

# BRISTOL WATER – EFFICIENCY COMPARISON WITH OFWAT GOOD PRACTICE REGISTER

## CISTERN DISPLACEMENT DEVICES

BASELINE ACTIVITY	BW ACTIVITY	ACTIVITY FOR AREA OF WATER STRESS	BW ACTIVITY
Provide information on CDDs to customer base via website (and links), company magazines and newsletters and with billing information	YES		
Provide CDDs through external events / sources eg visitor centres, schools, festivals, local authorities, Wildlife Trusts etc	YES		
Distribute CDDs to customer base on request (written, e-mail or telephone) . Provide fitting instructions and additional water efficiency information.	YES	Distribute CDDs to entire customer base	
Provide CDDs to all businesses and households that either opt for a meter or are selectively metered	YES		
Provide CDDs as part of a water audit if applicable (ie if cistern volume is > 6 litres or the toilets are not dual flush)	N/A		
		Targeted distribution of CDDs to high water using metered households or high rateable value homes	
		Conduct follow-up surveys to ascertain CDD usage and impact	

## HOUSEHOLD WATER AUDITS

BASELINE ACTIVITY	BW ACTIVITY	ACTIVITY FOR AREA OF WATER STRESS	BW ACTIVITY
Provide information on self audit to customers via website, company magazines and newsletters and in billing information	YES	Provide self audit information to entire customer base	YES
Encourage customers to carry out self audits on their water use.  Provide examples of the potential environmental benefits and financial savings available.	YES		
Carry-out water audits at customers' request		Targeted water audits at high water using metered households or high rateable value homes	
		Run local water audit awareness sessions in town halls or other suitable venues. Provide information on potential savings (environmental and financial). Local plumbers to attend. Provide appointment booking service to increase water audit uptake rates.	

## COMMERCIAL WATER AUDITS

BASELINE ACTIVITY	BW ACTIVITY	ACTIVITY FOR AREA OF WATER STRESS	BW ACTIVITY
Encourage schools, hospitals and other community establishments to carry out self audits on their water use	YES		
Provide water audit information to all commercial customers	YES	Actively target all commercial customers which use over 10Ml/year regarding the availability and potential of water audits.	YES
Provide water audits to commercial customers on request	YES	Provide follow-up analysis of water audits carried out (one-year on)	YES
Provide website link to Envirowise, the Carbon Trust, the Energy Centre for Sustainable Communities		Contact companies that have liased with Envirowise etc, to establish whether water efficiency initiatives have been implemented.	
Engage with NHS hospitals to provide water efficiency information and advice (NHS project)	YES		
Provide commercial customers with information on the Enhanced Capital Allowances Scheme.			
		Establish a dedicated team to carry out water efficiency assessments to the business sector	YES
		Target users that have high peak demands eg Hotels and Guest Houses	
		Run commercial customer seminars on waste and water minimisation	YES

## CUSTOMER EDUCATION ACTIVITY

BASELINE ACTIVITY	BW ACTIVITY	ACTIVITY FOR AREA OF WATER STRESS	BW ACTIVITY
Provide (easy to find) water saving information (for home and garden) on website homepage	YES	Set-up / run a Water Conservation Helpline	
		Distribute water efficiency information to entire customer base	YES
Provide interactive website options which: <ul style="list-style-type: none"> <li>- allow customers to estimate the amount of water they use;</li> <li>- allow customers to estimate the water and bill savings associated with various activities or appliances;</li> <li>- incorporate additional energy savings information.</li> </ul>	YES	Provide financial incentives to engage in water efficiency (e.g. competition, prize draw)	
Provide information on the impact on the environment to inform unmeasured customers how to contribute to saving water.	YES		
Incorporate water volume use comparisons in billing information			
Use billing information and any other written contact with customers as an opportunity to promote water efficiency: <ul style="list-style-type: none"> <li>- water efficiency tip in the 'frank' mark on envelopes;</li> <li>- water efficiency inserts with letters;</li> <li>- water efficiency footnotes on envelopes;</li> <li>- water efficiency footnotes on letters;</li> <li>- water efficiency footnotes on e-mails.</li> </ul>	YES TO SOME	Incorporate water efficiency messages into the 'waiting time' periods during customer contact calls.	
Provide links to: Bag it and Bin it, Water Family, WaterintheSchool and BeattheDrought websites			
Promotion of a water efficiency calendar giving topical water saving advice each month	YES		
Develop water saving packs (CDD, shower timer, hosepipe trigger gun etc) available to customers at external events and via website	YES		
Deliver water conservation message to schools	YES	Provide incentives for schools to take up the water efficiency message	YES
Provide educational visual material for schools eg Wet Water Wizard (DVDs, website)	YES		
Deliver water efficiency messages at water company facilities eg	YES	Run water conservation roadshows / water efficiency events	YES

