

# Caledonian Creative on Behalf of GCU Facilities Management

Reducing Water Usage At Caledonian  
Court



# Introduction

- Caledonian Court has 660 rooms and caters for students from GCU
- Managed by GCU facilities Management
- 100 HMO (houses of multiple occupancy) certified flats, totalling 660 rooms
- Rent charged at £83-£96 per week, including electricity, heating and internet connection, and water
- Commitment to reduce the impact of its residents on the environment
- Rolling investment programme



# Big Problem

**Problem:** Reducing water usage

**Where:** Caledonian Court

**How:** To Be Continued...



# Research Undertaken

- Secondary Research
- Primary research
- Primary data capture

# Secondary Research

- Analysis of External Environment
- Competitor Campaigns

# PEST

## Political

- Provision by Scottish Water, which is governed by Scottish parliament
- 2010-15 regulatory period
- Changes need to be made due to government reforms
- Development of Scotland as a Hydro nation

## Economical

- £497m investment by Scottish Water
- Household bills lowest in UK
- No Tuition Fees

## Socio Cultural

- Growth in Population
- Attractive venue
- Current green and eco trends

## Technological

- Weather Conditions / water escape
- Accountability for water usage
- Water Meters



# Competitor Analysis

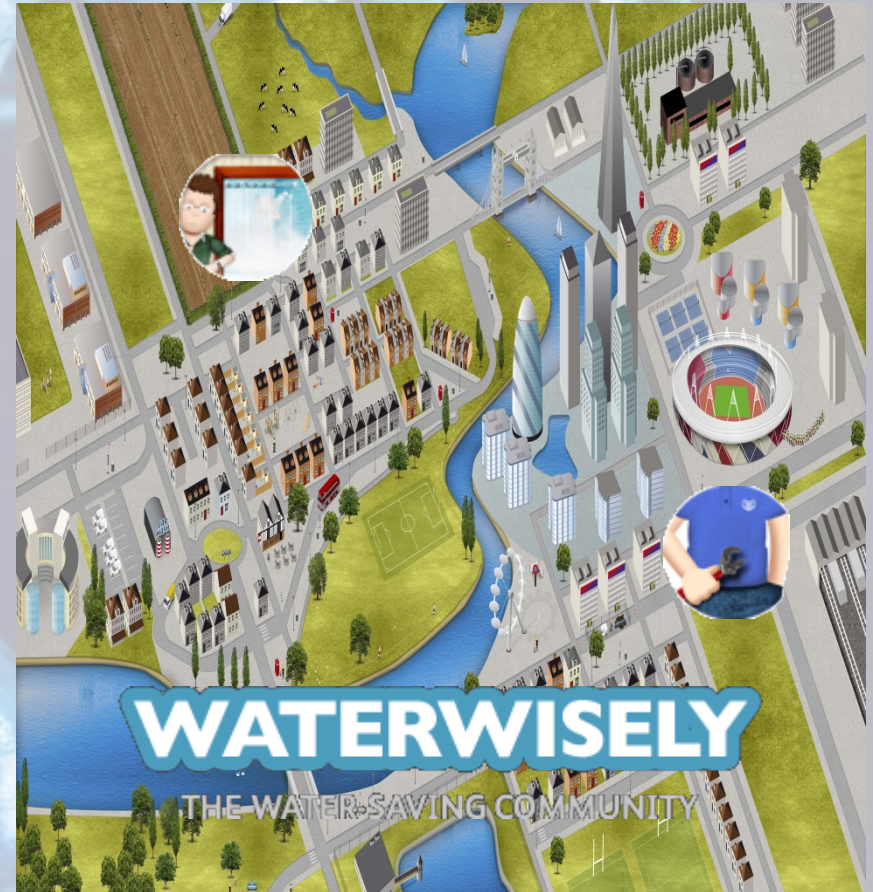


[www.everylastdrop.com](http://www.everylastdrop.com)



# Other competitors

- Thames Water
- Anglian Water
- Northumberland Water
- Yorkshire
- South West Water





# Primary Research

- Online Questionnaire
- Focus Group
- Physical Data Capture



# Online Questionnaire

- Sent to Residents of Caledonian Court
- 204 responses
- No awareness of water usage
- Respondents unaware of effect on environment



