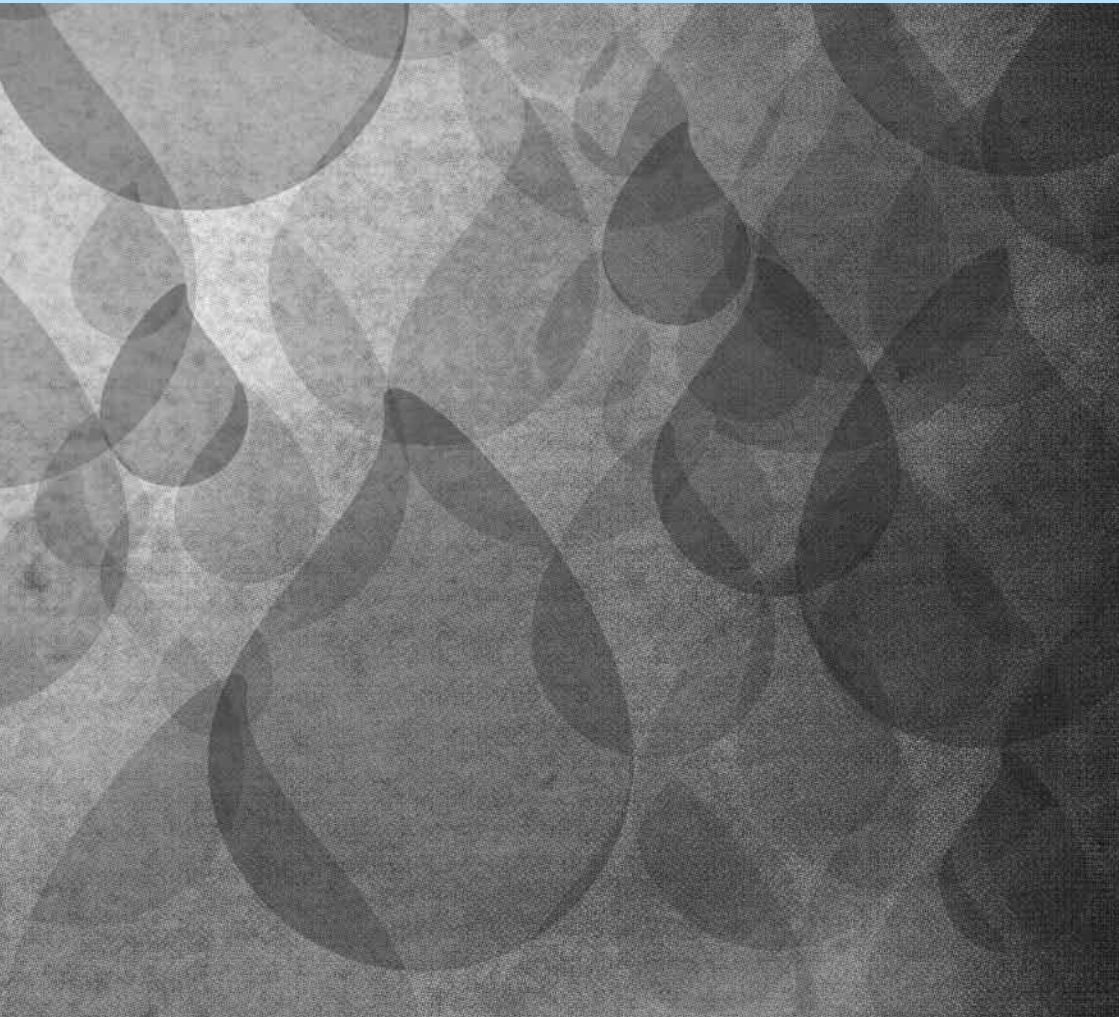
Waterwise
Annual Report

SEPTEMBER 2009 - AUGUST 2010



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All Waterwise documents mentioned in this report are available from the Waterwise website:

www.waterwise.org.uk

Welcome from Jacob Tompkins, Managing Director, Waterwise

2009 – 2010 was an action-packed year in the UK – for water and Waterwise. The UK experienced the driest start to the year for 70 years, the Northwest of England saw its first hosepipe ban for 14 years, even Scotland and Wales experienced pockets of drought or restrictions, a compulsory metering programme started in Southern Water's region, large-scale water efficiency trials were stepped up across the country, and of course the resident at Number 10 changed, resulting in a localism agenda and a greater role for the third sector.

The Price Review funded more water efficiency retrofits by the water companies than ever before in England and Wales. The Walker Review set out steps for the government to take towards greater metering and more water efficiency. The Cave Review set out how the sustainable use of water should be at the heart of a new framework for driving competition and innovation in the sector. In Scotland, the price determinations funded the first ever domestic metering trial, government has been making the policy links between energy efficiency and water efficiency and now including water efficiency in buildings standards, and Scottish Water's structure is being fundamentally remodelled through legislation. In Wales, Ministers are placing water efficiency at the heart of water policy. Waterwise's fingerprints are on much of this progress.

In Westminster, the Coalition Government set out its plans for a water White Paper and a review of Ofwat, and energy

efficiency policies which offer a continued opportunity for water efficiency.

