PR24 Triangulation Database
FINAL VERSION

Contents

Wessex Water
YTL GROUP

PR24 Triangulation Database
Methodology

Purpose of triangulation	Triangulation serves ultimately to answer a question through the gathering and interpretation of evidence from multiple sources. We have engaged with xx of our customers and a broad range of stakeholders to elicit their views on how we should approach achieving our commitments over the next regulatory period and beyond. Triangulation allows us to collate their views, identify areas of conflict, and refine future engagement to enable robust, evidence-based decision making and prioritise initiatives which are the most appropriate in terms of their overall impact. Finally, it allows us to demonstrate clearly and transparently to our customers how decisions which impact them have been traded-off and how a given pathway was selected, whether in line with or against their views and priorities.
Summary of approach	Sia Partners has worked alongside Wessex Water to gather and record insight from a large range of sources from their customer engagement programme. To start, we recorded the relevant data for each source, which can be found within the 'Source Dashboard' tab, including information on date, type of engagement, number engaged, regions covered, segments, and delivery partners, for each source. We have also assessed the robustness for each source ('Source Quality Assessment' tab) - our approach to which is further detailed below - as well as recorded which sources (and to what extent) have contributed towards each Outcome and Sub-topic. We extracted the raw data from these sources, and recorded this within the 'Insights Summary' tab. Each piece of insight is then mapped to Outcomes and Sub-topics and given an overall robustness score, which is based upon the robustness score and contributory score of its source using the approach outlined below.
Robustness assessment	Each engagement source reviewed has been assigned a robustness score, which assesses the quality of engagement based on a number of criteria (please see 'Source robustness scoring table' below). Sia Partners has developed and applied the 0-3 scoring system based on the HM Treasury's Magenta Book which sets out best practice guidance for evaluation and effective decision-making. Each source has been reviewed to assess the methodology of the engagement, the rigor of the data collection approach, as well as how transparently the views of customers and stakeholders have been presented and if there is any potential for bias.
Contribution assessment	Each engagement source reviewed has also been assigned a contributary score, which assessed how contributory the insight within the source is to advancing wider knowledge or understanding about the topic (please see 'Source robustness scoring table' below). Sia Partners has developed and applied the 0-3 scoring system based on the HM Treasury's Magenta Book, as described above. As shown in 'Source Quality Assessment' tab, we have provided a contributory score for each source per every customer Expactation, as according to this methodology below, to show the extent to which each source has contributed greater understanding to each Expectation.
Approach to prioritisation ranking	As part of our assessment, we have created a triangulated view of customers' relative priority ranking of Wessex Water's 8 PR24 Outcomes. To do this, we reviewed the customer prioritisation exercises tested across a range of Wessex Water's engagement sources (see 'Source Ranking' tab). Each area tested have been mapped to the relevant PR24 Outcome, to create a triangulated view of high, medium and low customer priorities, as shown in the 'Triangulated Priority' tabs.

Source robustness scoring

Score	Insight source scoring			Feedback scoring
	Methodologically sound	Rigorously gathered	Credibly interpreted	Contributory evidence
1	Limited or no methodology, unplanned with no aim or objective.	Limited discussion of data collection technique, who collected the data, or the procedure for recording differing opinions.	Lack of credible interpretation with potential for bias. Limited or no discussion of feedback points in the conclusion.	1 - Vague, high-level feedback with only a tangential relevance to the topic in question.
2	Some aims of engagement, but limited discussion of sampling, knowledge levels and stakeholder backgrounds.	Some discussion of data collection and the methods. Limited depth of feedback and range of opinions.	Some link and discussion of the engagement details in the event report, including some differing views.	2 - Feedback not necessarily fully aligned to the topic and only provides a limited insight and thus moderately useful.
3	Clear aims, sound sampling methodology and consideration of barriers to inclusion.	Thorough discussion of data collection procedures, noted a range of perspectives and extensive detail of feedback.	Engagement work interpreted accurately and fairly with detailed outline of all perspectives and issues discussed.	3 - Specific, clear and relevant information with clear link to the topic discussed. High value added.

Quality Indicators	Methodologically sound	Rigorously gathered	Credibly interpreted	Contributory evidence
Description	Defensible in design by providing a research strategy that can address the evaluation question posed	Rigorous in conduct through systematic and transparent collection, analysis and interpretation of qualitative data	Credible in claim through offering well-founded and plausible arguments about significance of the evidence generated	Contributory in advancing wider knowledge or understanding about the topic
Questions	How well was the engagement/research conducted compared to best practice principles?	Did the engagement work with significant volume? Was the evidence captured effectively?	How credibly/independently was the evidence evaluated? How does the interpretation ensure the avoidance of bias?	How closely linked is the feedback to the specific output being evidenced?
	What sorts of questions does this method answer?	How was data gathered?	Was the context of the engagement provided?	Is the information valuable for business planning purposes?
	Are any of the methods applied less well established, new or innovative? If yes, do I need to establish how sound these methods are?	Were best practice methods applied for gathering the data	Are there biases to be aware of which may not have been mitigated by the methodology?	Does this information confirm what I already know about my customers?
	Has the methodology been appropriately adapted and refined for the specific purpose for which it has been used?	Is the collected data detail rich and in-depth?	Does the evidence provide multiple perspectives and alternative positions?	If no what explains the discrepancy?
	Is it clear that good practice is followed?			If no, does it give me an alternative perspective?
				If yes, how should I adapt my analysis of customer preferences?
				Does the evidence support claims for wider inference?

PR24 Insight Database
Source Dashboard

Event ID	Customer / stakeholder segment	Regional coverage	Segments Covered	Event name	Date	Method	Description	Number of attendees / respondents	Facilitated by
E001	Stakeholders / customers / employees	Wessex Water Area	HH, NHH, Future, Vulnerable, Stakeholders	Reviewing Strategic Direction and Social Purpose	Oct-21	Online / Face to face / Telephone interviews	2021 inteview/ surveys of customers and stakeholders to understand current priorities and expectations for the next 25 years	1627	Accent
E002	Customers	Wessex Water Area (combined with Bristol and Bournemouth)	HH, Future, Vulnerable	2021-2022 Annual Presentation WW Image Tracker	May-22	Telephone / Online Panel Interviewing	2021 interviews of WW customers to understand the customer characteristics. The analyses places customers into different segments and analyses their percieved level us Satisfaction, Sentiment, Trust and Performance of WW. The analysis also undercovers what customers value and to what extent.	1000	Blue Marble
E003	Young People (Future Customers)	Wessex Water Area	HH, Future	2021 Young People's Panel Final Report	Dec-21	In-person panel / online panel / School Surveys	Essentially, a series of interviews of surveys done with younge people/future customers to understand their outlook of the economy and the environment towards the future and how water usage fits into it. Analyses have been done to understand the knowledge level young poeple have regarding water companies and water related environmental issues as well as to uncover their priorities relating to further customer engagment and water services provided.	326	Blue Marble
E004	Young People (Future Customers)	Wessex Water Area	HH, Future	2022 Young People's Panel	Nov-22	In-person panel / online panel / School Surveys	Essentially, a series of interviews of surveys done with younge people/future customers to understand their outlook of the economy and the environment towards the future and how water usage fits into it. Analyses have been done to understand the knowledge level young poeple have regarding water companies and water related environmental issues as well as to uncover their priorities relating to further customer engagment and water services provided.	521	Blue Marble
E005	Future Customers, Current Customers	Wessex Water Area	HH, NHH, Future	2021 Wessex Water Social Purpose	Apr-21	Discussion groups / Online Surveys	A qualitative analysis done to all, current customers, future customers and Wessex Water employees to understand the relative concerns over social isses with a focus on the three core subjects; the environment, local & regional economy and people & communities.	1620	Blue Marble
E006	Current Customers	Wessex Water area (also other water company areas)	HH	2021 Garden Water Use	Nov-21	Online interview / questionairre	Observe, through ethnographic filming, garden water usage behaviour. Assess dissonance between recalled and actual (filmed) behaviour. Provide insight to support communications and behaviour change activities about "good" or "bad" garden water usage. Explore whether garden water usage is thought to have changed as a result of the COVID-19 pandemic.	3	Blue Marble
E007	Current Customers	Wessex Water Area	HH, Vulnerable	Customer motivations: water saving & smart meters	May-22	Qualitative interviews / In-Person workshops / Quantitative Surveys	The overarching objective of the report is to provide an in-depth understanding on two separate but linked issues: what customers want in terms of water efficiency services and smart metering.	824	Blue Marble
E008	Current Customers	UK Area Adjusted to Wessex Water area	HH, NHH, Future, Vulnerable	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Descriptive statistics / Qualitative research / Cognitive interviews / Pilot surveys	Estimate customers' willingness to pay (WTP) for improvements in the service provided by WW. Findings from this study will inform development of business plans ahead of the next price control period, PR24.	6813	NERA & Qa
E009	Current Customers	Southwest region of England	HH, NHH, Vulnerable	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Online interviews	The purpose of the qualitative research with customers was to provide insight on the broad policy and strategic issues that frame the regional plan and the planning objectives, such as the approach to drought resilience, the balance of supply and demand measures, the level of environmental ambition, principles for sharing water, and affordability issues (e.g. vulnerable customers and future customers). "Light-touch" engagement with stakeholders, sharing the findings from this research was also undertaken and is reported in a separate addendum to this report.	66	Economics for the Environment Consultancy Ltd (eftec) ICS Consulting Ltd
E010	Current Customers	Southwest region of England	HH, NHH, Vulnerable	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Surveys	The purpose of the quantitative research was to examine customer preferences in relation to: 1. Water resource planning outcomes: understanding the relative priority customers place on outcomes that water resource planning can deliver. 2. Water resource planning constraints: understanding customer preferences for different options for delivering the plan, in terms of industry targets for water leakage reduction (50% reduction by 2050), carbon emissions reductions (net zero by 2050), and achieving a reduction in per capita consumption (PCC) to 110l/p/d. 3. The research scope covers both household and non-household customers. The outputs are intended to help shape the regional plan as well as provide results that are compatible with the individual water companies' WRMP investment modelling processes. The approach taken was intended to be consistent with the broad framework outlined in the UKWIR guidance on best value and the multi-criteria decision analysis (MCDA) for water resource planning	492	Economics for the Environment Consultancy Ltd (eftec)

E011	Current Customers	Southwest region of England	HH, NHH, Vulnerable	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	Online interviews / Surveys	Combination of the previous two cells	0	Economics for the Environment Consultancy Ltd (eftec) ICS Consulting Ltd
E012	Current Customers	Wessex Water Area	HH, NHH, Future, Vulnerable	Drainage and Wastewater Management Plan Research: Qualitative Findings	Sep-21	Workshops / Interviews	Drainage and Wastewater Management Plan (DWMP) has been introduced in 2019 and it aimes to create a move towards a more consistent basis for long-term planning of drainage and wastewater services. A number of organisations collaborate to create a 25 year strategic plan to improve drainage and environmental water quality. Wessex Water seeks to integrate customers views into this plan and therefore have made a qualitative assessment to understand customer preferences. Plans developed by DWMP also feed into Wessex Waters PR24 business plan.	10	Accent PJM Economics
E013	Current Customers	Wessex Water Area	HH	2022-3 Water Tracker Q4	Apr-23	Telephone / Online Panel Interviewing	2022 interviews of WW customers to understand the customer characteristics. The analyses places customers into different segments and analyses their percieved level us Satisfaction, Sentiment, Trust and Performance of WW. The analysis also undercovers what customers value and to what extent.	1000	Blue Marble
E014	Current Customers	Wessex Water Area	HH, Stakeholder	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Web survey, depth interviews, conversation	Research objectives of this research was to obtain feedback on the 2030 and 2050 business plans from customers, stakeholders and staff. Respondents received information about the plans through face to face and online events, in articles in print and online, as well as through a staff email. Their opinions were gathered through a web survey, depth interviews or in conversation.	176	Blue Marble
E015	Current Customers	Wessex Water Area	HH, NHH, Future, Vulnerable	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	Surveys / Face to face interviews	Core objectives of research to understand customer views on - Issues relating to wastewater drainage - The acceptability of impact and frequency of sewer flooding - The acceptability of and willingness to support a range of potential generic options - Willingness to pay for alternative generic options (GOs) - The impact on bills of alternative options and levels of service - When WW should invest in systems to make them resilient to potential future challenges such as climate change.	2181	Accent PJM Economics
E016	Current Customers	Wessex Water Area	HH, NHH, Vulnerable	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Surveys	NERA Economic Consulting (NERA) and Qa Research (Qa) were commissioned by Wessex Water (WW) to design, implement, and analyse a survey to estimate customers' preferences regarding six different methods that WW could adopt to improve the sustainability of its abstraction activities, as well as customers' preferences towards Sustainable Abstraction (SA) in general. This SA survey is Phase II of WW's PR24 customer valuation research and follows directly from Phase I, which examined customer preferences for improvement over a broader set of service attributes.	2555	NERA & Qa
E017	Current Customers	Wessex Water Area	HH, NHH, Future, Vulnerable	Customer Insight Summary for final DWMP / SOR	May-23	Surveys, Interviews	A combination of summary findings from, Customers tracking surveys, willingness to pay analyses and the Your Say Your Future documents	0	Blue Marble, Nera, Qa
E018	Current Customers	Wessex Water Area (and Bristol and Bournemouth supply areas)	HH, Future, Vulnerable	2022-2023 Image Tracker Annual Presentation	May-23	Telephone / Online Panel Interviewing	2022 interviews of WW customers to understand the customer characteristics. The analyses places customers into different segments and analyses their percieved level us Satisfaction, Sentiment, Trust and Performance of WW. The analysis also undercovers what customers value and to what extent.	1000	Blue Marble
E019	Current Customers	Wessex Water Panel	HH	Social tariff Research: Wessex Water Panel	Oct-23	Interview	As part of the business planning process for PR24, Wessex Water, Bristol Water and Bournemouth Water are consulting with their customers on a number of topics, including on social tariffs. Each company wishes to eradicate water poverty across their region(s), with the aim of no customer's bill being more than 5% of their disposable income.	807	DJS Research
E020	Current Customers	Wessex water, Bristol Water, Bournemouth Water	HH	Social tariff Research: Wessex Water, Bristol Water, Bournemouth Water	May-23	Interview	As part of the business planning process for PR24, Wessex Water, Bristol Water and Bournemouth Water are consulting with their customers on a number of topics, including on social tariffs. Each company wishes to eradicate water poverty across their region(s), with the aim of no customer's bill being more than 5% of their disposable income.	808	DJS Research
E021	Current Customers	England and Wales	HH, Vulnerable	Customer spotlight People's views and experiences of water	Apr-22	Online survey, telephone survey	CCW, the statutory consumer organisation which represents the interests of water and sewerage consumers in England and Wales, and Ofwat, the economic regulator of the water and wastewater sectors in England and Wales, jointly commissioned this research to develop insights on consumers' knowledge, actions and behaviour to inform communications and policy work.	3051	Savanta
E022	Current Customers	England and Wales	HH	Water Affordability Scheme Funding – Opinion research	Mar-22	Online surveys, Fieldwork	CCW - Creating a single social tariff to provide fair, consistent and sustainable support to water customers who struggle to afford their water bill was one of the key recommendations to emerge from our independent review of water affordability. This scheme would replace the postcode lottery of financial assistance that currently exists across England and Wales and ensure the support people receive is based on their need – not where they live. Defra and the Welsh Government have established a development group to explore our review's recommendation for a new scheme. To help inform its work, we carried out research to see what names would resonate most with customers if a scheme of this type was implemented.	2000	CCW
E023	Current Customers	Wessex Water Area	HH, NHH, Vulnerable, Future	Affordability and Acceptability Testing Interim report on Qualitative research for Wessex Water	May-23	Surveys, Face to face deliberative events	Test business plan proposals with customers and elicit their views on the affordability and acceptability of different versions of the plan.	90	Blue Marble

