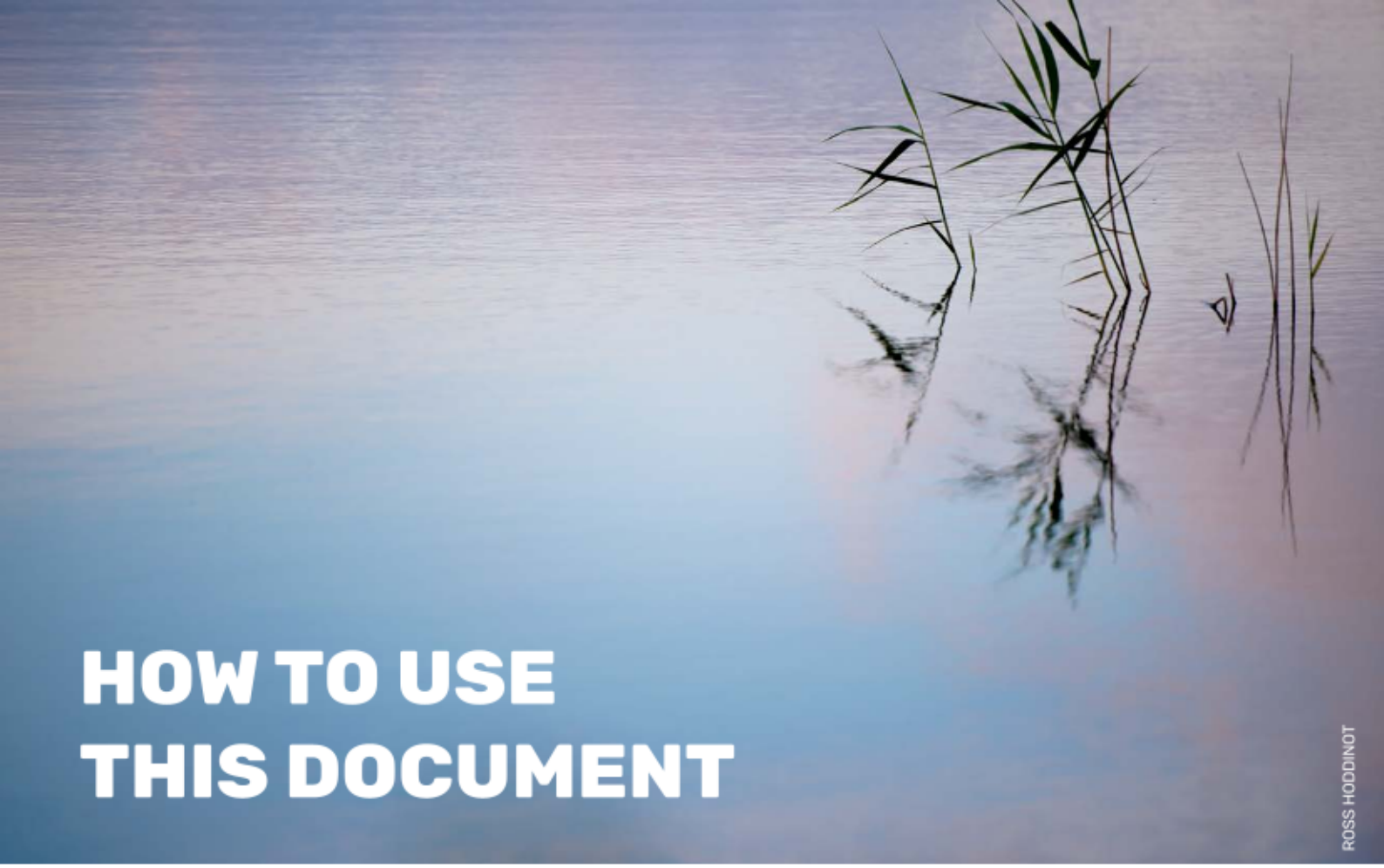
Fix Water



CAMPAIGNING TOOLKIT

Guide to getting you and your community involved

GUY SHORROK



HOW TO USE THIS DOCUMENT

ROSS HODDINOT

We believe in the power of **grassroots movements**. Engaging **individuals and communities** across the country in the Fix Water campaign is essential to our success. Real social and political change happens when enough people come together to show decision-makers that change is needed.

There is no one-size-fits-all approach to campaigning. Whether you have a few minutes to spare or want to take on a bigger role, there are plenty of ways to get involved. Every action and every voice helps build public support and encourages decision-makers to do the right thing.

We've pulled together a **range of guides** to help you get started, offering advice and inspiration on everything from understanding who influences change to engaging with your MP. These skills and actions will be vital to our long-term success.

So, explore the ideas, adapt them, and bring your own.
Whatever works for you, join us in fixing our broken water system

Guide 1: Building a Fix Water movement

This guide will give you tips and techniques for how to start campaigning to help Fix Water or link it with something you already do

Guide 2: Power mapping

This guide will support you to identify who you need to work with and who you need to persuade to Fix Water

Guide 3: Engaging councils and trade unions

This guide will help you talk to your trade unions and councils to ask them to support Fix Water and influence the UK Government's legislation

Guide 4: Using social media

This guide will provide you with everything you need to create inspirational social media posts, including images and graphics to help you spread the message about the campaign on social media

Guide 5: Further reading and inspiration

Extra resources to learn from and share, plus amazing stories to inspire you

FAQs

Find out more about the detail of the campaign and other related questions







KINGFISHER: MALCOM BROWN



Dirty rivers and seas. Water shortages. Flooding. Rising pressure on our water supplies. These aren't separate problems and yet they are treated as such by the organisations, authorities and decision makers in charge of them.

