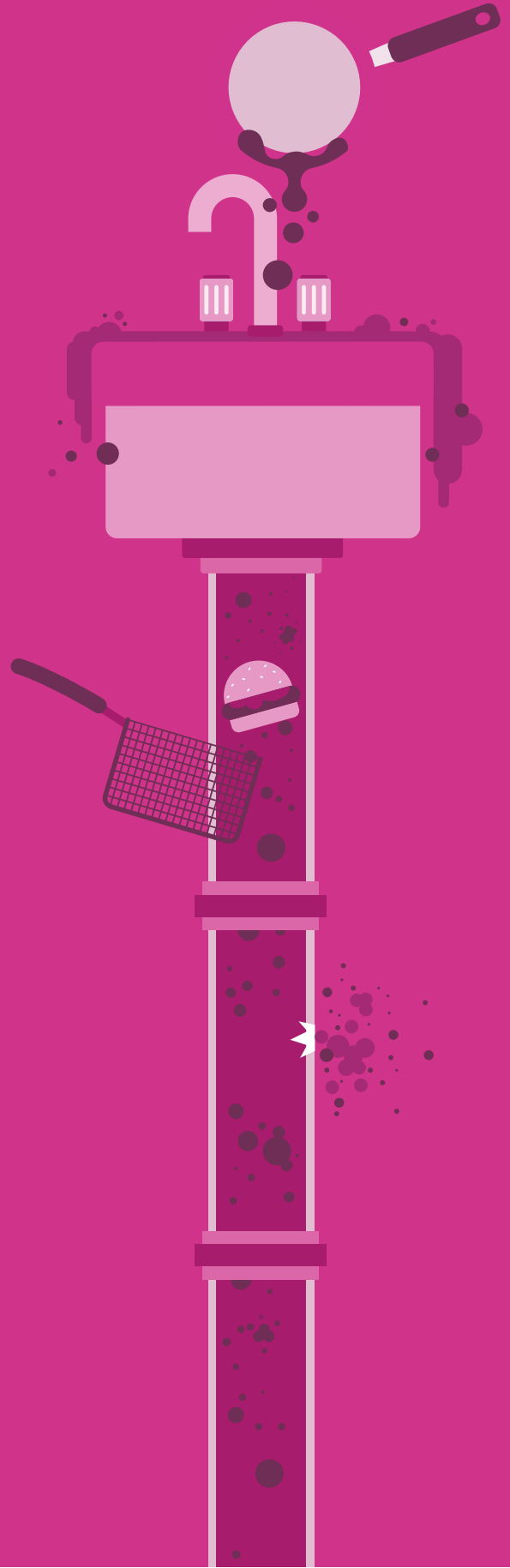




Dŵr Cymru  
Welsh Water

# STOP THE BLOCK

STAKEHOLDER PACK 2022



CONTENTS

Introduction	3
What happens when wipes are flushed?	4
How to avoid blockages in the bathroom	5
How to avoid blockages in the kitchen	6
How to avoid blockages in the workplace	7
How you can help	8
The truth about wet wipes	9
Don't risk a flood. Act now.	10
Social media content	11
Downloads	12



# INTRODUCTION

From cleaning surfaces to removing makeup and changing nappies, there's a wet wipe for every occasion. But while they are convenient, they pose a huge threat to the environment if they're not disposed of correctly.

And it's not just wet wipes.

Every year Welsh Water clear thousands of blockages from our sewers caused by items that shouldn't be flushed, including sanitary items, cotton pads, and nappies. These items are all made from plastic, which makes them extremely durable and means they don't break down in water.

Instead, they form fatbergs in our sewers – which are huge masses of waste, wet wipes, cooking fats, and oils, that eventually block pipes.



## DID YOU KNOW?

### WET WIPES ARE USUALLY THE MAIN COMPONENT OF FATBERGS

We work hard to raise awareness of the issue, so that our customers know about the problems it can cause. However people continue to flush and rinse things they shouldn't, and it is currently the cause of around 60% of the blockages experienced in Welsh Water's pipes.

#### **That's why, we need your help.**

It's important that our customers understand the issues caused by wrongly flushed items and the devastation it can have on homes, neighbouring properties, local communities and the environment.

Please help us remind people about the importance of correctly disposing these items and how together we make a big difference.

