SAVE A BUCKET LOAD 2016

December 2016

Report Number: WE/0029/16

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1. INTRODUCTION

The purpose of the Save a Bucket Load campaign is to raise the awareness of using water wisely in gardens to our customers. The campaign for 2016 has built upon the achievements of previous campaigns and focuses on communicating to customers the importance of sustainable water use in the garden including a water butt sale.

Aims and Objectives

The aim of this campaign is to raise the awareness of customers in how to use water wisely in their gardens over the summer period.

The aim will be achieved through the following objectives:

- A water butt limited offer sale for ESW and NW customers
- A talk on sustainable gardening by Christen Walkden in up to four locations including the Every Drop Counts (EDC) areas of Wingrove and Lowestoft.
- An advertising campaign promoting the talk by Christine Walkden, the water butt sale and using water wisely in the garden.
- SowPots at the stalls- 'create your own garden' at the EDC stalls.

Background Information

Essex & Suffolk Water (ESW) supplies water in the driest part of the country and it is therefore important that we work together with our customers to make sure there is a safe and constant supply of water for future years. Gardening is a popular pastime and the garden itself is a great place to enjoy the outdoors and also use a lot of water. The Save a Bucket Load campaign is in its fourth year and each year has aimed to build on the success of the last. Please refer to Figure 1 for a brief summary of the journey of the campaign up until this year.

Last year we invited TV presenter and horticulturist Christine Walkden to be the 'face' of the campaign and to do an informative talk for allotments holders in Grays, Essex with her name, face and voice used in the advertising to unite the whole campaign.

As in previous years, the advertising section of the 2015 campaign aimed to reach a broad spectrum of customers using a variety of different media routes, namely radio, newspaper, leaflet distribution and social media. 2015 also saw the return of the water butt mega sale with 500 water

butts on offer at a 40% discount to our customers during August 2015. The water butts also came with leaflets explaining sustainable water use at home and the innovative product for this year, the TapTag.

Overall having Christine Walkden as the ‘face’ of the 2015 campaign was a great development for the campaign, and Christine endorsing the message is thought to have increased the trust and ‘buy-in’ from our customers. It was recommended from last year’s campaign to use Christine Walkden again in 2016 and increase the size of the water butt sale.

Figure 1: Save a Bucket Load campaign journey so far.

2. METHODOLOGY

The Save a Bucket Load campaign built on the success of the previous three years and continues to aim to raise the awareness of customer's water use outdoors and how to use water wisely over the summer period. Similar to last year's campaign the 2016 campaign was split into three main sections of advertising, water butt sale and Christine Walkden informative talks. A brief summary of each of these sections follows however more detail can be found in section three of this report.

Once again the campaign was advertised through a variety of media routes namely radio, newspaper, leaflet distribution and social media with the primary messages promoted being simple ways to use water wisely in the garden and the water butt sale offer.

As the water butt sale did so well last year it was decided to do the same again this year but also offer the 40% discount to Northumbrian Water customers as well. The target was to sell 500 water butts in each supply area during August 2016 and this year we partnered with Save Water Save Money.

Collaborating with Christine Walkden for the 2015 campaign was a great success and we therefore did the same again this year. Christine did four fabulous talks in all of our supply regions (Essex, Suffolk and the North) including an event held in Norfolk partnering with Howard's Nurseries winner of a Waterwise water efficiency award earlier in the year.

Timescales

The Save a Bucket Load campaign ran during July and August 2016. Advertising for the water butt sale and Christine Walkden's talk started in July and continued through to August. The water butt sale was originally for August only but due to lack of sales it was continued until the end of the year. Advertising was circulated again in October to produce another boost in water butt sales.

3. CAMPAIGN APPROACH

The campaign was split into three sections which are now discussed in detail.

Christine Walkden as the 'face' of Save a Bucket Load 2016

We found last year that Christine Walkden was perfect for promoting the saving water messages to our customer as she is a passionate horticulturist and well known for being the resident gardening expert on BBC's The One show. Christine was invited to join us for this year's campaign not only to be the 'face' and 'voice' of the campaign but also to do some more informative talks due to the success of these last year.

Christine joined us this year at Howard Nurseries, Wortham in Norfolk for a photoshoot and to record the radio adverts as well. It was a great opportunity to be able to collaborate with Howard Nurseries who this year won the Farming and Horticulture Waterwise water efficiency award and also the Environment Agency Chairman's award for their Self-sufficient water management system that they have in place at the nurseries. It was therefore a great opportunity to celebrate a local business that was at the forefront of water efficiency business practices.

One image of Christine Walkden from the photoshoot was selected and used on all promotional material uniting the campaign under one image (see Figure 2). It is thought that Christine as the 'face' of the campaign also increased the customer's trust in the campaign and it's messages due to the endorsement by a well-known and qualified professional gardener.

Last year Christine gave a fabulous talk to allotment holders of Grays, Essex and it was decided to do the same this year but on a bigger and better scale. Christine Walkden talked at four events during August 2016 on her top tips for using water wisely in the garden and how to save water. Three smaller sized events were held in Brentwood, Essex (8th August), Lowestoft in Suffolk (10th August) and Wingrove, Newcastle (24th August). On average a maximum of 20 people attended these events were Christine gave an informative talk on her water efficiency habits.

Christine's top tips included:

- Water at the base of the plant, there is no need to water the leaves path or lawn.
- 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.
- Use mulches as they help control weeds, keep the soil cool, and reduce evaporation and soil compaction.

- Allow plants to grow at their own pace. Don't over feed or water them – doing so makes plants susceptive to drought conditions.
- Water your garden with 22 litres of water per square meter of plants twice a week.

