

River Test Stage 0.1 Drought Order Application

1.4 App 1 Drought Communications Plan

14th July 2025



from
**Southern
Water** 

Drought Communications Grid May-Dec 2025

		LEVEL 1 – IMPENDING DROUGHT			LEVEL 2 – DROUGHT		RESTRICTIONS LIFTED/BAU		
		May 25	June 25	July 25	Aug 25	Sept 25	Oct 25	Nov 25	Dec 25
DROUGHT COMMUNICATIONS PLAN	OWNED (EXTERNAL)	Website: Blogs published inc: 'Small changes lead to big savings'; 'Growth and water scarcity'; 'Water Saving Week'; 'Saving water outside this summer'. Proactive social: <ul style="list-style-type: none"> Spring / gardening W.E. tips Promotion of water-saving week 	Website: 'Hampshire Drought' page updated. TBD 'Please use water wisely' banner live on homepage linking to water-saving tips. Blogs published inc Promotion of Home Visits; vlog with Water Strategy Manager. Proactive social: <ul style="list-style-type: none"> Water-saving home visits & money-savings First day of summer/increased use. What would you do to #ReduceYourUse? Promotion of hardy garden plants and our plant guide Proactive media:	Website: 'High demand' W.E. messaging prominent on home page and side bar on high traffic journeys Blogs published to inc: supply/demand + film; Vlog on Water Demand Proactive social: <ul style="list-style-type: none"> Getting hotter, use water wisely Car and window washing Update on water resource situation Promotion of GetWaterFit & water-saving products via influencer videos Proactive media: Media invited to water efficiency	Website: 'High demand' W.E. messaging prominent on home page and side bar on high traffic journeys. Further water saving blogs/vlogs posted and shared across social Link on homepage to drought checker and FAQs and in accessible formats. Shared with Capita and relevant customer teams. Proactive social: <ul style="list-style-type: none"> Dial up water reuse Summer W.E. tips inc. reusing pool water, dirty cars and leaving lawns 	Website: 'High demand' W.E. messaging prominent on home page and side bar on high traffic journeys Further water saving blogs/vlogs posted and shared across social Proactive social: (reiterate Aug' messages) + If in TUBs, messages to focus on restrictions – what is allowed/what isn't Promote restrictions postcode tool Promote home visits, GWF tool via owned and social influencers	Proactive social: <ul style="list-style-type: none"> Though summer's over, still need to be water wise Demand stats to show impact of customer behaviour Direct Email: WE messaging /importance of saving water over Winter months/link to local environment Stakeholder: Customer portal: update promotional panels with recharge W.E. messaging	Proactive social: Back to BAU with regular drumbeat of usual water saving messaging Customer portal: update promotional panels with generic (save water, save money) W.E. messaging	Proactive Social: Back to BAU with regular drumbeat of usual water saving messaging

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	<p>Lines on using water wisely and link to water saving page added to HWTWRP press release to Hampshire media.</p> <p>Water for Life story added to news pages about upcoming consultation.</p>	<p>home visit for video content/testimonials and then shared via local press as part of WE news story</p> <p>Direct Email:</p> <p>WE messaging including need to use water wisely and tips to reduce consumption over the summer to all affected postcodes</p> <p>Stakeholder:</p> <p>WfLH Drop-in sessions sharing WE messaging and promotion of home visits</p> <p>Note to Hampshire stakeholders providing reminder/update</p> <p>Customer portal: update promotional panels with high demand W.E. messaging</p>	<ul style="list-style-type: none"> Updated infographics on leakage work to show we play our part Raise awareness of risks of TUBs and areas of risk (inc. what we're doing to help) Promotion of GetWaterFit & water-saving products via influencer videos <p>Proactive media:</p> <p>If TUBs needed, Statutory notices placed in London Gazette and regional papers to introduce TUBs in affected areas at seven days notice and raise awareness generally.</p> <p>Media invited to join acoustic logging team in area for video</p>	<p>Direct Email:</p> <p>Email to customers to raise awareness of TUBs and restrictions. Promote restrictions postcode tool</p> <p>Proactive media:</p> <p>Ongoing awareness raising in local publications and London Gazette re TUBs and restrictions</p> <p>Customer contact:</p> <p>Include information about restrictions on customer letters/envelopes in affected areas</p> <p>Add message to customers waiting to speak to customer service reps advising of</p> <p>Stakeholder:</p> <p>If TUBs imposed, note to stakeholders advising of</p>			

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					<p>content and then shared via local press as part of WE news story.</p> <p>Direct Email:</p> <p>The Sun's up and so is demand. WE messaging with summer-saving tips. Infographics on leakage work to show how we're playing our part. Advise of TUBs.</p> <p>Customer contact:</p> <p>Contact vulnerable customers on priority services register to keep them informed.</p> <p>Information on drought and restrictions shared at community events</p> <p>Stakeholder:</p> <p>Note to Hampshire stakeholders confirming</p>	implementation across affected areas			

