

4.2 Appendix 1 Enhanced Media Campaign

March 2023





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1 COMMUNICATIONS AND ENGAGEMENT APPROACH

South West Water promote water efficiency all year round, normally ramping up customer communications and engagement in Spring and Summer. This year's communications activity started increasing earlier which was in line with the dry start to the year and high demand South West Water were experiencing.

Communications activity follows a traffic light system which is aligned to the triggers outlined within the drought plan. This framework is shown in Table 1 below. Green informs and encourages water-saving behaviour. Amber is enhanced communications activity and messaging which warns people and prompts action. Red requires people to act now. Throughout this framework, messaging and activity is dialled up or down.

The '5 Litres Challenge' started in May 2022. This is an agile campaign - based on green and amber levels - which adapts to societal attitudes and business demand year on year. The campaign aims to drive customer awareness, engagement, and nudge behaviour.

South West Water's customer research from focus groups has shown:

- Customers have chosen the 5 litres challenge over other water efficiency campaigns
- They have said they are drawn in by the word challenge
- They believe saving 5 litres is achievable: anymore is daunting and off-putting
- South West Water need to show volumes of water, this is shocking to customers and makes them think about how they use water
- There is a need to make messaging localised; it makes it relevant and personalised to customers – they care as it directly impacts them
- South West Water need to use a range of channels, achieve a big reach and demonstrate what the company is doing to save water too.

Moving into Drought status required a stronger messaging campaign highlighting the specific challenges faced. After customer consultation and stakeholder consultation Stop The Drop campaign was developed and wider incentives focusing on FREE devices and a financial incentive that research suggested would have a greater impact on encouraging Customer behavioural change and an improved value and association of customer behaviour and conservation, helping us through challenging times to ensure reliable supply remained for all our customers and consumers.

Since the completion of "Stop The Drop" incentive in January 2023, we developed an ongoing campaign "Save Every Drop" building on the awareness earned through "Stop the Drop" and moving to an "always-on" campaign to promote water efficiency. This Campaign continues to focus on whole region with elevated communications to areas under possible stress.



Table 1 - Communication activity by trigger


	Channel / activity	Inform people - Phase one GREEN	Warn people - Phase two (escalation / enhanced) AMBER	Act now - Phase three (crisis) RED
domestic customers	Media management (Reactive)	BAU	Statements and interviews	ongoing
	Press releases / media engagement (Proactive)	Press release - seasonal tips	ongoing	press conference
	Regular press briefings/updates		Weekly/fomightly weather/demand/ storage update commenced	frequent updates
	SWW Website	Water efficiency messaging / info (regional)	Homepage banner, popup banner sitewide, regular updates on landing page	ongoing
	Social media - unpaid (twitter, facebook, linkedin)	Key messages: top tips/ save5litres/ affordability/ environmental	Change in messaging and increase in internal re-sourcing for customer comms responses	+ dedicated team (internal) liaising managing customer engagement on local groups/ pages etc
	Social media - paid	Boosted posts (regional), geo-targeted (hotspots)	+ increased spend ££	+ increased spend £££
	Email to MyAccount customers	Email to all customers	Email with escalated messaging to all customers. Targeted hotspots/locations with key messaging	Act now + location of AWS, localised info (by postcode)
	Text to customers		Text to hotspot areas	Ongoing (locations of AWS)
	Letter/leaflet drop to customers		Proactive leafleting to households and businesses	Hosepipe ban info
	Community/street activity		'Community officers' sent to areas most at risk / affected Leaflets/ posters/ free water-saving products etc	+ increased resource + bottle drop-offs
	Outdoor advertising	Regional advertising	Targeted hotspots	+increased spend ££
	Digital marketing (unpaid)		Messaging pack sent to all partners to promote on their channels	+ additional partner sites
	Digital marketing (paid)	Advertorial - general tips	Medium weight ad campaign - e.g Global, Reach Plc (Cornwall Live, Devon Live)	+ increased spend £££
	Newspaper advertising		Half page adverts in local papers - messaging based on hotspot areas	Full page adverts in all papers
	Radio advertising		Save 5 litres	+ increased spend/ playtime £££
TV advertising			Act now - how you can help	
stakeholders	MPs		Individual MP briefing	Ongoing briefing at regular intervals
	Local authorities		Regular updates to local authorities + cross promotion of messaging	+ dedicated liaison per organisation
	Liaison with partner organisations		Regular updates + cross promotion of messaging	+ ongoing
	business customers		Individual visits	as appropriate



2 EVIDENCE OF ENHANCED COMMUNICATIONS CAMPAIGN

2.1 Initial ramp up

South West Water started to ramp up its communications and engagement activity to support the Drought Plan in May 2022. The activity focused on the weather and increase in demand that South West Water was experiencing. Efforts during this period was; promoting the 5 litres challenge through a range of channels and activity. Our key messages were to raise awareness about the 5 litres challenge and raise awareness of high demand during times of drought, and the volumes used in everyday activities which prompted the need for customer action to save water. The detail in this section outlines how we have kept an elevated level of Customer engagement through our enhanced media campaigns in line with our Drought Plan.