That's why people around the country have joined together and launched Fix Water which calls for a water system that works for people and wildlife.

The opportunity – why now?

The need to get the country calling to Fix Water has never been greater. Did you know that the UK Government has proposed a new law that could change how the water system works in England: the Water Bill.

This is a once-in a-generation opportunity to fix the broken water system. The Bill is expected to be introduced to Parliament in early 2027 and it's just the early stages in what is sure to be a long process, but that's why it's so important to make sure our voices are heard, and heard early.

MPs will help decide the content of the Bill, and they represent you. When enough of us speak up together, we can influence real change.

FIX WATER HAS THREE SIMPLE ASKS:



1 One system

Manage water as one connected system.

Water doesn't recognise county or political boundaries. Decisions and actions on water supply, pollution, flooding, drought, land and development need to work together.

One cycle. One joined-up approach.



2 For people

Make water work for everyone.

Water is essential to life. The way it is managed should put clean and reliable water, healthy communities, fairness and the long-term public interest first.



3 With nature

Make nature part of the solution.

Nature isn't just nice to have. It's a necessary part of the water system. Healthy rivers, seas, wetlands, floodplains, chalk streams, and coastal habitats help store, slow and clean water, support wildlife and make us more resilient to floods, drought and climate change.

GUIDE 1: BUILDING A FIX WATER MOVEMENT

This guide is designed to start the flow of ideas about how you can get involved in Fix Water.

Feel free to take these ideas, run with your own, whatever works for you to join the collective call for a transformative Water Bill, that fixes the broken water system.

Whether you're dipping your toe into the water or already making waves, there's a place for everyone in Fix Water.



1 How to start conversations with friends, family, and neighbours

Ideas and campaigns spread when we talk about them, but it can also be hard to know where to start. Step one could be working out who to talk to. We call this 'stakeholder' or 'power' mapping. However, a first easy step is simply to have a chat with your neighbour, friend of family member to see if you can spark them to get involved.

Not sure where to start? Here are some tips on how to get the conversation started:

- **Start with people you know** - chat to your neighbour, friend or family member
- **Think beyond your immediate circle** - go out to people rather than expecting them to come to you
- **Go to where people are** - libraries, coffee shops and community events, run a talk or session for a local group
- **Share your story** - why is clean, safe water important to you, and what does it mean for your community?
- **Find out what's important to them** - you don't have to start the conversation with the campaign - ask about their day, what they love doing in the local area or what they value about nature
- **Get creative** - take people outside for a walk, invite them to get crafty and never underestimate the power of food.



BEAVER: NICK UPTON

2 Building your own campaign group

You might already be part of a group who want to start campaigning to Fix Water or keen to start a new group from scratch. The tips below are designed to get you started.

Looking for some inspiration and to see how this has been done elsewhere? Click here for stories from other groups and campaigns

Listen before asking people to join a finished campaign

It might feel odd, but often the best way to get support is to find out about what people are experiencing, what impacts and affects them, what change would matter, who else the group should speak to and whether they would like to stay involved. Use the power mapping guide to help you understand where to start. Record themes and agreed follow-up (with consent). Use what is heard to shape your campaign and identify people who may want to lead, host a conversation, tell their story or organise an action.

Start with a clear win

Before mapping power, complete this sentence:

We want [named decision maker] to [take a specific action] by [a useful date or decision point].

This will give you a real target. A broad aim such as "cleaner rivers" matters, but it is difficult to organise around until it becomes a decision somebody can make. Fix Water is calling for the upcoming Government Water Bill to be transformative where water is managed as **one system**, for **public benefit** with **nature at its heart**.

To get there, we will need public pressure which can take a variety of forms and campaigning tactics. You can take ideas from this toolkit, but your own ideas will be make the biggest difference - driving change that suits you, your community and your local context!

The stages of campaigning with a group:

- Listen
- Choose a clear win
- Map people, power and relationships
- Bring a core group together
- Take a focused action
- Review what changed and decide the next step.

Build a group that can last

Everyone has a place in a Fix Water campaign, it's important to come together safely and sustainably:

- **Start with a small core group** of around four to eight people, linked to a wider supporter network.
- **Agree the group's purpose**, first target, meeting rhythm, communication channel and how new people can join.
- **Share and rotate roles** such as facilitation, outreach, actions, communications, notes and wellbeing. Avoid any essential task being understood by only one person.
- **Use a simple decision rule:** discuss the issue, check for serious concerns, vote if needed, then record the decision, owner and deadline.
- **Create a one-page working agreement** covering respectful behaviour, accessibility, use of personal stories and data, conflict, boundaries and the right to step back.
- **At each meeting, agree only a few realistic actions** and finish with a workload check: who has capacity, who needs help and what can stop or wait.

Where further advice is needed. Seek appropriate support before handling money, employing people, signing contracts, running higher-risk events or managing safeguarding and personal data. Your local Wildlife Trust or community support organisations can provide you with further advice on this.

Useful test

Could your group continue if the original organiser stepped away? If not, spread knowledge, relationships and responsibility before adding more activity.



CHRIS GOMERSALL, INSET: LEIA MORRISON

3 Engaging your MP

Contacting your MP is an opportunity to get your voice heard and highlight the importance of the campaign.

