

# Draft Water Resources Management Plan 2019 Communications activities

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# Agenda

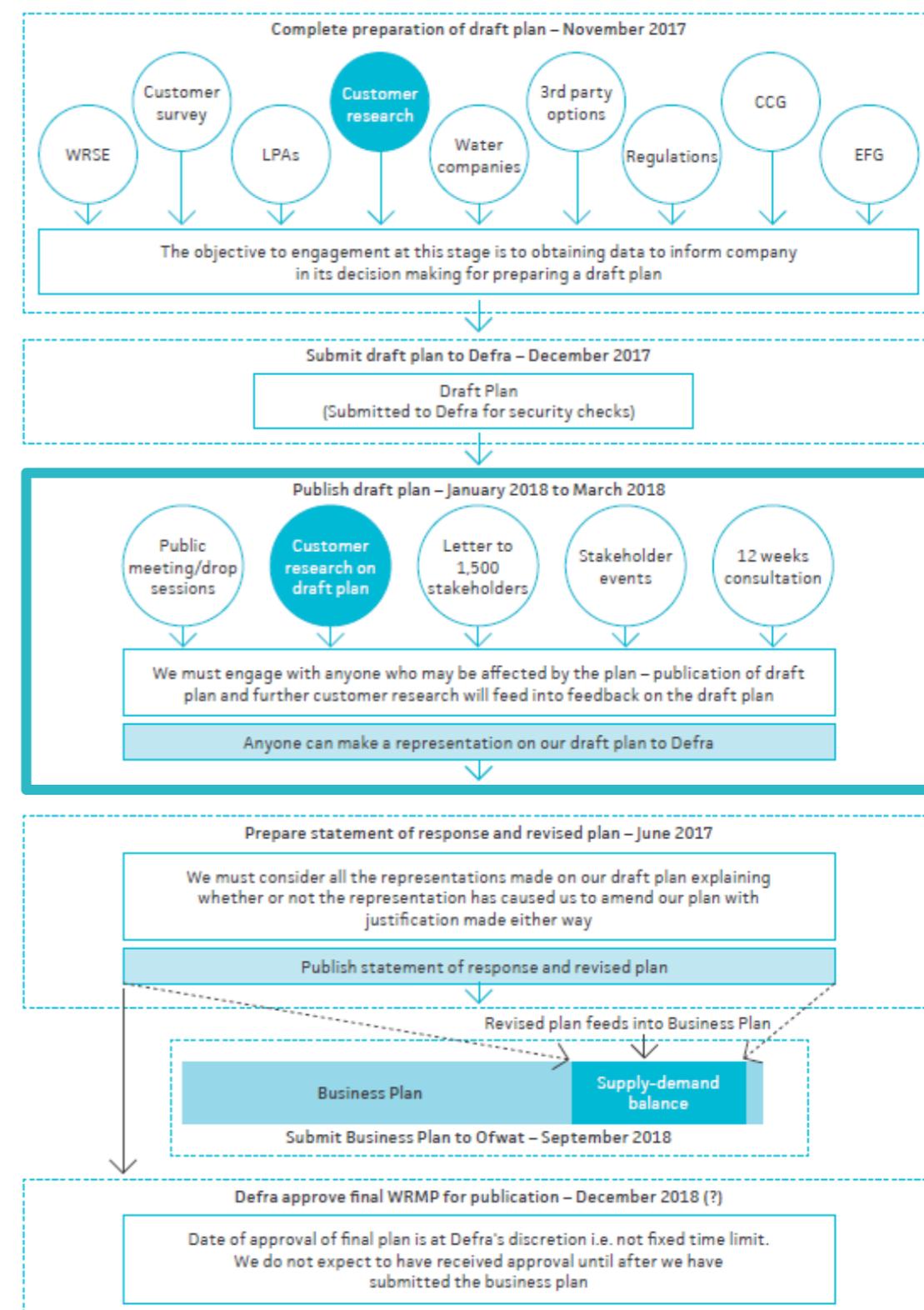
- Communications and recap
- Communications and engagement objectives
- dWRMP19 customer research
- dWRMP19 timetable
- 12 week consultation
- Public consultation and the dWRMP19
- Example questions
- dWRMP consultation activities
  - Broad Oak Water
  - Aylesford reuse and WTW
  - Peacehaven and Arlington extension
- Stakeholder and customer activities



# Engagement process to date

Ahead of the 12 consultation period, pre-consultation engagement and research has been undertaken with:

- Environmental stakeholders
- Customers
- Neighbouring water companies
- Water Resources in the South East Group
- Local Authorities
- Environmental Focus Group
- Customer Challenge Group



# Communications objectives

Shaped around the needs of the following documents:

- Guiding Principles for Water Resources Planning (Defra, 2016)
- Water Resources Planning Guideline (Environment Agency and Natural Resources Wales, 2017)

