

February 2025

Summary of responses to the second consultation on the Water Efficiency Fund

About this document

This document is a summary of the responses received to our second consultation on the Water Efficiency Fund (WEF); [Scoping the Water Efficiency Fund: Second Consultation](#). This consultation ran from 14 May 2024 to 25 June 2024. It should be read alongside the second consultation, as we do not reintroduce the proposals fully here, and our [final decision document](#).

As a reminder, we announced our intention to proceed with the WEF in our [final methodology for the 2024 price review](#). The final methodology said that:

"PR24 will introduce a fund of up to £100 million to help stimulate a transformative, sustained and measurable reduction in water demand nationally, using a range of water efficiency approaches".

This document starts by describing which sectors responded, then introduces the key themes that emerged. It then introduces each question used in the second high-level consultation and presents a table and figure where quantitative data has been collected. It includes sections covering [targeting the fund](#), [implementing the fund](#) and [timescales](#). The full list of questions from the second consultation and the detailed responses are then presented for completeness.

Given the large number of responses to our consultation, this document focuses on the themes that emerged in response to each consultation question, rather than every point made. We have considered each response and used the themes to help develop the detailed design, implementation, and timescales for the WEF. All of the [responses we received have also been published](#).

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1. Feedback to our second consultation

The second consultation posed 15 questions and was sent to 135 different organisations as well as being published on our website. We received 54 formal responses to the consultation through a combination of a Microsoft Forms and an email option. Further stakeholder engagement during the consultation included a series of webinars, joined by 111 individuals, and smaller group discussions with regulators, water companies, and those from the energy sector. Responses by sector has been shown in Figure 1.

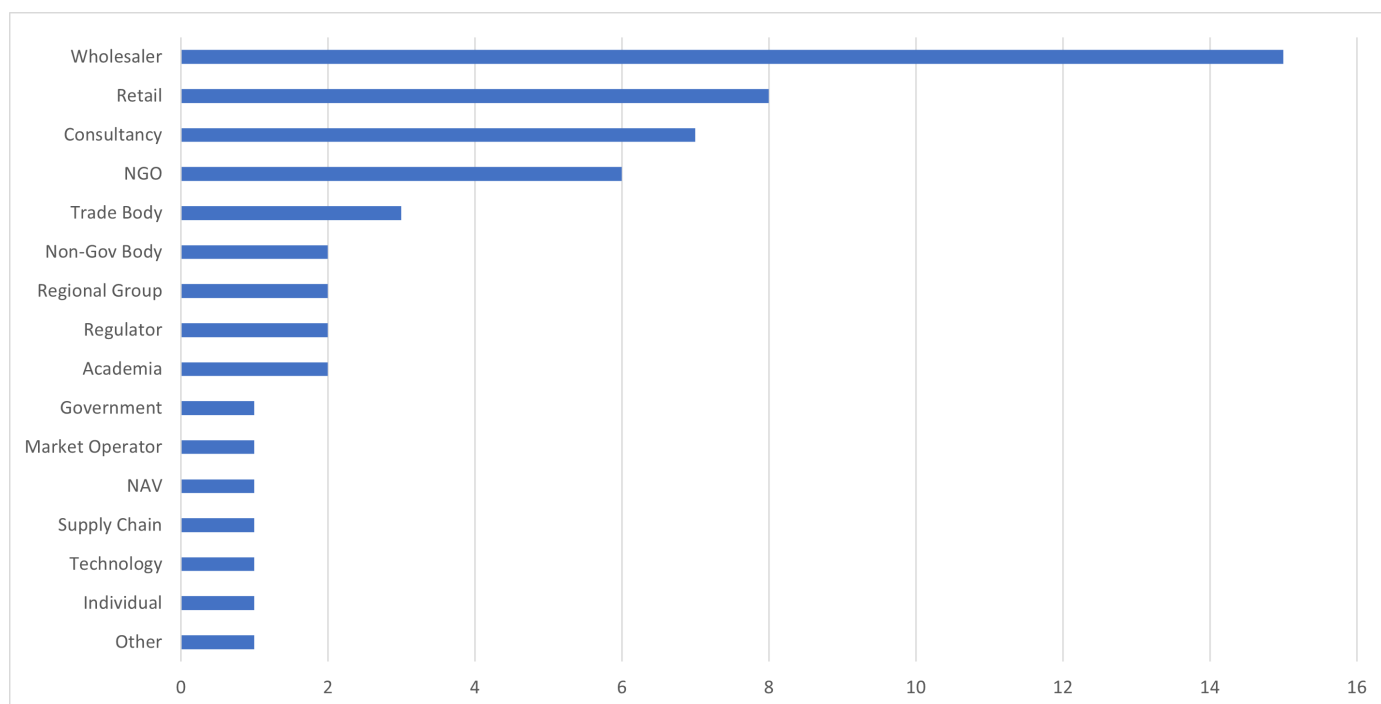


Figure 1 shows responses by sector

2. Common Themes

We have identified 18 common themes and divided these based on whether they are relevant to the whole of the WEF, the Water Efficiency Campaign (WEC) only, or the Water Efficiency Lab (WEL) only. These are presented in Table 1 below. Common themes include the level of agreement or disagreement with our proposals. Respondents expressed views in different ways, so we have grouped these as appropriate and applied judgement on common meaning.

This document also compiles and responds to the main points made by consultees for each question. These sub-themes have also informed the development of our proposals. These do not appear in Table 1 below but appear under each question heading.

Table 1 shows the common themes from the second consultation

Item	Common theme	Ofwat response
Water Efficiency Fund Overall		
1	Strong support for two-stream approach (83% supported, 98% supported or partially supported)	This has informed our decision to continue to develop the two-stream approach. We are committed to implementing the WEC and the WEL.
2	Good support for 75:25 (WEC:WEL) division of the fund (63% supported, 88% supported or partially supported)	We will make use of the flexibility that the two-stream approach offers to avoid a rigid split from the start. We will review the fund on an annual basis and reprofile the fund if necessary.
3	Those who questioned the division of funds wanted a bigger, or protected sum for the WEL.	We will not commit to allocating at least £25 million to the WEL as a minimum at this stage as we want to remain flexible in its operation. However, we do not envisage that the WEL would be less than £25 million. We are open to the size of the WEL increasing across Asset Management Period 8 (AMP8) if we see sufficiently high impact projects coming through. Note, this would require less to be allocated to the WEC.
4	Concerns about how the WEF can work for business customers and with – not against – the retail market. Some retailers feel the focus is on wholesalers and households.	The scope of the WEF includes both business and household customers. We are seeking relevant expertise on our Advisory Panel to help us achieve this.
5	Opinion was split on our cost benefit analysis (CBA) with recognition that it is limited by evidence availability. Most concerns were that it missed broader benefits rather than inflated benefits.	We recognise there is a lack of high-quality evidence in this area. The original review researched a wide range of papers and interviewed experts from the industry before the CBA calculator was created. Behaviour change is difficult to quantify and so the WEC will review data year-by-year to improve the evidence base and tailor evaluation. We recognise there are additional benefits we have not monetised; however, these are part of the qualitative CBA. Since the CBA is positive, we do not propose to quantify these additional benefits, but they give us additional confidence on our proposed approach.