# Focus group

- Caledonian Court Social Space
- Invited by email, poster and word of mouth
- 7 participants
- Lasted over 60 minutes
- Underpinned Questionnaire findings

# Physical Data Capture

- Water Measured from showers in Caledonian court
- Visited 3 Blocks and various floors
- Collected water and measured amount
- Calculated water used



# Findings



# Themes

- Shower Usage
- Awareness
- Environmental issues
- Promotional campaigns
- Barriers

# Themes

## Shower Usage

- \* Participants unaware of the amount of water used.
- \* 13 minutes and 19 seconds was the average from questionnaire.
- \* Highlights the need for a visual representation.

# Themes

## Awareness

- Lack of awareness main theme.
- Participants were unaware of water usage and
- impact.
- Definite need to raise awareness.



# Themes

## Environmental Issues-

- Residents want to be environmentally friendly.
- Limitations in Caledonian court.
- Are aware of carbon foot print but feel there is a need to educate.

# Themes

## Promotional Campaigns-

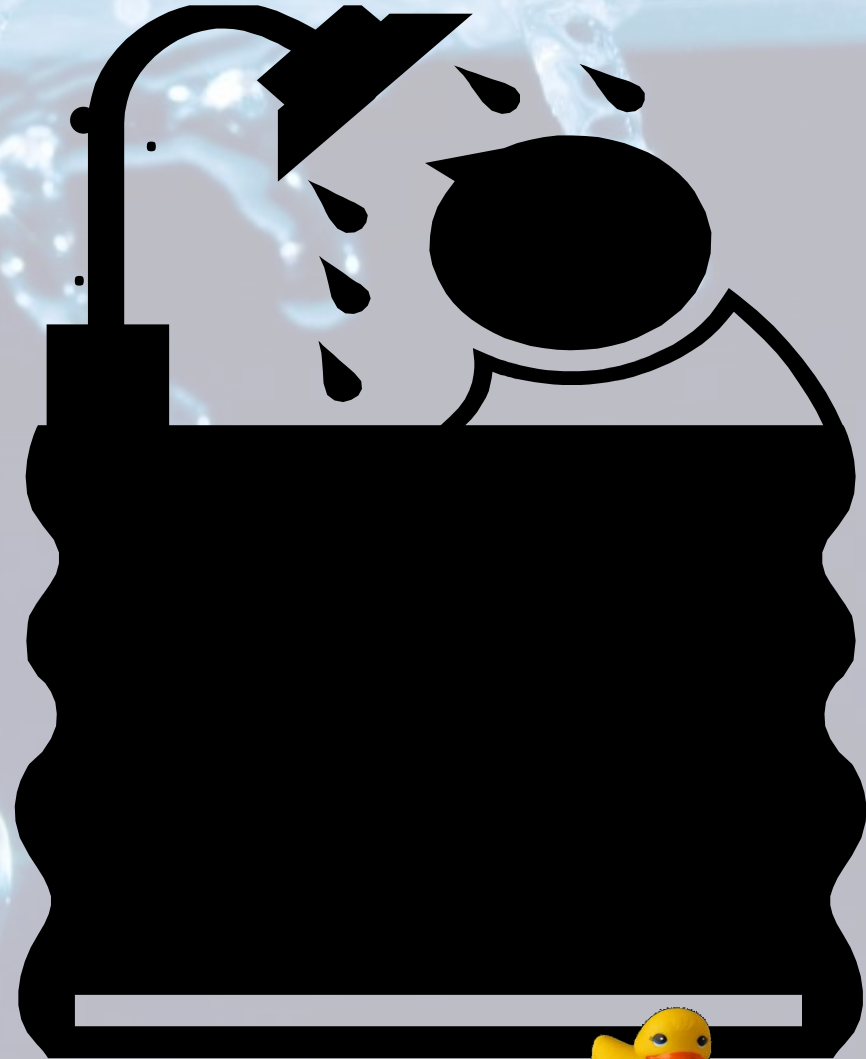
- \* General consensus was a humorous and quirky campaign would work
- \* Incentives needed to provide motivation within students