Needs to support customer engagement for PR19:

- Ofwat guidance on engagement for PR19
- Ofwat 'Tapped in - from passive customer to active participant' report (March, 2017)

As outlined in our engagement strategy included within the dWRMP paper:

***We are committed to providing open, honest, two-way communication with the wide ranging communities, customers, businesses and organisations we serve about the draft plan.***

# Communications objectives

## Primary objectives

- Ensure resilience of our resources for the future while improving the environment and minimising customer bill impact
- Support our business vision to be the “water company people want to be supplied by and want to work for”
- Develop a water resources management plan that is supported by our customers, employees, stakeholders and regulators
- Demonstrates an industry leading approach to engagement, in particular, customer support for more or less ambitious water efficiency initiatives and leakage reductions than included in our draft plan

## Secondary objectives

- Raise South East Water’s brand visibility and demonstrate our “Pure know h<sub>2</sub>ow”
- Inform customers about the work involved in ensuring drinking water supplies for the future to help us improve customer satisfaction

# 12 week wider consultation engagement objectives

Objective	What are you measuring?	How are you measuring it?	How often will you measure?	What is the benchmark?
<b>300 people to attend the community exhibitions, workshops and events resulting in 20 submissions</b>	Attendance at our events and the success of engagement materials	Attendance figures and submission figures	At each event and from submission responses (at end)	232 people attended the WRMP14 public exhibitions and submitted 15 responses
<b>Coverage in 40 public, trade and broadcast media outlets across our supply area</b>  (There are fewer print media outlets in existence across the supply area today than during the WRMP14)	Reach of press activity and whether this drives engagement/event attendance	Kantar media coverage	Weekly	45 press articles were published as part of WRMP14 consultation.  4 broadcast interviews took place
<b>20 stakeholders and community interest groups to be spoken to directly through face-to-face meetings and workshops</b>	Attendance at the various exhibitions	Attendance figures	Weekly	18 stakeholder and community interest groups attended meetings and workshops as part of WRMP14
<b>500 website hits</b>	Engagement with the WRMP19 plan	Google Analytics	Weekly	None (we can't compare as previous website no longer exists)
<b>Social media reach of 5,000</b>	Number of people reached	Social SignIn	Weekly	None
<b>Following engagement, 70 official representations submitted to Defra</b>	Success of the communication and engagement campaign driving consultation responses	Consultation responses	Weekly	66 representations made to Defra during WRMP14

# Testing the acceptability of our dWRMP19 with customers

- ICS has been provided with a summary of the dWRMP19 research findings so far. They are carrying out an assurance/gap analysis piece of work on what we need to do next in terms of WRMP research during the statutory consultation period.
- Key areas:
  - Deliberative research
  - Acceptability of plan to customers
  - WTP and preferences for options, levels of service and resilience
  - 15% leakage reduction
  - PCC reductions
  - Different customer groups
  - Mix of further qualitative work and maybe some quantitative research too
- We want to work with CCG and ICS during February 2018 to agree programme for customer research planned during March 2018

## Timetable

- ICS Review of existing research and gap analysis 15 Dec 17 to 10 Jan 18
  - Review and scope out research 10 Jan 18 to 31 Jan 18
  - Finalise approach with CCG input 10 Jan 18 to 28 Feb 18
  - ICS - additional research 1 Mar 18 to 31 Mar 18
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- Research will focus on ensuring customer research covers acceptability of dWRMP19 strategy; further assessment of option preferences, levels of service and resilience; opportunity to discuss delivery of water efficiency and leakage.

## Timetable

- Publish dWRMP19 for consultation 16 Feb18
- Stakeholder briefings / events Dec 17 to Apr 18
- 12 week public consultation starts 16 Feb 18
- Exhibitions /public events Mar 18 to Apr 18
- Customer research Mar 18
- Consultation closes 11 May 18
- Publish statement of response and revised dWRMP19 17 Aug 18\*

