

DEMOS

# ADDRESSING THE UK WATER DILEMMA

PUBLIC ATTITUDES ON THE  
UK'S WATER RESILIENCE

A BRIEFING BY DEMOS

SEPTEMBER 2023

## **Open Access. Some rights reserved.**

Open Access. Some rights reserved. As the publisher of this work, Demos wants to encourage the circulation of our work as widely as possible while retaining the copyright. We therefore have an open access policy which enables anyone to access our content online without charge. Anyone can download, save, perform or distribute this work in any format, including translation, without written permission. This is subject to the terms of the Creative Commons By Share Alike licence. The main conditions are:

- Demos and the author(s) are credited including our web address **www.demos.co.uk**
- If you use our work, you share the results under a similar licence

A full copy of the licence can be found at **<https://creativecommons.org/licenses/by-sa/3.0/legalcode>**

You are welcome to ask for permission to use this work for purposes other than those covered by the licence. Demos gratefully acknowledges the work of Creative Commons in inspiring our approach to copyright. To find out more go to **www.creativecommons.org**



Published by Demos September 2023  
© Demos. Some rights reserved.  
15 Whitehall, London, SW1A 2DD  
T: 020 3878 3955  
hello@demos.co.uk  
www.demos.co.uk



# AN INCLUSIVE ECONOMY

This project is part of Demos' *"inclusive economy"* strategic pillar. This pillar investigates how we can build an economy where everyone participates and contributes to shared goals and where, as a consequence of that contribution and participation, there is an equitable distribution of the benefits.

Having access to water is critical to life and to our wider economy. An inclusive economy also needs to be environmentally sustainable. This project will consider how we can practically maintain access to water as a fundamental bedrock of our economy and our society.

# CONTEXT

Demos is researching public attitudes to the state of the UK's water system because of growing evidence about our lack of water resilience.

As this briefing shows, the public is aware of the risks facing the UK in maintaining access to water. However, we are already seeing media reports that the UK is already facing a water crisis.<sup>1</sup> Regions such as the South East and London are facing persistent water shortages. By 2035, reserach estimates that the most populous region in the country will have an annual water deficit.<sup>2</sup> The Committee on Climate Change has found that supply-demand deficits will be reported by water companies from the 2030s, with projections that 27 water resource zones will have a supply-demand deficit of greater than 5 million litres per day.<sup>3</sup> Water Resource South East estimates that in an especially dry year, likely to occur once every hundred years, the South East will be in deficit by 2026.<sup>4</sup>

According to the Environment Agency by 2050 the amount of water available in the UK could be reduced by 10-15% due to the changing climate.<sup>5</sup> In the worst case scenario, the Committee on Climate Change estimates the UK could have a projected deficit of 3bn litres of water.<sup>6</sup> At the same time the UK's population is likely to continue rising by over 4m over the same period.<sup>7</sup>

Much of the debate around climate change is focused on problems that could emerge in several decades time, yet based on the available evidence severe water shortages are a near term possibility.

Sir James Bevan, the recently departed Chief Executive of the Environment Agency, called for the UK to "push all the buttons" to address this impending crisis.<sup>8</sup> Unfortunately, policy makers have not responded.

Water companies have pledged £1.6bn in investment<sup>9</sup>, however, the National Infrastructure Commission estimates that we need at least £26bn of additional investment (current prices) to improve our water resilience over the next thirty years.<sup>10</sup> So far, the UK Government has refused to invest any of its own resources to speed up the delivery of water infrastructure, despite the pressing need for investment. There is a real danger that investment comes too late to make a difference.

This is not about finger pointing. We need to look at practical measures that we can do to ensure stability of the UK's water supply. As part of this research, Demos has conducted a nationally representative survey of the country to understand people's perceptions of the UK's water supply, the risks that we face and the responsibilities of government, business and the public to prevent water shortages.

This briefing outlines the results of that survey.

1 Bloomberg, Summer's barely begun and the UK already has a water crisis, 23 June 2023

2 South East Water, Revised Water Resources Management Plan 2025 to 2075, August 2023

3 Committee on Climate Change, Water Stress and Resilience, July 2019

4 Water Resource South East, Revised Draft Regional Plan Water Resources South East, August 2023

5 Sir James Bevan, Escaping the jaws of death: ensuring enough water in 2050, 19 March 2019

6 Committee on Climate Change, Under pressure: Preparing for UK water shortages, 12 September 2017

7 Office for National Statistics, National population projections: 2020-based interim, 12 January 2022

8 Sir James Bevan, Escaping the jaws of death: ensuring enough water in 2050, 19 March 2019

9 Ofwat, Ofwat sets out £1.6bn boost for water company investment, 3 April 2023

10 National Infrastructure Commission, Preparing for a drier future, April 2018

# METHODOLOGY

These results are from an original survey, commissioned by Demos and conducted by Opinium between 11th and 14th August 2023. A total of 1,267 UK adults were surveyed and weighted to be nationally representative.

