

water matters

Summer 2013

**How much water
do you use?**

**Most people use
more than they think.**

**A day in the life of a
water quality technician**

Warm weather tips for the garden

Dear customer



We recently carried out some in-depth research to find out what our customers think about us. This revealed that most people are happy with the service we provide, but don't know much about us. So we're working to change that, and this new-look *Water Matters* magazine is a start.

Our other key priorities are to make sure our water supply is secure for the future, to keep costs down and to protect our natural environment and waterways.

It often seems as though there's plenty of water to go around in this country – just think back to last winter. But making water safe to drink and getting it to your tap is a complex operation.

To provide millions of litres of drinking water every day, we have to take water out of the natural environment, clean, treat, store and pump it to your home, and keep monitoring it. This

If you've never really thought about your water supply, it probably means we're doing a good job! We want our service to be so reliable that you can take it for granted.

But we'd like you to know that as a customer, you're at the heart of everything we do. So as well as providing you with a constant supply of great-tasting drinking water, we want to make sure you receive the best possible service if you need to contact us with a question or a problem, or if you want to change your account in some way.

Because you don't have a choice of water supplier, we aim to make sure our service ranks among the best. And I'm proud to say that we've recently been awarded the 'Customer Service Excellence' standard for the 13th year in a row. We've also been judged among the best in the country for customer service by the water industry's regulator, Ofwat.

takes considerable resources. And because water is heavy, it takes huge amounts of energy too.

You might think that we'd want to sell you as much water as possible, but supplying more would actually increase costs – especially if we had to find new sources and build new reservoirs. (This would also have a high environmental cost.) These are some of the reasons why it makes sense to use water carefully.

Our weather is so unpredictable that we don't know if we're going to have a heat wave this summer or whether it will pour with rain. Much as we love warm weather, a long dry spell can put a strain on our water resources. This is because everyone uses more water, but the local rivers, where most of our water comes from, are not replenished by rainfall.

Watering gardens is the main reason why people need more water in hot weather. In this issue you'll find some

simple tips on how to use less water in the garden, which we hope will be useful.

2013 marks the 150th year since the Bournemouth Gas & Water Co was first established in 1863. In all that time we've never had to impose restrictions, such as a hosepipe ban, although we can't guarantee that this will remain the case in the future. But if we all take small measures to conserve water, such as taking slightly shorter showers for example, it can make a big difference to the overall demand for water in our area.

You'll find more information on all of these points in this issue of *Water Matters*. I hope you find it interesting.

Roger Harrington
Managing Director

Did you know?

Three-quarters of our water comes from the Stour and Avon rivers. The rest comes from boreholes deep in water-bearing rock.

We could fill more than 60 Olympic-sized swimming pools with the amount we pump into our network each day – around 146 million litres.

If we laid out our water mains end to end, they would reach from Bournemouth to Tenerife – about 2,800 kilometres (around 1,700 miles).

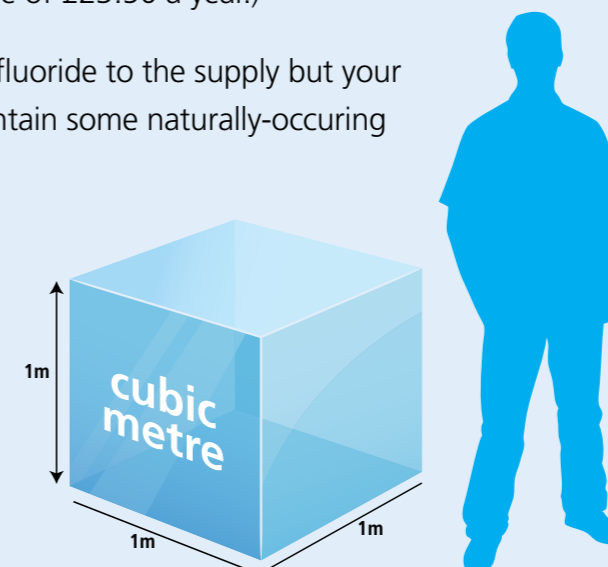
We supply around 430,000 people in 187,100 households, and 16,500 organisations, including businesses, schools, churches, farms and charities.

We measure water by the cubic metre. One cubic metre = 1,000 litres or 220 gallons.

