

# **R**WATER **Resources** **Update**

**Spring 2011**



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# How South East water companies w

**W**ater companies in the South East have finalised their long-term Water Resource Management Plans (WRMP) which set out how they will ensure the security of supplies to customers through to 2035.

The plans take into account key trends such as housing, population growth and water consumption projections and have been formulated over the past two years. Public consultation exercises were carried out so that stakeholders and the public were able to express their views.

Having received feedback, the companies published 'Statements of Response' on their websites and submitted them to the Department for Environment Food and Rural Affairs (Defra).

Below is a summary of where each of the companies in the South East is with its WRMP. More details can be found on each company's website – the addresses are on the back page.

## Thames Water

We have responded to Defra's decision that more work is required on our 25-year WRMP, following publication of the Inspector's report on a five-week public inquiry held in summer 2010.

The draft plan outlines how the company aims to meet predicted demand for water between 2010 and 2035.

Martin Baggs, Thames Water's chief executive, said: "We supply water to 8.7 million people and take this responsibility extremely seriously. For the next 15 years our plan aims to provide almost all of the additional water our customers will need through demand management.

"That means further substantial reductions in leakage, more metering and doing everything we can to promote and encourage the wise use of water. So we are pleased the Inspector recommended no changes to our demand management activities. "The Inspector has recommended an extensive programme of additional work, looking in detail at options to meet demand in the longer term and we will work on this with the Environment Agency, as directed by the Secretary of State."

## Portsmouth Water

We completed a new consultation on our updated draft WRMP on 26 November last year and received 15 representations from a variety of organisations. We published our Statement of Response to those representations on 3 March and we have subsequently submitted a Draft Final WRMP, incorporating the changes outlined in the Statement, to the Secretary of State with a request for permission to publish. We are now awaiting the Secretary of State's decision.

Managing Director, Nick Roadnight, said: "We have worked very hard in the last year or so to take account of stakeholders' views to avoid the need for an expensive public examination. There is still more to do for our next Plan but we very much hope that the Secretary of State will now allow us to publish the final version of our current Plan."

## Southern Water

We are already rolling out elements of our WRMP. Last November we launched our five-year universal metering programme which means by 2015, 93 per cent of our domestic customers will be billed by meter.

In March, we completed construction of a £10 million water resource scheme which will ensure Sussex customers have enough water, particularly during times of drought.

The scheme has included the construction of a reservoir and a pumping station at Hardham Church Farm, near Pulborough, West Sussex and the installation of a 1.8km pipeline. It creates a new source able to provide 10 million litres of water a day, enough for the daily needs of a town the size of Horsham.



*Pictures, above and right, from one of the many modern water treatment works in the South East*

## Veolia Water

### Veolia Water Central

Our WRMP is on course and we continue to have a modest surplus of supply over demand. The theme of our plan for the next five years (for which Ofwat, the industry's economic regulator, has agreed charges) is 'steady as she goes' and we will be publishing our annual update alongside our June return.

### Veolia Water Southeast

Defra approval for our WRMP was given in 2009 and a Final Plan was published at that time. Subsequently an annual revision of the plan was submitted to Defra in October 2010. During the year, the company met its strategic targets with the Security of Supply index remaining at 100; achieved declared Levels of Service and held leakage levels below regulatory targets. The company is also pleased to report that it is successfully progressing its obligations under the National Environmental Programme (NEP). The Annual Update concluded that the WRMP continues to reflect the position on water resources for Veolia Water Southeast.

### South East Water

Our WRMP was published last December following approval from Caroline Spelman, Secretary of State for the Environment, Food and Rural Affairs (Defra). This followed a public inquiry. The Secretary of State also confirmed that while further work needs to be done by the time of the WRMP's next review in 2014/15 that did not:

# Will secure supplies through to 2035

- justify delaying publication of South East Water's plan, as the Environment Agency had requested;
- make it unfit to be published; or
- mean South East Water had to remove its options for possible new reservoirs at Clay Hill, near Ringmer, or Broad Oak, near Canterbury, a move sought by Natural England.

Instead, the Secretary of State accepted that two specific areas – the anticipated projected demand for water from 2020 to 2035 and the associated infrastructure projects to meet this demand – will be addressed and resolved during South East Water's legally required annual reviews.

These issues will be concluded before the company produces its next 25-year plan in 2014, in collaboration with the Environment Agency, Natural England and other key stakeholders, including local councils.

