



Water efficiency Cumbria in Bloom

November 2021

Haweswater November 2021

United Utilities and Cumbria in Bloom



- United Utilities is delighted to support Cumbria in Bloom with a three year sponsorship
- Working with community groups in Cumbria is close to our hearts and gardeners play an important part in helping to share our water saving messages



Saving water in the garden

- The RHS estimate as much as 205 billion litres of water per year (enough to fill one billion water butts) is used by homeowners outside, with a large proportion of this used in the garden.
- While plants are known to be beneficial for health, wellbeing and the environment, making small changes help save water, reduce surface water run-off and flood risk, promote healthier soils that store more carbon, and create stronger, more climate-resilient gardens.
- The greatest saving is thought to come from not watering lawns during dry spells. If just one in ten households with average sized gardens pledged not to use a hosepipe or sprinkler system on their lawns, the amount of water saved would fill as many as 383 million baths.
- But even simple ideas like using drip trays to catch water from pots and tubs could make a difference, with a saving of more than 3.3 million baths of water each year.



United Utilities working with the RHS

- Climate resilience is one of the biggest challenges facing all of us and water availability is a key area where we need to adapt.
- Here in the North West we are increasingly seeing extreme weather patterns. There can be prolonged dry spells and then we get sudden heavy downpours. It can be a real challenge, not just for the plants in our gardens but also for water supplies and drainage systems.
- That's why we have teamed up with the RHS - we are both committed to environmental sustainability and engagement with local communities.
- Our Garden of Resilience which is now permanently on display at RHS Bridgewater, demonstrates how surface water management and sustainable drainage techniques can support water efficiency while being fun and really stylish.
- Our sponsorship of local ITV weather means that we also benefit from the insight of their weather experts, here we have a video from Jo Blythe about changing weather patterns



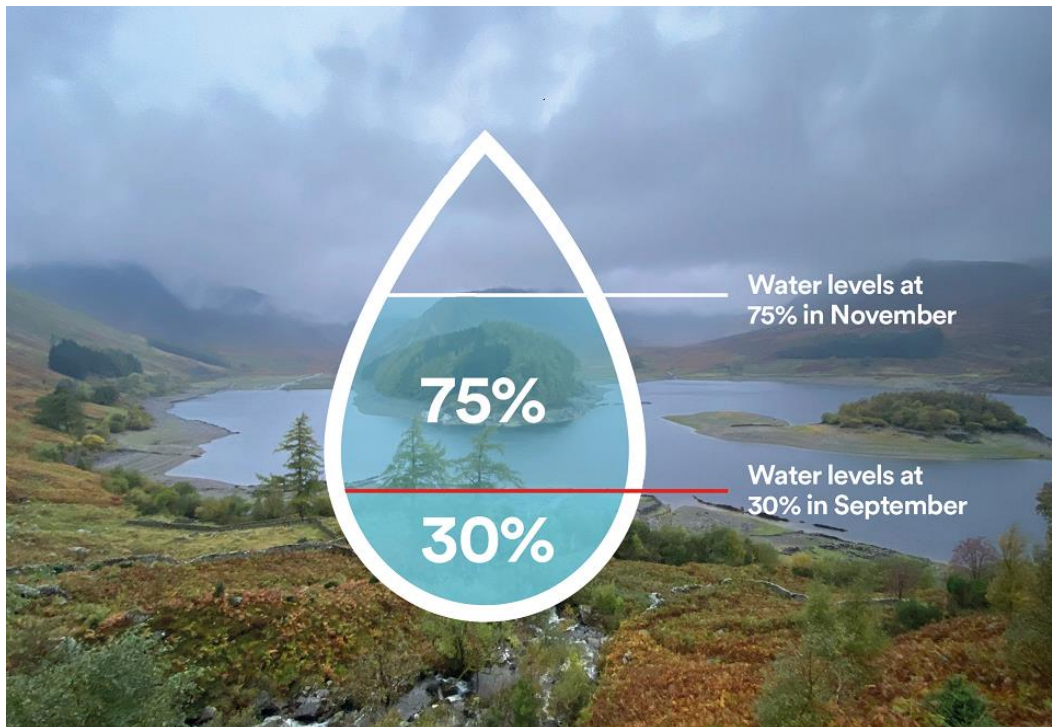
Reservoir watch – a look at Haweswater reservoir 2021

- We saw a dramatic fall in our reservoir storage over June to September
- Our most affected were key reservoirs in the Lake District, particularly Haweswater and Thirlmere - these supply a large number of people in the NorthWest with their water
- At its lowest during September, Haweswater was only 30% full



