

Case Study

Blue Deal – Water & Energy Efficiency Pilot

Background

Large areas of the South Downs National Park are declared as being in 'water stress'. Increases in population, new housing and a changing climate are predicted to place significant challenges on the delivery of sustainable water supplies in the future. Southern Water provides drinking water to almost one million customers. Much of this is abstracted from the rivers and aquifers of the National Park.

Future demands can only be met through a combination of the development of new water resources and managing/reducing the existing demand through water efficiency measures.

This 'Blue Deal' pilot, a partnership project between the South Downs National Park Authority and Southern Water, represented the trial of a water efficiency initiative to 1) reduce water demand from small businesses across the National Park and 2) reduce their associated water and energy costs.



The Horse Guards Inn, Petworth

The project

Three local small businesses received a free 'efficiency audit' and retrofit of water saving and energy (lighting) products – The Horse Guards Inn, Petworth; The Elstead Inn, Elstead; and Hair Solutions, a hair salon in Storrington.

The audit and intervention measures included toilet flush systems, tap aerators, aerating shower heads, water butts and lighting.

“We want to reach every one of our customers...to help us secure a reduction of six million litres of water per day in the water-stressed South East. This, in turn, will help protect our environment and wildlife.”

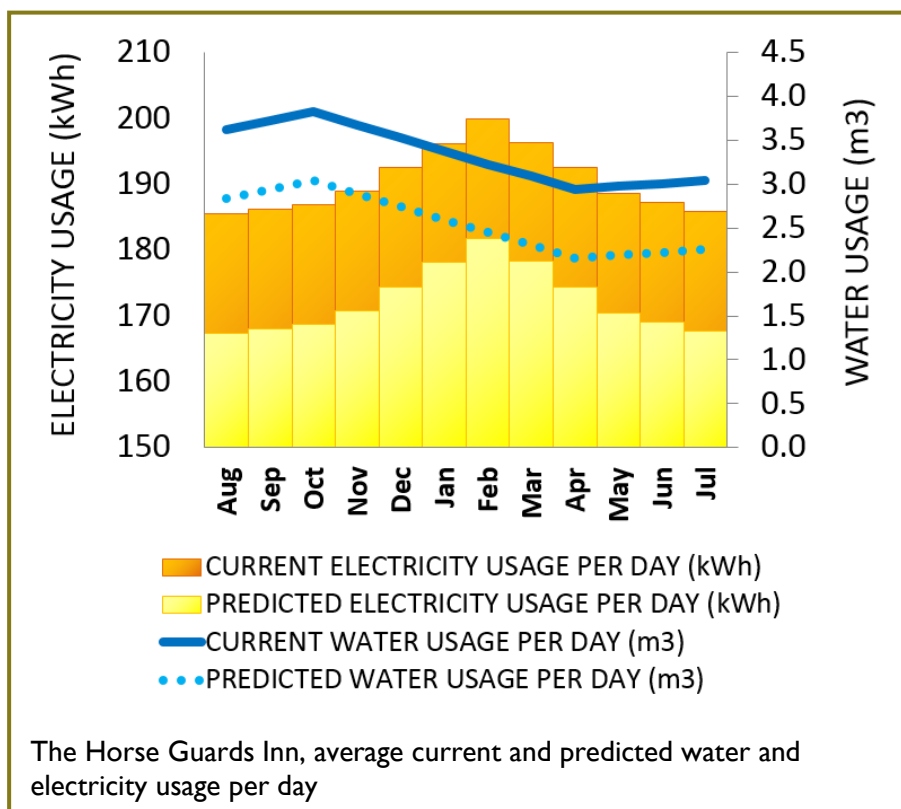
Matthew Wright, Chief Executive Officer, Southern Water

The outcome

For the Horse Guards Inn, average calculated monthly savings are predicted to be £159.20, with £76.57 attributed to electricity and £82.63 to water. With a total product and installation cost of £3353.23, it is estimated that the project will have a full return on investment (ROI) within 22 months.

For the Elstead Inn, average calculated monthly savings are predicted to be £70.57, with £32.14 attributed to electricity and £38.43 to water. With a total product and installation cost of £2319.05, it is estimated that the project will have a full ROI within 33 months.

For Hair Solutions, average calculated monthly savings are predicted to be £25.70, with £18.91 attributed to electricity and £6.79 to water. With a total product and installation cost of £573.35, it is estimated that the project will have a full ROI within 22 months.



The future

This information will be used to help justify and inform Southern Water’s 2015-2020 water efficiency programme.

Many rivers and aquifers of the South Downs National Park are failing Water framework Directive standards due to abstraction pressures. Therefore, reductions in demand such as those demonstrated through this pilot, mean a reduction in daily abstraction from the National Park. This links directly to Purpose 1 of National Parks – to conserve and enhance the natural beauty, wildlife and cultural heritage.

The associated reduction in water and electricity bills for small businesses across the South Downs National Park links directly to the Duty of National Parks – to seek to foster the economic and social well-being of local communities.

This work demonstrates how effective partnership working and the generation of robust evidence can direct the work of partners into the National Park, helping to achieve greater outcomes.

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