

# Final Drought Plan 2025:

## Appendix 1 – Drought Communications Plan

February 2026



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## 1. Background and Context

One of the most important elements of our Drought Plan, is the way in which we communicate and engage with our customers and stakeholders as part of our overall drought management. Our experience from previous droughts, and other types of incidents, has helped to shape our thinking around the importance of bringing all parties on the journey with us, so that we are trusted to do what is needed to secure water supplies in the right way and that our customers support our actions. This directly aligns to our company vision “To earn the trust of our customers every day”.

This document details our Drought Communications Plan (DCP) which sets out the actions we will undertake prior to and during and following a drought event, how they will be escalated, how we would operate in an agile and targeted way in our communications to individual parties; both household and non-household customers, regulators, key stakeholders and the media.

Everything we propose builds on experiences and learning, including the drought of 2022, as well as periods of exceptionally high demand during 2018 and 2020, and follows guidance set by regulators and the Welsh Government Drought Liaison Group.

The actions detailed within this updated Drought Communications Plan (DCP) utilise new and emerging communication channels to reach differentiated audiences with engaging messages that provide timely, accurate and bilingual information, that both inform and encouraging our customers to support the actions we are taking to reduce the risk to water supply and the environment.

## 2. Strategy and approach

The Drought Communications Plan identifies six stages of activity, the five stages defined by our drought action zones, together with an additional stage following drought to confirm the ending of demand management measures (Stage 6).

For each stage information is related to specific audience, the type or severity of message, the channels/activity we use, the frequency of messages and the reach:

Stage 1 - General awareness	Stage 4 - Severe Drought
Stage 2 - Developing Drought	Stage 5 – Emergency
Stage 3 – Drought	Stage 6 - End of Drought

Drought Communications can be divided into two elements.

1. Planned activity undertaken each year for awareness– a national and regional Water Efficiency campaign is planned each year from the Spring through to the Summer to create enough general awareness of the importance of saving water across our supply area. We flex this campaign so that it can be ramped up or down, depending on the emerging supply and demand issues we experience.
2. Reactive activity dependant on drought severity – As a drought progresses, we will take a more targeted approach to communications whereby we deliver key messages, triggered in line with the water resource position as it emerges, within different locations at different times e.g.: the south-east of Wales could be in stage 1 but we could be supporting Pembrokeshire with stage 3.

In addition, even though we may have a good water resource position, spells of very hot and dry weather can cause very high customer demand, particularly in areas of tourism. In response, we will want to remind customers of the need to support the environment through

demand management. Although not a formal stage, we have included how we will communicate with customers during these events.

## 2.1. Audience

Table 1 summarises the key audiences and the media used to communicate with them in times of drought. We will communicate to all audiences across the spectrum in an honest and transparent way, explaining why it is important and in the context of each role the audience has. This should never appear to be a ‘tell and do’ strategy and will not only provide comprehensive information but will also signpost to the most relevant and specific information to that audience.

The list of audience groups identified is not exhaustive or mandatory and will evolve and develop dependent on the condition of the developing drought situation.

<b>Audience</b>	<b>Media</b>
Our People	Source, business bulletins, CEO Call and Team talks
Our Customers - Domestic	Our website, our social media channels (Facebook, X and Instagram) organic posts, emails, text messages, local events, direct mail, water efficiency product offers. Paid for radio and press advertisements. Paid digital activity on social media (Facebook)
Our Customers – Domestic Vulnerable, Priority Service and identified as additional needs	Our most vulnerable customers have a more tailored service usually through text messaging, direct mail, emails and some with calls. There is also a halo effect achieved through the advertising to domestic customers as above.
Our Customers - Business	Our website, our social media channels (Mainly through LinkedIn but also can reach through Facebook) organic posts, emails, text messages, local events, direct mail. There is also a halo effect achieved through the advertising to domestic customers as above.
Media	Proactive and reactive press statements; organising media interviews with senior managers; provision of media packages for use by media and online.
Welsh Gvt / Drought Liaison Group	Phone calls, emails, meeting collaboratively.
NRW	Phone calls, emails, meeting collaboratively.
Ofwat	Phone calls, emails, meeting collaboratively
Public Health Wales	Phone calls, emails, meeting collaboratively.
CCW	Phone calls, emails, meeting collaboratively.
Water UK	Phone calls, emails, meeting collaboratively.
Environment Agency	Phone calls, emails, meeting collaboratively.
DEFRA	Phone calls, emails, meeting collaboratively.
NAVs	Phone calls, emails, meeting collaboratively.
MPs	Phone calls, emails, meeting collaboratively.
MSs	Phone calls, emails, meeting collaboratively.
Local authorities	Phone calls, emails, meeting collaboratively.
Local Resilience Forums	Phone calls, emails, meeting collaboratively.
Environmental Groups	Phone calls, emails, meeting collaboratively.
Other water companies	Phone calls, emails, meeting collaboratively.

*Table 1 - Ways to communicate with various audiences*

## 2.2. Working in Partnership

Partnership working is a key part of the communications plan, and we work closely across all departments within DCWW, external partners, stakeholders, media and regulatory bodies (via the Welsh Government’s Drought Liaison Group). This not only helps us to amplify our reach but also to make use of best practice and consistency of message and to build on tried and tested methods to ensure effectiveness. Table 2, below, is a list of some of those organisations we work closely with.

<b>Partner Organisations</b>
Welsh Government / Drought Liaison Group inc Comms sub committee
Natural Resources Wales and Environment Agency
Ofwat
Other water companies
New Appointments and Variations (NAVs)
Public Health Wales
CCW
Water UK
MPs and MSs
IEAP
Local authorities
Town Councils
Local Resilience Forums
Environmental Groups
Community Groups on Social media
Business Groups (IOD, Chambers of Commerce, FSB)
NFU, FUW
Larger businesses/consumers of water
Welsh Water Commercial team
PSR partners inc NEST, Warm Wales, MIND, Pobl, Housing Associations etc

*Table 2 – List of partner organisations that we work closely with*

### 2.2.1. Drought Liaison Group

We provide fortnightly sit-reps to the Drought Liaison Group during the year, attended by the Head of Strategic Communications. This includes flagging any issues which may need escalating including current curve status against designated trigger points. The Drought Liaison Group, chaired by the Welsh Government, is the main platform for communication and information sharing between DCWW and all partners. As the Group consists of water companies (DCWW and Hafren Dyfrdwy), Natural Resources Wales, the Met Office and other partners such as agricultural unions, it will be the ideal forum for close collaboration.

