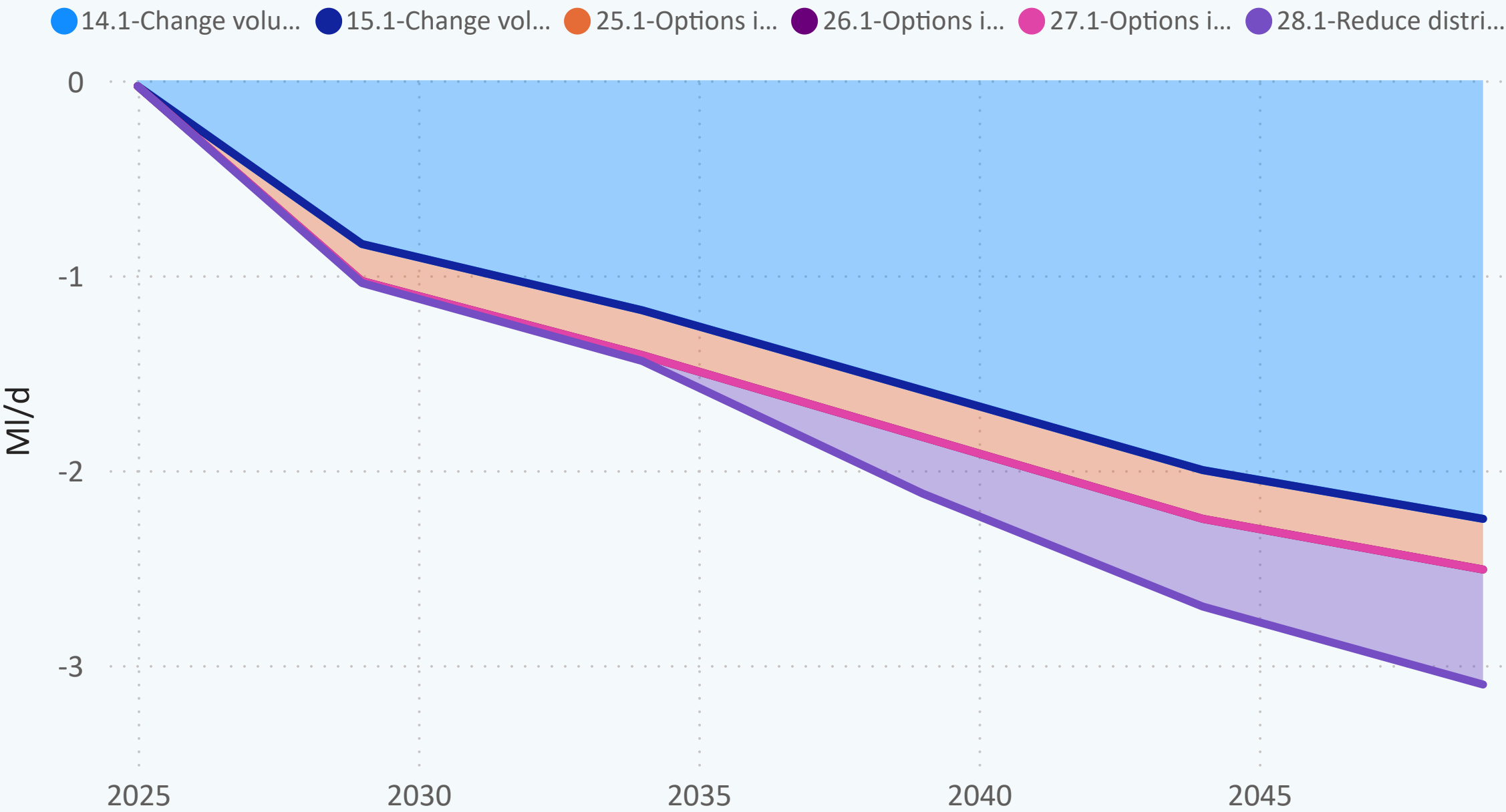**Figure 7: DMO strategy Final Plan for Norfolk North Coast**　　**For full chart key see table below**

Table 8: DMO strategy Final Plan for Norfolk North Coast

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
14.1-Change volume delivered to measured households(-ve)	-0.8	-1.2	-1.6	-2.0	-2.3
15.1-Change volume delivered to unmeasured households(-ve)	0.0	0.0	0.0	0.0	0.0
25.1-Options impacting on measured Household - USPL (-ve)	-0.2	-0.2	-0.2	-0.3	-0.3
26.1-Options impacting on unmeasured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
27.1-Options impacting on Void properties - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
28.1-Reduce distribution losses (-ve)	0.0	0.0	-0.3	-0.5	-0.6

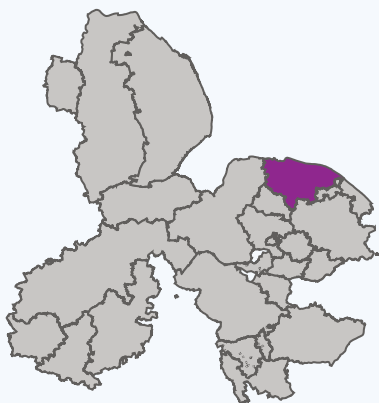# 9. Final Plan Supply Demand Balance DYAA

Norfolk North Coast

Figure 8: Norfolk North Coast final plan SDB to 2050 for Dry Year Annual Average conditions

Table 9a: final plan SDB to 2050 for Dry Year conditions

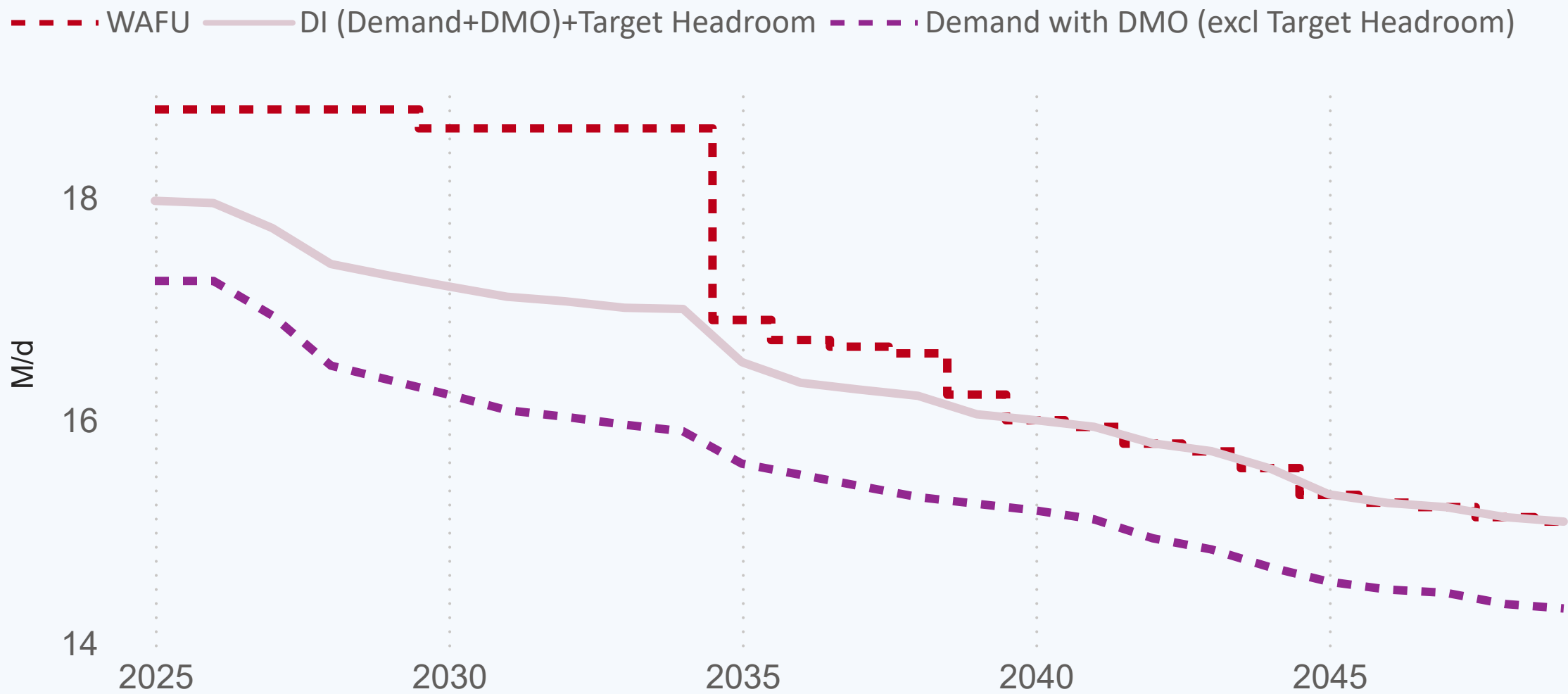|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	18.8	18.8	18.6	9.1	9.1	9.1
Net Transfers	0.0	0.0	0.0	7.1	6.5	6.0
Total Water Available For Use	18.8	18.8	18.6	16.2	15.6	15.1
Distribution Input	17.3	16.4	15.9	15.3	14.7	14.3
Target Headroom	0.7	0.9	1.1	0.8	0.9	0.8
Supply Demand Balance	0.8	1.5	1.6	0.2	0.0	0.0

Table 9b: Final Plan demand forecast for DYAA conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	7.9	7.6	8.0	8.2	8.4	8.5
Water delivered unmeasured household	2.3	1.8	1.3	0.9	0.5	0.5
Total Leakage	2.8	2.5	2.5	2.2	2.0	1.9
Water delivered measured non-household	4.2	4.1	3.8	3.6	3.4	3.1
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	17.3	16.4	15.9	15.3	14.7	14.3

9.1 DYAA FP supply demand summary: Norfolk North Coast

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 10.2 Ml/d in 2025 to 8.9 Ml/d in 2050, a percentage change of -12.2 %.
- Final Plan Leakage is forecast to change from 2.8 Ml/d in 2025 to 1.9 Ml/d by 2050.
- Final Plan Non-Household demand is expected to change from 4.2 Ml/d to 3.1 Ml/d.
- Final Plan Distribution Input is expected to change from 17.3 Ml/d to 14.3 Ml/d by 2050.

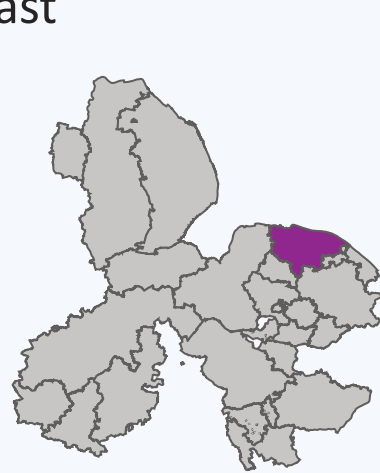# 10. Final Plan Supply Demand Balance DYCP

Norfolk North Coast

Figure 9: Norfolk North Coast baseline supply demand balance to 2050 for Dry Year Critical Period conditions
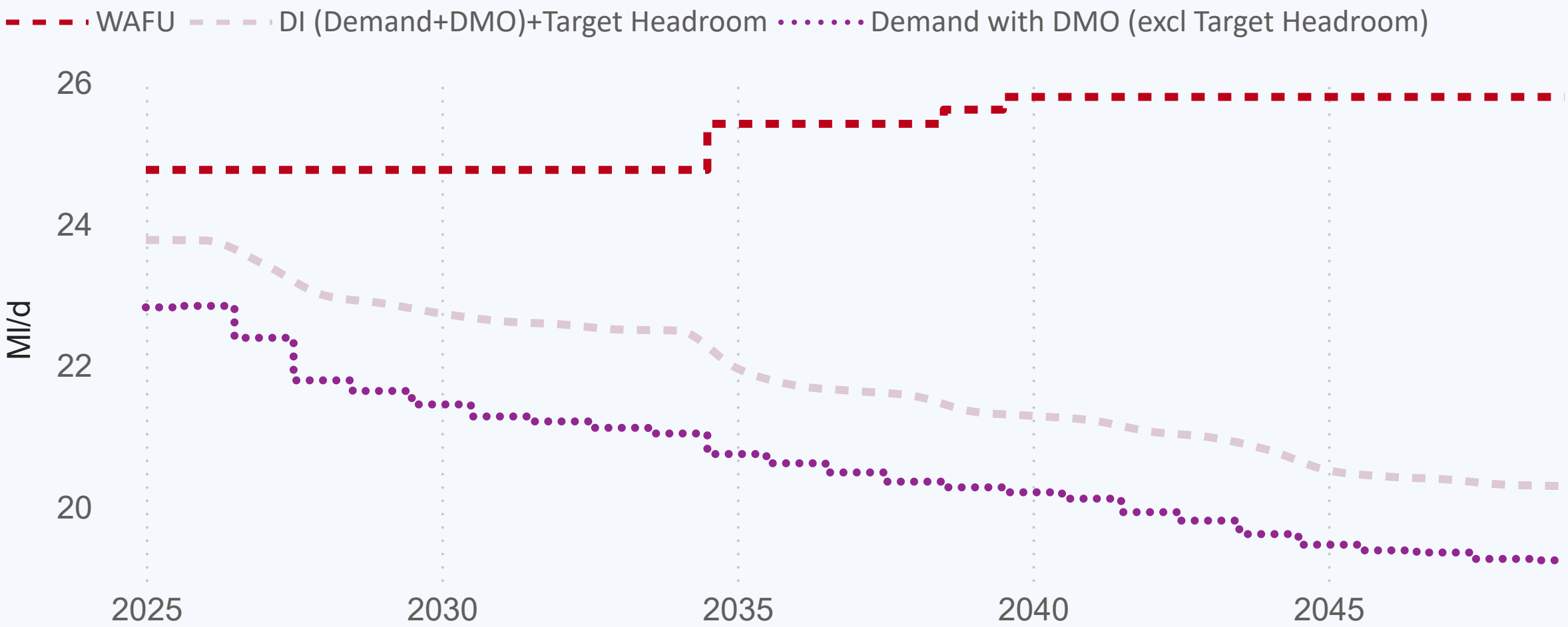

Table 10a: Final Plan supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	24.8	24.8	24.8	25.0	25.1	25.1
Net Transfers	0.0	0.0	0.0	0.7	0.7	0.7
Total Water Available For Use	24.8	24.8	24.8	25.6	25.8	25.8
Distribution Input	22.8	21.6	21.0	20.3	19.6	19.3
Target Headroom	1.0	1.2	1.5	1.1	1.2	1.0
Supply Demand Balance	1.0	1.9	2.3	4.3	5.0	5.5

Table 10b: Final Plan demand forecast for DYCP conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	11.3	11.1	11.5	12.0	12.3	12.4
Water delivered unmeasured household	3.5	2.7	2.0	1.3	0.8	0.7
Total Leakage	2.8	2.5	2.5	2.2	2.0	1.9
Water delivered measured non-household	5.2	5.0	4.7	4.4	4.2	3.9
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	22.8	21.6	21.0	20.3	19.6	19.3

10.1 DYCP BL supply demand summary: Norfolk North Coast

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 14.7 Ml/d in 2025 to 13.1 Ml/d in 2050, a percentage change of -10.9 %.
- Final Plan Leakage: is forecast to change from 2.8 Ml/d in 2025 to 1.9 Ml/d by 2050
- Final Plan Non-Household demand: is expected to change from 5.2 Ml/d to 3.9 Ml/d.
- Final Plan Distribution Input: is expected to change from 22.8 Ml/d to 19.3 Ml/d by 2050.

11. Supply Side Strategy

Norfolk North Coast

Table 11a: Total Water Available for use Baseline and Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
WAFU - BL	18.4	18.8	8.7	8.7	8.7
WAFU - FP	18.8	18.6	16.2	15.6	15.1

Figure 10 Water Available for Use (WAFU) - baseline (BL) and final plan (FP)

— WAFU - BL(adjusted for licence cap scenario 8 and 1:200 Drought)) - - - WAFU - FP

11.1 Supply side strategy options.

For details on the feasible options list for Norfolk North Coast WRZ please refer to the Supply-Side Option Development technical supporting document.
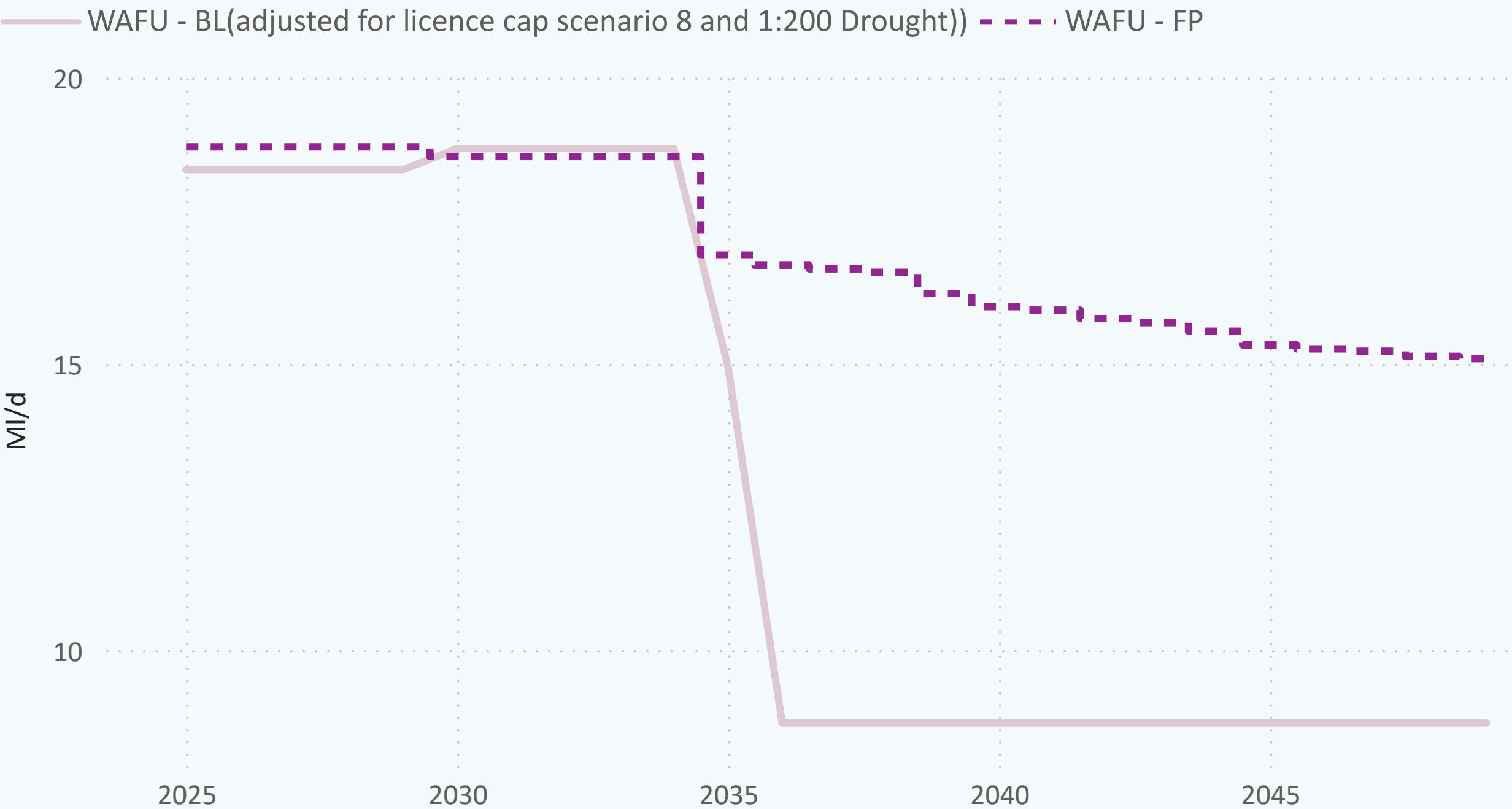
Table11b: Preferred supply side options

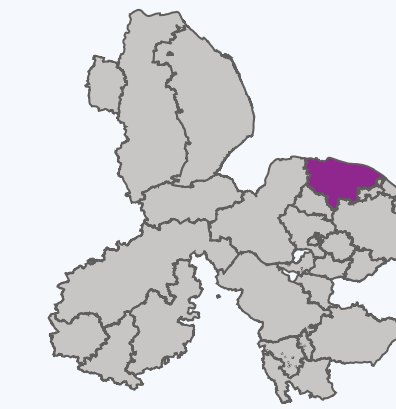| Option ID	First Option Name
LC12	Adjustment for Licence cap scenario 8
NNC4	Norfolk East Dereham to North Norfolk Coast potable transfer (10 Ml/d)
NNC5	North Norfolk Coast1 WTW backwash water recovery
NNC6	North Norfolk Coast2 WTW backwash water recovery

12. Non-Household consumption

Norfolk North Coast

12.1 Non-Household demand Norfolk North Coast

In 2025, 4.2 Ml/d of Non-Household demand (measured and unmeasured) is expected. In 2049 it is expected to be 3.1 Ml/d, which is a -26.65% change between the years.

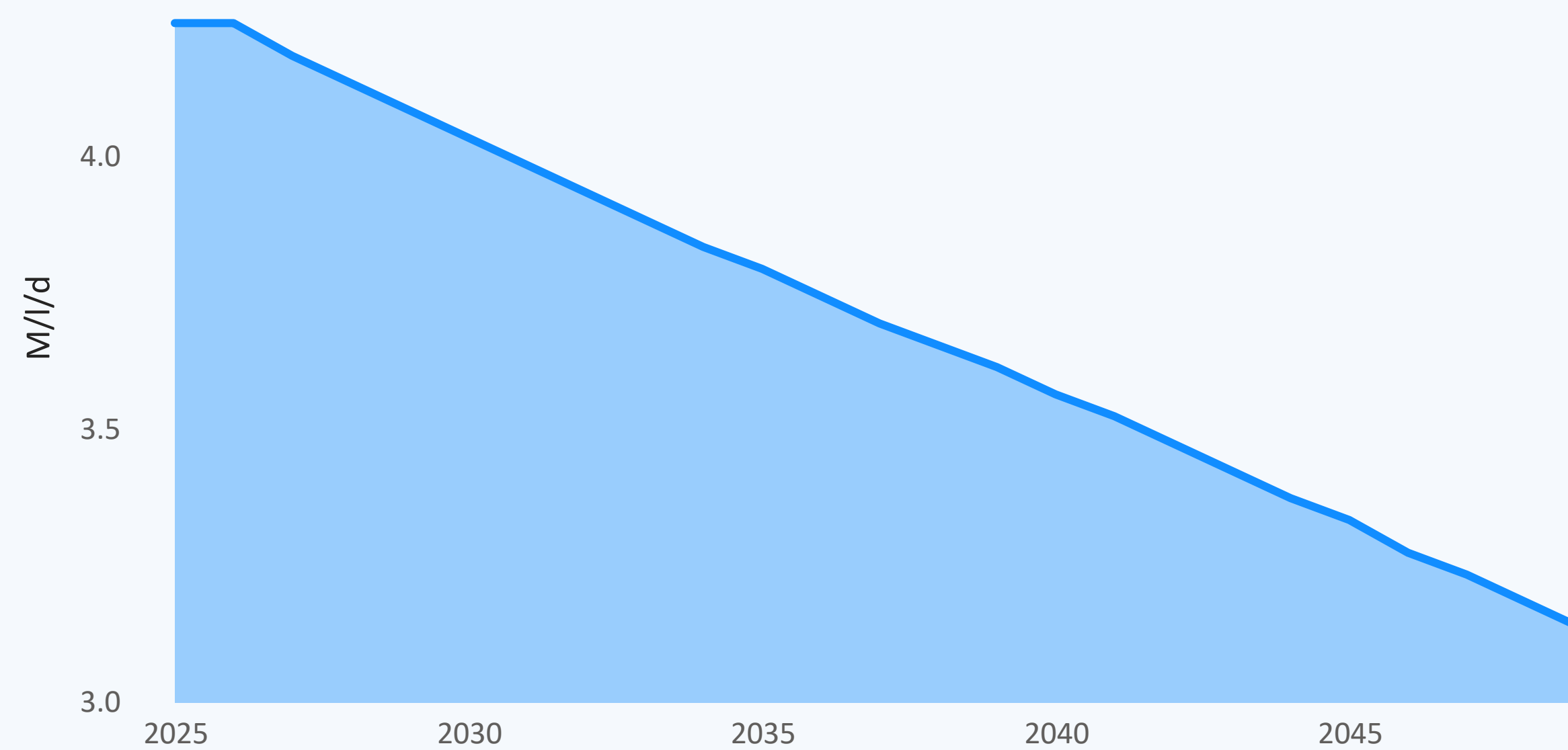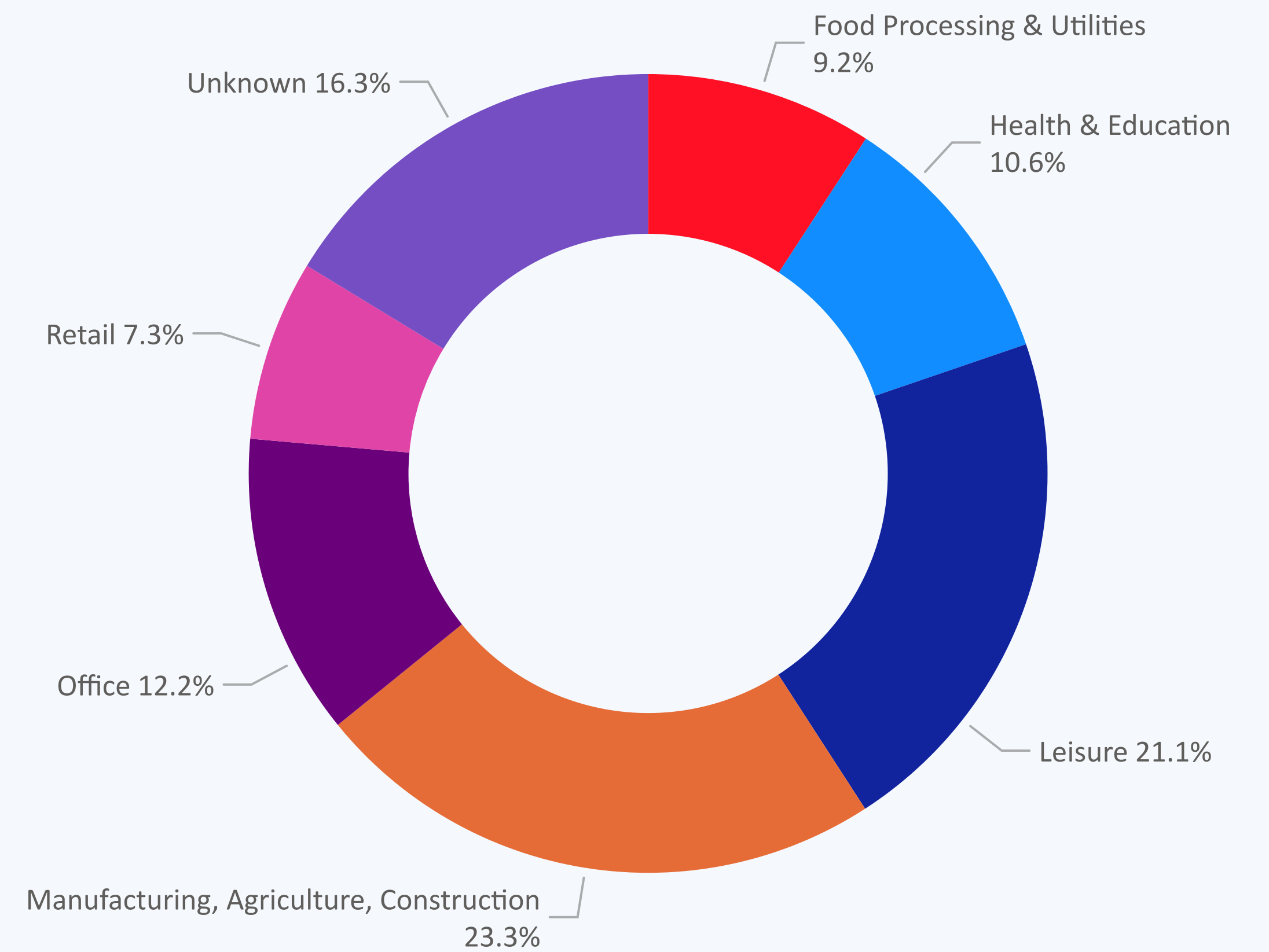**Figure 11: Non-Household demand forecast 2025-2050**
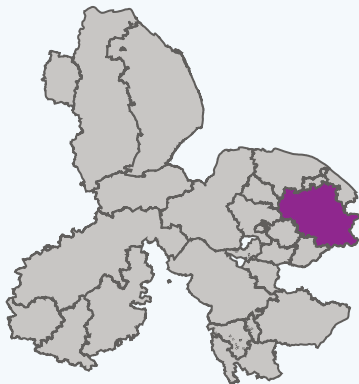

Figure 12: % Non-Household modelled sectors within resource zone

- Food Processing & Utilities 9.2%
- Health & Education 10.6%
- Leisure 21.1%
- Manufacturing, Agriculture, Construction 23.3%
- Office 12.2%
- Retail 7.3%
- Unknown 16.3%

3. Deployable Output summary DYAA

Norfolk Norwich & the Broads

3.1 Resource Zone geography: Norfolk Norwich & the Broads:

The Norwich and the Broads WRZ covers an area of 1130 sq. km. Water is supplied from groundwater abstractions in the Norfolk Chalk aquifer and surface water abstraction from the River Wensum.

3.2

Note that there are no water sources within this zone.

Baseline deployable output (including 1:500 drought): *83.4 Ml/d*

<u>Deployable output reductions</u>

Restoring sustainable abstraction (recent actual average): *-16.8* Ml/d

Reductions to achieve environmental destination (BAU+): *-23.7 Ml/d* by 2040.

Climate change: 0.0 Ml/d by 2050.

Baseline deployable output reduces by a total of *-40.5* Ml/d by 2050 a reduction of 48.5%.

