



Saving customers water, energy and money

Summary of our plans



For more information, visit
➤ southernwater.co.uk/waterefficiency

 Southern
Water

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Turn off the tap when brushing your teeth and save thousands of litres of water

Take a shorter shower - we think four minutes is a good time to aim for

Always make sure you have a full load before switching on. Two half loads will use more water and energy than one full load

“It is impressive to see a water company seek to fully embed water efficiency into its ethos, strategy and operations.”

Jacob Tompkins, Chief Executive of Waterwise

Welcome by CEO Matthew Wright



Welcome to our water-saving strategy for 2015-20 and the promises we are making to help our customers save water, energy and money.

Over recent years we have talked to thousands of our customers about what is important to them and many want us to do more to promote water efficiency.

We have acted on this and now plan to deliver a comprehensive programme for homes, businesses, schools and communities in the next five years.

We believe the way in which we value water is changing. We are used to paying for the amount of gas and electricity we use. Now, following the installation of water meters, we are paying for water in the same way.

The introduction of water meters is already reducing water use by up to 16 per cent. To build on this, we are continuing to invest to help our customers make further savings in their water and energy use - and, importantly, their bills.

We want to reach every one of our customers - whatever their age, location and water use - to help us secure a reduction of six million litres of water per day in the water-stressed South East. This, in turn, will help protect our environment and wildlife.

We look forward to talking to you more about saving water.

Matthew Wright
Chief Executive Officer, Southern Water

Our promises

We have made 26 promises to our customers about the services we will provide in 2015-20.

Four of these promises support our work to help customers reduce the amount of water they use and therefore how much water we need to supply from rivers and groundwater.

- 
Better information and advice

10 per cent reduction (15 litres per person per day) in average water use by 2020 with better advice on saving water, energy and money - this will reduce average water use from 148 litres to 133 litres per person per day.
- 
A constant supply of high-quality drinking water

No restrictions on water use, such as hosepipe bans, unless there are at least two dry winters in a row.
- 
Looking after the environment

Reduce the amount of water we take from the environment by 1.4 per cent despite predicted population growth of four per cent.
- 
Affordable bills

Customers in genuine financial hardship provided with improved support - increase the proportion of customers who take up the support we offer around bills.

To find out more visit
southernwater.co.uk/promises

Introduction

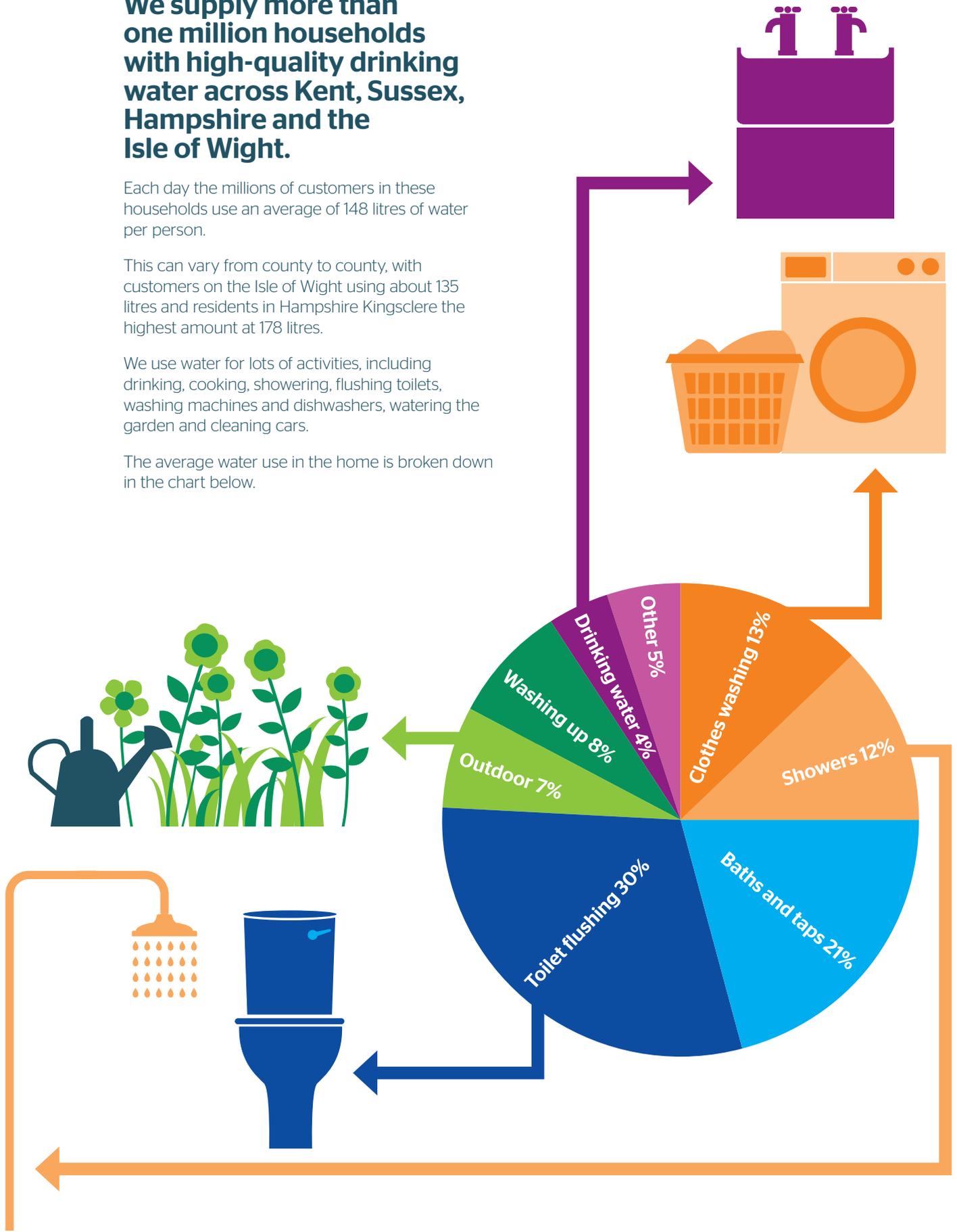
We supply more than one million households with high-quality drinking water across Kent, Sussex, Hampshire and the Isle of Wight.

