

# ATKINS

Member of the SNC-Lavalin Group

# Havant Thicket Public Consultation

## Case Study

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**Creative**  
Design. 

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# NEW RESERVOIR IN THE SOUTH EAST

To secure vital water, create wetlands for wildlife and leisure for co



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# The Brief

# **The Brief**

Portsmouth Water held three public consultation events, regarding the proposed Havant Thicket Reservoir site, in November 2019.

Creative Design was approached to design & develop a visual communication campaign, that would help Portsmouth Water successfully host-and-communicate the Havant Thicket project and help facilitate their public consultations.


# The Challenge

Portsmouth Water had no singular brand or visual strategy for Havant Thicket. Up until November 2019 the visual communication had been very disjointed.

Latest News:

## A new reservoir for the South East

Portsmouth Water is planning to build a new reservoir to secure reliable drinking water for the South East. We need to find more water to cope with climate change, more homes and to leave more water in our rivers to protect wildlife. The reservoir is being developed with Southern Water and will hold enough water to supply 160,000 people each year.



### Havant Thicket Winter Storage Reservoir



In the spring of 2008 Portsmouth Water undertook an extensive public consultation exercise, to seek the views of the local community about our proposal to build a winter storage reservoir on the open land north of the Staunton Country Park, between Rowlands Castle and Warren Park. Local residents and community groups were asked to consider key aspects of the layout of the reservoir and what facilities might be provided. We have listened to these views and the responses have been very helpful in guiding the future direction of the outline design. We hope to submit a planning application to the local authorities in December 2019.


**This newsletter explains:**

- How the local community was consulted
- The outcome of that consultation
- How Portsmouth Water has taken on board the feedback
- The proposed way forward & timescales




**BACKGROUND**

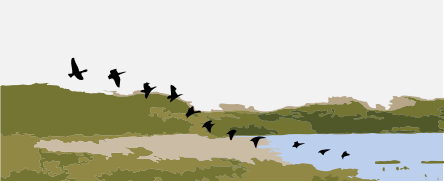
Portsmouth Water has owned the land needed for the reservoir since 1965. However, the Company did not initially progress the reservoir proposal because it was able to meet customer water supply needs by providing a new water treatment works on the River Itchen. However, demand for water continues to rise and water companies in the South East need to find more water to meet the demands of climate change, population growth and to protect the environment. There is now a need to progress the reservoir for the wider region.