Table 3: supply characteristics (all values are Ml/d)

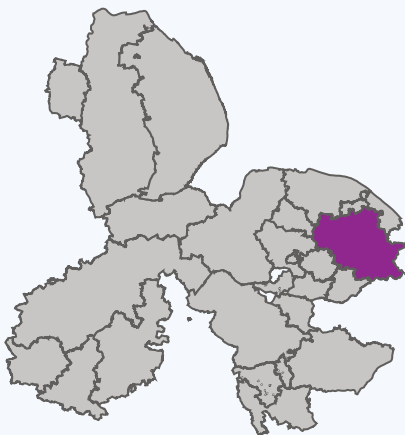|	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
DO pre forecast changes	83.4	83.4	83.4	83.4	83.4
Change in DO due to climate change	0.0	0.0	0.0	0.0	0.0
DO reductions to restore sustainable abstraction	-16.8	-16.8	-16.8	-16.8	-16.8
DO reductions for Environmental Destination	0.0	0.0	0.0	-23.7	-23.7
Change in DO from drought measures	0.0	0.0	0.0	0.0	0.0
Final DO	66.7	66.7	66.7	43.0	43.0
Raw water losses (-ve)	5.0	5.0	5.0	5.0	5.0
Outage Allowance (-ve)	0.6	0.5	0.5	0.5	0.5
WAFU (own sources)	61.1	61.2	61.2	37.5	37.5
Net Transfers	-3.5	-4.6	-4.8	-9.2	-9.5
Other benefits	16.8	0.0	0.0	25.0	25.0
Total Water Available for Use	73.0	68.4	65.5	63.9	62.6

3.3 Baseline Deployable Output Information

The baseline Deployable Output data shows the Environment Agency's preferred approach to reducing water use. It uses average licence limits from 2022–2024 for short-term licences and sets limits for permanent licences by 2030. A major drought impact (1 in 500 years) is included from 2025, not from 2039/2040 as preferred. These changes apply only to the baseline forecast.
In the final plan, we use a different approach. It includes licence limits chosen through a step-by-step process to bring in changes earlier. The 1 in 500 drought rule starts in 2039/2040 in that plan.
You can find more information in section 6 of the WRMP24 Decision Making technical document.

Data source: revised draft WRMP24 Tables submitted to the EA Nov 2024

# 4. Population & Housing

Norfolk Norwich & the Broads

4.1 Over the WRMP period, population in **Norfolk Norwich & the Broads** is set to increase from **362685** in 2025 to **418754** in 2049-50 - this is an increase of **15.5 %** over the 25 years.

Table 4a: Population totals (cumulative) by AMP

| Year ▲	Total Population (000s)
2029-30 (end of AMP8)	378.281
2034-35 (end of AMP9)	389.319
2039-40 (end of AMP10)	398.121
2044-45 (end of AMP11)	409.099
2049-50 (end of AMP12)	418.754

Figure 2: Total Resource Zone Population
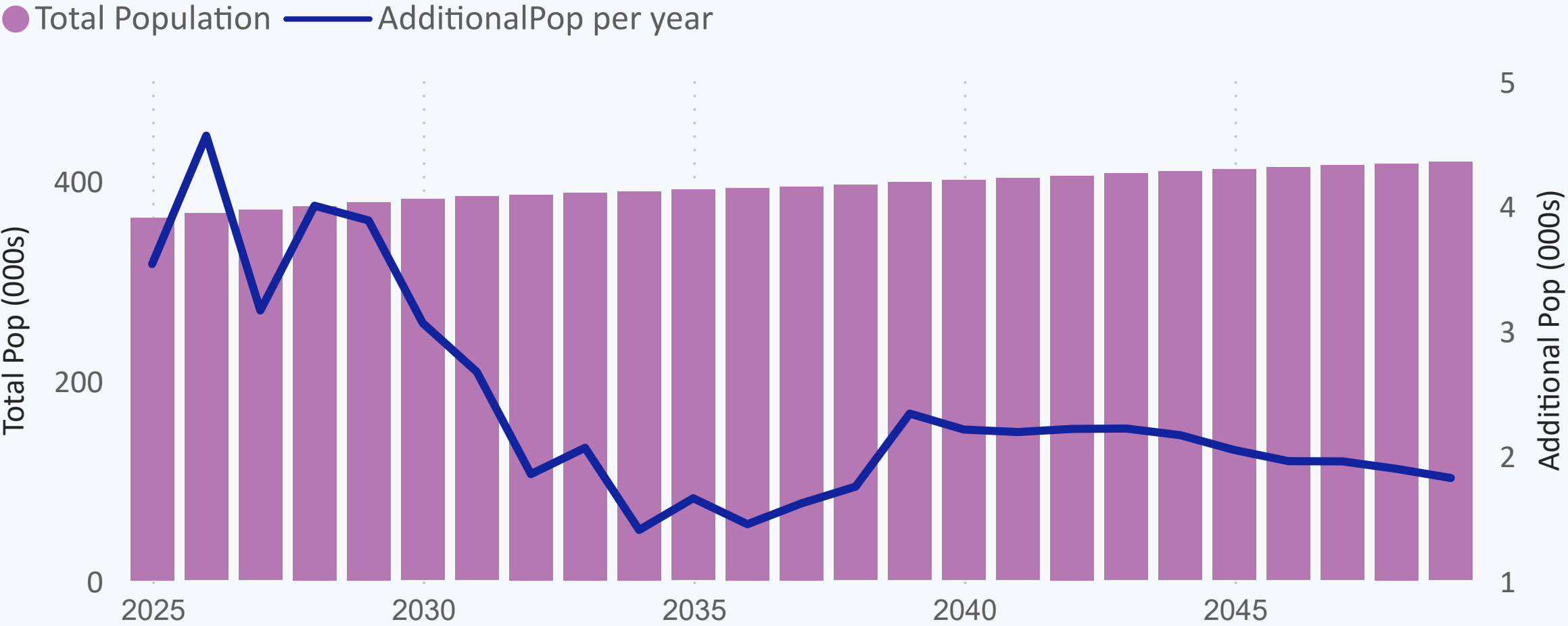
4.2 Over the WRMP period, property numbers in **Norfolk Norwich & the Broads** are set to increase from **162966** in 2025 to **195122** in 2049-50 - this is an increase of **19.7 %** over the 25 years.

Table 4b: Property totals (cumulative) by AMP

Year	Total Properties- excl voids (000s)
2029-30 (end of AMP8)	171.279
2034-35 (end of AMP9)	178.634
2039-40 (end of AMP10)	184.685
2044-45 (end of AMP11)	190.222
2049-50 (end of AMP12)	195.122

Figure 3: Total Resource Zone Properties (excl. voids)
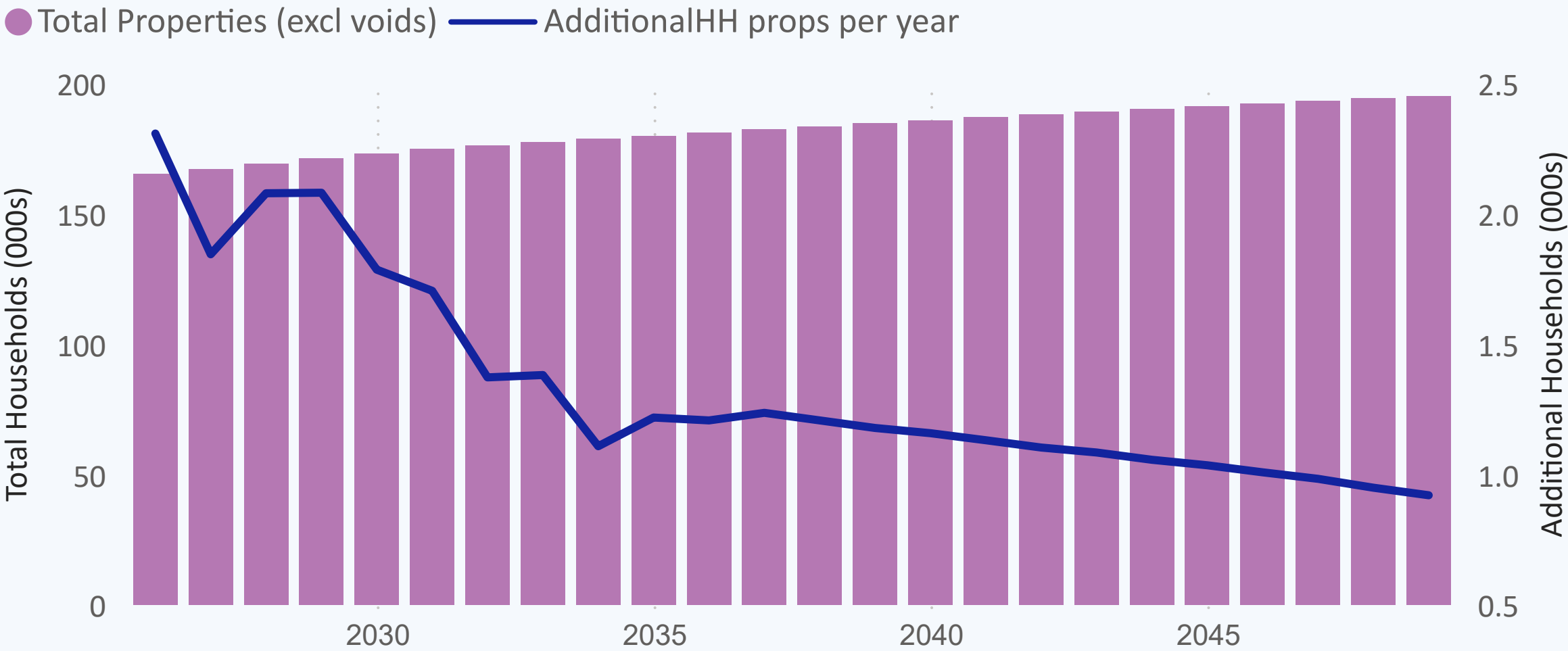
5. Baseline Supply Demand Balance DYAA
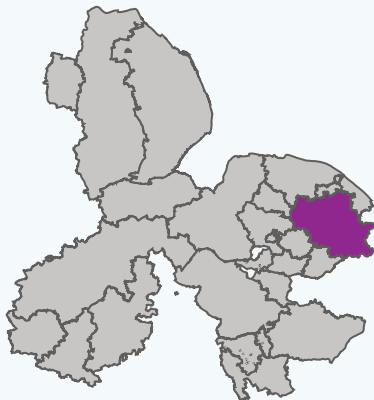
Norfolk Norwich & the Broads

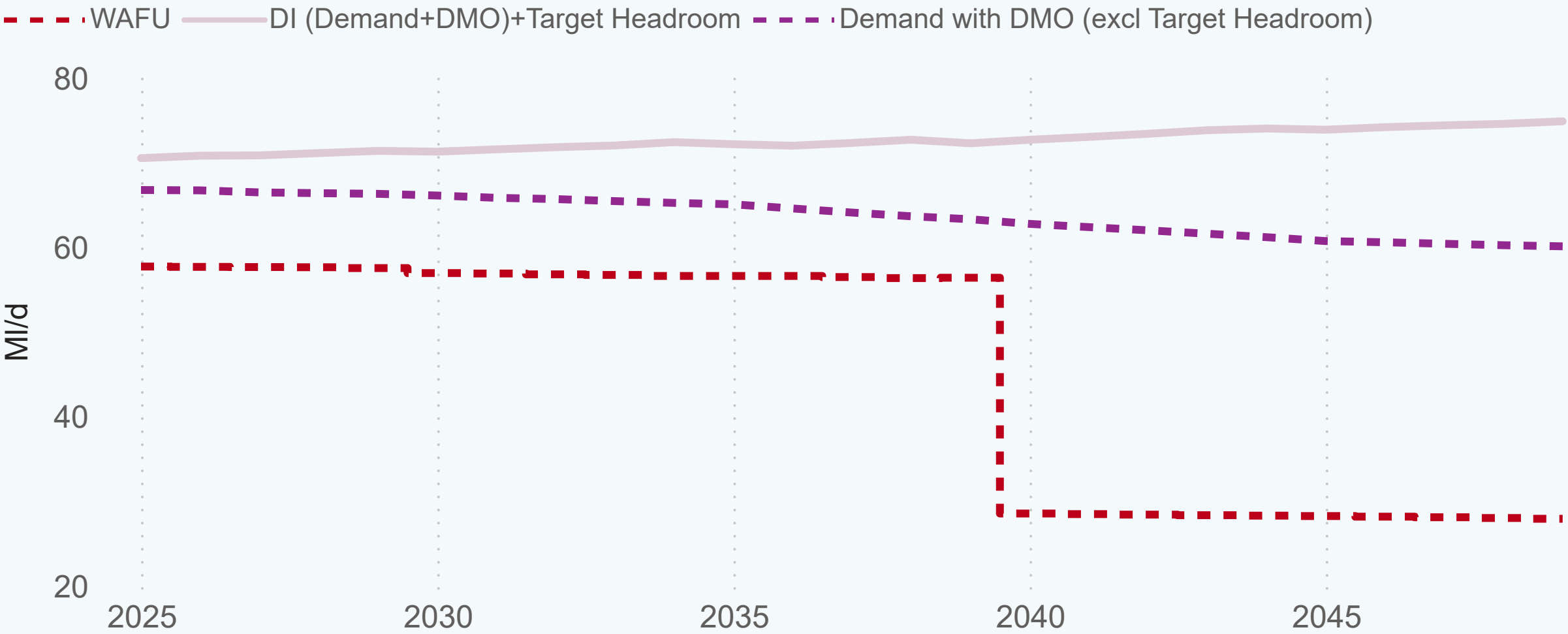**Figure 4: Norfolk Norwich & the Broads baseline supply demand balance to 2050 for Dry Year Annual Average conditions**

Table 5a: Baseline supply demand balance 2025 - 2050 for DYAA conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	61.1	61.1	61.2	61.2	37.5	37.5
Net Transfers	4.0	4.1	4.8	5.0	9.4	9.8
Total Water Available For Use	57.7	57.5	56.6	56.4	28.3	27.9
Distribution Input	67.6	68.3	69.2	70.1	71.3	72.4
Target Headroom	3.0	3.0	3.2	2.2	2.7	2.4
Supply Demand Balance	-12.8	-13.8	-15.8	-15.9	-45.7	-46.9

Table 5b: Baseline demand forecast (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	37.3	39.4	41.6	43.6	45.7	47.1
Water delivered unmeasured household	9.7	8.5	7.4	6.4	5.7	5.5
Total Leakage	6.6	6.4	6.3	6.3	6.3	6.4
Water delivered measured non-household	14.2	14.0	13.8	13.7	13.6	13.5
Water delivered unmeasured non-household	0.1	0.1	0.1	0.1	0.1	0.1
Distribution Input	67.6	68.3	69.2	70.1	71.3	72.4

5.1 DYAA BL supply demand summary: Norfolk Norwich & the Broads

Baseline Supply Demand Balance: This zone is expected to go into deficit by 2025 (under the preferred baseline scenario - as described in section 3.3).

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 47.0 Ml/d in 2025 to 52.6 Ml/d in 2050, a percentage change of 12.0 %.
- Baseline Leakage: is forecast to change from 6.6 Ml/d in 2025 to 6.4 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 14.2 Ml/d to 13.5 Ml/d.
- Baseline Distribution Input: is expected to change from 67.6 Ml/d to 72.4 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

6. Baseline Supply Demand Balance
DYCP

Norfolk Norwich & the Broads

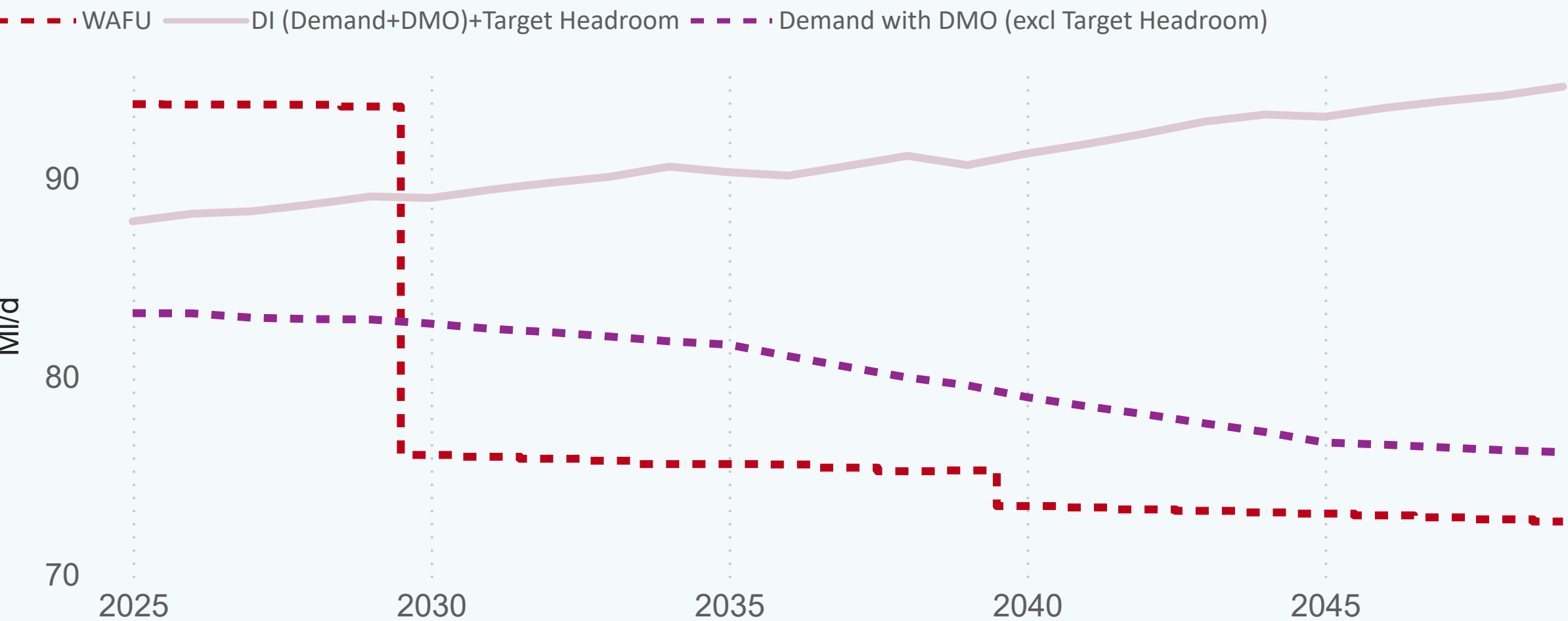**Figure 5: Norfolk Norwich & the Broads baseline supply demand balance to 2050 for Dry Year Critical Period conditions**

Table 6b: Baseline demand forecast with DYCP conditions (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	48.3	51.3	54.3	57.1	60.1	62.2
Water delivered unmeasured household	13.0	11.4	9.9	8.7	7.7	7.4
Total Leakage	6.6	6.4	6.3	6.3	6.3	6.4
Water delivered measured non-household	16.4	16.2	16.0	15.8	15.6	15.5
Water delivered unmeasured non-household	0.1	0.1	0.1	0.1	0.1	0.1
Distribution Input	84.1	85.3	86.5	87.9	89.7	91.5

Table 6a: Baseline supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	104.4	104.4	81.1	81.1	81.1	81.1
Net Transfers	10.9	11.0	7.8	8.1	10.3	10.7
Total Water Available For Use	93.7	93.6	75.6	75.2	73.1	72.7
Distribution Input	84.1	85.3	86.5	87.9	89.7	91.5
Target Headroom	3.7	3.8	4.0	2.8	3.5	3.1
Supply Demand Balance	5.9	4.5	-15.0	-15.4	-20.1	-22.0

6.1 DYCP BL supply demand summary: Norfolk Norwich & the Broads

Baseline Supply Demand balance: This zone is expected to go into deficit by 2030

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 61.3 Ml/d in 2025 to 69.6 Ml/d in 2050, a percentage change of 13.5 %.
- Baseline Leakage: is forecast to change from 6.6 Ml/d in 2025 to 6.4 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 16.4 Ml/d to 15.5 Ml/d.
- Baseline Distribution Input: is expected to change from 84.1 Ml/d to 91.5 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

7. Demand forecast and PCC
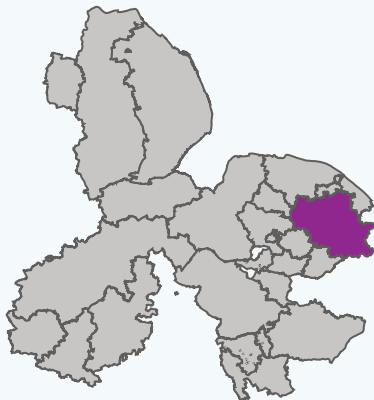
Norfolk Norwich & the Broads

Figure 6: Norfolk Norwich & the Broads DYAA DI with and without demand management strategy
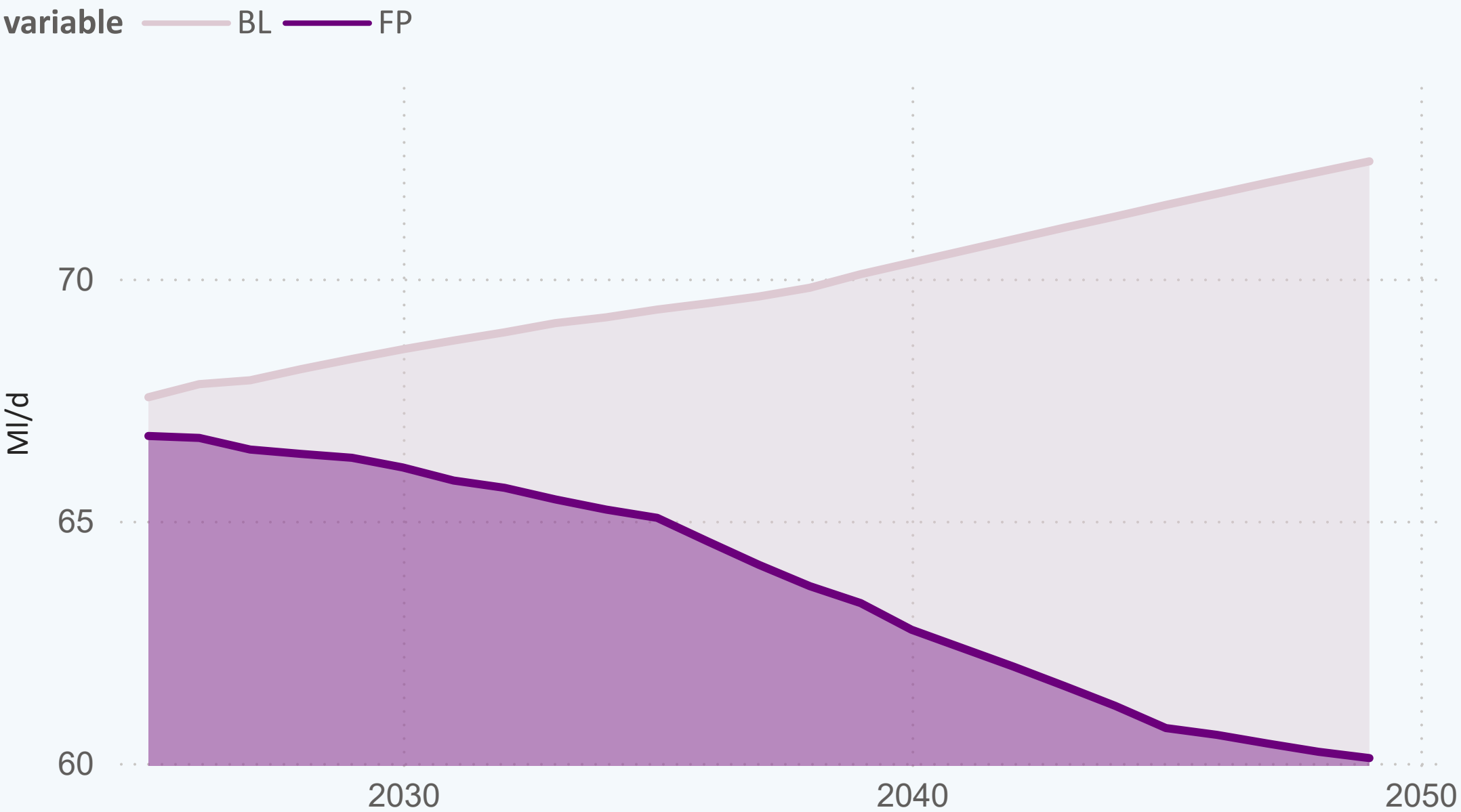

7.2 Demand Norfolk Norwich & the Broads (see Table 7a)

Baseline demand is expected to increase from 67.6 (Ml/d) in 2025 to 72.4 (Ml/d) in 2050. With demand management options in place, demand is expected to be 60.1 (Ml/d).

7.1 PCC Norfolk Norwich & the Broads (see Table 7b)

Per Capita Consumption (PCC) in the base year 2025/26 is 118.8 (l/h/d) measured and 136.2 (l/h/d) unmeasured.

The weighted average PCC (l/h/d) comes in at 121.8 (l/h/d) in 2025/26. This is forecast to fall to 101.4 (l/h/d) in the Final Plan forecast as demand management option savings are realised and customers switch from unmeasured to measured status

Table 7a: Demand - baseline and final plan

variable	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL	68.3	69.2	70.1	71.3	72.4
FP	66.3	65.2	63.3	61.2	60.1

Table 7b: DMO strategy Final Plan

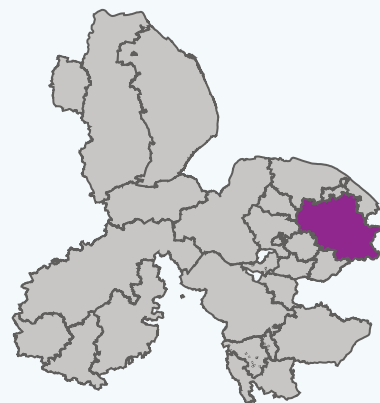|	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL demand forecast(DYAA)	120.0	119.6	119.5	119.5	119.6
FP demand forecast(DYAA)	117.9	114.8	109.6	104.0	101.4
% change BL to FP	-1.8%	-4.0%	-8.3%	-13.0%	-15.2%

8. Demand management options

Norfolk Norwich & the Broads

8.1 Regional overview:

Across the entirety of the Anglian Water region our demand management strategy will comprise three strongly interlinked programs:

Water metering program:
- We plan to complete our smart meter rollout, replacing all existing meters over 10 years (two AMPs). By 2025, 1.1 million smart meters will be installed across Anglian Water. These meters will give customers better insight into their water use and help us guide behaviour change. They will also improve our ability to detect leaks, cutting down plumbing losses and supply pipe leaks.

Leakage reduction
- Our goal is to cut leakage by over 45 million litres per day between 2025 and 2050. This builds on our current programme, which will reduce leakage by 27 million litres per day (14%) by 2025 as part of AMP7

Water efficiency measures
- New tools and actions will support the careful use of water. Our updated plans include promoting smart devices, expanding our Multi-utility web portal, offering garden tips, and helping vulnerable customers with plumbing and supply pipe issues. We'll also run community reward schemes. For non-household customers, we've added water-saving visits and leak reduction actions to our revised draft WRMP24.

Figure 7: DMO strategy Final Plan for Norfolk Norwich & the Broads For full chart key see table below
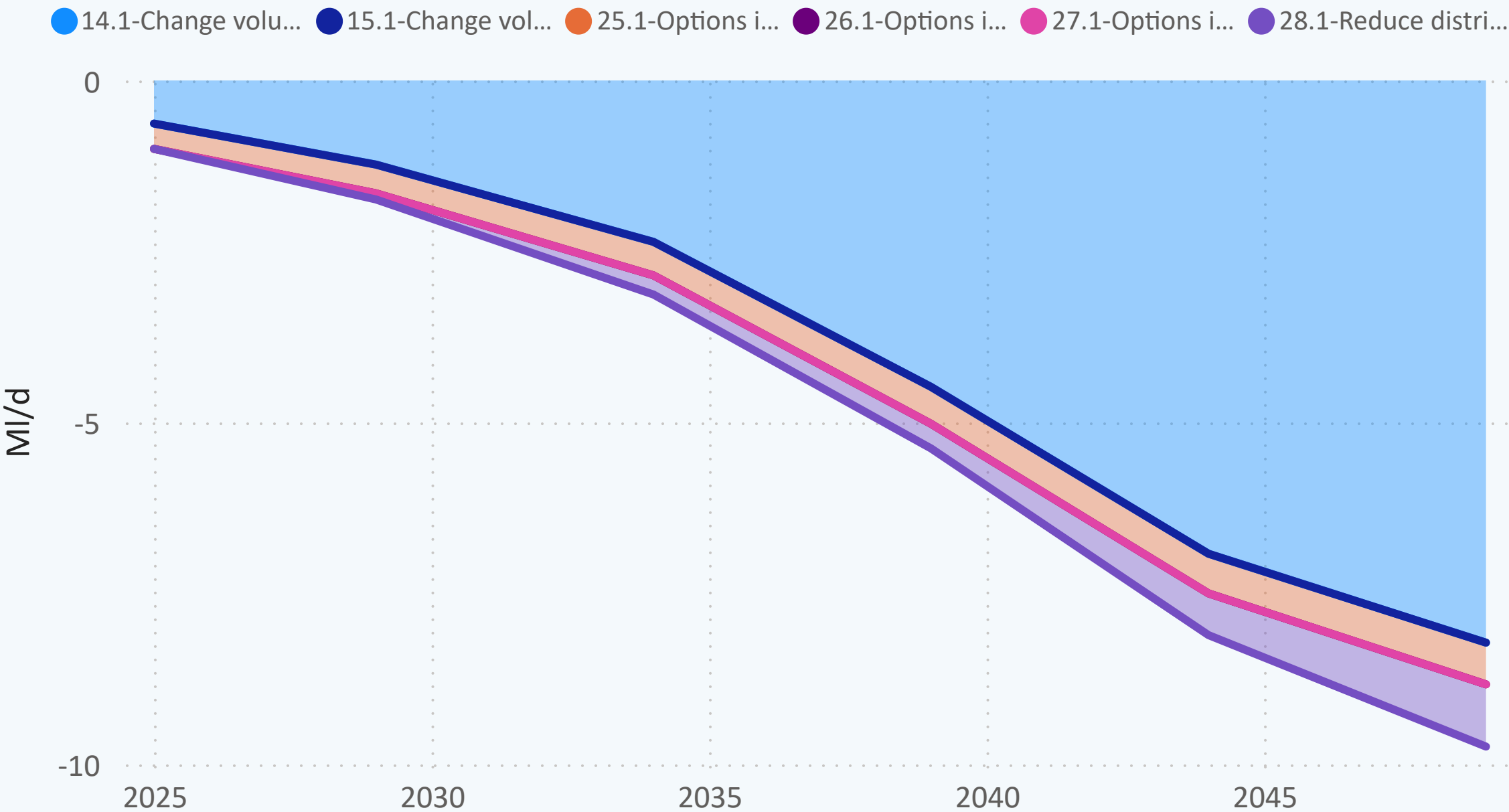

Legend: ● 14.1-Change volu... ● 15.1-Change vol... ● 25.1-Options i... ● 26.1-Options i... ● 27.1-Options i... ● 28.1-Reduce distri...

