



Action for the River Kennet

01/10/ 2014

'Save Water September' smashes target!

The month long 'Save Water September' campaign from Action for the River Kennet (ARK) has smashed its original target by a third.

The campaign set out to achieve 2 million litres of water savings by encouraging Marlborough residents to have free water saving devices installed. The project was run jointly with ARK, Thames Water and delivery partner Climate Energy. Climate Energy representative and local resident Nick Dickenson went door to door in Marlborough offering the free water saving home make over. Nick says ' I was really impressed at how well-informed Marlborough residents are about ARK, the Kennet and about water saving'.

Over the course of September Nick carried out over 120 water saving installations – all provided free by Thames Water. The devices installed range from aerating Shower Heads to Hose Trigger Guns for the garden. London Road resident Ingo Brenk was delighted to receive a visit from Nick 'we have had some water saving devices in the past but it was great to have Nick check that we had fitted them correctly and give us the latest devices that would suit our property. Our garden backs on to the Kennet, and it has become very important to our young children and us. It's great to think that we are protecting the Kennet and saving money at the same time'.

Helen Kelly, Care for the Kennet Coordinator said 'ARK are absolutely thrilled with the result – we have had a great response from the community both in person and on social media. We originally set out to save 2 million litres of water a year – the project has actually resulted in 3 million litres saved. On behalf of ARK, Thames Water and Climate Energy we would like to say a huge 'Thank You' to everyone who has helped us achieve this. It's been an exceptionally dry September so to exceed our target will hopefully redress the balance in the future'.

Any Thames Water customers in the region who still wish to receive the water saving devices can do so by visiting www.thameswater.co.uk/freebies

For more details contact Helen Kelly 01672 519370

Notes to editors

Image: Background:

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