

Appendix 1 Enhanced Media Campaign

November 2022



CONTENTS

1	COMMUNICATIONS AND ENGAGEMENT APPROACH.....	3
2	EVIDENCE OF LEVEL 1 DROUGHT PLAN: ENHANCED COMMUNICATIONS CAMPAIGN	6
2.1	Initial ramp up	6
2.2	Water-saving values - June	9
2.3	Water-saving values - July	11
3	EVIDENCE OF LEVEL 1 DROUGHT PLAN MOVING INTO LEVEL 2: ENHANCED COMMUNICATIONS CAMPAIGN.....	19
3.1	Water-saving values - August	19
3.2	Water-saving values - September.....	24
3.3	Water-saving values – October.....	28

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' has been successfully rolled out for the past 3 years. 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.

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

Table 2 provides a summary view of the specific efforts and the scale and escalation of our Water Savings Communications plan from May 2022 to October 2022.

Table 2 – Summary of Water Savings Communications


Water Efficiency Communications Activity - Simple View						
CORE CAMPAIGN - Delivered across all service Regions	May	June	July	Aug	Sept	Oct
Home Page Carousel Promotion	✓	✓	✓	✓	✓	✓
Water Efficiency Advice Pages	✓	✓	✓	✓	✓	✓
Save 5l Campaign Page	✓	✓	✓	✓	✓	✓
Water saving BLOGS and Promotion	✓	✓	✓	✓	✓	✓
Bill Statement <i>Flash</i>	✓	✓	✓	✓	✓	✓
Customer Emails/Letters/SMS		✓		✓		✓
Advertorials - Regional Press	✓					
Outdoor Advertising - Bus Backs & Sides		✓	✓	✓	✓	✓
Outdoor Advertising - Billboards & Bus Stops		✓	✓	✓	✓	
Radio Advertising		✓	✓	✓		
Digital Audio Advertising		✓	✓	✓	✓	✓
Social Media Paid Adverts		✓	✓	✓	✓	✓
Social Media OWN POSTS - FB, LI, TW, INS, TTK	✓	✓	✓	✓	✓	✓
Education Program	✓	✓	✓	✓	✓	✓
Free Water Saving Product Promotion	✓	✓	✓	✓	✓	✓
Community Engagement - Events	✓	✓	✓	✓	✓	
TOURIST CAMPAIGN						
Advertising - Outdoor				✓	✓	
Advertising - Forecourts				✓	✓	
ELEVATED CORE CAMPAIGN - (stressed) Additional efforts in targeted regions under stress						
	May	June	July	Aug	Sept	Oct
Regionalised additional Outdoor Advertising			✓	✓	✓	
Advertising Press - Regional				✓		
Additional Service offering and promotion of:				✓		
- Water Butt Promotion				✓		
- Leaky Loo promotion		✓	✓	✓	✓	✓
- Supply Pipe Initiative		✓	✓	✓	✓	✓
- Free Find and Fix promotion					✓	✓
Customer Emails/Letters/SMS		✓	✓	✓	✓	✓
Increase weighting of Advertising across cornwall Region						
Social Media - Increased Urgency message			✓	✓	✓	✓
Localised Events - focused regions			✓	✓	✓	
Localised Home Audits			✓	✓	✓	
URGENT ELEVATION CAMPAIGN - (Severely stressed)						
Further Additional efforts in targeted regions under severe stress						
	May	June	July	Aug	Sept	Oct
Customer Email/Letters/SMS - Strong situational messaging				✓	✓	✓
Door to Door community visits - 1-1 HH conversations						✓



2 EVIDENCE OF LEVEL 1 DROUGHT PLAN: 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. 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 at the time and the volumes of water used in everyday activities which prompted the need for customer action to save water.

