

SAVE A BUCKET LOAD WITH CHRISTINE WALKDEN

It's 7pm on BBC One and you hear the familiar tune to The One Show sounding through your home whose resident gardening expert is famous horticulturist Christine Walkden. But this year Christine wasn't only informing viewers of The One Show on gardening but also helping Essex & Suffolk Water's (ESW) customers 'Save a Bucket Load' in their garden this summer.



Everyone enjoys spending the sunny weather outdoors. The watering can emerges out of the shed, hoses are unravelled, sprinklers are turned on, and the paddling pool filled resulting in a huge amount of water used outdoors during the summer months. We (Essex & Suffolk Water) recognise the importance of water to keep gardens looking their best; however we also wanted to help our customers maintain a great garden during summer whilst using water wisely. Therefore we launched our 'Save a Bucket Load' 2015 campaign.

The 'Save a Bucket Load' campaign, launched in July 2015, aimed to promote sustainable and efficient water use in the garden and generate long-term behavioural change in our customers. This year we invited Christine Walkden to help us out. Christine Walkden is a passionate horticulturist and is well known for being the resident gardening expert on BBC's The One Show. Therefore, for these reasons, she was perfect to promote the saving water messages and become the 'face' of the campaign.



Christine gave a fabulous engaging and informative talk to 60 allotment holders in the Grays area of Essex on the top ways to save water in gardens and allotments. Some really positive feedback was received from the attendees of the event:

"Many thanks for a very enjoyable evening thoroughly enjoyed it."
Dave Everett, Wharf Road Allotments, Stanford Le Hope.

"We all enjoyed the evening with Christine Walkden thank you for asking us" Lorraine Farrow, Tilbury Recreation Allotments, Tilbury.

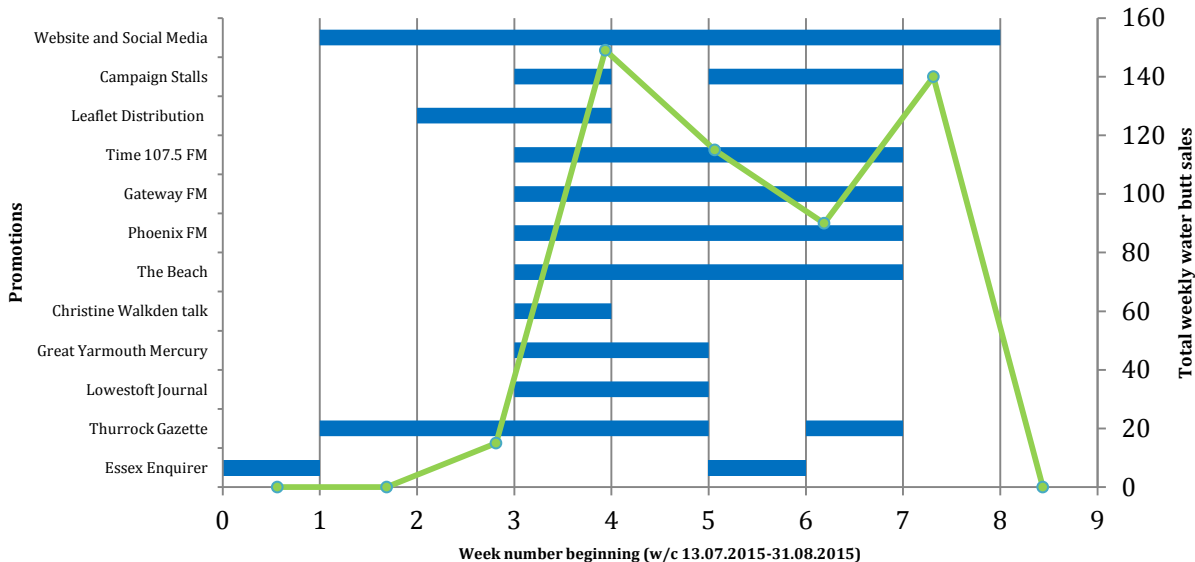
Christine Walkden's top tips were also promoted to customers through a wide range of media advertising routes including twitter (@ESWH2O), a website film (<https://www.eswater.co.uk/your-home/saving-water/water-butt.aspx>), newspaper and radio adverts, promotional stands and leaflet distributions. Please see the next page for examples. As the graph on the following page shows the promotions had a positive increase in the sales of water butts. Based on the estimated audience for each of these media outlets around **201,200 household's** received our campaign messages during August. This means nearly **a third of all our customers** came across ways to save water this summer.

