



Water demand: Environment Agency's perspective

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Environment Agency

Role of the Environment Agency

To secure the proper use of water resources

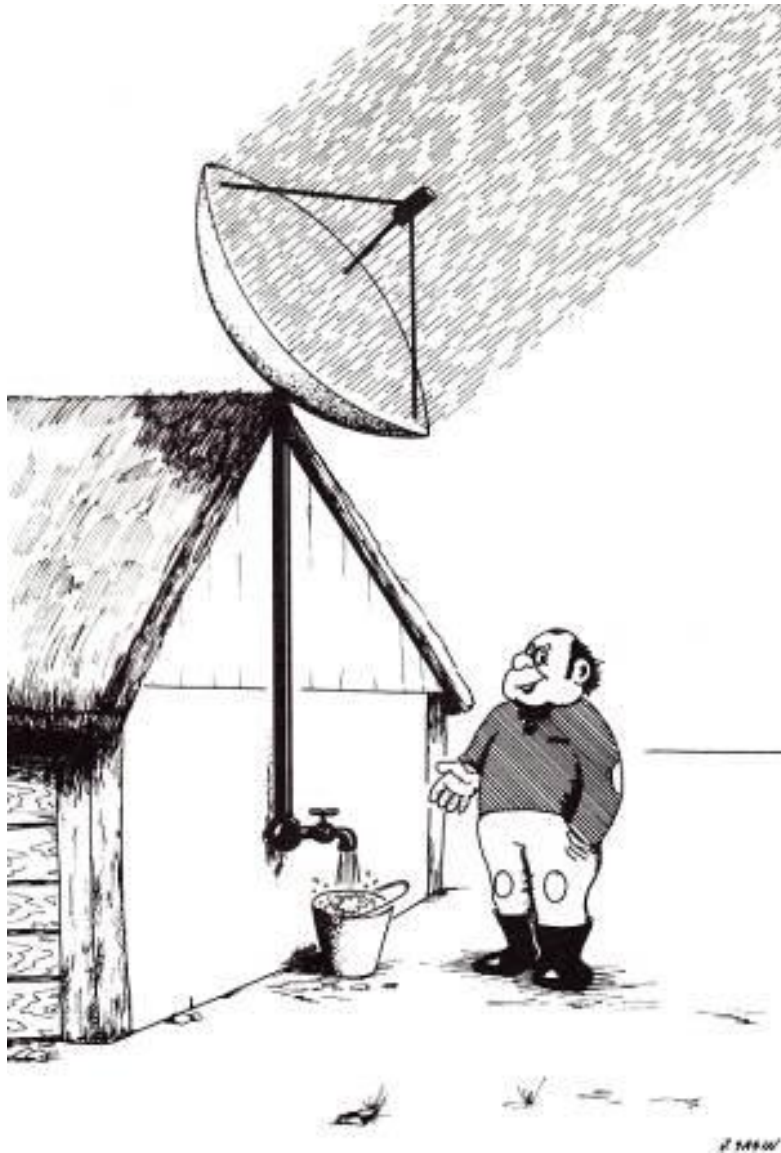
- ➔ Achieving the government's environmental priorities
- ➔ Advice to Defra and the Welsh Assembly Government on water resources-related issues
- ➔ Guidance to water companies for WRMPs and drought plans



Government expectations

- ⇒ Adapting to climate change
- ⇒ Reducing burden
- ⇒ More sophisticated engagement with customers
- ⇒ Smarter management of water in short supply





