



Thames Water Enhanced Communication Plan

Summer 2022

Summary page

Our enhanced communications plan at a glance



This year, **we invested £1.1m** in a water efficiency campaign that began 31st May and planned to run until end of August*.

Regionwide: reaching all customers with our 'every drop counts message'

This included our first broadcast TV campaign, which reached **34.7m individuals** over a 6 week period – **78%** of our audience.

We delivered an additional **19m impressions** coming from Sky Adsmart, YouTube and BVOD (ITV Player, All4 and Sky)

Hotspot: targeting our high demand areas

This activity is still running, and is on track to meet **9.8m impressions** with digital video, BVOD and radio comms

*Based on current restrictions, we're planning to extend these communications into Sept/Oct



We partnered with LADBible to share water saving advice with a younger audience across our region

Resulting in **26.4K link clicks** to our water saving calculator



+13% pts increase in those making a deliberate effort to reduce water usage

Our water efficiency press releases generated **42 pieces of coverage** across national, regional and trade media.

This coverage provided **1,215,734,441 'opportunities to see'**.

We ramped up communications and briefings with stakeholders, and participated in various media interviews in broadcast, print and online

Our direct customer communications included **7 x emails, 3 x SMS messages, and 1 x letter**



We exceeded the legal requirement by publishing our TUBs legal notice in **2 x National and 1 x regional newspaper** (The Sun, The Daily Mirror and The Metro) to ensure maximum coverage.

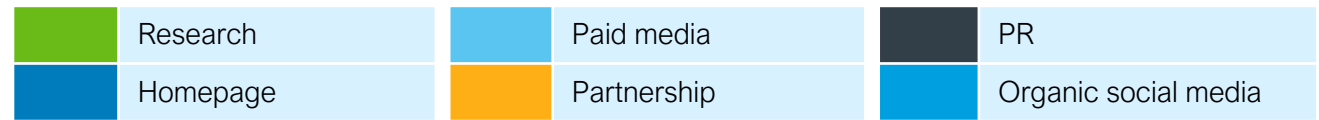
Activity & audience reach summary

May 31 – Aug 25 2022*

Activity	Audience reach	Time period
TV	34.7m	June - July
BVOD (broadcast video on demand)	19m (<i>impressions</i>)	June – July
Hotspot paid media (<i>estimated</i>)*	9.8m (<i>impressions</i>)	June – August
LADBible (online partnership)	3.6m	June - July
Newspaper adverts	2m	August
Customer emails / SMS	3m	August
Thames Water social	430k	May - August
Thames Water website	320k	May - August
Earned media (PR coverage)	1.2bn (OTS)	June - August
<i>We provide water and wastewater services to 15m customers</i>		

**These figures are planned. To be confirmed once final report received after 31/08*

Campaign timeline



Activity	May				June				July				August				
	9th	16th	23rd	30th	6th	13th	20th	27th	4th	11th	18th	25th	1st	8th	15th	22nd	29th
Pre-wave customer research	Research	Research															
WEFF website homepage live				31st	Homepage	Homepage	Homepage	Homepage	Homepage								
Organic social media				Organic social media	Organic social media	Organic social media	Organic social media	Organic social media	Organic social media	Organic social media	Organic social media	Organic social media	Organic social media	Organic social media	Organic social media	Organic social media	Organic social media
Hotspot paid media live				31st	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media
First WEFF press release						PR											
Broadcast media live						13th	Paid media	Paid media	Paid media	Paid media	24th						
LADBible partnership first wave							Partnership										
Radio advert live							20th	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media	Paid media
LADBible partnership second wave									Partnership								
Homepage update: hot weather									Homepage	Homepage	Homepage	Homepage	Homepage	Homepage			
Second WEFF press release										PR							
WEFF PR media day										PR							
LADBible partnership third wave										Partnership							
Supply/demand paid media response										Paid media	Paid media	Paid media					
Post-wave customer research													Research	Research			
Homepage update: TUBs																Homepage	Homepage

Regionwide paid media: live 13/06 – 24/07

We have used region-wide paid media to reach our broadest set of customers

Channel mix

Targeting customers regionwide, across London and the Thames Valley

TV

Reached **34.8m** individuals
(78% of our audience)

Sky
AdSmart

Totalled **1.8m** impressions

BVOD
(ITV
player,
All4, Sky)

Totalled **5m** impressions

Digital
video
(YouTube)

Totalled **12m** impressions

We used TV (traditional broadcast television) due to its ability to build regionwide coverage. This channel typically skews to an older demographic, so we balanced this with BVOD (video on demand) and digital video (YouTube), which tend to skew towards a younger demographic – maximising our reach across all customers.

- By using a mix of TV, BVOD and digital video 78% of the audience were reached at an average OTS (opportunity to see) of 8.
- We saw a 3pt increase in the average search index for Thames Water during the campaign period.

Hotspot paid media: live 31/05 – 31/08

We have used targeted paid media to reach our customers in high-demand areas

Channel mix

Targeting our high demand areas: Slough, Wycombe, Aylesbury, Swindon, Farnborough, Epsom, Guildford & Farningham Hill

Sky
AdSmart/
Advance

Est. impressions: 2.1m

BVOD
(ITV
player)

Est. impressions: 725K

Digital
video
(YouTube)

Est. impressions: 5m

Digital
audio
(DAX/Oct
ave)

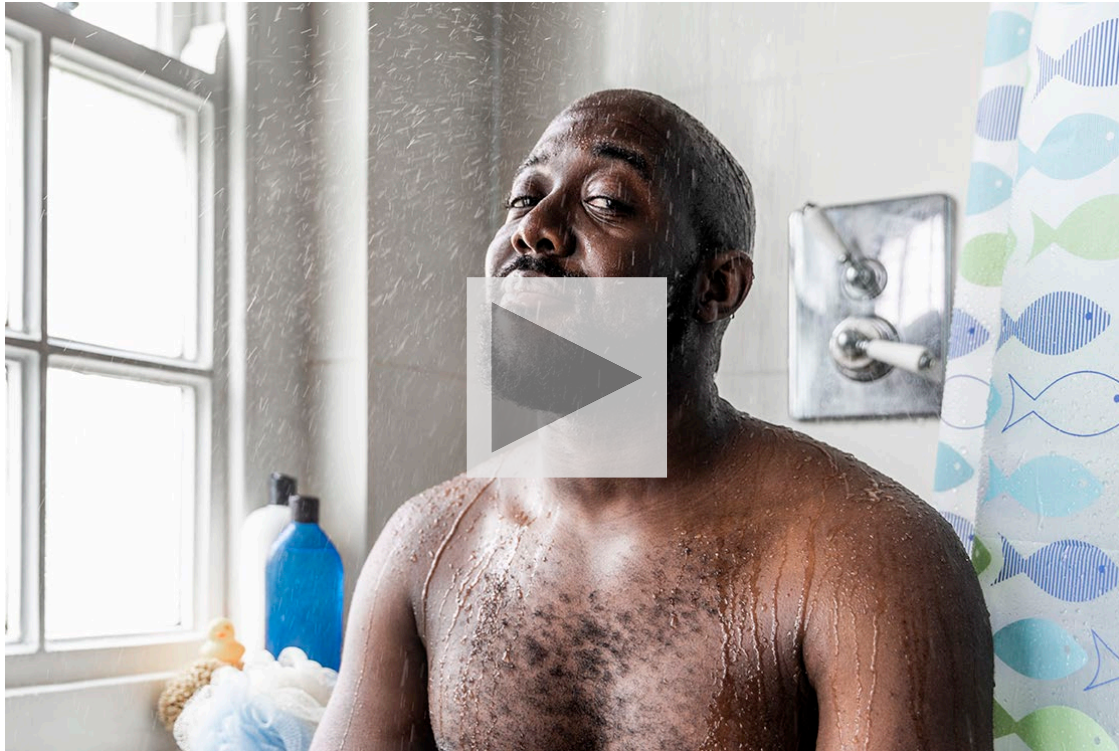
Est. impressions: 2m

The channels we chose allowed us to target on a location-basis in the areas that we know see high demand. This is where we want media pacing over the entire summer period with behaviour change focused messaging.

- Along with targeted video and audio messages, we also optimised weather based targeting on ITV player, which would boost media when we hit temperatures of 20 degrees +.

Broadcast TV advert

Encouraging customers to make **every drop count** in and around their homes



Broadcast advert (30")



Hotspot advert (30")

Digital audio



Our 30" radio ad to incite behaviour change

“

When you're using water at home, spare a thought for the environment.

We live in a water scarce area, so every drop counts.