E024	Current Customers	Wessex Water Area	HH	Continuous insight- Customer Feedback graphs	Jun-23	Surveys	Internal summary of various customer data and surveys e.g. C-MeX, complaints	N/A	Wessex Water
E025	Current Customers	England	Retailers	R-Mex Report Aug 2021	Aug-21	Survey	Wessex Water's R-MeX survey results for August 2021. The purpose is to provide retailers with an opportunity to review the services received by their wholesalers, in order to improve communications and begin to measure wholesaler performance in a qualitative format.	14	MOSL
E026	Current Customers	England	Retailers	R-Mex Report Aug 2022	Aug-22	Survey	Wessex Water's R-MeX survey results for August 2022. The purpose is to provide retailers with an opportunity to review the services received by their wholesalers, in order to improve communications and begin to measure wholesaler performance in a qualitative format.	16	MOSL
E027	Current Customers	England	Retailers	R-Mex Report Dec 2020	Dec-20	Survey	Wessex Water's R-MeX survey results for December 2020.The purpose is to provide retailers with an opportunity to review the services received by their wholesalers, in order to improve communications and begin to measure wholesaler performance in a qualitative format.	14	MOSL
E028	Current Customers	England	Retailers	R-Mex Report Feb 2022	Feb-22	Survey	Wessex Water's R-MeX survey results for February 2022. The purpose is to provide retailers with an opportunity to review the services received by their wholesalers, in order to improve communications and begin to measure wholesaler performance in a qualitative format.	13	MOSL
E029	Current Customers	England	Retailers	R-Mex Report Feb 2023	Feb-23	Survey	Wessex Water's R-MeX survey results for February 2023. The purpose is to provide retailers with an opportunity to review the services received by their wholesalers, in order to improve communications and begin to measure wholesaler performance in a qualitative format.	15	MOSL
E030	Internal and external stakeholders	Wessex Water Area	Stakeholders	Vulnerability and affordability panel 13.07.21	Jul-21	Panel (meeting minutes)	Gave an update on the Customer Challenge Group (CCG) and that OFWAT have said that they are no longer needed, however Wessex water are planning on keeping theirs but slim-lining the working groups that sit under it.	9	Wessex Water
E031	Internal and external stakeholders	Wessex Water Area	Stakeholders	Vulnerability and affordability panel 28.07.2020	Jul-20	Panel (meeting minutes)	Gave an update on WW response to COVID -19 and updated on impacts of COVID -19 on financial offerings. Payment breaks, flexi plans, signposting to longer time help were all put in place quickly.	11	Wessex Water
E032	Internal and external stakeholders	Wessex Water Area	Stakeholders	Vulnerability and affordability panel 19.07.2023	Jul-23	Panel (meeting minutes)	Updates regarding WW Performance, which included discussions around growth and distribution, cost of living response updates and updates on Eery Customer Matters (ECM)	9	Wessex Water
E033	Internal and external stakeholders	Wessex Water Area	Stakeholders	Vulnerability and affordability panel 20.06.2022	Jun-22	Panel (meeting minutes)	Updates on StepChange/Money Advice Trust/Disability Rights/ Citizens Advice. Further discussions on Performance, Challenges on bills	10	Wessex Water
E034	Internal and external stakeholders	England and Wales	Vulnerable Customers	Vulnerability Summit 2023	Jul-23	Panel	Focus on the topic of Supporting Vulnerability Challenges Across Sectors with a major deep dive on the impact of the cost-of-living crisis on disabled people and with a focus on the case study.	4000	Collaboration Network
E035	Current Customers	Wessex Water Area	HH	Wessex Water Tracker Q1_2023 Report	Jul-23	Telephone and online panel interview	Summary of Key Results. The unprecedented pessimism about household finances finally shows signs of abating in the latest Quarter. However, many customers still think they will be worse off in 12 months' time. During this period water industry news related to sewage was very prominent, with the public apology from Water UK in May. Annual water bills also arrived with customers during this Quarter.	250	Blue Marble
E036	Current Customers	Wessex Water Area	HH	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Jan-22	Survey	Summary of Research Findings for Wessex Water	200	CCW
E037	Current Customers	Wessex Water Area	Stakeholders	Wessex Water Support Schemes Pilot Industry Report	Feb-22	Interviews	Following the independent review of water affordability, CCW made a recommendation that a wide range of support options should be offered to customers and that these should have clear eligibility criteria, and be easily accessible for all customers, with co design principles being adopted. This pilot addresses the specific recommendation: that all water companies should have a simple application process covering all support schemes. The pilot covers both financial support schemes and Priority Services.	N/A	Blue Marble
E038	Internal and external stakeholders	Wessex Water Area	Stakeholders	Winter Vulnerability advisory panel	Dec-22	Panel (meeting minutes)	Updates and discussions on Actions, Bill Increase Update, Cross Subsidy Research, Cost of living response, Vulnerability training given to staff , Affordability Review update including single social tariff and pilot update	7	Wessex Water
E039	General public	UK wide	Vulnerable Customers	CAP Taking on UK Poverty 2023	May-23	Data analysis report	Focusing on the Reality of Debt and poverty in the UK and Water Arrear's account for 54% of the proportion of new clients in 2022 who owed that specific type of debt	6536	CAP Christians againsts poverty
E040	General public	UK wide	Vulnerable Customers	Cost of Staying Alive Report 2022	Aug-22	Survey	Report on the implications of range of pressures their impacts on people suffering in the UK with kidney-related medical conditions	1042	Kidney Care UK
E041	General public	UK wide	Vulnerable Customers	MMH Time to act	Feb-22	Survey	Report exploring the Equality Act and impacts of financial pressures on people struggling with mental health conditions	N/A	Money and Mental Health Policy Institute
E042	General public	England and Wales	Stakeholders	Ofwat Cost of living Wave 3 report	May-23	Survey	Looking at customers' experiences with household bills, particularly water bills, and views on value for money.	2600	Ofwat
E043	General public	England and Wales	NHH, HH, Vulnerable Customers, Future Customers	Ofwat Customer Licence Condition research	May-23	Data analysis report (7-day online community)	Ofwat is planning to introduce a new customer focused licence condition for water and wastewater companies. This is to introduce an enforceable obligation relating to the quality of services that companies are expected to provide for customers.	64	CCW

E044	General public	England and Wales	NHH, HH, Vulnerable Customers	CCW Ofwat Customer experiences of sewer flooding	May-22	Interviews, Workshops	Research to gain a customer-centric perspective on sewage flooding and wastewater companies' responses, and to understand customers' experiences of sewage flooding and their expectations in regards to sewage flooding events.	50	CCW
E045	General public	England and Wales	HH, NHH	CCW Customer views on guaranteed standards scheme	Jul-23	Focus Groups, Interviews, Fieldwork	CCW will be focusing on a new campaign to secure improved service standards, fit for a modern water industry. As part of this work, the aim is to understand customers' views on the current statutory compensation scheme (known as the Guaranteed Standards Scheme - GSS).	104	CCW
E046	General public	England and Wales	All customers	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	Online Survey	Research to delve deeper into people's levels of trust and their perception of the reputation of the water sector, the level of public trust in the sector and views on river water quality	2016	Savanta
E047	General public	N/A	Vulnerable Customers	Disability Price Tag 2023: the extra cost of disability	2023	Survey	In 2023 disabled people continue to face unfair extra costs. The higher cost of specialist equipment, higher usage of everyday essentials and energy, and an inadequate welfare system, are all making it harder for disabled households to meet the extra cost of disability. Scope last published figures for the extra cost of disability in 2019. Since then, there has been a global pandemic, a cost of living crisis and soaring prices. More households have fallen into poverty and the number of disabled people out of work has increased. These factors have had a huge impact on the lives of disabled people.	19,000	Scope
E048	General public	England and Wales	HH	Water Matters 2022	May-23	Telephone Interview, Fieldwork	Annual Water Matters survey tracks the views of household customers on the services they receive from water companies in England and Wales	5502	CCW
E049	General public	England and Wales	HH	Ofwat CCW Research on customer preferences	Apr-22	Focus groups, interview	This report provides an overview of the findings of research to understand the preferences of water consumers in England and Wales. This research will inform the development of common performance commitments for Ofwat's next price review (PR24).	86	CCW
E050	General public	England and Wales	Business Customers	Ofwat CCW Business customer insight survey 2022	Oct-22	Survey	The report provides a look into business customers' concerns over the accuracy of their water bills and how satisfied they are with their retailers.	500	CCW
E051	General public	England and Wales	Business Customers	CCW Smart Thinking – Metering for Business Customers	Mar-23	Survey, Interview	The research aims to understand whether business customers themselves find these potential benefits appealing, and particularly if business customers who already have smart meters perceive the benefits.	507	CCW
E052	General public	England and Wales	Business Customers	CCW Testing the Waters 2022	Jan-23	Survey, Interview	The report looks at how business customers in England and Wales feel about the water, sewerage and retail services they receive.	1825	CCW
E053	General public	UK wide	General	Online Panel Survey Oct 21: Have your say newsletter survey 25 future plans No25	Nov-21	Survey	The purpose of this survey was to gather customer views on Wessex Water longer term plans	700	Wessex Water
E054	General public	UK wide	General	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Survey	The purpose of this survey was about what companies do to help society and the environment and understand the issues that are important to customers	1050	Wessex Water
E055	General public	UK wide	General	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 27	Apr-22	Survey	The purpose of this survey was to gather customer views on water efficiency and smart water metering.	824	Wessex Water
E056	General public	England and Wales	HH	Lifting the lid: the secrets of our water habits	Jan-23	Survey	The purpose of this report is to understand people's unusual water habits	2126	CCW
E057	General public	England and Wales	General	River Water Quality Report	Jul-22	Survey	This report looks at people's views on river water quality and their understanding of who is responsible for keeping rivers clean.	2329	Ofwat
E058	General public	England and Wales	General	Awareness and perceptions of river water quality	Apr-22	Survey	This research builds on an initial survey commissioned by Defra and Water UK in May 2021 looking at public engagement with the environment and awareness of the use of storm overflows by water companies in the UK. The survey was repeated in December 2021 to see how consumer views had changed and with a specific focus on England and Wales.	2187	CCW
E059	General public	England and Wales	General	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Survey	The research looks at how aware people were of these issues and the extent to which they influence perceptions of their water company and the wider water industry. The research also looked at how the industry could have a more meaningful conversation with customers on some of these topical and emotive issues.	2209	CCW
E060	General public	England and Wales	HH	Water Awareness Survey	May-22	Survey	This survey tracks what people in England and Wales know about the water environment, and what they do in their everyday lives to look after it.	1310	CCW
E061	General public	UK wide	Vulnerable Customers	Making ends meet insights from clients StepChange advice clients	Oct-22	Interview	Research conducted as StepChange seeks to support those struggling with debt to put in place a sustainable debt solution and get their finances back on track.	16	Stepchange
E062	General public	UK wide	HH	Tracking the impact of the high cost of living on UK households	Jun-23	Survey	This research examines the impact this period of high inflation, rising interest rates and out-paced incomes has had on people's finances	2000	Money Advice Trust

E063	General public	UK wide	General	Living on Empty: a policy report from Citizens Advice	Jul-23	Survey	A report looking at more accurate measure of what people need	4268	Citizens Advice
E064	General public	UK wide	General	Wessex Water CSAT results	Jan-23	Survey	These slides provide Wessex Water CSAT results for Q4 January 2023 – March 2023 from the internal surveys, as well as CSAT for subsets of customers who are also on PSR or who were complainants.	196	Wessex Water
E065	General public	UK wide	General	PSR Tailored Results	N/A	Survey	Survey PSR Tailored Results dashboard	343	Wessex Water
E066	General public	UK wide	General	Customer Survey Dashboard - Dev	Apr-22	Survey	Survey PSR Tailored Results dashboard	11049	Wessex Water
E067	General public	UK wide	General	PSR surveys April 2022 to date	N/A	Survey	Survey PSR Tailored Results dashboard April 2022	794	Wessex Water
E068	Current Customers	Wessex Water supply area	HH/NHH/Future	Acceptability and Affordability Analysis	Sep-23	Survey	Strategic research programme culminated with acceptability and affordability testing of Wessex Water's proposed plan in spring/summer 2023. Customers challenged some of the more discretionary areas of the plan during the qualitative discussions and Wssex Water made changes as a result, for example reducing the speed of the smart metering roll out programme. Subsequently Wessex Water quantitatively tested what we believed to be our proposed plan during late July/August 2023.	2373	Blue Marble
E069	Current Customers	UK wide and Wessex Customers	HH/Developers	Ofwat Annual C-MeX and D-MeX report 2021-2022	Oct-22	Survey	Annual report summarising each WoC and WaSC's performance across the survey elements of C-MeX and D-MeX	1487	Ofwat / Accent

PR24 Insight Database
Insight Summary

Insight Source Data			Topics		Detailed insight	Feedback score			
Event ID	Insight Source	Date	Outcomes	Sub-topics					
As per Source Dashboard tab			8 Outcomes: safe and reliable water; an effective sewerage system; affordable bills; great customer experience; sustainable abstraction; great river and coastal water quality; net zero carbon; biodiversity improvement;	Potential sub-topics within each Outcome	Detailed insight taken from source	Robustness score	Contributory score	*Individual feedback score*	*Long term delivery strategy*
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	High customer satisfaction	Customers expect leading customer service across touchpoints (digital, telephone), brand expertise and influence, continual innovation	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Great river and coastal water quality	Protect and improve river/beach water quality	Environmental challenges have been given increased importance due to; - Extreme weather events - Impact of CSOs - Increased importance given to the rivers and beaches	3.0	**1.0**	**2.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Safe and reliable water	Continued water supply	For continued water supply, supply and demand challenges were highlighted due to - population growth - Changing rainfall patterns	3.0	**1.0**	**2.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Sustainable abstraction	Smart meters and water efficiency measures	The water industry is seen as being fairly conservative and slow to innovate, which has left it behind in a number of areas (i.e.: customers having been calling for the introduction of smart meters for some time)	3.0	**1.0**	**2.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	High customer satisfaction	Customer and stakeholder expectations in the use of technology are significantly higher than the current state of play in the water sector and this gap has been identified as a significant challenge for Wessex Water. Context: Innovation in general - specifically smart meters	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	The need to ensure customers take responsibility for their water usage and drainage behaviours. In a sector that has low salience for a majority of customers Wessex Water needs to work with customers to help them understand the implication of their actions (i.e.: what you put down the drains ends up in rivers).	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	An effective sewerage system	Keep Sewage system working effectively	All recognise that clean water/effective sewage is an enabler to Public Health and that Wessex Water has a role in this.	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Brand perceptions and engagement	Wessex Water need to overcome a lack of brand visibility and generally low communication engagement.	3.0	**3.0**	**3.0**	Y
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Net Zero carbon	Attitudes towards net zero and climate change	Everyone is now conscious of "climate change" and environmental issues although levels of understand vary across customers Customers need to feel that Wessex Water is committed to environmental change, they want to see ambitious and specific outputs	3.0	**1.0**	**2.0**	Y
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	The majority of customers are just not engaged enough with the water conversation to commit to water conservation. There is an opportunity for more communications and water hacks to promote behavioural change	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Customers tend to defer to educating children (through partnerships with schools to elevate the value of water) rather than consider there would be value in educating all consumers of the value of water. Wider engagement is needed to increase the value and ownership of water	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	33% of customers have stated that they are - Not very water conscious - Unwilling to compromise on water usage - Reluctant to engage	3.0	**3.0**	**3.0**	