Table 8: DMO strategy Final Plan for Norfolk Norwich & the Broads

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
14.1-Change volume delivered to measured households(-ve)	-1.2	-2.4	-4.5	-6.9	-8.2
15.1-Change volume delivered to unmeasured households(-ve)	0.0	0.0	0.0	0.0	0.0
25.1-Options impacting on measured Household - USPL (-ve)	-0.4	-0.5	-0.5	-0.6	-0.6
26.1-Options impacting on unmeasured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
27.1-Options impacting on Void properties - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
28.1-Reduce distribution losses (-ve)	-0.1	-0.3	-0.4	-0.6	-0.9

9. Final Plan Supply Demand Balance DYAA

Norfolk Norwich & the Broads

Figure 8: Norfolk Norwich & the Broads final plan SDB to 2050 for Dry Year Annual Average conditions
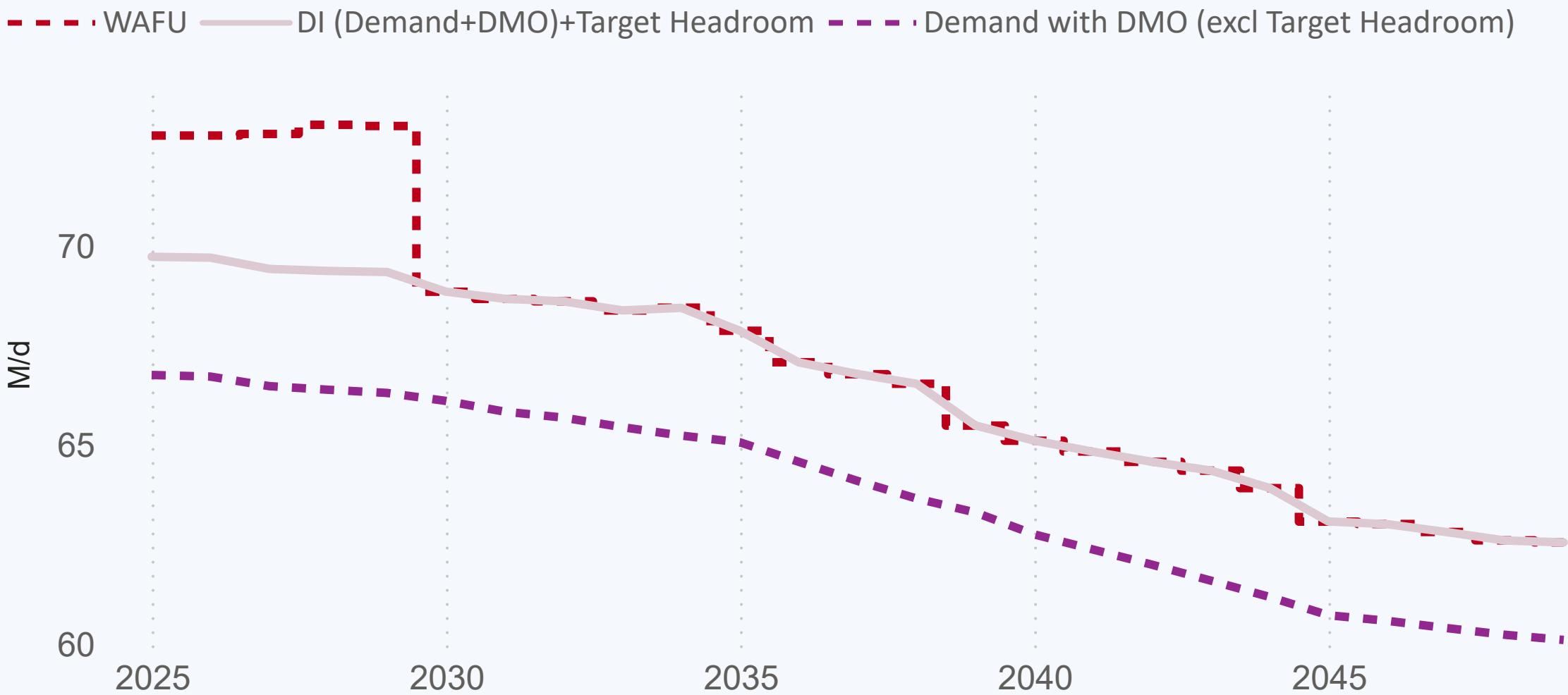

Table 9a: final plan SDB to 2050 for Dry Year conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	77.8	77.8	61.2	61.2	62.5	62.5
Net Transfers	7.3	7.1	14.6	11.0	28.0	27.0
Total Water Available For Use	72.8	73.0	68.4	65.5	63.9	62.6
Distribution Input	66.8	66.3	65.2	63.3	61.2	60.1
Target Headroom	3.0	3.0	3.2	2.2	2.7	2.4
Supply Demand Balance	3.0	3.7	0.0	0.0	0.0	0.0

Table 9b: Final Plan demand forecast for DYAA conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	36.6	38.2	39.3	39.2	38.8	38.9
Water delivered unmeasured household	9.7	8.5	7.4	6.4	5.7	5.5
Total Leakage	6.3	5.9	5.5	5.4	5.1	4.8
Water delivered measured non-household	14.0	13.3	12.5	11.7	11.0	10.3
Water delivered unmeasured non-household	0.1	0.1	0.1	0.1	0.1	0.1
Distribution Input	66.8	66.3	65.2	63.3	61.2	60.1

9.1 DYAA FP supply demand summary: Norfolk Norwich & the Broads

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 46.4 Ml/d in 2025 to 44.4 Ml/d in 2050, a percentage change of -4.2 %.
- Final Plan Leakage is forecast to change from 6.3 Ml/d in 2025 to 4.8 Ml/d by 2050.
- Final Plan Non-Household demand is expected to change from 14.0 Ml/d to 10.3 Ml/d.
- Final Plan Distribution Input is expected to change from 66.8 Ml/d to 60.1 Ml/d by 2050.

10. Final Plan Supply Demand Balance DYCP

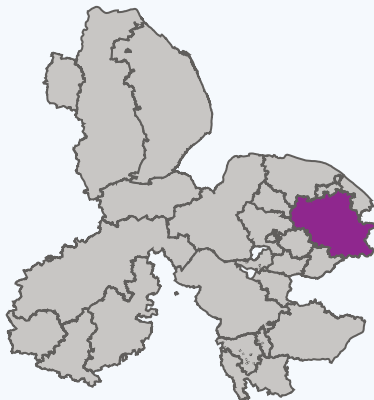## Norfolk Norwich & the Broads

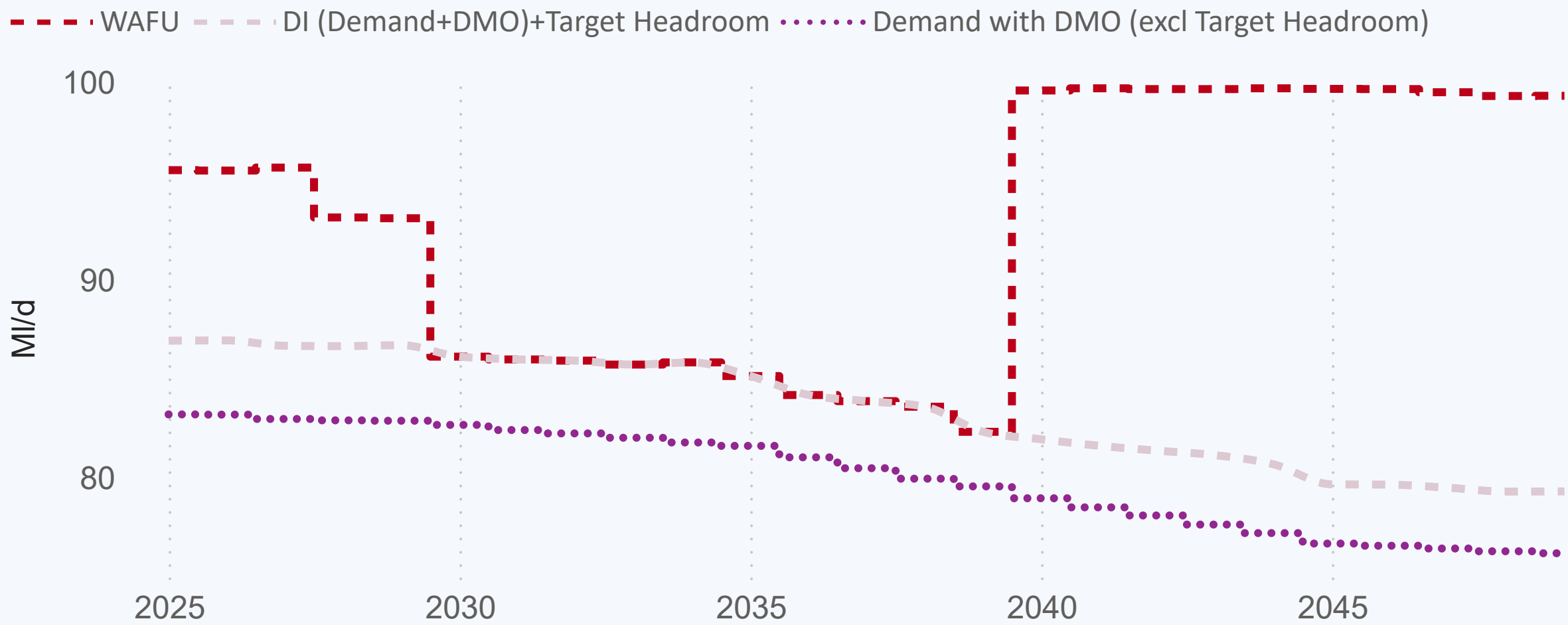**Figure 9: Norfolk Norwich & the Broads baseline supply demand balance to 2050 for Dry Year Critical Period conditions**

Table 10a: Final Plan supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	104.4	104.4	81.1	81.1	106.1	106.1
Net Transfers	9.1	11.5	15.6	11.1	18.1	18.2
Total Water Available For Use	95.5	93.1	85.8	82.3	99.7	99.3
Distribution Input	83.2	82.9	81.8	79.5	77.2	76.2
Target Headroom	3.7	3.8	4.0	2.8	3.5	3.1
Supply Demand Balance	8.6	6.4	0.0	0.0	19.0	20.0

Table 10b: Final Plan demand forecast for DYCP conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	47.6	49.8	51.4	51.4	51.1	51.4
Water delivered unmeasured household	13.0	11.4	9.9	8.7	7.7	7.4
Total Leakage	6.3	5.9	5.5	5.4	5.1	4.8
Water delivered measured non-household	16.2	15.4	14.4	13.5	12.7	11.9
Water delivered unmeasured non-household	0.1	0.1	0.1	0.1	0.1	0.1
Distribution Input	83.2	82.9	81.8	79.5	77.2	76.2

10.1 DYCP BL supply demand summary: Norfolk Norwich & the Broads

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 60.6 Ml/d in 2025 to 58.9 Ml/d in 2050, a percentage change of -2.9 %.
- Final Plan Leakage: is forecast to change from 6.3 Ml/d in 2025 to 4.8 Ml/d by 2050
- Final Plan Non-Household demand: is expected to change from 16.2 Ml/d to 11.9 Ml/d.
- Final Plan Distribution Input: is expected to change from 83.2 Ml/d to 76.2 Ml/d by 2050.

11. Supply Side Strategy

Norfolk Norwich & the Broads

Table 11a: Total Water Available for use Baseline and Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
WAFU - BL	74.3	56.6	56.4	28.3	27.9
WAFU - FP	73.0	68.4	65.5	63.9	62.6

Figure 10 Water Available for Use (WAFU) - baseline (BL) and final plan (FP)

11.1 Supply side strategy options.

For details on the feasible options list for Norfolk Norwich & the Broads WRZ please refer to the Supply-Side Option Development technical supporting document.
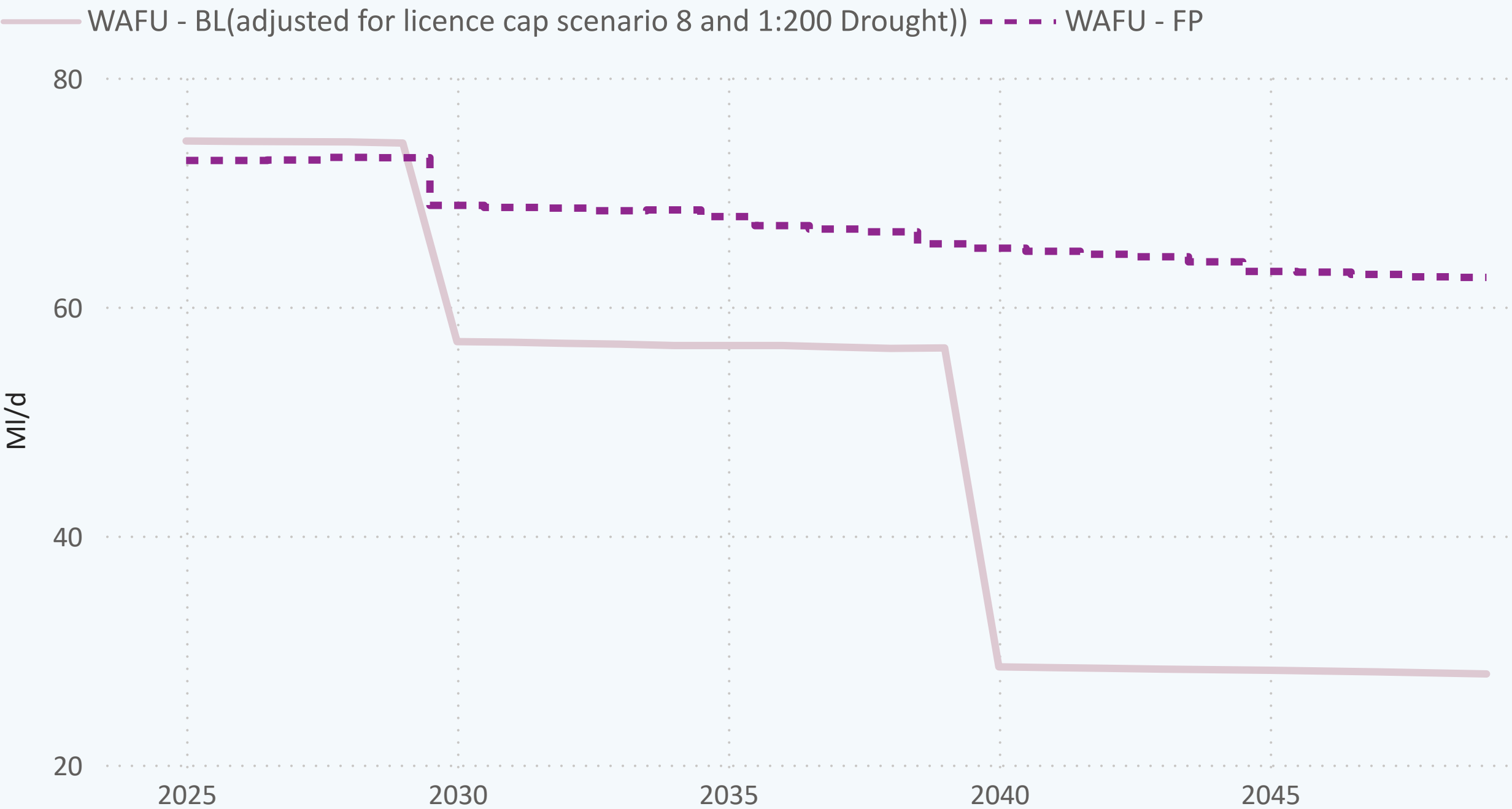
**Table11b: Preferred supply side options**

Option ID	First Option Name
EE10	Adjustment to existing potable water export
EI20	Adjustment to existing potable water import
LC13	Adjustment for Licence cap scenario 8
NTB10	Norfolk Bradneham to Norwich and the Broads potable transfer (20 Ml/d)
NTB17	Bacton desalination (seawater) 25 Ml/d
OPI3	AMP8 OPI Adjustment

12. Non-Household consumption

Norfolk Norwich & the Broads
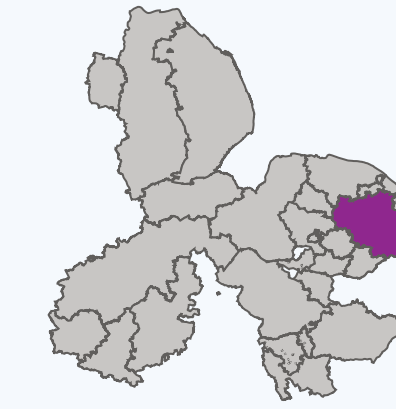
12.1 Non-Household demand Norfolk Norwich & the Broads

In 2025, 14.1 Ml/d of Non-Household demand (measured and unmeasured) is expected. In 2049 it is expected to be 10.3 Ml/d, which is a -27.06% change between the years.

Figure 11: Non-Household demand forecast 2025-2050
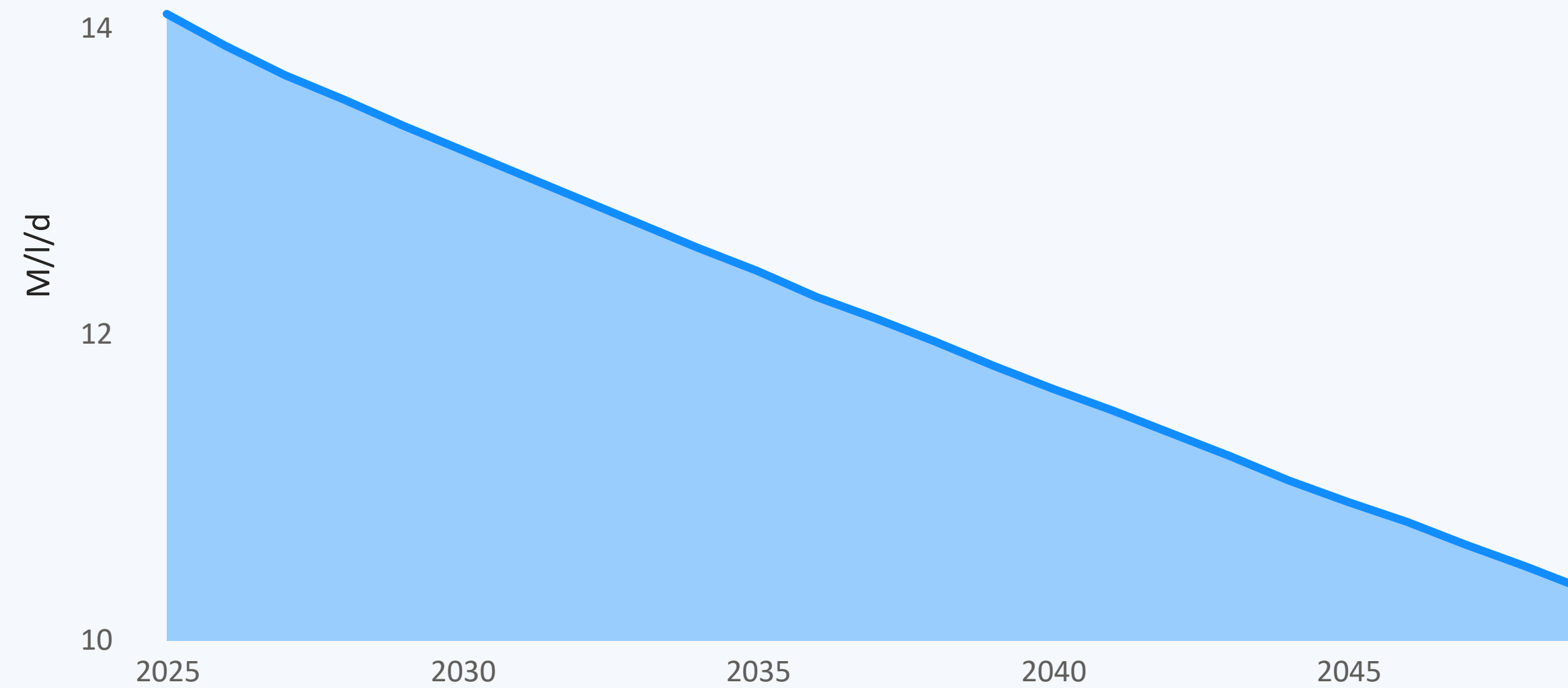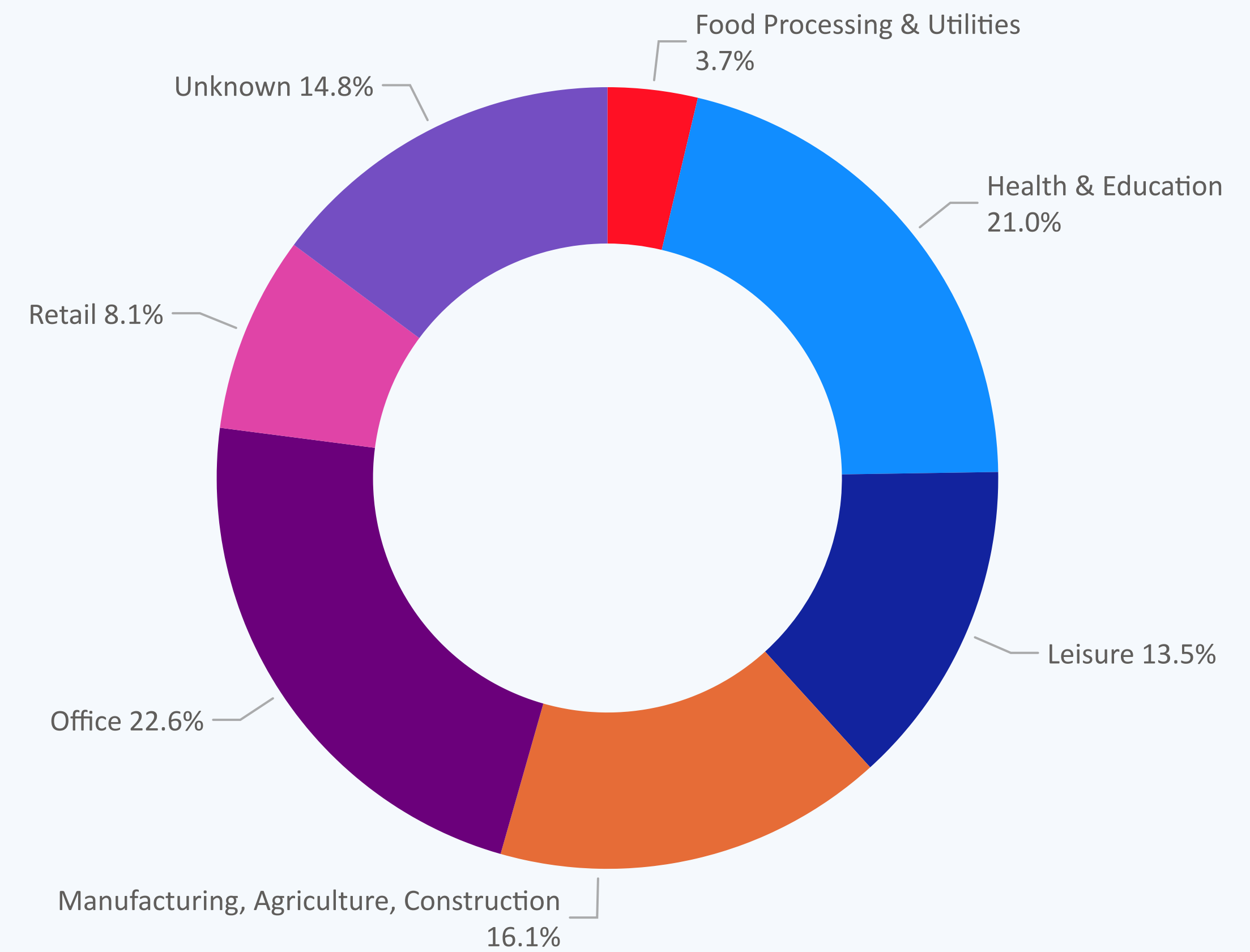

Figure 12: % Non-Household modelled sectors within resource zone

Food Processing & Utilities 3.7%
Unknown 14.8%
Health & Education 21.0%
Retail 8.1%
Leisure 13.5%
Office 22.6%
Manufacturing, Agriculture, Construction 16.1%

3. Deployable Output summary DYAA

Norfolk Wymondham

3.1 Resource Zone geography: Norfolk Wymondham:

The Norfolk Wymondham WRZ covers an area of 254 sq. km and it sits in the centre of East Anglia. Water is supplied from groundwater abstractions from the Norfolk Chalk aquifer.

3.2

Note that there are no water sources within this zone.

Baseline deployable output (including 1:500 drought): *11.2 Ml/d*

Deployable output reductions

Restoring sustainable abstraction (recent actual average): *-0.7* Ml/d

Reductions to achieve environmental destination (BAU+): *-8.6 Ml/d* by 2040.

Climate change: 0.0 Ml/d by 2050.

Baseline deployable output reduces by a total of *-9.3* Ml/d by 2050 a reduction of 83.3%.

Table 3: supply characteristics (all values are Ml/d)

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
DO pre forecast changes	11.2	11.2	11.2	11.2	11.2
Change in DO due to climate change	0.0	0.0	0.0	0.0	0.0
DO reductions to restore sustainable abstraction	-0.3	-0.7	-0.7	-0.7	-0.7
DO reductions for Environmental Destination	0.0	0.0	0.0	-8.6	-8.6
Change in DO from drought measures	0.0	0.0	0.0	0.0	0.0
Final DO	10.9	10.5	10.5	1.9	1.9
Raw water losses (-ve)	0.3	0.3	0.3	0.3	0.3
Outage Allowance (-ve)	0.1	0.1	0.1	0.1	0.1
WAFU (own sources)	10.5	10.1	10.1	1.5	1.5
Net Transfers	1.5	2.1	2.2	5.0	5.0
Other benefits	0.3	0.0	0.0	0.0	0.0
Total Water Available for Use	11.7	11.7	11.3	11.2	11.2

3.3 Baseline Deployable Output Information

The baseline Deployable Output data shows the Environment Agency's preferred approach to reducing water use. It uses average licence limits from 2022–2024 for short-term licences and sets limits for permanent licences by 2030. A major drought impact (1 in 500 years) is included from 2025, not from 2039/2040 as preferred. These changes apply only to the baseline forecast.

In the final plan, we use a different approach. It includes licence limits chosen through a step-by-step process to bring in changes earlier. The 1 in 500 drought rule starts in 2039/2040 in that plan.

You can find more information in section 6 of the WRMP24 Decision Making technical document.

Data source: revised draft WRMP24 Tables submitted to the EA Nov 2024

4. Population & Housing

Norfolk Wymondham

4.1 Over the WRMP period, population in **Norfolk Wymondham** is set to increase from **52124** in 2025 to **58559** in 2049-50 - this is an increase of **12.3 %** over the 25 years.

Table 4a: Population totals (cumulative) by AMP

| Year ▲	Total Population (000s)
2029-30 (end of AMP8)	53.454
2034-35 (end of AMP9)	54.332
2039-40 (end of AMP10)	55.460
2044-45 (end of AMP11)	56.912
2049-50 (end of AMP12)	58.559

Figure 2: Total Resource Zone Population
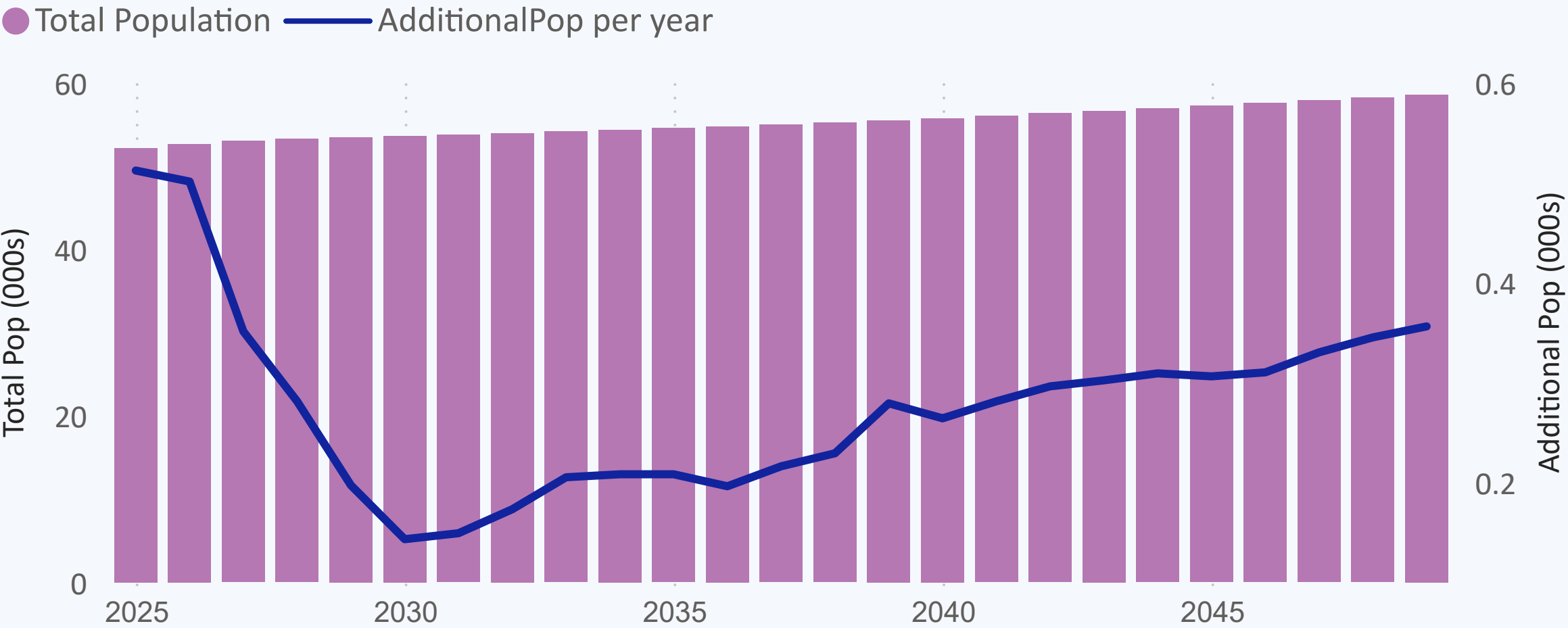
4.2 Over the WRMP period, property numbers in **Norfolk Wymondham** are set to increase from **22893** in 2025 to **27258** in 2049-50 - this is an increase of **19.1 %** over the 25 years.