## We're building a new reservoir to secure water for the South East



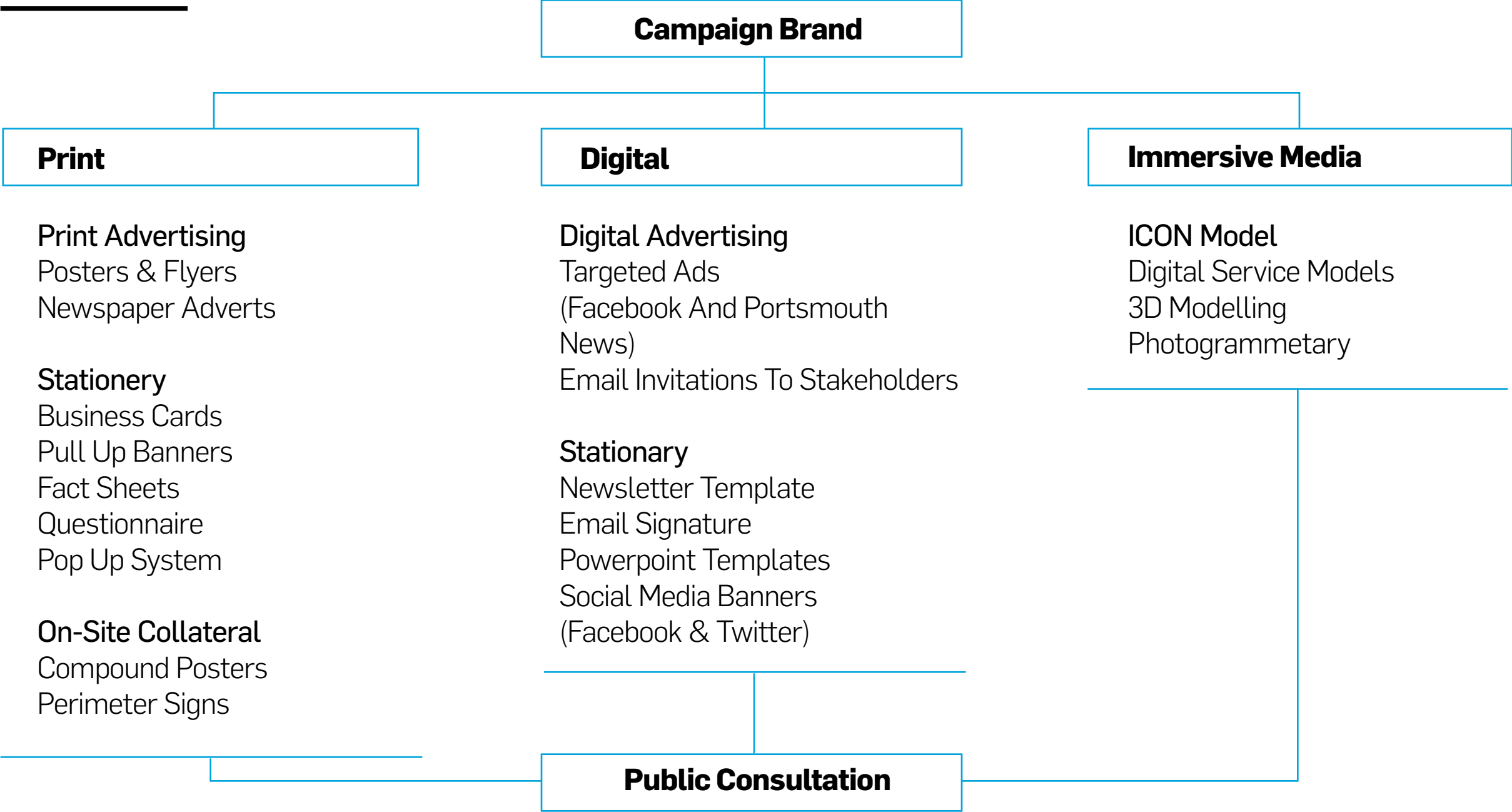
Find out more and get in touch at [portsmouthwater.co.uk/havant-thicket](https://portsmouthwater.co.uk/havant-thicket)



# **Our Approach**

To create a singular look-and-feel and visual language for Havant Thicket Reservoir, that could be rolled out into a variety of communications — print, digital and immersive media.

**Our Approach**



# The Concept

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We created an emotive campaign illustration that showcases Havant Thicket Reservoir. A sanctuary for the local community, where wildlife flourishes and water brings new life.

An illustrative route helped hint at the future of Havant Thicket without being too literal. This made it possible to roll out the visual message across a variety of marketing and communications elements, from perimeter signs, stand design, banners, posters, newsletters, printed and digital adverts.

Our colour palette 'tips the hat' to the Portsmouth Water brand — which contributed to a uniform visual approach.





