

H₂eco Phase 7 and 8

What: H₂eco is Essex & Suffolk Water's (ESW) leading large scale retrofit project, which since its inception has delivered 14,999 water audits to metered and un-metered customers. H₂eco involves a trained plumber visiting a customer's home to install/provide a range of water saving devices free of charge. H₂eco Phase 7 and 8 are the focus of this entry as they have been carried out in the last two years and have been the most successful in demonstrating best practice, excellent customer service and quantifiable water savings. 6,003 full retrofit audits were completed as part of Phases 7 and 8 between May 2012 and November 2013.

The key objective of the project is to encourage customers to embrace water efficiency through offering home water audits. It is hoped (and has been proven) that customers will be inspired to sustain good water habits far beyond the timescale of the project. ESW use a mixture of 'hard' retrofit and 'soft' behavioural change innovations. Retrofit products include; ecoBETAs, a device which converts a standard single-flush siphon toilet into a dual flush toilet. A Save-a-flush, a small bag filled with crystals which expands to displace one litre of water every time you flush. Tap and shower aerators which infuse air into the flow of water and finally, a range of garden products such as water butts, water storing crystals and trigger hose guns. The behavioural change products include; a universal plug to fit all types of plug hole, a shower timer to remind people when to get out of the shower and a children's educational kit used to inspire younger generations to save water.

Why: Retrofit projects such as H₂eco have been at the centre of ESW's water efficiency strategy since 1997 in order to ensure ESW successfully balances supply and demand. Rather than simply distribute products, gadgets and gizmos with no real engagement, ESW devised a retrofit programme with an objective to reach and engage with as many customers as possible to achieve real, quantifiable and sustainable water savings. H₂eco exemplifies this.

Arguably the greatest limitation is ensuring we engage with the majority of our customer base. Currently our participation rate is approximately 20%, which is considerably higher than comparable projects undertaken elsewhere within the industry. We adopt a range of subtle techniques to ensure we achieve such high participation rates. We tailor literature carefully to appeal to all types of customer needs and concerns (for example economic and environmental). We make the appointments flexible around the customer's commitments offering evening and weekend appointments. Finally, we make the application process as easy as possible offering application routes such as application by telephone, post, text message, website and QR codes.

How: To ensure H₂eco delivers sustainable water savings, ESW focus on a number of unique areas including, plumber training, product selection and customer engagement. The plumbers undergo thorough training to ensure they fully understand how the water saving products work and how to deliver the project to its highest standard. As a result, ESW can be confident the maximum numbers of products are installed in the correct situations. ESW supplies plumbers with multiple variations of products to ensure both compatibility with existing fittings (such as four different tap inserts) as well as customer satisfaction (such as different coloured shower heads to match bathroom aesthetics). To ensure sustained behavioural change the plumber encourages the customer to accompany them during the audit. Whilst doing so the customer is provided with comprehensive advice and literature on how the products work and how they can save water around the home and garden. A recent review of the early H₂eco phases confirm these efforts are justified with evidence to suggest the metered savings are sustained for four years after the project, highlighting the effectiveness of combining the installation of water saving products with the delivery of effective behavioural change messages.

How much: Undertaking H₂eco Phase 7 and 8 has resulted in total water savings of 140.95m³ per day, which equates to an average measured water saving of 23.48 litres per property per day. The water savings reported here represent 'actual' water savings calculated through the analysis of meter reads taken before the audit, on the date of the audit and following the audit. In total, 44,426 products have been installed across the two phases including 2,776 ecoBETAs fitted in 2,460 properties, 10,899 tap inserts installed across 4,761 properties and 1,934 showerheads installed in 1,774 properties. The water savings achieved by each property result in an average annual financial saving of £26.24 (2013/14 Essex & Suffolk Water water rate and Anglian Water's sewage rate) which means the project has saved our customers £157,518.72 a year.

*This measured saving is based on 1780 measured customers. Please note that at the time of writing this entry not all final reads for Phase 8 had been acquired.

H₂eco

Help the planet,
help your wallet.

"Awareness of the need to save a scarce commodity"

"How easy the whole visit was and efficient"

"It's a brilliant project in fact it should be made compulsory for environmental reasons"

H₂eco
Help the planet,
help your wallet.

