

Shape your water future.

Partner Pack Version 1.1



Introduction

Every five years, using feedback we've received from customers, two plans are developed. One is our five year business plan (PR19) which looks at the services we deliver to customers. The other is our Water Resources Management Plan (WRMP) which looks at how we ensure there is enough water in the future.

We constantly engage with customers, and we have specifically sought feedback to help us develop our five year Business Plan and WRMP. This has already shaped our plans and from 19 February to 29 April, we'll be speaking to customers through events, surveys and our online tool to receive further input to refine our plans.

With your help, we can reach even more customers, giving as many people as possible the chance to have a say in their water future.

The marketing assets contained in this document allow you to encourage our customers to have their say.



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1.1 About us

We have 15 million customers, making us the largest water and wastewater service provider in the UK, covering London and the Thames Valley. Here are just some of the things we do.



Provide clean and safe water for all of our customers' daily needs, from taking a shower to having a cuppa.

Maintain and upgrade our sites, pipes and equipment, ensuring we are prepared for the future.



Take away wastewater, treat it and either return it safely to the environment or use it to create renewable energy.

Last year, we generated enough energy to power



86,000 homes.

We're ready to take calls, emails, tweets or Facebook posts from our customers at any time of the day, no matter what the problem is.



Carry out, on average, 400,000 quality checks on our water each year - we're really proud that we passed

99.96%

of the tests we carried out last year.

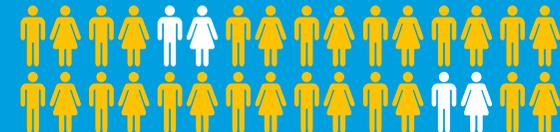
We have some beautiful sites, which the public can visit and enjoy for free.



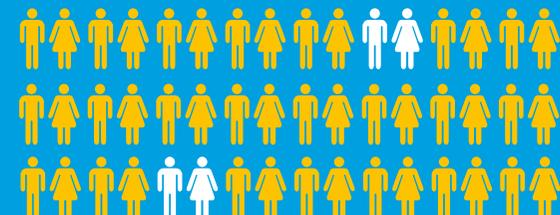
Each year we speak to, and educate, around

20,000

children about water, wastewater and the environment.



Work with local communities to protect and help some of our most vulnerable customers.



2.1 Share your opinion



Try our online interactive tool

It's really easy to use

thameswater.co.uk/mywaterfuture



Complete our online survey

Answer our multiple choice survey online

haveyoursay.thameswater.co.uk/engagement/5-year-plan-from-2020/



Come talk to us

See our website for dates and venues

thameswater.co.uk/yourwaterfuture

Listening and acting on feedback is really important to us.
It drives what we do on a daily basis.

There are lots of ways for you to have your say, including those shown above. Help us shape our plans.

2.2 Interactive tool

We've created an online tool that allows customers to shape their water future.

The online tool addresses eight key areas:

- River pollution
- No water
- Leakages
- Drought
- Sewage flooding
- Social tariff
- Wet weather resilience
- Water quality – lead pipes

For example, if a customer would like to see more or less done to prevent leaks, they can adjust a slider to increase or decrease leakage and see how this would affect their bill.

Have a go yourself at
thameswater.co.uk/mywaterfuture



2.3 Online survey

Another way our customers can share their feedback is through our online survey.

By simply responding to the multiple choice questions our customers can have their voice heard on issues that matter to them.

You can help by spreading the word to the people your organisation or group talks to.

To have a go yourself and find out more, please visit haveyoursay.thameswater.co.uk/engagement/5-year-plan-from-2020/

Paper versions of this survey are also available, contact consultations@thameswater.co.uk for copies, or visit [our website](#) to download a printable version.



2.4 Have your say

As part of this campaign, we're holding a series of Open Days, Local Engagement Forums and Roadshows.

Come and meet us in person to have your say. Throughout February and March, representatives from Thames Water will be hosting a series of local drop-ins, roadshows and open days to give customers a face-to-face opportunity to learn more about water and wastewater, and crucially, to help influence the company's plans for the future. We'd love it if you could attend and we welcome your promotion of these events to those in your area.

