



Delivering Sustainable Growth

Global Leakage Summit 2026

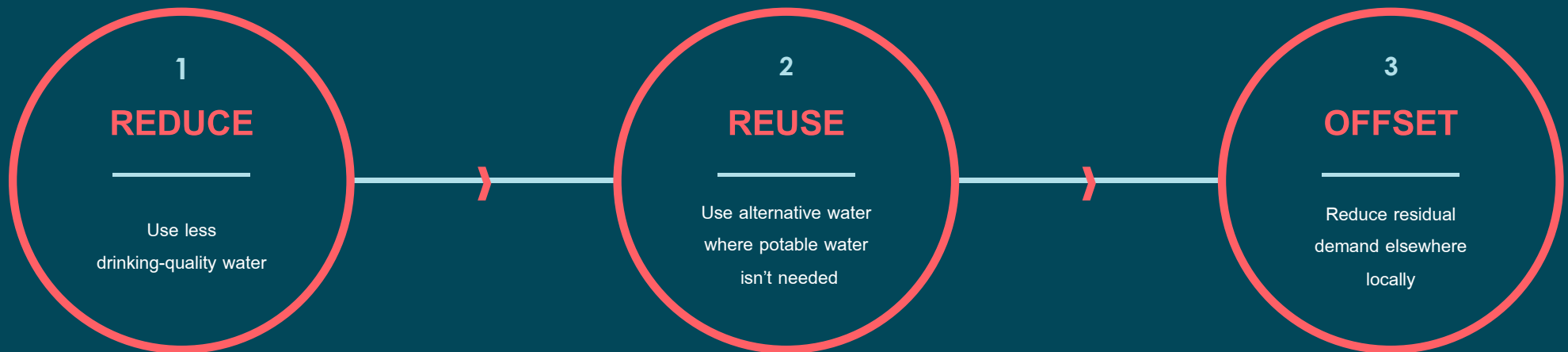
Julian Webster, Affinity Water
Global Leakage Summit 2026



Can we build the homes people need
without increasing total demand on local
water resources?

Making Growth Water Neutral

Defining the principles



OUTCOME: New homes, with no net increase in local water demand

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BIDWELL WATER SAVERS

At Bidwell, the message was not
“water neutrality”

“ Choose one change
you can stick to ”

- Personal choice
- Local relevance
- Community support

weir
Independent
Water Networks

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An abstract project objective became a personal, local action

Behaviour change delivered

measurable demand reduction



RESULT: Targeted behaviour change can reduce household demand

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Can offsetting deliver measurable impact?

Targeting Non-Household demand

SAVINGS POTENTIAL

SOCIAL VALUE

OFFSET PROPERTIES

46

33 Schools
7 commercial
6 Public Sector

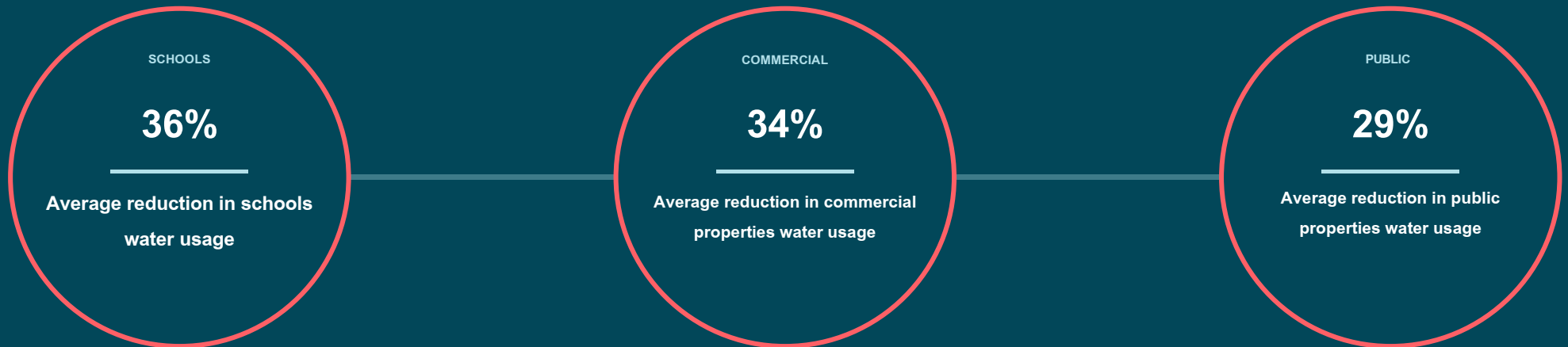


 H2OIQ

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Measurable impact delivered

Verified savings across Non-Household properties



RESULT: 243,000 L/day of verified water savings

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Bring it together: a water-positive development

