



The voice for water consumers
Llais defnyddwyr dŵr

Citizens Forum Extension Wave 1 - Drought Message Testing.

Report on online community, 19-25 June.

9 August 2023.



BLUE MARBLE

ccw.org.uk

Foreword

Earlier this year, CCW published the findings of the first of its Citizens' Forum research projects. The purpose of these is to generate and test ideas as part of our campaign to help people make the connection between their use of water services at home and water in the natural environment, with the last report providing valuable feedback and responses to a range of water-saving messages.

With this in mind, we committed to reconvening our Citizens' Forum throughout the year, continuing to test different messages to ensure they are communicating the issues effectively to customers and providing clear calls to action.

Given that we are currently in the middle of summer, with hosepipe bans in effect across parts of the country, we began with exploring various examples of drought messaging that CCW plans to use throughout the summer.

People are largely conscious, particularly following the summer of 2022, that a lack of rainfall and high temperatures can lead to water shortages and the need for hosepipe bans – 91% agreed that there is pressure on water resources due to climate change, and 65% agreed that water scarcity was an issue in England and Wales. But, many lack trust in water companies to ensure a consistent supply to businesses, households, and vulnerable customers during a drought.

When it came to testing CCW's own drought messaging, people understood why the issue was relevant to them and why there was a risk of drought again this summer. However, it was less clear what people could do to help mitigate drought risks – people want to know the practical steps they can take to save water and help protect the environment. They also want to see more information about what water companies are doing to address the issue, as part of any call to action.

These useful insights from our Citizens' Forum have helped us to develop the content for our drought hub which was launched last month and the messages that we will share with customers during summer in relation to drought both in relation to water supplies and the wider impacts it has. The following slide sets out changes made to our campaign as a result of feedback provided by the forum.



Feedback	Changes made to our campaign
Audio message and animation testing	
Message would be more engaging if the voice, tone, and intonation was more exciting.	A more engaging voiceover artist used for the final animation.
Some confusion when ad asked them to go to the website – which website, where?	Ensured that URL is displayed on the screen at the end of the animation.
Short version misses out key information such as the water saving tips which reduces the effectiveness of the message.	Short version used but slightly extended to include water saving tips.
The colour pallet is grey, flat, dull, and doesn't reflect the object they're trying to represent.	Colour palette tweaked to be more summery/ bright.
Images not seen as persuasive – not memorable and don't convey importance of saving water.	A choice of more serious hard-hitting imagery to be available as part of our messaging matrix communication toolkit.
Website screenshot testing	
Website image confusing - green seen as too verdant for a drought image.	Changed to a more relatable image of a brown lawn/ consumer in the garden.
Desire to see other water saving tips – ones given are common, too easy to do, and in some cases already adopted.	Added links to more water saving tips via our Waterfall podcast for people that want to delve more deeply into water saving.
Could be more persuasive: more attention grabbing and hard hitting. Statements lack impact.	Language tweaked to be more impactful.
Messaging matrix	
Stage 1 - Message 1 lists things that don't relate to water – e.g., picnics rather swimming pools.	Changed message to “water fights, paddling pools and lawn sprinklers”

Research methodology



Background and Objectives

- Following recent work to test communications campaigns on numerous topics, CCW wanted to conduct further research with citizens to inform development of future communications.
- This research draws on the panel of c.80 citizens who have already taken part in previous iterations of this research across 2022-23.
- The previous Citizens Forum report can be found [here](#).

Objectives:

- Understand customer awareness and knowledge of each topic – identifying the context in which communications will be received.
- Identify the strengths and weaknesses of the draft communications, including messaging, imagery and execution, messengers and channels.
- Provide additional feedback to support development of communications – such as on specific target audiences.

Informed sample:

- Participants for this research are more ‘informed’ than a general public sample owing to their previous involvement in the Citizens Forum (where they were exposed to wider campaigns about water resources and saving water).
- This means participants are likely to be more sensitised to the research topics:
 - Benefits include being engaged and familiar with the research process – able to give views more confidently.
 - Drawbacks include heightened sensitivity to the topic therefore less representative of ‘uninformed’ water consumers



Sample and Method

- Invited 80 participants of previous Citizens Forum to complete 'warm up' survey on the topic of water scarcity, drought, and water saving habits.
- The 58 that completed the 'warm up' survey act as pool of respondents to draw upon for each wave, with potential to top up the reserve.
- This wave involved 20 participants comprising a range of attitudes, demographics and circumstances (see table).
- Participants took part in a week-long online community, completing three 30-minute tasks looking at:
 - Water resource and shortages messaging
 - Animated imagery
 - CCW webpages on water shortages

Sample make up:

Water scarcity is an issue in the UK?	Agree	8
	Neither agree nor disagree	6
	Degree	6
Trust water company to ensure supply to property during drought?	Completely / strongly trust	7
	Somewhat trust	6
	Slightly / do not trust	7
Water meter status	Metered	12
	Un-metered	8
SEG	AB	8
	C1C2	5
	D	3
	Vulnerable (health and/or financial)	4

- Mix of age
- Mix of area type (rural, suburban, urban)
- Mix of household composition
- 2 participants from each WaSC region.



