

Appendix A: Media communications examples.

Southern Water (@SouthernWater)

[21/02/2018, 11:54](#)

With a [#PolarVortex](#) apparently heading this way, it's time to prepare your home and wrap it up warm! Lagging pipes will stop them from freezing & bursting [#WednesdayWisdom](#)
pic.twitter.com/yNfugdn1yq

IOW bursts Sat 3rd March

The thaw following the freezing weather has unfortunately caused a number of bursts on pipes across the Isle of Wight, which we have been working really hard to identify, and ensure as few customers as possible will be affected.

Although we are doing as much as we can, it's still possible that customers around the [#Newport](#) area may experience either a loss of supply or low pressure in the early hours of Sunday morning.

We are working with the Local Resilience Forum, which includes representatives of the Isle of Wight Council, fire brigade and police amongst others to ensure that, should the worst happen, we are as prepared as possible. This includes making sure we have alternative water supplies available.

We're working hard to minimise the impact to our customers and will continue to do so throughout the night.

For further updates, please see the Incident Page on our website: <http://bit.ly/29epSIG>

BACKGROUND INFORMATION

- We are still working really hard to move water around in order to minimise any impact on customers. This is still ongoing, so we are unable to give precise figures.
- We have identified a number of issues across the IOW and there is nothing specific in one particular area at the moment.

- We are working with partners including the council, police & fire brigade on contingency plans are in place ready for a worst case scenario.

Hastings bursts - twitter

1/2 We apologise again to all customers affected by the burst main in the TN34 & TN35 postcode areas of [#Hastings](#). We've found a burst on a 6" main in Layton Rd, which we'll need to isolate in order to repair it as quickly & safely as possible.

We're looking at ways to re-zone the network & get customers back in supply as quickly as possible. Thanks again to everyone affected for your understanding & patience

Sunday 4 March

MEDIA ACTIVITY

- Heart Radio
- Isle of Wight Radio
- BBC South Today

We're working with the Local Resilience Forum, which includes [@iwight](#) the [@iwightfire](#) and [@IOWightPolice](#) amongst others to make sure vulnerable customers have bottled water.

1/2 Following the burst on the 6"main yesterday, we've repaired the pipe and most customers should now be back in supply in the TN34 & TN35 postcode areas of [#Hastings](#). If you're continuing to experience problems, please contact our emergency number: 0330 303 0368.

Sittingbourne

We're sorry that some customers in the [#Sittingbourne](#) area of [#Kent](#) are currently experiencing low water pressure or loss of supply. We're working hard to restore supplies to all affected customers as soon as possible. Thanks for your patience and understanding whilst we work. We'll be issuing further updates as appropriate, but you can keep up to date with the latest information on our website: bit.ly/29epSIG.

Monday 5 March

MEDIA ACTIVITY

- BBC Radio Solent
- BBC South East
- ITV Meridian News

TO BBC Radio 4

“Following the recent freeze and rapid thaw, we have experienced multiple bursts across our network during the past few days, which has caused low pressure or loss of supply in a number of areas.

“We have had teams out across the region fixing leaks and bursts as soon as possible and we’re putting as much extra water into the network as we can.

“This means that we are interrupting water supplies to our customers in the RH10 and RH11 postcode areas of Crawley, which has experienced a number of bursts, and reducing demand overnight will help us to refill our network.

“We’re working closely with local authorities, police and fire services through the local resilience forums to make sure we’re identifying vulnerable customers and providing bottled water where needed.

“We’ve been asking our customers not to use water for anything that isn’t essential, and to report any leaks they spot to our 24-hour leak line.

“We sincerely apologise to all our customers who’ve been affected by the issues we’ve been dealing with over the past few days, and thank them for their understanding and patience whilst we work to restore services to normal.”

Twitter

To all our customers in the [#Sittingbourne](#) [#Kent](#) area. We're aware that some customers are still without water. The network is refilling and re – pressurising, your water supply might be at a low pressure to start with. Thank you for your patience.

We are still working hard to restore water supplies to around 5000 customers around Sittingbourne in Kent. Please help us to help you by only using the water you absolutely must. Thank you for your patience.

Facebook

- To all our customers in the [#Sittingbourne](#) [#Kent](#) area. We are aware that some customers are still without water. A crew is on the way to check valves. Thank you for your patience whilst we carry out these essential checks

Tuesday 6 March

MEDIA ACTIVITY

- BBC Radio Sussex
- BBC Radio Surrey

Twitter

To our customers in #Cowes #IsleofWight Newport Road will remain closed due to essential further works. Apologies for any inconvenience caused

To our customers in #Cowes #IsleOfWight Newport Road will remain closed for the rest of the day while we carry out our vital work. We're sorry for the inconvenience caused & would like to thank road users & local residents for their patience.

