

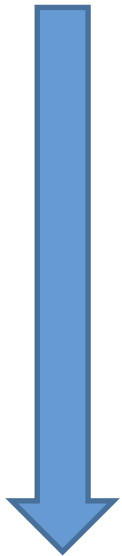
'Love Your Loo'

A customer insight-based behavioural change campaign

Alan Hyde, Head of Communications

Business Plan strategies

Traditional
approach



Innovative
approach

Assets	<ul style="list-style-type: none">● Integrated water supply grid● Real time monitoring
Catchments	<ul style="list-style-type: none">● Catchment management● Catchment permitting
Behaviours	<ul style="list-style-type: none">● Water efficiency● Usage signals

- 8,500 sewer blockages a year
- About 65% due to RAG/wipes
- Costs £4.5m a year to clear
- Blockages cause:
 - **60% of internal and 74% of external sewer floodings**
 - **pollution events - potential penalties**

- Desk-top
- In-area focus groups
 - **Understand motivations for sewer misuse**
 - **Build a picture of who is disposing of what**
 - **Identify alternative habits and preferred methods of communication**



Types of 'flushers'

23% of the sample
admitted to having
flushed a product in
the past

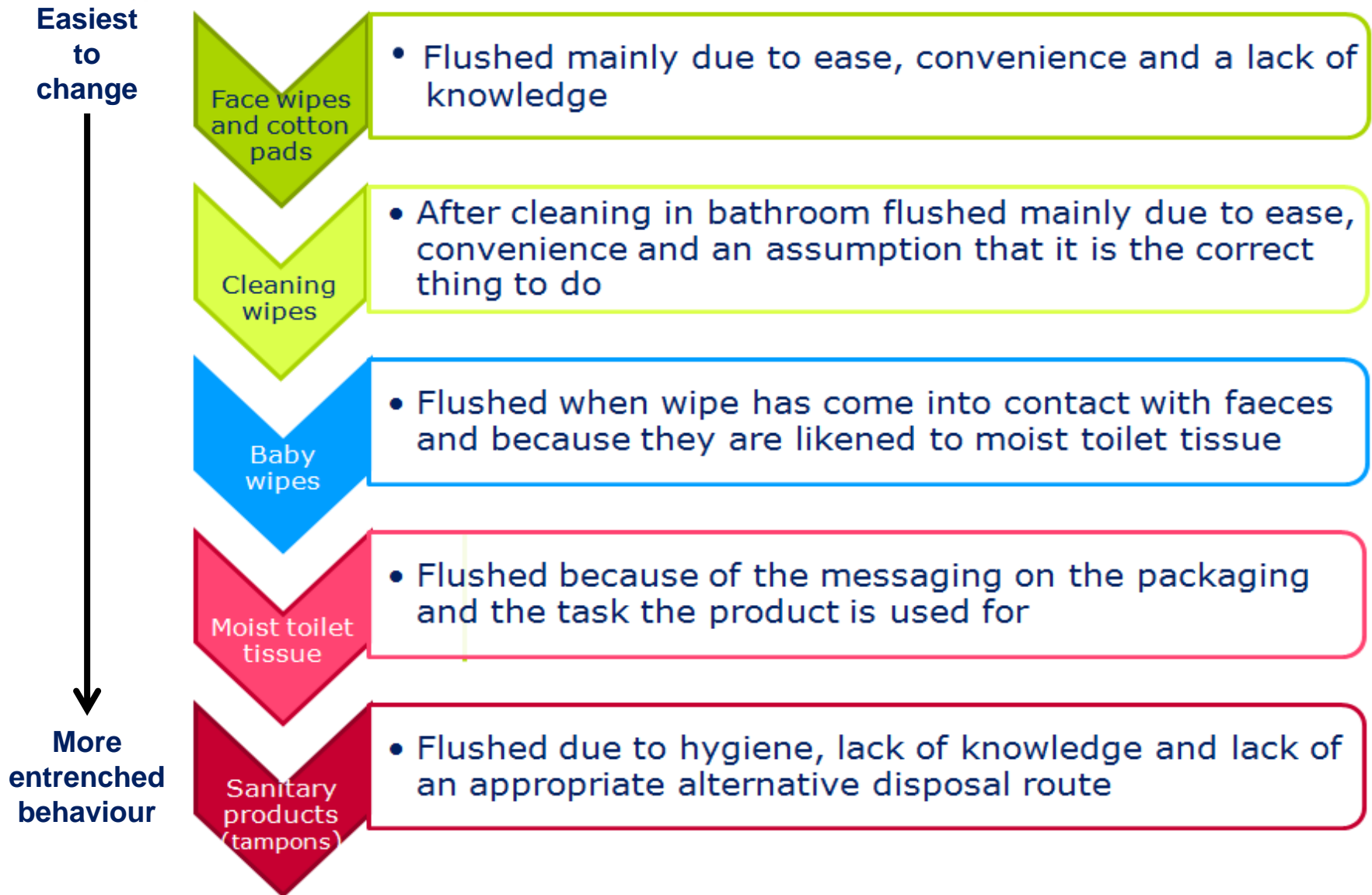
36% toilet
trainers and
young toilet
users

20% women and
teenagers using
sanitary
products and
other general
personal
cleansing wipes

25% Adult
flushers of moist
toilet tissue and
sanitary
products

19% older
couples and
single
households
flushing moist
toilet tissue

Willingness & motivation to change behaviour



- 1-year pilot campaign initially to:
 - **To understand better which engagement & communication tools work best to change behaviours**
 - **To reduce blockages and sewer floodings**

Out of scope, but tackled elsewhere

- Flushable / biodegradable labelling - targeting retailers and manufacturers
- Fats, Oils & Grease

- Raise awareness of the problem, explain what we're doing
- Educate and encourage, don't exhort
- Normalise behaviours – promote 3Ps
- 12-month pilot campaign, initially, in six areas:

Pilot Study

Catchment 1: Barnstaple

- Reactive communication by CSRs and MetroRod after each event they attend
- Training provided

Catchment 4: Tiverton

- Target existing group involving mothers and children.

