

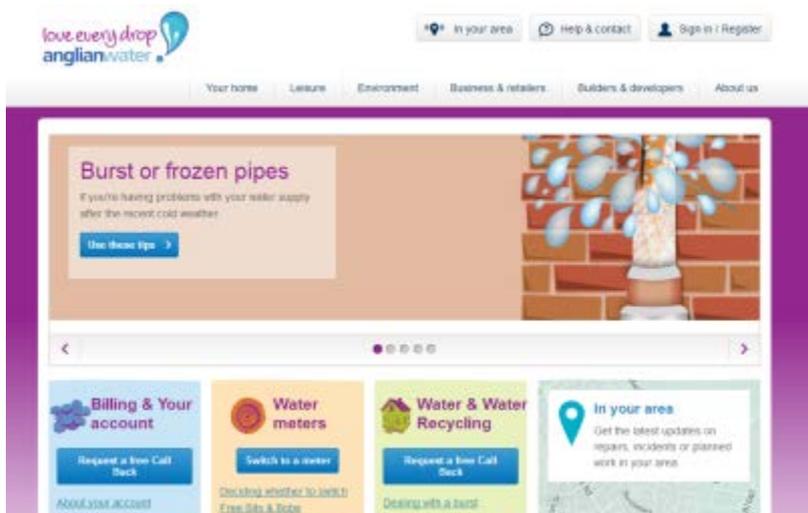
# Freeze/thaw – request for additional information on company communications

## 1. Anglian Water's Keep Your Pipes Cosy campaign

Ahead of any freezing weather conditions each winter we reactivate our Keep your Pipes Cosy (KYPC) campaign via, media, web and social. This is a campaign strand that has run for several years, with notably significant success when distribution of the story is timed to respond to national weather warnings.

Multiple communications assets with a multi-year lifespan have been developed since this campaign's inception. Targeting and appropriate localisation keep these assets fresh each year.

### Examples of campaign collateral:



A link to cold weather advice appears on the Anglian Water homepage.



The homepage links to this landing page, with a unique short URL - [anglianwater.co.uk/winter](http://anglianwater.co.uk/winter).

love every drop  
anglianwater

In your area Help & contact Sign in / Register

Your home Leisure Environment Business & retailers Builders & developers About us

Your home > Your water supply > Burst pipes

## Burst and frozen pipes

Problems with your water after the big thaw?



No-one wants a burst pipe. As emergencies go, they can be a real nuisance so it's a good idea to put some thought into what you would do if you had a burst pipe in your home.

### Burst or leaking pipes

If your pipes burst, try to minimise any damage by

1. Turn off the water supply

Turn off the main stop tap – this could be the external stop tap located at your property boundary and/or the internal stop tap which should be in the cupboard under the kitchen sink or at the point where the service pipe comes into your home.

In this section

- Your account >
- Your water supply >
- Regulations and plumbing >
- Leakage >
- New connections >
- Using water wisely >
- Private water supplies >
- Burst pipes >
- Stop taps >
- Get ready for Winter >
- Drinking water quality >
- Water meters >
- Your water recycling services >
- Frequently asked questions >

Share this page

Ask Amanda  
How can we help you?

Further advice is signposted at stages through the customer journey.

Online content is supported by printed collateral, also available for download.



## WINTER WARMER SHOPPING LIST

There are some simple supplies you'll need to prevent your system from freezing - whether that's pipes, tanks or outside taps.

**Warm jackets:** British Standard tank jackets cover a wide range of tank sizes.

**Pipe lagging:** this comes in 1 metre lengths and is ready-cut down the centre. Choose the right diameter for your pipes.

**Strong tape:** sturdy cloth tape or insulation tape will help cover the joints.

**Tape measure:** to check how much insulation you'll need to buy.

**Sharp scissors:** to trim off the excess lagging and help make the joints neat.

**Wrap the tap:** your outside tap can be protected with a tap jacket.

Visit [facebook.com/AnglianWater](https://www.facebook.com/AnglianWater) to see our video tutorials.

## WRAP UP OUTSIDE

FREEZES OUTSIDE CAN LEAD TO BURSTS ON THE INSIDE, SO BE SURE TO WRAP UP WARM

**DRAIN OUTDOOR TAPS**  
Turn off the valve and drain the pipes to prevent damage. Wrap your tap with an outdoor tap jacket.

**WATCH THE WATER METER**  
If it's fitted to the outside of your house, check that the pipes leading to and from it are insulated and there are no gaps. Also, insulate the meter cupboard and keep the door firmly shut.

**DON'T FORGET YOUR OUTBUILDINGS**  
Check the insulation and isolate water supplies to outside toilets, detached garages and outbuildings. Consider turning off the valve and draining too.

## KEEP YOUR PIPES COSY

IDEAS FOR WRAPPING UP WARM AND SAVING WATER THIS WINTER

**DROP 20**

## STAY WARM INSIDE

HERE ARE OUR TOP TIPS FOR INSIDE YOUR HOME THIS WINTER

**STOP THE DRAUGHTS**  
Cold air from outside freezes pipes inside, so cover those gaps in doors and windows.

**LEAVE HEATING ON LOW**  
When you're out of the house, it's more economical than switching off and stops your pipes freezing.

**LET THE WARM AIR FLOW**  
In extreme conditions it may be necessary to open the loft hatch to help keep pipes and tanks up there from freezing.

**FIX THOSE DRIPS**  
It'll drop 3 litres a day of your water use and prevent a trickle freezing your whole system.

**HAVE FUN WITH FOAM**  
LAGGING YOUR PIPES AND INSULATING YOUR WATER TANK IS A PRETTY SIMPLE JOB.

**FOR PIPES:**

1. Roughly measure the diameter and length of pipes inside and outside your home.
2. Buy lagging and cut to the length required.
3. Slip it over the pipes and join the gaps with masking tape.

**FOR TANKS:**

1. Check the size and location of your water tanks.
2. Visit your local DIY shop and ask for advice on the best buys.
3. Fit the jackets over the tanks and seal with tape and plastic sheeting.
4. REMEMBER, tanks in your loft need the heat from below to keep them warm, so don't insulate the base.

Check out our shopping list on the reverse of this page to help you get started.

In an emergency, call:

Detailed advice is published on Anglian Water website, including links to weather warnings, emergency contacts, priority service support, Watersafe accredited plumbers, and how-to videos.



### Here are our top tips for saving water and money:

**Insulate your pipes and water tank**, especially in the loft. Pipes can be protected using ready-moulded lengths of insulation foam (known as lagging), taped together to close gaps. Elderly and vulnerable people may be eligible for grants to cover the cost of insulation and lagging. Replace wool matting which may have been wrapped around pipes – this type of insulation has not stood up to the test of recent winters. The sides and top of cold water tanks can be wrapped in an insulating jacket.

**Fix those drips.** This is a small thing to do, but stopping a regular drip could prevent a slow build up of water freezing and blocking your pipes.

**Stop the draughts.** Cold air from outside freeze pipes inside, so cover those gaps in doors and windows. Wind increases the risk of freezing pipes as it penetrates air bricks, roof spaces and outbuildings.

**Check outdoor taps.** These can be most vulnerable to the impact of cold weather. Don't leave a hose attached to outside taps, and – if you have one – turn off the valve (which may be inside) and drain down the tap and pipes. This stops them becoming damaged and cold creeping up the pipe into your house.

**If your water meter is fitted to the wall outside your house** check that the pipes leading to and from it are adequately insulated and there are no gaps between them, that the meter cupboard is packed with insulation material, and that the door is firmly shut.

**Use the frost setting on your central heating**, or leave it on low when you are out or away. Insulation is priority number one, but low-level background heating can stop pipes freezing, particularly if the property is empty. Check with your energy company to ensure you are on the most appropriate tariff.

**Let the warm air flow.** Consider opening the loft door occasionally if it's very cold and you have tanks or pipes in the loft. This allows warm air to circulate around them in your roof cavity. The insulation that keeps heat in your house stops warmth reaching tanks and pipes in your loft.

**Don't forget your outbuildings.** Check the insulation and, if possible, isolate water supplies to outside toilets, detached garages and outbuildings if they are not in use. Consider turning off the valve for the supply to outbuildings, and draining down taps and pipes.

**Check where your stop tap is**, and check that it works. You'll need to get to it quickly, and know you can turn it off, should the worst happen.

**Don't forget family, friends and neighbours.** Help them out if they need a hand preparing – and perhaps agree to watch each other's houses if you're going to be away.

video tutorials

Drinking water quality

Water meters

Your water recycling services

Frequently asked questions

Share this page



### Weather warnings

**Met Office**

View latest [weather warnings for the UK](#)

We are retiring this embedded widget service. [See further](#)

### Burst pipe emergency

What to do if you have a burst pipe in your home.

