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February 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

This year's Waterwise Conference 'Mainstreaming water efficiency: averting a UK water crisis' will be held digitally from 15th to 19th March, kindly sponsored by South West Water. We have some amazing speakers, and delegate slots are filling up fast, so book now!!!

Conference sessions will look at the role of Ambition, Housing, People and Comms, Business, Energy and Net Zero, and Environment in Mainstreaming Water Efficiency. Sessions will last two hours: 10am - 12 noon Monday to Friday plus 1 - 3pm on Thursday.

Our amazing line-up includes:

David Black – Chief Regulation Officer, Ofwat
Sophie Broadfield – Deputy Director, Water Services, Department for Environment, Food and Rural Affairs
Baroness Brown of Cambridge – Deputy Chair, Climate Change Committee and Chair, Adaptation Committee

Emma Clancy – Chief Executive, Consumer Council for Water
Christine Colvin – Director for Partnerships and Communications, The Rivers Trust
Jess Cook – Project Development Manager (Water Poverty), National Energy Action
Lucy Darch – Chief Executive, Wave
Susan Davy – Chief Executive, South West Water
David Denny – Futures and Sustainability Manager, Horticultural Trades Association
Brianna Francis – Environmental and Climate Justice Activist
James Gibbard – Head of Sales, Methven
Tom Heap – Science, environment and rural affairs broadcaster, on Countryfile, Costing the Earth and Panorama
Claire Hoolohan – Research Fellow, Tyndall Centre for Climate Change Research, University of Manchester

Ciara Jagger – Communications Manager, Bathroom Manufacturers Association
Noelene Keane – Freelance Energy Consultant
John Lillistone – Director of Utilities, Arqiva
Dene Marshallsay – Director, Artesia
Brian McCarthy – Economic Demand Manager, Scottish Water
Christine McGourty – Chief Executive, Water UK
Sarah McMath – Chief Executive, MOSL
Zunaira Malik – Programme Manager at Action for Conservation and Climate and Environmental Justice Campaigner

Maria Manidaki – Net Zero Lead/Principal Water Investment Planner, Mott MacDonald
Kate Marx – Campaigns and Social Research Manager, Waterwise
Clare Pillman – Chief Executive, Natural Resources Wales
Luke Pollard MP – Shadow Environment Secretary
Niki Roach – President, Chartered Institution of Water and Environmental Management
Stuart Roberts – Deputy President, National Farmers Union
Adam Spencer – Principal Advisor, Building Regulations and Technical, Ministry of Housing, Communities and Local Government
Alan Sutherland – Chief Executive, Water Industry Commission for Scotland
Paul Wyse – Flood Resilience Manager, Department for Education

Do book your tickets asap before they sell out as they did last year! The 2021 Waterwise Conference is going to be awesome!

FREE Tickets!

Tickets are free for employees of all Waterwise Supporters, higher-tier Affiliates, government and regulatory stakeholders - if you are in this category and you haven't received the link to register, please click on the button below for your free space.

[Request a free ticket!](#)

All other delegate tickets are just £50 plus VAT, at the link below.

[Buy your tickets here now!](#)



Thank you Pledgers!

Pledge 2021 has come to an end for the year, and we are so thrilled at the success of our first ever email campaign. 1,129 people signed up to participate, each of whom received a short daily email containing water-saving facts and a challenge. The aim was to provide the audience with easy-to-implement tips, which would help them save lots of water, protect the environment, combat climate change and become well-informed and mindful about water. Pledge ran for four weeks from January 4th to 31st, although anyone who signed up afterwards could complete the challenge on their own timeline.

