



Presented by: Lindsey Death
Date:

Wessex Rivers Trust is an environmental charity dedicated to the conservation of chalk streams and rivers in Wessex, working towards healthy rivers for wildlife and people.



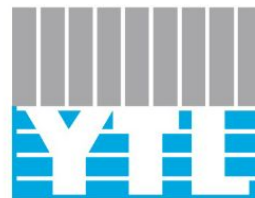


- River Restoration
- Catchment Management
- Education & Engagement
- Research & Monitoring

Healthy Rivers for Wildlife and People



WESSEX
WATER
FOUNDATION



Wessex Water
YTL GROUP



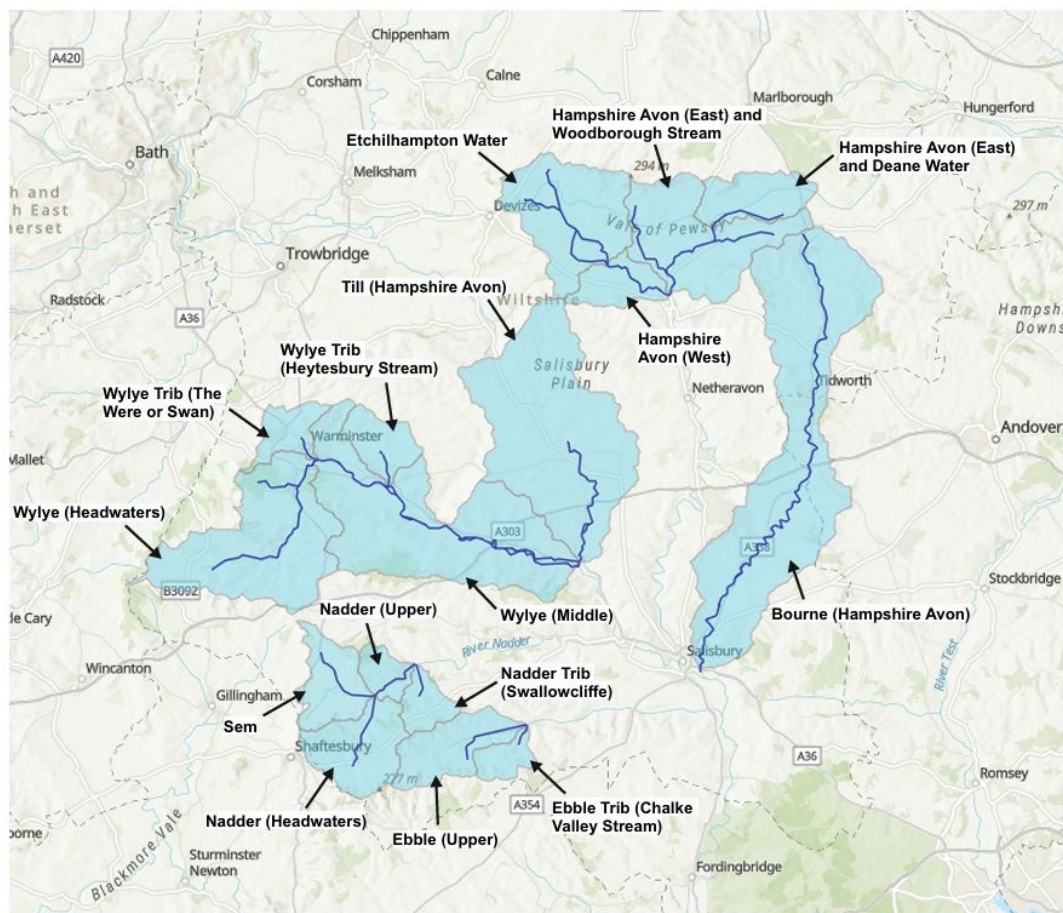
Working in partnership with

Wiltshire Council



Our Healthy Headwaters..

..is a new project on the headwaters of The Hampshire Avon, an exciting and innovative community engagement initiative to help residents, schools and businesses learn about the some of the issues affecting river health and how they can make a difference with their everyday actions.





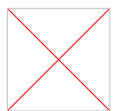
Illustrated Project Area Map with Local Landmarks
Ferne Glannan-MacRae

Make River Friendly Choices



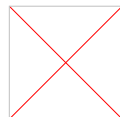
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 Rivers Trust

Over the coming years, we will be delivering engaging campaigns centred around four key themes:



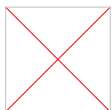
Save Every Drop

Deepening people's understanding that the water we use has been taken from the river, and how we can change our habits around water use.



