

Per Capita Consumption

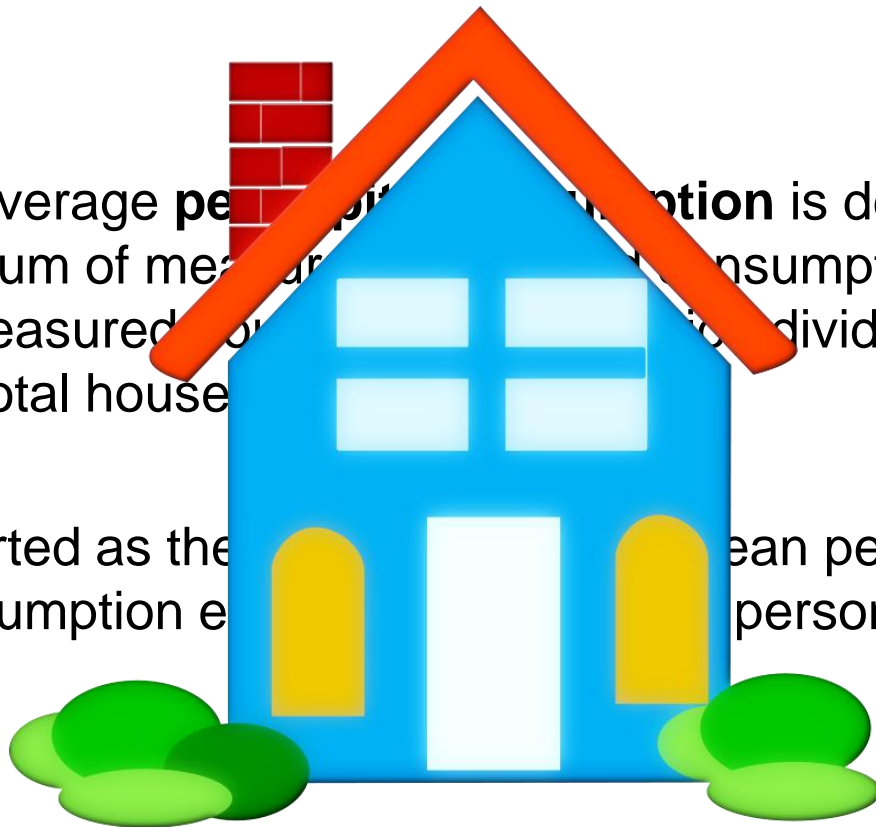
*How low should we go and
how should we get there?*



What is PCC?

“ Annual average **per capita consumption** is defined as the sum of measured consumption and unmeasured consumption divided by the total house

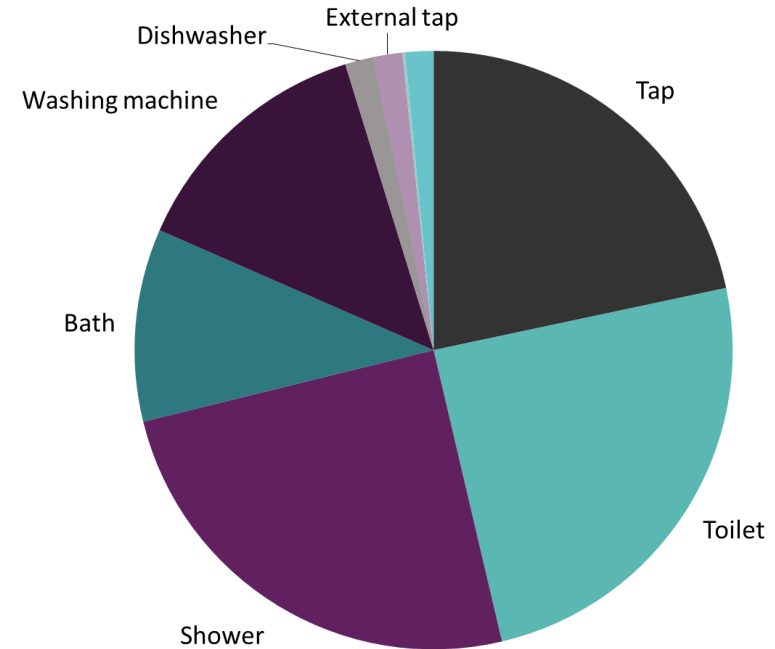
It is reported as the mean per capita consumption e person per day. ”





The complexity of PCC

- Some data on where water is used
- Approximately 10 litre per person per day average reduction over the last 10 years.
- The use in each home is different
- Many separate influences – technologies, behaviours and life style.