Combining household demand reduction with local offsetting

Behaviour change

+

local offsetting

=

Water Positive

RESIDUAL DEMAND

236,000 L

Bidwell residual daily demand

MEASURED OFFSETTING

243,000 L

Verified savings per
day

ENVIRONMENTAL BENEFIT

7,000 L

Water retain in the
environment

RESULT:

Bidwell became the

'World First Water Positive NAV Development'

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How technology can support water-neutral developments

Phase 2: Technology Deep Dive



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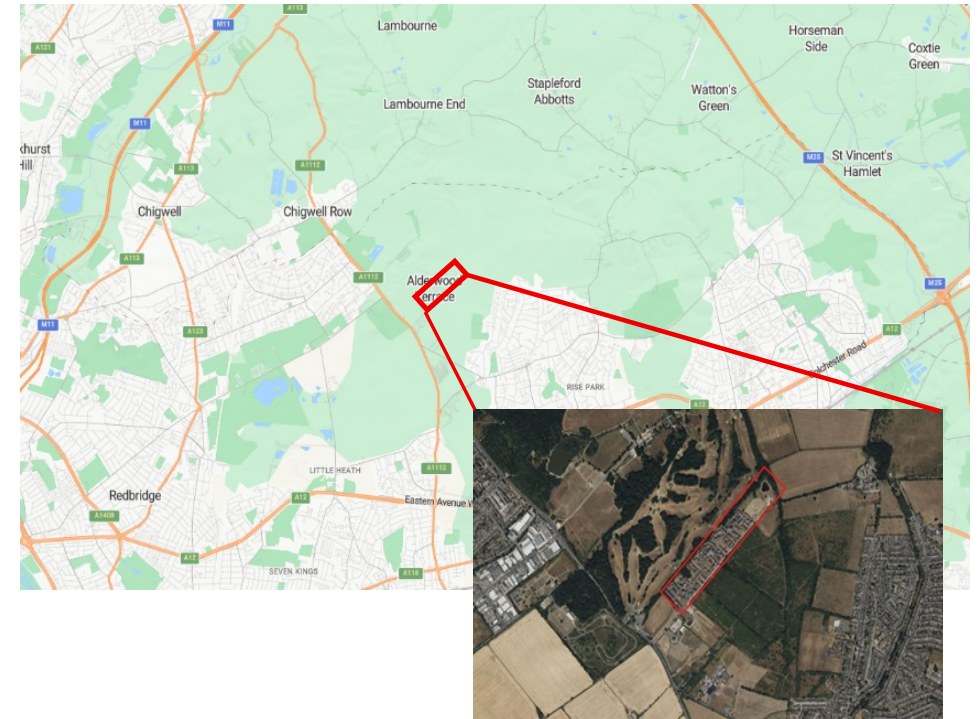
Why Water Reuse and Efficient Appliances?



Introducing Oaklands Hamlet

Oaklands Hamlet

- 425 properties comprising a mix of houses and flats
- Supplied by Albion Water (NAV)
- Built by Vistry Group



Phase 2 demonstration site

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What makes Oaklands Hamlet special?

DUAL-PIPE NETWORK

Potable and non potable networks installed
Currently, potable water supplies both networks

DUAL METERING

Every home measures potable and non-potable use
Providing property-level consumption data