It's up to you, how you best want to approach them. You can speak with them directly if there is a local MP event or you could email or write to them. Writing a letter by hand can ensure your thoughts are seen and read away from a screen filled with emails. Collective letters, or those that include stories and comments from children and young people can be especially powerful

Whether you go for talking to them directly or writing a email / letter, the three most important points to get across are that Fix Water is calling for a joined-up approach based on three clear principles:

1. **One System**
2. **For people**
3. **With nature**



If you want to write to them directly, that's great. But we have created a 'e-action' which can do this automatically for you.

Don't be disheartened if you receive a standard response- behind the scenes your response will have been logged and categorised and creates valuable data on what is most important to their constituents.



ILIRJAN RRUMBULLAKU

Not sure who your local MP is, no problem, just take a look here

It can be especially powerful to meet them in person – here are some top tips:

- **Invite them to meet you** - if you're hosting an event or have a regular community meeting invite your MP along
- **Visit a MP surgery** - most MPs host local surgeries, joining these is a chance to share what's important to you and highlight the campaign asks. You should be able to book an individual slot or attend as part of a group so it's a good idea to plan what you want to say in advance.

Amplify your message

- **Local media** can be a powerful tool, send a Letter to the Editor of your local newspaper, or write to a community newsletter. If you mention your MP's name, your MP is likely to see this through their media monitoring.
- **You can use the template letter** from our Community outreach and power mapping guide here or use the Wildlife Trust's tool to send a "Letter to the Editor" which will match you with your local paper using your postcode here
- **Use our social media templates** to share the campaign and why it's important to you on your own social media or in local community groups or pages and tag your MP- click here for social media templates
- **Tagged people in your social media** posts can be a useful way for them (or their media monitoring team) to see it. Here's a few people to consider tagging in your content – Prime Minister Andy Burnham, Secretary of State for Environment, Food and Rural Affairs, Dame Angela Eagle, your local MP



BERTIEGREGORY/2020VISION

Top tips for a successful meeting

- **Place** - is there a location that would help showcase your story?
- **People** - who else should be there, who are your experts on the subject, and do you have strong communicators who can be there?
- **Position** - where do they stand on your issue?
- **Party** - are they in opposition or in power?
- **Ask** - what do you want them to do?
- **Be prepared** to challenge any misconceptions

GUIDE 2:

COMMUNITY OUTREACH AND POWER MAPPING

How can I work out who in power I should talk to?

A useful tool in getting your message to the right people is 'power mapping', a technique you can use to identify who you want to reach and then how best to do it. In our case, who you need to influence to support Fix Water and so they can be an ally in influencing the Government's Water Bill

How to use power mapping in your community to support Fix Water

This tool works best when there's a group of you working together, you don't need to be a formal group to start this process but there are tips throughout on how to work together as a collective so everyone has a place.



Included in this guide is a template letter to send to individuals, groups and interested parties, inviting them to join the movement to Fix Water

LINDA PITKIN/2020VISION

Stage 1: Start with a clear win

Before mapping power, complete this sentence:

We want [named decision maker] to [take a specific action] by [a useful date or decision point].

This will give you a real target. A broad aim such as "cleaner rivers" matters, but it is difficult to organise around until it becomes a decision somebody can make.

Fix Water is calling for the Government's Water Bill to be transformative where water is managed as one system, for public benefit with nature at its heart.

To get there, we will need public pressure which can take a variety of forms and campaigning tactics. Some ideas you can take from this toolkit, but your own ideas will also be incredibly valuable to make a difference in the way that suits you, your community and your local context!





Stage 2: Create a map of the key people and/or relationships

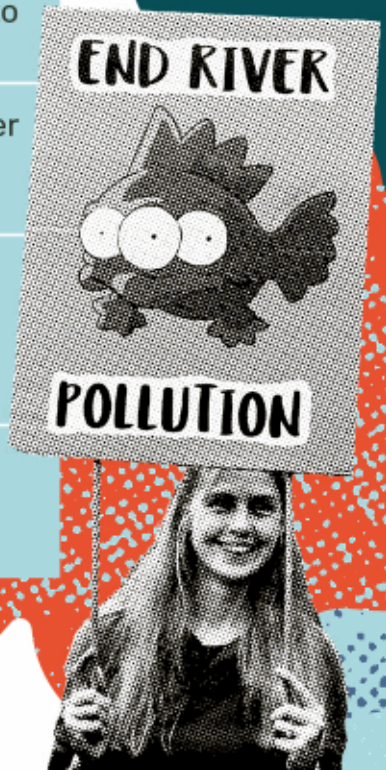
Questions to consider:

- Who is most affected, and what matters to them?
- Who has the formal power to make the decision?
- Who can influence that decision maker?
- What relationships do we already have, and which ones do we need to build?