Table 4b: Property totals (cumulative) by AMP

Year	Total Properties- excl voids (000s)
2029-30 (end of AMP8)	23.859
2034-35 (end of AMP9)	24.725
2039-40 (end of AMP10)	25.584
2044-45 (end of AMP11)	26.408
2049-50 (end of AMP12)	27.258

Figure 3: Total Resource Zone Properties (excl. voids)
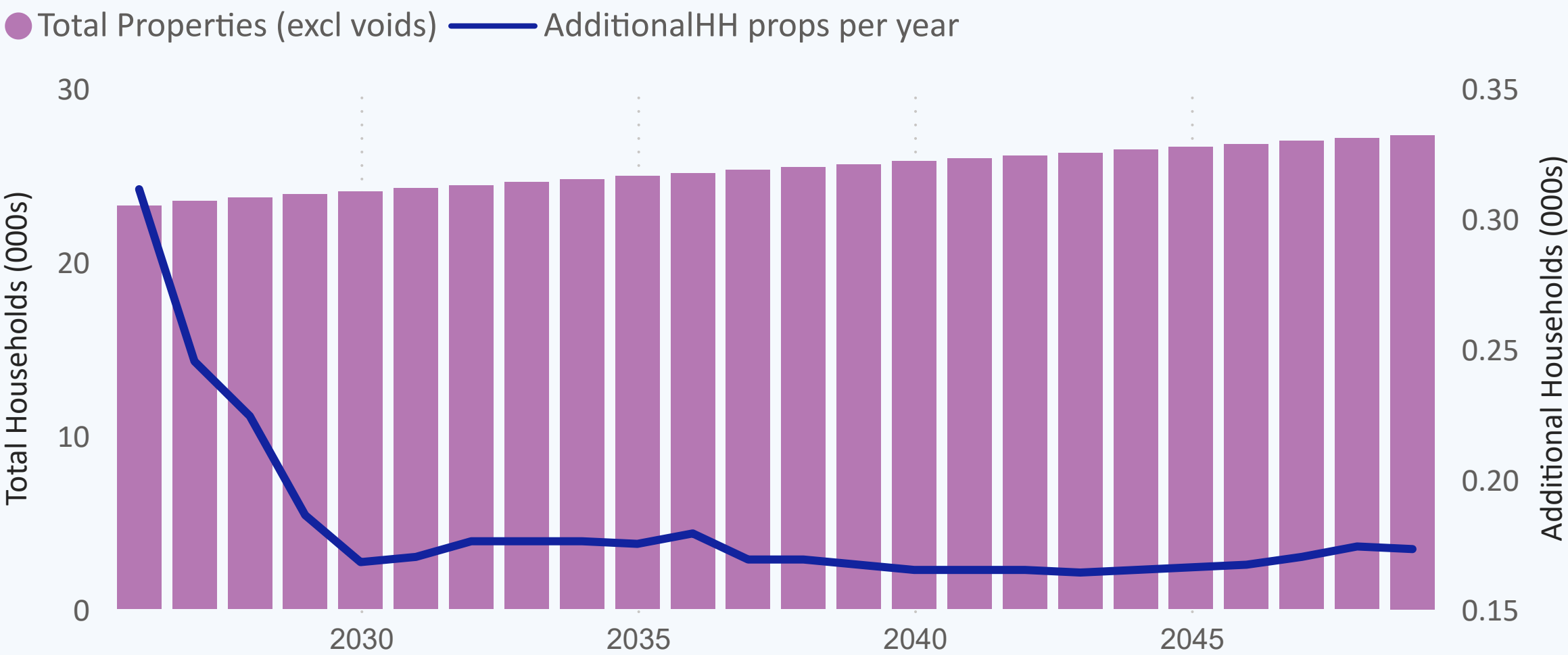
5. Baseline Supply Demand Balance DYAA

Norfolk Wymondham

Figure 4: Norfolk Wymondham baseline supply demand balance to 2050 for Dry Year Annual Average conditions
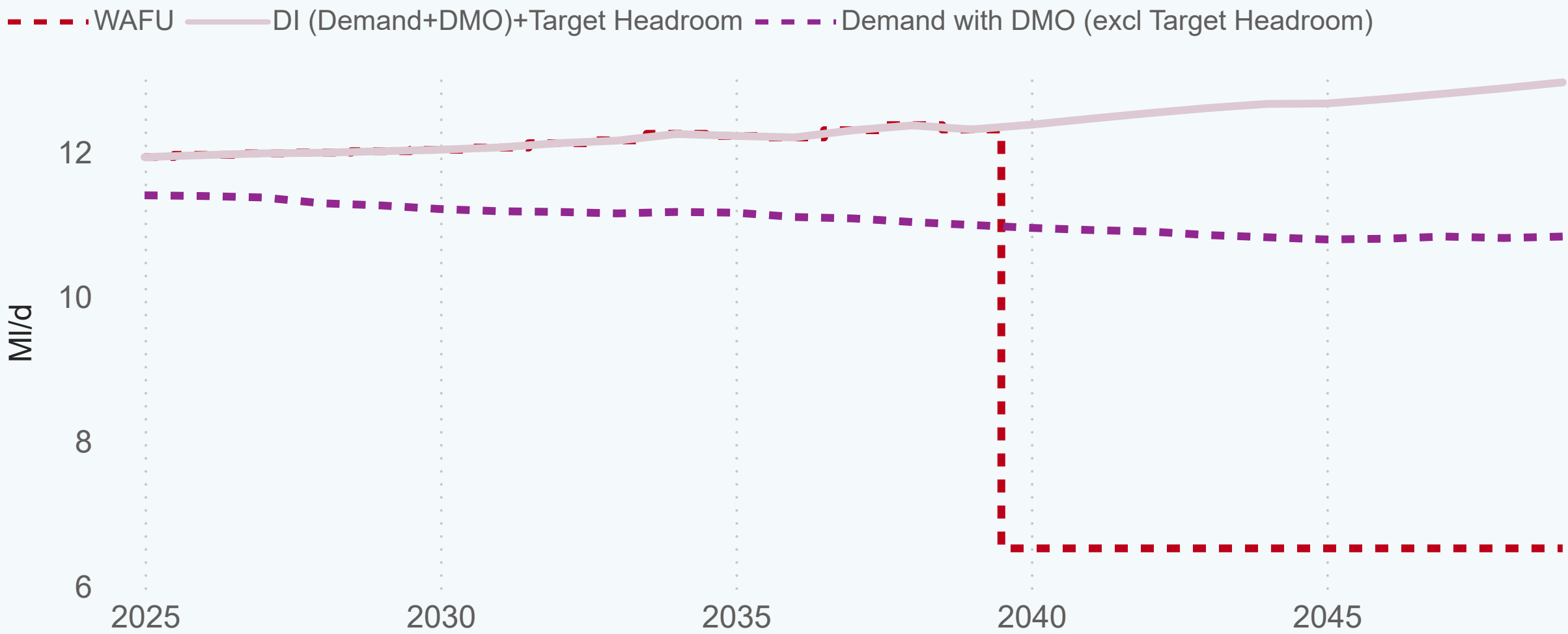

Table 5a: Baseline supply demand balance 2025 - 2050 for DYAA conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	10.5	10.5	10.1	10.1	1.5	1.5
Net Transfers	1.4	1.5	2.1	2.2	5.0	5.0
Total Water Available For Use	11.9	12.0	12.3	12.3	6.5	6.5
Distribution Input	11.5	11.6	11.8	12.0	12.3	12.6
Target Headroom	0.4	0.4	0.5	0.3	0.4	0.3
Supply Demand Balance	0.0	0.0	0.0	0.0	-6.1	-6.4

Table 5b: Baseline demand forecast (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	5.8	6.0	6.3	6.5	6.8	7.1
Water delivered unmeasured household	1.1	0.9	0.7	0.6	0.4	0.4
Total Leakage	1.8	1.8	1.8	1.8	1.8	1.8
Water delivered measured non-household	3.0	3.0	3.1	3.2	3.3	3.5
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	11.5	11.6	11.8	12.0	12.3	12.6

5.1 DYAA BL supply demand summary: Norfolk Wymondham

Baseline Supply Demand Balance: This zone is expected to go into deficit by 2031 (under the preferred baseline scenario - as described in section 3.3).

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 6.9 Ml/d in 2025 to 7.5 Ml/d in 2050, a percentage change of 8.7 %.
- Baseline Leakage: is forecast to change from 1.8 Ml/d in 2025 to 1.8 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 3.0 Ml/d to 3.5 Ml/d.
- Baseline Distribution Input: is expected to change from 11.5 Ml/d to 12.6 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

6. Baseline Supply Demand Balance DYCP

Norfolk Wymondham

Figure 5: Norfolk Wymondham baseline supply demand balance to 2050 for Dry Year Critical Period conditions
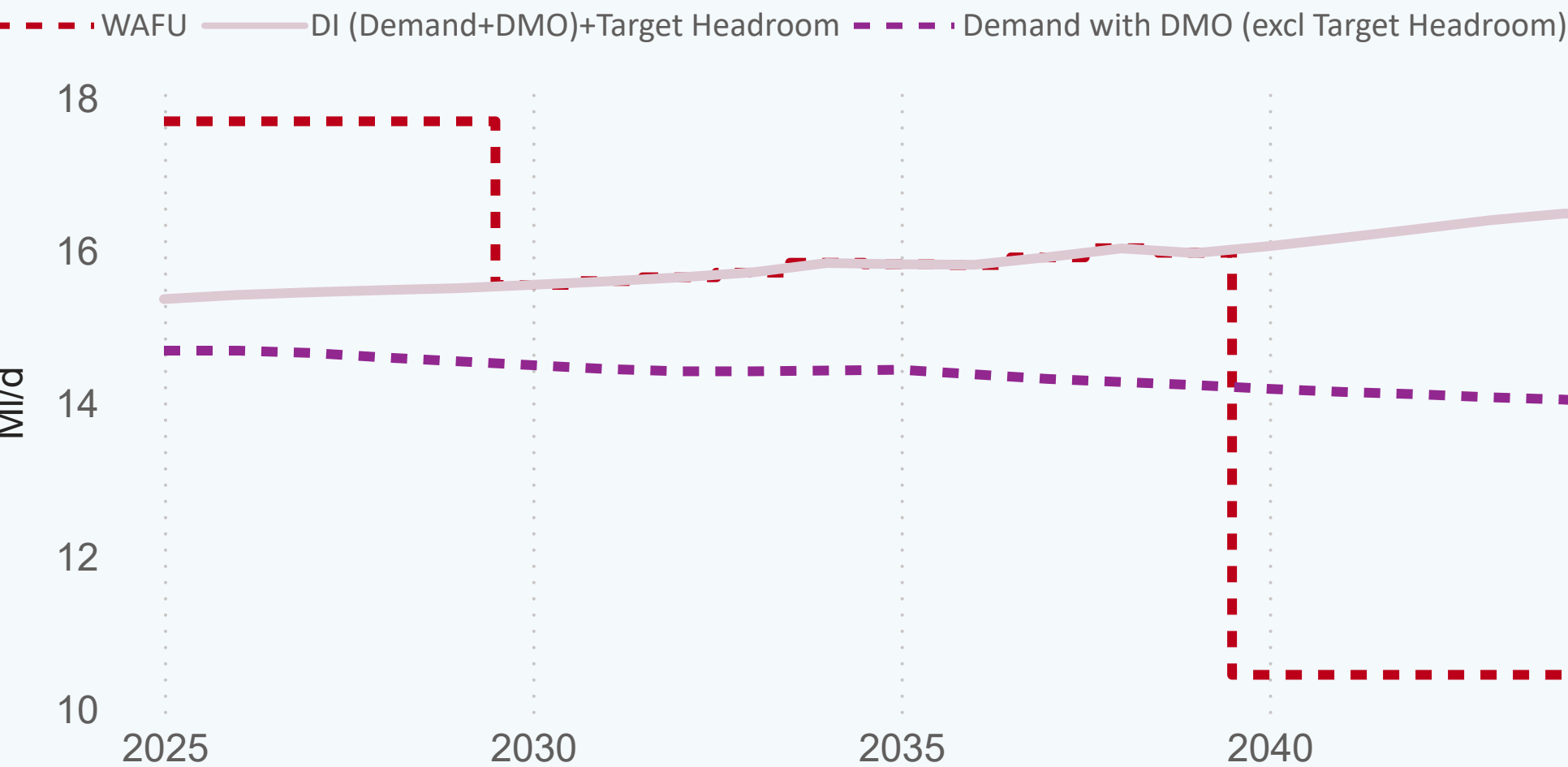

Table 6a: Baseline supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	12.7	12.7	12.7	12.7	5.5	5.5
Net Transfers	5.0	5.0	3.2	3.3	5.0	5.0
Total Water Available For Use	17.7	17.7	15.8	16.0	10.5	10.5
Distribution Input	14.8	15.0	15.2	15.6	16.0	16.5
Target Headroom	0.6	0.6	0.6	0.4	0.5	0.4
Supply Demand Balance	2.3	2.2	0.0	0.0	-6.0	-6.4

Table 6b: Baseline demand forecast with DYCP conditions (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	7.7	8.0	8.3	8.8	9.2	9.5
Water delivered unmeasured household	1.5	1.2	1.0	0.8	0.6	0.6
Total Leakage	1.8	1.8	1.8	1.8	1.8	1.8
Water delivered measured non-household	4.0	4.1	4.2	4.4	4.5	4.7
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	14.8	15.0	15.2	15.6	16.0	16.5

6.1 DYCP BL supply demand summary: Norfolk Wymondham

Baseline Supply Demand balance: This zone will go into deficit immediately

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 9.2 Ml/d in 2025 to 10.1 Ml/d in 2050, a percentage change of 10.3 %.
- Baseline Leakage: is forecast to change from 1.8 Ml/d in 2025 to 1.8 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 4.0 Ml/d to 4.7 Ml/d.
- Baseline Distribution Input: is expected to change from 14.8 Ml/d to 16.5 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).
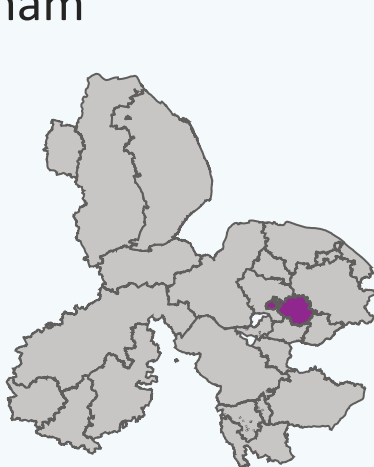
7. Demand forecast and PCC

Norfolk Wymondham

Figure 6: Norfolk Wymondham DYAA DI with and without demand management strategy

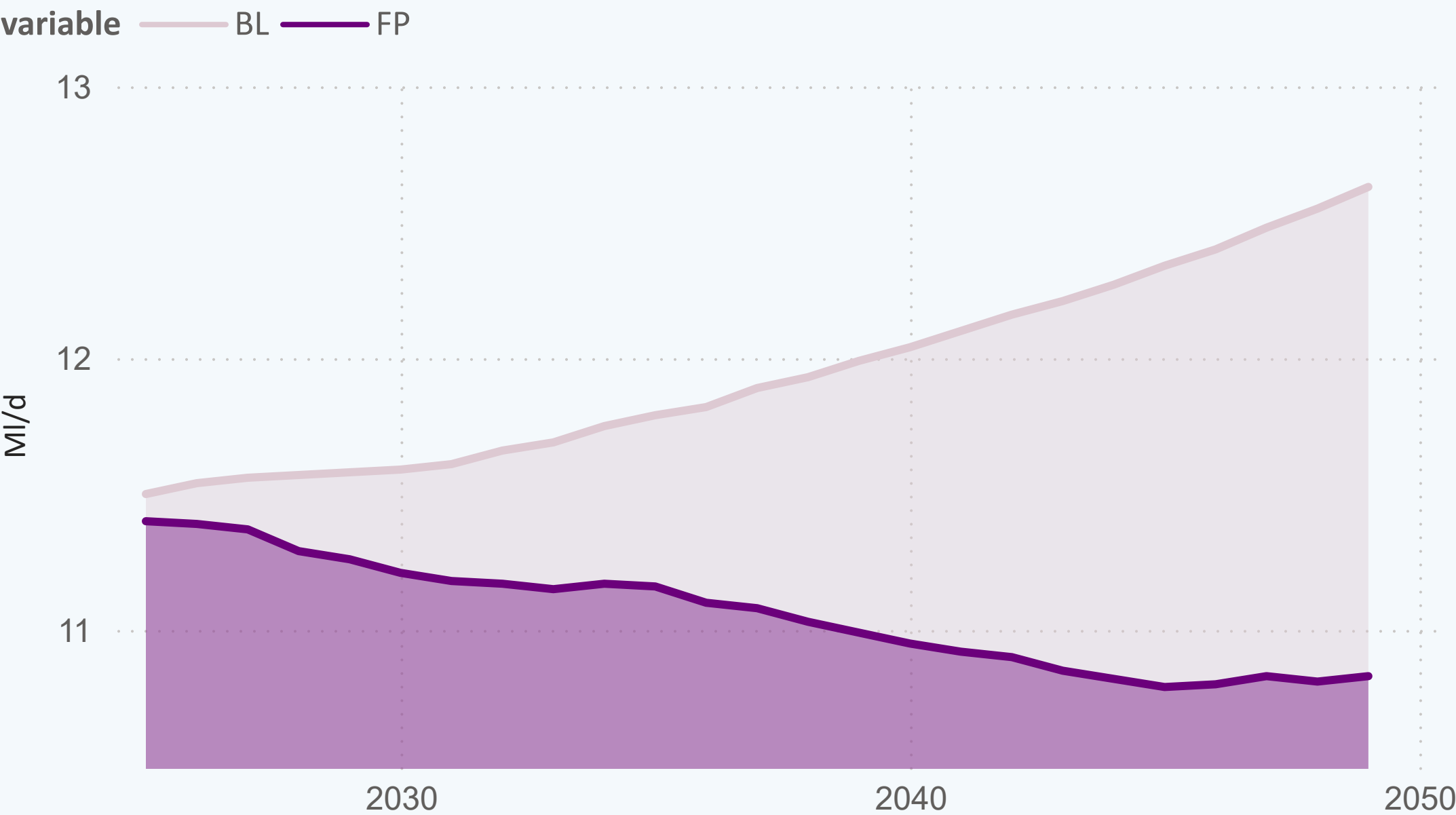**7.2 Demand Norfolk Wymondham** (see Table 7a)

Baseline demand is expected to increase from 11.5 (Ml/d) in 2025 to 12.6 (Ml/d) in 2050. With demand management options in place, demand is expected to be 10.8 (Ml/d).

7.1 PCC Norfolk Wymondham (see Table 7b)

Per Capita Consumption (PCC) in the base year 2025/26 is 119.3 (l/h/d) measured and 179.5 (l/h/d) unmeasured.

The weighted average PCC (l/h/d) comes in at 125.7 (l/h/d) in 2025/26. This is forecast to fall to 104.3 (l/h/d) in the Final Plan forecast as demand management option savings are realised and customers switch from unmeasured to measured status

Table 7a: Demand - baseline and final plan

variable ▲	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL	11.6	11.8	12.0	12.3	12.6
FP	11.3	11.2	11.0	10.8	10.8

Table 7b: DMO strategy Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL demand forecast(DYAA)	123.5	122.9	123.0	122.6	122.8
FP demand forecast(DYAA)	121.2	118.2	112.9	107.0	104.3
% change BL to FP	-1.8%	-3.9%	-8.2%	-12.8%	-15.0%

8. Demand management options

Norfolk Wymondham

8.1 Regional overview:

Across the entirety of the Anglian Water region our demand management strategy will comprise three strongly interlinked programs:

Water metering program:
- We plan to complete our smart meter rollout, replacing all existing meters over 10 years (two AMPs). By 2025, 1.1 million smart meters will be installed across Anglian Water. These meters will give customers better insight into their water use and help us guide behaviour change. They will also improve our ability to detect leaks, cutting down plumbing losses and supply pipe leaks.

Leakage reduction
- Our goal is to cut leakage by over 45 million litres per day between 2025 and 2050. This builds on our current programme, which will reduce leakage by 27 million litres per day (14%) by 2025 as part of AMP7

Water efficiency measures
- New tools and actions will support the careful use of water. Our updated plans include promoting smart devices, expanding our Multi-utility web portal, offering garden tips, and helping vulnerable customers with plumbing and supply pipe issues. We'll also run community reward schemes. For non-household customers, we've added water-saving visits and leak reduction actions to our revised draft WRMP24.

Figure 7: DMO strategy Final Plan for Norfolk Wymondham
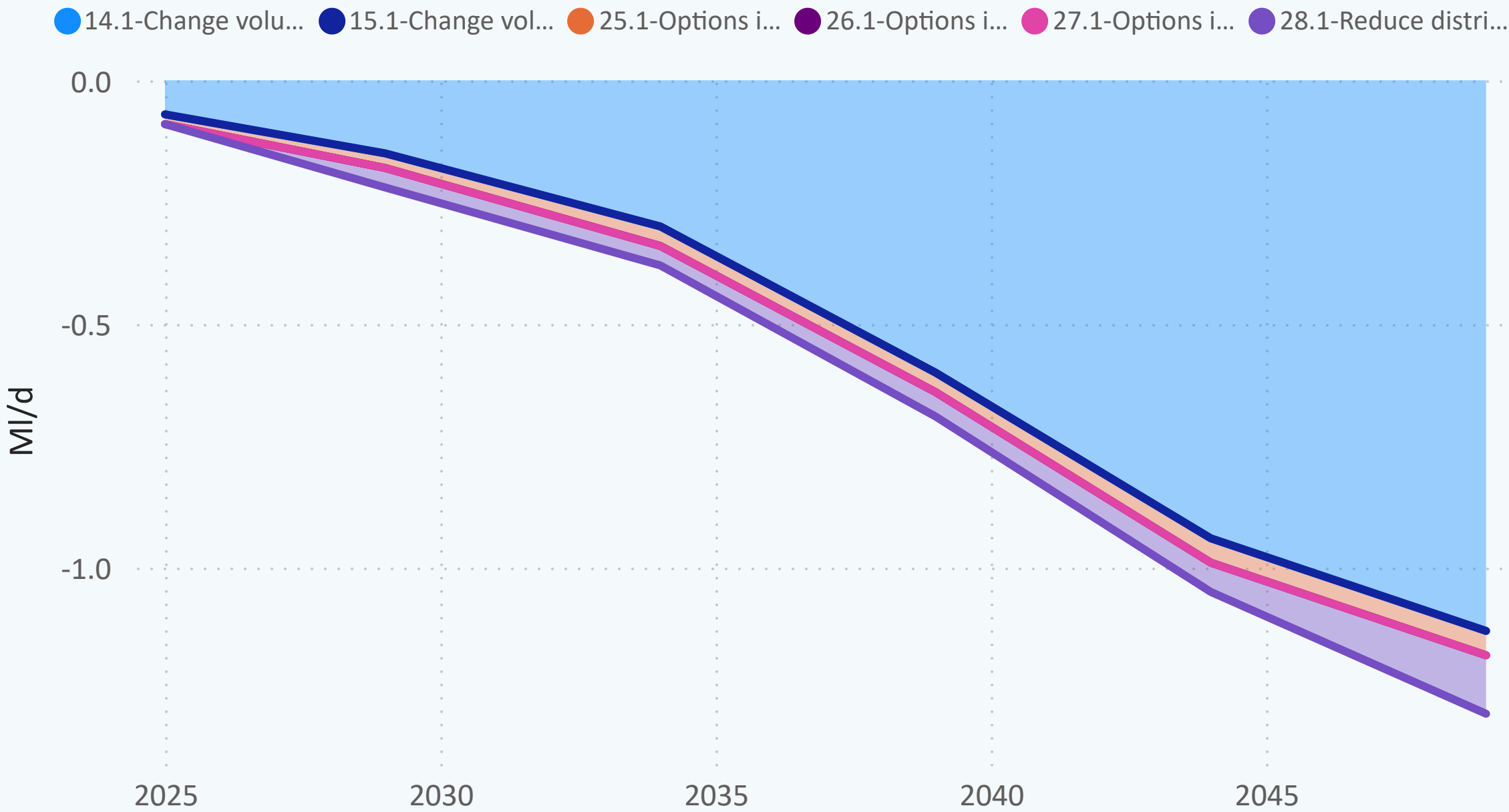
For full chart key see table below

Table 8: DMO strategy Final Plan for Norfolk Wymondham

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
14.1-Change volume delivered to measured households(-ve)	-0.2	-0.3	-0.6	-0.9	-1.1
15.1-Change volume delivered to unmeasured households(-ve)	0.0	0.0	0.0	0.0	0.0
25.1-Options impacting on measured Household - USPL (-ve)	0.0	0.0	0.0	-0.1	-0.1
26.1-Options impacting on unmeasured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
27.1-Options impacting on Void properties - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
28.1-Reduce distribution losses (-ve)	0.0	0.0	-0.1	-0.1	-0.1

9. Final Plan Supply Demand Balance DYAA

Norfolk Wymondham

Figure 8: Norfolk Wymondham final plan SDB to 2050 for Dry Year Annual Average conditions

Table 9a: final plan SDB to 2050 for Dry Year conditions

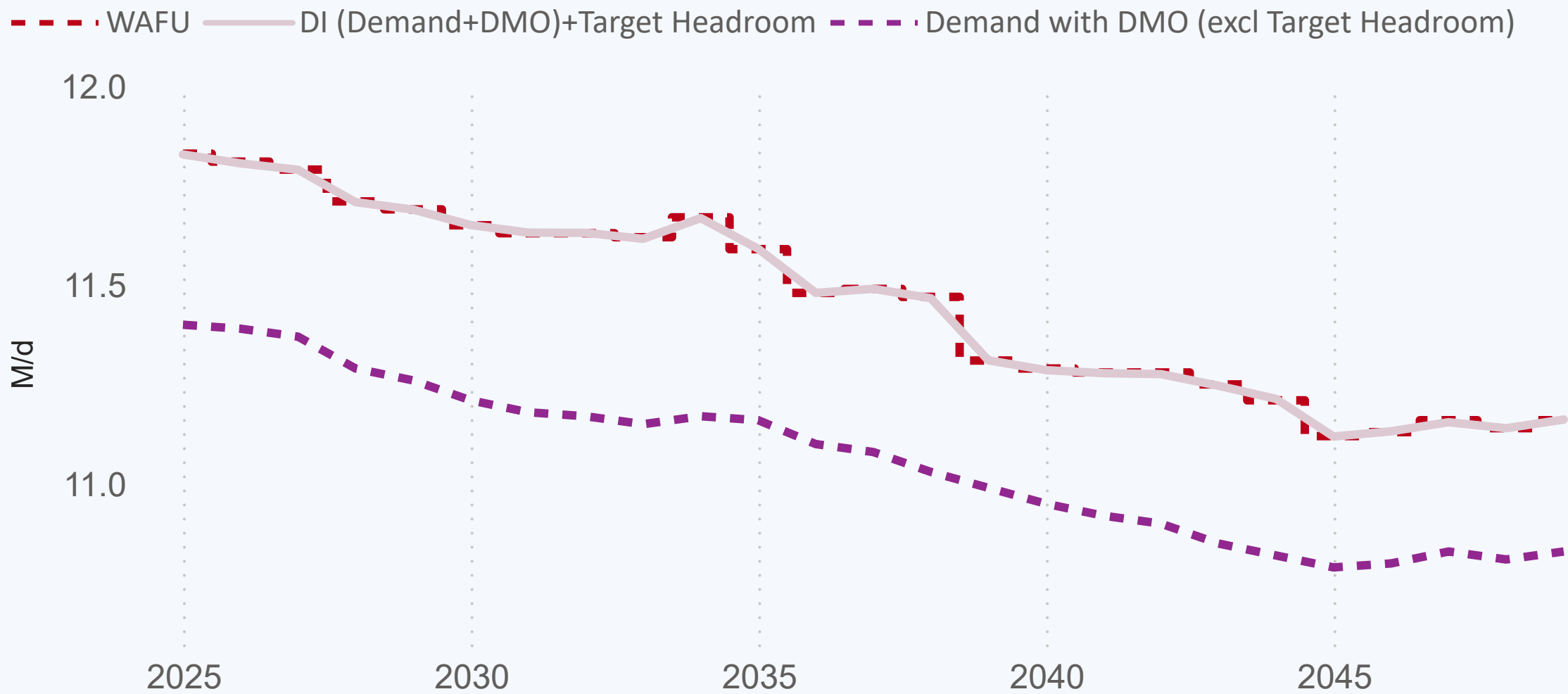|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	10.8	10.8	10.1	10.1	1.5	1.5
Net Transfers	1.4	0.5	1.1	1.2	10.0	10.0
Total Water Available For Use	11.8	11.7	11.7	11.3	11.2	11.2
Distribution Input	11.4	11.3	11.2	11.0	10.8	10.8
Target Headroom	0.4	0.4	0.5	0.3	0.4	0.3
Supply Demand Balance	0.0	0.0	0.0	0.0	0.0	0.0

Table 9b: Final Plan demand forecast for DYAA conditions (with preferred demand management options)
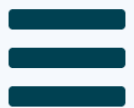
	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	5.7	5.9	6.0	5.9	5.9	5.9
Water delivered unmeasured household	1.1	0.9	0.7	0.6	0.4	0.4
Total Leakage	1.8	1.7	1.7	1.7	1.7	1.6
Water delivered measured non-household	2.9	2.9	2.9	2.9	2.9	2.9
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	11.4	11.3	11.2	11.0	10.8	10.8

9.1 DYAA FP supply demand summary: Norfolk Wymondham

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 6.8 Ml/d in 2025 to 6.4 Ml/d in 2050, a percentage change of -6.8 %.
- Final Plan Leakage is forecast to change from 1.8 Ml/d in 2025 to 1.6 Ml/d by 2050.
- Final Plan Non-Household demand is expected to change from 2.9 Ml/d to 2.9 Ml/d.
- Final Plan Distribution Input is expected to change from 11.4 Ml/d to 10.8 Ml/d by 2050.

