



# Water Efficiency update

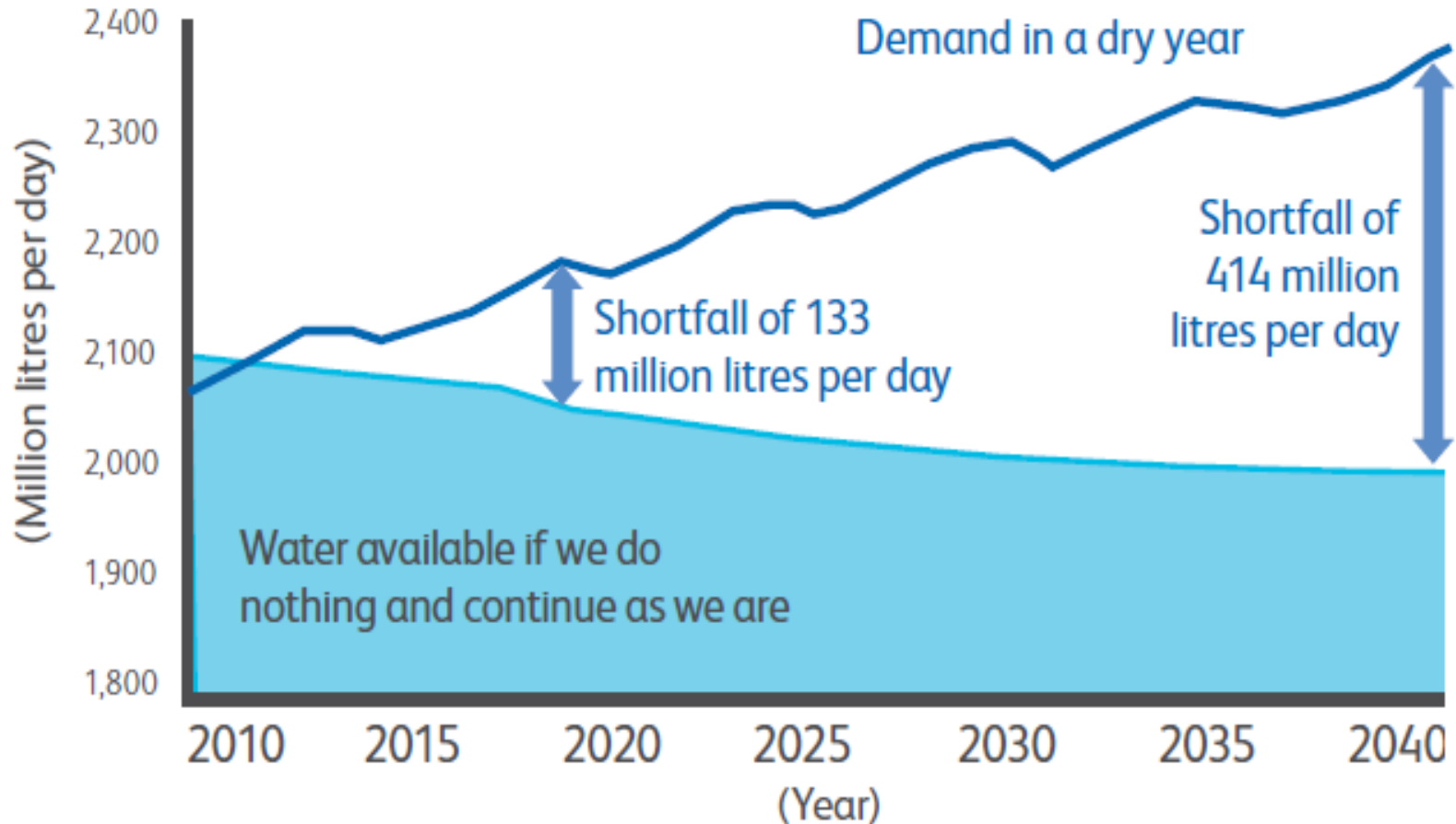
8th September 2016

Andrew Tucker

Water Efficiency & Affordability Manager

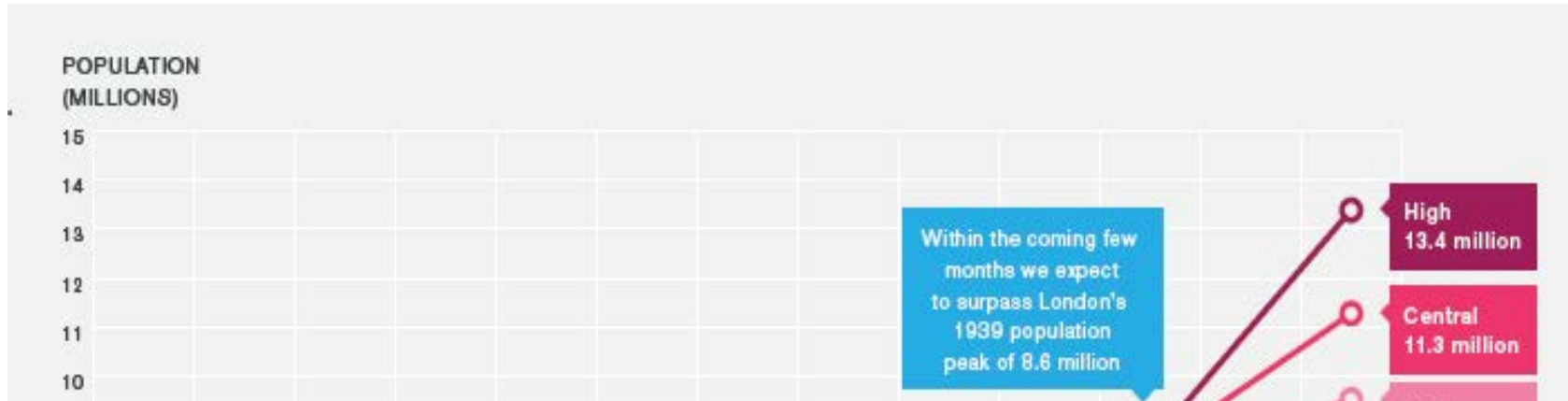
# Per person – we are drier than Sydney!