Saving water – not just for summer

- The images of how low the reservoirs were made national headline and resulted in people making more effort to save water
- Our next campaign will talk to people about how important it is to save water all year round
- We'll continue to talk to customers about where their water comes from and the impact of changing weather patterns and increased usage has on the water supply
- We ideally like to keep the reservoirs around 80% full levels all year round to ensure resilience of supply
- Show customers how easy it is to save water

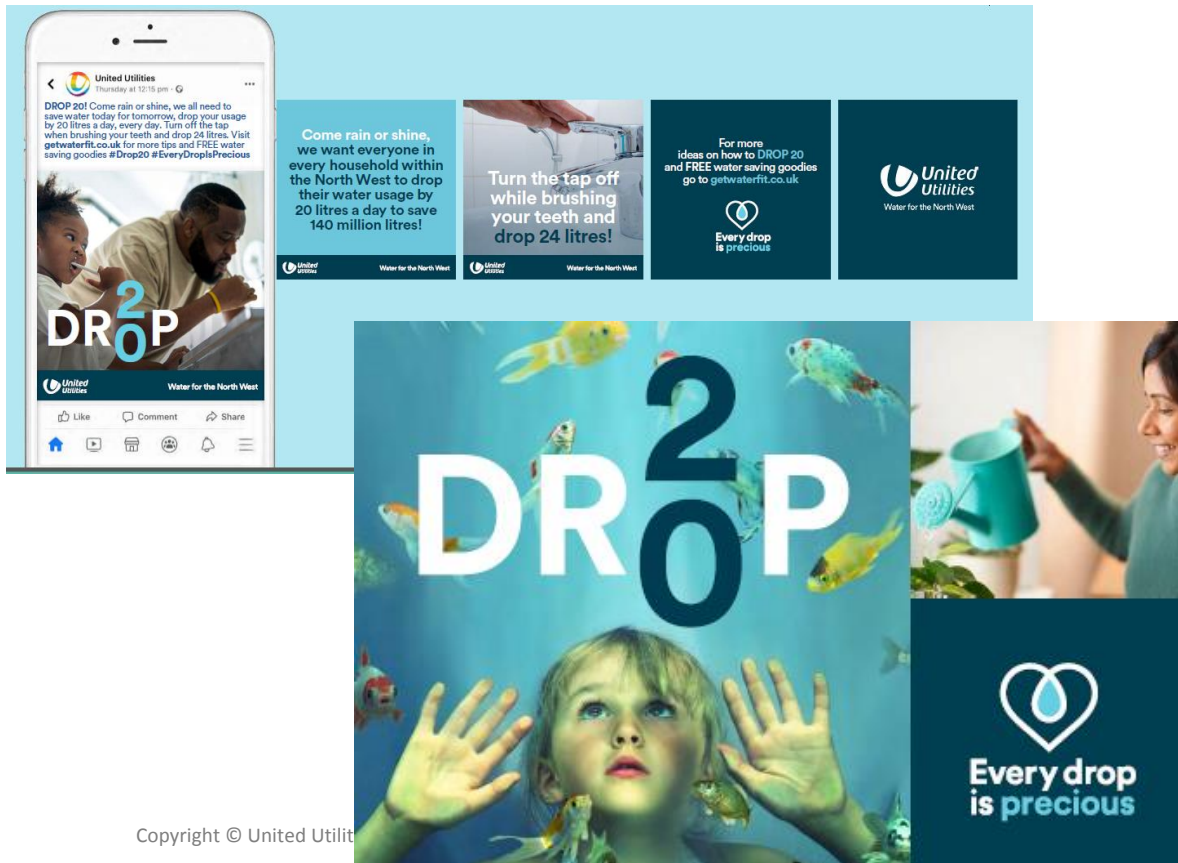


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Drop 20 litres a day – our next campaign

- As well as asking people to turn the tap off when they brush their teeth, skip a load on the washing machine or spend a minute less in the shower, we're also asking everyone to save and conserve water however and wherever they can.
- Every drop is precious, so whether it's a cup, a bucket, a water butt or two, every time you save water, re-use or use rainwater and don't turn on the tap, you reduce demand on the environment and enable the reservoirs stay full
- Look out for our next campaign – Drop 20 to show customers how easy it is for each of us to save 20 litres each everyday



Get water fit – other ways to save

- Join over 65,000 people in the North West that have signed up to Get Water Fit
- We provide FREE water saving gadgets to help save water, energy and money
- An easy way to track your water usage and take on the challenges and we'll make a donation to charity



Thank you