

**WATER RESOURCES MANAGEMENT PLAN**  
**Customer and Stakeholder Research and Engagement – Phase Two**  
**May 2013 – May 2014**

## **INTRODUCTION**

Southern Water published its draft Water Resources Management Plan 2015-2040 for a 12-week public consultation between May and August 2013. The plan, which sets out how the company plans to secure reliable water supplies for its customer for the next 25 years, was developed through the customer and stakeholder engagement outlined in Phase One. Phase Two outlines the engagement on the plan during the public consultation and that planned for the Statement of Response and publication of the final Water Resources Management Plan.

## **WRMP TIMELINE**

June – December 2012	Pre-consultation engagement and research
March 2013	Submission to Defra of draft WRMP
May – August 2013	Public consultation
November 2013	Statement of Response
2014	Publication of Final WRMP

## **PUBLIC CONSULTATION**

Following the go-ahead from Defra in May, 2013, a 12-week public consultation was held between May 20, 2013 and August 12, 2013.

The consultation was supported by a wide range of activities to engage as many customers and stakeholders as possible and to encourage feedback on the plan.

During the consultation a total of 963 responses were received with 772 of these via commissioned customer research.

The consultation engagement included:

- Publication of a consultation document, an A5 customer leaflet, short film and feedback questionnaire to make the consultation accessible to a wide audience
- Information on the plan, downloadable documents, an e-reader, maps of options, a poll, blog and online feedback form were made available on the company's main website and engagement website at [www.swhaveyoursay.co.uk/wrmp](http://www.swhaveyoursay.co.uk/wrmp)
- Information on the website on how to request the full SEA, HRA, Appendices and Tables
- Two waves of advertising in local and regional newspapers and council magazines
- Media campaign including news releases, radio and television interviews, trade press and regular messaging on Twitter and Facebook
- Customer brochures distributed during public events, such as fairs, fetes and events attended by the company's Mobile Exhibition Unit

- Distribution of customer brochures to libraries across the region
- Series of eight customer focus groups across the region on the draft WRMP
- Seven hundred phone surveys with 601 domestic customers and 100 business customers to run through the consultation document and answer questionnaire
- Message on consultation on customer call centre phone line for customers on hold
- Mailing of consultation document, questionnaire and pre-paid envelope to more than 1,600 stakeholders and organisations with an invitation to attend a workshop or request a one-to-one briefing
- Mailing DVDs of the film introducing the WRMP consultation to 173 parish councils
- Four full day stakeholder workshops and 28 breakfast meetings and individual organisation briefings
- House of Commons reception
- Meetings with Defra, the Environment Agency, Natural England, Ofwat, CC Water and Southern Water's Customer Challenge Group
- Co-ordination with WRSE group to promote the draft WRMPs to stakeholders
- Liaison with planning authorities on growth figures
- Internal workshops and team meeting briefings for Southern Water employees supported by intranet announcements, articles in the company newsletter and posters promoting the consultation
- Presentations to Southern Water's Board and Executive Management Team with regular updates on the consultation
- Briefing of Waterwise speakers on the consultation to include in community and school talks

## **CUSTOMERS**

Customer research was carried out with specialists Accent using material from the consultation document and the questionnaire to gather feedback. This included eight extended customer focus groups held across Kent, Sussex, Hampshire and the Isle of Wight for qualitative feedback and phone surveys with 601 domestic customers and 100 business customers for quantitative feedback. All the completed questionnaires and comments were submitted to Defra and formally accepted as part of the consultation responses.

## **Appendix A 11 and A12 – Accent reports on qualitative and quantitative research**

### **STAKEHOLDER**

The WRMP team engaged with a wide-range of stakeholders during the consultation on the draft WRMP and where possible aligned this with engagement as business per usual. The stakeholders ranged from councils, environmental bodies, elected members, economic forums and consumer groups, to specialist water bodies, CC Water, MPs and ministers. Many stakeholders have previously been engaged in previous WRMP planning and drought and metering consultations and we are building on those relationships, while also working to engage new participants.