NON-POTABLE USES

WC flushing and garden irrigation
Already connected to the non-potable network



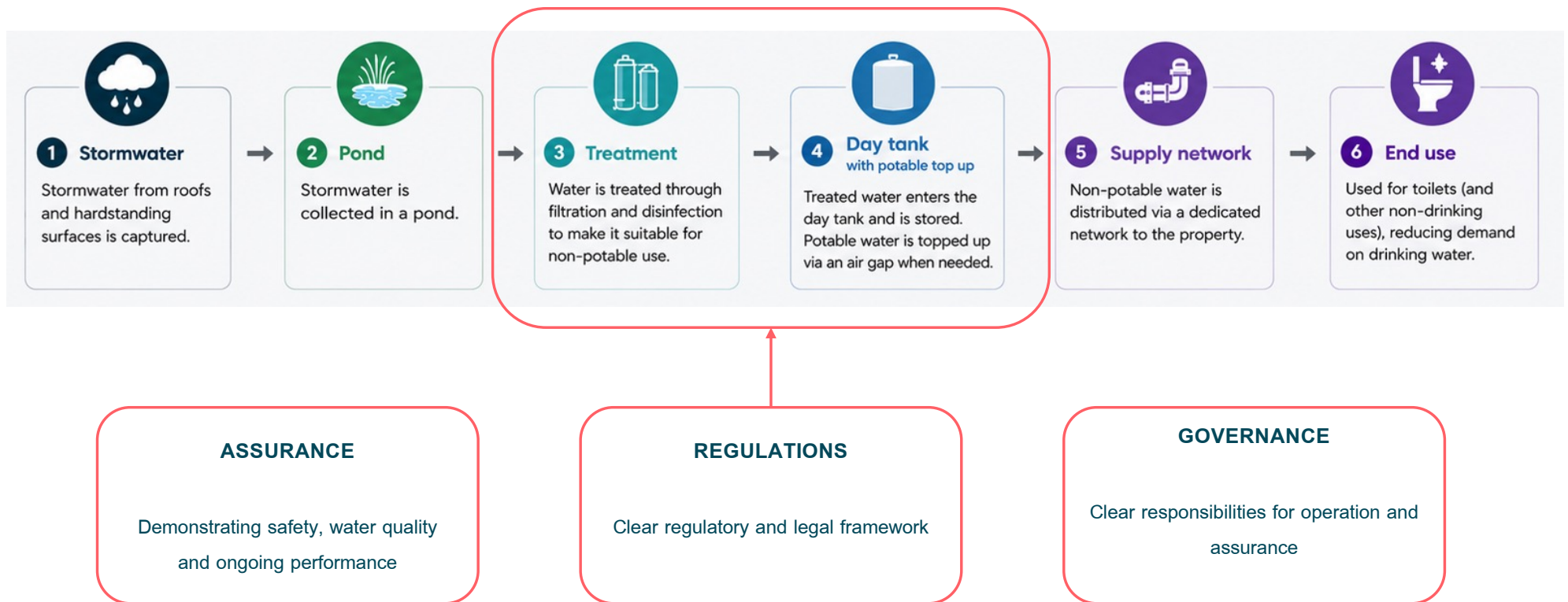
The infrastructure is already in place.

So, what's the catch?

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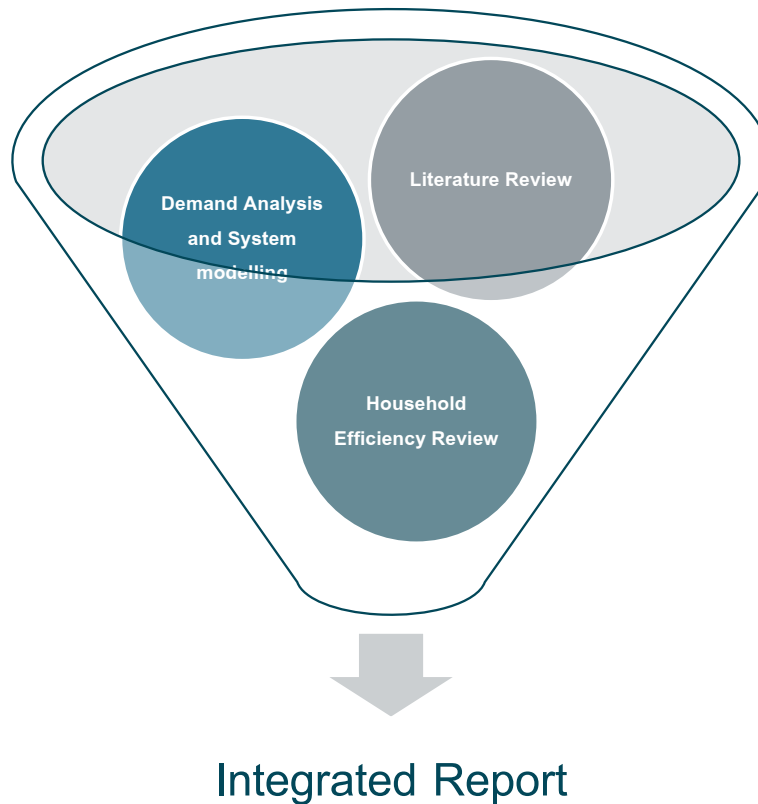
So, what's the catch?