E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	33% of the population have stated that they are - Water aware - Environmentally active - Willing to engage - Care about themselves and others	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	34% of customers have stated that they - Are not very water conscious - Care about quality for only them - Reluctant to engage	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Supporting vulnerable customers	Customers and stakeholders expect policies and practices from companies like Wessex Water that support the most vulnerable in the communities they serve and ones that acknowledge the growing wealth gap.	3.0	**1.0**	**2.0**	Y
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Affordable bills	Helping customers experiencing financial difficulty	Customers and stakeholders expect policies and practices from companies like Wessex Water that support the most vulnerable in the communities they serve and ones that acknowledge the growing wealth gap	3.0	**2.0**	**2.5**	Y
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Supporting vulnerable customers	Increased number of customers in vulnerable situations. And more severe vulnerable situations. Leading to a need to support the elderly, large families, low income households and those with mental health issues	3.0	**1.0**	**2.0**	Y
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Affordable bills	Helping customers experiencing financial difficulty	Increased number of customers in vulnerable situations. And more severe vulnerable situations. Leading to a need to support the elderly, large families, low income households and those with mental health issues	3.0	**2.0**	**2.5**	Y
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Supporting vulnerable customers	Customers want to see Wessex Water outcomes and purpose reflect the need to protect and support the most vulnerable members of the communities it serves.	3.0	**1.0**	**2.0**	Y
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Affordable bills	Helping customers experiencing financial difficulty	There's a sense that future customers will be burdened with the costs of Covid-19 through rising inflation, increased taxation and property costs. It's important that future customers are adequately represented in future willingness to pay/investment studies	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Positive impact in the community	Customers are looking for companies like Wessex Water to be responsible and look after colleagues	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Brand perceptions and engagement	Wessex Water is not seen as being untrustworthy but the brand is invisible: - Positives of being invisible = sense that the company is efficient/doing the job it's supposed to do, there's no bad PR and there's no need to contact - Negatives of being invisible = lack of awareness of the positive projects the company is involved with, no brand connection, no ownership of water, lack of transparency, Wessex Water trying to stay under the radar	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Brand perceptions and engagement	Through continuing with the positive work in education, university partnerships with potential for stronger promotion, and ongoing transparency through bills/apps the strong promotion of Wessex Water's best in class status in the water market should continue	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Safe and reliable water	Continued water supply	In developing the Strategic Direction Statement, Wessex Water need to demonstrate they recognise the challenges faced by business customers and ensure a continuous supply of clean water and waste water services are delivered to avoid any disruption, leaving customers to focus on running their businesses.	3.0	**1.0**	**2.0**	Y
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	An effective sewerage system	Keep Sewage system working effectively	An effective sewerage system has been ranked the 2nd most important outcome for 2030 - Customer concern about the ambition of Wessex targets for effective sewerage reflect media coverage of CSOs – many are unaware of their purpose and think it is possible to eliminate them entirely. - Some customers had local concerns related to sewage flooding and blockages, and were keen for this to be addressed quickly, particularly as new housing developments continue. - Several customers showed willingness to engage, asking for advice around blockage prevention and requesting gunk pots. Positives - Customers were pleased to see actions to tackle an issue that they perceive to be important – but had limited specific feedback.	2.3	**2.0**	**2.2**	Y
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Sustainable abstraction	Smart meters and water efficiency measures	Wessex Water also need to be proactive in providing efficiency measure to support affordable bills.	3.0	**1.0**	**2.0**	Y

E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Sustainable abstraction	Smart meters and water efficiency measures	There is a need to move forward with smart meters and improve data, these are valued greatly for retailers. Context - Retailers lag behind in technology and customer consumption data when compared to the energy sector. Therefore retailers are very keen on increasing the number of customers who do se smart meters due to its various benefits such as easier and timelier data collection.	3.0	**1.0**	**2.0**	Y
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	High customer satisfaction	Focus on embracing technology to deliver efficient flexible customer service, deliver more recycling solutions for businesses to reduce bills, develop co-branded communications to engage NHH customers AND improving data/access to data RETAILERS	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	High customer satisfaction	Out of 1,514 customers/ Stakeholders / colleagues, the average score given to the overall service provided by Wessex Water was 81%	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Brand perceptions and engagement	Out of 1,514 customers/ Stakeholders / colleagues, the average score given to level of trust people have for Wessex Water was 78%	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Affordable bills	Value for money	- Almost half thought the price increases reasonable as investment is needed to maintain an essential service. - However, a third did not agree that the increases are reasonable – in particular, stakeholders and those with greater knowledge about the water industry were negative about price increases for customers, suggesting that company profits should fund the works rather than being paid to shareholders. - Some saw the plans as dishonest and lacking in transparency as they did not include profit projections.	3.0	**1.0**	**2.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Positive impact in the community	82% of customers scored 7/10 or above for the match between what Wessex Water stands for (improving public health and enhancing the environment, creating value for the people they serve) and their actions	3.0	**3.0**	**3.0**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Safe and reliable water	Safe, quality drinking water	All recognise that clean water/effective sewage is an enabler to Public Health and that Wessex Water has a role in this.	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	An effective sewerage system	Keep Sewage system working effectively	Attenuation - Feels like a simple/lower cost solution - Stored water could be reused where/when required - Expected storage facilities linked to businesses, new developments, farms, spare land etc - Minority concerns about potential long-term effectiveness: enough of them? Are they large enough? - Does not address issue of taking surface water through the sewage treatment process	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Safe and reliable water	Safe, quality drinking water	Customers and retailers felt the claim of 'improving public health' is too broad, unbelievable and out of Wessex Water remit Some felt that there was key information missing – the core purpose must include continual provision of clean, good tasting water AND safe removal of wastewater And customers stated that 'Public health' feels limiting and this should be more inclusive and reference physical/mental health/well being	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	An effective sewerage system	Keep Sewage system working effectively	Control Measures - Often selected as favoured option here - Containing water at source makes sense - 'Improved water quality' has great appeal - Some existing/older customers were familiar with 'soakaways' - Involvement of construction co, local authorities, highways etc spreads responsibility and cost - BUT could be disruptive/expensive, especially if retrofitting	3.0	**2.0**	**2.5**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Biodiversity improvement	Improve nature/wildlife	Environmental commitment is on the whole seen as urgent (especially by stakeholders but increasing in importance for customers) and central to Wessex Water purpose, so there was agreement that this should be highlighted	3.0	**1.0**	**2.0**	

E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Biodiversity improvement	Improve nature/wildlife	Stakeholders suggested that Wessex Water's purpose is to protect and improve nature, wildlife and communities, and ultimately create an environment where nature can look after itself	3.0	**1.0**	**2.0**
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Affordable bills	Value for money	- Projected price increases shocked many – but this was tempered by the realisation that inflation is a key driver. - Just over half believed they could afford the increases, but uncertainty during a period of rapid increases to the cost of living was reflected in the fact that a quarter neither agreed or disagreed that they could afford it - or said that they did not know if they could. - Many respondents stressed that whilst they themselves could afford higher bills, they were concerned about others' capability to absorb the increases.	3.0	**1.0**	**2.0**
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Excellent customer experience	Brand perceptions and engagement	More emphasis needed on the importance of meaningful communication with customers as a backdrop to PR24	3.0	**3.0**	**3.0**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Safe and reliable water	Continued water supply	Out of a 1000 customers, the average score given to the importance of a reliable water supply is the highest with 9.3/10	3.0	**3.0**	**3.0**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	An effective sewerage system	Keep Sewage system working effectively	Out of a 1000 customers, the average score given to the importance of preventing sewage leaks is given the second highest score with 9.0/10	3.0	**1.0**	**2.0**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	High customer satisfaction	Out of a 1000 customers, the average score given to the importance of giving great customer service is given the third most importance with a score of 8.8/10	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Value for money	All recognise that value is a priority for HH and NHH customers so its important that this is referenced in the Social Purpose.	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW	May-22	Safe and reliable water	Continued water supply	Satisfaction is driven primarily by Wessex Water seen as reliable and having acceptable charges.	3.0	**3.0**	**3.0**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	What is important is that customers feeling they know Wessex. Being open and transparent is also a factor: Active and honest engagement should improve brand equity.	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Safe and reliable water	Continued water supply	Satisfaction continue to be mostly about being reliable and problem-free	3.0	**3.0**	**3.0**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Value for money	Along with the pre-requisite needs to feel satisfied with the value offered by Wessex Water, reliability of services is critical for satisfaction. Beyond these are a combination of more emotive drivers ('care about the environment' and 'well regarded in the community') plus more rational drivers 'range of methods through which you can contact them' and 'providing clear and easy to understand information'	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Value for money	Customers being aware of support appears to boost value for money perceptions.	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	58% of WW customers feel like they know a little or nothing at all about the company.	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	High customer satisfaction	Across 2021-22 nearly 7 in 10 consumers agree that Wessex Water provide exceptional service.	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	High customer satisfaction	Amongst the interviewed customers 68% have agreed that WW provide exceptional service and 62% agree that they are easy to contact.	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Amongst the interviewed customers only 52% agree that WW is a responsible and ethical company and only 45% agree that WW is an innovative and technologically advanced company.	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	High customer satisfaction	Wessex Water excels in making payments straightforward with nearly 9 in 10 customers rating this highly; and reliability (a crucial factor behind satisfaction) has consistently been rated very strongly.	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	High customer satisfaction	Wessex Water excels in making payments straightforward with nearly 9 in 10 customers rating this highly; and reliability (a crucial factor behind satisfaction) has consistently been rated very strongly.	3.0	**2.0**	**2.5**
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	There are improvements to be made on communications: 'helping customers save water' and 'helping prevent sewer blockages'.	3.0	**2.0**	**2.5**

E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	There are improvements to be made on communications: 'helping customers save water' and 'helping prevent sewer blockages'.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Safe and reliable water	Continued water supply	Reliability and dependability is the element that stands out as strongest for Wessex Water – a need to maintain this.	3.0	3.0	3.0	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Meanwhile 'Ethics' and 'Brand Validation' have the most headroom to improve.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Biodiversity improvement	Improve nature/wildlife	'Environment' is the most widespread area that consumers spontaneously mention Wessex could improve on. This is higher on the agenda than price or bills.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Biodiversity improvement	Improve nature/wildlife	Crucial to maintain Wessex reliability; the areas with greatest scope to improve are 'well regarded in the community' and 'care about environment'	3.0	2.0	2.5	Y
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	The key focus needs to be improving the sense that people know Wessex better. Also be more visible doing positive work and grow evidence of openness and transparency	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Helping customers experiencing financial difficulty	Bill anxiety may be starting to rise in the first part of 2022,	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Great river and coastal water quality	Protect and improve river/beach water quality	Only 46% of customers believe their river or sea quality is Good.	3.0	1.0	2.0	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	An effective sewerage system	Reducing wastewater pollution incidents	Those aware of CSOs are interested in hearing from Wessex about what they are doing for the environment, and they welcome engagement on this.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Sustainable abstraction	Smart meters and water efficiency measures	A consistent majority of people with a meter claim to manage water use to keep the bill down – no evidence that broader financial anxieties are prompting more to do this. Limited uninformed interest in smart water meters.	3.0	1.0	2.0	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Sustainable abstraction	Smart meters and water efficiency measures	A high proportion of customers with a meter (7 in10) claim to want to reduce their bill by using less water	3.0	1.0	2.0	
E017	Customer Insight Summary for final DWMP / SOR	May-23	Affordable bills	Value for money	Despite increased concern about affordability, and some shock at the scale of future bill increases proposed, overall, the majority of customers (73%) were satisfied with the overall business plan although only around half of customers indicated they felt the bill increases would be affordable to them. Many respondents were concerned about others' financial capacity to absorb the increases and were pleased to see a focus on affordability in the business plan and the measures set out for the 'affordable bills' outcome'.	3.0	1.0	2.0	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Word of mouth is the most prominent source of information distribution for WW.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	The top 3 topics that customers would like to hear from WW are - Alerts about water services - How WW are protecting the environment - Practical saving and repairing advice	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Biodiversity improvement	Improve nature/wildlife	The top 3 topics that customers would like to hear from WW are - Alerts about water services - How WW are protecting the environment - Practical saving and repairing advice	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	The top 3 topics that customers would like to hear from WW are - Alerts about water services - How WW are protecting the environment - Practical saving and repairing advice	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Wessex Water's presence is primarily expressed through seeing the company 'out and about' – through employees, vans or signage, followed by receiving the magazine, and receiving letters. Notably all of these remain tangible (non digital) activity.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Helping customers experiencing financial difficulty	So far Wessex have remained 'insulated' from any significant negative perceptions resulting from rising prices elsewhere	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Helping customers experiencing financial difficulty	However, some early signs that water bill affordability anxieties are growing and people are conscious of the need to protect the (financially) vulnerable.	3.0	2.0	2.5	

E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Safe and reliable water	Continued water supply	Driver analysis reinforces the critical importance of Wessex Water's strong reliability and dependability over the last year….	3.0	3.0	3.0	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Biodiversity improvement	Improve nature/wildlife	Looking forward it underpins the need to push further to demonstrate environmental care and build a positive reputation in the community	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	An effective sewerage system	Reducing wastewater pollution incidents	CSOs is a top of mind environmental issue. It has not fundamentally upset most customers' perceptions of Wessex but they want to see action and transparency	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	More tailored and targeted communications can develop and manage customer relationships - and reach those who find themselves needing assistance	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	High customer satisfaction	Satisfaction is reasonably consistent across demographic groups, those with and without a meter, and those with and without vulnerability indicators.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Stretched and struggling' and 'Young Disconnected' segments are those where most attention is needed to try and build satisfaction.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Value for money	During this customer consultation, the in-combination impact on customer bills of the investments that underpin activities to deliver against all eight outcome areas was presented. It was shown that bills would increase by, on average, £280 a year (£23 a month) by 2030. It was recognised that this is a significant increase and that more customers may struggle to pay increased bills and so the additional affordability help that is part of the plan was also presented to customers. This includes: - Increasing the number of households on our affordability schemes to at least 100,000 by 2030 - Continuing to work with a wide range of partners across our region, such as Citizens Advice and local charities, to raise awareness of the support we can offer and reach customers who need us most. - Continuing to fund our debt advice partners so they can increase the number of clients they can advise about their bills and debt. - Making it as easy and quick as possible to apply for the support we offer and use data to automatically apply bill reductions to customers where we can without the need to complete an application. - Helping customers, particularly those with water meters, to save water and energy. - Continuing to fund local community projects across our region through the Wessex Water Foundation aimed at improving access to services and building financial capability	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Across the board there is a large opportunity to grow knowledge about Wessex Water and what they do. There is a notably variation in knowledge between different segments – under one third of 'Young Disconnected' and 'Stretched and Struggling' feel that they know about Wessex Water. This is the first hurdle to building a relationship with them.	3.0	2.0	2.5	Y
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Sentiment towards Wessex Water is much stronger for those aware of assistance and priority measures. There is also a noticeable difference between certain segments (attention needed for 'Stretched & Struggling and 'Young Disconnected' segments).	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Responsible Citizens are likely to have a high view of Wessex Water's performance in nearly all areas. This is in contrast to the Stretched and Struggling group who are rate Wessex Water's performance notably lower in most areas.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	My World Cost Conscious in particular have a Disconnected bigger and more varied appetite for information from Wessex Water, and Responsible Citizens are also more interested than average. Young Disconnected and Stretched and Struggling generally have less interest.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Helping customers experiencing financial difficulty	My World Cost Conscious segment grew the most post-Covid –indicating that some Responsible Citizens may have become less confident about bills over this period, transferring to this segment	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Value for money	For the minority who are less satisfied there's a mix of reasons – price, the need for better communication.	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Affordable bills	Value for money	Interest in smart meters is related to economising and also environmental engagement	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Safe and reliable water	Continued water supply	Along with the pre-requisite needs to feel satisfied with the value offered by Wessex Water, reliability of services is critical for satisfaction. Beyond these are a combination of more emotive drivers ('care about the environment' and 'well regarded in the community') plus more rational drivers 'range of methods through which you can contact them' and 'providing clear and easy to understand information'	3.0	3.0	3.0	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	Affordable bills	Value for money	Out of 1,514 customers/ Stakeholders / colleagues, the average score given to the value of money provided for Wessex Water was 78%	3.0	1.0	2.0	