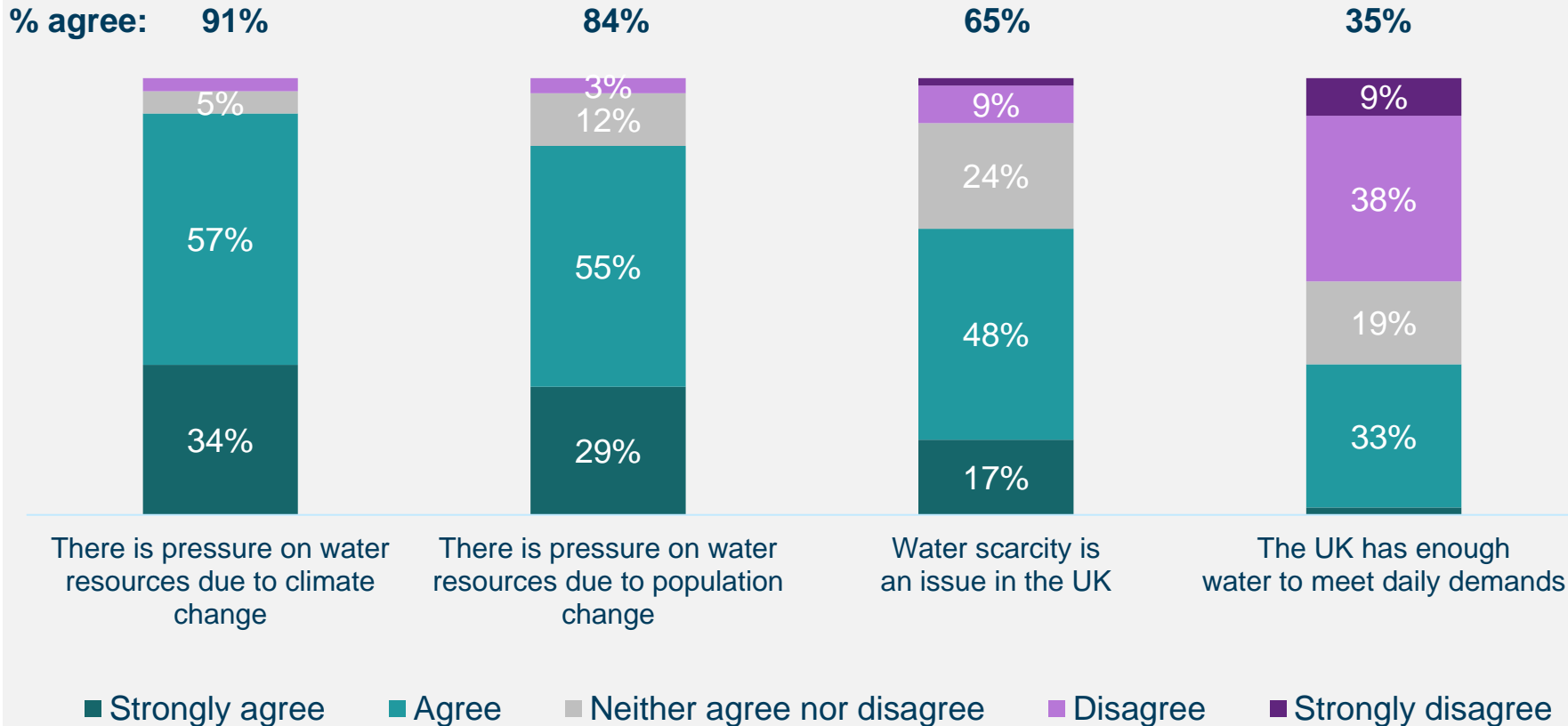
Prevailing Views about Water

Warm Up Survey



Attitudes to water resources

To what extent, if at all, do you agree with the following statements:



- 9 in 10 agree that there is pressure on water resources due to climate change.
- More than 8 in 10 believe there is pressure on water resources due to population change.
- Over 6 in 10 of the sample think that water scarcity is an issue in the UK.
- Half of the sample do not think the UK has enough water to meet daily demands – only 1 in 4 think that there is enough to match demand.

NB: this sample has been informed by their previous participation in the Citizens Forum – which included discussion and stimulus about water resources in the UK.

NB: caution – small base size of 58.

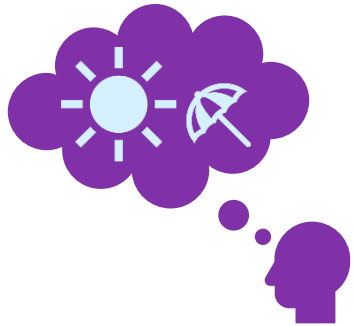
Recalling last summer (2022)

People remember several key aspects from the last summer:

- Hosepipe bans were imposed by many respondents' water companies, though not all experienced water restrictions.
- The media extensively covered the weather that summer – highlighting the effects of global warming, scarcity of rainfall, and impact of drought.
- Seeing (in person or via the media) noticeably low and depleted reservoirs and streams, with some areas seemingly experiencing near-empty conditions.
- Advertisements and campaigns aimed to encourage people to conserve water, providing tips on reducing water usage:
 - Taking shorter showers
 - Refraining from watering gardens during the day
 - Not using paddling pools
 - Not washing cars
- Some recalled a lack of action by water companies in addressing leaks and infrastructure issues.

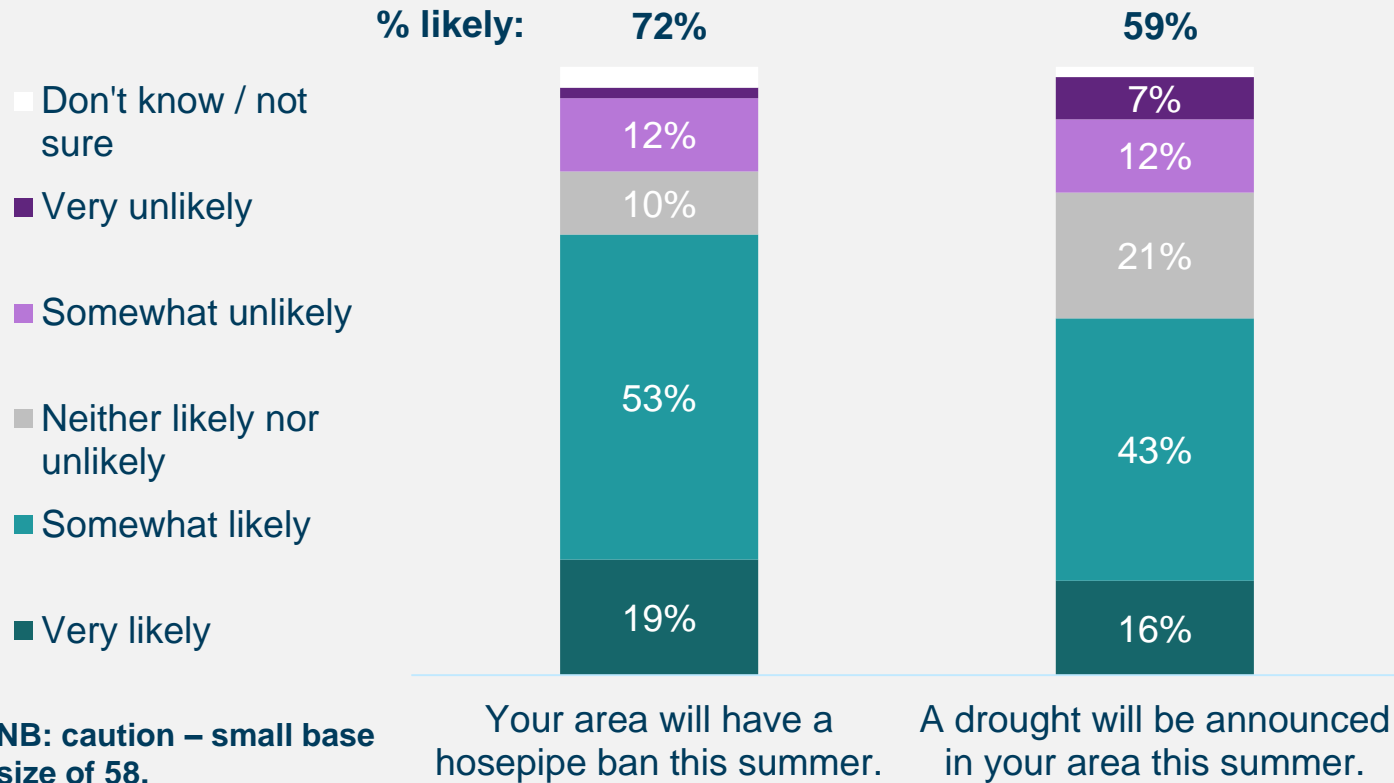
Some individuals remarked on how they remember changing their water habits during the summer in order to use less water and try and help the situation.