Forecast gap between supply and demand in London

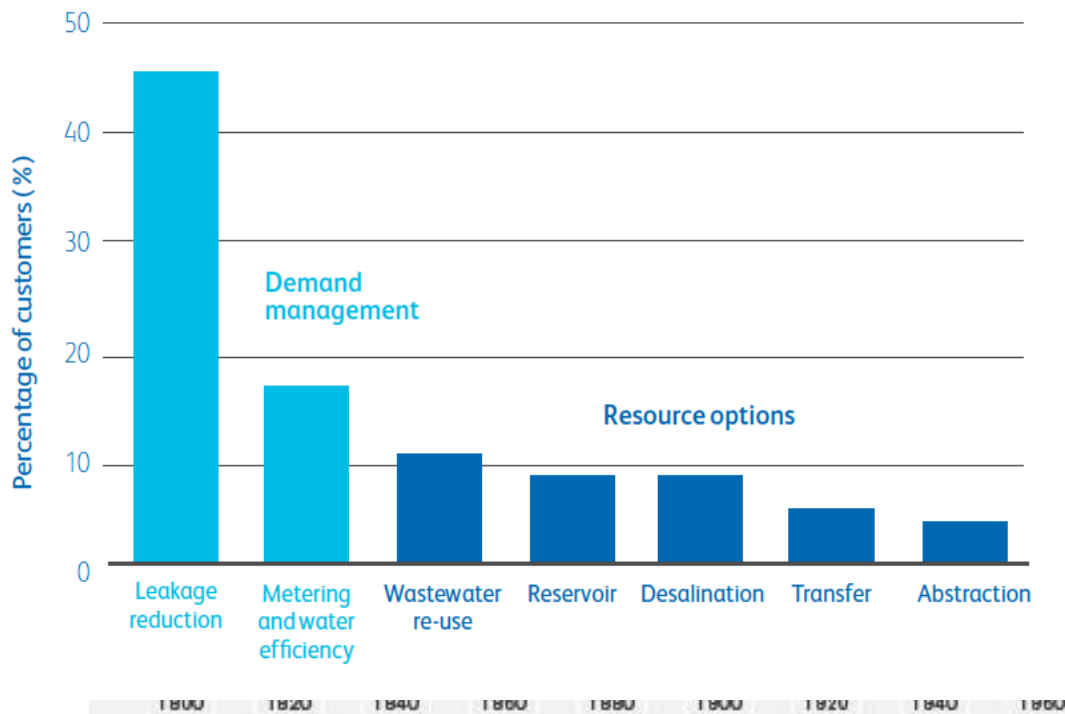


Source: Draft Water Resources Management Plan, 2014

# Challenge: Growing population



Customers' preferences for water resource options



# Our Water Efficiency Programmes

Target 2016/17 = 7.5 ML/day

- **Smarter Home Visits (SHV)** – London & Thames Valley
- **Thames 'TAP App'** – improve customer engagement and data collection
- **Water Energy Calculator** – Thames Water website, customer engagement
- **Weff Comms** – Integrated comms strategy, multi-channel, devices & behaviour
- **Local Authorities & Housing Associations** – devices, engagement, joint working
- **NHH water audits** – AMR, retrofitting, installations and case studies
- **Smarter Business Visits** – pilot scheme, aim to expand
- **Thames Water Buildings pilots** – Bathroom refurbishment. Industry case study
- **Free WEFF devices** – HH & NHH freebies, trade portal
- **Water Efficiency Schools Programme (WESP)** – engagement, AMR, retrofit
- **Incentives Pilot** – smart data gamification. non-financial rewards for water savings
- **Wastage** – pilot leaky-loo/tap fixes, aim to expand
- **Work with developers / new build**
- **Faith & cultural Weff work streams**
- **Other pilots and trials**

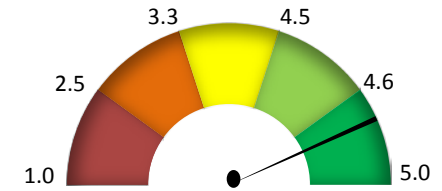


# Smarter Home Visits



# Smarter Home Visits (SHVs)

- Single largest water efficiency initiative
- In-home retrofit of water saving devices
- In-home personalised water audit and savings plan
- Delivery in parallel with Progressive Metering Programme
- Every house that gets a new smart meter is offered a free SHV
- Delivery with Groundwork London (local env charity)
- Will compare Ofwat assumed savings to actual smart meter results