visitor centres, treatment works			
Deliver water conservation message via garden centres, DIY outlets, botanical gardens, RHS venues		Deliver water efficiency messages at national shows e.g. Good Food Show, Good Homes Show, IWEX, BBC Gardeners World,	
Target high visitor number local attractions to promote the water conservation message eg zoos, gardens, NT sites etc		Provide examples of water efficient gardens at key tourist sites	YES
		Enrol support from celebrity to spread the water conservation message (Bill Giles, SVT; Charlie Dimmock, FLK, SEW, SRN)	YES
		Provide water efficiency messages / presentations to gardening groups	YES
		Promotion of a catalogue providing water efficient gardening products	
		Set-up a dedicated environment & education centre (including water efficiency section)	YES
		Promote water efficiency to farms and agricultural premises	
Include water conservation/saving information and advice in local newspapers	YES	Present water conservation messages in other organisations news letters/publications e.g. Wildlife Trusts, Countryside Trusts etc	
Provide links on website to Waterwise and the Water Technology List so that customers can access information on water efficient products			
		Run media campaigns to raise awareness of water efficiency (billboard advertising, radio, TV, newspaper, cinema)	YES
		Liaise with hotels and guesthouses to encourage guests to use water wisely both on holiday and once back at home	
		Run poster campaigns to increase awareness of the issues and the means of water conservation	
		Contact metered customers that have unexpected increases in their consumption (high consumption letters)	
		Promote water efficiency to ethnic minority groups	
Conduct market research / survey to ascertain customers' views on water conservation and the methods by which it is delivered	YES		
Run awareness campaign on the potential for pipe bursts/leakage due to frost damage	YES	Promote pipe-lagging to customers	YES

## OTHER EFFICIENCY INITIATIVES

BASELINE ACTIVITY	BW ACTIVITY	ACTIVITY FOR AREA OF WATER STRESS	BW ACTIVITY
Carry out water efficiency campaigns at treatment works and company offices and target company staff.			
Actively engage customers/the public in spotting and reporting leaks (Leakspotters)	YES		
Encourage (metered) customers to identify leaks on their supply and internal pipes (for example by turning off water and viewing meter)	YES		
		Water regulations inspections at commercial sites, to include a water efficiency assessment.	YES
		Establish a dedicated water efficiency team	
		Create/develop initiatives/working relationships with house developers to promote water conservation etc (see example above)	
		Offer developers reduced infrastructure charges in return for inclusion of water efficiency in new developments	
		Create relationships with major chains to install water efficiency measures eg YHAs, hotels, supermarket etc	
		Run a 'Water Use Pledge'	
		Become involved in the design and development of major new commercial developments eg shopping centres, airports	
		Provide a subsidised tap-rewashing service	
		Liaison with Fire Services to assess water usage and greywater recycling	YES
		Develop a proactive approach to tackling illegal water use esp. fire hydrants	YES
		Develop working relationships with local councils and regional planning authorities to raise profile of water efficiency in housing	YES

## METERING ACTIVITY

BASELINE ACTIVITY	BW ACTIVITY	ACTIVITY FOR AREA OF WATER STRESS	BW ACTIVITY
Provide water efficiency information to all households that are newly metered	YES	Provide a water audit to newly metered customers	
Provide water efficiency information to all businesses that are newly metered	YES	Provide a water audit to newly metered business customers	
Provide interactive website options which allow customers to estimate the savings associated with becoming metered (environmental and financial)	YES		
Promote company's free meter option (website / billing information)	YES		
Engage in selectively metering customers on change of occupancy as allowed under the Water Industry Act 1999	PLANNED	Engage in selectively metering customers who have a high discretionary use of water (e.g. sprinklers, swimming pool) as allowed under the Water Industry Act 1999	DONE
		Install data loggers on business customers' meters to show flow profiles	YES
		Provide high-use customers with confidential access to flow data through the internet	YES
Install meter housing when carrying out other work whether or not meter is being installed	PLANNED		
For properties on a shared supply use/offer internal meters with 'low-power radio transponder' or 'out-reader'			
		Carry out 'sprinkler patrols' during periods of good/dry/sunny weather	
		When a supply pipe is repaired free of charge, require the customer to be metered for a minimum of 1 year	

## GARDEN WATER EFFIECIENCY

BASELINE ACTIVITY	BW ACTIVITY	ACTIVITY FOR AREA OF WATER STRESS	BW ACTIVITY
Provide information on water butts etc on website and/or with billing information	YES		
Promotion of water butts (possibly subsidised) via garden centres and distributors	YES	Promote and provide free hosepipe trigger guns	
Provide a mail order water butt / composter service	YES		
		Liaise with district councils and local authorities to promote water efficiency and reducing waste	

## RESEARCH AND DEVELOPMENT

BASELINE ACTIVITY	BW ACTIVITY	ACTIVITY FOR AREA OF WATER STRESS	BW ACTIVITY
		Effectiveness (regarding water use) of dual flush, low flush or variable flush toilets	
		Effectiveness of water butts on water consumption and peak demands	
		Conduct a CDD/Save-a-Flush trial – water savings, longevity of devices	
		Research into customer awareness and attitude to water conservation	<b>YES</b>
		Micro-component analysis on domestic customers	
		Trials to test performance and water consumption of showerheads	
		Research into the water savings achievable through household water audits	
		Study the water efficiency and acceptability of showers	

## SUPPLY PIPE ACTIVITY

BASELINE ACTIVITY	BW ACTIVITY	ACTIVITY FOR AREA OF WATER STRESS	BW ACTIVITY
Provide limited free supply pipe repair service to customers	YES	Provide unlimited free supply pipe repair service to customers	
Advertise free repair/replacement service via website / billing information	YES		
Offer and carry-out leakage detection surveys			
Provide limited free supply pipe replacement service to customers			
Provide subsidised re-laying service		Provide unlimited free supply pipe replacement service to customers	
Provide a free telephone leak reporting service.	YES		
		Recommend a leakage alarm for customer pipes, taps and overflows	
Provide on-site leakage detection service for business customers	YES		
Keep up to date with the latest leakage detection techniques, and implement them.	YES		