



Engaging Customers to Help Bring Down Sewer Blockages and Floodings

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Project manager
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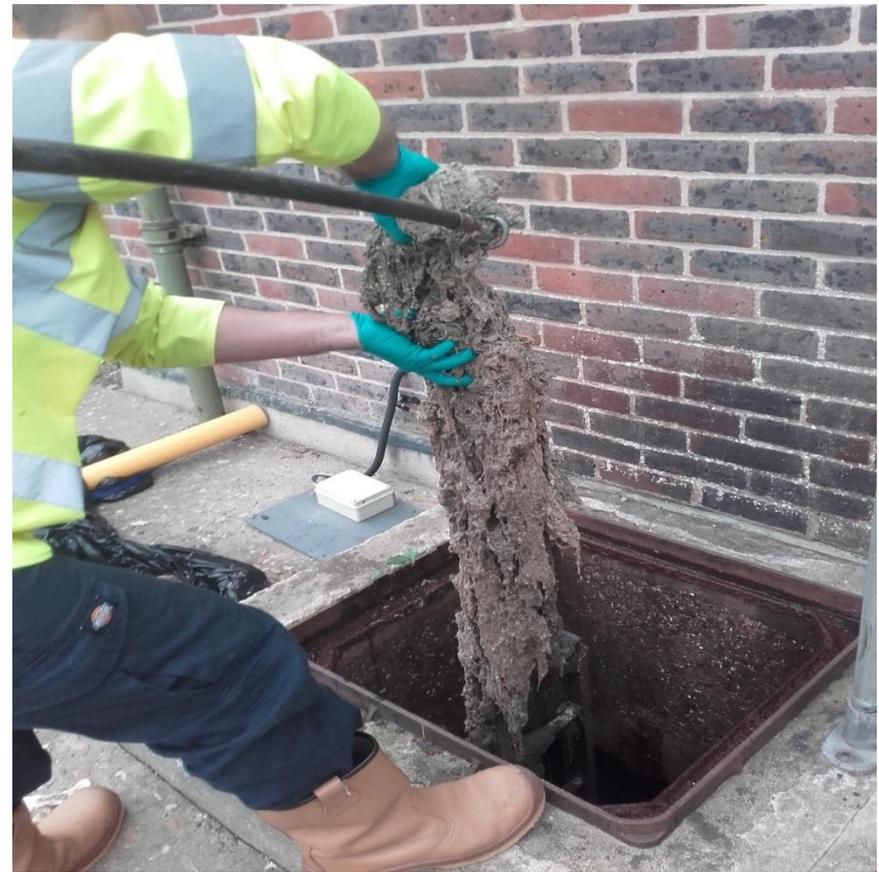
Why do we need such a project ?