# WHAT HAPPENS WHEN WIPES ARE FLUSHED

The truth is, just one single wipe is enough to block your sewer pipe. If it's not your pipe, it could be the pipes near your home, or your neighbours. When sewage can't flow down the sewer pipes because of a blockage, it could result in flooding in your street, garden or even back into yours or your neighbours homes.

Imagine if a friend or relative experienced sewage flooding into their home because of your flushing habits. This is a hugely distressing situation, and one that can be avoided.

THIS MASS OF WET WIPES WAS RECOVERED FROM A SEWER IN BLAENAVON. OUR TEAMS SPENT THREE HOURS CLEANING THIS BLOCKAGE, USING TWO TANKS OF WATER.



THIS BLOCKAGE IN RHYL WAS CAUSED BY A BUILD-UP OF FAT, OIL AND GREASE IN THE SEWER SYSTEM. IT WAS DETECTED, AND THANKFULLY CLEARED.



# HOW TO AVOID BLOCKAGES IN THE BATHROOM

The truth is every flush matters. It's important you only flush or drain away natural human waste (pee and poo) and toilet paper to help stop blockages, sewer flooding and pollution.



THROW ALL WIPES, (EVEN THOSE LABELLED FLUSHABLE CAN CAUSE BLOCKAGES), SANITARY ITEMS, COTTON BUDS AND NAPPIES AWAY IN THE BIN.



CHECK TO SEE IF YOUR LOCAL COUNCIL PROVIDES A NAPPY COLLECTION SERVICE.



TRY OUT SOME REUSABLE PRODUCTS – ITS BETTER FOR THE PLANET AND COULD SAVE YOU MONEY IN THE LONG RUN.

# HOW TO AVOID BLOCKAGES IN THE KITCHEN

Fat, oil, and grease may not appear to be harmful, but as they cool, they harden and stick. If poured down the drain or sink, you're risking a blockage in part or all the pipework which can cause disaster in yours or your neighbour drains. The good news is, it's easy to protect your home or business from floods and misery that can be caused by blocked pipes.



# HOW TO AVOID BLOCKAGES IN THE WORKPLACE

Disposing of FOG via the sink, drain (including down manholes) or toilet is seen as a criminal offence, under Section 111(1) (a) of the Water Industry Act 1991 – the Act states that it is an offence “to discharge into the public sewers any matter which may interfere with the free flow of wastewater”.

The truth is, ignoring the law can lead to you cause sewer blockages, risking having to cover the costs of putting it right, and any damage caused to neighbouring properties or the environment.

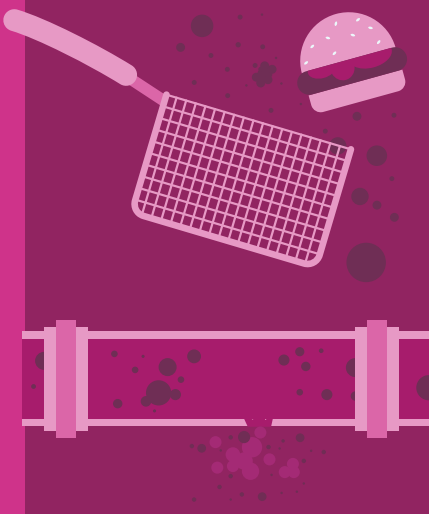
It’s your responsibility to make sure fat, oil and grease doesn’t get into your pipes – so take action now.

## Need advice and support? – We can help

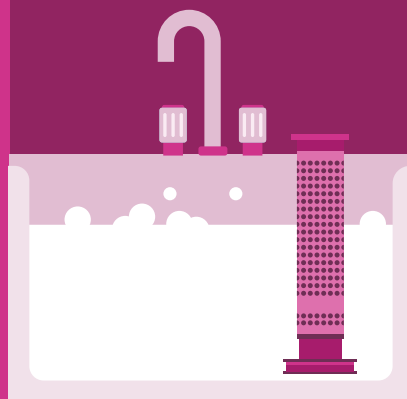
Our team can carry out a bespoke survey for your kitchen, free of charge. We can review your grease management systems, maintenance regime, staff training and provide you with an action plan to ensure you’re compliant with industry regulations.

To arrange your kitchen survey please contact us on **0800 085 3968** and ask for your local Blockage Prevention Officer, or email: [letsstoptheblock@dwrwymru.com](mailto:letsstoptheblock@dwrwymru.com)

PROTECT YOUR BUSINESS BY GIVING YOUR TEAM REGULAR TRAINING ON THE IMPACT OF FAT, OIL, AND GREASE ON YOUR PIPES.