- Others reported being less concerned or frustrated by the restrictions.



Predictions on this summer

How likely do you think it is that the following will happen:



Over two thirds think it's likely a hosepipe ban will be announced in their area this summer.

- More expect a ban than a drought – suggesting an understanding that water supplies are under stress before a drought announced.
- Those who think it unlikely there will be a hosepipe ban and drought in their area mostly based in the north and Wales.

Why is a hosepipe ban likely?

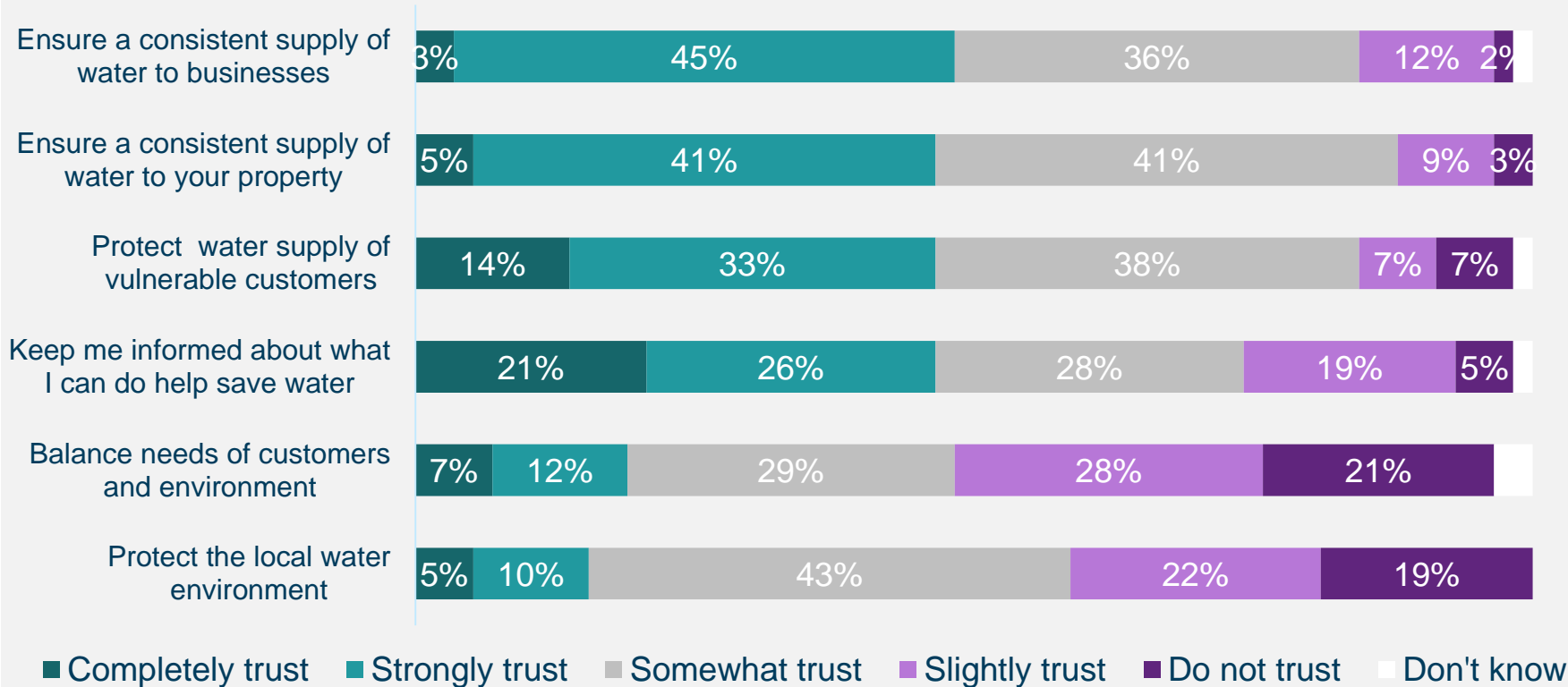
- Hosepipe bans last summer.
- Dry weather in recent weeks.
- Low water levels in local rivers and streams.
- Anticipation of a hot summer – citing climate change.
- Perception among some that people do not take the issue seriously despite last summer.

Why is hosepipe unlikely (or neutral)?

- Adequate water supply in local area.
- Never had hosepipe ban before or did not have one last summer.
- No shortages reported in the media.
- Recent moderate temperatures and rainfall.

