# What to do with your data

What you do with your data depends on what you are trying to achieve, which may be:

- Investigating the source of the pollution
- Understanding when the water quality is at its best/poorest
- Investigating the impact of rainfall on water quality
- How sewage alerts impact water quality
- Creating noise in your community and shining a light on the issue
- Getting the media's attention
- The data you collect can support the creation of a campaign group that apply for bathing water status
- Hold polluters to account and push for investigation of pollution incidents
- Demonstrating there is a gap in how and when regulators monitor waterways
- Links to overflow permits
- Creating a hub of community engagement and ownership with your waterway
- Providing water quality information for water users
- Linking to your MP's manifesto or local authority's objectives to demand that more needs to be done which then drives policy change
- Feed into SAS's goals to campaign for change

To support what you would like your data to achieve you could:

- Present your data in an easy-to-follow graph or table and publish on social media
- Use your data to correlate it with what the regulator deems as 'excellent' for a bathing water
- Signpost Data HQ on social media or a website so your community can see the work you are doing
- Install a poster at the waterway you are sampling with a QR code directing the public to the data
- Publish an interim classification after 10 sample weeks
- Publish a classification after 20 sample weeks
- Publish a classification for the bathing season versus out of season to show any differences
- Discuss your findings with the polluter(s), your MP, councilors, regulator and local authority
- Write a press release (we can help with this) and share with the local media to outline what your results are showing
- Overlay your data with rainfall, sewage alerts and any other relevant data to look for patterns