Table 3 - Communication and engagement activity in May 2022

May 2022	Audience	Channel	Activity	Outcome
	Customers	Website	South West Water updated its website, bringing the water efficiency campaign to the fore through a new homepage banner. 	Homepage had 169,446 views.
	Customers	Website	Updates made to save water webpages.	Overall page visits for these pages in this period was 3,426
14 May	Customers	Email	South West Water <u>emailed</u> all of its online customers to raise awareness to the dry start to the year and high levels of demand. The company shared top tips and promoted free water-saving offering.	395,945 emails were sent, 52% opened and 12% clicked through.

				
23 May	Customers	Website	<p>Published one blog in this period.</p> <ul style="list-style-type: none"> Welcome to 2022's Water Saving Week 	90 page visits
30 May	Customers	Outdoor advertising	At the end of May South West Water started an outdoor advertising campaign.	168 buses advertising the 5 litres challenge across the South West.
	Customers	Social media	<p>South West Water started to ramp up its social media activity for water efficiency.</p> <ul style="list-style-type: none"> Launching this year's 5 litres challenge Promoting water-saving week. 	95,000 people were reached of which 7.4% engaged. This is much higher than the median average which is >1% for social media engagement.
	Future customers	Education	Encouraging pester power, South West Water educational programme teaches children about the value for water and the importance of water efficiency.	Visited 4 schools in and taught 218 pupils
	Customers	Free products	South West Water promoted free water-saving products in its communications throughout May.	Free water-saving products ordered was 842

- Overall reach through various engagement in this period was c500,000



- Free water-saving products ordered in May was 842
- Free products dispatched in May totalled an assumed saving of 21,204.00 litres per day.

2.2 Water-saving values - June

In June, South West Water started to increase its communications and activity to further engagement and raise awareness of the need for water efficiency in line with Level 1 of the drought plan.

Table 4 - Communication and engagement activity in June 2022

June	Audience	Channel	Activity	Outcome
	Customers	Website	South West Water promoted the 5 litres challenge on its homepage.	Homepage had 139,114 views.
	Customers	Website	South West Water regularly updated its 5 litres challenge webpage with key messages about increases in demand and weather.	Page visits for save water pages in June totalled 16,727. Free water saving products had 11,863 views. Save 5 litres page had 2,410 views. 5 litres pledges online totalled 420 at the end of June.
	Customers	Website	Published four blogs in this period which we're used to promoted on social media. 1.06.22 –Soaking it all up 17.06.22 – Myth-busting blog 24.06.22 – Meeting demand 28.06.22 – Water-saving hero.	53 webpage visits.
	Customers	Outdoor advertising	From June South West Water ran an extensive outdoor advertising campaign across the region.	The campaign has an expected reach of 1.6 million.

				
	Customers	Social media Facebook	<p>South West Water increased its social media activity for water efficiency with regular posts and paid for advertising.</p> <p>Key messages:</p> <ul style="list-style-type: none"> • 5 litres challenge • Top tips to save water 	175,735 people were reached of which 8.3% engaged. This is much higher than the median average which is >1% for social media engagement.
	Customers	Social media Instagram	The company started to use Instagram to reach more people with top tips to save water.	22,024 people reached.
	Future customers	Education	Encouraging pester power, South West Water educational programme teaches children about the value for water and the importance of water efficiency.	Visited 6 schools in June and taught 583 pupils.
	Customers	Free products	South West Water promoted free water-saving products in its communications throughout May.	Free water-saving products ordered was 4515 – a 229% increase compared to the previous year.


- Overall reach through various engagement in this period was c2 million
- 430 5 litre pledges online totals 766,500 litres saved a year
- Free water-saving products ordered in June was 4,515
- Free products dispatched in June totalled an assumed saving of 120,822.00 litres per day.