South East Water can now deliver a range of programmes and investment schemes to ensure there is enough water for both existing and future customers.

These include a wider customer metering programme across parts of Kent, Sussex, Hampshire, Berkshire and Surrey, so that by 2020, 90 per cent of customers will be on a meter, as well as more work on leak detection and water efficiency.

## Sutton and East Surrey Water

Our WRMP was published in March 2010 following approval by the Secretary of State. Together with our Final Business Plan, it proposed increasing water treatment capacity to provide an additional 25 million litres per day (MI/d) by 2015 in order to meet peak demands for the next 25 years. The proposed scheme was supported by customers via Willingness to Pay surveys.

As part of the Final Determination, it was agreed with Ofwat that the scheme to increase water treatment capacity would be carried out in two phases. Work on the first phase, which will provide an additional 5 MI/d, commenced in 2010 and is due for completion by 2013. A second phase which will increase



treatment capacity by a further 20 MI/d, is planned to be carried out in the period 2015 to 2020 subject to funding.

As well as providing additional treatment capacity, we are aiming to manage demand by maintaining leakage at its current level, and actively promoting the efficient use of water. We have also started a programme to install nearly 32,000 meters to existing properties. This will increase domestic meter penetration to around 48 per cent by 2015. Meters are generally considered to provide an incentive to use water more wisely.

Consequently, we do not expect to see any significant increase in the demand for water, even though we anticipate connecting a further 12,000 new properties to the distribution system by 2015.

## Resources are healthy in the South East

Water resources in the South East of England are in a healthy state and there are currently no concerns about possible restrictions in the summer.

This is despite a dramatic lack of rainfall in March and April which saw precipitation levels in most areas plummet to a fraction of the long term average for the time of year.

But while rainfall in February was normal, it followed heavy downpours in previous winter months which were much wetter than usual.

Winter rainfall is crucial because it helps fill surface reservoirs and seeps deep into the ground to replenish underground aquifers from which all the South East water companies draw most – or a high percentage – of their supplies.

Resources reports from each of the South East water companies are as follows.

### Portsmouth Water

While March this year was the driest since 1990, groundwater levels in South East Hampshire and West Sussex are close to the long-term average for this time of year. No resource problems are expected for the summer of 2011.

### Southern Water

Our water resources are in a good position as we move out of the re-charge season. Ground water levels are around

average for this time of year and our surface water reservoir levels are at 98 per cent.

### Veolia Central

Ground water is at about 80 per cent of long term average for this time of year. No predicted operational constraints this summer.

### Veolia Water Southeast

Ground water sources are at average levels following the recharge period.

### Sutton and East Surrey Water

Resources are at average levels – despite March bringing little rainfall overall. We are satisfied with the position.

- Bough Beech Reservoir is at 100%
- Groundwater sources are at near average levels

### South East Water

Water resources are in a good position. All of our reservoirs are full or near-full. Groundwater sources are close to the average for the time of year.

### Thames Water

As things stand, we do not expect to impose usage restrictions this summer.

# Metering on increase as customers and companies

**M**etering has become a key issue for South East water companies. Most have ambitious programmes to significantly increase the number of customers who receive measured bills. Some have announced they want all – or most – of their customers on a meter within relatively short time scales.

Paying for water based on consumption is recognised by most people as being the fairest system. Research shows most customers reduce water use by around 10 per cent when they have a meter.

While rainfall, population density, geography and other conditions vary throughout the South East, demand for water – already higher per household than the rest of the UK – continues to rise across the region as the population increases. This is set to continue and the effects of climate change remain unclear but of concern.

The South East has been classed by the Environment Agency as an area of serious water stress. Below is an outline of each company's policy on metering.



With the lowest water supply bills in England and Wales there is less financial advantage for Portsmouth Water customers to opt for a change to the measured (or metered), tariff.

However, more than 3,600 households opted for a free meter in 2010/11 and that brought meter penetration up to 19 per cent of domestic households by the end of the year.



Twenty-eight per cent of the 3.3m properties we supply currently have meters. The company aims to increase this to 60 per cent by 2020.

We have outsourced all of our metering services to Vennsys Limited, a consortium led by Veolia Water UK.

Under the £300m contract, the joint venture will manage all our meter installation, meter reading and the implementation of AMR (automatic meter reading) from January 2011 until March 2020.

