

The UK cities that will be under the most water stress by 2040

- New research by Sanctuary Bathrooms reveals the areas of the UK that are set to see the highest increase in water stress levels by 2040
- Lancaster could be set to see the worst water shortages in the UK as its water stress levels are predicted to increase over 80% by 2040
- London, Brighton & Hove, Birmingham, and Leicester are all predicted to struggle as water stress levels look set to increase by up to 80%

11th May 2022 (Leeds, UK) - Britain may constantly face the stereotype of being gloomy and wet, but, with daily water consumption steadily rising and the average person using 142 litres daily¹, not much thought is given to what might happen if water weren't so freely available.

New research from [Sanctuary Bathrooms](#), shows that Lancaster is the UK location most likely to be under threat from water stress by 2040, due to a combination of population, climate and water usage habits.

The Lancashire-based city is forecasted to see an 'extremely high' increase (80%) in its water stress levels, and with individuals using so much water daily, this is likely to be a problem that is going to be widespread for numerous other Brits too, as part of a global issue.

Lancaster will be the worst city for water shortages in the UK

By 2040, Lancaster is forecasted to see an 'extremely high' increase (80%) in its water stress levels, meaning that residents of the city could see a serious public water supply drought. After Lancaster, London, Brighton and Hove and Leicester are all set to see 'high' (40-80%) increases in water stress levels. Residents in the South and South East of England are more likely to experience a dramatic increase in their water stress levels, due to existing and growing population density, along with associated requirements for housing and property

developments. This is as well as changing climate conditions and less rainfall than other areas of the UK.

According to the South East River trust, by 2050, the South East of England will need to find at least an additional one billion litres of water per day to meet demand in the region³.

Predicted water stress increase for UK cities by 2040

City	Estimated increase in water stress by 2040
Lancaster	Extremely high (>80%)
Northampton	High (40-80%)
Peterborough	High (40-80%)
Bedford	High (40-80%)
Cambridge	High (40-80%)
Ely	High (40-80%)
London	High (40-80%)
Brighton & Hove	High (40-80%)
Birmingham	High (40-80%)
Leicester	High (40-80%)
Manchester	Medium-high (20-40%)
Edinburgh	Medium-high (20-40%)
Liverpool	Medium-high (20-40%)
Glasgow	Low-medium (10-20%)
Leeds	Low-medium (10-20%)
Sheffield	Low-medium (10-20%)
Cardiff	Low-medium (10-20%)
Newcastle Upon Tyne	Low (<10%)
Belfast	Low (<10%)

Major UK cities like Manchester, Edinburgh, Liverpool, and Bristol are all predicted to see ‘medium-high’ increases in stress levels by 2040 (20-40%). Whereas Leeds, Glasgow, Sheffield, and Cardiff are predicted to have lower estimated water stress than other UK cities in the next 20 years (10-20 %).

With all areas of the UK expecting to see an increase in their water stress levels, what can people do day-to-day to reduce their water usage? Well, it can all start in the bathroom through activities such as:

- Taking shorter showers
- Upgrading your shower head to newer designs
- Choosing a shower over a bath

To see more info on the future water scarcity in the UK and Europe, along with more ways to reduce your water usage visit: <https://www.sanctuary-bathrooms.co.uk/blog/water-scarcity-the-worst-places-for-water-shortages-over-the-next-20-years/>

Commenting on the findings, **James Roberts, Director at Sanctuary Bathrooms** said: “These shocking findings illustrate that the UK could be facing a huge problem with water availability across areas of the country in the coming decades, and our collective usage is going to have a direct impact on future generations to come.

“Our bathroom habits contribute to this, since maintaining good hygiene uses water in most activities, if not all, as part of our daily rituals. But this is something that extends to other areas of the home, and even our workplaces too. It is vital we raise awareness by highlighting key figures and stats - for example, not many people know that a bath uses 80 litres of water in one go!

“Brits are understandably becoming more aware of their eco footprint, and impact on the climate and environment around them, and we are seeing more people focusing on this and looking to shop more savvy and greener for their bathroom. There are small changes that everyone can make to help reduce their personal impact and tackle this issue, whether that is switching water off in-between activities, regular cleaning and maintenance of taps and showers, and even switching baths for short showers.”

ENDS

Notes to editors:

For more information or for additional quotes, please contact the Sanctuary Bathrooms press office at press@sanctuary-bathrooms.co.uk or by calling 0113 2444400

1. Source: <https://www.statista.com/statistics/1211708/liters-per-day-per-person-water-usage-united-kingdom-uk/>
2. Methodology: UK water stress data was gathered from the "Aqueduct" [water risk atlas](#) scarcity platform. This was done for a total of 84 locations across the UK. For these locations, the forecasted water stress was collected, for the year 2040, assuming a "business as usual" forecast.
3. Source: <https://www.southeastrivertrust.org/water-water-everywhere-or-is-it/>

About Sanctuary Bathrooms

Sanctuary isn't just a brand name – it's the way we see bathrooms. They are areas of solitude, relaxation, an oasis. Founded by Des Roberts and now jointly run with his sons James and Richard, we're a family-run and owned business that has been in the industry for decades – 40 years of experience to be precise. This means we know what our customers want and, more importantly, what will help them achieve their Sanctuary. We have sourced a quality range of luxurious yet affordable bathroom products - from freestanding baths to furniture - all of which is on sale and delivered to customers across the UK and internationally from our showroom and warehouse based in Leeds, West Yorkshire. Step into our world and let us deliver your Sanctuary, the Sanctuary Bathrooms way.

Website: <https://www.sanctuary-bathrooms.co.uk/>