2.3 Water-saving values – July 2022

South West Water further increased its communications and activity throughout July to promote and encourage water efficiency in line with Level 1 of the drought plan. The company started to target communications within Cornwall and launched initiatives to help customers save water in their home.

Table 5 - Communication and engagement activity in July 2022

July	Audience	Channel	Activity	Outcome
	Customers	Website	South West Water promoted the 5 litres challenge on its homepage.	Homepage had 155,235 views. Page visits for the save water section in July totalled 13,604. 5 litres pledges online totalled 443 at the end of July.
	Customers	Website	Published three blogs in this period to promote on social media: 18.07.22 - Our leak detector (Matt Gait's blog) 22.07. 5 - ways to have fun and keep cool whilst wasting less water 29.07.22 - Top tips to help save water in your garden.	27 webpage visits.
	Customers	Email	South West Water contacted all customers in Devon, IoS and Dorset to raise awareness of extreme weather conditions and high demand.	267,639 emails were sent, 57% opened and 13% clicked through.
	Customers	Outdoor advertising	Continued its extensive outdoor advertising campaign.	The campaign has an expected reach of 1.6 million.
	Customers	Outdoor advertising	From July to September there was a targeted Cornwall specific campaign with increased messaging that prompted action.	The company expected to reach 722k people through this activity.

	<p>Customers</p>	<p>Social media</p> <p>Facebook</p>	<p>South West Water increased its social media activity for water efficiency with regular posts and paid for advertising.</p> <p>Key messages:</p> <ul style="list-style-type: none"> • 5 litres challenge • Leakage – what South West Water does to tackle leakage and encourage customers report leaks • Included a customer friendly water situation report 	<p>352,533 people were reached of which 8.7% engaged. This is much higher than the median average which is >1% for social media engagement.</p>
	<p>Customers</p>	<p>Social media</p> <p>Instagram and Tiktok</p>	<p>South West Water used other social media channels to increase awareness across various audiences.</p>	<p>Combined reach was 34,722.</p>
	<p>Customers</p>	<p>Audio advertising</p>	<p>South West Water launched an audio advertising in July.</p> <ul style="list-style-type: none"> • Radio advertising is on all Heart stations across the region; Heart Exeter, Heart North Devon, Heart Plymouth & South Hams, Heart Torbay and Heart Dorset. • The company have also done a targeted DAX campaign – DAX is a digital audio campaign which is played on sites such 	<p>The 30 second radop advert is played multiple times everyday – it’s expected to have a reach of 697,00 during a 9 week period.</p> <p>The DAX campaign is expected to reach 2.2million.</p>

			as spotify, podcasts etc.	
	Future customers	Education	Encouraging pester power, South West Water educational programme teaches children about the value for water and the importance of water efficiency.	Visited 3 schools in July and taught 151 pupils.
	Customers	Free products	South West Water promoted free water-saving products in its communications throughout the month and removed its financial cap on products.	Free water-saving products ordered was 3884 – a 268% increase compared to the previous year.
	NHH	Find and Fix initiative	<ul style="list-style-type: none"> Payment to Retailer for 50% of leak find & fix costs up to £500 (T&Cs apply) Comms to Retailers – initial email 20/07 & followed up 29/07 with revised (final T&Cs) 	Wave received our approval for the attached South West Water Leak campaign flyer. Wave have 844 SPIDs.

- Overall reach through various engagement in this period was c5 million
- 443 total 5 litre pledges online totals 808,475 litres saved a year
- 123 pledged via community events totals 224,475 litres a year
- 1,181 water-saving products given away at community events
- Free water-saving products ordered in July was 3,884
- Free products dispatched in July totalled an assumed saving of 139,032.00 litres per day

- Home audits carried out was 945 with an assumed saving of 12,856 litres per household, per year
- Leaky loo webpage forms submitted was 121. 27 visits scheduled, 6 fixes completed, estimated 1200 litres saved per day for the 6 households.