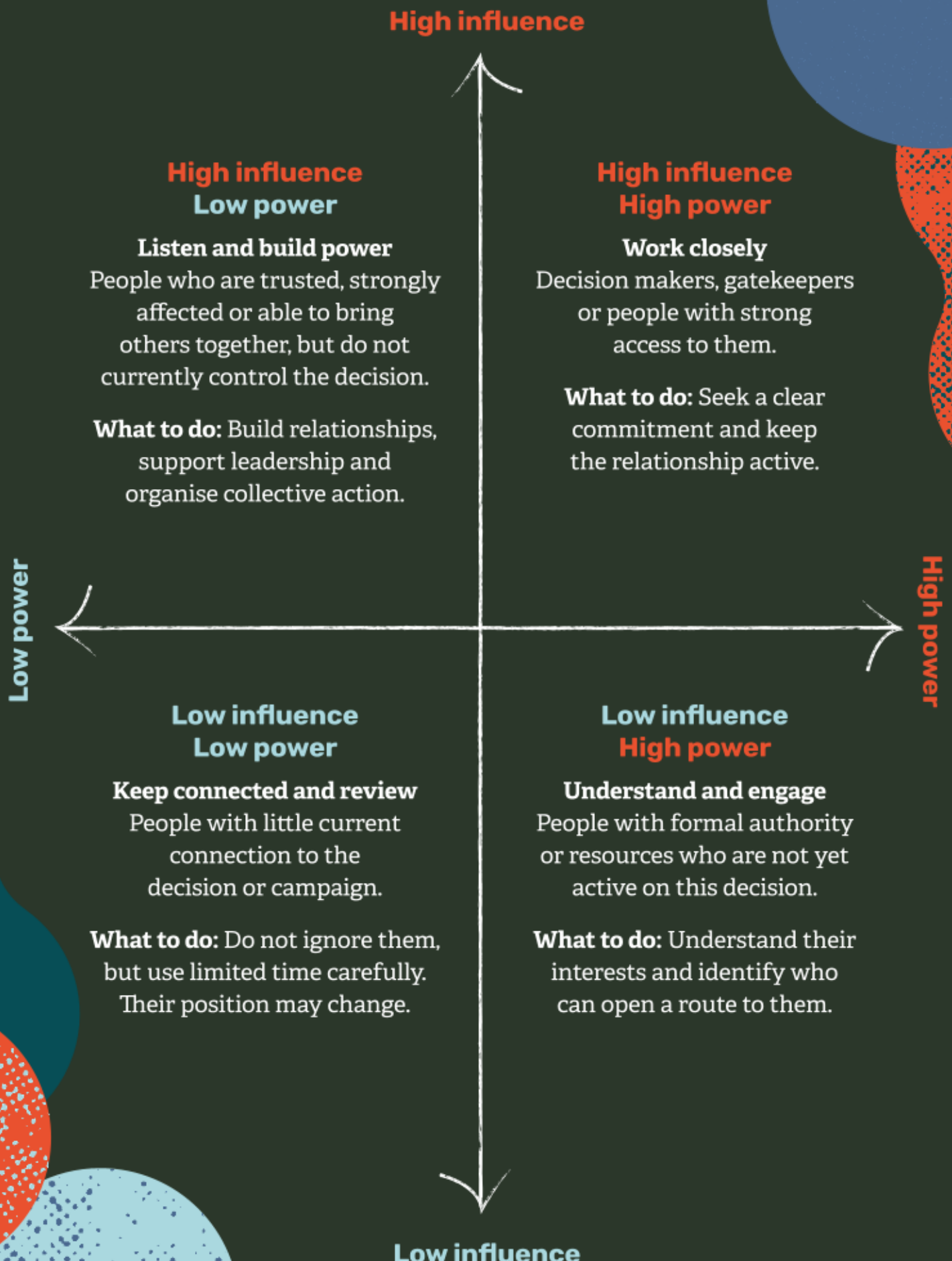
Types of power

Power does not only sit with the formal decision maker. The table below can help you think about the different kinds of power already present or still needed.

Type of power	What it means in practice
Decision-making power	Formal authority to approve a proposal, change a policy, release a budget or make the final decision.
Resource power	Access to money, staff, land, evidence, data, meeting space or communication channels.
Relationship power	Trust, local credibility and the ability to reach or introduce people who matter to the decision.
Collective power	People acting together. Numbers matter most when the group is organised around a clear shared aim.
Knowledge and experience	Technical knowledge, local understanding and lived experience that explain the issue and strengthen the case for change.
Story and public influence	The ability to shape how people understand the issue, attract attention and create pressure for a response.



TOP: PAUL NAYLOR, BOTTOM: ELEANOR CHURCH


High influence
High influence
Low power
Listen and build power
People who are trusted, strongly affected or able to bring others together, but do not currently control the decision.
What to do: Build relationships, support leadership and organise collective action.
High influence
High power
Work closely
Decision makers, gatekeepers or people with strong access to them.
What to do: Seek a clear commitment and keep the relationship active.
Low power
High power
Low influence
Low power
Keep connected and review
People with little current connection to the decision or campaign.
What to do: Do not ignore them, but use limited time carefully. Their position may change.
Low influence
High power
Understand and engage
People with formal authority or resources who are not yet active on this decision.
What to do: Understand their interests and identify who can open a route to them.
Low influence



Remember: power is not fixed.

Relationships, collective action, lived experience, knowledge and public stories can increase a group's influence. Revisit the map as the campaign develops and agree the next conversation or action for each priority stakeholder.

Who or what	What to record	Next step
Decision maker, e.g. councillors, MPs	Their role, interests and current position	The specific decision or commitment to ask for
Affected people	Their experience, priorities and existing leadership	Listen first; invite them to shape and lead the work
Influencers and allies	Their connection to the target or community	Ask for an introduction, public support or practical help

TOP: ADAM JONES BOTTOM: JODIE CUNNIN



This impacts us all, groups you could contact

Environment & Sustainability groups
Healthy water systems are fundamental to biodiversity, ecosystem recovery and climate resilience.

Angling, Fisheries & River Users
Fish populations and river conditions provide some of the clearest indicators of water system health.

