

Water Efficiency

CAMBRIDGE
WATER
COMPANY

Water Efficiency



We can all be more water efficient and save money too by being careful about the resources we use and not wasting them

Did you know....

1) The East of England's rainfall is only half the national average.

2) Cambridge is one of the driest parts of this dry region. It has less rainfall than Barcelona.

3) Cambridge has a high population density and that population is increasing at a greater rate than many areas of the United Kingdom.

While we have sufficient long-term water resources to meet demand, these factors combine to make water a very precious resource in our region.

The average person uses 150 litres of water in just one day. Every drop has to be abstracted from source, cleaned, treated and piped to our homes or place of work. The majority is then returned back to the sewerage system. Toilet flushing uses around a third of our daily consumption, while taking a bath can use as much as 80 litres.

For more details please visit our website at

www.cambridge-water.co.uk

or contact our customer services team on 01223 706050.

We also consume energy each time we heat our water. Heating water in homes for cooking, personal washing and cleaning produces five per cent of the UK's greenhouse gas emissions and a quarter of CO₂ emissions from homes*.

Every year as part of our commitment to be more water efficient we will help all the households we serve to save one litre of water every day.

This is equivalent to 18 Olympic swimming pools every year and overall should help us reduce household consumption by two per cent by 2015.

This leaflet contains information and advice on how you can reduce the amount of water and energy you use – helping to save money and the environment at the same time.



*Source: Environment Agency



All completed audits will be entered into a prize draw to win £250 of John Lewis vouchers.

Are you water-wise?

Home audit

Complete this home audit to work out how many litres of water you use in your home each day and how many litres of water you could save. Cut out and return to:

FREEPOST FFGZ-BBCX-EZHC
Cambridge Water Company
90 Fulbourn Road
Cambridge CB1 9JN

Name

Address

Postcode

Telephone number

Account number (if available)

How much water do you use?

Use this audit checklist to make sure you are making the most of your water supply without wasting it. Record how many times each member of your household uses the water resources in your house and add the daily figures to the boxes below. Personal drinking, cooking, washing up and hand washing water is calculated at 320 litres per person per week. Average daily consumption is normally around 1050 litres per person per week.

	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Total	Multiplied by the number of litres used for each facility	Total litres used per week
Bathroom										
Bath									x 80	
Power shower									x 90	
Standard shower									x 45	
Toilet (fitted before 2001)									x 9	
Toilet (fitted after 2001)									x 6	
Kitchen										
Dishwasher									x 35	
Waste disposal unit									x 5	
Laundry										
Washing machine									x 80	
Washing machine half load									x 55	
Number of people in your house									x 320	

A. Total litres per week (sum of the column above)

B. Divide by the number people in your house to get the average weekly consumption per person

Get smart with a water meter

At Cambridge Water the majority of our customers already enjoy the benefits of having a water meter installed.

Water meters

■ **Can help you save money:** If you have a water meter your charges are based on the amount of water you use, rather than being a fixed amount each year based on the rateable value (RV) of your property. Any financial benefits depend on how much you pay now, the number of occupants in the property and how much water you use. As a rule, if there are more bedrooms than people, you could be better off on a meter, but you can use the water meter calculator on our website to be sure.

■ **Help keep track of the water you use:** By adopting a few simple water-saving measures most households could save around a third of the water they use. Installing a water meter can help you keep track of your consumption.

■ **Help spot any leaks on your underground pipework:** Take regular readings from your meter. If consumption shoots up you may have a leak.

Typically installation is free (for domestic customers) and if you find a meter is not beneficial you have 12 months from the date of installation to change your mind.

Look out for leaks

Damp patches in or outside the property, lush vegetation in dry periods or running water from overflow pipes may be indications of leaking pipes or faulty plumbing. If you have a water meter an unusually high reading may indicate a leak.

Call our FREE leak hotline on: **0800 316 76 76**. Leaks can also be reported via the homepage of our website. We aim to inspect all leaks within 48 hours. If the leak is within the boundary of your property we will also confirm whose responsibility it is and if you are entitled to our free leak detection and repair scheme. For further details please read our Code of Practice, available on our website.

Get water-wise

Whether you are a domestic or a business customer our website contains lots of ideas on how you can be more water efficient. Check out our online water efficiency calculator and find out how to save water in your home, business or garden.