### Register for our priority service

From time to time some of our customers will need extra special care and that's just what our priority service offers.



### Need a plumber?

The WaterSafe website can help find an approved plumber near you.



### How to videos

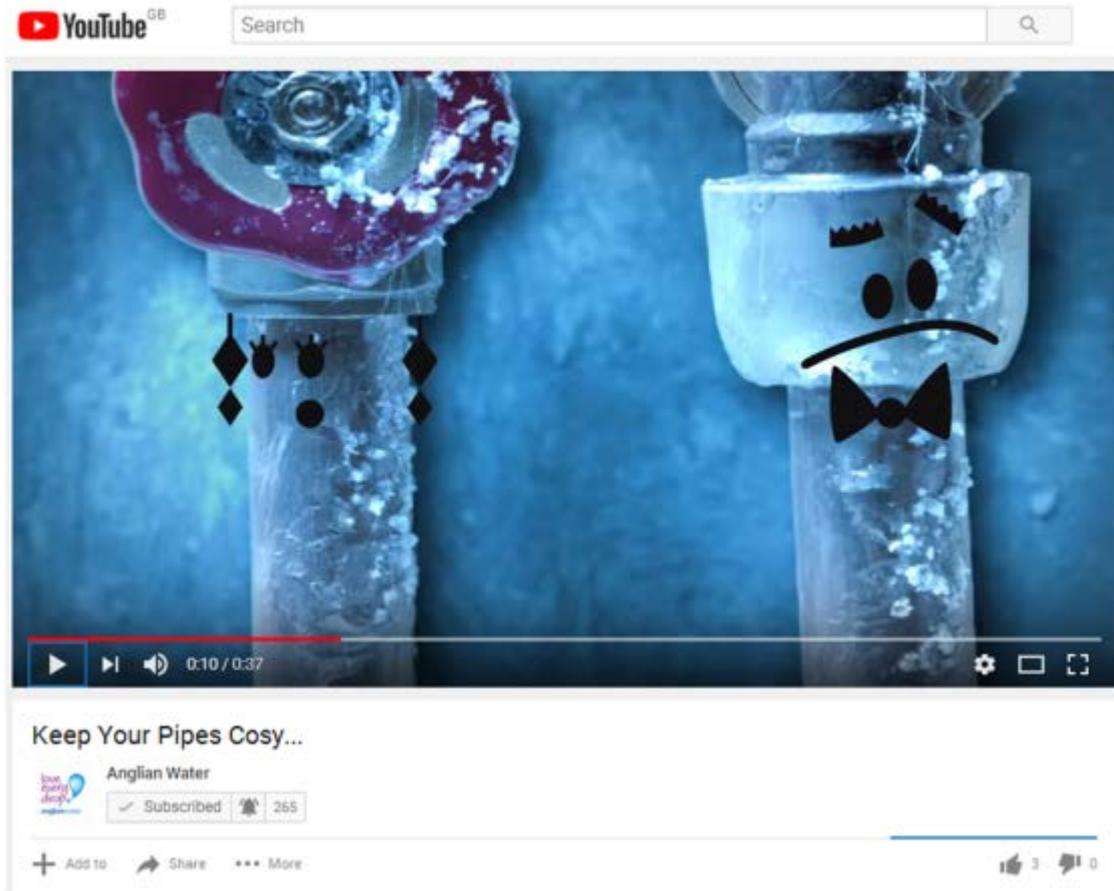
Take a look at our videos for tips on how to prepare your home for winter



How-to videos are published on YouTube.  
Cold weather specific content is collated on the Anglian Water website.

The screenshot displays the Anglian Water website's 'Video tutorials' page. At the top left is the 'love every drop anglianwater' logo. To the right are navigation buttons for 'In your area', 'Help & contact', and 'Sign in / Register'. Below these is a horizontal menu with categories: 'Your home', 'Leisure', 'Environment', 'Business & retailers', 'Builders & developers', and 'About us'. The main content area features a breadcrumb trail: 'Your home | Your water supply | Burst pipes | Get ready for Winter | Video tutorials'. The 'Video tutorials' section is highlighted in purple. It contains three video thumbnails: 1. 'How to stop your pipes from freezing TOP TIPS' with a winter-themed illustration of a house and snow. 2. 'Simple Steps To Insulate Your Home' showing a man in a dark jacket working with a large pipe in a utility room. 3. 'Checking for water leaks' featuring a woman in a kitchen setting. To the right of the video area is a 'In this section' sidebar with a list of links: 'Your account', 'Your water supply', 'Regulations and plumbing', 'Leakage', 'New connections', 'Using water wisely', 'Private water supplies', 'Burst pipes', 'Stop taps', 'Get ready for Winter', 'Video tutorials', 'Drinking water quality', 'Water meters', 'Your water recycling services', and 'Frequently asked questions'. Below the sidebar are social sharing icons for Twitter, Facebook, and LinkedIn, with the text 'Share this page'. At the bottom of the page is a footer with social media icons for Twitter, Facebook, YouTube, LinkedIn, Instagram, and Google+, and the Anglian Water logo on the right.

An animation explaining the causes (and cures) for frozen pipes is also published on YouTube, and then republished on our website and social channels, wrapped with targeted messaging.



## 2. Engagement with traditional media

Ahead of the cold spell which swept the country in late February, we issued our Keep Pipes Cosy press release to region wide media, radio and TV, offering advice to customers about what action to take ahead of the cold snap to protect homes from burst pipes and flooding.

While initial release on the 26 Feb had a limited amount of pick up, our advice had been lodged with newsrooms, stakeholders and opinion formers. Once the snow began to fall and freeze the following week (and customer contact volumes increased) we reissued the release, with additional guidance for customers should they find their pipes had already frozen.

We proactively contacted all major local radio stations, (BBC and commercial) offering live interviews or pre-recorded advice for their broadcasts.

Every local BBC radio station, and all major local commercial stations, booked interview slots in with us between the 1 and 2 March. While some carried interviews as a feature in daytime programming, others ran it as content in news bulletins.

**Channels which ran the story:**

- BBC Radio Cambridgeshire
- BBC Radio Lincolnshire
- BBC Radio Norfolk
- BBC Radio Northampton
- BBC Radio Suffolk
- Lincs FM
- Eastern Daily Press
- BBC Look East
- Grimsby Telegraph
- Heart Radio

All of this messaging was consistent with information published to our In Your Area website.

The thaw of the following week (and operational challenges in other water companies) created a further wave of interest from the media. With such limited customer impact in the Anglian region, our contribution to media debate was largely around:

- explaining why a rapid thaw can cause pipes to burst, and the difference between our infrastructure and domestic plumbing
- offering reassurance to customers that our network was coping well with the conditions and was being monitored closely by our engineers
- encouraging them to report any leaks to our Leakline
- Encouraging the use of Watersafe accredited plumbers

**'Beast from the East II'**

Despite the forecast for the second cold snap being less ferocious than the first, we proactively contacted all regional radio stations again, ahead of the 17 March forecast for further snow and ice. BBC Radio Northampton, BBC Radio Lincolnshire and BBC Radio Norfolk ran the piece again.

We also reissued the advice as part of our fortnightly supplement in the East Anglian Daily Times, one of the most widely-read regional newspapers in our area, covering Suffolk along with parts of Norfolk and Essex.

### 3. Customer engagement on social media

Anglian Water's social media channels are consistently the most 'followed' or 'liked' in the industry, with correspondingly leading levels of engagement.

