

Revised Action Plan

No.	Sub-group	Task leader(s)	Workstreams
1	<b>Measuring success</b>	Defra  EA/Ofwat	<p>Monitor progress/uptake of measures already adopted by the Water Saving Group, including setting out the specific contributions from each member towards the Group's overarching goal (as set out in the Terms of Reference).</p> <p><b>Develop proposals for a mandatory water efficiency target on the water industry in time to be used in the next Periodic Review of Price Limits (PR09)</b></p> <ul style="list-style-type: none"> <li>○ Undertake further investigation into options for setting mandatory water efficiency targets ;</li> <li>○ For each option, evaluate its feasibility, its use, its impacts and its consequences;</li> <li>○ Develop recommendations.</li> </ul>
2	<b>Information needs: gaps, priorities and funding</b>	Waterwise	<p><b>Develop the evidence base for large scale water efficiency</b></p> <p>Produce a set of costed scenarios for water company water efficiency programmes based upon best available knowledge, which can be used to inform water company investment and determinations in the Periodic Review.</p> <ul style="list-style-type: none"> <li>○ Defined by previous work on the evidence base;</li> <li>○ Extract information on costs and benefits from UK and international water efficiency pilots and programmes;</li> <li>○ Develop a set of water efficiency scenarios for water efficiency programmes and produce cost benefit analyses for these scenarios;</li> <li>○ Publish the report and develop a plan for Waterwise and other WSG members as appropriate to disseminate it across the water industry and its regulators;</li> <li>○ Map the project outputs and timescales onto the WRMP and PR09 timescales.</li> </ul>

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3	<b>Best practice in water company promotion of water efficiency: identifying it and applying it</b>	Ofwat	<p><b>Develop incentives to companies for improving the promotion of water efficiency</b></p> <p>Consider the adequacy and efficacy of the incentives on companies to include and carry out cost effective water efficiency research, pilots and full-scale measures as part of their supply and demand strategies in their business plans and water resource plans</p> <p><b>Ensure best practice in the delivery of water efficiency advice and support</b></p> <p>Update and promote the 'water efficiency initiatives – good practice register' on a regular basis. Include cost effectiveness information where available.</p>
4.	<b>Understanding and changing customer perceptions and raising awareness</b>	CCWater	<p><b>Using the results of the 'Using Water Wisely' research educate consumers on the benefits of more efficient use of water through the development of a national water communications strategy</b></p> <ul style="list-style-type: none"> <li>○ In collaboration with Waterwise work with water companies and other WSG members to develop a set of core messages to be used by stakeholders in their own campaigns;</li> <li>○ Work with Waterwise to coordinate the development of a long-term national strategy for encouraging lower water use by customers, especially in times of shortage;</li> <li>○ Linked with the above, develop with Waterwise an educational plan which links water efficiency and bill impacts and which signposts sources of practical advice;</li> <li>○ Provide consumer feedback</li> </ul> <p><b>Update and improve current sources of information and advice to consumers on water efficiency.</b></p> <ul style="list-style-type: none"> <li>○ Consider need for improvements in scope and availability of promotional and educational material;</li> <li>○ All WSG members to consider treatment of water efficiency on their own websites and the signposting to others.</li> </ul>