We estimate average water use for a single person in our area to be 60 cubic metres a year.

If you have a water meter, you're paying just under £1.24 a cubic metre. That's just over 1p for ten litres. (There's also a standing charge of £23.50 a year.)

We don't add fluoride to the supply but your water does contain some naturally-occurring fluoride.



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News

New solar panels cut CO₂ emissions

We have installed 960 solar panels at seven key sites as part of our commitment to cut emissions and make greater use of renewable energy. The reduction in carbon dioxide emissions is estimated to be 285 tons a year – equivalent to taking 134 small family cars off the road.

The electricity generated by the panels is being used to pump water into our system. They will generate more than half a million kilowatt hours each year, which is the same as boiling ten million kettles. Any excess electricity

 x 134

The reduction in carbon dioxide emissions is the same as taking 134 small family cars off the road for a year.

automatically goes to the National Grid. The panels have been installed at Alderney, Christchurch, Fordingbridge, Horton, Longham, Ringwood and Wimborne.



Customer service comes first

Here to help – members of our Customer Service team at our Alderney headquarters

We have been accredited with a prestigious quality standard for the 13th year in a row and last year.

Earlier this year, we were re-awarded the Customer Service Excellence Standard, a successor to the Charter Mark scheme. This recognises customer service excellence in the public, private and voluntary sectors.

Another achievement was improving our customer service review score, which is currently 87%. Since Ofwat, the water industry regulator, introduced this review in 2010, we've been one of the best-ranked in the industry.

Ofwat's customer service review is one of the ways it holds water companies to account. Each company's customer service score is based on several factors, including the number of customer enquiries and complaints received, and how satisfied customers are with the way the company dealt with them. So if anything goes wrong, we sort it out quickly and effectively.

For more on how Ofwat measures customer satisfaction and encourages water companies to improve performance, visit www.ofwat.gov.uk or call 0121 644 7500.

The standards we must meet and the compensation we pay if we fail to meet them are detailed in our Customer Charter, available from Customer Service or on our website www.sembcorpbw.co.uk/publications

"Even though we are a monopoly supplier, I want us to provide a service which would rank amongst the best customers can find anywhere."

Roger Harrington, Managing Director

Water efficiency

Could you use less water?

Do you know how much water you get through in a day? What's your guess – 10, 20, 50 or 100 litres?

In fact, we each get through 150 litres of water a day on average in this country and this is about five times more than we think we use.

Recent research found that most people thought they used just 29 litres of water a day – less than 20% of the actual figure. It identified several hotspots for water wastage:

- long showers or power showers and deep baths
- large, old-style toilet cisterns, and
- running taps while brushing teeth

All of these give us opportunities to save water without having to make big changes to our lifestyles. If enough of us make small changes, together we can make a big difference.

Find out how much you use

If you have a meter, your average daily use is shown on your bill or statement. Alternatively, you can work it out with either:

- an online calculator – go to the 'How to save water' section of our website and select 'How much do you use?' or
- our household water use sheet on page 6

Why save water?

Using less water has important benefits for everyone:

- reduce your water bills (if you're on a meter)
- cut your energy bills – heating water is the biggest use of energy in the home after central heating
- support the natural environment and the wildlife that share our local waterways

Easy ways to save in the home

Showers and baths

- **choose showers over baths** – even a shallow bath uses around 80 litres while a short shower can use as little as a third of this amount

- **don't let the water run before you get in the shower** – people in a recent survey waited one minute, 18 seconds on average before getting in – wasting about ten litres

- **spend four minutes** in the shower and you can cut the water used to 30 litres. In the research, the average shower time was eight minutes

Toilets

An old-style single flush toilet can use up to nine litres in one flush, while modern dual-flush models only use six litres for a full flush and four with a reduced flush. You can reduce the amount you flush away in an old-style single flush toilet by dropping a displacement device in the cistern.

Running taps

A running tap wastes on average five litres a minute, so turning it off while brushing your teeth is an easy way to make a difference.

Water efficiency

How much water do you use?