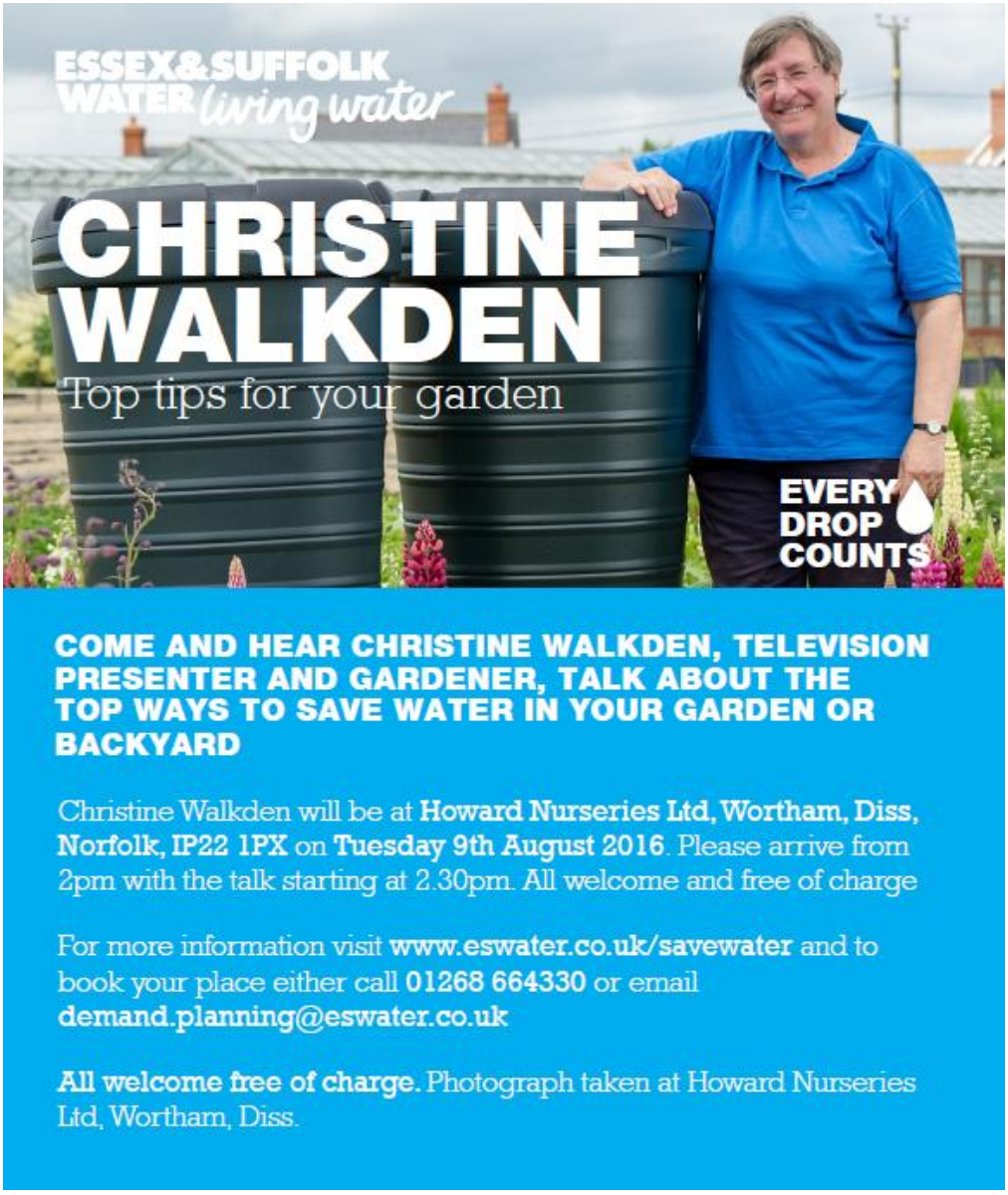

Figure 2: An example of the image of Christine Walkden used in advertising.

As previously mentioned we partnered with Howard Nurseries Ltd in Wortham this year and together with them we held an event for the local community. Customers could come and hear an hours talk with Christine Walkden and also have a tour of the Nurseries who are wholesale suppliers of plants to many garden centers and also supply RHS Chelsea Flower Show. This was our most successful event so far with over 100 people attending and hearing the water efficiency messages.

Figure 3: Christine Walkden speaking to a packed room at Howard Nurseries Ltd.

Results and evaluation

After each event attendees filled in a satisfaction survey which showed some really positive feedback about the events held. A couple of examples of the comments received after the events are below:

"Thank you very informative"

"Learned so much that will improve my garden"

Five questions where asked on the satisfaction survey to find out how attendees perceived the event. The results from these five questions are shown in Figure 4. As this chart shows high scores were received for 4/5 of the satisfaction survey questions including a score of 4.54 for 'how likely are you to save water as a result of this event'. However the lowest score was found in relation to the question 'how likely are you to buy a water butt' signifying that most attendees were not going to buy a water butt after the event. Comments on the survey however did highlight that a

lot of people who attended these events already had one or more water butts installed and this was the reason as to why they were not likely to purchase a water butt following the event.