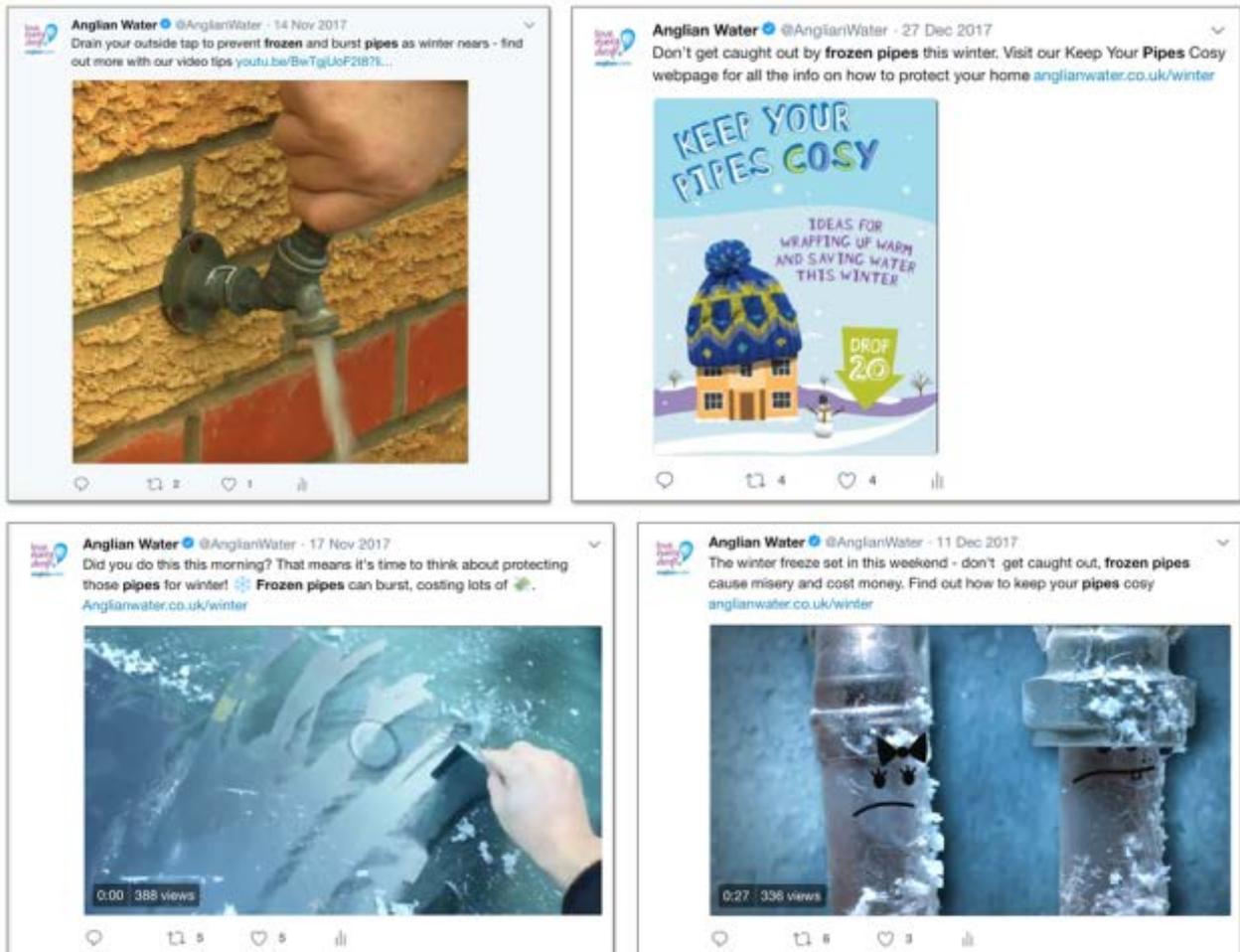
Facebook post v's engagement statistics comparing UK water companies, 16/03 – 23/03, showing comparative 'BAU' levels of engagement

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
<b>1</b>  Anglian Water - Love Ev...	20K 	▲ 0.8%	7	2K 
<b>2</b>  Scottish Water	17.9K 	▲ 0.6%	87	551 
<b>3</b>  Yorkshire Water	16.5K 	▲ 0.8%	9	230 
<b>4</b>  Dwr Cymru Welsh Water	15.9K 	▲ 0.5%	11	381 
<b>5</b>  Severn Trent	9.8K 	▲ 0.1%	9	203 
<b>6</b>  Thames Water	9K 	▲ 1.4%	40	441 
<b>7</b>  United Utilities	7.6K 	▲ 1.6%	26	677 
<b>8</b>  Wessex Water	5.2K 	▲ 2.4%	10	688 
<b>9</b>  Southern Water	3.6K 	▲ 0.7%	21	199 
<b>10</b>  South East Water UK	2K 	▲ 0.1%	27	87 
<b>11</b>  Affinity Water	1.5K 	▲ 0.3%	3	68 
<b>12</b>  Northumbrian Water	767	0%	0	0
<b>13</b>  Essex and Suffolk Water	151	0%	0	0

Using campaign collateral, we are able to target customers much more precisely, and directly, using our well-established social media channels.

Social engagement using the Keep Your Pipes Cosy collateral has been delivered over a number of years. Previously we have offered a variety of incentives to encourage engagement with the content – for instance, free home visits from a plumbing insulation specialist. We regularly assess the cost-effectiveness of such incentives before offering them.

Examples of previous cold weather engagement using Twitter, December 2017



With the cold weather predicted in late February and early March, we again pushed the message out, echoing the messaging of the media release. This was published to our media site on 26 Feb.



With temperatures this week set to plummet, reminding us all that winter isn't quite over yet, Anglian Water is encouraging homeowners to be prepared and wrap up their homes as well as themselves to stay safe and dry.

Cold temperatures can cause water inside pipes to freeze – leading to bursts, floods and the misery of being without water for drinking, cooking and washing. Anglian Water's 'Keep Your Pipes Cosy' campaign is here to remind home owners to look after their pipes and tanks to ensure they stay cosy and dry when temperatures fall.

Regan Harris, from Anglian Water, said: "While it might be tempting to think that winter is nearly over, we're heading for a cold spell which is why we're urging people to make sure their homes are prepared for this week's forecast drop in temperature. We're calling on everyone to ensure your pipes are tagged, fix dripping taps and have a plumber's number to hand if the worst comes to the worst.

"A burst pipe can mean huge disruption with the potential to cause thousands of pounds of damage as well as affecting your water supply.

Search here...

Media Centre

Be part of our media centre to get in touch with our press team.

Recent Posts

Hundreds of pounds are, unknowingly, being flushed down the drain by farmers across Herefordshire, the culprit? A leaky tool.

Anglian Water invests £190,000 to improve water reuse in Northampton

The Anglian Water media site provides a central location for all published content, such as press releases, blogs and videos. This story can be found here: <https://media.anglianwater.co.uk/wrap-up-your-homes-for-the-cold-snap/>

Social media traffic began to steadily rise from the start of the week commencing Feb 26. As the temperature thawed and customers started to report leaks and water issues in their properties, contact peaked on late Sunday March 3 and throughout Monday March 4, before returning to normal levels on Wednesday.

During this period we received 2,668 messages and comments on Twitter and Facebook from 1,134 accounts. Of these 553 were customers requiring assistance, information or advice and they all received an individual response from our digital customer services team.

This was the highest level of traffic we have ever received on our social media channels. To ensure we were able to cope with demand we moved shifts to extend our hours of coverage, increased the number of available seats on our customer service platform by 20, and made preparations to bring in extra staff from other areas of the company to help respond individually to customers online. Ultimately, we were able to deal with demand from within the dedicated team.

Our proactive messages on social media were given over to updates and advice for customers as well as images of our staff out working to keep customers informed and reassured.

We posted eleven updates on Facebook during this period: a mixture of general posts for all affected customers, and targeted posts on specific localised issues only visible to those in the affected geographic areas.

Our total combined reach on these posts was around 250,000, with 40,000 people engaging (eg liking, commenting, sharing, clicking on links or watching videos).

The post with the highest reach was posted on March 1, reaching almost 150,000 people, receiving 2,600 likes, comments and shares and was clicked on 23,000 times.

The image shows a Facebook post from 'Anglian Water - Love Every Drop' published by Jane Anglian on March 1 at 10:06am. The post text provides advice on dealing with frozen pipes. To the right, a 'Performance for Your Post' analytics panel displays the following data:

Performance for Your Post		
<b>147,393</b> People Reached		
<b>2,676</b> Reactions, Comments & Shares		
<b>777</b> Like	<b>527</b> On Post	<b>250</b> On Shares
<b>11</b> Love	<b>9</b> On Post	<b>2</b> On Shares
<b>10</b> Haha	<b>3</b> On Post	<b>7</b> On Shares
<b>11</b> Wow	<b>11</b> On Post	<b>0</b> On Shares
<b>3</b> Sad	<b>2</b> On Post	<b>1</b> On Shares
<b>461</b> Comments	<b>339</b> On Post	<b>122</b> On Shares
<b>1,403</b> Shares	<b>1,385</b> On Post	<b>18</b> On Shares
<b>23,106</b> Post Clicks		
<b>0</b> Photo Views	<b>53</b> Link Clicks	<b>23,053</b> Other Clicks
<b>NEGATIVE FEEDBACK</b>		
<b>23</b> Hide Post	<b>9</b> Hide All Posts	
<b>0</b> Report as Spam	<b>0</b> Unlike Page	

To contextualise the situation we shared images of work being carried out on the front line. This follows our tried and tested strategy of lifting the lid on the work we do, turning front line colleagues into advocates and ambassadors, showing that the whole business is working in service the customer.