Waterwise held an unprecedented number of events this year, hosting not only the fifth annual Waterwise Water Efficiency Conference – which saw both the Minister and the Shadow Minister present – but also two Technical Symposia, two Masterclasses, a training event for housing associations in the East of England, and an event at the House of Commons for water companies. In addition, Waterwise launched *Tap into Savings* and *Save Water Swindon*, carrying out four large-scale projects across England aiming to retrofit water and energy saving devices in over 10,000 homes and encourage water wise behaviours. Our Evidence Base was used in the 2009 price review for England and Wales and produced a robust new report in February on the costs, benefits and water and energy savings of water efficiency programmes, drawing on extensive water company data.

And now, as we celebrate our fifth birthday, we say farewell to the original Waterwise Board, aim and objectives, and look forward to the future with a new strategy and a new board, on which more is included at the end of this report.

We are thrilled that, five years on, Waterwise is seen as the leading authority on water efficiency – as acknowledged by Ofwat in its June 2010 report 'Waste Not, Want Not'. We look forward to building on this with all our friends and stakeholders over the next ten years.

Waterwise endorsements 2009-2010

"Waterwise [is] an independent body and leading authority on water efficiency"

- Ofwat, *Waste not, want not – making the best use of our water*, June 2010

"The work that Waterwise and its key partners are undertaking – including the development of the evidence base as well as carrying out innovative projects – supports and contributes to our shared vision of a future where water, our most precious resource, is valued and conserved."

- Huw Irranca-Davies MP, Minister for Marine and Natural Environment, Water efficiency and the water companies, a 2010 UK Review (Waterwise), March 2010

"There are various voluntary labels in place, but we need to look at creating a voluntary robust scheme for all products using water – this is of great interest to Waterwise and others, and a Conservative government would work with you."

- Nick Herbert MP, Shadow Secretary of State for Environment, Flood and Rural Affairs, Waterwise Annual Conference, March 2010

"Waterwise has been a fantastic example of an industry-led initiative that has helped shape the agenda for helping people save water."

- Matthew Taylor MP, Waterwise House of Commons event, October 2009

"I would like to congratulate Waterwise on the fantastic job they have done."

- Rt Hon Lord Smith of Finsbury, Chairman of the Environment Agency, Waterwise Annual Conference, March 2010

"I congratulate Waterwise for the work they do. It is an extremely important organisation, and has steadily and calmly been pointing all of us – politicians, water companies, consumers – to a more rational approach."

- Jonathan Porritt, Founder Director of Forum for the Future, Waterwise Annual Conference, March 2010

"It has been recognised that in the past the evidence base for the costs and benefits of water efficiency measures was in need of further refinement. Waterwise's ongoing work on large-scale retrofitting of social housing and the development of its evidence base for large-scale water efficiency in homes is therefore very important. The first phase has been very useful to water companies and Ofwat in the 2010-2015 price determination, resulting in an increase in the scale of retrofitting programmes."

Final Report of the Walker Review of Charging for Household Water and Sewerage Services, December 2009

About Us

Waterwise aim 2005-2010

To reduce the amount of water we all use at home and at work. We are developing a framework to demonstrate the benefits of water efficiency in the UK supported by a robust social, economic and environmental evidence base. Water companies will carry out large-scale water efficiency projects alongside new resource developments. Water efficiency will be part of everyone's lives.

Waterwise objectives 2005-2010

- Championing water efficiency within the water industry
- Shaping a positive regulatory framework for water efficiency
- Building the evidence base for water efficiency through large-scale pilot schemes and other research
- Ensuring water efficiency in the built environment sector
- Influencing government policies on water efficiency
- Understanding and changing consumer perceptions of water efficiency and encouraging wise use of water
- Promoting the social benefits of and addressing the barriers to water efficiency

Waterwise staff

Sally Bremner	Water Efficient Products and Technologies Specialist
Melanie Cooper	Human Resources and Finance Director
Victoria Higgins	Communications Executive
Ike Omambala	Technical Research Manager
Chris Philpot	Communications Director
Nicci Russell	Policy Director
Gaetane Suzenet	Operations Director
Jacob Tompkins	Managing Director
Clare Watters	Waterwise East Coordinator
Joanne Zygmunt	Head of Research and Tap into Savings Programme Manager

Tap into Savings Programme staff

Mary Blake	Tap into Savings Braintree Project Facilitator
Kate Hunter	Tap into Savings Coventry Project Facilitator
Jaspreet Kaur	Tap into Savings Administrator
Robert Lewis	Tap into Savings Installer
Tessa McNair,	Tap into Savings Merstham and Redhill Project Facilitator
Dani Myers	Tap into Savings Programme Evaluator
Abdul Rakib	Tap into Savings Installer

Save Water Swindon staff

Heather Large	Community Liaison Officer
Viviana Levy	Project Manager

Waterwise Board

Maria Adebowale (Chair)	Director of Capacity Global
Richard Aylard	Director of External Affairs and Environment, Thames Water
Ian Barker	Head of Water Resources, Environment Agency
David Butler	Co-Director of Centre for Water Systems, University of Exeter
Karen Gibbs	Policy Manager, Consumer Council for Water (Observer)
Paul Hope	Head of Water Resource Economics, Ofwat (Observer)
Peter Jiggins	Head of Water Supply and Regulation, Defra (Observer)
Walter Menzies	Chief Executive, Mersey Basin Campaign
Pamela Taylor	Chief Executive, Water UK
Jacob Tompkins	Director, Waterwise
David Walton	Managing Director, Veolia Water Outsourcing Ltd

Section 1 – Key Waterwise achievements 2009-2010

The past year has seen significant progress made in water efficiency – not only in terms of large-scale water efficiency projects, but also in understanding more about water-using behaviours.