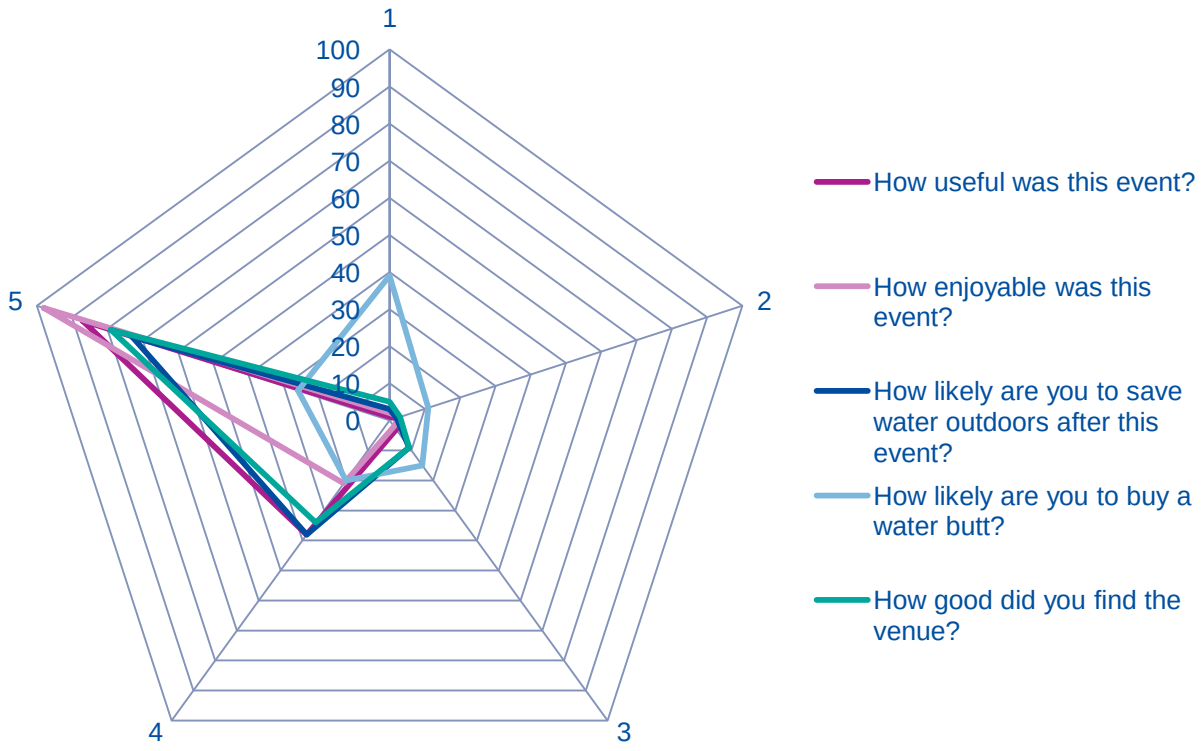

Figure 4: Christine Walkden talk satisfaction survey results

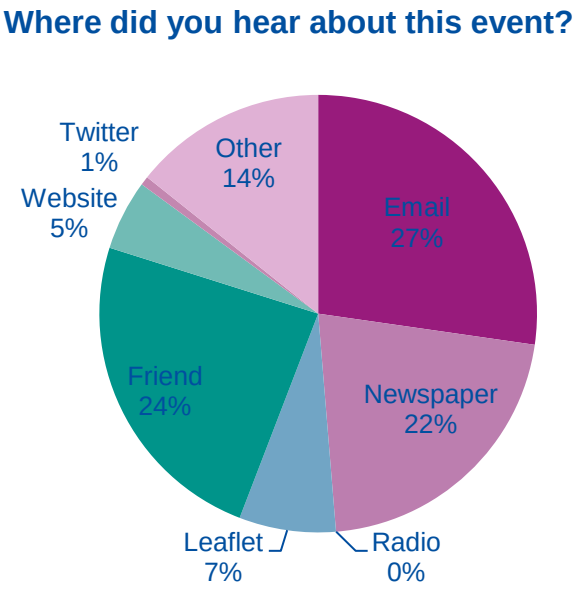

Figure 5: Results of where attendees heard about the event

The results from the satisfaction survey also highlighted that the most common route that people heard about the Christine Walkden's talk was either through email, friend recommendations and newspaper adverts. This is really useful for future campaigns in showing where most people look and respond to advertising and gives us direction on where to focus future advertising efforts on.

Overall the Christine Walkden talks were successful in reaching customers and helping to change behaviour towards garden water use. It was clear from the number of attendees that collaborating with Howard Nurseries boosted attendance figures; therefore for future events partnering with another horticulture organisation would be very beneficial.

Christine Walkden being the 'face' of the campaign for the last couple of years has no doubt been valuable to the campaign. The event held at Howard Nurseries was a clear success and showed the value of partnership in promoting the messages of this campaign to a wider cohort of people.

Water Butt Mega Sale

Due to the achievements of the previous water butt sales another water butt sale was organised as a part of this year's campaign. Save Water Save Money were the contracted supplier and together we were able to offer customers a 40% discount off the price of a water butt during August 2016. Two sizes of water butts were available and each water butt kit also came with a water stick and garden using water wisely leaflets containing the key water saving messages. In total 1,000 water butts were available at the discounted price (500 x ESW and 500 x NW). The prices of the water butts to the customer were:

190 Litres: £19.99

100 Litres: £14.99

Customers could purchase the water butts through either the website (see below) or the phone line.