Our Director of Compliance and Asset Resilience, Dr Alison Hoyle, is speaking with @BBCSurrey at 08:15 this morning. listen to find out the latest on supply issues in #Crawley.

To our customers in #RH10 and #RH11 #Crawley, bottled water is available in Saunders Close #RH10 7AG. All customers on our vulnerable customer list should already have received alternative supplies. Visit our location map for details: <http://bit.ly/2FjdUXw>

We're currently restoring supplies back into our network in #Hastings & customers affected by loss of supply in the postcode areas #TN34 & #TN35 should start to see their supply back throughout the day 1/3

- Facebook We're pleased to say our customers affected by loss of supply in the #RH10 and #RH11 postcode areas of #Crawley should start to see their supply back, or will see it restored shortly. While supplies are being restored to those affected, we would like to warn people this is a complex task and we cannot yet guarantee exactly when supplies will be fully restored to all customers. In addition to continuing to restore supplies, we still have teams visiting vulnerable customers to keep them supplied with bottled water and we now have bottled water available for all customers. Post to follow with further details. We'd like to apologise for any inconvenience caused and thank everyone affected for their patience. Please keep checking our online pages for updates.

Wednesday 7 March

For our customers in #RH10 the Saunders Close water bottle distribution site will reopen in an hour. Click the link for the location <http://bit.ly/2FjdUXw>

If you are still experiencing issues with your supply in #RH10 our second water bottle distribution site is now open. See the location here <http://bit.ly/2FjdUXw>

We'd like to say thank you to all of our customers and our employees who have been working together to get the taps back on

Re-tweet: @SouthernWater massive thanks to mark and his crew carrying the water down to mamma G's house! She's so grateful she sent him off with a brew and biscuits #crawley

To our customers in the #RH10 area, we've closed our Saunders Close water bottle distribution point. Bottles can still be picked up at Wakeham Community Centre site <http://bit.ly/2FjdUXw>

Instagram

- Over the last few days we've seen multiple bursts on our network because of the freezing weather, causing loss of supply and low pressure to many. We'd like to say a big thank you all our customers and colleagues who've been working together to get the taps on! [#bigthaw](#) [#freezing](#) [#cold#weather](#) [#thankyou](#) [#southernwater](#)

Thursday 8 March

Twitter

Were you affected by the recent supply interruptions? If so find out about compensation here: <http://bit.ly/2bWnq9g>

If you've experienced interruptions to your supply recently you may be entitled to compensation. Read about it on our news page: <http://bit.ly/2oROWZ4> and find out more about compensation here : <http://bit.ly/2bWnq9g>

We will be donating a #STEM-focused community grant to schools affected by recent supply interruptions. Find out more details here: <http://bit.ly/2bWnq9g>

Facebook

- Were you affected by the recent supply interruptions? If so find out about compensation here: <http://bit.ly/2bWnq9g>

If you have experienced interruptions to your supply recently you may be entitled to compensation.

Friday 9 March

Don't forget, if you were affected by the recent supply interruptions, you're entitled to compensation. We'll be contacting all affected customers, but you can find out more about it here: <http://bit.ly/2bWnq9g>.

Remember that, if you have a burst pipe at any time during 2018, we're offering one free fix on external pipes between your property & our water main, so your burst pipe could qualify for a free repair. To find out more: <http://bit.ly/2FGz3vE>

We'd like to apologise again to all of our customers who were affected by our supply issues this week. We've started contacting customers who are due compensation directly, but you can find more info on our website: <http://bit.ly/2bWnq9g>

Facebook

We'd like to apologise again to all of our customers who were affected by our supply issues this week. We've started contacting customers who are due compensation directly, but you can find more information about it on our website: bit.ly/2bWnq9g
We also know that many of our customers were affected by school closures because of the problems and we'll be donating a #STEM-focused community grant to those schools affected.

We're **sorry** and we'd like to say **thank you** to our customers



The past few days have seen an exceptional number of burst pipes across our network.

142% more bursts
compared to last week



We've more than tripled the number of front-line staff working to cope with the crisis.



We've seen a huge increase in leaks reported by our customers...

Thank you for your patience and for all of your help.

40%
more leaks reported by customers



We're sorry for the inconvenience.
We'll continue to work around the clock until things are back to normal.