E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Young people are entirely removed from the world of water and waste services: the YPP experience is revelatory for them! Once they understand the impacts of climate change on a water company they are more engaged The pitch presentations convey future cust	3.0	2.0	2.5	
E002	2021-2022 Annual Presentation WW Image Tracker	May-22	Excellent customer experience	Brand perceptions and engagement	Even though there's interest in receiving alerts about water services, many people remain reticent about sharing their personal data with companies – although signs of a gradual shift to be more amenable to this to get better services	3.0	2.0	2.5	
E003	2021 Young People's Panel Final Report	Dec-21	Net Zero carbon	Attitudes towards net zero and climate change	Climate change weighs heavily on the minds of our future customers, with most worrying about it 'from time to time' and some worrying 'everyday'	2.7	3.0	2.8	
E003	2021 Young People's Panel Final Report	Dec-21	Net Zero carbon	Attitudes towards net zero and climate change	The three most prevalent environmental concerns were - CO2 Emissions - Loss of different species - Extreme weather events	2.7	3.0	2.8	
E003	2021 Young People's Panel	Dec-21	Safe and reliable water	Continued water supply	Local droughts generally of lowest concern: most had never encountered droughts.	2.7	1.0	1.8	
E003	2021 Young People's Panel Final Report	Dec-21	Net Zero carbon	Attitudes towards net zero and climate change	- Micro plastics and air pollution are the biggest concerns by some margin. - Future customers are notably more concerned about biodiversity and less concerned about river pollution from sewage - River pollution from sewage is a significant concern with over a quarter of future customers and over a third of adults putting it in their top 3 concerns	2.7	3.0	2.8	
E003	2021 Young People's Panel Final Report	Dec-21	Biodiversity improvement	Improve nature/wildlife	**- Micro plastics and air pollution are the biggest concerns by some margin. - Future customers are notably more concerned about biodiversity and less concerned about river pollution from sewage - River pollution from sewage is a significant concern with over a quarter of future customers and over a third of adults putting it in their top 3 concerns**	2.7	1.0	1.8	
E003	2021 Young People's Panel Final Report	Dec-21	Net Zero carbon	Attitudes towards net zero and climate change	**Future customers believe the government is primarily responsible for tackling climate change with companies a close second. Companies engage in behaviours most detrimental to the climate and therefore shoulder more responsibility for addressing the problem**	2.7	3.0	2.8	
E003	2021 Young People's Panel Final Report	Dec-21	Net Zero carbon	Attitudes towards net zero and climate change	Giving up meat or changing/getting rid of the car are seen as the hardest changes to make, there are plenty of reasons not to change if the environmental impact is doubted	2.7	3.0	2.8	
E003	2021 Young People's Panel Final Report	Dec-21	Great river and coastal water quality	Protect and improve river/beach water quality	**Most Future customers able to name their local river and many had anecdotes of time spent there.**	2.7	2.0	2.3	
E003	2021 Young People's Panel Final Report	Dec-21	Great river and coastal water quality	Protect and improve river/beach water quality	**Crucially however, many associated local rivers with high pollution levels (mainly from littering) and anecdotes of self and friends getting sick from swimming there.**	2.7	2.0	2.3	
E003	2021 Young People's Panel Final Report	Dec-21	Great river and coastal water quality	Protect and improve river/beach water quality	**Rivers play a large part in the lives of future customers but most think river pollution is a problem and so they doubt the safety of local rivers**	2.7	2.0	2.3	
E003	2021 Young People's Panel Final Report	Dec-21	An effective sewerage system	Reducing wastewater pollution incidents	**Once informed about CSOs, future customers view as an urgent issue that requires action**	2.7	3.0	2.8	Y
E003	2021 Young People's Panel Final Report	Dec-21	An effective sewerage system	Reducing wastewater pollution incidents	**Future customers believe solutions for CSOs should be multi-faceted with short term measures such as building awareness and education but also longer-term infrastructure projects**	2.7	3.0	2.8	Y
E003	2021 Young People's Panel Final Report	Dec-21	An effective sewerage system	Keep Sewage system working effectively	**Future customers conclude that the drainage system needs overhauling e.g. water storage on a large scale; pipe separation. Customers are aware this is long-term and expensive though think it must be done.**	2.7	2.0	2.3	Y
E003	2021 Young People's Panel Final Report	Dec-21	Excellent customer experience	High customer satisfaction	**Future customers were unanimous in suggesting an app to access the smart water meter.**	2.7	2.0	2.3	Y
E003	2021 Young People's Panel Final Report	Dec-21	Excellent customer experience	High customer satisfaction	**Most customers presented ideas for a dedicated water meter platform containing live water updates**	2.7	2.0	2.3	
E003	2021 Young People's Panel Final Report	Dec-21	Sustainable abstraction	Smart meters and water efficiency measures	**Accessibility was also integral to rolling out smart meters, with features to suit all**	2.7	3.0	2.8	

E003	2021 Young People's Panel Final Report	Dec-21	Sustainable abstraction	Smart meters and water efficiency measures	**Future customers highlighted the importance of the on-boarding process, reflecting the likely barrier to use/engagement if the technology is not easy to use. They focused on two aspects: - Installation: this will require clear communications and help where needed from Wessex Water personnel - Tutorial: As the technology will be new to many, an online tutorial will be beneficial, advising how to set up and make the most of the smart water meter**	2.7	3.0	2.8	
E003	2021 Young People's Panel Final Report	Dec-21	Sustainable abstraction	Smart meters and water efficiency measures	**Future customers designed a smart meter programme to provide tangible benefits to the user: - Make it user-friendly and enjoyable: interface and data should be presented in a way that is easy to read and personalised - Promote incentives: e.g. how reducing usage can have rewards and communication on any reduced bills/saving - Environmental: if the environmental benefits of water saving are clear, customers will be more engaged.**	2.7	3.0	2.8	
E003	2021 Young People's Panel Final Report	Dec-21	Sustainable abstraction	Smart meters and water efficiency measures	**Future customers believe additional features are vital in stimulating ongoing engagement with smart meter data: such as gamification, reward systems, in depth advice and a shared platform**	2.7	3.0	2.8	Y
E003	2021 Young People's Panel Final Report	Dec-21	Excellent customer experience	High customer satisfaction	**Accessibility was very important for our future customers. Ideas included: - Audio and large font options for visually impaired - Touch screen - Text to speech software (TTS) - Opt-in paper options for some services - All features must be inclusive of different customer groups**	2.7	2.0	2.3	Y
E003	2021 Young People's Panel Final Report	Dec-21	Excellent customer experience	Brand perceptions and engagement	**Future customers are aware of Wessex Water but do not know it well enough to rate it highly**	2.7	2.0	2.3	Y
E003	2021 Young People's Panel Final Report	Dec-21	Excellent customer experience	Brand perceptions and engagement	**In our survey, future customers' familiarity was again at 2019 levels, with nearly 1 in 2 being familiar with WW**	2.7	2.0	2.3	Y
E003	2021 Young People's Panel Final Report	Dec-21	An effective sewerage system	Keep Sewage system working effectively	**Future customers most energised by the need to communicate about sewer blockages**	2.7	2.0	2.3	Y
E003	2021 Young People's Panel Final Report	Dec-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	**Future customers believe that there is the need people to be more conscious about water consumption**	2.7	2.0	2.3	
E003	2021 Young People's Panel Final Report	Dec-21	An effective sewerage system	Keep Sewage system working effectively	**Leaflet - Panellists found the leaflet informative in letting them know what shouldn't be flushed down the toilet**	2.7	2.0	2.3	
E003	2021 Young People's Panel Final Report	Dec-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	**Response to the pop art post were generally positive, with panellists rating it on average 7.6 out of 10. Context - Future customers were given different examples of advertisement samples and they have scored the advertisement on their expected effectiveness. All of the advertisements aimed to educate customers on better and more environmentally forms of water consumption. The difference between the advertisements were their delivery form such as pop-art posts, Facebook ads, etc..**	2.7	2.0	2.3	Y
E003	2021 Young People's Panel Final Report	Dec-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	**Response to the Facebook post were more negative, with respondents rating it on average 6.3 out of 10 Context - Future customers were given different examples of advertisement samples and they have scored the advertisement on their expected effectiveness. All of the advertisements aimed to educate customers on better and more environmentally forms of water consumption. The difference between the advertisements were their delivery form such as pop-art posts, Facebook ads, etc..**	2.7	2.0	2.3	Y
E003	2021 Young People's Panel Final Report	Dec-21	Affordable bills	Helping customers experiencing financial difficulty	We also see increasing pessimism about their long term financial prospects, reflecting a more uncertain economic outlook generally	2.7	1.0	1.8	
E003	2021 Young People's Panel Final Report	Dec-21	Biodiversity improvement	Improve nature/wildlife	**In contrast to the adult population, future customers appear more concerned about loss of habitats and biodiversity - but a little less concerned about river pollution. This might be a stronger messaging idea for younger audiences?**	2.7	1.0	1.8	

E003	2021 Young People's Panel Final Report	Dec-21	Great river and coastal water quality	Protect and improve river/beach water quality	**Future customers in the Wessex region are (almost) all river users in some form, and almost half have been river swimming in the last year Perhaps unsurprisingly therefore, 8 out of 10 think river pollution is a problem – but awareness and understanding of the causes of pollution are not understood With the benefit of immersion sessions and briefing on CSOs, future customers believe this should be a major focus for investment Though they also think wider society has a role: consumer behaviour around flushing wipes and pouring fats; and town planners/developers in building more sustainably for drainage purposes. (To date, the FOGs message has had little cut through with this customer segment)**	2.7	2.0	2.3	Y
E003	2021 Young People's Panel Final Report	Dec-21	Excellent customer experience	Brand perceptions and engagement	**Young people are entirely removed from the world of water and waste services: the YPP experience is revelatory for them! Once they understand the impacts of climate change on a water company they are more engaged The pitch presentations convey future customers' desire for more accessible, friendlier, consumer-centric and ethical communications This was reinforced by their preference for the 'pop art' social media example They see the YPP initiative conveying a future-thinking company (as do their schools)**	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Affordable bills	Helping customers experiencing financial difficulty	Biggest concern is the cost of living crisis: all appreciate they will be affected by this in the near future. Specifically worry they will be unable to pay bills in the future	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Affordable bills	Helping customers experiencing financial difficulty	All felt unprepared to manage their finances as budgeting not taught at school	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Net Zero carbon	Attitudes towards net zero and climate change	6% very concerned about impact on the environment and spend considerable time or money to reduce it	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Net Zero carbon	Attitudes towards net zero and climate change	47% think about impact on the environment and try to make a difference without spending too much time or money	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	**5% don't tend to think about impact on the environment. (Water usage)**	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	44% of future customers have stated that they make a fair amount or a great deal of effort to save water	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	Net Zero carbon	Attitudes towards net zero and climate change	Future customers have concern for environmental impact of heatwaves	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Biodiversity improvement	Improve nature/wildlife	**Some worry about effects on the environment of drought e.g. plant die off, fires, increased water usage and pressure of tourism on coasts and rivers However, many see the occurrence of heatwaves as normalised – and enjoy the benefits of hot weather**	2.7	1.0	1.8	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	However, food and energy, rather than water, is perceived as a more pressing environmental concern at the moment	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	Great river and coastal water quality	Protect and improve river/beach water quality	**Over 7 in 10 have visited a local river for recreation in the last year**	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Great river and coastal water quality	Protect and improve river/beach water quality	**Over a third have swum or paddled in a local river in the last year**	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Great river and coastal water quality	Protect and improve river/beach water quality	**2022 = 56% think river pollution is a problem (vs. 78% 2021)**	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Brand perceptions and engagement	**Familiarity with Wessex Water is slightly lower this year, more reminiscent of 2020 levels**	2.7	2.0	2.3	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	High customer satisfaction	**Nevertheless NPS is unchanged, with more detractors than promoters, and a net score of -47, despite more students not knowing anything about Wessex Water (35%)**	2.7	1.0	1.8	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Changing habits is difficult because there is no reward or no concrete consequence.	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	**Barriers preventing change - Lack of clear information to define actions - Seems pointless saving money when savings are minimal Context - Future customers want to exercise behaviours to consumer less water to both save up on money and help the environment but they feel like there are barriers preventing from achieving changed behaviour.**	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	**There are some behaviours future customers would find difficult to change but having learnt how much water they use are open to trying to reduce their usage**	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Smart meters and water efficiency measures	In general, the Get Water Fit calculator brought many students to a new realisation of household water use	2.7	1.0	1.8	

E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Brand perceptions and engagement	David Attenborough is a well-known authority everyone trusts - Able to create an emotional connection, trustworthy, experienced - Attention grabbing and though provoking	2.7	**2.0**	**2.3**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Brand perceptions and engagement	The students feel it's important to explain the impact and consequences of human behaviour for people to be encouraged to change – this is what David Attenborough did so clearly	2.7	**2.0**	**2.3**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Brand perceptions and engagement	The students feel it's important to explain the impact and consequences of human behaviour for people to be encouraged to change – this is what David Attenborough did so clearly	2.7	**2.0**	**2.3**	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Campaign solutions to reduce water consumption - Help people establish new routines – with help from e.g. shower timers - Drawing on 'the fun theory': encourage don't blame - Promoting small actions - Positive campaign using storytelling with a superhero character: Water Warrior - Cost effective - Adaptable to media, channel, different stories - Relevant to all ages	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Campaign solutions -Story telling approach likely to engage – and educate - Using much loved and famous personalities (Paddington and Mary Berry) to tell the story: impact across all ages - Storyboard example conveys 'problem then solution': Paddington's actions are the problem; Mary Berry has the solution (and these are shown to be easy) - With familiarity, campaign works across media, on Wessex vans etc. - Social media supported with #makehastedontwaste	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Campaign solutions to reduce water usage - 3 strands: a 'wonder pump'; campaign to encourage less flushing; educate about environmental links to excessive water use - Campaign developed around 'if it's yellow let it mellow' slogan - And a 'Superloo' character - Supporting materials drive home the environmental context - Recommended school visits (targeting secondary level)	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Awareness is the first base for behaviour change campaigns Belief/engagement follows: environmental message resonates	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	To promote reduced water usage, help audience to visualise what wasting water looks like and make it memorable, with impact.	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Reducing wastewater pollution incidents	**Future customers were unaware of the problem of CSOs**	2.7	**2.0**	**2.3**	Y
E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Reducing wastewater pollution incidents	**Although some future customers recalled flooding in the news recently, no one knew about the use of combined sewer overflows and the impact it would have on flood water**	2.7	**2.0**	**2.3**	Y
E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Reducing wastewater pollution incidents	**Overall consensus that Wessex Water need to communicate more to customers about this issue – as future customers they hadn't heard about the problem before, they suspected most people wouldn't be aware**	2.7	**2.0**	**2.3**	Y
E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Keep Sewage system working effectively	CUSTOMER SIDE MANAGEMENT - Education is expected to have a longer-term impact on influencing social norms - if unlikely to change behaviour in the short term Context - When it comes to Drainage and wastewater and drainage management plans, customers' opinion on the different method of solutions have been investigated. In this study customers have noted that educating other customers will have a stronger in the long term rather than in the immediate future.	2.7	**3.0**	**2.8**	
E001	Reviewing Strategic Direction and Social Purpose	Oct-21	An effective sewerage system	Keep Sewage system working effectively	Customers and retailers felt the claim of 'improving public health' is too broad, unbelievable and out of Wessex Water remit Some felt that there was key information missing – the core purpose must include continual provision of clean, good tasting water AND safe removal of wastewater And customers stated that 'Public health' feels limiting and this should be more inclusive and reference physical/mental health/well being	3.0	**2.0**	**2.5**	
E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Keep sewage system working effectively	During 2023 there has been a shift towards fewer people finding the operation of storm overflows acceptable	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Customer engagement should be part of the mix of solutions - Customer engagement a popular – and low risk – option: relatively cheap with a good impact rating - See the need to engage people in the topic (future customers were largely unaware of the issue)	2.7	**3.0**	**2.8**	