2.4 Water-saving values – August 2022

Table 6 - Communication and engagement activity in August 2022

Aug	Audience	Channel	Activity	Outcome
	Customers	Website	South West Water promoted the 5 litres challenge on its homepage.	Homepage had 165,408 views. Page visits for the save water section in August totalled 128,121. 5 litres pledges online totaled 454.
	Customers	Website	South West Water offered free water butts via its website.	Page visits was 77,873 16,000 water butts were ordered for free
	Customers	Letter	South West Water contacted all customers affected by the TUB.	
	Customers	Social media Facebook	South West Water changed its messaging from the 5 litres challenge to a punchier campaign which prompted action now. Key messages: <ul style="list-style-type: none"> • Leakage – what South West Water does to tackle leakage and encourage customers report leaks • Water situation report updates • Top tips to save water now. 	117,872 people were reached of which 13% engaged. This is much higher than the median average which is >1% for social media engagement.
	Customers	Audio advertising	Continued audio campaign.	The 30 second radop advert is played multiple times everyday – it's expected to have a

				reach of 697,00 during a 9 week period The DAX campaign is expected to reach 2.2million.
	Customers	Free products	South West Water promoted free water-saving products in its communications throughout the month and removed its financial cap on products.	Free water-saving products ordered was 22,019 – a 2748% increase compared to the previous year.
	Customers	Water butt initiative	South West Water have offered 16,000 free water butts, and these have been ordered by customers via the South West Water website.	19.2 million estimated total water saving value a year.

- Overall reach through various engagement in this period was c7 million
- 454 total 5 litre pledges online totals 828,550 litres saved a year
- C400 pledged via community events totals 730,000 litres a year
- 16,000 water butts given away to encourage future water saving of 19.2 million litres a year (1,200 litres per butt)
- 22,019 free water-saving products ordered in August
- Free products dispatched in August totalled an assumed saving of 395,106.00 litres per day
- Based upon the total assumed savings per day of the products dispatched each month since April 2022, South West Water estimate a total annual saving of 182,504,310 litres

2.5 Water-saving values – September 2022

South West Water continued to emphasise that action is needed to conserve water due to the severe dry weather over the previous eight months, despite rainfall in September.

The campaign benefits throughout September are currently being assessed for impact and effectiveness. This will inform our next wave of communications delivery, as we move from the summer into winter.

Table 7 - Communication and engagement activity in September 2022

SEPT	Audience	Channel	Activity	Outcome
	Customers	Website	Updated message to promote the importance of conserving water.	Homepage had 154,001 views. Page visits for "save water" content on the website totalled 41,474 unique views.

	Customers	Website	South West Water offered free water saving devices	Page visits amounted to 31,564 during September. Over 3,000 of the 16,000 free water butts ordered during August were delivered to customers throughout September, and customers were updated as to dispatch dates.
	Customers	Social media Facebook	South West Water continued to update on the reservoir storage levels across social to encourage appreciation of the situation and action. Key messages: <ul style="list-style-type: none"> • Leakage – what South West Water does to tackle leakage and encourage customers report leaks • Water situation report updates • Top tips to save water now. 	105,000 reach circa 9% engagement rate*
	Future customers	Education	Encouraging pester power, South West Water educational programme teaches children about the value for water and the importance of water efficiency.	School engagement: <ul style="list-style-type: none"> a. 4 schools b. 1 cub group c. 5 lessons d. 1 assembly Totalling: 276 pupils.
	Customers	Free products	South West Water promoted free water-saving products (hippo bags, tap regulators, shower timers) on its website and via social media posts throughout the month.	The amount of orders placed for free products during September is shown in Table 8 below. These have saved 47,244 litres.


*Figures subject to full review.

2.6 Water-saving values – October 2022

With the continuing challenges from the drought, messaging in October has been strengthened further to ensure a clear and direct message to customers. Work was also undertaken on the website to simplify the user experience and ensure customers would quickly reach access to water saving tips and advice.

Our messaging moved to the Direct Save Water message and updated all channels with more direct message to customers in both the Colliford and Roadford WRZs.

Table 9 - Communication and engagement activity in October 2022

OCT	Audience	Channel	Activity	Outcome
	Customers	Website Advertising Pages, and Pop-Ups	<p>Updated message to strengthen messaging on importance of saving water, the low reservoir levels and need for customers to support our efforts. We emphasised both what we are doing to increase efforts around water conservation, but also what customers can do as well.</p> 	<p>homepage had 129k views.</p> <p>Page visits for "save water" content on the website totalled 56k unique views.</p>
	Customers	Direct emails and SMS messages	<p>1,593 customers were emailed in the Welcome service region at the start of the month on the situation. On 14 October customers in the Colliford and Roadford regions where email or mobile numbers were held were messaged to inform them of the situation and ask them to take action to conserve water.</p> <p>On 17 October, customers in the Wimbleball region were sent emails with the same messaging tailored to their area.</p> <p>On 21 October, the region wide water resources email to</p>	<p>Welcome – 1,593 customers emailed with a 70% open rate.</p> <p>Roadford and Colliford – 274,000 customers with 56% open rate.</p> <p>Wimbleball region – 135,000 customers with a 53% open rate.</p> <p>170,529 customers with a open rate 22% open rate</p>