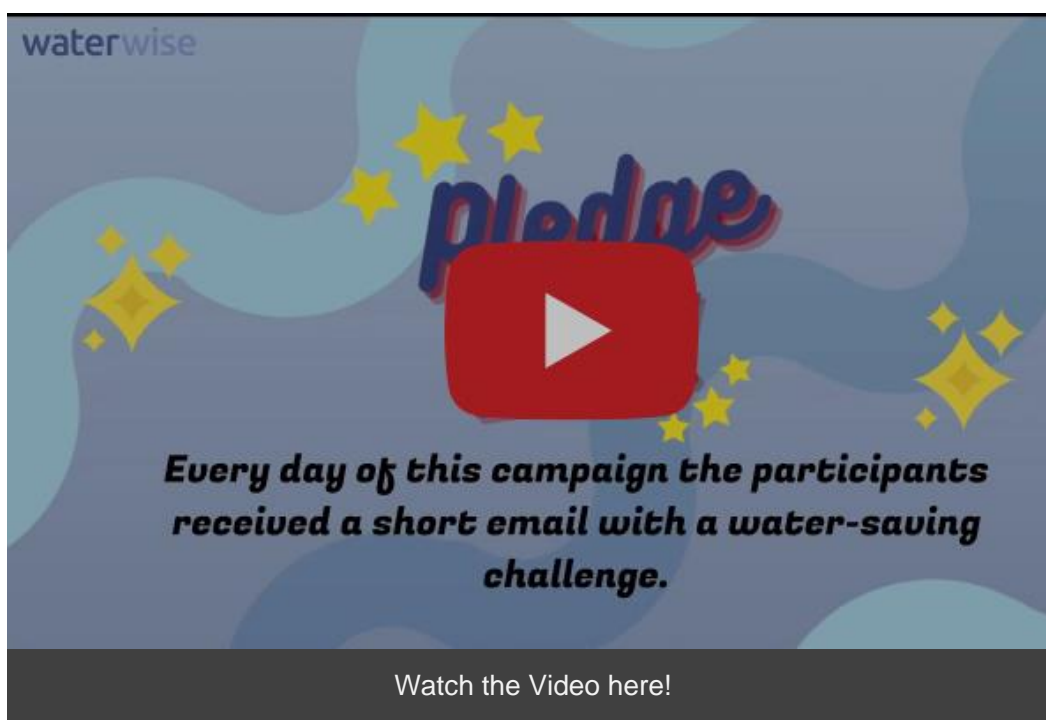
In total our pledgers saved a conservatively estimated **2,281,709 litres of water** together! What a brilliant achievement! Across the social media platforms we were able to reach 1,975,326 people and generate 5,672,347 impressions - much of this



down to your amazing support and engagement with the campaign, so **thank you**. We also want to thank our friends at Northumbrian Water again for their inspired idea to run a water-saving pledge.

These great results come as the culmination of a year packed full of Waterwise campaign activities - notably, *Water Saving Week 2020*, *Water's Worth Saving* and *Water Makes it Possible* - which together reached around **23.9 million people in the UK!**

We have big plans as we head through 2021, so watch this space for more campaigns that increase people's knowledge, change their attitudes, and most importantly, transform their water using practices.



Waterwise welcomes Manx Utilities as a Supporter!



We are delighted to welcome Manx Utilities into the Waterwise family as a Supporter!

Manx Utilities is a £100m turnover Statutory Board of the Isle of Man Government, committed to delivering life's essential utility services and assisting in the Island's adaptation to climate change to achieve net zero emissions. The organisation supplies Island consumers with

reliable electricity, clean wholesome drinking water and manages a waste water network and treatment system in addition to providing natural gas and telecommunication transmission services. Please see their website [here](#) if you would like more information.



Waterwise welcomes Cenergist as an Affiliate!

We are also delighted to welcome Cenergist into the Waterwise family! Cenergist is a leading water efficiency specialist working with UK water companies in the domestic and commercial sectors. As well as delivering large-scale programmes, the company is also the UK distributor for the Control Flow HL2024 family of products. These reduce water wastage caused by flow fluctuations and have been found to reduce household consumption by up to 24% per annum. Please see their website [here](#) if you would like more information.

The role of Water Efficiency in hitting Net Zero

Waterwise [has drafted a new paper](#), with input from the UK Water Efficiency Strategy Steering Group, highlighting the role that water efficiency can play in reducing carbon emissions over the next two decades.



Around 6% of the UK's total greenhouse gas emissions are from household water supply and use. This equates to over 2.6 kg CO₂e per home per day. Approximately 90% of these water-related emissions are from how we use water in the home - the other 10% are operational emissions from water companies supplying water and removing and treating wastewater. The water sector has recently committed to reaching [Net Zero by 2030](#) for its own emissions but this paper highlights how modest reductions in household water use of 5-6% could deliver annual emissions savings of around 1.3 MtCO₂e. This is a bigger saving than was actually achieved in the whole UK housing sector in 2017-18 or in 2018-19. A 10-12% reduction in household water use could reduce greenhouse gas emissions by a similar amount to the total operational emissions of the whole UK water sector (circa 2.4 MtCO₂e).