6	Strong support for our governance proposals and high interest in advisory panel. Respondents raised the importance of managing conflicts of interest.	We will continue with our proposed approach to governance with the caveat that we will now have two advisory panels. We will start establishing the panels in 2025. We have covered conflicts of interest in our decision document.
7	There was support for our timelines although some were keen to begin earlier.	Our aim is to be able to start as close to April 2025 as possible. We do not currently propose changes to our timelines. While we recognise the value in starting as soon as possible, we need to make sure the approach is correct, and the work is ready to begin. The WEC will start slowly and test a variety of approaches before scaling the work.
Water Efficiency Campaign		
8	Some scepticism about the likely effectiveness of the WEC (and ability to measure outcomes) alongside enthusiasm from others that it represents a unique opportunity.	We recognise that a large-scale campaign brings risks. However, it was the most suggested intervention from our first consultation and received continued support through the second consultation. We believe the WEC is needed for the sector to manage demand and that it is unlikely to happen in any other way due to coordination barriers between the water companies.
9	WEC should go beyond comms / campaigns and focus on behaviour change, including a solid theory of change rather than relying on the information deficit model..	Our intention is that the WEC should be a sophisticated campaign focused on behaviour change. We will continue our work with behaviour change experts and invite them onto our WEC Advisory Panel to make sure this is the case.
10	The WEC should be independent of water companies and should have government support.	We agree that independence will be important to the success of the WEC. We are therefore looking at how the Water Efficiency Campaign Delivery Body can demonstrate this and act as a credible messenger. The WEC will be supported by government as it is overseen by Ofwat. We are exploring other areas of involvement, for example, various parts of government partnering with the campaign.
11	Good support for a central delivery body that should be independent of water companies, supported by government, cover household and business and consider the role of existing organisations to avoid time and cost of setting up new body.	We agree that using a delivery body would be the most effective way to deliver the WEC. We will use a competitive process to select the Water Efficiency Campaign Delivery Body and independence will be a consideration in that process. We agree it should cover households and businesses.
12	Good level of support for a gated process to fund WEC but calls for it to be proportionate.	We have taken this into account and believe that a competitively appointed Water Efficiency Campaign Delivery Body would not need a separate gated process. Progress would be managed under a more familiar contractual arrangement.
13	Three groups have expressed an interest in acting as the delivery body: • Water UK • Waterwise and The Waste and Resources Action Programme (WRAP) acting together • The Energy Saving Trust (EST)	We welcome the interest in delivering the WEC. We are proposing to use a competitive process to appoint the Water Efficiency Campaign Delivery Body. This will allow fair and transparent comparison across alternative approaches and will also cast the net wider to help secure the best route forwards.
Water Efficiency Lab		
14	Clarity is needed on how WEL fits with the Innovation Fund and eligibility needs to be clear for each sub-competition under WEL.	We recognise this and will make our requirements clear for both funds as we set out the more detailed requirements. We are sharing a Delivery Partner and Evaluation Partner with the Innovation Fund. This

		common Delivery Partner (known as the Competition Design and Delivery Partner) will set the eligibility criteria for the competitions with oversight from Ofwat which should build commonality.
15	Focus is needed on how to get WEL projects into business as usual including potentially longer timelines for projects.	We agree this is a priority and we will mandate all projects to report publicly on their work. We are also planning to work with industry partners to increase the profile of projects after completion.
16	WEL should target the biggest savings across households and business including products and smart metering work.	We will not be funding the promotion of single products already available to the market. One of the requirements of the WEF is that projects are additional to what is already planned by the water companies. This rules out the delivery of smart meters. However, we are scoping potential work that could see the WEL support coordination and harmonisation of the smart meter rollout.
17	Very strong support for integrating the back office of the Innovation Fund and WEL if boundaries are clear.	This supports our proposal to integrate the back-office functions of the WEL and Innovation Fund. We will set out clear boundaries between the two.
18	Opinion was divided on whether to require a 10% contribution from those requesting funding.	We have considered the 10% contribution, and we have decided this will be required in most cases though there is scope for exceptions.

3. Targeting the Fund

Our second high-level consultation set out how we aim to target the WEF. Questions 1-6 covered this area.

Question 1

Do you support, partially support, or not support, our overall proposal of a two-stream approach that includes a large behavioural change campaign and separate competitive process for water efficiency projects? Please give reasons for your response.

All respondents provided an answer to this question. As seen in Figure 2, 83% of responses supported the two-stream proposal, 15% partially supported and 2% did not support.

