



What: The Water Efficiency Schools Programme (**WESP**) is one of Thames Water’s showcase and core communication-based projects. In its first phase (2014-15 school year) we targeted a total of 50 primary and secondary schools across London. WESP goes beyond the traditional schools engagement approach, by combining a more creative engagement and education initiative, with actual metered water consumption and savings numbers – WESP delivers qualitative and quantitative results for schools, students and water savings. The project offers a whole school approach to water efficiency by offering each school a set of assembly and workshop visits, with students guided to promote their new water efficiency knowledge at home and across the school community. The school also benefits from a water audit and extensive retrofit which reduces the water consumption of the school and engages students in the methods and technology used to achieve these savings. The workshops and assemblies are also designed to integrate with a number of key curriculum areas, which proved beneficial for the students, as well as an encouragement for schools to participate.

Why: We supply water to the largest population of any UK water company. With our population set to grow from 8.2 million to 11.3 million by 2050 and future abstraction subject to stricter limitation, the focus on water efficiency is vital. We view engagement and education with schools as a core activity and a key method to positively influence existing and future customers. Building on past successes, WESP offered a more enhanced and innovative whole school programme - which we believe is industry-leading and can be used as a model for the coming years.

How: Rather than roll out traditional student engagement content, we appointed three engagement and education specialists to deliver the WESP programme – Global Action Plan, Ech20 and Eco Action Games. Each supplier developed and delivered their own packages at school assemblies and workshops, all of them focusing on water awareness and water efficiency solutions. All packages were unique and featured practical interaction with students and a combination of fun and curriculum applicability. Student outputs ranged from retrofitting solutions and online apps. Using three different approaches enabled us to learn the pros and cons of student engagement, helping us improve future schools programmes. Comprehensive before-and-after surveys measured the impact on water-using behaviours, as well as how these were applied beyond each pupil to other school groups and at home. Water audits and retrofits were also supplied to each school.

How much: The project outcomes were split between hard and soft measures, with soft measures being mostly behavioural and generally quantitative, however, some key achievements were:

- Over **100** individual school visits delivered
- Over **8,000** pupils engaged during the programme
- **50** schools participated, 50/50 split between Primary and Secondary
- **7.3 million** litres a year saved through retrofit measures, using Ofwat methodology
- Average water bill saving per school estimated at over **£500**
- Wider school community engaged
- Project success has driven recruitment for next phase of the project
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Programme delivery:

The following schools received workshops, water audits, retrofits and whole-school engagement:

Ech20	Eco Action Games	GAP
St Aidan's Voluntary Controlled Primary School	Ashmole Primary	Northumberland Park Academy
St Paul's and All Hallows Federation	Walnut Tree Walk Primary (entrance in Fitzalan St)	Newstead Wood School
Welbourne Primary School	Sunnyhill Primary	St Bonaventure's RC School
Queens Manor Primary School	Wyvil Primary	Glebe School
Wormholt Park Primary School	Morrison Primary	Harris City Academy Crystal Palace
Greenside Primary	Archbishop Sumner School	Plashet School for Girls
St Thomas of Canterbury Primary	Telferscot Pprimary	Overton Grange School
Normand Croft	Raey Primary	Compass School Southwark
Northwold Primary School	Macaulay Junior School	Cranford Community College
Grazebrook Primary School	Surrey Square Primary	Highbury Grove School
Shacklewell Primary School	Bonneville Primary	
Hampden Gurney School	Heathcote School and Science College	
Wembley UTC	Bishop Thomas Grant Catholic Secondary School	
Servite primary	Addington High School	
Chelsea Academy	Streatham Wells Primary School	
Hammersmith & Fulham Urban studies centre	St Joseph's College	
Fredrick Bremer Primary	The Charter School	
St Thomas More Language School	St Marys Primary School	
Tottenham UTC	Hitherfield School	
Woodberry Down Community Primary School	Immanuel School	



- Each provider delivered a bespoke set of assemblies and workshops which were designed to inspire the students to engage with their peers and the school community.
- Each engagement strand was carefully measured with methodologically sound behavioural change surveys, carried out before and after the programme.
 - Each provider gave a unique take on school engagement, with the students given the opportunity to have fun as well as enhance their educational development.
 - Each school also received an enhanced water audit and retrofit, which (where needed) provided urinal controls and push taps to significantly reduce consumption and save money on bills.
- Students took an active part in some water audits and also learnt more about the technology of saving water in a way that integrated with the curriculum. This included calculating and understanding school and home water consumption and encouraging the spread of this knowledge.
- The group of schools working with Global Action Plan (GAP) took part in a competition to present their water efficiency campaigns to a panel of industry experts, hosted at City Hall in London. The winners then took part in a day of activities at a Thames Water recreation site.

