



## THE SEA STARTS HERE

Wrekin Products is the UK's leading designer and manufacturer of highway ironwork, helping to ensure safe and efficient highways. But our responsibility extends beyond infrastructure.

Our "The Sea Starts Here" campaign, in partnership with the Canal & River Trust, highlights how infrastructure choices impact waterways, biodiversity, and communities. The initiative turns engineering expertise into social value, linking road drainage to water quality, gully gratings to wildlife, and ironwork to community wellbeing.

### CONNECTING PRODUCT TO PURPOSE

Surface water from roads often flows into rivers, canals, and seas, carrying pollutants. Gully gratings, a small but essential product, are a critical entry point for this water. We stamped "The Sea Starts Here" on our most popular gully gratings—over 80,000 units annually—aiming for 1 million installations by 2030. This simple message encourages people to see the hidden link between roads and waterways.



### A PURPOSE-DRIVEN PARTNERSHIP

The Canal & River Trust manages 2,000 miles of waterways, vital for habitats, recreation, and transport. Road runoff directly impacts these ecosystems. The campaign educates people on this connection and backs it with practical support:

- ✓ £5,000 donation to Trust projects.
- ✓ Ironwork supplied at cost to stretch their resources.
- ✓ Staff volunteering in clean-ups, planting, and restoration.
- ✓ School outreach to inspire children to protect waterways.
- ✓ Online campaigns on LinkedIn and email, reaching 50,000+ professionals.

This work has made the campaign a movement rather than a message.

### COST-EFFECTIVE WITH STRONG ROI

Delivered with focus and efficiency, the campaign achieved wide impact without high spending:

- ✓ The donation, microsite ([theseastartshere.com](http://theseastartshere.com)), and all creative work were produced in-house.
- ✓ Customer engagement and morale have soared.
- ✓ The campaign now features in tenders, pitches, and client meetings, strengthening our reputation.
- ✓ Social value credentials help meet procurement priorities and open conversations with specifiers, engineers, and procurement teams.

This initiative demonstrates that low-cost campaigns can deliver big commercial and cultural returns.

We've also invited other manufacturers to join, helping spread the message industry-wide. This integrity has strengthened trust with customers and stakeholders alike.