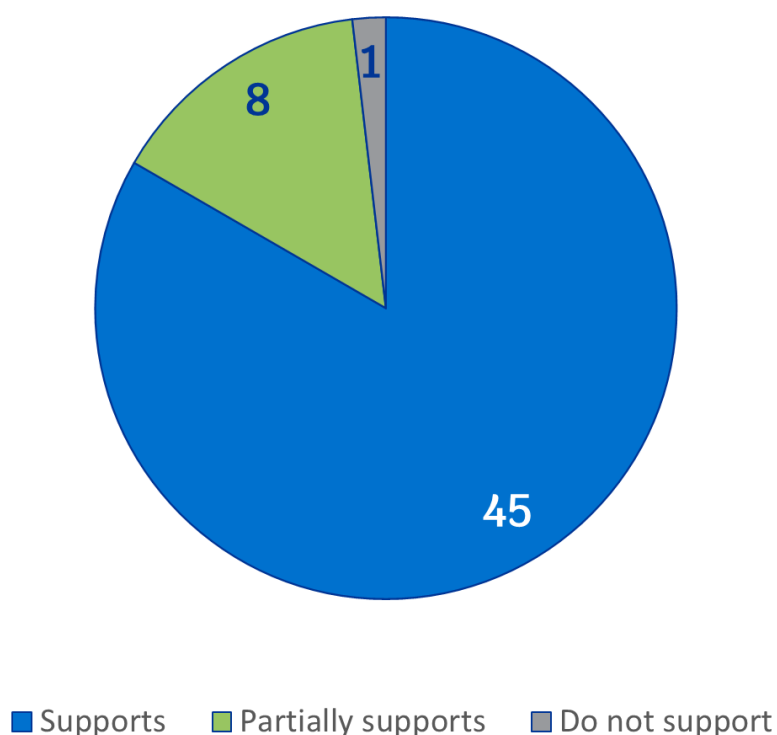


Figure 2 shows responses to the two-stream approach

Table 2: Responses to Question 1

Consultee responses	Ofwat responses and rationale
The fund should benefit households and businesses	We intend the fund to benefit all users of public water supply and for it to apply to work with household and business customers. This requires adequate representation in governance and scope.
WEC and WEL need to be linked to avoid silos and make sure they add value to one another	We agree and see one of the tasks for the WEF Advisory Panel is to support join-up between the two streams.
The WEL should be larger than £25 million	We have proposed that the financial split should be flexible. We will review the fund on an annual basis and reprofile the fund if necessary. Our proposed approach to the WEC now includes some additional time to get it established and to run structured trials of different approaches. This may allow the WEL to be slightly larger and we will keep this under review.
A few respondents felt the WEC is high-risk and some felt it should be a smaller proportion of the total	We recognise there are risks associated with a large-scale campaign such as the WEC. We have had some thoughtful contributions on how to manage these risks and we are developing a regulatory framework around the WEC to build in protection for customers and manage risk appropriately. We will start slowly with the WEC and test a variety of techniques.
The independence of the WEC from industry and/or regulators was valued	We agree this is important and care needs to be taken to make sure the WEC is credible. Independence from water companies is a key part of that and credibility is an important criterion as we competitively appoint the Water Efficiency Campaign Delivery Body.
The WEC should include technologies	We think that the WEC needs to link to other services available but that to make technological interventions itself would be beyond the budget allocated.

Question 2

Do you support, partially support, or not support, the proposed division of funds between WEC and WEL, recognising there is flexibility for this to change in response to events? Please give reasons for your response.

52 out of 54, or 96% of people who participated, answered this question. As seen in Figure 3, 63% of responses supported the division of funds, 25% partially supported and 12% did not support.

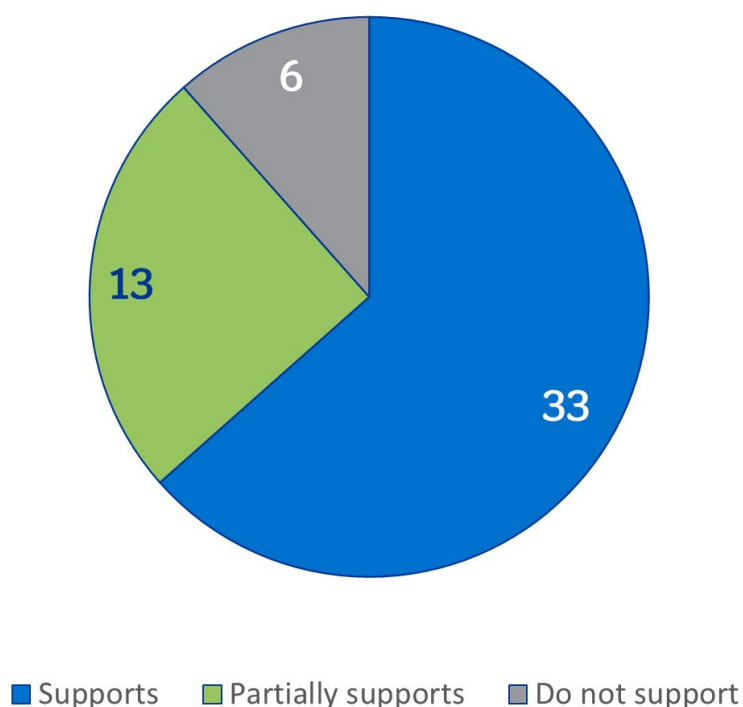


Figure 3 shows responses to the division of funds

Table 3: Responses to Question 2

Consultee responses	Ofwat responses and rationale
WEL allocation should be increased	Covered previously
Maintain flexibility of funding	This is part of our proposal and has been covered previously.
Clarify interaction with Ofwat Innovation Fund and other opportunities	The existence of the WEF does not preclude Innovation Fund funding being available for projects looking at water efficiency; especially where those projects are focused on innovation.
Need to consider business customers	Our intention is that the WEF can benefit household and business customers.
A few respondents had scepticism about the effectiveness of the WEC.	Covered previously

Question 3

What could we do to improve the effectiveness of our proposals for WEC?

51 out of 54, or 94% of people who participated, answered this question.

Table 4: Responses to Question 3

Consultee responses	Ofwat responses and rationale
The WEF should focus on business customers and work with retailers	As above, our intention is to include both household and business customers in the WEC.
Develop measurement and benchmarking approach	Evaluation will be critical to the success of the WEF and we will be tendering for an Evaluation Partner to support in this area.
Secure a credible independent voice outside of water companies	Credibility and independence will be important criteria in selecting our Water Efficiency Campaign Delivery Body.
Tailor materials to segments and to England and Wales and focus on behavioural change, go beyond comms / campaigns. Requires a solid theory of change.	We agree that materials will need to be tailored to different audiences, including audiences in England and Wales, and should be built upon a solid theory of change. We also want to go beyond traditional campaigns that follow the information deficit model, and take a sophisticated approach to behaviour change.
The work would benefit from government support	We agree government has the potential to play an important role here including and beyond Ofwat.
Waterwise has a key role to play	We continue to engage with Waterwise and recognise the unique position they hold.

Question 4

What could we do to improve the effectiveness of our proposals for WEL?

50 out of 54, or 92% of people who participated, answered this question.

Table 5: Responses to Question 4

Consultee responses	Ofwat responses and rationale
Allocate more funds to the WEL, or at least the full £25 million as a minimum.	Covered previously
Use the UK Water Efficiency Strategy (WES) to 2030 to inform delivery	We have considered the UK WES to assist with the definition of challenge statements for the WEL. While it is useful in this regard, it includes areas of policy development that are out of scope for the WEF.
Focus on behaviour change	Behaviour change will primarily be covered by the WEC but we see that the WEL has the potential to compliment the delivery of the WEC through insights and project data.
Need to understand clearly the nature of current challenges and create effective challenge statements	We will be using our Advisory Panel and stakeholder engagement to help formulate our challenge statements for the WEL. The challenge statements will be revisited throughout the duration of the WEF.
Make applying/competing in the process easier	We will use lessons learnt from the Innovation Fund application process and our Competition Design and

	Delivery Partner will assist with designing the application process. However, it is important to recognise that the WEF is making available substantial funds and it is right and proper that there is appropriate process in place to protect customers' investment and to make sure the best projects are funded.
Clarify difference between the Innovation Fund and the WEL	Covered previously
Avoid few projects dominating the lab and consider a diverse selection of projects	We are encouraging a diverse range of projects by having three funding streams (elaborated upon in our decision document) with varying entry and reporting requirements. We will look to make the smaller pots of funds easier to access to help drive applications and innovation. Our Competition Design and Delivery Partner will assist with the criteria for applicants and our Advisory Panel will assist in ensuring we have a diverse portfolio of projects representing England and Wales.
Focus on targeted segments including households and businesses.	The challenge statements will assist in creating targeted segments for applicants including households and businesses.