Table 3 - Communication and engagement activity in May

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	395,945 emails were sent, 52%

			<p>year and high levels of demand. The company shared top tips and promoted free water-saving offering.</p> 	<p>opened and 12% clicked through.</p>
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 	<p>90 page visits</p>
23 May		Advertorial	<p>South West Water focused promotion in Cornwall with an advertorial on Cornwall Live to promote the start of the enhanced activity for the <u>5 litres challenge campaign</u>.</p>	
30 May	Customers	Outdoor advertising	<p>At the end of May South West Water started an outdoor advertising campaign.</p> 	<p>168 buses advertising the 5 litres challenge across the South West.</p>
	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 	<p>95,000 people were reached of which 7.4% engaged. This is much</p>

			<ul style="list-style-type: none"> Promoting water-saving week. 	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
	IoS Customers & Tourists	Community engagement	<ul style="list-style-type: none"> 90 water butts provided to residents Community events in early May (2 of South West Water's customer service team stayed on the Isles for ten 10 days) Additional posters/flyers 	




- Overall reach through various engagement in this period was c500,000
- 90 water butts given away on IoS has an expected saving of 108,000 litres a year
- 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

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

				<p>had 11,863 views.</p> <p>Save 5 litres page had 2,410 views.</p> <p>5 litres pledges online totaled 420 at the end of June.</p>
	Customers	Website	<p>Published four blogs in this period which we're used to promoted on social media.</p> <p>1.06.22 –Soaking it all up</p> <p>17.06.22 – Myth-busting blog</p> <p>24.06.22 – Meeting demand</p> <p>28.06.22 – Water-saving hero.</p>	53 webpage visits.
	Customers	Outdoor advertising	<p>From June South West Water ran an extensive outdoor advertising campaign across the region.</p> 	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 	175,735 people were reached of which 8.3% engaged. This is much higher than the median average which is >1% for social

			<ul style="list-style-type: none"> • Top tips to save water 	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

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


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	Leaky loo initiative	Launched online webpage to promote free leakyloo fixes for Cornwall customers	Leaky loo webpage forms submitted was 121. 27 visits scheduled. 6 fixes completed. Estimated 1200 litres saved.
	Customers	Supply pipe initiative	Launched online webpage to promote free supply pipe fixes for customers in Cornwall.	Supply pipe webpage forms submitted was 23.
	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 Cornwall to raise awareness of extreme	139,810 emails were sent, 55% opened

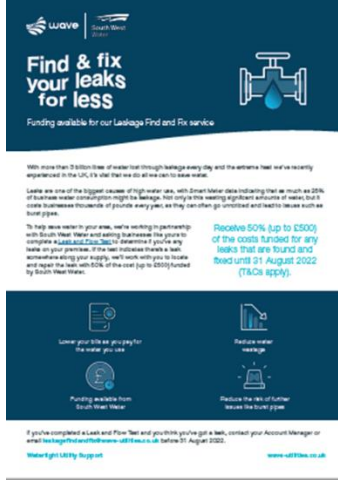
			weather conditions and high demand. Using this channel to promote targeted initiatives.	and 12% clicked through.
	Customers	Email	South West Water contacted all customers in Devon, IoS and Dorset to raise awareness of extreme weather conditions and high demand.	267,639 emails were sent, 57% opened and 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 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 	<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>

			<p>and Heart Dorset.</p> <ul style="list-style-type: none"> The company have also done a targeted DAX campaign – DAX is a digital audio campaign which is played on sites such 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.
	Community	Community events	<p>South West Water targeted key areas in Cornwall with water efficiency events – handing out free products and talking to customers about the important of water conservation.</p> 	<p>Spoke to 642 people.</p> <p>123 took the 5 litres pledge.</p> <p>1181 water saving products given away.</p>
	Customers	Free products	South West Water promoted free water-saving products in its communications throughout the month and removed its	Free water-saving products ordered was 3884 – a 268% increase compared to the previous year.

			financial cap on products.	
	Customers	Home audits	<ul style="list-style-type: none"> • Increase number of home audits (3500 in Yr3) • Free leaky loo fix as part of audit offering • Targeting within Colliford zone only • Offer to all HHs within Colliford zone (previously just high consumption customers). 	<p>Sent 4916 letters</p> <p>945 home audits carried out</p> <p>Assumed saving was 35.22 litres a day per household</p>
	Customers	Home audits	<ul style="list-style-type: none"> • Focus on affordability – partnering with Coastline housing association to offer water audits to their 2301 tenants (From 1st Aug) within the Truro area only. 	Sent 427 letters.
	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.