Following certain trigger points being hit, the Communications sub-group then will meet, attended by the Head of Stakeholder and PR (representing the key partners from the main group) to agree a comms plan that will then report back into the main Drought Liaison Group.

### 2.2.2. Community engagement

Our Education Team works with schools all year round – reaching around 80,000 pupils annually - to share a variety of water efficiency and environmental messages. During the drought of 2022, we introduced a bespoke schools engagement programme, using new and original resources available to support the campaign at the time. Should we escalate our activity in any areas, we would continue with this approach to partner with schools in the affected area to offer bespoke lesson plans and deliver key messages to both students and families.

Our Water Engineering Team during a drought will work closely with our Communications Team to run the water efficiency campaigns and provide access to free products to help promote the water efficiency messages to customers like free shower heads, hosepipe guns, tap aerators and water butts.

### 2.2.3. Data sharing

We will work with our regulators (NRW and EA) to understand the data and information that they would like to see within dry weather reporting as we encounter drought. We would not want to add extensive, frequent and onerous data reporting during times of drought, but we will work with NRW/EA to understand their data needs to aid collaboration. We envisage that this will be similar to that provided during the drought of 2022 when we provided information on reservoir storage in relation to drought triggers and output from our models regarding the timescales when we might meet trigger points. We would also provide information on customer demand for key zones and detail of customer communications. We anticipate that we will provide updates at monthly intervals in line with Wales Drought Liaison meetings as we near developing drought and every other week as we pass into this status in line with our drought forecasting. From experience, we do not see rapid change in forecast as dry weather progresses. Data would be sent via e-mail initially with meetings held as we move towards drought.

### 2.2.4. Partnership Alignment

In the development of our bilingual content and messaging, we look to align both the messages and the imagery where we can with CCW, Water UK, Waterwise and NRW. We'll also aim to make sure that where appropriate, the timing of the communications aligns with each stage of drought and that we share the content of partner organisations, encouraging them to also share ours so that we can use each other's audiences effectively and amplify our respective reach. Examples of some of these effective materials can be found here:

<https://trello.com/b/5SsboSND/drought-campaign-assets-messaging-and-tools> and  
<https://www.ceh.ac.uk/our-science/projects/radar>

These partners have also provided access to key piece of research which help inform our strategy. And we will work closely with NRW to ensure that our messaging compliments and supports, ensuring that there is clarity of messaging for the customer at all times.

### 2.2.5. New Appointments and Variations (NAVs)

Welsh Water would ensure that NAVs receive accurate communications material. We would notify NAVs before we apply for a drought order, in line with the standard WaterUK bulk supply agreement.

### 2.2.6. Private Water Supply Users

While the responsibility for direct support of private water supply users during a drought lies with Local Authorities, we have an important role in communicating the potential risks presented by sole reliance on private supplies and in encouraging greater planning for drought.

Our communication will be proactive and collaborative, working with the National Farmers Union, Farmers Union Wales, Local Authorities and other landowner organisations such as the Countryside Landowners Association to ensure a consistent message is shared. Our involvement in Wales Drought Liaison Group and Water Resources West provides us with an opportunity to advise on the water situation to private water users and we will continue to support this process.

### 2.2.7. Media

Working in partnership with the media is key to ensure that we are able to control the messaging, timing and reach. The media have a strong interest in stories around drought issues and hosepipe bans. We should expect close media scrutiny of our all our work and decisions around these issues,

from the UK media, Welsh media and regional and local media within Wales. It will be important for us to target all three sectors of the media with consistent messaging. UK media will be an important outlet as many who live in Wales don't engage with the Welsh media.

Also, as droughts usually occur during the periods when there is an influx of tourists into Wales, the UK media will be a useful asset to amplify our messaging to those who travel to Wales for their holidays. Local and regional media will be vital as a way of targeting messaging directly to those areas that will be dealing with a shortage of water.

Media interviews or press conferences would be organised for each major stage (as outlined in the table) during in the incident. Organising these media opportunities when a decisive statement is issued allows DCWW to exercise control over the narrative. It also gives reassurance to customers and stakeholders that the company has a firm grip on the incident. It will be important for senior members of the DCWW team to be visible and open to answering questions at specific junctures. DCWW will provide Welsh language interviews during this incident to Welsh language media outlets.

Strong positive images will be a way of framing DCWW's reaction to the incident as decisive, dynamic and controlled. The communication team will arrange photo and filming opportunities for the media, to show the scale and speed of the operation. These opportunities will be choreographed by the team with full walk-through reccies conducted beforehand.

#### 2.2.8. Other organisations

Lastly, we will work closely with other organisations not only to update them on progress but also to share our messaging and ensure that there are no contradictions with their own. Partner organisations provide a vital channel to be able to share our messages with differing audiences, as a result we work closely with organisations like Welsh Government, our Regulators, MOSL etc and also partners who exist across our retail function like Age Concern, NEST, Citizens Advice, Housing Associations etc. Stakeholder packs are prepared containing all of our key messages and draft text for use on social media, blogs and websites with a cover note request to help increase the reach of our messages by sharing with their own audiences.

### 2.3. Owned channels

Our website is a key channel for customers, during the 2022 drought we experienced a high increase in traffic through to both the home pages and specific drought pages. The web pages can help us signpost to more detailed information which can be tricky to get across in other forms of communication.

It also helps us to manage expectations of all audiences, through the year we update the website monthly with information on reservoir levels and storage levels across our network.

An example of this given below in Figure 1.