At Thames Water, we're working hard to fix leaks and replace pipes. But everyone can help make sure there's enough to go around.

Nice work, Sam Brooks, for having shorter showers.

And thanks Deepti Singh, for using a watering can instead of a hose.

Remember, taps off, rivers on.

”

Thames Water. Every drop counts.

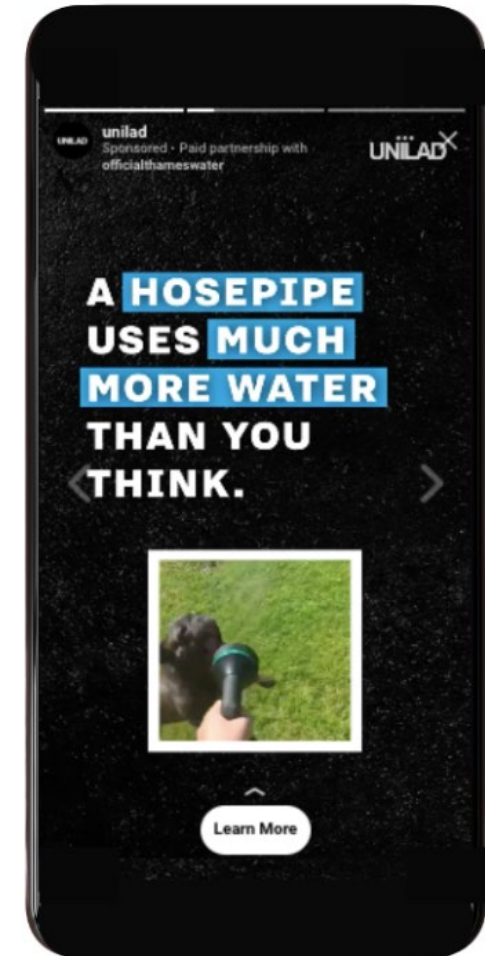
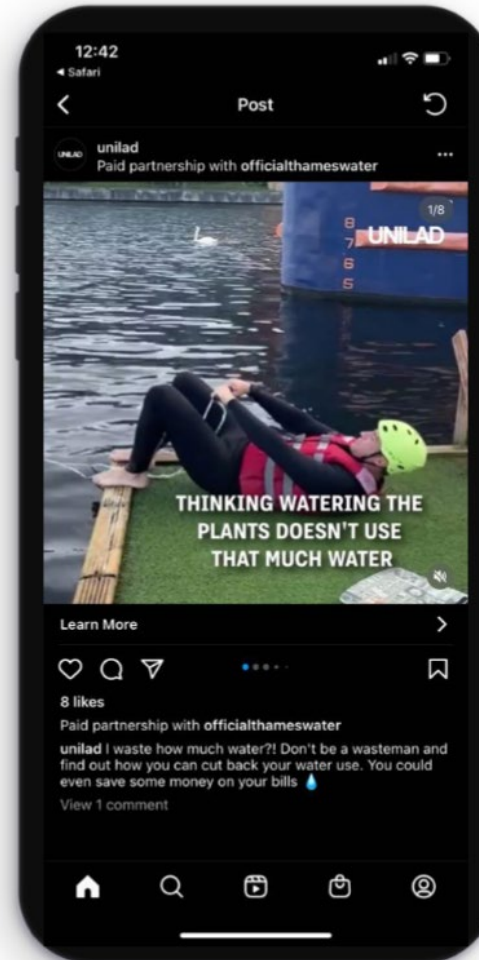
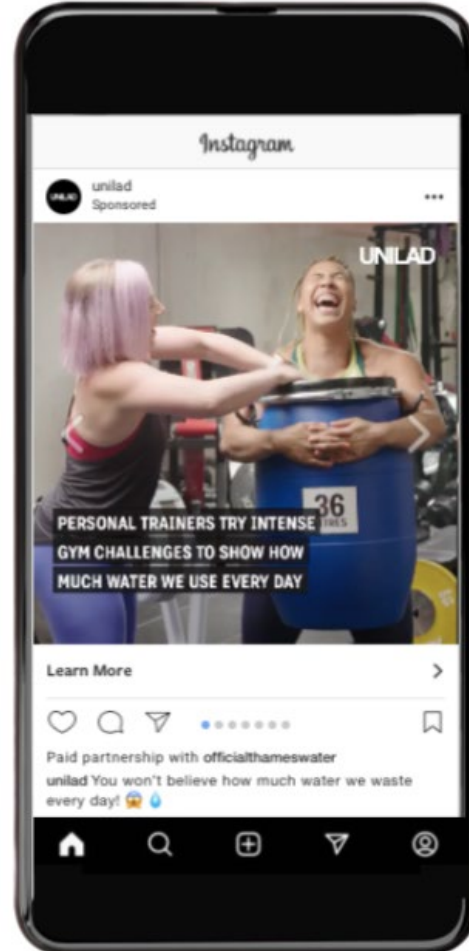
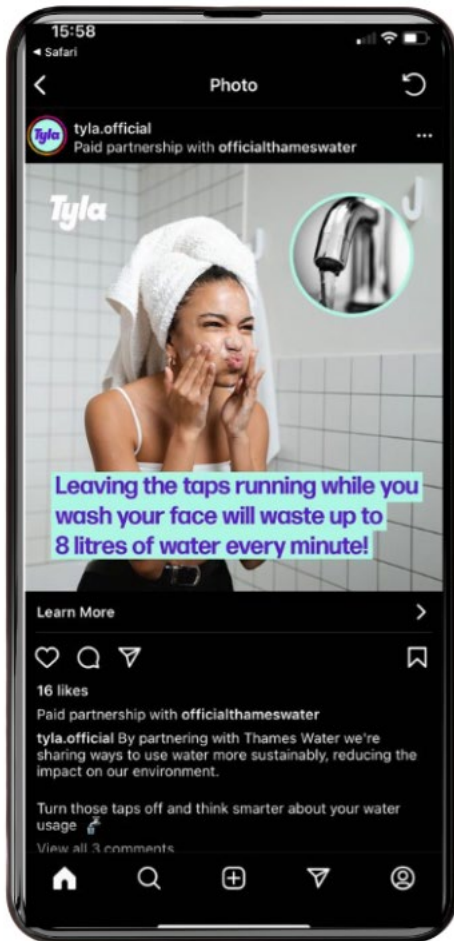
LADBible paid partnership

Using a trusted third-party voice to engage the younger, passive audience in our region with WEFF messages

Objectives	Activation	Results
<ul style="list-style-type: none">• Raise awareness of ways the Thames Water audience can be more water efficient• Shift brand perception for Thames Water among 18-34s• Only target an audience within our Thames Water catchment area to ensure no wastage and maximum coverage in our area	<ul style="list-style-type: none">• Utilising LADBible's social media channels (UNILad and Tyla) to share content across varied platforms.• This was split into three content types to maximise engagement: headline posts, information posts, and hero carousel.• WEFF tips and attitudes towards water usage were challenged through a mix of humorous talent led content and engaging fact-based content, with a CTA to Thames Water's water saving calculator.	<p>6.7m impressions</p> <p>3.6m people in our region reached</p> <p>26.4K link clicks through to our water saving calculator</p> <p>Impact on behaviour change: +13% pts increase in those making a deliberate effort to reduce water usage</p>

Examples of LADBible partnership content

Using GIFs, bespoke talent led content and UGC to reach our younger demographic with WEFF messaging



Drought/hot weather response

Announcing TUBs

As per our drought plan, we went above the legal requirement and advertised our notice in two national and one regional paper (The Sun, The Daily Mirror and The Metro,).

National Press	Circ.
The Sun	967,000
The Daily Mirror	359,447
Regional Press	
Metro (London)	656,837



A hosepipe ban will be in place from 24 August

From Wednesday 24 August, we're bringing in a hosepipe ban (also known as a Temporary Use Ban) for all customers we supply water to. This applies to everyone in the areas shown on the map below.

Why is this happening?
After the driest July on record, and below average rainfall in 10 of the last 12 months, water levels in our rivers and reservoirs are much lower than usual. We have more teams reducing leakage than ever before, working 24/7 to find and fix more than 1,100 leaks every week. The recent heatwaves mean that demand for water is also at record levels. We've been working around the clock to supply everyone, and customers have been brilliant at saving water where they can. But, with low rainfall forecast for the coming months, we now need to take the next step in our drought plan. Everything we do now will help protect supplies next summer and help the environment.

What this means for you
The restrictions apply to everyone we supply and are on the opposite page, along with exceptions. The main rules around the home are that hosepipes can't be used for watering gardens, filling paddling/swimming pools and hot tubs, or cleaning vehicles, windows, and patios. The ban also applies to sprinklers and jet washers.