The infrastructure is only one part of making water reuse work



Building the evidence base

Three complementary evidence streams informed an integrated assessment



AffinityWater

SDS
INFRASTRUCTURE

 **Albion** WATER

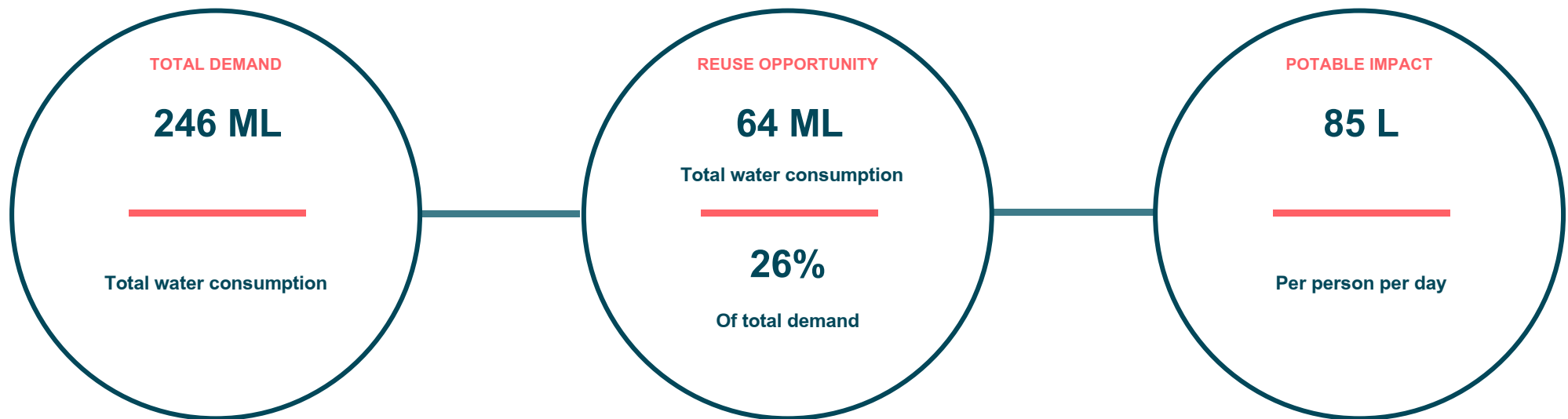
wrc
creating a better tomorrow

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What does the demand analysis reveal?