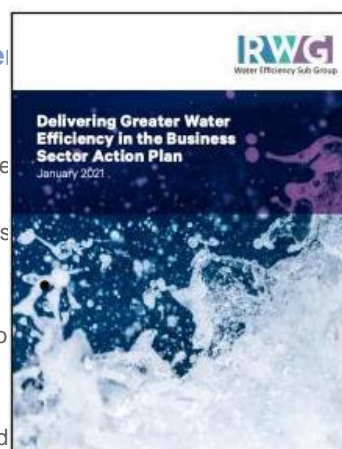
Nicci in CIWEM's 'The Environment' International Women's Day edition

The March cover story in CIWEM's 'The Environment' magazine names 12 climate and environment heroines, nominated by 12 women from the extended family of women in water and environmental management. Our MD Nicci had the honour of being one of them, nominated by Lila Thompson of British Water, in an edition dedicated to International Women's Day on 8th March. As it happens, 8th March 2021 is also the 4th anniversary of Nicci becoming Waterwise MD. Nicci was surprised and delighted to be featured alongside amazing women such as Emma Howard Boyd, Environment Agency Chair, and Rosamund Adoo-Kissi-Debrah, South London mum and former headteacher turned clean-air campaigner since losing her daughter Ella Roberta, nine, to a rare, severe form of asthma 8 years ago, caused by air pollution.

Just published - Water Industry Action Plan to deliver greater business water efficiency

The Retailer Wholesaler Group has published its Action Plan to improve delivery of water efficiency to the non-household business sector in England. The plan, which Waterwise helped develop, includes actions to:

- Provide greater clarity on expectations and ambition for business water efficiency;
- Improve understanding of how business water is being used where and how much;



- Improve collaboration in water resource planning and in identifying and progressing options to meet future business and societal water needs;
 - Identify and address wider regulatory and other relevant barriers to the delivery of business water efficiency; and
 - Deliver insights into business customer motivations to save water using them to inform water saving initiatives.
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Serious (Water) Stress!

The Environment Agency is currently consulting (to 11th March) on plans to extend the area of England classified as in serious water stress to include the Midlands and parts of the South West. The [new classification](#) updates the 2013 approach and incorporates data sets used in the 2020 National Water Resources Framework and the 2019 Water Resource Management Plans.

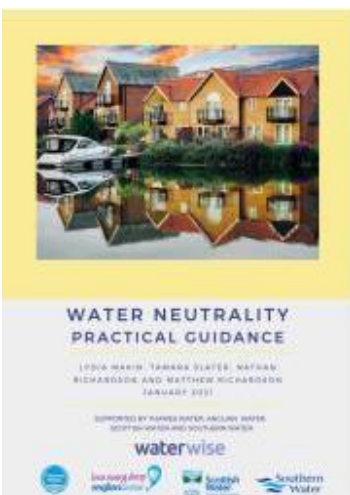
The mapping is used to dictate whether water companies can consider compulsory metering of their customers - charging them based on water use rather than house rateable value. Metering has been found to reduce household consumption by around 15% as well as helping reduce leakage.

Whilst Waterwise would prefer to see water companies able to consider compulsory metering wherever they are in England we do support the proposed changes.



Innovation Fund

Waterwise are very happy to have worked with Welsh Water to submit an application to the first round of the Ofwat Innovation Fund. After many water efficiency teams experienced the whirlwind change over to virtual audits this year due to Covid, initial smart meter data suggests they are nearly as effective in saving water, and at a much lower cost. The application will look to find best practices and options to develop, improve and innovate the process to design an Advanced Virtual Audit model which can be shared between companies and rolled out in trial areas.