In the 2009 Price Review for England and Wales, an unprecedented number of water efficiency retrofits were funded, and Waterwise's Evidence Base was cited by both Ofwat and the water companies as an important tool in that outcome.

The 2009 joint water company water efficiency campaign was entitled *Shower Power*. The campaign, spearheaded by Olympian Kriss Akabussi, focused on encouraging shorter showers. The campaign was supported by 12 water companies and for the first time used social norms to encourage water-efficient behaviour. Key messages were promoted through advertorial in Virgin Electric Ezine, Virgin Trains Hotline Magazine and Your M&S Magazine to an audience of over three million. The campaign also secured coverage on 23 regional radio stations, in national newspapers, and numerous websites.

January 2010 saw the launch of Waterwise's *Tap into Savings* programme. The programme, which runs until March 2011, sees water- and energy-efficient products being installed in 7,600 homes in three areas of England (Merstham and Redhill in Surrey, Coventry, and Braintree). In each project area Waterwise is partnering with Global Action Plan and Kathryn Rathouse Social Research, as well

as local partners including water companies, councils, social housing providers, and regional offices of the Environment Agency. *Tap into Savings* is encouraging changes in water-using behaviour by setting up EcoTeams – small groups of friends and neighbours learning and sharing tips on how to save water, waste, and energy. By September 2010 the programme had been completed in the Merstham and Redhill project areas and hit its target of installing products in over 600 homes and engaging 23 people in EcoTeams. The programme was made possible through a £700,000 grant from Defra's Greener Living Fund, as well as match contributions from local partners.

Waterwise has continued to work in – and facilitate – partnerships this year. Thames Water, WWF, and Waterwise worked together starting in June 2010 on *Save Water Swindon*, a campaign aiming to help everyone in Swindon save water. Swindon has been recognised as 'water-stressed'. This means that the demand for water is putting pressure on rivers and the natural environment, which supply the town with water. The initiative has been welcomed by the residents of Swindon with hundreds of households signing up to the campaign, and many already reducing their water use through simple changes to their daily routine – as well as the installation of water-saving devices. Media coverage and local roadshows have helped boost interest in the scheme.

Waterwise joined an international agreement with savewater!® in Australia and the Alliance for Water Efficiency in North America. Waterwise continued to partner in *Future Friendly*, and the campaign saw two awards and bursaries being handed out, one for a family and one for a community.

The fifth annual Waterwise water efficiency conference was held in March 2010 and once again brought together key stakeholders in the water sector, including both the Minister and the Shadow Minister for Water in England. Waterwise held two Masterclasses on 'Changing Water Using Behaviours', a training event for housing associations in the East of England, two Technical Symposia – on innovation and water efficiency targets – and a Waterwise East event that offered training to housing associations. This extensive events schedule was supported by the numerous events Waterwise presented at, including Ecobuild and Clerkenwell Design Week, and Waterwise had exhibition stands at many events including the BMA Annual Conference, the Marks and Spencer Environmental Conference, and the Water UK Innovation Hub.

At a Waterwise event for water companies at the House of Commons in October 2010, Water Minister Huw Irranca-Davies MP, said that "Defra enjoys a strong and positive working relationship with Waterwise, and I am glad to support the valuable work they are doing on promoting water efficiency." He went on to single out seven areas of Waterwise's work for particular praise. Scottish Water Minister Stewart Stevenson, MSP has also been very supportive of Waterwise.

Waterwise East had a successful year and launched *The Water Calculator* in August 2010 in conjunction with the Bathroom Manufacturer's Association, the East of England Development Agency and Anglian Water. The Water Calculator allows users to quickly and easily

develop specifications for water-efficient homes that meet regulatory requirements. The website (www.thewatercalculator.org.uk) contains information on water consumption for hundreds of products, which means users do not have to gather product data from individual manufacturers. Waterwise East also launched a Best Practice Guide to Water Efficiency in New Developments.

In June 2010 Waterwise published its White Paper, setting out strategic proposals for climate change adaptation and mitigation, resource efficiency, the low carbon and green economy, and the big society over the five years from 2010 to 2015. The White Paper contains proposals for reform of the water sector and policy and regulation more widely. It was well-received by Government Ministers and officials and regulators, as well as House of Commons Select Committees and opposition parties.

In December 2009 Waterwise published its updated 'Best Practice Guide to Water Efficiency Retrofitting', and in February 2010 the first report of Phase II of the Evidence Base. The latter document presented results from the largest water efficiency retrofitting trials carried out by water companies in about 7000 properties across the UK and in-depth analysis including: opportunities for water savings; the effectiveness of different products; the costs and benefits relating to water efficiency; and carbon emissions and energy savings which result from reduced water consumption. The Evidence Base was used in the Walker Review (see above) and cited by Ofwat and the water companies for its important contribution to ensuring greater water efficiency in the 2009 price review for England and Wales. It is consistently used to inform policy across the UK, and over the summer of 2010 was used to calculate potential payback from the inclusion of water in the UK government's Green Deal energy efficiency retrofitting scheme for British homes. (The Evidence Base is co-funded by the Department for Communities and Local Government, Defra, the Environment Agency, and Ofwat.)

