Water - The Facts



Why do we need to think about water?



Did you know that the UK has less rainfall per person than our northern European neighbours, and London is drier than Istanbul?

In the UK every person uses approximately 150 litres of water a day, a figure that has been growing every year by 1% since 1930. If you take into account the water that is needed to produce the food and products you consume in your day-to-day life (known as embedded water) you actually consume 3400 litres per day.

This is quite alarming if you consider that **the UK has less available water per person than most other European countries**. If you live in the South east of England it is even more so, as this part of the country is the most water stressed.

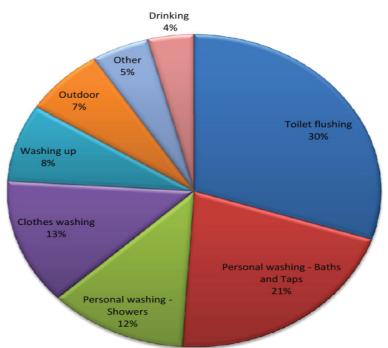
Heating up water to take a shower or wash clothes in the washing machine not only impacts on your energy bills, but also results in the release of greenhouse gases, linking it to climate change. **As much as 25% of your household's energy bill comes from heating water**, and domestic hot water accounts for 5% of UK greenhouse gas emissions. In fact, water companies also use lots of energy treating and pumping cold water, and this in turn releases even more greenhouse gases.

By making small behavioural changes and choosing more water efficient products you can save water without sacrificing too much money, comfort, or level of service. Water efficiency is about reducing the amount of water you waste on a daily basis, not restricting what you use.

How you use water in your home



| Toilet flushing | 30% |
|-----------------------------------|-----|
| Personal washing - baths and taps | 21% |
| Personal washing - showers | 12% |
| Clothes washing | 13% |
| Washing up | 8% |
| Outdoor | 7% |
| Other | 5% |
| Drinking | 4% |
| | |



Did you know that only 4% of the perfectly drinkable water you use every day is used for drinking? Or that nearly a third of the water used in your home is literally flushed down the toilet? What a waste!

The good news is that simple actions can have a big impact

Top tips for saving water at home

Healthy teeth, healthy rivers

Turn off the tap while brushing your teeth - a running tap wastes over 6 litres per minute. If the entire adult population of England and Wales remembered to do this, we could save 180 mega litres a day - enough to supply nearly 500,000 homes.

Short, sharp, showers save water

A bath typically uses around 80 litres, while a short shower can use as little as a third of that amount. But beware since many power-showers may actually use more than a bath. Try taking shorter showers to reduce the amount of water you use. When you do have a bath, you can minimise your water use by reusing your bathwater to water your houseplants or garden.

Fill up those dishwashers & washing machines

Before starting your washing machine or dishwasher, wait for a full load - you'll be able to save money on energy and water. Familiarise yourself with your machine's cycle options. Some settings provide the same cleaning power as a normal cycle, but with less water and energy.

Frigid water

Fill a jug with tap water and leave it to cool in your fridge. This way you don't have to run the tap for ages just to get a cold drink.

Sparkling asparagus

By washing your fruit and veg in a bowl rather than under a running tap, you could cut down on water waste effortlessly. And as an added bonus, you can use the leftover water to feed your houseplants.

Rubbish for rubbish bins

Try to avoid flushing away cotton balls, make-up tissues, and those pesky spiders – throwing them in the bin will cut down on the amount of water that is wasted by every flush.