

# Water Saving in Power Showers



dream ☁️

plan 📍

achieve 🏆



## Client:

United Utilities plc

## School:

Biomolecular Sciences  
Built Environment  
Engineering  
Liverpool Business  
School

## Staff:

Dr David Phipps  
Bob McClelland  
Bob Doherty  
Prof Roger Morgan  
Dr Rafid Alkhaddar

## Project:

**As part of the United Utilities 'social responsibility' strategy, LJMU was approached to carry out work with United Utilities on a project that looked into water saving in power showers.**

The ongoing project is aimed at providing validated information about personal habits and preferences of shower users and the acceptability of water saving devices. It involves an assessment of public perception, social trends and water saving technology.



The study has examined public attitude and perceptions to water use and saving, combined with a technological study of shower performance characteristics and a home trial on acceptability of water saving devices.

Results will inform both local and national strategies and reflect international developments in water saving.

"This study will pioneer the development of standards for the shower of the future."

Richard Critchley, United Utilities water resources planning manager

### Client benefits:

- United Utilities are satisfying their social responsibility requirements set by OFWAT and are taking part in a national project led by DEFRA and Market Transformation Programme
- The project has started to generate media attention for the both the company and partners with interviews from the local press and from GMTV

### Academic and Student benefits

- Three EU visiting student projects and five LJMU student projects
- Presentations at two conferences
- Publicity for LJMU - the project has been used as an exemplar in the Envirolink brochure
- Enquiries from industry leading to further projects
- Networking and membership of national working groups