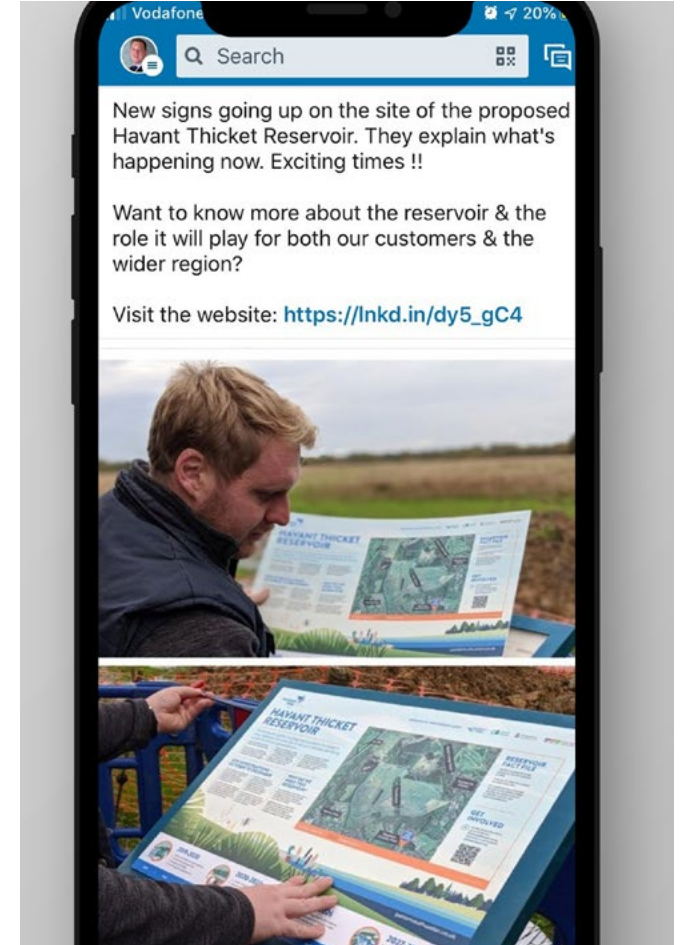
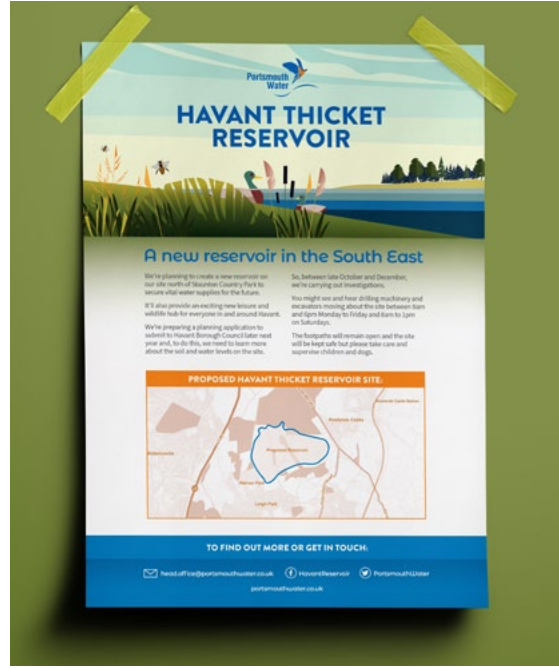
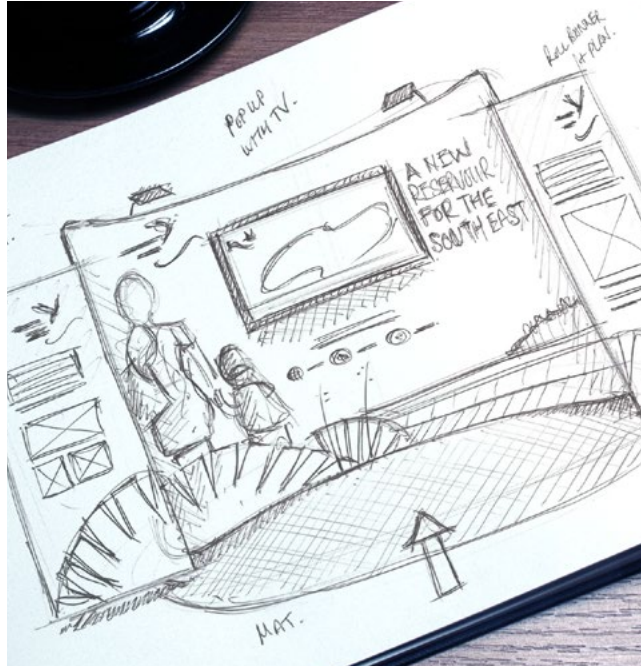
# HAVANT THICKET RESERVOIR