Trust in water companies

To what extent do you trust your water company to do the following during drought:



Significant numbers lack strong trust in water companies to ensure a consistent supply to businesses, households, and vulnerable customers during a drought.

- The lowest levels of trust relate to managing the environment in a drought:
 - Balancing the needs of customers and the environment
 - Protecting the local water environment

NB: caution – small base size of 58.

Water saving behaviours

All reported that they continue to practise some of the behaviours we asked them to trial in the original Citizens Forum:



The following behaviours were most popular:

- Not pouring fats and oils down the sink or drain.
- Taking shorter showers and reducing bath frequency.
- Only flushing the toilet when necessary or limiting flushes.
- Reusing water for toilets and garden.
- Recycling water – using a water butt; reusing water from bottles; tumble dryer water for plants.
- Using a dishwasher and washing machine less frequently.
- Avoiding flushing non-biodegradable items.
- Only washing dishes when the sink is full.
- Turning off taps when not in use, such as when brushing teeth.

NB: some participants were already doing these behaviours prior to the first Citizens Forum



Some struggled to maintain all the behaviours:

- Slip into old habits – challenging to maintain consistent water-saving behaviours and previous habits occasionally resurfaced.
- Job requirements, living situation, or personal preferences influenced the adoption or continuation of specific behaviours.
- Certain behaviours, like shorter showers, not continued by some as considered personal luxuries they don't want to give up.
- Lack of convenience e.g., occasionally using hose to wash car or not reusing sink water for garden.
- Some individuals chose to focus on certain water-saving behaviours that they considered most important or feasible for their lifestyle.



Recalling water campaigns

What do participants remember of the campaigns they saw during the previous Citizens Forum research (Dec 2022 / Jan 2023)?

Many respondents do remember specific campaigns – but never who the ‘messenger’ was. Recall primarily for the more visually arresting campaigns – but with only vague details, often not mentioning the message:

- **Natracare, Plastic Free Periods** – about period products, particularly the graphic images, blood, and music.
- **Anглиan Water, Keep it Clear Coastal Campaign** – the cartoon advert about keeping the beach clean, particularly the dog poo, the catchy music, and memorable, childish cartoon.
- **Manchester City, The End of Football** – as the football campaign.
- **Government of Catalonia, We are Creating a Monster** – as a foreign advert, too serious, and slightly ridiculous.
- **Government of Balearics** – the airport, the suitcase with water, and travelling abroad.
- **Yorkshire Tea, Tiny Kettle** – the small kettle, encouraging using less water in the kettle

Some struggled to remember the campaigns themselves or any details about them but remembered what the campaigns were asking them to do:

- Being mindful about water use
- Saving water
- Taking shorter showers,
- Not flushing wet wipes and other un-flushable items



Audio Message and Animation Testing



Audio Message Testing

Long audio version: we tested an audio message that would accompany an animated video



Voice and intonation considered dull and boring.

- Message would be more engaging if the voice, tone, and intonation was more exciting.

Good comprehension of key messages:

- That customers can conserve water by making small changes.
- That customers as well as companies can do their bit to reduce water wastage.
- Also mention of:
 - the issue of water scarcity and the prospect of hosepipe bans
 - the need to save water for the environment
- Some confusion when ad asked them to go to the website – which website, where?



Message seen as relevant to everyone – everyone uses water; anyone could save water using the simple tips.

Message is less relevant for those who:

- Don't think water shortage is an issue in their area (Wales and the North West)
- Already water conscious and save water

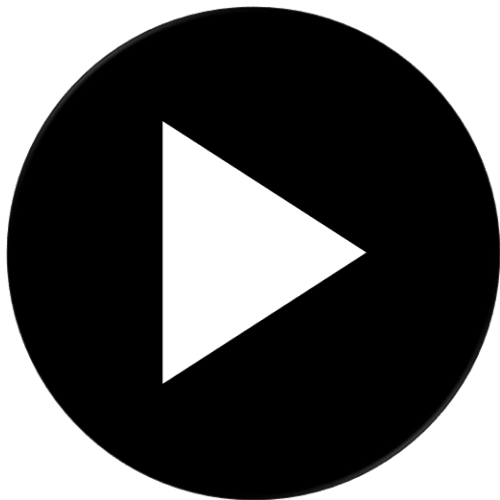


Could provide more information about:

- Water resources in their area.
- How much water can be saved using the tips.
- How much water is saved by water company.

Some stated they would need the information above in order to be persuaded to save water.

Water conscious respondents say the message was persuasive – but already aware of need to save water and have desire to help.



Audio Message Testing

Short audio version: we tested a shorter alternative to the previous audio message



Shorter audio version has advantage of being punchier and creating better engagement:

- More succinct and gets to the point quicker.
- Length makes it easier to engage with than the longer version.

However, short version misses out key information such as the water saving tips.

- A crucial omission that reduces effectiveness of short version.

Potentially unrealistic to rely on push-to-web approach:

- Puts the onus on the listener to go to the website to find out the water saving tips – but lacks a strong call to action.

Clear preference for the shorter message in principle – but necessary to make water saving tips part of a more succinct version.

“I prefer the shorter version: it was quicker and didn't drag on. The longer version was a tad boring.”

“[The short version is more succinct, but did not give any specific ideas of how to help.”

“Shorter [version is] probably better, but don't like either - not engaging enough, too monotone.”

“[I prefer] the longer one as it gave more of a rounded picture and examples of what I could do differently.”



Animation Styleframes

We tested styleframes of the animation video to sit alongside the audio



Personality:

- Childish and simplistic.
- But also modern, happy, fun.

Colour palette – mixed views on the colour choice:

- **Negative** – the colour pallet is grey, flat, dull, and doesn't reflect the object they're trying to represent.
- **Positive** – cool colours reflect water theme and topic of water.

Match the audio?

- Audio and animations very different – audio dull and adultlike, whilst animation is fun and childlike.
- For some, both audio and animations feel flat and boring.

Generally not seen as persuasive:

- Images not seen as persuasive – not memorable or interesting and don't convey importance of saving water. Images need to grab attention and match the serious message of the audio.
- Some stated that both audio and animations would not persuade them to save water – not catchy, seen as being aimed at children (and this too simple), and uninspiring.