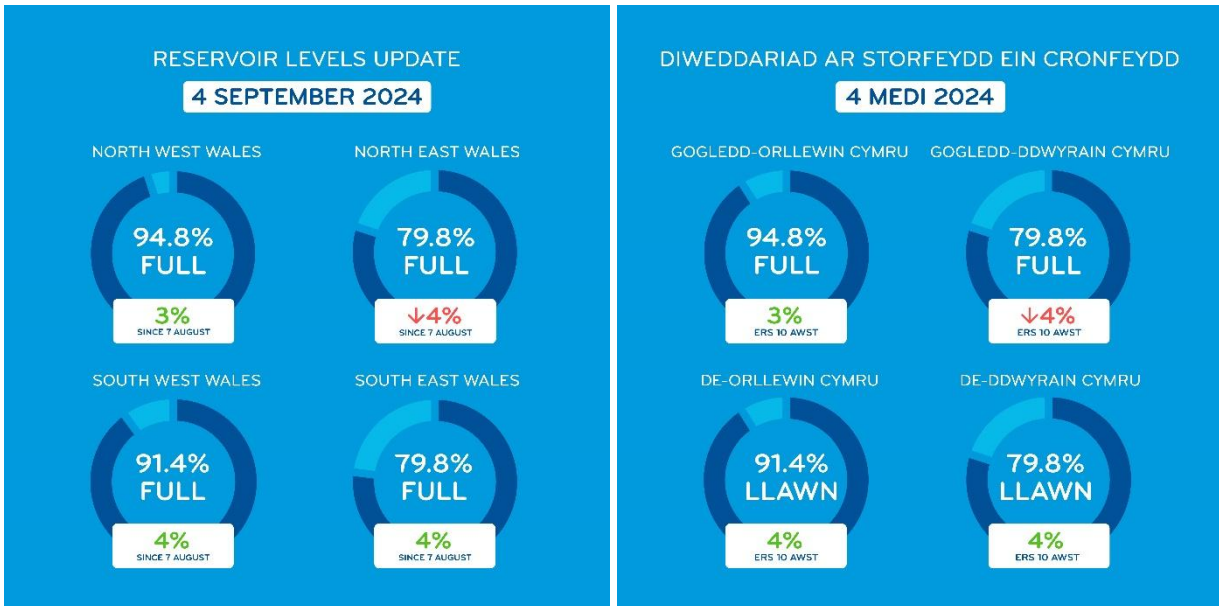


Figure 1 – Example of reservoir storage data available on our website

## 2.4. AMP8 plans and objectives around Water Efficiency

Customers should be able to rely on water being available whenever they need it both now and in the future. Our AMP8 Business Plans sets out some key objectives for both the resilience of our network and how we will work with customers to reduce overall water consumption.

As we move through AMP8 we will be updating customers on the investments we are making and the projects as they unfold, to demonstrate the work being done around Water resilience and efficiency ([www.dwrcymruplans.com](http://www.dwrcymruplans.com)).

Two key areas for communications are around the Cartref and Smart metering programmes.

### 2.4.1. Cartref

Our Cartref Scheme aims to identify and reduce leakage across our network and to work with customers to help reduce unnecessary use of water. This scheme provides a great opportunity through communications to highlight not only the work we are doing in this area but also to offer customers access to leaky loo repairs, free water saving products, the Get Water Fit app and free home water efficiency audits. As part of our planned activity through the year we will be supporting this scheme with communications.

### 2.4.2. Progressive metering

Our programme to upgrade and install water meters across Wales and parts of England starts in 2025 and will help our customers save water in their homes. We'll be upgrading old meters and installing new meters to help show customers how much water they use and make it quicker and easier to switch to metered billing, therefore aiming to save water, save customers money and keep as much water in the environment as possible. This programme will also help us identify leaks much quicker and we'll be keeping customers informed on the progress of this throughout the AMP and working closely with customers to reduce overall water consumption throughout the year.

## 3. Implementation Plan

The table below provides further detail around our Drought Communications Plan. Taking it each stage in turn, it contains information on the audience, outlining the channels and techniques for each

together with the messaging we would use to make customers aware of the prevailing conditions, potential water supply shortages and how they can work with us to preserve water, should these conditions continue.

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
1	<p><b>Awareness</b></p> <p>Weather is normal for time of year (spring), no concerns on supply or demand side but time of year requires the start messaging to customers to introduce the importance of saving water.</p>	All Customers	<p><b>Planned activity starts.</b></p> <ul style="list-style-type: none"> <li>- Organic social media posts (including reels and stories and newsfeed) on X (Twitter), Facebook and Instagram, promoting water efficiency messaging – with link to company website.</li> <li>- TV - Wales has a very well-defined linear TV region with ITV Wales and S4C, reach for all adults in Wales is high and this is a key channel to help deliver our messages.</li> <li>- Digital – This stage 1 TV ad will then be used through our own channels including social media, internal communications and on YouTube.</li> <li>- Radio, both digital and broadcast radio is used, fairly light weight at this stage to drip feed awareness messages in support of the TV.</li> <li>- Company website is updated, the water efficiency page - contains practical advice on ways customers can use water efficiently in the home and in the garden.</li> </ul>	<p>As a responsible company, we want to work with customers to protect our finite resource. We'll do this by raising awareness of the importance of saving water and offering reasons why it's important. This includes showing the work that we do over the spring/summer months and also outlining the things customers can do to change their water consumption habits.</p> <p>At stage 1 we offer general information and advice based around the proposition of 'Water's precious, please don't waste it'. And we start to introduce practical hints and tips including things like turning off the tap when you are brushing your teeth, switching to a shower instead of a bath or reusing water etc.</p> <p>Our Stage 1 TV advert provides very general advice on saving water, and stage 1 radio mirrors the voice over for the TV used above.</p> <p>We may also talk about the work we are doing to help reduce wastage like repairing leaks and preparing our teams for summer. And we'll ask customers to report any leaks to us so that we can send out teams quickly.</p> <p>Improved water efficiency also helps customers save money so we reinforce these messages, particularly through social media, encouraging customers to switch to a water meter and save water and reduce their bills if they are already measured.</p>	Partnership working starts even before we get to the awareness phase as we liaise closely with Welsh Gov/Drought Liaison Group to ensure regular updates on any supply/demand pressures and comms activity we are engaging in.

