



'Design a water-saving poster' competition

Here at Cambridge Water, we want to spread the water efficiency message far and wide, so we can encourage people to save water. This is especially important at the moment because of the drier-than-normal winter and spring.

Water is also a precious resource and we are fortunate in this country that we have easy access to clean, running water by simply turning the tap on. In order to make sure we'll continue to have water for the future and to look after the environment, we need to encourage everyone to do this.

And that's why we need your help!

How can I help?

We'd like you to design a poster to encourage people to save water. We'll be offering a £30 book voucher for the two winning posters. The poster needs to include top tips on saving water. Remember: Strong colours work best.

Send all entries to communicationsteam@south-staffs-water.co.uk with your first name and age by 5pm on 24 July 2020. Good luck!

Use these pointers to help you:

- Slogan – keep it short and snappy
- Alliteration – when words that start with the same sound (not just the same letter) are used repeatedly in a phrase or sentence. 'The big brown bear...'
- Wordplay
- Typographical devices – when text is used to form patterns, shapes and images
- Don't overcrowd it
- Message should be simple but effective
- Consider letter size and spacing
- Imperative verbs – bossy verbs that tell you what to do. For example, take, use, put.

How can we save water?

Checking for leaks

- Leaky toilets waste water as they lose little dribbles of water that can't be seen. Our 'Leaky Loo' strips help to detect a leaking toilet by fading or ripping, indicating that the toilet needs fixing.
- Most toilets don't need to use a full cistern to flush effectively, a 'HIPPO, the water saver device' can be inserted into a cistern to help save water with every flush.

Half-full appliances

- Most of us are guilty of putting on our dishwasher or washing machine when it's only half full, thinking it will only use half the water. This however is not the case, so we need to make sure there is a full load in our dishwasher or washing machine before we put them on.



Throwing rubbish down the toilet

- Try to avoid flushing away cotton balls, wipes, simply throwing them in a bin will cut down on the amount of water wasted with every flush. This will also help to stop drains getting blocked.

Keeping clean

- Four-minute showers help save water and time! If everyone had a four-minute shower, we would save enough water to supply 1 million homes every day!
- By running your bath by just two centimetres shorter than usual you can save on average 5 litres of water.
- You can minimise your water use by reusing your bathwater to water your house plants or garden.



Running taps

- Running taps waste water by being left turned on.
- Remember to turn the tap off when you're cleaning your teeth instead of leaving it running.
- We know it's really important at the moment to wash your hands, but you can still save water by turning the tap off whilst you lather the soap on your hands.