Reduce hot water wastage

Did you know the average family emits the equivalent of two transatlantic flights in carbon through their water consumption each year?

Domestic hot water accounts for five per cent of UK greenhouse gas emissions. By cutting down on your hot water wastage you really can reduce your carbon footprint.

For example, every minute you spend in the shower, you use approximately 10 litres of water.

Request free devices

You can request free devices, such as a Hippo toilet displacement device, by completing the form in this leaflet or visiting our website.

Install water efficient products

If you need a new washing machine, dishwasher or bathroom suite consider buying one that will cut down on your water consumption. Cambridge Water's website offers a broad range of products, that are designed to help you save water and save money in your home.

Alongside each product is a special guide – showing how many litres of water, and how much money you can expect to save over three years. All of the money saving calculations are based on Cambridge Water data for an average sized household, so the figures we quote should reflect the savings you can expect.

Contacting us

Call us on **01223 706050** or visit our website at www.cambridge-water.co.uk



Saving water in the home

There are lots of easy ways to cut down on water consumption in your home – helping to save money and the environment at the same time.

Being water efficient doesn't mean being unhygienic. It just means being careful about the resources we use and not wasting them.

In fact, by making a few simple changes to your lifestyle - and reducing the water you use – you could save as much as £200 a year. Roughly half of these savings would be from your energy bill, so even if you're not on a water meter you could still save around £100 a year.

Brush up in the bathroom

- Turn off the tap while you brush your teeth, shave or wash. This can save up to six litres of water per minute.
- Fix dripping taps. A dripping tap can waste up to nine litres of water a day, or almost 3,300 litres per year. Replace worn washers for a cheap way to save water.
- Cambridge Water supplies Hippos or Hogs free to all its customers on request. These are simple devices that reduce the capacity of the toilet cistern, therefore using less water per flush. To request a free Hippo or Hog please complete the form opposite or visit our website.
- When replacing your toilet, look out for low flush or dual flush models.

- Conventional showers use approximately 45 litres of water, compared to a bath which uses, on average, 80 litres of water.

- A power shower can also use up to 90 litres of water. You can save the amount of water you use in a shower by fitting an aerating showerhead or using a shower timer, both of which are available from our website.

- If you are running a bath, check the temperature as you fill it so that you do not need to add water to correct the temperature at the end.

Keep kitchens in-sink

- Wait until you have a full load before switching dishwasher and washing machines on. Visit our website for a wide range of water efficient appliances.
- Use the minimum amount of water required when you boil water in saucepans and kettles; that way you'll save energy as well as water.
- Wash vegetables and fruit in a bowl rather than under a running tap. The water collected can then be used for watering pot plants.

Prevent burst pipes

- Make sure all of your pipework and watertanks are adequately lagged. In the freezing weather the number of burst pipes can increase significantly.



Saving water in the garden

Long, dry summers may be great for holidaymakers, but they can be a bugbear for gardeners. While frequent watering will help your garden look lush and green, it can be time consuming and expensive. The average hosepipe can use as much as 500 litres an hour.

Fortunately, with a little care and attention there is much you can do to help your garden not just survive, but thrive in the summer months.

No butts!

Purchasing a water butt can help you stockpile rainwater for summer gardening. As well as helping you save money on your bill, rainwater is also better for plants than tap water.

For more information and for money-saving deals visit www.cambridge-water.co.uk

Xeriscape the landscape

Xeriscape means to landscape for water conservation. The idea is to use plants that require less water. You can also utilise objects for decorative effects such as rocks, bricks, benches and gravel which cut down on the amount of vegetation in your garden.

Grow drought tolerant plants

Our website contains a list of plants that tolerate dry conditions, such as lavender and wisteria. To get more ideas you can also visit the Cambridge University Botanic Garden where Cambridge Water sponsors a dry weather garden. The garden has been landscaped as a typical town garden and planted with drought-resistant plants that are not watered.

Water wisely

When watering established plants never water in the heat of the day – most will simply evaporate. It is better to water in the evening or early morning. Water plants at the base thoroughly and infrequently. Roots will then go down in search of the water, making plants stronger. Container-based plants require more watering. Consider adding water-retaining crystals to the soil and mulch on top to prevent evaporation. Also make sure you place a container underneath any pots or hanging baskets to capture any wasted water.