Each day the millions of customers in these households use an average of 148 litres of water per person.

This can vary from county to county, with customers on the Isle of Wight using about 135 litres and residents in Hampshire Kingsclere the highest amount at 178 litres.

We use water for lots of activities, including drinking, cooking, showering, flushing toilets, washing machines and dishwashers, watering the garden and cleaning cars.

The average water use in the home is broken down in the chart below.



Step by step changes



By working together and making small changes in our day-to-day lives, we can make big savings on our water use.

Our plan for the next five years is to make it easy for our customers to save water, save energy and save money, as well as doing their bit to protect the environment.

To achieve this we will:

- Provide advice, support, products and incentives to help our customers use less water in their homes, schools and businesses
- Work in partnership with community organisations and local authorities to promote water efficiency
- Take the lead on shaping water efficiency policy with the Government.

Our plan includes practical measures like fitting water-saving devices, as well as awareness and education campaigns, such as promoting water efficiency labels on bathroom products.

Our targets

We have set ourselves a number of targets to make sure we keep our promise to our customers to reduce water use to 133 litres per person per day by 2020.

These are:

- Encourage domestic and business customers to install and promote water-saving products
- Carry out thousands of water audits and retrofits in customers' homes
- Engage with hundreds of schools with audits, retrofits and educational campaigns
- Partner with local authorities, enterprise groups and national parks on joint projects
- Launch a small grants scheme and work with community groups on water-saving initiatives
- Work with businesses to become more resilient and make financial savings.

We will report on our progress against these targets each year in our annual report at southernwater.co.uk/our-publications

Step by step changes



Save energy

About a quarter of an average home's energy bill comes from heating water for showers, baths, drinks, washing machines and dishwashers.

Reducing the amount of water we use can also reduce the amount of energy needed to heat it - making savings on energy bills.

Using less water also means we don't need to treat or pump as much to put into supply, which also helps reduce our carbon footprint.



Save money

Saving water and energy leads to savings on bills. We want to target our water-saving work to support customers who are most in need of financial support.

We will work in partnership with organisations, such as housing associations and the Citizens Advice Bureau, to offer water efficiency support to customers who use a lot of water and are struggling to pay their bills.

Saving starts at home

Every good campaign must lead by example and we will work with our staff to monitor and reduce water use in our offices and on our operational sites.

We will carry out comprehensive audits to ensure we are not wasting resources and trial water-saving products, such as rainwater harvesting units, to determine how efficient they are.

From our contact centre agents to leak detectors and meter readers, we will ensure all our employees have the skill and understanding to encourage water saving with the customers they talk to on a daily basis.