USE STRAINERS IN SINK PLUG HOLES AND EMPTY CONTENTS INTO THE BIN OR FOOD RECYCLING BOX.



ONCE YOU’VE FINISHED WITH YOUR OIL, MAKE SURE YOU DISPOSE OF IT IN THE RIGHT WAY. REMEMBER TO MAKE SURE THAT YOUR WASTE CONTRACTOR IS A LICENCED WASTE CARRIER.



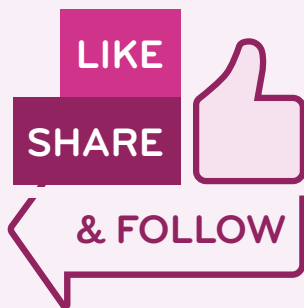
# HOW YOU CAN HELP

Post on social media using our pre-drafted posts attached to show your followers that you're supporting our mission to stop the block, and signpost to [www.dwrcymru.com/StopTheBlock](http://www.dwrcymru.com/StopTheBlock) for information.

Remember to use @DwrCymru and #StopTheBlock.



Share the copy below to your intranets, websites, newsletters, and blogs to encourage people to stop the block.



Please follow, like and share our content with your followers (links to FB, Twitter, Instagram, and LinkedIn).





# NEWSLETTER AND BLOGS

Please feel free to use the below copy in your newsletter or on your website.

Just a single wet wipe is enough to start a blockage in your home, street, or neighbours' home. When flushed, wet wipes do not break apart, instead they form a massive build-up that results in the blocking of pipes and eventually backed up plumbing systems. This can be a huge distress for you or someone else in your local community.

The only correct way to dispose of wipes is by **putting them in a waste bin.**

But don't panic, Dŵr Cymru Welsh Water has some simple tips and advice to help stop the block.



# DON'T RISK A FLOOD. ACT NOW.

There are many reasons why blockages occur, but they're most often caused by items such as wet wipes and sanitary products that are flushed down the toilet, or by leftover cooking fats and oils poured down the kitchen sink.

How to avoid blockages:

ONLY FLUSH THE THREE P'S...

- ✓ PEE
- ✓ POO
- ✓ PAPER



CHECK TO SEE IF YOUR LOCAL COUNCIL PROVIDES A NAPPY COLLECTION SERVICE



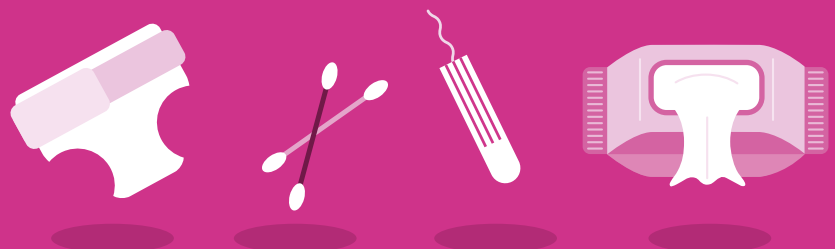
TRY OUT SOME REUSABLE PRODUCTS - IT'S BETTER FOR THE PLANET AND COULD SAVE YOU MONEY IN THE LONG RUN.



LET FAT, OIL, AND GREASE COOL AND THROW AWAY IN THE BIN INSTEAD OF POURING IT DOWN THE SINK.



THROW ALL WIPES, (EVEN THOSE LABELLED FLUSHABLE CAN CAUSE BLOCKAGES), SANITARY ITEMS, COTTON BUDS AND NAPPIES AWAY IN THE BIN.



# SOCIAL MEDIA CONTENT

Feel free to use these social media post templates and accompanying graphics. And follow the social media channels:

Twitter [@DwrCymru](https://twitter.com/DwrCymru)

Facebook [@DwrCymruWelshWater](https://www.facebook.com/DwrCymruWelshWater)

Instagram [@DwrCymruWelshWater](https://www.instagram.com/DwrCymruWelshWater)



Follow these tips and advice from @DwrCymru to help stop the block!

- Only flush the three P's (paper, pee, and poo)
- Throw all wipes away in the bin

For more tips, head to:

<http://bit.ly/belonginthebin>



## THE TRUTH ABOUT WET WIPES...

One wet wipe down the loo is enough to start a blockage in your sewer pipe.

By doing what's right you can stop the block.