MRS C SNOWDON

SWINDON

Date
4 October 2018

Your account number

Your water and wastewater bill.

Account balance **£63.28**

No action is required, your Direct Debit is set up.

For the supply of water and wastewater services to:

04 April 2018 to 02 October 2018.

This bill is for information only. We will continue to collect your agreed payment plan instalments by Direct Debit.

Your Direct Debit instalment plan

Account no: XXXX6696 Sort code: XX-XX-28
Your Direct Debit customer reference 6006835398

Payments made

09 May 2018 - £27.00 04 Jun 2018 - £27.00
09 Jul 2018 - £27.00 09 Aug 2018 - £27.00
10 Sep 2018 - £27.00

If your bank details have changed or you wish to change your payment method, visit thameswater.co.uk/direct or call us.

It's easier online.

- Manage your account
- View your usage
- Submit a meter reading

thameswater.co.uk



How do you compare?

You use around 47m³ of water a year. Use the table to see how you compare with the average household. Using less could mean lower water and energy bills.

thameswater.co.uk/savewater

[Photo of hot tub use redacted – indicates that even at an apparently efficient home, there may be inefficient water using activities occurring]





With thanks to Northumbrian Water, and all their brave staff!

[Video of '#waterconfessions' redacted - indicates how varied individuals are in their water use, quirky behaviours and habits that we have to respond to and understand if we really want to tackle behaviour change and water use efficiency.]



A hidden horror... a complete waste

“The **overall contribution** of WC leakage to the average PCC is between **1.65%** and **4.63%.**”

Ricardo (2015) *Leaky Loos Phase II*

THE  TIMES

‘Water-efficient’ toilets leak millions of litres every day

Ben Webster, Environment Editor

June 20 2017, 12:01am,
The Times



Good news! We are fitter and healthier...



“... the Strava insights report for 2017 showed that... running commutes... showed a 51% growth from the year before”

Runner's World (2018) *make run commuting work for you.*

“more gyms, more members... than ever before... 1 in every 7 people in the UK is a member of a gym”

LeisureDB (2018) *2018 State of the UK Fitness Industry Report*



And more environmentally friendly





Where there's a meal there's a dirty dish...

Number of working mothers with dependent children in UK surges by 1.2 million

Half of the UK workforce to work remotely by 2020

“... remote working has increased by nearly quarter of a million (241,000) over a decade”

Smallbusiness (2017)

“... up almost a third from 3.7 million in 1996”

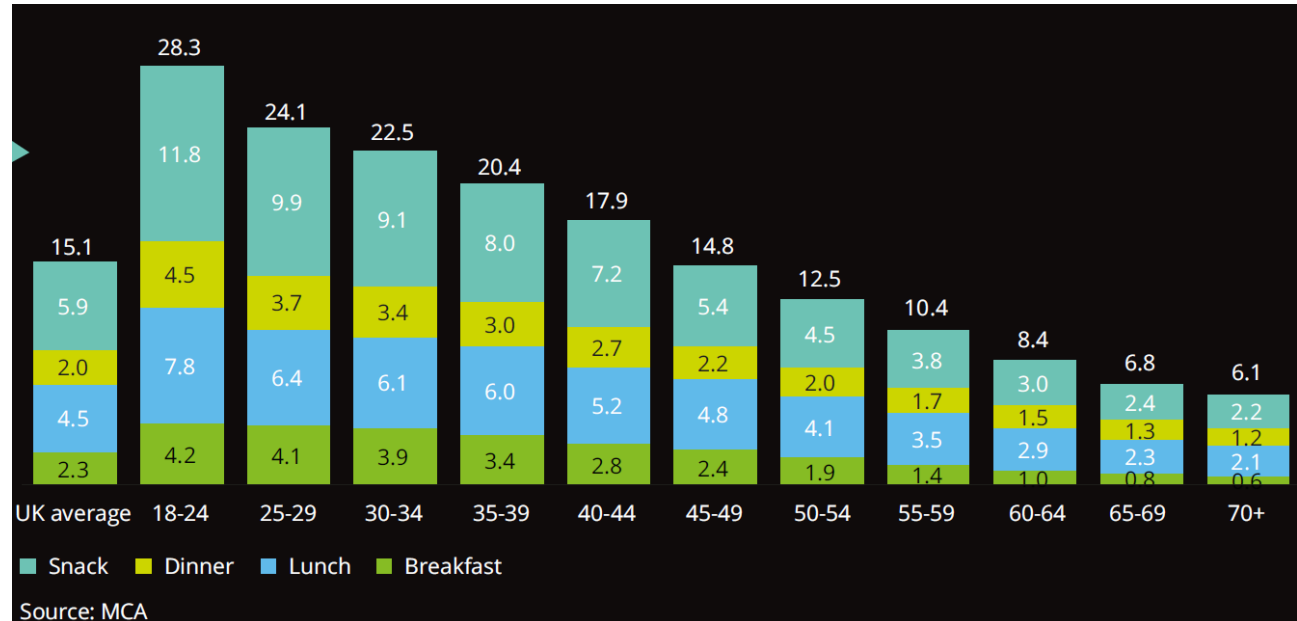
Independent (2017)