Waterwise's work in setting up and now co-convening, with Waterwatch Scotland, the Saving Water in Scotland Network, began to pay off. Discussions on the links between water and energy have helped influence the Scottish Parliament to include a water efficiency duty on Scottish Water in the Climate Change (Scotland) Act 2009, the potential to mandate water efficiency in the future in Building Standards, and the recognition of the importance of water efficiency in the Scottish Government's consultation on its energy efficiency plans, 'Conserve and Save', in October 2009.

Section 2 – Waterwise objectives

Objective 1 – Championing water efficiency within the water industry

Waterwise continues to build on its successful relationships with the water industry. In 2010 several new projects were launched in conjunction with water companies. In addition, Waterwise has helped and supported numerous water companies and organisations with projects and campaigns. Waterwise sees partnership work as an effective way to promote water efficiency.

Partnership campaigns and projects

In 2009 Waterwise, Talisman Communications, and 11 water companies launched Shower Power – an educational campaign encouraging shorter showering. The campaign, endorsed by the UK Minister for the Marine and Natural Environment, Huw Irranca–Davies MP, supported by the Energy Saving Trust, and fronted by Kriss Akabusi, was the UK's first social norms campaign for water. By targeting both bill-payers (aged 26-55) and the younger age group (18-26) through advertorial in three magazines, the campaign reached out to an audience of over three million people. In addition, promotion of research findings secured coverage in various media outlets including 23 regional radio stations. Advertorial and PR activity drove traffic to a campaign webpage www.waterwise.org.uk/showerpower, where visitors had a chance to enter a competition to win

water efficient products and calculate their shower water consumption.

Waterwise has been proud to continue its partnership work with Save Water Australia throughout the year, and once again supported the international categories of their savewater!® awards. This year Waterwise supported the Product Innovations category which rewards the development and commercialisation of innovative products that are leading the way in water efficiency and conservation, and the Photographic Category which provides a unique platform for photographers to creatively demonstrate the importance of water and its impact on our future. The winners were announced at an awards dinner in Sydney in November 2010.

Participation in regional groups

Waterwise continued to sit on regional water efficiency groups throughout the year including the South East Communications Group, Anglian Region Water Efficiency Group and the East of England Water Partnership. Waterwise co-convened a Saving Water in Scotland Network Roundtable with Waterwatch Scotland in January 2010. This, the fifth meeting of the Network, saw an address from the Climate Change Minister, Stewart Stevenson. The roundtable continues to be an effective and popular network for discussion and action on water efficiency in Scotland.

Publications and reports

This year Waterwise published numerous reports aiming to help the water industry and other stakeholders with water efficiency work. In March 2010 Waterwise published 'Water Efficiency and the Water Companies – a 2010 UK review'. The document received Ministerial and regulatory support from across the UK and supplemented the technical content of the Waterwise Evidence Base reports – summarising the water efficiency activities of the UK water industry over the past few years and detailing future projects. Other documents released this year include 'Water Efficiency Retrofitting – A Best Practice Guide', the first report of Phase II of the Evidence Base for Large-scale Water Efficiency in Homes, 'Ensuring Water for All – A Scoping Study' and Water efficiency in new developments – A best practice guide'. More information about these publications can be found in Objectives 3 and 4. All these publications can be found on the Waterwise website www.waterwise.org.uk.

Objective 2 - Shaping a positive regulatory framework for water efficiency

Waterwise considers a positive regulatory framework as central to ensuring water efficiency in the UK. Government polices and regulatory drivers, both across the water sector and more widely, can make the difference between small-scale water efficiency activity and mainstream effects. In this important year of price determinations and government changes, Waterwise worked very closely with governments and regulators across the UK to drive water efficiency through water, energy, and housing policy.

Final determinations

The final determinations for PR09 for 2010 to 2015 in November 2009 for England and Wales approved funding for six large-scale water efficiency schemes and the introduction of water efficiency targets and the revenue correction mechanism. This represented significant progress, and Waterwise's Evidence Base for Large-scale Water Efficiency in Homes was widely-praised for its contribution to the process, by water companies and Ofwat (Phase II of the Evidence Base includes an improved methodology, and measured carbon and energy savings as well as water). The Water Industry Commission's price determination for Scottish Water for 2010 to 2015 included funding for the first ever trial of domestic water metering. The Water Resource Management Plan process has also played an important role in driving water efficiency.

Water efficiency targets

Waterwise worked with water companies in England and Wales throughout the year to support them in meeting their water efficiency targets. In November 2009 Waterwise held its first Technical Symposium on the theme of 'Innovation and Water Efficiency' and in July 2010 Waterwise held a follow-on symposium on 'Frameworks for Delivering Water Efficiency'. Both events were designed to facilitate discussion and ideas for meeting water efficiency targets and building on them in the future. The symposia saw more than 50 key technical stakeholders attend from the water industry.