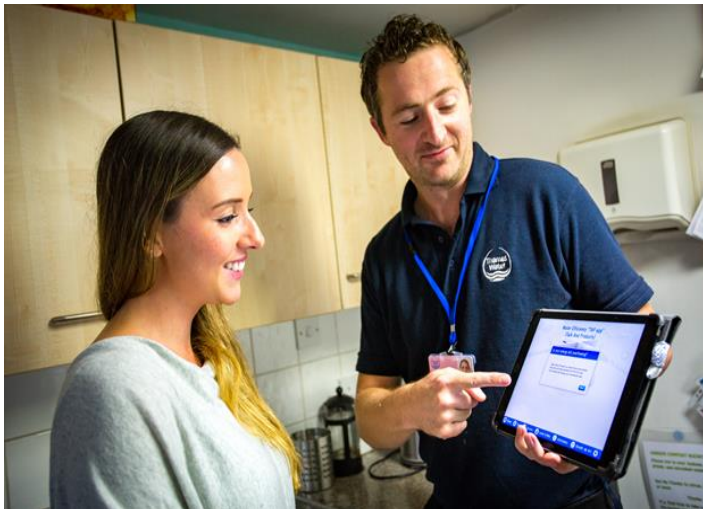
4.72

	Score	Vs Last
Weff CSAT	4.72	↑ 0.01



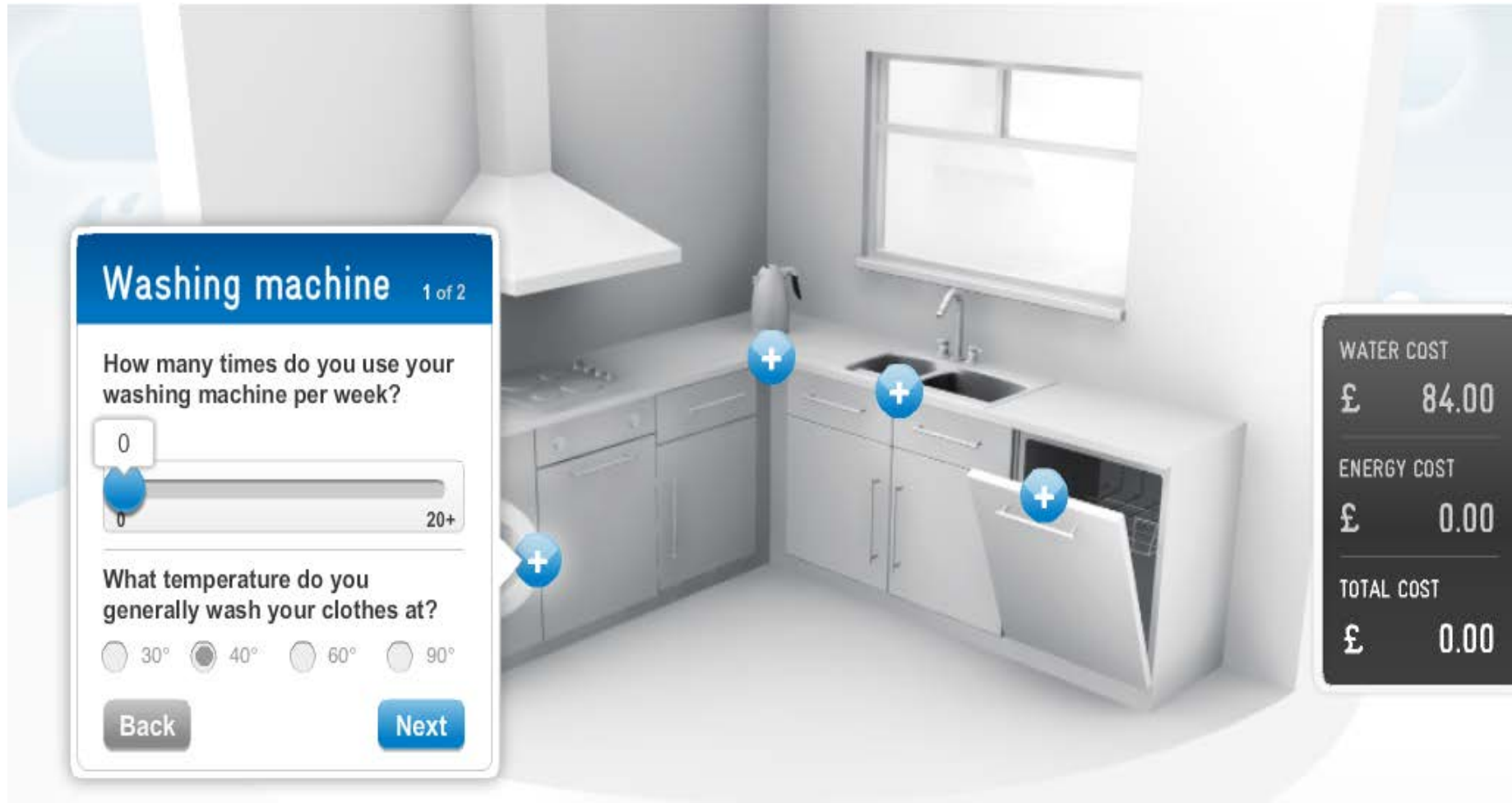
# The Smarter Home Visits - progress

- **2014/15** = 6,000 London homes, installing 16,000 water saving devices
- **2015/16** = 33,500 SHVs in London, Oxford & Newbury. >84K device installs
- **2016/17** = 23K SHVs so far, aiming for >55,000 SHVs in London, Oxford and Newbury. London SHVs delivered in parallel with smart meter rollout.
- **Wastage** – offer free internal leak ('wastage') fix. Helped 2,250 households so far this year, saving over 425K L/day
- **Smarter Business Visit** pilot.....underway!



