

Chapter 1

Key outputs

Water service - 1

Covering:
Promoting the efficient use of water

Chapter 1

Key outputs

Water service - 1

Guidance

This table has 28 30 standard lines covering a suite of water efficiency activities. The table also provides the opportunity for the company to enter information about additional water efficiency activity in lines 31 and onwards. It covers:

Promoting the efficient use of water

- Water saving and reductions in consumption
- The company's strategies and activities

This information is used to monitor and compare company performance. It may be published, in summary, in the annual report on company performance produced by NIAUR.

Lines 1 – 28: Promoting the efficient use of water

This section describes the company's activities to promote the efficient use of water by their customers and the impact on water delivered to those customers.

Confidence grades should be assigned as:

- B1 – B3: if devices are fitted by company staff, then up to 100% installation rates can be achieved;
- C3 – C5: if devices are distributed at the request of the customer installation rates between 60 – 70% can be achieved;
- D4 – D5: if devices are distributed via a blanket mail shot then assume installation rates will be between 10 – 25%.

If installation rates are based on actual market research, then an 'A' reliability band and an appropriate accuracy band may need to be considered.

Company commentary

Data should be supported by a description, setting out the key elements of the company's strategies to promote the efficient use of water by its customers and explaining the policies underlying these figures. The company should compare progress against targets from either previous annual information returns or its water efficiency plan (a copy of the company's current water efficiency plan should be included as an annex to the commentary).

Lines 1- 22 concern household customers.

Lines 23 - 28 concern non-household customers.

Lines 29 and 30 concern the total water savings and costs of the water efficiency programme.

Lines 31 onwards relate to additional activities directed at both household and non-household customers. All activities that involve the delivery of a measurable input should be included.

The company should bring to our attention outputs or policy changes after the end of the reporting year. If the company has departed from the strategies indicated in its water efficiency plans the reasons should be explained and justified.

Block A**Lines 1 - 8: Households - leakage**

The company should describe the key elements of any action being undertaken to promote reduction of supply pipe leakage and in particular its supply pipe repair/replacement policies. This should include, where relevant:

- how the company promotes its free repair/replacement policy;
- what restrictions, if any, are applied to free repairs/replacement (e.g. first leak only);
- what, if any, subsidised repairs/replacements are carried out;
- a breakdown of those pipes repaired/replaced by the company (or someone acting on its behalf) and those repaired/replaced by the customer;
- comments on any changes in activity and policy from the previous unregulated year; and
- explain why supply pipe repairs/replacements were charged to the customers, if any.
- explain reasons for any significant difference in approach/policy to that employed by the water companies in England and Wales

The company should:

- state the reduction in repair/replacement time it considers exists as a result of its free repair/replacement schemes; and
- expose the time taken to repair the leak prior to the introduction of the free repair/replacement scheme and the average repair time that is now estimated.

Total savings achieved/assumed

Where appropriate the following requirements should apply:

- Total supply pipe water savings should be based on the reduction in repair time attributable to the offer of the free or subsidised repair/replacement scheme, supply pipe leakage flow rates and hour/day factors.
- All assumptions for example flow-rate and hour/day factor should be exposed and any changes in assumptions between years explained. The company should also explain if and why assumptions differ from those used for the leakage calculation in table 10.

Total cost of the initiative

- a description of the costs in 2010-11 of the company's free and subsidised supply pipe repair and replacement strategies (including costs of staff employed chiefly on these initiatives). Please provide a breakdown of the costs in terms of capex and opex. The costs of the company subsidised supply pipe repair and replacement should be confined to those additional costs incurred by the company i.e. net of any customer contribution.

Block B**Lines 9 - 22: Households – Water efficiency methods**

The company should:

- describe the key elements of its strategy in promoting the efficient use of water; and
- include clear descriptions of the empirical basis or key assumptions on which estimated savings are based.