Find out by completing this sheet. Please write your answers in the empty boxes

	Average amount of water used	x	Number of uses a week	=	Your weekly household use (litres)
Bathroom					
Bath	80	x			
Power Shower (with pump to increase pressure)	70	x			
Ordinary shower	35	x			
Old toilet cistern (deduct 3 litres per flush if the cistern is fitted with a water-saving device)	9	x			
New low-volume cistern	6	x			
Hand washing and teeth cleaning (per person per day)	10	x			
If carried out with the tap left running (per person per day)	15	x			
Kitchen					
Using a washing machine (full or not)	80	x			
Using the half-load setting on your washing machine	60	x			
Using a water-efficient washing machine model	55	x			
Using a dishwasher	35	x			
Using the half-load setting on your dishwasher	20	x			
Using a water-efficient dishwasher	22	x			
Washing dishes by hand	6	x			
Cooking and drinking (per person per day)	10	x			
Outside					
Using the hosepipe for half an hour (9 litres a minute)	270	x			

Your weekly household total		Your daily household total		Number of people in your home		Amount per person per day
	÷ 7 =		÷		=	litres

How does your use compare with the average of 150 litres per person per day?

Remember that watering your garden in the summer could make your total much higher.

Daily water use on your bills or statements

If you have a meter, your bill or statement gives an indication of your household's average daily use. Divide this by the number of people in your home to get an idea of the amount used per person per day.

Online calculator

For a more accurate figure, try the online calculator at energysavingtrust.org.uk to see how much water you use and the energy used to heat it.

In the garden

Warm weather tips for the garden



Choose less thirsty plants and make gardening easier! These plants can grow well in our area:

- | | |
|------------|--------------|
| Abelia | Broom |
| Buddleja | Catmint |
| Firethorn | Geranium |
| Hebe | Ivy |
| Laurel | Lavender |
| Oregano | Pelargonium |
| Periwinkle | Poppy Privet |
| Ragwort | Rock rose |
| Rosemary | Sage |
| Thyme | |

Time your watering for early in the morning, late in the evening or on overcast days so that less water evaporates and more gets to the roots.

Soak the roots once or twice a week. This is better than lightly watering them every day, although new plants do need more regular watering.

Use a watering can and you'll get through much less water than with a hosepipe, which can use as much as 18 litres a minute. If you do use a hosepipe, trigger guns control the flow and prevent waste.

Get a water butt and collect rainwater. Plants prefer it and rainwater is free! See our water butt offer below.

Spread mulch to keep in the moisture, keep weeds away and reduce soil compaction. Pebbles, gravel, cocoa shell, chipped bark or grass clippings will do – or make your own by composting garden and kitchen waste.

Let the grass grow so it's less likely to dry out by mowing less often and raising the cutting height on your lawnmower. Overwatering can weaken the roots by encouraging them to stay close to the surface.

Keep hanging baskets and pots moist by lining them with plastic and adding crystal gel to the soil.

Use sprinklers sparingly as these can use more in one hour than a family of four uses in a day!

Save Water SAVE MONEY Cloudburst Water Butt Kit

Available in 2 sizes this quality wood grain effect water butt kit looks at home in even the most stylish of gardens. Made from recycled plastic and guaranteed for 5 years.

95 litre Water Butt Kit
Height with stand 1020mm Diameter 520mm

ONLY £29.95 RRP £57.00
Get second for £14.97

200 litre Water Butt Kit
Height with stand 1216mm Diameter 680mm

ONLY £39.95 RRP £69.00
Get second for £19.97

Kit includes: ■ **Water butt with childsafe lid and tap**
■ **Water butt stand** ■ **Rain diverter kit**
Fits 68mm round or 65mm square plastic downpipes.
Buy One Get Second Half Price offer relates to 2 of the same size units

To order or to see more of our special water efficient products visit www.sbw.savewater.co.uk or call **0844 472 1898** quoting reference SBW04A

Offer promoted in partnership with Sembcorp Bournemouth Water by Savewater, a trading style of Straight plc. Company number 2923140. Registered office No 1 Whitehall Riverside, Leeds, LS1 4BN. Offer is subject to availability and product specifications may change without prior notice. Please allow up to 28 days for delivery. All items may not be delivered at the same time. RIGHT TO CANCEL – If you are not 100% delighted with the products we deliver to you we are happy to offer an exchange or refund. Please contact us within 30 days of receipt and we will advise you how to return your goods. If you require a carrier to collect the goods a £5 charge will apply. Your statutory rights are not affected. © 2013 Straight plc.

