

WATER AND BEHAVIOUR CHANGE E-BULLETIN

Brought to you by Waterwise and Kathryn Rathouse Social Research, November 25, 2009

Special issue on retrofitting

1. Green Homes Concierge Service and Thames Water - Project WEiR Final Report, April 2009

This pilot delivered water efficiency retrofits alongside energy efficiency assessments in 270 homes in London, delivering an average theoretical savings of about 70 litres of water per household per day. Total CO₂ savings as a result of the measures installed are an estimated 19.05 tCO₂ per year. These savings are far greater than those achieved through similar Thames Water projects in the past, demonstrating that working with a trusted partner that already has a strong customer base is effective. To receive the report or find out more, please email Helen at Thames Water (Helen.Chapman@Thameswater.co.uk).

2. EA/Radian - Water Efficiency project Year One Report, 2008-2009

Research to date has demonstrated that significant water savings are made when new homes are built to Code for Sustainable Homes Levels 3 and 4. In addition, significant savings can also be made in the existing housing stock when ecoBETA dual flush retrofit devices are fitted. For more information contact Stephanie at Radian (Stephanie.beggs@radian.co.uk). The full report available at http://www.radian.co.uk/images/stories/RADIAN%20WATER%20EFFICIENCY%20PROJECT%20REPORT_YEAR%201.pdf.

3. Kent County Council - Savings on Tap: Water Savings for Existing Homes in Ashford

This project set out to deliver water savings through offering a range of simple, proven, low cost, water saving devices to all households within the Washford Farm area of Ashford. Altogether, 320 households have now been visited by plumbers and water efficiency improvements have been made in 285 of these. Initially, the plumber was achieving ten visits per day (costing £60 for time and fittings) but this rate slowed as residents who were seldom in were targeted.

So far the project has found that uptake has been completely unaffected by whether or not a household is on a metered water supply, suggesting that people are happy to do the right thing for the environment if it is made easy and cheap for them. Efforts are now underway to assess project impacts, and an interim report is likely to be published by the end of the year.

The behavioural change element of this project focused on the distribution of leaflets and tea towels highlighting the link between people's water use and the health of the local water environment - 'are you kingfisher friendly?' For more information, please contact Alan at Kent County Council (alan.turner@kent.gov.uk).

Other items

4. Humour

Responding to a request in our last e-Bulletin, Gillian Squires, Sustainability Officer for North West Leicestershire District Council, replied that humour definitely helps: "When I sent out information to local businesses and organisations encouraging them to take part in our Waterwise campaign last summer there was a muted response. When I sent out further info encouraging them to sign up and included a funny caption competition of a toilet running across a sports pitch, I had around ten signups on the spot." Another reader pointed us to a Brook Lyndhurst blog that touched on humour in October: <http://www.brooklyndhurst.co.uk/blog/?p=166>.

The purpose of this e-Bulletin is to share research and other activities related to water and people. We hope that the e-Bulletin will be interactive; we ask that subscribers email us with news, announcements, events, requests for information, opportunities for collaboration and other information to include in future W&BC e-Bulletins. To un/subscribe, please email Joanne at jzygmunt@waterwise.org.uk. We release about two e-Bulletins per month. Past issues are available at http://www.waterwise.org.uk/reducing_water_wastage_in_the_uk/research/water_and_behaviour_change_bulletin.html.