

Self Audits in Brentwood and Romford 2004



Between January 2004 and September 2004, 83,573 domestic customers in the Brentwood and Romford Area were invited to take part in a home survey project. The approach used in previous projects was reviewed and a few changes were made to the project delivery and the contents of the pack. Improvements were also made to the calculation of the water savings.

In total 33,381 Water Conservation Packs were delivered to customers. Subsequently, 21,271 Audit Forms were completed and returned by a number of means (e.g. by post, by pick-up, assisted audits, door step audits) between January 2004 and September 2004.

As a direct result of these surveys, 86,497 measures / components were installed or used at customers' properties which amounted to water savings of 240,190 litres per day. This is a total saving of **11.29 litres per audited property per day**. Additionally, supplementary items sent with the water conservation pack numbered 100,143 with subsequent requests for additional and children's information along with the delivery of the tea towels resulted in the delivery of a further 66,134 items.

The objectives of this project were:

- To assess customers' willingness to carry out a self audit and complete and return the form provided,
- To encourage customers to take their own actions to make their home more water efficient through the provision of a pack and 'tools' to allow informed assessments of water use and potential areas of waste and action.

The project concentrated on potential savings from toilet flushing, showering and using garden products such as a spray hose gun and waterbutt, for this is where the greatest benefits were expected.

The pack included the following:

- Save-a-flush cistern displacement device (additional devices could be requested)
- Dripping tap flow gauge
- Shower flow gauge
- Shower timer
- Hose gun
- Water storage crystals
- Shower cap
- Using water wisely leaflet containing tips for the home and garden
- Audit booklet which explains how each of the above can be used and save water.

A washing machine magnet was sent out with the initial contact letter and a tea towel was sent if a questionnaire is returned. Both of these had water efficiency messages trying once more to promote the efficient use of water.

In order to promote the use of a waterbutt, 160 rainsaver kits were given away each month as part of a free prize draw. The kit included a 190 litre waterbutt, a childsafe lid, a waterbutt stand and a rain diverter

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The overall savings across both phases were calculated through the use of the following components:

Components	Water Savings Litre/Day
Save a Flush – Cistern displacement bag	161,344
Teeth Cleaning	29,906
Trigger Hose Gun	26,242
Shower	21,916
Dripping taps	782.4
Total Water Savings Calculated	240,190 l/day

The above total savings give an average of 11.29 litres per audited property per day.

The Visiting Agents provided verbal advice on how to be water efficient by explaining how to use the components provided within the Audit Pack. Each customer who participated also received water efficiency leaflets providing advice on how to use water wisely throughout the home and garden. The following leaflets were provided as part of the pack or as additional information:

- Your Personal Guide to Completing Your Home Survey (including audit completion form)
- Using Water Wisely - A guide for home and garden

Additional Information

Water efficiency information folder – which included the following additional information:

- Your Essential Guide To Water Conservation
- Water Conscious Gardening
- How Water Wise Can You Be
- H₂HO! HO! Children's magazine – Supplied as additional Information

In order to evaluate our self-audit project, a follow up questionnaire was sent to customers involved with the project. 5% of customers were sent the questionnaires, with a return rate of 21%. From the replies, 80% of customers did complete an audit form even though they did not send it to ESW. This is expected to be an over estimate as a customer would be more likely to respond to a follow-up survey if they had completed the initial audit. The main reason customers carried out the audit was to provide information to ESW and to save water. The customers were asked to review the contents of the audit pack. The most useful item was the hose gun, with over 60% of customer using it. The shower flow-measuring bag was also seen as a very useful item. Generally, customers were very positive about the project with 63% of customer expecting their water use has reduced as a result of the project.

If you require any further information about the project, please telephone **01245 212360** or email demand.planning@eswater.co.uk.