			 <p>Find & fix your leaks for less Funding available for our Leakage Find and Fix service</p> <p>With more than 2.8 billion litres of water lost through leakage every day, and the winter fuel cut we recently experienced in the UK, it's vital that we do all we can to save water.</p> <p>Leaks are one of the biggest causes of high water use, with Smart Meter data indicating that as much as 25% of business water consumption might be leakage. Not only is this wasting significant amounts of water, but it costs businesses thousands of pounds every year, as they can often go unnoticed and lead to issues such as backlogs.</p> <p>To help save water in your area, we're seeking in partnership with South West Water and setting businesses the goal to complete Leakage Find and Fix at premises if you've any leaks on your premises. If the leak involves a tank, we'll arrange a tank inspection and if you agree, we'll work with you to locate and repair the leak with 50% of the cost (up to £500) funded by South West Water.</p> <p>Receive 50% (up to £500) of the costs funded for any leaks that are found and fixed until 31 August 2022 (T&Cs apply).</p> <p>Lower your bills as you pay for the water you use</p> <p>Reduce water leakage</p> <p>Funding available from South West Water</p> <p>Reduce the risk of failure</p> <p>Reduce the risk of failure</p> <p>If you've completed a Leak and Flow Test and you think you've got a leak, contact your Account Manager or email leakagefindandfix@swwater.co.uk before 31 August 2022.</p> <p>www.getleakyfixup.co.uk www.southwestwater.co.uk</p>	
--	--	--	---	--

- 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.

3 EVIDENCE OF LEVEL 1 DROUGHT PLAN MOVING INTO LEVEL 2: ENHANCED COMMUNICATIONS CAMPAIGN

3.1 Water-saving values - August

As South West Water moved into level 2, the main communication message to customers throughout this period was that action must be taken now to conserve water due to the severe dry weather. The temporary use ban for Colliford and part of Roadford came into effect on 23 August 2022 and in line with South West Water's Drought Plan, letters and emails were sent to all affected customers (household and non-household).

Table 6 - Communication and engagement activity in August

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 totalled 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	Email	South West Water contacted all customers affected by the TUB.	140,870 emails were sent, 67% opened and 16% clicked through.
	Customers	Text	South West Water contacted all customers affected by the TUB.	
	Customers	Letter	South West Water contacted all customers affected by the TUB.	
	Customers	TUB announcement - website	Website home page banner updated. Website page created section with all information.	
	Customers	Tub announcement newspapers	Placed in London Gazette, Western Morning News and Daily Telegraph.	
	Customers	Newspapers	Full page adverts placed in all regional newspapers with enhance messaging to save water now for one week.	
	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>Tourists</p>	<p>Outdoor advertising</p>	<p>From August to October South West Water launched their first tourist campaign for water efficiency. The company purchased all available spaces at Cornwall Services; the main services for people entering Cornwall. South West Water also ran this campaign at key tourist hotspots; hotels, visitor attractions such as Dairyland, Truro park and ride, local bus network in Truro and Falmouth and digital screen adverts across the county.</p>	<p>10,000 cars per day to Cornwall Services.</p> <p>Overall reach is expected to be 1 million for the whole campaign.</p>
	<p>Customers</p>	<p>Social media Facebook</p>	<p>South West Water changed its messaging from the 5 litres challenge to a punchier campaign which prompted action now.</p> <p>Key messages:</p> <ul style="list-style-type: none"> Leakage – what South West Water does to tackle leakage and encourage customers report leaks 	<p>117,872 people were reached of which 13% engaged. This is much higher than the median average which is >1% for social media engagement.</p>



			<ul style="list-style-type: none"> • Water situation report updates • Top tips to save water now. 	
	Customers	Audio advertising	Continued audio campaign.	<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>
	Community	Community events	<p>water efficiency events – handing out free products and talking to customers about the important of water conservation.</p> <p>45 events were planned where free water saving devices wil available to incentivise customers to pledge to save water and talk about what a Temporary Use Ban means.</p> <p>The company also started door knocking in hotspots in water stressed area.</p>	