12-18 February - The Glades, Bromley

19-25 February - Broadway, Ealing

26 February - 4 March - The Mall, Haringey

12-18 March - Oracle, Reading

19-25 March - Peacocks, Woking

24 March - Mogden Sewage Treatment Works Open Day

Visit [thameswater.co.uk/yourwaterfuture](https://www.thameswater.co.uk/yourwaterfuture) to find out more about events near you.

If you would like to register to attend our open day at Mogden please visit

<https://www.smartsurvey.co.uk/s/LKBUN/> or email us at mogden@thameswater.co.uk

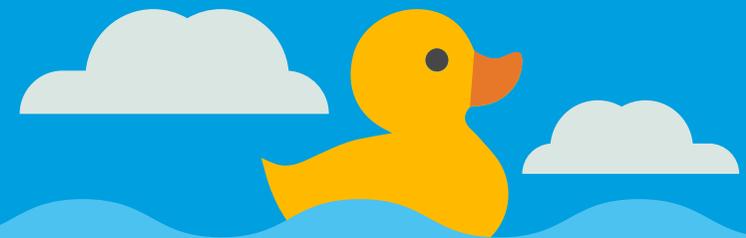


2.5 Local Engagement Forums

Our Local Engagement Forums give customers the opportunity to talk to us about any issues in their area. Anyone planning to attend an event below can let us know using this link: <https://www.smartsurvey.co.uk/s/OG1VN/>

Local forum	Date	Time	Venue	Address
Abingdon	Tuesday 20 February	6:30 – 8:30pm	NEACCA Community Centre	Lindsay Drive, Abingdon
Hounslow and Richmond	Thursday 22 February	6:30 – 8:30pm	St Edmund's Catholic Primary School	Nelson Road, Whitton, Twickenham, TW2 7BB
Cirencester and The Cotswolds	Tuesday 27 February	6:30 – 8:30pm	Bingham Hall	King Street, Cirencester, GL7 1JT
Beckton	Thursday 1 March	6:30 – 8:30pm	Beckton Community Centre	14E Ham Manor Way, London, E6 5NG
Bicester	Tuesday 6 March	6:30 – 8:30pm	Bicester Community Centre	Bell Lane, Bicester, Oxfordshire, OX26
Beddington	Thursday 8 March	6:30 – 8:30pm	All Saints Church Centre	New Road, Mitcham, CR4 4JL
Bracknell and Wokingham	Tuesday 13 March	6:30 – 8:30pm	Wildrigings Primary School	Netherton, Bracknell, Berkshire, RG12 7DX
Stevenage	Thursday 15 March	6:30 – 8:30pm	The Oval Community Centre	Vardon Road, Stevenage SG1 5RD

Creative resources



3.1 Campaign resources

We've produced a whole host of materials for you to use including assets for video, digital, printed and social media.

Feel free to use them across your channels to encourage as many people as possible to take part in the consultations.

The digital and social media resources are available to download directly using the links on the relevant pages of this document. Print and video assets can be requested from consultations@thameswater.co.uk

Digital

- MPU banners
- DMPU banners
- Billboard banners

Social media

- Twitter posts
- Facebook posts

Print

- Poster
- Postcard
- PR19 summary plan
- WRMP summary plan
- Questionnaire

Video

- General video
- WRMP video
- Story so far video



3.2 Digital display

Here are the digital assets you can place across your channels, helping to spread the word.

These include:

- Animated MPU banners
- Animated DMPU banners
- Animated billboard banners

We've created one of these for different areas of interest: pollution, water leakages, interruptions and social tariffs.

[click to download](#)



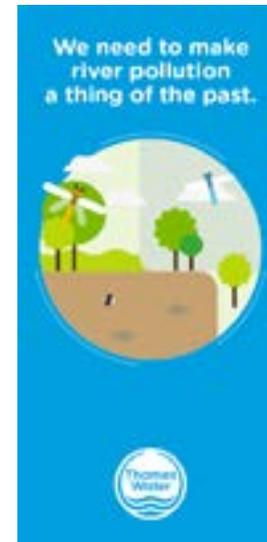
Interruption Billboard Banner



Leakage MPU Banner



Social Tariffs MPU Banner



Pollution DMPU Banner



Interruption DMPU Banner

3.3 Social media

One of the easiest ways to spread the word about the campaign is through social media.