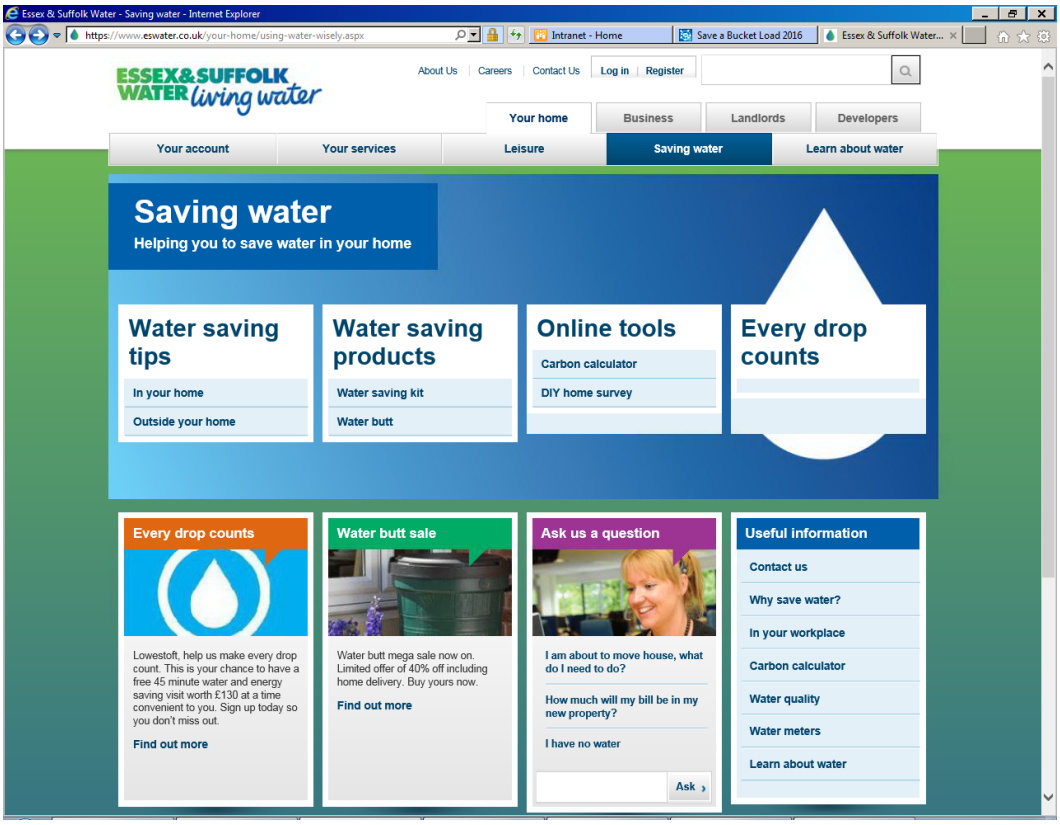

Figure 6: Water butt sale on ESW website

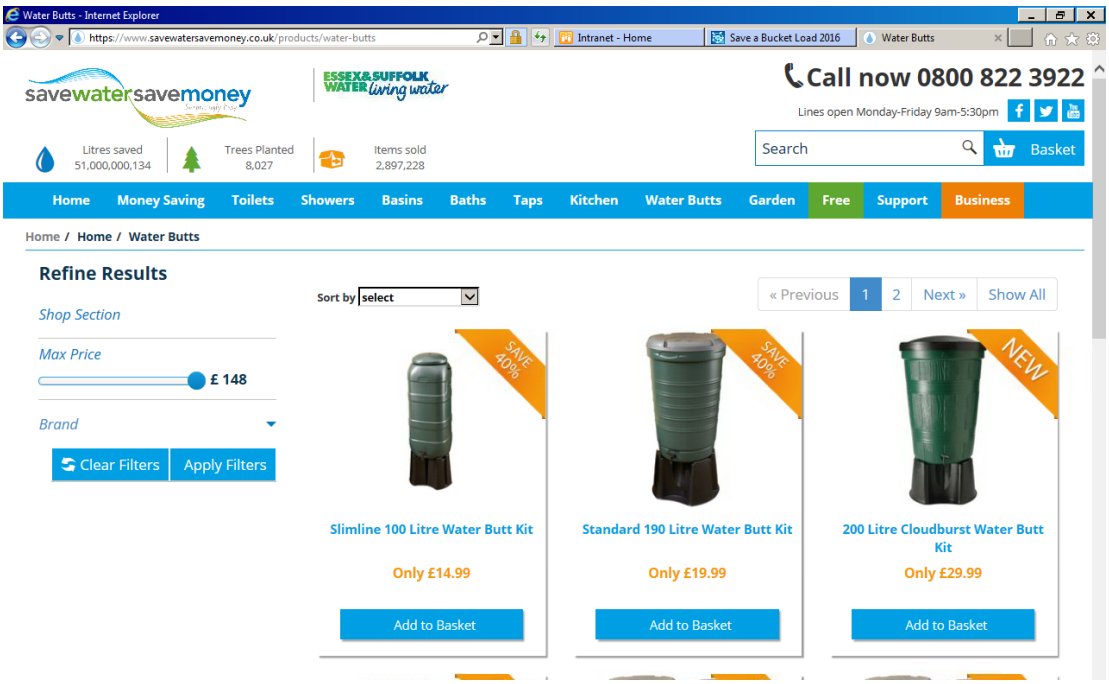

Figure 7: Water butt sale purchasing site through SWSM

Results and evaluation

The 2016 water butt sale had a much lower uptake than previous years. In total 216 water butts were sold across Northumbrian Water and Essex & Suffolk Water during August 2016 of which 124 were in ESW and 92 were in NW. As expected the 190L water butt was the most popular purchase with 65% of sales being of this water butt size. On average 12.41 water butts were sold per day. These results are much lower than last year's sale which operated only in the southern supply region. Please see Figure 8 for the weekly water butt sales split by region. The figure shows that during the first three weeks of August, sales were constant in both regions. Northern sales petered off towards the end of August however southern sales increased significantly in the last week of August.

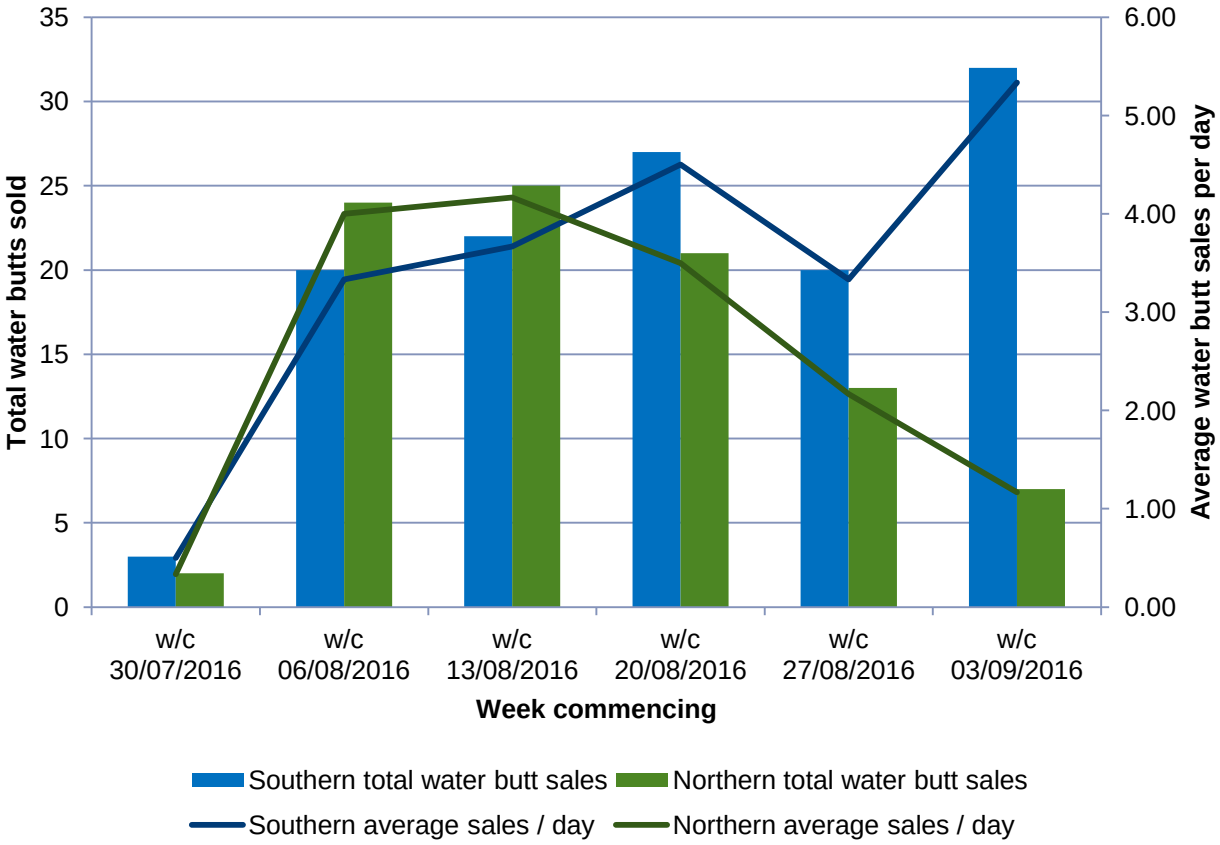

Figure 8: Weekly water butt sales figures during the 40% offer, split by region.

