



Customer Views on Water Efficiency

27 October 2017

Dŵr Uisce Conference, Bangor

Daily water consumption



- ❖ Over the past five years there had been a downward trend in average water usage (litres per head per day)
- ❖ But in 2016-17, there was a slight increase in the amount of water that customers used each day
- ❖ Consumption of litres per head each day averaged at 141 litres

Per capita consumption



	2012-2013	2013-2014	2014-2015	2015-2016	2016-17
Industry Average	140.1	141.5	138.6	139.6	141
Dŵr Cymru	144.4	144.6	141.5	138.5	145
Severn Trent	120.9	129.3	126.4	130.4	132
Dee Valley	135.5	132.9	130.4	134.9	135

CCWater research on...



Attitudes to tap water and using water wisely

Awareness

- ❖ More people in Wales are unaware of campaigns and initiatives on how to use water wisely (W 45% v. E 38%).



CCWater research on...



Attitudes to tap water and using water wisely

Water Meters

- ❖ Of those with a meter, Welsh respondents more likely to say they asked for the water meter to be fitted (W 40% & E 33%).
- ❖ Higher % of customers in Wales would not be willing to have meter installed (W 23% and E 19%).
- ❖ More people in Wales need more information regarding the benefits of a water meter (W 14% and E 11%).

CCWater research on...

Research into Universal metering with Southern Water 2016

- ❖ Some saving water for environmental reasons;
- ❖ Most saving water to save money, but if not seeing £ benefit, they stop;
- ❖ Less obvious advice on water saving behaviour wanted;
- ❖ More relatable measures of water saved wanted e.g. baths saved;
- ❖ Usage comparisons with similar users welcomed.



CCWater research on...

Saving Water research 2017 objectives

- ❖ Attitudes to water resources and water
- ❖ Barriers to water saving engagement
- ❖ How to better link water use to wider environmental issues
- ❖ How to develop a communication framework about resilience for water supplies for water consumers





There's plenty
of water around
here!



Today, customers



don't
always think
about how much
water they
use





In the next 20-30 years, water won't stay as plentiful, unless things change



The population is growing, which means more demand for water



More extreme weather (droughts and storms) make it harder to keep the water supply reliable



So, water companies are investing in solutions for the future



Average
per person
140.00
litres per day

But they also need customers to think about their water use so there is enough to go around