# KEY MESSAGES

## The public is concerned about the risk of drought in the UK

70% of the public think that the UK or part of it either is or is at risk of experiencing drought over the next ten years. At the same time, one in five people (19%) said that they were worried about water shortages affecting them or their household in the future. Interestingly, this was much higher amongst young people with a third of respondents (33%) aged 18-34 saying that they were worried about water shortages affecting them.

## Nearly half of the public thinks that the UK Government is not meeting its responsibility to maintain access to safe, useable water

Nearly half (48%) of the public do not think that the government is meeting its responsibility to maintain access to safe, usable water. Only 4% of respondents said that they believed that the government was completely meeting its responsibility.

Maintaining access to water was more likely to be selected as one of the top three priorities for the UK Government compared to other policy areas such as education, job creation, transport and access to arts and culture.

## Water shortages are already impacting on people's physical and mental health

Of those that said they had experienced water shortages, 61% said that their mental health had been impacted and 60% said that their physical health had been impacted. This demonstrates that water shortages can have a direct impact on health and wellbeing beyond the more traditional news stories of dry gardens and green spaces.

# PUBLIC PERCEPTIONS OF WATER SHORTAGES

## Seven out of ten people think the UK (or part of it) is at risk of experiencing a period of drought in the next ten years

A significant part of the UK is already concerned about the risks of drought in the UK. When asked, one in three (34%) of the public saw increased drought/water shortages as a possible impact of climate change on the UK. When asked specifically about the risk of drought, 70% selected an option that said they believed the UK (or parts of it) were or were likely to experience a period of drought now or in the next ten years. The most popular option was that the whole of the UK was at risk of being in drought over the next five years.

This indicates that the public is aware of the pressure on the UK's water supply. Awareness was particularly high amongst the young. Whereas 15% of those over 65 years old did not believe that the UK was at risk or drought now or in the future, only 3% of 18-24 years old felt the same. Overall, less than one in ten people believed that the UK was not at risk of drought now or in the future.

*Question: Thinking about droughts and the risk of droughts in the UK, please select any of the following that you believe are true (multiple answers)*

ANSWER	RESPONSE
The UK is at risk of being in drought in the next five years	36%
Parts of the UK are experiencing drought (e.g. South East)	33%
The UK is at risk of being in a period of drought in the next ten years	31%
The UK is not at risk of drought now or in the future	10%
The UK is currently experiencing drought	9%
Don't know	21%

At the same time, one in five people (19%) said that they were worried about water shortages affecting them or their household in the future. Interestingly, this was much higher amongst young people with a third of respondents (33%) aged 18-34 saying that they were worried about water shortages affecting them.

## Rivers and streams drying up, shortages of clean drinking water and shortages of water for public services were how the public perceives a 'water crisis'

There is no central definition of what a 'water crisis' is, so we asked the public to identify what events would feature as part of a water crisis. The only option to gain a majority of responses from the public was rivers and streams in the local environment drying up, showing that the public see the health of the UK's water supply through impact on the UK's river system. Shortages of clean drinking water and shortages of water for public services were, however, only marginally behind indicating the importance of household usage and public services to the public.

Rising bills as well as shortages for communal swimming or leisure activities were less likely to be selected.

Again, there were variations in terms of age. 62% of older people (65+) said that rivers and streams drying up were a feature of a water crisis. A majority (57%) of older people also said that shortages of clean drinking water coming from our taps would be a feature. These were higher than all the other age groups.