# Thames Water – ‘TAP App’

Interactive in-home engagement software





# Smarter Home Visit – new report for customer



Amanda Wilson  
35 Westergate Road  
LONDON  
SE2 0DR

## Your water report. Current usage.

Based on what you told us during your Smarter Home Visit on 03/05/2016 we've put together the following report.

### Your general information

Number of people who live at your address: 2      Water heating method: electricity

### Your estimated household usage per year

Water  
(shown in litres)

**107,805 litres**

That's about 1,348 bathtubs a year.



x 1,348

Energy to heat hot water  
(shown in kilowatt hours)

**2,016 kWh**

That's about 178 light bulbs a year.  
Equivalent to the energy typically used by this energy saving light bulb in a typical home.



x 178

Based on this usage, your household bills should be about £297 per year for water (including your standing charge) and about £210 per year for energy required to heat your water.

That's a combined cost of around £507 a year.

### What you could save per person, per day

Thames Water customer average  
160 litres

Your current usage  
147 litres

Your potential usage  
110 litres



Total potential saving per year  
**27,691 litres**  
which is  
**£135**

Based on our visit we think you could potentially reduce your usage to 110 litres (per person, per day) quite easily and save money at the same time.

Turn over to see how you could save. ➔



## Your water report. Current usage.

Here's what you are currently spending based on what you told us. We've calculated your potential savings based on you acting on our water-saving advice.

	Current spend (water + energy costs)	Potential saving (water + energy costs)	Water-saving advice
	Per year	Per year	
<b>Kitchen</b>	<b>£173</b>	<b>£103</b>	<b>Your actions</b>
Washing machine	£82	£0	Use a bowl instead of a constant running tap
Dishwasher	£0	£0	
Sink	£141	£103	
Kettle	£12	£0	
<b>Bathroom</b>	<b>£247</b>	<b>£32</b>	<b>Your actions</b>
Shower	£81	£12	Reduce the time spent in the shower from 5 to 4 minutes
Bath	£33	£0	
Sink	£88	£8	Ensure the basin tap is turned off when brushing teeth or shaving
Toilet	£67	£11	
<b>Outside</b>	<b>£0</b>	<b>£0</b>	<b>Your actions</b>
Garden	£0	£0	No savings were identified on the visit, but you might still be able to save more. Use our online calculator to find out how, the link is below.
Car	£0	£0	

Standing connection charge: £87

**£135**  
in total

Don't forget, you can check how you are doing with the online water savings calculator at [thameswater.co.uk/savewater](http://thameswater.co.uk/savewater)



Your savings can save lives.

Now you've seen how much you could save, why not donate just £2 of that money a month to help save a child by giving the life saving gift of clean water? Please join us in helping WaterAid to save lives. Donate at [wateraid.org.uk/thameswaterservices](http://wateraid.org.uk/thameswaterservices)

# Customer's Online Account - MyMeter Online

Account: 7311560038 | FLAT 2, GUERNSEY HOUSE, 91, LONDON RD, READING, RG1 5BB

[Manage accounts](#)



[My account](#)

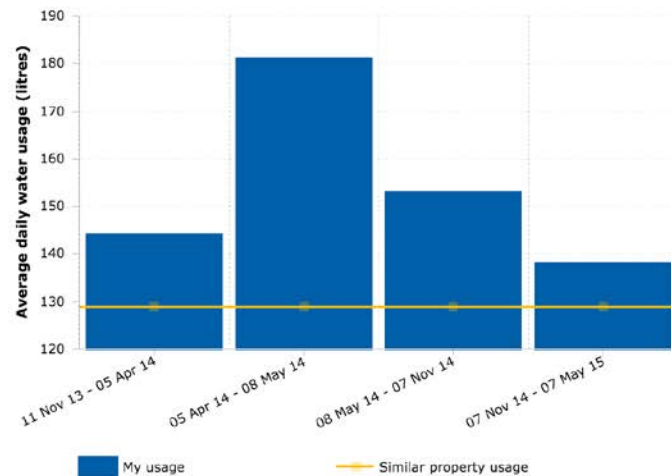
[My meter](#)

[Help](#)

[Log out](#)

## Water usage history

[View in a table](#)



The date ranges displayed match the dates we collected your water meter reading

## My profile

[Edit](#)

In my household:  
**1 people**



My house:  
**Flat**



## My trends

Average daily water usage:

**147 litres**

My water usage: ⓘ

**High**

## HomeServe Cover 8



For £4.75 per month in the first year with a £50 excess

[Find out more >](#)

Homeowners only. Terms and Conditions apply.

## Freebies

Take a look at our range of water-saving devices that can be delivered free to your door.