 **Anglian Water - Love Every Drop** added 4 new photos. \*\*\*  
2 March at 15:37 · €

Services around our region have had a very busy week. Our teams have been out and about helping customers and we'd just like to say a huge thanks for the many cups of tea they've received and for bearing with us while we have dealt with a huge number of calls.

We have had several hundred calls from people with no water due to frozen pipes, and given out advice on how to thaw them out. Some people were still off water and we're visiting around 400 homes, prioritising vulnerable and elderly customers.

Ground movement caused by freezing temperatures has caused burst pipes in some areas. We are currently investigating and fixing more than 60 bursts across the region. On the sewer side of our business we are having difficulty getting about on the roads, accessing remote treatment works and also finding and accessing manhole covers so please bear with us if you are waiting for assistance with a sewer issue.

We are preparing for a busy weekend and have called in staff from leave and others are working overtime as we prepare for the snow thaw and forecast rain which could cause localised flooding.

These pictures show some of the conditions staff are working in. Lee and Hannah, network technicians were out unblocking sewers in the snow in Colchester. Apprentices Dillon and Josh stopped to help a stranded lorry near Bourne in Lincs. And it wasn't just customers – this redshank was found struggling in the snow in a depot in Essex and taken inside a van to warm up. And finally here is the scene that met technician Sam Batey when he arrived to check on Houghton St Giles Water Treatment Works in Norfolk.

Please stay warm and stay safe – and make sure to look in on any vulnerable or elderly neighbours. If you are having problems with frozen pipes then there's advice here – [www.anglianwater.co.uk/winter](http://www.anglianwater.co.uk/winter). If you are still having problems then please do comment below, or send us a private message and we'll do our best to help.



 Like  Comment  Share

  You, Emma Staples, Ellie Henderson and 233 others Chronological ▾

77 shares

Customer responses were typically very supportive.

A screenshot of a Facebook post and its replies. The post is from Anglian Water, and the replies are from customers and Anglian Water staff. The replies are as follows:

- Jody Brister:** A big Thankyou I will say for the lads who sorted the frozen pipes in rackheath & getting it up & running again 👍👍  
Like · Reply · 2w
- Neal Wells:** It's certainly been a challenging 48 hours !  
Like · Reply · 2w
- Louise Baldry:** Thank you so much for sorting out the water supply in Salhouse. You were so polite and helpful on the phone and a special big thanks to the people who worked outside in this awful weather to make sure we have running water. Well done!  
Like · Reply · 2w · Edited
- Lorraine Parr:** Just wanted to say a big thank you to your team in my area about 9.30 last night we found that quite alot of neighbours had blocked drains and raw sewage was coming over the top.You sent your Very busy team out and it was fixed by 11 oclock.Just recieved a phone call by a fantastic gentleman to see if it had been fixed which it had and if we have the same trouble again to phone and they would be out straight away.I told him it was blocked with nappies and wet wipes he even said sorry it wasnt his fault.Excellent job guys ❤️❤️  
Like · Reply · 2w
- Anglian Water - Love Every Drop:** Hi Lorraine, I'm so glad you're so happy with the service you had from us. I'm pleased our team were able to sort your issue so quickly and we really appreciate you taking the time to come back to us with your feedback. Thank you again and have a wonderful day.  
Like · Reply · 2w
- Lorraine Quigley:** Thank you for fixing my water supply! A huge thank you to the guys out working hard to fix the leaks, their effort is much appreciated 😊  
Like · Reply · 2w
- Anglian Water - Love Every Drop:** Hi Lorraine, I'm so glad we were able to sort your issue and that you're happy with the service we provide. Thanks for getting in touch with your feedback and I hope you have a lovely day 😊  
Like · Reply · 2w

Similar content was posted on Twitter. Our tweets over this period received more than 240,000 impressions.

A screenshot of two tweets from Anglian Water. The first tweet is a text-based tweet, and the second is a video tweet.

**Tweet 1:** Please help us get this message out @EDP24 @EADT24 @Inpochonews @LinosFM @GrimbyTel @Bedford\_Citizen @BBCNorfolk @BBC Essex @BBC5Live @BBCRadioLincoln @itvanglia @mk\_citizen @BBCLookEast @BBC3CR  
Show this thread

**Tweet 2:** Anglian Water @AnglianWater · Mar 5  
The big thaw has caused some leaks around the region. Here's our advice about what to do if you discover a leak. Don't forget you can report a leak to us 24/7 our leakline number 0800 771 881 📞 Please share and RT

The video tweet shows a woman in a dark jacket standing in front of a sign that says "love every drop anglianwater". The caption at the bottom of the video says "So it's lovely and sunny outside today, but the".

**Tweet 3:** Anglian Water @AnglianWater · Mar 6  
After the big thaw you might be in need of a plumber! Don't book a cowboy to fix your pipes, check out our list of approved plumbers in our area. Find out more at: [anglianwater.co.uk/developers/plu...](http://anglianwater.co.uk/developers/plu...)

The tweet includes an image of a silver adjustable wrench.

As we have built up a large Twitter following as a result of regular and relevant updates targeted at specific communities, our message was reiterated by a large number of independent voices. For instance:

**KLFM 96.7** @KLFM967 Follow

It's affected lots of people and @AnglianWater have this advice for you if your water pipes freeze: [ht.ly/e9Qc30iJvQa](https://t.ly/e9Qc30iJvQa)



3:20 PM - 3 Mar 2018

1 Retweet 2 Likes

**Norfolk Prepared** @NorfolkPrepared Follow

Do you know anyone who may need extra assistance during a water outage? @AnglianWater offer a priority services register. Register for help with water when the supply is interrupted [ow.ly/3KHZ30iIDGC](https://ow.ly/3KHZ30iIDGC) #uksnow ❄️



Priority services | Need extra help? | Your account | Your...  
Our Priority Services allow us to respond quickly and considerately to help those customers with particular needs.  
anglianwater.co.uk

4:25 PM - 2 Mar 2018

10 Retweets 5 Likes

**Cambs Times** @cambsdmes Following

VIDEO: Anglian Water gives out advice on how Cambridgeshire homes can stay warm during cold snap: With a cold ... [bit.ly/1y3d3y3](https://bit.ly/1y3d3y3)

4:56 PM - 22 Jan 2015

2 Retweets

**Beds Fire and Rescue** @BedsFire Follow

Our crews are still busy helping the residents of Bedfordshire with weather related emergencies. There's some really useful advice here from @AnglianWater about burst pipes and how to prevent them/minimise damage. [mymsg.eu/49jx](https://mymsg.eu/49jx)  
Do you know where your stopcock is?



Get ready for Winter | Burst pipes | Your water supply | Y...  
Wrap up your home this winter & avoid costly bursts. Burst pipes & leaks waste 1000s of litres/day  
anglianwater.co.uk

4:05 AM - 3 Mar 2018

15 Retweets 13 Likes

**North Norfolk DC** @NorthNorfolkDC Follow

Follow top tips from @AnglianWater to help avoid burst pipe this weekend as the #minibeastfromtheeast approaches...

**Anglian Water** @AnglianWater  
@EDP24 @EADT24 @BBCRadioLincoln @LincsLive @NorfolkCC @NorthNorfolkDC @suffolkcc @HeartCambsNews @HeartAngliaNews @BBCLookEast @BBCNorfolk  
Show this thread

12:26 PM - 16 Mar 2018

1 Like

**Lincolnshire Reporter** @LincsReporter Follow

GPs and Anglian Water warn of another bitterly cold weekend in Lincolnshire

[buff.ly/2tPoEvz](https://buff.ly/2tPoEvz)



10:49 AM - 14 Mar 2018

5 Retweets 1 Like

On the following days, posts contained videos from staff giving advice on how to deal with burst pipes in the home, how to contact an approved plumber, and how to inform us of leaks on the network.

**Anglian Water - Love Every Drop**  
Published by Jane Anglian [?] · March 5 at 10:39am · 🌐

Like everywhere else across the country the hard freeze of last week has now turned into a rapid thaw. This has led to multiple bursts and leaks.

Many of the bursts and leaks we are seeing are customers' own pipes - please check your pipe work for any signs of damage, find out where your stop tap is located and keep the name of a plumber handy. You can type your postcode in to [watersafe.org.uk](http://watersafe.org.uk) to find your nearest accredited plumbing business.

In the event of a burst please turn off your stop tap and call an accredited plumber.

