

Appendix D

Below are a handful examples of the typical communication we issued to customers pre, during and post the event.

D.1 Pre-Event Communication Examples

Examples of proactive social media posts to support the press release and website information on 28 February to ask customers to prepare for the cold weather:

Severn Trent ✓ @stwater · 28/02/2018

In these chilly temperatures you may find that your pipes are freezing. If you're having problems with your water supply and you think it might be because your pipes are frozen, we've got lots of great tips and advice on what you can do: stwater.co.uk/winter



7 comments 13 retweets 11 likes

Severn Trent ✓ @stwater · 01/03/2018

Has this cold snap left you without water? Your pipes may be frozen. First, check to see if your neighbours have water. Then switch off the water to your home at the internal stop tap. After this, slowly thaw your pipes by gently warming the frozen area. stwater.co.uk/winter



7 comments 13 retweets 11 likes

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Severn Trent ✓
1 March ·

If you find you have no water during the cold spell, it may be because of frozen pipes. If a frozen water pipe does burst, don't panic. Contact a professional plumber to help get your pipes working again. We're always happy to recommend a local WaterSafe plumber in your area. stwater.co.uk/plumber



14 likes 36 comments 31 shares

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Press release issued to all media in the Severn Trent region on Sunday 4 March. It was also placed on the website

Severn Trent calls for help as the thaw starts to cause huge increase in leaks

Sunday 4 March 2018

Now that the 'Beast from the East' and Storm Emma have passed, Severn Trent is working round the clock to deal with the aftermath as pipes that were frozen are thawing and leaking.

Steve Witter, Head of Leakage Operations for Severn Trent, explains: "With a huge increase in the number of leaks and bursts due to the recent freezing weather, we're asking our customers to report any leaks as soon as possible so we can fix them fast.

"When water freezes within a pipe it expands, putting more pressure on the pipes and joints, often causing pipes to split or joints to pull apart, and then when it thaws the water will start to leak out. Obviously we don't want to waste water by having it leak out of the pipes, but it's also important to stop leaks from freezing and becoming dangerous ice patches in the cold weather.

"We have a network of water pipes that would stretch around the world and it's tricky to keep an eye on all of it at the same time. We have a lot of specialist technology that will help us to find leaks quickly, but often our customers can spot water leaks before we can."

Teams of engineers have been working day and night throughout the freezing cold and snowy weather to repair leaks and keep water supplies on for customers, but there are now huge amounts of leaks and bursts left as a result of the thawing temperatures.

Steve continues: "We know that there's still a lot more work to do and there may be some leaks that are out there that we don't know about. So we need our customers help. If you spot a leak while you're out and about, call our 'Leakline' number on 0800 783 4444, the call is free on most landlines. Or report the leak on-line through our website at stwater.co.uk. Although if you are visiting our website it's worth having a look at our 'Incidents in your area' section which lists leaks that have already been reported to us.

"In many cases, we don't know where leaks are until our customers report them. Please don't assume we already know about the burst or leak, even if it's a large one: particularly in rural areas where it is possible for leaks to run for days without being noticed. We're always grateful for your help.

“If you have a leak within your home or business however, maybe on pipes in cellars or lofts that weren’t lagged and got cold, you will need to call a plumber as you are responsible for those pipes. We support WaterSafe and you can find a list of approved plumbers at watersafe.org.uk.”

The company emphasised that each leak or burst is repaired on a priority basis, with those affecting its customers’ water supply being fixed first. Steve said: “Providing our customers with a continuous supply of water is a priority for us so we will always fix these first and then focus on other leaks. So please give a good description of the leak when you report it so that we can get to the most urgent ones first.”

D.2 Communication Examples during the event

Examples of proactive customer SMS/ voicemail message sent to customers phones:

We would like to apologise to customers who have had interruptions to their water supply following the thaw on Sunday. We currently have our teams in the area working hard to get water moving around the network and we hope that anyone who is without water should see supply return by early evening. We are sorry for any inconvenience. More information will be available on the In My Area section of our website www.stwater.co.uk

We are contacting customers in your area let you we have bottled water stations open until 10pm tonight and from 6:30am tomorrow morning. If you need to pick up bottled water please do drop by, the locations are as follows; Sudbury Hall and National Trust Museum of Childhood, Main Rd, Sudbury, Ashbourne, DE6 5HT. The second location is Shawcroft Carpark, Ashbourne, DE6 1RT. We understand how difficult it is to have intermittent or no water supply, we are sorry and are doing everything we can to get supplies back to normal. Further info & advice at www.stwater.co.uk

IRMS message example:

You're through to Severn Trent Water

If you're calling from the Ashbourne area and have no water supply, or poor pressure. This is because there's a problem with the network supplying your area.