Buy one
get second
**HALF
PRICE**



Closing date for applications is 31 January 2014

Leaks

Stop leaks and save water

Leaks waste water. Even a small leak, such as a dripping tap, can waste hundreds of litres over time. So what should you do if you see a leak, and how can we help?

Leaks inside your home

If there's a leak inside your home or on your property, you're responsible for getting it fixed. We recommend that you use a qualified plumber, registered with the Water Industry Approved Plumber Scheme (WIAPS) at www.wras.co.uk/wiaps. Tel: 0333 207 9030.

We may make an allowance for a leak on your next bill if you let us know as soon as you find the leak and you get it repaired within 28 days.

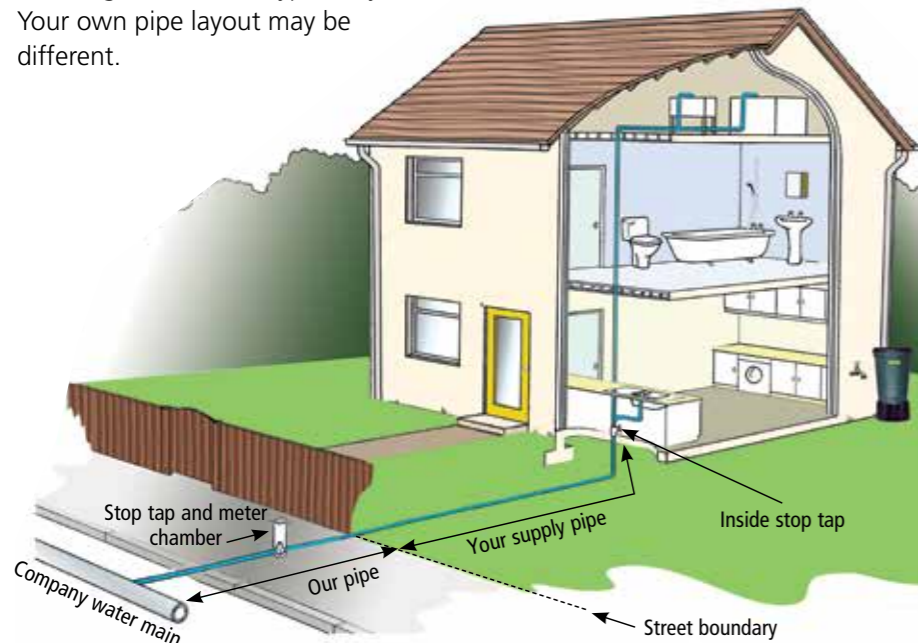
Leaks outside on your property

Most homes are connected to the water main in the street by an underground pipe running from the street boundary, known as the supply pipe. You are responsible for this section of pipe.

If there's a leak in your supply pipe, we may be able to help by repairing it at little or no charge and giving you an allowance on your account for the estimated water loss.

For more information, please go to our website www.sembcorp.co.uk or contact Customer Service on 01202 590059.

This diagram shows a typical layout. Your own pipe layout may be different.



Leaks in the street

We're responsible for the public water mains. If you notice a leak in the street, please let us know by going to our website or calling our **Freephone Leakline on 08005 878 979**. (You may be charged from a mobile phone.)

Why we can't always repair leaks right away

All leaks waste water and we take them very seriously. But it's not always possible to fix leaks as soon as we find out about them. Here's why:

1. We may have to wait for permission to dig up the road.
2. There may be other emergencies to deal with.
3. Leaks are prioritised according to their impact and scale so that we can schedule our staff and vehicles in the most economical way.

We have to use our resources as efficiently as we can. So although saving water is always a priority, we need to strike the right balance between finding and fixing leaks, which can be expensive, and controlling our costs. It just isn't possible to keep all 2,800 km of water mains pipes completely leak free 100% of the time and, at the same time, keep bills at an affordable level.

We have a good track record of keeping leakage well within the level set by our regulator, Ofwat, and below the water industry average.



Most of the monitoring and sampling is done by Mick Rollins, Derek Pidgely and Mark Whale from our Water Quality team

Testing the water

Our Water Quality team never misses a day's testing. Come snow, flooding, Christmas or other holidays, they drive around our area, monitoring water quality and collecting samples for the over 40,000 regulatory tests that are carried out on our water each year.

