

**Appendix H. Communication Plan..... 2**

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## APPENDIX H. COMMUNICATION PLAN

The tables below set out the step-by-step details within the communications plan at each level of water use measures.

**Table 1** H1 Media Campaign- Level 1 Measures

<ul style="list-style-type: none"> <li>• Joint working with neighboring water companies affected by the drought. For example, joint press conferences could be staged, and other activities carried out, such as the setting up of websites and newsletters.</li> <li>• Press releases giving topical water efficiency messages. For example, water-saving tips for bank holiday gardening activities, and regular updates on monthly rainfall in the region. Additional activity could include sending letters for publication to local press.</li> <li>• We would also seek to publicise the continuing lack of rainfall, with press releases updating the latest levels and giving historical comparisons.</li> <li>• Building awareness of the drought by updating the company website with topical tips and rainfall data.</li> <li>• Working with local authorities to place drought-related features in residents' newsletters and magazines.</li> <li>• We'll use social media, including Twitter, LinkedIn and Facebook, alongside media and web communications channels to reinforce drought messages to customers familiar with digital media.</li> <li>• Development of a Q&amp;A document for call centre staff.</li> </ul>
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**Table 2** H2 Enhanced Media Campaign- Level 2

<ul style="list-style-type: none"> <li>• Advertising in local newspapers and on local radio; poster advertising would also be considered.</li> <li>• We would also consider joint advertising – in 2006, for example, we teamed up with the Mayor of London for a poster and print media campaign.</li> <li>• Heightened activity with local media – for example, by offering key staff as 'phone-in' guests on radio stations, or placing 'advertorial' features in newspapers.</li> <li>• At this stage we'd consider posting a video announcement from our chief Executive on our website, explaining the situation and asking customers to use water wisely and help avoid the need for restrictions.</li> <li>• Further development of the 'drought' message on the company website – for instance, by focusing on actions individual customers are taking to help beat the drought.</li> </ul>
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- Website updates – for example, on rainfall levels and local actions taken to address the drought.

- Press release explaining the effects of the restrictions.
- Stakeholder workshops – for example, with local authorities, NGOs and business groups – to update them on the effects of the droughts and our actions to address this.
- The development of drought-themed activities – for example, assembly packs – for local schools.
- General briefings for all TW staff on the need for restrictions, and how they affect customers.
- Updated Q&A for call center staff.

**Continuation of measures from earlier stages:**

- Joint working on communications with other water companies.
- Press releases giving topical updates and tips.
- Social media engagement

Table 3 H3 Temporary Use Ban- Level 2

- Press release explaining the effects of the restrictions.
- Stakeholder workshops – for example, with local authorities, NGOs and business groups – to update them on the effects of the droughts and our actions to address this.
- General briefings for all TW staff on the need for restrictions, and how they affect customers.
- The development of drought-themed activities – for example, assembly packs – for local schools.
- A speaker programme, aimed at schools and local community groups, such as Rotary Clubs and the Women’s Institute. As with the stakeholder workshops, this would update audiences on the effects of the droughts, highlight actions we were taking and explain how others could help. Water-saving devices could be made available at such events.
- Updated Q&A for call center staff.
- A letter to customers from the chief executive, explaining the need for restrictions, and simple ways to save water.
- 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.

- A 'drought helpline' to provide callers with tips, background information and further detail on how restrictions affect them.
- Messages promoting water efficiency on envelopes and bills, and on company vehicles.
- Press release if / when application is made for Drought Order.

Table 4 H4 Ordinary Drought Order- Level 3

- Press release explaining the effect of the further restrictions, including the types of business and domestic uses now covered.
- A letter from the chief executive to business customers affected by the restrictions, explaining the above; stakeholder consultation on impacts of non-essential use ban.
- Updated Q&A for call center staff.
- Press release if / when application is made for Drought Permit.

**Continuation of measures from earlier stages:**

- Joint working on communications with other water companies.
- Press releases giving topical updates and tips; offering spokespeople to local radio and TV news programmes; possible placing of 'advertorials'.
- Social media engagement
- Stakeholder workshops.
- Messages on envelopes, bill and company vehicles.
- Advertising in local newspapers and on local radio; possible joint advertising with other parties.
- Speaker programme for local groups.
- Drought-themed activities for schools.
- Attendance at local events.

Table 5 H5 Drought Permit- Level 3

<ul style="list-style-type: none"> <li>• Press release explaining effect of Drought Permit.</li> <li>• Press release if / when application is made for Emergency Drought Order.</li> </ul> <p><b>Continuation of measures from earlier stages:</b></p> <ul style="list-style-type: none"> <li>• Updated Q&amp;A for call center staff.</li> <li>• Joint working on communications with other water companies.</li> <li>• Press releases giving topical updates and tips; offering spokespeople to local radio and TV news programmes; possible placing of 'advertorials'.</li> <li>• Stakeholder workshops.</li> <li>• Social media engagement.</li> <li>• Messages on envelopes, bill and company vehicles.</li> <li>• Advertising in local newspapers and on local radio; possible joint advertising with other parties.</li> <li>• Speaker programme for local groups.</li> <li>• Drought-themed activities for schools.</li> <li>• Attendance at local events.</li> </ul>
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Table 6 H6 Emergency Drought Order- Level 4

<ul style="list-style-type: none"> <li>• Briefings for media on how the enhanced restrictions will work, and where/when customers will be able to access supplies.</li> <li>• Press release explaining the effect of the new restrictions.</li> <li>• Updated Q&amp;A for call centre staff.</li> </ul> <p><b>Continuation of measures from earlier stages:</b></p> <ul style="list-style-type: none"> <li>• Joint working on communications with other water companies.</li> <li>• Press releases giving topical updates and tips; offering spokespeople to local radio and TV news programmes; possible placing of 'advertorials'.</li> <li>• Stakeholder workshops.</li> <li>• Social media engagement</li> <li>• Messages on envelopes, bill and company vehicles.</li> <li>• Advertising in local newspapers and on local radio; possible joint advertising with other parties.</li> <li>• Speaker programme for local groups.</li> <li>• Drought-themed activities for schools.</li> <li>• Attendance at local events.</li> </ul>
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Table 7 H7 Abatement of comms following the end of a Drought – returning to Level 1 or above

- Briefings for media on how the situation has improved indicating a return to business as usual messaging.
- Press release explaining the relaxation of any restriction imposed while maintaining business as usual ‘use water wisely’ messaging.
- Updated Q&A for call centre staff.

**Updating of measures from earlier stages:**

- Joint working on communications with other water companies.
- Social media engagement
- Messages on envelopes, bill and company vehicles to be updated if changes implemented in previous stages of drought.
- Updated Advertising in local newspapers and on local radio; possible joint advertising with other parties if implemented in previous stages of drought.
- Speaker programme for local groups.
- Drought-themed activities for schools.
- Attendance at local events.