*Question: A prolonged period of drought and water stress could lead to a 'water crisis'. Please tell us which, if any, of the following options you think are features of a water crisis. Please select all that apply.*

<b>ANSWER</b>	<b>RESPONSE</b>
Rivers and streams in the local environment drying up	50 %
Shortages of clean drinking water coming from our taps	48 %
Shortages of water for public services (e.g. NHS, fire brigade)	45 %
Residents in affected areas having their water cut off and having to get their water from a public source (e.g. taps in town centres, bottles in supermarkets)	43 %
Having a maximum ration of water that a household can use in one day	41 %
Shortages of water for business or industrial usage	40 %
Shortages of clean washing water coming from our taps	40 %
Water bills increase to more than 10% of your household's income	36 %
Shortages of water for household garden or green spaces	35 %
Shortages of water for communal parks green spaces	27 %
Shortages of water for personal swimming or leisure facilities	26 %
Being required to declare hot tubs, swimming pools or non-essential water features to your water company	24 %
Shortages of water for communal swimming or leisure facilities (e.g. sports clubs)	24 %
Other (please specify)	1 %
None of the above	3 %
Don't know	10 %

# THE IMPORTANCE OF WATER ACCESS

## Nearly all people think that maintaining access to safe, usable water is important

Unsurprisingly, nearly all respondents to the survey said that maintaining access to safe, usable water was important to the UK.

*Question: How important is maintaining access to safe, usable water?*

ANSWER	RESPONSE
Very important	84 %
Somewhat important	10 %
Neither important nor unimportant	3 %
Not very important	1 %
Not at all important	0 %
Don't know	2 %
NET: Important	94 %
NET: Not important	1 %

## Maintaining access to water a bigger government priority than transport, education and job creation to the public

Interestingly, maintaining access to water was more likely to be selected as one of the top three priorities for the UK Government compared to other policy areas such as education, job creation, transport and access to arts and culture. However, overall health and care services, pay and living standards and protecting the climate and environment were seen as the most important issues.

There is a significant difference in the amount of investment that governments are putting into these different policy areas. For example, at the most recent budget £40bn was earmarked for investment in transport infrastructure over the next two years<sup>11</sup>. By contrast, the UK Government has not put any additional resources into increasing the water supply or water resilience, relying instead on investment from water companies paid for through water bills. This is despite the importance of water supply to the public and its essential role in sustaining our economy and society.

<sup>11</sup> Department for Transport, Record investment plans for transport network, 9 March 2023

*Question: Thinking about the following possible priorities for the UK government, which three would you say are the most important? Please select up to three options.*

<b>ANSWER</b>	<b>RESPONSE</b>
Providing access to high-quality health and care services	45 %
Improving pay and living standards	36 %
Protecting the climate and environment	30 %
Generating economic growth	29 %
The defence and security of the country	25 %
Maintaining law and order	24 %
Maintaining access to food	22 %
Providing financial security to vulnerable households	20 %
Maintaining access to water	14 %
Creating good quality jobs	10 %
Providing access to high-quality education services	10 %
Maintaining transport infrastructure	7 %
Providing access to the arts and culture	2 %
Other (please specify)	4 %
Don't know	2 %

## Water companies and government are considered most responsible for keeping taps flowing

The majority of the public believe that the water companies alongside the UK Government are most responsible for ensuring that we do not run out of water. The Environment Agency was selected by 46% of respondents and over a quarter (28%) of respondents believed that individual households were one of the groups most responsible for ensuring that we do not run out of water. However, it is clear that the public think that both industry and government have the primary responsibility for ensuring that we keep the taps flowing.

*Question: The National Audit Office (NAO) forecasts that, without action, by 2034, England risks running out of water. This means the demand for water will exceed the supply. Which three of the following groups would you say are most responsible for ensuring that we do not run out of water? Please select up to three*

ANSWER	RESPONSE
Water and wastewater companies	70 %
The UK government	66 %
The Environment Agency	46 %
Individual households	28 %
Local government	18 %
The local community (e.g. people living in our area)	11 %
Manufacturers of household appliances	8 %
The Scottish government	3 %
The Northern Ireland government	2 %
The Welsh government	1 %
Other (please state)	1 %
Don't know	5 %

## Younger people more likely than older people to say that government is responsible for maintaining future water access than older people

Interestingly, there were some generational differences. People aged over 50 were more likely to select water companies as one of the groups most responsible for ensuring that we do not run out of water than the UK Government. By contrast, those under the age of 50 were more likely to say that the UK Government was one of the groups most responsible for ensuring that we do not run out of water.

For young people (aged 18-34) this result is particularly surprising as none of this group is likely to have any memory of the public ownership of water<sup>12</sup>. Older people, by contrast, are likely to have experienced both public and private ownership of water supply yet are more likely to say that the companies are responsible for ensuring that we do not run out of water. This may be because they experienced the debates around privatisation and the process of passing the responsibility of supply to the private sector which younger people do not recall.

Whatever the reason, it is important for policy makers to consider the change in attitude amongst young people.