"It all needs to pop a bit more."

"The animations are not enticing, nor bright and colourful enough to make me even take an interest."

"I feel it is aimed at children. I think more informative and factual content would appeal to me."

"[The audio and animation] don't really suit or match up."



Animation Styleframes

Feedback on individual animations



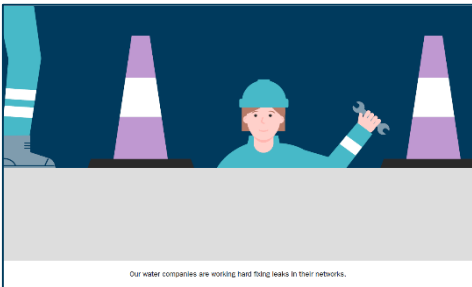
- **Many had a negative view of the 'beach' animation:**
 - Colour scheme does not convey the feeling of summer, or lack of water
 - Animation does not convey the severity or urgency of the problem
- **But some like the animation style:**
 - Reflects people enjoying summer and the hot weather – relatable
 - Fun and less serious way to explain water shortages

"It [...] takes a more comical approach to explaining the reasons for water shortages."



- **'Domestic' images are relatable** – depict ubiquitous objects and day-to-day actions. But not relevant for all – not everyone has a dishwasher.
- **Images highlight the areas in which people can save water:**
 - But without correct instruction, images don't tell viewer exactly what they should do
- **Colour scheme worked well** for the objects this image was depicting.

"The image actually shows use of water now but doesn't give much option of how to actually save on water."



- **Animation style makes it difficult to distinguish certain aspects of the image** – not completely obvious at first glance what the image is portraying:
 - Took a while to notice the man was underground and fixing pipes
 - No depiction of water when it's meant to be showing a leak
 - Purple cones aren't relatable or realistic
- A few respondents did not have issues identifying what the image is trying to depict.

"There is also no water in the shot which doesn't relate to a leak being fixed."

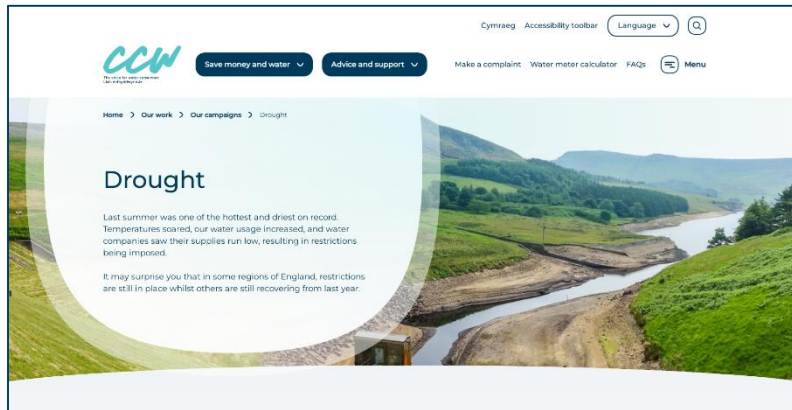


Webpage Screenshot Testing



Drought Info Webpage (pt.1)

We tested the proposed text and style for new drought-related webpages on CCW's website.



Generally positive feedback on the look and feel – simple and attractive layout.

- However, font size of the text is criticised for being too small.



Information easy to understand and informative:

- Some surprise that there are regions still in restrictions, despite the fact it has rained recently.
- Also surprise that last summer was the hottest and driest on record.
- Potential for more information, particularly about which areas were still under restrictions.



Imagery seen as very relevant for the webpage:

- Low water levels signal drought.
- But other aspects of the image less so - green seen as too verdant for a drought image.
- Confusion: is this a reservoir or a river?



Mixed relevance for the sample:

- Applicable to all: water shortage relevant issue for everyone in the UK, even if not living in a dry area.
- Not personally relevant: already water conscious or because don't think local area is under water stress.

All those who agree that water scarcity is an issue think the information is relevant.



Drought Info Webpage (pt.2)

Save water now, to avoid restrictions this summer

Whilst this year has had its fair share of rain, we have also had prolonged dry spells. This has an impact on our water supplies.

The good news is water companies are working hard to save water by repairing leaks in their networks, encouraging customers to trial a water meter, and investing in new technologies to improve their water efficiency.

Despite all this effort, our precious supply of water will still come under pressure this summer.

What is a water shortage?

This often happens when there has been a lack of rainfall over time. It can have a huge impact on the rivers and streams where a lot of our tap water comes from. Water companies therefore need to balance the needs of their customers and the environment.

We depend on rainfall over the autumn and winter to top up our reservoir levels and underground sources of water. If that doesn't happen, water companies may have to introduce restrictions for people to make sure there is enough water to go round.



Information is clear and simple:

- Explaining how to save water.
- What a water shortage is.
- Why there are restrictions.
- Informative and interesting.
- But also concerning for some.

Potential to add more information about:

- What causes water shortages and why UK specifically has shortages.



Questions remain about:

- What they can do as consumers to save water and help out.
- Water resources – why the scale of the problem, change over time, any regional differences.
- What water companies are planning on doing to address the issue.



Information surprising for some:

- Surprised that the rain we've had wasn't enough to replenish water supplies.
- Leaks being fixed by water companies doesn't match with their experiences.
- Few comments about water meters – never heard that companies offer them.



Webpage generally seen as relevant by all:

- All living in the UK, all water consumers.
- Particularly relevant to their area – if living in dry region.
- But less relevant if already water conscious.



Drought Info Webpage (pt.3)

How can you help?

Saving water doesn't have to be a chore. It should be a conscious choice we make every day, rather than just for a few months.

By making small changes to our daily routines, we can make a significant difference in our homes, create greener communities, and protect the environment.

Everything counts, from turning off the tap when brushing your teeth to using rainwater for plants, taking shorter showers, or refraining from using water sprinklers. These actions help save water, save money, and prevent a water shortage.

Water facts:

- On average, a shower uses 10 litres of water a minute!
- Rainwater is actually better for your plants as it has a lower pH.
- Just by turning off the tap when you brush your teeth, you save up to 64 cups of clean, drinkable water every time!