Question 5

Which areas do you think the WEL could most usefully contribute to?

48 out of 54, or 89% of people who participated, answered this question.

Table 6: Responses to Question 5

Consultee responses	Ofwat responses and rationale
WEL outcomes should be converted to consistent long-term changes (projects are run longer/annual applications/ translate into business as usual/post deployment impacts)	We envisage the WEL allowing successful projects to apply for more funding (enter into higher streams or apply for more funding in the same stream) and to run longer than a year. There will be an annual competition process. There will be strict evaluation criteria, set with our Evaluation Partner, to ensure success can be scaled
Use UK Water Efficiency Strategy to 2030 to inform delivery	We have considered the UK WES to assist with the focus of the WEL; as discussed above.
Focus on behaviour change	Covered previously
Need to understand clearly nature of current challenges and create effective challenge statements	Covered previously
Make applying/competing in the process easier	Covered previously
Clarify difference between the innovation fund and the WEL	Covered previously
Avoid few projects dominating the lab/consider a diverse selection of projects	Covered previously

Focus on targeted segments including households and businesses	The challenge statements will assist in creating targeted segments for applications including households and businesses.
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Question 6

In relation to the Cost Benefit Analysis, do you agree with our estimation of the likely benefits of the WEF? How could this be improved?

37 out of 54, or 83% of people who participated, answered this question. As seen in Figure 4, 59% of responses agreed with our cost benefit analysis, 41% did not agree.

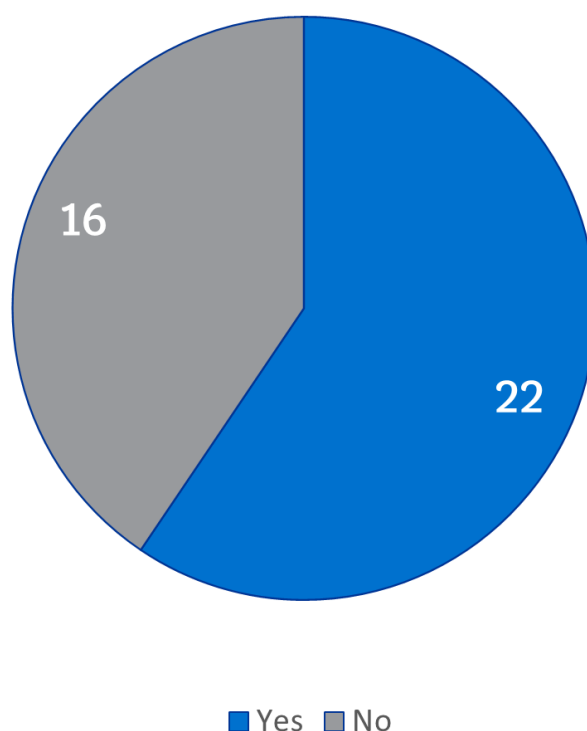


Figure 4 shows responses to our cost benefit analysis

Table 7: Responses to Question 6

Consultee responses	Ofwat responses and rationale
More or better evidence on the effectiveness of the range of approaches available to reducing water demand is needed.	There is a lack of high-quality evidence available in this area. Our original review researched a wide range of papers and interviewed experts from the industry before the CBA calculator was created. On top of this, behaviour change is difficult to

	quantify. This is partly why the WEC will take a phased approach and deliberately improve the evidence base and tailor evaluation. We recognise there are additional benefits we have not monetised, such as environmental enhancement, however these are part of the qualitative CBA. Since the CBA is positive, we do not propose to quantify these additional benefits, but they give us additional confidence on our proposed approach.
Regular review and monitoring is needed during the WEF to track progress.	We agree that strong evaluation is needed during the WEF, which is why we will tender for an Evaluation Partner. Projects will be subject to specific reporting and evaluation requirements.
Should be holistic (factor in energy saving, consumer monetary benefits, wider societal benefits)	Covered previously

4. Implementing the fund

The high-level consultation set out potential ways of implementing the WEF. Questions 7-12 covered this area.

Question 7

Do you support, partially support or not support the WEC being run by a central delivery body as outlined in section 5.2.1. Please give reasons for your answer and outline any other approaches to running the WEC you think would be more effective.

51 out of 54, or 96% of people who participated, answered this question. As seen in Figure 5, 71% of responses supported with our proposal for the WEC to be run by a central delivery body, 20% partially supported and 10% did not support¹.

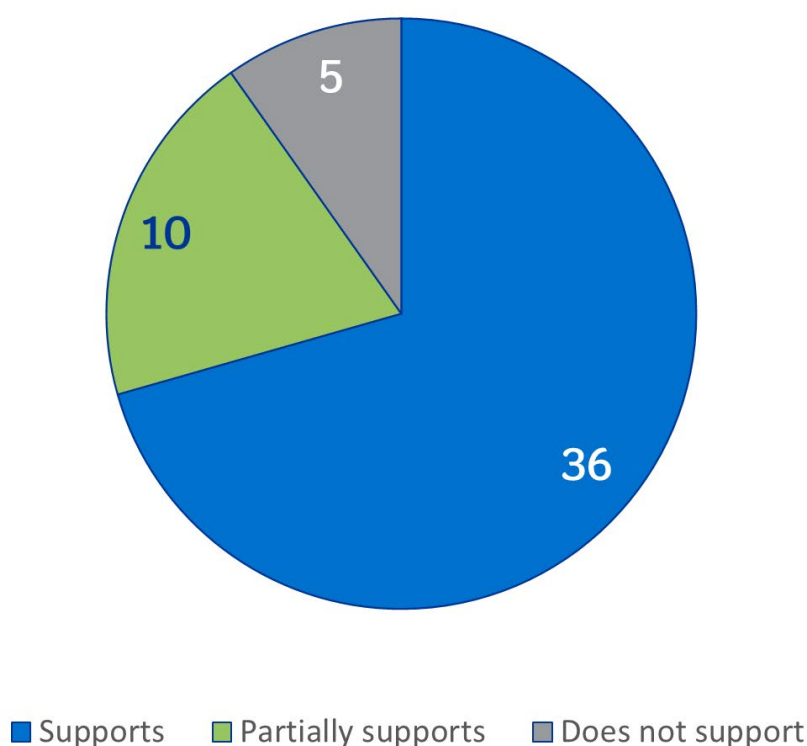


Figure 5 shows responses to the WEC being run by a central delivery body

We have addressed consultation responses on this subject previously. This can be found [here](#)

¹ The percentages are subject to rounding which is why the totals do not add to 100%

Question 8

Do you support our proposal to integrate the administration of the WEL with the Innovation Fund? Please give reasons for your answer.