Catchment 2: St Austell

- CSR Face to Face communication in blockage hotspot areas.
- Visits to 500-1000 properties.

Catchment 3: Camborne & Redruth

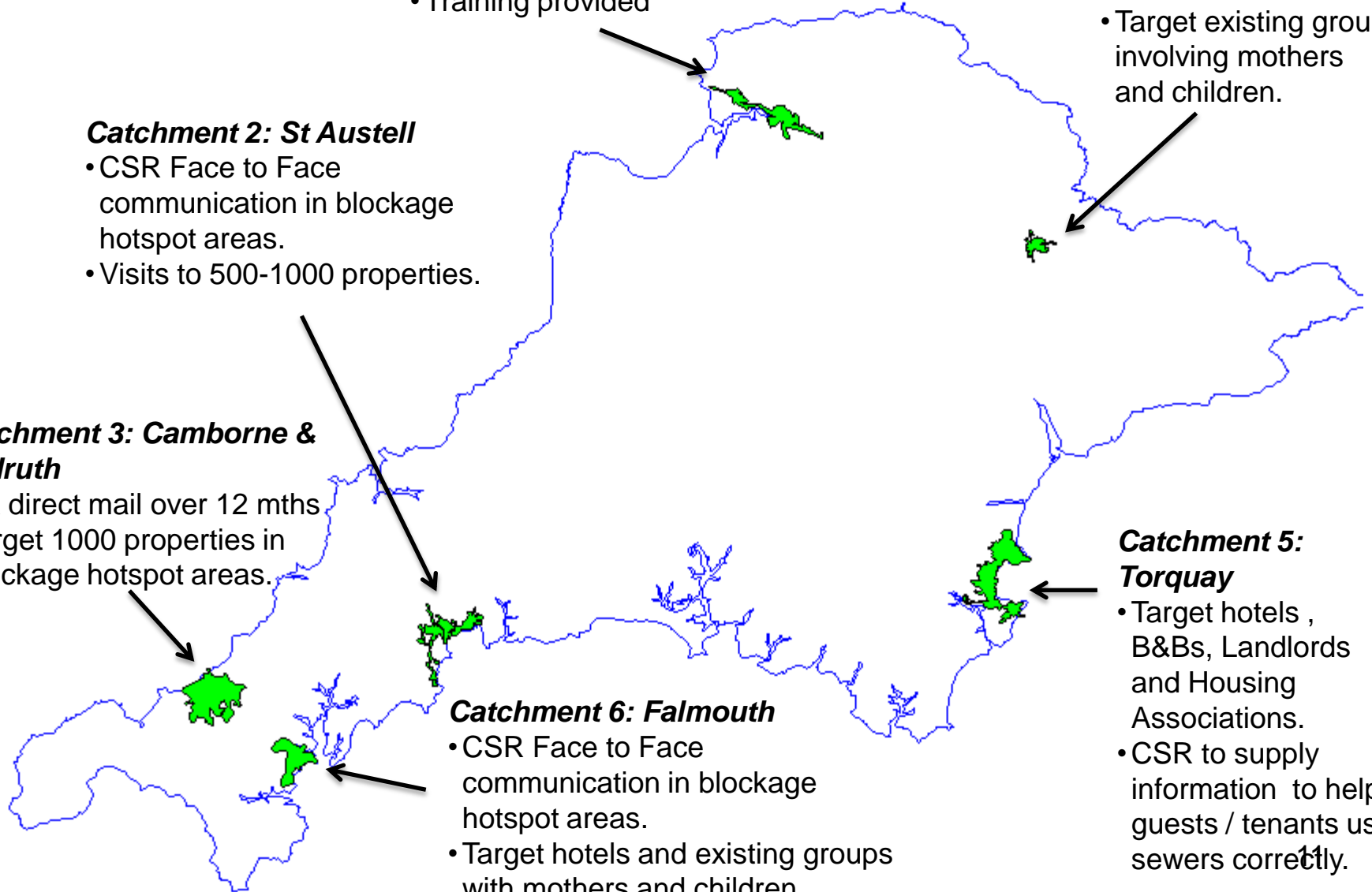
- 4 x direct mail over 12 mths
- Target 1000 properties in blockage hotspot areas.

Catchment 5: Torquay

- Target hotels, B&Bs, Landlords and Housing Associations.
- CSR to supply information to help guests / tenants use sewers correctly.

Catchment 6: Falmouth

- CSR Face to Face communication in blockage hotspot areas.
- Target hotels and existing groups with mothers and children



LOVE
your
LOO

MOST
only
FLUSH
THE
3 Ps

PEE, PAPER
& POO

DO
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Tactics include:

- Doorstep engagement
- Direct mail
- Mobile trailer
- Events / stunts
- Website inc infographic
- Social media
- Practical solution
- Internal comms
- Training



BeachLive – now bigger & better

- Free, voluntary, award-winning info service
- Introduced in 2011
- 39 extra beaches added = 84 total
- New App launched
- beachlive.co.uk

