



GREENE KING
BURY ST EDMUNDS

CASE STUDY:

Greene King's 12.13% reduction in water usage

Project	Water Strategy for consumption reduction
Location	Nationwide
Classification	Water Strategy
Sector	Pub & Restaurant
Client	Greene King
Project savings	Over 173,000m ³

Results

12.13%

Reduction in total usage compared to a 2012 baseline

£914,000

Total savings in excess of £914,000

173,000m³

Over 173,000m³ of water saved, the equivalent to approximately 304 million pints

149

Water audits of high consuming pubs completed

58,000m³

Approximate amount of water saved due to leak identification and rectification



Project overview

In 2012, Waterscan was engaged to deliver significant efficiencies in water consumption and support enhanced social responsibility through delivery of a water strategy in partnership with Greene King. Once the baseline consumption was established a water consumption reduction target of 12% by end of financial year 2014/2015 versus a 2012 baseline was set, equating to just under 172,000m³.

A key driver for taking the steps to establish a Water Strategy and focus on water reduction was Greene King's CSR initiative which was launched to

drive social responsibility engagement both internally and across the supplier base.

'...deliver significant efficiencies in water consumption and support enhanced social responsibility through delivery of a water strategy'

Sustainability achievements

Greene King was recognised at the Footprint Awards 2015 for their sustainability work by winning the 'Energy Efficiency Award' and 'Environmentally Efficient Logistics Award' in conjunction with Kuehne+Nagel.

Media coverage

www.footprint.digital

www.morningadvertiser.co.uk

Recognition

Finalist for Sustainability Leaders Awards 2015

– Water Management

Winner Energy Awards 2015

– Water Efficient Project of the Year

Winner Footprint Awards 2016

– Economic Sustainability Award



2015
FINALIST



The solution

The current position of consumption for 1,400 pubs across the estate was quantified through assessment and validation of the baseline data and operational water footprint. Risks and opportunities were then assessed prior to the provisional goal and scope of the project being defined. After these initial stages, the specific business and operational scenarios were examined to evaluate the latest technologies and areas where a reduction in consumption was viable. Following this, the strategy was devised, implemented and monitored.

Through a rigorous process of obtaining data and inputting this into Waterline®, our online water management system, it was possible to establish a clear picture of performance, the baseline data and conduct benchmarking to identify high consuming sites. Once the baseline consumption was established an active audit programme of high usage sites was carried out to rectify issues and restore efficiency.

- Identification of leaks on the supply pipe and on internal pipework
- Resolving shared supply
- Fixing leaking water storage tanks
- Replacing faulty taps
- Problems with Water Management Systems (Urinal Controls) and toilets were addressed.

It was highlighted following an audit by a Waterscan technician that a water company had been reading the wrong meter at a Greene King pub since 2005. As a result of this incorrect charging a refund of £57,871 was achieved. Another notable refund was achieved through the identification of a large water leak on the supply pipe to a Greene King pub. This was detected and repaired by Waterscan, and a rebate from the water company for £40,494 obtained.

Monitoring & development

Waterscan provide reporting against target which demonstrates clearly the reductions achieved. A dedicated team of Account Executive, Account Manager and Account Director support the strategy project ensuring targets and achievements develop.

The outcome

Reductions in water usage were achieved across the estate through various means including;

Quotes

"Greene King initially engaged Waterscan on a bill validation project. Whilst delivering an excellent financial result, we were particularly impressed with the expertise and market insight which the Waterscan team brought to the project.

We now work together in partnership and have much better management of water in our business. The comprehensive strategic approach delivers against defined annual targets and performance is tracked to ensure success. As a result our data has improved dramatically and leaves us well placed ahead of market deregulation in 2017."

Gavin Worthington

Purchasing Manager