

Draft

Drought Plan

2020 – Annex 2 –

Drought Communication  
Plan – Levels of  
Messaging

March 2019



## 1. Communication Techniques

As described in Chapter 3 of the main report, effective communication to our customers and stakeholders is a key drought management action that we will undertake. The table below provides further detail around our Drought Communication Plan and the messaging to our customers to make them aware of the dry weather conditions and how they can work with us to preserve water, in case these conditions continue. The table contains details as to the timing and means of distribution of the different messages and activities we would take as part of our Drought Communication Plan.

Situation	Audience	Communications Techniques	Key Messages
Normal	Customers	<p>Company website water efficiency page - contains practical advice on ways customers can use water efficiently in the home and in the garden.</p> <p>Social media posts promoting water efficiency messaging – with link to company website</p> <p>Press Releases – promoting water efficiency and issued on a national, regional and local levels across our operating area.</p> <p>Organised events - strong branded presence at such events (e.g. Royal Welsh Agricultural Show, National Eisteddfod) to promote water efficiency.</p> <p>Education Centres – lessons on water efficiency delivered at our education centres across Wales throughout the academic year and feed into the national curriculum.</p> <p>Water efficiency offers e.g. water butts for domestic customers, water audits for business / commercial customers.</p>	<p>As a responsible company, we want to work with customers to protect our finite resource</p> <p>Our advice is <b>use the water you need but please don't waste it</b></p> <p>We are also doing our bit to save water by reducing leakage. Ask customers to help us by reporting any leaks to us immediately.</p> <p>Improved water efficiency also benefits the environment as producing treated water is an energy intensive process so reducing the amount of water we treat in turn reduces our carbon footprint. It also helps ensure there is plenty of water in our rivers to support our valuable aquatic life</p> <p>Improved water efficiency also helps reduce our operating costs which in turn helps us keep bills low for customers</p>
	Stakeholders	<p>Face to face meetings – form part of structured stakeholder engagement programme and provide opportunity to update on steps we take to promote water efficiency.</p> <p>Social media – this will be used to update stakeholders who follow our activity on these platforms. Also encourage</p>	<p>As a responsible company, we want to work with customers to protect this finite resource</p> <p>We are also doing our bit as well to save water by reducing leakage and urge customers to report leaks.</p>

		<p>stakeholders to cascade our updates to their own friends / followers.</p>	<p>Improved water efficiency also benefits the environment as producing treated water is an energy intensive process. Also helps protect aquatic life in our rivers</p> <p>Please help us communicate our advice on using water efficiently</p>
<b>Developing Drought</b>	<p>Customers</p> <p>Other water user</p>	<p>Website – dedicated web page ready to go live as soon as required as <i>developing drought</i> stage is triggered and verified. Link to page will be clearly visible on Welsh Water’s homepage and will contain update on water resource situation. Crucially will also contain information on what customers can do to help conserve supplies. Will also contain relevant contact details should people have further queries.</p> <p>Social media activity via Twitter or Facebook. Dependent on where developing drought is, activity can be targeted to specific areas or across wider operating area.</p> <p>Welsh Water spokesperson film clips – will be broadcast on company website and through social media channels</p> <p>Press releases - to be issued to relevant media. Target media will consist of print, broadcast and online. The media selected will depend on whether developing drought is on a local or regional level or is applicable to our entire operating area.</p> <p>Paid for adverts – to appear in relevant media. Would include adverts in newspapers and on relevant radio stations.</p>	<p>Weather has been drier than normal therefore reservoir levels aren’t where we would expect them to be for time of year, either in a MEDIA SPECIFIC AREA, WATER RESOURCE ZONE or ACROSS OPERATING AREA.</p> <p>If situation does not improve, will need to look at introducing temporary use restrictions to help secure supplies until the situation improves.</p> <p>Introducing temporary use restrictions is a last resort. We would like to avoid this so are asking customers to work with us to help conserve water resources.</p> <p>We are playing our part by reducing leakage and increasing water treatment to keep up with demand but need customers to help by reducing demand and also reporting any leaks to us immediately.</p> <p>Lots of useful hints and tips on our website and social media channels on ways to save water in home and garden</p>

		<p>Organised events - strong branded presence at such events (e.g. Royal Welsh Agricultural Show, National Eisteddfod) to promote water efficiency.</p> <p>Roadshow / local exhibition – to take place in areas where water resource is localised problem.</p> <p>Letters to customers – where a water resource issue is relevant to a confined area in our operating area, letters will be issued advising of this and asking customers to help conserve water by using it wisely.</p> <p>Billing call centre telephone message - recorded messages to explain to customers that we are experiencing a dry spell and ask customers to help us conserve supplies to help prevent the need to introduce restrictions.</p>	<p>Customers can order a water savers pack through our website to help conserve supplies in the area - <a href="http://www.dwrcymru.co.uk/en/My-Water/Water-Efficiency.aspx">www.dwrcymru.co.uk/en/My-Water/Water-Efficiency.aspx</a></p>
	Stakeholders	<p>Face to face briefings – to be held as soon as developing drought stage triggered. Offer opportunity to explain the situation we are in and steps being taken to help conserve supplies. Also need to explain we have powers to introduce temporary use bans which we will exercise if situation does not improve. Also an opportunity to encourage them to help us communicate these messages.</p> <p>Direct mailing – these letters would be issued following meetings to confirm topic of conversation and situation relating to water resources.</p> <p>Social media activity – as above.</p>	<p>Weather has been drier than normal therefore reservoir levels and supplies aren't as high as we would expect for time of year, either in a MEDIA SPECIFIC AREA, WATER RESOURCE ZONE or ACROSS OPERATING AREA.</p> <p>If situation does not improve, will need to look at introducing temporary use restrictions to help secure supplies until the situation improves.</p> <p>Introducing temporary use restrictions is a last resort. We would like to avoid this so are asking customers to work with us to help conserve water resources.</p> <p>We are playing our part by increasing amount of water being treated to keep up with demand and also</p>

