Water Efficiency Strategy 2.0

1st Consultation - Responses

Nathan Richardson & Laura White

waterwise

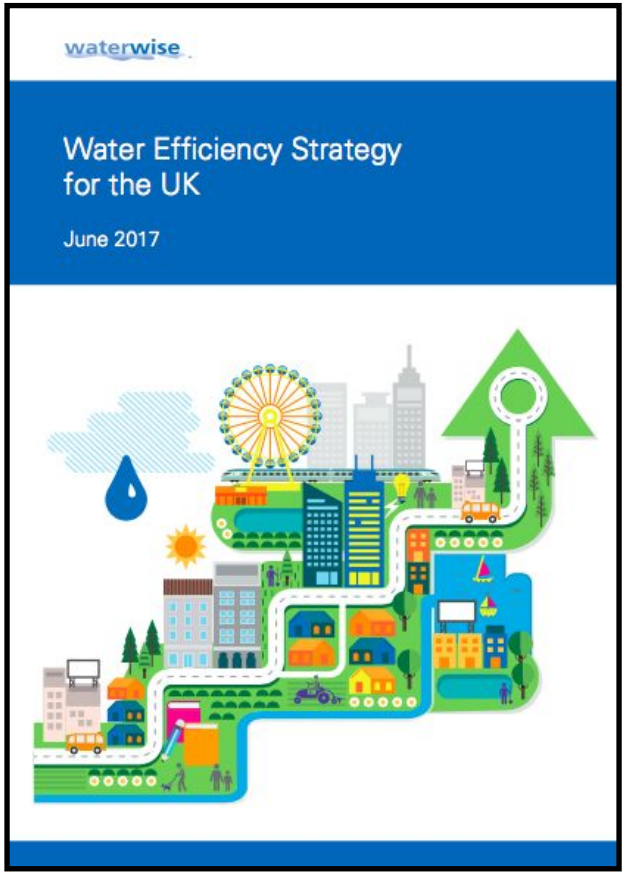
Who are Waterwise?

- Independent
- Not for Profit
- Founded in 2005

- Supported by UK water companies plus some regulators, water retailers and a range of business affiliates

- Vision – **“water is used wisely, everywhere, every day”**

- Championing water efficiency, sharing expertise, influencing behaviour, driving ambition, shaping policy and driving innovation.

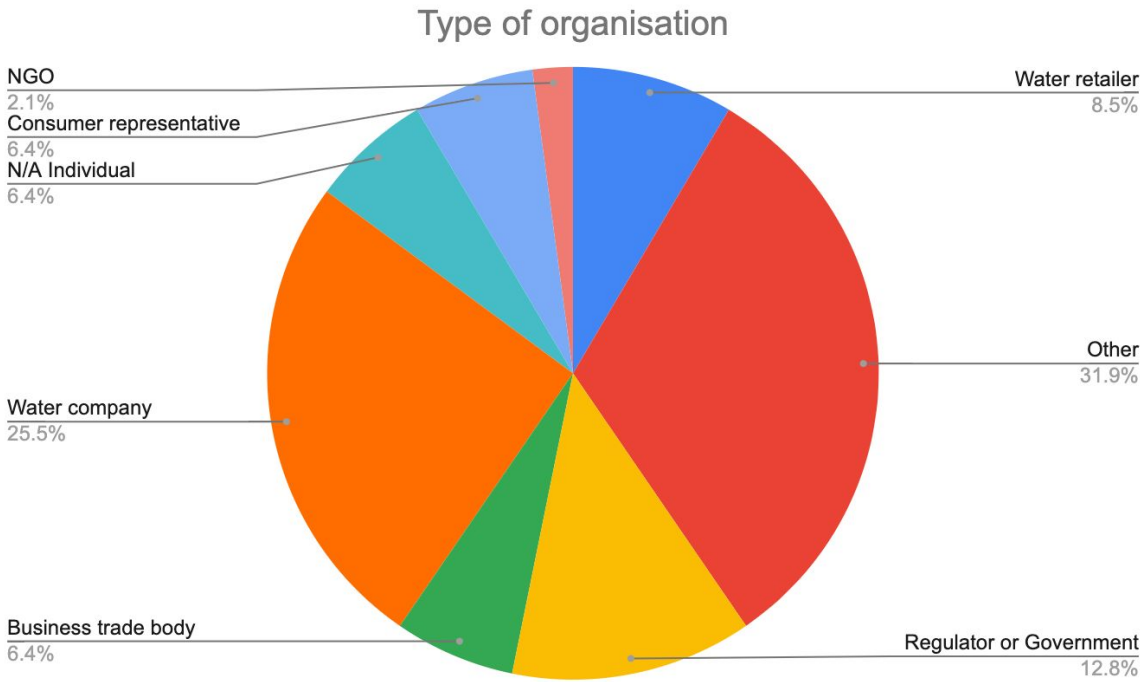


Context

- Water Efficiency Strategy 2.0 to be published in summer next year (2022)
- Series of consultations will be carried out
- 1st consultation was a survey put out for responses in August/September 2021
- **55 responses** from **44 different organisations** across the sector
- 2nd consultation will involve reviewing a first draft of the Strategy in Q1 of 2022
- First draft will take into consideration this feedback from 1st consultation

THE RESULTS...

Background Information - Who responded?