51 out of 54, or 96% of people who participated, answered this question. As seen in Figure 6, 71% of responses supported with our proposal for the WEC to be run by a central delivery body, 20% partially supported and 10% did not support.

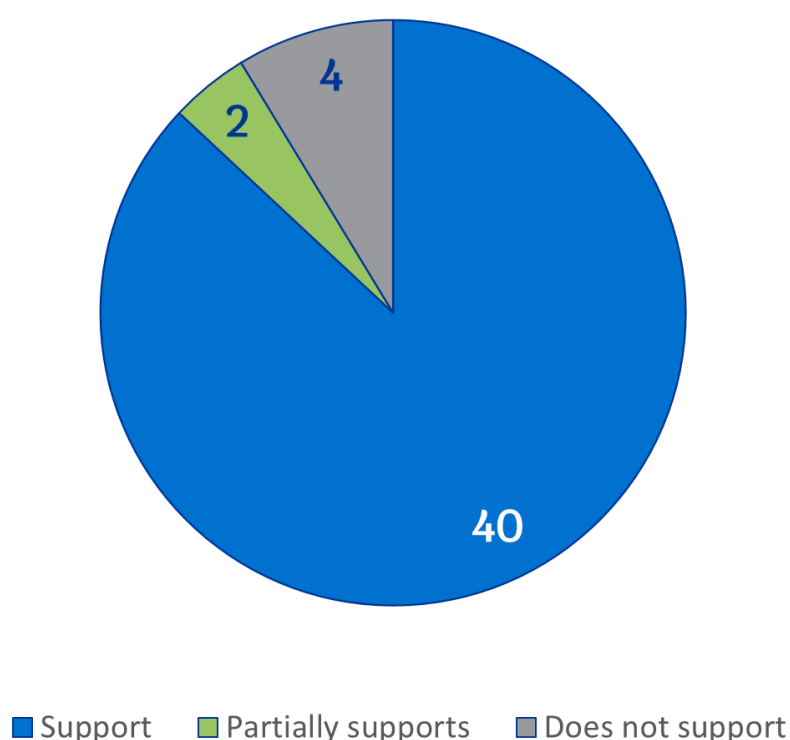


Figure 6 shows support for integrated administration

We have addressed consultation responses on this subject previously. This can be found [here](#)

Question 9

For question 9, we posed four yes or no questions (9A, 9B, 9C and 9D) which related to the governance we proposed in our second consultation. No text was recorded for these questions as they were presented as yes or no. We asked a final question (9E) to capture comments and to ask if there was anything we could do to improve our proposed approach to governance.

4.1.1 Question 9A

Do you support the outline roles and responsibilities proposed for Owat (Yes or No?)

45 out of 54, or 83% of people who participated, answered this question. As seen in Figure 7, 82% of responses said yes, 18% said no.

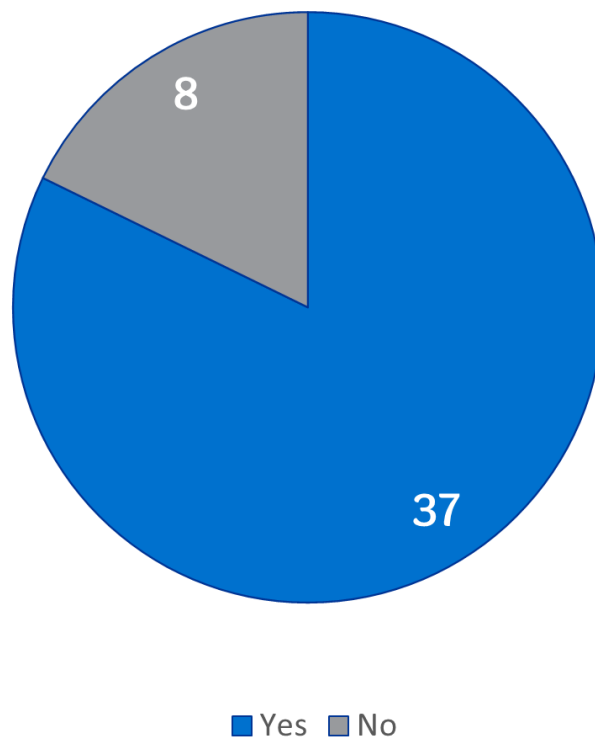


Figure 7 shows support for Ofwat governance proposals

4.1.2 Question 9B

Do you support the outline roles and responsibilities proposed for The Advisory Panel (Yes or No?)

44 out of 54, or 80% of people who participated, answered this question. As seen in Figure 8, 98% of responses said yes, 2% said no.

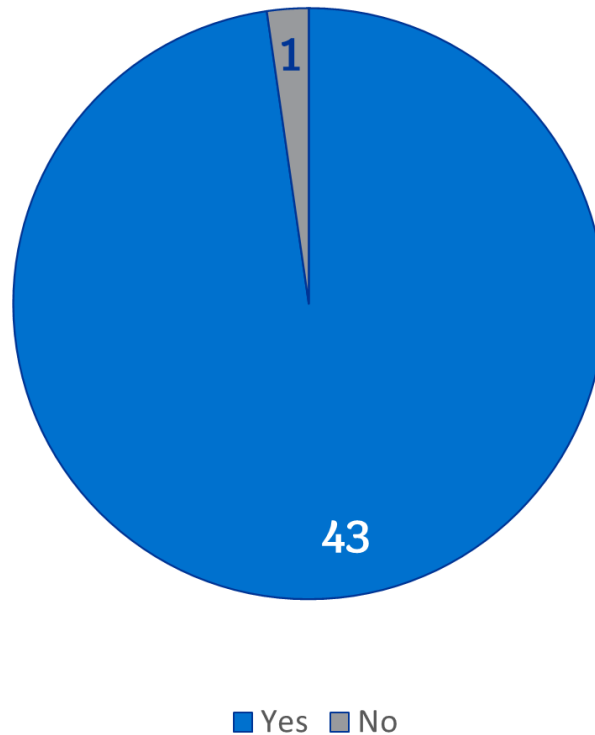


Figure 8 shows support for Advisory Panel governance proposals

4.1.3 Question 9C

Do you support the outline roles and responsibilities proposed for The Delivery Partner (Y/N)

42 out of 54, or 76% of people who participated, answered this question. As seen in Figure 9, 86% of responses said yes, 14% said no.