E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Keep sewage system working effectively	For the 'effective sewerage system' outcome a proposal to improve storm overflows was presented that would require £734m investment adding £35 to the average annual bill by 2030.	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Keep Sewage system working effectively	Future customers don't support renovation of pipes Flawed logic: if pipe capacity already a problem, adding an insert would exacerbate this - Perceive this to be a disruptive option - Investment not well spent: a patch rather than a long term fix - Anticipate ongoing maintenance costs - Carbon costs look high	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Keep Sewage system working effectively	**Future customers prioritise increased treatment capacity as a solution - Future customers felt the need to spread their risk and invest in several options rather than focus on a few - When money is no object, future customers favour the reliability of increasing treatment capacity and educating people on 'good' flushing behaviours**	2.7	3.0	2.8	Y
E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Keep Sewage system working effectively	**Future customers see the sewer flooding challenges as really important: they prioritise increasing capacity at treatment works and educating the public over sustainable drainage options. They are cost conscious on behalf of bill payers and want to see investment balanced with affordable bills.**	2.7	3.0	2.8	Y
E004	2022 Young People's Panel	Nov-22	Affordable bills	Helping customers experiencing financial difficulty	**Future customers are showing an increased pessimism related to the cost of living and a poor economic outlook. Specifically they appear more conscious of the pressure on bills and feel ill-prepared for what this will mean for them.**	2.7	2.0	2.3	Y
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	The heatwave might have brought home some of the environmental impacts of a drought period but for this age group, it feels more normal than worrying. The energy crisis is much more pressing than concerns about water resources	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	We see evidence of behaviour change during the heatwave – both using more water and saving water. However Future customers lack the (financial) motivation to be more water-conscious. Behaviour change needs to be driven by a better understanding of the impact and consequences of climate change on water resources.	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	Sustainable abstraction	Smart meters and water efficiency measures	Customers' own campaign ideas demonstrate the importance of better communications about why saving water is necessary. Get Water Fit is a useful tool but the interface needs improving. Future customers also want to see Wessex Water create a human connection via characters or real personalities to convey the seriousness of the message in an engaging way.	2.7	1.0	1.8	
E004	2022 Young People's Panel	Nov-22	An effective sewerage system	Keep Sewage system working effectively	**Future customers tended to prioritise other solutions above rainwater management.**	2.7	3.0	2.8	Y
E004	2022 Young People's Panel	Nov-22	Biodiversity improvement	Improve nature/wildlife	**Environmental concerns are more widespread than concerns over economic and social issues - Climate change, single-use plastics and loss of biodiversity are the top 3 – followed by water pollution**	2.7	1.0	1.8	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	More than half of the costumers stated that they view the following as demonstrating genuine effort. (Best to last) - Work with farmers to support biodiversity and water quality - Engage with school children and young people about water use - Campaign against manufacturers labelling wipes as 'flushable' - Campaign to reduce water consumption by encouraging sustainable housing - Provide incentives to install water-saving equipment - Provide apprentice schemes - Support the local economy by choosing to use local suppliers - Support vulnerable people and those with medical needs - Provide discounts / rewards for low water users - Support low-income customers	2.7	3.0	2.8	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	Amongst panellists the sentiment is broadly positive about the Wessex Water's social purpose principles – over 7 in 10 feeling they represent a genuine effort to contribute. Yet support is not without reservations; nearly half are concerned these activities will cause bill increases, and over 4 in 10 see a motivation being to improve image. Meanwhile 3 in 10 doubt Wessex can fulfil all of them.	2.7	3.0	2.8	
E005	2021 Wessex Water Social Purpose	Apr-21	Net Zero carbon	Attitudes towards net zero and climate change	Future customers believe that becoming carbon neutral by 2030 by a continuation of activities including energy efficiency practices and investment in renewable energy goes above and beyond legal requirements.	2.3	1.0	1.7	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	**Both Current customers on the Wessex Water panel and Future customers across the region are initially more impressed with the idea of a water company supporting the environment than supporting communities or the local economy. This reflects both stated priorities and what they think Wessex Water currently focuses on.**	2.7	3.0	2.8	Y

E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	Colleagues can be more critical than customers: they know too much! Much of what is in the social purpose statement is already happening – but perceived to be under-appreciated by customers. Colleagues want to see Wessex develop a stronger profile: and they don't want social purpose promises to detract from day job (or create more work/stress). There is a glaring gap: employee satisfaction/wellbeing?	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Biodiversity improvement	Improve nature/wildlife	Colleagues have rated the below points as important. - Delivering net environmental gain every year, improving the natural capital of our region through our work to reduce pollution, conserve water, promote sustainable agriculture and eliminate single use plastic. - Engaging directly with the communities we serve and other stakeholders, so our priorities reflect their priorities. - Ensuring everyone can benefit from and afford our services. - Growing skills and providing opportunities in a workforce that reflects the communities we serve through apprenticeships and education. - Supporting and driving economic growth across our region.	2.7	**1.0**	**1.8**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	Colleagues know Wessex Water already does good work in communities e.g. via staff volunteering, Covid response, refill points and grants - However, many colleagues are quite sketchy about the details - Perceive that very few staff do/are able to take up the volunteering scheme – on account of workload? - Most believe these initiatives are spread very thinly - and customers don't generally see this side of the company (which is seen as a shame)	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	Core 'expected' commitments - in particular improving the environment and investing in infrastructure - gain the most positive response. The principles that are beyond what people expect are not always the ones that make them feel more positive, but may have more potential to encourage re-evaluation of Wessex Water - and get noticed.	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Biodiversity improvement	Improve nature/wildlife	Core 'expected' commitments - in particular improving the environment and investing in infrastructure - gain the most positive response. The principles that are beyond what people expect are not always the ones that make them feel more positive, but may have more potential to encourage re-evaluation of Wessex Water - and get noticed.	2.7	**1.0**	**1.8**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	Customer impressions are that the company does more to support the environment than it does to support either people and communities in the region, or the local and regional economy. Even amongst this engaged group of customers, over 1 in 4 have no impression of Wessex Water doing anything these areas – clear scope to communicate.	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	Customers on the panel are well informed about Wessex Water. As well as environmental elements, they prioritise areas that were less expected e.g. bringing economic and community benefits	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	External Audience insights - Environmental aspects of social purpose have immediate appeal, fitting with Wessex Water's core business – though this is less clear cut for Future customers. - When considered, Future customers think Wessex Water supporting people through employment opportunities and bill discounts more relevant – and lower income 'Struggling' customers agree with them - Current and Future customers align more closely on initiatives that are beyond what they expect – which therefore convey an authenticity about Wessex Water's motives. The effort and commitment to supporting local economies, running 'poo' buses and using local suppliers; or the financial commitment of offering grants and incentives is more impactful	2.7	**3.0**	**2.8**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Brand perceptions and engagement	External communications: - Environmental stewardship is an area of universal interest and not well understood – Wessex Water has the credibility to promote more widely - Industry more generally needs to counter/reassure consumers about river pollution - However, caution needed as customers anticipate social purpose activities will knock on to bills - Consider targeted communications of areas that add authenticity to corporate values (the 'opportunity gaps' which have the potential for customers to re-evaluate Wessex Water)	2.7	**2.0**	**2.3**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	**For future customers, qualitatively – with more consideration – people & community based initiatives e.g. promoting local projects, social mobility and the local economy appear to have more impact than purely environmental options.**	2.7	**3.0**	**2.8**	Y
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	**Future customers view the acts of** **- offering grants to support community and environmental initiatives** **- providing staff volunteers for local projects e.g. providing hot meals to vulnerable people during Covid** **- Covid Relief Fund for organisations dealing with the pandemic** **As a demonstration that company not just interested in making money: going beyond expectations**	2.7	**3.0**	**2.8**	Y

E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	**Future customers: with very limited prior expectations of a water company, identify more strongly with issues they can relate to (affordability, employment opportunities, inclusion)**	2.7	**3.0**	**2.8**	Y
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Brand perceptions and engagement	Internal communications: - More significant role for internal communications to: - Promote social purpose activities which instil pride in workforce (and plug knowledge gaps) - Address areas where staff see contradictions (e.g. barriers for local supply chain etc.) - Take staff with you on carbon reduction plans - Reassure about resourcing new initiatives (that could be construed as adding work to all) - See as part of longer term strategy to embed social purpose internally so that customers experience it (which is how 'authentic' brands are born).	2.7	**2.0**	**2.3**	
E004	2022 Young People's Panel	Nov-22	Biodiversity improvement	Improve nature/wildlife	Leading the improvement of the natural environment of our region through our work to adapt to and mitigate climate change, reduce pollution, conserve water, promote sustainable agriculture and eliminate single use plastic - is seen as a priority by future customers.	2.7	**1.0**	**1.8**	
E004	2022 Young People's Panel	Nov-22	Excellent customer experience	Positive impact in the community	Most colleagues are positive about the concept of Wessex Water having a social purpose - Colleagues (who participated) are passionate about what they do and see it as a chance to communicate the importance of their work and Wessex Water - Believe monopoly context means companies such as Wessex Water need to demonstrate they are 'doing more'	2.7	**3.0**	**2.8**	
E005	2021 Wessex Water Social Purpose	Apr-21	Excellent customer experience	Brand perceptions and engagement	Only 1 in 3 could think of any organization admired for positive contribution to society / environment	2.3	**2.0**	**2.2**	
E005	2021 Wessex Water Social Purpose	Apr-21	Excellent customer experience	Brand perceptions and engagement	Only 35% of customers were able to spontaneously present a display of awareness against WW. - Highest awareness with 42% was responsible citizens. - Lowest with 23% was Stretched & Struggling	2.3	**2.0**	**2.2**	
E005	2021 Wessex Water Social Purpose	Apr-21	Excellent customer experience	Positive impact in the community	Spontaneously, colleagues indicate they want an ambitious social purpose - Want to see the company do more (particularly in areas where it sees room for improvement) e.g. - To influence and promote water efficiency/good flushing behaviours - Increase schools' education activities - Accelerate adoption of green behaviours as a business - Include elements that relate to the local economy e.g. apprenticeships; local supply chains	2.3	**3.0**	**2.7**	
E005	2021 Wessex Water Social Purpose	Apr-21	Biodiversity improvement	Improve nature/wildlife	The principle of 'Improving the natural environment' is the number one for positive impact, but for most people is expected (and some believe that first Wessex need to get the basics right of not damaging the environment). 'Growing skills in the community' and 'involving local communities in what to do' combine both 'new news' (potential to be noticed) with a largely positive reaction.	2.3	**2.0**	**2.2**	
E005	2021 Wessex Water Social Purpose	Apr-21	Biodiversity improvement	Improve nature/wildlife	The principle of 'Improving the natural environment' is the number one for positive impact, but for most people is expected (and some believe that first Wessex need to get the basics right of not damaging the environment). 'Growing skills in the community' and 'involving local communities in what to do' combine both 'new news' (potential to be noticed) with a largely positive reaction.	2.3	**2.0**	**2.2**	
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Water from the outside tap seems to hold a different value to water indoors	2.0	**3.0**	**2.5**	
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Tending to your garden is deemed an important and worthwhile use of water, especially when linked to nurturing plants/nature	2.0	**3.0**	**2.5**	
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Subconsciously water from the outside tap is considered less precious, perhaps as it isn't seen directly as drinking water.	2.0	**3.0**	**2.5**	
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	All of our participants are environmentally conscious to some extent, but we've identified 3 typologies to demonstrate some of the differences Busy basics - These represent the bulk of our sample - They do basic day to day environmental actions such as recycling their waste packaging - But they have busy lives and are juggling lots of other things; being environmental is not top of mind and it ends up low on the priority list Waste Warriors - These are consumers who have been brought up to not be wasteful often from a young age - This stretches across a variety of things in the home, from food to electricity to water - Often, their behaviour is linked to frugality and saving money Eco Enthusiasts - For these people, being environmentally friendly is a high priority - It is important that they feel they are doing their bit in their day to day lives to help the bigger cause - They work hard to shape their behaviours to do things that are better for the environment	2.0	**3.0**	**2.5**	

E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Water usage isn't generally considered an important environmental concern	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	The need to preserve water is not totally unfamiliar territory but people are generally unaware that water stress is an urgent problem and feel they haven't been educated on the topic When confronted with the issue, for many it doesn't add up – how can we face water shortages when it rains so often?	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Numerous factors make educating the public on this topic challenging: - People are sick of being berated for their behaviours - Don't want water to be another one on the list of things they need to worry about - People feel they're constantly being told to use less of everything and it can feel tiresome - People seek more positivity – praise for good behaviour, support, education and help to make changes	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	When weather is dry and warm, but grey, watering behaviours become a lot more infrequent	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Smart meters and water efficiency measures	Estimating household water usage proved difficult for respondents	2.0	**2.0**	**2.0**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Smart meters and water efficiency measures	Most struggled to even make an estimation as people don't really consider what volume of water they might be using day to day	2.0	**2.0**	**2.0**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Consumers are unlikely to change behaviour without some help or information	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Smart meters and water efficiency measures	In future, many said they'd be interested in monitoring the water logger and seeing how much they use doing different tasks	2.0	**2.0**	**2.0**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Generally most people aren't that bothered by the amount of water they're using in the garden and are unlikely to change their behaviour just by being made aware of how many litres they're using	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	On top of this, there is limited motivation to preserve water, so self-fuelled behaviour changes are unlikely.	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Three major opportunity barriers: - Low awareness of water resources challenges in UK - Low awareness of more water-efficient ways to conduct regular behaviours. - Reduced water usage may make certain behaviours more difficult / time-consuming (e.g. cleaning car / patio)	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Numerous perceived downsides to using less water: - Interferes with fun / enjoyment / source of pleasure - Makes tidiness / cleanliness more difficult Few perceived advantages: - Not aware of significant cost benefit to using less water - Not aware of significant environmental benefit to using less water	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Improved communications efforts are likely to be essential to overcome the motivation and opportunity barriers	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Customers have very low awareness of: - The concept of water stress - That water stress is an issue in many parts of the England - The impact of their behaviours on water resources The facts can even seem counterintuitive, given UK's status as a major developed nation and due to perception that the UK has a "wet" climate Communications must explain: - The reality of the current situation, and how this will change in the coming years - How urgent the issue is - The likely consequences of inaction / insufficient action - The work that is already being done - How customers can help, and what the impact of this will be	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Recent CCW research showed that 2 in 5 people living in water stressed regions think that water is plentiful Repeatedly low awareness across numerous research studies (incl. this one) suggest that current channels and approaches are not working We recommend: - Designing and developing a major, sector-wide campaign which targets high-profile advertising channels - For example, a major TV, radio and online ad campaign which reaches directly into customers' lives	2.0	**3.0**	**2.5**