The Water Quality team is also on call 24 hours a day, seven days a week in case of an incident. Thanks to the high level of monitoring, water quality issues are extremely rare and most problems are caused by faults with the internal plumbing of homes and buildings.

Water testing not only ensures that our water is safe to drink, it's

also essential for meeting the high standards set by law and monitored by the Drinking Water Inspectorate (DWI), the Government department responsible for drinking water quality in England and Wales.

If we ever miss a day's testing due to samples not being available, it would count as a water quality failure, which the DWI takes very seriously.

Outside the Bournemouth-Poole conurbation and the coastal towns from Christchurch to Lymington, most of our area is sparsely populated. This means the water quality technicians spend much of their time on the road, covering our area in the most efficient way possible.

What do we test for?

Treated water is checked for chlorine levels, taste and smell at the tap. Samples are also sent to an independent laboratory to be tested for a very wide range of criteria, including:

- **turbidity** – cloudiness
- **nitrates** (which can come from fertilizers)
- **bacteria** – by analysing the potential presence of harmful bacteria

Water from customers' taps is also tested for metals such as iron, lead, copper, mercury, zinc and a whole range of complex chemicals where there are strict limits on the allowable content. Some of the chemicals are measured in parts per billion or even less.

A day in the life of a water quality technician

With around eight different sites to visit and some 30 samples to collect in a day, our water quality technicians make an early start. Samples must be back at our Alderney head office by lunchtime, as they have to reach an independent laboratory in Surrey in time for the results to be available the following morning.

07:00 Leave Alderney head office for Woodgreen, near Fordingbridge

It takes 45 minutes for Mark Whale to reach the treatment works at Woodgreen. First, he replaces a filter used to test for the presence of cryptosporidium, which can cause stomach upsets. This test is carried out every day.



This filter protects against harmful bacteria

Mark takes out a handheld electronic device to monitor the chlorine levels and then uses a small brandy glass to look at the water and check the smell and taste. *"You never get thirsty doing this job,"* he says, before filling three sample bottles.

09:05 Chase reservoir near Sixpenny Handley

Mark checks the chlorine level, smell and taste again. The first sample bottle he fills will be tested for turbidity (cloudiness) and the second for nitrates and nitrites.



Taking samples from a reservoir

But before filling the third bottle for the bacteria test, Mark has to sterilise the tap and for this he uses a naked flame from a propane torch.

10:00 Verwood – customer's home

Mark has been given the name of a road where the water from a customer's tap must be checked and sampled. The road has been randomly selected by computer to fit in with the daily work schedule. These visits cannot be pre-arranged or prepared for.

People are right to be cautious about letting Mark in (see page 11), so it takes a few attempts before he enters a home. He uses the kitchen cold tap as this is usually closest to where water enters the home and is least likely to be affected by internal plumbing. He takes a chlorine reading and the same three samples as before, plus a sample to be tested for metals.

10:40 Chalbury, near Wimborne

It's important to avoid any contamination when testing and

sampling, so purpose-built kiosks are used on our sites. The sampling kiosk for the Stanbridge Mill treatment works, which supplies Verwood, Ferndown, Chalbury, Three Legged Cross, Cranborne and Sixpenny Handley is located near Chalbury. The same tests are carried out and samples are collected as before.

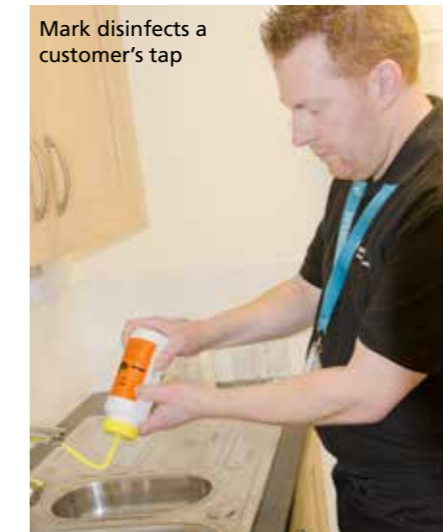
11:35 Longham works

Mark heads back to base via Longham, where he takes a sample from the River Stour, to give an indication of the water treatment needed. He pours the water into a huge container, shaped like a large brandy glass (brandy balloon), looks at it and sniffs it to check for anything unusual. He fills a sample bottle which will go to the lab. This 'raw' water is carefully stored separately from the treated water samples to avoid cross contamination.

