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**Beat the chill**

Communications toolkit

December 2018

Communication toolkit

Introduction

Winter can be a challenge with colder weather and the risks of freezing pipes or flooding. We will be doing all we can to keep water flowing and we have useful advice on how customers can prepare in the home for winter.

Our aim to increase awareness and stress the importance of being prepared for winter to prevent problems like frozen or burst pipes.

For more information visit [www.affinitywater.co.uk/winter](http://www.affinitywater.co.uk/winter)

How can you help

We have put this quick guide together to help you share our winter message to your audience.

* **Social Media** – Share our social media messages and images (attached)
* **Video** – share our preparing for winter video

<https://www.youtube.com/watch?v=iRHPuvBuV50>

* **Website** – share our webpage [www.affinitywater.co.uk/winter](http://www.affinitywater.co.uk/winter). We have attached a banner that you may wish to add to your website.
* **Leaflet** – where you can, please share our Beat the Chill leaflet internally or externally
* **Poster** – An A3 poster to share internally or externally.

If you have any questions, please email nigel.beaven@affinitywater.co.uk

Key messages

**Preparing for winter**

* Insulate exposed water pipes in your loft and outside. You can use felt, pipe wrap or other insulating material and cover any outside pipe or fitting with a waterproof material
* If you have a cold water tank, make sure it is insulated.
* If you have an outside tap, insulate it too.
* Check that your external and internal stop taps are working so you will be able to turn off your water supply in an emergency.
* If it’s very cold outside leave central heating on a low setting overnight.
* If you are planning on leaving your home or business unattended for a long period, turn off the water supply at your stop tap.
* Consider leaving the heating on a low setting.
* Fix dripping taps – even a small trickle can lead to a frozen pipe.

**Dealing with frozen pipes**

If pipes do freeze, use the stop tap to turn off the water supply. Slowly thaw the pipe with a hairdryer or a towel soaked in hot water or a hot water bottle. Start thawing at the end nearest the tap. Never use a naked flame or blowtorch to thaw the pipe.

**Dealing with burst pipes**

Turn off your stop taps and make sure your central heating boiler or immersion heater is turned off. Leave an internal tap on to allow thawed water to escape and contact an approved plumber.

To find an approved plumber please visit: www.watersafe.org.uk

Need extra Help?

We offer additional services to households that require extra support or assistance during a supply interruption. Join our free Priority Services Register, visit [www.affinitywater.co.uk/priorityservices](http://www.affinitywater.co.uk/priorityservices) or call 0345 357 2406

**Sample Tweets**

With temperatures dropping, make sure you're ready to [#BeatTheChill](https://twitter.com/hashtag/BeatTheChill?src=hash). Check out @[AffinityWater](https://twitter.com/AffinityWater) top tips to get your home [#WinterReady](https://twitter.com/hashtag/WinterReady?src=hash)

<http://bit.ly/2Q3RQtz>

#BeatTheChill by repairing any dripping taps as they can cause pipes to freeze. Book an approved plumber for any needed repairs, as even the smallest of trickles can put your home in danger. #WinterReadiness

<http://bit.ly/2Rrsm5C>

Going away for Christmas? Leave your heating on at low temperature to prevent your water from freezing. #WinterReadiness #BeatTheChill <http://bit.ly/2Q56Hny>

Frozen pipes can lead to burst and cause flooding after thawing out. Learn how to turn off your water in an emergency and ensure your home is #WinterReady this winter.
 <http://bit.ly/2RkYCrk>

**Facebook posts**

With temperatures dropping, make sure you're ready to [#BeatTheChill](https://www.facebook.com/hashtag/beatthechill?source=feed_text&__xts__%5B0%5D=68.ARBNtrNVvSnOEHjyG2GnE6S1pY1YIn0DBUy7HPGlx55K2S3zutR_9xuuY3JGvZnYKwizxZ2Y2kY3f0kvpfowbLMCwX7ZNx8q2xiThm19x8ifp8e62TdU5CHFpHGbypehd2E8mbW9DcKt3Ew_rPV3k6qlPMQ9xLRtUjcYfWvVUdhM8AqYtWtimemdAE4_17YbbX8GY-7zhTsftIQRppDuCxONIgym4bVQNmmrQPzOk8h_mgPJlT01lzZPOwfTdnpJCgWhJJQ0y5vMMvc4cLBwUsGl1nDfHgcIfbmMExldQRVijnWShJYE0QmK7B2frYzZu08te8DTY-QoA9DL7eJNIyTR-nQUsQuIt6MQkA&__tn__=%2ANK-R). Check out @[AffinityWater](https://twitter.com/AffinityWater) top tips to get your home ready for winter
 <http://bit.ly/2RmkzpJ>

