

AffinityWater

Water Net Zero

Stakeholder Newsletter



– Winter 2023/2024

Updates

Our Water Trading Platform is well underway



Bidwell behaviour analysis shows fantastic results!

We are delighted to announce we are teaming up with B4T as our new smart metering partner



Meet The Team

What's your day-to-day look like working in the Water Neutrality Team?

The saying 'no day is the same' definitely isn't lost when talking about the project. The scale of the project is huge with linkage across so many elements of the business. As such there is a lot of stakeholder and partner engagement to drive the many different components forward. Current focus within the project has me building the standards for our Water Savings Market, arranging the deliver of our smart metering solution, and developing an industry risk review on water re-use.

What's your favourite part of the role?

Having spent 16 years in the industry within the Developer Services environment, I have been involved in growth for a long time. With water being a statutory service for domestic purposes and limited incentives, water hasn't been a priority for our developer customers, so sites have been built with little to no consideration on our water resources. The opportunity to make water a key consideration for new developments and growth is such an exciting prospect and seeing the engagement from all involved, including our developer customers is really encouraging that this can become a sustained change.



Julian Webster
Water Neutrality
Engineering
Manager

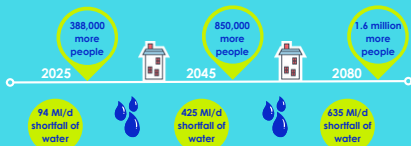
Water Trading

We are creating a market that will enable established homes and businesses to access their water usage and understand where they can make savings. These savings can be then sold as credits within the market.

New homes and business will have the opportunity to mitigate their environmental impact by buying water.

They can decide how many credits they need or want with the outcome of becoming Water Net Zero or Water Positive.

In doing so, this will drive water companies to meet water saving targets and place regulatory requirements on Developers to prevent impact on the natural environment.



Can you help?

We are currently looking for a third development site to trial water reuse, and we have the funding from Ofwat & Nesta to do this! If you are interested and would like to find out more, please get in touch with us:

dx@affinitywater.co.uk

Winter Water Saving Tip



Using the same mug all day for your hot drinks can save you 15 litres per day!

Bidwell Visit

– Winter 2023/2024

Julian Webster and Frankie Pumilia recently met Boni Sones OBE at our Bidwell site to talk about how we are working with the local community here to save water. You can listen to our podcast here:



[youtube.com/watch?v=T8UDBF_oCdg](https://www.youtube.com/watch?v=T8UDBF_oCdg)



The results are in...

The behaviour change analysis at Bidwell is now complete and the results are fantastic with the average water usage being **105 litres per person per day!**

382 pledges taken **⇒** **29%** the most popular pledge at 29% was using a watering can for gardening

22.8 litres per day **⇒** Average saved per day for non pledge takers

32.9 litres per day **⇒** Average saved per day for pledge takers



Take the "my water footprint" quiz to find out how much water you could save and to order your free water saving devices



Houghton Regis Leisure Centre

“ We are pleased to be working with Affinity Water on reducing our demand for water. We have been encouraged by the results so far which have been achieved by the use of clever water saving technologies such as tap restrictors, inlet valves and new shower heads. We are on course to save over 800,000 litres of water a year. ”

Houghton Regis Leisure Centre is proud to be creating a more sustainable environment for us all to live more securely in. Every drop of water we save is helping to make Bidwell West, one of the first water neutral new housing developments of its kind. Until Affinity Water approached us we had no idea that the small changes we have made could make such a big difference to saving water. ”

Net Zero



5.867 tonnes of carbon saved



We will be speaking at the WWT Innovation and Smart Water Conference on Thursday 14th March.

If you have or know of any events coming up please get in touch: dx@affinitywater.co.uk



are still in a "good" position thanks to the Autumn rainfall.