[Browse our freebies](#)

## Submit a reading

Keep track of your usage by letting us know your meter reading.

[Submit reading](#)



Log out



Menu

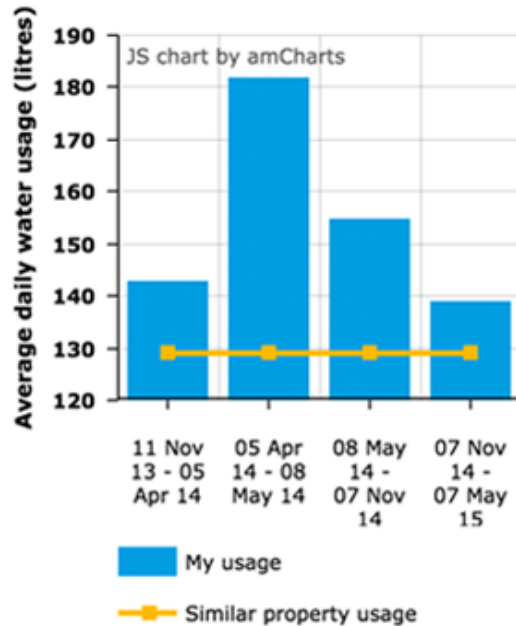
Account: 6420332356

Address: 1 Chestnut Cres Newbury  
Berks RG141LG

[← Back to My profile](#)

Water usage story

[View in a table](#)



My profile

[Edit](#)

In my household:

1 people



My house:

Flat



My trends

Average daily water usage:

147 litres

My water usage: i

High



Submit a meter reading

Keep track of your usage by letting us know your meter reading.

[Submit reading](#)



# Thames Water bathroom pilot



# Practising What We Preach

## Clearwater Court bathroom trial

- Propelair WCs
- Cistermiser urinal sensors
- Cistermiser sensor taps
- Pre-refurb water use was already reasonably efficient
- 83% water reduction



### Water efficiency case study Clearwater Court bathrooms

Reduced water use by 83 per cent

Two bathrooms will save more than 600,000 litres per year

Potential savings for Clearwater Court: 4.8ML per year

#### Background

In June 2015, we started a water efficiency trial at our Clearwater Court office in Reading. The aim was to develop a best practice bathroom case study for business customers. We made the following changes in a men's and women's bathroom:

- Replaced the existing dual-flush toilets with Propelair models using only 1.5 litres per flush
- Replaced existing taps with Cistermiser sensor taps, set at 3.5 litres per minute flow rate and eight seconds duration.
- Replaced the existing urinal sensors with Cistermiser sensors set at 0.5 litres per flush, six flushes per hour and seven days a week

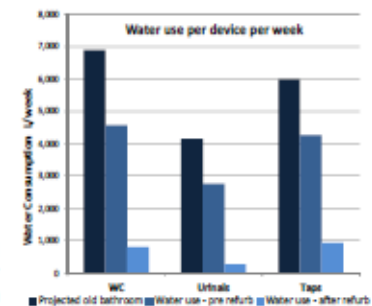
We installed water meters on all hot and cold pipes to capture before and after usage results.

#### The Results

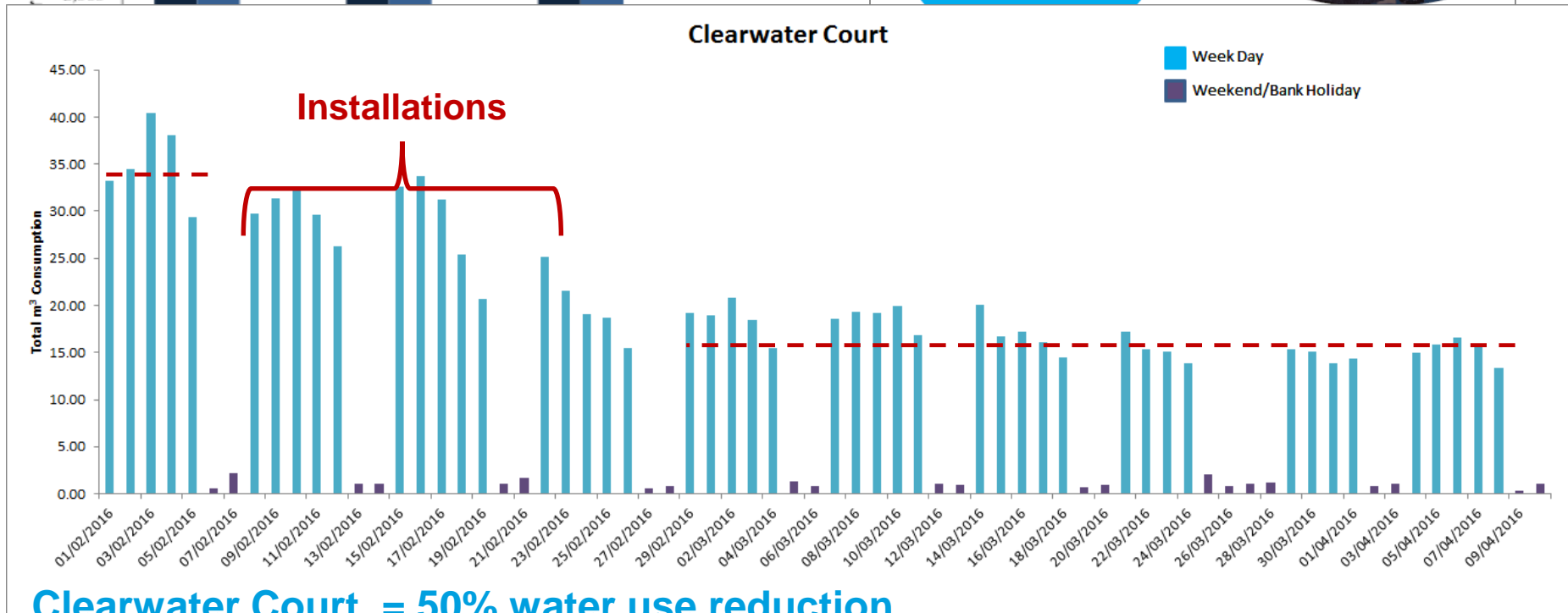
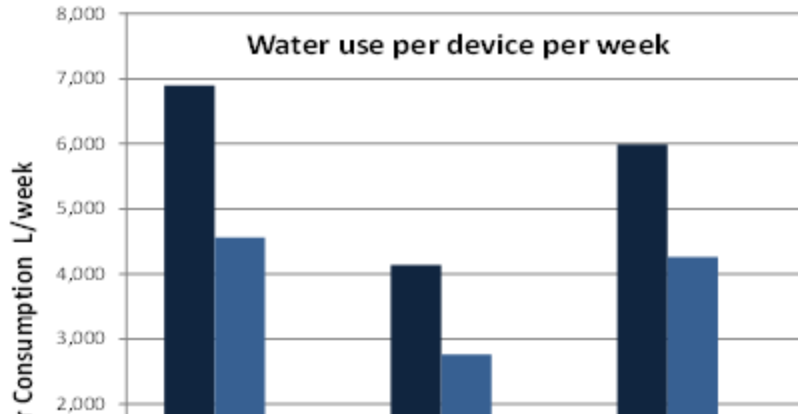
The bathroom refurbishment achieved an overall water saving of 83 per cent – 11,636 litres per day or more than 606,000 litres per year based on average use.

