



ACTION FOR THE RIVER KENNET

## PRESS RELEASE

20 February 2012

### **Do your bit to help the river – get a free water-saving makeover for your home**

Action for the River Kennet (ARK) is working with the local community and Thames Water to help everybody to use less water through the Care for the Kennet campaign.

In the Kennet Valley we have had drastically low rainfall for the last 18 months, with less rain and a dryer river even than in 1976. Unless we have two very wet months, a drought this summer is inevitable.

Now is the time to act. Every one of us can make a difference and help to keep our river alive. The water that comes out of your tap comes from the same source as the water in the River, so by using less of it there will be more to support the river and its wildlife.

ARK will be holding a series of 'pop-up' events where people can sign up for a free water saving home visit, or take away some water saving gadgets to fit at home themselves. The first event will be in Hungerford on 29th February, then in Marlborough on 3rd March. If you can't attend one of the events you can register your interest in home visit by emailing: [C4K@riverkennet.org](mailto:C4K@riverkennet.org).

Marlborough resident and mother of three Helen Kelly will be organising the pop-up events. She has had her home fitted with the free gadgets, and said 'It was really easy, the fitter took less than 30 minutes to makeover 3 bathrooms, the utility room and the kitchen. I am on a water meter, so I am looking forward to saving money on my water bill, and saving energy by using less hot water too. My kids love playing by the river and it's been heartbreaking to see it dry for so many months. We all have to stop wasting water.'

The work is being funded by Thames Water, the company responsible for water supply in the area. ARK have long been critical of Thames Water's abstraction from Axford to supply south Swindon, and Director, Charlotte

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Peter Marren  
Richard Clarke, James Dallas, Sean Dempster, John Hounslow, Kevin Light,  
Sir Nigel Thompson.

**Director**

**Charlotte Hitchmough, PO Box 2919, Manton, Marlborough, Wiltshire SN8 4WE**

Hitchmough, said 'ARK is keeping up the pressure on Thames Water to honor their commitment to provide an alternative water supply for Swindon, which will help the River Kennet. Thames Water are aiming to build the new supply in 2014. But the people in the Kennet valley can make a positive difference too, by using less water, and I urge everyone sign up for the free water saving service'.

Information about Action for the River Kennet is available at [www.riverkennet.org](http://www.riverkennet.org) or call Charlotte Hitchmough on 01672 513672. For more information about the water saving pop-up events email Helen Kelly at [C4K@riverkennet.org](mailto:C4K@riverkennet.org). You can follow ARK on Twitter @ ARKennet. A programme of pop up events is scheduled over the next six months along the Kennet Valley, if you'd like to host one please email [C4K@riverkennet.org](mailto:C4K@riverkennet.org).