11:55 Wallisdown – customer's home

Mark visits another computer-generated address to take more random samples. He explains that

a naked flame is no longer used to sterilise customers' taps as it could cause damage. Disinfectant is used instead.



Mark disinfects a customer's tap

Satellite based mapping systems are used to plot the location of all samples taken from customers' properties.

12:30 Alderney treatment works

Here, large sand filters are used to clean the water taken from the river. Mark takes some samples to make sure these filters are working properly. He also changes a cryptosporidium filter.

13:05 Alderney head office

Mark hands the day's samples to the laboratory courier and takes a short break.

13:30 Bournemouth – investigate customer complaint



This sample will go to a laboratory

A new tenant in a block of flats in central Bournemouth has complained of small, dark bits in the water. Samples are taken for analysis. It's likely to be an internal plumbing problem as no one else has called about it.

14:10-15:00 Alderney head office

Mark completes the day's paperwork, including a report on the customer complaint, and prepares sampling bottles for the next day.



Always check their ID carefully

Don't let a thief into your home!

If someone calls at your door, please stop and think before you let them in. As you may have heard, criminals sometimes pretend to be from the water company to get into homes to steal money or valuables.

Remember: **STOP, CHAIN, CHECK**

- STOP** Don't open your door until you're sure.
- CHAIN** Use your door chain or keep your door shut.
- CHECK** Take your time to look at their identity card. Can you see our logo on their clothes and van?

Call us on 01202 590059 if you're not sure – our staff won't mind waiting.

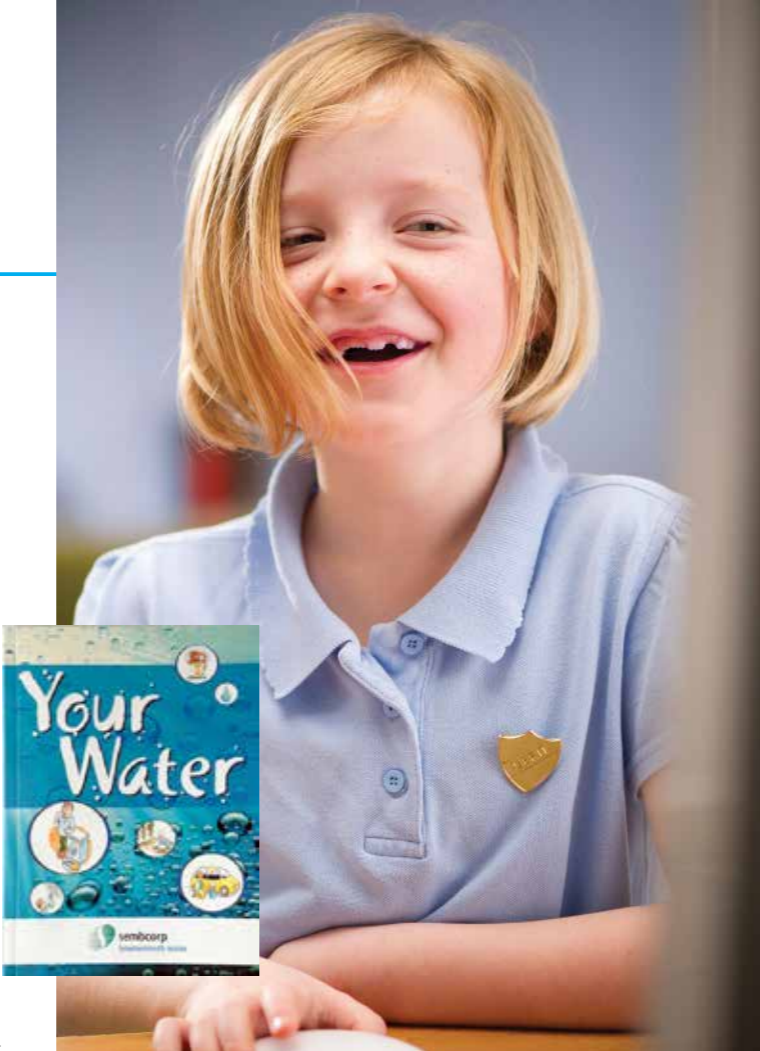
Have we been to your school yet?

