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March 2021 Newsletter

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

Waterwise 2021 Annual Conference, 15th - 19th March

Mainstreaming water efficiency: averting a UK water crisis

Our 2021 Waterwise Conference '*Mainstreaming Water Efficiency - Averting a UK water crisis*' was a fantastic success and saw over 700 attendees across the week from across and beyond the water sector, including from National Geographic and Good Housekeeping Magazine. We had a wide range of speakers (53 to be exact), including BBC Costing The Earth's Tom Heap, Shadow Environment Secretary Luke Pollard MP, leaders from all 4 of the UK's environment agencies, Environmental and Climate Justice Activists Brianna Francis and Zunaira Malik, Defra, Ofwat, WICS, CCW, The Rivers Trust and so many more, covering a wide range of topics from Ambition to the Environment. Every session was rated 4 or 5 out of 5 by all respondents, and we've had some lovely proactive feedback. Brianna sent us all off with a rousing message to consider water efficiency through an intersectional lens - looking at the multiple impacts of scarcity on members of different groups, as well as tapping into what motivates them to drive water efficiency.

Incoming Ofwat Chief Executive David Black used his Waterwise Conference slot to announce he was considering changing the outcome delivery incentive attached to the per capita consumption performance commitment for England and Wales to an end-of-period one rather than in-period. This was actually big news for water companies! Like all the speakers, David set out how ambitious water efficiency would be


essential to the sector and beyond, for the long-term.

Thanks again to our Gold sponsor South West Water, Silver sponsors Arqiva & Methven and all of our session sponsors for enabling us to put on this fantastic conference.

MAINSTREAMING WATER EFFICIENCY



1 conference
5 days
6 sessions
9 sponsors
53 speakers
>100 attendees in every session
>300 people registered
>700 participants over the week



Tom Heap
Every session rated 4 or 5 out of 5 for
Did you find it useful?
Did you find it engaging?

“What a great selection of speakers and topics”
“An excellent event”
“Great takeaways”
“Interesting and challenging discussion”
“Truly excellent”



Themes
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Powered by Wessex Water

Session Sponsors

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Training

Looking for professional development in water efficiency?
Ask us about bespoke training or join our online Introduction to Water Efficiency course on **April 7th & 8th**

[Click here to book](#)

Wessex Water supporting water-dependent customers to prevent winter leaks

Wessex Water
YTL GROUP



Over the winter period Wessex Water have been out visiting water-dependent customers on their priority services register, to help them prepare their homes for the cold weather. They contacted 1,078

customers by either letter or phone and from this visited 104 customers. Wessex provided winter preparation advice slips for those customers unable or uncomfortable with having them in or around the home at this time. For those they did visit, where possible they completed a check on both stop taps, explained how to turn off their stop tap and how to contact a WaterSafe plumber, then lagged any exposed external pipe and provided a free cover for any outside taps. The average satisfaction score was 9/10 with great feedback from customers:

- 'Very pleasant young man, he explained everything to us and made sure we were happy before he left. It gave us that extra bit of security.'
- 'Marvellous job, it was perfect, put my mind at ease.'

Wessex said it was great to be able to offer additional support to their customers during a time when many feel more at risk than ever.



Water's Worth Saving 2021

Water UK is working with Waterwise on Water's Worth Saving which will be back again this year and will be launching at the end of April. Themes we hope to cover this year include water use when working from home, outdoor water fun, gardening, and indoor water use - as well as the impact of water efficiency on energy bills, and DIY. Water is always worth saving so keep an eye out for further messaging and the campaign landing page that will be launched on our website soon!

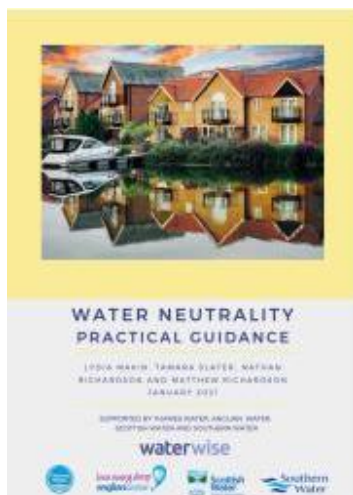
Leaky Loos - joint statement and new Waterwise guidance launched

At this year's Waterwise conference we were delighted that Andrew Tucker from Thames Water was able to announce [a joint commitment statement](#) on addressing the 'leaky loo' issue - from the UK Water