"The length of this contract demonstrates the importance of metering in our long-term plan to manage water resources, along with other measures like making further sustained reductions in leakage by replacing pipes, encouraging customers to be water-efficient and developing new sources of supply," said Steve Shine, Chief Operating Officer for Thames Water.

"We believe water meters are the fairest way to pay for this increasingly precious resource and they also encourage more water-efficient behaviour – because you pay for what you use and you value what you pay for.

"This programme of work will also make use of state-of-the-art technology. For example, the hi-tech AMR we will be installing will provide us with more accurate information about the demands on our 20,000-mile pipe network."



Our five-year programme to install water meters for the majority of our customers by 2015 reached its first 10,000 target earlier this

month (April), with an additional 2,800 old meters exchanged for the new Automatic Meter Read (AMR) meters. These new meters include a leak alarm and can be read remotely by drive-by technology.

Nearly 12,000 customers chose to have a meter installed at their homes in advance of the compulsory metering programme reaching their area.

Darren Bentham, Director of Metering at Southern Water, said: "Our programme has got off to a good start and is a significant step forward in our long-term plans to secure water resources for the region, alongside tackling leakage and developing water resources.

"Customers have responded positively and we are working hard to learn lessons as the scheme progresses to ensure everything runs

*You must have a meter if you use a garden sprinkler*



as smoothly as possible, both when the meters are installed and in the way we share information with our customers about metered bills, and water and energy efficiency.

"The majority of our customers agree that it is fairer for households to pay for the water they use. Metering not only puts people in charge of their bills, it also plays a key role in protecting our environment for future generations."

Since the metering programme launched, more than 1,500 customers have visited dedicated Mobile Exhibition Units, which are stationed in areas where meters are being installed, to speak face to face with the company's advisors.

This not only allows customers to get answers to any questions they may have about their new meter, but they can also get information on easy ways to save water and find out more about how their bills will change once they switch to metered charging.

We are introducing a Changeover Tariff for our customers who see an increase in their bills, so the increase will be introduced gradually over three years. This will give people time to adjust, make informed decisions and understand how to manage their water use and their bills. We have also introduced a Support tariff for customers whose bills go up on a meter and who have genuine difficulty in paying their bills.



We plan to install 200,000 water meters across parts of Kent, Sussex, Hampshire, Berkshire and Surrey over

the next five years. The programme will start this summer in Sevenoaks in Kent, Burgess Hill and Haywards Heath in Sussex and Basingstoke in Hampshire. By 2015, 70 per cent of our customers will be on a meter; rising to 90 per cent by 2020.

Our metering programme is an important part of the company's plans to make sure there is enough water for both existing and future customers.

We will continue to manage demand by tackling leakage and promoting water efficiency, as well as enhancing existing sources of supply, expanding our regional water grid, and investigating and developing, where necessary, more new water resources.

South East Water has agreement, in principle, from Ofwat, our economic regulator, that metering forms part of the overall solution to tackling water shortages in the South East. Our metering programme is also supported by the Environment Agency and Defra, which recently approved our long term water plans up to 2035.

The company is currently developing a range of payment options with Ofwat which will help customers who may have difficulty paying any increase in their new metered water bill. Until these have been finalised with Ofwat and introduced – probably in 2012 – customers will continue to pay their bills as they do now.

Customers wanting to switch to a meter ahead of when the

# ies prefer measured bills

programme is due to reach their area, can continue to do so. Paul Seeley, Asset Director at South East Water, said: "Almost 45 per cent of our customers are already on a meter with a vast number of these having opted to pay for what they use. Many have seen the benefits of lower bills as a result of careful water use.

"Installing many more meters will give us the tools to help manage demand for water in an area which is in serious water-stress. They will help us detect leaks, encourage customers to think about their water use and behaviour, and are ultimately a fairer way of paying for water.

"Metered customers can make choices about their water usage and once we introduce the metered charge, those choices will influence their bills as well – like gas and electricity, customers only pay for what they use."



We currently meter properties in one of four situations:

1. All new properties are metered.
2. Where a customer requests a meter (optant).

3. The customer wishes to use an unattended sprinkler or has a qualifying swimming pool (selective).

4. Change of occupancy (selective).

These policies are in place across the supply area.

Our current installation plan over the period 2010/11 to 2014/15 is to install 23,652 selective meters and 8,288 optant meters (a total of 31,940)

This will bring domestic properties metered up to 48 per cent. After the first year we have installed about 5,700 meters, mainly due to the slack housing market. It is envisaged that the shortfall (about 700) will be made up in subsequent years.