If you see a leak outside in the street please let us know and we will get to it as soon as we can. Call our 24/7 Leakline free on 0800 771 881.

You can keep up to date on any issues in your neighbourhood on our In Your Area site at [anglianwater.co.uk/yourarea](http://anglianwater.co.uk/yourarea)



home, we've heard from a lot of customers that

27,814 people reached [Boost Again](#)

Recent Activity

**Boosted on Mar 05**  
Audience: United Kingdom: Lincoln, Lincolnshir...  
By Jane Anglian · Completed

[View Results](#)

17K Views

[Like](#) [Comment](#) [Share](#)

Sam Hooley, Samantha Ross and 62 others [Chronological](#)

**Anglian Water - Love Every Drop**  
Published by Jane Anglian [?] · March 6 at 2:00pm · 🌐

The big freeze last week and the big thaw this weekend have resulted in some people across the region suffering bursts or leaks on the water pipes in their home. Here's some tips on what to do if you have low pressure or loss of water from your taps from Nick, one of our team of water inspectors.

Check your pipes for a leak, and turn off your stop tap if you find one. Call an approved plumber - check [www.watersafe.org.uk](http://www.watersafe.org.uk) and put in your postcode to find one local to you.

For lots more information on keeping the water in your home safe in cold weather visit [www.anglianwater.co.uk/winter](http://www.anglianwater.co.uk/winter)

If you are still experiencing problems please visit our In Your Area page to see if there are any issues on the local network at [www.anglianwater.co.uk/yourarea](http://www.anglianwater.co.uk/yourarea), and do get in touch here on Facebook or via our Contact Centre and we will do or best to help.



property to make sure there's no leaks on there

10,830 people reached [Boost Post](#)

5.6K Views

[Like](#) [Comment](#) [Share](#)

Simon Sean Noden, Paul Valleley and 29 others [Chronological](#)

34 Shares

As these posts were 'boosted' they reached a larger number of people than they would otherwise (organically) have done. Again, they were fronted by regular staff, emphasising the focus of the whole business being on the customer.

During this period we also posted a number of targeted messages (dark posts) to specific locations, reaching communities affected by bursts, roadworks or potential cloudy water following a repair.

**Anglian Water - Love Every Drop**  
 Published by Jane Anglian [?] · March 5 at 2:15pm · @

The hard freeze of last week has now turned into a rapid thaw and this has led to a number of bursts and leaks. In the Felbrigg, West Runton and East Runton area, we have a cluster of around 40 properties affected by a couple of issues on the local pipe network. We appreciate some of these customers have been affected for the past day, and we are really sorry for the longer-then-usual disruption this has caused.  
 During today, we have hand-delivered bottled water to vulnerabl...  
[See More](#)



**Reported Leaks | Interruptions | Planned Investments | Events | Streetworks | Private Pumping Stations**  
 In Your Area: Quickly find out what is happening in the Anglian Water area and stay up-to-date with all the latest developments.  
[INYOURAREA.DIGDAT.CO.UK](http://inyourarea.digdat.co.uk) [Learn More](#)

**8,994 people reached** [Boost Again](#)

Recent Activity

**Boosted on Mar 05**  
 Audience: United Kingdom: (NR11 8), (NR27 9) ...  
 By Jane Anglian · Completed  
[View Results](#)

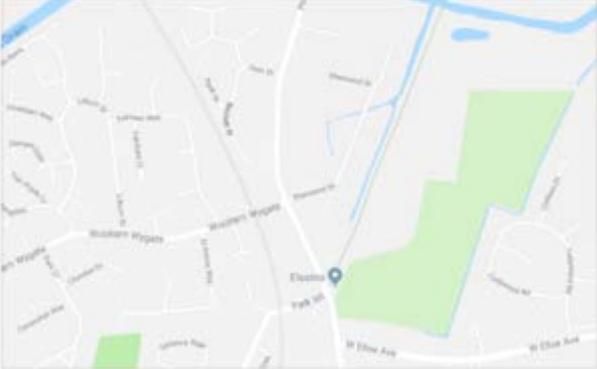
Like Comment Share

Natalie Brown, Alex Barrett and 8 others Chronological

45 Shares

**Anglian Water - Love Every Drop**  
 Published by Jane Anglian [?] · March 1 at 2:04pm · @

Commuters in Spalding please be aware there will be an emergency road closure at the junction of Woolram Wygate and Pinchbeck Road later today (Thursday) until Monday. A water main has burst due to cold temperatures causing ground movement. We will be posting updates at <https://inyourarea.digdat.co.uk/anglianwater/public...>  
 Work to repair water mains can sometimes result in cloudy or discoloured water. This is harmless and is caused by millions of tiny air bubbles. If you leave the water to clear in a glass or run your tap for a bit it will soon disappear. For more information visit the webpage here [www.anglianwater.co.uk/cloudy](http://www.anglianwater.co.uk/cloudy)



**12,940 people reached** [Boost Again](#)

Recent Activity

**Boosted on Mar 01**  
 Audience: United Kingdom: Spalding, Lincolnshir...  
 By Jane Anglian · Completed  
[View Results](#)

Like Comment Share

Fatima Soares, Gary Tinkler and 38 others Chronological

402 Shares

#### 4. Keeping our staff updated

We regularly communicate with our staff about seasonal challenges, and the cold weather is no exception. For instance, materials such as this poster are available to download from our Intranet, and are displayed right across the Anglian Water estate. Versions are prepared for office and site locations.

# GET PREPARED FOR WINTER

love every drop  
anglianwater

## THINGS TO DO...

- Buy some de-icing salt for your path or driveway
- Check your local gritted routes online:  
[www.gov.uk/roads-council-will-grit](http://www.gov.uk/roads-council-will-grit)
- Agree your 'working from home' arrangements with your manager if this option is possible
- Check out your local council's 'community resilience' online
- Look out for neighbours who may need extra help - would they like to go on our WaterCare register?

## THINGS TO REMEMBER...

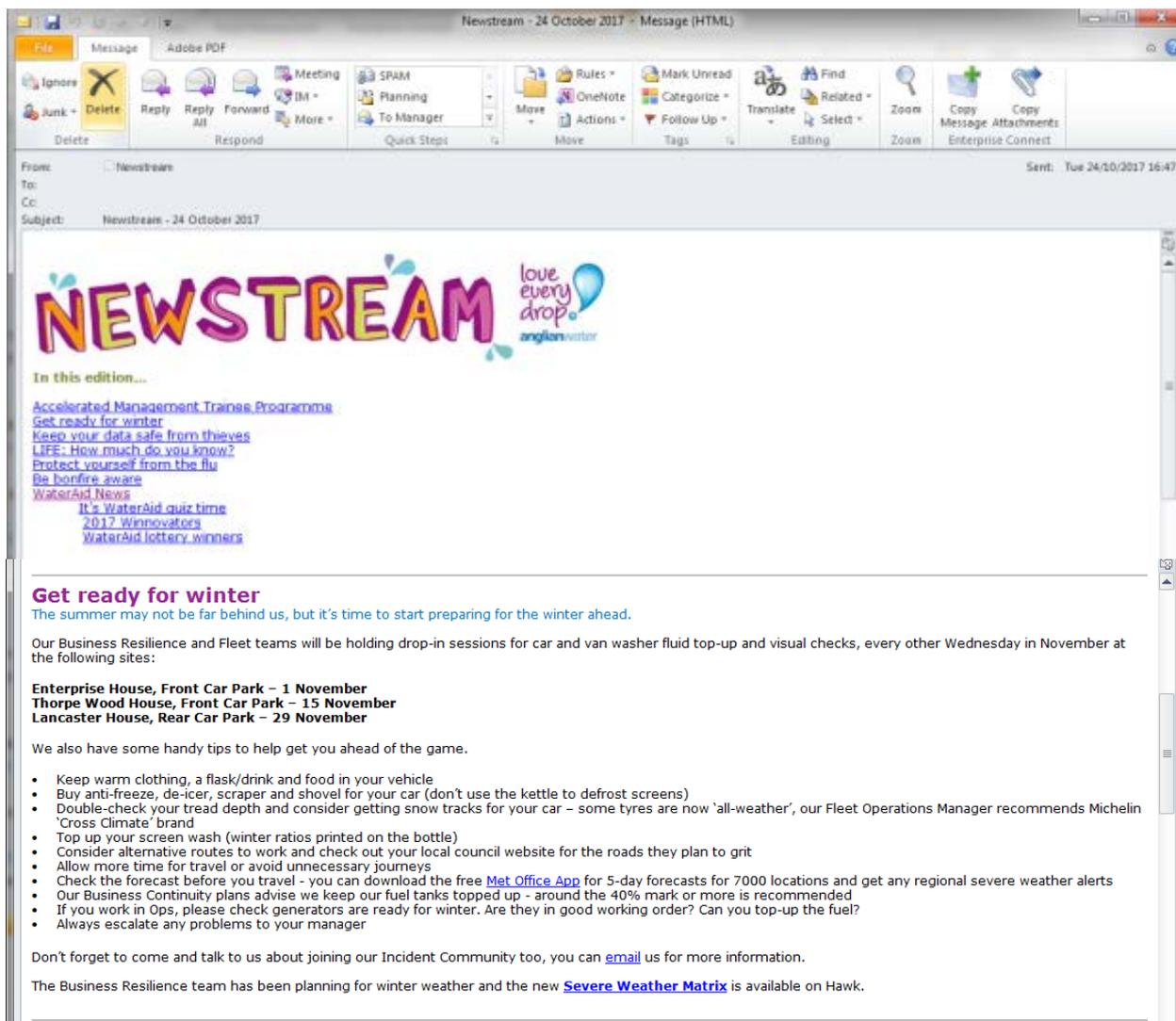
- Check the weather forecast before you travel
- Allow more time for your journey and don't rush!
- Accelerate and brake gently leaving more space between you and the cars ahead
- Think about Cross-Climate tyres as a good year-round option
- Don't crack your windscreen by using hot water to defrost it

