

DEMAND SIDE COST REDUCTION

Agenda

- **Who are Water Plus**
- **Our Commitment**
- **Working with Waterwise**
- **Innovation stimulation**
- **Your role ??**
- **Our Work**
- **Summary**

Who we are

Water Plus is a water retail business created specifically to meet the needs of business customers, serving the public sector, charities and small and large businesses.



**360,000
business
customers**

**30%
market
share**

**Largest
water
retailer**

**£5m+
water
efficiency
savings**

Our customers

We work with over 360,000 customers across the UK, all with different needs and a diverse range of service requirements.

Industrial

We work with some of the UK's largest manufacturing and food production sites, as well as breweries, utilities and chemical companies.



Public Sector

We manage over 20,000 sites for more than 180 public sector organisations



Commercial

We work with the majority of the UK's multi-site retailers, hotel chains and hospitality and leisure organisations



Our commitment !

- Water Plus has been promoting water efficiency since the market opened
- We actively encourage all customers to be efficient as this is one of the most effective ways to make tangible savings
- We estimate that through a full water audit and efficiency programme we can help customers save up to 20%
- Since April 2017, Water Plus has saved customers over £5m (2m cubic meters of water), and we've helped our customers to reduce their impact on the environment.
- Water Plus have sponsored Waterwise
- We are committing to creating momentum and driving innovation

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&

waterwise

Why water efficiency and Waterwise?

About our sponsorship

- Water Plus was the **first retail partner to start to work with Waterwise** in 2018, and is now one of two retailers partners (Business Stream also joined in 2018)
- **We work together to promote water efficiency**, sit on the Water Efficiency Leadership Group which exists to increase the focus on water efficiency and discuss key issues, influence likes of league table, look at support for customer groups eg. SMEs, review what's possible in terms of targets, discuss partnerships with wholesalers
- We'll integrate what we're doing with Waterwise within our existing planned water efficiency activity to **increase awareness amongst our customers and prospects**, and to help support the need for greater industry resilience



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We're searching for innovators and creative thinkers

How to enter

- 1 Write**
A summary of your idea – up to 650 words long
- 2 Attach**
Any photos or supporting information
- 3 Mention**
The category you're entering and your contact details
- 4 Send**
Email your application to waterinnovator@water-plus.co.uk

1. Business site efficiency product supplier
2. University and College innovator
3. Garage inventors, for individuals or micro-organisations.

£5,000 first prize !!

Something that directly involves water or wastewater or an innovation which results in a business or public sector using less water

www.water-plus.co.uk/innovation

What can TPI's do ?

- Add 'Water services' in your portfolio ?
- Ask your customers if they need help
- Access Water Plus Advanced Services
- Tap into our knowledge
- Become creative
- Benchmark customer sites
- Establish best practice
- Review bills

Working together to sell Advanced Services

- Partnership approach**
 - Shared visibility, shared responsibilities and risks
- Commission based**
 - Qualified/Delivered solutions with an agreed % consideration
- White label**
 - ADS delivery under the banner of your organisation at agreed rates
- Finders fee**
 - An agreed payment or 'thank you' upon completion

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What do Water Managers value in the new water?

- Cost control**
 - Increase margins
 - Address inefficiencies
 - Release hidden costs
- Compliance**
 - Achieve CSR objectives
 - Increase production
 - Reduce waste
- Continuity**
 - Proactive planning
 - Protection from the unknown
 - Reduce lost time

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Water Efficiency

We are all responsible for saving water – let's see what we can do for you and save you money in the process

Our water efficiency process

1. Data review – analyse data and benchmark sites to establish a performance based league table
2. Identify issues – quick notification of any urgent problems detected, such as potential leaks, and provide resolution
3. On site audit - visit site to review consumption and provide a comprehensive report, making recommendations for reducing water use.

How much could you save?

- Our customers typically achieve savings of approximately 5 - 8% per annum, but we've been able to stretch this up to 20% with some customers



Water Plus ADS – Proposition Matrix



Industry leading services designed for businesses.

What we've done

- We've supplied over **7,500 toilet flush-saving bags** to customers, which should **save an estimated 20 million litres of water in a year**
- We've completed over **200 water efficiency site surveys** to help our customers identify how to use water more wisely.
 - Potential savings identified of up to 20%, equating to over £500k for a large PS Council
- We've **reduced potential costs for a university group by over £500k** a year through our water efficiency site surveys, and subsequent reduction of wastage of 211 million litres of water.
- 2018 saw us **repair almost 200 below ground leaks**
- We have close to **2000 data loggers** privately deployed
- YTD we have **already repaired over 50** below ground leaks



Smart metering

Monitor, measure, save

How does it work?