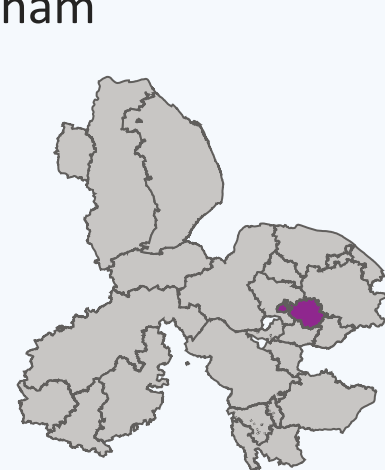# 10. Final Plan Supply Demand Balance DYCP

Norfolk Wymondham

Figure 9: Norfolk Wymondham baseline supply demand balance to 2050 for Dry Year Critical Period conditions
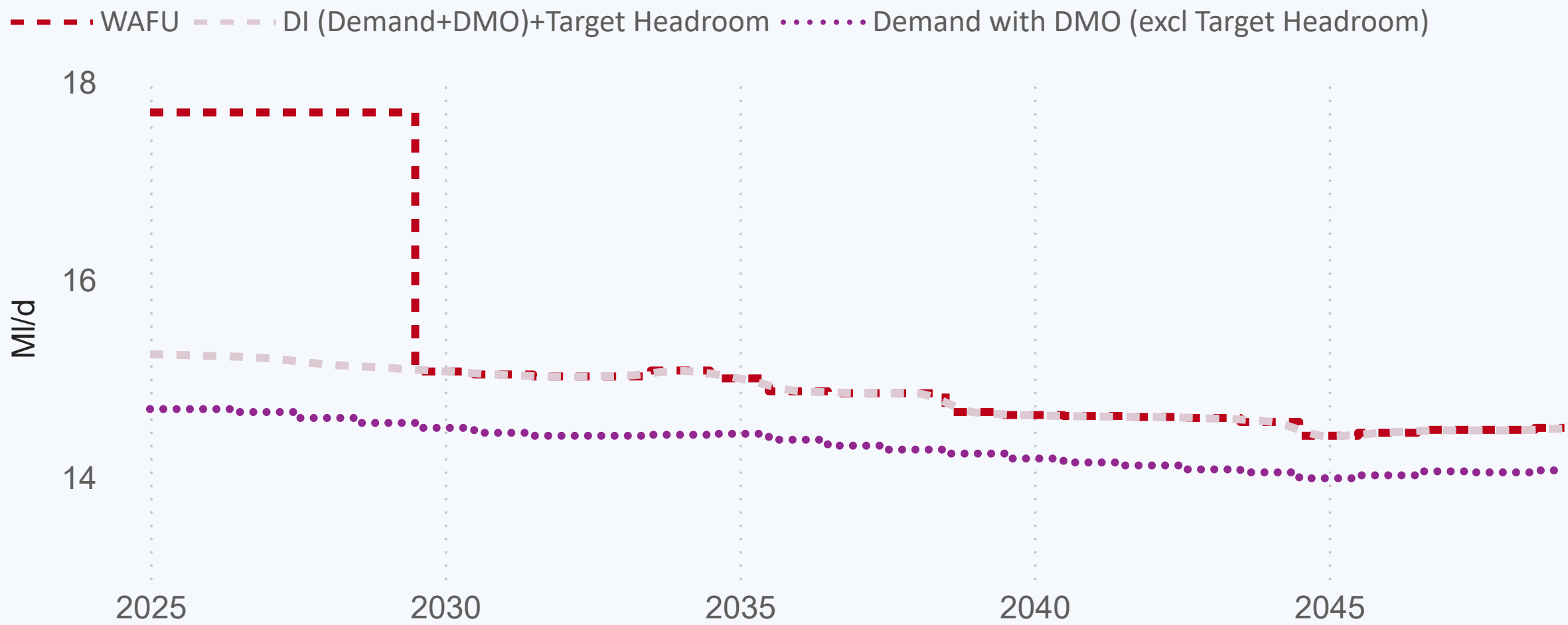

Table 10a: Final Plan supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	12.7	12.7	12.7	12.7	5.5	5.5
Net Transfers	5.0	5.0	2.4	2.0	9.1	9.1
Total Water Available For Use	17.7	17.7	15.1	14.7	14.6	14.5
Distribution Input	14.7	14.6	14.4	14.2	14.1	14.1
Target Headroom	0.6	0.6	0.6	0.4	0.5	0.4
Supply Demand Balance	2.4	2.6	0.0	0.0	0.0	0.0

Table 10b: Final Plan demand forecast for DYCP conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	7.6	7.8	7.9	8.0	7.9	8.0
Water delivered unmeasured household	1.5	1.2	1.0	0.8	0.6	0.6
Total Leakage	1.8	1.7	1.7	1.7	1.7	1.6
Water delivered measured non-household	3.9	3.9	3.9	3.9	3.9	3.9
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	14.7	14.6	14.4	14.2	14.1	14.1

10.1 DYCP BL supply demand summary: Norfolk Wymondham

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 9.1 Ml/d in 2025 to 8.6 Ml/d in 2050, a percentage change of -5.6 %.
- Final Plan Leakage: is forecast to change from 1.8 Ml/d in 2025 to 1.6 Ml/d by 2050
- Final Plan Non-Household demand: is expected to change from 3.9 Ml/d to 3.9 Ml/d.
- Final Plan Distribution Input: is expected to change from 14.7 Ml/d to 14.1 Ml/d by 2050.

11. Supply Side Strategy

Norfolk Wymondham

Table 11a: Total Water Available for use Baseline and Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
WAFU - BL	12.3	12.3	12.3	6.5	6.5
WAFU - FP	11.7	11.7	11.3	11.2	11.2

Figure 10 Water Available for Use (WAFU) - baseline (BL) and final plan (FP)

11.1 Supply side strategy options.

For details on the feasible options list for Norfolk Wymondham WRZ please refer to the Supply-Side Option Development technical supporting document.
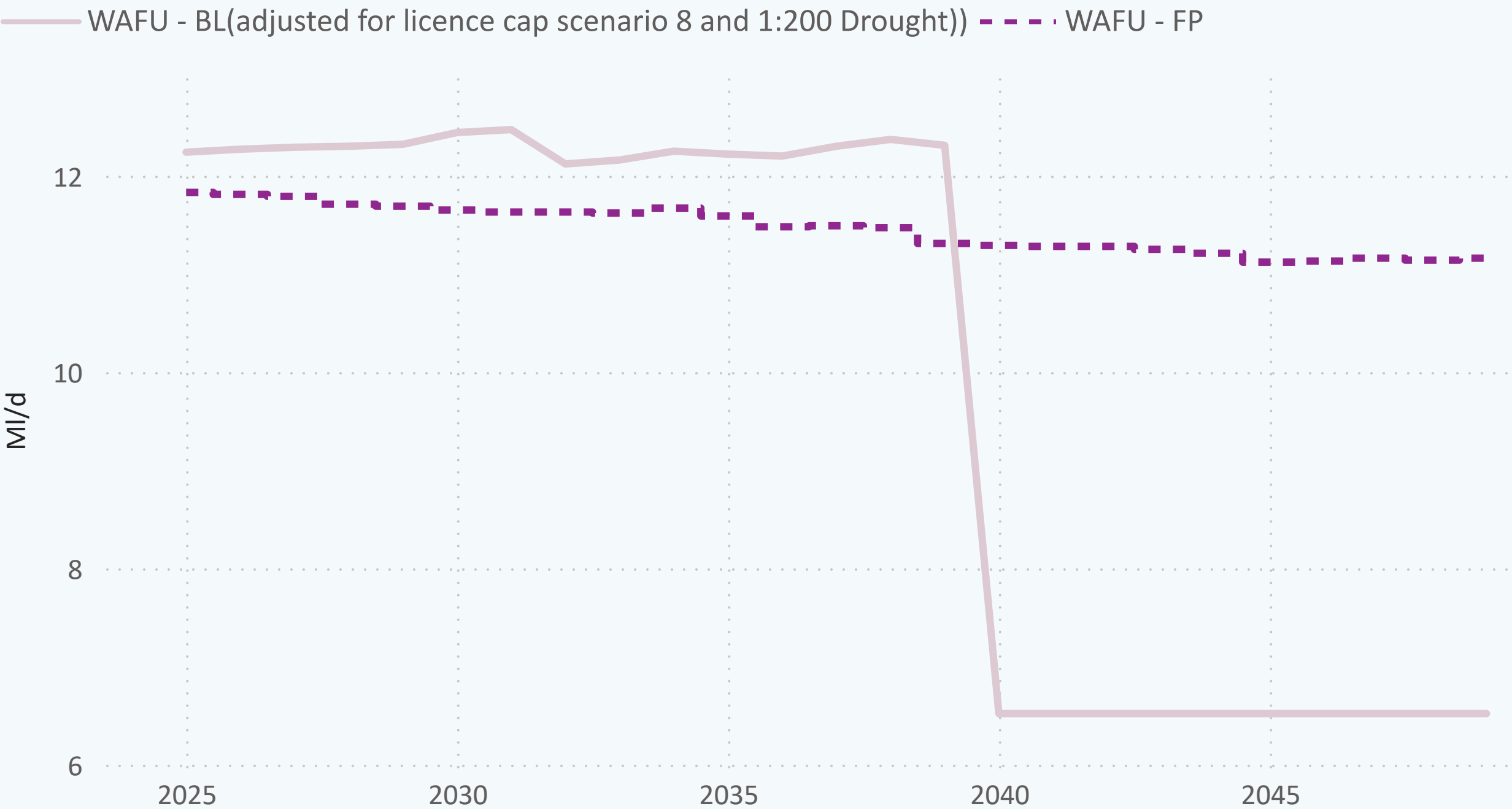
Table11b: Preferred supply side options

Option ID	First Option Name
EI11	Adjustment to existing potable water import
LC14	Adjustment for Licence cap scenario 8
NWY1	Norwich and the Broads to Norfolk Wymondham potable transfer (5 Ml/d)

12. Non-Household consumption

Norfolk Wymondham

12.1 Non-Household demand Norfolk Wymondham

In 2025, 2.9 Ml/d of Non-Household demand (measured and unmeasured) is expected. In 2049 it is expected to be 2.9 Ml/d, which is a -0.00% change between the years.
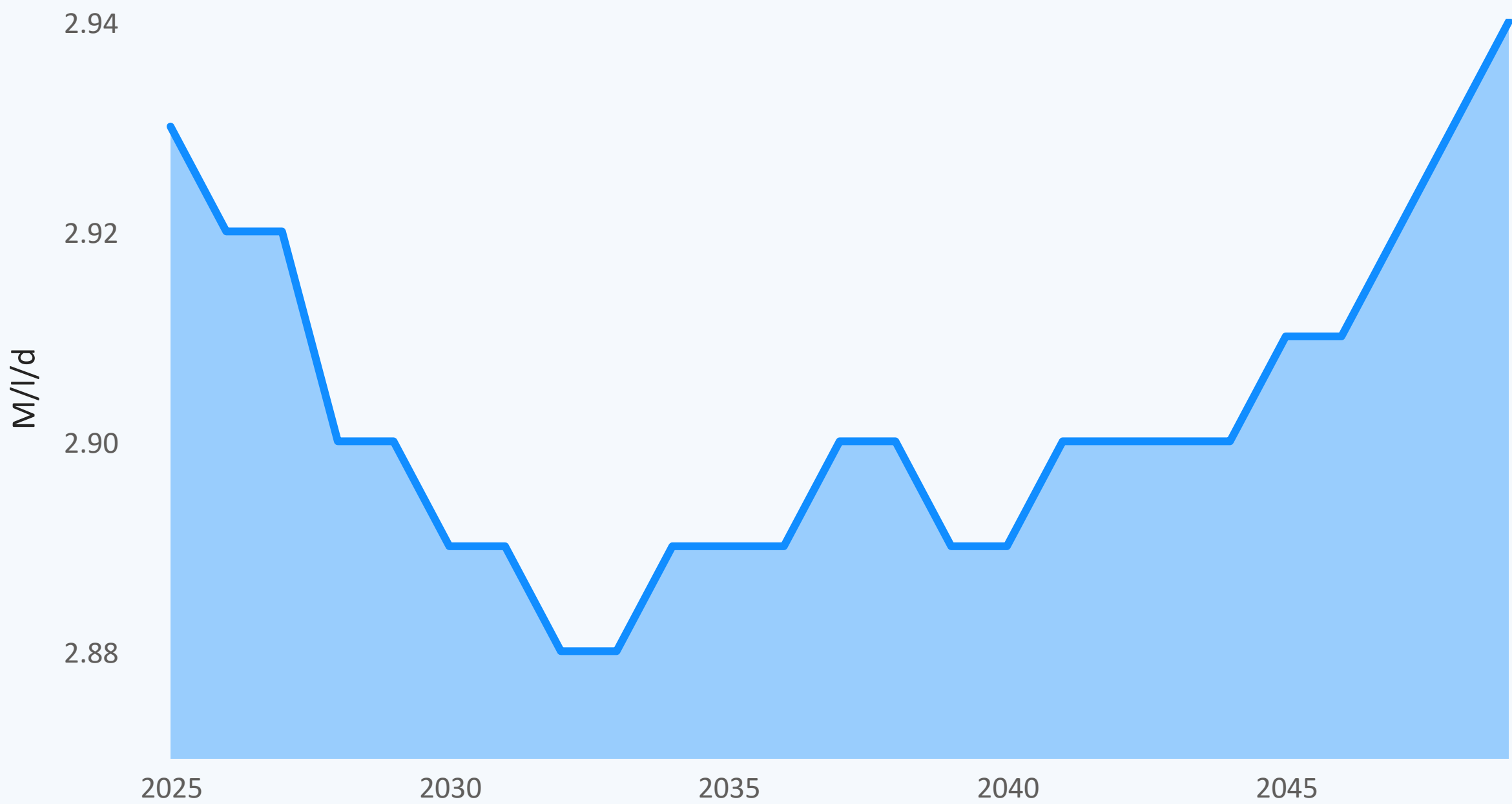
Figure 11: Non-Household demand forecast 2025-2050
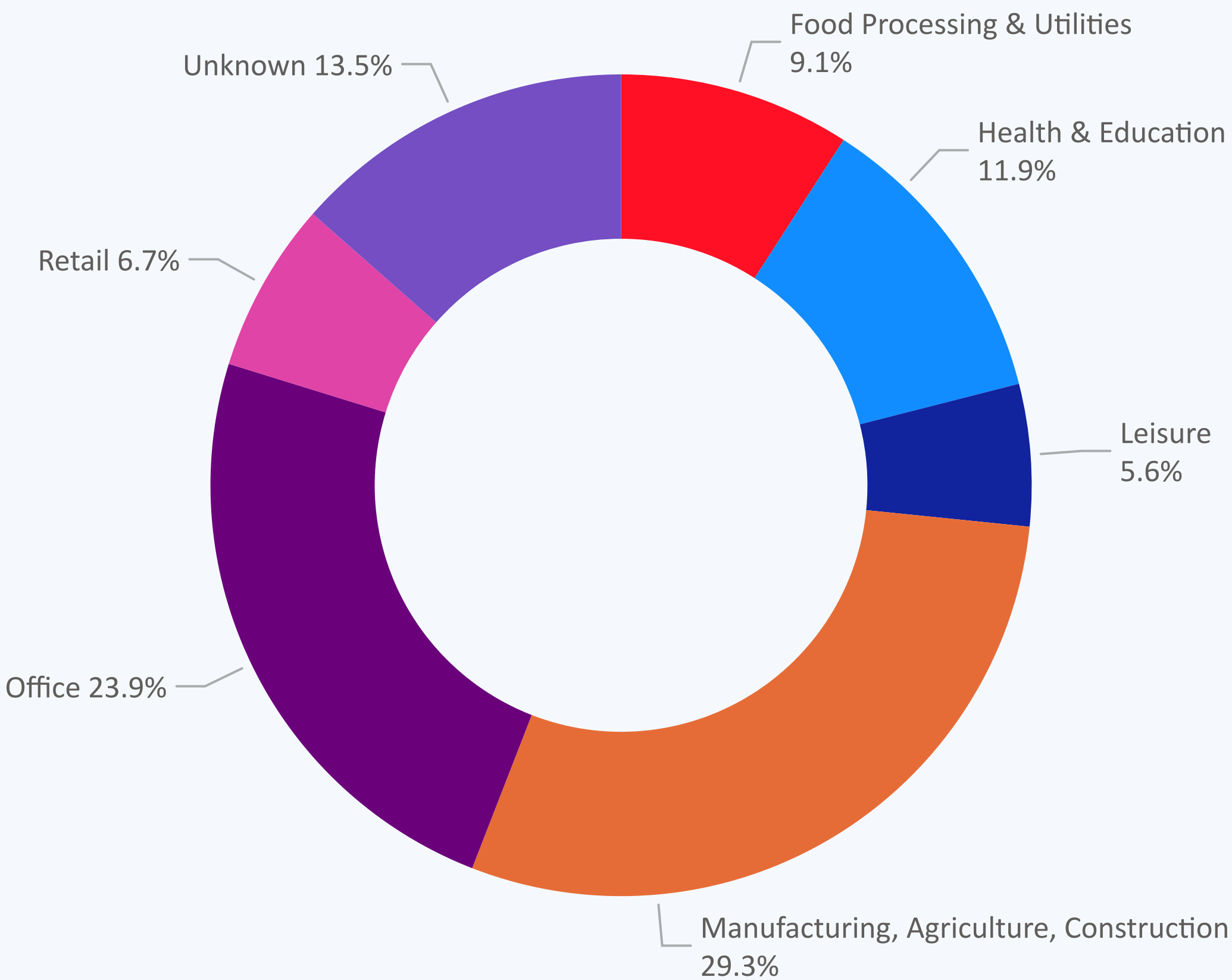

Figure 12: % Non-Household modelled sectors within resource zone

- Unknown 13.5%
- Food Processing & Utilities 9.1%
- Health & Education 11.9%
- Leisure 5.6%
- Retail 6.7%
- Office 23.9%
- Manufacturing, Agriculture, Construction 29.3%

3. Deployable Output summary DYAA

Norfolk Aylsham

3.1 Resource Zone geography: Norfolk Aylsham:

The Norfolk Aylsham WRZ covers an area of 77 sq. km and lies along the North Norfolk coastline. It is supplied from groundwater abstractions in the Norfolk Chalk aquifer.

3.2

Note that there are no water sources within this zone.

Baseline deployable output (including 1:500 drought): *4.3 Ml/d*

Deployable output reductions

Restoring sustainable abstraction (recent actual average): *-0.1* Ml/d

Reductions to achieve environmental destination (BAU+): *0.0 Ml/d* by 2030.

Climate change: 0.0 Ml/d by 2050.

Baseline deployable output reduces by a total of *-0.1* Ml/d by 2050 a reduction of 3.0%.

Table 3: supply characteristics (all values are Ml/d)

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
DO pre forecast changes	4.3	4.3	4.3	4.3	4.3
Change in DO due to climate change	0.0	0.0	0.0	0.0	0.0
DO reductions to restore sustainable abstraction	0.0	-0.1	-0.1	-0.1	-0.1
DO reductions for Environmental Destination	0.0	0.0	0.0	0.0	0.0
Change in DO from drought measures	0.0	0.0	0.0	0.0	0.0
Final DO	4.3	4.2	4.2	4.2	4.2
Raw water losses (-ve)	0.2	0.2	0.2	0.2	0.2
Outage Allowance (-ve)	0.0	0.0	0.0	0.0	0.0
WAFU (own sources)	4.1	4.0	4.0	4.0	4.0
Net Transfers	0.3	0.3	0.3	0.3	0.3
Other benefits	0.0	1.5	1.5	1.5	1.5
Total Water Available for Use	5.2	5.8	5.8	5.8	5.8

3.3 Baseline Deployable Output Information

The baseline Deployable Output data shows the Environment Agency's preferred approach to reducing water use. It uses average licence limits from 2022–2024 for short-term licences and sets limits for permanent licences by 2030. A major drought impact (1 in 500 years) is included from 2025, not from 2039/2040 as preferred. These changes apply only to the baseline forecast.
In the final plan, we use a different approach. It includes licence limits chosen through a step-by-step process to bring in changes earlier. The 1 in 500 drought rule starts in 2039/2040 in that plan.
You can find more information in section 6 of the WRMP24 Decision Making technical document.

Data source: revised draft WRMP24 Tables submitted to the EA Nov 2024

4. Population & Housing

Norfolk Aylsham

4.1 Over the WRMP period, population in **Norfolk Aylsham** is set to increase from **23281** in 2025 to **28206** in 2049-50 - this is an increase of **21.2 %** over the 25 years.

Table 4a: Population totals (cumulative) by AMP

| Year ▲	Total Population (000s)
2029-30 (end of AMP8)	24.702
2034-35 (end of AMP9)	25.972
2039-40 (end of AMP10)	26.870
2044-45 (end of AMP11)	27.618
2049-50 (end of AMP12)	28.206

Figure 2: Total Resource Zone Population
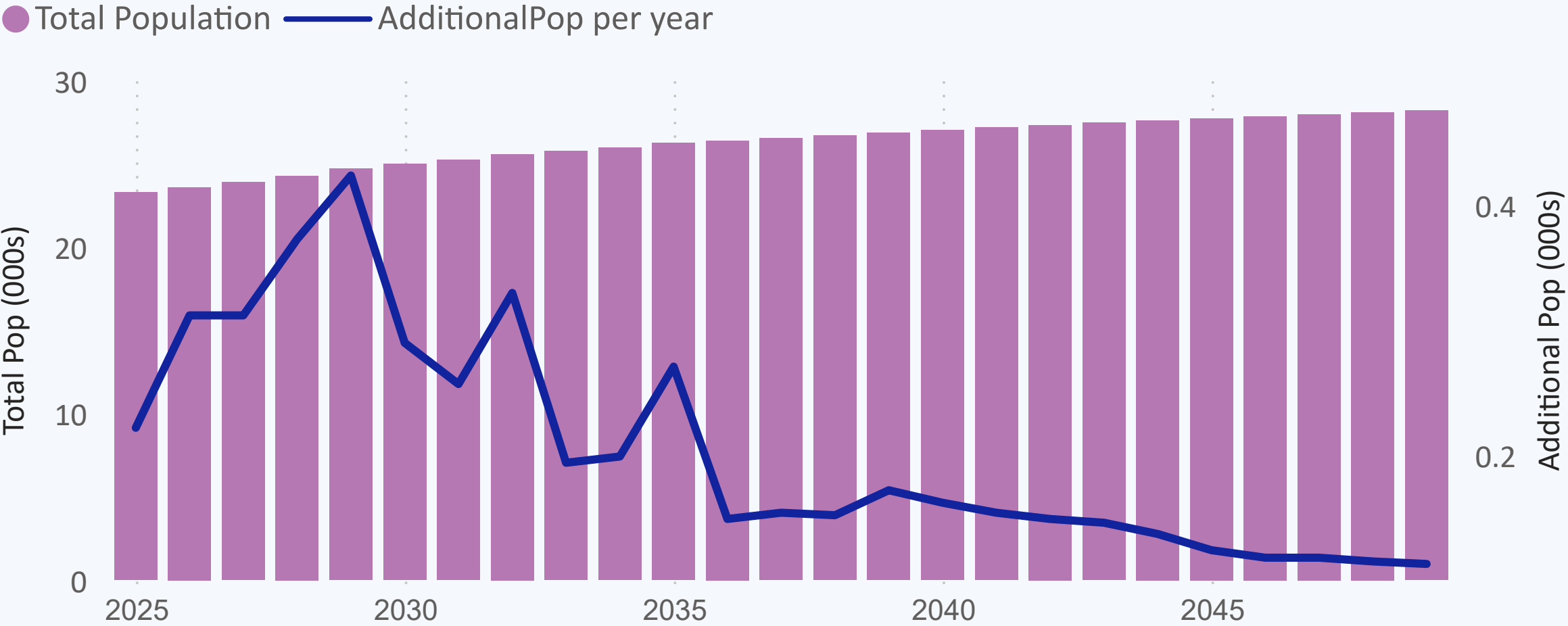
4.2 Over the WRMP period, property numbers in **Norfolk Aylsham** are set to increase from **10824** in 2025 to **14234** in 2049-50 - this is an increase of **31.5 %** over the 25 years.

Table 4b: Property totals (cumulative) by AMP

Year	Total Properties-excl voids (000s)
2029-30 (end of AMP8)	11.773
2034-35 (end of AMP9)	12.785
2039-40 (end of AMP10)	13.410
2044-45 (end of AMP11)	13.861
2049-50 (end of AMP12)	14.234

Figure 3: Total Resource Zone Properties (excl. voids)
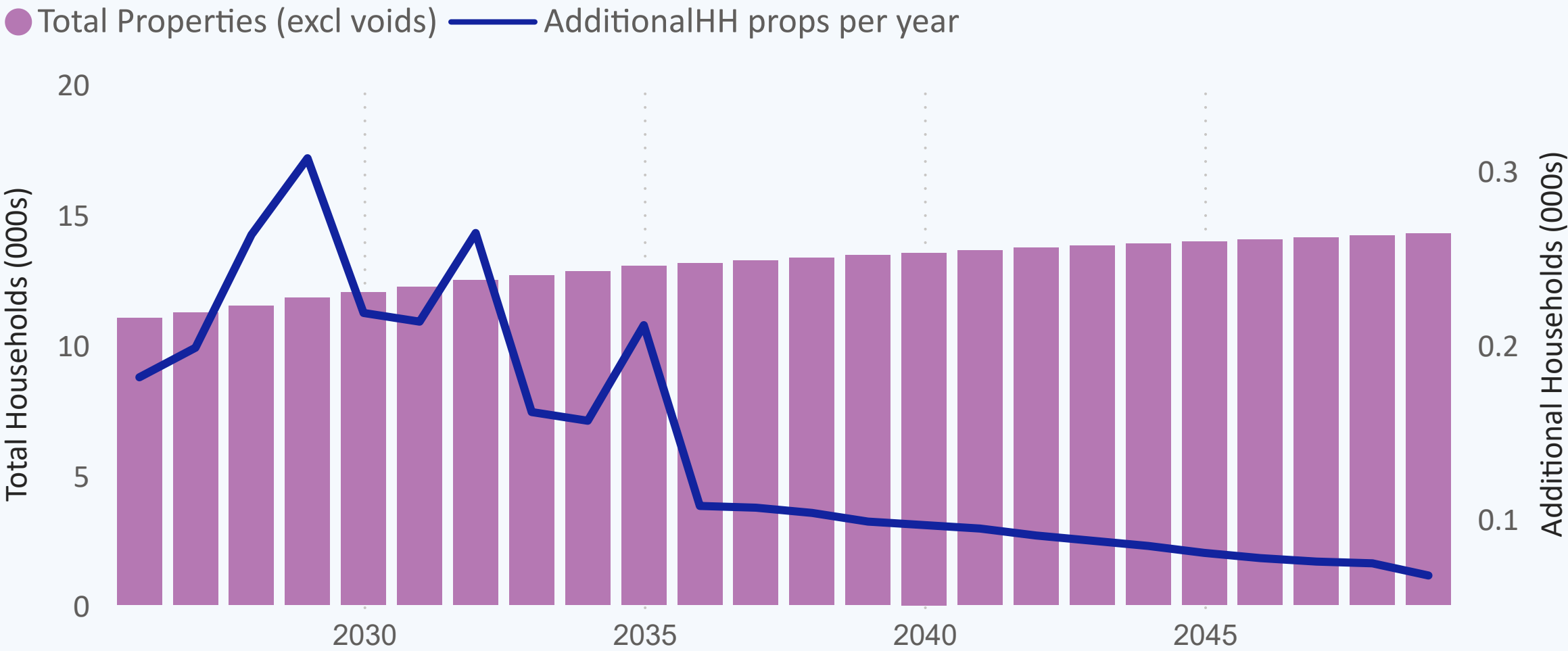
5. Baseline Supply Demand Balance DYAA

Norfolk Aylsham

Figure 4: Norfolk Aylsham baseline supply demand balance to 2050 for Dry Year Annual Average conditions
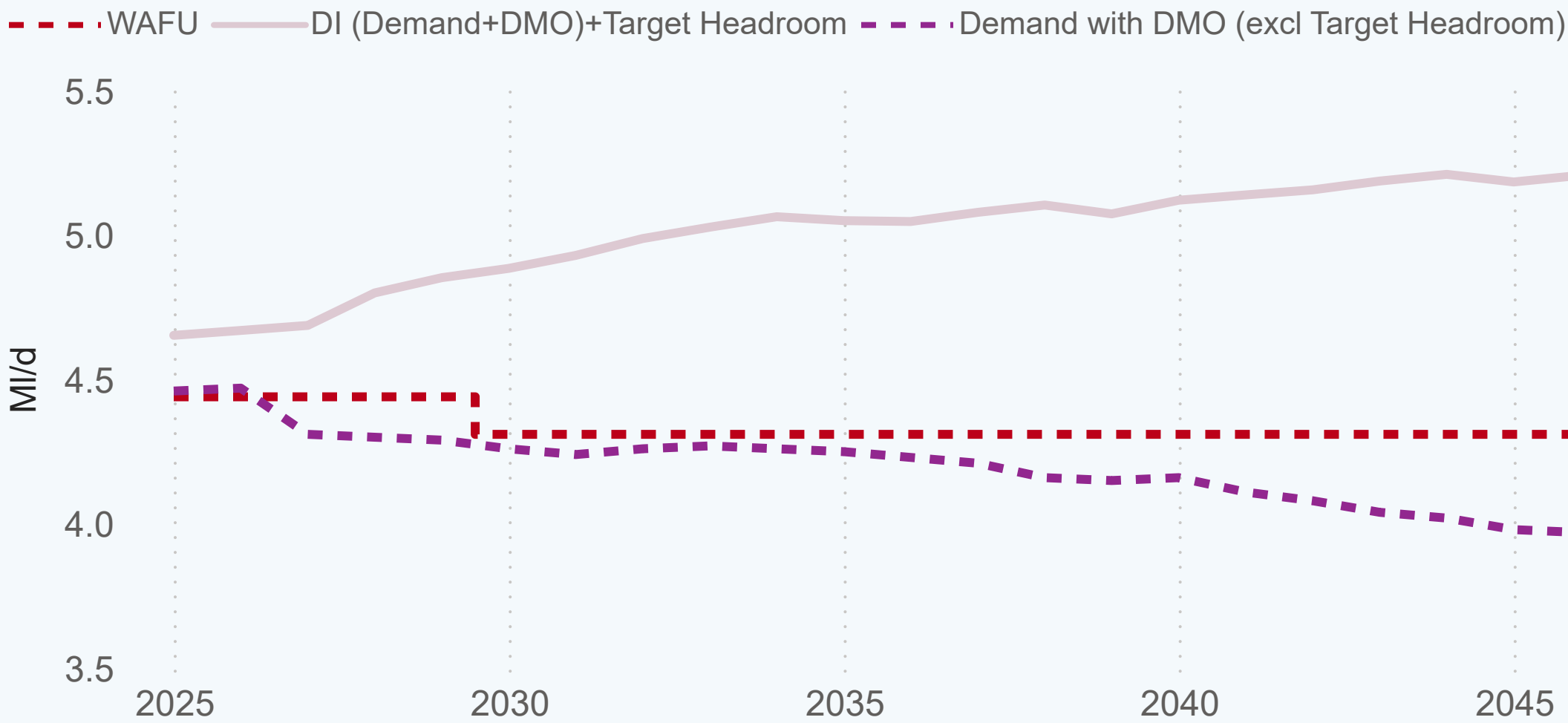

Table 5a: Baseline supply demand balance 2025 - 2050 for DYAA conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	4.1	4.1	4.0	4.0	4.0	4.0
Net Transfers	0.3	0.3	0.3	0.3	0.3	0.3
Total Water Available For Use	4.4	4.4	4.3	4.3	4.3	4.3
Distribution Input	4.5	4.6	4.7	4.8	4.9	5.0
Target Headroom	0.2	0.3	0.3	0.2	0.3	0.2
Supply Demand Balance	-0.2	-0.4	-0.8	-0.8	-0.9	-0.9

Table 5b: Baseline demand forecast (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	2.5	2.7	3.0	3.2	3.4	3.5
Water delivered unmeasured household	0.6	0.4	0.3	0.2	0.1	0.1
Total Leakage	0.7	0.7	0.7	0.7	0.7	0.7
Water delivered measured non-household	0.8	0.8	0.8	0.8	0.8	0.8
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	4.5	4.6	4.7	4.8	4.9	5.0

5.1 DYAA BL supply demand summary: Norfolk Aylsham

Baseline Supply Demand Balance: This zone will go into deficit immediately (under the preferred baseline scenario - as described in section 3.3).