Our 'Waterwise' presentation is available to all primary schools in our supply area. It's given by a qualified teacher and covers the syllabus for Key Stages 1 and 2 of the National Curriculum.

The presentation is tailored to different age groups and is very interactive. We also provide teaching materials and give every child a book about water.

Sections of our website have been designed especially for primary and secondary school children to support this learning.

Spending time in schools is an excellent way for us to encourage future generations to use water wisely. To book a visit to your school, contact David Harrison on 01202 597032 or email pr@sembcorp.co.uk



Our interactive presentation is tailored to different age groups

What do you think of us?

We wanted to find out, so last year we hired an independent company to carry out research. Hundreds of you took part in a phone survey and several discussion groups. Over 1,000 school students (our future customers) also completed a questionnaire.

We discovered that although we're doing a good job in providing a reliable supply of drinking water, there's room for improvement in other areas.

Here are some key findings:

- nine out of ten customers have never had a problem with their water supply
- most of you know little about the water industry and water supply because you don't need to
- supply is reliable, plentiful and (for most) easily affordable and not a significant part of outgoings
- most are unwilling to accept bills rising by more than inflation
- just over half of the customers who don't have meters thought it was important for all homes to have water meters

- we could do better in customer communications and certainly should be actively encouraging people to use water wisely by highlighting the social and individual benefits

We're now working to continue with the things that we're good at and improve in other areas.

And we're still listening...

If you have any opinions about our service, please let us know. We're planning to start an online Customer Forum soon so we can get your views. Please contact Customer Service for information.

How to be a hedgehog hero

Hedgehogs are in real trouble. As part of our ongoing commitment to conservation, we've chosen hedgehogs to star in our 2013 wildlife campaign to highlight the plight of this adorable animal. Several hedgehogs have been seen at our Alderney site. Here are six simple ways to attract them to your garden and help them survive:

1. **Make them feel at home.** Gardens that are too tidy don't appeal to hedgehogs – a leaf pile provides a safe place to rest and forage and a log pile provides a secure nest site and attracts bugs for them to eat. You can also build or buy a hedgehog house.
2. **Put out food and drink.** Wet dog food or special hedgehog food attracts them. Give them some water too. Wildlife-friendly gardens tend to have natural sources of food which also benefit other species.
3. **Don't use slug pellets.** Hedgehogs feed on slugs and snails so they can be poisoned if they eat the pellets or a poisoned slug.
4. **Check before cutting or burning.** Make sure there are no hedgehogs resting in long vegetation or leaf and log piles before you start mowing, strimming or light a bonfire.
5. **Keep your pond safe.** Give hedgehogs a way to get out if they accidentally fall in, such as a pile of stones or a plank of wood. This will allow other animals to escape too.
6. **Connect your garden.** Cut a hole 15 cm by 15 cm in fencing, or scrape a hole underneath for hedgehogs to move freely around their home range.

Help hedgehogs survive by not using slug pellets



Hedgehog factfile

- Food**
Mainly insects, slugs and snails
- Defence**
Rolls into a tight ball, protecting its face and limbs; has spiky spines
- Senses**
Strong smell and hearing, basic eyesight
- Speed**
Excellent sprinter over short distances, reaching 30 to 40 metres a minute!
- Distance covered**
Over 2 km a night
- Other abilities**
Good climbers – can get down from heights by rolling into a ball and using spines, which are filled with air pockets, to cushion the impact
- Names**
Male is a boar, female is a sow and offspring are hoglets
- Under threat**
Numbers have dropped by more than a quarter in the last ten years due mainly to habitat loss and fragmentation

Conservation

See conservation in action at **Blashford Lakes**

Blashford Lakes is a great place for all the family to enjoy nature as there's always plenty to see. Discover our local wildlife by taking a self-guided walk, watching from a bird hide or joining an organised activity.

Located in the Avon Valley, just north of Ringwood, this series of former gravel pits is now used for public water supply, recreation and conservation, with a 360-acre wildlife reserve managed under a partnership project between us, Wessex Water, the New Forest District Council and the Hampshire & Isle of Wight Wildlife Trust.