As it was concluded last year that rainfall didn't have a significant effect on water butt sales it was not analysed again this year. However, as was found last year advertising as expected had a positive direct impact on sales and thus this was investigated again for this year's campaign. Figure 9 gives the water butt sales in relation to the timing of the advertising. It is encouraging to note that the sales didn't reduce until the end of the advertising period alluding to advertising having a worthwhile impact on sales. For more information on what advertising took place please refer to section 3.3 of this report.

Due to the low uptake the sale was continued until the end of the year with the final water butt sale figures of 302 water butts sold of which 201 were the larger 190L water butt. In total 172 were sold in ESW and 130 were sold in NW.

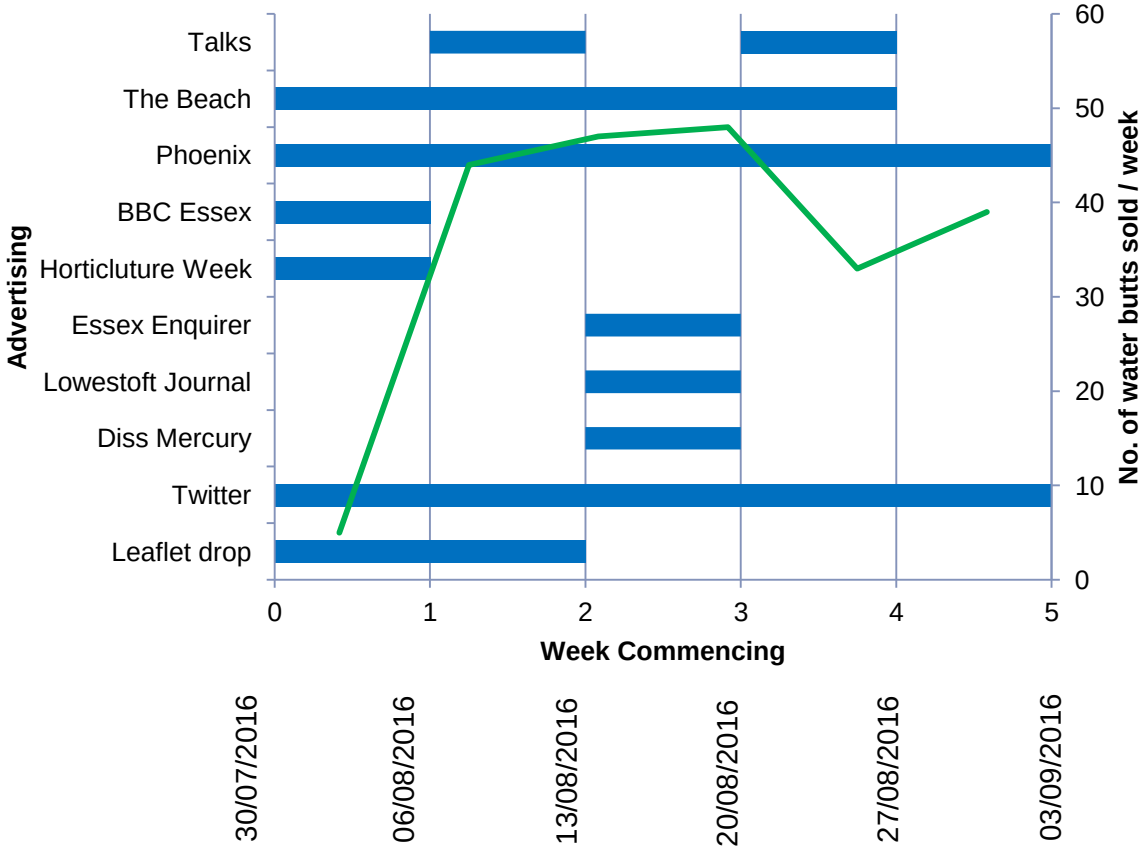

Figure 9: Water butt sales in relation to the timing of promotions.

Figure 10, Figure 11 andFigure 12 give the location of water butt sales across the company. Across all areas the sales are equally spread out with it being hard to assign a particular advertising route that has promoted a particular area of sales. However in the north-east a water butt sale leaflet distribution occurred in the town of Prudhoe where our SUD's[1] team had been focusing their efforts and this can be seen in Figure 12 by an increased number of sales within that town.

[1] Sustainable urban drainage

Figure 10: Location of water butt sales in Essex

Figure 11: Location of water butt sales in Suffolk

Figure 12: Location of water butt sales in North East

The water butt sale locations where also analysed in relation to Acorn, the social demographic indicator. Figure 13 shows the percentage of water butt sales in each Acorn category. In both southern and northern regions around 75% of sales where within Acorn categories one and three. These relate to the social demographic description of affluent achievers and comfortable communities which are the groups of customers that are most likely to own a garden and therefore purchase a water butt. 15% of customers were from the financially stretched Acorn category four. These customers generally want to save money and this group includes a lot of terraced housing with gardens. Future water butt sales should therefore focus on those customers in Acorn categories one, three and four as this would enable the most amount of customers to benefit from the discount.

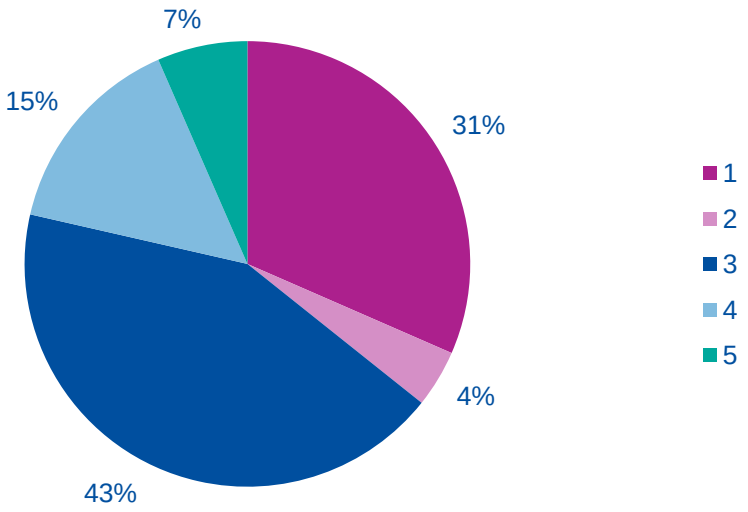

Figure 13: The percentage of southern water butt sales in each Acorn category.