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 3.1 Ml/d in 2025 to 3.6 Ml/d in 2050, a percentage change of 16.7 %.
- Baseline Leakage: is forecast to change from 0.7 Ml/d in 2025 to 0.7 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 0.8 Ml/d to 0.8 Ml/d.
- Baseline Distribution Input: is expected to change from 4.5 Ml/d to 5.0 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

6. Baseline Supply Demand Balance
DYCP

Norfolk Aylsham

Figure 5: Norfolk Aylsham baseline supply demand balance to 2050 for Dry Year Critical Period conditions

Table 6b: Baseline demand forecast with DYCP conditions (without preferred demand management options)

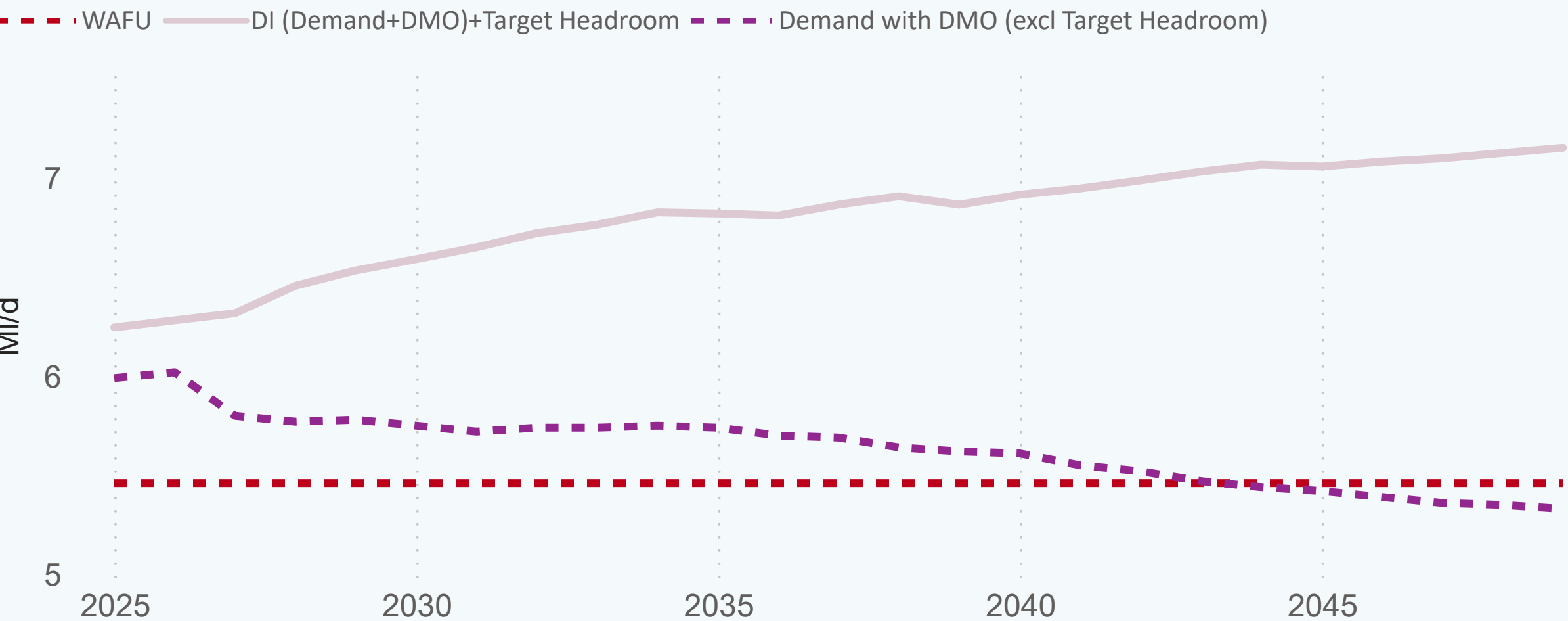|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	3.6	3.9	4.3	4.6	4.9	5.1
Water delivered unmeasured household	0.8	0.6	0.5	0.3	0.2	0.1
Total Leakage	0.7	0.7	0.7	0.7	0.7	0.7
Water delivered measured non-household	1.0	1.0	1.0	1.0	1.0	1.0
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	6.0	6.2	6.4	6.6	6.7	6.8

Table 6a: Baseline supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	5.2	5.2	5.2	5.2	5.2	5.2
Net Transfers	0.3	0.3	0.3	0.3	0.3	0.3
Total Water Available For Use	5.5	5.5	5.5	5.5	5.5	5.5
Distribution Input	6.0	6.2	6.4	6.6	6.7	6.8
Target Headroom	0.2	0.4	0.4	0.3	0.4	0.3
Supply Demand Balance	-0.8	-1.1	-1.4	-1.4	-1.6	-1.7

6.1 DYCP BL supply demand summary: Norfolk Aylsham

Baseline Supply Demand balance: This zone will go into deficit immediately

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 4.4 Ml/d in 2025 to 5.2 Ml/d in 2050, a percentage change of 18.0 %.
- Baseline Leakage: is forecast to change from 0.7 Ml/d in 2025 to 0.7 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 1.0 Ml/d to 1.0 Ml/d.
- Baseline Distribution Input: is expected to change from 6.0 Ml/d to 6.8 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

7. Demand forecast and PCC

Norfolk Aylsham

Figure 6: Norfolk Aylsham DYAA DI with and without demand management strategy

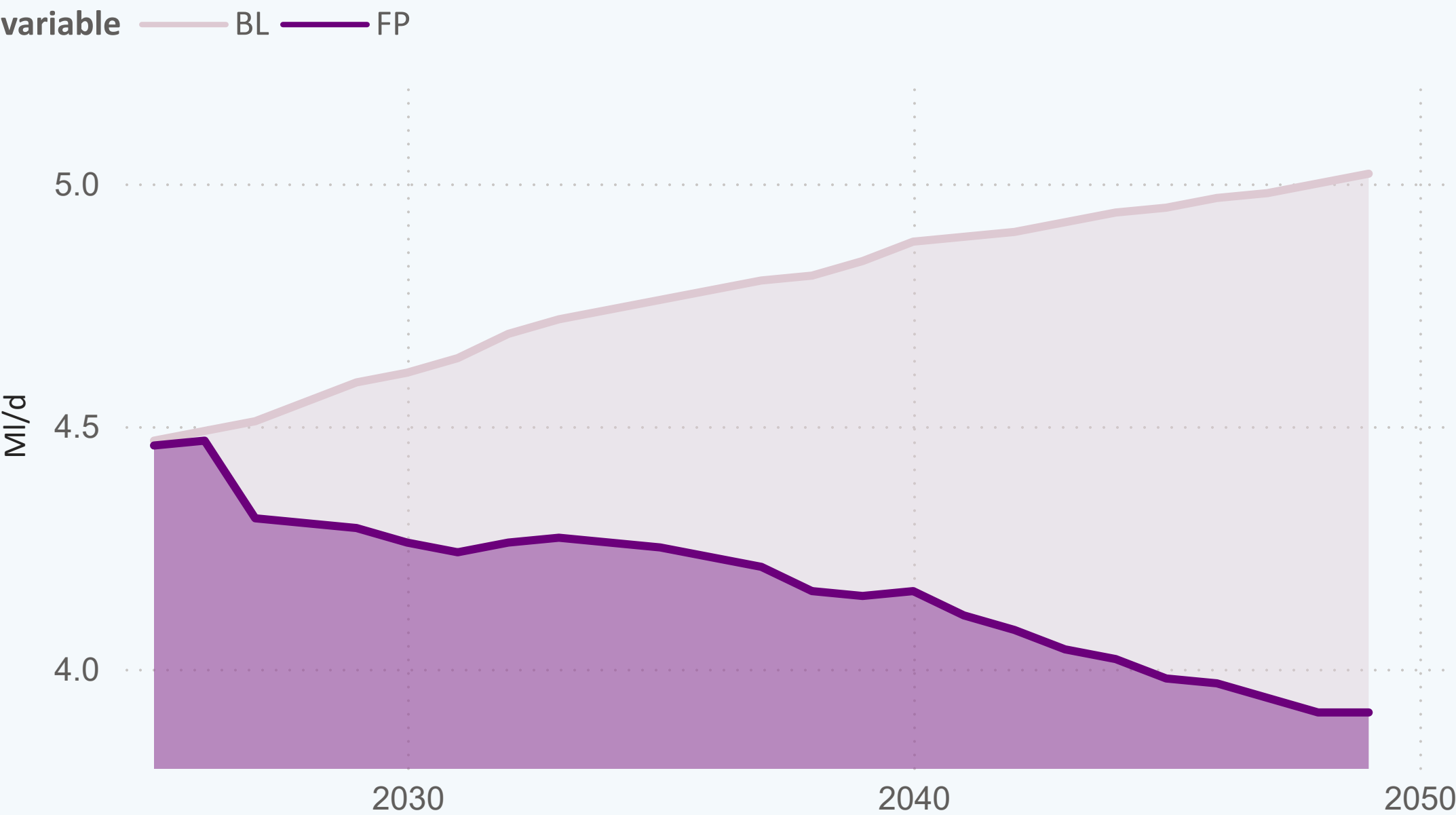**7.2 Demand Norfolk Aylsham** (see Table 7a)

Baseline demand is expected to increase from 4.5 (Ml/d) in 2025 to 5.0 (Ml/d) in 2050. With demand management options in place, demand is expected to be 3.9 (Ml/d).

7.1 PCC Norfolk Aylsham (see Table 7b)

Per Capita Consumption (PCC) in the base year 2025/26 is 113.2 (l/h/d) measured and 214.0 (l/h/d) unmeasured.

The weighted average PCC (l/h/d) comes in at 123.7 (l/h/d) in 2025/26. This is forecast to fall to 94.7 (l/h/d) in the Final Plan forecast as demand management option savings are realised and customers switch from unmeasured to measured status

Table 7a: Demand - baseline and final plan

variable ▲	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL	4.6	4.7	4.8	4.9	5.0
FP	4.3	4.3	4.2	4.0	3.9

Table 7b: DMO strategy Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL demand forecast(DYAA)	121.0	119.7	119.5	119.1	119.1
FP demand forecast(DYAA)	112.9	107.8	102.3	97.4	94.7
% change BL to FP	-6.7%	-10.0%	-14.3%	-18.2%	-20.5%

8. Demand management options

Norfolk Aylsham

8.1 Regional overview:

Across the entirety of the Anglian Water region our demand management strategy will comprise three strongly interlinked programs:

Water metering program:
- We plan to complete our smart meter rollout, replacing all existing meters over 10 years (two AMPs). By 2025, 1.1 million smart meters will be installed across Anglian Water. These meters will give customers better insight into their water use and help us guide behaviour change. They will also improve our ability to detect leaks, cutting down plumbing losses and supply pipe leaks.

Leakage reduction
- Our goal is to cut leakage by over 45 million litres per day between 2025 and 2050. This builds on our current programme, which will reduce leakage by 27 million litres per day (14%) by 2025 as part of AMP7

Water efficiency measures
- New tools and actions will support the careful use of water. Our updated plans include promoting smart devices, expanding our Multi-utility web portal, offering garden tips, and helping vulnerable customers with plumbing and supply pipe issues. We'll also run community reward schemes. For non-household customers, we've added water-saving visits and leak reduction actions to our revised draft WRMP24.

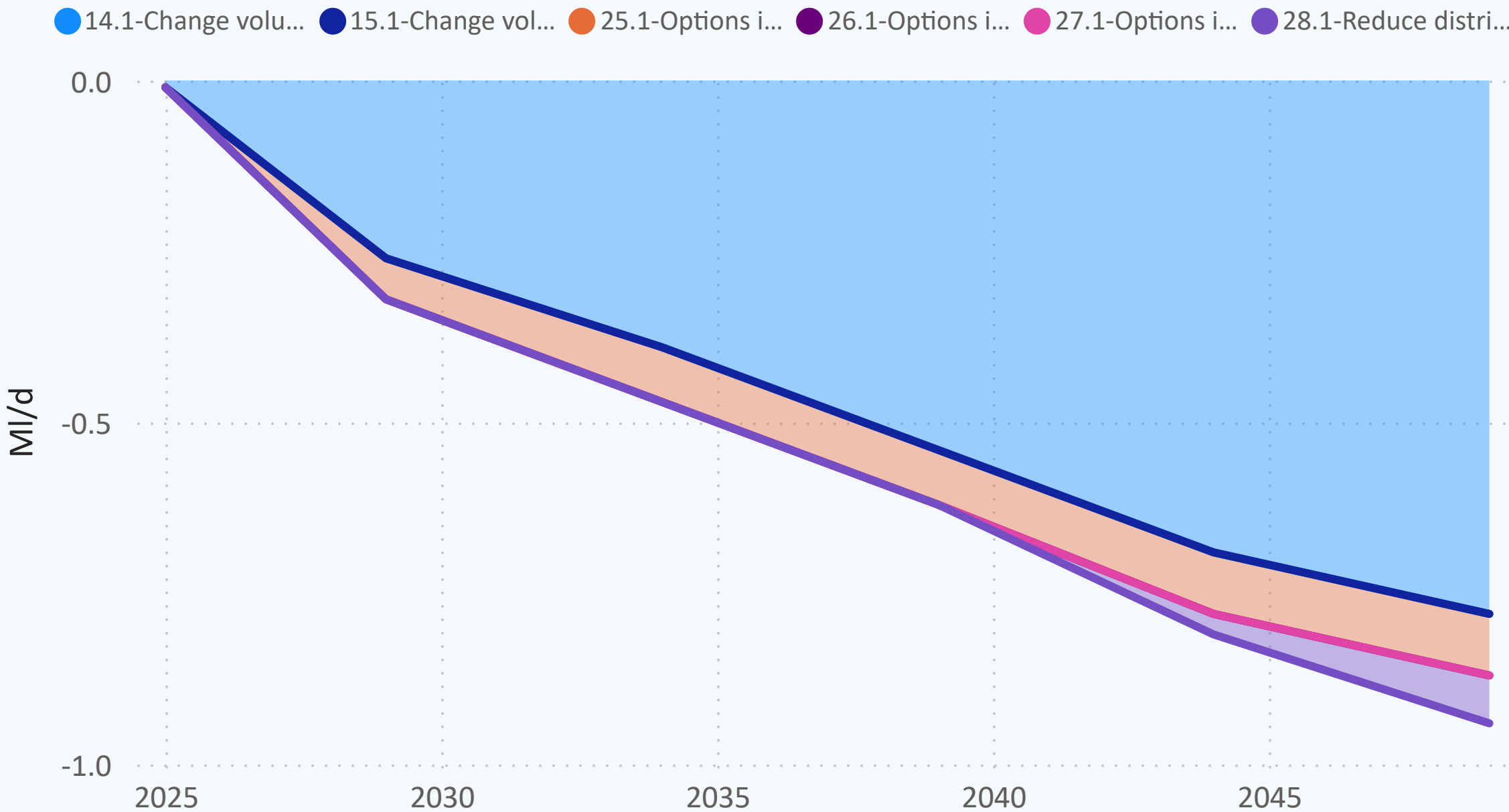**Figure 7: DMO strategy Final Plan for Norfolk Aylsham**   **For full chart key see table below**

Table 8: DMO strategy Final Plan for Norfolk Aylsham

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
14.1-Change volume delivered to measured households(-ve)	-0.3	-0.4	-0.5	-0.7	-0.8
15.1-Change volume delivered to unmeasured households(-ve)	0.0	0.0	0.0	0.0	0.0
25.1-Options impacting on measured Household - USPL (-ve)	-0.1	-0.1	-0.1	-0.1	-0.1
26.1-Options impacting on unmeasured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
27.1-Options impacting on Void properties - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
28.1-Reduce distribution losses (-ve)	0.0	0.0	0.0	0.0	-0.1

9. Final Plan Supply Demand Balance DYAA

Norfolk Aylsham

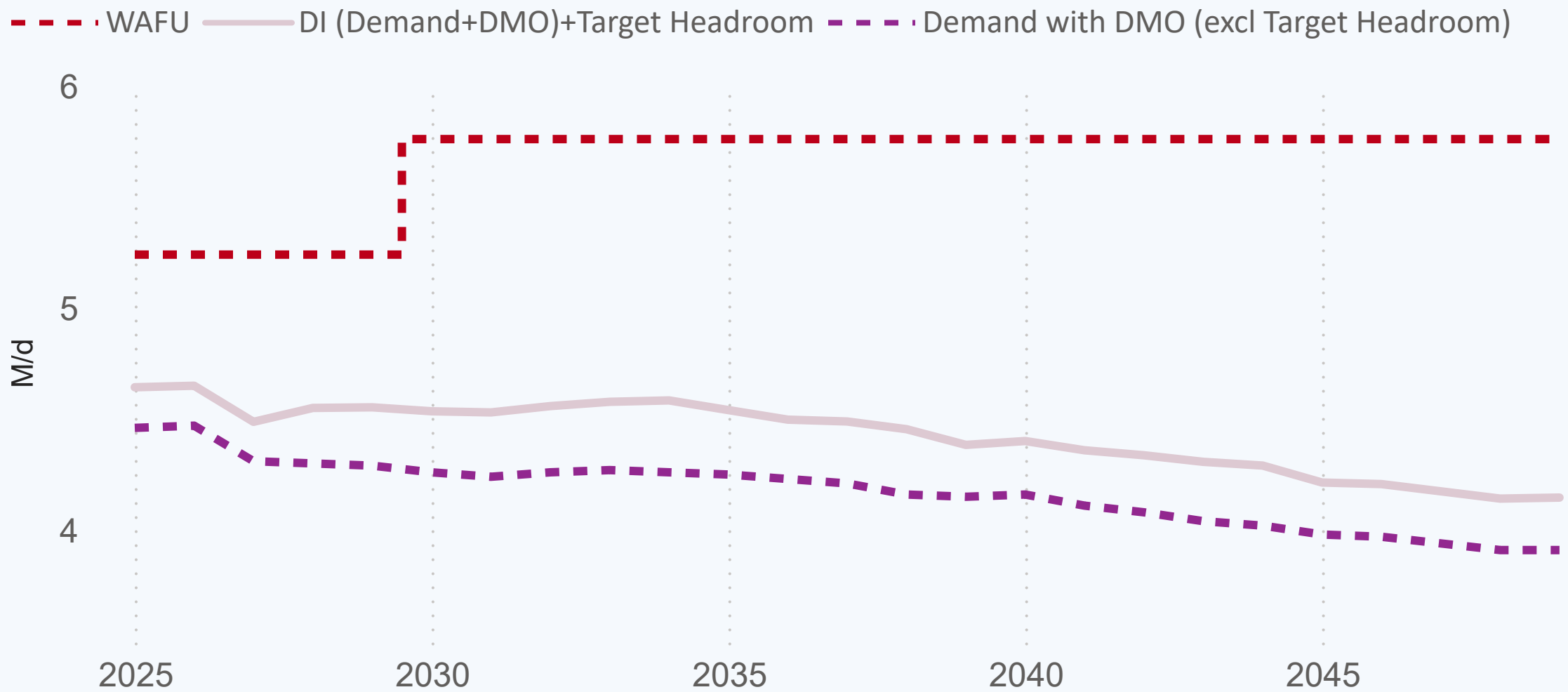### Figure 8: Norfolk Aylsham final plan SDB to 2050 for Dry Year Annual Average conditions

Table 9a: final plan SDB to 2050 for Dry Year conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	4.1	4.1	5.5	5.5	5.5	5.5
Net Transfers	1.1	1.1	0.3	0.3	0.3	0.3
Total Water Available For Use	5.2	5.2	5.8	5.8	5.8	5.8
Distribution Input	4.5	4.3	4.3	4.2	4.0	3.9
Target Headroom	0.2	0.3	0.3	0.2	0.3	0.2
Supply Demand Balance	0.6	0.7	1.2	1.4	1.5	1.6

Table 9b: Final Plan demand forecast for DYAA conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	2.5	2.5	2.6	2.7	2.7	2.7
Water delivered unmeasured household	0.6	0.4	0.3	0.2	0.1	0.1
Total Leakage	0.7	0.6	0.6	0.6	0.6	0.5
Water delivered measured non-household	0.8	0.7	0.7	0.6	0.6	0.5
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	4.5	4.3	4.3	4.2	4.0	3.9

9.1 DYAA FP supply demand summary: Norfolk Aylsham

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 3.0 Ml/d in 2025 to 2.8 Ml/d in 2050, a percentage change of -8.6 %.
- Final Plan Leakage is forecast to change from 0.7 Ml/d in 2025 to 0.5 Ml/d by 2050.
- Final Plan Non-Household demand is expected to change from 0.8 Ml/d to 0.5 Ml/d.
- Final Plan Distribution Input is expected to change from 4.5 Ml/d to 3.9 Ml/d by 2050.

10. Final Plan Supply Demand Balance DYCP
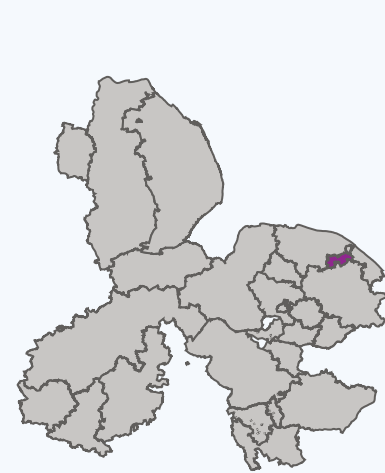
Norfolk Aylsham

Figure 9: Norfolk Aylsham baseline supply demand balance to 2050 for Dry Year Critical Period conditions
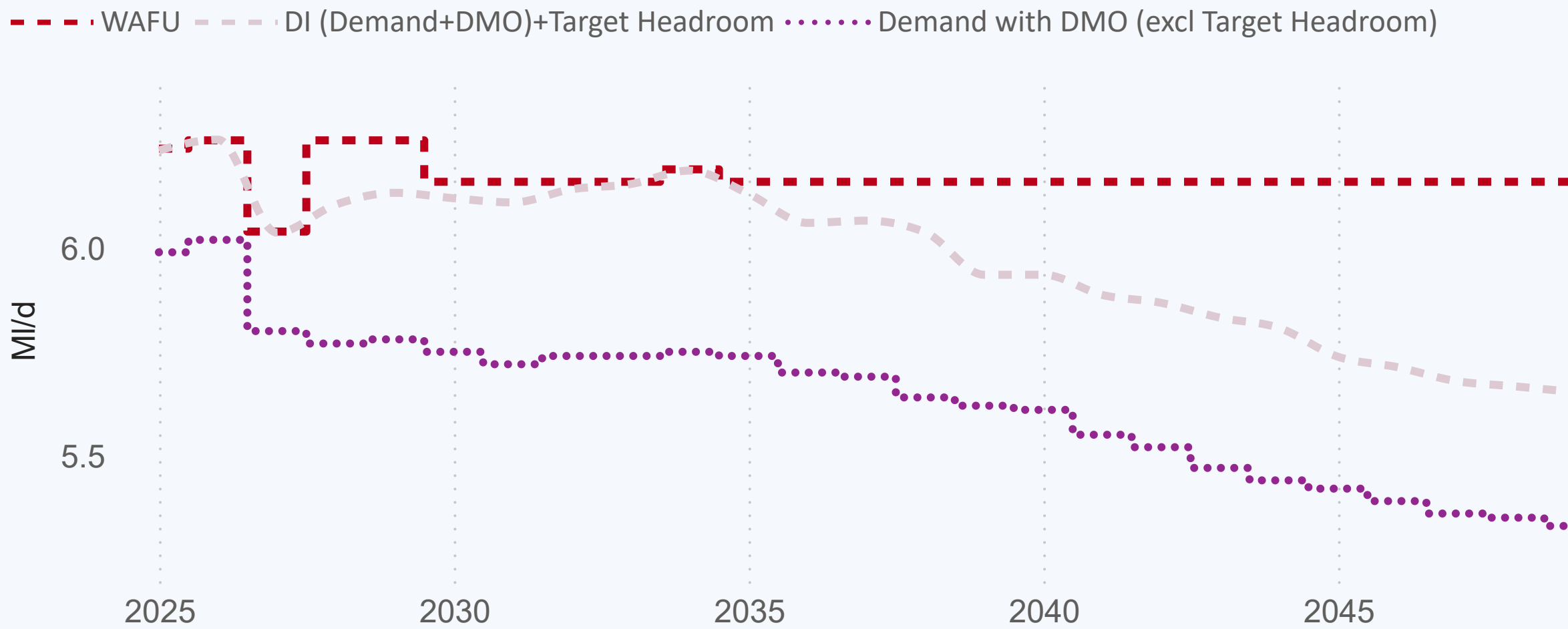

Table 10a: Final Plan supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	5.2	5.2	5.9	5.9	5.9	5.9
Net Transfers	1.1	1.1	0.3	0.3	0.3	0.3
Total Water Available For Use	6.2	6.3	6.2	6.2	6.2	6.2
Distribution Input	6.0	5.8	5.8	5.6	5.4	5.3
Target Headroom	0.2	0.4	0.4	0.3	0.4	0.3
Supply Demand Balance	0.0	0.1	0.0	0.2	0.4	0.5

Table 10b: Final Plan demand forecast for DYCP conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	3.6	3.6	3.8	3.9	3.9	3.9
Water delivered unmeasured household	0.8	0.6	0.5	0.3	0.2	0.1
Total Leakage	0.7	0.6	0.6	0.6	0.6	0.5
Water delivered measured non-household	1.0	0.9	0.9	0.8	0.7	0.7
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	6.0	5.8	5.8	5.6	5.4	5.3

10.1 DYCP BL supply demand summary: Norfolk Aylsham

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 4.4 Ml/d in 2025 to 4.1 Ml/d in 2050, a percentage change of -7.1 %.
- Final Plan Leakage: is forecast to change from 0.7 Ml/d in 2025 to 0.5 Ml/d by 2050
- Final Plan Non-Household demand: is expected to change from 1.0 Ml/d to 0.7 Ml/d.
- Final Plan Distribution Input: is expected to change from 6.0 Ml/d to 5.3 Ml/d by 2050.

11. Supply Side Strategy

Norfolk Aylsham

Table 11a: Total Water Available for use Baseline and Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
WAFU - BL	4.4	4.3	4.3	4.3	4.3
WAFU - FP	5.2	5.8	5.8	5.8	5.8

Figure 10 Water Available for Use (WAFU) - baseline (BL) and final plan (FP)

11.1 Supply side strategy options.

For details on the feasible options list for Norfolk Aylsham WRZ please refer to the Supply-Side Option Development technical supporting document.
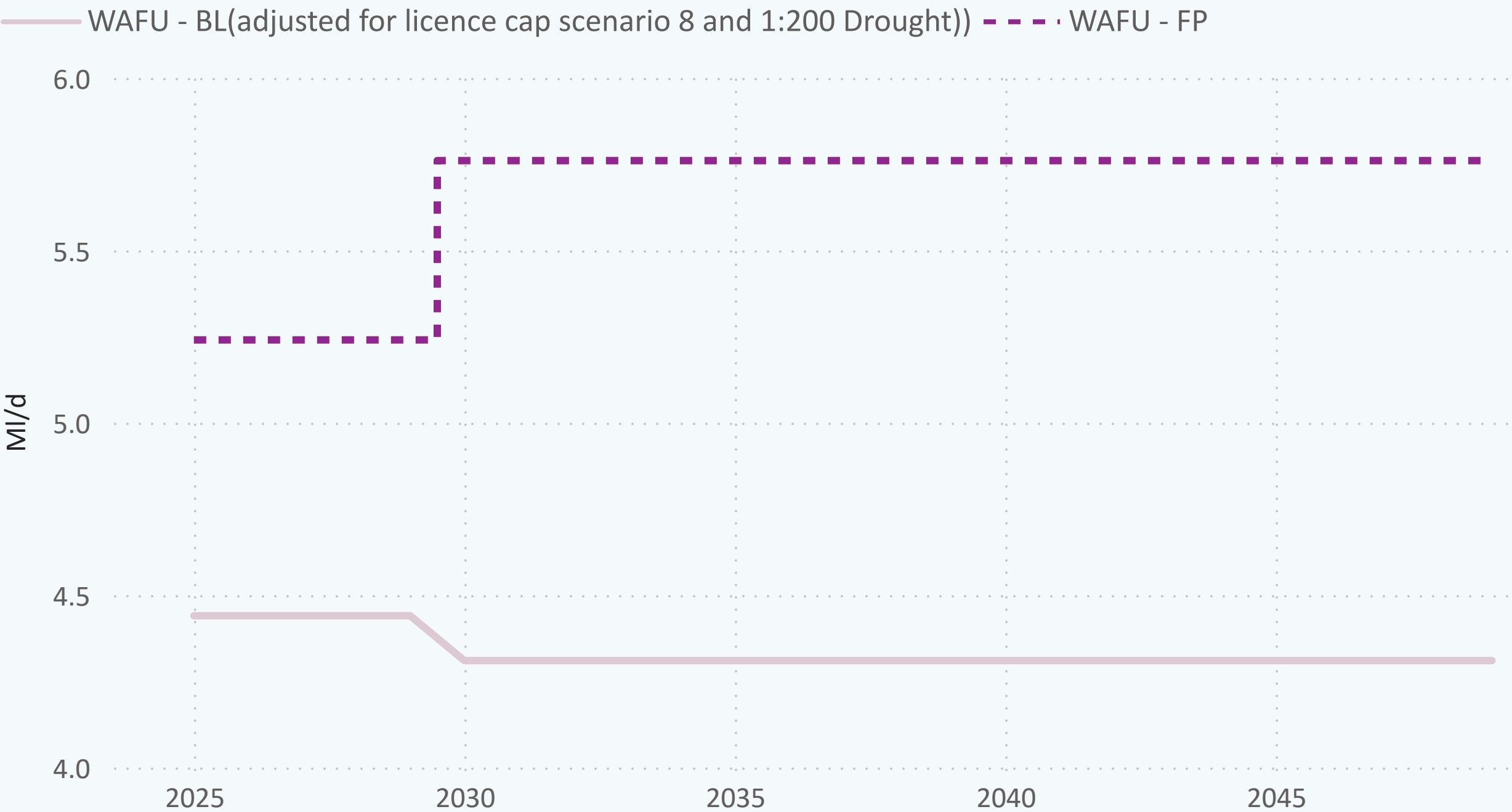
Table11b: Preferred supply side options

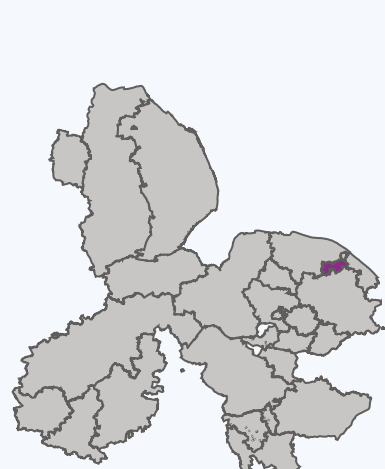| Option ID	First Option Name
EI07	Adjustment to existing potable water import
NAY1	Norwich and the Broads to Aylsham potable transfer (3 Ml/d)
NAY4	Norfolk Aylsham WTW backwash water recovery
NAY5	Norfolk Aylsham WTW backwash water recovery