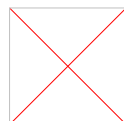
Pet Medications

The impact of topical pet medications (particularly dog flea spot-on treatments) on aquatic life.



What's Going Down Your Plughole?

Raising awareness of the risk to river health in the chemicals we use in our homes - through cleaning, personal care, in the garden and through flushing medications.

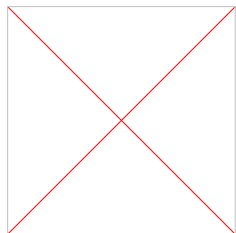


Septic Smart

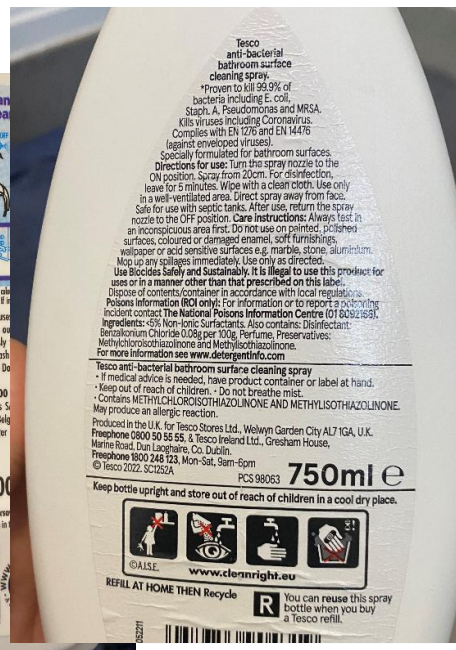
Awareness raising campaign about how to use and maintain septic tanks in ways that minimise pollution to rivers and groundwater.

Project aims

- Provide easy to understand advice and support in a range of ways; social media, print articles, education sessions, meetings & talks, events, workshops and walks. With an understanding that behaviour change takes time and often audiences need to receive messaging multiple times before making changes.



What's going down your plughole?



Look out for these symbols...

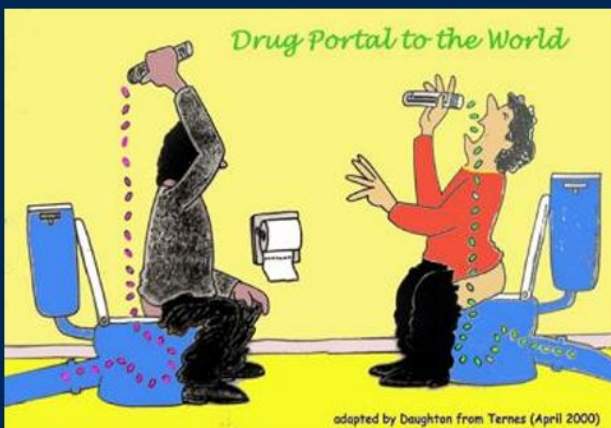


Air inside people's homes is on average **2-5 times** more polluted than the air just outside. This is down to a range of pollutants including household cleaners, pesticides and personal care products.

United States Environmental Protection Agency



- More sustainable use and disposal of household and garden chemicals. Encourage behaviour change towards environmentally friendly options.



- < 15% of public aware of medicine take-back schemes Unopened, unused and out-of-date medicines, can be taken to the local pharmacy.



Use Yuka

Make the right choices for your health

Yuka deciphers product labels and analyzes the health impact of food products and cosmetics.



1. Scan the bar code
2. Find out how safe it is and what's in it
3. Discover what safe alternatives there are.

13



Heliocare 360° Pediatrics

Heliocare

7/100
Bad

Ingredients

[See all](#)

- BHT
● High-risk [i](#)
- Butyl methoxydibenzoylmethane
● Low risk [i](#)
- PEG/PPG-20/6 Dimethicone
● Low risk [i](#)
- Caprylyl methicone
● Low risk [i](#)
- Nylon-12
● Low risk [i](#)
- Ceteareth-25
● Low risk [i](#)
- Disiloxane
● Low risk [i](#)
- Disodium ethylene dicocamide PEG-15 d...
● Low risk [i](#)
- Disodium EDTA
[i](#)



Babies & Kids Sensitive Protect Sun Lotion SP...

