



Dŵr Cymru  
Welsh Water

# Water Efficiency – Stakeholder Pack

SUMMER 2022



AT WELSH WATER WE PUT A LOT OF WORK, ENERGY, AND LOVE INTO ENSURING EVERY COMMUNITY WE SERVE HAS A CONSTANT SUPPLY OF SAFE, CLEAN, FRESH DRINKING WATER.

But during the summer months, when demand increases, getting enough water through our pipes fast enough can be a challenge in some areas of the country.

Once again this summer, we are expecting Wales to be very busy with domestic tourists visiting our beautiful beaches and countryside as rising fuel and energy costs impact household discretionary spend and more people opt for UK holidays rather than travelling abroad. With Welsh Government research showing that Wales is the third most preferred UK destination to take an overnight trip in the summer, we predict that there will be an increase in demand expected between now and the end of September.

As a company, we are ramping up production at our water treatment works so that they are producing enough clean water to keep up with the demand. Regional work is also taking place to prepare popular tourism areas such as Pembrokeshire, Gwynedd, and Ceredigion for the influx of visitors. That's why we are asking for your help.

While we have enough water, we need our customers and those visiting Wales to play their part too by being mindful of how they use water and most importantly don't waste any of it.

Please help us remind residents and tourists about the importance of conserving water and how together we can all do our bit to help.



## HOW YOU CAN HELP

### WE CAN ALL DO OUR BIT.

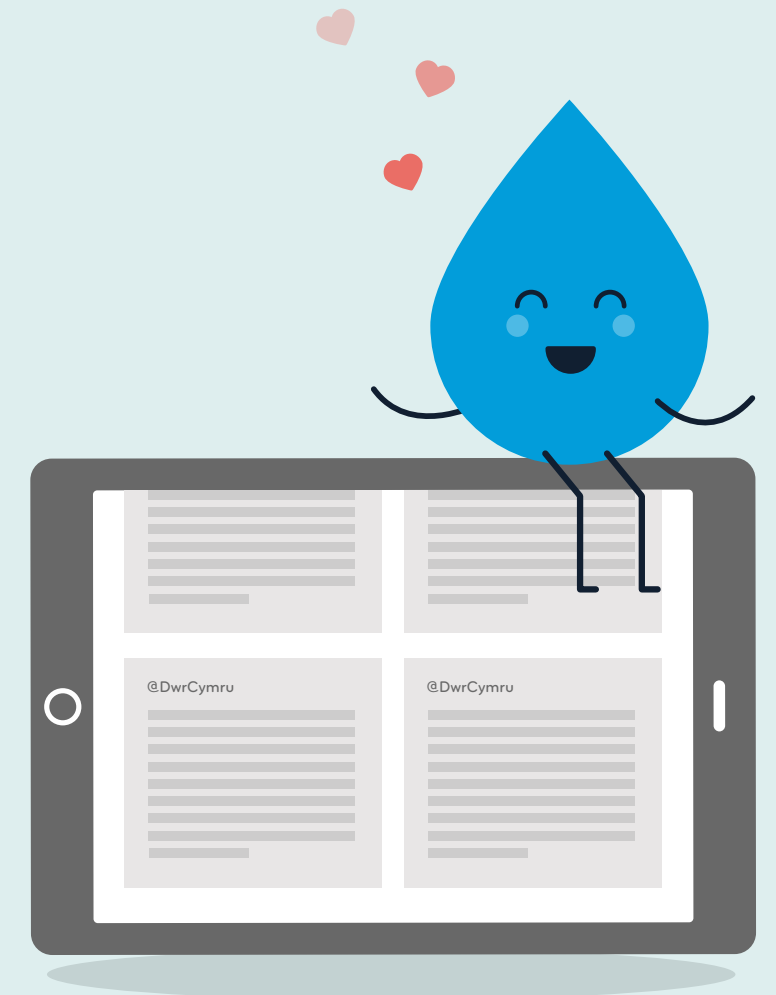


Post on social media using our pre-drafted posts to show your followers that you're supporting our drive to become more water efficient, signposting to [dwrcymru.com/SaveWater](https://dwrcymru.com/SaveWater) for more information. Remember to use **@DwrCymru** and use **#SaveWater** and please like and share our content with your followers.



Share the copy below to your intranets, websites, newsletters, and blogs to let people know about the need to save water.