The big picture

Since 1930, the amount of water people use in their homes has increased by one per cent every year. This is due to people taking more showers and baths, using washing machines and watering gardens more.

However, in the South East the amount we actually supply has fallen, mainly due to our work to reduce the amount of water lost from leaks.

In the long term, we need to continue our work to reduce leakage and promote water efficiency, as well as invest in new schemes such as underground reservoirs, water re-use and desalination.

This is to make up for water we will lose because of new legislation, the effects of climate change on rainfall and a growing population and housing stock.

We have outlined these long-term plans in our Water Resources Management Plan for 2015-40 and our water efficiency strategy forms an integral part of these plans. Our aim is to secure savings of six million litres of water every day - enough to supply a town the size of Andover, Bexhill or Canterbury.

[Find out more about our long-term plans at southernwater.co.uk/wrmp](https://southernwater.co.uk/wrmp)

Use a bucket and sponge to wash your car instead of a hosepipe



Water efficiency in homes



“Our customers tell us how important water efficiency is so we fully support this pro-active approach for the years ahead.”

Phil Barnard, Head of Sustainability,
Chandlers Building Supplies

Southern Water supplies drinking water to more than one million homes in the South East and we want to reach as many people as possible with water-saving advice and support.

Research shows that fitting water-saving devices in toilets, taps and showers can save as much as a third of average water use - up to 50 litres per person per day.

The households in our region have huge potential to make water savings and protect our rivers and environment as well as wildlife.

To save a litre with every flush just install a Save-a-Flush bag



Home visits

We will work with customers to carry out water and energy audits in their homes, fit water-saving devices and offer advice on how to be efficient with water and cut household bills.

This follows on from the success of our Green Doctor service, which supported customers as we installed water meters in the majority of homes in our region during 2010-15.

Audits will be offered in Kent, Sussex, Hampshire and the Isle of Wight and will be targeted at households which use large amounts of water and those struggling to afford their current water bill.

We will work in partnership with organisations, such as housing associations and local authorities, to increase the number of visits we can offer.

Our teams will also offer practical advice on energy savings and talk to customers about the different tariffs we offer to help keep bills affordable.

We plan to carry out thousands of home audits and retrofits from 2015-20.

Water efficiency in homes

Better water-saving products

We want to promote and install a wide range of water-saving products to ensure our customers have a choice about how they make savings.

We will test products for showers, baths, toilets, taps and in the garden, making them available to our customers through home visits or at discounted prices through our website.

Our campaign to give away free Save-a-Flush bags to customers will continue (available at southernwater.co.uk/flushsaver). The bags can be dropped into the cisterns of large, older-style toilets and save a litre of water with every flush.

To do this we will:

- Promote all our water efficiency activities on our website with interactive tools, promotions, giveaways and information
- Run water efficiency campaigns and competitions through newspapers, radio, television and social media
- Work in partnership with local councils and community organisations
- Add water-saving messages to our correspondence with customers
- Partner with other water companies and the Government on national campaigns.

“The importance of water to the park is why a partnership is essential to benefit residents, businesses and the natural world.”

Chris Manning, Water Policy Officer at South Downs National Park Authority

Spreading the word

A key part of the campaign is to let our customers know what is on offer and the many ways in which they can benefit.

In 2015-20, we want to provide our customers with better information and advice to engage them in creating a more sustainable future.

Use water butts to collect rainwater for your plants – they prefer it to tap water



Water efficiency in business



Every penny counts for businesses determined to thrive in these challenging economic times.

We want to help the thousands of businesses we supply become more water efficient so they spend no more than they need to on water and energy bills and as a result become more competitive.

From 2017, all businesses will be able to sign up to the water company they believe offers them the best value.

This makes it even more important that we offer a competitive and efficient service to help the companies we supply save water, energy and money.

To achieve this, we have launched a comprehensive package of water and energy-saving measures for businesses.

This package includes a water and energy audit, installation of water and energy-saving devices and campaign material to raise awareness with staff.

Where appropriate, it can also include leak detection and the installation of smart meters to track water use on a daily basis.

“The plans for new services to reduce water and energy use and save money are a welcome addition to help commerce become more resilient and competitive.”

**Stewart Dunn, Chief Executive,
Hampshire Chamber of Commerce**



Case study: **Horse Guards Inn, Petworth**

The Horse Guards Inn, a 350-year-old pub in the South Downs National Park, is set to save nearly £2,000 a year on its water and energy bills.