			customer was resent to all the non-opens from the sends on 14 and 17 October	
	Customers	Social media	<p>Updated and more direct messaging was created for launch on paid for Facebook advertising campaign in mid-October, asking customers to save water.</p> <p>Updated infographics also developed and issued across various social media channels.</p>	Reach: 861,179
	Customers	Bill messaging	Messaging asking customers to save water was added to bills via 'sticky note' type positioning on front of bills.	All bills issued going from 14 October.
	Future customers	Education	South West Water educational programme teaches children about the value of water and the importance of water efficiency to drive positive change within schools and at home.	<p>School engagement:</p> <ul style="list-style-type: none"> • 5 schools • 4 lessons • 1 assembly <p>Totalling: 517 pupils.</p>
	Customers	Free products Promotion	South West Water promoted free water-saving products (hippo bags, tap regulators, shower timers) on its website and via social media posts throughout the month.	<p>In the period to 22 October, 13,532 post codes were entered into the survey, with 9,194 water usage surveys completed, and 6,009 customers opting in for further information on water saving.</p> <p>1,487 orders were placed for 2,294 water saving devices.</p> <p>The amount of orders placed for free products during October is shown in Table 10 below. These have a potential to save 364,411 litres per day, if all products are fitted.</p> <p>A significant step up in visits was experienced following the emails</p>

				issued on 14 October.
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2.7 Water-saving values – November 2022 – STOP THE DROP

November saw the launch of our updated Water Efficiency Campaign – “Stop the Drop” – highlighting the current challenges that reservoirs face and bringing together Simple Tips for everyday savings at home, Stronger promotion of the FREE Water Saving devices included the Roadford WRZ but not the £30 incentive.

Table 9 - Communication and engagement activity in November 2022


NOV	Audience	Channel	Activity	Outcome
NOV	<p>HH Customers</p> <ul style="list-style-type: none"> - Advice & Tips - FREE Devices 	<p>OWNED DIGITAL CHANNELS</p> <p>sww.co.uk and My Account.co.uk</p> 	<p>Updated Campaign Pages</p> <p>Dedicated incentive Page</p> <p>Campaign Pop-Ups</p> <p>Advertising banners across site</p> <p>Regular Web updates</p> <p>My Account</p> <p>Login Messages</p> <p>-</p>	<p>Pop-Up message views – 153k</p> <p>Save Water Page Unique views – 49k</p> <p>Hosepipe Ban unique views – 7k</p> <p>Reservoir Storage Views – TBC</p>
Nov	HH Customers	Digital Advertising	<p>Social Advertising</p> <p>Search Engine advertising</p> <p>Programmatic Advertising</p>	Estimated Impacts circa 2.5M
Nov	HH Customers	OWNED SOCIAL MEDIA CHANNELS	<p>Own profile Campaign posts</p> <p>Facebook, Twitter, Instagram</p>	Impressions 205k
Nov	HH Customers	<p>Customer Comms</p> <p>Emails</p> <p>Letters</p> <p>Bills - Sticky Notes</p>	<p>Various communications promoting FREE Products, Incentive and water saving tips across all available touch points.</p> <p>Driving action to Web Pages for further information where relevant</p>	<p>Messaging across all issued bills</p> <p>Emails to circa 350k</p> <p>Letters 500k</p>
Nov	Future customers	Education	South West Water educational programme teaches children about the value of water and the importance of water	<p>School engagement:</p> <p>6 school visits</p>

			efficiency to drive positive change within schools and at home.	
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2.8 Water-saving values – December 2022 – STOP THE DROP

December saw the continuation of Stop The Drop Incentive scheme to Households and introduction of Non HH incentive scheme. The Campaign continued to be promoted through all available channels and elevated across water stressed areas.

Table 9 - Communication and engagement activity in December


Dec	Audience	Channel	Activity	Outcome
Dec	HH Customers - Advice & Tips - FREE Devices	OWNED DIGITAL CHANNELS sww.co.uk and My Account.co.uk 	Updated Campaign Pages Dedicated incentive Page Campaign Pop-Ups Advertising banners across site Regular Web updates My Account Login Messages -	Pop-Up message views – 137k Save Water Page Unique views – 24k
Dec	HH Customers	Above the Line Advertising	Regional Press Regional Radio	Estimated Impacts across all mediums 400k individuals
Dec	HH Customers	Digital Advertising	Social Advertising Search Engine advertising Programmatic Advertising	Estimated Impacts circa 2M
Dec	HH Customers	OWNED SOCIAL MEDIA CHANNELS	Own profile Campaign posts Facebook, Twitter, Instagram	Impressions 185k
Dec	HH Customers	Customer Comms Emails Bills - Sticky Notes	Various communications promoting FREE Products, Incentive and water saving tips across all available touch points.	Messaging across all issued bills Emails to circa 400,000

			Driving action to Web Pages for further information where relevant	
Dec		PR & Media Engagement	See appendix list of activity and earned exposure.	