Mobility issues?
If you're a Blue Badge holder or are on our Priority Services Register with a mobility issue, you can still use a hose for the activities in exceptions 12 and 17 listed opposite. If you're not on the Register, you can join at thameswater.co.uk/waterrestrict

We can all do our bit to help. Every drop counts more than ever before. The best way to find out more is to go to thameswater.co.uk/water-restrictions if you can't get online, call our drought helpline on 0800 072 1083

Here's what you can and can't do during the hosepipe ban

WATER INDUSTRY ACT 1991 TEMPORARY BAN ON WATER USE
Thames Water Utilities Limited ('Thames Water') gives notice that, pursuant to powers contained in sections 76 and 76A-C of the Water Industry Act 1991 ('The Act'), the following uses of water supplied by Thames Water, including water supplied by Thames Water but billed by other companies, are prohibited.
This prohibition will start at 00:01 BST on Wednesday 24 August 2022 and will continue until further notice. The prohibition applies to the whole Thames Water supply area as illustrated in the map opposite. Thank you for your support at this important time. This notice, and further details concerning the prohibitions, current drought and water efficiency advice may be found on the website of Thames Water here: thameswater.co.uk/water-restrictions

Prohibited Uses
The following uses are prohibited:

1. Watering a garden using a hosepipe;
2. Cleaning a private motor vehicle (and trailers) using a hosepipe;
3. Watering plants on domestic or other non-commercial premises using a hosepipe;
4. Cleaning a private leisure boat using a hosepipe;
5. Filling or maintaining a domestic, swimming or paddling pool;
6. Drawing water, using a hosepipe, for domestic recreational use;
7. Filling or maintaining a domestic pond using a hosepipe;
8. Filling or maintaining an ornamental fountain;
9. Cleaning walls or windows of domestic premises using a hosepipe;
10. Clearing paths or patios using a hosepipe;
11. Clearing other artificial outdoor surfaces using a hosepipe.

These note that prohibitions 5 and 8 apply to all means of filling, including fixed or permanent plumbing. In relation to all other prohibitions, customers can still undertake the above activities if they use mains water from a bucket or watering can or use water that is not sourced from the mains such as grey water, rainwater from a water butt through a hosepipe, or private boreholes for example.

Exceptions to the prohibitions
The following uses are exempted from the prohibitions. Those who meet the requirements below can continue to use water without having to make representations to Thames Water to receive permission.
In using water, it is requested that everyone uses water wisely and adopts water efficient practices.

1. Health and Safety: Using a hosepipe to (a) water a garden, (b) to clean a private leisure boat, (c) clean the walls and windows of domestic premises, (d) to clean paths and patios or (e) to clean artificial outdoor surfaces, for health or safety reasons, where health or safety reasons includes removing or minimising any risk to human or animal health, or safety and preventing or curbing the spread of contagious agents of disease. Please note that for areas of grass used for sports or recreation, this exception only applies to the active playing strip and not the entire ground.
2. Using a hosepipe to water plants that are (a) grown or kept for sale or commercial use, or (b) that are part of a National Plant Collection or temporary garden or flower display.
3. Using a hosepipe to clean any area of a private leisure boat which, except for doors or windows, is enclosed by a roof and walls.
4. Filling or maintaining a pool where necessary in the course of its construction;
5. Filling or maintaining a pool using a hand held container which is filled with water drawn directly from a tap;
6. Filling or maintaining a pool that is designed, constructed or adapted for use in the course of a programme of medical treatment;
7. Filling or maintaining a pool that is used for the purpose of decontaminating animals from infections or disease;
8. Filling or maintaining a pool used in the course of a programme of veterinary treatment;
9. Filling or maintaining a pond in which fish or other aquatic animals are being reared or kept in captivity;
10. Using a hosepipe to fill or maintain a domestic pond in which fish or other aquatic animals are being reared or kept in captivity;
11. Filling or maintaining an ornamental fountain which is in or near a fish-pond and whose purpose is to supply sufficient oxygen to the water in the pond in order to keep the fish healthy;
12. People with severe mobility problems who hold a current Blue Badge as issued by their local authority will not be prohibited from using a hosepipe to: (a) water a garden attached to a domestic dwelling, (b) clean a private motor vehicle, (c) water plants on domestic or other non-commercial premises, (d) water allotments, when the Blue Badge holder is the tenant, (e) fill or maintain a domestic pond, (f) clean walls or windows of domestic premises, (g) clean paths or patios, or (h) clean other artificial surfaces;
13. Using a hosepipe to clean (a) a private motor vehicle, (b) a private leisure boat, (c) walls and windows of domestic premises, (d) paths or patios, or (e) other artificial outdoor surfaces, where this is done as a service to customers in the course of a business;
14. Watering a garden and watering plants on domestic or other non-commercial premises using an approved drip or trickle irrigation watering system, fitted with a pressure reducing valve and a timer, that are not hand-held, that place water directly onto the soil surface or beneath the soil surface without any surface run-off or dispersion of water through the air using a jet or mist;
15. Cleaning a private leisure boat using a hosepipe if the vessel is a primary residence, in cases where fouling is causing increased fuel consumption or where engines are designed to be cleaned with a hosepipe;
16. Using a hosepipe to water a garden or to water plants on domestic or other non-commercial premises where such watering is restricted to newly laid turf, newly sown lawns, newly planted trees, shrubs and plants where the laying, sowing or planting has been carried out as a service to customers in the course of a business. This exemption only applies for a period of 28 days from the day of planting, sowing or turf laying;
17. Customers on the vulnerable Customers list who have mobility issues but are not in possession of a Blue Badge can use a hosepipe to: (a) water a garden, (b) clean a private motor vehicle, (c) water plants on domestic or other non-commercial premises, (d) fill or maintain a domestic pond, (e) clean walls or windows of domestic premises, (f) clean paths or patios or (g) clean other artificial outdoor surfaces;
18. Clearing a private leisure boat using a hosepipe to prevent or control the spread of non-native and/or invasive species;
19. Filling or maintaining an ornamental fountain to operate water features with religious significance.

The following definitions apply:
"Using a hosepipe" in relation to a purpose listed in the prohibitions includes drawing relevant water supplied by Thames Water through a hosepipe from a container and applying it for the purpose of filling or partly filling a container with relevant water supplied by Thames Water by means of a hosepipe and applying it for the purpose;
"Garden" includes a park, grounds open to the public, a domestic garden, a lawn, a grass verge, an area of grass used for sport or recreation, an allotment garden, any area of an allotment garden used for non-commercial purposes and any other green space;
"Garden" does not include agricultural land as defined in s.109(1) of the Agriculture Act 1947, other land used in the course of the purpose of growing, for sale or commercial use, any crops, fruit, vegetables or other plants, land used for the purpose of a National Plant Collection, a temporary garden or flower display, or plants (including giant reeds, sedes, reeds and trees) which are in an outdoor pot or in the ground, under cover;
"Hosepipe" includes anything designed, adapted or used to save the same purpose as a hosepipe. The prohibitions apply whether or not any device is attached to the hosepipe, such as a sprayer, trigger handle, automatic irrigation systems or similar devices for example;
"Drawing water using a hosepipe for domestic recreational use" includes operating water slides and other recreational equipment. Thames Water considers the recreational use of hot tubs to fall within the definition of domestic recreational use, but will not consider hot tubs that are designed, constructed or adapted for use in the course of medical treatment to fall within the definition of domestic recreational use;
"Relevant water" does not include water supplied by Thames Water Utilities Limited before the prohibitions take effect;
"Private motor vehicle" does not include (a) a public service vehicle, as defined in section 1 of the Public Passenger Vehicles Act 1981, and (b) a goods vehicle, as defined in section 192 of the Road Traffic Act 1988.

Further definitions and details about the powers to prohibit water use can be found in The Water Industry Act 1991 and The Water Use (Temporary Bans) Order 2010 ('The Order'). The Act is available at: www.legislation.gov.uk/ukpga/1991/756/contents and the Order is available at: www.legislation.gov.uk/ukoi/2010/2231/contents/made

Representations
Representations concerning any of these prohibitions may be made by 23 August 2022 to Thames Water by completing our online form available at thameswater.co.uk/water-restrictions or calling 0800 072 1083, or writing to us at Thames Water, PO Box 436, Swindon, SN38 1TU.
If, as a result of any representation, Thames Water Utilities Limited decides to vary any terms of the prohibition, a further notice will be published. Subject to this, the prohibitions will have effect from the 24 August 2022 and will remain in force until further notice.