\* Looking to compete earlier, by 6 July 2018

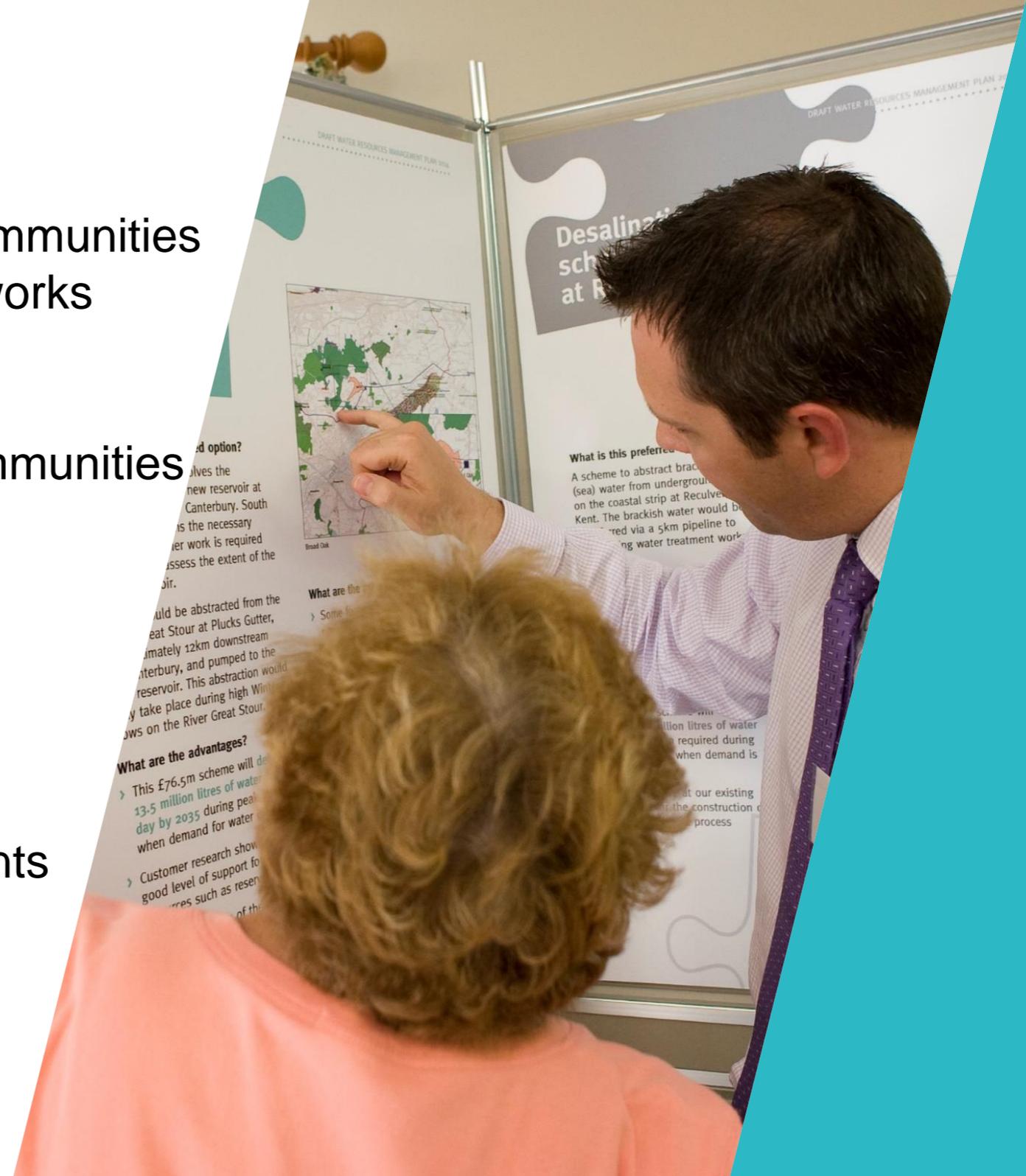
## 12 week consultation

The involvement of stakeholders and local communities is key to making sure this plan is robust and works for all.

We'll be reaching out to stakeholders and communities through:

- Public exhibitions
- Stakeholder meetings
- Landowner engagement where necessary
- Dedicated webpage
- Letters to residents, stakeholders and tenants
- Media relations
- Social media

[southeastwater.co.uk/yourwateryoursay](https://southeastwater.co.uk/yourwateryoursay)



# Public consultation communications activities

- Social media
- Media relations
- Stakeholder meetings
- Public exhibitions
- Parish magazine articles
- Videos
  - [Social media and website](#)
- Customer Magazine
  - [Basingstoke and Sevenoaks](#)
- Letters
  - [Stakeholders, Retail businesses, vulnerable stakeholders](#)
- Arlington and Bewl WTW Open Days
- Internal communications
  - [Gurgle, Spout, Staff briefings](#)

## Public consultation and the dWMP19

- This dWRMP19 consultation builds upon previous engagement activities, providing an opportunity to update the community on the latest proposals and receive feedback.
- Within our Communications Plan for dWRMP19 we analysed consultation responses from our dWRMP14, which showed that the majority of responses came from those areas where large infrastructure projects were proposed.
- We have therefore aligned the majority of our dWRMP19 stakeholder meetings public exhibitions to those areas.
- However, we are keen to ensure that our communications should inspire and invigorate a wide range of responses from across our supply area.
- We also want to agree what questions we do (or not) ask as part of wider consultation (see later)

# Consultation draft materials for review

Draft communications materials (to date) for CCG sub-group review include (see additional information):

- Public exhibition displays
- Leaflet
- Customer magazine article
- Overarching press release
- Consultation letters – stakeholder, business and tenant (vulnerable customer stakeholder letter to come)
- Website wording
- Arlington video script
- Pan regional stakeholder presentation

**For consideration:** Is there anything that is missing from these materials?

## Consultation questions:

Previous experience has shown that quality community and stakeholder feedback has been submitted where customers have not been guided by questions. Those consultations where questions have been posed, shorter, less thorough answers have been provided.

