

# The Future of Sustainable Showering for Housebuilders & Architects

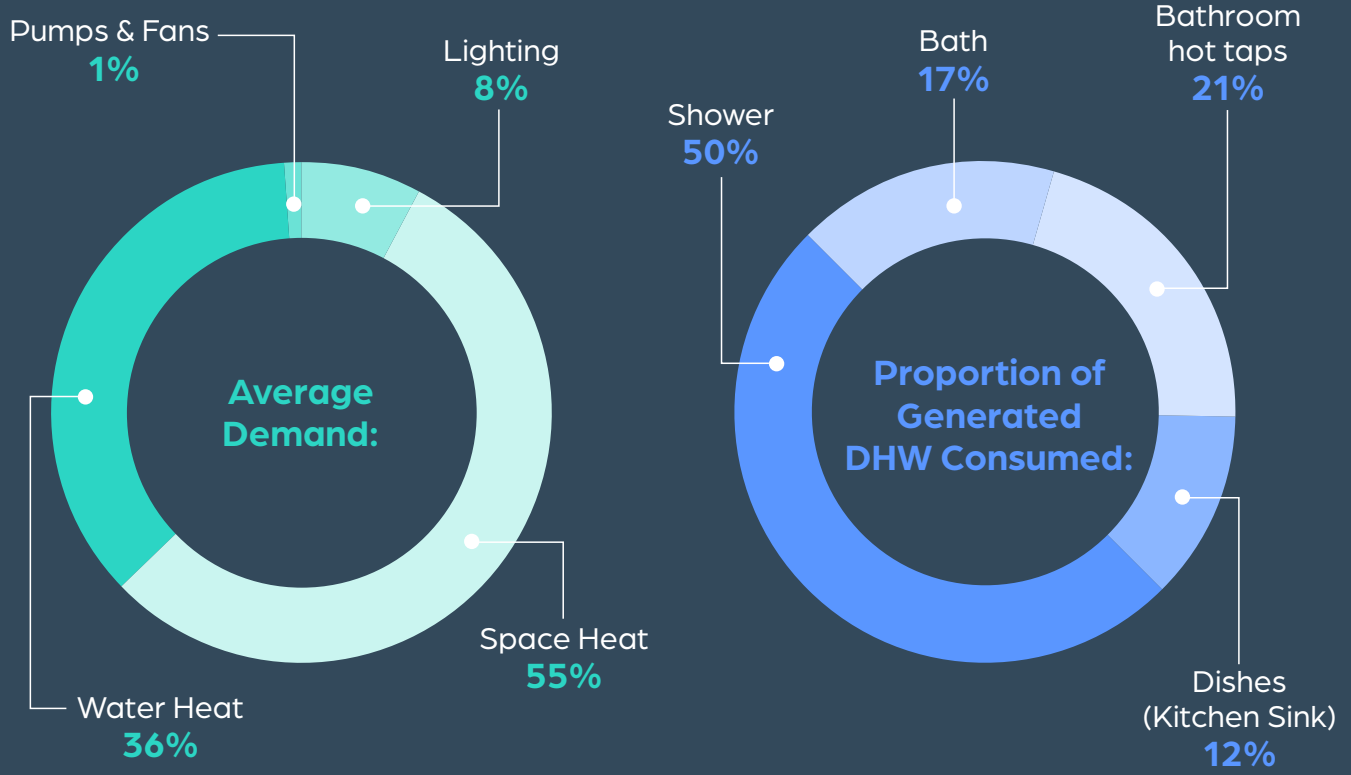


# The obvious choice for retrofitting and sustainable housing. The clever choice for every development.

Housebuilders are under enormous pressure to meet net zero targets, while architectural practices are under pressure to adopt more sustainable design methodologies in support of these goals. Kelda's fully compliant showering solutions go a long way towards meeting your carbon, water and energy saving targets, and are more cost-effective and simple to install than other primary energy technologies such as solar panel systems and heat pumps.

Kelda showers use 50% less water, but crucially, users do not spend more time in the shower. In a trial at the London Aquatics Centre, 100% of users agreed that they would like to see all showers in the venue replaced with a Kelda shower!

## Typical household energy & hot water use:



## Kelda shower water savings

10 l/min vs 5 l/min\* = Water saving from showering of 50%

\*Standard mixer shower vs Kelda shower

# Household savings

With the Affordable Homes Programme high on the UK government's priority list, the use of Kelda showers demonstrates a clear commitment to high-quality sustainable design and improving the energy efficiency of new affordable housing supply.



## Water savings

As you will know, planning authorities specify a limit of 125 litres of water per person per day on new developments, while a lower limit of 110 litres can be a planning condition in water-stressed areas.

Showering accounts for an estimated 41% of total household water use, so Kelda's innovative technology can significantly reduce consumption and household water bills. What's more, many water companies reduce or waive new water infrastructure connection charges on water efficient homes, offsetting the cost of the Kelda unit.



A Kelda shower can save a family of four around **£255 per year** (in water and energy) – a considerable saving when 1 in 4 UK households are currently living in fuel poverty.\*\*



## Energy savings

Hot water for showering accounts for as much as 18% of total household energy in an average dwelling. With the introduction of the Future Homes Standard in 2025, energy requirements are being progressively ramped up to ensure that new homes can deliver world-leading levels of energy efficiency. As building efficiency improves, the percentage share of energy for hot water generation will increase, making it the largest portion of the household energy budget in future homes.

SAP 10 estimates that a Kelda shower can reduce hot water energy use by around 20%.



## Carbon savings

It will be absolutely necessary to address water consumption and hot water demand in order to have a realistic prospect of meeting net zero by 2050.

By using less water and energy, Kelda showers are estimated to reduce household carbon emissions (also known as Dwelling Emission Rate or DER) by 10%.



## Above and beyond compliance

- Meets and exceeds UK Building Regulations.
- Meets and exceeds the RIBA's 2030 Climate Challenge targets.
- Helps to gain extra credits in BREEAM to help achieve compliance.
- Unified Water Label: Achieves band A, highest performance rating.
- Meets and exceeds proposed changes to the Future Homes Standard.



## Additional benefits

- Simple to install – ideal for retrofit and new build.
- Optimised for low carbon heating solutions.
- Includes TMV2 approved thermostatic mixer to deliver safe blended water and prevent scalding.
- Supports the specification of smaller hot water cylinders, reducing capital cost and space required.
- Reduced water use could allow for additional ensuite shower within water allowance.
- Estimated to increase SAP score.



# What's the appeal for homebuyers?

**A 2019 survey by Public First found homebuyers put saving money over environmental concerns.**

56% of those who would consider energy efficiency when moving home would do so for low ongoing bills more than wanting to help the environment. However, a housebuilders' environmental credentials were the third most important factor for those considering buying a new build when deciding between two different companies. Kelda showers deliver on both fronts.

**With Kelda showers installed, prospective buyers will love:**



The invigorating shower experience



Sleek design with the latest technology



Saving money on their water and energy bills



Supporting UK design and manufacturing



Sustainable, environmentally friendly solution



Delivers constant safe water via TMV2 mixer

# Need more information?

Get in touch to find out more about the Kelda range and making sustainable showering choices.

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\*\*All flow rates, water consumption and energy consumption and carbon emission figures are from laboratory test specific to this product. These provide a realistic and reliable indication of what is achievable in an average domestic household. However, as no test can fully reflect real-world conditions and behaviour there will always be some differences. Estimated savings have been verified by the Energy Savings Trust. SAP 10 estimations have been provided by consultation with the Building Research Establishment (BRE).