Penalties
Any person who contravenes any of these prohibitions may be guilty of an offence, and liable, on summary conviction, to a fine not exceeding £1,000.

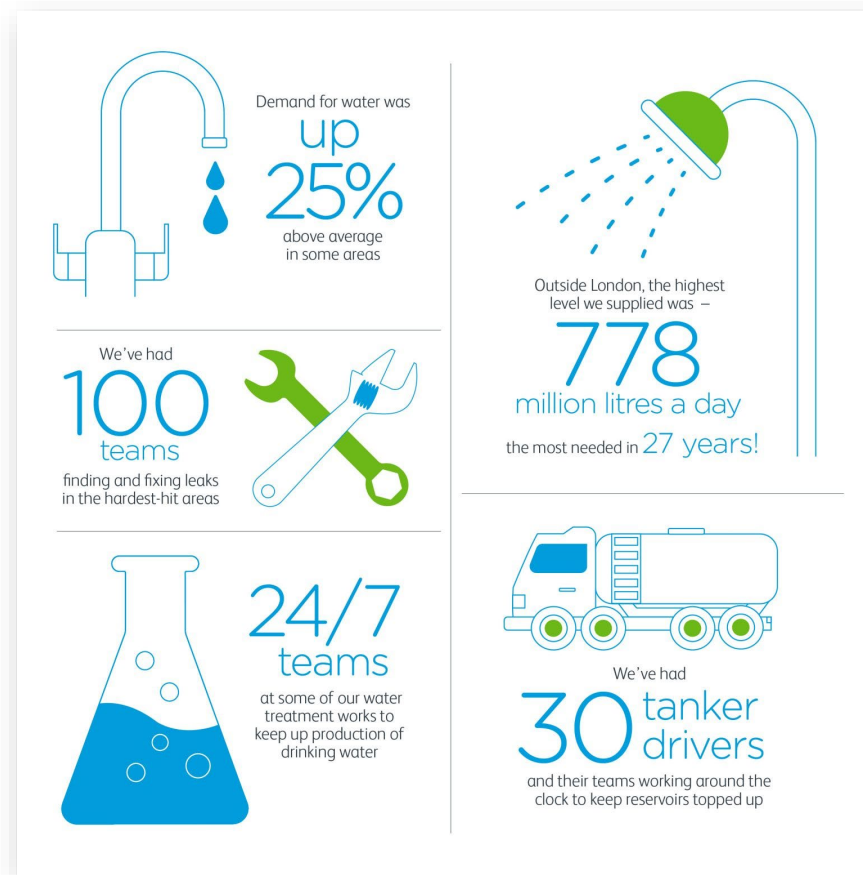
Infographics: heatwave and drought response

Shared across our social media channels

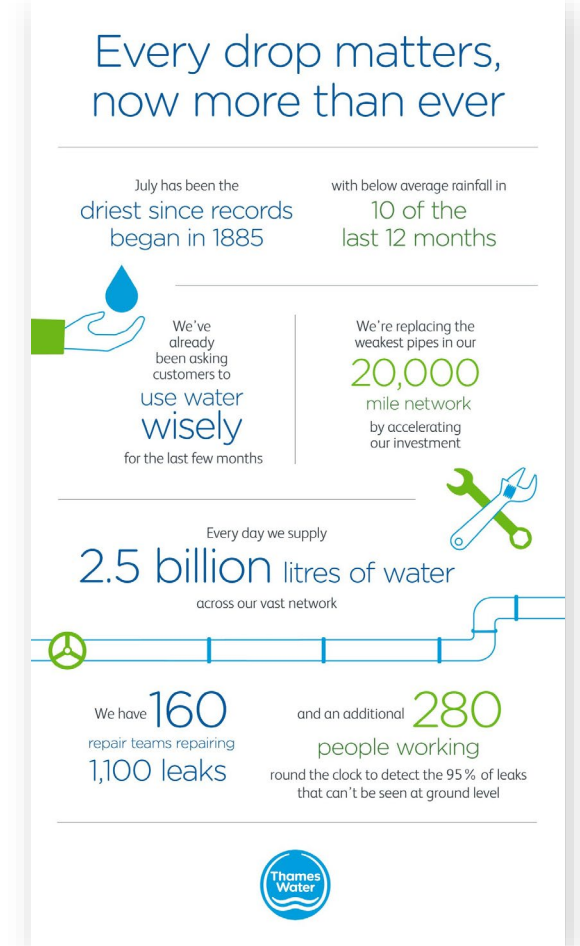
We created two infographics:

1. Summarising our increased efforts to meet increased customer demand during the first heatwave
2. Supporting our introduction of a hosepipe ban with information about why it's needed and how we're addressing leakage across our network

25/07/22 in response to heatwave



17/08/22 to support TUBs announcement



WEFF Proactive Media Campaign: Every Drop Counts

We commissioned a YouGov survey (May 22) on attitudes to water saving, the environment and water related myths regarding water scarcity and usage. The results formed the basis of two releases:

Release one: Focused on cost of living, and how reducing water use can help with reducing bills

Release two: Focused on the impact of water scarcity on the environment

Objectives

- Raise awareness of water scarcity and the need for us all to care for water to protect the environment.
- Support customers to use less water with the help of Thames Water's water-saving tips to reduce per capita consumption.

Results

- 42 pieces of coverage across national, regional and trade media – in online and broadcast.
- 1,215,734,441 'opportunities to see'.
- 100% of secured coverage featured key spokesperson Andrew Tucker
- Coverage generated reached Thames Water's critical 'hotspot' areas, reaching key regional stakeholders.

Interview secured: Every Drop Counts

Every Drop Counts campaign coverage (July)

The media broadcast strategy secured 15 interviews in total with a total reach of: 2,912,280.

Radio Interviews

- Jack FM
- Greatest Hits Surrey & East Hampshire
- Greatest Hits Bed, Bucks & Herts
- Greatest Hits Swindon
- BBC Radio London
- BBC Radio Berkshire
- BBC Radio Oxford
- BBC Radio Sussex & Surrey
- BBC Radio Wiltshire
- Heart Thames Valley
- Connections Radio
- Wycombe Sound 106FM

TV Interviews:

- ITV London
- BBC South Today
- ITV Meridian

Proactive Media Relations Campaign to support the Temporary Use Ban (TUB) Announcement

A strategic three-phased approach to announcing the TUB in August focused on securing national and regional broadcast media interviews ahead of, on the day of announcing, and on the day of implementing the TUB. This was combined with a proactive press release on the day of the paid advertisement going live announcing the TUB, along with interviews, and followed up with a third round of interviews on the day of implementation.

This helped to manage intense media speculation ahead of the official announcement whilst further supporting the communications informing our customers and stakeholders at key moments of the decision-making process.

8 August – Pre official announcement – proactive interview strategy

- Interviews fielded with Cathryn Ross.
- BBC Radio 4 The Today Programme secured as the first interview to set the agenda and provide content for other media outlets
- Other interviews included: ITN; ITV Meridian; Sky News; BBC South; BBC London; BBC Breakfast and Bloomberg Radio

17 August – Official announcement – proactive press release plus interview strategy

- Interviews fielded with Cathryn Ross and Andrew Tucker
- National interviews: BBC News; ITN; ITV; ITV Meridian; LBC; and BBC Radio London. Regional interviews which included: BBC Radio Wiltshire; Berkshire; Gloucestershire; 3 Counties; Sussex & Surrey.