2.9 Water-saving values – January 2023 – STOP THE DROP

Through January we reviewed and took learnings from the Incentive campaign and activation to inform our future planning and ongoing communications around Water Efficiency.

Table 9 - Communication and engagement activity in January 2023

Jan	Audience	Channel	Activity	Outcome
Jan	HH Customers - Advice & Tips - FREE Devices	OWNED DIGITAL CHANNELS sww.co.uk and My Account.co.uk 	Updated Campaign Pages Dedicated incentive Page Campaign Pop-Ups Advertising banners across site Regular Web updates My Account Login Messages -	Pop-Up message views – 120k Save Water Page Unique views – 11k
Jan	HH Customers	Digital Advertising	Social Advertising Search Engine advertising Programmatic Advertising	Estimated Impacts circa 1M
Jan	HH Customers	OWNED SOCIAL MEDIA CHANNELS	Own profile Campaign posts Facebook, Twitter, Instagram	Impressions 150k
Jan	HH Customers	Customer Comms Emails Bills - Sticky Notes	Various communications promoting FREE Products, Incentive and water saving tips across all available touch points. Driving action to Web Pages for further information where relevant	Messaging across all issued bills Emails to circa 400,000

Jan	Future customers	Education	South West Water educational programme teaches children about the value of water and the importance of water efficiency to drive positive change within schools and at home.	School engagement: 7 school visits
Jan		PR & Media Engagement	See appendix list of activity and earned exposure.	

2.10 Water-saving values – February 2023 – SAVE EVERY DROP

In February we launched our new “Always On” Save Every Drop campaign. The campaign leads on how our need for water impacts on the environment and how ordinary steps can have an extraordinary impact – a concept we are looking to adopt across wider behavioural change programs later in the year. Small steps taken at home to save every drop can have a positive impact on the environment from which we take and also helping reduce bills (if metered).

The campaign continues to offer FREE water saving devices and saving tips at home and launched with promotion on free Water Butts*.

The campaign takes learnings from previous campaigns to better engage with wider audiences across the South West region through Community partnerships, councils, tourism and business and deliver more effective engagement.

The annual plan of continued investment in media and collateral to promote our message and upweighted investment and effort will be made throughout the year across any areas coming under increased stress on supply.

*Learnings from previous incentive identified the need to introduce certain limitations around the incentive to ensure that those who would benefit from a butt were able to get one. We had identified many applications for Butts that soon ended up online for sale which is at odds with our ambition for the campaign

Table 9 - Communication and engagement activity in February 2023

FEB	Audience	Channel	Activity	Outcome
Feb	HH Customers - Advice & Tips - FREE Devices	OWNED DIGITAL CHANNELS sww.co.uk and My Account.co.uk 	Updated Campaign Pages Dedicated incentive Page Campaign Pop-Ups Advertising banners across site Regular Web updates My Account	Save Water Page Unique views – 79K Hosepipe Ban unique views – 7k Reservoir Storage Views – TBC

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			Login Messages	
Feb	HH Customers	Digital Advertising	Social Advertising Search Engine advertising	TBC
Feb	HH Customers	OWNED SOCIAL MEDIA CHANNELS	Own profile Campaign posts Facebook, Twitter, Instagram	TBC
Feb	HH Customers	Customer Comms Emails Letters Bills - Sticky Notes	Various communications promoting FREE Products and water saving tips across all available touch points. Driving action to Web Pages for further information where relevant	
Feb	Future customers	Education	South West Water educational programme teaches children about the value of water and the importance of water efficiency to drive positive change within schools and at home.	School engagement: 7 school visits
Feb		PR & Media Engagement	See appendix list of activity and earned exposure.	

Enhanced Media Campaign – February to Date – Roadford

Since February, we have increased our Facebook, Instagram and Google advertising across the south west region for the Save Every Drop campaign, with a weighted focus on the Roadford WRZ.