Water Recreation Users
Water pollution and sewage spills directly impact recreation, tourism, wellbeing and safe access to nature.

Farming, Food & Rural Communities
Reliable supplies of clean water are essential for food production, rural livelihoods and resilient farming systems.

Health & Wellbeing
Healthy rivers, lakes and wetlands provide opportunities for recreation, connection with nature and improved wellbeing for people of all ages.

Education & Youth
Young people will inherit the long-term consequences of decisions made today about water security and environmental sustainability.

Rights of Rivers & existing Water Campaigns
These groups advocate for systemic solutions that protect rivers as living ecosystems rather than solely economic assets.

Business, Infrastructure & Development
Businesses and development both depend on and influence water availability, wastewater management and flood resilience.

Coastal & Marine Communities
Pollution and water management decisions upstream directly affect estuaries, fisheries, coastal waters and seaside economies.

Faith & Community Leadership
Many faith organisations promote environmental stewardship, social justice and community action, all of which are connected to water.

General Community & Civic Groups
Water affects communities through flooding, drought, water affordability, public spaces and quality of life, making local voices essential to lasting solutions.

Emergency services
Wildfires, floods and water shortages will put greater pressure on fire, ambulance and police services.

Councils & Trade unions
Councils and trade unions represent communities and workers affected by flooding, drought, water costs and pressure on local services.



THINESH THIRUGNANASAMPANTHAR

Template Letter

Make it your own

Copy, paste and feel free to edit and personalise in your outreach

Subject: Join the movement to Fix Water

Dear [Name/Group Name],

I'm getting in touch to introduce Fix Water, a campaign calling for a water system that works for people and nature.
[Insert why Fix Water is relevant to the individual/group – See community mapping and outreach checklist for inspiration]

Our water system is broken. Let's fix it.

Dirty rivers and seas. Water shortages. Flooding. Rising pressure on our water supplies.

These aren't separate problems. These are signs of a water system that isn't working as it should.
All water is connected and the way the water system is looked after should be too.
All water is connected. Water connects us all.

From the rain that falls on our hills, to the water we drink; it is all part of one water cycle.

Currently, water management is fragmented. Decisions about water supply, sewage, flooding, farming, development and nature are being made by different organisations with little accountability or transparency.

Sign the petition today here

We believe there is a better way. **If you agree, sign today!**

Fix Water principles

ONE SYSTEM
Manage water as one connected system.
Water doesn't recognise county or political boundaries. Decisions and actions on water supply, pollution, flooding, drought, land and development need to work together.
One cycle. One joined-up approach.

FOR PEOPLE
Make water work for everyone.
Water is essential to life. The way it is managed should put clean and reliable water, healthy communities, fairness and the long-term public interest first.

WITH NATURE
Make nature part of the solution.
Nature isn't just nice to have. It's a necessary part of the water system. Healthy rivers, seas, wetlands, floodplains, chalk streams, and coastal habitats help store, slow and clean water, support wildlife and make us more resilient to floods, drought and climate change.

Fixing individual problems one at a time isn't enough. The whole system needs fixing.
Stand with us. Add your name and call for a water system built around:

One System
For people
With nature

You can write to your MP once you have added your name here.

This is a once in a generation opportunity to fix the water system through the upcoming Water Bill.

Whether you just want to dip your toe in the water or are already making waves, there are lots of ways to get involved:
- Visit wtru.st/Fix-water-HR if you agree with the campaign principles
- Visit wildlifetrusts.org/about-us/what-we-do/our-work-land/water/water-reforms to access the campaign toolkit
- Contact your local Wildlife Trust for information, resources and opportunities to get involved locally.

Best wishes,
[Insert Name]

[Insert any other information, e.g. Organisation/Local Fix Water Campaign Group/ Rights of Rivers Group; Email; Website/Social Media]

GUIDE 3:

ENGAGING COUNCILS AND TRADE UNIONS

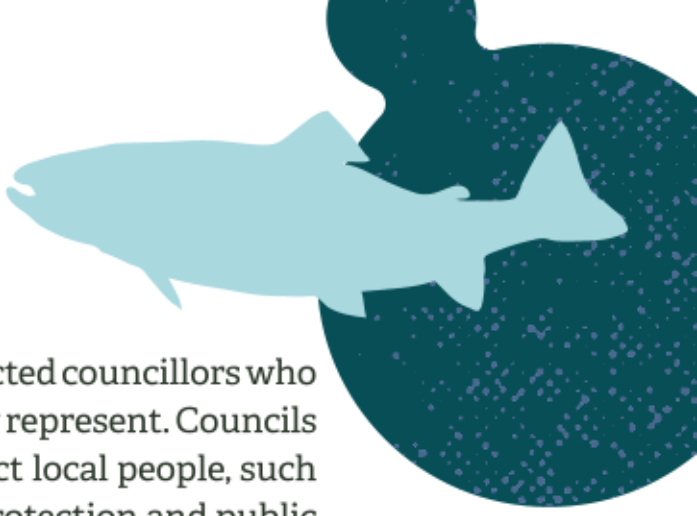
In this guide we will explore engaging trade unions and councils to support the Fix Water Campaign and influence the Government's Water Bill.



PAUL HARRIS

Contact your Councillor

Click here to find out how to contact your Councillor. You will need to ask them to table the motion at Full Council. If you are part of a trade union, you may be able to submit a motion to a local branch yourself or you can contact your trade union representative for support.



