

WATER EFFICIENCY BUSINESS INNOVATION FUND



STOP
THE
DROP



South West
Water

WHAT'S THE WATER EFFICIENCY BUSINESS INNOVATION FUND ABOUT?

**Your business may cook with it, clean with it or manufacture with it.
Pretty much every business premises will use it to flush the loo.
You may supply guest or visitor showers or wash laundry – tap water is a vital part of our regions everyday business lives.**

Every year demand for tap water increases. Many think it rains all the time and don't realise that tap water is a precious and limited resource. We're passionate about helping business owners, managers, water retailers and water efficiency solution providers conserve supplies for businesses, people, the environment today, and future generations. We can't Stop the Drop alone, we need everyone to play their part to help save tap water and avoid waste. We're looking at new and innovative ways to get non-household customers in Cornwall involved in water conservation, which is why we've set up the Water Efficiency Business Innovation Fund.

Have you got an idea to help save tap water in your business?

We're looking for projects - big and small - whether it's using rainwater for flushing loos, fitting flow restrictors on taps, installing a pump to make use of pond or stream water in place of mains water, sinking a borehole, converting your toilets to dual flush or harnessing other new technology to reduce demand.

HOW DOES THE FUND WORK?

Funding criteria:

Projects must meet two key requirements...

1

They deliver water efficiency in Cornwall now – the project must save mains tap water and be able to demonstrate a tangible, sustainable reduction in water use (litres/day saved as a result of the project) before 31st December 2023 in specific Postcode areas in Cornwall*.

2

Deliver a minimum water saving cost benefit that is better than £1/Litre/day saving from the SWW funding contribution applied for.

E.g. Project costs £6000, South West Water Fund provides £3000

Project calculation shows savings of 3700Litres/day:

Cost benefit for South West Water Fund = $\frac{£3000}{3700\text{Litres/day}} = £0.81/\text{Litre/day}$ ✓

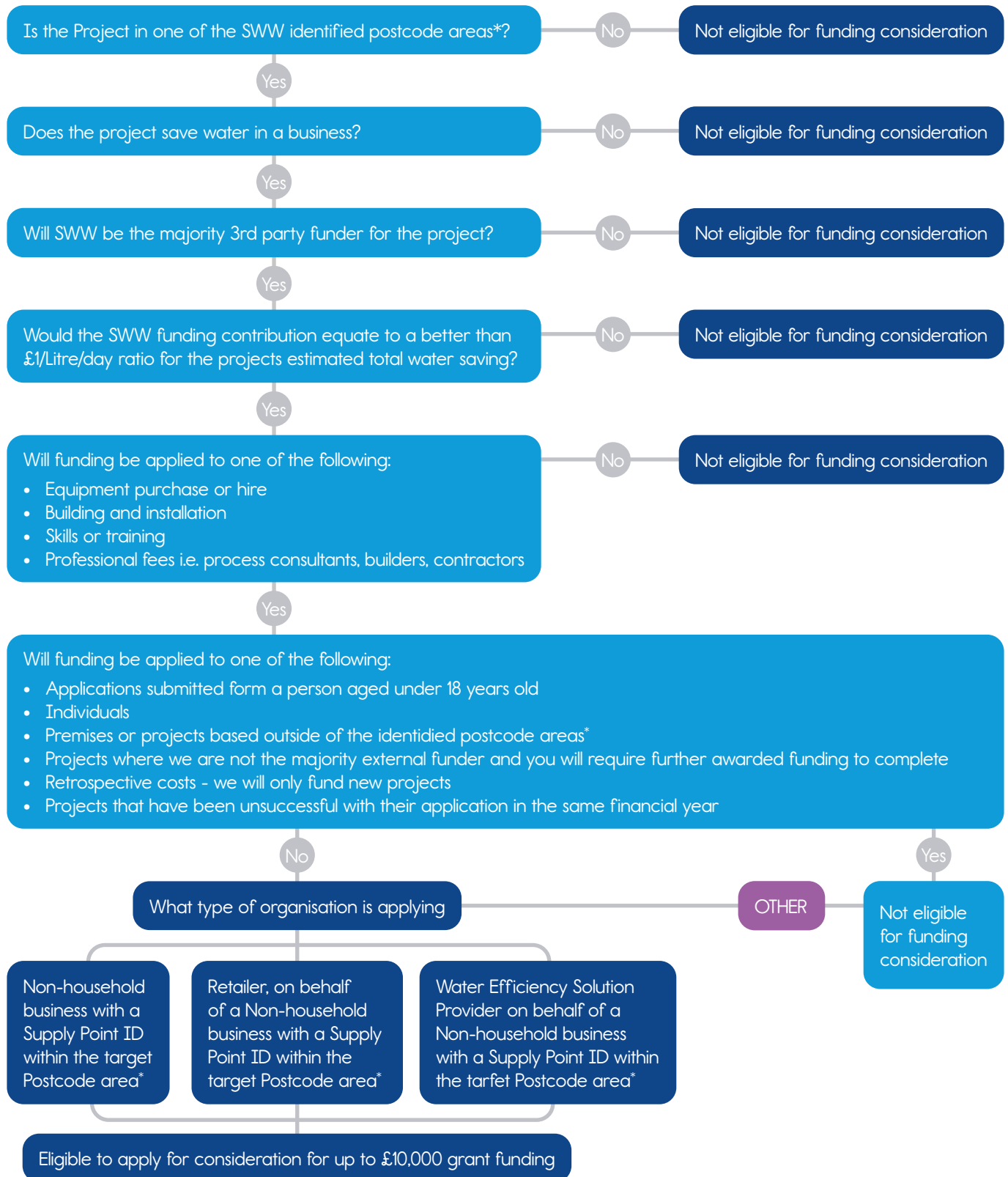
The initial amount in the Fund for the year is £110,000. We will contribute, match, or fully fund projects that meet our criteria up to a maximum of £10,000 per project*.