# Themes

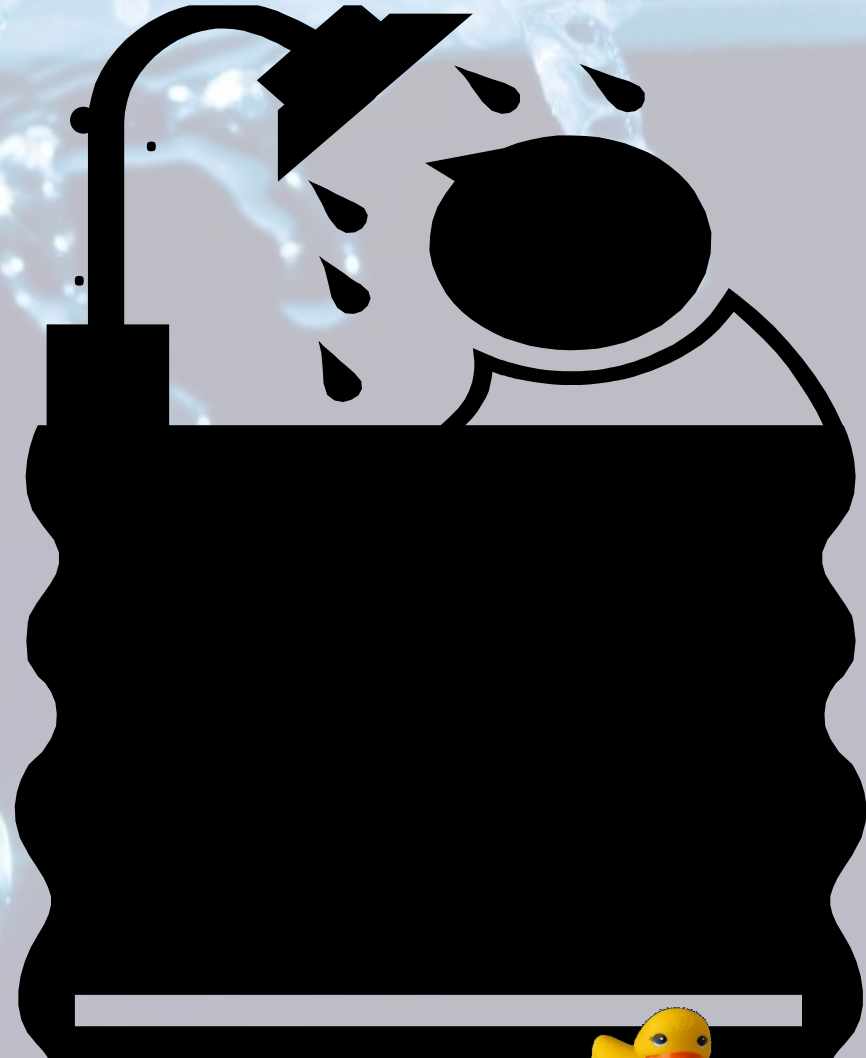
## Barriers-

- Lack of knowledge could mean lack of response.
- Lack of time, not enough for campaign to take effect.
- Lack of funds, not able to perhaps create an effective campaign.