Understanding the scale and opportunity for water reuse at Oaklands Hamlet

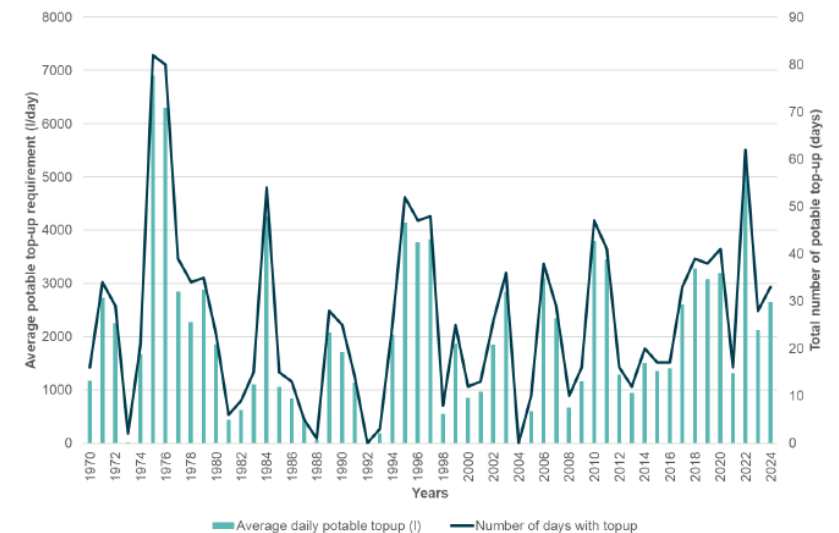
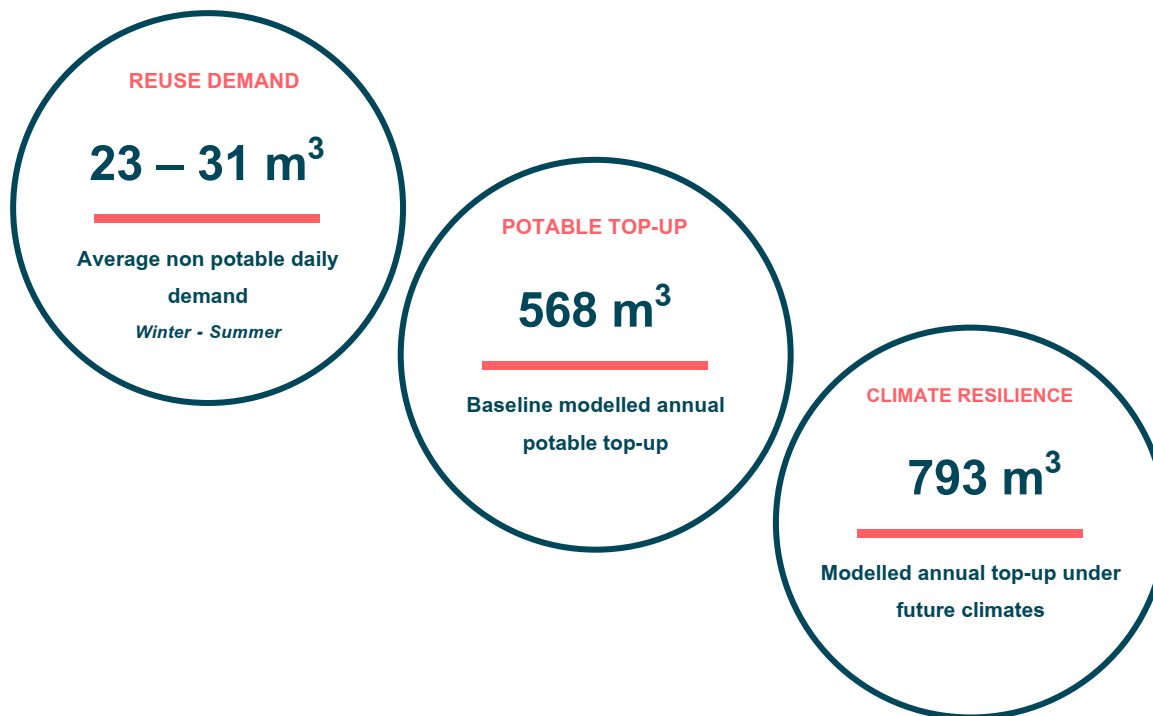
6,201 meter reads across 425 properties | 2018–2024



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Can the system meet non-potable demand?