Proactive Media Relations Campaign to support the Temporary Use Ban (TUB) Announcement

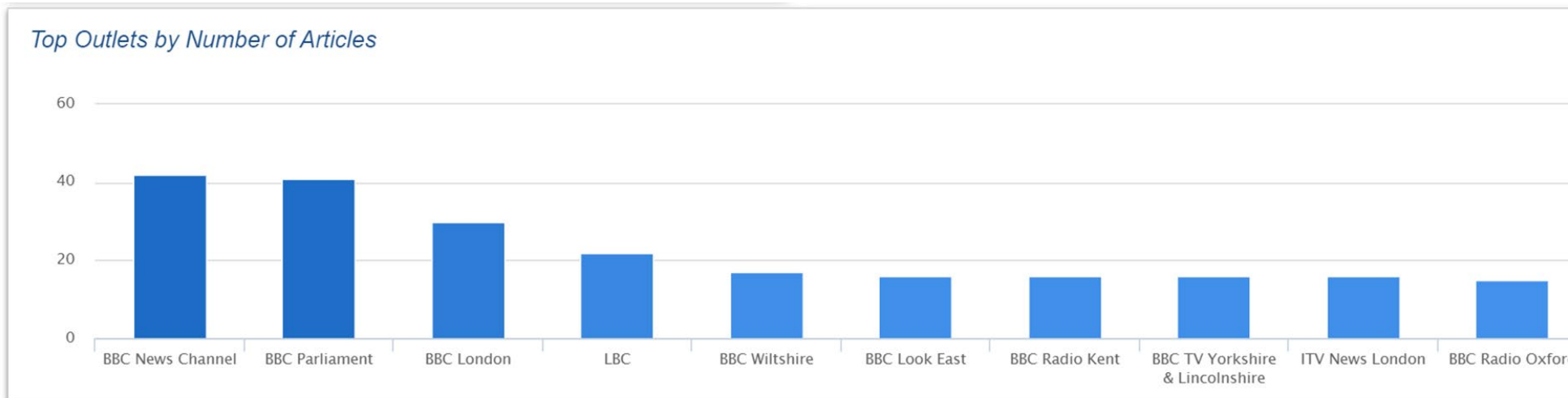
8 August – 15 August – Pre official announcement – proactive interview strategy

- Interviews fielded with Cathryn Ross.

Proactive Media Relations Campaign to support the Temporary Use Ban (TUB) Announcement - continued

24 August – Day of Implementing the TUB – proactive interview strategy

- The media strategy focused on key regional media and was designed to provide clarity on the rules and to secure buy in from customers.
- Interviews included: BBC London; BBC Radio Surrey; BBC Radio Kent; Heart Radio Thames Valley; Greatest Hits Berkshire; Greatest Hits Hampshire; KMTV.
- Total coverage on 24 August included 1312 media clippings for broadcast; online; print outlets




Customer communications

July 2022 heatwave comms: outbound emails

12/07 – 13/07

To c.1.9m customers across our region

Be water wise in the hot weather



Tips to save water in the heat

Hello,

The summer sun is sending temperatures soaring – and with it, demand for water across the region.

None of the last 11 months have been drier than average in our area, which means the underground sources and rivers we rely on have less water than normal. That means saving water is good for the environment, as well as making sure there's enough to go round.

Our teams are working around the clock to supply the water you need. And there are lots of simple ways you can help by using water wisely – even small changes can make a big difference.

Here are just five ways to help, without spoiling the summer fun:

- Let your lawn go brown**
Lawns are tough, so allowing the grass to go brown is one of the easiest ways to save water.
- Swap a hose or sprinkler for a watering can**
Visit your plants at the water, especially if you water your plants at the roots.
- Don't water plants during the day**
Dusk or dawn are much better times to use your watering can, as you'll lose less water through evaporation.
- Reuse your paddling pool water**
Can't use the water? Use it on the lawn or other uses for it. Why not clean your car, water the plants or even wash the dog?
- Clean your car with a bucket and sponge**
Hosing the hose and keep your vehicle clean while helping ease demand.

We've got more tips for the summer here: [See more summer tips](#)


Whether you're looking after your flowers or just doing the dishes, there are lots more ways to do your bit around the home and save water. From taking shorter showers to turning the washing machine on a full load, we've got [lots of ideas](#) – many of which will also help you save energy.

The Thames Water Team

14/07

To 264 Developer Services B2B customers

Help us keep the water flowing as temperatures soar



Keeping water flowing on sites

default

As temperatures keep rising, demand for water is soaring. We're doing all we can to keep taps flowing, but there's a small chance some customers may see their pressure drop or water stop.

You can help us keep our network running to make sure construction sites can remain active during this hot weather. Some simple actions can save a huge amount of water.

Four simple steps you can take

- Reduce the total volume of water your business is using – for example, through activities such as dust suppression and wheel washing. Particularly 7am to 11am
- Check for leaks on your site – even a small constant dribble can waste up to 400 litres a day – as much as a family of four uses over the same time
- Stop urinals from flushing overnight – even if you don't have sensors fitted, turning off the flow to the urinals could save thousands of litres every day
- Remind your staff about the importance of saving water – everyone can do their bit to help

We're also moving water around using our pipes and tankers to boost supplies in the areas that need it most. But by taking the steps above, you can help us make the most of every drop.


Thank you for your help and understanding – we really appreciate it.

Thames Water Developer Services

15/07

To 113k customers across Cotswolds, Guildford, Swindon

Every drop counts in a heatwave - Don't waste a drop now it's hot



The heat is on to keep taps flowing

Hello,

More than ever, we need your help to make sure there's enough water to go around.

With a record-breaking hot spell looming, demand for water is soaring. We're doing all we can to keep taps flowing, but there's a small chance some customers may see their pressure drop or water stop.

We don't want that to happen – so we're on a mission to save every drop.

Top tips to save water in the heat

- Swap sprinklers for watering cans** – Sprinklers use as much water in half an hour as an average family of four does in a whole day.
- Take shorter showers** – On average, showers make up 25% of a household's water use. A 10-minute shower can use 100 litres!
- Turn off taps** – A running tap uses six to eight litres a minute, so turn off while you wash up or brush your teeth.
- Embrace the dirt** – Why not leave cleaning the car a little longer till the heatwave has passed?
- Chill and refill** – Pop a jug of water in the fridge to stay hydrated and avoid having to run the tap till it's cold.

We've got lots more suggestions for saving water [in the garden and indoors](#). If you're already cutting down on your water use, we're really grateful for your support.

We're in this together

As your water company, we never want you to worry about water. It's our job to provide what you need, all year round, and that means working harder than ever in extreme weather.

We're moving water around using our pipes and tankers to boost supplies in the areas that need it most.

By taking the simple steps above, you can help us make the most of every drop – and take less from the environment too.


Thank you for your help and understanding – we really appreciate it.

The Thames Water Team

18/07

To 113k customers across Cotswolds, Guildford, Swindon

Keep on helping us to beat the heat



Help us make every drop count as water use soars

It's a bit of a sore point, but the weather seems to have affected our spelling. We're sorry for the error in our earlier headline – here's the version we meant to send you.

Hello,

Thank you for helping reduce how much water you're using during the heatwave. We're asking you to please stick at it for a little longer.

Water use in our area soared to its highest level for over 25 years over the weekend, and we're currently supplying an extra 300 million litres of water a day. That's a huge 20 per cent more than normal in July.

This record could be smashed again over the next two days, making it possible that some customers may have issues with their water supply. We're doing all we can to prevent any problems, but we still need your help.

Keep on saving water

It's important to stay hydrated – and to save running the tap, why not keep a jug of water handy in the fridge?

Please think about:

- Cutting down on using the washing machine or dishwasher till after the heatwave
- Avoiding using sprinklers – grass is tough and will grow back again
- Avoiding long showers or leaving taps running
- Covering the paddling pool with an old fitted sheet overnight so you don't need to refill it

We've got lots more water saving tips on our website: [Save more water](#)


We've diverted more frontline team members to finding and fixing any leaks so we can keep working hard to supply the water you need – and we're really grateful for your help. Together, we can beat the heat and keep taps flowing.

The Thames Water Team

19/07

To 179k customers across Wycombe, Slough, Aylesbury, Reading

Keep on helping us to beat the heat



Help us make every drop count as water use soars

Hello,

Thank you for helping reduce how much water you're using during the heatwave. We're asking you to please stick at it for a little longer.

Water use in our area soared to its highest level for over 25 years over the last few days, and we're currently supplying an extra 300 million litres of water a day. That's a huge 20 per cent more than normal in July.

This record could be smashed again in the next 24 hours, making it possible that some customers may have issues with their water supply. We're doing all we can to prevent any problems, but we still need your help.

Keep on saving water

It's important to stay hydrated – and to save running the tap, why not keep a jug of water handy in the fridge?

Please think about:

- Cutting down on using the washing machine or dishwasher till after the heatwave
- Avoiding using sprinklers – grass is tough and will grow back again
- Avoiding long showers or leaving taps running
- Covering the paddling pool with an old fitted sheet overnight so you don't need to refill it

We've got lots more water saving tips on our website: [Save more water](#)


We've diverted more frontline team members to finding and fixing any leaks so we can keep working hard to supply the water you need – and we're really grateful for your help. Together, we can beat the heat and keep taps flowing.

The Thames Water Team

22/07

To 304k customers across Cotswolds, Guildford, Swindon, Wycombe, Slough, Aylesbury, Reading

Thanks for helping us beat the heat



Thank you for making every drop count

Hello,

Thank you so much for using water wisely over the last few days.

In your area, we supplied more water than we have for 27 years – up 25% on an average mid-July. But those numbers would have been even higher if you hadn't made every drop count.

