



BRISTOL  
WATER

# Water Efficiency Business Innovation Fund

Every Drop Counts



# What is the Water Efficiency Business Innovation Fund?



## Helping your business save water and money

Businesses in the South West rely on water. They use it to cook, clean, wash laundry, and manufacture products. Their guests shower and brush their teeth with it, and their employees flush toilets with it.

Water is a precious and limited resource, that is increasingly under pressure. We're investing in the future, by fixing leaks and securing new supplies, but we also need everyone to play their part to help us conserve water and avoid waste.

### Every Drop Counts

Our Fund provides money to help business owners, managers, water retailers and water efficiency solution providers save water in new and innovative ways.

### Contact us:

Email: [myuse@bristolwater.co.uk](mailto:myuse@bristolwater.co.uk)

Visit: [bristolwater.co.uk/innovation-fund](http://bristolwater.co.uk/innovation-fund)

## Has your business got a water saving project that needs funding to get going?

Our Business Efficiency Visits are already helping businesses improve the water efficiency of their washrooms and toilets.

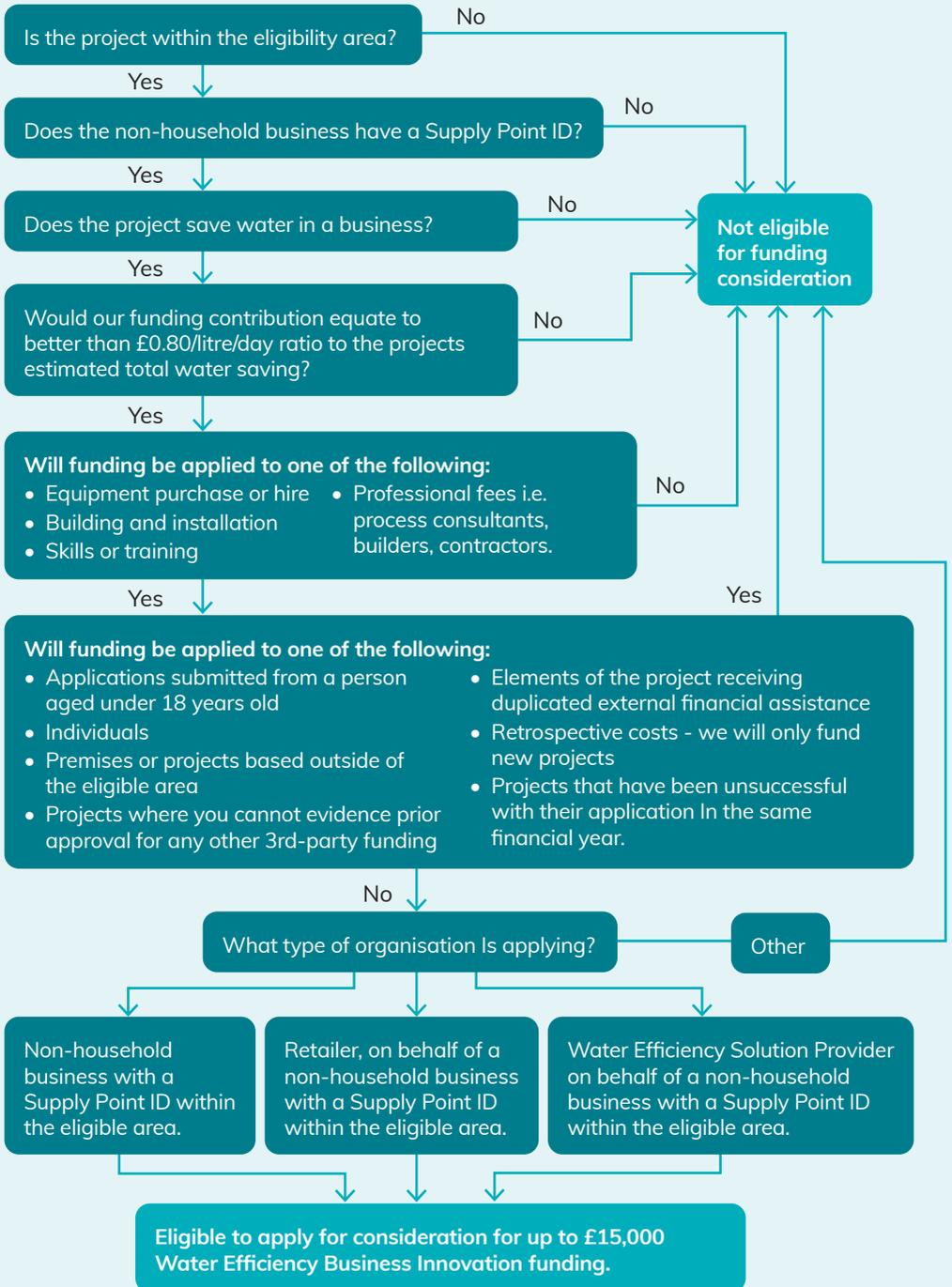
### If it saves water, we want to hear about it