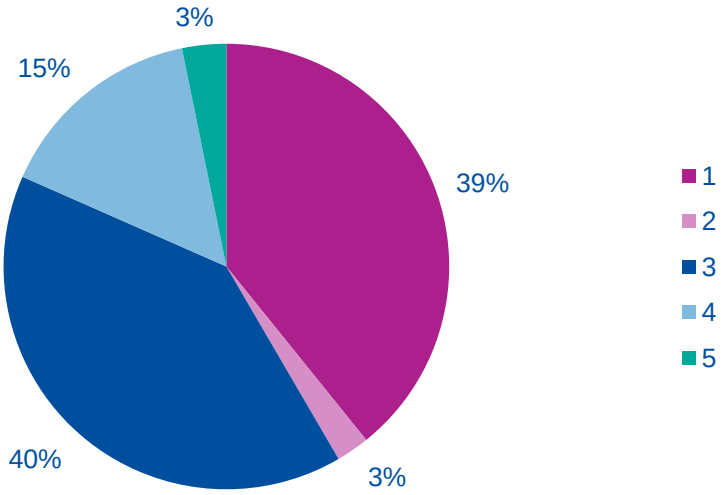

Figure 14: The percentage of northern water butt sales in each Acorn category.

When customers purchased a water butt they also had an opportunity to list where they heard about the sale from. Figure 15 shows that most customers heard about the sale from the newspaper adverts, the leaflet and word of mouth. This is a good insight into how customers hear about offers and will be able to inform future campaigns and has shown similar results to the Christine Walkden talk survey results.

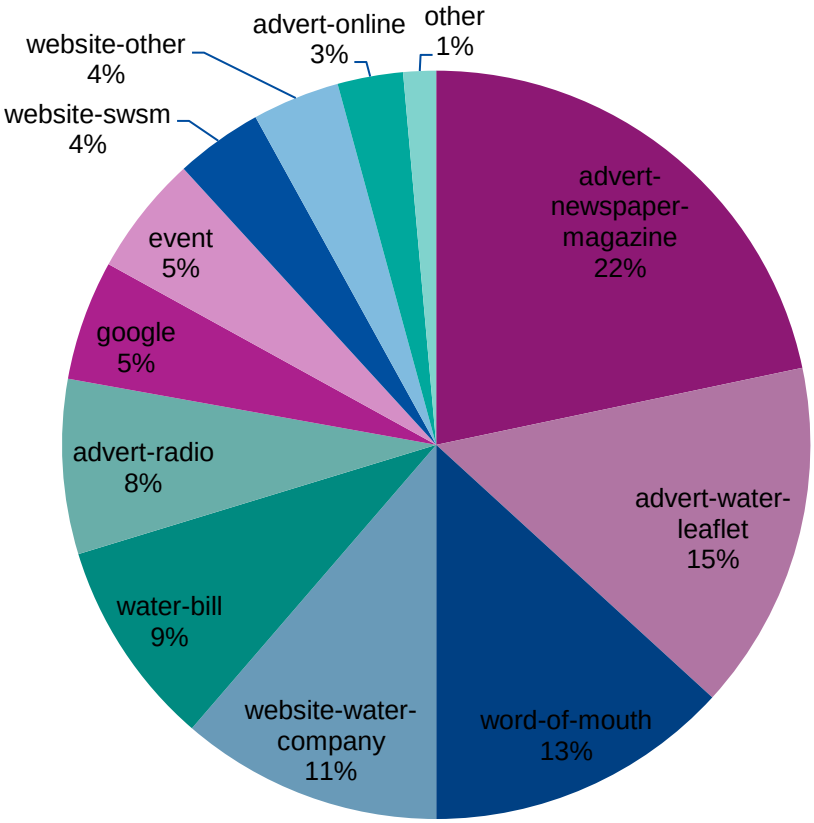

Figure 15: Where customers heard about the water butt sale.

Water Savings

Based upon the OFWAT assumed 6.9 fills of a water butt each year, each customer who bought a water butt on average now saves 2.74 litres per day. From the sales of water butts this year then the total annual water saving is 333.20 m^3. Please see Table 1 for more information.

Table 1: Water savings (assumed)

WATER BUTT ASSUMED SAVINGS						
	Water Butt Size (Litres)	**Total Sales**	**Daily Water Savings per customer (litres)**	**Total Daily water savings (litres)**	**Annual Water Savings per customer (m3)**	**Total Annual water savings (m3)**
	190	201	3.59	721.95	1.31	263.51
	100	101	1.89	190.93	0.69	69.69
Totals		302	5.48	912.88	2.00	333.20
Averages			2.74	456.44	1.00	166.60
OFWAT assumed no. of fills per year			*6.9*			

The measured savings from last year's campaign where also able to be investigated as a comparison could be made between a summer consumption before the water butt purchase and also after the water butt purchase. There were 263 properties that were able to be used to calculate the measured savings out of the total 525 sold. The reasons other properties could not be included were due to either being unmeasured, not having enough pre meter reads, or having leaks. The results show that the average water saving per property is 5.53 litres per day which equated to 2.02 m^3 per year. The total water savings as a result of last year's campaign was 530.67 m^3 per year. For more information please refer to Table 2.

Table 2: Measured water savings

WATER BUTT MEASURED SAVINGS (FROM 2015 CAMPAIGN)						
	Water Butt Size (Litres)	**Total Sales**	**Average daily water savings per property (litres)**	**Total daily water savings (litres) per day**	**Average annual water savings per property (m3)**	**Total annual water savings (m3)**
	190	214	5.92	1266.85	2.16	462.40
	100	49	3.82	187.04	1.39	68.27
Totals		263	9.74	1453.89	3.55	530.67
Averages			5.53	726.94	2.02	265.33

Advertising

In order the reach the most customers with a message of 'using water wisely' in the garden over the summer period a multi-media awareness program was produced. As in previous years, the advertising aimed to reach a broad spectrum of customers using a variety of different media routes, namely radio, newspaper, leaflet distributions and social media. The primary messages promoted through the advertising campaign this year were simple ways to use water wisely in the garden and the water butt mega sale offer along with Christine Walkden's informative talk. To organise all these media approaches we worked with Oliver Rodgers in the Corporate Affairs team.