12. Non-Household consumption

Norfolk Aylsham

12.1 Non-Household demand Norfolk Aylsham

In 2025, 0.8 Ml/d of Non-Household demand (measured and unmeasured) is expected. In 2049 it is expected to be 0.5 Ml/d, which is a -29.87% change between the years.
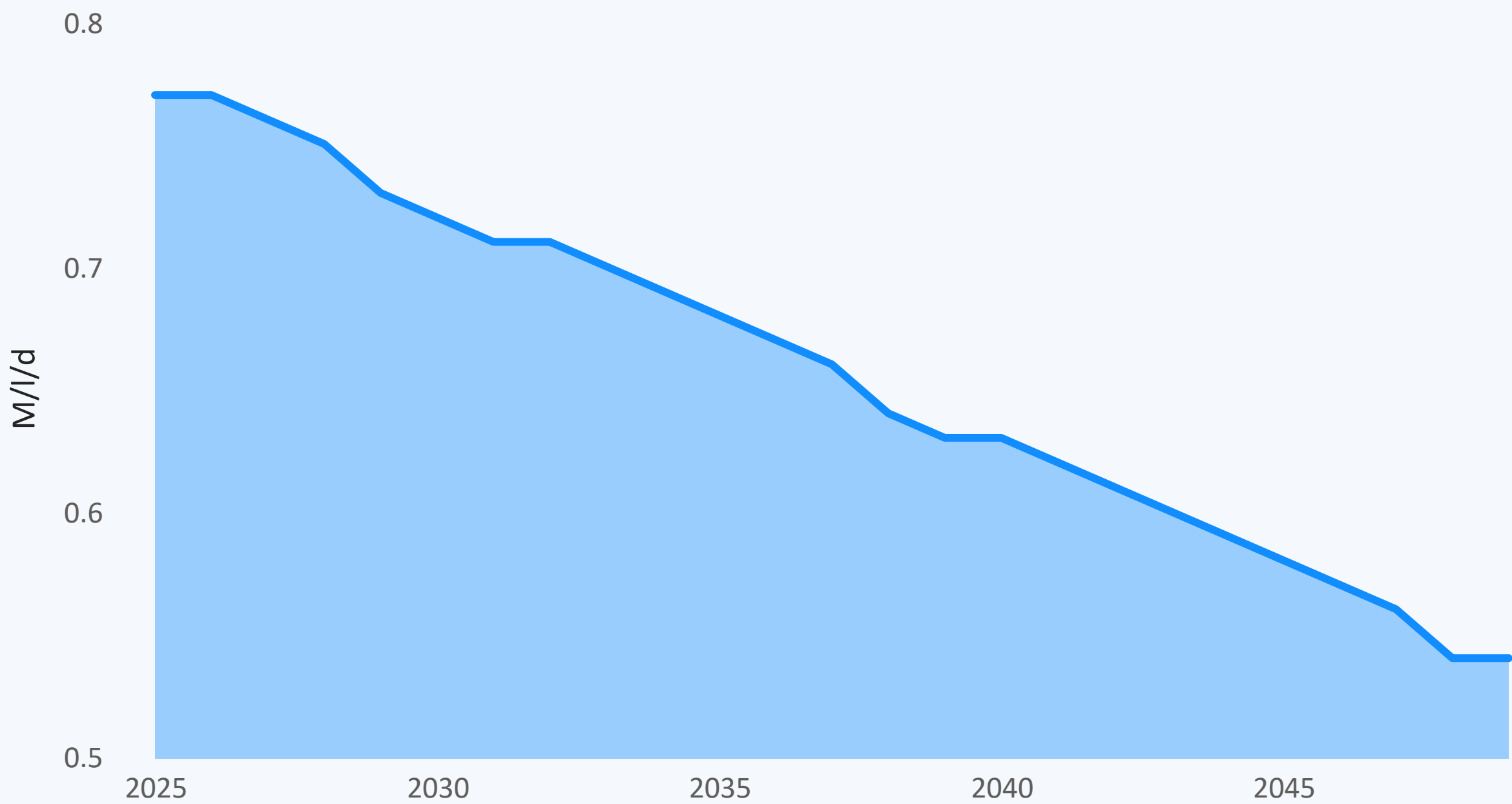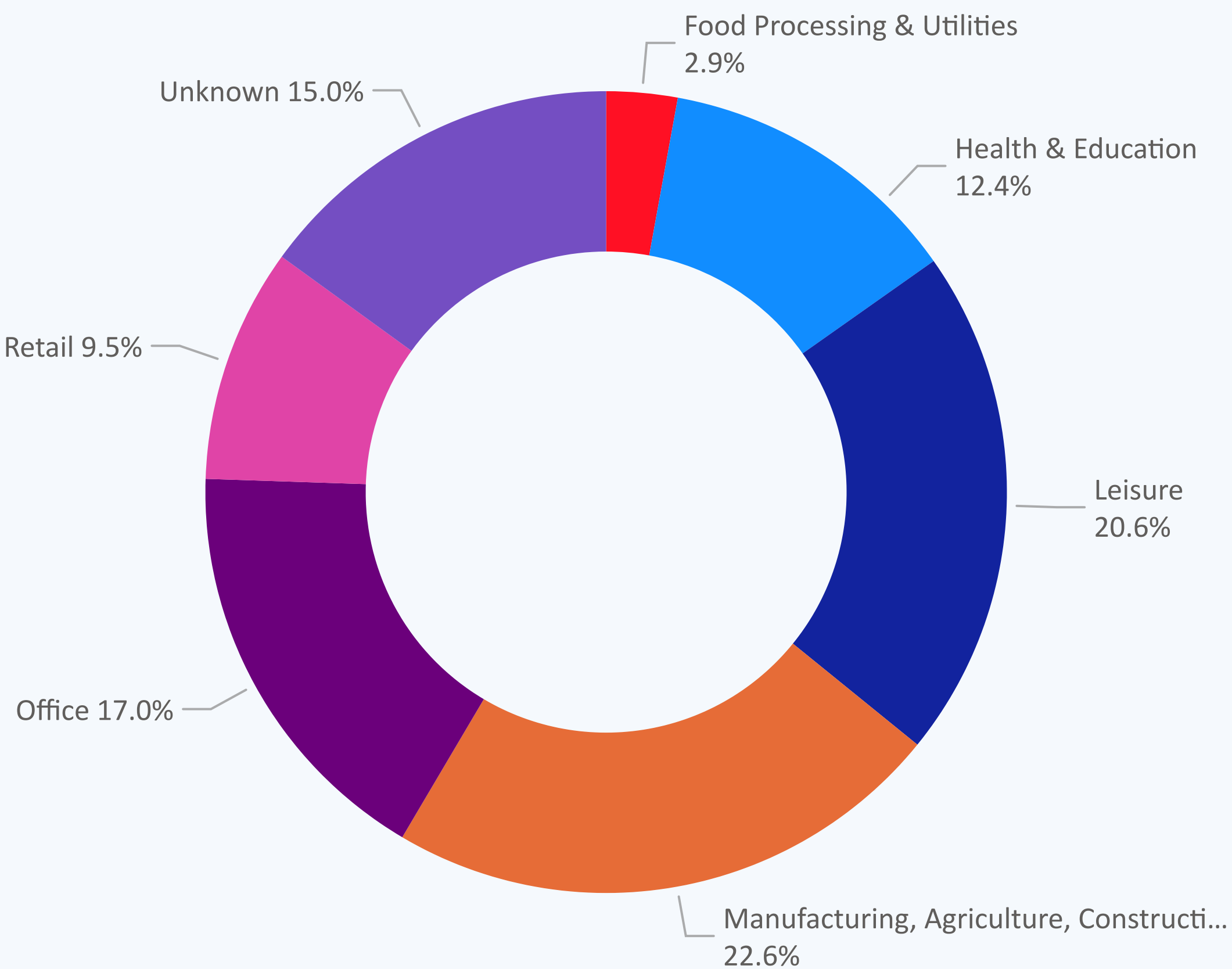
Figure 11: Non-Household demand forecast 2025-2050

Figure 12: % Non-Household modelled sectors within resource zone

Food Processing & Utilities 2.9%

Health & Education 12.4%

Leisure 20.6%

Manufacturing, Agriculture, Constructi... 22.6%

Office 17.0%

Retail 9.5%

Unknown 15.0%

3. Deployable Output summary
DYAA

Norfolk Bradenham

3.1 Resource Zone geography: Norfolk Bradenham:
The Norfolk Bradenham WRZ covers an area of 480 sq. km and it sits in the centre of East Anglia. Water is supplied from groundwater abstractions from the Norfolk Chalk aquifer.

3.2
Note that there are no water sources within this zone.

Baseline deployable output (including 1:500 drought): *9.5 Ml/d*

Deployable output reductions

Restoring sustainable abstraction (recent actual average): *-1.3* Ml/d

Reductions to achieve environmental destination (BAU+): *-3.8 Ml/d* by 2036.

Climate change: 0.0 Ml/d by 2050.

Baseline deployable output reduces by a total of *-5.1* Ml/d by 2050 a reduction of 53.9%.

Table 3: supply characteristics (all values are Ml/d)

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
DO pre forecast changes	9.5	9.5	9.5	9.5	9.5
Change in DO due to climate change	0.0	0.0	0.0	0.0	0.0
DO reductions to restore sustainable abstraction	-1.3	-1.3	-1.3	-1.3	-1.3
DO reductions for Environmental Destination	0.0	0.0	-3.8	-3.8	-3.8
Change in DO from drought measures	0.0	0.0	0.0	0.0	0.0
Final DO	8.2	8.2	4.4	4.4	4.4
Raw water losses (-ve)	0.5	0.5	0.5	0.5	0.5
Outage Allowance (-ve)	0.1	0.1	0.1	0.1	0.1
WAFU (own sources)	7.6	7.6	3.8	3.8	3.8
Net Transfers	0.0	-0.6	-1.6	-1.6	-1.6
Other benefits	1.3	0.0	0.0	0.0	0.0
Total Water Available for Use	8.3	8.5	8.2	8.0	7.9

3.3 Baseline Deployable Output Information
The baseline Deployable Output data shows the Environment Agency's preferred approach to reducing water use. It uses average licence limits from 2022–2024 for short-term licences and sets limits for permanent licences by 2030. A major drought impact (1 in 500 years) is included from 2025, not from 2039/2040 as preferred. These changes apply only to the baseline forecast.
In the final plan, we use a different approach. It includes licence limits chosen through a step-by-step process to bring in changes earlier. The 1 in 500 drought rule starts in 2039/2040 in that plan.
You can find more information in section 6 of the WRMP24 Decision Making technical document.

Data source: revised draft WRMP24 Tables submitted to the EA Nov 2024

4. Population & Housing

Norfolk Bradenham

4.1 Over the WRMP period, population in **Norfolk Bradenham** is set to increase from **43230** in 2025 to **49181** in 2049-50 - this is an increase of **13.8 %** over the 25 years.

Table 4a: Population totals (cumulative) by AMP

| Year ▲	Total Population (000s)
2029-30 (end of AMP8)	44.469
2034-35 (end of AMP9)	45.453
2039-40 (end of AMP10)	46.509
2044-45 (end of AMP11)	47.814
2049-50 (end of AMP12)	49.181

Figure 2: Total Resource Zone Population
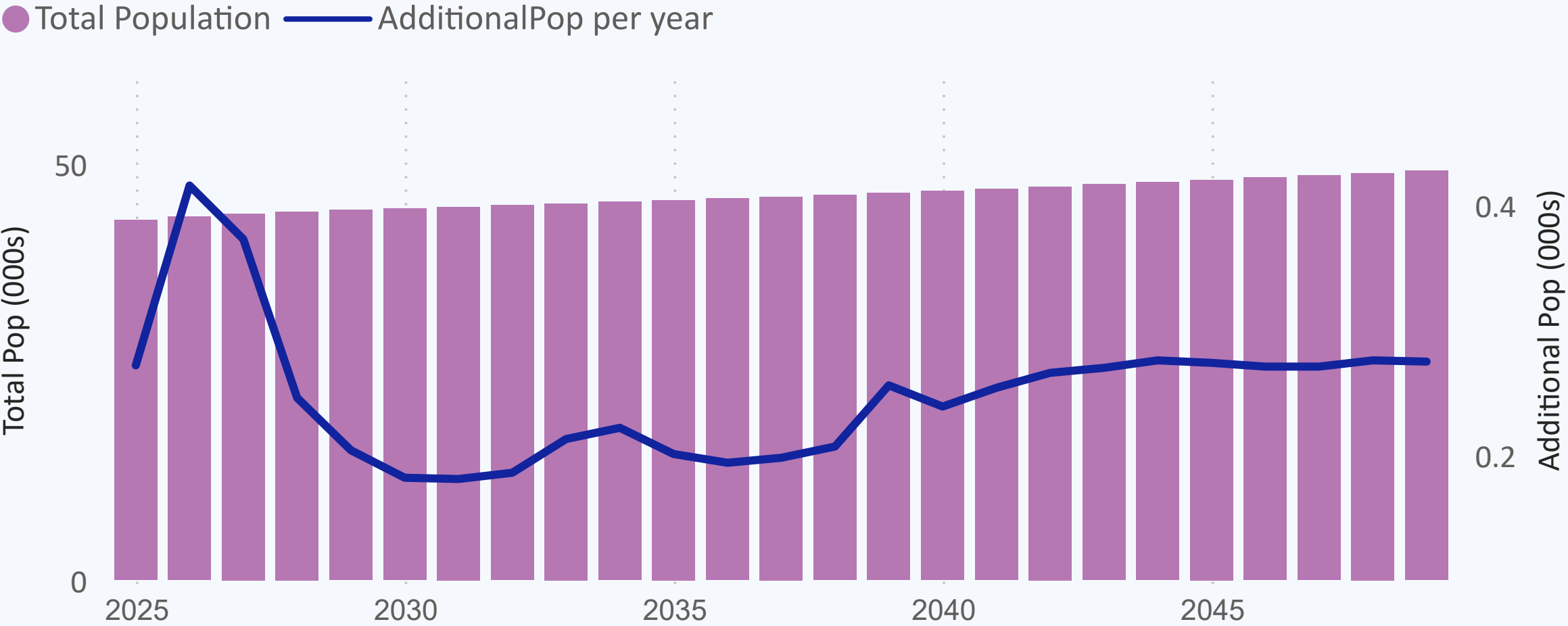
4.2 Over the WRMP period, property numbers in **Norfolk Bradenham** are set to increase from **19137** in 2025 to **22953** in 2049-50 - this is an increase of **19.9 %** over the 25 years.

Table 4b: Property totals (cumulative) by AMP

Year	Total Properties- excl voids (000s)
2029-30 (end of AMP8)	19.971
2034-35 (end of AMP9)	20.794
2039-40 (end of AMP10)	21.561
2044-45 (end of AMP11)	22.273
2049-50 (end of AMP12)	22.953

Figure 3: Total Resource Zone Properties (excl. voids)
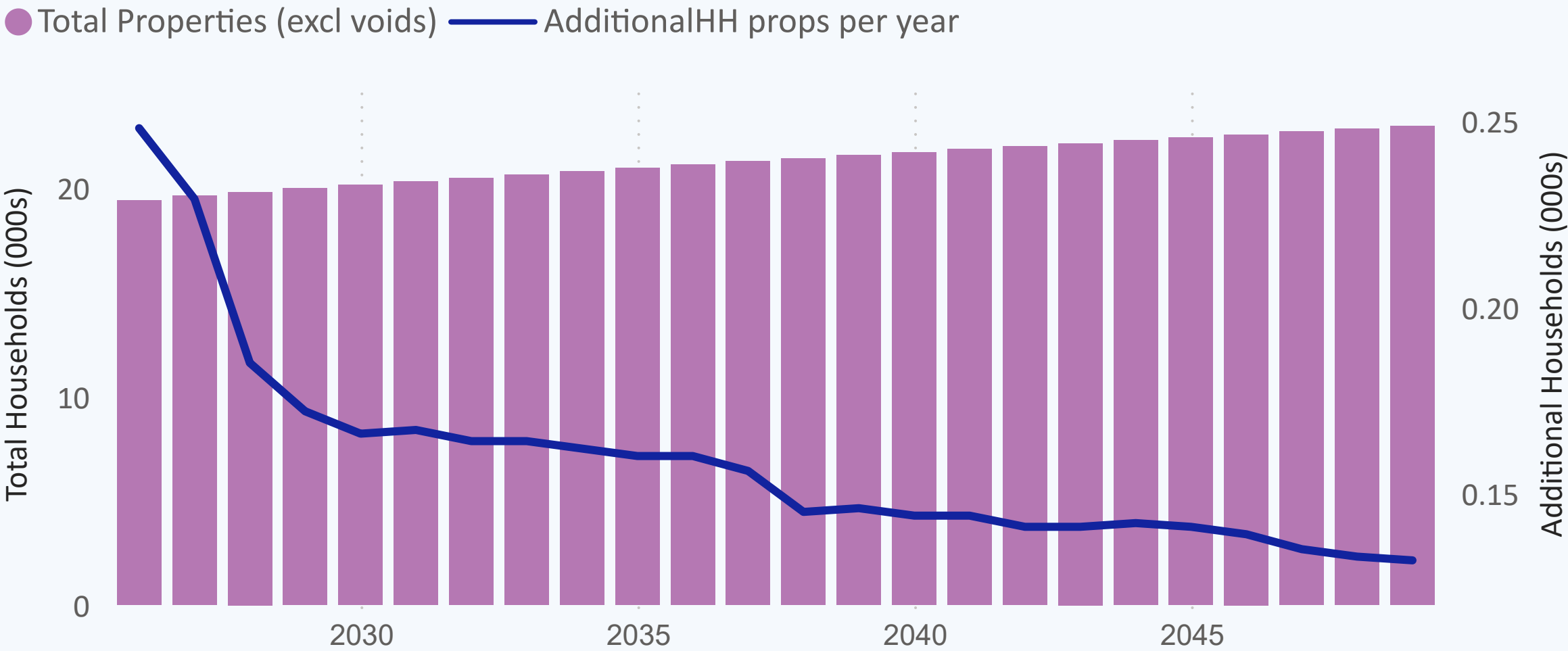
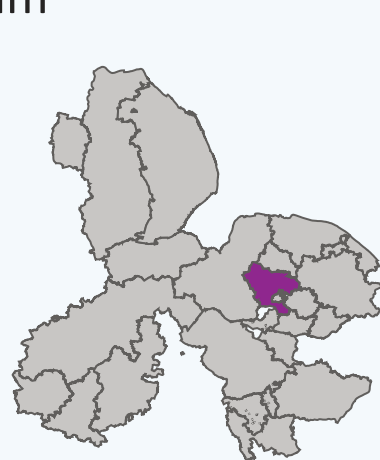# 5. Baseline Supply Demand Balance DYAA

Norfolk Bradenham

Figure 4: Norfolk Bradenham baseline supply demand balance to 2050 for Dry Year Annual Average conditions

Legend: WAFU — DI (Demand+DMO)+Target Headroom — Demand with DMO (excl Target Headroom)
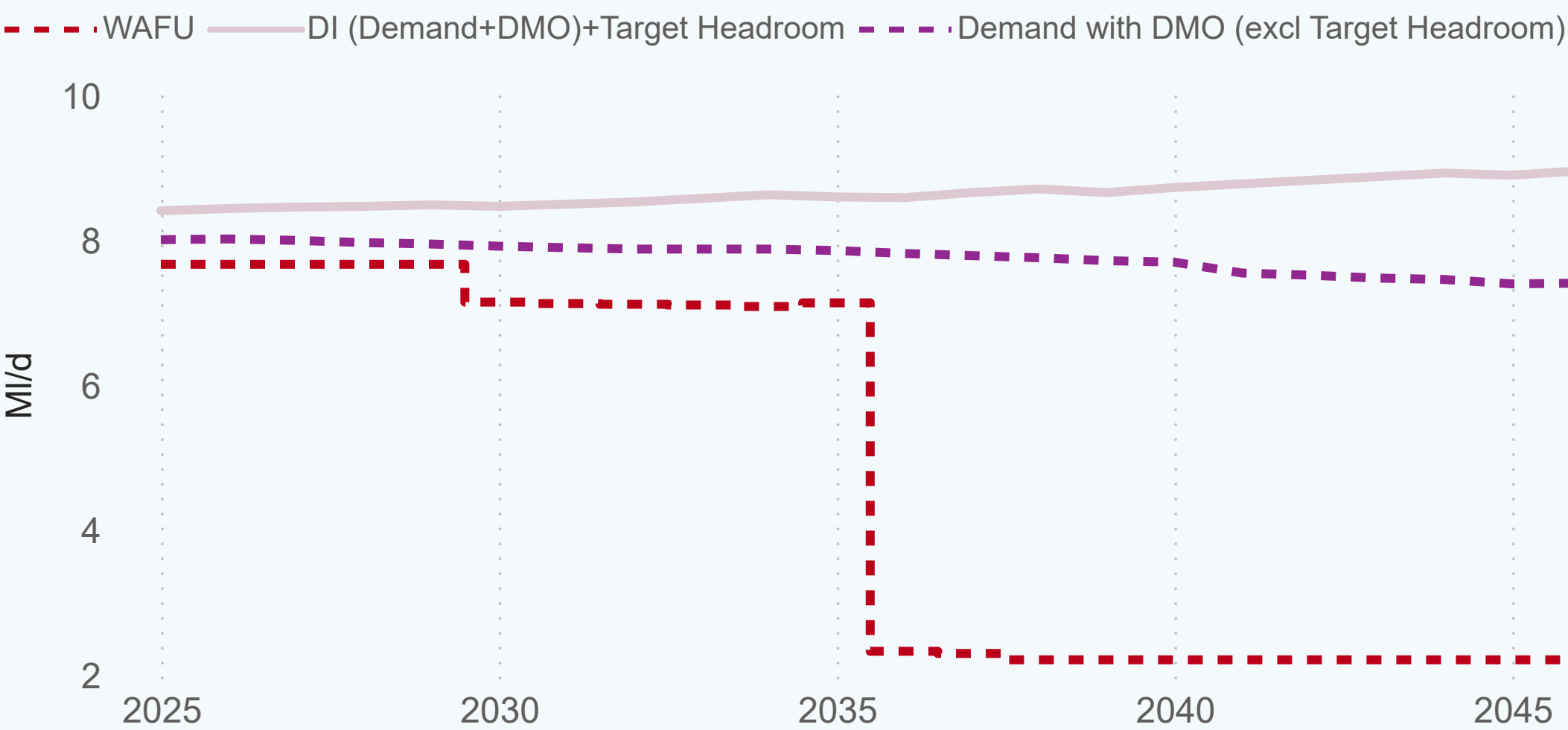
Table 5a: Baseline supply demand balance 2025 - 2050 for DYAA conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	7.6	7.6	7.6	3.8	3.8	3.8
Net Transfers	0.0	0.0	0.6	1.6	1.6	1.6
Total Water Available For Use	7.7	7.7	7.1	2.2	2.2	2.2
Distribution Input	8.1	8.1	8.3	8.4	8.6	8.8
Target Headroom	0.3	0.4	0.4	0.2	0.3	0.3
Supply Demand Balance	-0.7	-0.8	-1.5	-6.5	-6.7	-6.9

Table 5b: Baseline demand forecast (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	4.4	4.6	4.8	5.0	5.2	5.4
Water delivered unmeasured household	0.8	0.7	0.6	0.5	0.5	0.4
Total Leakage	1.5	1.5	1.5	1.5	1.5	1.5
Water delivered measured non-household	1.4	1.4	1.4	1.5	1.5	1.6
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	8.1	8.1	8.3	8.4	8.6	8.8

5.1 DYAA BL supply demand summary: Norfolk Bradenham

Baseline Supply Demand Balance: This zone will go into deficit immediately (under the preferred baseline scenario - as described in section 3.3).

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 5.3 Ml/d in 2025 to 5.8 Ml/d in 2050, a percentage change of 10.6 %.
- Baseline Leakage: is forecast to change from 1.5 Ml/d in 2025 to 1.5 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 1.4 Ml/d to 1.6 Ml/d.
- Baseline Distribution Input: is expected to change from 8.1 Ml/d to 8.8 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).

6. Baseline Supply Demand Balance DYCP

Norfolk Bradenham

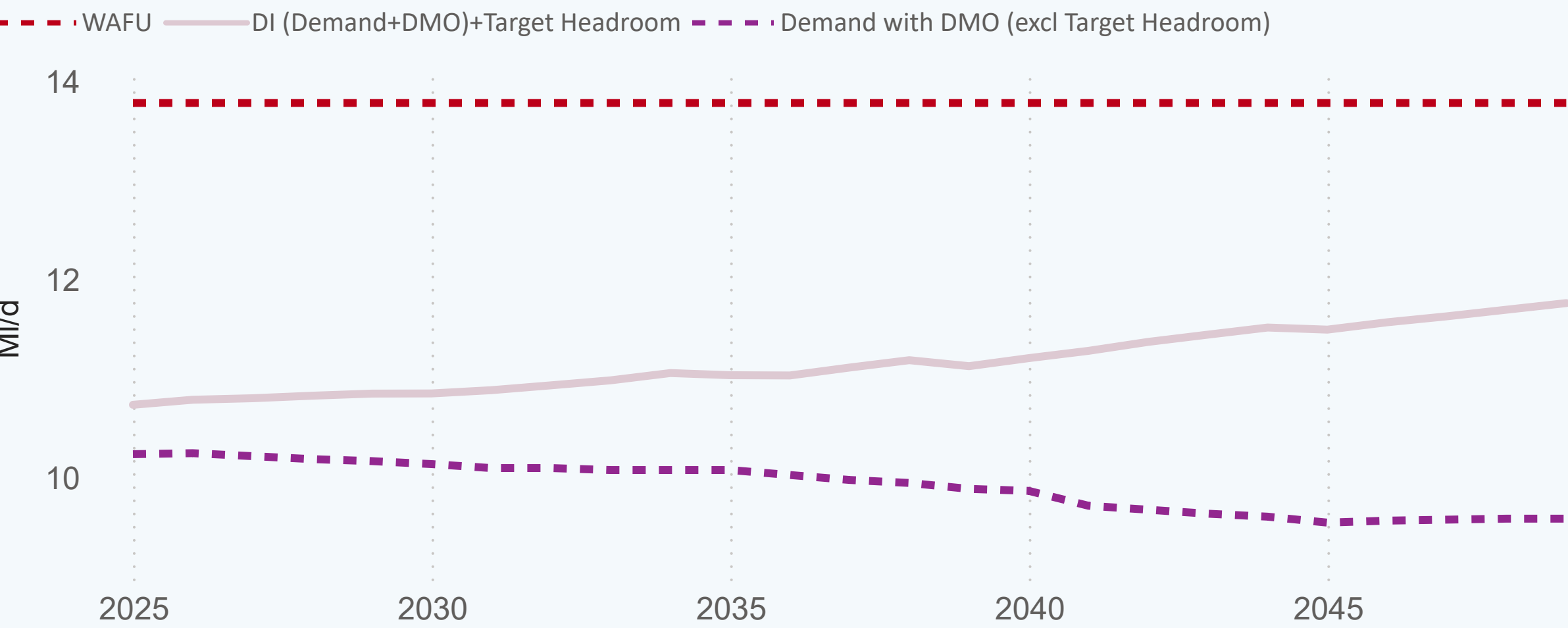**Figure 5: Norfolk Bradenham baseline supply demand balance to 2050 for Dry Year Critical Period conditions**

Table 6b: Baseline demand forecast with DYCP conditions (without preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	5.9	6.1	6.4	6.7	7.0	7.3
Water delivered unmeasured household	1.2	1.0	0.9	0.7	0.6	0.6
Total Leakage	1.5	1.5	1.5	1.5	1.5	1.5
Water delivered measured non-household	1.9	1.9	1.9	2.0	2.1	2.1
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	10.3	10.4	10.6	10.8	11.1	11.4

Table 6a: Baseline supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	13.8	13.8	13.8	13.8	13.8	13.8
Net Transfers	0.0	0.0	0.0	0.0	0.0	0.0
Total Water Available For Use	13.8	13.8	13.8	13.8	13.8	13.8
Distribution Input	10.3	10.4	10.6	10.8	11.1	11.4
Target Headroom	0.4	0.4	0.5	0.3	0.4	0.3
Supply Demand Balance	3.0	2.9	2.7	2.7	2.3	2.0

6.1 DYCP BL supply demand summary: Norfolk Bradenham

Baseline Supply Demand balance: This zone is not expected to go into deficit

- Demand Forecast: Baseline household demand (measured and unmeasured) is forecast to change from 7.0 Ml/d in 2025 to 7.9 Ml/d in 2050, a percentage change of 12.1 %.
- Baseline Leakage: is forecast to change from 1.5 Ml/d in 2025 to 1.5 Ml/d by 2050.
- Baseline Non-Household demand: is expected to change from 1.9 Ml/d to 2.1 Ml/d.
- Baseline Distribution Input: is expected to change from 10.3 Ml/d to 11.4 Ml/d by 2050.