ANSWER	RESPONSE				
		AGE			
	Total	18-34	35-49	50-64	65+
Water and wastewater companies	70 %	55 %	66 %	75 %	84 %
The UK government	66 %	66 %	74 %	66 %	58 %

## Nearly half of the public do not think that the government is meeting its responsibility to maintain water supply

Nearly half (48%) of the public do not think that the government is meeting its responsibility to maintain access to safe, usable water. Only 4% of respondents said that they believed that the government was completely meeting its responsibility. Older people were more likely to say that the government was not meeting its responsibilities. A majority of (51%) of 50-64 year olds and (53%) of over 65 year olds did not think that the UK Government was meeting its responsibilities to maintain our water supply.

*Question: To what extent do you think the UK government is or is not meeting its responsibility to maintain access to safe, usable water in the future?*

ANSWER	RESPONSE
Completely meeting its responsibility	4 %
Mostly meeting its responsibility	11 %
Somewhat meeting its responsibility	17 %
Not really meeting its responsibility	24 %
Not meeting its responsibility at all	24 %
Don't know	20 %
NET: Completely / mostly meeting its responsibility	16 %
NET: Not really / not at all meeting its responsibility	48 %

<sup>12</sup> Water privatisation took place in 1989, 34 years ago.

# THE IMPACT OF WATER SHORTAGES

## Around one in five people have already been somewhat or significantly affected by water shortages

Around one in five people (19%) have already been somewhat or significantly affected by water shortages. This ranged from one third of 18-34 year olds (33%) expressing worry about water shortages to only one in ten (11%) of people over the age of 65. Given the cost-of-living crisis, people were more concerned about the price of essentials and bills than they were with access. Over half of the public (52%) were concerned about increasing water bills, with 60% of 18-34 year olds worried about water bills compared to 39% of over 65s.

*Question: To what extent, if at all, would you say you are worried about the impact of any of the following on you and your household in the future?*

ANSWER	RESPONSE					
	Water Shortages	Blackouts/energy shortages	Shortages of food and grocery items	Increasing price of essentials	Increasing energy bills	Increasing water bills
Very worried	7 %	7 %	12 %	36 %	44 %	29 %
Quite worried	12 %	16 %	19 %	26 %	22 %	23 %
Somewhat worried	24 %	25 %	25 %	24 %	22 %	25 %
Not very worried	39 %	39 %	33 %	9 %	8 %	15 %
Not worried at all	16 %	11 %	9 %	4 %	3 %	6 %
Don't know	3 %	2 %	2 %	1 %	1 %	2 %
NET: Worried	19 %	22 %	31 %	62 %	66 %	52 %
NET: Not worried	55 %	50 %	42 %	13 %	11 %	21 %

## Over half of people that have been affected by water shortages say that their physical and mental health has been affected

For those that said that they had been affected by water shortages, a number of impacts had been felt. Gardens and private green spaces, local community and communal spaces were the most likely to be affected by water shortages. However, interestingly physical (60%) and mental health (61%) were also affected by water shortages, demonstrating that water shortages can have a direct impact on health and wellbeing beyond the more traditional news stories of dry gardens and green spaces.

There is also a strong link between access to green space and mental health. For example, studies have shown that access to green space can lower levels of stress as well as reduce rates of depression and anxiety<sup>13</sup>. Beyond the obvious impact that a lack of water can have on people and communities, it is important that we do not ignore the wider physical and mental health impacts that water shortages can have.

*Question: Thinking about the impact of water shortages on you or your household, which of the following parts of your life have been affected? (Only those that said they had been affected by water shortages)*

ANSWER	RESPONSE						
	Physical health	Mental health	Work or job	My private garden or green space	My local community	Communal spaces	My hobby or personal interests
Have not been affected at all	35%	36%	43%	23%	22%	23%	46%
Have been somewhat affected	42%	40%	34%	50%	48%	45%	29%
Have been significantly affected	18%	21%	17%	24%	21%	21%	21%
Don't know	5%	3%	6%	3%	9%	11%	4%
NET: Somewhat or significantly affected	60%	61%	51%	74%	69%	66%	50%

<sup>13</sup> N. Wells & G. Evans, *Nearby Nature: A Buffer of Life Stress among Rural Children*, 2003 & B. Park et al, *The Psychological effects of Shinrin-joku (taking in the forest atmosphere and forest bathing): evidence from field experiments in 24 forests across Japan*, 2010

# CONCLUSION

There is growing public awareness of the risk of drought and water shortages in the UK, with concern particularly high amongst young people.