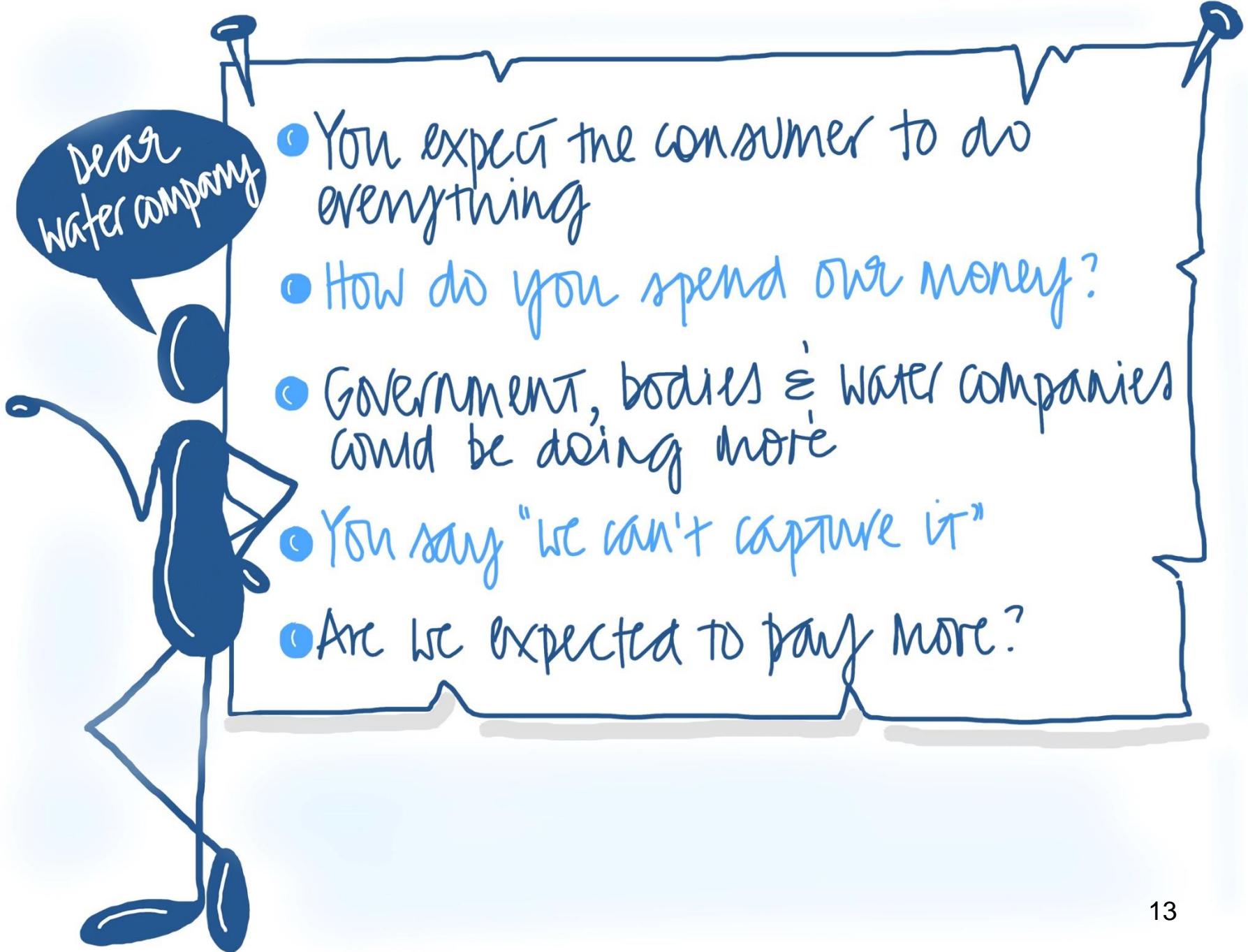


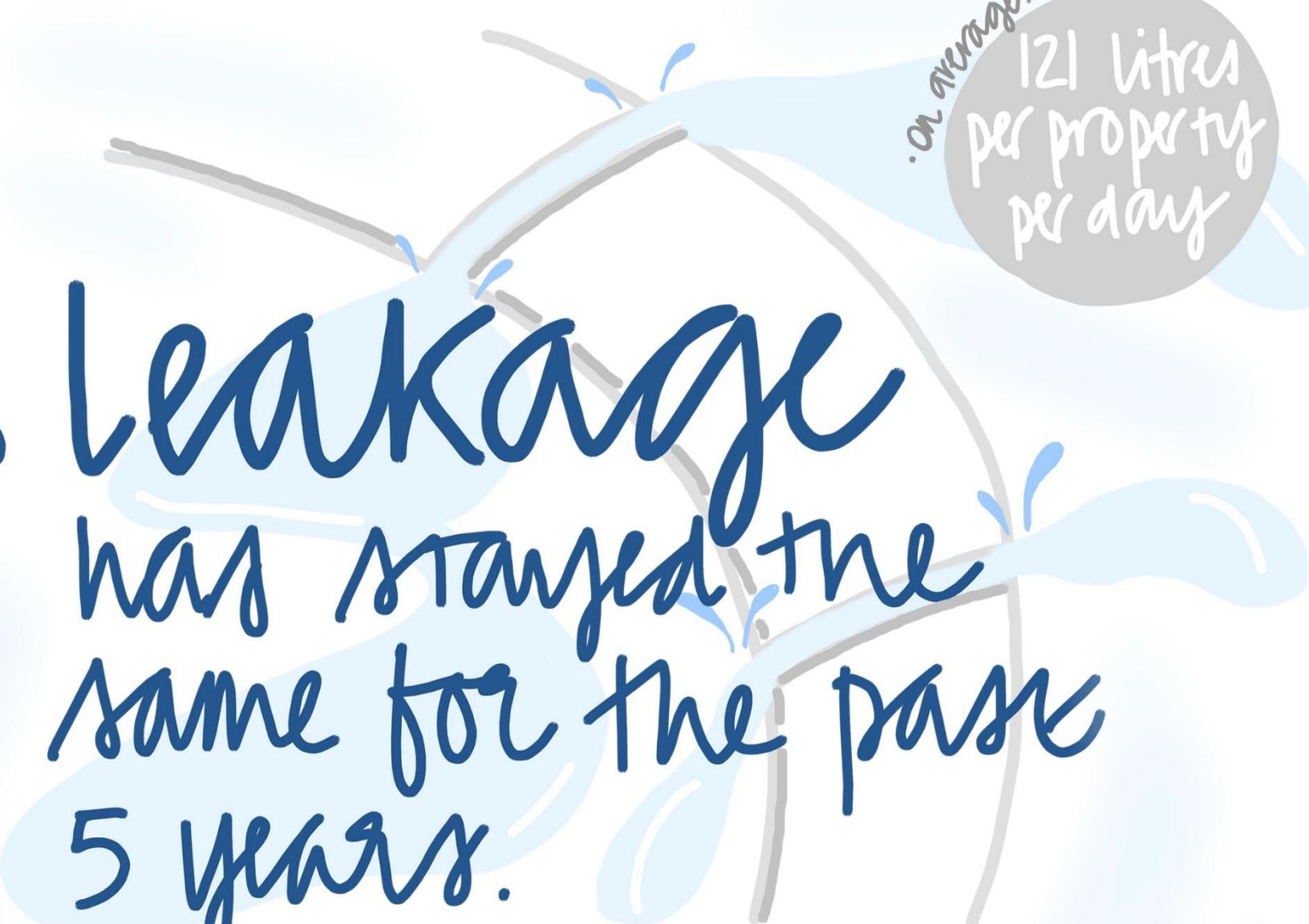
More thoughtful water saving behaviors





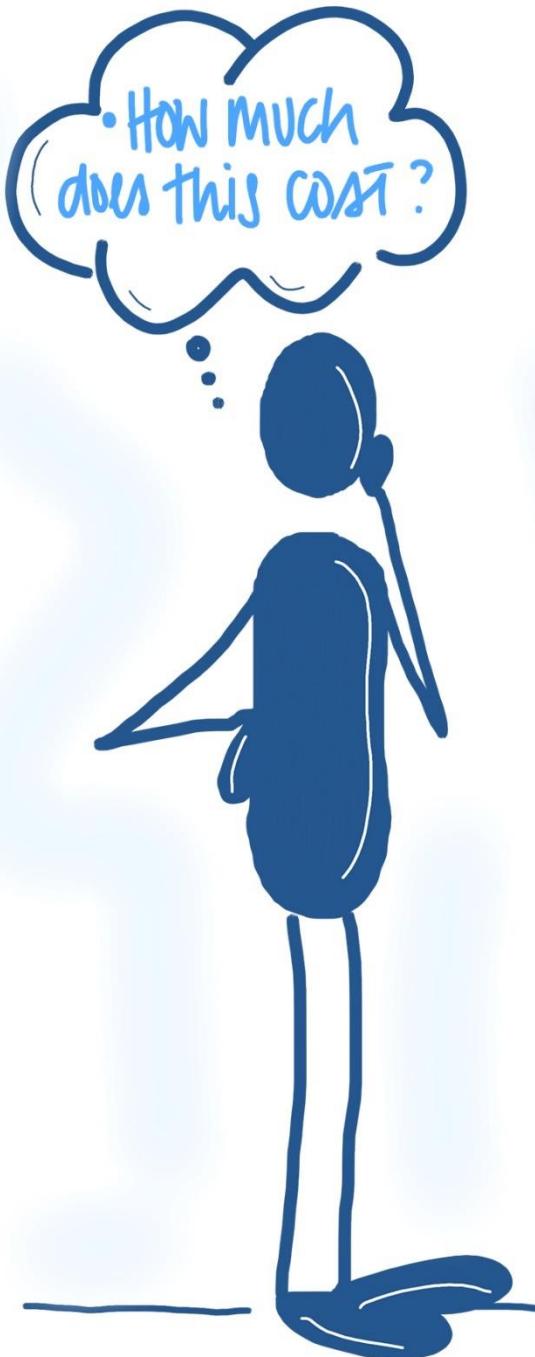
Additional Wales specific observations



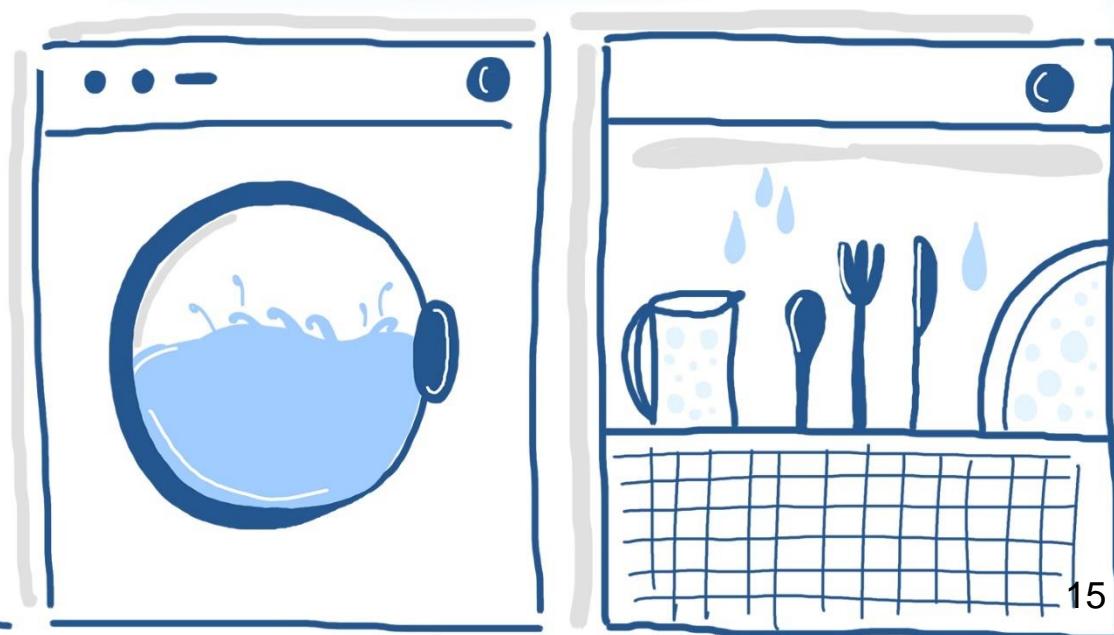
An illustration showing a network of grey pipes leaking blue water droplets. A large blue blob surrounds the pipes.

On average...
121 litres
per property
per day

! Leakage
has stayed the
same for the past
5 years.



- Have people really got the time to think about all this?



• more disruption to water supplies

• reduced quality