Look after your lawn

Grass can survive for long periods without water and will quickly recover from drought. Unless you totally drench the lawn, watering encourages the roots to come to the surface, thus rendering it less tolerant to dry conditions. In dry spells, raise the blades on your mower so that the lawn is left longer and cut the grass less frequently. Aerate the lawn well to allow any moisture to seep down to the roots.

The Waterwise website also contains excellent advice on how to save water. Visit www.waterwise.org.uk

All completed audits will be entered into a prize draw to win £250 of John Lewis vouchers.

Saving water at home

Reducing the amount of water we waste is easy and doesn't mean settling for lower standards of living. Simply take a look at the form and consider whether you can take on any of the suggestions to help save water.

Please tick which of the following you could do to help save water

At home could you...	Estimated daily saving in litres per property	Already do	Will do	Can't or unlikely to	Not relevant
Take shorter showers Try and think about the length of time you spend in the shower. Many companies sell three-minute timers which are a fun way to remind you not to take too long.	17				
Take a shower not a bath A bath can use as many as 80 litres compared to a shower which uses around 30.	25				
Turn off the tap when teeth cleaning It's easy to turn off the tap between brushes.	31				
Use a bowl for hand washing dishes Putting in the plug can help stop water literally going down the drain.	17				
Use a basin for washing or shaving	12				
Install a Hippo water saving device These simple devices are available free from Cambridge Water and pop in your cistern, helping you save up to two litres every time you flush.	24				
Use a bowl for washing food/vegetables	6				
Use full loads in washing machines This is better for your energy bills and your water bills.	8				
Use full loads in dishwashers	2				
In the future do you think it would be possible to...					
Install an aerating showerhead These are available from our website and work by mixing air with water to reduce the amount of water used.	30				
Install a water-efficient toilet New dual flush toilets use between four and six litres per flush compared to a nine litre flush on older models.	30				
Repair dripping taps A dripping tap can waste up to nine litres of water a day.	9				
In the garden could you....					
Use a bucket instead of a hosepipe and/or fit a water butt A hosepipe can use on average 500 litres of water per hour.	4				

- I would like to request a FREE Hippo toilet displacement device
- Please contact me with more information about getting a domestic meter installed

For details of water efficient products and special offers on water saving devices visit www.cambridge-water.co.uk

What we are doing to save water

Saving water is not a new concept for Cambridge Water. It has been an integral part of our business for many years. For example, during the 1990s, we were one of the first water companies to encourage our customers to install meters in response to the threat of drought.

Some of the key ways we save water today are outlined below:

- **Protecting our resources:** Ensuring we have enough water to sustain our population now and in the future is one of our key priorities. We are confident we have sufficient resource to meet the needs of the population for the next 25 years. You can find out more by reading our Water Resources Management Plan available on our website.
- **Tackling leakage:** We aim to prioritise all leaks for repair within 48 hours of them being reported and offer to repair the first leak to a customer's service pipe free of charge. For full terms and conditions please read our Code of Practice available on our website.

- **Metering:** Installing a water meter can help customers to keep track of the water they use. Over 62 per cent of households within the Cambridge Water area already have a water meter and we plan to increase the number of properties metered over the next 25 years.

- **Customer engagement:** We regularly engage with our customers to educate them about water conservation. Customers can find out more by visiting our website, reading our newsletter, requesting a talk or completing our online water calculator.

- **Free Hippos and Hogs:** We supply cistern displacement devices to our customers. These reduce the capacity of the toilet therefore using less water per flush.

- **Water efficiency advice:** We offer one-to-one advice. For details call **01223 706050**.

- **Future developments:** We support the incorporation of rainwater harvesting and grey-water recycling in major new housing developments and contribute regionally and globally to organisations dedicated to protecting water and the environment, such as Waterwise.

Contact us:

Cambridge Water
90 Fulbourn Road
Cambridge
CB1 9JN

www.cambridge-water.co.uk
Telephone: **01223 706050**

Minicom: **01223 403098**
Fax: **01223 214052**
Email: info@cambridge-water.co.uk



Our customer services department is open from 8.30am to 5pm Monday to Friday excluding public holidays. We're open 24 hours a day for emergency calls.