## **Appendix A13 – Southern Water WRMP Stakeholder Engagement, including full list of stakeholders**

### **MEDIA & ADVERTISING**

News releases were circulated to regional and national media throughout the consultation, picking up the themes of the options such as water re-use and desalination and the frequency of water restrictions. These were supported by a newspaper advertising campaign with adverts placed during May and July. Each round of advertising was estimated to have reached a total readership of more than 700,000. One-to-one briefings were held with regional newspapers and industry publications such as Utility Week and the campaign generated coverage on television, radio, online and in print. Twitter was used to regularly tweet consultation activities and retweet posts from customers and stakeholders.

## **Appendix A14 – Examples of news releases, advertisements and press coverage**

### **ONLINE**

A dedicated microsite was developed to communicate the company's future planning, its engagement activities and to encourage further feedback. During the consultation a dedicated WRMP section featured introductory information, documents for download, maps showing the options and an online feedback form which automatically forwarded responses to Defra. Out of the 191 responses outside of the customer research, 85 were submitted via the online feedback form.

During the consultation period there were 2,889 views and 1,847 visitors recorded on the WRMP landing page of the Have Your Say website and a further 979 views and 649 visits to the WRMP section on the main Southern Water website.

### **STATEMENT OF RESPONSE**

Following the close of the consultation on August 12, 2013, work began to consider and respond to all the responses received in order to revise the draft WRMP and publish this alongside a Statement of Response no later than November 18, 2013.

Engagement for the SoR will include:

- Publication of the full SoR and revised draft WRMP on the company's websites, with circulation to statutory consultees
- Information on the website about key changes to the plan

- Publication of a 16-page summary of the SoR to send to all respondents, including customer research participants (with links to the full SoR)
- Update letter to be mailed to stakeholder database
- News release on publication of Statement of Response and promotion on Facebook and Twitter
- Internal staff announcement and articles in company newsletter

## **FINAL WATER RESOURCES MANAGEMENT PLAN**

When the revised draft WRMP has been signed off by Defra for publication, a final WRMP will be published and any changes fed through to the company's Business Plan 2015-2020. The aim of the company is continue to engage with its customer and stakeholders on the final plan and into the future as continuous learning exercise in preparation for the next updates of the Drought Plan and WRMP.

Engagement for the final plan will include:

- Publication of Technical Report, Appendices, Strategic Environment Assessment, Habitat Regulations Assessment and Tables on the company's website, with circulation to statutory consultees
- Publication of a summary of the final WRMP and summary of the SEA, on both websites (including an e-reader) and hard copies for circulation
- Publication of an A5 customer brochure to promote the highlights of the final WRMP (in co-ordination with Business Plan publications) for distribution at events, in schools and at events
- Publication of a Water Efficiency Strategy Document to set out the company's aims for 2015-2020 as identified in the final WRMP and Business Plan
- Production of a short film to highlight the main factors of the 25-year plan (in co-ordination with the Business Plan) – with a key focus on 2015-2020
- Updated sections on Southern Water's website, including graphs, illustration and key targets
- News release to regional and national media with information on the final plan, supported by updates on Twitter and Facebook
- Letter to all stakeholders on database with an update on the final plan and information on how to obtain a copy of the final plan
- Stakeholder workshops and one-to-one briefings to share the contents and process of the final plan – to be continued on an annual basis

- Update letter/email to customer research participants to advise on publication of the final plan
- Update to employees through workshops, team meetings, announcements on the intranet and company newsletter
- Briefing of waterwise speakers to include plan information in talks to community organisations and schools

## **FUTURE ENGAGEMENT**

Southern Water intends to continue its pro-active engagement with customers and stakeholders on a minimum of an annual basis to facilitate development of the next Drought Plan and Water Resources Management Plan.

Engagement will include:

- Annual stakeholder letter updates, workshops and briefings
- News release and website updates on progress of delivery of options and investigations for 2015-2020
- Pro-active engagement with stakeholders on delivery of options and investigations for the first 10 years of the plan.
- Development of partnership working with stakeholders, in particular on catchment management plans and water efficiency
- Annual update to employees on progress of delivery of the WRMP and at key landmarks