

Affordable housing

Partnering with social housing providers to help vulnerable customers reduce their water use and bills.



Challenge

We wanted to help our more vulnerable customers by working in partnership with their social housing providers to make them more water efficient.

We also wanted to improve our understanding of how to meet the needs of social housing tenants, to support our ambition to create widespread, sustainable water savings in social housing stock.

Outcomes

The pilots enabled us to reach out to our more vulnerable customers living in social housing. We learned that more than half were in the 'feeling the strain' group – many welcomed the opportunity to reduce their water use and bills.

More than **50%** of our vulnerable customers felt the strain

Some of our social housing partners are now routinely incorporating water-efficiency upgrades. This process change supports policy change to enable sustainable practices.

Our evaluation of the pilots will assess the scalability of the project. We will share insights with our industry partners, including how best to engage and influence social housing stakeholders, to support behavioural and policy change.

Solution

We conducted pilots in 2021/22 to investigate and trial water-efficiency activity with social housing customers, using a blend of water-efficiency methods.

We built strong, collaborative working relationships with several social housing providers. This enabled us to develop and pilot water-efficiency engagement and installation processes, including partner-led water-efficiency activity.



Estimated saving: **4 million litres of water**

[to end of March 2022]