First impressions?

- Clear, informative, concise.
- Straight forward ask – do your bit to save water, with some linking saving water to helping to reduce risk of water restrictions and hosepipe bans.



Thoughts on the water facts:

- Surprise about the facts provided and how much water different actions use – this was shocking new information.
- No surprise or shock from those that already knew about the facts – but helpful to jog their memory and to remind people to save water where they can.



Usefulness of the webpage:

- Use of stats very helpful to understand water usage and how much people can save.
- Easy tips that people can do with little effort are helpful.
- Desire to see other water saving tips – ones given are common, too easy to do, and in some cases already adopted.



Persuasiveness:

- Could be more persuasive: more attention grabbing and hard hitting. Statements lack impact
- Only persuasive to those already water conscious and to those who would already seek out this information.



Messaging Matrix

A set of escalating messages to disseminate if a drought develops over the summer.



Messaging Matrix

Stage 1: Pre-hosepipe ban

Message 1

We're one hot, dry spell away from a drought!

Last year your area experienced a scorcher. Plenty of picnics, sunbathing, barbecues. But regional water supplies 🧑🏻 have been drained. Drought is threatening.

Find out more about how your region can save water and **avoid a LONG hosepipe ban** today.

Message 2

The ripple effects of drought.

In 2022, some parts of the country experienced their driest conditions in 90 years. So far 2023 has seen meagre rainfall. Turn off the taps this summer. Help your local region. 🇬🇧

Do your part to conserve water levels.

Most participants preferred Message 1. Those who don't think water scarcity is an issue or are neutral find both unconvincing or prefer Message 1 – direct approach, emphasises consequences, puts hosepipe at front of people's minds.

Feedback on Message 1:

- **Sense of urgency** and uses strong words, persuading people into action.
- **Better call to action** – explains consequences of actions; puts hosepipe bans at front of people's minds; points out ways to avoid drought; option to find out more info.
- **Title is engaging** and makes the audience want to read more.
- However, it lists things that **don't relate to water** – e.g., picnics rather swimming pools.

Feedback on Message 2:

- Contains **less information** about how to save water, making it less effective as a call to action.
- **Including a link** would make it more useful.
- It was felt to be **lacklustre and bland**.
- However, those who preferred this message liked that it was **shorter and snappier**, whilst use of the word 'local' made it more relevant and encouraging.

"Like the title 'we're one hot dry spell away from a drought' made me want to read on. Punchy and flows, easy to read. Uses the line drought is threatening, strong words makes us think this may happen."

"Message 2. Briefer and to the point. No need to tell us about barbecues etc!"



Messaging Matrix

Stage 2: Potential ban

Message 1

Help us to protect essential water supplies – and the environment.

We may have had rain, ☔ but still reduced reservoir levels and damage to ecosystems have affected regions nationwide. Help preserve water supplies and the natural environment to prevent a potential hosepipe ban.

Discover how YOU can help today.

Message 2

Sadly, a bit of rain doesn't prevent a hosepipe ban ☔ ☔

January 2023 was wet. But February was the driest for 30-years. A few scattered winter and spring showers have done little to ease the threat of drought. But you can. Turn off your hosepipe, save water... and money!

Learn how to help your region today.

Preferences split between **Message 1** and **Message 2**, including participants who disagreed (or felt neutral) that water scarcity is an issue in the Warm Up Survey.

Feedback on Message 1:

- Message appeals to respondents to **find out more** about how they can help – puts the responsibility on consumers to change.
- Mention of **ecosystems and the environment** were motivating and emotive – particularly for environmentally-conscious consumers.
- Message felt to be more **serious, direct, and commanding** – highlights necessity of saving water.
- Potential to add more detail about which types of wildlife are losing their habitats.

Feedback on Message 2:

- The **details** on the effects of rainfall and drought, and the **context** about water resources are appealing: emphasises the seriousness of the situation.
- The idea of **saving money** is motivating and might encourage people to use less.
- Use of emotive language is encouraging – 'sadly' makes reader feel responsible and willing to act.
- The message **reaches out to people**, rather than commanding – which some attributed to Message 1.
- The message is **relatable** – highlighting the hosepipe makes people think about how to save water.



Messaging Matrix

Stage 3: Ban in force

Message 1

Don't forget about the hosepipe ban.

Just because temperatures are rising, doesn't mean that it's time to unravel the hosepipe. There's a ban in place!

Learn more about how you can conserve water today. ● ●

Message 2

Say NO to getting the hosepipe out.

The winter and spring months may have seen scattered showers. But that doesn't mean that the hosepipe ban is over. Help refill water supplies and prevent future bans.

Act today for a better, wetter tomorrow. ● ●
☔ ☔

Overall preference for Message 2, though some disliked both. Those who agreed that water scarcity is an issue preferred Message 2, while those who were neutral or disagreed had more mixed opinions.

Feedback on Message 1:

- The message seen as more straightforward than Message 2
- More stern, assertive, and commanding:
 - Compared to being told off by a teacher
 - But also appealing as it makes people "sit up and listen"
- Providing the option to learn more about how to conserve water is appreciated and appealing to customers.

"I like Message 1. I think it should be a stern message to make people sit up and listen. The second one was a bit wordy, and I had to reread it."

Feedback on Message 2:

- Explains more about the reasons behind saving water, including future benefits, the severity of the situation, and why there are still bans despite rainfall.
- The tone and style is snappy, impactful, assertive, bold, and humorous.
 - Takes a more adult and stern approach than Message 1 – matches the serious subject matter
- This message is clearer about what needs to be done (through the capitalised 'NO') – and it had a more memorable tagline than Message 1.

"I prefer the second one, particularly the end sentence which is more future-orientated than information-orientated. It is more affirmative and still refers to the hosepipe ban."



Messaging Matrix

Stage 4: Ban in force and drought worsening

Message 1

It's not the right time to fill a ginormous paddling pool.

Water levels are low and there's no quick fix. Local counties need to work together to preserve water supplies. We're asking everyone in the region to please remember there's still a hosepipe ban and use water sensibly.

Turning off the taps is as easy as 1-2-3! 🚰 🚰

Message 2

Essential water supplies are safe. But drought has taken its toll.