Water Companies

wave

waterscan
Creating a sustainable water future

Water plus
with you every drop of the way

Water Retailers

ConservAqua
Trusted by the Planet

everflow water

Source for Business

Regulator or Government

NEA

Action for Warm Homes

CCW

The voice for water consumers
Y corff sy'n rhoi llais i ddefnyddwyr dŵr

Consumer Representatives

The Consumer Council

citizens advice scotland

bma
Bathroom Manufacturers Association

UK Rainwater Management Association

Business Trade Bodies

Water UK

JPJN Partners Ltd

UNIVERSITY OF EXETER

Blueprint for Water
WATER PEOPLE NATURE

SIAMP

METHVEN

kelda

ANGLING TRUST

amphibian and reptile conservation

ifm
Institute of Fisheries Management

BRITISH CANOEING

NGO's & Other organisations

policy connect

ARUP

National Trust

The Rivers Trust

aquality
intelligent water management

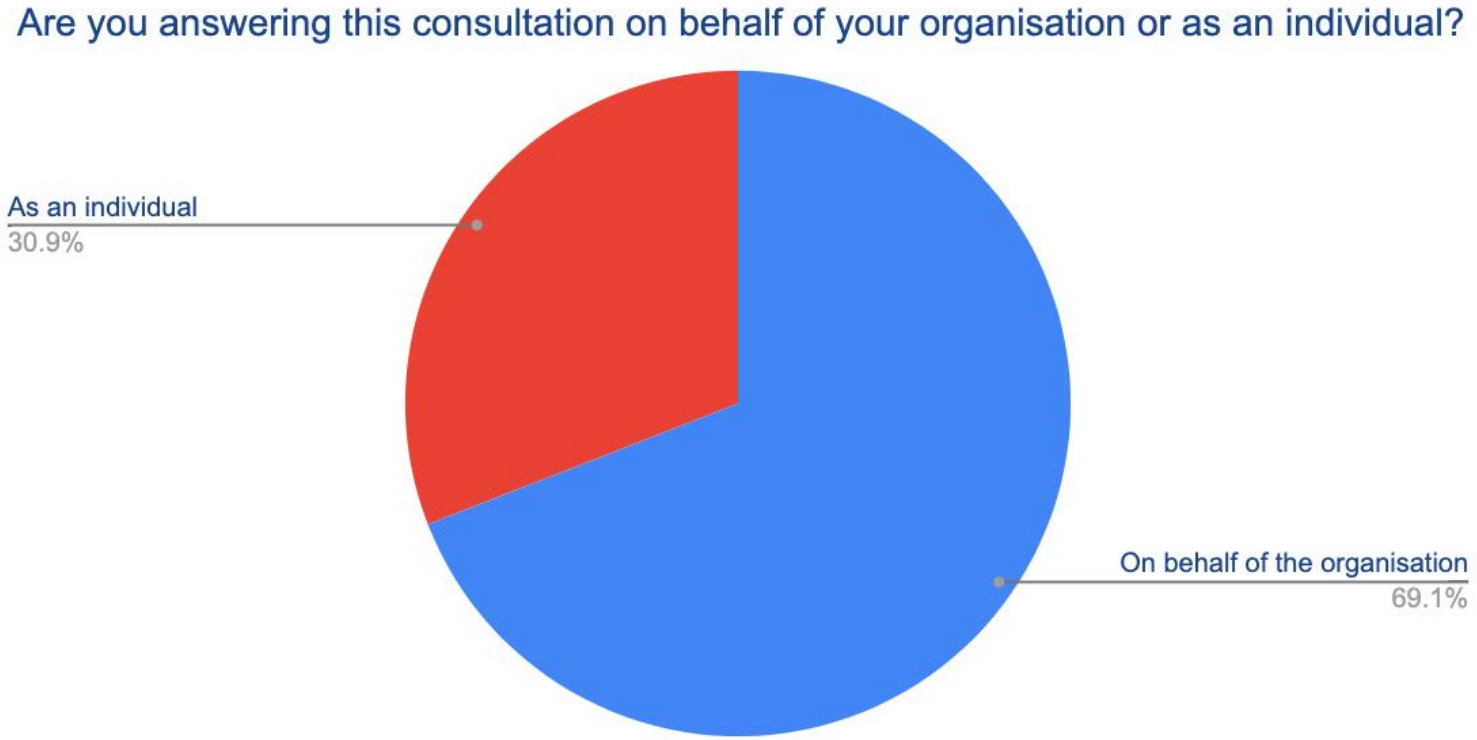
arqiva

THE wildlife TRUSTS

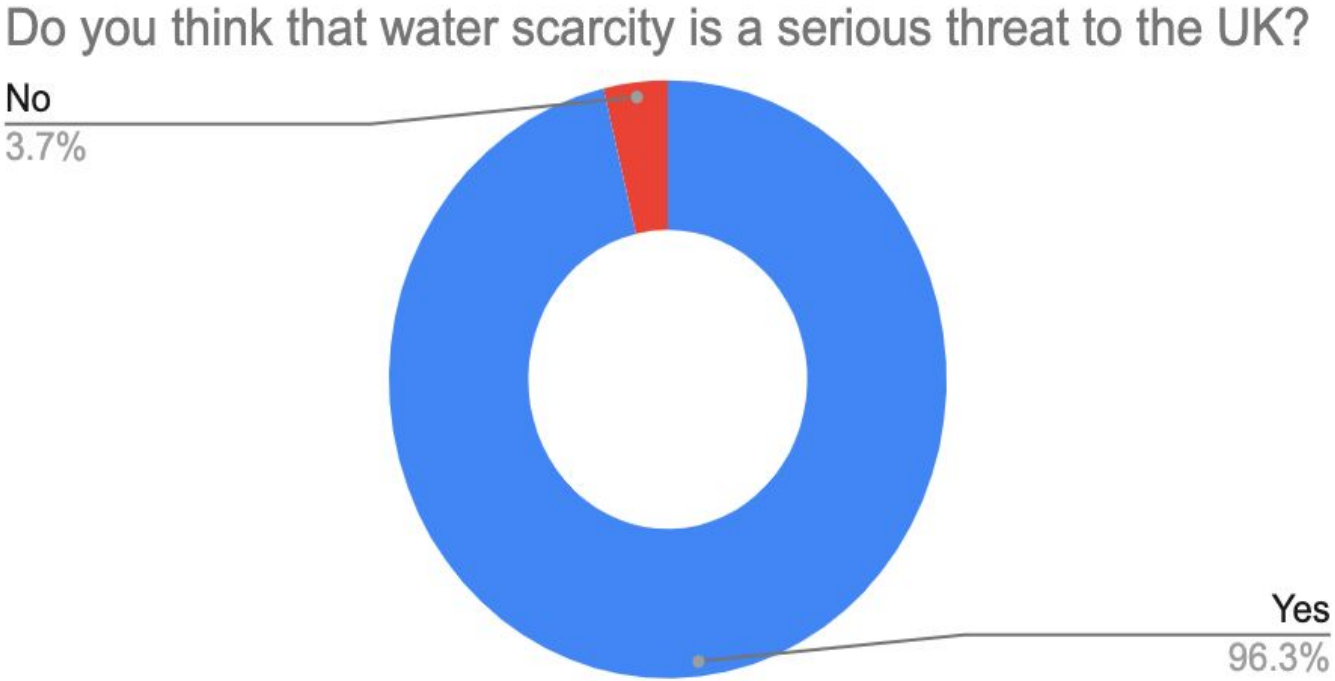
sensemaking
helping organisations do the right thing well

