

Water UK Standards Board Strategy: Per Capita Consumption targets and Water Efficiency Labelling

1. Purpose of this document

This document has been developed by the Water UK Standards Board (WSB) in response to [DEFRA's Plan for Water](#)¹ and its development of mandated water targets for Per Capita Consumption (PCC) targets and a Mandatory Water Efficiency Labelling (MWEL) scheme for water fittings that consumers will use.

Following the [MWEL consultation](#) and published response DEFRA's stated intention is to have a national MWEL scheme with secondary legislation to be laid in 2024 that it will be setting performance standards. MWEL is expected to be operational by 2025 with DEFRA developing minimum product water efficiency standards for showers and taps with toilets to follow after the launch of MWELS.

Defra is also in the process of revising the water efficiency elements for domestic use within new buildings, with a consultation expected later in 2024/25.

Once criteria are established WSB will review, and where necessary influence, standards' development of international (ISO), European (EN) and British (BS) standards – and, if necessary, consider Water Industry Standards (WIS) or Industry Guidance Notes (IGN).

2. Key Standards

This is an emerging area with no UK or European standards however, there is a voluntary manufacturer led [Unified Water Label](#).

There are no WIS or IGN relevant in this area.

3. Key Areas of Activity for the Standards Board

In order to support the Water Industry, the WSB will undertake the following activities: -

Action	Detail	Owner	Completion Date
Monitor & identify key criteria	• Monitor Defra's development of its 'Plan for Water' and MWEL • Understand key criteria • Identify which criteria may require standards supported by the WSB • Identify key organisations to partner • Identify gaps and escalate if necessary	Paul Millard	ongoing
Horizon scan	Identify any standards gaps for new water fittings or consumer practices.	Paul Millard	ongoing

4. Outcomes and Further Action

Monitor and evolve strategy as criteria emerges.

¹ [Plan for Water: our integrated plan for delivering clean and plentiful water - Chapter 3: securing a plentiful supply of water](#)