

## EVERY DROP COUNTS

Every Drop Counts is Northumbrian Water's (NWG) largest ever water saving campaign across its northern and southern operating regions. Every Drop Counts takes a truly innovative and wide-reaching approach by offering customers the chance to participate in a range of initiatives that are usually delivered at different times and places throughout the year.

It uses a combination of targeted advertising and community based marketing to maximise participation in the wide range of water efficiency projects to help our communities not only save water, but energy and money too. Starting in 2014, we trialled our whole-town approach, selecting two geographically different towns; Billericay in Essex and Wooler in Northumberland. In 2015, the approaches were refined, improved and delivered in the towns of Grays in Essex and Berwick upon Tweed in Northumberland.

**WHY?** One of NWG's values is to put the customer at the heart of everything we do; to be a company that our customers trust, build strong relationships with and work in partnership to achieve common goals. We developed the concept of a 'whole town approach' to not only deliver our water efficiency programmes and per capita consumption reduction target, but also develop an approach that could be adapted to suit the needs of our local communities to help them save money.

**HOW?** We devised an innovative advertising campaign to generate buzz around the community using bill boards, electronic panels, and newspaper and radio advertisements to raise awareness. We worked in partnership with the community and environmental charities to involve local people and deliver a marketing campaign right in the heart of our communities. We tailored our events programme to provide opportunities for our customers to sign-up for a water-saving retrofit in the local high street, at supermarkets, agricultural shows and festivals. We employed members of the local community as community champions and we teamed up with an environmental charity to deliver a series of customer engagement stands. Characters from our education programme including the H2O Gang and Little Green Riding Hood attended our events programme to help encourage children to save water.

**THE RESULTS?** The Every Drop Counts campaign has been a huge success. The innovative whole-town approach, supplemented with a targeted communications and marketing campaign, has resulted in excellent results.

To date, over 50,000 customers have been offered a chance to receive one of NWG's Industry leading water efficiency retrofit audits. To raise the profile of the campaign and to encourage participation, NWG worked with numerous stakeholders within the community. For example, local primary schools were offered free water audits alongside the delivery of our educational play called Little Green Riding Hood. Local secondary schools were also involved and tasked with a project to develop their very own water conservation campaign. We also visited local businesses and offered employees a chance to sign-up for a retrofit audit whilst at work.

This resulted in just over 7,000 customers taking part, representing a 14% participation rate with nearly 40% of metered customers taking part in Wooler and 88% in Billericay. Each participating customer received a comprehensive home water audit worth over £150 including water and energy saving products such as aerated or regulated showerheads, tap inserts, dripping tap repairs and dual-flush retrofit devices. Our analysis of measured savings suggests the campaign saved over 20 cubic meters per day with metered customers in Wooler and Berwick upon Tweed in particular, saving on average 44 litres per property per day leading to a £36 per year financial saving.

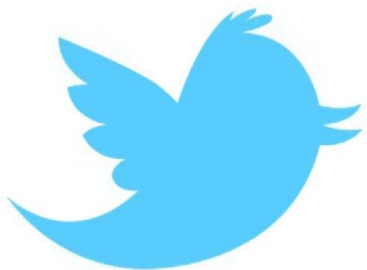
NWG closely monitor consumption throughout our campaigns to ensure savings are real, quantifiable and sustainable. Recent research on our previous phases of the domestic retrofit aspect of the campaign shows water savings are sustained for a minimum of three years following such an audit.

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