The Propelair toilets reduced water use by 80.7 per cent, the sensor taps 59 per cent and the urinal sensors 90.7 per cent compared with the previous fittings. These reductions equate to an average saving of more than 3,000 litres per person over a year. Given that the previous fittings were considered efficient, the refurbishment represents a vast improvement.

If all of the Clearwater Court bathrooms were refurbished using Propelair toilets, sensor taps and urinal sensors, it could save 4.8 million litres of water per year – a projected annual cost saving of £9,950.



# Clearwater Court & Walnut Court Savings



**Clearwater Court = 50% water use reduction**  
**Walnut Court = 66% water use reduction**

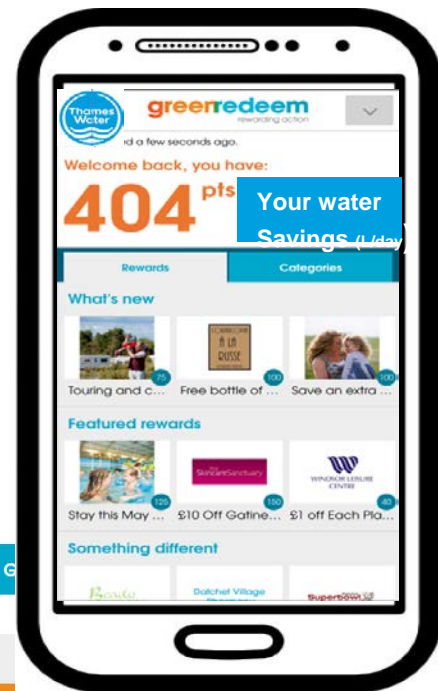
# Incentives Pilot





# New stuff - Incentives Pilot

- Business Plan commitment to test innovative tariffs
- Will test 'Incentives' first
- Working with Green Redeem - successful recycling platform
- 3,000 homes in Reading – fixed-area network
- Points will be given every week based on reductions in water use against baseline
- Points can be used for retail shopping discounts or prize draws
- Smarter meter data and Green Redeem platform will enable regular and interactive engagement on water savings

