

What: Our **Smarter Home Visit** (SHV) initiative is the largest and most intensive water efficiency programme in the history of the UK water sector. The SHV scheme is an area-based retrofit and advice initiative for households in London and the Thames Valley. The pilot provided free, bespoke water-saving audits, installs and advice to more than 6,000 London homes in 2014/15, installing nearly 16,000 water-saving devices. The initiative in London is now ramping up to help more than 30,900 households in 2015/16, with more than 8,000 households already benefiting to the end of August. We also aim to offer 6,500 SHVs in the Thames Valley this year.

Towards the end of 2015, the London SHV initiative will be offered to every household involved in our Progressive Metering Programme (PMP), the largest smart water meter roll out ever undertaken. The SHVs are being delivered by Groundwork London and Climate Energy in Hungerford (Berks) and Marlborough (Wilts). All staff are branded and operating as Thames Water staff, ensuring continuity and clarity for the household customers. The London SHVs are currently being offered to existing metered households in five London boroughs (Bexley, Greenwich, Islington, Camden and Enfield) in preparation for the PMP rollout. The SHV project has the complete support from all borough councils, due to the potential reductions in household water and energy bills for residents.

Why: We supply water to the largest population of any UK water company. With our population set to grow from 8.2 million to 11.3 million by 2050 and future abstraction subject to stricter limitation, the focus on water efficiency is vital. Yet the perception that it always rains and there is no need to save still prevails among many customers. The SHV is an important and effective means of changing public awareness of water resources and helping families deliver real savings.

How: The 2014/15 trial phase of the SHV programme was delivered on time, within budget and exceeded the number of homes targeted. The SHVs were trialed on existing metered households in preparation for the PMP rollout. We tested our communications with households, the scheduling of appointments and home visits, the water-saving device installations and the integration of new water efficiency engagement software. The programme's delivery is outlined in 'Supporting Information'.

How much: The SHV results to date are:

- 6,046 Smarter Home Visits completed in 14/15, with 8,000 already delivered by end-Aug 15. Our target in London is 30,950, and +6,500 in Oxford, Marlborough Hungerford and Newbury
- In London, 15,903 water and energy saving devices were installed in 2014/15, and +18,000 so far this year. A further 1,000 homes in Marlborough/ Hungerford homes have received an SHV.
- In London alone, our SHVs have saved more than 1.008 ML per day.
- Estimated savings of 70 litres per day per house, using the Ofwat-approved water savings values. So far, initial measured results show a 58L/day saving for SHV homes.
- We increased the initial take-up rate of 24 per cent up to 70 per cent of all homes contacted on the phone or door-knock taking up the SHV service offer.
- We have started recording customer satisfaction scores (CSAT) from each SHV, with the initiatives so far achieving 4.64 out of five. Among the highest rating in the business.

Programme Delivery:

- We sent all prospective households an invitation letter, highlighting the water, energy and money savings from the free SHV service (up to £180 off annual bills for a family of four).
- Each household was contacted either by phone or in person with a door knock.
- We booked an appointment or delivered the SHV straight away to suit the customer.
- We delivered a 45-minute home visit, installing a range of water and energy-saving devices (showerheads, shower timers, cistern displacement devices, tap flow regulators, hosepipe triggers). We then led the customer through the 'TAP' app software tool, calculating their approximate water and energy use and potential savings amounts.
- Finally, we sent the customer their personal water savings report a week after their visit. This acts as a further touch-point to remind the customer about water efficiency.
- We used **new customer engagement software** – operating on tablet devices. The 'TAP' app was designed from the outset to innovate customer engagement and water education. It produces water, energy and money-saving advice specific to each family and securely syncs the results to our database. We email or post each family's water report the following week.
- We recruited, trained and operated the **largest water efficiency team** in the history of the UK water sector, with more than 50 Groundwork London staff operating as our employees in five boroughs (photo below). All are trained on best practice water and energy efficiency and customer engagement, with regular training to continually improve the service.
- We have set a **customer take-up benchmark** for the sector and potentially for other in-home energy and water initiatives. Following early conversion rates between customer contact (door-knock or phone call) and take-up of 24 per cent, we evolved the SHV to allow the in-home visit to happen straight away at the door-knock. We have created and adapted the SHV scheme specifically around the customer's needs. The SHVs achieved the highest sign-up rate of any water and energy scheme offered to households – 70 per cent of all homes engaged with have accepted the service.

'TAP App' The SHVs are delivering both quality and quantity and have introduced best practice customer engagement and education through the new 'TAP' app (software adapted from the Energy Saving Trust's Water Energy Calculator) on tablet devices to provide bespoke advice and savings recommendations.