• water needs more treatment

• burst pipes

• EXTREME WEATHER EVENTS

• greater demand
• restrictions more likely

• need vs. environment



• WATER
REUSE

• TRADE/more
WATER

• GET US TO
USE LESS

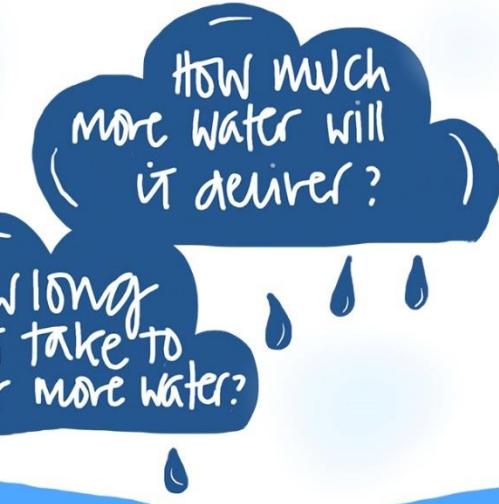
• Education

• Reduce
leaks/

• Increase
metering

• ABSTRACT
more water
from rivers/

• Reservoirs
&
desalination



some of the options



A horizontal blue wavy line representing water flows across the top of the slide, with small white bubbles.

"Shortages aren't here yet. And who knows when it will happen. Water won't run out, they'll put things in place." Neath

"They say it will get hotter, and reduce the rainfall. But I don't think about that so much, it just pours here all the time." Neath

"I saw something on TV about how much water you lose brushing your teeth. So I stopped that. I just use a little bit and turn it off." Neath

"There's nothing on TV to say that water's running out. There's all these ads for energy suppliers, but nothing about water." Neath



Research Report link:

<https://www.ccwater.org.uk/research/saving-water-helping-customers-see-the-bigger-picture/>

Thank you

Lia.Moutselou@ccwater.org.uk