Try the Met Office App

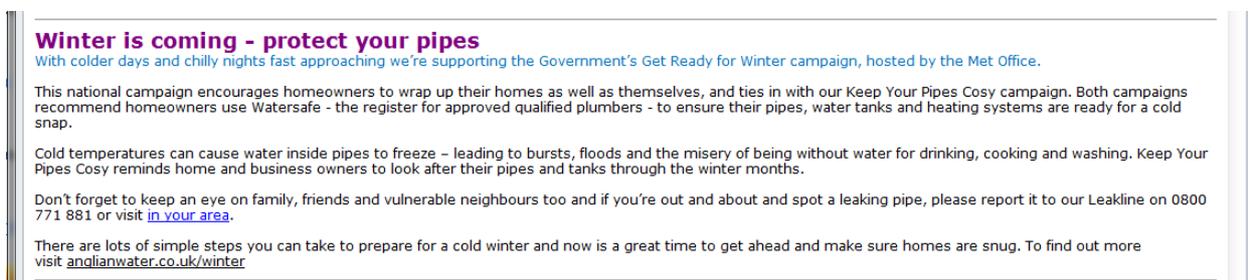
## THINGS TO CARRY...

- WARM CLOTHING AND A BLANKET
- FOOD AND WATER
- ICE SCRAPER
- DE-ICER AND SCREEN WASH
- 12v PHONE CHARGER
- HAVE YOU GOT BREAKDOWN COVER?

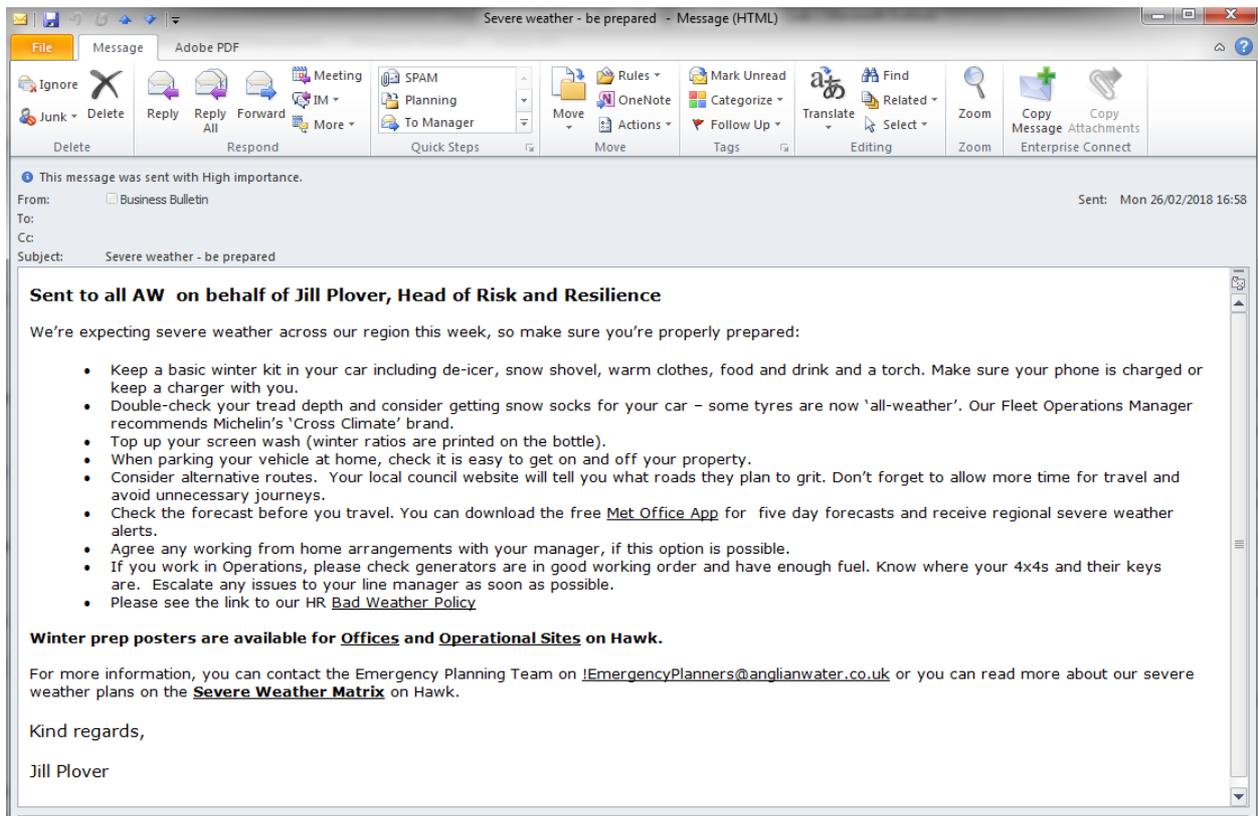
Our first specific communication this winter came back in October, when we published an article in our weekly email bulletin (which goes to all staff) on preparations for cold weather.



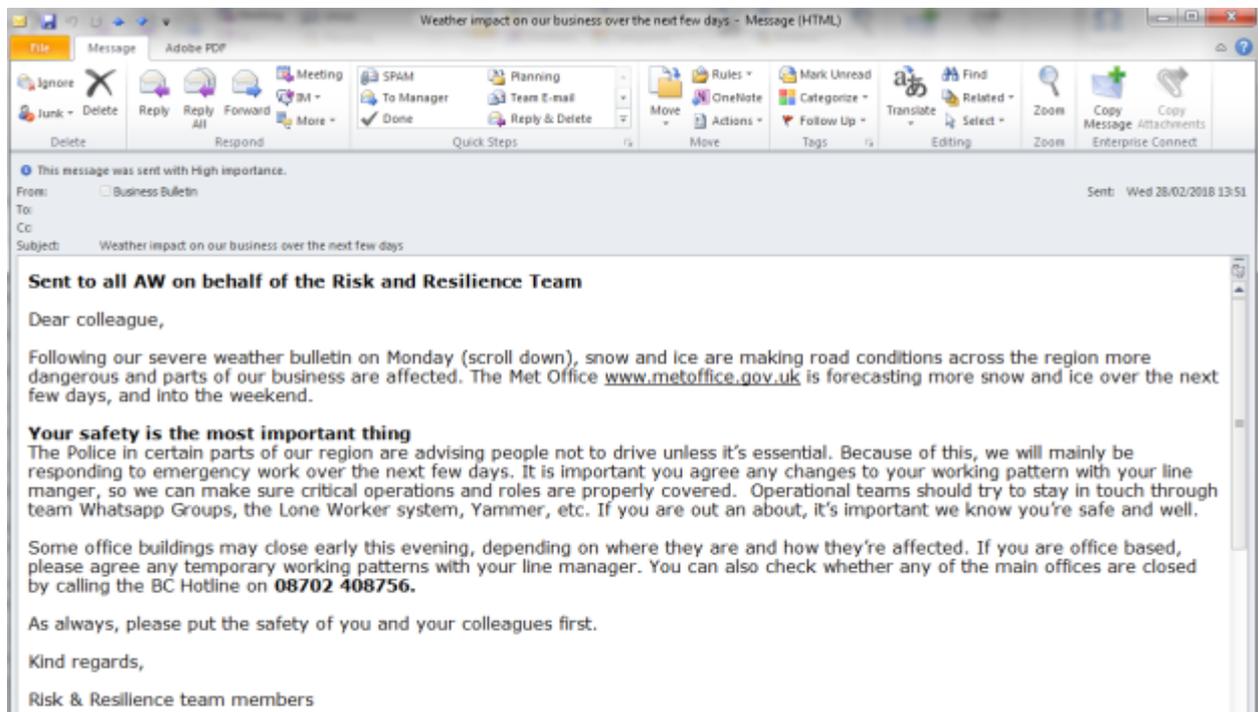
This repeats messaging that we have put out in previous years, ensuring a clear and consistent message is communicated to staff.