## A New Reservoir In The South East

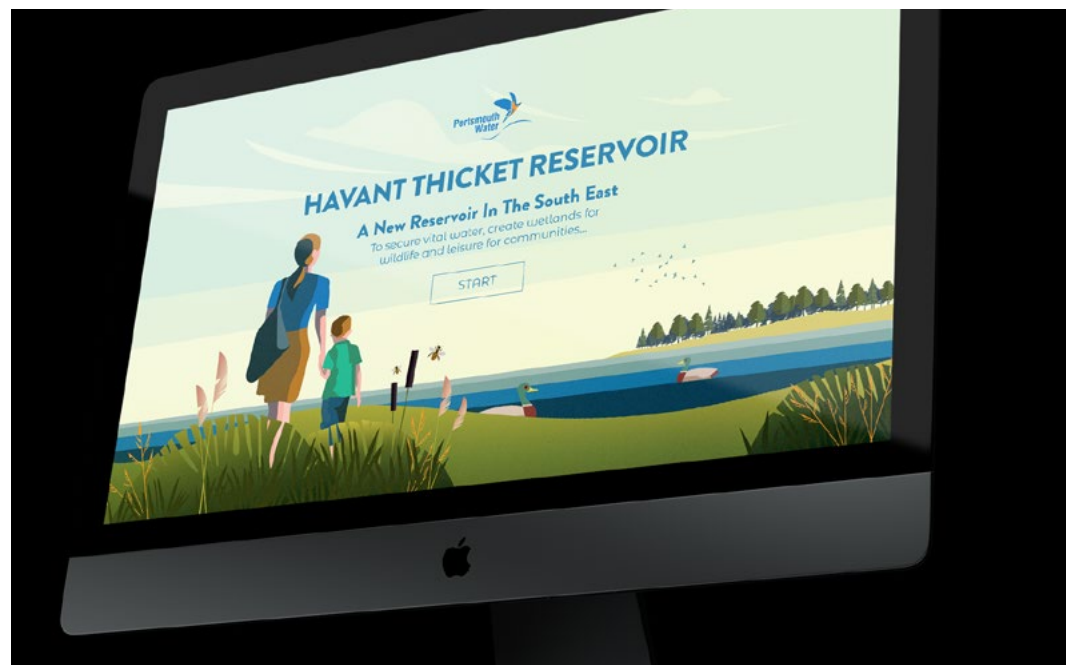
To secure vital water, create wetlands for wildlife and leisure for communities...



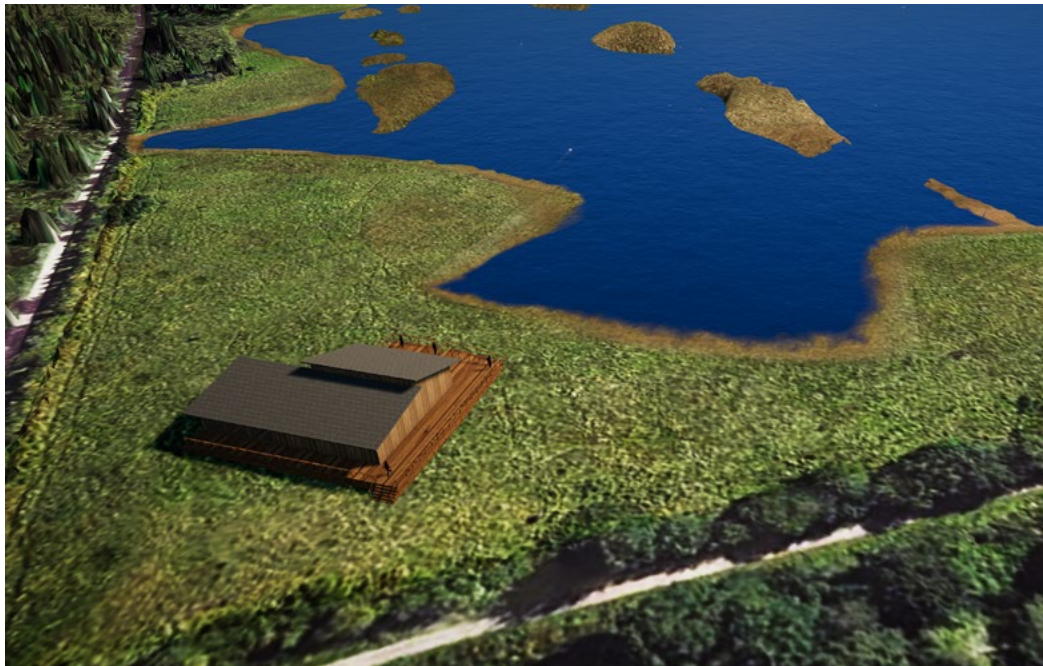
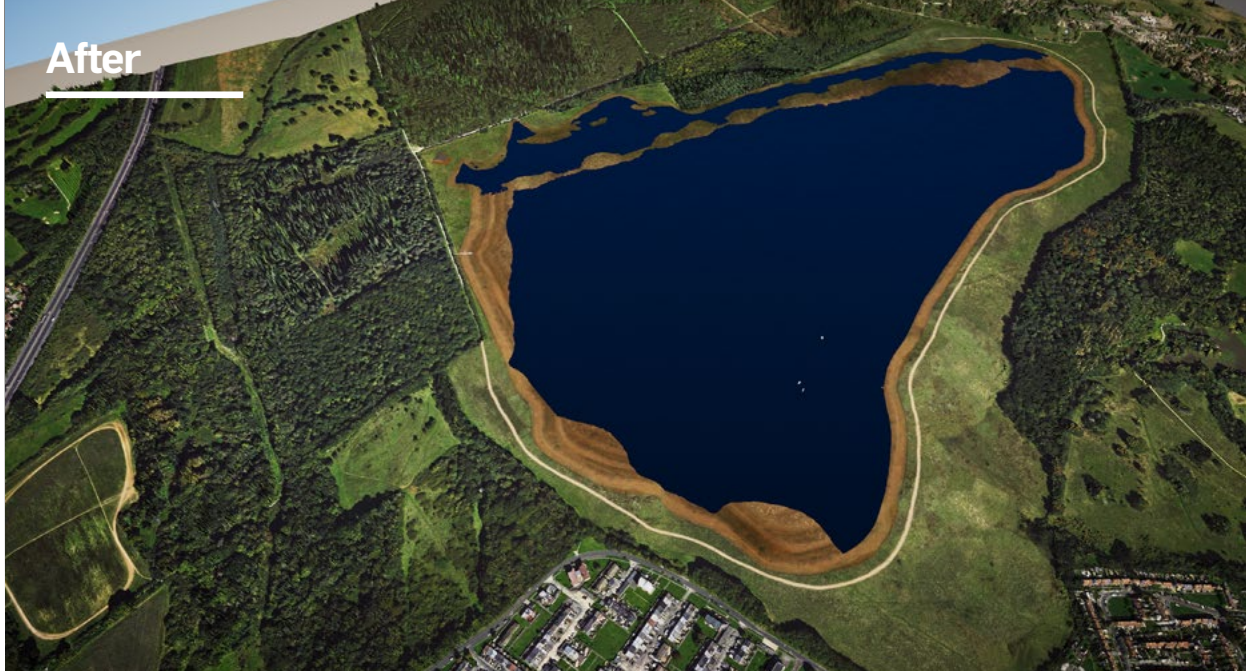