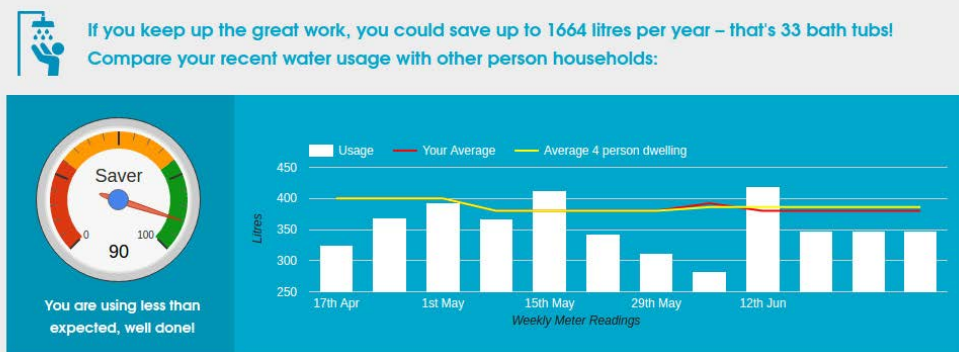


**greenredeem** rewarding action

**Thames Water** rewarding water efficiency

**Earn points** | **Spend points** | **On the go** | **G**

Your household water usage		Your activity	
Last week you used 940 litres	<b>13.2 X</b>	You have <b>10,240</b> points	Since being a member you have:
Earning you	<b>250</b> points	Ordered <b>32</b> rewards	Donated <b>3250</b> points
On average you use 960 litres a week	<b>14.6 X</b>	Entered <b>6</b> prize draws	Saved <b>£452</b>
Your community water usage		<ul style="list-style-type: none"> <li>Pledge to have shorter showers +30 points</li> <li>Enter prize draw 100 points</li> <li>20% Off water saving devices 50 points</li> <li>Donate points to projects 50 points</li> </ul>	
A saving this week of 42,960 litres	<b>3420 X</b>		



# Incentives Pilot – ‘Beta Test’

Engagement will introduce scheme, distribute an ‘instant reward’ leaflet

- Call 150 households



- Door-knock 150 households



- Will adopt successful engagement for full pilot
- If successful - potential rollout for smart meter households



# Incentives Pilot - Customer Journey

## 1<sup>st</sup> letter

### Rewards coming soon.

We'll soon be launching a new incentive scheme for metered water customers in selected areas of Reading, rewarding you whenever you save water.

As well as saving money by using less water, you'll have the opportunity to earn points which can be exchanged for rewards exclusive to Reading. You could claim money off at the local coffee shop, discounts at local leisure centres, offers for restaurants close to you and the option to enter prize draws or donate your points to charity.

We'll be writing to you again soon and visiting homes in your area with instructions on how you can join our scheme and start saving. Find out more by visiting:

[Greenredeem.co.uk/thameswater](http://Greenredeem.co.uk/thameswater)



1337/0716

## Register your account

### Your reward scheme.

We've teamed up with Greenredeem, to offer you rewards when you save water. Claim free coffees, discounts at local attractions and offers for restaurants close to you, enter prize draws and donate points to charity

Visit [Greenredeem.co.uk/thameswater](http://Greenredeem.co.uk/thameswater) and enter your unique pin now to start saving. We'll even give you up to 150 bonus points when you register, so you can claim rewards straight away.

Unique PIN  
0123456

### How to save.

**1 Register your account.**  
Log onto [Greenredeem.co.uk/thameswater](http://Greenredeem.co.uk/thameswater) and use your unique pin to create an account.

**2 Use less water.**  
Take steps to reduce your water use, follow our handy hints and tips to learn how to save even more.

**3 Check your savings.**  
Every week we'll update your account with details of your savings, and the points you've earned.

**4 Redeem your points.**  
Choose how you want to spend your points on rewards for yourself, or donate to one of our charity partners.

We'll calculate how much water you use in an average week and for every 10 litres of water you save you'll earn one point. We predict that an average household of four people could save up to 50,000 litres of

water per year, which would equate to 5,000 points. With rewards starting at XXX points, you could be claiming new rewards every month.

**Your Greenredeem account.**  
Once you're registered you'll have access to an online account where you can see how much you've saved, the points you've earned, and claim rewards.

**Claim your rewards.**  
We've selected rewards unique to you in Reading, by partnering with local businesses. The rewards you could claim include:

- Buy any item of food and receive a free coffee 50 points.
- Buy one, get one free on all coffees 50 points.
- Child swims for free with one paying adult 30 points.
- Bring a friend for free to a group exercise class 60 points.

## Customer's Dashboard



# Incentives Pilot - website

**greeneredeem**  
rewarding action

In  
association  
with



Register

Login

f Login

Earn points

Spend points

Greener Living

Search



Make a pledge to save water and earn more points



Read  
blog

What is Thames Water  
doing in your area?