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
<b>Stage 2</b>	<p><b>Developing Drought</b></p> <p>We are experiencing dry conditions and the forecast is for warm, dry weather to continue.</p> <p>Water resources are starting to show signs of developing drought but only in some very localised areas.</p>	Customers (Domestic)	<p>Planned activity continues as above but we introduce a heavier weight campaign to include:</p> <p>TV – TV continues but we introduce a heavier weight to increase reach and frequency, ITV Wales and S4C is supplemented with digital VOD, Sky and Prime to allow us to reach Hereford and customers who watch TV on demand.</p> <p>Radio – linear and digital radio ads are delivered throughout Wales and Herefordshire increasing the weight and reach.</p> <p>Press releases - to be issued to relevant media. Target media will consist of print, broadcast and online to areas experiencing shortages. The media selected will depend on whether developing drought is on a local or regional level or is applicable to our entire operating area.</p> <p>Paid social media is introduced throughout Wales and Hereford on Facebook.</p> <p>Organic social media active including all messaging plus Water efficiency offers e.g. water butts for customers</p> <p>Digital activity typically includes YouTube delivering the TV ads to a more digital audience.</p> <p>Organised events - presence at such events (e.g. Royal Welsh Agricultural Show, National Eisteddfod) to promote water efficiency, planned in for July/August.</p> <p>Education Centres – lessons on water efficiency delivered at our education centres across Wales throughout the academic year and feed into the national curriculum.</p>	<p>At Stage 2 we move from the very general messaging approach and start to introduce messages about drier and warmer weather.</p> <p>We switch our TV and radio adverts to stage 2 to introduce drier conditions in visuals and a more urgent message.</p> <p>We also use cut down 10 second adverts on TV which provides customers with hints and tips of how they could help to reduce water wastage and therefore save water.</p> <p>In line with the current plan, communication messaging will adapt throughout the Drought Action Zone rather than immediately as the trigger is met. Therefore, messaging will become more direct and urgent in line with the changing supply and demand we see.</p> <p>For instance a lighter message may be:</p> <p>We are experiencing dry spells so our teams do all we can to fix leaks quickly, we ask for your help to save water where you can by turning off taps when you are brushing your teeth or swapping from a bath to a shower.</p> <p>A more direct message may be along the lines of:</p> <p>We are experiencing a prolonged dry period, and the forecast is dry, we are doing all we can to save water by fixing leaks quickly and moving water around where we can and now ask for your help to reduce the amount of water that you use.</p> <p>As we move closer to drought we will start to prepare customers for drought conditions and ask</p>	<p>Partnership working at this stage is particularly important as we seek to ensure that all partners, stakeholders are informed of developments, that all messaging to audiences is aligned where it can be and that we seek to ensure we amplify messages and engage at the appropriate times.</p> <p>Liaison between:</p> <p>Wales Drought Liaison Group.</p> <p>Set up Wales Drought Liaison Group comms group</p> <p>Attendance at National Drought Group</p> <p>CCW</p> <p>Plus partners indicated in section 2.1</p>

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>Link to page will be clearly visible on Welsh Water's homepage and will contain update on water resource situation. Crucially will also contain information on what customers can do to help conserve supplies. Will also contain relevant contact details should people have further queries.</p> <p>Billing call centre telephone message - recorded messages to explain to customers that we are experiencing a dry spell and ask customers to help us conserve supplies to help prevent the need to introduce restrictions.</p> <p><b>Reactive activity starts:</b></p> <p>Highly targeted paid social media is activated on Facebook and Instagram. Using the intelligence and data we are receiving from the business, we are able to talk directly to the audience with the greatest need. We create paid for ad campaigns talking directly to the audiences where we are seeing a reduction in supplies or where demand may be higher (particularly in school summer holidays as we see transient populations).</p> <p>As we move closer to the likelihood of Drought (Stage 3, Level 2) we will switch on more targeted digital radio to increase reach and frequency.</p> <p>And any national press releases are regionalised and issued locally.</p>	<p>for their help in trying to save water to prevent restrictions, for example:</p> <p>The drier conditions have meant that water resources are now low in some areas, and we need to do all we can to use what we need but save where we can.</p> <p>If situation does not improve, will need to look at introducing temporary use restrictions to help secure supplies until the situation improves.</p> <p>Where appropriate we'll look to align and share any partner messaging for example this provided by CCW as part of the Drought Hub:</p> <p><b>Headline:</b> Sadly, a bit of rain doesn't prevent a hosepipe ban 🚫🚫</p> <p><b>Explanation:</b> A few scattered winter and spring showers have done little to ease the threat of drought. <b>But you can.</b> Turn off your hosepipe, save water... and money!</p> <p><b>Call to action:</b> Learn how to help [this region] today.</p> <p>Introducing temporary use restrictions is a last resort and we can all play our part in helping to save water today.</p> <p>We would like to avoid this so are asking customers to work with us to help conserve water resources.</p> <p>We are playing our part by reducing leakage and increasing water treatment to keep up with demand but need customers to help by reducing demand and also reporting any leaks to us immediately.</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
				<p>Lots of useful hints and tips on our website and social media channels on ways to save water in home and garden</p> <p>Customers can order a water savers pack through our website to help conserve supplies in the area - <a href="http://www.dwrcymru.co.uk/en/My-Water/Water-Efficiency.aspx">www.dwrcymru.co.uk/en/My-Water/Water-Efficiency.aspx</a></p> <p><b>Reactive</b></p> <p>Messaging is developed relevant to the severity of the problems we are experiencing and in line with the examples above. And we talk directly to a region, for example:</p> <p>Hey Wrexham!</p> <p>We are experiencing prolonged dry periods, and the forecast is dry, we are doing all we can to save water by fixing leaks quickly and moving water around where we can and now ask for your help to reduce the amount of water that you use.</p>	
		<p>Customers (Domestic) Vulnerable/Priority Services</p>	<p>During this phase and as we move closer to the likelihood of Drought, we will segment our data to establish a data set for our PSR1/2/3 customers in the affected area.</p> <p>This will allow us to communicate directly with them, depending on whether they are PSR1/2/3 customers will determine the level and type of support and engagement they receive from us.</p> <p>Email, text messaging, website, partnership working to help deliver local messages.</p> <p>Early engagement with this audience is key and we look to ensure that they receive early</p>	<p>We'll segment the data to make sure that the information they are receiving is right for them and their needs. For instance, messages differ with regards to their water use and requirements and the service we provide, such as PS1 and PS2 categories where additional water is used to support a medical condition – stoma bag, OCD, Cancer treatment, Dialysis etc.</p> <p>Customers will be provided with detailed information preparing them for what may happen as we move into Drought, what the exemptions will mean and how we will liaise with them moving</p>	<p>Full list of partners included in our Vulnerability Strategy</p>