We'd like to reassure our customers that we know how difficult it is to have no water and we're doing everything we can to get the water supplies back on as soon as we can and we're sorry for the inconvenience this may be causing.

(Our team are on their way to site, and will be doing their best to get things back to normal as quickly as they can)

Further information is available under the "Latest News Section" of our website www.stwater.co.uk

If you need to talk to us about something else, please call us back on 0800 707 6442, that's 0800 707 6442 and we'll be happy to help

Thanks for calling Severn Trent Water.

Website update examples

Water supply issues in Newbold

Monday 5 March 2018 8:37

We'd like to apologise to our customers in the Newbold area of Rugby, who are waking up to little or no water this morning.

The thaw has seen our teams called out to an unprecedented number of leaks on our pipes in the area which has put pressure on the network.

As a result, we're seeing pockets of areas experiencing supply issues, where customers may be experiencing their water coming and going or even having no water at all.

We're really sorry about this, but we're doing everything we can to get the water supplies back on and everything back to normal as quickly as possible. We're bringing in tankers where possible and have extra teams and resources to help fix the leaks.

We're also ramping up production at our water treatment works to help get the water back on for everyone.

Again, we're really sorry if you're without water this morning, especially at this time of day when you're trying to get ready for work and school, and we're sorry for any inconvenience this may be causing.

We're also looking after our most vulnerable customers and our customer teams are getting in touch with them to make sure they're okay.

We'd like to reassure our customers that we're doing everything we can to get the water supplies back on as soon as we can.

Monday 5 March 2018,

Website update 15:30

Severn Trent asks customers to save water following recent thaw causing issues in its region

Our network is under huge pressure due to massive increase of burst pipes following the thaw, we're now asking our customers to help relieve this by using less water, so we can make sure that everybody has water.

We know it's not ideal, but we're asking if people can think about their water usage by using less, to help get the network back to normal and water back through the taps for everybody.

This is a short-term issue caused by the thaw. We just need your help for the moment to help us get things back to normal for everybody.

Our teams will still be out fixing as many leaks as possible and working round the clock. Following the rapid thaw that has seen our teams called out to an unprecedented number of burst pipes. To put that into perspective, we've had an increase in burst pipe alarms of nearly 4000%.

When water freezes within a pipe it expands, putting more pressure on it and causing it to split or the joints to pull apart. When the temperature starts to increase again, the water will start to leak out.

This has put pressure on our network and has meant that small pockets of our network experienced low pressure or periodic interruptions to supply during Sunday evening. Since then our teams have been working tirelessly throughout the night to fix many of the bursts, and as a result we have managed to restore supplies to everyone who was impacted.

However, overnight there have been a further series of bursts and as we entered peak demand this morning, some of our customers have experienced poor pressure or intermittent supplies in pockets again as we carry out repairs to these pipes. We have teams that continue to work really hard to deal with these and can reassure customers that we're doing everything we can to restore supplies as soon as possible.

We would like to offer a huge apology to these customers for any disruption to their day, we know just how hard it is to be without water and we hugely appreciate everyone's patience, as our teams work around the clock to fix the bursts and reduce any impact to our customers.

Customers can get all the latest updates via our website and Twitter [@stwater](#).

Water supplies back on for customers in Ladywood, Harborne, Longbridge and Walker's Heath

Monday 5th March 2018 18:40

We're pleased to say that water supplies are returning to normal in Ladywood, Harborne, Longbridge and Walker's Heath areas of Birmingham.

It's possible that during this evening's peak demand customer's may notice some intermittent interruptions to their supply or poor pressure as we manage demand and supply around the network.

As a precaution we'll be keeping our bottled water station at **Sainsbury's in Frankley Beeches Road B31 5AA**, open until 10pm.

The rapid thaw saw our teams called out to an unprecedented number of burst pipes. To put that into perspective, we had an increase in burst pipe alarms of nearly 4,000% on Sunday.