We've provided social media post images and copy around four key service areas that you can post to your Facebook and Twitter pages.

Images are available in:

- Facebook format (1200 x 630 pixels)
- Twitter format (1200 x 675 pixels)

[click to download](#)



Pollution Facebook Banner



Social Tariffs Twitter Banner

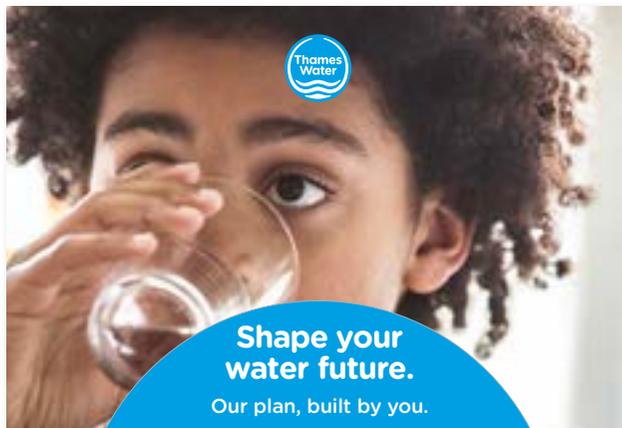
3.4 Print

By giving out posters, postcards, the questionnaire and the summary plans you can help spread the word offline.

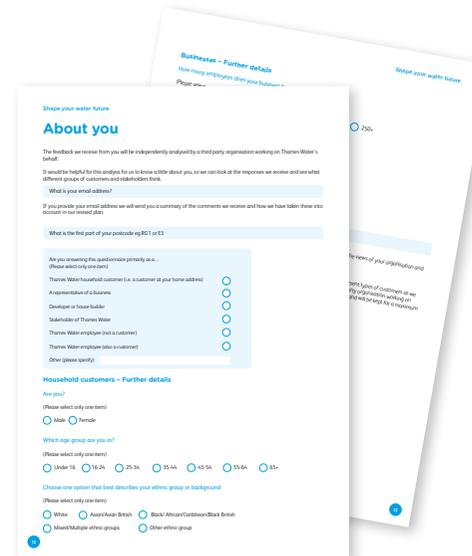
You can request printed copies of these materials by emailing consultations@thameswater.co.uk

This includes one of each of the following:

- Poster
- Postcard
- PR19 summary plan
- WRMP summary plan
- Questionnaire



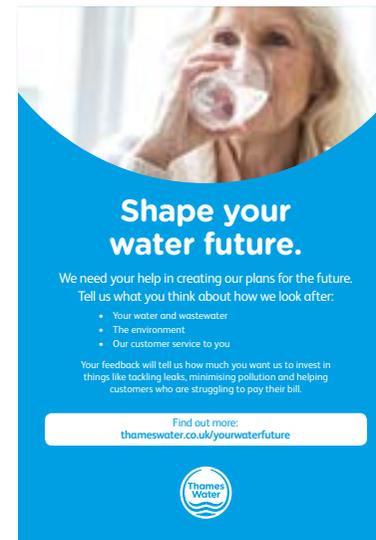
PR19 Summary Plan



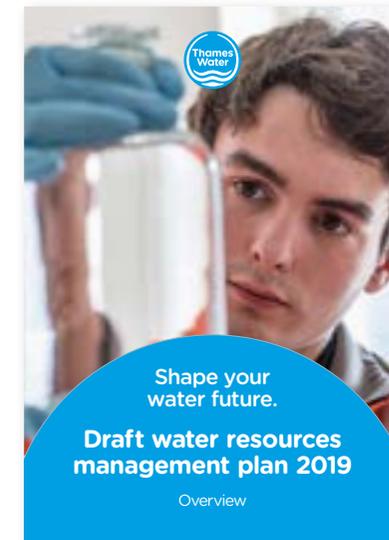
Questionnaire



Postcard



Poster



WRMP Summary Plan

3.5 Video

We've made some videos to inform our customers about how they can find out more about our plans for the future and how they can have their say on the issues that matter most.