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			notifications of tailored information before the wider customer base.	forward. We'll also direct to the website for more information for those who are digital enabled.	
		Customers (business)	<p>We liaise with our colleagues who manage businesses and provide materials for them to share with respective businesses about water efficiency. This includes a tailored copy of the stakeholder pack.</p> <p>Leaflets and letters are sent to Caravan parks, farms and Golf clubs.</p> <p>Retailers would be notified at the same time as the general external communications material being sent out more widely by the company to customers. Welsh Water's business customers would also be issued communications including our email newsletter and social media posts, with the material targeted at a specific area if needed.</p> <p>We would also issue communications materials that could be shared by our partners, ensuring consistent and accurate messaging.</p>	<p>Messaging at this stage is general asking for help to save water and to help share our messages with their own audiences.</p> <p>Caravan parks are asked to display leaflets and posters for their customers, highlighting the importance of saving water.</p> <p>Golf clubs and farmers are contacted as things get more extreme to ask for their help with peak demand, they can help by watering fields and grass away from early mornings or evening times when demand is lowest e.g. night time.</p>	
		Internal	<p>Generally, to all colleagues:</p> <p>Our TV adverts are played out internally on our own intranet (Source) and through our weekly newsletter (Friday Fix), reflecting stage 2.</p> <p>To Retail colleagues:</p> <p>All retail colleagues receive an updated Q&amp;A document and an outline of the communications plan</p>	<p>Messages are reflected internally to over 3,600 colleagues and we announce to the business that we are live on communication channels externally. And we ask all colleagues to share messages with their colleagues/friends and families.</p>	
		Stakeholders	<p>Face to face meetings – form part of structured stakeholder engagement programme and provide an opportunity to update on steps we take to promote water efficiency.</p>	<p>Stakeholder packs are provided containing examples of messaging for use on social media or in blogs and all recipients are encouraged to share with their respective audiences, helping to</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>Recognising that Natural Resources Wales may have requirements to step up messaging to protect the environment we work closely with them to ensure that we can help amplify their messages but at the same time we are able to separate it from the impact directly to our customers.</p> <p>This is most relevant in zones where we have large water resource surpluses compared with customer demand. However, environmental needs may be high.</p>	<p>amplify our reach and help to target harder to reach audiences.</p> <p>Weather has been drier than normal therefore reservoir levels and supplies aren't as high as we would expect for time of year, either in a media specific area, water resource zone or across operating area.</p> <p>If situation does not improve, will need to look at introducing temporary use restrictions to help secure supplies until the situation improves.</p> <p>Introducing temporary use restrictions is a last resort. We would like to avoid this so are asking customers to work with us to help conserve water resources.</p> <p>We are playing our part by increasing amount of water being treated to keep up with demand and also increasing leakage detection activity. Need customers to play their part by reducing consumption and also reporting any leaks to us as soon as they spot them.</p> <p>Please help us in communicate information about the situation and the possible introduction of temporary use restrictions.</p>	
<b>Stage 3</b>	<b>Drought / temporary Use Ban</b>	<p>Customers (Domestic)</p> <p>Other water users</p>	<p><b>Planned</b></p> <p>National TV, radio, social media, digital all continue with second stage creative showing drier conditions and mention of prolonged dry periods.</p> <p><b>Reactive</b></p> <p>Targeted drought areas (or national if required)</p>	<p>Due to very recent dry weather, water resources are lower than we would expect for time of year</p> <p>We had hoped that by doing our bit and by asking customers helping save water that we would have been able to see the dry spell through without any restrictions on supplies. This unfortunately isn't looking likely.</p>	<p>At this stage there is frequent communication between partners to manage the communications to all audiences:</p> <p>Wales Drought Liaison Group.</p>

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>In areas where the TUB/ban is in force the content including TV and radio is switched to talk about the Temporary Use ban and point people to our website for more information.</p> <p>Channels where we can be highly targeted including digital TV, radio (linear and digital), social media and programmatic all carry the ban creative.</p> <p>Letters to customers – where a water resource issue is relevant to a confined area in our operating region, letters will be issued advising of this and asking customers to help conserve water by using it wisely.</p> <p>In areas where we may see high influx of tourists, we use GPS digital targeting to be able to target visitors who may not be Welsh Water customers but entering the area due to tourism. It's possible that these other water company customers will not be as warm to the messaging as usual Welsh water customers so we'll use channels such as GPS to ensure we can reach them effectively with key information.</p> <p>Outdoor poster sites (Out of Home or OOH) to be used in high footfall areas, where these do not exist in the quantities needed, we will bring in free standing digital poster sites, working with the local council to identify and position in high footfall areas.</p> <p>Press ads to feature in local/regional papers to carry notice of the Ban. These also to feature in London Papers.</p>	<p>To protect supplies we are in the process of consulting on introducing temporary use restrictions. You can have your say on these by contacting us.</p> <p>Plus (if applicable)</p> <p>To protect supplies, we have now introduced temporary use restrictions. These are essential to ensure supplies are maintained to customers in the area.</p> <p>We will continue to do our bit to keep supplies flowing by treating enough water and through the increased leakage detection programme.</p> <p>It's essential that customers play their part also by continuing to look at ways they can reduce consumption so that together we can help minimise the risk of any further restrictions to supplies.</p> <p>Radio, social media and digital channels carry information on switching a hosepipe to a watering can and use what you need but please be mindful of water being wasted and we ask that you work with us to reduce consumption until the ban is lifted.</p> <p>If customers notice any case of water being wasted in their area unnecessarily, we urge them to contact us immediately with details.</p> <p>Customers are also provided with detailed information on usage restrictions, what that means for them and what they can do to help ensure that no further restrictions are necessary</p>	<p>Wales Drought Liaison Group Dedicated Comms Group</p> <p>Attendance at National Drought Group</p> <p>Water Resources West</p> <p>Market operator Services Ltd (MOSL)</p> <p>CCW</p>