# The Outcome





## Client Feedback

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Creative Design was able to react swiftly and with care to ensure that Portsmouth Water's brief was fully understood, in developing a set of project branding images and communications collateral to support public engagement on site investigations and public exhibitions.

Bill Irvine

Atkins / Havant Thicket Reservoir, Chief Engineer.

I just wanted to drop a note around to you all to say thanks for your help in making, from my perspective, the last week one of the best for the project in ages.

We have been into communities, on the ground, on the airwaves and across social media with our clear and simple messages about the project, **backed up with a great brand and enthusiastic spokespeople.**

Throughout we've had hardly any negative feedback, instead we've had a really excited, enthusiastic and positive response, from senior Defra, DWI and EA officers, to members of the Leigh Park, Warren Park, Rowlands Castle communities and journalists.

Simon Hughes

Havant Thicket Reservoir Stakeholder and Environment Lead

The ICON model really drew stakeholders into conversation during the Havant Thicket public exhibitions.

It was useful to be able to quickly orientate the individual to the projects location and subsequently visually show how the project would develop the area, highlighting benefits as we spoke.

Jamie Lowe

Atkins Engineer

On-site at Public Consultation

# 80%

of respondents confirmed that they supported our plans for the reservoir.

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# 100%

of those that responded also asked to be kept up to date via our project newsletter.

Project Breakdown

COLLATERAL	GENERAL PROJECT AWARENESS	ON-SITE COMMS	WORKSHOPS	PUBLIC CONSULTATION EVENT
Digital				
Email Signature	■			■
Web-Banners (Portsmouth Water)	■			■
Social Media Banners (Facebook And Twitter)	■			■
Digital Adverts (Targeted Websites)				■
ICON Model	■	■	■	■
Powerpoint Template	■		■	
Print				
Perimeter Signs		■		
Compound Posters		■		
Pop Up Stand & Floor Mat				■
Pull Up Banners	■		■	■
Posters	■			■
Leaflets	■			■
Questionnaires				■
Fact Sheets	■			■
Business Cards	■			
Newspaper Advert				■
HARDWARE				
Touchscreen TV				■
Laptop				■



# Thank you

For further information please contact:

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