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April 2021 Newsletter

Welcome to our newsletter, bringing you the latest news in water efficiency.



Water Saving Week

Our favourite week of the year is just around the corner! Water Saving Week is taking place 17th-21st May and - because our water use isn't just confined to our four walls - this year we're focusing on water consumption outside of the home. We want to help people to save more water when they're out and about, and help businesses and communities to highlight the great work they're doing to reduce their water consumption and protect our environment. Most of all, we want to get people talking. That's why each day of the week will look at the different conversations we can have to support each other to be more water wise - conversations with our water companies, plumbers, customers, colleagues and more.

If you know of a business or community project committed to making positive change to their water use, we'd love to feature them as exemplars of water wisdom! Contact Kate at Kate.marx@waterwise.org.uk

Get involved with the campaign by using the hashtag #WaterSavingWeek and tagging @Waterwise on Twitter and Facebook, and @WaterwiseUK on Instagram. As always, we want to know why you save water! Post your personal reasons with the hashtag #ISaveWaterBecause.

[Water Saving Week webpage - click here!](#)



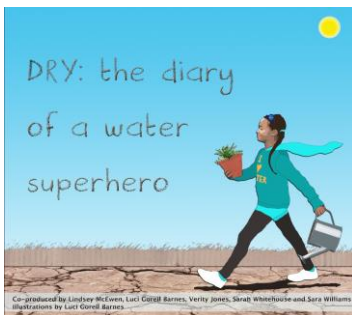
Ofwat considering deferring water company PCC penalties/rewards to end AMP7

In response to evidence of marked shifts in water consumption during Covid due to factors such as increased homeworking, Ofwat have signalled that they're considering delaying decisions on incentive and penalty payments linked to AMP7 Per Capita Consumption (PCC) targets until PR24. They highlight that their 'decision for each company at that point would take account of how well companies have risen to the challenges of promoting water efficiency and considering any implications for long-term planning' - laying down the gauntlet for the companies to redouble efforts in the rest of the AMP.



Smart metering and the climate emergency - new joint paper published

A new paper from Waterwise and Arqiva highlights how a smart metering programme over the next 15 years could help reduce UK greenhouse gas emissions by around 0.5% whilst also helping us adapt by saving over 1000 Mld by the mid 2030s. The paper pulls together published information on water-saving in metered households and the link between domestic water use and carbon emissions. It calls for governments, regulators and the industry to speed up smart metering programmes; echoing similar calls from the [National Infrastructure Committee](#).



The DRY competition for kids

What would your school, home or garden look like if we were to use water more wisely? That's what we're asking kids in our competition based on the book *DRY: The Diary of a Water Superhero*. A collaboration between the [DRY Project](#) and Waterwise, the competition runs 1st-28th May, as part of our activities for Water Saving Week. Having won the Geography Association's Silver Award, *DRY: The Story of a Water Superhero*, provides an ideal opportunity to engage young people to think about water use and enable positive behaviour change. Kids from years 1 to 9 can enter by submitting a picture, essay, video or any other creative project [here](#). We can't wait to see the entries!



Water's (Still) Worth Saving!

Following the success of last year's Water's Worth Saving campaign, Waterwise has once again teamed up with Water UK to re-launch this exciting campaign for 2021. Launching to the public on 30th April, and planned to run for five months, the campaign will feature revitalised messaging and assets, and a renewed resolve to spread the word about why saving water is so important, and the small steps people can take to make a really big difference. Join us by using the hashtag #WatersWorthSaving, and tagging @Waterwise on Twitter and Facebook, and @WaterwiseUK on Instagram.



Leaky Loos - Radio 4's Costing the Earth up for an award!

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It was great to see that Radio 4's Costing the Earth feature on leaky loos has been shortlisted for [a national award](#). The programme, fronted by journalist Tom Heap, featured Waterwise and Thames Water [highlighting the scale of the leaky loo problem](#) and calling for action. We are now seeing good progress in designing out the issue with [a joint commitment](#) made in March by the UK Water Efficiency Strategy Steering Group and the Bathroom Manufacturers Association to continue to address the issue. You may also have seen the BMA's recent [Savvy Lavvy campaign](#).