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>Website – Alert messages triggered on the home page of our website and banners used to ensure that messaging is clear on key pages/high traffic areas.</p> <p>Welsh Water spokesperson film clips – will be broadcast on company website and through social media channels</p> <p>Press Releases – working with key media outlets we'll provide national and regional/local announcements, that the Ban is now in force in the local area, or national if required.</p> <p>Media interviews with senior managers – would proactively approach relevant media to try and secure TV and radio interviews with main news programmes. Also issue out own interviews with senior managers via social media channels and also to relevant news outlets.</p> <p>Presence at organised events e.g. Royal Welsh Agricultural Show, National Eisteddfod are supplemented by attendance at local shows and/or roadshow in local town centres or areas of high footfall providing outreach opportunities to talk directly to customers and answer any questions they have.</p> <p>Water efficiency lessons at Welsh Water's Education Centres continue.</p> <p>Billing call centre telephone messages are updated to introduce information on the restrictions.</p>		
		Customers (Domestic)	Early communication with this audience is key to make sure that they have timely and well informed	We'll segment the data to make sure that the information they are receiving is right for them and	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
		Vulnerable/Priority Services	<p>communications through letter, email and text messaging.</p> <p>We will segment our data to establish a data set for our PSR1/2/3 customers in the affected area.</p> <p>This will allow us to communicate directly with them, depending on whether they are PSR1/2/3 customers will determine the level and type of support and engagement they receive from us.</p> <p>The most vulnerable of our PSR 1 customers are more likely to have calls or personal contact via our specialist advisors.</p> <p>Letters, emails, text messaging, website updates, partnership working with our designated partners and community groups helps deliver local messages.</p>	<p>their needs. For instance, messages differ with regards to their water use and requirements and the service we provide, such as PS1 and PS2 categories where additional water is used to support a medical condition – stoma bag, OCD, Cancer treatment, Dialysis etc.</p> <p>Customers will be provided with detailed information preparing them for what may happen what the exemptions will mean and how we will liaise with them moving forward.</p> <p>We'll reassure customers, particularly those on PSR1 that they may use all of the water that they need but please don't waste it. It's particularly important that customers who need access to water eg: dialysis patients, know the restrictions don't mean that their access is restricted.</p> <p>We'll also direct to the website for more information for those who are digital enabled.</p>	
		Customers (Business)	<p>Trade media updated on the new restrictions, statements issued.</p> <p>Businesses located in the area with ban restrictions are updated with information on what the ban means for them.</p> <p>This can be with the use of letters and email.</p>	<p>At this stage restrictions are introduced for domestic customers and businesses are kept informed on what the ban may mean for them.</p>	
		Internal	<p>Generally, to all colleagues:</p> <p>All colleagues updated via email from the Chief executive that we have now entered into Drought conditions.</p> <p>This is supported with information in Source and Friday Fix, and our 'Hot Topics' area is updated with all key messaging and Q&amp;As.</p>	<p>All above messaging remains consistent but with a call to help us share messaging with Friends, family, colleagues and partners/suppliers.</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>Our TV adverts are played out internally on our own intranet (Source) and through our weekly newsletter (Friday Fix).</p> <p>To Retail colleagues:</p> <p>All retail colleagues receive an updated Q&amp;A document and an outline of the communications plan.</p>		
		Stakeholders	<p>Stakeholder notes issued announcing the TUB/ban is in place and asking for their support to share information.</p> <p>These are followed up with regular calls and briefings to update on the situation.</p> <p>Face to face meetings – form part of structured stakeholder engagement programme and provide an opportunity to update on steps we take to promote water efficiency.</p> <p>Updated stakeholder pack includes information on the restrictions and key messages for social media and a request to help share messages widely.</p>	<p>Due to very recent dry weather, water resources are lower than we would expect for time of year</p> <p>We had hoped that by doing our bit and by asking customers to do their part to help save water that we would have been able to see the dry spell through without any restrictions on supplies. This unfortunately isn't looking likely.</p> <p>And when appropriate:</p> <p>To help ensure we preserve supplies during this dry spell, we have now introduced temporary use restrictions. These are essential to ensure supplies are maintained to customers in the area.</p> <p>We will continue to do our bit to keep supplies flowing by treating enough water and also through the increased leakage detection programme. It's essential that customers continue to help by reducing consumption so that together we can help minimise the risk of any further restrictions to supplies.</p> <p>If you notice any cases of water being wasted in the area unnecessarily, please contact us immediately with details.</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
				Please help us in promoting our water efficiency messaging.	
<b>Stage 4</b>	<b>Severe Drought</b>	Customers (Domestic) Other water users	<p><b>Planned</b> National TV, radio, social media, digital all continue with second stage creative showing drier conditions and mention of prolonged dry periods.</p> <p><b>Reactive</b> Targeted drought areas (or national if required) As above all of these channels continue, messaging tailored to appropriate level of restrictions (see next column) Channels where we can be highly targeted including digital TV, radio (linear and digital), social media and programmatic all continue to carry the ban creative. Letters to customers – where a water resource issue is relevant to a confined area in our operating region, letters will be issued advising of this and asking customers to help conserve water by using it wisely and detailed information presented to the customer so that they understand how they should behave with water. In areas where we may see high influx of tourists, we use GPS digital targeting to be able to target visitors who may not be Welsh Water customers but entering the area due to tourism. It's possible that these other water company customers will not be as warm to the messaging as usual Welsh Water customers so we'll use channels such as GPS to ensure we can reach them effectively with key information.</p>	<p>Water resources are exceptionally low, and we will need to take additional measures be able to sustain supplies to all users.</p> <p>In areas where the TUB/ban is in force the content including TV and radio continues to talk about the Temporary Use ban and point people to our website for more information. If required, the content to be tailored to reflect the fact that restrictions have been increased and signpost to the website for more information.</p> <p>Non-essential use restrictions will be implemented. This is a last resort but essential if we are going to conserve supplies for customers. Details of these added restrictions to be placed on the website and content used in all channels to direct customers here.</p> <p>Temporary use restrictions remain in place. We thank customers for observing these and ask they continue to work with us to protect supplies.</p> <p>Supply side and demand side drought permits / orders are in place.</p> <p>Ask that customers continue to work with us to help protect supplies.</p>	<p>Partners include: Wales Drought Liaison Group. Wales Drought Liaison Group Dedicated Comms Group Attendance at National Drought Group Water Resources West MOSL Local Resilience Forum CCW</p>

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>Outdoor poster sites (Out of Home or OOH) to be used in high footfall areas, where these do not exist in the quantities needed, we will bring in free standing digital poster sites, working with the local council to identify and position in high footfall areas.</p> <p>Press ads to feature in local/regional papers to carry notice of the Ban. These also to feature in the London Gazette.</p> <p>Website – Alert messages triggered on the home page of our website and banners used to ensure that messaging is clear on key pages/high traffic areas.</p> <p>Welsh Water spokesperson film clips – will be broadcast on company website and through social media channels</p> <p>Press Releases – working with key media outlets we'll provide national and regional/local announcements, that the Ban is now in force in the local area, or national if required.</p> <p>Media interviews with senior managers – would proactively approach relevant media to try and secure TV and radio interviews with main news programmes. Also issue out own interviews with senior managers via social media channels and also to relevant news outlets. These would be used to make the details of the restrictions clear to all audiences.</p> <p>Presence at organised events e.g. Royal Welsh Agricultural Show, National Eisteddfod are supplemented by attendance at local shows and/or roadshow in local town centres or areas of</p>		