Partnership work with regulators

Waterwise worked in partnership with regulators across the UK to drive greater water efficiency. This included support for Waterwise's Evidence Base for Large-scale Water Efficiency in Homes from the Environment Agency and Ofwat. Waterwise worked closely with Ofwat on the streams making up its 'Sustainable Water' review of how it regulates, and with the Environment Agency and the Water Industry Commission for Scotland on strategy, evidence and policy for water efficiency. In April 2010, Waterwise initiated and chaired a seminal roundtable on CERT (the Carbon Emissions Reduction Target) and Water Efficiency targets, at which water companies, regulators, and government departments – representing both the water and energy sectors – developed an action plan to guide greater collaboration. Waterwise then co-ordinated a joint letter from the two sectors to Ministers.

Blueprint for Water

Waterwise continued to play a key role in the Blueprint for Water coalition of NGOs in England, and its discussions with Ministers and Parliamentarians, including in the development of an all-new 'Blueprint for Water' document for the new Government and Parliament.

Ensuring water for all

Waterwise worked in partnership with ATKINS and the Environment Agency Southern Region to update existing knowledge on water efficiency so regional stakeholders can make informed decisions on progressing water efficiency as part of wider multi-stakeholder strategies.

Objective 3 - Building the evidence base for water efficiency

In February 2010 Waterwise published the first report of Phase II of the Evidence Base for Large-scale Water Efficiency in Homes, as well as launching four large-scale water efficiency retrofit projects which will add significantly to knowledge and the data set.

Evidence Base for Large-scale Water Efficiency in Homes

Waterwise published the first report of Phase II of the Evidence Base for Large-scale Water Efficiency Homes in February 2010. Phase II builds upon and improves the work presented in the Evidence Base report published in October 2008 – it provides better guidance for water companies on water efficiency project rollout, an improved policy framework, more informed project scenarios for better water efficiency project repeatability, and improved guidance on water efficiency investment decisions. The February report contained measured savings from nine water company projects covering 7,000 homes, and costs and benefits, as well as water, carbon and energy savings. In addition, there were recommendations for government, regulators, water companies, manufacturers, and retailers to make water efficiency a more viable option.

The Steering Group has been expanded and in addition to water companies, Ofwat, the Environment Agency, Defra (the Department for Environment, Food and Rural Affairs), the Department for Communities and Local Government, and the Consumer Council for Water, it now also includes the Department for Energy and Climate Change and the Water Industry Commission for Scotland.

Waterwise retrofit projects

The Waterwise-led *Tap into Savings* programme launched this year. Each regional project is working with Global Action Plan, Kathryn Rathouse Social Research, and Defra, as well as local partners including housing associations, water companies, councils and in two areas the Environment Agency. The Merstham and Redhill project launched in February 2010, the Coventry project in July 2010, and Braintree in September 2010. By September *Tap into Savings* had carried out over 650 home visits. The programme, which is funded in part through Defra's Greener Living Fund as well as though local partners, is applying a two-fold approach to water efficiency: it is installing products in homes, as well as promoting water-efficient behaviour and encouraging community building through EcoTeams. More information on EcoTeams can be found in Objective 7. The project runs until March 2011, whereby it will be evaluated using qualitative and quantitative data.

Save Water Swindon launched in June 2010 in partnership with WWF, Thames Water, and Swindon Borough Council. The project aims to help everyone in Swindon use less water in the home by carrying out home visits and disseminating self-install water-saving kits. The project aims to link everyday household water consumption to the natural environment through communicating to residents that Swindon is taking too much water from the rivers and risking damage to the natural environment.

Water Efficiency Retrofitting – A Best Practice Guide

In December 2009 Waterwise published the 'Best Practice Guide for Water Efficiency Retrofitting'. This update to the March 2008 guide summarised current best practice for

water efficiency retrofitting, for those wishing to carry out large scale projects and for companies wishing to carry out water efficiency trials to contribute to the evidence base.

Objective 4 - Ensuring water efficiency in the built environment sector

Waterwise East focused on capacity-building for water efficiency in the built environment. Waterwise continued its work with product manufacturers and retailers to facilitate water-efficient devices becoming the new social norm.

Training sessions for social housing providers

Waterwise East ran a repeat of the 'Water Efficiency in Social Housing' seminar in November 2009. The first event was held in September 2008 and received extremely positive feedback. This repeat event was run for a wider audience and attracted over 50 delegates, representing eleven of the region's housing associations, six local authorities, three local water companies and many other stakeholders involved in water efficiency in the region. Feedback suggested that over 2600 homes per annum (around 24 percent of the 11,000 affordable homes GoEast has stated need to be built in the region to accommodate current demand and future needs) will be improved as a result of changing specifications following the training days.

Building Regulations

Water efficiency measures were introduced into Building Regulations for England and Wales for the first time in April 2010. Waterwise East published 'Water efficiency in new developments – A best practice guide' in May 2010 to help developers and planners meet the new regulations. The publication summarises current best practice for those wishing to build new water-efficient developments and will assist developers, facility managers, and landlords to improve the water efficiency of new dwellings.

Product development

Waterwise continued to meet entrepreneurs and manufacturers throughout the year, acting as a facilitator to help them develop their products, marketing materials, and find routes to market. Waterwise continued its close working relationships with major UK retailers and has helped several products go from inception to market.

New tools for developers

Waterwise East launched the Water Calculator in August 2010 in conjunction with the Bathroom Manufacturer's Association, the East of England Development Agency and Anglian Water. The Water Calculator allows users to quickly and easily develop specifications for water-efficient homes that meet regulatory requirements. The website (www.thewatercalculator.org.uk) contains information on water consumption for hundreds of products, which means users do not have to gather product data from individual manufacturers.