Whether your business is looking to harvest rainwater, improve efficiency of food, beverage, laundry, or manufacturing processes, we want to hear from you. You might be looking to treat wastewater for reuse, or you're wanting to harness new technologies to reduce mains water demand. Whatever ideas you have, our Fund is here to help.

It doesn't have to be the 'first of its kind thinking', but it might be a first for your business.

Your project will help your business save money, meet government water saving targets and protect the environment.

# Is your business eligible for funding?



## How does the Fund work?

**Funding criteria: projects must meet two key requirements...**

1. They will deliver water efficiency – the project must save mains tap water and be able to demonstrate a tangible, sustainable reduction in water use (litres/day saved because of the project).
2. Deliver a cost-to-water-saving-benefit ratio better than £0.80/litre per day, from the funding contribution applied for.

### Cost/benefit illustrative examples

#### Example 1: doesn't meet requirement

Project costs £5,000, the Fund provides £3,000

Project calculation shows savings of 3,200 litres per day.

Cost/benefit for our Fund  
= £3,000/3,200 litres per day  
= **£0.94/litre per day**



#### Example 2: meets requirement

Project costs £25,000, the Fund provides £15,000

Project calculation shows savings of 20,000 litres per day.

Cost/benefit for our Fund  
= £15,000/20,000 litres per day  
= **£0.75/litre per day**



## How do you apply?

**All applications to the Fund must be submitted on our website.**

[bristolwater.co.uk/innovation-application-form](http://bristolwater.co.uk/innovation-application-form)



Scan to apply

## What happens when you submit your application?

Applications can be submitted at any time. When we've received your application, our internal team will carry out checks to ensure the project meets the Fund's criteria and can be progressed to the panel for consideration.

### What we'll need to do:

- Eligibility checks
- Financial/due diligence checks
- Assess the funding criteria have been met
- Use a subject matter expert for advice.

**See eligibility chart on page 3 of this leaflet for an overview.**

## When will your application be assessed?

Following initial checks, our internal team will review applications. Our internal team will approve or reject funding for these projects monthly. Our assessing panel is a mixture of experts from across our business.

## What happens after assessment?

If your project has been successful, we will send an email to let you know, and we'll send you our Fund Application Agreement for you to sign. You'll need to sign and return the agreement within fourteen days.

In the agreement we will outline the total grant awarded and a time frame of when you can expect to receive it'.

We do not have an appeal process for unsuccessful applications, and we don't accept resubmissions within the same year.

## What happens after you complete the project?

We will need to see a report from you on the completed project, with photos, details of what you implemented and evidence of the water savings that are being achieved.

## Any other questions?

If you have any other questions about the Water Efficiency Business Innovation Fund email:

**myuse@bristolwater.co.uk**

### Details and terms

We may contribute to, or match-fund, projects that meet our criteria, up to £15,000 per customer.

£0 - £15,000 - Projects must meet the funding criteria and deliver water savings for a non-household business, with a Supply Point Identification Number (SPID). Projects must deliver tangible, sustainable reduction in water use (litres/day saved).

Once the full amount of funding available has been allocated to projects, we won't be accepting further applications. Future funding is not guaranteed, so we recommend applying now.

Bristol Water reserves the right to stop the Fund at any point or change eligibility criteria. We will update our website to make it clear when the cap is reached, if the Fund is extended, if eligibility criteria change or, if the Fund is stopped.

If you have a much larger-scale project offering savings of 40,000 litres or more per day on a single site supplied by us, please let us know, by contacting us at:  
**myuse@bristolwater.co.uk**



BRISTOL  
WATER



The West Country could have a water shortfall of over 200 million litres per day by 2050.  
(Environment Agency projections)

Every Drop Counts, we need everyone to play their part to help save water and avoid waste.