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>high footfall providing outreach opportunities to talk directly to customers and answer any questions they have.</p> <p>Water efficiency lessons at Welsh Water's Education Centres continue.</p> <p>Billing call centre telephone messages are updated to introduce information on the restrictions.</p>		
		<p>Customers (Domestic) Vulnerable/Priority Services</p>	<p>Early communication with this audience is key to make sure that they have timely and well informed communications through letter, email and text messaging.</p> <p>We will segment our data to establish a data set for our PSR1/2/3 customers in the affected area.</p> <p>This will allow us to communicate directly with them, depending on whether they are PSR1/2/3 customers will determine the level and type of support and engagement they receive from us.</p> <p>The most vulnerable of our PSR 1 customers are more likely to have calls or personal contact via our specialist advisors.</p> <p>Letters, emails, text messaging, website updates, partnership working with our designated partners and community groups helps deliver local messages.</p>	<p>We'll segment the data to make sure that the information they are receiving is right for them and their needs. For instance, messages differ with regards to their water use and requirements and the service we provide, such as PS1 and PS2 categories where additional water is used to support a medical condition – stoma bag, OCD, Cancer treatment, Dialysis etc.</p> <p>Customers will be provided with detailed information preparing them for what may happen what the exemptions will mean and how we will liaise with them moving forward.</p> <p>We'll reassure customers, particularly those on PSR1 that they may use all of the water that they need but please don't waste it. It's particularly important that customers who need access to water eg: dialysis patients, know the restrictions don't mean that their access is restricted.</p> <p>We'll also direct to the website for more information for those who are digital enabled.</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
		Customers (Business)	<p>Direct Mail, emails and targeted social media (targeted to business audience e.g.: Facebook targeted and LinkedIn).</p> <p>Out of Home to be utilised where necessary in industrial areas, use of train station advertising and bus stop ads in business districts to be considered.</p>	<p>As restrictions increase more of the messaging will become relevant to the business audience.</p> <p>Messaging will be tailored to include detail on which businesses are affected and in which ways. And how they should continue with their operations:</p> <p>E.g. car washes may be required to close, watering of plants on premises may cease etc.</p>	
		Internal	<p>Generally, to all colleagues:</p> <p>All colleagues updated via email from the Chief executive that we have now entered into Severe Drought conditions.</p> <p>This is supported with information in Source and Friday Fix, and our 'Hot Topics' area is updated with all key messaging and Q&amp;As.</p> <p>Our TV adverts are played out internally on our own intranet (Source) and through our weekly newsletter (Friday Fix).</p> <p>To Retail colleagues:</p> <p>All retail colleagues receive an updated Q&amp;A document and an outline of the communications plan.</p>	<p>All above messaging remains consistent but with a call to help us share messaging with Friends, family, colleagues and partners/suppliers.</p>	
		Stakeholders	<p>Stakeholder notes issued reminding that the TUB/ban is in place and updating to ensure all stakeholders know about any added restrictions and asking for their support to share information.</p>	<p>Water resources are exceptionally low and unlikely we will be able to sustain supplies to all users in the short term.</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>These are followed up with regular calls and briefings to update on the situation.</p> <p>Face to face meetings – form part of structured stakeholder engagement programme and provide an opportunity to update on steps we take to promote water efficiency.</p> <p>Updated stakeholder pack includes information on the restrictions and key messages for social media and a request to help share messages widely.</p>	<p>Non-essential use restrictions will be implemented. This is a last resort but essential if going to conserve supplies for customers.</p> <p>Temporary use restrictions remain in place. We thank customers for observing these and ask they continue to work with us to protect supplies.</p> <p>Details of these added restrictions to be placed on the website and content used in all channels to direct customers here.</p> <p>Drought permits / orders are in place.</p> <p>Ask that customers continue to work with us to help protect supplies.</p> <p>Please help us in promoting our water efficiency messaging.</p>	
<b>Stage 5</b>	<b>Emergency Measures</b>	<p>Customers (Domestic)</p> <p>Other water users</p>	<p>Emergency measure activities will be fully coordinated with external party activities through the Drought Liaison Group and Local Resilience Forum's as needed.</p> <p>We'd expect national level of interest so would need to be highly reactive to the situation as it arises, and the plan allows for this level of flexibility.</p> <p>The stage triggers a specific contact centre team to deal with added enquiries from customers. Whilst we didn't see a huge increase in contact from the Drought of 2022, we would anticipate higher volumes from this level of restriction.</p> <p>All of stage 4 channels to be utilised but information and severity of the message changes (see next column:</p>	<p>Despite ours and our customers' best efforts, water resources have continued to fall.</p> <p>They have now reached levels where it is impossible to maintain a regular supply to customers therefore emergency measures need to be implemented.</p> <p>This could include the use of standpipes and timed cuts to water supplies or widespread pressure management whilst fully taking into account the potential impact on water quality within specific areas of our water supply network.</p> <p>This is a last resort however is essential to ensure there is enough water to protect public health.</p> <p>We are ensuring that provisions are being made for people registered with additional needs.</p>	<p>Partners include:</p> <p>Wales Drought Liaison Group.</p> <p>Wales Drought Liaison Group Dedicated Comms Group</p> <p>Attendance at National Drought Group</p> <p>Water Resources West</p> <p>MOSL</p> <p>Local Resilience Forum</p>

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>Targeted areas (or national if required)</p> <p>As above all of these channels continue, messaging tailored to appropriate level of restrictions (see next column)</p> <p>Channels where we can be highly targeted including digital TV, radio (linear and digital), social media and programmatic all continue to carry the ban creative.</p> <p>Letters to customers – where a water resource issue is relevant to a confined area in our operating region, letters will be issued advising of this and asking customers to help conserve water by using it wisely and detailed information presented to the customer so that they understand how they should behave with water.</p> <p>In areas where we may see high influx of tourists, we use GPS digital targeting to be able to target visitors who may not be Welsh Water customers but entering the area due to tourism. It's possible that these other water company customers will not be as warm to the messaging as usual Welsh water customers so we'll use channels such as GPS to ensure we can reach them effectively with key information.</p> <p>Outdoor poster sites (Out of Home or OOH) to be used in high footfall areas, where these do not exist in the quantities needed, we will bring in free standing digital poster sites, working with the local council to identify and position in high footfall areas.</p>		

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>Press ads to feature in local/regional papers to carry notice of the Ban. These also to feature in London Gazette.</p> <p>Website – Alert messages triggered on the home page of our website and banners used to ensure that messaging is clear on key pages/high traffic areas.</p> <p>Welsh Water spokesperson film clips – will be broadcast on company website and through social media channels</p> <p>Press Releases – working with key media outlets we'll provide national and regional/local announcements, that the Ban is now in force in the local area, or national if required.</p> <p>Media interviews with senior managers – would proactively approach relevant media to try and secure TV and radio interviews with main news programmes. Also issue out own interviews with senior managers via social media channels and also to relevant news outlets. These would be used to make the details of the restrictions clear to all audiences.</p> <p>Presence at organised events e.g. Royal Welsh Agricultural Show, National Eisteddfod are supplemented by attendance at local shows and/or roadshow in local town centres or areas of high footfall providing outreach opportunities to talk directly to customers and answer any questions they have.</p> <p>Water efficiency lessons at Welsh Water's Education Centres continue.</p>		