## Example questions

- Are the challenges we face in the south east over the next 60 years clear?
- Do you feel we have considered all the potential water supply challenges we face over the next 60 years?
- We propose resilience to the one in 200 year drought, do you agree with this approach?
- Is there more we can do to encourage people to be more water efficient?
- Do you think our proposed programme to reduce leaks on our network is sufficient?
- Do you agree with the options we are proposing to provide the extra 294.2 million litres by 2080?
- Are there any options you feel we should have considered as part of our plan?
- Do you agree that desalination plants are considered towards the latter end of our plan?
- How did you hear about this consultation?
  
- **Questions for the relevant public exhibitions/events:**
  - Do you agree building a reservoir at Broad Oak is the right option?
  - Do you agree building a second reservoir at Arlington is the right option?
  - Do you agree introducing a water reuse system at Aylesford is the right option?
  - Do you agree that building a new water treatment works at Aylesford is the right option?
  - Do you agree introducing a water reuse system at Peacehaven is the right option?

# Broad Oak Water

82 general stakeholders

22 vulnerable customer stakeholders (under review as part of wider vulnerable customer stakeholder exercise)

## Ongoing engagement:

- Broad Oak Community Panel meetings
- Stakeholder updates
- Media updates

## Stakeholder meetings:

- Blean Parish Council – 14 December 2017
- Sturry Parish Council – 14 December 2017
- Hackington Parish Council – 14 December 2017
- Canterbury MP Rosie Duffield – 2 March 2018
- North Thanet MP Roger Gale – 2 March 2018

## Public exhibitions:

- 5 March 2018: 12.30 to 20.00 - Sturry Social Centre (TBC)
- 6 March 2018: 12.00 to 20.00 - Broad Oak Village Hall (TBC)
- 12 March: 14.30 to 20.00 - Tyler's Kiln, Tylers Hill (TBC)

## **Aylesford WTW and Aylesford Reuse,**

92 general stakeholders

18 vulnerable customer stakeholders (under review as part of wider vulnerable customer stakeholder exercise)

### **Aylesford stakeholder meetings:**

- Chatham and Aylesford MP Tracey Crouch – [19 January 2019](#)
- Aylesford Parish Council – [23 January 2018](#)

### **Aylesford public exhibition:**

- 20 March 2018: 12.00 to 20.00 – [Aylesford Community Centre](#)

## **Arlington Extension and Peacehaven reuse**

82 general stakeholders

23 vulnerable customer stakeholders (under review as part of wider vulnerable customer stakeholder exercise)

### **Arlington and Peacehaven stakeholder meetings:**

- Ouse and Adur Catchment Partnership – [14 March 2018](#)
- Arlington Parish Council – [15 March 2018](#)
- Berwick Parish Council – [22 March 2018](#)

### **Arlington and Peacehaven public exhibition:**

- 12 March 2018: 12.00 to 20.00 - [Berwick Village Hall](#)
- 21 April 2018: Arlington WTW Open Day

# Stakeholder and customer meetings

Additional planned meetings:

- South Downs National Park Authority – 18 December 2017
- KCC Flood Risk Management Committee – 4 March 2018
- Kent joint stakeholder meeting (with Southern Water) – 7 March 2018
- Sussex joint stakeholder meeting (with Southern Water) – 4 April 2018
- Bewl WTW Open Day – 7 April 2018
- West Sussex Women's Institute talk at Ardingly Res – 12 April 2018
- Tenterden Town Council – 17 April 2018 (CMP driven)
- Bray Keleher WTW Open Day – 12 May 2018

Where appropriate, we are including dWRMP information in up-coming talks and meetings as they are booked to gain additional feedback.

# Pan-regional stakeholder meetings

## Meetings proposed with:

- Maria Caulfield MP (Lewes)
- Nusrat Ghani MP (Wealden)
- Stephen Lloyd MP (Eastbourne)
- Wildlife Trusts – Kent, Surrey, Sussex, Hampshire, Berkshire
- Kent Downs ANOB
- Surrey Hills ANOB
- High Weald ANOB
- Protect Kent, Surrey, Sussex, Hampshire, Berkshire
- NFU
- The Living Coast
- Peacehaven Town Council
- Newhaven Town Council

We are also working with Southern Water, SES Water and Affinity Water to set up a high level joint stakeholder event so all four water companies can present their plans collectively.