PLEASE FEEL FREE TO USE THE BELOW COPY IN YOUR NEWSLETTER OR ON YOUR WEBSITE.

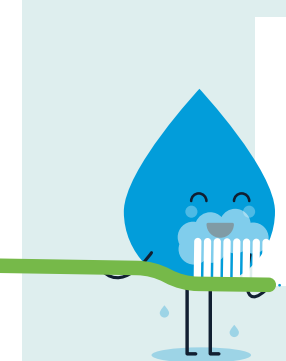


## MESSAGES FOR RESIDENTS


Every summer, thousands of tourists visit Wales to enjoy our beautiful beaches and countryside. This year, due to the rising costs of fuel and energy, more people will be choosing to take a holiday within Wales and the expectation is that our coastal towns and villages will be extremely busy. Naturally, we welcome holidaymakers to Wales and want them to enjoy their time here, but it will mean we need to stretch the water around more people than usual.

Welsh Water would like to take this opportunity to let you know that we are taking big steps to ensure we as a company are as fully prepared as possible, however we still ask tourists and residents to be mindful of their water usage over the summer months.


### HERE ARE SOME EASY WATER SAVING TIPS:




A running tap uses more than 6 litres of water every single minute so please turn off your tap while brushing your teeth, shaving or washing your face.



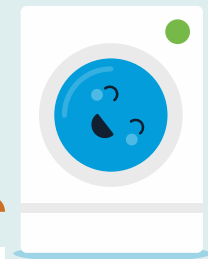
Take a shower instead of a bath.




Don't use a sprinkler on the lawn to keep it green – the colour will soon come back once it rains.



Don't fill the paddling pool to the top – and when you've finished, use the water on the plants in the garden.



Wait until the washing machine and dishwasher are full before putting them on.



Sign up to our Get Water Fit calculator.

Save Water Save Money. Our Get Water Fit calculator lets you to find out how much water you use every day and gives you access to free water saving products. If you're interested in finding out how much water you use, head on over to: [dwrcymru.com/GetWaterFit](http://dwrcymru.com/GetWaterFit)


And finally, if you spot a leak when you are out and about during the summer holidays, please be sure to let Welsh Water know on **0800 052 0130** (24 hours a day, 7 days a week).

For more information visit [dwrcymru.com/SaveWater](http://dwrcymru.com/SaveWater)

## MESSAGES FOR TOURISTS

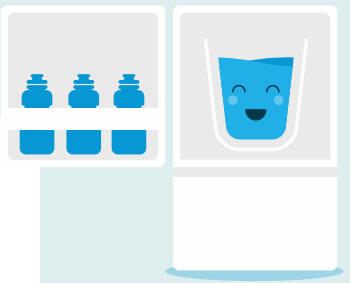
Whether you're staying in a hotel, caravan, tent, or cottage for your summer holidays there are things we can all do to use water wisely so that everyone has what they need.

### HERE ARE SOME EASY WATER SAVING TIPS:




Take a shower instead of a bath and try to keep your shower under 4 minutes.


TRY A  
**4 MIN**  
SHOWER!




Storing a jug of tap water in the fridge is a great way to have cool water to hand and uses less water than running the tap for ages. You could always infuse it with your favourite fruit and veg too.




Don't leave the tap running while washing hands or brushing teeth.



Wash dishes in a basin and then water plants with the left-over water.



When you make a cuppa, fill your kettle with only as much water as you need, you'll save both water and energy.



Wait until the washing machine and dishwasher are full before putting them on.

By using all the water you need, but being careful not to waste it, you can really help make a big difference. Visit [dwrcymru.com/SaveWater](http://dwrcymru.com/SaveWater) to find out more ways to save water.