Barren landscapes. 🌵 Farming difficulties. 🚜
Reduced economic growth. Drought has affected your local area. We need to work together to safeguard future water supplies. 🤝

Stop the drop TODAY for a wetter future. 💧 💧

Feedback about Message 2 was more positive, with only one participant (out of 10) saying they preferred the first message.

Feedback on Message 1:

- The mention of paddling pools might alienate audiences who don't use paddling pools, but others felt this message might appeal to a broader range of audiences.
- Tone of the message generally seen as playful, less serious, and humorous – would appeal to wide range of audiences.

"Many people will not use or have paddling pools – might not read further for that reason."

Feedback on Message 2:

- 'Stop the drop' and 'wetter future' were catchy phrases.
- Brings the truth home and forecasts the future consequences of inaction.
- More informative and commanding, explains what is happening in real terms, and shows the reasons we need to conserve water.
- However, emojis stop the message from feeling too serious.

"It highlights the importance of water consumption and who it is affecting. Message 1 is too jokey. This may work on a family audience, but 2 is more commanding."



Webpage Screencast Testing

Testing the usability of some webpages on CCW's website.

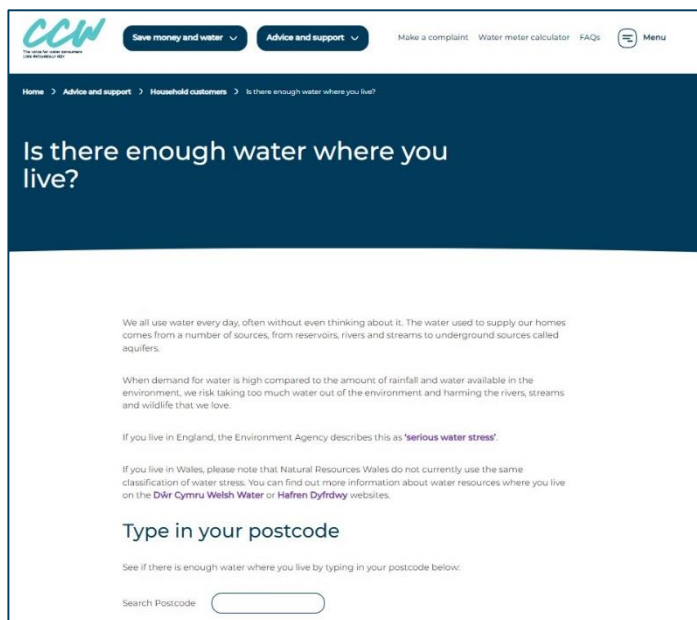


Postcode Checker



The voice for water consumers
Llais defnyddwyr dŵr

[Click here to see the postcode checker](#)



Positive feedback overall:

- Page is straightforward, clear, concise, and comprehensive.
- Bold, colourful hyperlinks are appealing.
- Good comprehension that it's important to conserve water even in regions that aren't water stressed.
- Information about saving money was motivating.
- But the perception that water companies are wasting water might lead to distrust of the information.

Information generally useful:

- Useful to check the status of local area, see who your water company is, and look for further info.
- Positive feedback about water usage statistics – put things into perspective.
- Surprise that free water saving gadgets are available – this is useful to know.
- Less useful for those who feel they are already conserving water.

Much of the information was surprising or new:

- Shocking that we need to reduce water usage by 42 litres a day and that there might be a water shortage by 2050.
- Surprise over the status of various regions, whether water stressed or not.
- Surprise at figures about leakage.
- But some not surprised – felt they knew a lot of the information already.

“The postcode checker is jolly useful because it just helps you identify in a specific area... it's giving ideas of how to help, it's telling me roughly what we would use each day, which I think is very useful information.”

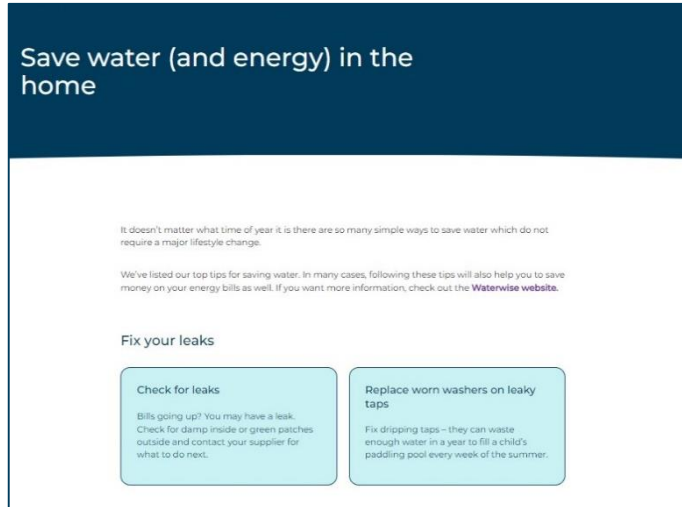
Suggestions for improving the webpage included:

- Adding animations, pictures, or a map comparing water stressed areas in the UK.
- More information on CCW's general role, or on what water companies are doing in the context of water shortages.
- A few had to re-enter their postcode because they hadn't used a space.



Water Saving Tips

[Click here to see the tips webpage](#)



The appeal of individual tips varies from person to person:

- Turning off taps, filling up washing machines, and only boiling water you'll use are already common behaviours.
- Steaming vegetables, water saving showerhead, listening to a song while showering were new tips.
- Using leftover ice cubes, fewer pots and pans, and rainwater for plants not appealing to everyone.

General feedback about the tips was positive:

- Useful to remind people of tips even if they are already aware of them.
- Lots of options means people can pick and choose what's realistic for them.
- Small changes, rather major lifestyle changes, are attainable and realistic.
- Positive about use of stats, particular on financial savings; tips that also save energy are motivating.

The tips are well-presented, with some room for improvement:

- Positive about the look and feel of the page, including the design, colours, use of boxes – it's clear to understand, modern, and inviting.
- Using pictures or icons was the most common suggestion for improvement.
- Using more colour, writing stats in bold, or including an interactive quiz could also improve the page.