Radio

Once again advertising was done with radio stations in the southern area. In the northern area contact was made with the selected radio station numerous times but a lack of response meant the advertising campaign was unable to go ahead. Table 3 gives a summary of the radio station results. Based on results from RAJAR[2] the estimated weekly radio audience for the campaign was 153,000 people. (It is not possible to obtain figures for Lowestoft Community Radio station due to its small size.) **Error! Reference source not found.** also shows the total number of plays of the advert over the campaign period of August 2016 along with the individual spots per day total for each station. In summary there were 632 plays of the advert over the campaign period.

Table 3: Radio station results

RADIO STATION RESULTS			
Radio Station	**Estimated no. of people reached / week**	**Total number of plays**	**Notes**
The Beach	17,000	120	2 weeks during August, 30 sec advert, 120 spots in total
Phoenix FM	30,000	294	6 weeks during August/Sep, 30 sec advert, 7 spots / day.
Lowestoft Community Radio	N/A	217	4 weeks during August, 30 sec advert, 7 spots / day.
BBC Essex	106000	1	CW did interview on morning show
Totals	**153,000**	**632**	

[2] RAJAR (August 2014) http://www.rajar.co.uk/listening/quarterly_listening.php

Radio advertising is still considered a cost-effective way of reaching a large variety of customers. It allows advertising that is specific to the local community and can generate an active response to promotions. By using a familiar voice of gardening it was believed to improve listenership to the advert and response to it as well. However as results from the satisfaction survey of Christine Walkden talks showing that no one attributed attending the event from hearing a radio advert it must be re-evaluated next year as to whether radio advertising should be used for this type of campaign.

Newspaper

The benefits of newspaper advertising are that they allow a lot more information to be conveyed to the customer within the advert. The adverts had the background image of Christine Walkden and included helpful hints and tips to 'Save a bucket load this summer' when watering and planting the garden and information regarding the water butt sale and the talk by Christine Walkden.

This year the adverts for the Save a Bucket Load campaign appeared in three newspapers over August 2016. These were Essex Enquirer, Diss Mercury and the Lowestoft Journal. Due to the small number of water butt sales a further advertising occurred on October 2016 in the Newcastle Chronicle and Essex Chronicle. An example of an advert is shown in

. Table 4 gives a summary of the newspaper advertising and shows the estimated population who would have seen the advert is 290,212.

Newspaper advertising continues to be thought of as an effective form of advertising and can provide customers with a larger amount of information about a campaign. Based upon the results of the satisfaction survey and the water butt sale 22% of people attended the talk and bought a water butt after seeing a newspaper advert.

Table 4: Newspaper advertising

NEWSPAPERS		
Newspapers	**Estimated readership**	**Notes**
Essex Enquirer	118,000	1x advert in monthly 'environmental' page sponsorship
Lowestoft Journal	15,027	2 x adverts over 2 weeks

Diss Mercury	12,185	2 x adverts over 2 weeks
Horticulture Week	6,000	1x article in 1 edition
Essex Chronicle	94,000	1 advert (quarter page), 2 weeks
Newcastle Chronicle	45,000	1 advert (quarter page), 2 weeks
Totals	**290,212**	

Figure 16: An example of a newspaper advert

Leaflet Distribution

Leaflet distribution has been found to be another cost-effective way of spreading the message about a campaign. This year nearly 30,000 leaflets were delivered to households across Essex, Suffolk and the North-East. The leaflets advertised both the water butt sale and Christine Walkden talks and judging by the results from the satisfaction survey they proved to have had some impact in generating attendees.

Website and Social Media

Website and social media advertising are popular as more people have access to the internet on the go through mobile phones and tablets. This allows promotions run through websites and social media to reach a range of customers and offers many opportunities to provide information, links to different sites and engage with customers.

The campaign made use of the company websites for providing customer's with information about the campaign and a link to where to purchase water butts. We also promoted the campaign internally through our internal communications newsletter 'h2info' and intranet 'Cascade'. Daily helpful hints and tips to save water in the garden over the summer period where tweeted from ESW and NW twitter pages. Twitter also allows the opportunity to link up with other organisations and re-tweet. Website and social media use for advertising is a quick and free way to easily spread the message about a campaign that is happening and would be recommended for future campaigns. Figure 17 gives an example from the ESW twitter page.

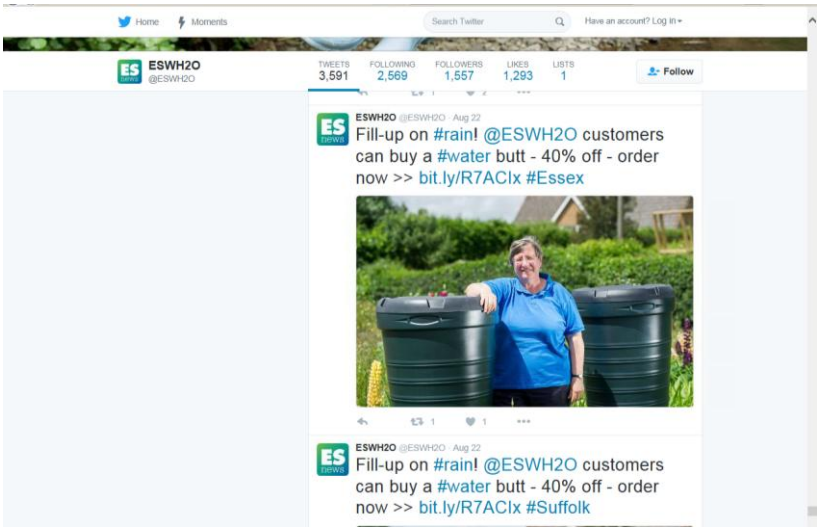

Figure 17: Example of tweet from ESW

Every Drop Counts 2016

Every Drop Counts is the annual water efficiency project which aims to focus all our water efficiency efforts in one town in one year. This year Every Drop Counts came to the town of Lowestoft and the Wingrove area of Newcastle. As a part of the Every Drop Counts campaign, stalls are run in the town promoting various aspects of the campaign and encouraging local people to save water. One part of the stall focused on saving water in the garden and customers could take information and a SowPot away with them as part of this. In the south Groundwork Norfolk and Suffolk operated the stalls and they reported speaking to 1,123 people at events with 203 Sow Pots handed out.