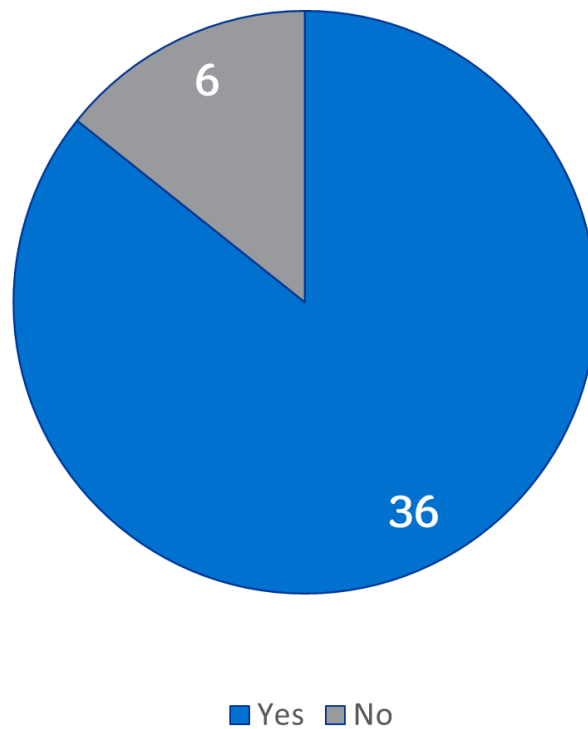


Figure 9 shows support for the Delivery Partner governance proposals

4.1.4 Question 9D

Do you support the outline roles and responsibilities proposed for The Evaluation Partner (Y/N)

42 out of 54, or 76% of people who participated, answered this question. As seen in Figure 10, 90% of responses said yes, 10% said no.

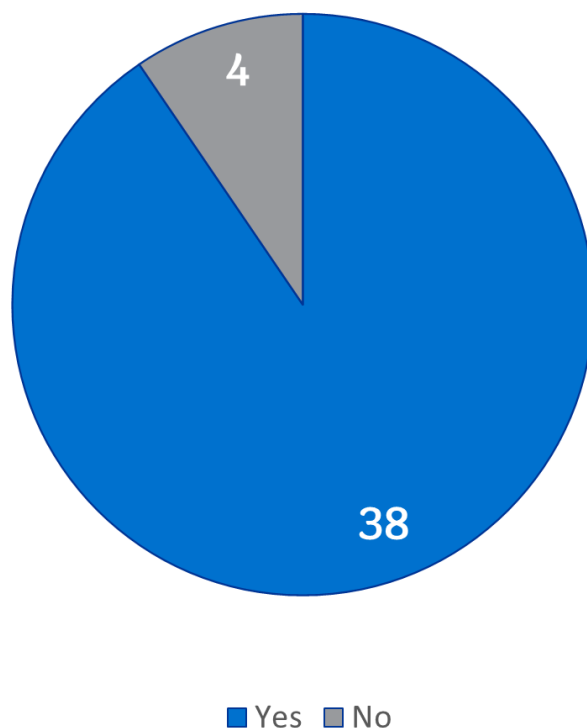


Figure 10 shows support for the Evaluation Partner governance proposals

4.1.5 Question 9E

How could our proposed approach to governance be improved?

45 out of 54, or 83% of people who participated, answered this question.

Table 8: Responses to Question 9(E)

Consultee responses	Ofwat responses and rationale
Broad support for our proposed governance as set out in the quantitative responses to question 9. This included particular support for the Advisory Panel but good support across the board.	We are refining our approach to governance so that it supports our evolving approach but, given the support received to the proposals, do not envisage a major change. We can also develop the approach as we progress through AMP8 and learn from experience.
Concerns about role of water companies in governance due to potential conflict in interest/support for independent body	Water company support can bring a wide range of benefits in terms of supporting ongoing delivery as well as access to data and experience. Conflicts of interest will need to be managed appropriately.

Transparency in governance/more clarity in roles of each governance element and its impact is needed.	We are seeking to be transparent in our approach by consulting on this area and setting out clear roles and responsibilities. We will continue to work in this way as we establish governance arrangements.
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Question 10

What sort of representation should we seek on the Advisory Panel?

51 out of 54, or 94% of people who participated, answered this question.

Table 9: Responses to Question 10

Consultee responses	Ofwat responses and rationale
Overall there was a lot of support for the Advisory Panel and a great deal of interest in being part of it.	We welcome the interest in the Advisory Panel and we can see the case for the ideas presented about representation. However, our strong view is that the panel needs to be relatively small and focused to be effective. We are looking to create opportunities for people to feed into the process of shaping the fund through engagement outside of the Advisory Panel. We will be establishing the panel over the coming months and will explore how to balance its membership and consider representation alongside a broader engagement plan. For this reason, we are not committing to membership arrangements now.
Bring in academic experts	We have engaged with a variety of stakeholders, including academic experts in behaviour change. We will continue to engage with academic experts.
Water companies should be represented	We agree that representation of both wholesalers and retailers will be important to help shape the WEF.
Environmental Groups should be involved	We will continue to engage with stakeholders from environmental groups.
Those with experience in major public campaigns should be consulted	We agree and are recruiting into Ofwat to boost our public campaigns experience. The body delivering the campaign (the Water Efficiency Campaign Delivery Body) will also need this type of experience. We will seek individuals with further experience through the WEC Advisory Panel.
Experts outside water/utilities industry but with relevant experience should be considered	We agree that we need to engage with people outside of the sector to bring in new ideas and thinking and will be seeking to engage with them to shape the work.

Question 11

Under the Innovation Fund, those requesting funds from the annual breakthrough challenge are required to provide a contribution of 10%. This is to make sure that

bids have corporate backing and as a demonstration of commitment. Do you support taking a similar approach for projects in the WEL?

43 out of 54, or 80% of people who participated, answered this question. As seen in Figure 11, 49% of responses said yes, 51% said no.