£0 - £10,000 - Projects must meet the funding criteria and deliver water savings for a non-household business, with a valid supply point identification number (SPID), in the target postcode area*. Projects must deliver tangible, sustainable reduction in water use (litres/day saved) before 31st December 2023.

Once the amount of funding available in the Fund is awarded, we'll not be able to consider any further applications. If further budget for Funding is allocated, then South West Water will relaunch the Fund. South West Water reserves the right to stop the Fund at any point or change eligibility criteria. We will update our website to make it clear when the cap is reached, if the Fund is extended, if eligibility criteria change or if the Fund is stopped.

*The project must be located within one of the postcode areas detailed [here](#)

FUNDING FLOWCHART



*The project must be located within one of the postcode areas detailed [here](#)

APPLICATION PROCESS

What happens when you submit your application?

Applications can be submitted at any time – but remember, projects need to be delivering water savings by 31st December 2023. When we've received your application, our internal team will carry out checks to ensure the project meets the Fund's criteria and can progress for judging.

What we'll need to do:

- Eligibility checks
- Financial/due diligence checks
- Assess the funding criteria have been met
- Use a subject matter expert for advice

When will your application be assessed?

Following initial checks our internal team will review applications. Our internal team will approve or reject funding for these projects on a monthly basis. Our assessing panel is a mixture of experts from across our business.

What happens after assessment?

If your project has been successful, we will send a letter to let you know, and we'll send our Water Efficiency Business Innovation Fund Application Agreement for you to sign. You'll need to sign and return the Agreement within fourteen days.

In the Agreement we will outline the total Grant awarded and when you'll receive it. We do not have an appeal process for unsuccessful applications, and we don't accept resubmissions within the same year.

If you've got a question about the Water Efficiency Business Innovation Fund, please email marketenquiries@southwestwater.co.uk

All applications to the Fund must be submitted on our website.
www.southwestwater.co.uk/businesswatersavingfund