ATKINS
Member of the SNC-Lavalin Group

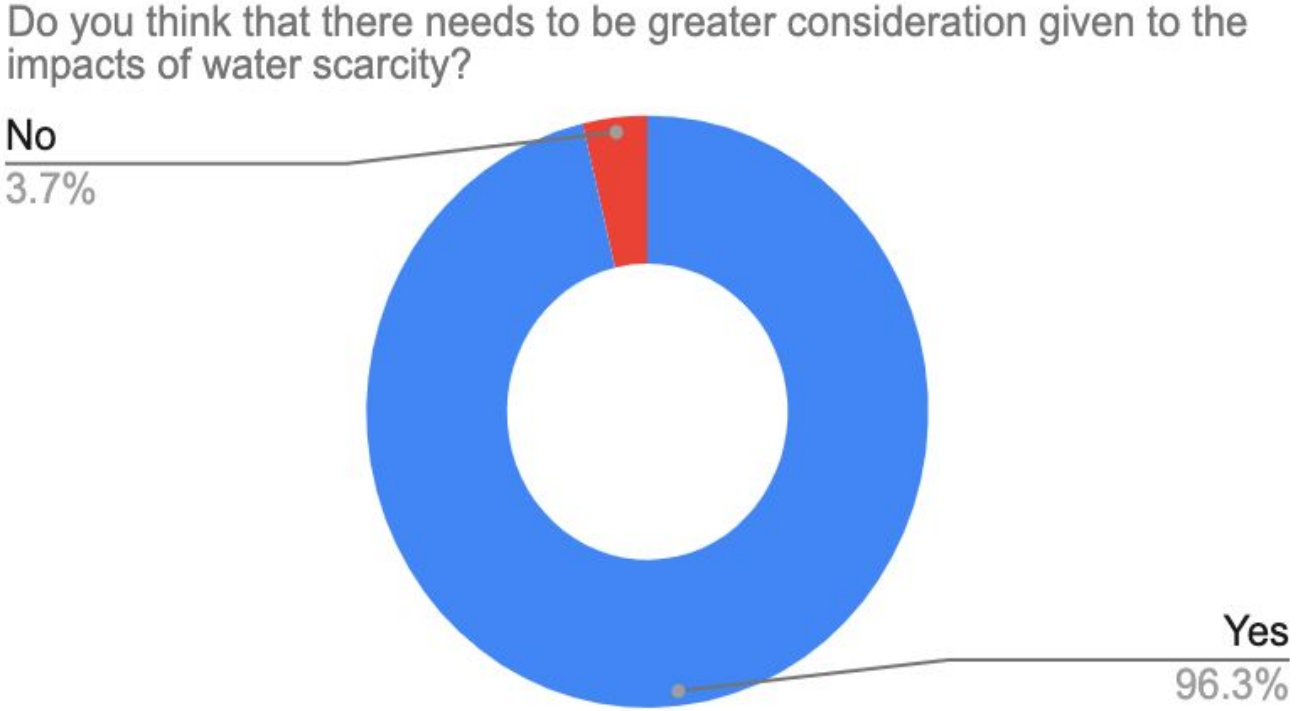
Background Information continued...



General Questions



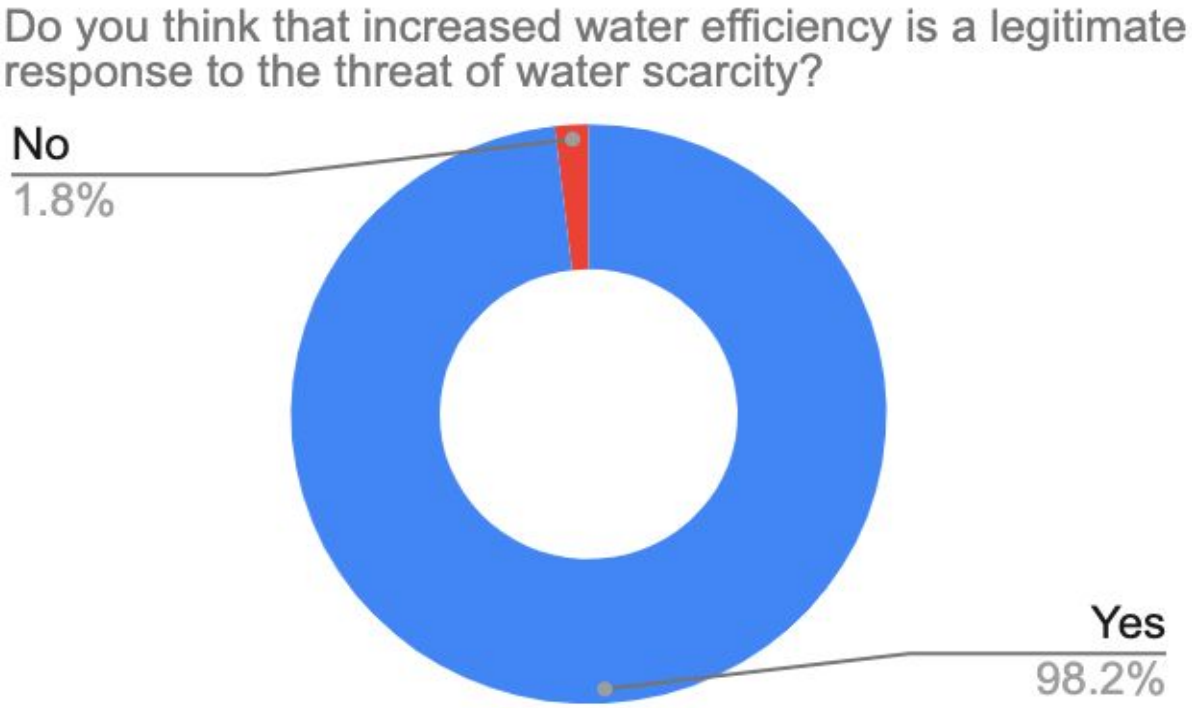
General Questions continued...