Alongside promoting the key water saving messages for the garden we also gave a massive **40% off the price** of a water butt to aid customers on their way to sustainable water use. For just £16.79 a customer could purchase a large 190 litre water butt including lid, rain diverter kit, tap, and free delivery as part of the water butt mega sale. The offer was only available during August 2015, but in that one month **over 500 water butts were sold** to customers. Based on OFWAT's assumed 6.9 fills per year this means each customer is on average saving a whopping **1000.5 litres each year** (2.74 l/day). This results in the whole campaign generating a **huge saving of 597.75m³ per year** (1.63m³/day).

Overall having Christine Walkden as the 'face' of this year's campaign was a great development for the campaign, and Christine endorsing the message is thought to have increased the trust and 'buy-in' from customers. This campaign, which took an innovative approach in collaborating with a TV celebrity, was a great success reaching a large number of our customers with the important message of sustainable water use in the garden and also saved a vast amount of water.



Water butt sales in relation to promotions



ESSEX & SUFFOLK WATER *living water*

SAVE A BUCKET LOAD THIS SUMMER

Christine Walkden's Top Tips for saving water in your garden

SIMPLE SAVINGS WHEN PLANTING:

- Plant borders densely as this will provide effective ground cover and help soil to retain moisture.
- Select the right plants from the start. Plants that have a natural tolerance to dry soil with narrow, grey and waxy leaves are usually resistant to drought.
- Mix water storing crystals into the soil when planting hanging baskets, containers and pots as these will retain water for when the plants need it.

SIMPLE SAVINGS WHEN WATERING:

- Water in the evening so the water stays in the soil for longer.
- Water at the base of the plant. There is no need to water the leaves, path or lawns.
- Don't over-water your lawn as this makes it more sensitive in dry periods. A lawn may turn brown but will quickly recover in the wetter months.
- Invest in a water butt and collect rainwater to use to water your garden.

WATER, BUTT WISELY!

WATER BUTT MEGA SALE NOW ON!

Limited offer 40% off including delivery. Includes safety lid, rain diverter kit, tap and stand. All water butts come with a free collapsible bucket.

190 LITRE NOW ONLY £16.79
100 LITRE NOW ONLY £13.79

Offer available during August 2015 only - while stocks last. To order your discounted water butt either visit: www.esw.savewater.co.uk or call 0845 658 5656.

This offer is limited to one water butt per household and is for Essex & Suffolk Water customers only. Standard cost from BT landline 4p per minute plus setup charge. Other providers may charge more. For more information on using water wisely in the garden visit www.esw.savewater.co.uk

ES WH2O @ESWH2O

TWEETS 2,652 | FOLLOWING 2,001 | FOLLOWERS 1,090 | FAVORITES 531 | LISTS 1

ES WH2O @ESWH2O · Aug 5
56 people heard @ChristineWalkden's water wise #gardening #Grays - waterbutt sale now on: bit.ly/1OCCX5 #Essex

Christine Walkden @ChristineWalkden · Aug 4
@ESWH2O Thank you for a great evening and the lovely flowers and the photo. Very much appreciated. Best wishes to you all.

ES WH2O @ESWH2O · Aug 4
TY 2 @ChristineWalkden 4 her talk on saving #water in ur gardens #Essex #Thurrock & g8 to c so many there!

ESSEX & SUFFOLK WATER *living water*

WATER BUTT MEGA SALE NOW ON

Mini Rainsaver 100 litre Water Butt Kit

Rainsaver 190 litre Water Butt Kit

Mini Rainsaver 100 litre Water Butt Double Kit

Rainsaver 190 litre Water Butt Double Kit

THURROCK Gazette

Thursday August 27, 2015

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Figures (clockwise from top): 1. Graph showing water butt sales in relation to the timing of promotions. 2. Examples of tweets on ESW Twitter page. 3. Campaign banner of water butt purchasing site. 4. Front Page of Thurrock Gazette showing campaign advertising. 5. Campaign Leaflet / Newspaper article.