[#WinterReady](https://www.facebook.com/hashtag/winterready?source=feed_text&__xts__%5B0%5D=68.ARBNtrNVvSnOEHjyG2GnE6S1pY1YIn0DBUy7HPGlx55K2S3zutR_9xuuY3JGvZnYKwizxZ2Y2kY3f0kvpfowbLMCwX7ZNx8q2xiThm19x8ifp8e62TdU5CHFpHGbypehd2E8mbW9DcKt3Ew_rPV3k6qlPMQ9xLRtUjcYfWvVUdhM8AqYtWtimemdAE4_17YbbX8GY-7zhTsftIQRppDuCxONIgym4bVQNmmrQPzOk8h_mgPJlT01lzZPOwfTdnpJCgWhJJQ0y5vMMvc4cLBwUsGl1nDfHgcIfbmMExldQRVijnWShJYE0QmK7B2frYzZu08te8DTY-QoA9DL7eJNIyTR-nQUsQuIt6MQkA&__tn__=%2ANK-R) [#WinterReadiness](https://www.facebook.com/hashtag/winterreadiness?source=feed_text&__xts__%5B0%5D=68.ARBNtrNVvSnOEHjyG2GnE6S1pY1YIn0DBUy7HPGlx55K2S3zutR_9xuuY3JGvZnYKwizxZ2Y2kY3f0kvpfowbLMCwX7ZNx8q2xiThm19x8ifp8e62TdU5CHFpHGbypehd2E8mbW9DcKt3Ew_rPV3k6qlPMQ9xLRtUjcYfWvVUdhM8AqYtWtimemdAE4_17YbbX8GY-7zhTsftIQRppDuCxONIgym4bVQNmmrQPzOk8h_mgPJlT01lzZPOwfTdnpJCgWhJJQ0y5vMMvc4cLBwUsGl1nDfHgcIfbmMExldQRVijnWShJYE0QmK7B2frYzZu08te8DTY-QoA9DL7eJNIyTR-nQUsQuIt6MQkA&__tn__=%2ANK-R) [#WeatherReady](https://www.facebook.com/hashtag/weatherready?source=feed_text&__xts__%5B0%5D=68.ARBNtrNVvSnOEHjyG2GnE6S1pY1YIn0DBUy7HPGlx55K2S3zutR_9xuuY3JGvZnYKwizxZ2Y2kY3f0kvpfowbLMCwX7ZNx8q2xiThm19x8ifp8e62TdU5CHFpHGbypehd2E8mbW9DcKt3Ew_rPV3k6qlPMQ9xLRtUjcYfWvVUdhM8AqYtWtimemdAE4_17YbbX8GY-7zhTsftIQRppDuCxONIgym4bVQNmmrQPzOk8h_mgPJlT01lzZPOwfTdnpJCgWhJJQ0y5vMMvc4cLBwUsGl1nDfHgcIfbmMExldQRVijnWShJYE0QmK7B2frYzZu08te8DTY-QoA9DL7eJNIyTR-nQUsQuIt6MQkA&__tn__=%2ANK-R)

#BeatTheChill by repairing any dripping taps as they can cause pipes to freeze. Book an approved plumber for any needed repairs, as even the smallest of trickles can put your home in danger. #WinterReadiness <http://bit.ly/2Q1Loms>

Going away for Christmas? Leave your heating on at low temperature to prevent your pipes from freezing and keep the water flowing during the cold winter. #WinterReadiness #BeatTheChill <http://bit.ly/2RmFxVC>

Frozen pipes can lead to burst and cause flooding after thawing out. Learn how to turn off the water in an emergency and ensure your home is #WinterReady this winter.
 <http://bit.ly/2PXmVic>