

households in areas of serious water stress. And also, very importantly for future water use, introducing the ambition to reduce water consumption to 130 litres per person, per day by 2030." He continues: "We recognise that metering provides financial incentives to save water. Currently metering is only about 30 percent nationally. We want to see it increase, particularly in areas of water stress, because on average there is a 10 percent saving from meter customers. There is the potential for higher water saving, associated with tap options introduced to encourage lower water consumption."

Playing your part

But Peter Jiggins is keen to point out that water saving initiatives should not only be driven by the Government. He suggests that everyone involved in designing and specifying bathrooms should play their part, too. He says: "It is important to realise that this is an ambition and not a target. It recognises that there are many stake holders that need to play a part if that ambition is to be realised. For Government to introduce policies to lower water consumption, we think that manufacturers have an important role to play, as well as retailers in the way that they market products." He adds:

"Specifiers and housebuilders must ensure that new housing is built to be water efficient and also the BMA training of plumbers is very important, as consumers are reliant on them for advice on the fittings they are going to choose."

Focus on appliances

But Defra has not only focused on the bathroom industry to improve awareness of water efficiency. It has also been focusing on kitchen appliances that use water. Peter adds: "We want to see wider labelling and better water use labelling within dishwashers and washing machines. We are trying to link up with the European Commission on ongoing initiatives through their communication of water scarcity and drought. We look forward to working with the BMA on the development of its own labelling scheme. We would like, very much, to see mechanisms for consumers to be able to identify water efficient products at point of sale and the better labelling of white goods. Some of the gains that have been made through the labelling of water efficient bathroom products can be used for white goods. And we can see the extent to which we can drive innovation and get recognition of water efficient products that have good consumer acceptability."

Greenbuild Expo



Sustainable building products show to launch in Manchester 09

The Government's long-term goals to reduce carbon emissions in new build properties, regenerate cities and tackle climate change is impacting on the construction of homes. In both the private and public sectors, designers and specifiers now need to better understand sustainable practices. Greenbuild Expo is a two-day showcase to promote, develop and encourage sustainable construction. It takes place at Manchester Central (formerly GMEX) from June 17-18, 2009.

Designed to attract architects, specifiers, housebuilders, interior designers and local authorities, it will feature the latest technologies and sustainable, energy-efficient, renewable and recycled building products.

Greenbuild Expo has been created for visitors to not only find out more about the products, ideas and innovations but how to adopt the latest technologies.

As a centre piece to the show, there will be a principal debate area, where keynote speakers will be sharing ideas, encouraging debate and promoting greener building. In addition, a series of seminars providing technical and practical information will run alongside the event.

Organiser of Greenbuild Expo, Hamerville Magazines is also publisher of the UK's leading range of construction titles. With a combined audited circulation of over 310,000 building professionals, understanding their readers' needs, has allowed them to form the event's core platform.



◀ Created for kitchens and living areas is this luxury stove from **Hotpod**. Crafted from recycled material, wherever possible, the manufacturer claims it is also energy efficient. At the **Hearth & Home Exhibition**, it was Highly Commended for the Best Freestanding Multifuel Stove.

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◀ Offering an alternative to the conventional waste bin, **Franke** has a range of sorters to fit 500mm and 600mm units. The sorter containers come in a range of shapes, sizes and types. It allows the designer to create a bespoke unit for bottles, cans, paper or organic waste, as required.

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