			<p>increasing leakage detection activity. Need customers to play their part by reducing consumption and also reporting any leaks to us as soon as they spot them.</p> <p>Please help us in communicate information about the situation and the possible introduction of temporary use restrictions.</p>
<b>Drought</b>	<p>Customers</p> <p>Other water users</p>	<p>Website – as above and tailored with appropriate messaging (see next column)</p> <p>Social media activity via Twitter or Facebook. Dependent on where drought is, activity can be targeted to specific areas or across wider operating area.</p> <p>Welsh Water spokesperson film clips – will be broadcast on company website and through social media channels</p> <p>Press Releases – as above and with appropriate messaging (see next column)</p> <p>Media interviews with senior managers – would proactively approach relevant media to try and secure TV and radio interviews with main news programmes. Also issue out own interviews with senior managers via social media channels and also to relevant news outlets</p> <p>Paid for adverts – as above and with appropriate messaging (See next column)</p>	<p>Due to very recent dry weather, water resources are lower than we would expect for time of year</p> <p>We had hoped that by doing our bit and by asking customers to do their part to help save water that we would have been able to see the dry spell through without any restrictions on supplies. This unfortunately isn't looking likely.</p> <p>To protect supplies we are in the process of consulting on the introducing temporary use restrictions. You can have your say on these by contacting us.</p> <p>Plus (if applicable)</p> <p>To protect supplies, we have now introduced temporary use restrictions. These are essential to ensure supplies are maintained to customers in the area.</p> <p>We will continue to do our bit to keep supplies flowing by treating enough water and also through the increased leakage detection programme. Essential that customers</p>

		<p>Letters to customers – where a water resource issue is relevant to a confined area in our operating region, letters will be issued advising of this and asking customers to help conserve water by using it wisely.</p> <p>Presence at organised events e.g. Royal Welsh Agricultural Show, National Eisteddfod</p> <p>Water efficiency lessons at Welsh Water’s Education Centres</p> <p>Water efficiency roadshows at shopping centres etc.</p> <p>Billing call centre messages / recorded messages</p>	<p>play their part also by continuing to look at ways they can reduce consumption so that together we can help minimise the risk of any further restrictions to supplies.</p> <p>If customers notice any case of water being wasted in their area unnecessarily, we would urge them to contact us immediately with details.</p>
	Stakeholders	<p>Regular face to face briefings – to follow same format as above</p> <p>Direct Mailing – as above</p> <p>Social media activity</p>	<p>Due to very recent dry weather, water resources are lower than we would expect for time of year</p> <p>We had hoped that by doing our bit and by asking customers to do their part to help save water that we would have been able to see the dry spell through without any restrictions on supplies. This unfortunately isn’t looking likely.</p> <p>To help ensure that we preserve supplies during this dry spell, we are in the process of consulting on the introducing temporary use restrictions. You can have your say on these by contacting us.</p> <p>Plus (if applicable)</p>

			<p>To help ensure we preserve supplies during this dry spell, we have now introduced temporary use restrictions. These are essential to ensure supplies are maintained to customers in the area.</p> <p>We will continue to do our bit to keep supplies flowing by treating enough water and also through the increased leakage detection programme. Essential that customers continue to help by reducing consumption so that together we can help minimise the risk of any further restrictions to supplies.</p> <p>If you notice any cases of water being wasted in the area unnecessarily, please contact us immediately with details.</p> <p>Please help us in promoting our water efficiency messaging.</p>
<b>Severe Drought</b>	<p>Customers</p> <p>Other water users</p>	<p>Radio / TV advertising / bill board notices – these can be tailored to relevant areas or be applicable to the entire operating area.</p> <p>Website – as above</p> <p>Social media activity – including social media site advertising</p> <p>Welsh Water spokesperson film clips – will be broadcast on company website and through social media channels</p>	<p>Water resources are exceptionally low and unlikely we will be able to sustain supplies to all users in the short term.</p> <p>Non-essential use restrictions will be implemented. This is a last resort but essential if we are going to conserve supplies for customers.</p> <p>Temporary use restrictions remain in place. We thank customers for observing these and ask they continue to work with us to protect supplies.</p>



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Stakeholders	<p>Regular face to face briefings – to follow same format as above</p> <p>Direct Mailing – as above</p> <p>Social media activity</p>	<p>Water resources are exceptionally low and unlikely we will be able to sustain supplies to all users in the short term.</p> <p>Non-essential use restrictions will be implemented. This is a last resort but essential if going to conserve supplies for customers.</p>

			<p>Temporary use restrictions remain in place. We thank customers for observing these and ask they continue to work with us to protect supplies.</p> <p>Drought permits / orders are in place.</p> <p>Ask that customers continue to work with us to help protect supplies.</p> <p>Please help us in promoting our water efficiency messaging</p>
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*Levels of messaging at each stage of a drought*