Modelling the resilience of a rainwater-fed reuse system

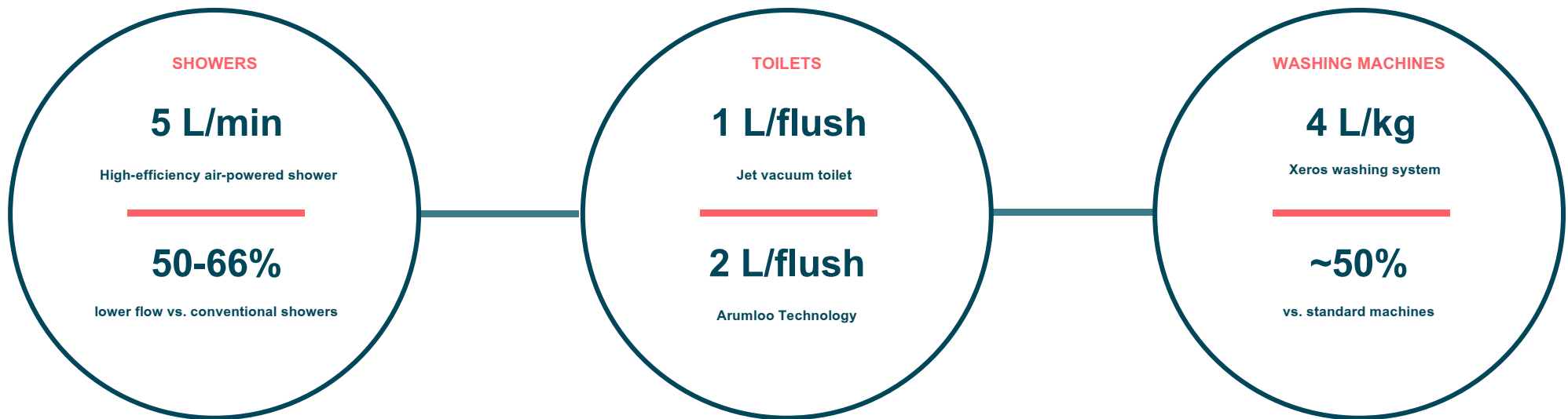


RESULT: **20–23% potential reduction in potable demand**

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Can we go further?

Reducing demand at source through high-efficiency technologies



RESULT:

<85 L/p/d is technically achievable

Around 23% below the Part G optional benchmark

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What did the evidence show?

REUSE POTENTIAL

Water reuse can meet a significant share of household non-potable demand.

EFFICIENCY

High-efficiency fixtures can further reduce potable demand.

SYSTEM PERFORMANCE

Dual-network systems can operate safely and effectively with appropriate monitoring and governance.

PLANNING

Early integration of reuse into development planning is critical to system performance.

SCALABILITY

Regulatory and delivery barriers currently limit wider adoption.

The opportunity is real, but technology alone is not enough.

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Water-neutral growth needs the whole system

FOUR TRANSFERABLE PRINCIPLES

01 Set the objective early

Shape planning and infrastructure from the outset

02 Treat people as part of the infrastructure

Give residents agency, support and feedback

03 Design the enabling system

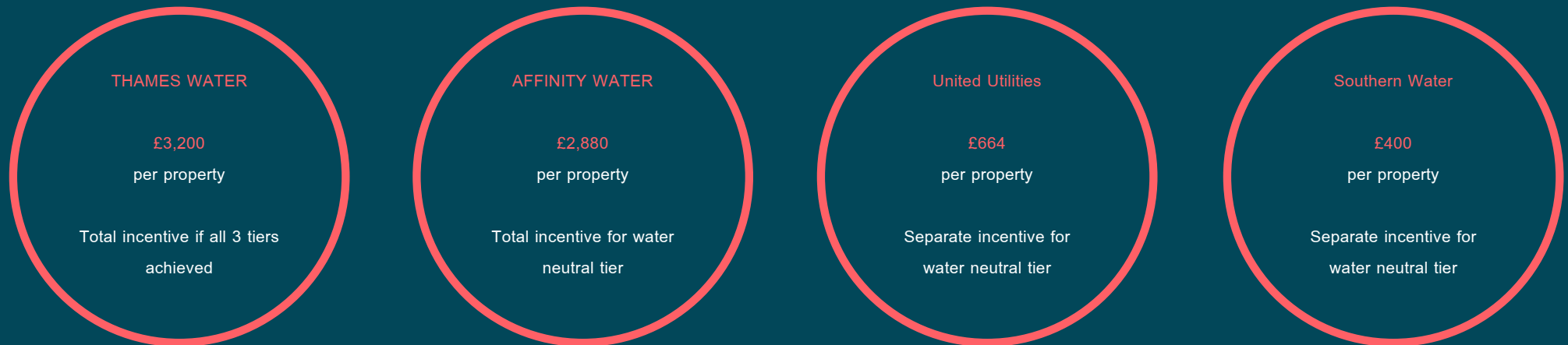
Resolve regulation, ownership, operation, incentives and safety

04 Measure from the beginning

Use data to understand, learn and improve

From idea to reality

Water-neutral incentives are starting to emerge across the sector



But incentives alone won't deliver water-neutral growth

Uptake remains limited, the opportunity is to create the conditions for these mechanisms to flourish.

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Project Zero is now building the enabling blueprint

PHASE 3: EMERGING HYBRID APPROACH



Data | Early planning | Accountability | Enabling regulation

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SCAN FOR PROJECT ZERO

Share your experience of communal reuse and cross-connections

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affinitywater.co.uk/waterneutrality

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