Uncertainty about how engaging the page is:

- Too much information on the page, so customers might not finish reading it, or would switch off before finishing.
- Tips about leaks could be further down the page, as tips for the kitchen are more relevant.

"They're easy, simple, short, sweet, and so it's helpful for a lot of people."

"Webpage has a lot of wasted space. Blue isn't quite a water blue. Doesn't come across as that appealing - I could do this on a word document."



Water Meter Calculator

[Click here to see the water meter calculator](#)

The screenshot shows the top of the calculator page. It has a dark blue header with the text 'Water meter calculator'. Below the header, the main content area is white. At the top of this area is the question 'Can a water meter save you money?'. Below this is a small paragraph of text: 'Try our water meter calculator to see potential savings if you switched to a water meter. If your water company can't install a meter, they may offer an assessed charge. Even if you're renting, you can have a meter installed as long as your lease is at least six months long. For more information, watch our video on everything you need to know about water meters (video)'. Below this is a step indicator '1 Your water company details (required)'. Underneath is a label 'Select water company' and a dropdown menu with 'None' selected.

“Some of these questions are really tricky to work out, you know, I don’t have my hose on for hours at a time, it’s just a few minutes here and there. It would kind of be impossible to work out how many hours that was.”

Difficulty getting accurate results from the calculator:

- Difficult to estimate the number of toilet flushes, or garden hose use per year (e.g., one participant estimated 100 hours of hose pipe use, leading to an exaggerated bill estimate).
- Easier if hose use measured in uses per week.
- Some participants didn’t know their annual bill.

Differing views about the ease of using the calculator:

- Can be easy and straightforward to use, but quite a long page with lots of scrolling.
- The process of filling it out was not enjoyable and challenging at times.
- Confusing in places – information button about hose use says how many litres a hose uses but does not help to estimate the amount in hours.
- Water provider websites might be first port of call instead of the calculator.

The calculator’s persuasiveness depends on its results:

- Calculator is persuasive, particularly if it saves you money; unpersuasive if savings are insignificant.
- Those who didn’t know their current bill, weren’t sure how much they could save – but felt like there’s no reason not to switch to a meter and supported mandatory metering.
- Others on social tariff put off getting a water meter, as they felt it would increase their bill.

Generally positive feedback on other aspects of the webpage:

- Inclusion of info for customers on lower incomes is helpful.
- The video is informative and useful.
- Mixed views about the look of the page: visually appealing and well-designed, or boring.

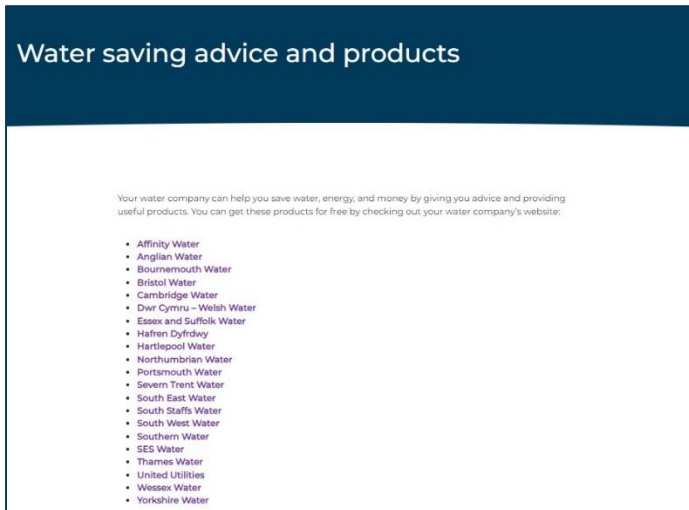


Help From My Water Company



The voice for water consumers
Llais defnyddwyr dŵr

[Click here to see the webpage](#)



"It just directs you to another site. I was hoping that it would collate all the information in the CCW site, which would have all the information here for things that may or may not be available to you depending on who your water provider is."

Generally positive feedback about the CCW page:

- Look and feel consistent with other pages, nice and clean, easy to follow.
- Easy to find your company but postcode checker would be helpful if unsure of water company.
- Could be improved by collating relevant info from all water companies' websites.
- Difficult to find this page if navigating from the CCW homepage.
- Some participants misunderstood the task and thought they were only being asked for feedback on the CCW page.

Feedback on company websites:

What's working well?

- Water saving products seen as useful and a good way to save water.
- Positive feedback about use of statistics and numbers to explain water usage and savings.
- Tips about how to save water are helpful – giving customers information they need to reduce usage.
- Inclusion of videos well received.

Areas for improvement:

- Low awareness that companies offer free water saving products – devices should be pushed more.
- Potential for more information to be provided about:
 - Water saving products – how many people / households can order
 - How water charges work for if customers have a leak
- Sometimes infographics or images feel inconsistent with the information on the page or the layout and feeling of the webpage – need to ensure that information and images are laid out clearly and coherently.



Summary and conclusions



Behaviour change process

Aware

Awareness of water scarcity is high among this 'warm' sample.

Engage

Some are more engaged than others. We see this in their response to the previous ad campaigns with very generalised message recall.

This is the hardest step in the 'real world'.

Engagement relies on a belief in the need to act.

Prepare

People need to know what to do.

What will fit into their lives.

What is the key motivator: money saving, low effort, most effective etc.

Act



Maintain

Reminders and messages to reinforce the belief in the need to act.

And new ways to act.



Summary of campaign material



Recommendations



Audio ad

Keep audio ads as short as possible – but ideally include water saving tips or activities to enable people to act or remind them to be water conscious.

Animation graphics

Ensure visuals are supporting the communication. Use CCW branded colours but as part of a wider colour pallet e.g., use archetypal colours for certain objects e.g., traffic cones as orange and white, sand as yellow. Objects that don't have an archetypal colour e.g., the umbrella or household objects, can use the CCW brand palette.

Web pages

Include icons or images to break up larger and longer webpages. Consider linking webpages to other parts of campaign, such as the animation.

Messaging matrix

Develop messages that have more serious, urgent and adult tone of voice. Catchy phrases and mnemonics assist in message retention. Ideally include background context or a 'why' message in each instance. Provide links for consumers to find out more if desired.





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We're here to help you



BLUE MARBLE

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