What is a Council?

A council is a local democratic body made up of elected councillors who make decisions on behalf of the communities they represent. Councils are responsible for services and policies that affect local people, such as planning, housing, transport, environmental protection and public health.

What is a Trade Union?

A trade union is an organisation of workers that represents and protects the interests of its members. Trade unions campaign on workplace issues such as pay, conditions and safety, but also often take positions on wider social, environmental and community issues that affect their members.

What is a Motion?

A motion is a formal proposal put to a council, trade union branch or other democratic body for debate and decision. If a motion is passed, it becomes the agreed position of that organisation and may commit it to taking specific actions. We've provided a template motion on the next page of this guide which you can use to make the proposal.

How Does It Work?

A Council/trade union member submits a motion, which is then discussed and debated by elected representatives or members at a meeting. Amendments may be proposed before a vote takes place. If the motion receives majority support, it is adopted and actioned.

How can it help

Elected representatives, whether councillors or trade union officers and delegates, have an important responsibility to represent the views and interests of the people who elected them. Motions provide a way for members, residents and workers to influence policy, shape priorities and ensure decision-makers are accountable to those they represent. If enough Fix Water motions are passed across councils and trade unions, we can build momentum for meaningful change to the Government's Water Bill. This is a once in a generation opportunity to fix the broken water system.



Template Motion

Fix Water - One water system, for public benefit with nature at its heart.

This Council/Branch Notes:

- That rivers, lakes, wetlands and groundwater are under increasing pressure from pollution, drought, flooding and over-abstraction, with significant impacts on communities, public health, local economies and wildlife.

- That responsibility for managing water is currently fragmented across multiple organisations, resulting in poor accountability and ineffective action to restore river health.

- That the Government is considering major reforms through an upcoming Water Bill, providing a significant opportunity to create a more effective and accountable water system.

- The Wildlife Trusts' "Fix Water" campaign, which calls for a water system that works as one connected water cycle, serves the public benefit, and puts nature at its heart.

This Council/Branch Believes:

- Water is essential to life and should be managed for the benefit of people, communities, future generations and the natural environment.

- Healthy rivers, wetlands and catchments are critical infrastructure that help protect communities from flooding, drought, food insecurity and the impacts of climate change.

- Decision-making on water should be made at the scale of whole catchments, with greater local accountability and powers to tackle pollution from all sources.

- Water companies must be held accountable for environmental damage, with stronger duties to contribute to nature recovery and climate resilience.

This Council/Branch Resolves:

1. To support the principles of the Fix Water campaign: one water cycle, public benefit and nature at the heart of decision-making.

2. To support the creation of powerful, locally accountable Regional Water Authorities with the powers required to restore rivers, reduce pollution, improve water resilience and coordinate management across whole catchments.

3. To write to the local MP urging them to support the inclusion of the following measures within the [forthcoming/current] Water Bill:

- Local control of water through democratically accountable Regional Water Authorities;
- Re-wiring of water companies, including a primary duty to contribute to nature recovery and climate resilience;
- Stronger accountability mechanisms to ensure polluters pay and persistent failure can lead to public-interest ownership models;
- Recognition of water as critical national infrastructure, with management focused on long-term resilience for people, nature and the economy.



GUIDE 4: ENGAGING PEOPLE USING SOCIAL MEDIA

Social media is a powerful tool for spreading the message. Below we've included some text you can use to share Fix Water online and inspire others to take action. Add your own personal story or images to show why the campaign is important to you.

Theme: Why I'm joining Fix Water

Facebook	Instagram	LinkedIn
Water affects all of us, from the rivers and beaches we love to the wildlife and communities that depend on healthy water. But pollution, flooding and drought are too often treated as separate problems. I'm joining the movement to **Fix Water** and call for a water system that works: 💧 One System 🤝 For People 🌿 With Nature ✅ **If you agree it's time to fix our broken water system, sign today: wtru.st/Fix-water-HR**	💧 Water connects all of us. Our rivers. Our wildlife. Our communities. So why isn't the system connected too? It's time to **#FixWater**. 💧 One System 🤝 For People 🌿 With Nature ✅ **Sign today: wtru.st/Fix-water-HR**	Water challenges such as pollution, flooding, drought and water security are all connected. That's why I'm supporting the call to Fix Water and create a water system that works: 💧 One System 🤝 For People 🌿 With Nature ✅ **Add your name if you agree it's time to fix our broken water system: wtru.st/Fix-water-HR**

Theme: Share your local water place

Facebook	Instagram	LinkedIn
This place matters to me. 💙 [Add a local watery place that matters to you] Whether it's a river, stream, wetland or beach, healthy water is essential for people and wildlife. That's why I'm joining the movement to **Fix Water**. ✅ **Sign today if you agree we need a water system that works as One System, for Public Benefit, with Nature at its Heart.**	📍 [Add a local watery place that matters to you] I'm sharing a place I love and adding my voice to the call to **#FixWater**. 💧 One System 🤝 For People 🌿 With Nature ✅ **Sign today:** **wtru.st/Fix-water-HR**	[Add a local watery place that matters to you] I'm sharing a water place that matters to me and my community. Places like this depend on a water system that works for people and nature. ✅ **Join the movement to Fix Water and add your name today:** **wtru.st/Fix-water-HR**