This should include:

Households – cistern devices (lines 9 - 12)

- a description of how customers are made aware of cistern devices (e.g. company literature/media influence etc); how they are distributed (e.g. promotions/supermarket/trial/widespread/mail shot/on request/other); specifying the type(s) of device (e.g. Hippo/Save A Flush/bottle etc) and its intended water saving (e.g. 1/2/3 litres); and what advice accompanies the device;
- the number distributed and the number assumed to be installed by the customer (explaining the assumptions on customer take-up) including those installed by the company. Please explain if the reported figures are an actual or an estimate. If they are based on market research, please provide a copy of the full results in an accompanying annex;
- brief details and results of any research into customers' attitudes to these devices, and whether this has affected their behaviour;
- an estimate of the impact of these initiatives in terms of water savings achieved through reduced flush volume. Please explain whether the savings are calculated (theoretical) or not, and the underlying assumptions used (e.g. number of flushes, average saving per flush etc);
- if savings are based on DMA trials, a copy of the results in an accompanying annex; and
- a description of the costs in the report year associated with the company's promotion and distribution of cistern devices (including costs of staff employed chiefly on these initiatives). Please provide a breakdown of the costs in terms of capex and opex.

Households – Water butts (lines 13-16)

- a description of how customers are made aware of water butts (e.g. company literature/media influence etc); how they are distributed (e.g. promotions/garden centres/widespread mail shot/on request/other); specifying the type(s) of device (e.g. size) and its intended water saving;
- a description of any partnership deals or subsidies associated with the promotion and distribution of water butts;
- the number distributed and the number assumed to be installed by the customer (explaining the assumptions on customer take-up) including those installed by the company. Please explain if the reported figures are an actual or an estimate. If they are based on market research, please provide a copy of the full results in an accompanying annex;
- brief details and results of any research into customers' attitudes to these devices, and whether this has affected their behaviour;
- an estimate of the impact of these initiatives in terms of water savings achieved. Please explain whether the savings are calculated (theoretical) or not, and the underlying assumptions used (e.g. volume of water butts, number of times filled and emptied etc); and
- a description of the costs in the report year associated with the company's promotion and distribution of water butts (including costs of staff employed chiefly on these initiatives). Please provide a breakdown of the costs in terms of capex and opex.

Households – Water audits (lines 17-22)

- the number of self-audit packs distributed by the company to households – please provide a copy of this advice/literature in an accompanying annex;
- the number and description of audits made by the company to customers' homes. Include, details of measures installed, water saving capabilities of appliances etc. Please provide a copy of the results in an annex;
- brief details and results of any research into customers' attitudes towards these packs;
- an estimate of the impact of these initiatives in terms of water savings achieved. Please explain if the savings are based on actual DMA trials, if so can you provide a copy of the full results in an accompanying annex; if they are calculated (theoretical) please explain the underlying assumptions (e.g. number and type of devices installed, water saving capabilities and sample number etc); and

- a description of the costs in the report year associated with the company's household water audit programmes (including costs of staff employed chiefly on these initiatives). Please provide a breakdown of the costs in terms of capex and opex.

Block C

Lines 23-28: Non-households – water efficiency methods

- the number of self-audit packs distributed by the company to non-households – please provide a copy of this advice/literature in an accompanying annex;
- the number of water audits carried out by the company (or its contractors) for commercial customers;
- brief details and results of any research into customers' attitudes towards these audit packs;
- an estimate of the impact of these initiatives in terms of water savings achieved. If they are calculated (theoretical) please explain the underlying assumptions (e.g. type of audits recommended/completed, water saving capabilities and sample number etc); and
- a description of the costs in the report year associated with the company's non-household water audit programmes (including costs of staff employed chiefly on these initiatives). Please provide a breakdown of the costs in terms of capex and opex.

Block D

Lines 29-30: Totals

- an estimate of the impact of these initiatives in terms of water savings achieved. This should include:
 - water savings from activities in blocks A, B and C of table 1;
 - water savings associated with the activities entered by the company in block E of table 1; and
 - any water savings that can be estimated for further water efficiency activities that are only described in the company's commentary to table 1;
- the commentary should cover a description of the impact of all of the above initiatives in promoting the efficient use of water. This should include:
 - the estimated impact on per capita consumption for business and household customers separately, and between measured and unmeasured customers in each of these categories; and
 - a description of any other known factors affecting per capita consumption.