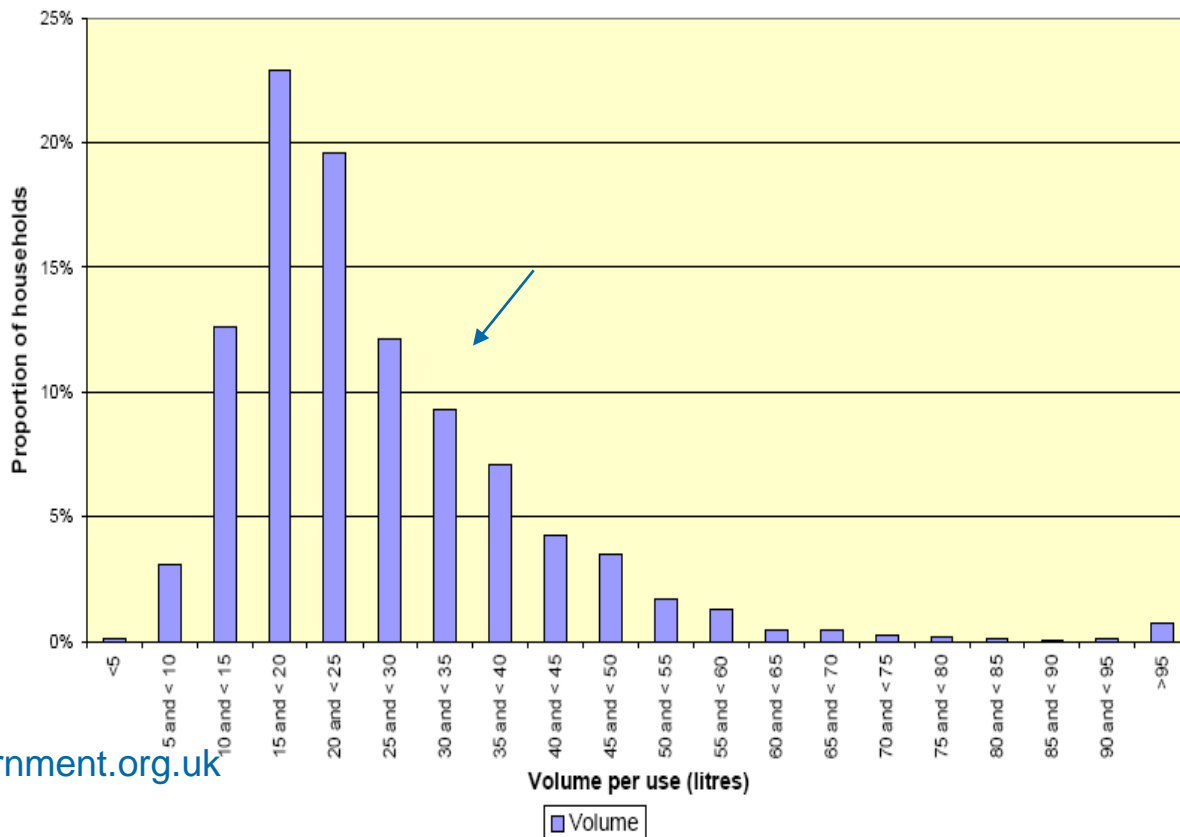
Water efficiency

- ➔ Gadgets or behaviour?
- ➔ New or old?
- ➔ Homes or industry?
- ➔ Regulation or incentives?

Behaviour

➔ MINDSPACE

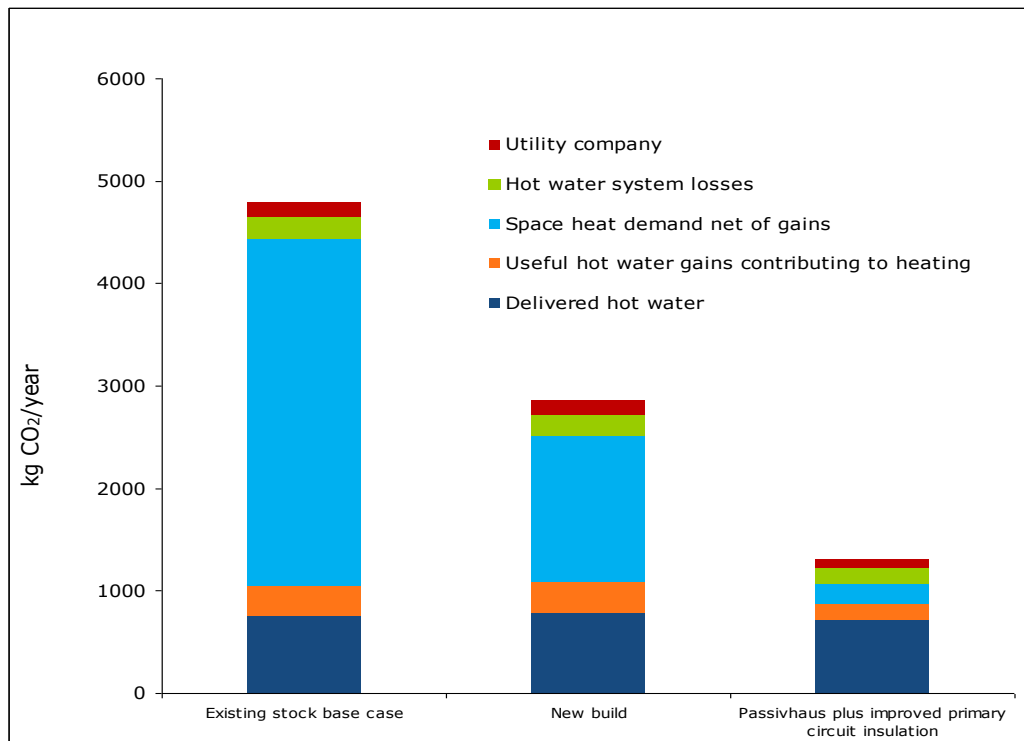
- ➔ Messenger
- ➔ Incentive
- ➔ Norm
- ➔ Default
- ➔ Salience
- ➔ Priming
- ➔ Affect
- ➔ Commitments
- ➔ Ego