300,000 sewer blockages in the UK every year

Cost: £100million

Out of sight, out of mind



Change the behaviour of 4.6 million people

Engage 28,000 food businesses



4.6 million people

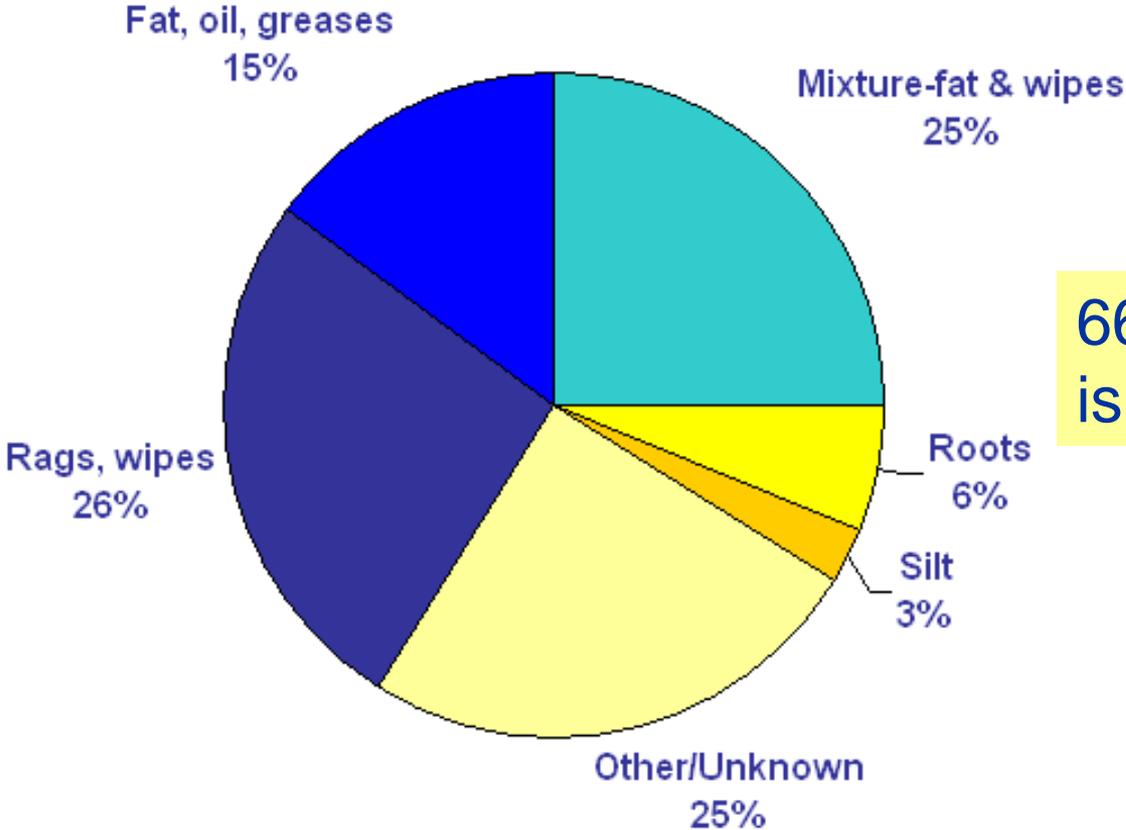


7 people

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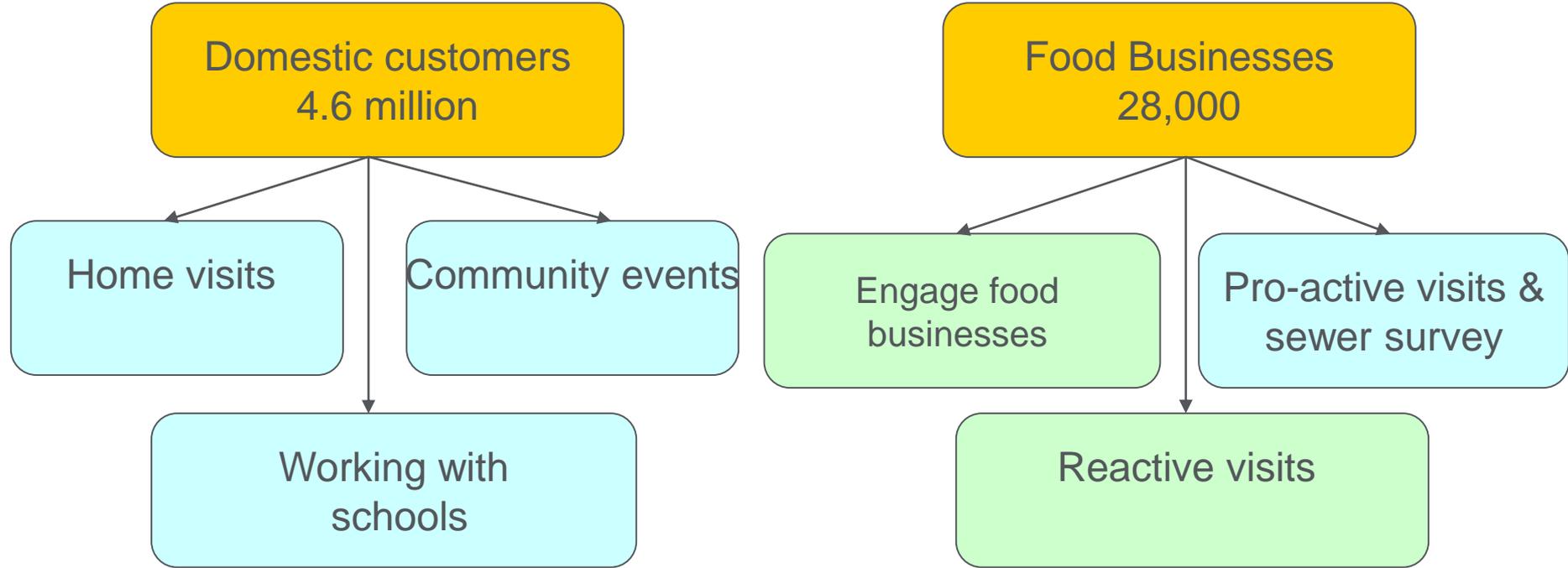
- Business need
- Target audience
- Scope of the Project
- Stakeholders
- Communications
- Progress, achievements
- Benefits