Theme: One System

Facebook	Instagram	LinkedIn
Water is all connected. Pollution. Flooding. Drought. Water shortages. Why do we keep treating them as separate problems? ✅ **Let's Fix Water by creating a system that works as One System. Sign today:** **wtru.st/Fix-water-HR**	💧 WATER IS ALL CONNECTED 💧 So why isn't the system? It's time to **#FixWater**. ✅ **Sign today:** **wtru.st/Fix-water-HR**	Water challenges don't exist in isolation, and neither should the solutions. ✅ **Join the call to Fix Water and create a system that works as One System:** **wtru.st/Fix-water-HR**

Theme: Nature at its Heart

Facebook	Instagram	LinkedIn
Healthy rivers need healthy wetlands. Healthy wetlands help reduce flooding. Healthy ecosystems help support healthy communities. That's why nature must be at the heart of our water system. ✅ **Join the movement to Fix Water: wtru.st/Fix-water-HR**	🌿 Healthy nature. 💧 Healthy water. You can't have one without the other. 🌿 With Nature at its Heart. ✅ **#FixWater**	Nature recovery and water resilience go hand in hand. That's why we're calling for a water system with nature at its heart. ✅ **Add your name to the Fix Water movement: wtru.st/Fix-water-HR**

Theme: For Public Benefit

Facebook	Instagram	LinkedIn
Water should work for everyone. For communities. For wildlife. For future generations. ✅ **Let's Fix Water for Public Benefit. Sign today: wtru.st/Fix-water-HR**	🤝 Water should work for people and nature. Not private interests. 🤝 For Public Benefit. ✅ **Sign today: wtru.st/Fix-water-HR**	A healthy water system should deliver benefits for communities, the environment and future generations. ✅ **If you agree water should be managed for Public Benefit, join the movement to Fix Water: wtru.st/Fix-water-HR**

Theme: Positive vision

Facebook	Instagram	LinkedIn
Imagine a water system that works. Cleaner rivers. More wildlife. More resilient communities. That's the future we're calling for through **Fix Water.** ✅ **Sign today: wtru.st/Fix-water-HR**	✨ Imagine a water system that works. 💧 One System 🤝 For People 🌿 With Nature ✅ **Join the movement to #FixWater**	Imagine a water system designed around long-term public and environmental out-comes. That's the vision behind **Fix Water.** ✅ **Add your name if you agree: wtru.st/Fix-water-HR**





FURTHER RESOURCES AND INSPIRATION

SCOTT PETREK

We've included a few documentaries that highlight the broken water system and the need to Fix Water, but they're just the tip of the iceberg. There is a huge range of books, podcasts, films, articles and reports exploring a range of water issues.

We encourage you to keep exploring, learning and sharing what you discover with others.

- **Dirty Business** (2026): A Channel 4 drama series about a 10-year battle against corporate and regulatory scandals involving polluted, dying rivers and the impacts of raw sewage dumping.
- **Bill's Story | Solent Seascape Project** (2025): An award-winning short documentary produced by the Blue Marine Foundation and directed by Matt Jarvis as part of the Solent Seascape Project
- **A River Speaks** (2026): A Wildlife Trusts documentary that follows England's River Trent from its source to the sea, exploring how working with nature instead of against it can reduce flooding, improve water quality, and support wildlife
- **Kiss the Ground** (2020): A film that explores how shifting away from industrial, chemical-heavy, and tillage-based farming can heal the planet.

Here's some examples of the amazing work people are doing on the ground to make waves, deliver system change and Fix Water in their community



DALE SUTTON/ 2020VISION

Save our Chalk streams

The Save Our Chalk Streams campaign is a coalition of more than 10 local Wildlife Trusts, who work together to influence local and national decision-makers to strengthen protections for chalk streams. The campaign calls on the Government to introduce a bespoke protection for chalk streams in planning policy. Most recently, the group has pushed for chalk streams to be recognised as irreplaceable habitats within the National Planning Policy Framework (NPPF). Whilst, for the first time in history, chalk streams are mentioned in the NPPF, the group continues to campaign for the Government to raise its ambitions and introduce a more robust protection for England's globally rare chalk streams. An All-Party Parliamentary Group (APPG) on Chalk Streams was launched in 2026 to raise awareness within parliament and government of the pressures facing chalk streams, promote nature's recovery and improve the ecological status of these globally rare river habitats. For more information about the campaign, click here.

Blue Influencers

A group of teens came together as part of a Somerset based 'Blue Influencer Scheme' - Ernest Cook Trust supported by Somerset Wildlife Trust and funded by Ernest Cook and the #iwillfund, with the aim of educating and inspiring younger people (KS2 pupils) about the beauty of nature and wildlife along their local river (including rats and ducks!) and raise awareness and encourage other young people to take action about river pollution in their local area. They decided to do this because they are worried about different species along the River Tone (near their school and homes) and have been inspired to do more to care for it when they had ducklings swimming along the river near their school. They are worried about pollution, litter in wildlife areas, habitats being destroyed by other humans and want to do something about it and for people to take serious environmental action.

They wanted to share their campaign and passion with other children and young people who may also want to take-action for river environments so created a story with Somerset based children's author, Emma Bettridge and local artist, Catrin Poole, to share how they felt about river pollution locally. This story was published and has been sent to schools and libraries in Somerset alongside a toolkit for how to use it in lessons and events.