See www.instituteforgovernment.org.uk

Improving buildings

New homes



Existing homes

- ⇒ 7.32 million could be improved
- ⇒ Saving:
 - ⇒ Water: 109,000 MI/d
 - ⇒ Energy: 2196 GWh
 - ⇒ CO₂: 483,000 t
- ⇒ Cost: £512 million
(source: Waterwise)

WATER WASTED IS WASTED FUEL!

ASK FOR THE NEW WATER SAVING TAPS

WATER WASTED IS WASTED FUEL
 YOU ARE INVITED
 TO LEARN HOW TO RECOVER YOUR OWN
 TAPS
 SEE IF YOU ARE SAVING THE WATER
 FOR IN THIS DISPLAY WILL REVEALS HOW
 FOR YOU SAVE OF WATER - LEAVE YOUR
 NAME / ADDRESS WITH THE ATTENDANT.

DO NOT LET THE WATER TAP RUN
 WHEN YOU LEAVE THE ROOM

OUTSIDE



DO NOT LET THE WATER TAP RUN
 WHEN YOU LEAVE THE ROOM

ASK FOR THE NEW WATER SAVING TAPS



DO NOT LET THE WATER TAP RUN
 WHEN YOU LEAVE THE ROOM

You cannot live
 WITHOUT
WATER
 "O FOR THE WATER THEY WASTE IN BRITAIN"
 WATER SAVED WITH COAL GAS ELECTRICITY FOR VICTORY

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 AVOID WASTE
 It all depends on me

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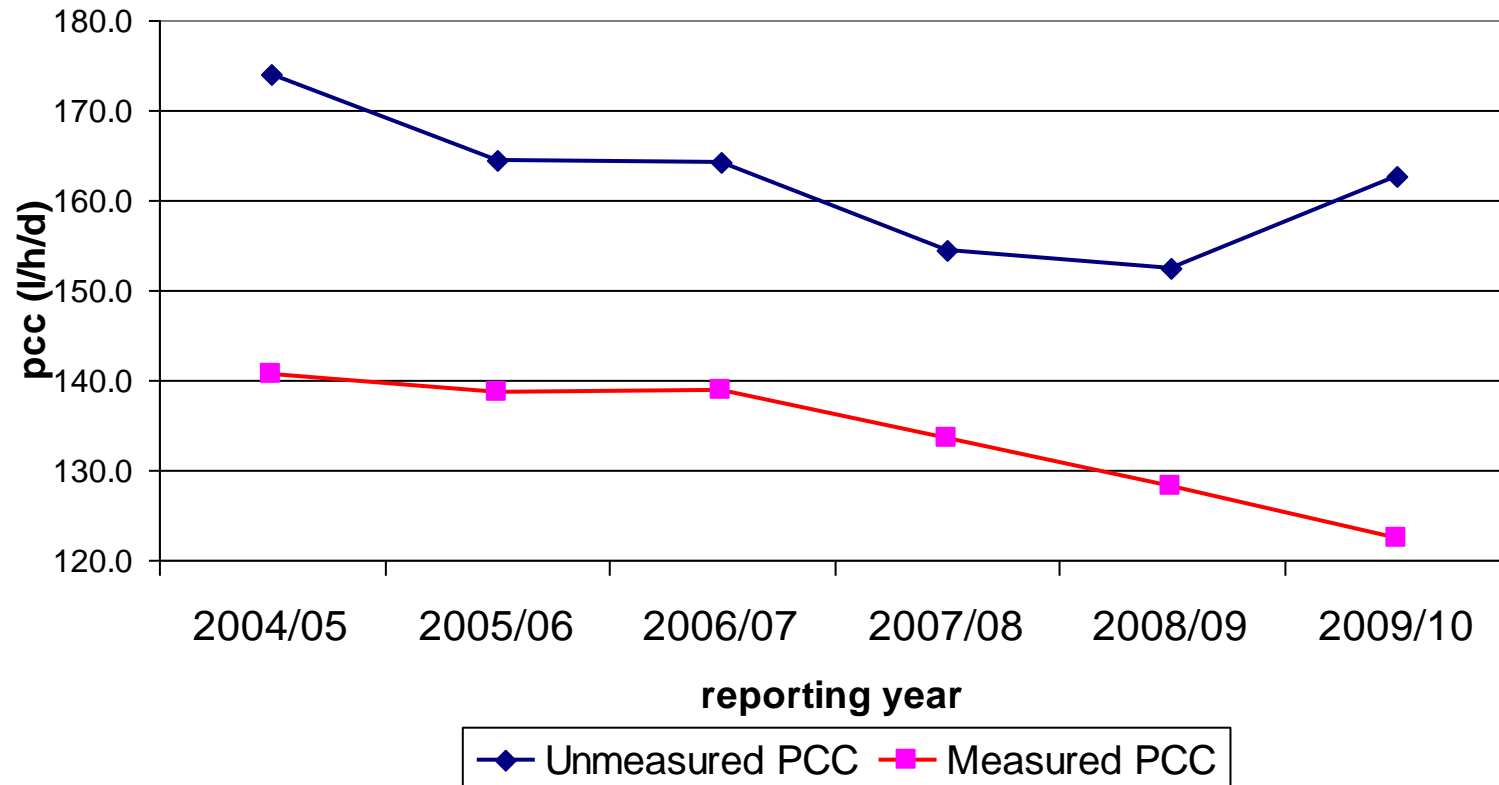
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Metering