The pub, which includes a restaurant and accommodation, was fitted with dual flush toilet systems, tap regulators and LED light bulbs following an audit. These are expected to save 390,000 litres of water and 6,600 kWh a year and £992 on water and £919 on energy bills. The package would be paid off in less than two years with the business benefiting from the savings in subsequent years.

Schools and communities

Educating our future customers about water and the environment is an important part of our plans.

We will continue our award-winning work with schools, including 'Waterwise' talks, learning packs and our mime show for primary schools.

We want to extend our campaign to offer every primary school we supply a water audit, the installation of water-saving products and interactive learning materials.

Schools will be able to continue to apply for free water butts for their school gardens and ponds.



Case study: Elm Grove School, Brighton, East Sussex

A primary school in Brighton is saving up to £5,000 a year on its water bills following a water-saving project with Southern Water and Brighton & Hove City Council. Pupils at Elm Grove School are using nearly a third less water after water services company Mouchel Ltd installed tap aerators and dual flush valves on the school's taps and toilets. Youngsters also carried out audits at home to record their families' water use and discovered how they could be more efficient. The savings on the school's water bill will cover the project costs in under a year.

“Southern Water is working with Eastleigh Council and residents to develop cost-effective solutions that ensure water bills are affordable and rivers are protected.”

Alex Parmley, Corporate Director, Eastleigh Borough Council

In our communities

Working in partnership is the most effective way to reach our communities.

In the next five years, we want to continue our work with councils, charities and social and environmental groups to raise awareness of water efficiency.

This could range from a poster campaign to a water efficient garden project or a water butt giveaway with a local council.

Our Waterwise talks to community groups are popular and we will train more staff to deliver them and also continue our small grant scheme for water-related projects.

During the summer, we will visit communities with our Water Café, with staff offering advice on water efficiency and giving away free products.

We will also work with the South East Water Efficiency Partnership, a group of six water companies and other organisations, to co-ordinate our water efficiency work across the South East.



Shaping national policy



Working with the Government and organisations who develop policy is a central part of our strategy to highlight the role of water efficiency and value of water.

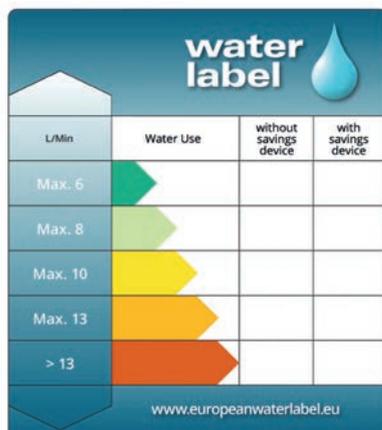
Water ratings in the bathroom

In its White Paper, Water for Life, the Government set out the need for manufacturers and retailers to label water goods to help customers make informed decisions about what they buy.

As a result, a Water Using Products (WUP) working group was set up, including plumbers' merchants, DIY retailers such as B&Q, the Bathroom Manufacturers Association and Southern Water.

As part of this group, we have launched a labelling scheme for bathroom fittings, such as toilets, showers and baths, with information about how much water they use.

Over time, we believe customers will select products based on these ratings in the same way they would choose A and A+ electricity-rated products, such as washing machines.



“We are delighted that Southern Water has taken the lead among water companies to promote the Water Label to change customers’ behaviour.”

Yvonne Orgill, Chief Executive of Bathroom Manufacturers Association

Green Alliance

We are also working in partnership with the Green Alliance, a charity that works with leaders in business, politics and non-governmental organisations to stimulate debate on environmental policy.

Together, we are exploring how water efficiency can play a much more significant role in securing cost-effective water sources for the future and keep bills affordable for the most vulnerable.

We have identified actions that Government, regulators and others could take to curb demand for water, such as flexible charging when water sources are under pressure and incentivising innovation on water efficiency.

Wider influence

In addition, we want to work with local authorities to set water efficiency standards for new houses which go beyond those required by building regulations of 125 litres per person per day. We want to go further and pilot an incentive scheme with lower targets.

Finally, we will work with bodies such as Waterwise, Water UK and the Energy Saving Trust to share research and promote policy.

“Southern Water has shown welcome leadership on water efficiency. Raising the political importance should help deliver better policy, lasting environmental benefits and help the most vulnerable in society.”

Will Andrews Tipper, Head of Sustainable Business, Green Alliance

Find out more

We would like to hear your views on our water efficiency strategy and the activities we have outlined for 2015-20.

If you would like to find out more or are interested in working in partnership on a project in your community, school, business or neighbourhood, please get in touch.

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