

2024 WINNER

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Water Roadmap

Reducing water use intensity

Water Roadmap

This outlines our long-term strategy for improving water efficiency across our developments and operations, in alignment with our broader ESG commitments and the Future Homes Hub Sector Transition Plan to 2050.

With a 2022 baseline and a target year of 2035, the roadmap sets out clear, phased actions to reduce water use intensity on construction sites and in the homes we deliver.

Our approach focuses on reducing per capita consumption through innovative design, efficient fittings, smart metering, and water reuse systems—particularly in water-stressed areas. We aim to achieve water positivity by integrating digital tools, promoting behaviour change, and collaborating with regulators, utilities, and academic institutions.

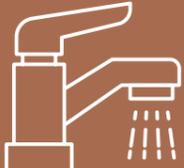
Scope: Sites and offices

Baseline year: 2022

Target year: 2035

WATER USE INTENSITY OF SITES FOR THREE REPORTING PERIODS (m³/100m²):




 Average lpppd of homes completed in the past year: **105 lpppd**


We are focused on improving water efficiency in new homes to ensure sustainable water use and meeting future housing needs. The key elements of the roadmap include setting standards for water consumption, promoting water efficient fittings, reusing, and recycling water, and achieving water positivity. We note the importance of early certainty about water efficiency standards to allow the supply chain to adapt and prepare, and the need to consider network planning, water safety, and decarbonization efforts when developing the roadmap.



Baseline 2022	2025	2030	2035
105 lpppd	105 lpppd Achieved through a fittings approach 100 lpppd In water stressed areas 90 lpppd In seriously water stressed areas to enable sustainable growth	100 lpppd Achieved through fittings approach and innovation 90 lpppd In water stressed areas To be determined in seriously water stressed areas to enable sustainable growth	90 lpppd Achieved through fittings approach and further innovation 80 lpppd In water stressed areas To be determined in seriously water stressed areas to enable sustainable growth



HILL GROUP UK: WATER REDUCTION STRATEGY ROADMAP

This roadmap outlines our Water Reduction Strategy in alignment with our ESG roadmap and the Future Homes Hub (FHH) Sector Transition Plan to 2050. It incorporates phased actions across homes and construction sites, responding to the sector's expectations for efficient water use, enhanced data transparency, and long-term resilience in housing development.

Timeframe	Hill Group Water Strategy Action	Aligned Theme (FHH)
2024-2025	Establish baseline water use across developments and sites; integrate water KPIs into ESG dashboard.	ESG Monitoring & Baseline Definition
	Introduce smart metering and sub-metering pilots for home and site-level water tracking.	Digital Tools & Performance Metrics
	Expand installation of low-flow water fixtures; target 110L/person/day standard across all new homes.	Home Water Efficiency & Future Homes Standard Readiness
	Train site personnel in water efficiency; reduce site water use by 10% through better practice.	Workforce Competence & Resource Management
2026-2030	Ensure all homes meet or exceed 105L/person/day target under Future Homes Standard.	Regulatory Compliance & Net Zero Housing
	Implement greywater reuse and rainwater harvesting pilots across strategic developments.	Innovative Water Systems & Circular Resource Use
	Launch resident awareness campaigns and apps to encourage behavioural water savings.	Customer Engagement & In-Use Performance
	Enhance leak detection and automated alerts on construction sites; reduce site water use by 20%.	Efficient Construction Site Operations
2031-2040	Standardise water reuse systems in homes where viable; scale landscaping with minimal irrigation.	Water Efficiency by Design & Nature-Based Integration
	Adopt digital twin and AI tools for proactive water use forecasting and performance monitoring.	Advanced Digital Solutions
	Collaborate with water companies and regulators on water-neutral development planning.	Stakeholder Partnerships & Policy Alignment
2041-2050	Offset unavoidable water impacts through verified watershed restoration or local conservation schemes.	Net Positive Water & Long-Term Resilience
	Achieve third-party verification for water-efficient homes and developments.	Performance Certification & Sector Leadership
	Maintain long-term water performance through POE, resident support, and adaptive maintenance.	Post-Occupancy Stewardship & Legacy Outcomes



Potential changes to come

- Higher performance requirements for fittings to meet water reduction aims
- New regulatory framework for dual-supply pipework for reuse and recycling.
- Guidance and framework to enable sustainable growth where there is a demand-supply imbalance

Challenges

- Ensuring change works for customers
- Creating a single national framework of standards and defining the shared responsibilities between water companies and developers

We continue to engage with DEFRA its advisors KPMG, and utility companies including Affinity Water (Cambridge) and Anglia Water, and the Tyndall Centre for Climate Change Research, University of Manchester. Each stakeholder is engaging with business to innovatively reduce water usage in residential developments and to test how strategic blue infrastructure i.e. SuDs, informs an integrated approach to green and grey infrastructure solutions, and high-quality public realm placemaking and placekeeping solutions.

This consultative approach also helps these organisations, better understand how high quality water offsetting will play an important part in bridging the gap to water neutrality, for new development, for standards above Approved Document Building Regulation Part G. Additionally, we are engaging with the GLA, with regard to how SuDS identified as one of the tools by the London Climate Resilience Review, is a force good for new build. And how these benefits can be retrospectively employed in existing communities. Given the London floods of 2021, this is an imperative – such learnings will be helpful in developing solutions in similar metropolitan areas – to mitigate climate change, develop community resilience and inform long-term adaptation strategies!

Each of these collaborations and real project delivery experience, and the design of Hill's new schemes to standards above Part G, is helping us develop our ESG Roadmap and provide demonstrably evidence of creating sustainable places and homes.

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