

Communicating Groundwater – Bringing understanding to the water table

Session 3

Groundwater Communication Kaleidoscope - Workshop Summary

Workshop Name

Coming to their aid?

Summary of workshop
*(please write a couple of
paragraphs detailing your
main workshop aims)*

To raise awareness of the deficit of hydrogeological expertise in the aid and development sector. To ask for ideas on how we as a hydrogeological community can better engage.

Can you highlight
5 **Key** learning points
From your workshop

- 1) Engage with trustees of NGO's – highlighting the cost saving and higher sustainability of projects if hydrogeologists are involved in water supply projects.
- 2) Find a journalist who would be happy to highlight the problem.
- 3) Training
- 4) Seminar for WASH community.

Contact details for further
Information

bgeraint@hotmail.com

Thank you for being involved in the UK Groundwater Forum

Thursday 20th June 2013, British Geological Survey, Keyworth, Nottinghamshire

Communicating Groundwater – Bringing understanding to the water table

Session 3

Groundwater Communication Kaleidoscope - Workshop Summary

Workshop Name

Underground rivers, sponges & the wrong sort of rain

Summary of workshop
(please write a couple of
paragraphs detailing your
main workshop aims)

To explore the way our conceptual understanding of a hydrogeological problem has to be presented in order to get the message across.

Can you highlight
5 **Key** learning points
From your workshop

- 1) Identify audience
- 2) Direct conceptual model at audience
- 3) Use common language
- 4) Don't be technically pedantic (unless the audience warrants it)
- 5) KISS – keep it simple stupid

Contact details for further
Information

James Dodds: JamesDodds@envireauwater.co.uk

Thank you for being involved in the UK Groundwater Forum

Thursday 20th June 2013, British Geological Survey, Keyworth, Nottinghamshire

Communicating Groundwater – Bringing understanding to the water table

Session 3

Groundwater Communication Kaleidoscope - Workshop Summary

Workshop Name

The story of water supply from Edwardian Times to the current day

Summary of workshop
(please write a couple of
paragraphs detailing your
main workshop aims)

To demonstrate a community project that has captured how groundwater supply fits in to the wider environment.

Can you highlight
5 **Key** learning points
From your workshop

- 5) Community have so much knowledge and enthusiasm.
- 6) Artists can provide an alternative view point – how can we get them involved?
- 7) How about a TV programme on “History of Water to present day” – Fred Dibnah had a big following.
- 8) Show the water table in Winchester Cathedral crypt – can look at seasonal fluctuations.
- 9) Need visual representation of groundwater.

Contact details for further
Information

Lucy.roberts@environment-agency.gov.uk

Thank you for being involved in the UK Groundwater Forum

Thursday 20th June 2013, British Geological Survey, Keyworth, Nottinghamshire

Communicating Groundwater – Bringing understanding to the water table

Session 3

Groundwater Communication Kaleidoscope - Workshop Summary

Workshop Name

WFD & Integrated Catchment Management

Summary of workshop
*(please write a couple of
paragraphs detailing your
main workshop aims)*

Groundwater professionals are currently involved in supporting the Environment Agency's and Natural Resources Wales' work to restore or maintain the status of groundwater bodies in England and Wales. The challenge for groundwater professionals is to focus on solutions (outcomes) and their relevance to society...what's in it for the stakeholders, why should they be bothered, and how important are the issues compared with other pressures such as sustainable growth?

Can you highlight
5 **Key** learning points
From your workshop

- 1) Need to target audience, e.g. agronomists and farmers
- 2) Visual aids needed to be shared, e.g. WFD visual.org.uk
- 3) Thresholds/standards for WFD are not clearly published on EA website – need specific info for stretches/catchments
- 4) Need for physical signposting in catchments to raise awareness
- 5) Constrained by monitoring network – need to collect evidence and challenge (e.g. mine waters not detected in SWB)
- 6) Need groundwater example of stakeholder engagement in integrated catchment management/measures
- 7) BGS 3D visualisation tool would be very useful to explain to famers etc (with water table etc)

Contact details for further
Information

Mark Whiteman: mark.whiteman@environment-agency.gov.uk

Thank you for being involved in the UK Groundwater Forum

Thursday 20th June 2013, British Geological Survey, Keyworth, Nottinghamshire

Communicating Groundwater – Bringing understanding to the water table

Session 3

Groundwater Communication Kaleidoscope - Workshop Summary

Workshop Name

Getting hands on with Groundwater – taking inspiration from the USA

Summary of workshop
(please write a couple of paragraphs detailing your main workshop aims)