Figures should be consistent with those quoted in tables 7 and 10 of the return;
- a description of the overall costs in 2010-11 of the company's water efficiency activities. This should include costs associated with the three categories of activity listed above. (including costs of staff employed chiefly on these initiatives). Please provide a breakdown of the costs for individual initiatives in terms of capex and opex. If actual costs are not available, please provide an estimate and explain the basis for the cost/estimate in the commentary.

Lines 31 onwards: Other water efficiency methods

- the number of 'other' water efficiency actions directed at household and non-households (e.g. self-audit packs to institutions, water regulation [plumbing] inspections, taps rewashered etc) – please provide a copy of any advice/literature associated with these activities in an accompanying annex;
- brief details and results of any research into customers' attitudes towards these activities;
- an estimate of the impact of these initiatives in terms of water savings achieved. If they are calculated (theoretical) please explain the underlying assumptions (e.g. type of audits recommended, water saving capabilities and sample number etc); and

- a description of the costs in 2010-11 associated with these 'other' activities (including costs of staff employed chiefly on these initiatives). Please provide a breakdown of the costs for in terms of capex and opex;
- the company can add lines as required.

Other initiatives – not collected in table 1 but should form part of the commentary

A description of any other initiatives progressed by the company, including:

- the key elements of the company's customer information strategy, including numbers of leaflets distributed and/or meetings held;
- the key elements of the company's public education strategy;
- how these are promoted and level of activity; the commentary should distinguish between information issued to every customer; or targeted to particular groups or areas; or available on request;
- progress on any other initiatives, e.g. with developers;
- brief details and results of any research into customers' attitudes towards these initiatives and whether they have changed; and
- the estimated impact of these strategies on customers' consumption in terms of water savings achieved. Please explain the assumptions underlying the estimated savings.

Water efficiency monitoring/research/trials

Please complete the table below for each trial/research project undertaken or ongoing in the report year.

List of company monitoring research trials

Type of trial/research	Start date	Completion date	Results provided in AIR11 annex (yes/no)

- the company is required to provide a full copy of the results of each trial/study completed in the year as an annex to the return. If the results are not yet available please state when they are expected.

Amendments/additions to the company's strategy

At the end of the report on the company's strategy, there should be a brief section to provide an update on how the company has reviewed the effectiveness of its strategy. This should cover:

- the outcome of the annual review (and when this was undertaken);
- any additional initiatives/strategies to be introduced/being considered which have been introduced during the current report year and the reasons for these; and
- any other changes (e.g. initiatives ended/to be discontinued) and the reasons for these changes.

The company should;

- provide a breakdown of all savings that contribute to the total savings reported in line 29. This should include saving from supply pipe leakage (arising from free repair/replacement policy), cistern devices, household audits, non-household audits and as a result of other household water saving devices installed; and

- for line 30 please provide a breakdown of costs in terms of capex and opex and for the elements of the strategy e.g. leakage, cistern devices, household audits, non-household audits, water butts.

Guidance to Reporter

The reporter should comment on whether the company has, or has not, referred to or made use of Ofwat's 'Water efficiency initiatives – good practice register' when considering activities to pursue with regard to their water efficiency programmes.

Reporters are expected to comment on whether:

- the company's figures for the report year are actuals or reasonable estimates;
- the assumptions underlying estimated water savings are explained and are reasonable given the inherent difficulties. Reporters should ensure that savings are not double counted;
- the company's description of its progress on measures to reduce consumption accurately reflects the company's strategy for promoting the efficient use of water; and
- the figures in this section, where they are reported on elsewhere in the return (e.g. leakage), are consistent between the sections.
- Comment on any significant differences in company approach/policy to that employed by the water companies in England and Wales