Nivea sun

76/100
Excellent

Ingredients

[See all](#)

- Alcohol denat.
● Low risk [i](#)
- Butyl methoxydibenzoylmethane
● Low risk [i](#)
- Trisodium EDTA
● Low risk [i](#)
- 30 others ingredients
● Risk-free [v](#)

Partnering with Eco-refill shops and writing an article



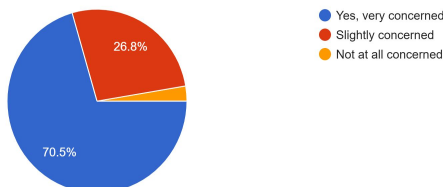
Household Habits Survey

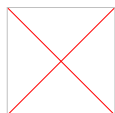
- Completed by over 300 people
- Over 97% concerned about local river health

Water saving habits

- Bucket in shower to collect water to flush toilet
- A watering can by the sink to collect grey water
- I water my plants with the water from my dehumidifier
- water saving toilet
- If it's yellow let it mellow, if it's brown flush it down
- I have several water butts
- Turning shower off whilst lathering
- We have a heat pump tumble dryer that collects water

Are you concerned about the health of local rivers?
302 responses





Pet Medications



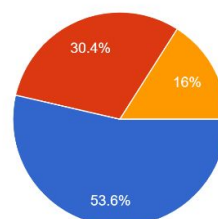
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38 million pets in the UK

10.6 million dogs

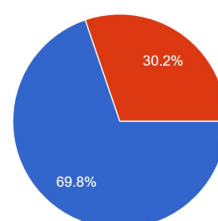
10.8 million cats

Are any of your pets regularly treated for fleas or ticks?
194 responses



● Yes, always
● Only when necessary
● No, never

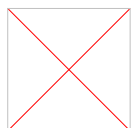
Did you know that some flea treatments contain chemicals that are toxic to aquatic life?
205 responses



● Yes
● No

84% of pet owners
regularly using flea
treatment.

Healthy Rivers for Wildlife and People



Septic Smart



Wessex
Rivers Trust

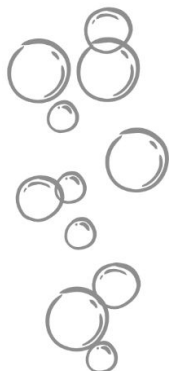
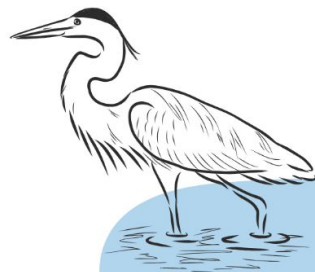
- 'Revamp your tank' septic tank upgrades. To date 137 tank updates have been completed with 360 in progress with over 1300 applications.
- Supporting the scheme and promoting in areas where the upgrades are likely to be most impactful.
- Provide guidance on septic tank care and upkeep





Things we can offer:

- Educational classroom or riverbank sessions
- Touring display to village halls or community centres
- Workshops – e.g natural soap making
- Nature, wildlife and wellbeing walks
- Information stalls at community events



Did you know

Otters can close their ears and noses when they dive.



O	T	M	A	Y	F	L	Y	L	T
R	W	R	I	V	E	R	I	I	T
H	J	O	Y	V	R	L	N	F	B
C	H	E	M	I	C	A	L	S	C
Q	C	C	H	A	L	K	V	X	L
I	V	A	A	S	G	J	T	S	K
R	X	R	P	V	R	U	K	E	K
Y	S	A	L	M	O	N	T	E	F
O	T	T	E	R	Y	N	L	P	R
F	N	K	T	E	F	P	R	T	M

AVON

CHALK

CHEMICALS

MAYFLY

OTTER

RIVER

SALMON

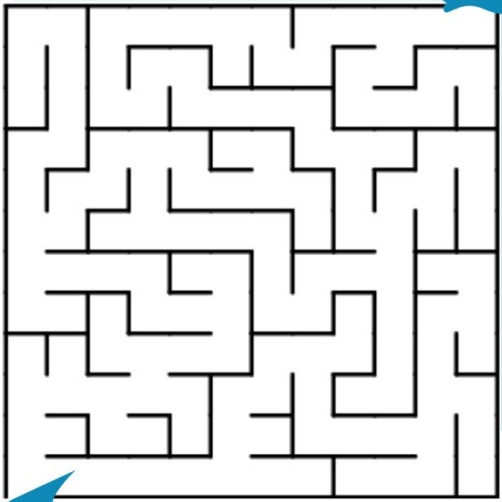
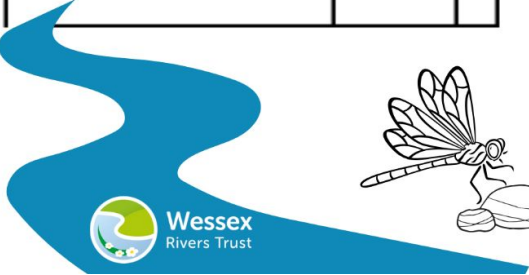
TAPS

TROUT



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What's going down your plughole?