FREE
water
saving
products

SAVE
up to 45 litres of
water per day, saving
an average of £40 per
year on your water
and sewerage
bill.

Environment Agency
& Waterwise
uk
water
efficiency
awards 2012
Supported by Bosch and Mettlen

**Have you enjoyed
your H₂eco
experience?**
If so, why not
recommend a friend...

If you recommend a friend,
family or neighbour in the
H₂eco project area and
they go ahead with an
appointment, then you will
receive a **£25 Tesco
supermarket voucher**.*

* Terms and conditions apply, please see reverse.

Property reference:

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help your wallet.

www.eswater.co.uk

Date: _____
#Prop_ref# _____

<Title> <Initials> <Surname>
<address1>
<address2>
<address3>
<Postcode>

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Dear <Title> <Surname>

Essex & Suffolk Water is pleased to offer you the opportunity to take part in our free H₂eco project to help you save water, save money and save energy. The H₂eco project will arrange for a plumber to fit suitable water saving products in your home at no cost to you. Even if you do not have a water meter you could still benefit from the H₂eco project.

At Essex & Suffolk Water we are committed to helping our customers save water. H₂eco is our leading water saving project which aims to help you make the most of your water. Since October 2010, over 8,200 homes in Wickford and Basildon have participated in H₂eco. As a result, each home saved on average 45 litres of water a day saving them an average of £40 a year on their water and sewerage bill.

All water saving products and fitting (if required) will be provided for free.

Essex & Suffolk Water will provide a plumber for free, who will visit your home at a time convenient to you (appointments available Monday to Friday between 8am and 8pm) to undertake an assessment of all the water using fixtures and fittings in your home and then fit suitable water saving products. The appointment can take between 30-60 minutes. You can still take part if you live in a rented property just contact your landlord for permission.

What's in it for me?	Even if you do not have a meter you can:
1. Free water saving products	6. Save energy through using less hot water
2. Free installation by a plumber	6. Save money on your energy bills by using less hot water
3. Save water	7. Help the environment by reducing your carbon footprint
4. Save money on your water and sewerage bill if you are on a water meter	

In Wickford and Basildon 97% of customers said they were happy with the water saving products fitted.
To take part in the free H₂eco project, either:

- Fill in an application form online at www.watersavingproject.co.uk or scan the Quick Response code below entering your property reference number #Prop_ref# and your password #Password#
- Return the application form found on the back page of the enclosed leaflet, to H₂eco, using the free post pre-paid envelope provided
- Call us free on 0800 369 9933 to request an appointment at a time convenient for you (phone lines are open Monday to Friday 8am-7pm. Outside of these times please leave your name and phone number and we will phone you back within 2 working days).
- Or text 'Water' to 86688 and we will call you back within 2 working days*

We look forward to hearing from you and working with you to save water.

Yours sincerely
Tim Wagstaff, Project Manager

*Texts will not be included in your inclusive text bundles, and the exact cost of each message depends on your service provider - it is typically between 10 and 15 pence per message.

Have you received your FREE water saving products yet?

Essex & Suffolk Water has mailed 15,000 homes in the Benfleet and Basildon area giving them the opportunity to receive FREE water saving products for the home and garden.

You could also save money on your energy bills so even customers without a water meter can save. Since October 2010, over 8,200 homes in Wickford and Basildon have taken part in H₂eco. Of these customers, 97% said they were happy with the water saving products fitted.

To join in call **0800 369 9933**
(Monday - Friday 8am-7pm)
or text 'water' to **86688** and we will call you back*.

Environment Agency & Waterwise
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H₂eco
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help your wallet.

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Help the planet,
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H₂eco, the free water saving project, is coming to you...

Essex & Suffolk Water is giving over 15,000 homes in the Benfleet and Basildon area the opportunity to receive FREE water saving products for the home and garden.

You could save money on your energy bills so even customers without a water meter can save. Since October 2010, over 8,200 homes in Wickford and Basildon have taken part in H₂eco. Of these customers, 97% said they were happy with the water saving products fitted.

SAVE
Up to 45 litres of
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You will be contacted soon with more information about the project and how to take part!

Product guarantee card

Property reference: _____

Working with
mouchel

99.3% of customers were happy with the overall level of service they received