Business need



66% of blockages is preventable

Target audience



Influence of national & international media & other UK water companies

Strategy to engage customers living in hotspots

Company wide general campaign with traditional and social media



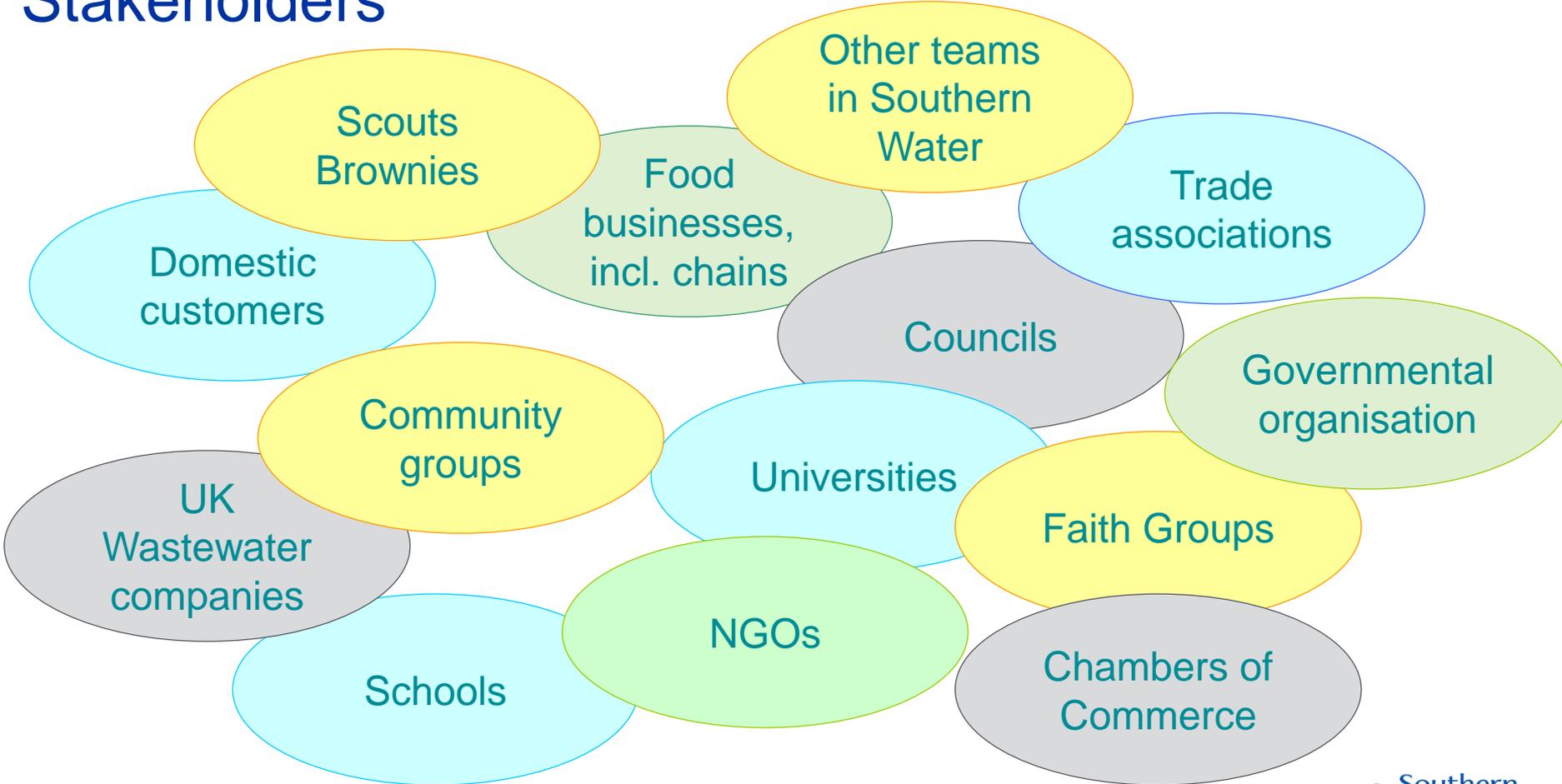
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Involving stakeholders

Stakeholders



Cutting edge approach towards multi-premises food businesses



MORRISONS



The Unflushables Film & campaign

2017

Reached 16
million people



Gold Award in 2017
from CIPR

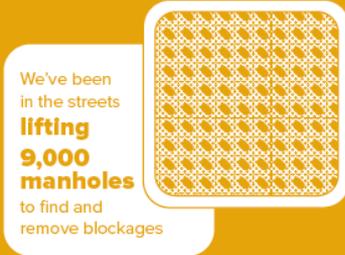
The Unflushables 2 & the Augmented Reality game