4. RESULTS AND ANALYSIS

Customer's targeted

The messages of 'using water wisely' and 'save a bucket load' were communicated to our customer's using a variety of formats including radio, newspaper and social media adverts, campaign stalls and a water butt sale. By utilising different routes to target our customers the messages of this campaign will have reached a broad range and a large number of customers across our supply area. Based on the assumed listenership of the local radio stations and the distribution of newspapers and the other methods used to promote this campaign it is possible to estimate that around a quarter of the NWL properties received the messaging of this campaign (see Table 5).

Table 5: Estimated total number of properties that received the campaign messaging for this campaign.

Promotion	**Estimated households reached**
CW Talk (4 x locations)	162
Radio	153,000
Newspapers	290,212
Leaflet Distribution	29,984
Twitter followers	10,366
Estimated total households targeted:	483,724
Total Properties	2,003,641
Percentage of total properties reached.	**24%**

Using Christine Walkden

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. Christine's fabulous engaging and informative talks to over 150 people were a great way to communicate the top ways to save water in gardens and allotments and some really positive feedback was received. This innovative approach in collaborating with a TV celebrity united the campaign under one person and endorsed the campaign by a well-known and qualified professional gardener.

Water Butt Mega Sale

216 water butts were sold in total during August when the 40% discounted offer was available to customer producing an average 12.41 water butts sold each day. The analysis has shown that the advertising had a positive impact on water butt sales, with significantly increased sales in areas that received the most advertising. Therefore it can be concluded that it is worthwhile advertising the messages of this campaign. The location of sales also gave insight into what demographic of customer that was buying the water butts, with 75% of all sales being within Acorn categories one (affluent achievers) and three (comfortable communities).It is believed these customers are more likely to firstly have a garden and secondly be willing to act upon promotional offers that they have come across.

Based upon the OFWAT assumed 6.9 fills of a water butt each year, each customer who bought a water butt on average now saves 2.74 litres per day. From the sales of water butts this year the total annual water saving is 333.20 m^3. It was also possible this year to analyse the measured savings from last year's campaign due to available pre and post meter readings. The results from this analysis gave the average water saving per property of 5.53 litres per day which equated to 2.02m^3 per year.

5. EVALUATION

Discussion

The Save a Bucket Load campaign for 2016 effectively raised the awareness of Essex & Suffolk Water's customer's water use in their gardens over the summer period through the communication of top tips to save water in the garden indorsed by TV celebrity Christine Walkden. This year saw the increase of the number of talks Christine Walkden did trying to reach customers in all our supply areas. However it was found that the most effective way to reach out to customers is by collaborating with another organization which directly increases the number of attendees.

This year also saw the return of the water butt mega sale with the target of selling 500 water butts in each area during August 2016. Sales for the water butt sale were slow and not as successful as last year. This could be due to a different advertising look which didn't sell the main aim of the advert to the customer in the best way or could also be due to the fact that a vast number of the population already has water butts. However been able to investigate the measured savings as a result of last year's campaign was useful and gave an idea of actually how much water can be saved from using a water butt.

Although the advertising campaign is the highest proportion of the budget, from the analysis of the satisfaction surveys and the water butt sale it does prove to be an effective way to reach many customers with key messages. Using a variety of different media formats a broad spectrum of customers were targeted. The primary messages promoted through the advertising campaign this year were simple ways to use water wisely in the garden and the water butt mega sale offer.

Recommendations and Limitations

Christine Walkden as the face of the campaign was a brilliant way to unite the campaign and in particular the event held at Howard Nurseries was a great success and one that would be great to replicate next year with another association, possibly RHS. Maybe even Christine Walkden could design or help with a dry garden at RHS where an event could be run around it.

It is always a challenge to gauge how successful different advertising routes have been. The satisfaction survey alluded to email, friend recommendations and newspaper adverts being the greatest influence with leaflets and website adverts coming second. The water butt sales were similar in newspaper adverts, leaflets and friend recommendations being the greatest influence. Radio advertising wasn't mentioned at all in the talk satisfaction survey, and mentioned a little in water butt sales. From the comments associated with radio adverts in the water butt sales most

quoted listening to Christine Walkden interview on BBC Essex. Therefore it may be more worthwhile to use this money on investigating email advertising or newspaper advertising. A further note is that leaflet drop could have been a double sided leaflet instead and actually not have effected the cost so much, therefore being able to advertise two things at once.

A couple of new innovative products also came to our attention when conducting this campaign. The first is a trigger hose gun that measures the amount of water used. This could be incorporated into measured water savings for this campaign as well. A link to this trigger hose gun is here www.envirogadget.com. The second product is the water mat which is a super absorbent mat which can keep plants watered for a week. Similar to using sponges inside pots this is an easy way to keep plants well watered whilst away on holiday. Contact save water save money for more information.

Anglian Water does a calendar of different gardening tips for the year. This could be another idea of something else that we could collaborate with RHS and / or Christine Walkden as well. Last year was also mentioned doing a children's gardening kit which could include the SowPot, so this could be another way to challenge the behaviour of our customers and could be designed into the super splash heroes theme.

The water efficient target savings are now based upon measured savings (those from meter reads) and this year we have tried to find a way to incorporate measured savings by looking at the previous water butt sale meter reads. This has resulted in a saving of 2.02m3 per year. However other methods to incorporate measured savings also need to be included. One option is to trial the trigger hose gun that measures water use or another product and see if that produces water saving as well. Or before sending out literature or products pre-reads would need to be taken from the houses and then a post reads a few weeks after delivery of literature or products to see if behaviour change can be quantified.

6. CONCLUSION

In summary the Save a Bucket Load campaign successfully promoted sustainable and efficient water use in the garden to a large number of customers and it is believed to have generated a long-term behavioural change in our customers. Collaborating with Christine Walkden to endorse the campaign worked very well again this year especially working with Waterwise winners Howard Nurseries to run an event. The water butt sale generated large water savings for the 302 households who bought one, each saving on average 2.74 litres per day. Once again a broad range of media routes were employed for advertising the campaign and this is thought to have achieved reaching a wide spread of customers. Overall the campaign raised awareness of using water wisely in the garden, promoting a behavioural change and saw large water savings for customers who purchased water butts both this year and last.