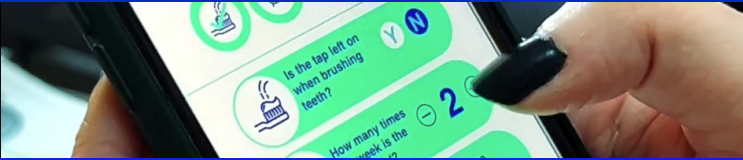


Behaviour Change:

Targeted campaign: **Brett and Wey**



Objectives

The aim of these projects was to trial innovative ways to change customers attitudes towards water usage by providing them with motivation, opportunity and tools to help waste less water through a targeted behaviour change programme in Brett and Wey - two of our highest usage areas.

The two projects were designed to address the challenge and reach customers who've not yet engaged in water saving habits. The AMP 7 target is set at a 12.5% reduction in water usage. Target for the campaign in these regions was set at 0.3 MLD reduction for Brett and 0.9 MLD reduction for Wey as a direct result from the two campaigns.

Challenge

We have one of the highest customer water usage levels in the UK. With the growing population and the least amount of rainfall in the UK, it's important we work with our customers to waste less water.

We're engaging with our customers and we've invested in water saving devices, HWECs and our ongoing metering programme. However, we recognise the need to invest and dedicate effort to drive more motivation for our customers to save water.

Benefits and Outcomes

The household registrations we achieved

8% in Brett
7% in Wey

We observed a positive water saving shift and exceeded the level of Mld savings than projected:
Brett- 1.15Mld v a target of 0.3Mld
Wey- 3.18 Mld v target of 0.9Mld

Research also showed that 49% of households have taken awareness led water saving action. The campaign has helped people to understand the links between the high consumption of water the effects on the local environment.

How we did it

- Adopted the Com-B behaviour change model to give customers the capabilities, opportunities, and motivation to save water, save money.
- Focused on behaviours with biggest savings & easiest to change including shorter showers, eco mode on white goods, and garden water recycling.
- Used a range of engagement methods to provide education & inspiration, and motivation with high impact advertising, social & digital media, tailored customer emails, plus PR featuring high profile ambassadors/influencers/& charitable partnerships.
- We developed a platform for customers to register and use water footprint calculator to see their usage and order free water saving devices. We're then able to follow up with further communication to sustain and nudge the water saving habits at key moments in the year.
- Developed a PCC impact methodology to isolate & measure the change in usage and Mld savings underpinned by analysis of actual customer usage.

Next Steps

The programme will continue into Year 4 and Year 5 with learnings applied.