Meeting with Defra Water Minister

Nathan joined a meeting with CIWEM and Defra Water Minister Rebecca Pow to share our thoughts on a national water demand target; the need for a mandatory water efficiency label for products; making more of the link between energy, carbon and water efficiency; and our call for faster roll-out of smart water meters. The Minister was really supportive of water efficiency and we look forward to the long-awaited news from Defra in response to their consultation on these issues, soon!



Is Water Neutrality the Answer to UK Housing Growth? - Free Waterwise Webinar

Waterwise are holding a free webinar '*Is Water Neutrality the Answer to UK Housing Growth?*' - to continue the conversation on this topic following the publication of *A Review of Water Neutrality in the UK* earlier this year. The webinar is taking place on May 20th at 11am.

The webinar will present the work from our report, and bring together experts to discuss how we can turn this concept into reality here in the UK. We will be considering how water companies might work with local councils and developers to get pilot schemes off the ground; and what changes to government policy, building regulations and the planning system are needed to make water neutral development happen at scale.

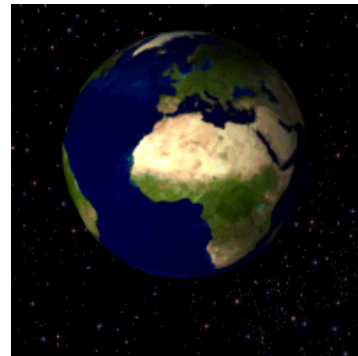
Speakers

include:

Amy	Blackwell	-	Sainsburys
Ben	Earl	-	Skewb
Rachel	Elliott	-	Scottish Water
Rob	Lawson	-	Artesia

Alan Turner - Kent County Council

[Register for the webinar here!](#)



International news on water efficiency

- Journalist Alok Jha shows how the way we are using freshwater has made it a precious finite resource. Listen to the BBC Sounds podcast [here](#).
- 'Water warriors': the US women banding together to fight for water justice. Read the full story from The Guardian [here](#).
- Drought in Mexico reaches critical levels as lakes dry up. Read the full story from Aljazeera [here](#).

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Our Vision Water will be used wisely, every day, everywhere

Our Values Purpose, passion, pioneer and people



From left to right: Dr Kate Marx - Campaigns and Social Research Manager; Barbara Hale - Marketing and Business Development Manager; Nicci Russell - Managing Director; Stella Lindsey - Office Manager; Lydia Makin - Policy and Projects Manager; Dr Nathan Richardson - Head of Strategy and Policy; and Stephanie Hurry - Head of Water Efficiency Engagement.

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Events 2021

Keep your eyes on our website for upcoming dates!

[Click here](#)

Waterwise Newsletter - get your friends, family and colleagues to sign up



We are proud to say that we now have 4,000 people signed up to our monthly newsletter! If you a) know of anyone interested in water efficiency or b) have someone in mind who you'd like to value water

more - get them to sign up to our newsletter below or by sending them to the homepage [here](#) and telling them to click at the top (this way they get to learn a bit about water efficiency while they're at it!). You might even want to promote the Waterwise Newsletter on your intranet and chat sites at work. The more the merrier - spreading the water efficiency message helps reach our vision that water is used wisely every day, everywhere in the UK.

[Sign up to the newsletter here](#)

Our Supporters and Affiliates

Thank you to our Supporters and Affiliates - without them we can't drive water efficiency!

We have published some information on our website which outlines reasons to support us, our track record, our plans for the future and how we use funding from Waterwise Supporters and Affiliates. Read about it [here](#).

Please email barbara.hale@waterwise.org.uk if you're interested in becoming a Waterwise Supporter or Affiliate. Barbara would be delighted to send you further details.

waterwise Supporter



waterwise Affiliate





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