The public understands that maintaining access to water is critical to our society and our economy, yet there is a gap between the importance that the public place on keeping water flowing and the investment provided by the government.

The public wants to see government and water companies working together to ensure that everyone can access safe, usable water in the decades ahead. Unfortunately, nearly half of the public do not believe that the UK Government is meeting its responsibility to maintain access to water.

Although the public tends to focus on the impact on the natural environment (e.g. rivers and streams drying up and damage to green spaces), water shortages can have a direct impact on people's physical and mental health. Policy makers should not ignore the negative impact on health and wellbeing that are caused by water shortages.

Demos is carrying out further research to develop the policy solutions to this challenge and ensure that the UK is able to take action over the next decade to increase its water resilience.



## Licence to publish

### Demos – Licence to Publish

The work (as defined below) is provided under the terms of this licence ('licence'). The work is protected by copyright and/or other applicable law. Any use of the work other than as authorized under this licence is prohibited. By exercising any rights to the work provided here, you accept and agree to be bound by the terms of this licence. Demos grants you the rights contained here in consideration of your acceptance of such terms and conditions.

#### 1 Definitions

a 'Collective Work' means a work, such as a periodical issue, anthology or encyclopedia, in which the Work in its entirety in unmodified form, along with a number of other contributions, constituting separate and independent works in themselves, are assembled into a collective whole. A work that constitutes a Collective Work will not be considered a Derivative Work (as defined below) for the purposes of this Licence.

b 'Derivative Work' means a work based upon the Work or upon the Work and other pre-existing works, such as a musical arrangement, dramatization, fictionalization, motion picture version, sound recording, art reproduction, abridgment, condensation, or any other form in which the Work may be recast, transformed, or adapted, except that a work that constitutes a Collective Work or a translation from English into another language will not be considered a Derivative Work for the purpose of this Licence.

c 'Licensor' means the individual or entity that offers the Work under the terms of this Licence.

d 'Original Author' means the individual or entity who created the Work.

e 'Work' means the copyrightable work of authorship offered under the terms of this Licence.

f 'You' means an individual or entity exercising rights under this Licence who has not previously violated the terms of this Licence with respect to the Work, or who has received express permission from Demos to exercise rights under this Licence despite a previous violation.

#### 2 Fair Use Rights

Nothing in this licence is intended to reduce, limit, or restrict any rights arising from fair use, first sale or other limitations on the exclusive rights of the copyright owner under copyright law or other applicable laws.

#### 3 Licence Grant

Subject to the terms and conditions of this Licence, Licensor hereby grants You a worldwide, royalty-free, non-exclusive, perpetual (for the duration of the applicable copyright) licence to exercise the rights in the Work as stated below:

a to reproduce the Work, to incorporate the Work into one or more Collective Works, and to reproduce the Work as incorporated in the Collective Works;

b to distribute copies or phono-records of, display publicly, perform publicly, and perform publicly by means of a digital audio transmission the Work including as incorporated in Collective Works; The above rights may be exercised in all media and formats whether now known or hereafter devised. The above rights include the right to make such modifications as are technically necessary to exercise the rights in other media and formats. All rights not expressly granted by Licensor are hereby reserved.

#### 4 Restrictions

The licence granted in Section 3 above is expressly made subject to and limited by the following restrictions:

a You may distribute, publicly display, publicly perform, or publicly digitally perform the Work only under the terms of this Licence, and You must include a copy of, or the Uniform Resource Identifier for, this Licence with every copy or phono-record of the Work You distribute, publicly display, publicly perform, or publicly digitally perform. You may not offer or impose any terms on the Work that alter or restrict the terms of this Licence or the recipients' exercise of the rights granted hereunder. You may not sublicense the Work. You must keep intact all notices that refer to this Licence and to the disclaimer of warranties. You may not distribute, publicly display, publicly perform, or publicly digitally perform the Work with any technological measures that control access or use of the Work in a manner inconsistent with the terms of this Licence Agreement. The above applies to the Work as incorporated in a Collective Work, but this does not require the Collective Work apart from the Work itself to be made subject to the terms of this Licence. If You create a Collective Work, upon notice from any Licensor You must, to the extent practicable, remove from the Collective Work any reference to such Licensor or the Original Author, as requested.

b You may not exercise any of the rights granted to You in Section 3 above in any manner that is primarily intended

for or directed toward commercial advantage or private monetary compensation. The exchange of the Work for other copyrighted works by means of digital file sharing or otherwise shall not be considered to be intended for or directed toward commercial advantage or private monetary compensation, provided there is no payment of any monetary compensation in connection with the exchange of copyrighted works.

c If you distribute, publicly display, publicly perform, or publicly digitally perform the Work or any Collective Works, you must keep intact all copyright notices for the Work and give the Original Author credit reasonable to the medium or means You are utilizing by conveying the name (or pseudonym if applicable) of the Original Author if supplied; the title of the Work if supplied. Such credit may be implemented in any reasonable manner; provided, however, that in the case of a Collective Work, at a minimum such credit will appear where any other comparable authorship credit appears and in a manner at least as prominent as such other comparable authorship credit.