E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	With few external reference points, many are unaware of what they can be doing to reduce their water usage in key outdoor behaviours They are also reluctant to make trade-offs which will negatively impact their enjoyment of their protected space We suggest: - Providing simple tips which help customers to modify (rather than radically overhaul) their behaviours - Prioritising behaviour changes which will be easy for individuals to adopt - Highlighting the likely impact of such behaviour changes, both financially (for customers) and environmentally (for society)	2.0	**3.0**	**2.5**
E006	2021 Garden Water Use	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	With limited known upsides and numerous downsides, only a small minority will change their behaviour We suggest: - Explaining how much money metered customers could save through simple behaviour changes - Explaining how watering with rain water is better for some plants than with tap water - Where possible, offering discounts on water butts and other water-saving devices – as well as providing clear guidance / help with installation	2.0	**3.0**	**2.5**
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Those who wash with a flannel tend to shower less often – although regular flannel washers do use the shower periodically – at least once a week; they are not mutually exclusive modes of washing.	3.0	**3.0**	**3.0**
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Having daily showers is similarly common amongst most groups. Larger (busier) households are notably more likely to use water-intensive appliances more often, along with those who make less conscious effort to save water	3.0	**3.0**	**3.0**
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	A large proportion of the panel (4 in 10) don't really know or have a firm view about the water resources situation in the Wessex region. Of those who give a view, the balance is towards thinking water resource is plentiful. Only c. 1 in 6 think water resource is limited. Does this general lack of concern about water resources lead to complacency in water use?	3.0	**3.0**	**3.0**
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	A dislike of waste and a desire to save money are more strongly held motivations than actively looking for new ways to reduce environmental impact. Many don't have any strong impressions about their water use relative to other people, or the environmental damage of water abstraction.	3.0	**3.0**	**3.0**
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	A fairly similar level of belief that 'others are more to blame' across all demographics.	3.0	**3.0**	**3.0**
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Of panellists in household of 2+ people say that others in the home either use more or less water than them personally.	3.0	**3.0**	**3.0**
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	- Primarily they say others in the household are using more water than them (36%) - This suggests that our panellists(bill payers) may be more conscious of saving water than partners / children who are not paying bills - Others in the home may be even more difficult to reach and influence in terms of motivating and reminding to save water	3.0	**3.0**	**3.0**
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	71% of the panel claim to make either 'a great deal' or 'a fair amount' of effort to save water (identical to the proportion in the 2021-2 tracker). This suggests most don't feel there is a pressing need to do more. Those who tell us they make less effort are often hostage to habits, and less likely to have a meter (or be interested in one).	3.0	**3.0**	**3.0**
E007	Customer motivations: water saving & smart meters	May-22	Affordable bills	Helping customers experiencing financial difficulty	The top theme spontaneously given by members of the panel for making effort to save water is saving money. After this, 'scarce resources', 'environmental concerns' and 'reducing waste' are all similarly widely mentioned. Of the few who said they made 'not much or no effort' the dominant reason was that they don't use much water anyway.	3.0	**1.0**	**2.0**

E007	Customer motivations: water saving & smart meters	May-22	Affordable bills	Helping customers experiencing financial difficulty	Cost of living crisis is already impacting day to day behaviour… but not water saving behaviours - People have a better understanding of the reason for price hikes around these costs as they're linked to immediate factors such a Brexit, the pandemic and the war in Ukraine - There is also better knowledge of what households can do to alleviate price shocks in these areas - Water saving does not naturally come to mind as it's not associated with an inflating expense and most aren't used to cutting down on water to save money	3.0	**1.0**	**2.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	The biggest potential attitudinal barriers to using less water are that it is seen as essential to either shower or bath daily to be hygienic and that it's important to relax / enjoy the shower. Encouragingly, the majority disagree that saving water doesn't give a worthwhile saving on the water bill, underpinning that financial savings are motivating.	3.0	**3.0**	**3.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	The biggest potential capability barriers to using less water is the reluctance (inability?) to go without the wellbeing benefits of relaxing in the shower - with 4 in 10 agreeing.	3.0	**3.0**	**3.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Smart meters and water efficiency measures	The biggest potential opportunity barrier to using less water is the cost of installing water efficient devices. We also see that larger, busy households lack the time to put their energy into reducing water use.	3.0	**3.0**	**3.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Motivation barriers dominate: while hygiene is often seen as an essential driver for water use, understanding the drivers to use less water – saving money, helping the environment, aspiring to 'good' or even 'typical' behaviours and being sparing with a finite resource are not strong drivers.	3.0	**3.0**	**3.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Those who make less effort to save water are a little more likely to agree that it's important for them to relax & enjoy showers, and that they tend to fall back into normal habits of water use. Those who make greatest effort are more mindful of environmental impact, and less likely to think that daily showers/baths are a necessity to be hygienic.	3.0	**3.0**	**3.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Mixed response to the idea of adopting water saving behaviours Positives - Opportunity to do something positive e.g. save money, save resources - Appeal of free devices to help as many are unsure where to start - Very positive about the idea of 'fit and forget' devices that allow them to change behaviour with minimal effort	3.0	**3.0**	**3.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Mixed response to the idea of adopting water saving behaviours Concerns - Feel like there's nothing to save as they don't waste water - Will the family join in? - Don't want to make compromises for limited benefit to yourself - Concerns about hygiene esp. fewer showers, not flushing loo - Worry about giving confusing or contradictory instructions to their children - Don't want to burden their children with too much info on saving – don't want to give them eco anxiety	3.0	**3.0**	**3.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Mixed response to the idea of adopting water saving behaviours Negatives - General dislike for the yellow mellow idea - Having to sacrifice specific things e.g. water pressure, cleanliness/hygiene - Having to rush through things can be stressful e.g. showers - For those who have medical conditions it may be difficult to cut down water usage – helps with their ailment e.g. arthritis - Some water usage behaviours contribute to wellbeing e.g. long showers or regular baths	3.0	**3.0**	**3.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	The quant revealed that the majority of the panel are not taking a daily bath or shower	3.0	**3.0**	**3.0**	
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Attitudes towards waste don't necessarily ring true when it comes to water behaviour.	3.0	**3.0**	**3.0**	

E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	We heard in the qualitative fieldwork that many regularly carry out seemingly 'wasteful' water usage behaviours without thinking about how much they're wasting Once made aware, they're often more willing to change that behaviour for the sake of being less wasteful (alongside other stronger motivations such as financial) However, if a water saving behaviour requires a high level of effort or sacrifice the desire to be less wasteful is overruled	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Education around water volume has potential to encourage people to reassess their water usage behaviours	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Simple comparisons are the best way to help customers wrap their head around water volumes and be more conscious of how much water they use day to day. There is also a desire to see water volumes alongside cost.	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Smart meters and water efficiency measures	Greatest scope for the future is with having a visit from Wessex Water to fit free devices and advise on water saving, along with using 'Get Water Fit'. These will need to be promoted to build awareness and wider interest.	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Smart meters and water efficiency measures	Uninformed interest in smart water meters is reasonable amongst the panel – 4 in 10 are interested. There's more enthusiasm amongst those keen to save on utility bills, the environmentally conscious, and younger customers. However, half of those who do not already have a meter are not interested in a smart meter – resistance to be overcome.	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Smart meters and water efficiency measures	Of those interested in a smart water meter, aside from the functional benefit of being able to monitor water use, the main themes mentioned were to reduce use / waste, save money, and (for a smaller minority) to identify leaks.	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Smart meters and water efficiency measures	Meter data could be helpful in educating customers about their usage	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Smart meters and water efficiency measures	Customers are very interested to know more about how much water they're using: - It's unfamiliar territory for most; even for those who exhibited some water saving behaviours, water usage in volumes isn't well understood - Most were unable to make an approximate guess as to how much their household uses on average each day	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Smart meters and water efficiency measures	We presented average daily usage per household to participants, based on historic meter reads: - Most were shocked to hear how much they used each day and said that it seemed like a lot of water - However, customers were still unsure how their usage might compare to average usage; even though it sounds like a lot they're unsure if it's more or less than other people	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Smart meters and water efficiency measures	The majority would want alerts with some regularity – especially those already interested in smart meters Those who would 'never' want alerts are those who are less interested in smart metering; a core of c. 1 in 5 customers who will not engage with smart meter data.	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Smart meters and water efficiency measures	Most people think they are already making an effort to save water… or believe others are doing less than they are Use Social norms: - Motivate customers to take water saving seriously by providing comparisons with neighbours, similar households etc. (e.g. daily showers may not be the norm) - Help to ease worries by opening up the conversation around good hygiene in the bathroom; customers need reassurance that water saving behaviours are both hygienic but also socially acceptable	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Cost is a strong driver to adopt new behaviours but water costs relatively low priority Develop compelling messaging around cost savings: - To make behaviour change more worthwhile group together energy and water costs when showing examples of small changes in behaviour that can lead to impactful savings	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	People lack the know-how to save water Create campaigns around plugging information gaps: - Hacks: tricks and tips (e.g. reuse ideas, use the dishwasher instead of washing up) - Fun stuff: especially for busy, high usage households with children	3.0	**3.0**	3.0
E007	Customer motivations: water saving & smart meters	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	People are disconnected from how much they use (and why it matters) Develop meaningful ways to talk about volume: - This is a mental gap yet can have real impact. Visualising volume, especially around behaviours that involve flowing water needs simple comparisons (NB a suggested focus for the final stage)	3.0	**3.0**	3.0

E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Biodiversity improvement	Improve nature/wildlife	The main exception is the willingness to pay customers have for environmental attributes. We find that customers do have some willingness to pay for improvements in attribute J "supporting nature and wildlife" in the "adjusted" model. In the "simple" model, our results show that customers would be willing to pay to switch to an improvement in service for all environmental attributes.	3.0	**3.0**	**3.0**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Biodiversity improvement	Improve nature/wildlife	We find evidence of variation in willingness to pay across customer sub-groups. We find that relatively "advantaged" customer groups (e.g. with higher levels of education, not on a social tariff, or who do not report struggling to pay their bills, among others) are willing to pay for improvements in environmental attributes other than attribute J "supporting nature and wildlife". On the other hand, relatively "disadvantaged" customer groups (those interviewed through the vulnerable customer survey and those who report struggling to pay their bill) are not willing to pay for improvements in any attribute.	3.0	**3.0**	**3.0**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Great river and coastal water quality	Protect and improve river/beach water quality	For NHH customers, we find evidence of willingness to pay for improvements in service for all five environmental attributes, and for one service attribute (attribute B, "improving water quality"). NHH customers place additional value on the status quo for some attributes only. These are typically service attributes where we see no evidence that NHH customers are willing to pay for incremental improvements in service.	3.0	**1.0**	**2.0**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Biodiversity improvement	Improve nature/wildlife	Overall, considering both our quantitative analysis of the survey data and the follow-up qualitative research, our research suggests that, on average, both household and nonhousehold customers are willing to pay for improvements to environmental attributes, in particular for attribute J "supporting nature and wildlife". It would therefore be consistent with customers' preferences for WW to include in its PR24 business plan additional investments to achieve the proposed higher service levels for those attributes, provided that customer WTP is above the cost per customer of the investment. Further targeted qualitative research may be useful to understand exactly how customers would like WW to allocate the additional investment to particular environmental initiatives, since the descriptions of the service level improvements in this survey were necessarily high-level.	3.0	**3.0**	**3.0**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Biodiversity improvement	Improve nature/wildlife	Customers want improvements in some environmental attributes	3.0	**3.0**	**3.0**	Y
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Biodiversity improvement	Improve nature/wildlife	For attributes that fall under priority area 2, i.e. environmental attributes, customers exhibit willingness to pay for incremental improvements in service. We see a positive incremental willingness to pay for most environmental attributes in both the simple and adjusted models. The exceptions are attributes G ("reducing wastewater pollution incidents") and I ("achieving net zero carbon emissions") in the adjusted model, where we do not find that customers are willing to pay for incremental improvements	3.0	**3.0**	**3.0**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Net Zero carbon	Attitudes towards net zero and climate change	For attributes that fall under priority area 2, i.e. environmental attributes, customers exhibit willingness to pay for incremental improvements in service. We see a positive incremental willingness to pay for most environmental attributes in both the simple and adjusted models. The exceptions are attributes G ("reducing wastewater pollution incidents") and I ("achieving net zero carbon emissions") in the adjusted model, where we do not find that customers are willing to pay for incremental improvements	3.0	**1.0**	**2.0**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	An effective sewerage system	Reducing wastewater pollution incidents	For attributes that fall under priority area 2, i.e. environmental attributes, customers exhibit willingness to pay for incremental improvements in service. We see a positive incremental willingness to pay for most environmental attributes in both the simple and adjusted models. The exceptions are attributes G ("reducing wastewater pollution incidents") and I ("achieving net zero carbon emissions") in the adjusted model, where we do not find that customers are willing to pay for incremental improvements.	3.0	**2.0**	**2.5**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	For attributes F ("taking water out of rivers and streams"), H ("improving river and coastal water quality"), and I ("achieving net zero carbon emissions") customers are willing to pay for incremental improvements in service, but only in the simple model do we see that customers' willingness to pay for incremental improvements in service outweighs the additional value they place on the status quo.	3.0	**1.0**	**2.0**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Net Zero carbon	Attitudes towards net zero and climate change	For attributes F ("taking water out of rivers and streams"), H ("improving river and coastal water quality"), and I ("achieving net zero carbon emissions") customers are willing to pay for incremental improvements in service, but only in the simple model do we see that customers' willingness to pay for incremental improvements in service outweighs the additional value they place on the status quo.	3.0	**1.0**	**2.0**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	For attributes F ("taking water out of rivers and streams"), H ("improving river and coastal water quality"), and I ("achieving net zero carbon emissions") customers are willing to pay for incremental improvements in service, but only in the simple model do we see that customers' willingness to pay for incremental improvements in service outweighs the additional value they place on the status quo.	3.0	**1.0**	**2.0**	
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	An effective sewerage system	Reducing wastewater pollution incidents	For attribute G ("reducing wastewater pollution incidents"), customers are willing to pay for incremental improvements in the simple model only.	3.0	**2.0**	**2.5**	

E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Biodiversity improvement	Improve nature/wildlife	In our preferred specification which simultaneously adjusts for population weights on both demographic and billing variables, customers are willing to pay just over £20 extra per year for a large improvement in supporting nature and wildlife (specifically, to create an additional 100 football pitches worth of wetlands and woodlands).	3.0	**3.0**	**3.0**
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Safe and reliable water	Continued water supply	For attribute A (reducing lengthy water supply interruption) customers gave a variety of responses. Some did not see a need for improvement, often because they had never experienced a supply interruption. Others were unwilling to pay more for what they viewed as marginal improvements; they expected marginal improvements to be covered by reinvestment of profits.	3.0	**1.0**	**2.0**
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	An effective sewerage system	Reducing impacts and risk of sewer flooding	- Customers preferred flooding away from their houses, rainwater sewer flooding to foul/combined sewer flooding and less frequent flooding. - Customers' willingness to pay for DWMP outcomes such as reduced flooding and reduced carbon emissions increased with an increase in the reduction rate. - Customers' willingness to pay for river improvement increased with an increase in the improvement rate and - Customers' willingness to pay decreased with an increase in the flooding, carbon emissions and local traffic congestion rates.	3.0	**1.0**	**2.0**
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	Excellent customer experience	High customer satisfaction	For attribute E, the level of customer service was considered to be very high and therefore no improvement was needed.	3.0	**1.0**	**2.0**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Participants recognised that water resources are limited, with the majority considering that they could use less water, although responsibility was frequently placed on others within their households.	3.0	**2.0**	**2.5**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Over half of non-household participants stated that their business would struggle to use less water.	3.0	**2.0**	**2.5**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Safe and reliable water	Continued water supply	Customers typically accepted the imposition of less severe restrictions - hosepipe bans and nonessential use bans - provided the situation required it	3.0	**3.0**	**3.0**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Participants supported protecting the environment at times of water shortages, even if it meant accepting more frequent imposition of less severe restrictions such as hose pipe bans, and no reduction in the risk of severe water restrictions.	3.0	**2.0**	**2.5**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative	May-22	Safe and reliable water	Continued water supply	Supply resilience was ranked highest priority on average for household customers, with little difference between the next two factors – improving the environment and reducing the demand for water. Benefitting and affordable for society was the lowest average priority. The fourth was reducing the demand for water.	3.0	**3.0**	**3.0**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West	May-22	Safe and reliable water	Continued water supply	When probed specifically regarding potential costs, some recognised that their support for supply resilience or environmental protection may decrease if costs were considered too high, or if it impacted affordability for lower income households.	3.0	**3.0**	**3.0**