Download this:



Fat, oil, grease and unflushables

What we've done



Progress with 7 people

Visited **73,000** customers

Lifted **9,200** manholes

Found **1,250** sewer issues

Held **20** days of action

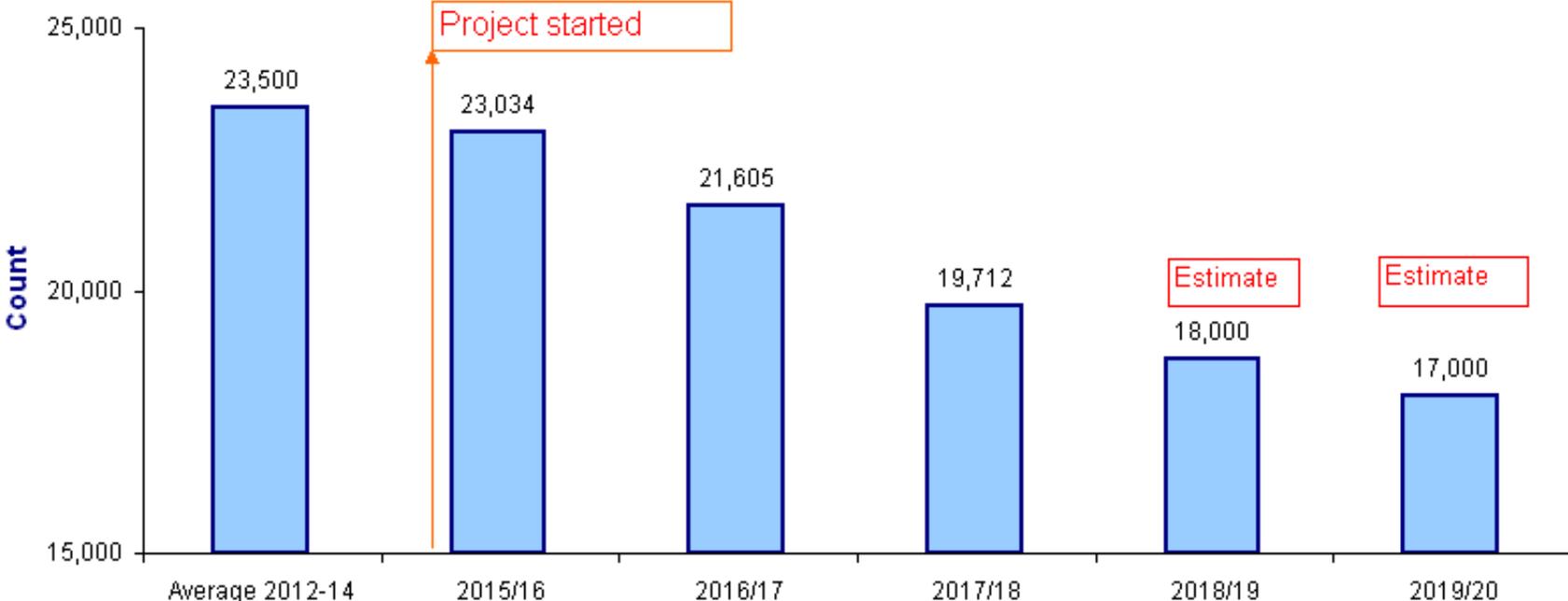
Contacted **2,500** food
businesses

Engaged **28** large multi-
premises food chains

Gave **450** presentations

Reduction in sewer blockages

Trend of sewer blockges 2012-20



Achievements, benefits

Customer awareness **↑ 5%**

Sewer blockages **↓ 17%**

Prevented **88** internal floodings

We won **gold** with our film

We will have saved **£11,5 million** by 2020

The “**Southern Water Model**” for engaging food businesses

Fat, oil, grease and unflushables

Our successes



Blockages in sewers have **fallen by nearly 20%** – from around 23,000 to around 19,000



We're having a big impact with a low budget of £261,000 per year – we calculate the total benefits will be **£11.5 million** by 2020

The number of repeat blockages in food businesses has dropped from **30% to 6%** after our visits



We've helped prevent 40-50 internal flooding incidents each year – saving more than **£12,000** for each incident



Awareness of what should and shouldn't be flushed down the loo has increased by **5% since 2016**



We won gold in the Chartered Institute of Public Relations Awards for 'best public engagement campaign' in 2017

Any questions?

Ask for a detailed report if need more info....





Thank you

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