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					application and potential for TUBS (+ follow-up re. implementation, if applicable)				
	PAID	Always on: Bus mega rears promoting 'Keep cool without the cost' message. (Western Hampshire)	Always on: 'Always on' local radio ads – water scarcity / water saving messages. Digital display ads promoting water scarcity messages and tips/advice on how to save water/use water wisely. Promotion of GWF platform. Social Media: Paid ad: Your water comes from local rivers. Use less water and help us to protect them & our local environment.	Always on: Digital display ads – We can't afford to waste water. Please use wisely so there's enough to go round. Local radio ads – water saving messages / use water wisely Bus Mega Rears promoting water saving messages (money/local environment) Social Media: Paid ad: Your water comes from local rivers. Use less water and help us to protect them & our local environment.	Always on: Digital display ads – We can't afford to waste water. We need to save water now so there's enough to go round. Local radio ads – your help is needed/water saving messages Bus Mega Rears promoting water saving messages (money/local environment) Social Media: Paid ads repeating same key messages Mail drops: Door drops in high-risk areas to match	Always on: Digital display ads – We can't afford to waste water. We need to save water now so there's enough to go round. Local radio ads – your help is needed/water saving messages Bus Mega Rears promoting water saving messages (money/local environment) Social Media: Paid ads repeating same key messages Mail drops: Door drops in high risk areas – TUBs	Always on: 'Always on' local radio ads – generic water saving messages Digital display ads promoting save water, save money and local environment message & advice to use water wisely Bus Mega Rears promoting water saving messages (money/local environment)	Always on: 'Always on' local radio ads – generic water saving messages Digital display ads promoting save water, save money and local environment message & advice to use water wisely Bus Mega Rears promoting water saving messages (money/local environment)	Mail drops: Door drop to areas that saved most

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				TV: WE messages with key tips on saving water across Sky Adsmart, VOD & Digital (inc YouTube) targeted at Southampton (T100 activity)	email messaging above – The Sun's up and so is demand. Info on leakage and tips on how to save. TV: WE messages with key tips on saving water across Sky Adsmart, VOD & Digital (inc YouTube) targeted at Southampton (T100 activity)	and restrictions. Public appeal TV: WE messages with key tips on saving water across Sky Adsmart, VOD & Digital (inc YouTube) targeted at Southampton (T100 activity)			
	PARTNER		SCC Green City partnership promoting water-saving tips on save water, save money, help local environment <ul style="list-style-type: none"> social media outdoor advertising (digital and 6 sheets) 	SCC Green City partnership change message to 'Can't afford to waste water/Please use water wisely along with water-saving tips <ul style="list-style-type: none"> social media outdoor advertising (BT in-links & 6 sheets) 	SCC Green City partnership 'Always on' advertorial and digital ads – demand update and public appeal <ul style="list-style-type: none"> social media ads outdoor advertising (digital screens) 	SCC Green City partnership 'Always on' advertorial and digital ads – demand update and public appeal. Focus on restrictions if TUBs implemented <ul style="list-style-type: none"> social media ads outdoor advertising (digital screens) 	SCC Green City partnership promoting water-saving tips on save water, save money, help local environment <ul style="list-style-type: none"> social media outdoor advertising (digital and 6 sheets) 	SCC Green City partnership promoting water-saving tips on save water, save money, help local environment advertorial and digital ads – 'thank you and recharge season'	

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								<ul style="list-style-type: none"> social media outdoor advertising (digital and 6 sheets) 	
	INTERNAL		<p>Employee advocacy – Promote W.E. tips via intranet and Workplace ‘these are the tips we’re sharing with customers, please share on...’</p> <p>Brief Wholesale Services re. situation and key messages for retailers</p>	<p>Employee advocacy – Promote W.E. tips via intranet and Workplace ‘these are the tips we’re sharing with customers, please share on...’</p> <p>Intranet announcement re. river levels and W.E. messaging</p> <p>Brief Wholesale Services re. situation and key messages for retailers</p>	<p>Write to employees in affected area with briefing note about what is happening, FAQs and alert them about comms/restrictions for customers.</p> <p>Intranet announcement - ‘situational hook’ re. Resources and key messages going out to customers so employees can share</p> <p>Brief Wholesale Services re. situation and key messages for retailers</p>	<p>Write to employees in affected area with briefing note about what is happening, FAQs and alert them about comms/restrictions for customers.</p> <p>Intranet announcement - ‘situational hook’ re. Resources and key messages going out to customers so employees can share</p> <p>Brief Wholesale Services re. situation and key messages for retailers</p>	<p>Intranet announcement - ‘situational hook’ re. Resources and key messages going out to customers employees so can share</p> <p>Brief Wholesale Services re. situation and key messages for retailers</p>		<p>Comms piece to reinforce customer door drop and key stats.</p>