Reading a meter remotely



### Veolia Water Central

Our current meter penetration for households is around 41 per cent. The aim is to increase this to 51 per cent by 2015.

We hope to achieve this through optant metering – where customers opt to have a meter installed – by outlining the



benefits of being on a water meter to householders. The company no longer installs meters on 'change of occupancy'.

The company is reviewing remote meter reading technology, in line with the increase in the number of meters used, to minimise meter reading costs. Currently, only internal meters and meters in hazardous locations are fitted with remote reading devices.

### Veolia Water Southeast

The Folkestone and Dover area was awarded Area of Water Scarcity Status by Defra in 2006. Following this announcement VWSE launched a phased compulsory metering programme in early 2007. This has proceeded successfully and currently around 85 per cent of customers are on meters.

We are on track to complete the metering programme on schedule and nearly all customers (90 per cent) will be metered by the spring of 2012.

## Stepped tariff scheme trial

Following the introduction of compulsory metering for homes in Cheriton, Folkestone, a different stepped tariff scheme is being trialled in the area.

Chris Taylor, Head of Capital Investment & Asset Management at Veolia Water Southeast, said: "Research based on comparison of the savings made under the existing flat rate tariff and the new stepped tariff will help us understand how we can achieve a more sustainable use of water resources. We would like to thank our customers for their understanding and help with this research. "Some customers will remain on the current flat rate tariff while others will move to the stepped tariff. Under this stepped tariff an initial amount of water to cover essential use will be charged at a rate below the standard rate, with all additional water charged at a higher than standard rate. The trial at Cheriton is the second being undertaken, a similar trial having been launched in Lydd in 2008.

"In Cheriton around 950 domestic customers will be charged on the stepped tariff basis and some 500 will remain on the fixed tariff. Customers have been selected on a random basis to either remain on the fixed tariff or move to the stepped tariff.

Larger families, or households with three or more dependent children under the age of 19 living at home, can apply for an additional essential usage allowance. Customers who for medical reasons have to use above average amounts of water may also apply for an additional allowance.

# Water demand places an increasing emphasis on

Ofwat has placed a requirement on all water companies to promote water efficiency and the need for it could not be more apparent than in the South East of England where demand continues to grow but new sources of supplies do not. Here all the South East companies outline what they are doing to raise awareness of the need to use water with care and how they are promoting the use of water efficiency devices and other measures.

## Portsmouth Water

We now have a dedicated Water Efficiency Officer as well as a link to the "Save Water Save Money" website which offers customers a variety of water efficiency devices such as Save-a-flush bags, shower timers and tap aerators.

Our website water audit calculator is being updated during 2011, and once again we will be playing a major role in the Hampshire Water Festival which is being staged at Staunton Country Park in Havant on the 16-17 July.

## Southern Water

We have a number of water efficiency projects underway in 2011 including:

- the joint initiatives of the Big Tap Challenge and Rango
- a series of summer roadshows, with a team going into communities in Kent, Sussex, Hampshire and the Isle of Wight promoting water efficiency
- In Bloom, sponsorship of the South & South East In Bloom competition, promoting water efficient gardening in the competition
- Southern Water and B&Q have joined forces to offer customers a 20 per cent discount on water saving products
- a schools water design challenge, inspiring students to reduce their water and carbon footprint with support from designers and water industry experts.

## Veolia Water

### Veolia Water Central

We have rolled out a mixture of free water efficiency devices being distributed to customers and various behavioural change activities from April 2010 onwards. We met our Ofwat Water Efficiency target in the first year and achieved approximately one and a half million litres a day (1.5Ml/d) of savings. We propose to continue this level of activity through the second year.

### Veolia Water Southeast

A series of initiatives are underway including:

- Stepped tariff trials at Lydd and at Cheriton in Folkestone. (See metering article on pages 4-5 for details)
- A redesign of water efficiency leaflets which, along with the company's web pages, provide customers with easy access to water saving advice
- Water efficiency packs and advice given to all newly metered customers
- Sponsorship of gardening events and competitions to encourage water saving, including the well established annual National Trust Plant Fair at Dover
- Talks to young people in local schools and work with schools on water saving initiatives.

## Sutton and East Surrey Water

Our water efficiency programme continues to grow and develop. Current activity includes the following:

- The Big Tap Challenge (along with nine other water companies): [www.bigtapchallenge.co.uk](http://www.bigtapchallenge.co.uk) – promoted using Kriss Akabusi video, posters, website, etc. Monthly prize draw to win a water activity experience
- Every Drop Counts – e-newsletter, sent regularly to customers

who have requested to receive it via email. It is packed full of ideas for saving water and information about water saving products.