Your actions helped us supply water to everyone in your area without putting extra pressure on the environment. We're really grateful for all you did.

Taken a shine to saving?

That's great news! This heatwave may be over, but we still need to save water, whatever the weather.

As we've had below-average rainfall over nine of the last 11 months, there's less water to go around. Every drop you save at home is a drop back in your local river or reservoir.

[See more ways to save](#)

Here for you, come rain or shine

It's our job to keep your taps flowing and toilets flushing – and we're determined to keep doing that.

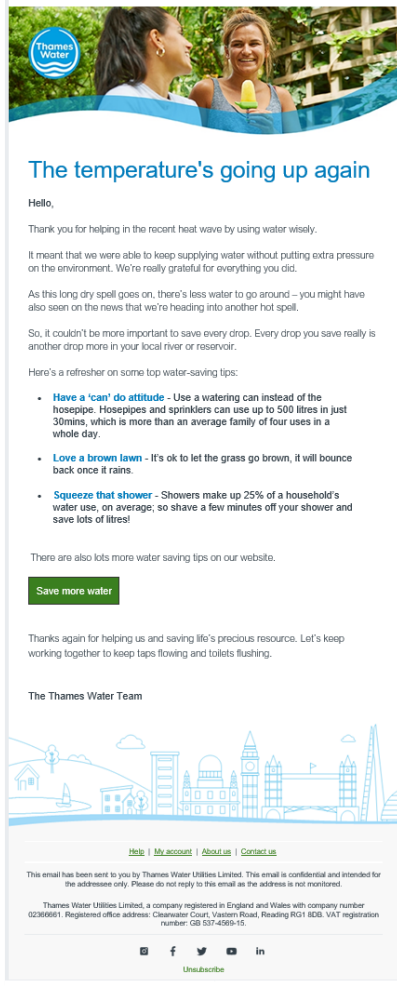
During the heatwave, 100 teams were out fixing leaks, 30 tanker drivers were filling reservoirs around the clock, and staff manned sites 24 hours a day so problems could be fixed without delay.

Let's keep up the good work together!

The Thames Water Team

All customer email

Sent to ~2m household customers across Fri 5 Aug 5.30PM into Sat 6 Aug AM



Zoom for ease of reading

The temperature's going up again

Hello,

Thank you for helping in the recent heat wave by using water wisely.

It meant that we were able to keep supplying water without putting extra pressure on the environment. We're really grateful for everything you did.

As this long dry spell goes on, there's less water to go around – you might have also seen on the news that we're heading into another hot spell.

So, it couldn't be more important to save every drop. Every drop you save really is another drop more in your local river or reservoir.

Here's a refresher on some top water-saving tips:

- **Have a 'can' do attitude** - Use a watering can instead of the hosepipe. Hosepipes and sprinklers can use up to 500 litres in just 30mins, which is more than an average family of four uses in a whole day.
- **Love a brown lawn** - It's ok to let the grass go brown, it will bounce back once it rains.
- **Squeeze that shower** - Showers make up 25% of a household's water use, on average; so shave a few minutes off your shower and save lots of litres!

There are also lots more water saving tips on our website.

Save more water

Thanks again for helping us and saving life's precious resource. Let's keep working together to keep taps flowing and toilets flushing.

The Thames Water Team

Subject line

Be a hot spell hero

Context

- Weather across region due to hit ~30C in the coming days
- Reservoir levels across region all under strain

Customer SMS

Relating to the hosepipe ban/supply demand incidents

Date sent	Customers reached	Message
17/08	SMS to 650,074	<i>Hello. This week's rain isn't enough to get river and reservoir levels back to where they need to be. With little rain forecast, we need to bring in a hosepipe ban from Wed 24 August. Go to thameswater.co.uk/water-restrictions to see what you can and can't do, and how we're working 24/7 to find and fix leaks and save water.</i>
17/08	SMS (PSR customer base) 15,082	<i>Hello. This week's rain isn't enough to get river and reservoir levels back to where they need to be. With little rain forecast, we need to bring in a hosepipe ban from Wed 24 August. As a Priority Services customer you can continue to use a hosepipe to water plants, fill a pond and clean your car – see more at thameswater.co.uk/water-restrictions Remember, it's still vital to use water wisely.</i>
23/08	32,893 customers in Reading area	<i>To keep taps flowing in Reading, we're currently treating more water from our site in Pangbourne than we'd like. We're working hard to move to using other sources and this may take a few days – to protect the River Pang, please help by reducing your water use this week wherever possible. We'll be back in touch when we've got things sorted to protect the environment. We know this ask comes at the same time as our hosepipe ban, and we're really sorry for the inconvenience. Thank you for your support.</i>
24/08	SMS to 650,074	<i>Hello. Just a reminder that our hosepipe ban starts today, Wed 24 August. We've had lots of useful customer feedback and have updated our website with extra info and a few new exceptions. Go to thameswater.co.uk/water-restrictions for the latest guidance. Thanks again for your support in making every drop count. We know hosepipe bans are frustrating but they make a big difference to our rivers and reservoirs.</i>

Thames Water website

Water efficiency pages

Page views for WEFF pages 31/05 – 24/08


	Total page views	Unique page views
/summerwatersaving	134,523	71,515
/everydropcounts	23,045	14,814
/savewater	64,388	42,060
/watercalculator	97,029	48,887

The above pages have all been updated within the last few months with the most up-to-date water saving tips and advice, in line with our campaign messaging and response to the hot weather. We've used paid media and partnerships to drive additional traffic to these pages, as well as our owned and earned channels (primarily organic social media and PR)

+ new page created in August to provide information regarding the Temporary Use Ban

Restrictions on using water

On Wednesday 24 August, our hosepipe ban (also known as a Temporary Use Ban) came into force for all customers we supply water to, even if we don't bill you directly. This applies to everyone in the areas shown on the map below. If you're not sure if we're your supplier, you can check using [Water UK's online tool](#).



Why has this happened?

After the driest July on record, and below average rainfall in 10 of the last 12 months, water levels in our rivers and reservoirs are much lower than usual. We have more teams reducing leakage than ever before, working 24/7 to find and fix more than 1,100 leaks every week. The recent heatwaves mean that demand for water is also at record levels.

We've been working around the clock to supply everyone, and customers have been brilliant at saving water where they can. But, with low rainfall forecast for the coming months, we've had to take the next step in our drought plan. Everything we do now will help protect supplies next summer and help the environment.

We know these restrictions impact your day-to-day activities around your home and beyond, and we're grateful for your support.

Legal information

The ban applies to everyone we supply water to. Here's the full legal notice of the restrictions and exceptions:

[Read the rules](#)

What does this mean for me?

We've put together a short summary of what this means around the home to help keep things simple - but please check the [legal notice](#) for more information. In response to feedback, we've made some updates, which we've explained below.

Please don't use your hose for:

- Watering your garden or plants - although you can still use it to water food being grown in an allotment, where essential
- Filling or maintaining your paddling pool, swimming pool or hot tub (see note below)
- Cleaning your vehicles
- Cleaning windows, walls, paths, patios and other artificial outdoor surfaces like artificial grass
- Recreational use like water fights and water slides

The ban applies to hosepipes, and anything attached to them, like sprinklers and jet washers.

Thames Water website

Water saving page examples: click on the images to visit the full pages

The screenshot shows the top navigation bar with 'My account', 'Help and advice', and 'About us'. Below is a breadcrumb trail: 'Home > Help and advice > Water saving'. The main heading is 'Water saving'. There are three main sections: 1. 'Every drop counts' with an illustration of a person watering a dog and a link to 'Learn about saving water'. 2. 'How much water do you use?' with a 'Try the calculator' button. 3. 'Water saving tips for summer' with a link to 'Save water in summer'. At the bottom, there is a 'We're here to help' section with social media icons for Facebook and Twitter.

The screenshot shows the 'Water saving calculator' page. It includes a 'Start' button and a 'Your personalised water report' section. The report text says: 'At the end, you'll get a water report that's tailored to you. It'll show you how much water you're using, and how you can save.' At the bottom, it provides contact information: 'If you experience any issues with the water calculator, please call us on 0800 316 9800.'

The screenshot shows the 'Water saving tips' page. It features a blue header with the title 'Water saving tips'. The main content includes: 1. An introductory paragraph about water being a precious resource. 2. An image of a man kneeling by a washing machine. 3. A section titled 'Every drop counts' with text about changing with the world and saving water. 4. A section titled 'Take shorter showers' with text about water usage and a list of potential savings: '£45 on metered water bills', 'Up to £52 on energy bills', and 'As much as 11,648 litres of water a year'. 5. A section titled 'Turn off the taps' with text about saving water by turning off taps. 6. A video player titled 'Turning taps off saves water' with a 'Watch on YouTube' button and a 'Copy link' button.