For more info, head to:

<http://bit.ly/belonginthebin>



We're following advice from @DwrCymru to help stop the block.

## TOP TIP

Pour leftover fat into a heat resistant container and bin once cooled.

For more tips, head to:

<http://bit.ly/belonginthebin>

DON'T POUR COOKING FAT DOWN THE SINK



# POSTER DOWNLOADS

If you want to know more or have any questions, please get in touch: [press@dwrcymru.com](mailto:press@dwrcymru.com)

DOWNLOAD 



**DOS AND DON'TS FOR YOUR KITCHEN**

The good news is, it's easy to protect your business from floods caused by blocked pipes!

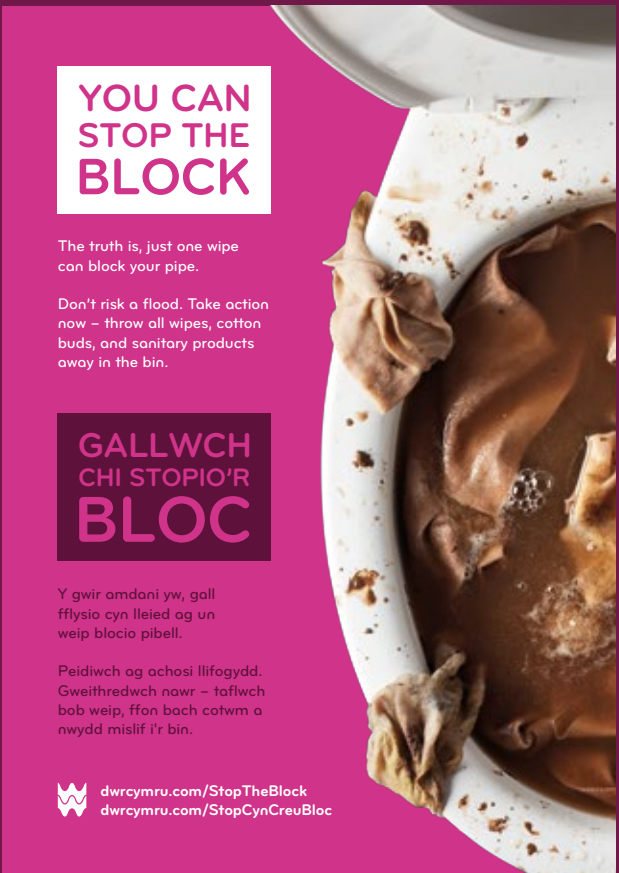
**DO**

- WIPE AND SCRAPE PLATES, PANS AND UTENSILS BEFORE WASHING, AND PUT THE LEFTOVERS INTO THE BIN OR FOOD WASTE RECYCLING BIN
- COLLECT WASTE OIL IN A SUITABLE SECURE CONTAINER AND ARRANGE FOR IT TO BE COLLECTED BY A LICENSED WASTE CONTRACTOR
- USE STRAINERS IN SINK PLUG HOLES AND EMPTY CONTENTS INTO THE BIN OR FOOD RECYCLING BOX IF YOU HAVE ONE
- USE AND REGULARLY MAINTAIN GREASE TRAPS/GREASE REMOVAL UNIT TO STOP FAT, OIL AND GREASE GETTING INTO YOUR PIPE

**DON'T**

- DON'T PUT FOOD SCRAPINGS INTO THE SINK - PUT THEM IN THE BIN
- DON'T PUT COOKING OIL, FAT, GREASE OR MILK DOWN THE SINK OR DRAIN
- DON'T SWEEP WASTE INTO FLOOR DRAINS
- DON'T POUR BOILING WATER OR BLEACH DOWN THE SINK TO DISSOLVE GREASE. IT DOESN'T WORK!

LetsStopTheBlock.com



**YOU CAN STOP THE BLOCK**

The truth is, just one wipe can block your pipe.

Don't risk a flood. Take action now - throw all wipes, cotton buds, and sanitary products away in the bin.

**GALLWCH CHI STOPIO'R BLOC**

Y gwir amdani yw, gall fflysio cyn lleied ag un weip blocio pibell.

Peidiwch w ochosi llifogydd. Gweithredwch nawr - taflwch bob weip, ffon bach cotwm a nwydd mislif i'r bin.

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[dwrcymru.com/StopCynCreuBloc](http://dwrcymru.com/StopCynCreuBloc)



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