How you can help:

- Help save water by turning off taps when not being used.
- Save cooking water to cool and water your plants.
- Never pour your leftover paint down the sink.
- Use eco-friendly soaps to wash.
- Tell your family and friends how to be river heroes too!



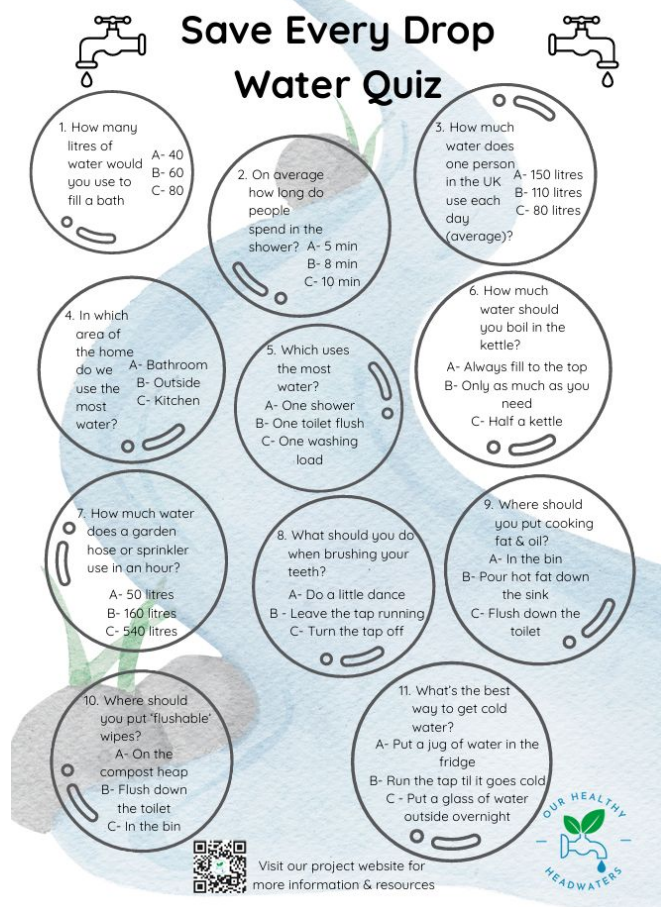
To find out more about Our Healthy Headwaters, and how you can help your local rivers visit our website





Activity sheets stocked in selected pubs and cafés within the project area





River Friendly Bingo

Re-use your mug or glass throughout the day	Use a reusable water bottle	Talk to your vet about river friendly pet medicines	Use the Yuka app to check for nasty chemicals
Avoid putting cooking oils and fats down the plughole	Have a water butt	Put litter in a bin, don't drop it	Choose eco-friendly soaps and shampoos
Dispose of unwanted medicines responsibly	Re-use cooking water	Collect rain or spare cooking water for plants	Learn which creatures live in or near the river
Don't let your dog swim in the river if it has spot on flea treatment	Have a water meter	Have a four minute (maximum) shower	Keep the taps turned off when not in use

For more ways to be 'river friendly' please visit 'Our Healthy Headwaters' project page

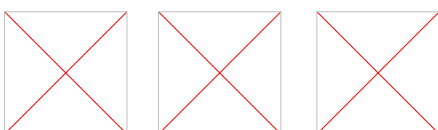
Instagram Account



Online Hub



- Project specific resources such as where to refill, best practice guidance on pet treatments and information around chemicals in everyday products.
- Linking to local organisations and relevant events such as natural cleaning workshops.
- Recipes for 'make your own' natural cleaning products.
- Activities and games to download.
- Walking routes – places you can easily get to see rivers and chalk streams.



@riverfriendlyliving

Our Healthy Headwaters

Project Highlights 2025-2026

These achievements highlight the key milestones, engagements and outcomes during the first year of the project.



452

engagements



Project
strategy created

Logo and comms plan
completed

34 connections made
with partner
organisations or local
businesses



Kids activity
sheets created
& **370** delivered
to pubs



Over **300**
questionnaires
completed



Education
programme
developed &
delivery underway



3 magazine
articles
published

11
community
or partner
meetings



28 social
media posts
& **310**
engagements

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“motivation is what
gets you started,
habit is what keeps
you going”

- Jim Rohn





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Thank
You

Contact

lindsey.death@wessexrt.org.uk

www.wessexrt.org.uk

01722 654253