- Every Drop Counts – mugs and plastic beakers. Our 'Every Drop Counts' slogan will shortly be seen on all office mugs used by staff, tutors and visiting teachers at our Bough Beech educational centre. Children receiving a Saving Water Talk or visiting Bough Beech will receive the same slogan on a plastic beaker, designed to be used while cleaning their teeth. The beaker will replace the toothbrush previously given to children. Along with the beaker, each child will also take home a reply-paid questionnaire to be completed by their parent/guardian about their family's water usage.
- We have started taking bookings for our new addition to the educational programme, the Saving Water Workshop.
- Our summer events road show begins in May and, once again, we will be devoting half the space in our marquee to saving water messages and information.
- Along with the other participating water companies, we recently took part in the 'Littlefoot' campaign which ran for two weeks in all Sainsbury's supermarkets.

## South East Water

We now have six specially trained speakers to go into schools and teach pupils about the water cycle, how the company transfers raw water from sources to taps and why it is so important to be water efficient.



The talks include the Sally Shower Challenge to try to promote speedy showers. Each child is given a four minute shower timer to take home and test their family with. (See picture, above).

We are teaming with Southern Water at the South of England Show at Ardingly this year. Water will be the theme and the importance of using it wisely.

Sally Shower and Southern Water's Mr Save-It are helping Kent Scouts create a new regional headquarters at Lower Grange Farm near Maidstone.

Kent Scouts hope to build a sustainable, environmentally friendly site incorporating as many green technologies as possible, making the site a leading centre for youth development.

The water companies are together donating £6,000 to Kent Scouts which will go towards creating a rainwater harvesting system.

Kelvin Holford, from Kent Scouts, said: "We are extremely grateful for the donations. It will make the rainwater harvesting system idea become a reality and help promote the importance of this precious natural resource."

Lee Dance, South East Water's Head of Water Resources and Environmental, said: "It is so important that children understand the importance of water from a young age and that it should be used wisely."

Helen Sparkes, Southern Water's Communications Officer, said: "Not only will this system reduce the amount of drinking water flushed down the toilet, it will also help educate the scouts as they'll be able to monitor the amount of water being stored in the giant underground containers as well as how much of it is being used and where."

# emphasis on the need for water efficiency



**HISTORICAL AGREEMENT** – members of the Water Resources in the South East Senior Managers Group after agreeing (see story below) to develop a regional resource strategy. From left: Howard Davidson, Environment Agency (EA); Nick Roadnight, Portsmouth Water; Andy Neve, Portsmouth Water; Lee Dance, (back) South East Water; Martin Lunn, Northumbrian Water (Essex and Suffolk); Lester Sonden, Sutton and East Surrey Water; David Howarth, EA; Karen Gibbs, Consumer Council for Water (CCW); John Spence, (back) Southern Water; Suzanne Bayliss, Severn Trent Water; Pauline Smith, EA; Meyrick Gough, Southern Water; Tora Hallatt, EA; Carol Skilling, Defra; Clive Coley, EA; Nigel Hepworth, EA; David Bland, CCW; Paul Seeley, South East Water; Yvette de Garis, Thames Water; Paul Hope, Ofwat

## Agreement to produce regional resources strategy

While the seven public water supply companies in the London and South East area each have a statutory requirement to produce their own water resources management plans, they have taken this responsibility a significant step further by recently committing to developing a long-term overarching regional resources strategy to serve the more than 18 million people they supply.

With the majority of their 2009 plans now approved by the Secretary of State, the companies are preparing a regional resources model which they hope will provide a unified and practical strategy for the next 25 years which all companies will adhere to.

The companies expect to be able to incorporate the strategy within their Water Resources Management Plans when they next update them in 2014.

Collaborative work in previous years was targeted at identifying new water resource developments that might be needed in the South East. However, the current work is now expected to evaluate the opportunities provided by demand management activities – such as universal metering and water efficiency programmes – as well as the potential for inter-company transfers of water which might prove

beneficial in making best use of scarce resources in the South East.

The model is also going to attempt to take account of the measures that are likely to be needed to protect the water environment through reducing abstraction licences. These reductions are needed through the implementation of the European Habitats and Water Framework Directives.