Objective 5 - Influencing government policies on water efficiency

Waterwise worked closely with governments and opposition parties across the UK to develop a policy and regulatory framework which can support and drive greater water efficiency. This was a particularly important year for policy and regulation, with policy reviews, changes in government, and price determinations. Waterwise continued to play an important role in providing fresh ideas and robust evidence for policies both for the water sector and more widely.

Ministers and officials

Waterwise continued its productive and high-level discussions with Ministers and officials across government departments dealing with water, energy, housing, and finance. In addition, Waterwise maintained good relationships with opposition spokespeople and backbenchers, and continued the practice of responding to government consultations and submitting written evidence to Select Committees. This included forming good working relationships with new Ministers.

Waterwise White Paper

In June 2010 Waterwise published its own White Paper, designed to influence the new UK Government and Parliament. The White Paper set out two pages of recommendations for a more sustainable water sector, and four pages of recommendations for wider policy areas such as energy, housing, and finance. The White Paper made it clear that mainstreaming water efficiency is an essential way to meet the challenges of climate change – through mitigating it, adapting to its impacts, developing the low-carbon and green economy and protecting the environment. It was well-received by politicians and officials.

Consultation responses and evidence to Committees

Waterwise continued to play a key role in shaping policy and regulation in the UK both informally and formally, including through responding to consultations. This year's formal responses to consultations and Inquiries were:

June 2010:	Defra Green Claims Guidance
May 2010:	CLG Consultation on Planning Policy Statement: Planning for a Low Carbon Future in a Changing Climate
April 2010:	The Mayor of London's Adaptation Strategy
March 2010:	DECC consultation on extending CERT to December 2012
March 2010:	Ofwat consultation on its forward programme 2010-11 to 2012-13
February 2010:	CLG consultation on The Code for Sustainable Homes and the Energy Efficiency Standard for Zero Carbon: "Sustainable New Homes – the Road to Zero Carbon"

February 2010:	DECC consultation on Extending the Carbon Emissions Reduction Target (CERT) to December 2012
December 2009:	Defra and Welsh Assembly Government Consultation on the Cave Report
November 2009:	Mayor of London's draft London Water Strategy
October 2009:	Ofwat's draft determinations for PR09
September 2009:	Memorandum submitted by Waterwise to the Communities and Local Government Select Committee of the House of Commons, on Decent Homes

Walker Review

Waterwise worked closely with the Walker Review team, and the final report reflected many longstanding Waterwise policy positions, such as including water efficiency in government energy efficiency retrofitting schemes, addressing the bias towards capital expenditure which acts as a disincentive to larger-scale water efficiency (despite Ofwat's welcome revenue correction mechanism, as this will only come into force every five years), and that a smart metering group be set up by Ofwat to link in with the plans for smart energy meters in every homes in Britain.

Blueprint for Water

March 2009 saw the publication of the second Blueprint for Water document to influence policy in England. The document, '2009 – a time to act', set out Blueprint priorities for 2009. The updated report was well received. A new Blueprint document was due for autumn 2010 – designed to influence the new Government and Parliament.

Links between energy and water

Waterwise continued to make the case for the inclusion of water efficiency in national energy efficiency retrofitting programmes. During 2010 Waterwise's Evidence Base was used to calculate payback times and water, energy, and carbon savings from including water in the Coalition Government's Britain-wide Green Deal. Waterwise played an important role co-ordinating views and seeking policy change on links between the Water Efficiency Targets in England and Wales, and the Carbon Emissions Reduction Target (CERT), including initiating and chairing a roundtable where companies, regulators and government departments representing the water and energy sectors came together for the first time to discuss how to increase joint working.

Saving Water in Scotland Network

In January 2010 Waterwise held the 5th Saving Water in Scotland Network Roundtable (co-convened with Waterwatch Scotland), with an address from Stewart Stevenson MSP, and continued support from Sarah Boyack MSP, as Scottish Labour's spokesperson on the Environment, Rural Affairs and Climate Change. Saving Water in Scotland Network continues to be an effective and popular network for discussion and action on water efficiency in Scotland.

Life +

Waterwise and the Energy Saving Trust delivered a joint water and energy advice project in London, Cardiff and Edinburgh. This was the first project in Europe to link water and energy advice, and was funded under the EU LIFE programme.

Objective 6 – Understanding and changing consumer perceptions of water efficiency

Waterwise works in partnership with other organisations to promote water efficiency. This year Waterwise jointly ran *Shower Power* with eleven water companies and Talisman Communications, and continued to partner in Future Friendly 3 and the savewater!® awards in Australia. All of our work aims to encourage water efficiency in the UK.

enewsletter

The Waterwise enewsletter is sent out monthly to over 2000 stakeholders. The enewsletter was launched in July 2008 as a way of keeping stakeholders up to date with Waterwise activities, and now acts as a hub for water efficiency events and updates. Since 2009 each enewsletter has been fronted by a different member of the Waterwise team.

