

Self Audits in Southend (2)

A new home survey project was set up and implemented in Southend during the 2002/2003. The home surveys took place between August and December 2002, with the final report being produced early in 2003.

30,883 customers were invited to participate in the scheme. Of these, 14,852 households accepted a pack and 9,056 returned their forms. Total water savings have been calculated at approximately **10.8 litres per property per day**.

The Southend programme concentrated on contacting customers to explain the purpose of a water audit and delivery of a home survey pack comprising a number of items for the customer to use or fit to bring about greater appreciation of water usage and water savings. The pack comprised of the following:

- Save-a-flush cistern displacement device (additional devices could be requested)
- Dripping tap flow gauge
- Tap washers
- Shower flow gauge
- Shower timer
- Hose gun
- Water21 tips for home and garden leaflet
- Audit booklet which explained how each of the above can be used and save water.

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 tap re-washing, where the greatest benefits were expected.

On completion of this project, it was recorded that 75,136 various water saving measures were delivered. These measures were made up of the following: -

Description of Measure	Number of
Save-a-flush cistern displacement bag	15,724
Trigger Hose Gun	14,853
Shower Timer	14,853
Shower flow rate assessment bag	14,853
Drip Gauge	14,853
Total	75,136

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The overall savings were calculated through the use of the following components: -

Components	Water Savings Litre/Day
Save a Flush – Cistern displacement bag	73,406
Tap rewashing	483
Shower Timer	6,494
Teeth Cleaning	11,639
Trigger Hose Gun	11,003.
Total Water Savings Calculated	103,025 l/day

The above total savings give an average of **10.8 litres** per property per day.

Water Efficiency Advice

Customers were provided with 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
- H₂O! HO! Children's magazine – Supplied as additional Information

If required, customers were offered assistance when carrying out the survey. In total, 1,008 assisted audits were carried out, representing 10.6% of all completed audit forms.

At the end of the project, a postal customer survey was sent out to participating households. Five percent of customers who participated in the project and five percent of customers who declined to participate were mailed with a survey. Out of these 1,111 customers, 345 responded. The results indicated that up to 50% of customers who did not return their audit form had carried out some, or all, of the audit anyway.

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