...and its not just our children's meals

“The future landscape of the restaurant industry will be shaped by millennials... and Generation Z... due to their frequency and spend on eating out-of-home.”



Deloitte (2017) *Changing tastes*

How Low Should We Go?



50 100 118 80 110

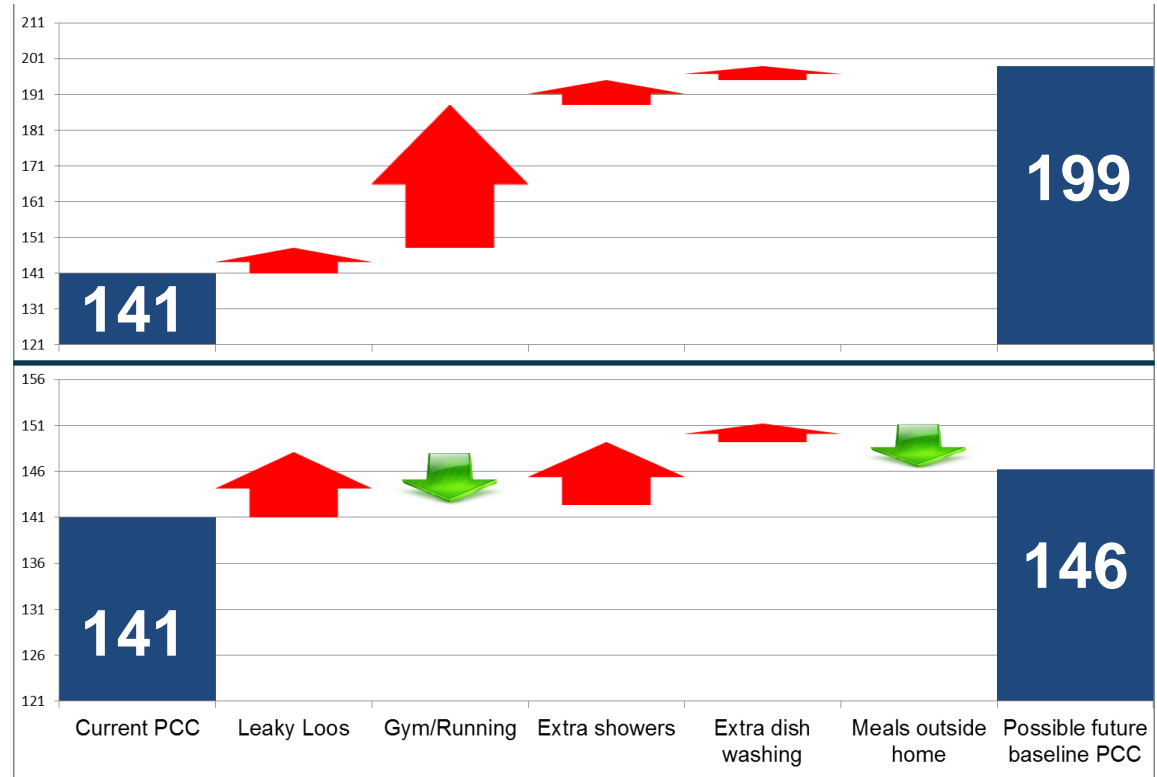
- A target is useful for providing a direction of travel and focus on the topic – but it shouldn't be considered the solution.
- The size of the challenge may be bigger than we expect.



