

Watermark Town Awards



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Watermark Town Award



- Become a **Watermark Town** and lead sustainable water communities; it's good for people, place and the planet.
- We need a world where communities value water and understand their water supply and waste systems so we can help tackle climate and nature emergencies, reduce carbon use and protect the environment for the future for all our communities.
- By choosing to become a **Watermark Town** you are joining a network of concerned and responsible communities across our region.
- We want to recognise the efforts of local communities in increasing awareness and taking action for change to save water and protect the local environment with a civic award for your town.



Working together for sustainable communities

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The Watermark Commitment

Wessex Water
YTL GROUP



- To gain Watermark Town status, your town will need to commit to the promotion of the 'Raising Awareness' activities and commit to at least three 'Taking Action' activities over 2025.
- It is likely that this will require some local officer time to support this and to engage and support local organisations and the community to take part.
- Wessex Water commits to supporting these local campaigns for this year.



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How will it work?

Wessex Water
YTL GROUP



- **Collaboration:** building partnerships with customers, civic leadership, local businesses and the supply chain.
- **Openness:** sharing local data on water use and environmental impacts with the community.
- **Support:** seeding projects to enable local communities to lead and take action.
- **Locally-led campaigns:** providing online toolkits for adaptable materials.
- **Accountability:** strengthening the relationship between the water company and communities, to increase accountability for local customers.
- **Evaluation:** ongoing assessment and feedback with the community on local projects, outcomes and customer feedback.



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