Designated as a Site of Special Scientific Interest and part of the Avon Valley Special Protection Area, this reserve is also recognised by national, European and international designations for migratory overwintering wildfowl.

Check the website for bird watching walks, trail days and school holiday activities. You can also download children's spotting sheets and find directions and education centre opening times. Go to www.hiwwt.org.uk and select 'Our Reserves'.



Pond-dipping for fascinating finds



First encounters with a dragonfly nymph – J Day

Events at Blashford Lakes

Pond and river dipping for adults!

Explore wetland habitats and discover fascinating wildlife, without having to 'share' the net with any children! Microscopes, ID guides and staff will be on hand to help you identify your catch. Wellies needed for kick sampling in the river. No children please! Suggested donation – £3 a person.

Saturday, 6 July
10 am – 12 noon

Wild in the woods!

Great outdoor family fun, learning basic bushcraft skills – build a shelter, light a fire, bake some bread and take away a souvenir. Suggested donation £6 a person.

Booking is essential.
Please call 01425 472760 or email BlashfordLakes@hwt.org.uk

Saturday, 17 August
10.30 am – 3 pm

Amazing facts about our water

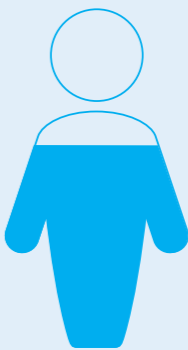


Over 70% of the earth's surface is covered by water.

Most of the world's water is salty – over 96%.



Up to 60% of the human adult body is water.



Water expands as it cools from 4 °C to 0 °C (above 4 °C it does the opposite).

This why pipes can burst in freezing conditions.



Chocolate is the most water-intensive food. It takes 2,400 litres of water to produce 100 grams!



You can drink water today that was around in the age of the dinosaurs.



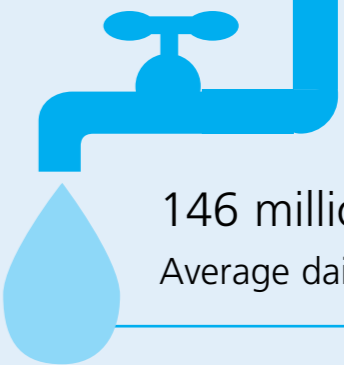
1,041 km²



430,000 people served



203,100 properties served



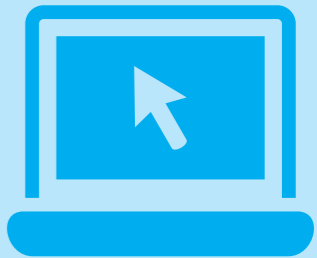
146 million litres
Average daily output

(Sources: USGS Water Science School, the Virtual Water Project and Science kids NZ)

Our new website is live

Our new website went live earlier this year. Information is easy to find and you can also ask for services electronically. So whether you need a meter reading or you'd like to set up a Direct Debit, you can now do it online.

Visit www.sembcorpbw.co.uk



In support of **WaterAid**

2.5 billion people in the world do not have access to adequate sanitation – almost two-fifths of the world's population.

You can help end this global crisis by supporting WaterAid. Set up by the UK water industry in 1981, this charity transforms people's lives by using practical solutions to give them access to safe water, sanitation and hygiene education. This is key in tackling poverty and enabling communities to develop.

WaterAid now has projects in 27 of the world's poorest countries and has benefitted Africa, Asia, the Pacific region and Central America, and more than 17 million people so far.

For every £1 you give, WaterAid spends 78p on programme work, 21p on fundraising and 1p on governance. It costs WaterAid just £15 to enable one person to access clean water and safe sanitation.

To support WaterAid, simply text 'water' to 83010 or call 0300 123 4341.

(Texts are charged at standard network rates and calls are charged at local rates.)

For more information or to set up a Direct Debit, visit www.wateraid.org

Just £2 a month will save children's lives.



Photo: WaterAid/Layton Thompson

Mtinsunge, aged nine, lives in the Salima district of Malawi. She struggles to carry home a 20-litre container of dirty river water – a three-mile round trip she has to do every day. Mtinsunge is typical of literally millions of children and women living in the poorest communities in the world's poorest countries. Having safe water and sanitation close to home frees up time and means a healthier life for all.

**Give water.
Give life.
Thank you**