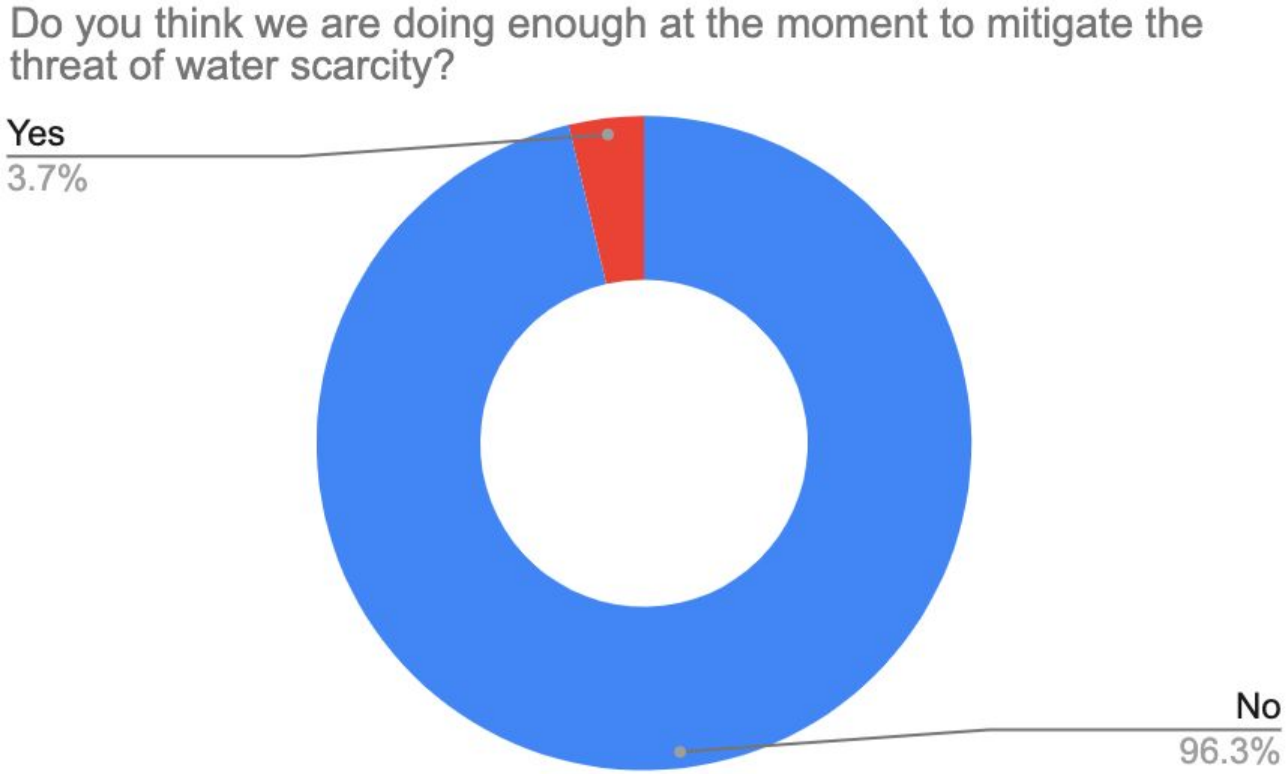
If so, by whom?

Planning~Authorities
Horticultural~Sector
Communities
NHH~Retailers
Private~Abstractors
Domestic~Customers
Agencies
End~users
NGOs
Industry
Designers
Retailers
Households
Businesses
Commercial~and~Agricultural~Users
Consumers
Manufacturing
Regulators
Golfers
Developers
All~stakeholders
DEFRA
Business
Architects
Individuals
MHCLG
HMT
Undertakers
Water~Companies
Local~Government
Public
Water~
Government
Agriculture
Community~Groups
Product~Manufacturers
Everyone
Schools
Business~Groups
Education~Providers
BEIS
Ofwat
Consumer~Bodies
Water~Users
Local~Councils
Business~Trade~Bodies
Local~Authorities
Fittings~manufacturers
Supply~Chain~Consumers
Stakeholders
Water~Appliance~Producers
Environmental~Charities

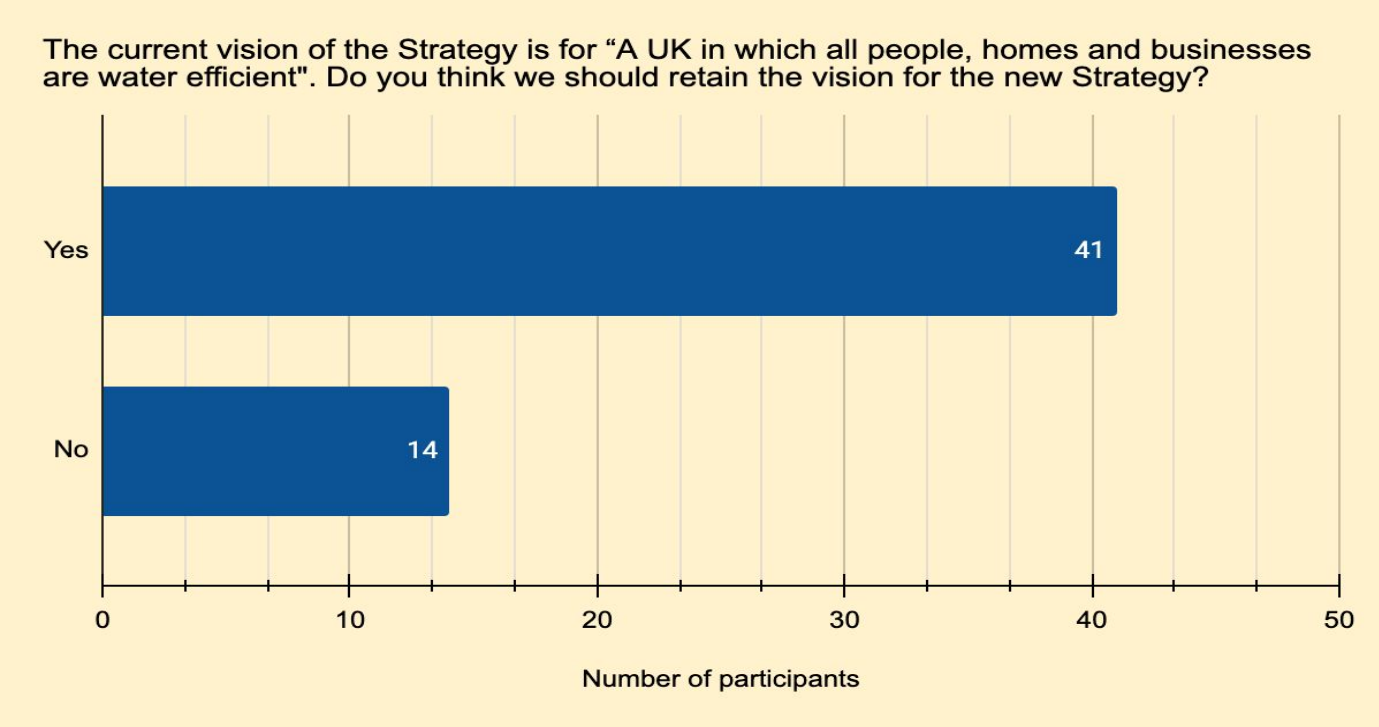
General Questions continued...