Shower Usage  
Average  
shower  
duration  
8 minutes in  
UK

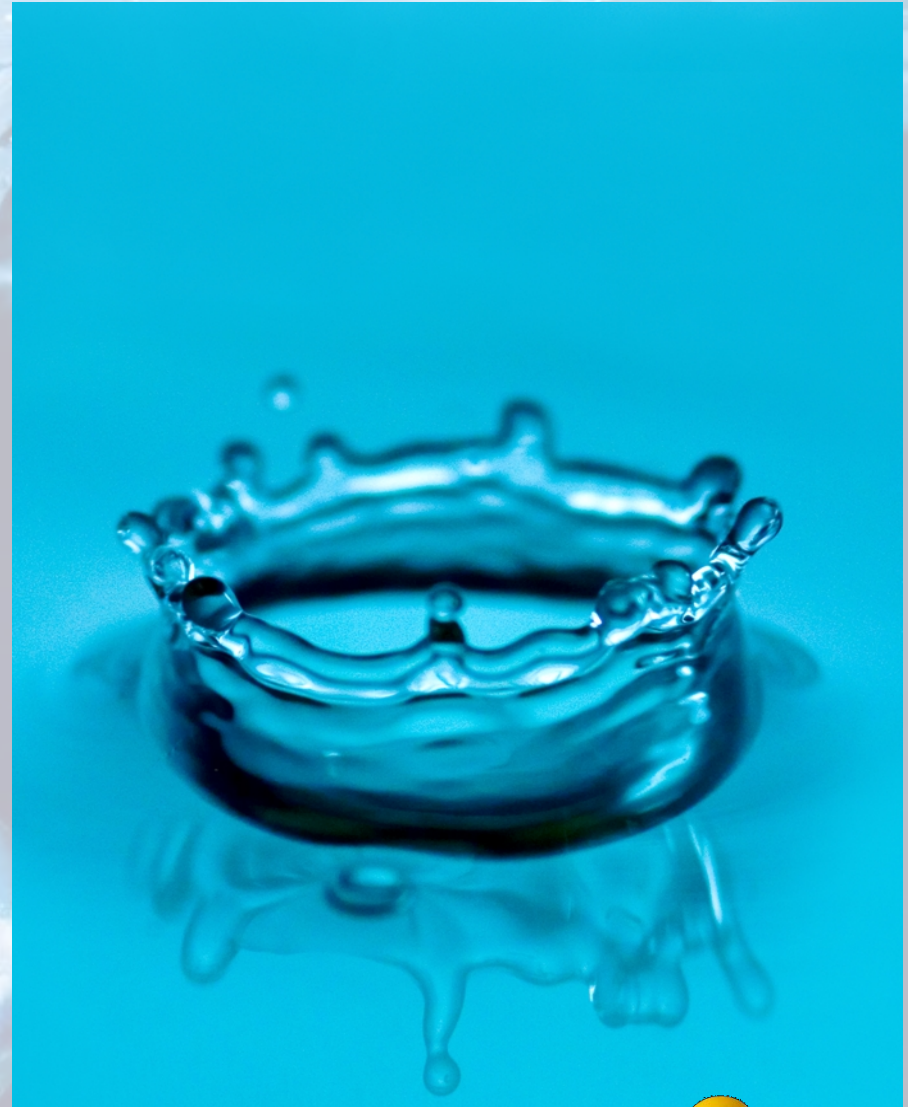


**Shower Usage**  
**Average shower**  
**duration**  
**13 minutes 19**  
**seconds In**  
**Caledonian**  
**Court**



Average amount  
of Water used  
per person- per  
day

**150**  
**litres**



Average amount  
of Water used in  
Shower

**64.7**  
**litres**



The quality of  
Scottish water is  
at its highest  
level ever.....

YET.....





....96%  
goes down the  
drain every  
day.....



# Recommendations



# Water Wall

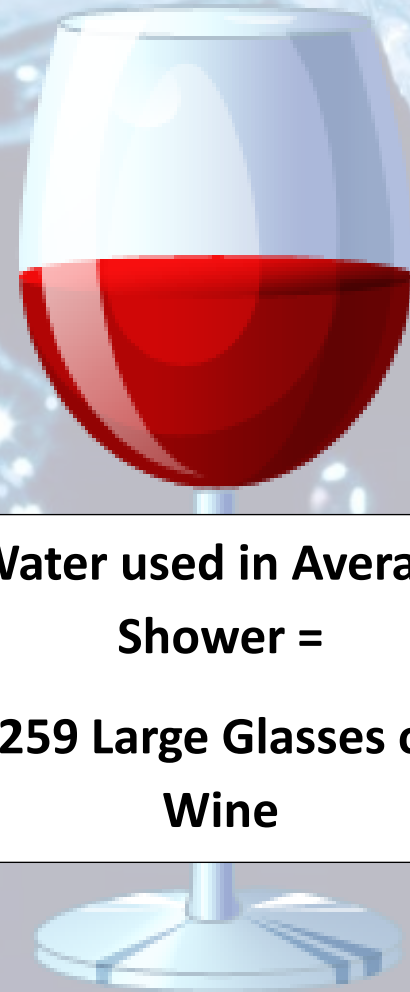
Water Bottles  
representing  
Time and volume of  
water used in  
shower

