

Per capita consumption

Our commitment is to reduce water use by 12.5% by 2025, through metering, inspiring our customers to use less, and through water-efficiency devices.

PCC is the metric used by the water industry to measure water use in the home.

While we have not hit our target, we continue to make progress towards our challenging ambition to achieve a significant reduction in demand for water. We have achieved 27.2Ml/d savings via all our demand management initiatives.

We took on a new supplier at the start of the year to run over 20,000 in-home and virtual home water-efficiency checks, and completed over 1,400 internal repairs.

Our metering programme continues, with over 50,000 meters installed so far this year. We now have approximately 72.3% of households in our central region on a metered supply.

Our innovative Save Our Streams campaign, the biggest water saving campaign in the UK, continues to help our customers start their water saving journey. In 2022, a further 91,000 customers signed up to the water saving campaign taking the total of 240,000 sign-ups.



Case study

Investing in our network for a sustainable future

A new trunk main from Black Fan Road to Digswell will enable changes to abstraction licences at two of our groundwater sources (Fulling Mill and Digswell.)

The project will see 3km of new 300mm and 400mm pipeline installed, including two pressure controlled and metered connections into our existing mains network. Detailed design for the scheme started in July 2022 with hydraulic completion of the pipeline scheduled for September 2023.

This £2.6 million investment will enable us to deliver reduced groundwater abstraction by December 2024 with our source at Fulling Mill having zero abstraction at all times (post December 2024) and licensed average abstraction at Digswell reducing from 7.2Ml/d to 1.5Ml/d. Our peak license of 8.1Ml/d will remain unchanged.

These reductions form part of our AMP7 Sustainability Reductions programme which was agreed with the Environment Agency and costs included within our PR19 Ofwat Business Plan.

The project is a critical element in delivering groundwater abstraction reduction which will contribute to improvement to river flows and local ecology along the River Mimram.

This investment also delivers improved network resilience through the two new connections and maintains the same level of security of supply and water quality to the 21,000 properties affected by the reduction in abstraction.

UNSDGs

Our alignment with the UN Sustainable Development Goals