We then build on this more general guidance with specific information. Given the magnitude of the challenge ahead, our communications began well before the weather impacts reached us, with an email to all staff on 26 Feb.



This was reiterated on 28 Feb.



In addition to general guidance, we remind our colleagues of additional, external sources of information that they can call on to make decisions relating to their and our customers' wellbeing.

**Handy Weather forecast links:**  
 Met Office Homepage for site-specific, detailed forecasts [www.metoffice.gov.uk](http://www.metoffice.gov.uk)  
 Hazard Manager sign-up and login page (emergency responders only) <https://www.metoffice.gov.uk/services/public-sector/hazardmanager/access>  
 Impact tables (to be used in conjunction with the impact matrix that accompanies every weather warning) <https://www.metoffice.gov.uk/guide/weather/severe-weather-advice#Snow>  
 Met Office news releases <https://www.metoffice.gov.uk/news/releases/2018>  
 Met Office news blog <https://blog.metoffice.gov.uk/>  
 Met Office social media links <https://www.metoffice.gov.uk/news/social-media>

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**Sent to all AW on behalf of Jill Plover, Head of Risk and Resilience**

We're expecting severe weather across our region this week, so make sure you're properly prepared:

- Keep a basic winter kit in your car including de-icer, snow shovel, warm clothes, food and drink and a torch. Make sure your phone is charged or keep a charger with you.
- Double-check your tread depth and consider getting snow socks for your car – some tyres are now 'all-weather'. Our Fleet Operations Manager recommends Michelin's 'Cross Climate' brand.
- Top up your screen wash (winter ratios are printed on the bottle).
- When parking your vehicle at home, check it is easy to get on and off your property.
- Consider alternative routes. Your local council website will tell you what roads they plan to grit. Don't forget to allow more time for travel and avoid unnecessary journeys.
- Check the forecast before you travel. You can download the free [Met Office App](#) for five day forecasts and receive regional severe weather alerts.
- Agree any working from home arrangements with your manager, if this option is possible.
- If you work in Operations, please check generators are in good working order and have enough fuel. Know where your 4x4s and their keys are. Escalate any issues to your line manager as soon as possible.
- Please see the link to our HR [Bad Weather Policy](#)

**Winter prep posters are available for [Offices](#) and [Operational Sites](#) on Hawk.**

For more information, you can contact the Emergency Planning Team on [EmergencyPlanners@anglianwater.co.uk](mailto:EmergencyPlanners@anglianwater.co.uk) or you can read more about our severe weather plans on the [Severe Weather Matrix](#) on Hawk.

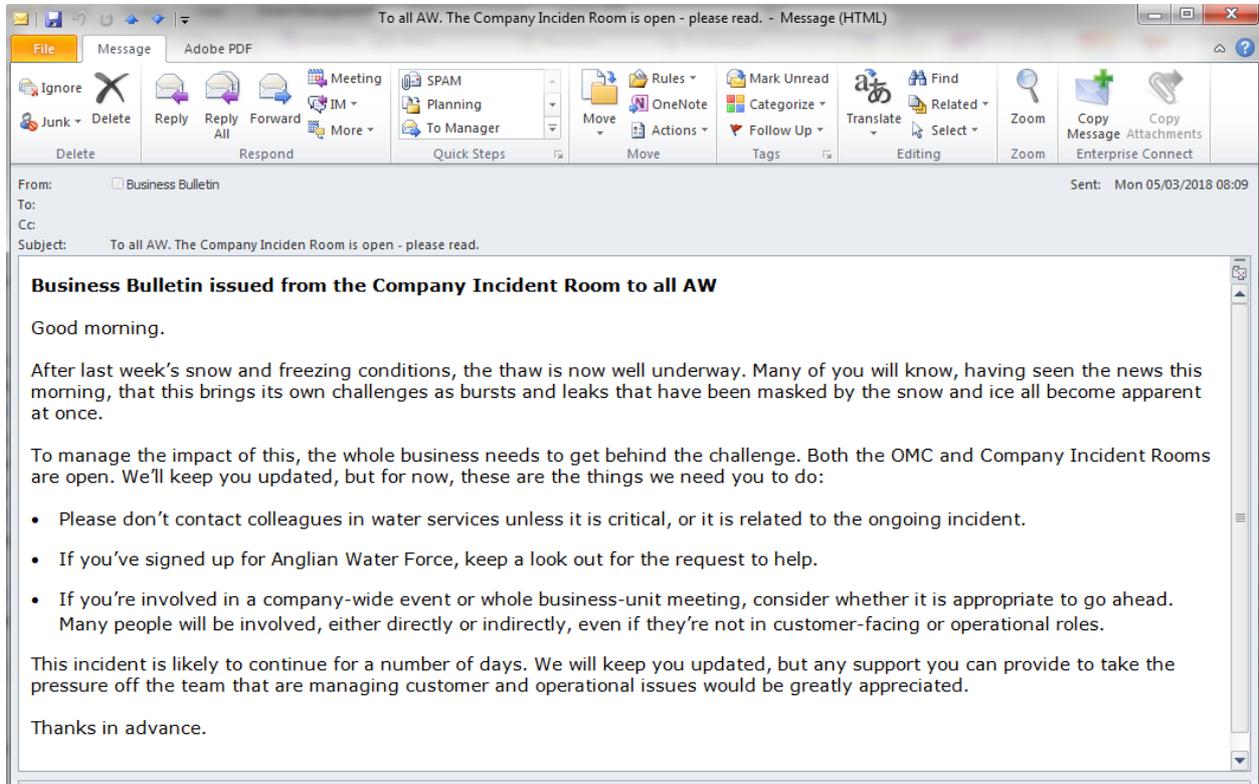
Kind regards,

Following this, updates were posted to HAWK – Anglian Water's intranet.

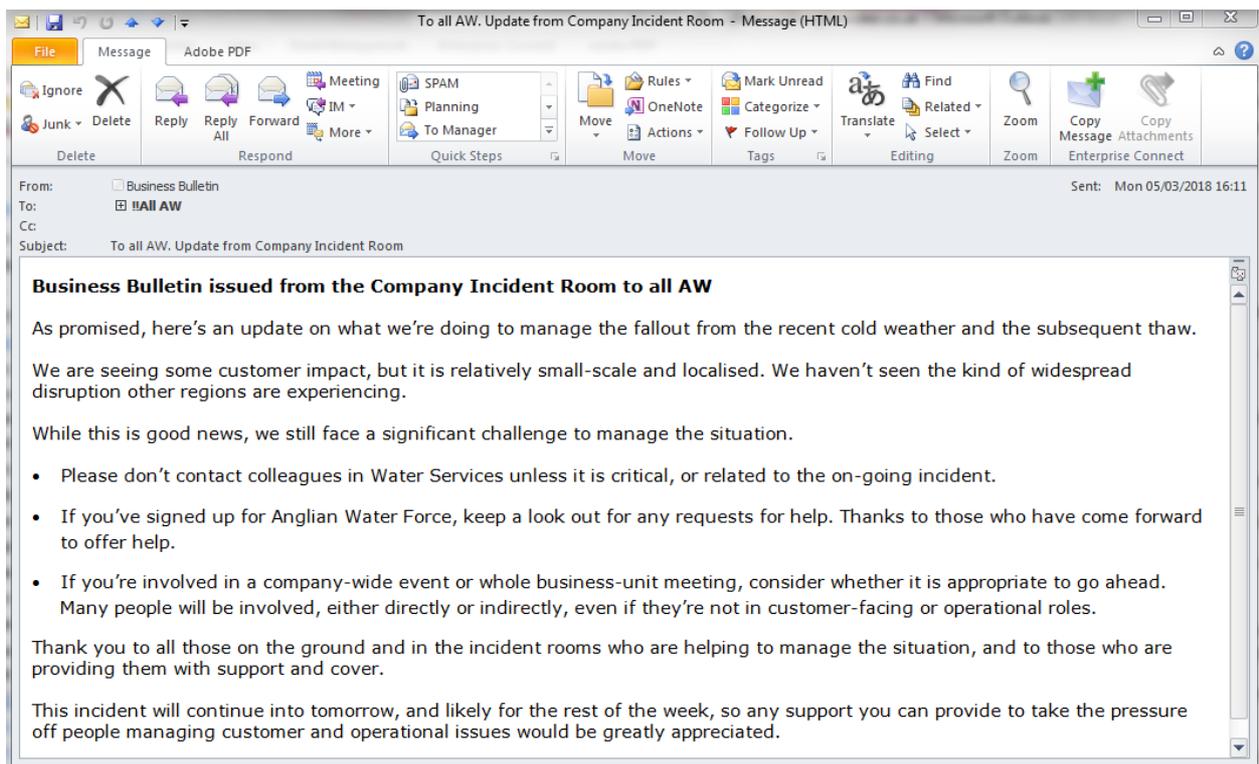
The screenshot shows the Anglian Water intranet (HAWK) interface. At the top, there is a navigation bar with links for Home, My Hawk, News & Events, Your HR, Your IS, Safe & Well, What we do, Share & Discuss, About us, and Documents. Below this is a secondary navigation bar with links for Anglian Water News, Events, Managers Meeting Point, Media Centre, Social Media, Team Talk, Business Leaders Group, and EU Referendum. The main content area displays a news article titled "Keeping our business running and our customers happy" by Engelbert Sizemore, dated 02/03/2018. The article includes a photo of a man in a winter hat and discusses the impact of freezing temperatures on business operations and customer service. The left sidebar contains various navigation options such as News and events, Anglian Water News, Events, Managers Meeting Point, Media Centre, Press releases, Media documents, Published reports, Letters to editors, Media Team, Media training, Social Media, Team Talk, and Business Leaders Group.