1 shelf= 2.5 minutes  
= Approx. 12 litres of  
water



**Drinks  
Representation  
Average Shower  
Represented  
through Typical  
Drink**

**Water used in Average  
Shower =  
259 Large Glasses of  
Wine**



**Music mix**

**10 Minute water  
Themed Mix**

Can be used as a timer



**Play mix to raise awareness of  
Campaign**

**Promotional Activities on day**



# Goody bags

Encourages individuals to download music mix

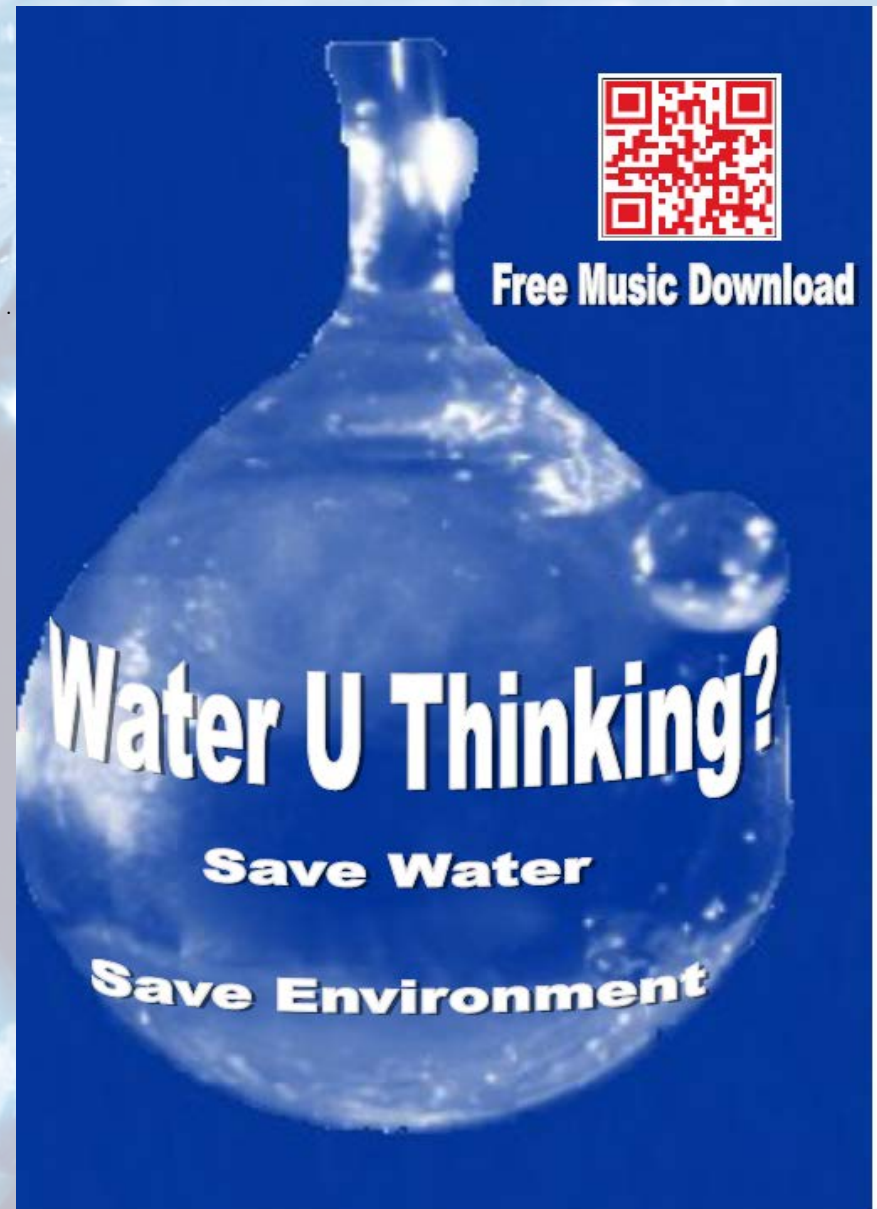
Contains Shower themed goodies such as

Shower gel

Shower cap

Keyring

Stickers



# Budget

## Main Cost

- Installation of Waterwall as permanent fixture
- Reduce cost by using recycled bottles on permanent installation

## Low Expense

- Posters
- Flyers
- Keyrings
- Stickers
- showercaps



Any  
Questions ?