	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.
	Customers	Home audits	<ul style="list-style-type: none"> • Increase number of home audits (3500 in Yr3) • Free leaky tap fix as part of audit offering • Targeting within Colliford zone only • Offer to all HHs within Colliford zone (previously just high consumption customers). 	<p>Sent 9890 letters.</p> <p>1645 home audits carried out.</p> <p>Assumed saving was 39.03 litres a day per household.</p>
	Customers	Home audits Affordability	<ul style="list-style-type: none"> • Focus on affordability – partnering with Coastline housing association to offer water audits to their 2301 tenants (From 1st 	<p>Sent 1881 letters.</p> <p>268 home audits carried out.</p> <p>Assumed saving was 30.65 litres a</p>

			Aug) within the Truro area only	day per household.
--	--	--	---------------------------------	--------------------

- 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
- 4,515 water-saving products given away at community events
- 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
- Home audits carried out in August was 423 with an assumed saving of 14,245 litres per household, per year
- Home audits targeting affordability; 268 audits completed with an assumed saving of 11,187.25 litres saved a year, per household
- Supply pipe webpage forms submitted was 104.

3.2 Water-saving values - September


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

SEPT	Audience	Channel	Activity	Outcome
	Customers	Website	Updated message to promote TUB and 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	<p>Page visits amounted to 31,564 during September.</p> <p>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.</p>
	Customers	TUB announcement - website	<p>Website home page banner updated.</p> <p>Website page created section with all information.</p>	10,846 views to the TUB website page during September.
	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.
	Tourists	Outdoor advertising	From August to October South West Water launched their first tourist campaign for water efficiency. The company purchased all available spaces at Cornwall Services; the main services for people entering Cornwall. South West Water also ran this campaign at key tourist hotspots; hotels, visitor attractions such as Dairyland, Truro park and ride, local bus	<p>10,000 cars per day to Cornwall Services.</p> <p>Overall reach is expected to be 1 million for the whole campaign.</p>

			<p>network in Truro and Falmouth and digital screen adverts across the county.</p> 	
	Customers	Social media Facebook	<p>South West Water continued to update on the TUBs and reservoir storage levels across social to encourage appreciation of the situation and action.</p> <p>Key messages:</p> <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*
	Community	Community events	<p>water efficiency events – handing out free products and talking to customers about the important of water conservation.</p> <p>36 events took place where free water saving devices were available to incentivise</p>	Estimated audience reach of 46,000 consumers.

			<p>customers to pledge to save water.</p> <p>The company also continued door knocking in hotspots in water stressed area.</p>	
	Future customers	Education	<p>Encouraging pester power, South West Water educational programme teaches children about the value for water and the importance of water efficiency.</p>	<p>School engagement:</p> <ul style="list-style-type: none"> a. 4 schools b. 1 cub group c. 5 lessons d. 1 assembly <p>Totalling: 276 pupils.</p>
	Customers	Free products	<p>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>	<p>The amount of orders placed for free products during September is shown in Table 8 below. These have saved 47,244 litres.</p>
	Customers	Home audits	<ul style="list-style-type: none"> • Increase number of home audits (3500 in Yr3) • Free leaky loo fix as part of audit offering • Targeting within Colliford zone only <p>Continued offer to all households within Colliford zone</p>	<p>610 Home visit retrofit audits conducted (156 in TUBS area)</p> <p>10 "find and fix" audits with Schools targeted in the West Cornwall area</p>

*Figures subject to full review.

Table 8 - Free Products Ordered throughout September 2022

PRODUCT	ORDERS
Showerhead	524
Shower Reg	164
Cistern Bag	631
LeakyLoo with Card	488
LeakyLoo - extra strips	644
100L Waterbutt	1
200L Waterbutt	12
Total Orders	1135

We are currently reviewing all campaign data for the whole campaign period, to inform the strategy for winter communications and a worsening storage situation.

The review will look to better understand the impact and effectiveness of channels and messaging to help inform the next plan and campaign taking insight from both customer focus group inputs and the results achieved.

Whilst we perform this necessary task, we will continue to communicate through all direct channels maintaining a regular and consistent flow of communications to inform and encourage further conservation behaviours.