Table 1 line definitions
A HOUSEHOLDS – LEAKAGE

1	Number of household supply pipes repaired	nr	Odp
Definition	The total number of household customers' supply pipes repaired in the report year. Include: - <ul style="list-style-type: none"> • pipes repaired by the company; • pipes repaired by sub-contractors on the company's behalf; and • pipes repaired by the customer in response to a waste notice or with company subsidy. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

2	Number of household supply pipes repaired - free	nr	Odp
Definition	The total number of household customers' supply pipes repaired as at line 1, above which were repaired free of charge. Include: - <ul style="list-style-type: none"> - pipes repaired free of charge by the company; - pipes repaired by sub-contractors on the company's behalf; and - pipes repaired by the customer, but where the company subsequently reimburses the customer for the total cost. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

3	Number of household supply pipes repaired - subsidised	nr	Odp
Definition	The total number of household customers' supply pipes repaired as at line 1 above, which were repaired, at a subsidised cost to the customer. Include: - <ul style="list-style-type: none"> - pipes repaired at a subsidised cost by the company; - pipes repaired at a subsidised cost by sub-contractors on the company's behalf; and - pipes repaired by the customer, but where the company subsequently reimburses the customer for part of the cost. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

4	Number of household supply pipes replaced	nr	Odp
Definition	The total number of household customers' supply pipes replaced in the report year. Include: - <ul style="list-style-type: none"> - pipes replaced by the company; - pipes replaced by sub-contractors on the company's behalf; and - pipes replaced by the customer in response to a waste notice or with company subsidy. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

5	Number of household supply pipes replaced free	nr	0dp
Definition	The total number of household customers' supply pipes replaced as at line 4, which were replaced free of charge. Include: - <ul style="list-style-type: none"> - supply pipes replaced free of charge by the company; - supply pipes replaced by sub-contractors on the company's behalf; and - supply pipes replaced by the customer, but where the company reimburses the customer for the total cost.. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

6	Number of household supply pipes replaced - subsidised	nr	0dp
Definition	The total number of household customers' supply pipes repaired as at line 4 above, which were replaced, at a subsidised cost to the customer. Include: - <ul style="list-style-type: none"> - supply pipes replaced at a subsidised cost by the company; - supply pipes replaced at a subsidised cost by sub-contractors on the company's behalf; and - supply pipes replaced by the customer, but where the company reimburses the customer for part of the cost. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

7	Total savings achieved/assumed	MI/d	2dp
Definition	The total savings achieved as a result of the offer of the free and subsidised repair/replacement scheme in lines 2, 3, 5 and 6. The savings should isolate the effect of the free repair/replacement offer, rather than attribute all supply pipe leakage reductions since free repair/replacements were introduced to that offer. See general guidance for lines 1-6.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

8	Total cost of initiative	£000	2dp
Definition	The total cost is required for 2010-11. The costs of the company's free and subsidised supply pipe repair and replacement should be confined to those costs incurred by the company i.e. net of any customer contributions.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

B HOUSEHOLDS – WATER EFFICIENCY METHODS

9	Number of cistern devices distributed to households	nr	0dp
Definition	The total number of cistern devices to reduce flush volume distributed to households in the report year by the company or a contractor on its behalf. Include: <ul style="list-style-type: none"> - devices issued at promotions; - devices sent at the request of the customer; and - a blanket mail-shot of cistern devices. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

10	Number of cistern devices installed	nr	0dp
Definition	The total number of cistern devices to reduce flush volumes installed in the report year by household customers or the company. Please explain in the commentary the basis of any estimated figure.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

11	Total savings achieved/assumed	MI/d	2dp
Definition	Total water savings achieved as a result of the installation of cistern devices.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

12	Total cost of initiative	£000	2dp
Definition	The total cost is required for the report year		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

13	Number of water butts distributed to households	nr	0dp
Definition	The total number of water butts distributed to households in the report year by the company or a contractor/partner on its behalf. Include: <ul style="list-style-type: none"> - water butts issued at promotions or as prizes; - water butts requested by customers; and - water butts subsidised at garden centres. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

