

Theme(s):	A: Conserve and restore river habitat, and adapt to / mitigate for the physical impacts of weather extremes and climate change.
Goal(s):	A1: Reduce pollution to the water environment.
Sub-goal(s):	A1b: Reduce diffuse pollution to the water environment.

A city-wide campaign through press/radio/TV to highlight and correct the issues of wrong connections across the drainage area, including education of plumbing trainees. Focusing on the Ouseburn initially as this is known to be a problem area. Project should include a survey of the drainage area to identify wrong connections, though this would add significantly to the cost.

Update as at April 2013: The project is being looked at by the Environment Agency and Northumbrian Water, with a view to identifying a small pilot sub-catchment to work on initially. The same issue was raised in the Lower Wear Catchment Pilot project, so there is potential to expend this project to a wider area beyond just the Tyne catchment.

Project Status:	Proposed and being developed
Potential Deliverer(s):	Environment Agency, local authorities, Northumbrian Water, community groups, Friends of Jesmond Dene, Tyne Rivers Trust, Durham Wildlife Trust, Northumberland Wildlife Trust, trade associations, DIY companies
Estimated Timeframe:	1 to 5 years
Estimated Project Cost:	£50,000 to £100,000
Potential Funding Source(s):	Catchment Restoration Fund (Environment Agency), Northumbrian Water National Environment Programme for sewerage infrastructure
Water Framework Directive link:	Fish, invertebrate and phosphate failures on the Ouseburn