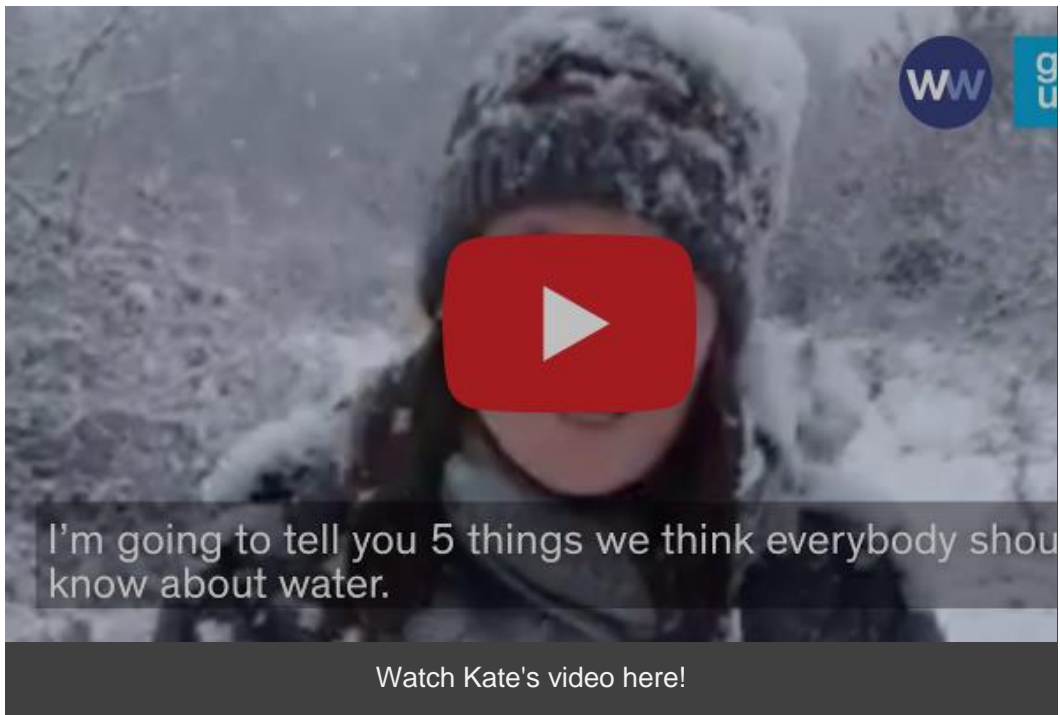


Water neutrality research published

We are pleased to say that this joint research, co-authored by Waterwise and Anglian Water, has been completed and published! This report follows on from the research piece we did on rainwater harvesting late last year. Thank you to our Supporters who funded and steered this work: Thames, Scottish, Anglian and Southern Water. Click [here](#) for the review of Water Neutrality in the UK. Click [here](#) for a link to the Water Neutrality Practical Guidance. Please get in touch if you have any questions about the research or you would like us to send you a slide deck summary for your use.

Making the link between carbon and water

Waterwise was recently approached by Green Energy UK, the UK's only supplier of 100% green gas and electricity, to tell their customers five things we think everyone should know about water. Kate made this snowy video using some of our recent campaign messaging!



Nicci's blog to encourage civil society leaders on water efficiency

In her capacity as a member of ACEVO's Climate Crisis member Working Group, Nicci wrote a blog for ACEVO to encourage civil society leaders in the UK to factor water efficiency into their resilience plans. You can find Nicci's blog, called '*Save water: it's easier (and more important) than you think*' [here](#). ACEVO's twitter feed has 30K+ followers and its members include leaders of small community charities up to large UK charities such as Shelter and Oxfam - all are equally essential, and all need water. In her blog, Nicci also talked about the unequal impact of water scarcity, including in the UK.





National Planning Policy Framework (NPPF) and Design Codes - Consultation

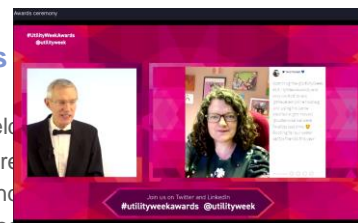
MHCLG are consulting through to 27th March on amendments to the NPPF and on new Design Code guidance for future development.

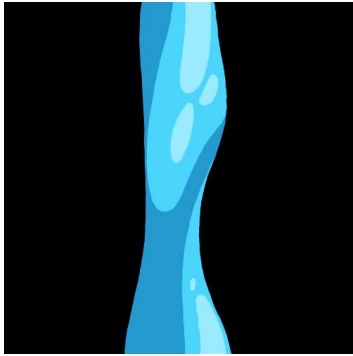
Waterwise is pleased to see the guidance stating that Design Codes can 'provide guidance and regulation around water saving which may address rainwater harvesting, dual potable and grey water recycling systems and requirements for 'water neutrality' for new development and include reference to the Optional Technical Standards for water efficiency standards - but we fear that these water-saving approaches will not happen unless the NPPF is also amended.