General Questions continued...



Boundaries of the new Strategy 2.0 - Vision



Boundaries of the new Strategy 2.0 - Vision

If not, what do you think we should amend it to?

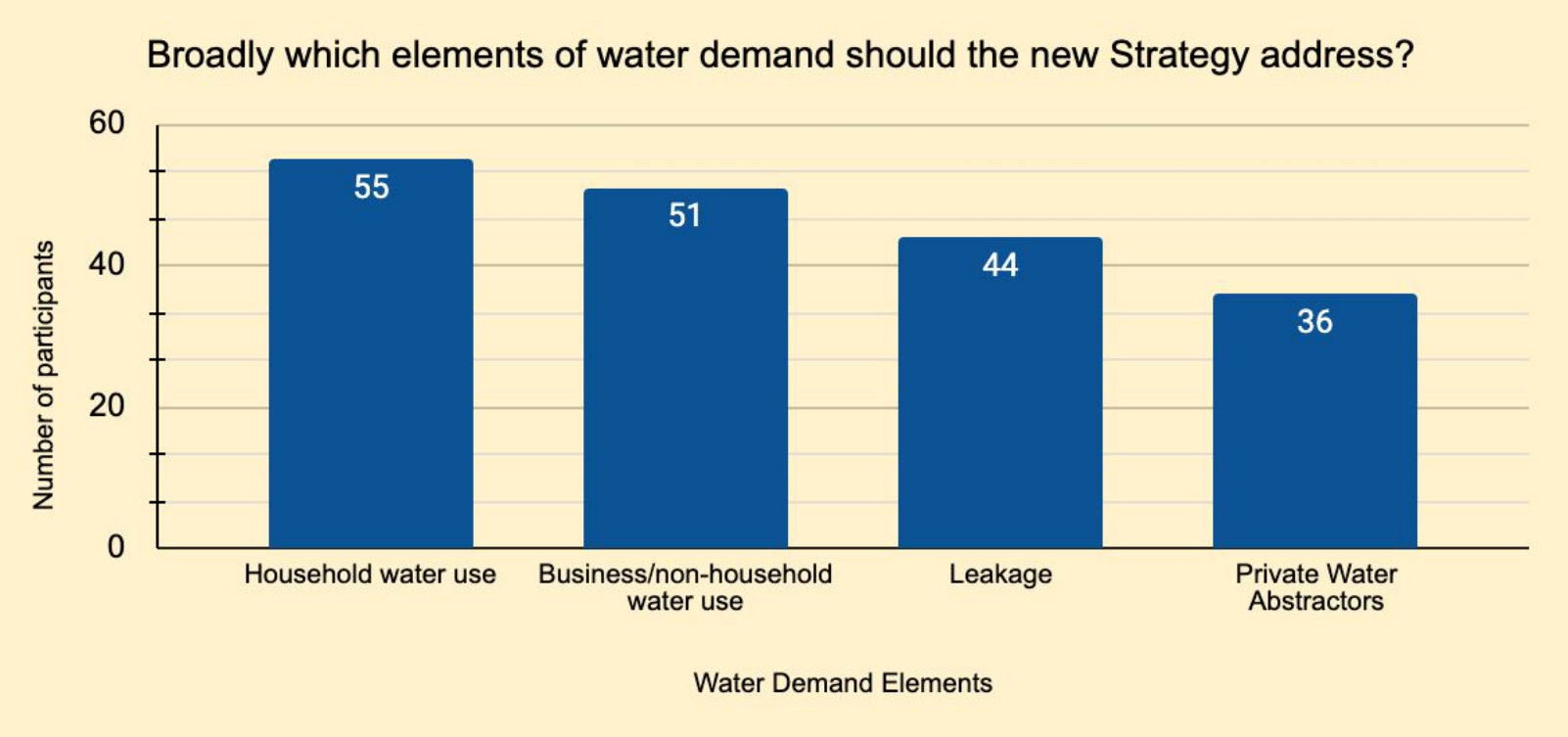
- Re-framing to focus on **reducing consumption** not only efficiency
- Importance of **value of water** (to result in actions being taken)
- Add **resilience** into vision to give strategy more purpose (i.e. the why)
- Set WE Strategy within a **broader strategy in relation to water management** for it to be effective
- Importance of linkages between **energy, carbon, waste, flooding etc.**
- Concerned too broad to cover **disparities between domestic and NHH water markets**
- Expand to acknowledge importance of water efficiency in **public sector estate** and **community managed buildings**

Propose Strategy remains UK-wide. Do you agree?