To date, we have achieved 2.7 million impressions across the region, of which 1.6 million were specific to Roadford targeting. This demonstrates our continued efforts to promote water saving across the regions. A full campaign targeting Households, non-households and tourism is will be active throughout March. This is a fully integrated campaign through letter drops, customer emails and billboards etc with specific messaging relevant to the region.



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Table 10 - Free Water Saving Products July 2022 – Feb 2023 – Metric of customer engagement and interest

DEVICES ISSUED	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	TOTAL
Buffaloo Cistern Bag	2026	6202	727	925	2286	367	212	1032	13777
Extra Leaky Look Strip		1553	615	158	2733	783	372	2121	8335
FREE 100L Water Butt		8000		91	566	128	55	1991	10831
FREE 200L Water Butt		8000		25	975	242	131	3655	13028
4 Minute Shower Timer				410	4097	858	435	2819	8619
Kitchen Stream					4971	1145	524	3676	10316
Leaky Loo Strip	1305	3953	513	1465	3602	784	363	2271	14256
Regulated Shower Head	1638	4858	620	943	2078	347	186	1106	11776
Regulated Tap Insert				398	3481	783	374	2063	7099
Shower Regulator	881	2230	187	205	480	106	65	302	4456
DEVICES ISSUED	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-22	Feb-22	TOTAL
Total ORDERS 2022	3,579	26,652	1,901	3,289	7,483	1,661	807	5,342	50714
Total DEVICES 2022	5,850	34,796	2,662	4,620	25,269	5,543	2,717	14,396	95853
Total ORDERS LY	1070	774	949	676	893	410	626	488	5886
Total DEVICES LY	1,026	781	871	682	803	367	887	605	6022

Excludes devices handed out on face to face customer visits

Table 12 - Water Resources Media Coverage to February 2023

Water Resources Media Coverage Summary
3 October
The Water Report – Drought condition spreads across all of England – South West Water has applied for a drought permit Link
4 October
The Tiverton Express – Experts warn lots more rain needed to stop Devon’s drought lasting right into next year
6 October
Express & Echo – Warning country’s drought could last into next year, despite recent rainfall
Mid-Devon Advertiser – Drought still in effect
North Devon Journal – Experts warn drought could carry on into 2023 with water levels still low
11 October
BBC Spotlightv feature interview with Drought Director Jo Ecroyd
12 October
BBC - ‘Devon and Cornwall reservoir levels half of what they should be’ Link
Devon Live ‘Devon families must restrict water use’ to stop reservoir levels dropping further’
Herald Express ‘Lot more rain needed soon or else drought will last into next year’
13 October
ITV ‘People in Devon and Cornwall told to ration water as reservoir levels drop’
The Herald ‘Residents still urged to restrict water use’
Western Morning News ‘Investment in water storage and capture is clearly going to be needed’
Western Morning News ‘Save Water – or face more restrictions warns SWW’
Western Morning News ‘Drought Conditions still affecting West’
The Herald (Plymouth) ‘Households told to ration over ‘crisis’ water levels

Devon Live: Devon families ‘must restrict water use’ to stop reservoir levels dropping further
Devon Live: South West Water offers top tips to help customers save water and money Link
14 October
South West Farmer - Drought in south west expected to continue Link
Somerset Live - Wimbleball Lake's water levels drop 'dangerously low', reservoir drone images reveal
15 October
Guardian - Drought threatens England’s fruit and vegetable crop next year, says report Link
Wales Online - Pictures show drought-hit reservoir after falling to 'dangerously low' level Link
South West Farmer - Wimbleball Lake Exmoor levels reduced by drought Link
16 October
Daily Mail - Water levels at one of the UK's largest reservoirs have dropped to just 20 PER CENT of its capacity amid fears of shortages this winter Link
17 October
Plymouth Live - Drone footage shows just how low water levels at Burrator are Link (replicated in Devon Live Link)
Water Briefing - National Drought Group forecasts drought may remain beyond spring 2023 Link
19 October
Devon Live - How knocking on 2,000 doors is helping to protect our region's water supplies Link (replicated on Cornwall Live Link)
20 October
BBC News - Devon and Cornwall reservoirs less than 30% full Link
BBC Radio Devon – Interview with Lisa Gahan on water resource update (from 1:34:05)
Express and Echo – People must save yet more water to avoid restrictions
Express and Echo – Helping to protect your water in the South West
North Devon Journal - Helping to protect your water in the South West