The screenshot shows the 'Water saving tips for summer' page. It features a blue header with the title 'Water saving tips for summer'. The main content includes: 1. A section titled 'Now more than ever, every drop counts' with text about dry weather and a link to a 'water-saving calculator'. 2. A list of tips: 1. 'Swap paddling pools for water pistols', 2. 'Let your lawn go brown', 3. 'Swap your hose for a watering can'. 3. An image of a woman watering plants in a garden. 4. A section titled '4. Water at night, gardener's delight' with text about watering plants at night and using trays for pots. 5. A section titled '5. Spreading a layer of mulch' with text about retaining moisture.

WEFF Social media results summary

May – August total posts: 57

Totals by platform

	Impressions	Engagement	Video views
Facebook	154,879	16,188	16,067
Instagram	16,494	451	6,450
LinkedIn	59,031	2,769	-
Twitter	201,958	5,457	11,164
Total	432,362	24,865	33,681

All platforms by month

		Impressions	Engagement	Video Views	# Posts
May	Totals	14,394	379	2,892	4
June	Totals	69,958	2,816	6,173	13
July	Totals	170,090	10,785	11,157	25
August	Totals	177,928	10,885	14,458	15
May-Aug		432,362	24,865	33,681	57

Thames Water
August 9 at 6:30pm

A running tap can use up to 8 litres a minute - switching off the tap 5 seconds sooner can save a whole litre!
Check out our summer water saving tips at short.url/aBcXyZ



Thames Water
July 11 at 6:00pm

Turning the tap off when it's not being used is a small change with a big impact 💧

Find more water saving tips at thameswater.co.uk/savewater



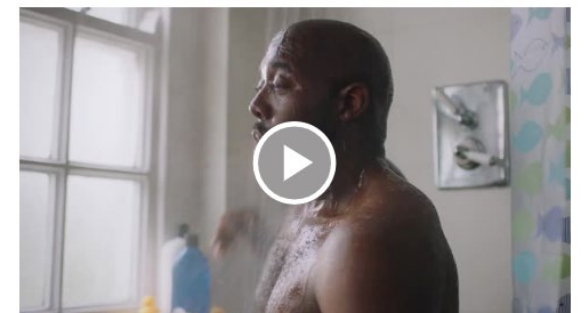
Thames Water @thameswater · 11m
Rain is essential for topping up our rivers and reservoirs, and we're going to need more than just a quick shower to get back to normal 🌧️
Now more than ever, every drop counts - so let's save water together.
Get more guidance at thameswater.co.uk/water-restrict...



Thames Water
July 15 at 4:10pm

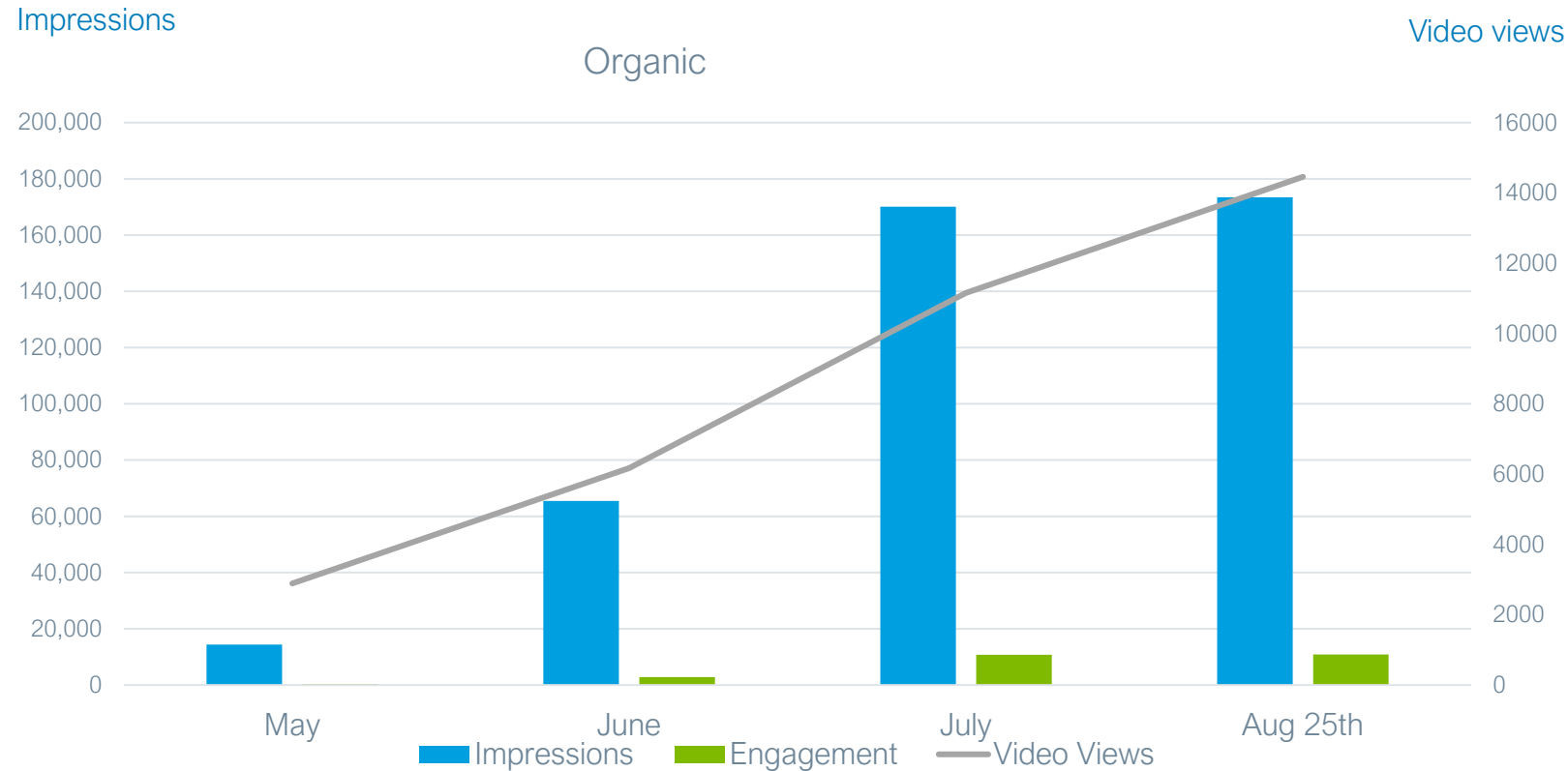
It's always important to save water, but especially during long dry weather spells.
Small changes to your daily water usage can help to keep taps flowing.

Check out our top water saving advice at thameswater.co.uk/savewater



Water efficiency social media analysis (by month)

Includes: Facebook, Twitter, Instagram, LinkedIn



# Posts	
May	4
June	13
July	25
Aug	15

*August not a complete month

Supply/demand response

Supply/demand response

Targeting customers during supply/demand incidents

Planning

Working with our data scientists, we have created a model which looks at smart meter data and forecasts those boroughs that may be predicted to have either supply or demand issues that week. This will be in line with the green/amber/red traffic system



Activation

The boroughs that are flagging either amber or red will be sent to our media agency. All paid social media will be live within 3 days of the report, supporting those areas that are most at need with a multi-channel media campaign



During the Supply/Demand event in 2020, this model achieved a reduction in predicted demand of between 2-6% in the areas targeted with comms.

We were also able to serve 1.8m impressions on social media & reached over 1.9m customers through digital display over this time.

