

Misconnections Campaign

Healthy Rivers
Trust



Date

January 2016 to March 2016

Location

Cheadle Hulme, Micker Brook in the Upper Mersey Catchment

Background

A river survey indicated that pipe misconnections from residential housing in Cheadle Hulme, were affecting the water quality of the Micker Brook. Following a modelling study for the Defra Catchment Partnership Action Fund (CPAF) project, the partners decided that an awareness campaign to tackle the misconnections would be the most effective form of action.

Project

'Easter Hunt' themed promotional material, showing diagrams of correct and incorrect pipe connections, was printed and distributed locally.

United Utilities provided maps showing which streets have houses connected to separated drainage systems. The maps were displayed to the public at local events, the information was distributed to local residents by posting leaflets through relevant doors, having stands at local events and talks to groups. An incentive was the 'Great Cheadle Hulme Easter Hunt' for misconnections.

Partners

Stockport MBC, United Utilities, Environment Agency

Themes



Urban



Data &
Evidence



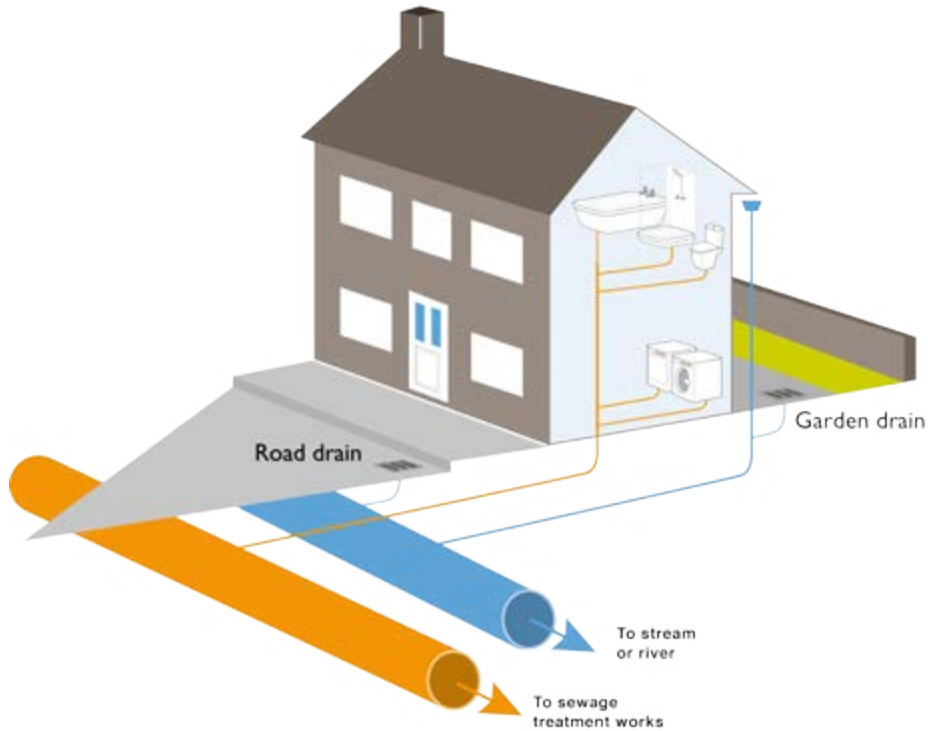
Water
Quality



Community
Engagement

"This campaign highlighted the effect that misconnections are having on the local brook and that residents previously didn't really know much about this issue. We are hoping that residents will now double check their plumbing, as if it's wrong, it means that dirty water could be flowing directly into the local river or stream."

Caroline Riley,
Healthy Rivers Trust



Outcomes

Residents checked their own plumbing, people e-mailed the Healthy Rivers Trust as they thought they had found a misconnection. More people are now aware and may not misconnect their pipes in the future.

Learning

Public awareness of how surface water drainage works is very low and many local residents learned that their rainwater drains to their local stream.

Next Steps

Projects similar to this will roll out into other urban areas suffering from misconnections.

Contact: Caroline Riley ✉ info@healthyriverstrust.org.uk