Mid-Devon Advertiser – Prediction drought to remain until 2023
22 October
ITV West Country - Car washes and golf courses could be told to use less water as reservoir levels remain very low
24 October
Western Morning News - Meet the teacher helping kids grasp the importance and value of water
Devon Live - Meet the teacher helping kids grasp the importance and value of water
The Herald - Meet the teacher helping kids grasp the importance and value of water
26 October
Daily Express - Car washes could face ban as water levels in reservoirs lowest 'in decades'
Herald Express (Torquay) - Helping to protect your water in the South West: An update from South West Water's Director responsible for water resources, Dr Lisa Gahan
Herald Express (Torquay) - Meet the teacher helping kids grasp the importance and value of water
27 October
Western Morning News - New warnings of water shortages
Western Morning News - Reservoirs at alarmingly low levels in West
28 October
BBC Spotlight - Broadcast feature on leak detectors and South West Water's free customer leak repairs
31 October
Devon Live - South West Water's approach to finding leaks is out of this world - and here is how they can help you Link Also appeared in Cornwall Live
1 November
This is Money – Hosepipe bans will last until 2023 despite recent heavy storms... because summer heatwave means soil is soaking up rainwater like a sponge. Also appeared in Daily Mail
MSN UK - Yes, there IS still a hosepipe ban in the UK after all the rain – Here are the details
2 November

Devon Live - Exmoor reservoir 'needs expansion' to combat chronic shortages
4 November
Crediton Courier – Reservoirs still ‘extremely low’ says South West Water despite large rainfall this week
Mid-Devon Advertiser – Reservoirs still ‘extremely low’ says South West Water despite large rainfall this week
Teignmouth Post – Reservoirs still ‘extremely low’ says South West Water despite large rainfall this week
7 November
Crediton Courier – Raise height of Wimbleball dam to save water asap says MP
8 November
Devon Live – South West Water urged to act amid fears over chronic water shortages
10 November
Bloomberg – England Needs Even More Rain to Escape Long Drought
12 November
The Daily Telegraph - Households paid to curb water usage after drought
14 November
BBC Radio Devon – Interview with Lisa Gahan about general water resources position.
18 November
Yahoo News - Why are there still hosepipe bans when it has been raining so much? Link Also reported by Sky News
22 November
Yahoo News - Take shorter showers to help us refill reservoirs, say water bosses Link
23 November
Metro - Is there a hosepipe ban in my area? How to check your postcode Link
28 November
Devon Live and Cornwall Live - New scheme is helping South West schools save water Link
5 December

Devon Live and Cornwall Live - South West Water doubles funds for community water-saving projects Link (Also reported in Company Insight) Link
12 December
Devon Live - New study shows changing attitudes to water usage in the South West Link
27 December
ITV - Why people in Cornwall are getting £30 off their water bill Link
1 February 2023
Utility Week – Stop The Drop: Empowering customers to save water
13 February 2023
Western Morning News – Act fast to prevent future water shortages, says MP
15 February 2023
Torbay Weekly – Torbay residents to be consulted on plans to secure water supplies for future generations Link
Tavistock Times Gazette – South West Water launches public consultation Link
We Are South Devon – South West Water launches public consultation on plans to secure water supplies for future generations Link
BBC News – South West Water plan predicts long-term pressure on water supplies Link
16 February 2023
BBC 1 South West (Breakfast) - South West Water has launched a public consultation on its plans for water resources over the next 25 years.
17 February 2023
BBC Devon - South West Water launches a public consultation on its plans for water resources over the next 25 years in Devon, Cornwall and the Isles of Scilly.
20 February 2023
Mid-Devon Advertiser – South West Water told to step up their game Link
22 February 2023
Herald Express – Have your say on water resources plan until 2025
23 February 2023
Express & Echo – Have your say on water resources plan until 2050
North Devon Gazette – South West Water launches consultation on securing sustainable water supplies Link
Mid-Devon Advertiser – Have your say on SWW plans to secure water supplies
Crediton Courier – Have a say on plans to secure water supplies for future generations
North Devon Journal – Have your say on water resources plan until 2050

25 February 2023
Western Morning News – Drought still a worry as new food shortage looms
Western Morning News – Westcountry veg growers feeling the heat
1 March 2023
Western Daily Press – We should prepare for water shortage
5 March 2023
The I – Devon, Cornwall and East Anglia remain gripped by drought amid driest February in 30 years Link
6 March 2023
BBC Devon (radio) - How far you go to save water
7 March 2023
BBC Devon (radio) - Devon and Cornwall are still in drought, and South West water says more than a third of Cornwall's drinking water could come from desalination.