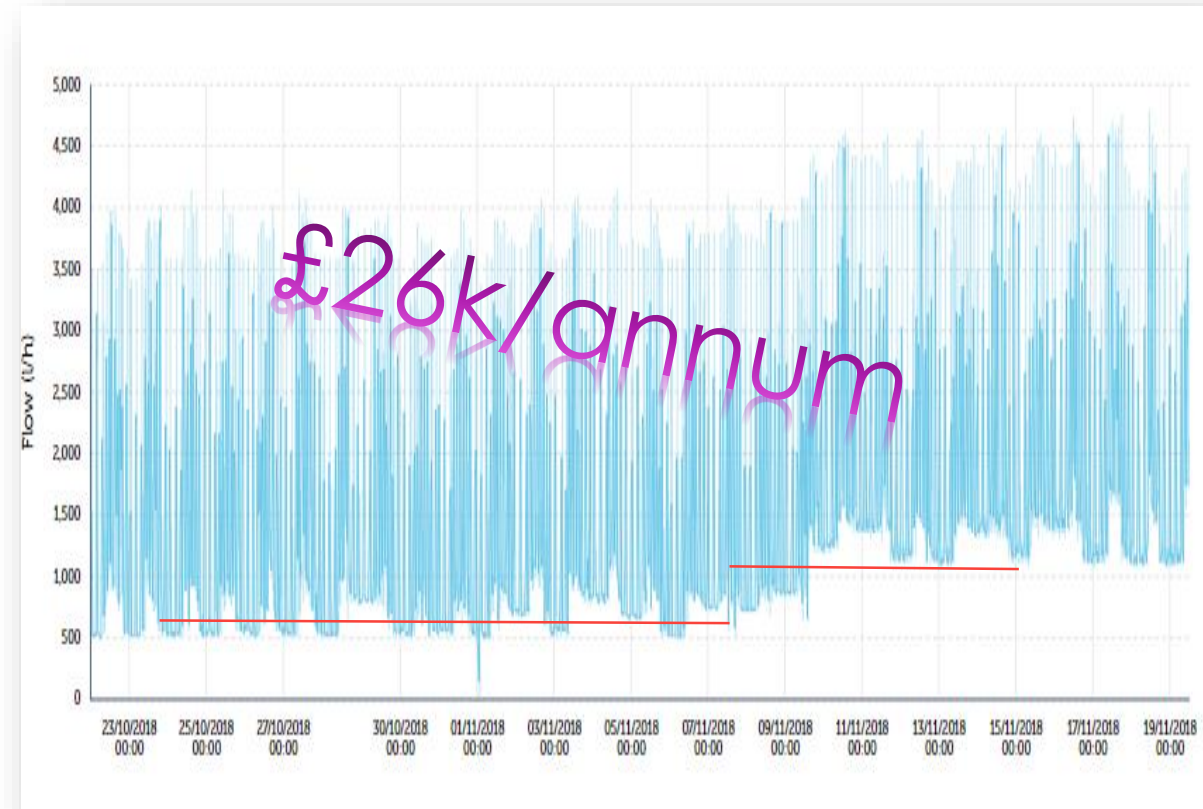
- Smart metering consists of installing a data logger to your water meter

What are the benefits of smart metering?

- Provides visibility of consumption on a daily basis
- Enables early identification of problems like leaks
- Facilitates benchmarking of portfolio

What do Water Plus provide?

- Provide a package, including installation and maintenance
- In-house monitoring of data



Leak detection and repair

Our leakage specialists can identify onsite leaks to save you money and keep your business operating

Leaks can be an expensive problem

- Leaks are often not visible on the surface and can go undetected for weeks or months
- They cause damage on site and costs quickly escalate

How can Water Plus help?

- Specialists can complete non-intrusive on site survey of underground network to identify location of leak
- Recommend how best method for repair and no-obligation quotation
- Complete the repair at your convenience to minimise costs and disruption to your business



£40k/annum



Summary

1. We still have lots to do !!
2. Climate change and population growth are increasing the pressure on already stressed water networks
3. It's important to actively encouraging customers to be more water efficient, to reduce their losses & to save money
4. Water Plus will continue to work with Waterwise and champion water efficiency and as the leading/largest water retailer in the UK we're really pleased to be working with them.
5. We are working hard to make our Advanced Services available to any customer anywhere in the UK, irrespective of retailer
6. In the open water market where margins are very tight, demand side management support can differentiate you from others as that's where customers can make significant cost reduction

**We can work with you
and your customers to
help them be more
water efficient?**



Thank you, any questions?