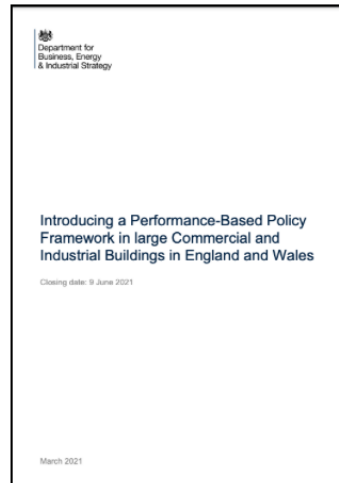
Efficiency Strategy Steering Group and the Bathroom Manufacturers Association. The statement highlights the substantial progress made over the last 6-12 months, with over half of the most leak-prone products now off the market. It also commits the two groups to continuing to work together - with bathroom manufacturers and others to go further in designing out the leaky loo issue which we estimate currently wastes around 400 million litres of water a day.

Alongside the statement, Waterwise published 7 top tips for anyone buying or specifying a dual-flush toilet. As well as covering leaky loos, the tips include advice on choosing products with easy-to-understand dual-flush buttons.



Joining up thinking on supplies and sewers!

Last month we were pleased to be able to contribute to the new Defra Storm Overflows Taskforce. Our recently-published research into rainwater harvesting and greywater reuse and into the concept of water neutral development highlighted that solutions that help us meet the water availability challenge might also have a role to play in helping address the increasing problem of inadequate sewerage capacity that triggers 'Combined Sewer Overflows'. Put simply, if we can reduce or slow the flow to sewer from how we use water in our buildings we can reduce pressure on the sewerage network. We want to see the Taskforce looking at the opportunity for joining up policy and action in this way.



In-use efficiency ratings coming for commercial buildings

BEIS have launched a consultation on the introduction of new in-use efficiency ratings for commercial and industrial buildings in England. Initial plans are targeting large offices and focusing on energy use, but other building types will follow. The proposals draw on the existing NABERS scheme in Australia which includes energy, water and waste, and Q8 in the BEIS consultation asks whether the English scheme should include water....all together now, 'of course it should'!! The consultation runs until 9th June and Waterwise will be responding, calling for the scheme to include water immediately. In the meantime, if you want to make sure your office is on the case with water efficiency, don't forget you can apply for the Waterwise Checkmark for Offices. Some workplaces may find as they re-open after lockdown that their premises have still been 'using' water while closed - water efficiency can help reduce leaks and cut water bills at a difficult time financially for businesses.

Getting to know us

This month it's the turn of Lydia Makin, our Policy and Projects Manager, who answers some quick fire questions posed by Barbara Hale, our Marketing and Business Development Manager.



Watch the Video Here!



ACEVO Twitter takeover for World Water Day

Regular readers will know that Nicci is an active member of [ACEVO](#), the Association for Chief Executives of Voluntary Organisations. For World Water Day this month, Nicci was asked to take over ACEVO's twitter feed - ACEVO has over 30,000 Twitter followers, most of whom are in the charity/voluntary sector, so this was a fab opportunity! You can see the thread [here](#).



Waterwise playing a key role on two new Defra groups

We're delighted to announce that Nicci's been asked by Defra to Chair a new Senior Water Demand Steering Group, bringing together the key stakeholders in the sector to check progress and ambition on all aspects of water efficiency and leakage, and report to the Minister and others on any gaps it thinks need filling. The SWDSG will meet for the first time in May. Nicci has also been asked to join Defra's Expert Group on the water targets for the Environment Bill.



Waterwise's Pledge 2021 wins the Institute of Water's South East Innovation Award!

We are very proud to announce that our Pledge 2021 campaign (which we ran in January) is now an award-winning campaign! Pledge 2021 won the Institute of Water's South East Area Innovation Awards. The judges said they loved how well we had evaluated and measured our campaign. Having won the regional awards, we will be competing in the national level competition in May. Fingers crossed!



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 too, either via this [direct link](#) 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.



Waterwise in and around - formerly known as out and about

This month, as well as preparing for, running and recovering from our annual conference, we've been busy spreading the word:

- Presenting at the Bathroom Manufacturers Association's Sustainability Forum; and the Major Energy Users Council
 - Catching up with Sarah McMath, MOSL CEO; Susan Davy, South West Water CEO; and many more of our Supporters and Affiliates;
 - At the UK Water Efficiency Strategy Steering Group; the first meeting of the communications task and finish group of the Retailer Wholesaler Group's water efficiency sub-group; a stakeholder meeting on the refresh of the Wales Water Strategy; and the Wales Water Efficiency Group;
 - Judging the Water Industry Awards; and
 - Having our quarterly Board meeting, including a session with the whole team.
-



International news on water efficiency

A study for Cornell University in the USA explored the global ripple effects of regional water scarcity. You can read more [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](#)

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



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