The modelling work evaluates social and environmental aspects of each option as well as financial and carbon costs. It is expected to provide customers with:

- an indication of the likely developments and investigations required over the next 25 years
- an assurance that the security of water supplies will be maintained
- a strategy that will minimise the impact upon water bills and which balances the needs of consumers and the environment

The work is being managed with the help of the Environment Agency, Natural England, Ofwat and the Consumer Council for Water. Much of the work will be carried out by consultants working for the Environment Agency with significant contributions from each of the companies. The provisional strategy for the period from 2015 to 2030 is expected to be published in the autumn of 2012.

## Tap-in and be a winner!

Most people in the South East of England have heard of ways to avoid wasting tap water and a large number already have environmentally friendly habits when it comes to how they use it, new research\* reveals.

Now a new campaign, The Big Tap Challenge, aims to reinforce positive steps we can all take to use tap water wisely at home and encourage everyone to make a pledge to do their bit.

The campaign is being spearheaded by former Olympic athlete Kriss Akabusi, who stars in a short video highlighting simple ways people can use tap water wisely in and around their homes and gardens.

He says: "Leaving the tap running when you clean your teeth wastes around six litres of water a minute. If everyone in the UK who currently leaves the tap running when they brush their teeth turned it off we would avoid wasting 446 million litres of water a day."

Research by The Big Tap Challenge found that while a quarter of people in the UK are already washing fruit and veg in a bowl, half still do it under a running tap. There is also plenty of scope for everyone to use water more efficiently outdoors. Around a quarter of people already use a water butt and about 10 per cent use left-over washing up water on the garden, but a lot of people are still using tap water.

### Join Kriss in The Big Tap Challenge

Visit [www.bigtapchallenge.co.uk](http://www.bigtapchallenge.co.uk) and make a pledge to change the way you use your taps at home. People who make a pledge are automatically entered into a monthly draw with the chance to win some fun water-related prizes.

*\* In the South East only 13 per cent of people asked said they hadn't heard of ways to stop water being wasted. In the UK as a whole 74 per cent of people asked said they had heard of ways to make sure water isn't wasted. Research based on an ICM omnibus survey of 2,033 people across the UK questioned between December 16 and 20, 2010*



## Changes at the Environment Agency in the South East

The Environment Agency has been looking at how we protect people and the environment across the South East. In the past we managed the South East and London through our Southern and Thames teams. We have now merged these to form South East. This change will enable us to provide a stronger focus on environmental issues in the South East whilst also making some significant efficiency savings.

Howard Davidson is the Director of the new South East Management Team. For further details please contact Amber Joseph, Principal Communications Officer  
[amber.joseph@environment-agency.gov.uk](mailto:amber.joseph@environment-agency.gov.uk)

For further information you can contact your water supply company on:

Thames Water	0845 9200 888	<a href="http://www.thameswater.co.uk">www.thameswater.co.uk</a>
Portsmouth Water	023 9249 9888	<a href="http://www.portsmouthwater.co.uk">www.portsmouthwater.co.uk</a>
Southern Water	0845 278 0845	<a href="http://www.southernwater.co.uk">www.southernwater.co.uk</a>
South East Water	0845 301 0845	<a href="http://www.southeastwater.co.uk">www.southeastwater.co.uk</a>
Sutton and East Surrey Water	01737 772 000	<a href="http://www.waterplc.com">www.waterplc.com</a>
Veolia Water	01707 277110	<a href="http://www.veoliawater.co.uk">www.veoliawater.co.uk</a>



## Rango's precious message

Eleven UK water companies joined forces with an unlikely hero, Rango, to launch a water efficiency campaign this spring. Through an integrated marketing campaign, water saving and brand awareness messages have been delivered to 20 million customers in a new and exciting multi-channelled way.

Rango is the hero of the new blockbuster animated film starring Johnny Depp as the voice of the chameleon who saves the thirsty town of Dirt's water supply from evil villains.

The film contains strong messages about how water is precious and has helped deliver water saving messages to families across the nation.

The campaign is also backed by Waterwise, the water efficiency pressure group.

### RANGO'S TOP WATER SAVING TIPS

- keep a jug or sports bottle of water in your fridge – then you won't need to run your tap for cool water
- Take a shorter shower instead of a bath – save around 45 litres of water
- Turn off the tap when brushing your teeth – save about six litres of water a minute
- Washing clothes or dishes? Fully load your machine and save 11-32 litres of water.

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