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>Billing call centre telephone messages are updated to introduce information on the restrictions.</p>		
		<p>Customers (Domestic) Vulnerable/Priority Services</p>	<p>Early communication with this audience is key to make sure that they have timely and well informed communications through letter, email and text messaging.</p> <p>We will segment our data to establish a data set for our PSR1/2/3 customers in the affected area.</p> <p>This will allow us to communicate directly with them, depending on whether they are PSR1/2/3 customers will determine the level and type of support and engagement they receive from us.</p> <p>The most vulnerable of our PSR 1 customers are more likely to have calls or personal contact via our specialist advisors.</p> <p>Letters, emails, text messaging, website updates, partnership working with our designated partners and community groups helps deliver local messages.</p>	<p>We'll segment the data to make sure that the information they are receiving is right for them and their needs. For instance, messages differ with regards to their water use and requirements and the service we provide, such as PS1 and PS2 categories where additional water is used to support a medical condition – stoma bag, OCD, Cancer treatment, Dialysis etc.</p> <p>Customers will be provided with detailed information preparing them for what may happen what the exemptions will mean and how we will liaise with them moving forward.</p> <p>We'll reassure customers, particularly those on PSR1 that they may use all of the water that they need but please don't waste it. It's particularly important that customers who need access to water eg: dialysis patients, know the restrictions don't mean that their access is restricted.</p> <p>We'll also direct to the website for more information for those who are digital enabled.</p>	
		<p>Customers (Business)</p>	<p>Direct Mail, emails and targeted social media (targeted to business audience e.g.: Facebook targeted and LinkedIn).</p>	<p>As restrictions increase more of the messaging will become relevant to the business audience.</p> <p>Messaging will be tailored to include detail on which businesses are affected and in which ways.</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			Out of Home to be utilised where necessary in industrial areas, use of train station advertising and bus stop ads in business districts to be considered.	And how they should continue with their operations: E.g. car washes may be required to close, watering of plants on premises may cease etc.	
		Internal	<p>Generally, to all colleagues:</p> <p>All colleagues updated via email from the Chief Executive that we have now entered into Emergency Measures.</p> <p>This is supported with information in Source and Friday Fix, and our 'Hot Topics' area is updated with all key messaging and Q&amp;As.</p> <p>Our TV adverts are played out internally on our own intranet (Source) and through our weekly newsletter (Friday Fix).</p> <p>To Retail colleagues:</p> <p>A dedicated team of individuals are identified and refresher training is provided.</p> <p>All individuals, led by a Team Manager receive an updated Q&amp;A document and an outline of the communications plan.</p>	All above messaging remains consistent but with a call to help us share messaging with Friends, family, colleagues and partners/suppliers.	
		Stakeholders	<p>Stakeholder notes issued announcing Special Measures and what that means, ensuring all stakeholders know about any added restrictions and asking for their support to share information.</p> <p>These are followed up with regular calls and briefings to update on the situation.</p>	<p>Despite ours and our customer's best efforts, water resources have continued to fall.</p> <p>They have now reached levels where it is impossible to maintain a regular supply to customers therefore emergency measures need to be implemented</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
			<p>Face to face meetings – form part of structured stakeholder engagement programme and provide an opportunity to update on steps we take to promote water efficiency.</p> <p>Updated stakeholder pack includes information on the restrictions and key messages for social media and a request to help share messages widely.</p>	<p>This will include the use of standpipes and timed cuts to water supplies or pressure management</p> <p>This is a last resort however is essential to ensure there is enough water to protect public health</p> <p>We are ensuring that provisions are being made for people registered with additional needs.</p>	
<b>Stage 6</b>	<b>End of restrictions/ measures</b>	Customers (Domestic) Other water users	<p>Care is needed to avoid confusion between the actions required within each water resource zone. All TV and radio advertising activity ceases when all zones reach this stage.</p> <p>However, on a zonal basis our Social media will be dialled down and when no confusion will be caused, our messaging will switch to announce end of restrictions and thank all customers for their support through the recent difficult period and a reminder to continue with good habits to save water where we can.</p> <p>Website updated to announce end of restrictions.</p> <p>Media updated to confirm end of restrictions and a shot out to thank all customers.</p> <p>Press ads to announce end of restrictions.</p> <p>Billing call centre messages / recorded messages updated.</p>	<p>By working together during exceptionally challenging weather conditions, we are able to announce that the area is now out of drought conditions.</p> <p>Therefore, able to lift temporary restrictions which have been put in place.</p> <p>Would like to thank customers for their cooperation during the drought and appreciate the inconvenience that they have been faced.</p> <p>Although area is out of drought, remind everyone of the need to always use water wisely to ensure supplies have time to fully recover.</p> <p>Also a reminder it's always important for everyone to be considerate of not wasting water at any time of the year.</p> <p>Advise that a review of the drought is being undertaken (details below) and that findings and any recommendations will be made available for inspection (within a defined period of time).</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
		Customers (Domestic) Vulnerable/Priority Services	At this stage we will be able to send similar messaging to all PSR customers but still recognising that early engagement before general messaging is still key.	Messaging from domestic customers approach is used with an added reminder to use all the water they need but please don't waste it.	
		Customers (Business)	Using channels as per domestic customers to announce end of restrictions	As above for domestic customers	
		Internal	All internal channels (Intranet, newsletter etc) updated to inform end of restrictions and importantly we issue thanks to all colleagues for their support.	As above	
		Stakeholders	<p>Emails to update all stakeholders on end of restrictions.</p> <p>Face to face meetings if required.</p>	<p>By working together during exceptionally challenging weather conditions, able to announce that the area is now out of drought conditions.</p> <p>Therefore able to lift temporary restrictions which have been put in place.</p> <p>Advise we are undertaking full review of the drought (details below) to identify cause and any recommendations to mitigate risk in future.</p> <p>Findings will be available (within defined period of time) and happy to offer full briefing at convenient time.</p> <p>Are grateful to customers for their cooperation during the drought and appreciate the inconvenience that they have faced.</p>	

Stage	Situation	Audience	Communications Channels/Techniques	Key Messages	Comms Liaison partnering
				<p>Although area is out of drought, remind everyone of the need to always use water wisely to ensure supplies have time to fully recover.</p> <p>Also, reminder it's always important for everyone to be considerate of not wasting water at any time of the year.</p> <p>By working together during exceptionally challenging weather conditions, able to announce that the area is now out of drought conditions.</p> <p>Therefore, able to lift temporary restrictions which have been put in place.</p> <p>Would like to thank customers for their cooperation during the drought and appreciate the inconvenience that they have faced.</p>	

*Table 1: Levels of messaging at each stage of a drought*