4 results

10  
Points

Tell us more about your  
water using habits



10  
Points

Find out how to use less  
water whilst doing your  
washing



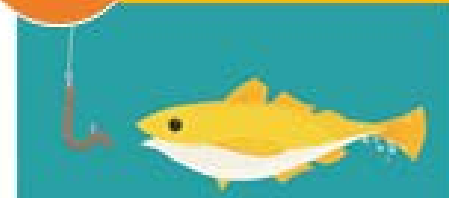
10  
Points

Pledge to turn off the tap  
when you brush your teeth

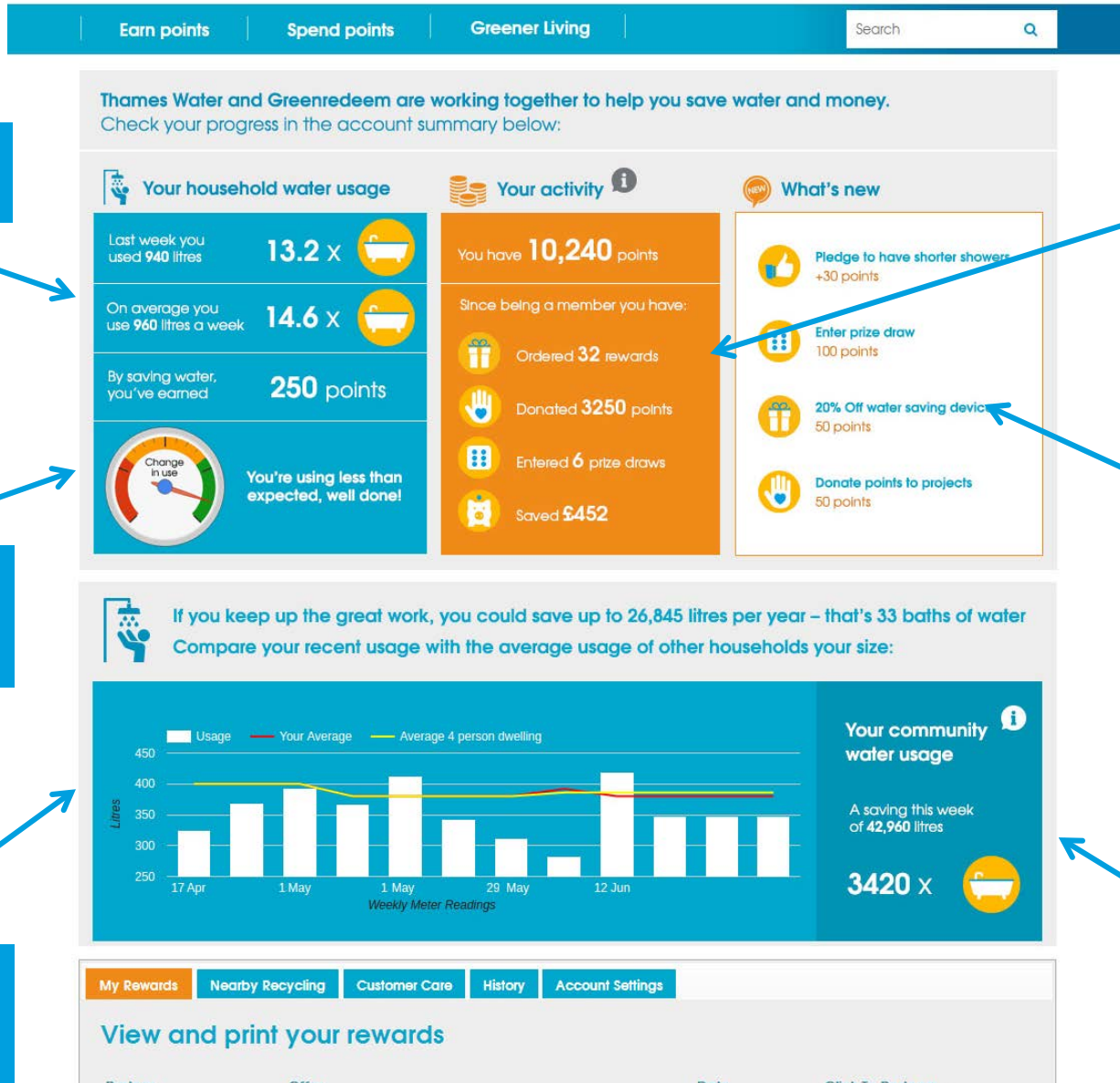


10  
Points

Learn how using less water  
can benefit the river



# Incentives Pilot - Customer Dashboard.



Usage displayed in relatable terms

See how much you've saved

Gauge displays visual feedback on weekly use

Alerts to new activities/rewards

Keep track of water use every week

Compare water savings with rest of the community

# Incentives Pilot - Rewards

**greenredeem**  
rewarding action

In  
association  
with



Register

Login

f Login

Earn points

Spend points

Greener Living

Search



**Restaurants  
& Takeaways**



**Health &  
Beauty**



**Entertainment  
& Recreation**

Last Chance

Other Categories

Please Choose

What's New

**50**  
points

Add Tete de Moine AOC to your basket and get 10% off full order



What's New

**50**  
points

5% off when you spend £50 or more



Featured Reward

**75**  
points

18% off all orders



Something Different

**195**  
points

£15 off The Deluxe Fish Pack Now Just £29



# Incentives Pilot - Donate to Charity



In association with



Register Login f Login

Earn points

Spend points

Greener Living

Search



200 points equals £1

200 **Donate Points**

Donate your points to help these two great charities achieve a grant of £1,000 each towards their by being water efficient, we will turn that into £1 donation.

Click below to find out more about these two amazing projects. Terms and conditions apply [click!](#)

Target: £1,000

View Website: <http://www.wateraid.org/uk>

Every day, almost 900 children under-five die from diarrhoeal diseases caused by dirty water and poor sanitation.

Your support will enable parents to protect their children by giving them access to clean, safe water and the chance to build proper toilets. And by teaching members of the community about the best ways to stop the spread of diarrhoea, parents can pass their learnings on from generation to generation.

Here is what your donation could achieve:

- Help build a well so children around the world don't have to drink filthy river water that's teeming with parasites, bacteria and animal waste.
- Put taps and pumps in the heart of a community - daily treks to the river with a heavy jerry can are tiring and leave little time for school or work.
- End the threat of diarrhoeal diseases, which kill 900 children every day.

And for every £1 you donate, this is how we will spend it:

- 78p on transforming lives with safe water, toilets & hygiene
- 21p on fundraising
- 1p on governance

Donate Points



Ufton Court Educational Trust

£0 donated so far



Donate Points

WaterAid WaterAid

£0 donated so far



# Thank you