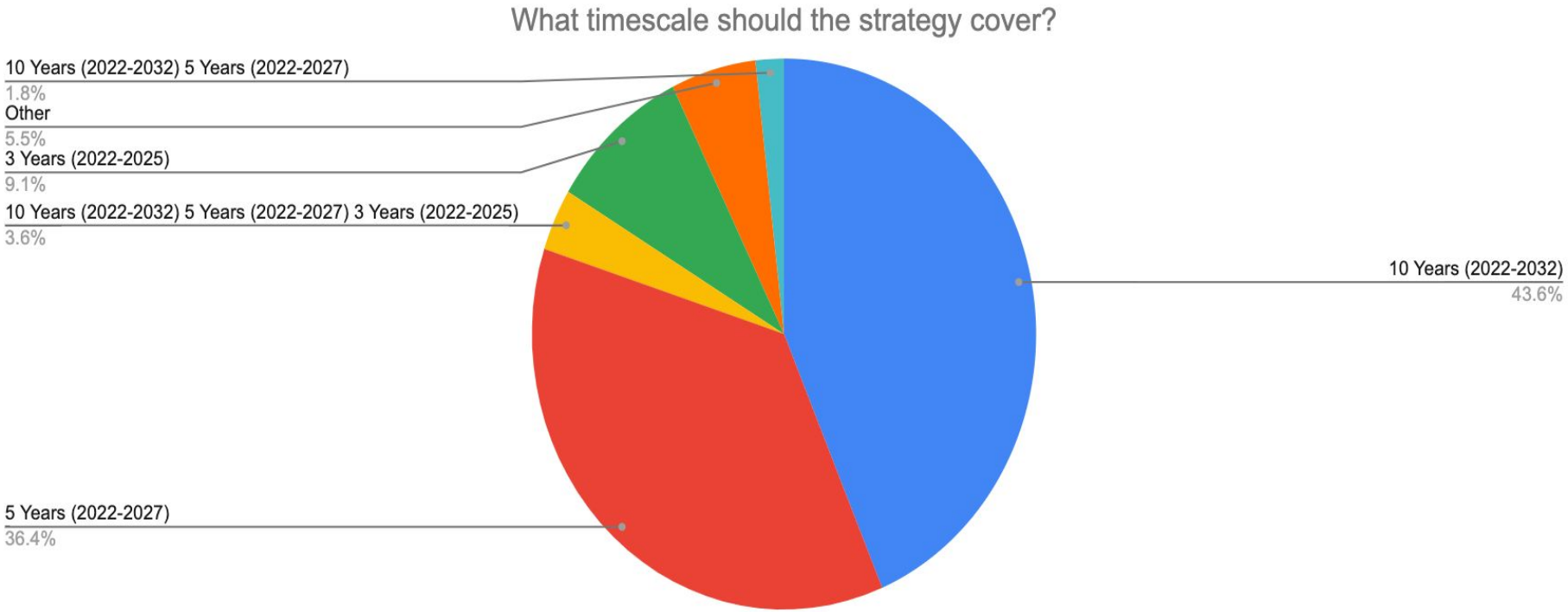
Propose Strategy remains UK-wide.. If not, why (and what should it be amended to)?

- **Worldwide**
- **England**
  - Much bigger water problem (majority water stressed as per latest water stress reclassification by the Environment Agency).
  - Water industry is more fragmented than in Scotland, Wales and NI.
- Should be **nationwide** (meaning UK?).
- **One-size does not fit all** when avoiding future flood and drought risks. With this overriding principle, **can be UK-wide**.
- **Differences between 4 nations (and between regions) should be recognised** (policy, governance, metering, billing structure, availability-demand, values etc.) perhaps focused section for each nation?
- Measures should be targeted to those areas that they are **relevant to at the appropriate times.**

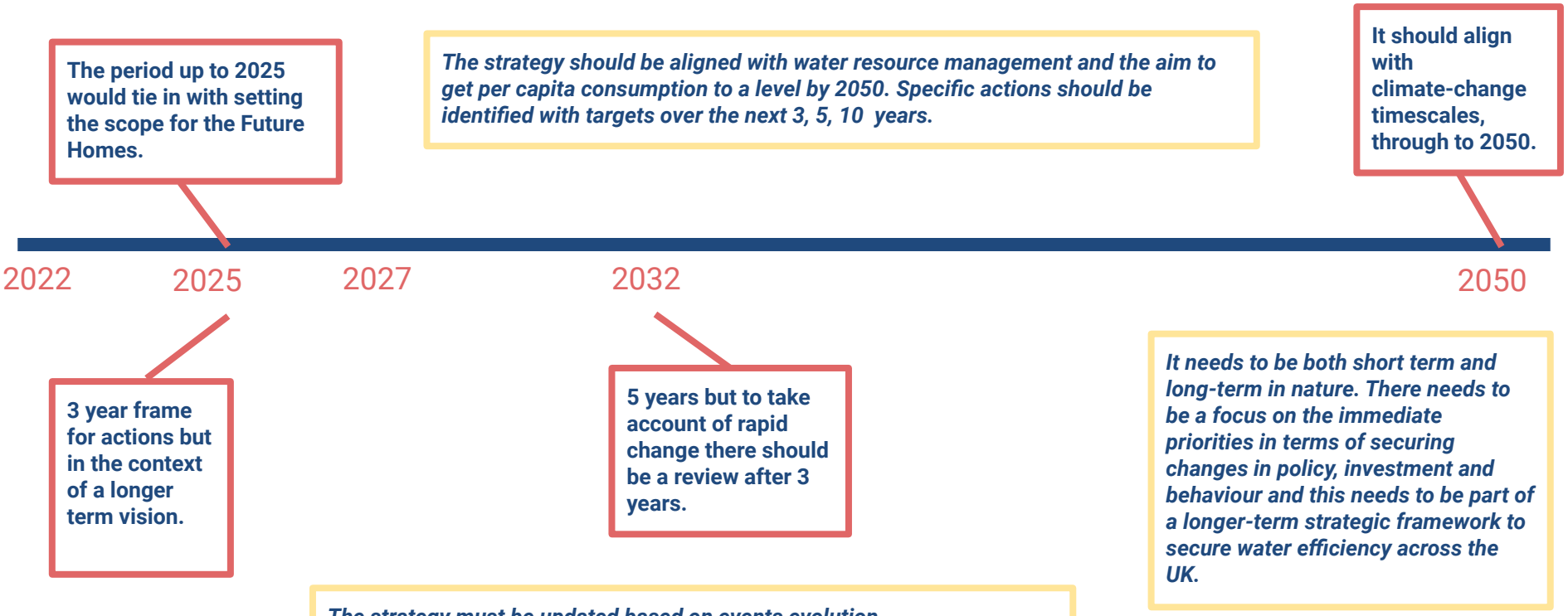
Boundaries of the new Strategy 2.0 continued...