Masterclass on Changing Water-Using Behaviours

In December 2009 Waterwise held its first Masterclass on Changing Water-Using Behaviours, which was sponsored by Defra and the British Psychological Society. The event, which Waterwise was able to offer free of charge, attracted over 40 delegates from the water industry. The programme provided an overview of social norms and described how these principles could be used to encourage sustainable water use. In July 2010 Waterwise held a repeat of this Masterclass and opened it up to a wider audience. The Masterclass was attended by 50 delegates from a variety of organisations including local councils, social housing providers, water companies, universities, and charities.

Water and Behaviour Change e-Bulletin

In February 2009, Waterwise, in collaboration with Kathryn Rathouse Social Research, launched the Water and Behaviour Change e-Bulletin. The e-Bulletin gets sent to over 250 stakeholders. The purpose of the e-Bulletin is to share research and activities related to water and behaviour change. The e-Bulletin aims to be interactive and so we ask subscribers to email us with news, announcements, events, requests for information, opportunities for collaboration and other information, which we will include in future e-Bulletins.

Future Friendly

In 2009, Waterwise, Wastewatch, and the Energy Saving Trust teamed up with Procter & Gamble (P&G) for a third year to bring Future Friendly to consumers. Future Friendly is a partnership initiative between P&G brands and leading experts to help educate, inspire, and enable consumers

to do their bit to contribute to a more sustainable future. Future Friendly 3 was launched with two categories: the 'Future Friendly Family Award' with the winner receiving a bespoke eco-home makeover worth up to £10,000, and the 'Future Friendly Community Award' with the winner receiving a £10,000 bursary to further their good work. There were over 300 entries in 2009, and the winners were announced at an awards lunch in London in April 2010.

Objective 7 – Promoting the social benefits of water efficiency

Addressing the barriers to change is still a relatively new concept for water efficiency. Waterwise is helping to move this agenda forward by hosting two Masterclasses on changing water-using behaviours and linking support for behavioural changes with retrofit in our own projects.

Walker Review

The Walker Review recommended a national education strategy to influence behaviour change, with Waterwise as one of the two 'favourites' recommended by stakeholders to run this and a review of current water efficiency labelling schemes. In cooperation with the Bathroom Manufacturers Association, government, and other key players including the private sector, Waterwise worked with stakeholders to help drive these recommendations forward.

Waterwise Marque

2009 -2010 was another successful year for the Waterwise Marque. The award continued to attract a lot of attention and numerous applications. The Waterwise Marque is open for applications all year round, with an independent panel of judges meeting twice a year. The panel of judges consists of a major retailer, a designer/inventor, a water company representative, and a water efficiency expert. This year the Marque was awarded to: dishwashers using 10 litres or less per load; toilets using various innovative ways to reduce the amount of drinking-quality water used; retrofit urinal devices; inserts for taps and showers; a greywater recycling unit; an infrared sensor; and water efficient showerheads.

Delivering water efficiency through technology and individual action

Tap into Savings is linking changes in behaviour with a retrofit package in its three project areas. The project is combining water efficiency home visit with EcoTeams, which help promote water-efficient behaviour. All households received a leaflet explaining the retrofit they have had, and including information on water-efficient behaviour and water saving tips, and were are invited to join an EcoTeam: small groups of friends and neighbours sharing ideas about water efficiency and how to reduce water, energy and waste. The programme aims to install water and energy saving devices in 7,600 homes and engage over 350 people in EcoTeams.

Section 3 - Looking to the future

Waterwise was established in 2005 and September 2010 sees Waterwise enter its second phase. Phase 2 is driven by a new strategy and a new board, to help guide our work, mainstream water efficiency, and to help ensure that we remain the leading authority on water efficiency in the UK.

Waterwise Vision

Water is used wisely, everyday, everywhere

Waterwise Mission

We will ensure that water efficiency is integral to everyone's life

Waterwise Values

Partnership, facilitation, innovation and independence

New Waterwise Strategy

In September 2010 Waterwise launched 'A Waterwise Future – Waterwise Strategy 2010-2020'. The strategy was developed over 18 months, and lists our new vision, mission, and values, along with our main workstreams. 'Reducing waste not restricting use' will continue to be central to Waterwise's actions over the next ten years. Waterwise will work to convert the interest in water efficiency into long-term benefit and action. Waterwise will not aim to constrain people's lifestyle or choices but offer alternatives that have financial, social, and environmental benefits.

Waterwise will increase its focus on the social aspects of

water efficiency in order to understand and influence consumers, place greater emphasis on delivery, and engage further with communities and local partners. Through this work it will develop a bottom-up approach in addition to the top-down one and also build partnerships at the European and international level when it benefits the activities in the UK.

Waterwise will continue to work in partnership with the water companies, government and regulators, and other partners across public, private and third sectors. This will include local authorities, local communities, social housing providers, developers, trade bodies, NGOs, universities, manufacturers, and retailers.

New Waterwise Board

Alan Alexander	Former Chair of Scottish Water and Emeritus Professor of Local and Public Management, Strathclyde Business School
Jacob Tompkins	Managing Director, Waterwise
Ian Barker	Head of Water Resources, Environment Agency
Sriram Char	Independent Corporate Finance Adviser
Sharon Darcy	Freelance Strategy Consultant
Jonathan Davis	Director, The Transition Studio
Monica Greenwood	Freelance Communications
Jonathan Straight	Chief Executive, Straight Plc
David Walton	Managing Director, Veolia Water Outsourcing Ltd

Appendix – Financial Statement

Note from Jacob:

I'm pleased to report that Waterwise is in robust financial health. Thanks to the support of our sponsors and funders, our strong financial management, and our ability to provide expertise on water efficiency, we're able to forecast a strong financial state taking us through our next five years.