# MESSAGES FOR LOCAL BUSINESSES

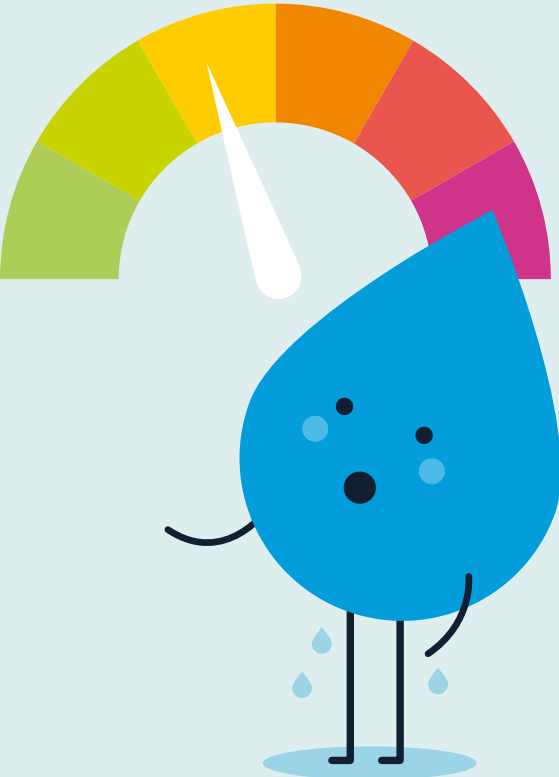
Welsh Water would like to take this opportunity to let you know that we are taking big steps to ensure we as a company are as fully prepared as possible, however we still ask businesses to be mindful of their water usage over the summer months.

Here are some easy tips:

## MONITOR YOUR WATER USAGE AND FIX ANY LEAKS

- Find, and if safe to do so, regularly read your meters and sub meters.
- Identify and fix leaks immediately. A marked increase in water usage may indicate a leak.
- Where possible, install a dishwasher and a water cooler to give employees direct access to cold water rather than having to run a tap.

[CLICK HERE TO  
DOWNLOAD WATER  
SAVING POSTERS FOR  
YOUR BUSINESS →](#)



## IN THE TOILET OR WASHROOM

- Buy water efficient equipment where possible.
- Fix any dripping taps.
- A control device, which stops flushing when the premises are not in use, can reduce water consumption by 70%.
- Older toilets can use up to 13 litres per flush. Try a water saving device such as a 'Hippo' or a 'Save-a-Flush' bag to reduce this.
- Check modern dual flush (button operated) toilets for leaks due to sticky buttons or passing valves, as they can waste over 250 litres an hour.
- Aerating showerheads can help reduce water use by up to 50%.

## GROUNDS

- Thousands of litres of water can be wasted every day on grounds maintenance. Hosepipes and sprinklers use more water in one hour than a family of four use in a day.
- High pressure spray jettors can use less water than conventional hoses as they use pressure instead of a large volume of water.
- Consider collecting rainwater in a tank or butt and using it for watering plants and shrubs.

## CLEANING

- When washing vehicles or equipment consider recycling the water. Look for opportunities to reduce or prioritise window cleaning activities.





## DID YOU KNOW?

The average person uses 176 litres of water a day, that's almost 310 pints!

A shower saves approximately 20 litres of water compared to a bath

Since COVID water usage has increased by 12%

A dishwasher uses around 20-40 litres of water per load

Turning off the tap while brushing your teeth saves around 10 litres of water

Welsh Water are finding and fixing 120 leaks a day to reduce leakage and wastage on the network

By using all the water you need, but being careful not to waste it, you can really help make a big difference.

Visit [dwrcymru.com/SaveWater](https://dwrcymru.com/SaveWater) to find out more ways to save water.

## SOCIAL MEDIA CONTENT

Feel free to use these social media post templates and accompanying graphics.

Did you know? Turning off the tap whilst brushing your teeth could save 10 litres of water – that's a bucketful! We're supporting @DwrCymru to use a bit less water this summer, and you can too. Water is precious, let's not waste it. [dwrcymru.com/savewater](https://dwrcymru.com/savewater) #SaveWater

### TURN THE TAP OFF



WHEN  
BRUSHING TEETH

Water is precious, even on holiday. Top tip from @DwrCymru. Don't forget to turn off a running tap after washing your hands. For water saving tips visit [dwrcymru.com/savewater](https://dwrcymru.com/savewater) #SaveWater

### TURN THE TAP OFF



WHEN  
LATHERING HANDS

We're supporting @DwrCymru to use a bit less water. When you make a cuppa, fill your kettle with only as much water as you need, you'll save both water and energy. Water's precious, let's not waste it. For more water saving tips go to [dwrcymru.com/savewater](https://dwrcymru.com/savewater) #SaveWater

### SAVE MONEY AND TIME



FILL THE KETTLE  
JUST ENOUGH

And follow the social media channels:

Twitter [@DwrCymru](https://twitter.com/DwrCymru)

Facebook [@DwrCymruWelshWater](https://facebook.com/DwrCymruWelshWater)

Instagram [@DwrCymruWelshWater](https://instagram.com/DwrCymruWelshWater)