To highlight the wealth of hands-on activities for communicating water and especially groundwater concepts available online from the USA.
Used two examples of hands-on activities to get discussion going

Can you highlight
5 **Key** learning points
From your workshop

- (1) People want activity ideas
- (2) People are looking for “permission” to do outreach work
- (3) Range of audience varies from kids to adults, formal learning environment to informal

Contact details for further
Information

melissa.swartz@environment-agency.gov.uk; 0191 203 4148

Thank you for being involved in the UK Groundwater Forum

Thursday 20th June 2013, British Geological Survey, Keyworth, Nottinghamshire

Communicating Groundwater – Bringing understanding to the water table

Session 3

Groundwater Communication Kaleidoscope - Workshop Summary

Workshop Name

A map for the masses: trade-offs between why, how and who

Summary of workshop
(please write a couple of paragraphs detailing your main workshop aims)

An explanation of new and developing groundwater vulnerability maps for England. Aims were to:

- (1) explain current mapping ideas and
- (2) gain feedback from people who will be customers of our work.

Can you highlight
5 **Key** learning points
From your workshop

- (1) The (map) key is the KEY! Get that right. The use of the key to force users to read the guidance rather than being able to (mis)interpret immediately
- (2) Dangerous to have different versions of the map. Need care to establish a single message
- (3) Warnings and advice of when to get further advice written on the map sheets

Contact details for further
Information

natalie.phillips@environment-agency.gov.uk,
Alwyn.hart@environment-agency.gov.uk

Thank you for being involved in the UK Groundwater Forum

Thursday 20th June 2013, British Geological Survey, Keyworth, Nottinghamshire

Communicating Groundwater – Bringing understanding to the water table

Session 3

Groundwater Communication Kaleidoscope - Workshop Summary

Workshop Name

Visualising groundwater

Summary of workshop
(please write a couple of paragraphs detailing your main workshop aims)

How should we visualise groundwater and geology to improve communication?

Who are the priority groups for improved communication?

Can you highlight
5 **Key** learning points
From your workshop

- (1) Communication to the public is more effective using simple cartoons
- (2) Physical models (sand tanks) are very useful for communicating gw processes
- (3) Water resources (surface and groundwater) forecasting would be very useful to improve awareness
- (4) Making 3D visualisations relevant to people's business/farm and taking 3D visualisation to them in the field
- (5) Pictures of rock core adjacent to exports from geology/hydro models makes information more understandable

Contact details for further
Information

Rachel Dearden: rach1@bgs.ac.uk

Thank you for being involved in the UK Groundwater Forum

Thursday 20th June 2013, British Geological Survey, Keyworth, Nottinghamshire

Communicating Groundwater – Bringing understanding to the water table

Session 3

Groundwater Communication Kaleidoscope - Workshop Summary

Workshop Name

Groundwater on the big screen: From scientist to screen star

Summary of workshop
(please write a couple of paragraphs detailing your main workshop aims)

Our aim was to make people think about the challenge of making a film about the 2012 drought. By asking them & role play we hoped they would understand the problems and opportunities presented by this project.

Can you highlight
5 **Key** learning points
From your workshop

- (1) Think like the media to understand problems
- (2) Value cooperation between media/contributor
- (3) Make it relevant
- (4) Make it entertaining
- (5) Use the opportunity to convey (key message)

Contact details for further
Information

Rob Whitehouse: Robertwhitehouse@tiscali.co.uk, 07836 209921

Thank you for being involved in the UK Groundwater Forum

Thursday 20th June 2013, British Geological Survey, Keyworth, Nottinghamshire

Communicating Groundwater – Bringing understanding to the water table

Session 3

Groundwater Communication Kaleidoscope - Workshop Summary

Workshop Name

Media campaigns on groundwater

Summary of workshop
(please write a couple of paragraphs detailing your main workshop aims)

We discussed ideas on the following three topics: (1) messages/illustrations, e.g. current account vs. savings account; (2) who should own the groundwater message; (3) humour in the message.

Can you highlight
5 **Key** learning points
From your workshop

- 1) River water IS groundwater
- 2) Honeycomb illustration
- 3) Regional weather forecasts should include water resources update
- 4) Use of cartoons to promote water efficiency
- 5) School competition to illustrate groundwater

Contact details for further
Information

Simon Evans, Thames Water, 07747 644364

Thank you for being involved in the UK Groundwater Forum

Thursday 20th June 2013, British Geological Survey, Keyworth, Nottinghamshire