3.3 Water-saving values – October

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.

Table 9 - Communication and engagement activity in October

OCT	Audience	Channel	Activity	Outcome
	Customers	Website	Updated message to strengthen messaging on TUB, importance of saving water, the low reservoir levels and need for customers to	In the period to 21 October the homepage had 124,045 views.

			<p>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>Pop up messaging for any visitors to the website was also added, consistent with Facebook campaign (see below) and asking customers to save water.</p>	<p>Page visits for "save water" content on the website totalled 44,997 unique views.</p>
	Customers	Website	<p>South West Water offered free water saving devices</p>	<p>Page visits amounted to 13,532 during the period to 21 October.</p>
	Customers	TUB announcement - website	<p>Website home page banner updated with strengthened message</p> <p>Updates given on reservoir levels and challenges. Simplified user experience and customer journey.</p>	<p>7,950 views to the TUB website page during October.</p>
	Customers	Direct emails and SMS messages	<p>1,593 customers were emailed in the Welcombe 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</p>	<p>Welcombe – 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</p>

			<p>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 customer was resent to all the non-opens from the sends on 14 and 17 October</p>	<p>customers with a 53% open rate.</p> <p>170,529 customers with a open rate 22% open rate</p>
	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 channels.</p>	~504,000 reach to 17 October (campaign ongoing)
	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.
	Community	Community events	The focus was on door knocking in hotspots in water stressed area, with direct conversations and	To 12 October 2,050 customers visited, with 667 spoken to on the doorstep and

			providing on the spot water saving devices, notably in Welcombe and St Austell areas.	letters left with all other customers. Devices issued are included in Table 10 below.
	Future customers	Education	Encouraging water saving 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"> • 5 schools • 4 lessons • 1 assembly <p>Totalling: 517 pupils.</p>
	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.	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>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</p>

				products are fitted. A significant step up in visits was experienced following the emails issued on 14 October.
	Customers	Home audits	<ol style="list-style-type: none"> 1. Increase number of home audits (3500 in Yr3) 2. Free leaky loo fix as part of audit offering 3. Targeting within Colliford zone only 4. Free customer side find and fix for leaks <p>Continued offer to all households within Colliford zone</p>	Home visit retrofit audits conducted "Find and fix" audits with Schools targeted in the West Cornwall area

Table 10 - Free Water Saving Products issued from June 2022 to October 2022

Water saving devices issued*	June	July	August	September	October*
Shower timer		2	31	39	261
Shower head	10	15	126	175	648
Leaky loo strip	14	10	135	694	1,024
Water saving tap inserts					101
Buffaloo cistern bag	14	16	100	222	661
Water butts			18	16,000	59
Total products ordered	38	43	410	17,130	2,754

*October reflects period to 22 October only and includes 460 devices issued via face to face activities in Welcombe/St Austell

Throughout October to date we have also been working on an external marketing campaign to target the TUBS region with stronger and more saturated messaging to encourage customers to take urgent action to save water. We anticipate this will be launched in late October.

Table 11 - Water Resources Media Coverage in October

Water Resources Media Coverage Summary 01 - 21 October 2022
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
5 October
The Cornish Guardian – Drought is expected to continue into next year
6 October
Express & Echo – Warning country’s drought could last into next year, despite recent rainfall
West Briton – Drought is expected to continue into next year
The Cornishman – Drought is expected to continue into next year
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 Spotlight, BBC Radio Cornwall, BBC Radio Cornwall - all 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
Cornwall Live: Cornwall families told to 'redouble efforts' to ration water as reservoir levels remain 'exceptionally low'
Devon Live: South West Water offers top tips to help customers save water and money Link
Cornwall 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
Falmouth Packet - Stithians Reservoir, Cornwall pictures show low water level
18 October
Cornwall Live - South West Water: Reduce water usage now to avoid further restrictions Link (replicated in Devon Live 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 Cornwall – Interview with Lisa Gahan on water resource update (from 1:21:20)
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
21 October
Coverage expected from interview at Kennick Reservoir with ITV West Country at 10am- with Dr Lisa Gahan