WATERWISE PROJECT (A COMPANY LIMITED BY GUARANTEE)

PROFIT AND LOSS ACCOUNT: ***FOR THE YEAR ENDED 31 AUGUST 2010***

	2010 £	2009 £
Turnover	1,430,447	856,638
Cost of sales	(425,513)	(42,373)
Gross profit	1,004,934	814,265
Administrative expenses	(893,749)	(701,039)
Profit on ordinary activities before taxation	111,185	113,226
Tax on profit on ordinary activities	-	6,774
Profit for the year	**111,185**	**120,000**

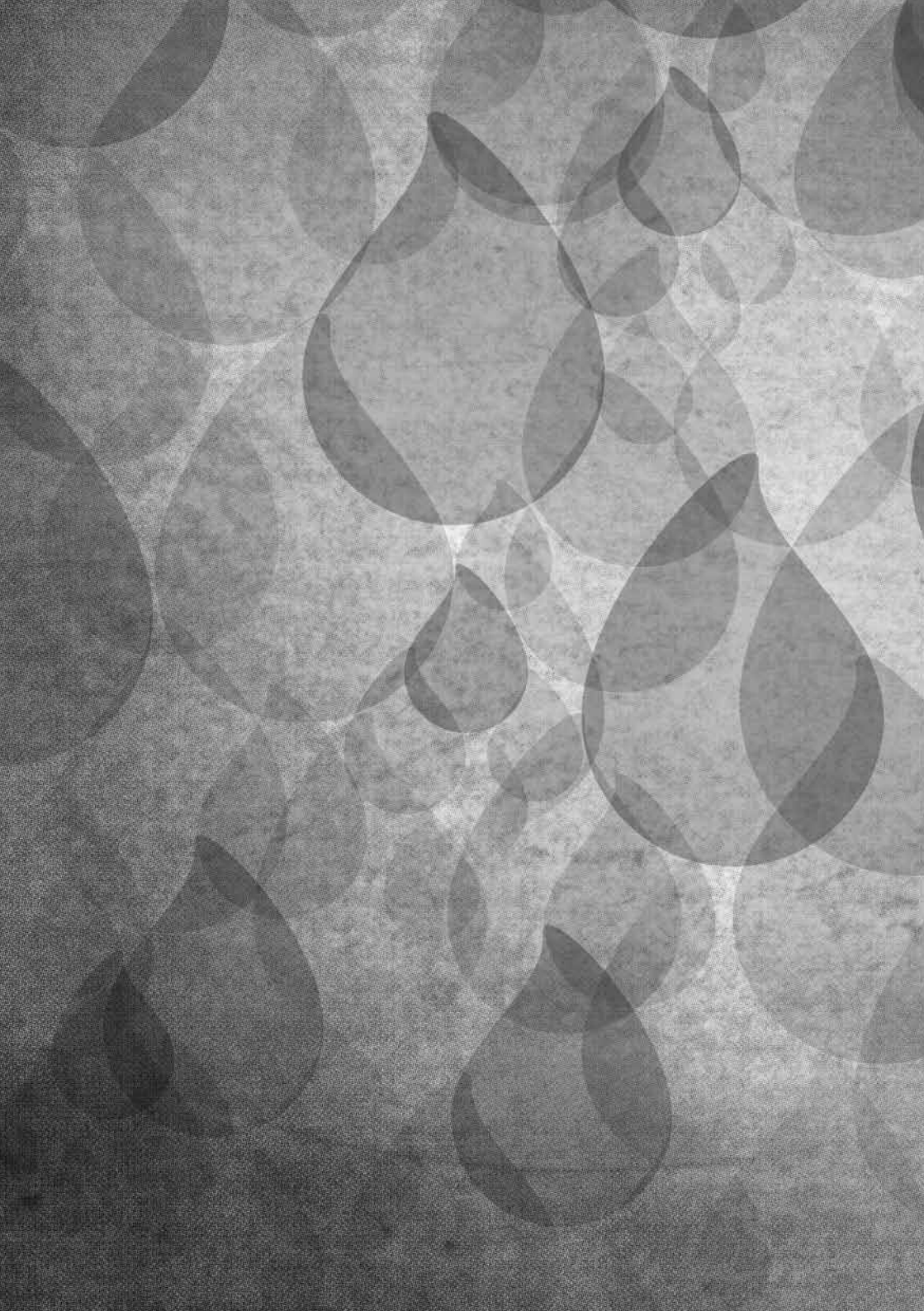
WATERWISE PROJECT
(A COMPANY LIMITED BY GUARANTEE)

BALANCE SHEET: ***AS AT 31 AUGUST 2010***

	2010 £	2009 £
Fixed assets		
Tangible assets	7,966	11,546
Current assets		
Debtors	237,123	177,151
Cash at bank and in hand	289,613	407,427
	526,736	584,578
Creditors: amounts falling due within one year	(259,535)	(432,141)
Net current assets	267,201	152,437
Total assets less current liabilities	275,167	163,983
Capital and reserves		
Profit and loss account	275,167	163,983
Shareholders' funds	275,167	163,983

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Company Registration No. 05546669



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