Waterwise wants to see an additional sub-clause (153c) or footnote added to the NPPF stating that 'The Technical Standards for water efficiency in new housing (125lppd and 110lppd) should be seen as a minimum expectation, and government expects planning authorities, developers and water companies to work together to consider going further, particularly for larger developments and where there is a clear local need'. If you agree, please respond to the consultation!!

Yay, Waterwise Supporters win Utility Week Awards

Nicci really enjoyed the 2020 Utility Week Awards which were held virtually this month - hosted by the amazing Jeremy Vine! We were proud to see Waterwise Supporters Anglian Water, United Utilities and Yorkshire Water pick up awards - Anglian picking up three! It was also great to see Tony Smith, former Chief Executive of the Consumer Council for Water, receive the Industry Champion award. Having been shortlisted for the Partner of the Year Award in 2019, we know how much the awards mean to the people who receive them. Jeremy Vine was genuinely thankful to our wonderful water and energy sector colleagues for keeping things going during Covid. Picture is of Jeremy Vine reading out Nicci's tweet!!!





STOP PRESS - New Water Resource Planning Guidance published

New guidance for water companies preparing the next round of water resource management plans in England and Wales has just been published - [see here](#). Waterwise contributed into the development of the new guidance which includes strengthened requirements for wholesalers to work with water retailers to deliver water savings for non household customers and for wholesalers to consider options for faster (smart) meter roll out.

Part-time secondment project with Anglian Water

Our Policy and Projects Manager Lydia Makin will be embarking on a part time secondment project with Anglian Water from March until June this year. We are really excited to further develop our excellent relationship with Anglian and share knowledge and learnings between our organisations. Lydia will be working on water reuse projects following on from her work on rainwater harvesting and water neutrality. However, she will be continuing her Waterwise roles as Secretariat for the Water Efficiency strategy Steering Group and Chair of the Welsh Water Efficiency Group as well as managing our training programme.





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 Waterwise has been busy preparing for the conference! Amongst other things, we've also caught up with Supporters and Affiliates; chaired the Wales Water Efficiency Group; attended the RWG Water Efficiency Group; spoken at Salford University Recycling and Waste Conference; and attended a behaviour change workshop run by an environmental psychologist and the Consumer Council for Water's meeting on connecting people with the water environment.



International news

- Cracked Pipes, Frozen Wells, Offline Treatment Plants: A Texan Water Crisis. Read the full story from The News York Times [here](#).
- Groundwater recharge rates mapped for Africa. Read the full story from Science Daily [here](#).
- Very few of world's rivers undamaged by humanity, study finds. Read the full article from The Guardian [here](#).

Waterwise is recruiting for a new Chair

Who we are

Waterwise is the leading UK authority on water efficiency - we are thought leaders and campaigners, challenging and supporting the water sector and beyond to aim high on water efficiency. Waterwise was founded in 2005 and is an independent, not-for-profit organisation. We like to be at the front, leading and supporting innovative efforts to realise our vision; that water will be used wisely, every day, everywhere.

The role

Due to the incumbent coming to the end of his term, we are seeking a new Chair with the ability to lead the organisation in partnership with the Managing Director. This is an exceptional opportunity for the right person to play a part in making a positive contribution towards increased water conservation and positive action on climate change.

Statement on diversity

Waterwise is committed to valuing diversity and to equality of opportunity for employment, career and personal development. We believe that people from different backgrounds bring perspectives and skills that create fresh ideas, thinking and approaches which make the way work is undertaken more effective and efficient. We know that the more inclusive we are, the better our work will be.

Please visit www.waterwise.org.uk/chair for more details.

The role is unremunerated. Closing date for applications is Friday 26th March 2021.



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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!

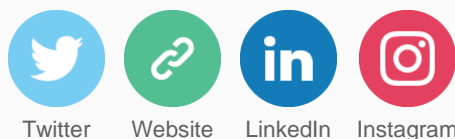
We have published some information on our website which outlines reasons to support us, our track record, our plans for the future and how we use funding from Waterwise Supporters and Affiliates. Read about it [here](#).

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



waterwise Affiliate



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