E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Biodiversity improvement	Improve nature/wildlife	Household customers typically preferred environmental improvements to be spread across all catchments, whereas non-household customers preferred concentrating larger improvements on a smaller number of catchments.	3.0	**1.0**	**2.0**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Safe and reliable water	Continued water supply	Participants strongly support investment in regional water resources being progressed in order to reduce the risk of water restrictions, even if there was an associated risk of incorrect assets being built and wasted investment	3.0	**3.0**	**3.0**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	In general supply options were preferred over demand options. There was concern amongst participants as to whether people can be trusted to change behaviours and reduce demand in a sustained way, which strongly influences their views and preferences for demand options. In contrast supply options were seen as reliable. Customers also recognise that there is a need to use multiple approaches for water resource planning, rather than rely on a single approach or solution.	3.0	**2.0**	**2.5**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West	May-22	Sustainable abstraction	Leakage	Reducing leakage and using education and awareness campaigns to encourage reductions in water usage were the most supported demand options.	3.0	**1.0**	**2.0**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West	May-22	Sustainable abstraction	Reducing reliance on rivers and groundwater	When asked about specific constraints on sharing water, participants strongly supported sharing to protect the environment.	3.0	**2.0**	**2.5**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Safe and reliable water	Continued water supply	Participants agreed that affordability should be taken into account when developing regional plans, even though they recognised the need for investment. The key reason was their view that water is a necessity not a luxury.	3.0	**3.0**	**3.0**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Safe and reliable water	Continued water supply	Customers supported investment now that would benefit future generations. They typically expected the cost to be spread out over the period to limit the bill impact, and some customers flagged their support was conditional on the size of the bill impact.	3.0	**3.0**	**3.0**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West	May-22	Sustainable abstraction	Reducing reliance on rivers and groundwater	Participants' preference for supply options was reinforced by a c.60:40 split between supply and demand options in the mini water resource planning exercise. Customers also recognise that there is a need to use multiple approaches for water resource planning, rather than rely on a single approach or solution.	3.0	**2.0**	**2.5**
E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	May-22	Biodiversity improvement	Improve nature/wildlife	There was a clear preference from both household and non-household respondents for going beyond the minimum requirements for the environmental ambition of the plan, to provide enhanced outcomes for biodiversity in the region and also benefit communities by improving local environmental quality.	3.0	**1.0**	**2.0**
E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Sustainable abstraction	Reducing reliance on rivers and groundwater	There was strong support from both household and non-household respondents for measures that will reduce the dependency of the water supply system on surface and groundwater abstractions, particularly from sensitive catchments. There was a clear preference for going beyond the minimum requirements for the environmental ambition of the plan, to provide enhanced outcomes for biodiversity in the region and also benefit communities by improving local environmental quality.	3.0	**3.0**	**3.0**

E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Sustainable abstraction	Leakage	Targets for net zero carbon and increased effort to reduce leakage tended to be secondary factors for customers. Household respondents had a clear preference for the 50% reduction in leakage target to be achieved by 2050. Non-households, however, did not favour enhanced effort for reducing leakage over continuing levels of repair and maintenance.	3.0	**1.0**	**2.0**	Y
E010	Customer Research to Inform the Best Value Water Resource Plan for	Jun-22	Net Zero carbon	Attitudes towards net zero and climate change	Targets for net zero carbon and increased effort to reduce leakage tended to be secondary factors for customers. Household respondents had a clear preference for the 50% reduction in leakage target to be achieved by 2050. Non-households, however, did not favour enhanced effort for reducing leakage over continuing levels of repair and maintenance.	3.0	**2.0**	**2.5**	Y
E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Net Zero carbon	Attitudes towards net zero and climate change	Whilst there was a good level of support from both household and non-household customers for companies' ambition to achieve net zero across operations by 2050, there was no over-riding preference for achieving emissions reductions earlier.	3.0	**2.0**	**2.5**	
E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	There was a willingness on the part of respondents to undertake actions that would reduce water use, but a large share of respondents also had the view that more support was needed from companies and Government to help achieve this. The strongest level of support from both households and nonhouseholds was for a moderate level of reduction in water use.	3.0	**2.0**	**2.5**	
E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Safe and reliable water	Continued water supply	The majority of respondents had some awareness of the impact that severe water restrictions could have on daily activities. The greatest concern was limiting the availability of water to 2-4 hours per day.	3.0	**1.0**	**2.0**	
E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Sustainable abstraction	Reducing reliance on rivers and groundwater	Respondents supported companies taking actions to protect and improve the environment by reducing the dependency of water supply on surface and groundwater abstractions.	3.0	**3.0**	**3.0**	
E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Respondents also recognised the importance of reducing their own water use but felt that more support could be provided to customers by companies and Government to help achieve this.	3.0	**2.0**	**2.5**	
E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Sustainable abstraction	Reducing reliance on rivers and groundwater	There was a positive view on measures to protect and improve the environment by reducing the dependency of water supply on surface and groundwater abstractions.	3.0	**3.0**	**3.0**	

E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Biodiversity improvement	Improve nature/wildlife	There was a strong preference for going beyond the minimum level of action to protect and improve the environment. Household respondents placed a high weight on outcomes that would improve the environment for the local communities; non-household respondents' strongest preference was for enhanced outcomes that benefited both biodiversity and local communities.	3.0	1.0	2.0
E010	Customer Research to Inform the Best Value Water	Jun-22	Net Zero carbon	Attitudes towards net zero and climate change	Overall, respondents placed minimal additional weight on achieving net zero earlier in 2040 (versus 2050). Household respondents did, though, favour achieving the 2050 50% reduction in leakage target on time (versus maintaining current levels of investment). Non-households did not.	3.0	2.0	2.5
E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Jun-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	A per capita consumption level of 110/l/p/d was the preferred target for both household and nonhousehold respondents. This was preferred to both lower and higher reduction levels from a current position of 140l/p/d.	3.0	2.0	2.5
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	Safe and reliable water	Continued water supply	Drought resilience - Customers were aware of the future water supply challenges in the South West, although had limited understanding about the impacts of extreme drought. Severe water use restrictions like rota cuts were perceived as difficult to cope with and generally unacceptable.	3.0	3.0	3.0
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Trade-offs - The majority of customers supported higher frequency of less severe restrictions such as hosepipe bans and the potential inconvenience it would cause, if this would contribute to keeping more water in the environment and protecting sensitive habitats.	3.0	1.0	2.0
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Timing of investment - Customers favoured earlier investment in new supply options, even if this had increased risk that they may not be needed, or they could be wrong size. For customers the benefits or acting early and being prepared outweighed the potential benefit of waiting for more certainty in the future before acting.	3.0	1.0	2.0
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	Excellent customer experience	High customer satisfaction	Customers feel there is quick initial response from engineers and pleasant customer service staff (when able to get through)	3.0	1.0	2.0
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	Excellent customer experience	High customer satisfaction	Mixed views on thoroughness of initial checks – not always a proper investigation of cause, suggestion that probably the customer's problem rather than WW; lack of communication from WW to engineer. Context - Experiences customers have has with WW handling of incidents regarding water related problems (general not a specific fault/problem)	3.0	1.0	2.0
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	Biodiversity improvement	Improve nature/wildlife	Environmental ambition - Customers see water in the environment as a precious resource and there was a strong preference for the plan to go beyond the minimum requirements for environmental protection to provide even greater benefit for nature and wildlife.	3.0	1.0	2.0

E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep Sewage system working effectively	High priority actions CUSTOMER EDUCATION - Fairly certain of reduction in incidents at low 'cost' - Examples of wet-wipes etc helps to ground in reality Context - In order to reduce the strain on the environment regarding the management of drainage and wastewater, educating customer on best practices and the importance of these practices on the environment has been found as a high priority action.	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep sewage system working effectively	High Priority actions INCREASE TREATMENT CAPACITY - High certainly of some reduction in incidents - Low impact on rivers - Cost and disruption acceptable for longer term gain BUT - Requests for carbon offset (esp. younger)	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep Sewage system working effectively	**In developing the Strategic Direction Statement, Wessex Water need to demonstrate they recognise the challenges faced by business customers and ensure a continuous supply of clean water and waste water services are delivered to avoid any disruption, leaving customers to focus on running their businesses.**	3.0	**0.0**	**1.5**	Y
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep Sewage system working effectively	Increase capacity of existing sewers - Concept of 'doing more with the same' appeals - However, prompts concerns around longevity - Would be costly, unless could be part of maintenance process - Does not address issue of taking surface water through the sewage treatment process	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep Sewage system working effectively	Increase treatment capacity - Makes sense to do more with the same and assumed not too much disruption - However, customers wanted more information as to how much the capacity could be increased and whether a long-term solution	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep Sewage system working effectively	**Increasing sewer capacity is supported despite cost (environmental and financial)**	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep Sewage system working effectively	**Increasing treatment capacity seen as the best long term solution** **- Permanent solution (whilst other options could be temporary e.g. education)** **- High impact in reducing flooding**	3.0	**0.0**	**1.5**	

E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	Safe and reliable water	Continued water supply	Intelligent Network Operation - Sensible option of making the existing infrastructure work harder - Feels dynamic, responsive and less disruptive - However, some concerns over how effective and how resilient this option would be - Short-term fix rather than a longer term solution	3.0	**3.0**	**3.0**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep sewage system working effectively	Low priority actions SUSTAINABLY PREVENTING RAINFALL ENTERING SEWERS - Much uncertainty with potential monetary and carbon cost reduces appeal here for those initially interested - NOTE: 'sustainable' but with high carbon impact confuse	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep Sewage system working effectively	**On hearing the cost impact, most suggest curbing investment in treatment capacity**	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep Sewage system working effectively	**Some felt the priority to increase capacity was more important than concern for the environmental and financial cost, which they thought could be short-term**	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Keep sewage system working effectively	Specific customer feedback on the effective sewerage outcome included: - Customers were pleased to see actions to tackle an issue that they perceive to be important. - Nature based solutions were positively received. - Some customers had local concerns related to sewage flooding and blockages and were keen for this to be addressed quickly - Several customers showed a willingness to engage, asking for advice around blockage prevention. Some customers wanted to see more mention of education campaigns to help prevent blockages. - There were some views that the plan was not ambitious enough – from customers this was seemingly linked to media coverage of storm overflows – many customers are unaware of their purpose in protecting homes and think it is possible to eliminate them entirely. - Some stakeholders as well as customers indicated they felt plans lacked innovation, could be more ambitious or faster in delivery.	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	An effective sewerage system	Reducing impacts and risk of sewer flooding	Customers who are unwilling to pay - General economic uncertainty/pessimism - Number of current incidents feels low compared to no. of households - Some asked for clearer definition of incident - People are responsible for their own properties - Unlikely to happen to me - How can Wessex ensure no household incidents? - Sceptical about £17.50 – what about inflation and rest of bill(s)	3.0	**0.0**	**1.5**	
E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Jul-22	Sustainable abstraction	Reducing reliance on rivers and groundwater	Greywater Treatment and Reuse - A popular option - Makes complete sense to reuse for non-drinking purposes - Reduces guilt in sending 'clean' water to sewage - Some knowledge of existing toilets with integrated basins, so doesn't feel too far a stretch - For consumers it is ideal if the system is contained within their own household - Could be integrated into new developments - Potential costs/accessibility would be a barrier - Some interested among NHH if help provided - Water retailers feel there is an opportunity for Wessex to have effective dialogue with practical solutions for businesses	3.0	**1.0**	**2.0**	

E013	2022-3 Water Tracker Q4	Apr-23	Affordable bills	Helping customers experiencing financial difficulty	In the face of the ongoing cost of living crisis, very widespread pessimism about household financial outlook continues – nearly 6 in 10 Wessex Water customers still believe their household will be worse off in 12 months' time	2.0	1.0	1.5
E013	2022-3 Water Tracker Q4	Apr-23	Affordable bills	Helping customers experiencing financial difficulty	Yet there are signs that the anticipated winter cost of living crisis may not be as bad as some were expecting: Fewer customers are worried about water bill affordability now than in summer and autumn 2022. There is also some encouragement with indications of a small drop in customers reporting their bill is unaffordable.	2.0	1.0	1.5
E013	2022-3 Water Tracker Q4	Apr-23	Affordable bills	Value for money	Perception of Wessex Water - SSD Value for money - 3.9/5	2.0	1.0	1.5
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	Satisfaction with Wessex Water (HH) has reduced slightly over the course of 2022-3. This coincides with the noticeable increase in awareness of releases from storm overflows and a very significant negative shift in attitudes to the operation of storm overflows.	2.0	3.0	2.5
E013	2022-3 Water Tracker Q4	Apr-23	An effective sewerage system	Reducing wastewater pollution incidents	Satisfaction with Wessex Water (HH) has reduced slightly over the course of 2022-3. This coincides with the noticeable increase in awareness of releases from storm overflows and a very significant negative shift in attitudes to the operation of storm overflows.	2.0	2.0	2.0
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	Over recent Quarters consumers have been slightly less likely to endorse some of Wessex Water's more reputationally based attributes. Notably there is a diminished sense of the company being 'well regarded in your community'. Could this be a sign of reputational impact from negative publicity of the industry as a whole over sewage releases?	2.0	3.0	2.5
E013	2022-3 Water Tracker Q4	Apr-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	After a wet and cold period, fewer customers now believe that water resources are limited. However, despite this seasonality in outlook, over the course of the year more customers claim to be practising certain water saving behaviours. This is a positive initial sign although any changes in attitudes and behaviour will need effort to maintain.	2.0	2.0	2.0
E013	2022-3 Water Tracker Q4	Apr-23	Safe and reliable water	Continued water supply	Across the latest year overall, 'ensuring a reliable water supply' continues to top the list of priorities, with 'preventing sewage entering rivers and the environment' an enduring priority in second place.	2.0	2.0	2.0
E013	2022-3 Water Tracker Q4	Apr-23	An effective sewerage system	Reducing wastewater pollution incidents	Across the latest year overall, 'ensuring a reliable water supply' continues to top the list of priorities, with 'preventing sewage entering rivers and the environment' an enduring priority in second place.	2.0	2.0	2.0
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	High customer satisfaction	Overall satisfaction has declined slightly over the course of 2022/23. Top reasons consumers give for being satisfied continue to focus on reliability and efficiency of sorting out issues. Since the summer 'sewage discharge into rivers' is slightly more prominently mentioned by those who are less satisfied.	2.0	1.0	1.5
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	The Trust Index is based on the average scores of 6 components which can influence consumer trust. The overall score has changed only slightly from Quarter to Quarter, although now stands at its lowest point to date. Several components are also at their lowest point so far, notably 'brand validation' which is based on reputation in the community.	2.0	3.0	2.5
E013	2022-3 Water Tracker Q4	Apr-23	Affordable bills	Value for money	Perception of Wessex Water -DWMP Value for money - 3.8/5	2.0	1.0	1.5
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	While claimed knowledge directionally declined in the latest Quarter, overall across 2022-3 it remained similar to last year. There remains clear scope to deepen knowledge. (About WW)	2.0	3.0	2.5
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	In terms of sentiment towards Wessex Water slightly fewer are 'very positive' across this year than in 2021-2, but it is encouraging that very few are actively negative.	2.0	3.0	2.5
E013	2022-3 Water Tracker Q4	Apr-23	Safe and reliable water	Continued water supply	Most performance ratings remain consistent over time with only directional changes through the year. 'Reliability' – a key driver of satisfaction – continues to be strong and near the top of the list. However 'helping prevent sewer blockages' has fallen to the lowest point to date. Could this be perceived as relating to sewage entering the environment?	2.0	2.0	2.0
E013	2022-3 Water Tracker Q4	Apr-23	An effective sewerage system	Keep Sewage system working effectively	Most performance ratings remain consistent over time with only directional changes through the year. 'Reliability' – a key driver of satisfaction – continues to be strong and near the top of the list. However 'helping prevent sewer blockages' has fallen to the lowest point to date. Could this be perceived as relating to sewage entering the environment?	2.0	1.0	1.5
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	'Environment' continues to be the most widespread area that consumers spontaneously mention Wessex could improve on – followed by 'Infrastructure'. Water saving has fallen back down the ranking, as the summer heatwave fades from memory and is replaced by wet and cold weather	2.0	3.0	2.5
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	Recall touchpoints - Employees/van/signage and the magazine are continue to be the key touch points recalled. Other specific channels of communication from Wessex Water are less salient.	2.0	3.0	2.5