Supply/demand 2022 – messaging

We are tailoring our messaging to 3 different tiers

Education

Potential supply/demand issue



How to save
water

Share simple water-saving tips using positive, warm language

Supported by our overall broadcast/hotspot WEFF campaign + organic channels (eg social media and PR)

Education & elevation

There are dropping water levels/increasing demand – here is how you save water



Thank you for
your help –
here's how to
do even more

Acknowledge customer's support and amplify key messages

These tiers will be supported by paid social media

Escalation

Low water levels/high demand



Please do
everything you
can – we're in
this together

Increase urgency of message without scare-mongering

Examples of the tiered messaging

Supply/demand creative – based on RAG status of boroughs across our region



Every drop helps
Take a shorter shower

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Every drop helps
Swap your hose for a watering can

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Save a drop
Recycle your paddling pool water

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Save a drop
Turn off the tap whenever you can

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Don't waste a drop
Swap your hose for a watering can

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Don't waste a drop
Let your lawn go brown

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Every drop helps
Wash your car with a bucket and sponge

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Every drop helps
Fully load your dishwasher

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Save a drop
Weed and mulch flowerbeds

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Save a drop
Reuse your leftover water

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Don't waste a drop
Swap your jet washer for a broom

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)



Don't waste a drop
Take the 4-minute shower challenge

For more water-saving tips, visit [thameswater.co.uk/savewater](https://www.thameswater.co.uk/savewater)

Green: education

Amber: elevation

Red: escalation

Stakeholder communications

Stakeholder matrix

Stakeholder	Cadence of engagement	Notify prior to key announcements (eg. drought order NEUB?)
Regulators: Ofwat, EA, DWI, CCW, Natural England	<ul style="list-style-type: none"> Weekly newsletter Proactive ad hoc written briefings (as required) Weekly calls with EA (Wednesdays) 	Y
DEFRA (Ministers & officials)	<ul style="list-style-type: none"> Weekly newsletter 	Y
Mayor & GLA	<ul style="list-style-type: none"> Weekly newsletter Weekly drought update calls (Tuesdays) 	Y
MPs	<ul style="list-style-type: none"> Weekly newsletter Ad hoc written briefings picking up concerns in media & social media 	Y
Resilience forums	<ul style="list-style-type: none"> Weekly newsletter Weekly comms lead calls 	Y
Local authorities	<ul style="list-style-type: none"> Weekly newsletter 	N
London Assembly Members	<ul style="list-style-type: none"> Weekly newsletter Ad hoc written briefings picking up concerns in media & social media 	N
NGOs	<ul style="list-style-type: none"> Weekly newsletter Monthly catchment partnership meetings 	N
CCG	<ul style="list-style-type: none"> Weekly newsletter 	Y

August Stakeholder communications

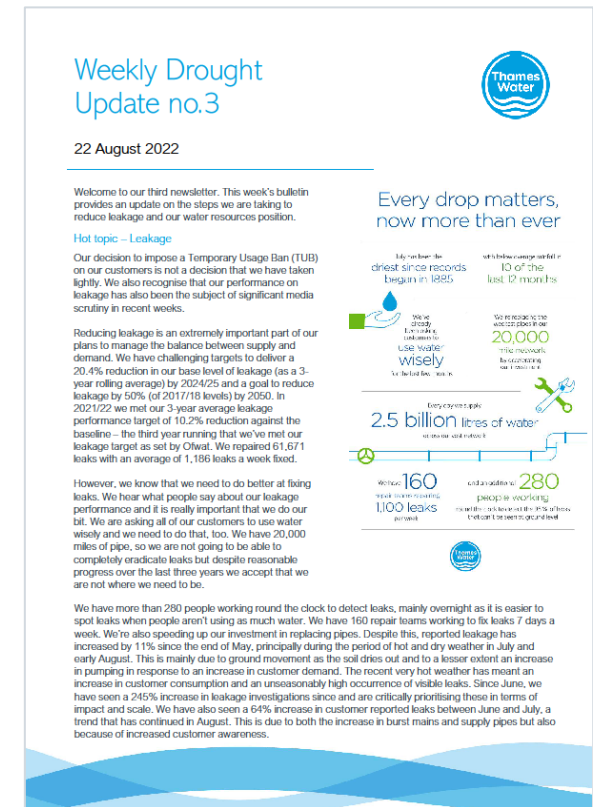
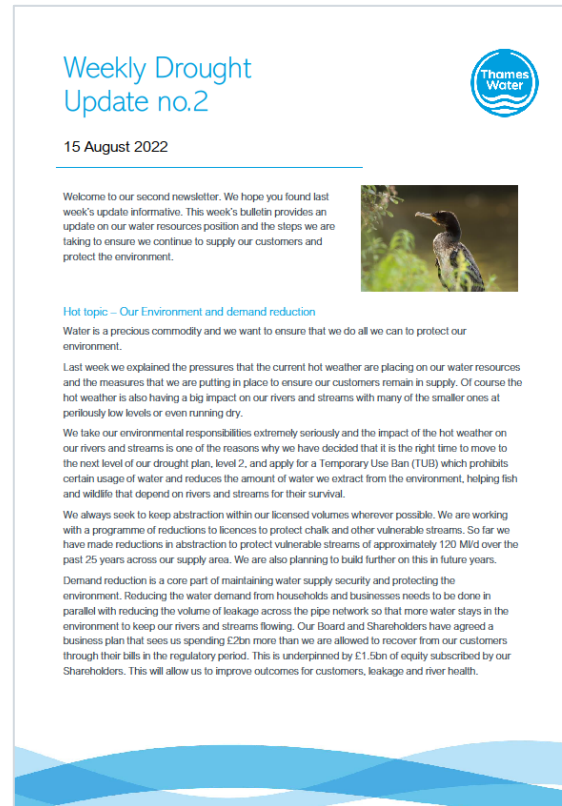
Date	Stakeholders engaged	Type of channel	Summary of message
08-Aug	Ofwat, Defra, CCG members, CCW, Environment agency; approx 70 stakeholders.	Email	Weekly drought newsletter #1
10-Aug	MPs; local authorities; London Assembly Members; Defra and GLA officials; environment NGOs	Email	Drought newsletter #1
11 Aug	GLA officials	Teams meeting	Discussion to explain the situation and next steps
11 Aug	Swindon BC, Guildford BC, Waverley BC	Email	Request for them to to share our heatwave messaging with their residents
12-Aug	Comms reps from London Resilience, GLA & other water companies	Teams session	Agreement across the group to share messaging between all parties in timely fashion with advance notice of decisions where possible.
15-Aug	Ofwat, Defra, CCG members, CCW, Environment agency; approx 70 stakeholders.	Email	Weekly drought newsletter #2
16-Aug	MPs; local authorities; London Assembly Members; Defra and GLA officials; environment NGOs	Email	Drought newsletter #2
16-Aug	MPs; Defra; GLA	Email from Sarah Bentley	Formal confirmation of announcement of TUB on 17 August
16-Aug	Comms reps from London Resilience, GLA & other water companies	Teams meeting & email follow-up. Now a weekly session	Conversation about our stakeholder & customer comms. Newsletters, customer email & social posts shared.
16-Aug	Shirley Rodrigues, GLA	Letter by email	Notification that we would be formally notifying customers of our intention to impose a TUB, a copy of the formal notice and the associated press release
16-Aug	David Black, Ofwat	Letter by email	Notification that we would be formally notifying customers of our intention to impose a TUB, a copy of the formal notice and the associated press release
16-Aug	Sir James Bevan, Environment Agency	Letter by email	Notification that we would be formally notifying customers of our intention to impose a TUB, a copy of the formal notice and the associated press release
16-Aug	Marcus Rink, DWI	Letter by email	Notification that we would be formally notifying customers of our intention to impose a TUB, a copy of the formal notice and the associated press release
16-Aug	Emma Clancy, CCW	Letter by email	Notification that we would be formally notifying customers of our intention to impose a TUB, a copy of the formal notice and the associated press release
22-Aug	Ofwat, Defra, CCG members, CCW, Environment agency; approx 70 stakeholders.	Email	Weekly drought newsletter #3

Weekly stakeholder newsletters

Weekly newsletters to all political stakeholders, regulators and other stakeholders

Contains key updates on storage, demand reduction, other focus areas, and next steps

Newsletters can be opened by double clicking on the images



Next steps

What's still to do

There are several actions in the drought plan for TUB that we're currently reviewing

- School visits and content for schools to use in lessons or gatherings. **Please note: school holidays meant we couldn't visit schools in August**
- A letter to customers from the chief executive, explaining the need for restrictions, and simple ways to save water. **PLEASE NOTE:** We've issued emails to all our customers, but not letters.
- Attendance at local events, and the development of a road-show which could be staged at local venues such as major stations in the TW region.
- Messages promoting water efficiency on envelopes and bills, and on company vehicles.
- Reviewing Del 3 comms commitments as we move forward

Next steps for paid marketing

Continuation of our WEFF campaign into September/October, to reflect the introduction of TUBs

To continue WEFF paid media coverage beyond the original end date of 31 August, we're currently investigating our channel options for the options we can get live quickly.

Our objective will be to maximise reach of all customers across our region (not just hotspots) over an additional two month period, taking us until end of October, so that our message remains **visible and top of mind** as drought restrictions continue.

Potential channels include: *TV, Radio, YouTube, BVOD, AdSmart, Digital Audio*