Nb. 'Deficit' is one outcome of the calculation WAFU minus Distribution Input (including Target Headroom).
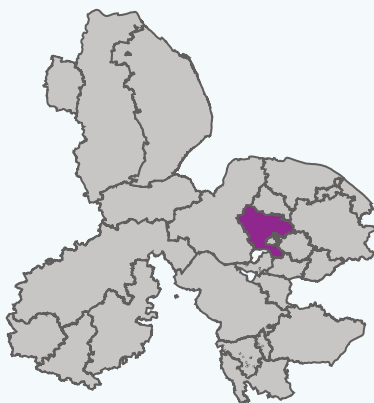
7. Demand forecast and PCC

Norfolk Bradenham

Figure 6: Norfolk Bradenham DYAA DI with and without demand management strategy

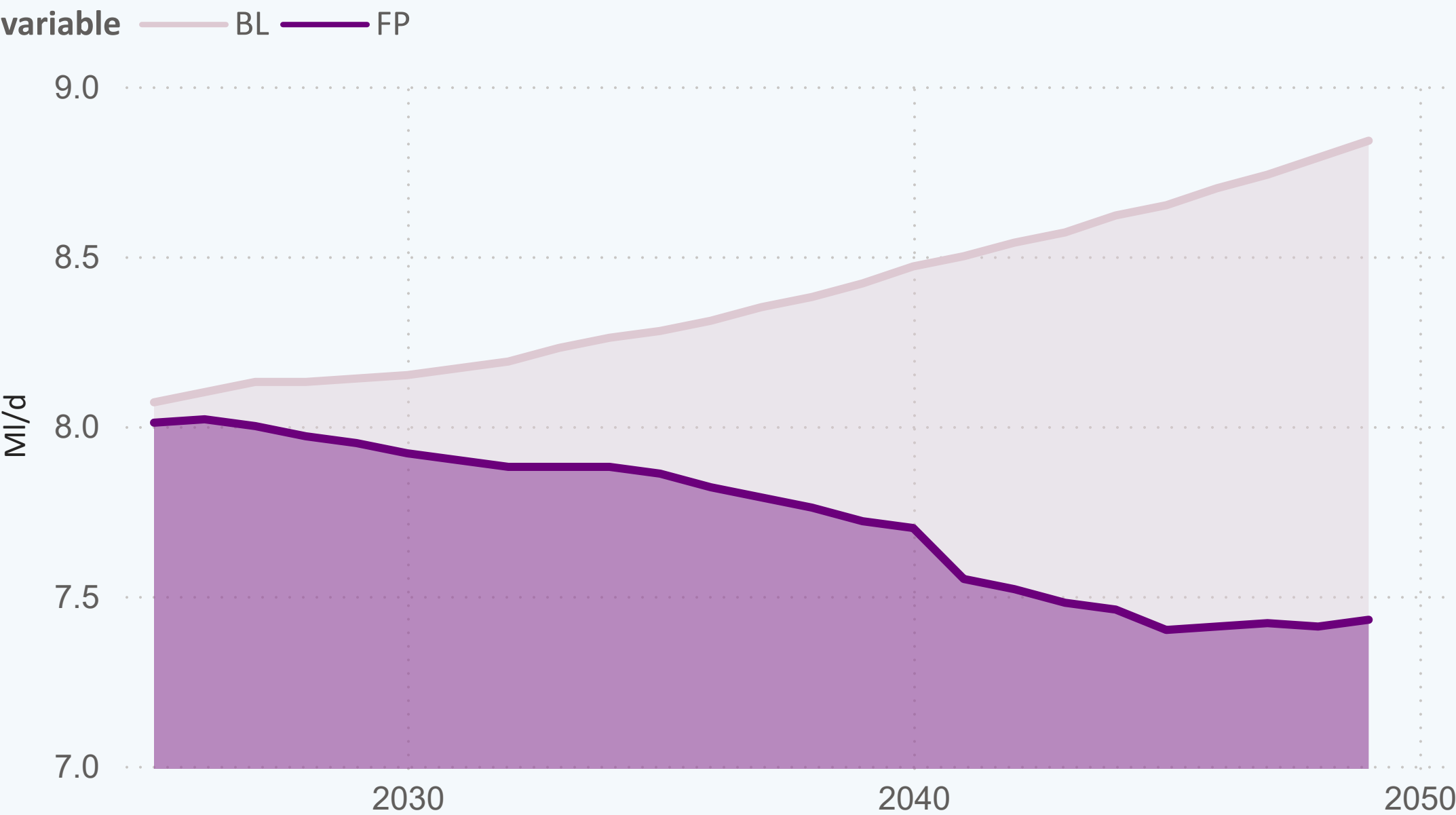**7.2 Demand Norfolk Bradenham** (see Table 7a)

Baseline demand is expected to increase from 8.1 (Ml/d) in 2025 to 8.8 (Ml/d) in 2050. With demand management options in place, demand is expected to be 7.4 (Ml/d).

7.1 PCC Norfolk Bradenham (see Table 7b)

Per Capita Consumption (PCC) in the base year 2025/26 is 108.9 (l/h/d) measured and 176.0 (l/h/d) unmeasured.

The weighted average PCC (l/h/d) comes in at 115.7 (l/h/d) in 2025/26. This is forecast to fall to 95.6 (l/h/d) in the Final Plan forecast as demand management option savings are realised and customers switch from unmeasured to measured status

Table 7a: Demand - baseline and final plan

variable ▲	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL	8.1	8.3	8.4	8.6	8.8
FP	8.0	7.9	7.7	7.5	7.4

Table 7b: DMO strategy Final Plan

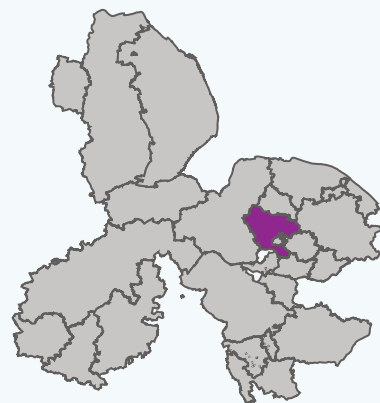|	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
BL demand forecast(DYAA)	114.0	113.5	113.3	113.4	113.5
FP demand forecast(DYAA)	111.8	108.9	103.4	98.3	95.6
% change BL to FP	-2.0%	-4.1%	-8.7%	-13.3%	-15.8%

8. Demand management options

Norfolk Bradenham

8.1 Regional overview:

Across the entirety of the Anglian Water region our demand management strategy will comprise three strongly interlinked programs:

Water metering program:
- We plan to complete our smart meter rollout, replacing all existing meters over 10 years (two AMPs). By 2025, 1.1 million smart meters will be installed across Anglian Water. These meters will give customers better insight into their water use and help us guide behaviour change. They will also improve our ability to detect leaks, cutting down plumbing losses and supply pipe leaks.

Leakage reduction
- Our goal is to cut leakage by over 45 million litres per day between 2025 and 2050. This builds on our current programme, which will reduce leakage by 27 million litres per day (14%) by 2025 as part of AMP7

Water efficiency measures
- New tools and actions will support the careful use of water. Our updated plans include promoting smart devices, expanding our Multi-utility web portal, offering garden tips, and helping vulnerable customers with plumbing and supply pipe issues. We'll also run community reward schemes. For non-household customers, we've added water-saving visits and leak reduction actions to our revised draft WRMP24.

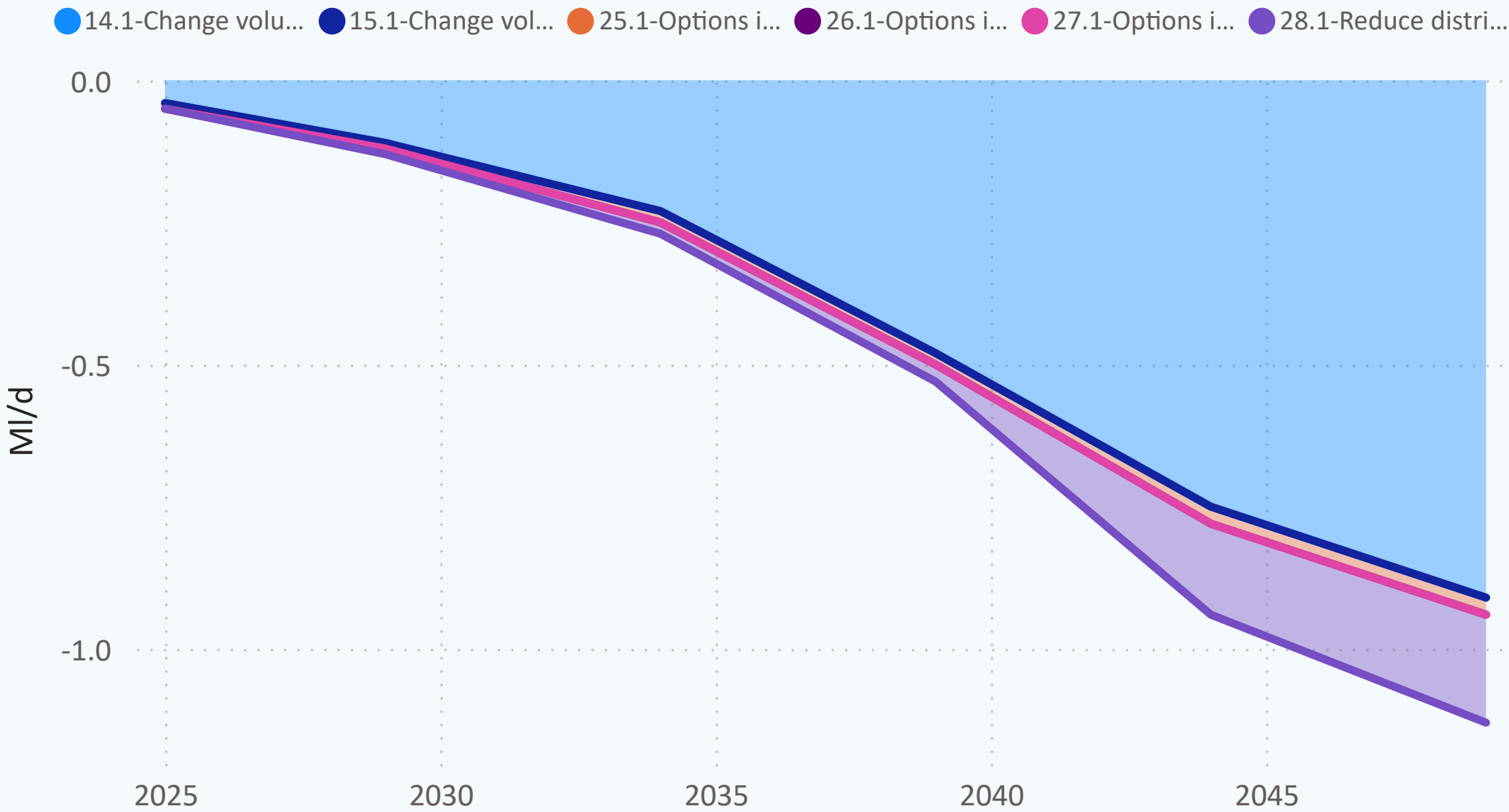**Figure 7: DMO strategy Final Plan for Norfolk Bradenham**   **For full chart key see table below**

Table 8: DMO strategy Final Plan for Norfolk Bradenham

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
14.1-Change volume delivered to measured households(-ve)	-0.1	-0.2	-0.5	-0.8	-0.9
15.1-Change volume delivered to unmeasured households(-ve)	0.0	0.0	0.0	0.0	0.0
25.1-Options impacting on measured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
26.1-Options impacting on unmeasured Household - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
27.1-Options impacting on Void properties - USPL (-ve)	0.0	0.0	0.0	0.0	0.0
28.1-Reduce distribution losses (-ve)	0.0	0.0	0.0	-0.2	-0.2

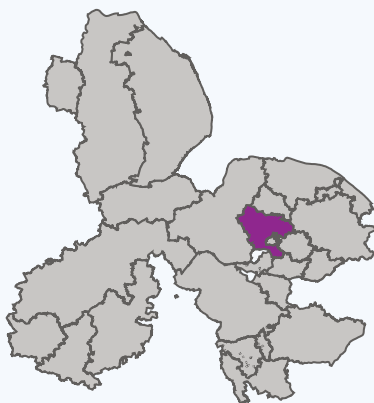# 9. Final Plan Supply Demand Balance DYAA

Norfolk Bradenham

Figure 8: Norfolk Bradenham final plan SDB to 2050 for Dry Year Annual Average conditions

Table 9a: final plan SDB to 2050 for Dry Year conditions

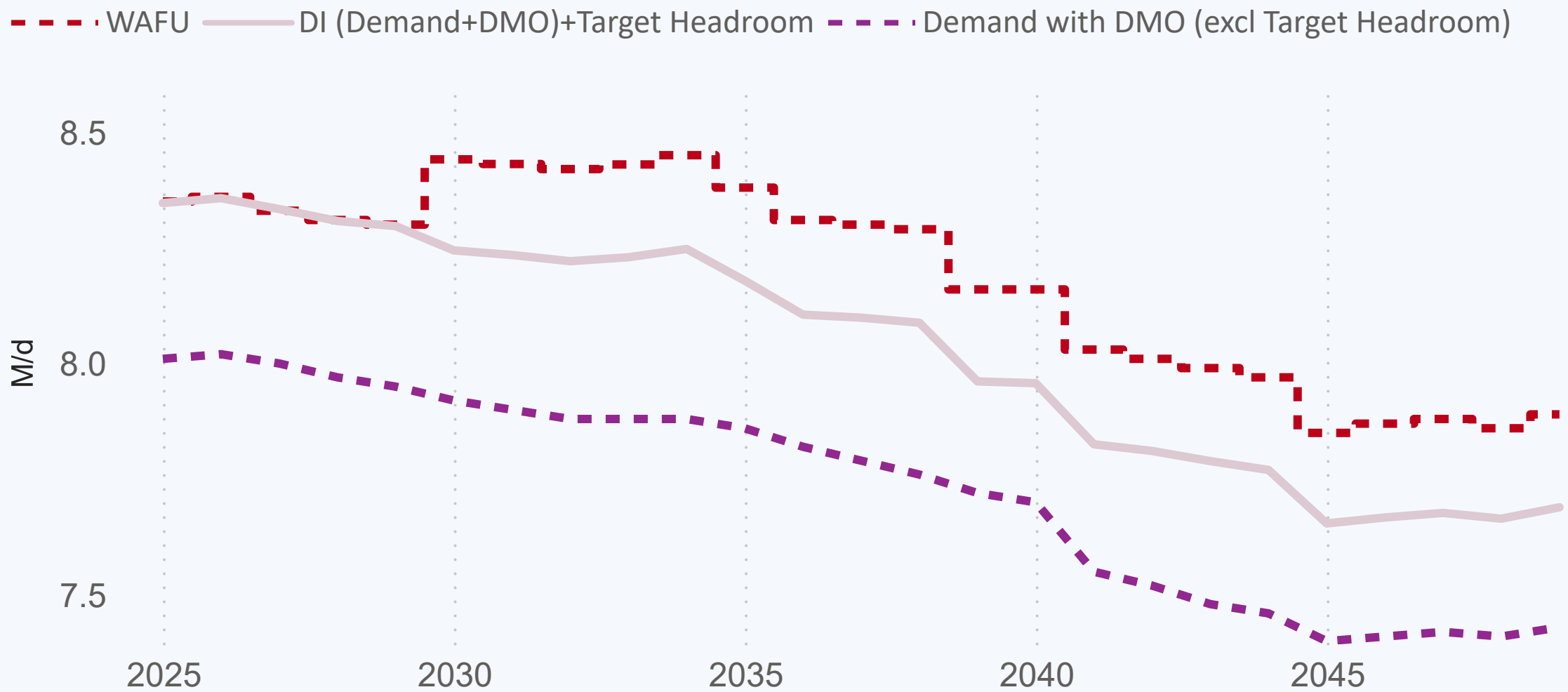|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	8.9	8.9	7.8	4.0	4.0	4.0
Net Transfers	0.6	0.6	28.4	53.1	64.8	61.5
Total Water Available For Use	8.4	8.3	8.5	8.2	8.0	7.9
Distribution Input	8.0	8.0	7.9	7.7	7.5	7.4
Target Headroom	0.3	0.3	0.4	0.2	0.3	0.3
Supply Demand Balance	0.0	0.0	0.2	0.2	0.2	0.2

Table 9b: Final Plan demand forecast for DYAA conditions (with preferred demand management options)

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	4.4	4.5	4.6	4.5	4.5	4.5
Water delivered unmeasured household	0.8	0.7	0.6	0.5	0.5	0.4
Total Leakage	1.5	1.5	1.4	1.4	1.3	1.3
Water delivered measured non-household	1.4	1.3	1.3	1.3	1.3	1.3
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	8.0	8.0	7.9	7.7	7.5	7.4

9.1 DYAA FP supply demand summary: Norfolk Bradenham

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 5.2 Ml/d in 2025 to 4.9 Ml/d in 2050, a percentage change of -5.9 %.
- Final Plan Leakage is forecast to change from 1.5 Ml/d in 2025 to 1.3 Ml/d by 2050.
- Final Plan Non-Household demand is expected to change from 1.4 Ml/d to 1.3 Ml/d.
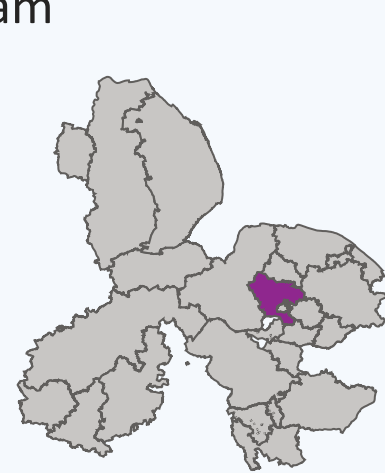- Final Plan Distribution Input is expected to change from 8.0 Ml/d to 7.4 Ml/d by 2050.

Figure 9: Norfolk Bradenham baseline supply demand balance to 2050 for Dry Year Critical Period conditions

Table 10b: Final Plan demand forecast for DYCP conditions (with preferred demand management options)

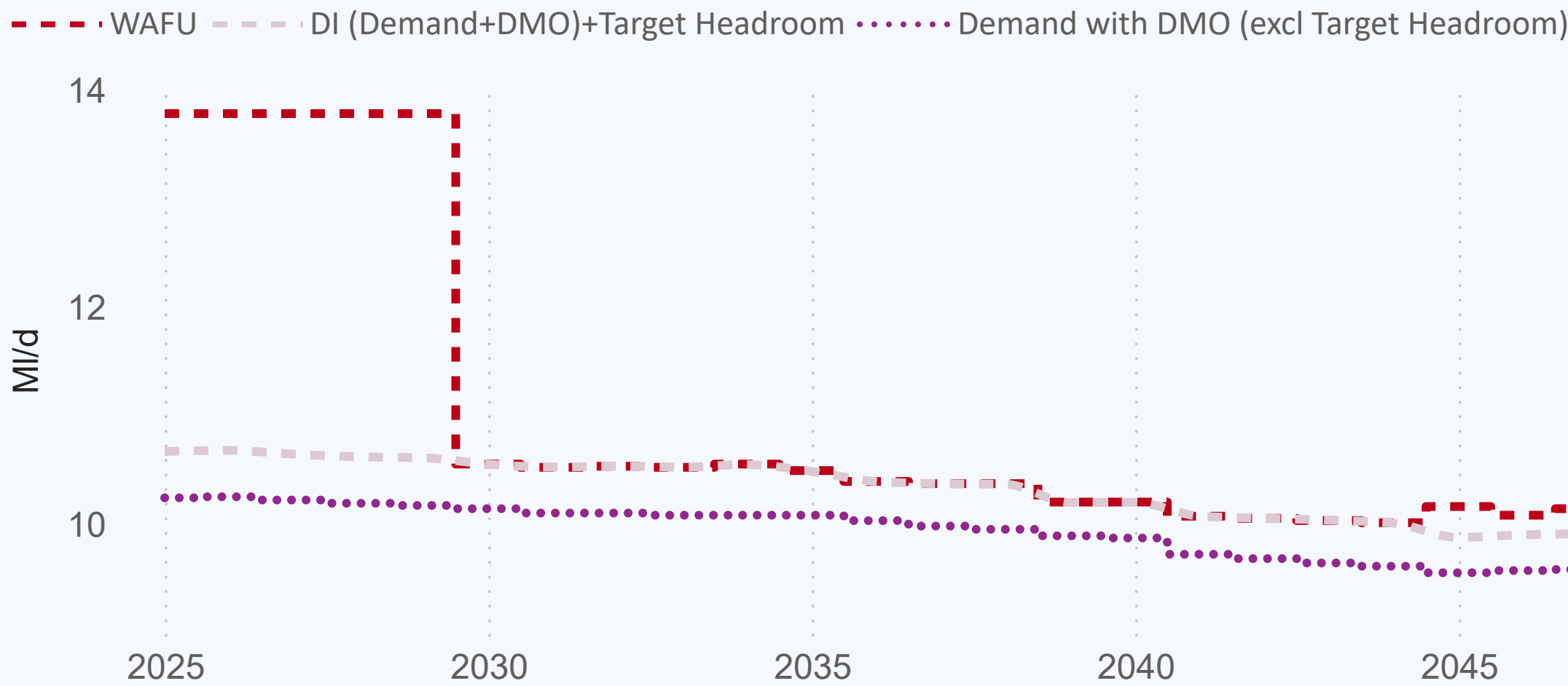|	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water delivered measured household	5.8	6.0	6.1	6.1	6.0	6.1
Water delivered unmeasured household	1.2	1.0	0.9	0.7	0.6	0.6
Total Leakage	1.5	1.5	1.4	1.4	1.3	1.3
Water delivered measured non-household	1.8	1.8	1.8	1.7	1.7	1.7
Water delivered unmeasured non-household	0.0	0.0	0.0	0.0	0.0	0.0
Distribution Input	10.2	10.2	10.1	9.9	9.6	9.6

Table 10a: Final Plan supply demand balance 2025 - 2050 for DYCP conditions

	2025-26 (start of AMP8)	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
Water Available For Use	13.8	13.8	13.8	13.8	13.8	13.8
Net Transfers	0.0	0.0	22.2	14.2	13.4	13.3
Total Water Available For Use	13.8	13.8	10.6	10.2	10.0	10.2
Distribution Input	10.2	10.2	10.1	9.9	9.6	9.6
Target Headroom	0.4	0.4	0.5	0.3	0.4	0.3
Supply Demand Balance	3.1	3.2	0.0	0.0	0.0	0.2

10.1 DYCP BL supply demand summary: Norfolk Bradenham

The zone is in balance.

- Demand Forecast: Final Plan household demand (measured and unmeasured) is forecast to change from 7.0 Ml/d in 2025 to 6.7 Ml/d in 2050, a percentage change of -4.7 %.
- Final Plan Leakage: is forecast to change from 1.5 Ml/d in 2025 to 1.3 Ml/d by 2050
- Final Plan Non-Household demand: is expected to change from 1.8 Ml/d to 1.7 Ml/d.
- Final Plan Distribution Input: is expected to change from 10.2 Ml/d to 9.6 Ml/d by 2050.

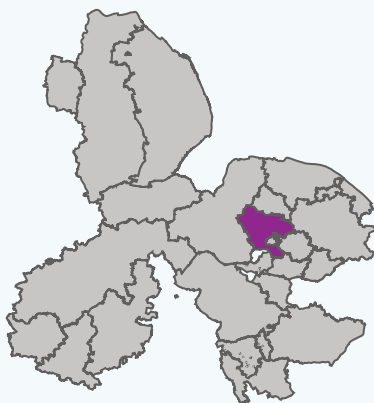# 11. Supply Side Strategy

Norfolk Bradenham

Table 11a: Total Water Available for use Baseline and Final Plan

	2029-30 (end of AMP8)	2034-35 (end of AMP9)	2039-40 (end of AMP10)	2044-45 (end of AMP11)	2049-50 (end of AMP12)
WAFU - BL	9.0	7.1	2.2	2.2	2.2
WAFU - FP	8.3	8.5	8.2	8.0	7.9

Figure 10 Water Available for Use (WAFU) - baseline (BL) and final plan (FP)

11.1 Supply side strategy options.

For details on the feasible options list for Norfolk Bradenham WRZ please refer to the Supply-Side Option Development technical supporting document.
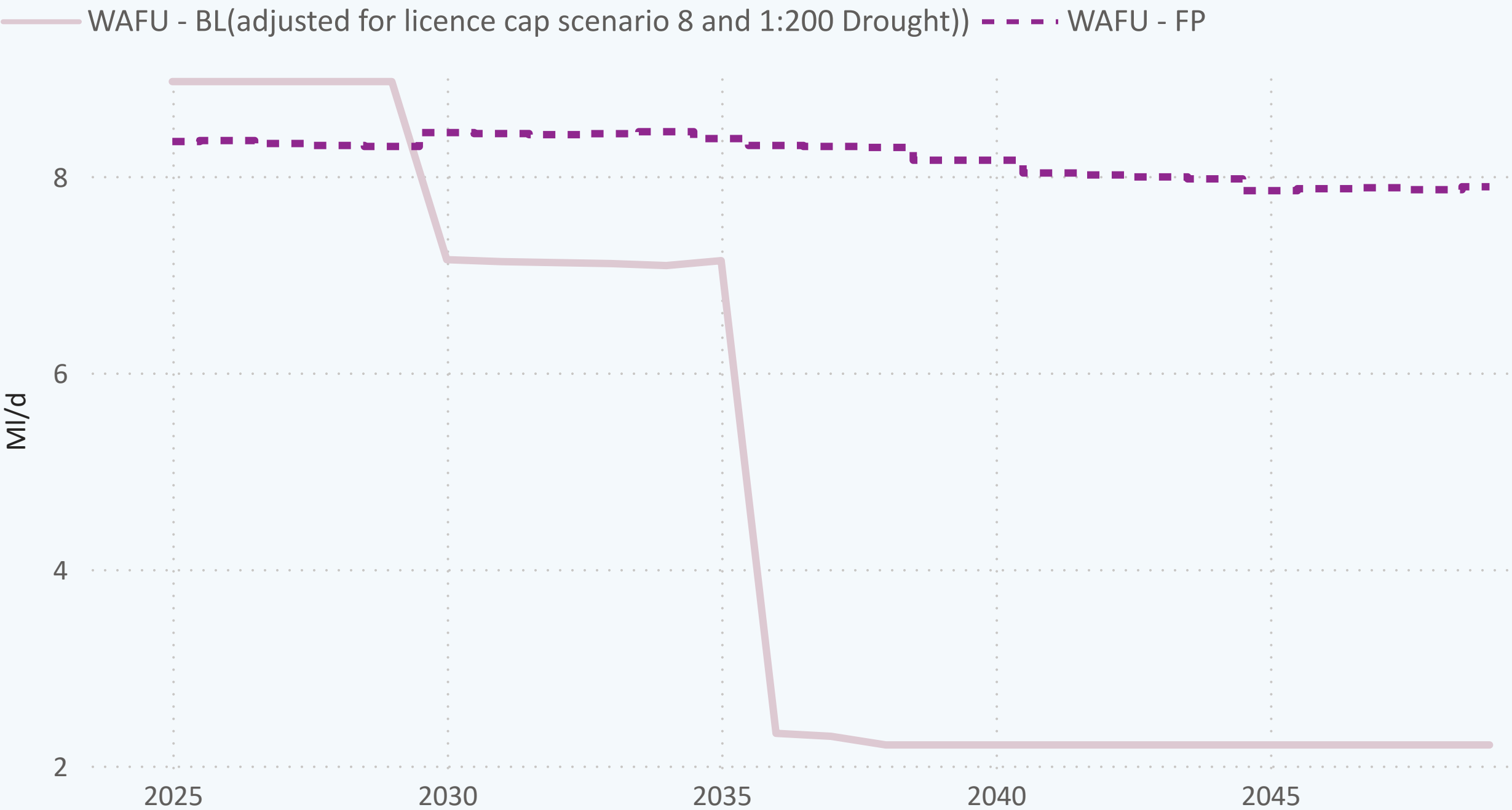
Table11b: Preferred supply side options

Option ID	First Option Name
EE06	Adjustment to existing potable water export
LC08	Adjustment for Licence cap scenario 8
NBR6	Fenland to Norfolk Bradenham potable transfer (45 Ml/d)
NBR9	Norfolk Bradenham WTW backwash water recovery

Norfolk Bradenham

12.1 Non-Household demand Norfolk Bradenham

In 2025, 1.4 Ml/d of Non-Household demand (measured and unmeasured) is expected. In 2049 it is expected to be 1.3 Ml/d, which is a -6.62% change between the years.
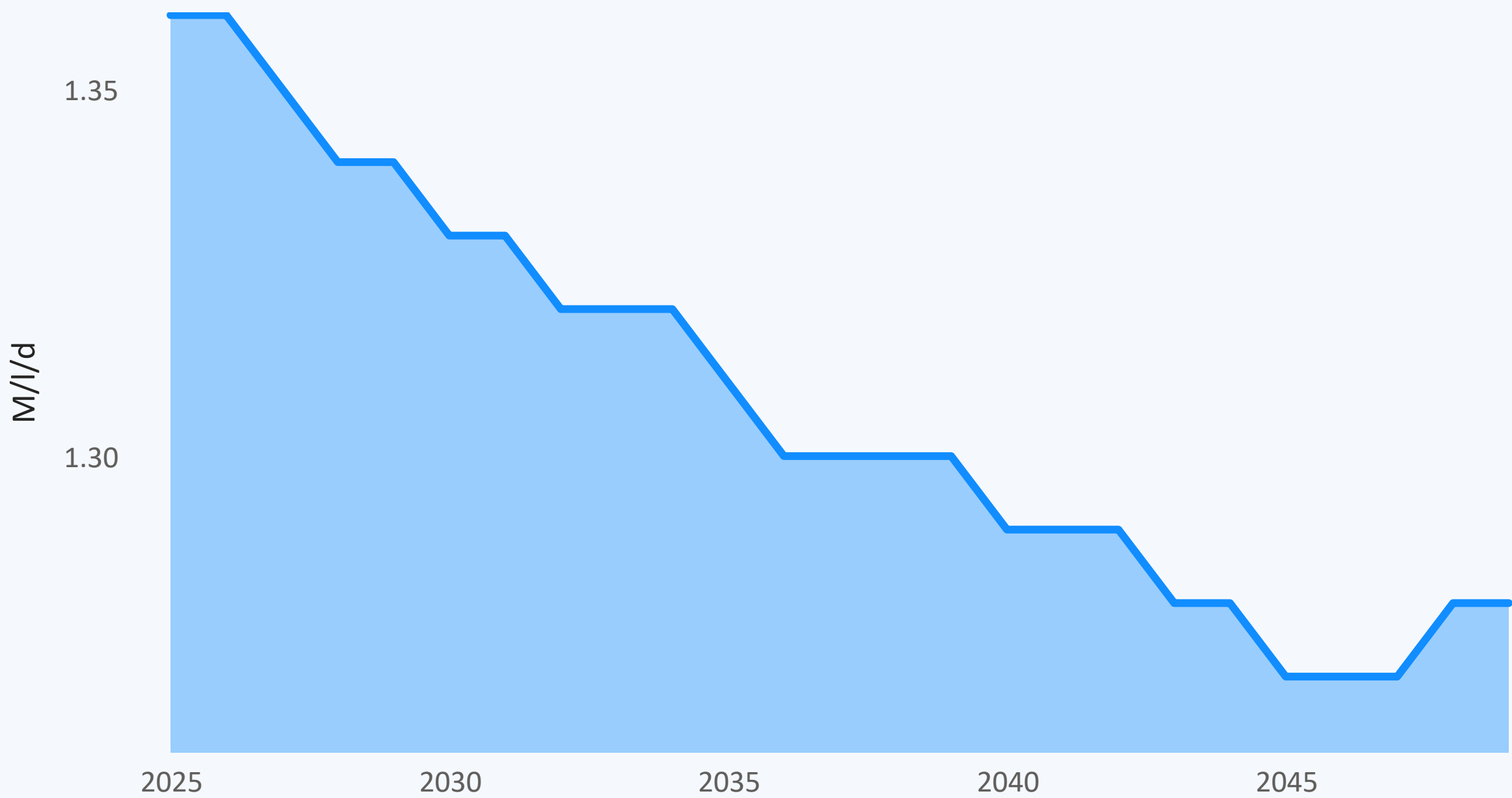
Figure 11: Non-Household demand forecast 2025-2050

Figure 12: % Non-Household modelled sectors within resource zone

- Unknown 10.7%
- Food Processing & Utilities 8.8%
- Health & Education 10.9%
- Leisure 8.5%
- Retail 11.6%
- Office 10.3%
- Manufacturing, Agriculture, Construction 39.1%