This is because, when water freezes within a pipe it expands, putting more pressure on it and causing it to split, or the joints to pull apart. When the temperature starts to increase again, the water then starts to leak out. This has put pressure on our network and has seen

pockets of customers experiencing low pressure or periodic interruptions to supply during Sunday evening.

Our teams worked tirelessly throughout the night to fix many of the bursts, and as a result we have managed to restore supplies to everyone who was impacted.

We've got our treatment works working at full pelt which means we've got plenty of water and we're pushing it out into the network, but we have to juggle supply and demand as some of it is leaking out of these new bursts before it gets to customers.

We can reassure everyone that we've brought in extra teams and that everyone's working hard to get supplies back to normal as quickly as possible. We'd just like to say sorry again to all of the people who have experienced issues with their water supply since the sudden thaw yesterday. We know just how hard it is to be without water and we really appreciate everyone's patience as our teams work round the clock to mend the bursts and so reduce any customer impact.

As a precaution, we've been getting bottled water to our vulnerable customers in the areas that were affected last night but who we now believe are back on, and we're making sure that particularly sensitive customers, like care homes or people on dialysis, are prioritised. We're also working with hospitals, again as a precaution, such as The Queen Elizabeth Hospital, Birmingham Children's Hospital.

Emails to stakeholders

March 5 – CCWater and Ofwat

Dear All

The promised update so you have the latest information on the situation as we start the working week.

The rapid thaw has seen our teams called out to an unprecedented number of burst pipes. To put that into perspective, we've had an increase in burst pipe alarms of nearly 4000%. This has put pressure on our network and meant small pockets of our network experienced low pressure or periodic interruptions to supply during Sunday evening. Our teams worked throughout the night to fix many of the bursts (450 metres cubed worth), and as a result we have managed to restore supplies to everyone who was impacted.

Overnight there have been a further series of bursts though, and so as we enter peak demand this morning, there may still be fresh cases of poor pressure or intermittent supplies in pockets again as we fix these. We have teams deployed to deal with these though and they are working hard to restore supplies as soon as possible.

Where we have had issues, we have been delivering water to vulnerable customers and are lined up to support them all with a particular focus on hospitals, prisons and care homes. We also made an early decision to mobilise water all around our network so we have bottled water supplies ready and waiting if needed. So far we have not had any media interest, but we have been proactively keeping customers updated through direct messages, our website and social media.

We expect a busy day ahead and will send you a further update at the end of the day. In the meantime, please let me know if you have any questions.

Thanks

Vanessa

MP update at 18:30pm, 5 March 2018 – Preet Gill

Dear Preet

I just want to drop you an update on the situation across the Severn Trent region.

We are continuing to closely monitor the water supply situation across the region with our teams working hard to find and fix burst pipes to maintain water supplies to all our customers. We're aware that as a result of the bursts that customers in the Ladywood, Harborne, Longbridge and Walker's Heath areas of Birmingham may be experiencing supply issues today. We have called in extra teams to deal with these new bursts and they are working hard to get supplies back to normal as soon as possible. In the meantime we have bottled water available for our customers in these areas to collect from **Sainsbury's in Frankley Beeches Road B31 5AA**. Our teams will be there until 10pm and are on site now and have thousands of litres of water available for anyone who might need it.

As a precaution we have been delivering water to vulnerable customers and continue to support them with a particular focus on our sensitive customers such as care homes or people on dialysis. We are also working with our local hospitals including The Queen Elizabeth Hospital and The Birmingham Children's Hospital.

To help the situation, we've called in additional resources from outside of Severn Trent, have ramped up production at our treatment works and have been using our tanker fleet to pump water directly into our pipes.

We are proactively keeping our customers updated through direct messages, our website and social media but we do need our customers help us as well. If they spot a leak while they are out and about we are asking them to call our 'Leakline' number on 0800 783 4444, the call is free on most landlines. In addition they can report the leak online through our website at stwater.co.uk, our website also lists leaks that have already been reported to us.

I also want to make you aware that as a precaution to manage supplies for our household and vulnerable customers we have been working with five big businesses, this includes Jaguar Landrover who have closed one of their sites as a result. I'd like to reassure you that we're doing everything we can to get the water supplies back on as soon as we can. Please do let me know if you have any questions.