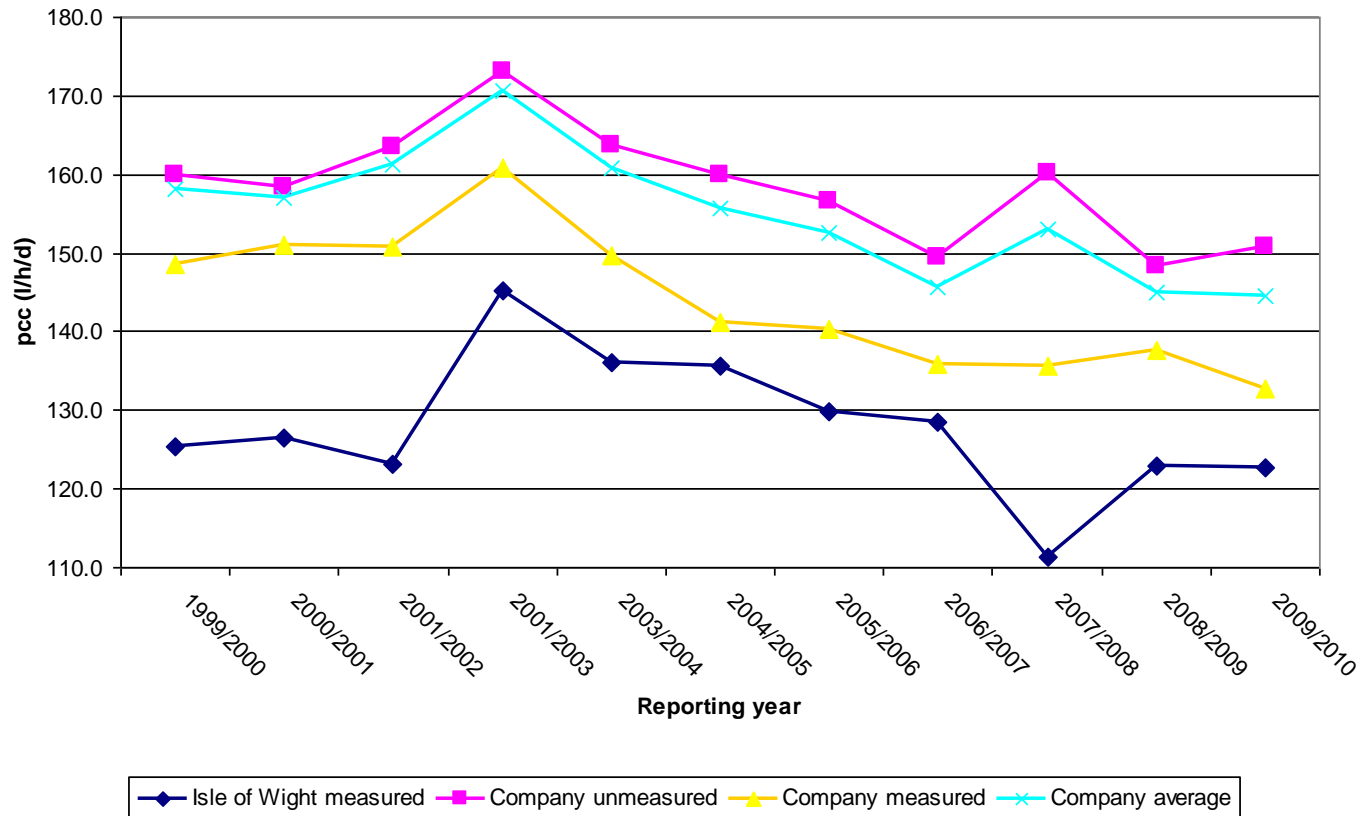
- ➔ Better use of resources
- ➔ Better management
- ➔ Improved relationship with customers