14	Number of water butts installed	nr	0dp
Definition	The total number of water butts installed in the report year by household customers, the company or its contractors. Please explain in the commentary the basis of any estimated figure.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

15	Total savings achieved/assumed	MI/d	2dp
Definition	Total water savings achieved as a result of the installation of water butts.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

16	Total cost of initiative	£000	2dp
Definition	The total cost is required for the report year.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

17	Number of water audit packs distributed to households	nr	0dp
Definition	The total number of self-water audit packs distributed by the company to its household customers in the report year, including: <ul style="list-style-type: none"> - audit packs issued at promotions; - audit packs requested by the customer (letter, e-mail, website); - audit packs distributed at events, visitor centres etc; and - blanket mail-shot of audit packs. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

18	Total savings achieved/assumed	MI/d	2dp
Definition	Total water savings achieved as a result of the promotion and distribution of self-audit water packs.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

19	Total cost of initiative	£000	2dp
Definition	The total cost is required for the report year.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

20	Number of water audits carried out by the company in households	nr	0dp
Definition	The total number of water audits completed by the company or on behalf of the company by a contractor on household water consumption. Include visits to household customers to advise on ways of saving water.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

21	Total savings achieved/assumed	MI/d	2dp
Definition	Total water savings achieved as a result of household water audits (and advice) carried out by the company or by a contractor.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

22	Total cost of initiative	£000	2dp
Definition	The total cost is required for the report year.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

C NON-HOUSEHOLDS – WATER EFFICIENCY METHODS

23	Self-audit water packs distributed to commercial customers by the company	nr	0dp
Definition	The number of self-water audit packs/leaflets distributed to commercial customers in the report year by the company (commercial customers include all non-household customers other than institutions).		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

24	Total savings achieved/assumed	MI/d	2dp
Definition	Total water savings achieved as a result of the promotion and distribution of self-audit water packs to commercial customers.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

25	Total cost of initiative	£000	2dp
Definition	The total cost is required for the report year.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

26	Water audits at commercial premises completed by co. or agent	nr	0dp
Definition	The number of water audits completed for commercial customers by the company (or its contractors) in the report year. (Commercial customers include all non-household customers other than institutions). Do not include visits to customers where the main purpose of the visit is to carry out water regulation (plumbing) inspections; these visits should be reported in block E.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

27	Total savings achieved/assumed	MI/d	2dp
Definition	Total water savings achieved as a result of non-household water audits (and advice) carried out by the company or by a contractor.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

28	Total cost of initiative	£000	2dp
Definition	The total cost is required for the report year.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

D TOTALS

29	Total savings achieved/assumed	MI/d	2dp
Definition	The total water savings achieved/assumed as a result of the company's water efficiency strategy. This should include: <ul style="list-style-type: none"> - water savings from activities in blocks A, B and C of the table 1; - water savings associated with the activities entered by the company in block E of table 1; and - any water savings that can be estimated for further water efficiency activities that are only described in the company's commentary to table 1. 		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

30	Total cost of initiatives	£000	2dp
Definition	The total cost of the initiatives and actions listed in line 29 is required for the report year.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

E OTHER WATER EFFICIENCY METHODS

31	Company choice- enter description	nr	0dp
Definition	The number of 'other' water efficiency actions directed at household and non-households (e.g. self-audit packs distributed to institutions, water regulation (plumbing) inspections, taps rewashered etc).		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

32	Total savings achieved/assumed	MI/d	2dp
Definition	Total water savings achieved as a result of the 'other' water efficiency activity.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

33	Total cost of initiative	£000	2dp
Definition	The total cost is required for the report year.		
Primary Purpose	Checking compliance with statutory and Licence requirements.		
Processing rule	Input		
Responsibility	Network Regulation Team		

CHANGE CONTROL SHEET

CHAPTER 1

2008/1.0	First issue of chapter for the SBP period
2009/1.0	Second issue of chapter for the SBP period – No amendments
2010/1.0	Third issue of chapter for the SBP period - No changes
2010/1.0	First issue of chapter for the PC10 period - No changes