Best wishes

Vanessa

Examples of some proactive social media posts:

Severn Trent
7 March · 🌐

Whilst the water is returning to the affected areas, just in case our bottled water stations will be open until 10pm tonight and open again at 6am tomorrow. So please drop by and pick up some water if you need to - check our website for the locations: [ow.ly/Xj2G30iOhAd](https://www.severntrent.co.uk/ow/ly/Xj2G30iOhAd)



Severn Trent ✓ @stwater · 08/03/2018

While the situation in Ashbourne & surrounding areas has vastly improved since yesterday, we still have lots of teams working in the snow to fix bursts and restore the network back to normal. Remember our bottled water sites are open in case you need them [ow.ly/gEEJ30iPirZ](https://www.severntrent.co.uk/ow.ly/gEEJ30iPirZ)



Post incident Communication examples

Proactive social media example:

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Severn Trent
9 March at 20:06 · 🌐

We'd like to say thank you to all of our customers for their patience this week, supplies are now back on & the network is returning to normal. A big thank you also goes to our engineers still in the field, working in tough conditions to keep the water flowing.

👍❤️👏 205 54 comments 41 shares

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Severn Trent added 3 new photos.

website-customers-affected-by-cold-weather-is/ Compensation for customer...

News

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Severn Trent Water News Release Compensation for customers affected by cold weather issues

Compensation for customers affected by cold weather issues

We will be paying compensation to any customers who were without water for more than 10 continuous hours, or for more than 15 hours of intermittent supply, after the freezing temperatures hit earlier than expected today across the East of England region.

A payment of £20, which is roughly the same as being a month free on the average standard water and waste bill, will be offered to all normal affected customers who need to do anything.

Severn Trent's Chief Customer Officer, said: "We're incredibly sorry for the disruption which was caused by a huge number of bursts that put intense pressure on our water network. Our teams have faced an unprecedented number of bursts since the cold weather began. While we had extra teams in place working round the clock, and have hundreds of people out and about trying to fix them, we know that some customers were without water, and it's really our responsibility to make sure that we can help them as much as we can."

"We will be compensating the people and services who were without water for 10 continuous hours or for more than 15 hours of intermittent supply with a debit from their bill, and, once again, we're so sorry for the inconvenience this causes."

Customers across the Midlands were affected by the huge increase in bursts caused by the sudden thaw after the flood from the East. We've been working round the clock, and have brought in additional teams from outside the organisation to help fix leaks, replace and protect our water mains, and clear our sewer lines to help us to keep our water flowing as best as possible. In addition, a number of water drops were organised to help customers and the company to deliver water to vulnerable customers.

Domestic customers who will be receiving compensation do not need to do anything and will be contacted in the coming weeks. We're always happy to discuss compensation claims from anyone who has been affected, or is still being affected.

We'll also be working with business customers and their retailers who were also affected.

📞 Phone 📧 Email 🗣️ Languages

Emergency Service 0800 780 6666 Fax back to us at 0115 919 0196 Get help in your preferred language

Helpline 0800 780 6666 CONTACT US OTHER LINKS

Apology adverts:



To all our customers in Ashbourne, Buxton and the surrounding areas

We are so incredibly sorry that you were without your water supply last week as a result of the unprecedented weather. We understand just how hard it is to not have water and how difficult it makes everyday life.

The Beast from the East brought us the coldest weather for 27 years and then as the thaw arrived temperatures rose 10°C in 24 hours causing a 4,000% increase in the number of burst pipe alarms.

Our engineers worked round the clock to fix the bursts and clear air-pockets that were preventing supplies returning to normal. With over 550 miles of pipes and valves to check and the additional heavy snowfall over the Derbyshire Dales this took longer than we wanted.

At the same time we hand delivered water to vulnerable customers, volunteers gave out hundreds of thousands of litres of bottled water at three locations and our tanker fleet was working flat out pumping water directly into the network to get supplies to everyone.

We'd like to say a particular thank you to the emergency services, the Local Resilience Forum, local councils, councillors, MPs and local volunteers who worked alongside our teams to help manage the situation. And to the businesses and organisations who provided the space for our bottled water stations.

But most of all, thank you for your patience and understanding throughout the past week and for the amazing support that you as a community gave our teams on the ground as we worked to resolve the situation. We're extremely sorry to everyone who was affected.

Sarah Bentley

Sarah Bentley
Chief Customer Officer
Severn Trent