You can request the video files by emailing consultations@thameswater.co.uk.

These include:

- 'General' showing our consultation and plans for the future
- 'The Story So Far' showing how we listen to our customers through our roadshows, forums, open days, and more
- 'WRMP' showing how we are looking to manage our water resources in the future



The story so far Video. 16:9

4.1 FAQs

What benefit is this partner pack to me?

We want as many people as possible to be part of our consultation journey. With your help we can reach more customers giving everyone a say in their water future.

What is PR19?

PR19 stands for Price Review 2019. It's a regulatory process defined by Ofwat, the economic regulator for water companies in England and Wales. It is the process of drafting, consulting on, amending and finalising our five year business plan that will run from 2020 - 2025. It covers all the responsibilities, activities and services that we will deliver for customers during that period.

What is WRMP?

WRMP stands for Water Resources Management Plan. It is a parallel process to PR19 and looks specifically at how we are going to ensure we have enough water in the future - for the next 80 years to be precise. This is regulated by Defra - the Department for Environment, Food and Rural Affairs.

What is an MPU, DMPU, or Billboard?

These are forms of digital advertising optimised for websites. Mid-Position Unit or MPU is a square-shaped box, positioned within or alongside editorial content. It occupies a high-impact position on the page. Double Mid-Position Unit is like a standard MPU but offering even more impact in the middle of the page. It can display an image or video, animation etc. Billboard or Leaderboard is a traditional banner, positioned right at the top of the page for maximum impact. It typically occupies most of the width of the page.

If I need something printed who do I contact?

Please email consultations@thameswater.co.uk.

Are the Local Engagement Forums free to attend?

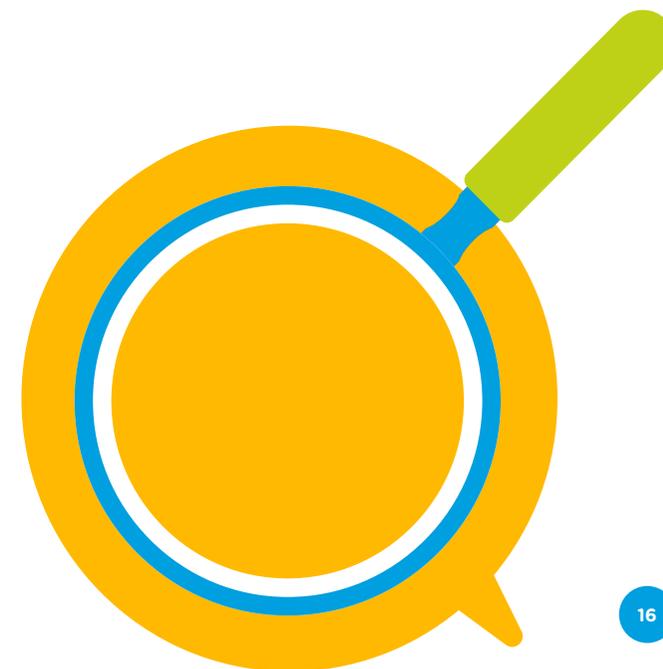
Yes, however you need to register your attendance at <https://www.smartsurvey.co.uk/s/OG1VN/>

How long can these assets stay live for?

The consultation period ends on the 29th April, after this date all assets need to be removed.

How can I have my say on my Water Future?

Simple, you can use the interactive tool at www.thameswater.co.uk/mywaterfuture, or use the online survey at www.thameswater.co.uk/yourwaterfuture or come and see us at one of our roadshow dates or Local Engagement Forums.



4.2 Contact information

This is the first time we have done anything like this and we are really excited for you to be part of our “Shape your water future” journey at Thames Water.

For further information about the available assets or if you have any questions please do not hesitate to contact consultations@thameswater.co.uk

Thank you for your support.