## **5 Representations, Warranties and Disclaimer**

a By offering the Work for public release under this Licence, Licensor represents and warrants that, to the best of Licensor's knowledge after reasonable inquiry:

i Licensor has secured all rights in the Work necessary to grant the licence rights hereunder and to permit the lawful exercise of the rights granted hereunder without You having any obligation to pay any royalties, compulsory licence fees, residuals or any other payments;

ii The Work does not infringe the copyright, trademark, publicity rights, common law rights or any other right of any third party or constitute defamation, invasion of privacy or other tortious injury to any third party.

b Except as expressly stated in this licence or otherwise agreed in writing or required by applicable law, the work is licenced on an 'as is' basis, without warranties of any kind, either express or implied including, without limitation, any warranties regarding the contents or accuracy of the work.

## **6 Limitation on Liability**

Except to the extent required by applicable law, and except for damages arising from liability to a third party resulting from breach of the warranties in section 5, in no event will licensor be liable to you on any legal theory for any special, incidental, consequential, punitive or exemplary damages arising out of this licence or the use of the work, even if licensor has been advised of the possibility of such damages.

## **7 Termination**

a This Licence and the rights granted hereunder will terminate automatically upon any breach by You of the terms of this Licence. Individuals or entities who have received Collective Works from You under this Licence, however, will not have their licences terminated provided such individuals or entities remain in full compliance with those licences. Sections 1, 2, 5, 6, 7, and 8 will survive any termination of this Licence.

b Subject to the above terms and conditions, the licence granted here is perpetual (for the duration of the applicable copyright in the Work). Notwithstanding the above, Licensor reserves the right to release the Work under different licence terms or to stop distributing the Work at any time; provided, however that any such election will not serve to withdraw this Licence (or any other licence that has been, or is required to be, granted under the terms of this Licence), and this Licence will continue in full force and effect unless terminated as stated above.

## **8 Miscellaneous**

a Each time You distribute or publicly digitally perform the Work or a Collective Work, Demos offers to the recipient a licence to the Work on the same terms and conditions as the licence granted to You under this Licence.

b If any provision of this Licence is invalid or unenforceable under applicable law, it shall not affect the validity or enforceability of the remainder of the terms of this Licence, and without further action by the parties to this agreement, such provision shall be reformed to the minimum extent necessary to make such provision valid and enforceable.

c No term or provision of this Licence shall be deemed waived and no breach consented to unless such waiver or consent shall be in writing and signed by the party to be charged with such waiver or consent.

d This Licence constitutes the entire agreement between the parties with respect to the Work licenced here. There are no understandings, agreements or representations with respect to the Work not specified here. Licensor shall not be bound by any additional provisions that may appear in any communication from You. This Licence may not be modified without the mutual written agreement of Demos and You.

# DEMOS

**Demos** is a champion of people, ideas and democracy. We bring people together. We bridge divides. We listen and we understand. We are practical about the problems we face, but endlessly optimistic and ambitious about our capacity, together, to overcome them.

At a crossroads in Britain's history, we need ideas for renewal, reconnection and the restoration of hope. Challenges from populism to climate change remain unsolved, and a technological revolution dawns, but the centre of politics has been intellectually paralysed. Demos will change that. We can counter the impossible promises of the political extremes, and challenge despair – by bringing to life an aspirational narrative about the future of Britain that is rooted in the hopes and ambitions of people from across our country.

Demos is an independent, educational charity, registered in England and Wales. (Charity Registration no. 1042046)

Find out more at [www.demos.co.uk](http://www.demos.co.uk)

# DEMOS

PUBLISHED BY DEMOS SEPTEMBER 2023

© DEMOS. SOME RIGHTS RESERVED.

15 WHITEHALL, LONDON, SW1A 2DD

T: 020 3878 3955

HELLO@DEMOS.CO.UK

WWW.DEMOS.CO.UK