Possible challenges

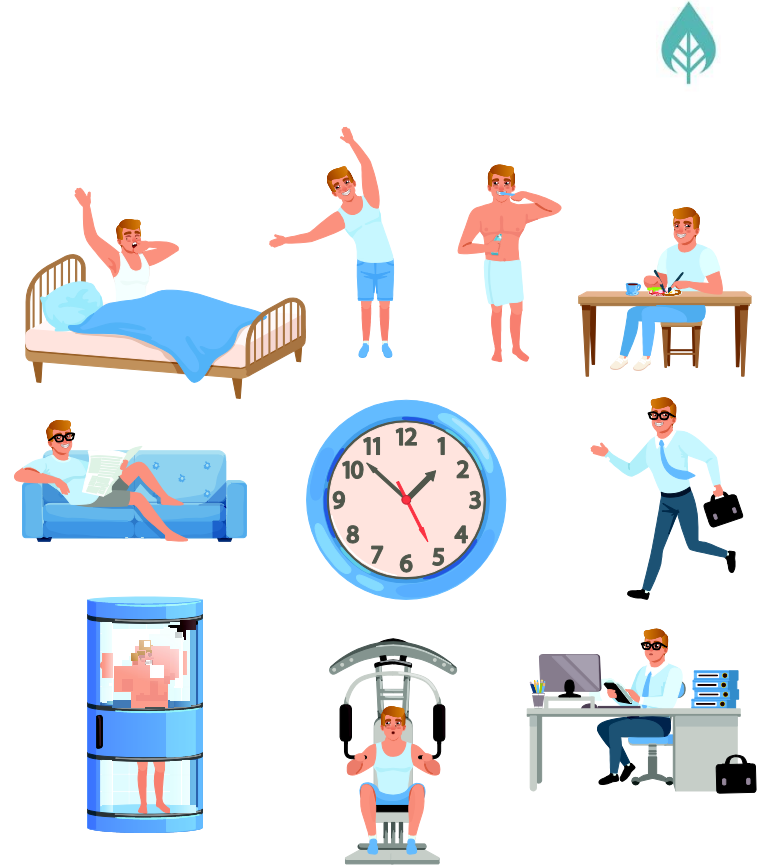
Example total water use required for daily needs per person due to changing lifestyle and habits

Example 'PCC' due to changing lifestyle and habits



Conclusions

- Worry less about the home – and more about the uses – the most sustainable use might be to push water use out the home, or it might not be – we haven't considered it in a joined up manner.
- We don't want to create a situation where meeting a PCC target becomes about who can do the cleverest maths – it needs to be about achieving genuine reductions in abstraction.
- Our understanding of water use and how we engage with customers on the topic needs to be as flexible and widely ranging as the reasons why we are using water in the way we do.
- The target is useful for providing a direction of travel and focus on the topic – but let's not let it be considered the solution. The size of the challenge may be bigger than we expect.





References

Ricardo (2015) *Leaky Loos Phase II* [online] available at <https://www.waterwise.org.uk/>

LeisureDB (2018) *2018 State of the UK Fitness Industry Report* abstract [online] <http://www.leisuredb.com>

Independent (2017) *Number of working mothers with dependent children in UK surges by 1.2 million* [online] available at <https://www.independent.co.uk>

Deloitte (2017) *Changing tastes. The UK casual dining market* [online] available at <https://www2.deloitte.com>

Runner's World (2018) *Make run commuting work for you* [online] available at <https://www.runnersworld.co.uk/>

Hoolohan *et al* (2018) *Change Points: A toolkit for designing interventions that unlock sustainable practices*. The University of Manchester. Uk [online] available at <https://changepoints.net/>

Small Business (2017) *Half of the UK workforce to work remotely by 2020* [online] available at <https://smallbusiness.co.uk/>

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