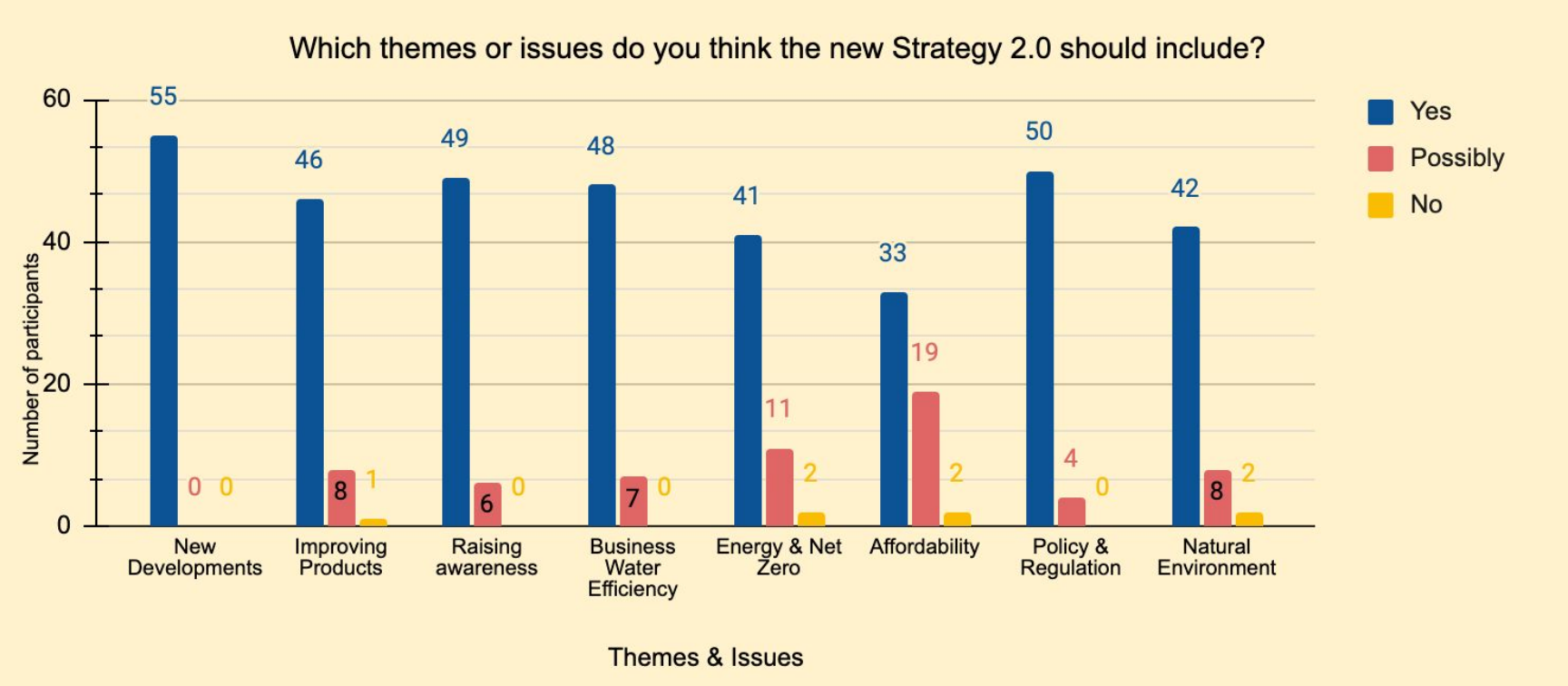
Timescale of Strategy



Timescale ('Other' responses and additional comments)



Boundaries of the new Strategy 2.0 continued - Themes & Issues



Comments on suggested themes

- **New developments**:
  - Changing building regulations to provide stronger steer to developers.
  - Longevity of water efficiency in new developments.
- **Improving products**: Labelling.
- **Raising awareness:**
  - Should consider how water efficiency can be normalised, encouraged, supported and enabled across the UK.
  - Need to highlight potential impacts.
- **Business water efficiency:** Importance of employee engagement.
- **Energy & Net Zero:** Importance of household energy savings and carbon reductions through reducing hot water use in the home.
- **Affordability:** Considering the role water efficiency can play in reducing energy bills through reducing hot water use (particularly relevant for unmetered customers).
- **Natural Environment:**
  - Could be changed to 'Water in the Natural Environment'.
  - Impacts need to be considered in light of the biodiversity crisis through locally-delivered evidence-based campaigns.
- **Overall comment:** Believe there would be merit in simplifying the themes perhaps:
  - Water efficient buildings; Water efficient consumers; Water efficient businesses

What other themes should be covered in the Strategy?

New developments (incl. water neutrality and planning)

Community water efficiency

Infrastructure (collection/extraction)

Water transfers (RAPID)

Role of businesses

Key Sectors

Retrofitting existing buildings

Research, Evidence & Data

Agricultural sector

Partnerships & Collaborations (including across sectors)

KPI's and success indicators

Market Transformation

Innovation

Strong direct customer incentives

Value of water

Net Zero

Climate Crisis

Integrated water management/circular economy

Behaviour change & education

Changing water charging models

Overall resource efficiency (link to plastic reduction, food waste etc.)

If you could see 3-5 actions implemented to help increase/improve water efficiency what would they be?

Funding & regulatory tools to help retailers engage with NHH customers

Improved data collection (accuracy & granularity)

Enhanced incentives through regulations for water efficiency at new developments

Improved or smart metering

Reduction in network leakage by water companies (water into supply metric combining WE and leakage targets)

Clear, statutory consumption reduction targets for businesses/industry

Funding projects & research

Knowledge sharing forums

Methods to identify customer/supply side leaks (recycling wastewater flow restrictors etc.)

Energy & water retrofits

Stronger focus on peak use

Abstraction renewal process incorporating WE measures

Innovation

Stronger linking of water to carbon

Education, behaviour change & awareness campaigns using effective mechanisms to enable cultural change (media, influential figures, community-led, national curriculum, home visits..)