Watercress and Winterbournes chalk stream restoration project

With help from landscape partnerships and Lottery funding, Hampshire & Isle of Wight Wildlife Trust's chalk stream project has enabled over 20 community projects, helping local people to learn about chalk streams, understand how to act for their precious streams and get the kit to be effective. The legacy is that three new community groups formed and they continue to champion their streams and share their knowledge with others. They run water vole, fish and invertebrate surveys, organise community events teaching young people about what lives in chalk streams, and they keep their rivers at the forefront of their local MP's minds. They meet regularly and share learning and take direct action to remove invasive non-native species and connect volunteers with landowners.

JOHN MACPHERSON/2020VISION


VISITOR
VISITOR
I'm championing chalk streams
I'm championing chalk streams




MAGGIE SHELTON


SUE ROSE

Rain garden at Durslade Community Gardens, Bruton- practical action inspiring others

"The rain garden is my favourite thing. It's very visible, and what was a neglected patch of ground now clearly has something interesting going on, so it's a great talking point with the many people who walk through the site. A number of visitors have gone away realising that they too can do something to 'slow the flow' and create new habitats."

Durslade Community Gardens is an active and thriving allotment. The land is owned by Hausser & Wirth who loan it to Bruton Town Council to manage as a community allotments and garden. Through the Wilder Communities 30x30 project, made possible with the National Lottery Heritage fund with thanks to the National Lottery players, Wilder Communities Officer, Guy Braga from Somerset Wildlife Trust has supported the allotments to create a new rain garden. The work has shown how rain capture and climate adaptation techniques can be used to create wildlife habitats in a small area, welcoming more wildlife and boosting biodiversity across the site. The creation and presence of the rain garden in conspicuous and well-used public space, enroute to a major tourist attraction, has gained a lot of attention. The site is now being used as an example to show other communities who visit how they can create similar microhabitats for themselves to help tackle climate change and provide 100% native wildlife habitats. See the rain garden in action and get tips on creating your own here

Solent Seagrass Restoration Project and Solent Seascape Project

As part of the Solent Seagrass Restoration Project and Solent Seascape Project, HIWWT has been restoring seagrass across the Solent, including in the River Hamble, where this ecologically important marine habitat has been absent for almost a century. Since 2025 more than 5,800 seagrass seeds have been planted, and the restoration has already shown encouraging success. Healthy seagrass plants are becoming established, flowering and producing seed - a hopeful sign of this habitat returning to the estuary.



LOGAN WALKER

Surfers Against Sewage

Surfers Against Sewage is a UK marine conservation and campaigning charity currently mobilising grassroots action, political lobbying, and public events to fight sewage pollution in rivers, lakes, and coastal waters. In 2026 they released their latest water quality report highlighting that over 500,000 sewage discharges poured into UK waters across 2025, lasting more than 3 million hours, alongside hundreds of thousands of hours of spills and delayed reporting in 2026.

They are actively lobbying the government demanding a stricter Clean Water Bill and year-round real-time monitoring to hold water companies and regulators legally accountable. For more information click here.



LEIA MORRISON

River Action

River Action UK's "Stop Big Chicken Choking our Rivers" campaign targets the environmental impact of the UK's intensive poultry industry, which produces over 1 billion chickens and 3.5 million tonnes of manure annually. They are raising public awareness about how excess chicken litter fuels toxic algal blooms in rivers like the Wye and Severn, as well as warning that the closure of biomass incinerators leaves hundreds of thousands of tonnes of chicken waste with no safe disposal plan. For more information click here.



ROB JORDAN

FAQS

What is Fix Water?

Fix Water is a campaign calling for fundamental change to the way water is managed. The upcoming Water Bill is a once in a generation opportunity to fix the broken water systems and it must be transformative.

Pollution, flooding, drought, water supply and nature loss are connected. We want water managed as one connected system, for public benefit and with nature at its heart.

What is the Water Bill?

The UK Government has proposed new law that could change how the water system works in England: the Water Bill. The Bill is expected to be introduced to Parliament in early 2027. See here for information about the stages it will move through, which could help with effective campaign actions during each stage: Legislative process: taking a bill through Parliament - GOV.UK

Why does the water system need fixing?

Water is one natural cycle, but decisions affecting it are split across different organisations, sectors and priorities.

That makes it harder to tackle connected challenges together. Fix Water is calling for a more joined-up approach.

Isn't sewage the problem?

While sewage pollution is a major issue, our water challenges go much wider. Water supply, flooding, drought, pollution, farming, development, climate resilience and the health of nature are interconnected. We don't just want to fix sewage. We want to fix the entire water system.





JON HAWKINS

What does "one system" mean?

It means recognising that rainfall, groundwater, rivers, seas, wetlands, water habitats, reservoirs, drinking water and wastewater are all connected. We want decisions affecting that cycle to be planned together, rather than in isolation.

What does "for people" mean?

It means the water system should deliver long-term benefits for people and communities, alongside clean and reliable water and healthy rivers. It should be transparent, accountable and focused on the public good.

Why put nature at the heart?

Healthy rivers, seas, wetlands, floodplains, chalk streams and catchments are part of a functioning water system. Healthy ecosystems are healthier for people and for wildlife. Protecting and restoring them should be integral to how we manage water, not treated as an optional extra.

What am I signing up to?

You're adding your voice to a simple call for a better water system based on three principles: One Water Cycle. Public Benefit. Nature at the Heart.

What happens after I sign?

Your support helps demonstrate public backing for change. There is a Water Bill coming soon. This is an opportunity to change the way the water system works. We need the Government and decision makers to know that small improvements aren't enough. Now is the time to Fix Water for good.



ELEANOR CHURCH



The Wildlife Trusts