

# A drop of water in the shower



**The Showerdrop, manufactured by Product Creation, has been on the market for a while, but we have not used it in conjunction with any of our water efficiency projects. This called for a trial!**

In July 2010, we invited 1,736 customers in and around Mayland, Essex to participate in the trial, which offered the chance to try the Showerdrop for free. The Showerdrop is calibrated to the shower flow rate, which then allows it to calculate the number of litres of water being used. It also sounds an alarm when the recommended amount of water (35 litres) has been used. The invitation proved successful, with 375 Showerdrops (of the 400 available) being allocated to 233 customers. The Showerdrops were delivered during August and September.

## The results

A questionnaire was left with each customer to complete and return to Essex & Suffolk Water at the time the Showerdrop was delivered. A second questionnaire was then sent 3 weeks later to assess the customers' perceptions of their water use and the product. Based on information obtained from the questionnaires, it is possible to conclude that the Showerdrop saves 23 litres per property per day.

Participating customers are now spending an average of one minute and twenty-three seconds less in the shower compared with before receiving the Showerdrop (the average time spent showering dropped from seven minutes to five minutes and thirty-seven seconds). Though some customers experienced problems with the device, notably in setting it up, the majority are impressed with the concept and we have received many positive comments.

One customer said

“ Until I used this device I had no idea how much water was being used and was shocked at 1 litre every 7 seconds. Good product. ”



Meter readings were also taken three weeks before the delivery date, on the delivery date, and three weeks after, in order to calculate water savings. Analysis of the data shows a reduction in total household water consumption of 30 litres per property per day. However, analysis of the questionnaire results showed that many customers did not use the product straight away and we are therefore intending to carry out further meter reads in order to assess water savings in the longer term.