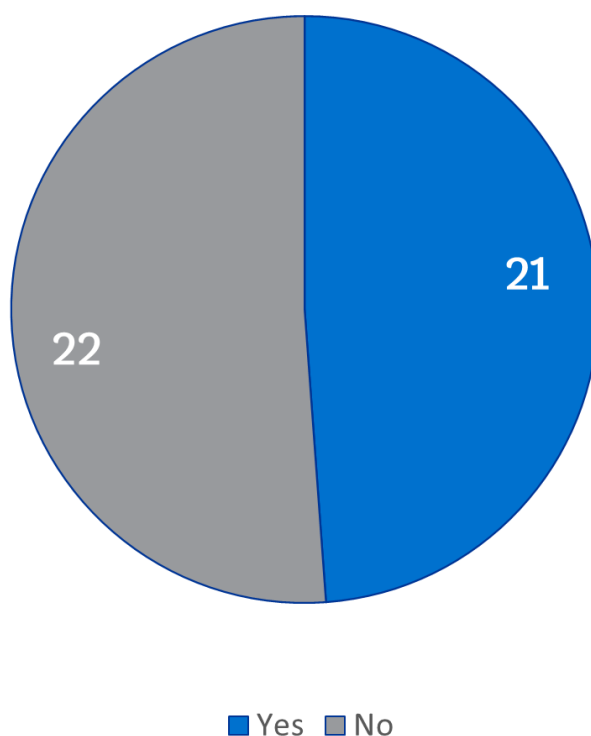


Figure 11 shows support for the 10% contribution requirement

We have addressed consultation responses on this subject previously. This can be found [here](#)

Question 12

Do you have any comments on the proposals set out in Appendix B relating to evaluation, financing, achieving a legacy or protecting the funds? Please give reasons.

40 out of 54, or 74% of people who participated, answered this question.

Table 10: Responses to Question 12

Consultee responses	Ofwat responses and rationale
Responses tended to support the proposed evaluation approach	We will continue with our proposed approach to evaluation.
Fund and evaluate impactful sustainable change (using academia, mixed methods)	In principle, we are open to funding any project under the WEL that will meet our entry requirements (still in formulation). We will be using a dedicated Evaluation Partner.
Use independent evaluators, consistent evaluation, standardisation, evaluation toolkits to generate evidence	We are bringing an Evaluation Partner onboard and their work can include exploring existing evidence and toolkits.
Findings should be shared across water companies and WEF generated intellectual property (IP) should be disseminated	We agree with this and will make it a requirement of funding that all projects share their learnings across England and Wales. We have expanded on this in the final decision document.
10% ask is a barrier	Covered previously

5. Timescales

The WEF would support initiatives that would take place between 01 April 2025 and 31 March 2030, though we want to see a legacy of benefits beyond that period. Questions 13 – 15 are covered here.

Question 13

Do you agree with our indicative timescales (Y/N)? Please give reasons

42 out of 54, or 78% of people who participated, answered this question. As seen in Figure 12, 67% of responses said yes, 33% said no.

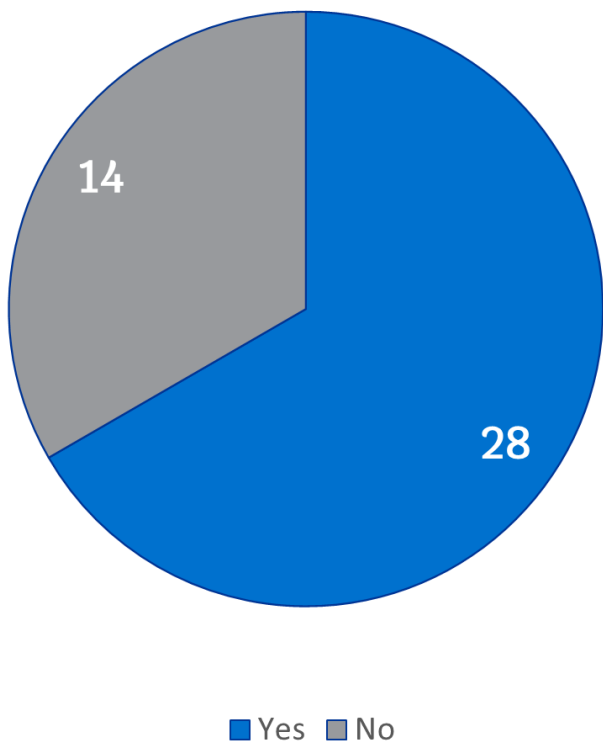


Figure 12 shows support for our timescales

Table 11: Responses to Question 13

Consultee responses	Ofwat responses and rationale
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The timeline is challenging	We agree there is a lot of work to do in a short time and we are seeking partners to assist with delivery and evaluation
Start as soon as possible	Covered previously
Front load projects and hit the ground running	There is a balance between starting as soon as possible in order to achieve results as early as we can, and going too soon before we are ready and jeopardising those results. We are seeking to strike the right balance in this through our proposed timescales.
Timelines should fit with other planning processes like AMPs and consider competing timelines like those of the Innovation Fund.	We agree and using the shared Competition Design and Delivery Partner with the Innovation Fund will help avoid or manage timeline conflicts between the two funds.
Should not rush and should gain understanding of challenges first	For the WEL, we will set the challenge statements with experts from the sector and our Advisory Panel . Water efficiency is not something new to the sector, however we agree that work is required to get the right focus of the WEL. On the WEC, we plan to start slowly and trial a range of approaches which are then evaluated carefully and scaled up as appropriate. We will also be guided on the WEC through our WEC-specific Advisory Panel
The challenges are already clear on water efficiency	Some challenges are clear, but some further work is required and the challenges require prioritisation.
Be flexible and use lighter touch governance to alleviate concerns on timelines	Covered previously

Question 14

Do you support the use of a gated mechanism to provide oversight of the WEC (Y/N)? Please give reasons.

39 out of 54, or 72% of people who participated, answered this question. As seen in Figure 13, 87% of responses said yes, 13% said no.