Once the thaw struck, and the impact started to be felt both in the East and across the country, we opened our Company Incident Rooms to manage the situation – as anticipated.

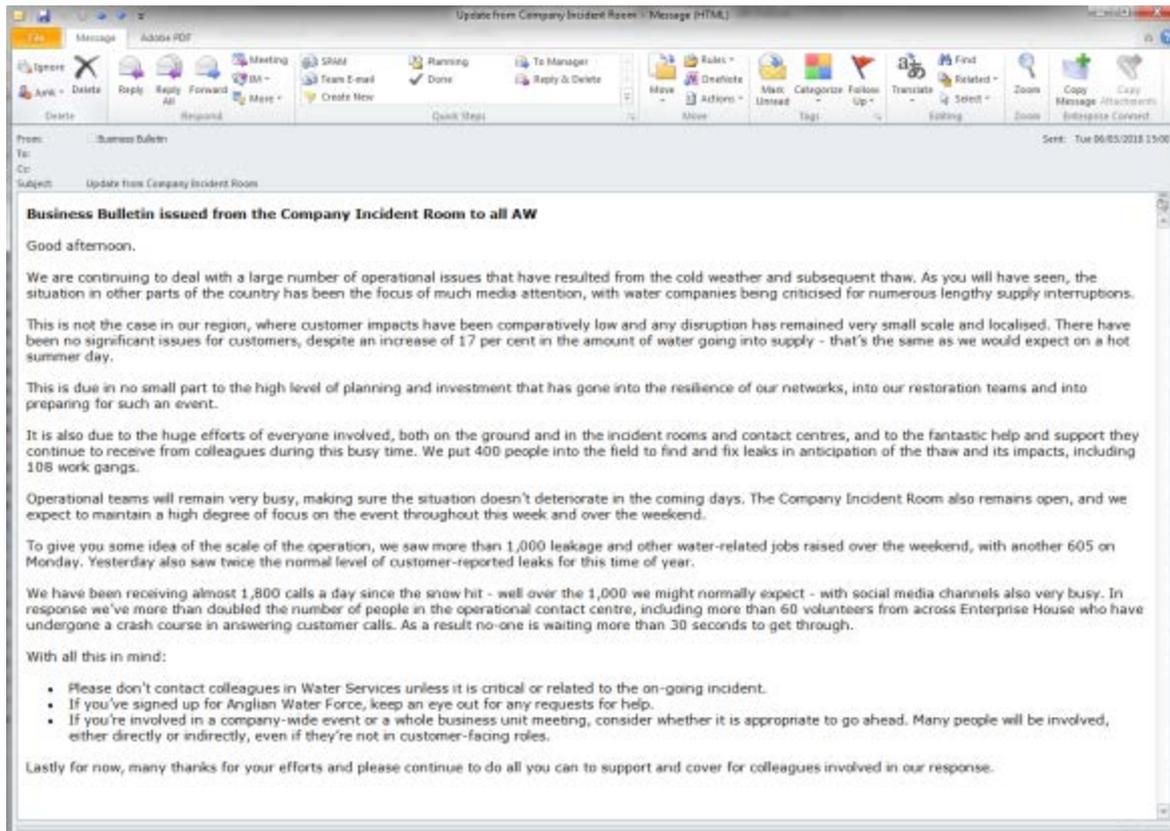
We communicated this to the business on 5 March, committing to keep our colleagues updated.



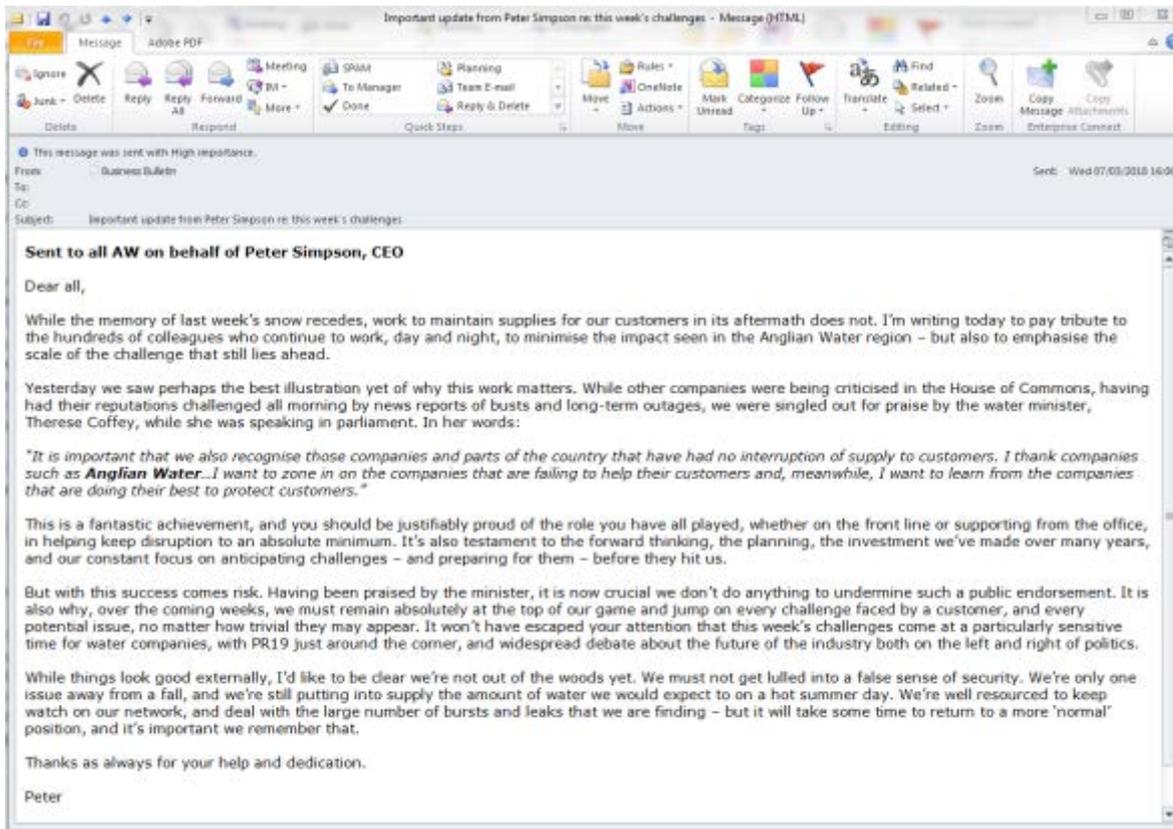
An update was provided later the same day.



Further guidance followed on 6 March.



And once it was clear the situation was improving, we closed the daily updates on 7 March with a note from the Chief Executive – however, it was clear from this that further action in support of customers was needed.



And while taking care not to convey a false message of a job completed, we reiterated the message – and warned of more cold weather to come – in our weekly all-staff newsletter on 13 March.

