

Six ways that water efficiency can help with the cost of living crisis

We know that water efficiency can help secure [future water supplies](#), leave more water in the environment to protect it, and contribute to [reaching net zero](#), but it can also play an important role in addressing the cost of living crisis.

Below we share six simple ways that saving water can save a household over £1,000 on their annual water and energy bill with most of the savings coming for free or for very little cost.

1. SHORTER SHOWER SAVINGS

A family of four could save as much as £670 a year on their annual energy and water bill just by reducing time spent in the shower making this a great, no-cost way to save money.

If a family of four having daily 10 mins showers with a 10.8 kW rated electric shower reduced them down to 5 mins showers they would save **£447** on their annual electricity bill.

Power Rating	Per 10 min	Per Week*	Per Year
7.5kw	£0.42 1.25kwh	£2.97 8.75kwh	£155.12 455.00kwh
8.5kw	£0.48 1.42kwh	£3.37 9.92kwh	£175.81 515.67kwh
9kw	£0.51 1.50kwh	£3.57 10.50kwh	£186.15 546.00kwh
9.5kw	£0.54 1.58kwh	£3.77 11.08kwh	£196.49 576.33kwh
9.8kw	£0.56 1.63kwh	£3.89 11.43kwh	£202.70 594.53kwh
10.8kw	£0.61 1.80kwh	£4.28 12.60kwh	£223.38 655.20kwh

*based on a 10 minute shower every day.

Electricity costs are calculated using your own tariff electricity rate of £0.34 per kWh.

Source: https://www.sust-it.net/electric-showers.php?kwh_cost=0.45&kwh_curr=EUR

If we add in the potential water bill savings then they could save an additional **£223** a year. This assumes the family are showering at 10 l/min for 10 mins giving 0.4m³ a day and are paying based on a [volumetric water and sewerage charge of £3.053 per m³](#) so their



showering habit is adding £445 a year on their water and sewerage bill. Halving the time in the shower halves this cost.

2. CHOOSING EFFICIENCY

A family of four could save as much as £270 a year on their water and energy bill by choosing a more efficient electric shower or shower head. Many water companies also provide their customers with water efficient shower heads for free.

If a family of four stuck at 10 minute daily showers but chose a 7.5 kW efficient shower rather than a 10.8 kW electric shower as the table above shows they would save **£136** per annum on their electricity bill. As water flow and energy rating are linked then as well as the energy saving they would also save around 3 litres per minute which reduces their annual water bill by **around £134** per annum.

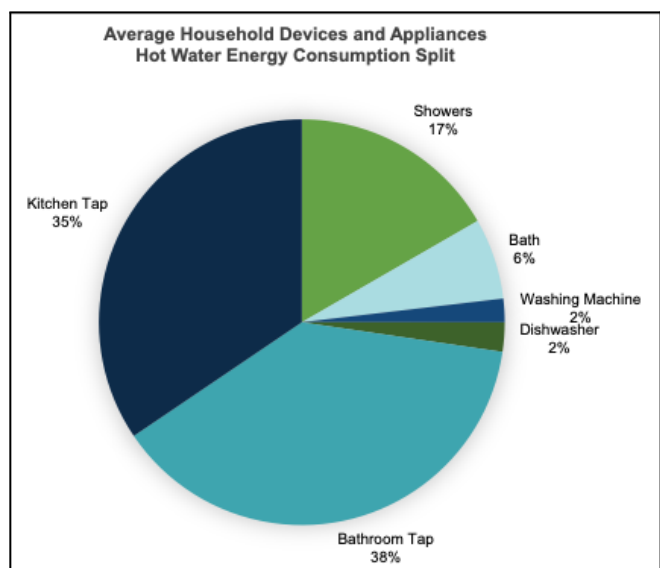
If you don't have or don't want an electric shower then another great option is to fit a more water efficient shower head which can halve water consumption and deliver similar levels of annual savings. Many water companies offer free water saving shower heads to customers via the [SaveWaterSave Money](#) or [Get Water Fit](#) platforms or directly via their websites and they can be fitted by the householder.

3. TAPPING UP MORE SAVINGS

Fitting low cost or free tap aerators can save a household up to £150 on their annual water and energy bill

According to the Energy Saving Trust around 11.5% of a typical household's total energy bill of £2.7k comes from heating water with around three quarters of that coming from hot water used through taps; over £200 a year. So reducing tap flow rates using things like tap aerators is a great low cost way to save water and energy.

A tap aerator is a small attachment that either fits onto the end of the tap or can be inserted inside of the existing spout. They control the amount of water that flows through the tap without affecting the water pressure as they mix the water with air. They can halve water used through taps potentially saving a household **£30-50** on their annual water and sewerage bill and up to **£100** on their annual energy bill. What's more they can cost as little as £5 each and be fitted by the householder. Many water companies offer tap aerators to customers for free via the [SaveWaterSave Money](#) or [Get Water Fit](#) platforms or directly via their websites.





4. FULLY LOADED

Making sure you are fully loading your washing machine and dishwasher can save a household £113 a year for free

According to the [Consumer Council for Water \(CCW\)](#) cutting out two dishwasher runs per week by only running with full loads can reduce a household's annual water and energy bill by £76. Doing the same with the washing machine to cut out two washing machine cycles a week saves a further £37 given an annual combined saving on the water and energy bill of **£113**.

5. LEAKY LOOers

Spotting a leaking toilet and sorting it with a low cost or free fix could save a household £200-£400.

Between 5 and 8% of dual flush toilets are leaking water straight into the pan due to faulty valve seals. Typically these leaky loos are wasting between 215 and 400 litres of clean drinking water every day - [see here](#). With per capita consumption at around 150 litres per person per day, a leaky loo is like having a couple of extra people using water in your home!

If you have a leaky loo then fixing it is likely to save a metered water customer **between £200 and £400** on their annual water bill.



Most water companies offer free leaky loo test strips and there are lots of online guides on how to change the failing washers, which generally cost less than £5. Some water companies such as Northumbrian Water [offer a free leaky loo fix](#).

6. SMARTER METERS

Getting a water meter fitted for free could save you pounds

All water companies in England and Wales offer to fit a free water meter for their customers. The meter means you have the opportunity to pay for the water you use rather than paying a flat rate based on the rateable value of your house so any savings you make go straight into your pocket. A good rule of thumb is that you are likely to save where you have fewer people than bedrooms in the house but you can use this handy calculator to find out how it might work for you [Water Meter Calculator | CCW \(ccwater.org.uk\)](#).

Most water companies are now fitting smart meters and the better resolution data they provide also means that it is much easier and quicker to spot leaks such as from a leaky loo.

The banner features the text 'waterwise' in a light blue font, followed by 'UK Water Efficiency Strategy to 2030' in a larger white font. The background is dark blue with a pattern of white icons including water droplets, a faucet, a teapot, and the chemical formula H₂O.

waterwise
UK Water Efficiency
Strategy to 2030

ACCESSING FINANCIAL SUPPORT

Despite our tips, and those shared by water companies (e.g. Yorkshire Water in their [Teapot Index](#)), many customers will still be struggling with their water bills. There are a range of support schemes and discounted tariffs available. [This article](#) from Martin Lewis' Money Saving Expert website highlights what each company currently offers and how to get in touch with them. There is additional information provided by CCW about the different types of support offered by water companies and other organisations. See here for more information - [Help with my bills | CCW \(ccwater.org.uk\)](#).