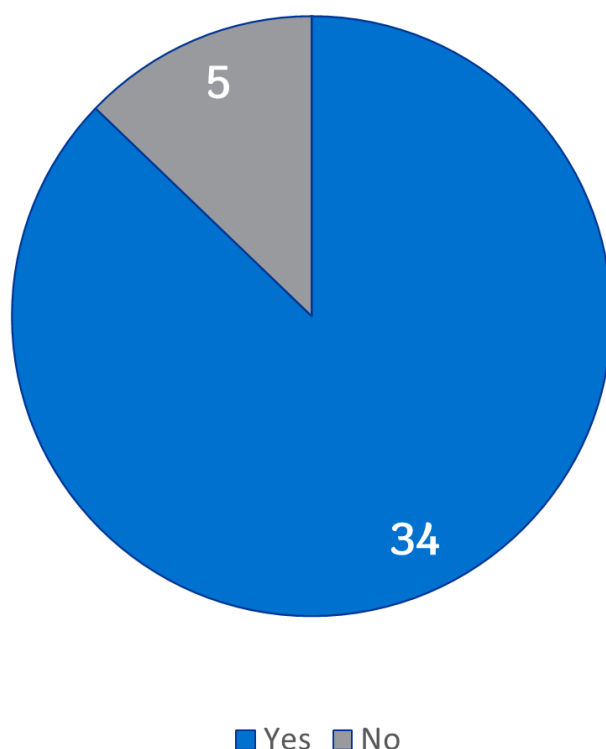


Figure 13 shows responses to the gated-mechanism proposals for the WEC

Table 12: Responses to Question 14

Consultee responses	Ofwat responses and rationale
Flexibility is needed	We no longer think a formal gated process is needed. We see that we can have sufficient oversight through a more traditional contractual arrangement. This can incorporate some of our previous thinking on a gated process.
Reporting should not be too intensive	We agree there is a balance to strike here between protecting customer money and allowing flexibility. We want as much funding as possible to go on delivery rather than reporting. We will seek to find the right balance through our proposals.
Need appropriate gate requirements	We are not proposing a gated process.

Question 15

Is there anything else we should consider when designing the approach to the WEL?

36 out of 54, or 67% of people who participated, answered this question.

Table 13: Responses to Question 15

Consultee responses	Ofwat responses and rationale
Clarify eligibility for funding	There will be distinct eligibility criteria when applying to the three streams of the WEL. The eligibility criteria are still being formulated but will be made available as we finalise our approach to each competition.
Do not exclude researchers or environmental groups	We have no intention of excluding researchers or environmental groups from this work.
Reconsider funding	Covered previously
Be clear on the overarching vision / programme	The overarching vision is to fund work to help stimulate a transformative, sustained and measurable reduction in water demand across England and Wales, using a range of water efficiency approaches.
Clarify the relationship between WEC and WEL	The WEC is the national behaviour change campaign. The WEL is an annual competition funding a range of water efficiency projects.

6. Second consultation questions

Targeting the fund

1. Do you support, partially support or not support our overall proposal of a two-stream approach that includes a large behavioural change campaign and separate competitive process for water efficiency projects? Please give reasons for your response.
2. Do you support, partially support or not support the proposed division of funds between WEC and WEL, recognising there is flexibility for this to change in response to events? Please give reasons for your response.
3. What could we do to improve the effectiveness of our proposals for WEC?
4. What could we do to improve the effectiveness of our proposals for WEL?
5. Which areas do you think the WEL could most usefully contribute to?
6. In relation to the Cost Benefit Analysis, do you agree with our estimation of the likely benefits of the WEF? How could this be improved?

Implementing the fund

7. Do you support, partially support or not support the WEC being run by a central delivery body as outlined in section 5.2.1. Please give reasons for your answer and outline any other approaches to running the WEC you think would be more effective.
8. Do you support our proposal to integrate the administration of the WEL with the Innovation Fund? Please give reasons for your answer.
9. Do you support the outline roles and responsibilities proposed for:
 - a) Ofwat (Y/N)
 - b) The Advisory Panel (Y/N)
 - c) The Delivery Partner (Y/N)
 - d) The Evaluation Partner (Y/N)
 - e) How could our proposed approach to governance be improved?
10. What sort of representation should we seek on the Advisory Panel?
11. Under the Innovation Fund, those requesting funds from the annual breakthrough challenge are required to provide a contribution of 10%. This is to make sure that bids have corporate backing and as a demonstration of commitment. Do you support taking a similar approach for projects in the WEL?
12. Do you have any comments on the proposals set out in Appendix B relating to evaluation, financing, achieving a legacy or protecting the funds? Please give reasons.

Timescales

13. Do you agree with our indicative timescales (Y/N)? Please give reasons.
14. Do you support the use of a gated mechanism to provide oversight of the WEC (Y/N)? please give reasons.
15. Is there anything else we should consider when designing the approach to the WEL?

7. Responses as percentages

Some of the questions asked for fixed-choice responses. We have presented these below as percentages. For questions 1, 2, 7, and 8 (Table 14) respondents could answer supports, partially supports, or does not support. For questions 6, 9, 11, 13, and 14 (Table 15) respondents could answer yes or no. Questions that asked for free text are not included in the table below. It should be noted that the percentages in question 7 do not add to 100% due to rounding.

Table 14: Supports, partially supports or does not support responses as a percentage

Question number	Question	Supports	Partially supports	Does not support
1	Do you support, partially support or not support our overall proposal of a two-stream approach that includes a large behavioural change campaign and separate competitive process for water efficiency projects? Please give reasons for your response.	83%	15%	2%
2	Do you support, partially support or not support the proposed division of funds between WEC and WEL, recognising there is flexibility for this to change in response to events? Please give reasons for your response.	63%	25%	12%
7	Do you support, partially support or not support the WEC being run by a central delivery body as outlined in section 5.2.1. Please give reasons for your answer and outline any other approaches to running the WEC you think would be more effective.	71%	20%	10%
8	Do you support our proposal to integrate the administration of the WEL with the Innovation Fund? Please give reasons for your answer.	87%	4%	9%

Table 15: Yes or No responses as a percentage

Question number	Question	Yes	No
6	In relation to the Cost Benefit Analysis, do you agree with our estimation of the likely benefits of the WEF? How could this be improved?	59%	41%
9(A)	Do you support the outline roles and responsibilities proposed for Ofwat (Y/N)	82%	18%
9(B)	Do you support the outline roles and responsibilities proposed for The Advisory Panel (Y/N)	98%	2%

9(C)	Do you support the outline roles and responsibilities proposed for The Delivery Partner (Y/N)	86%	14%
9(D)	Do you support the outline roles and responsibilities proposed for the Evaluation Partner (Y/N)	90%	10%
11	Under the Innovation Fund, those requesting funds from the annual breakthrough challenge are required to provide a contribution of 10%. This is to make sure that bids have corporate backing and as a demonstration of commitment. Do you support taking a similar approach for projects in the WEL?	49%	51%
13	Do you agree with our indicative timescales (Y/N)? Please give reasons.	67%	33%
14	Do you support the use of a gated mechanism to provide oversight of the WEC (Y/N)? Please give reasons.	87%	13%

**Ofwat (The Water Services Regulation Authority)
is a non-ministerial government department.
We regulate the water sector in England and Wales.**

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