



# Water efficiency news

In May 2007, Essex & Suffolk Water (ESW) became the first and only water company to produce a water efficiency newsletter. *Water Efficiency News* is a regular bulletin aimed at keeping our regulators, stakeholders and other interested organisations updated with our progress with water efficiency and demand forecasting. To date, seven issues have been produced, disseminating the results of our water efficiency projects to a readership of over 165 key members within the water industry. Each of the publications has been written by ESW's water efficiency practitioners themselves, which in turn has ensured credibility and honesty based on real experience.

ESW initiated the production of *Water Efficiency News* in answer to calls from several of the Industry's regulators that water companies share and communicate progress, results and experiences. The newsletter is sent free of charge to key stakeholders within the water industry representing regulators, other water companies, suppliers, local authorities, planners, universities and environmental NGO's. Each issue is also available upon request making it a resource for everyone.

*Water Efficiency News* has and continues to be effective in promoting best practice for sustainable water solutions through the sharing of the results, learning and experiences associated with ESW's water efficiency projects, initiatives and schemes. Sharing knowledge is fundamental to improving the Industry's water efficiency evidence base. In turn, drawing from a wide evidence base allows others to develop projects and initiatives that engage and enable sustainable water solutions. Based on knowledge, others can then develop projects with reduced risk and increased certainty on projected water savings. The newsletter will also have driven behaviour change. Other water companies have delivered water efficiency projects and adapted their strategies as a result of ESW sharing information and best practice.

*Water Efficiency News* was created for the following reasons:

- With such a large number of projects and initiatives, it was felt that this newsletter provided the best means of communicating such a volume of results and development.
- Water efficiency is a fast moving area, highlighting the need to circulate our progress promptly.
- In response to calls from regulators to share information and improve the evidence base.

The combination of a fresh and creative appearance along with the wide range of projects, initiatives and research has ensured that the newsletters have been well received throughout the industry. The newsletters have been purposely written so that they are easy to read with narrated pictures, tables and graphs. We believe this encourages readership at the same time as maintaining the high technical aspect of the work. In order to ensure that the publication met the needs of readers, ESW initiated a survey to gauge perceptions and obtain feedback to improve future newsletters.

**100%** of respondents read  
Water Efficiency News

The layout of the newsletter was scored at  
**4.02** out of 5

**85%** said the newsletter  
length was 'just right'

“ I find it very useful and wish other water companies would follow suit. I also find it ”  
helpful to hear about what has worked less well, not just the success stories.

The newsletters also provide an opportunity to maintain the awareness and importance of water efficiency throughout ESW's workforce. It is essential that employees within the business are aware of water efficiency projects and our progress in the area as each member has the potential to become an ambassador for water efficiency. Each issue of *Water Efficiency News* is sent to senior managers within ESW and Northumbrian Water.

*Water Efficiency News* demonstrates ESW's commitment to sharing information and in turn enabling the water industry as a whole to move forwards in the delivery of sustainable water solutions.

We recently had a new power shower installed and were keen to take the shower challenge. Spending one minute less in the shower isn't a problem and it's great to know we're saving water at the same time.

As you may recall from news, customers have in 2007 to spend one minute shower challenge campaign minute shower timers.

The campaign started with Rudolph to spend last Christmas campaign able to request the

## Launch of the new website

January 2007 saw the launch of the new Essex & Suffolk Water website - [www.eswater.co.uk](http://www.eswater.co.uk)



# Water for living

how much is enough?



From left: Sir Derek Wanless, Ian Pearson and John Cuthbert

al water and advice home', the features such llenge and tor. The be the a tool for customers ormation ncy projects

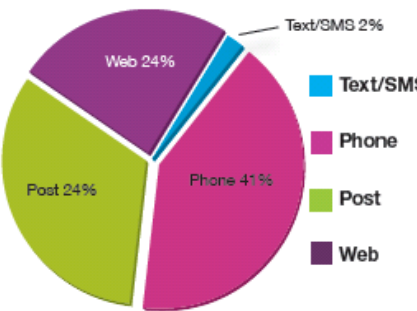


and the award goes to...

## Essex & Suffolk Water's H2eco Phase 6 retrofit project

In an attempt to increase customer participation, we offer four ways in which they can apply for the H2eco project:

### Applications received



## Shower 'n' Save and Waterpebble results – trialling the future

In Issue 6 of Water Efficiency News we introduced you to two innovative devices that were being trialled, the Shower 'n' Save and the Waterpebble. The results of each trial are detailed below:

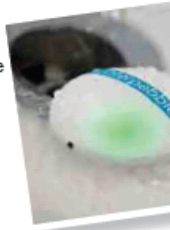
### Participation

- Shower 'n' Save**  
1,550 customers invited  
154 customers trialled the device
- Waterpebble**  
670 customers invited  
94 customers trialled the device



### Water savings

- Shower 'n' Save**  
15.43 l/prop/day
- Waterpebble**  
12.89 l/prop/day



## A journey through knowledge

In November 2010, Essex & Suffolk Water hosted a specialist one day workshop entitled 'Water Efficiency – A Journey through Knowledge'.



### Application by mobile phone

A text service was introduced to allow customers to request an audit by using their mobile phone. All the customer had to do was text "water" to 86688. The customer contact team would then call back straight away to arrange an appointment.



Forecasting water usage in the home

As PR14 looms on the horizon work has



ESSEX & SUFFOLK WATER

# One minute interview



School

## Phase 3

Where: Newcastle, Gateshead and Sunderland