More ambitious personal water efficiency targets

Utilising heating options (heat pumps, point of use heating…)

Financial support

Policies & Regulations

Products (labelling, standards, taxes etc.)

Local authorities & tailored WE standards

Non-potable water re-use

Viewing water efficiency as part of Integrated Water Management

Review of Ofwat's approach to price reviews & impacts to demand reduction

How should we monitor progress against the themes within the Strategy 2.0?

- **Smart metering**
- **Public awareness surveys**
- Each **theme** monitored and reported on at the **annual Waterwise UK Conference**
- Measure of **impact** using less water has on the **environment**
- **Long term behaviour change**
- **Government-led** process with policies
- **Yearly review** against targets (annual report for example)
- **Continual review** against targets
- **Social media campaigns** (track, monitor and improve public opinion)
- **Statutory** targets, milestones & metrics for each theme

- Use **various partners** across sector
- **Strategy steering group and regular meetings / milestones** (could be overseen by UK WESSG)
- Develop a **monitoring and evaluation framework** against each of the themes using available data and case studies.
- **Specific outcomes and targets** for **3, 5 and 10 years**
- **Action plan** for next **2 years** with **SMART** actions
- Water company **leakage targets** being met
- Effective monitoring that shows **regional difference** in progress
- Continue **RAG rating scheme** but create a new way to update and publicise this regularly.
- Clear **prioritisation and ranking of the themes** as some will be more important than others

Do you have any relevant case studies or evidence that could inform the new Strategy or be highlighted in it as a case study? Following organisations provided case study information:

Jpjn Partners Ltd

Methven UK

Artesia Consulting

Kelda Showers

Policy Connect

Southern Water

Aquality Trading & Consulting Limited

UK Rainwater Management Association

Arup

Bristol Water

South West Water

Consumer Council for Water

Natural Resources Wales

Water Plus

Energy Savings Trust

Climate Change Committee

Blueprint for Water part of Wildlife and Countryside Link

Anglian Water Services

Business Stream

Portsmouth Water

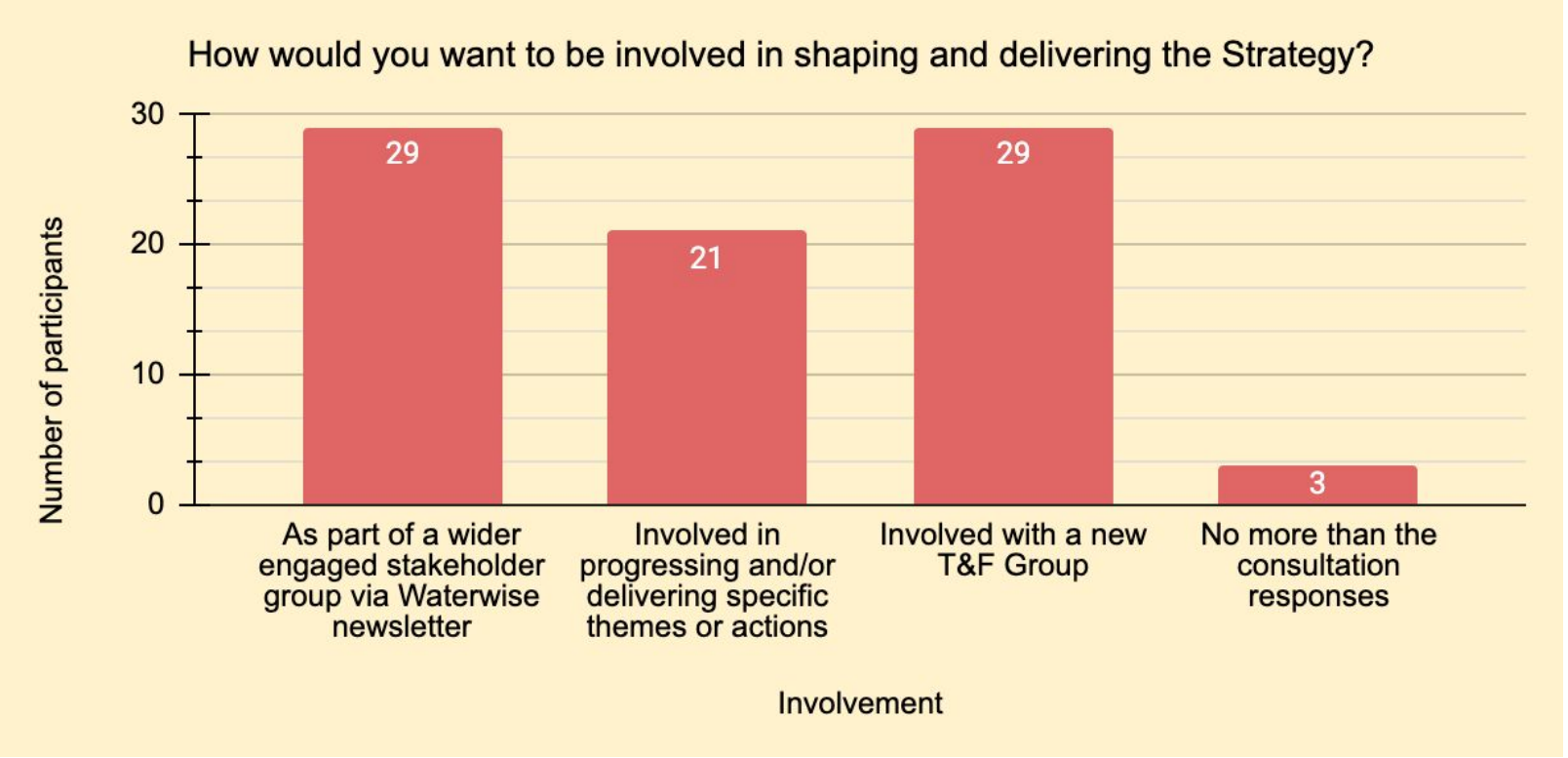
Northumbrian Water

Arqiva

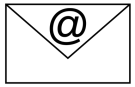
Thames Water

Environment Agency

Involvement with Strategy



Thank you

 nathan.richardson@waterwise.org.uk

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