

National Water Conservation Group Meeting
Thursday 26 November 2009
ARUP Offices, 8 Fitzroy Street, London

Present:

Martin Shouler - Arup
Grant Gahagan - Defra
John Arnold - Defra
Andrea Collier – Defra
Emma Kiddle – Defra
Frances Galvanoni – Energy Saving Trust
Clare Ridgewell - Essex & Suffolk Water
Dave Sherlock – Aqua Logic
Keith Stoops – Aqua Logic
Brian Hooper- Waterwise
Chris Philpot - Waterwise
Carmen Waylen - WRc
Helen Chapman - Thames Water
Nicholas Buhler - Water Group Promotions
Robyn Thorogood – BSI Consumers
Sheyda Okke - Arup
Siraj Tahir – Arup

1. Chairman's Welcome:

1.1 New members were formally welcomed to the group. New members will be added to the NWCG mailing list.

2. Apologies for absence received from:

2.1 Apologies for absence were received from: Peter Jiggins, Anne Morris, Linda Berkshire, Katherine Rathouse, Richard Critchley, Will Medd, Lynne Jack, Stuart Ballinger and Jonathan Smith.

3. Minutes:

3.1 The minutes were acknowledged as true reflection of events. Members were reminded that all minutes and unrestricted content from NWCG meetings can be found at:
www.waterwise.org.uk/reducing_water_wastage_in_the_uk/policy/nwcg.html

4. Presentations (where possible, presentations will be posted on the NWCG website):

4.1 Andrea Collier – Defra – Public Understanding of Sustainable Water Use in the Home.

Andrea gave the group a presentation of the recently published Defra report, Public Understanding of Sustainable Water Use in the Home. This work forms part of a package of work within Defra on public attitudes to a number of environmental issues. Key findings included very low comprehension of water use as an environmental issue along with

ingrained unsustainable water use habits. The report also highlights common misconceptions about water use, and identifies barriers to change. Recommendations from the report influenced the approach taken in Defra's Act on CO2 Water efficiency media campaign.

The full study is available on the Defra website:

http://randd.defra.gov.uk/Document.aspx?Document=EV0503_8291_FRP.pdf

4.2 Emma Kiddle – Defra – Act on Co2 Water Efficiency campaign.

Emma presented to the group Defra's Water Efficiency campaign, recently launched under the Act on CO2 banner. Objectives of the campaign were to educate, myth bust and inform individuals on how they can take part to save 20 litres per day. A range of media were used for this including TV, radio online and press advertising. Early results are encouraging with a measurable awareness increase following just 3 weeks of activity.

Defra are keen for the TV filler used in the campaign to gain wider coverage. NWCG members who would like to use the TV filler should contact Emma (emma.kiddle@defra.gsi.gov.uk). The Act on Co2 Save Water site, including the TV filler can be found here:

<http://actonco2.direct.gov.uk/actonco2/home/campaigns/save-water.html>

The TV filler is also available on youtube: http://www.youtube.com/watch?v=VVHZ_avjgnw

4.3 Keith Stoops – Aqua Logic – Presentation on Automatic Meter Reading (AMR) assisting Water Efficiency.

Keith gave a presentation outlining the different types of metering and communication technology to help utility providers and consumers keep abreast of their water usage. AMR was described as a tool to deliver the information crucial to water conservation. Currently the UK falls behind in AMR use, in comparison to US and France. Keith outlined the potential barriers to greater uptake of AMR meters in the UK. The group were shown data on how AMR can swiftly and easily help identify leaks and wasted water.

4.4 Chris Philpot – Waterwise – Delivering Water Efficiency through Partnerships.

Chris presented on the different ways partnerships can work in relation to water efficiency. He highlighted how shared objectives can lead to successful partnerships, the potential advantages being a decrease in costs and shared sources of funding. Chris outlined a few of the partnerships that Waterwise has undertaken with retailers exemplifying some of the synergies that can be achieved. These included the 'Future Friendly' awards programme, a partnership with three NGOs that recognises changes in behaviour, and 'Shower Power' with Kris Akabusi, a partnership with 12 water companies.

5. Members share information on their activities since the last meeting:

5.1 Martin Shouler, Arup: Working to share best practice across Arup. Involved in water projects in Saudi Arabia and the Middle East and the review of Part G building regulations. Also sponsoring PHD students and pushing for more research into CO2 vs. water scarcity studies.

- 5.2 John Arnold, Defra: Defra will be hosting an event early next year to disseminate results of the WC product roadmapping study found at:
<http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&Completed=0&ProjectID=15728#RelatedDocuments> Invitations to be sent out soon.
- 5.3 Grant Gahagan, Defra: Jo Bentley has moved on from our team and will be recruiting a replacement to handle the ECA scheme and non-domestic water efficiency policy. Taking forward a review of Water Fittings Regulations.
- 5.4 Clare Ridgewell, Essex & Suffolk Water: Currently working on a project on water use monitoring of homes built and refurbished to Code for Sustainable Homes levels.
- 5.5 Brian Hooper, Waterwise: Working on more evidence base for large scale retrofits project.
- 5.6 Siraj Tahir, Arup: Looking at rainwater harvesting and urban run-off. Initial results are good, showing 14-15% water savings are possible in London.
- 5.7 Dave Sherlock, Aqua Logic: Looking to work with more local authorities on water saving in schools, universities and social housing. Progressing further work with water companies.
- 5.8 Chris Philpot, Waterwise: Working on 'tap into savings' project and WWF 'Rivers on the Edge'. Motivations for people to save water. The Waterwise marque is open for judging twice a year, and the Waterwise Newsletter going out regularly. Also planning for next ten years of Waterwise.
- 5.9 Nicholas Buhler – Water Group Promotions: Developing a water and energy saving kit to reach consumers through the look and feel of the kit, as well as ease of use.
- 5.10 Frances Galvanoni, EST: Working on EU+ Life pilots with Waterwise. Hoping to engage 22 500 people with integrated water and energy saving advice.
- 5.11 Carmen Waylen, WRc: Working on collaborative study on water saving devices, findings are due in the new year. Water calculator for new dwellings now on the WRc website. Involved in phase 2 of work with strategic forum for construction to reduce water used in construction.
- 5.12 Robyn Thorogood: Involved with BSI work on European standards for green roofs and collecting data on waste outputs.

5.13 Helen Chapman, Thames Water: Just completed the most successful self audit retrofit with 20% response rate. Carrying out 'water makeover' with Aqua Logic. Giving out free 'save-a-flush' bags in conjunction with a London local paper distributor—expecting requests for 10,000.

5.14 Sheyda Okke, Arup: Involved in a project in Athens on green roofs/rainwater harvesting. Working on sustainable water use system on the Malta parliament building. Also involved with the Arup young engineer groups and monitoring the Arup Estate's use of water.

6. Date and venue for the next meeting

6.1 The next meeting is planned for Thursday 22nd April 2010 at Waterwise offices in London.

NWCG Secretariat
December 2009