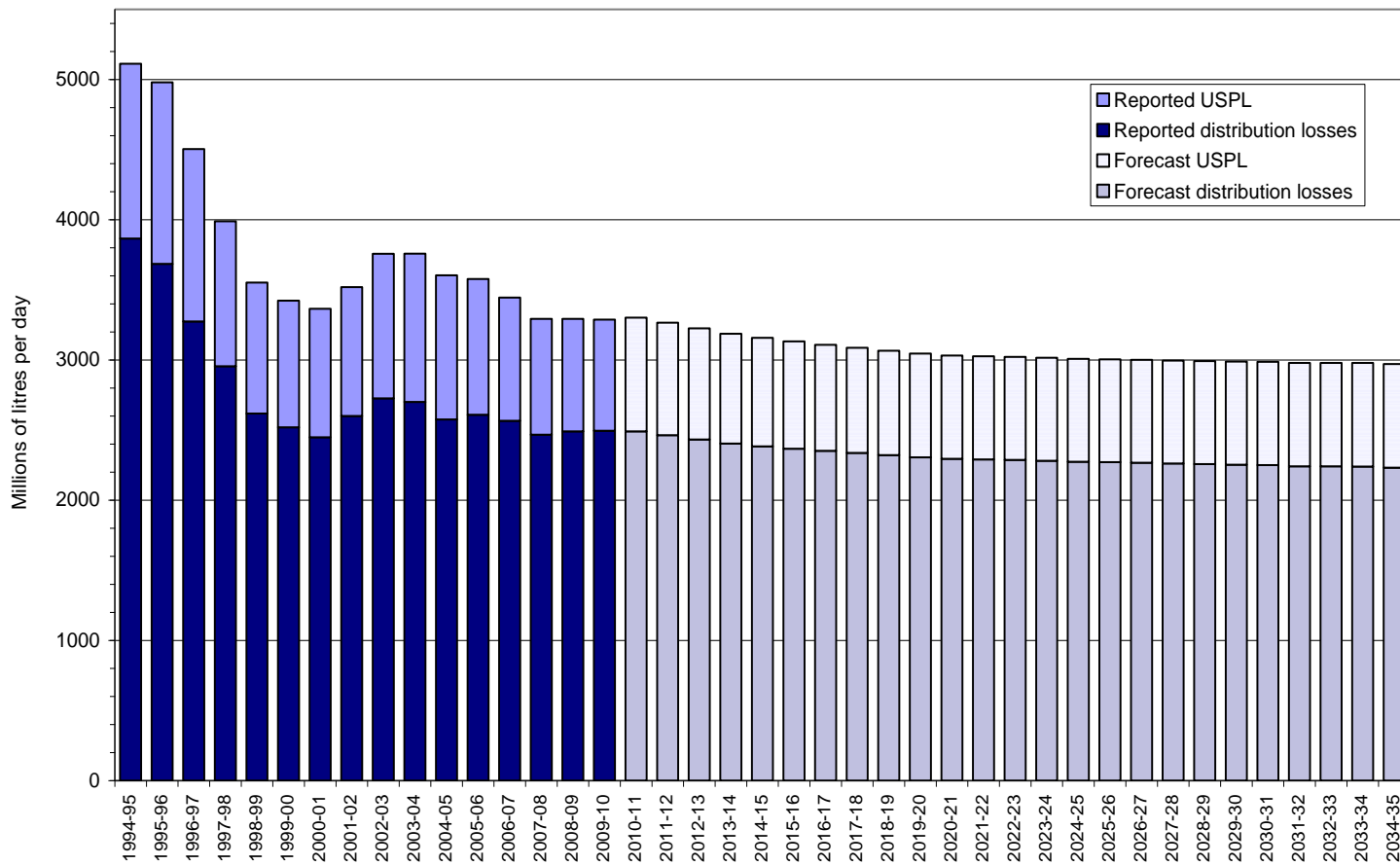
Optant metering



Compulsory metering



Leakage



Opportunities

- ➔ Consultation on Walker out today
- ➔ Workshops in London, York and Bristol



- ➔ Water White Paper