E013	2022-3 Water Tracker Q4	Apr-23	Sustainable abstraction	Smart meters and water efficiency measures	Interest in having a water meter is now at the lowest point to date (25%). Wording for this measure will be changed in the next round of research to understand demand for the information a smart meter would provide, without referencing the term 'smart meter'. There has been a slight rebound in agreement that consumers aren't sure how to reduce their water use, but it remains lower for the latest year than in 2021-2, so there has been some long term progress in this area.	2.0	**1.0**	**1.5**
E013	2022-3 Water Tracker Q4	Apr-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	Over 2022-3 there is evidence of increased conscientiousness – more claim to not wash clothes after every use, not rinse washing up, and not have a shower/bath every day; letting lawn go brown may be more seasonal and affected by rain. Greatest resistance remains to not having a bath or shower every day, and not flushing after every use.	2.0	**2.0**	**2.0**
E013	2022-3 Water Tracker Q4	Apr-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	Impressions of water resources available appear to be influenced by season. With wetter and colder conditions over the last two Quarters, following on from a record-breaking heatwave over the summer, more customers believe water supplies are plentiful in the region again. This will likely have implications for attitudes to water saving.	2.0	**2.0**	**2.0**
E013	2022-3 Water Tracker Q4	Apr-23	Great river and coastal water quality	Protect and improve river/beach water quality	Awareness of storm overflows is higher in the latest Quarter than at any previous period, in light of ongoing national media coverage. This coincides with continued signs of a decline in underlying impressions of local river and sea water quality – although the balance of opinion remains positive.	2.0	**1.0**	**1.5**
E013	2022-3 Water Tracker Q4	Apr-23	An effective sewerage system	Reducing wastewater pollution incidents	Awareness of storm overflows is higher in the latest Quarter than at any previous period, in light of ongoing national media coverage. This coincides with continued signs of a decline in underlying impressions of local river and sea water quality – although the balance of opinion remains positive.	2.0	**2.0**	**2.0**
E013	2022-3 Water Tracker Q4	Apr-23	An effective sewerage system	Reducing wastewater pollution incidents	There has been a sizeable and sustained shift in the opinion of storm overflows after reading the description of how they operate. In the latest Quarter fewer people have a neutral view, and there is now a very clear balance of opinion towards finding storm overflows unacceptable.	2.0	**2.0**	**2.0**
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	The TV advertisement has not widely cut through to consumers in the Wessex Water region, although the creative execution shows good potential for conveying 'new news' about the company, with nearly 2 in 3 feeling better informed about Wessex Water after viewing it within the research.	2.0	**3.0**	**2.5**
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	While caution is needed because of very small base sizes, there are encouraging signs for recognition of the radio advertisement amongst Heart FM listeners, 1 in 4 of whom recall it after hearing. It also shows potential for effective rational communication, with 6 in 10 agreeing they felt more informed after being played the ad in the research.	2.0	**3.0**	**2.5**
E013	2022-3 Water Tracker Q4	Apr-23	Excellent customer experience	Brand perceptions and engagement	Amongst panellists the sentiment is broadly positive about the Wessex Water's social purpose principles – over 7 in 10 feeling they represent a genuine effort to contribute.	2.0	**3.0**	**2.5**
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Excellent customer experience	Brand perceptions and engagement	Belief that historical underinvestment has created current issues, with customers now paying for improvements, not shareholders.	2.3	**2.0**	**2.2**
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Excellent customer experience	Brand perceptions and engagement	Suspicion over ownership by a foreign company, with the belief that foreign owners and investors are not interested in local issues	2.3	**2.0**	**2.2**
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Affordable bills	Value for money	Satisfaction is driven primarily by Wessex Water seen as reliable and having acceptable charges.	2.3	**2.0**	**2.2**
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Affordable bills	Value for money	Satisfaction is, as we might expect, strongly related to value for money amongst bill payers.	2.3	**2.0**	**2.2**

E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Affordable bills	Value for money	Satisfaction with value for money this year is 69%. Despite the dramatic decline in outlook on household finances, the rating of VFM is extremely consistent with last year, and similar across all three supply areas.	2.3	**2.0**	**2.2**
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Safe and reliable water	Continued water supply	Safe and reliable water has been found to be the most desired 2030 outcome - Customers frequently expressed the sentiment that providing safe and reliable water was the cornerstone of services that should be provided by a water company. - Water shortages were not high on customers' radars, so discussions often engaged more with water being safe (to drink, swim in etc.) rather than the risk of supply interruptions. Positives - Customers were pleased initiatives to ensure safe and reliable water – even if they did not understand the relevance of the goals - Stakeholders felt that Wessex Water's performance on supply interruptions was impressive Negatives - Customers found it difficult to conceptualise supply interruption stats - Lacked detail around strategies to secure water supply in the long term - Minimal discussion around water shortages amongst customers suggests more education may be needed to raise awareness	2.3	**2.0**	**2.2**
E012	Drainage and Wastewater Management Plan Research: Qualitative Findings	Sep-21	An effective sewerage system	Keep Sewage system working effectively	STARTING KNOWLEDGE AND UNDERSTANDING OF DRAINAGE AND WASTEWATER IS GENERALLY LOW AMONG THOSE WITH NO EXPERIENCE OF ISSUES: Most admit to not having considered what happens to surface water and little thought to the sewage treatment process	2.7	**3.0**	**2.8**
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Great river and coastal water quality	Protect and improve river/beach water quality	Great river and coastal water quality has been given the 3rd most importance for 2030 goals - Customers felt the health of waterways has decreased in recent years due to 'dumping' of sewage and fertiliser, with noticeable impact on wildlife (e.g. reduced amount of ducks and fish in local rivers) and health risks for swimmers - This issue is top priority for many stakeholders, requiring urgent action - Belief that underinvestment and lack of regulation are key causes - Clean bathing waters important for tourism and therefor revenue Positives - Customers happy to see the issue being addressed - Smart sewers seen as good value - Collaboration welcomed by respondents, especially stakeholders Negatives - Water quality targets not ambitious enough - Initiatives lack innovation – smart sewers not seen as cutting edge - Goals seen as unambitious and timescales met with dismay by some stakeholders – feel much more urgent action is needed	2.3	**2.0**	**2.2**
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Affordable bills	Helping customers experiencing financial difficulty	Affordable bills have been ranked 4th for 2030 goals - Affordability is highly relatable given recent price increases to many essential products and services, and the extensive media coverage of the cost of living crisis and the impact. - Many comments demonstrated the social conscience felt by many, with customers, staff and stakeholders all expressing a desire to protect the most financially vulnerable in society, ensuring access to a product which is essential to life. Positives - Some pleased that there is a specific focus on ensuring affordability whilst investing in other essential areas - Support for low income households positively received, particularly given the current economic climate - Staff recognise importance of goals to maintaining reputation as a 'customer service business' Negatives - Very negative reaction from many given the perceived issues with private ownership of water companies – targets seem disingenuous - Many could not see past this broader issue in order to make an assessment of the specific goals - Question over whether measures are sufficient to offset bill increases	2.3	**2.0**	**2.2**

E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Biodiversity improvement	Improve nature/wildlife	Biodiversity has been given the 5th rank for the most important goals for 2030 - Biodiversity is a topic that many felt was personally important to them – although many lacked specific knowledge about possible improvements. - Improving biodiversity was felt to benefit the local area e.g. by creating natural areas around reservoirs that people can enjoy. Positives - Customers were reassured by the targets they were given that Wessex Water are 'doing their bit' in terms of protecting biodiversity - Benefits to an area the size of 1,000 football pitches sounds impressive Negatives - Lack of detail around specific measures taken to improve biodiversity - Outcome area feels like an afterthought, with minimal content - Target is vague – what does 'improve' actually mean and how will this measured?	2.3	**2.0**	**2.2**
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	Sustainable abstraction is seen as the 6th most important outcome for 2030. - Not ranked as very high on the agenda by customers, potentially due to terminology used – it was often necessary to explain 'abstraction'. - Leakage was more emotive, but goal not noticed by many customers - By contrast, leakage was a top concern for many stakeholders, with a strong feeling that the water industry needs to address this. Some felt that there should be no shareholder dividends until it is sorted. Positives - Smart meter installation targets welcomed by many, particularly cost conscious customers and those who had experienced a reduction in bills since having a meter installed - Good understanding of concepts around reducing abstraction once customers understand terminology Negatives - Confusion over what exactly 'sustainable abstraction' means and suggestion that simply complying with abstraction licenses does not go far enough - Low awareness of drought risks amongst customers limits engagement with Outcome Area - Suspicion around smart meter initiative – perception that they aren't accurate and lack of trust in Wessex Water to fairly pass on savings to customers - Lack of detail around initiatives to reduce leakage – this topic elicited strong feelings from those customers who noticed this goal	2.3	**2.0**	**2.2**
E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Net Zero carbon	Attitudes towards net zero and climate change	Net zero carbon is seen as the 7th most important outcome for 2030 - Net zero was a highly polarizing topic for customer, leading to a lower ranking vs other areas. Despite this, it is clear that people from all groups have strong opinions on this high profile issue, suggesting that targets are likely to be scrutinized. Positives - Net zero goal is welcomed by many who are extremely worried about the planet's future - Use of electric vehicles was viewed positively by these respondents Negatives - A significant minority felt that net zero targets were not the best way to address the climate emergency, suggesting that it is an unobtainable and difficult to measure goal. - Timescales are too long - Lacks detail around how net zero will be achieved and measured - Perception that electric vehicles are not eco-friendly due to need for disposal of batteries - Broader questions over whether it is ever possible to reach net zero and whether Wessex Water will stick to its promises when there are so many other issues to contend with - Tension between the environmental lobby and the consumer lobby - Considered by some a 'luxury spend' when other pressing issues to pay for - A minority believe that climate change does not exist and do not support initiatives around it.	2.3	**2.0**	**2.2**

E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Apr-23	Excellent customer experience	High customer satisfaction	Great customer experience have been given the lowest importance in terms of the urgency of 2030 goals - Customer experience was not a top priority for attendees – water is a low engagement category and unless a customer has needed to get in touch with their water company, customer service tends not to be top of mind - Acceptable customer service is seen as a hygiene factor by many, especially stakeholders Positives - Customers are pleased to see Wessex Water's position at the top of the leader board for customer service - Comments from staff demonstrated commitment to providing good customer service, suggesting they will be supportive of this Outcome Area Negatives - Some hostility towards the way that performance is presented in graphs comparing customer service across companies - if all companies are performing badly this is not an accurate reflection of good customer service - Great customer experience should be a given – having a target implies that this is not currently the case	2.3	**2.0**	**2.2**
E012	Drainage and Wastewater Management Plan Research: Qualitative Findings	Sep-21	Excellent customer experience	Brand perceptions and engagement	Negativity towards the privatised water industry is a key issue across the respondent base, with anger over the perception that stakeholder pay-outs have been prioritized over investment in water services and infrastructure, leading to issues which must now be fixed at the cost of customers. It is particularly pronounced in this research given the high attendance of those supportive of renationalisation at face to face events, and because the conversation around privatized industries has been much higher on the political agenda since Corbyn's election pledges in 2017.	2.7	**1.0**	**1.8**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	Excellent customer experience	High customer satisfaction	Perception of Wessex Water - DWMP Overall satisfaction -7.9/10	2.7	**2.0**	**2.3**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	Excellent customer experience	Brand perceptions and engagement	Perception of Wessex Water -DWMP Trust Wessex Water - 7.6/10	2.7	**1.0**	**1.8**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	Affordable bills	Value for money	Satisfaction with value for money this year is 70%.	2.7	**1.0**	**1.8**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	Excellent customer experience	High customer satisfaction	Perception of Wessex Water - SSD Overall customer satisfaction - 8.1/10	2.7	**2.0**	**2.3**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	Excellent customer experience	Brand perceptions and engagement	Perception of Wessex Water - SSD Trust Wessex Water -7.8/10	2.7	**1.0**	**1.8**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	Affordable bills	Value for money	Sentiment is, as we might expect, strongly related to value for money amongst bill payers.	2.7	**1.0**	**1.8**
E012	Drainage and Wastewater Management Plan Research: Qualitative Findings	Sep-21	Affordable bills	Value for money	Customers who are willing to pay - Amount of increase doesn't feel too high - Nobody should experience sewer flooding - Need to make improvements for the future - "The greater good" – I can afford to, others can't	2.7	**0.0**	**1.3**

E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	An effective sewerage system	Keep sewage system working effectively	When customers are asked how to invest to reduce or resolve wastewater issues, the highest percentage of customers wanted to increase investment now to 2030 rather than increase slowly between now and 2040 or 2050 for example.	2.7	**2.0**	**2.3**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	An effective sewerage system	Keep sewage system working effectively	While 26% of customers found increasing treatment capacity as an unacceptable option for wastewater treatment, only 6% found Pre-treatment initiatives and permitting unacceptable. - The reasons for both are the high cost and the negative environmental impact	2.7	**2.0**	**2.3**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	When it comes to customer side management, customer education was accepted by 74% whereas separation-sustainably preventing rainfall entering sewers was accepted by only 39% The reasons for which customers found customer education UNACCEPTABLE was due to them finding it unnecessary and due to customers preferring money used for different activities. When it comes to separation, the reason for which customers found the action UNACCEPTABLE was because of the high cost and the seemingly no significant impact. Context - Education refers to - The roll out of an education programme to improve understanding of the importance of reduced flows and misuse of the system, and the impact this has on the environment and sewerage system.	2.7	**1.0**	**1.8**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	An effective sewerage system	Keep sewage system working effectively	When it comes to surface water management 11% of customers found Separation of surface water from foul water sewer unacctable while 6% of customers found sustainable drainage systems and wetlands to treat excess combined flows unacceptable The reasons for unacceptability od separation was that it was felt like it was not green enough and that it had high cost and that it was not environmentally friendly. The reasons for the unacceptability of sustainable drainage systems were the relatively low impact compared to the cost and the impact it has on the natural habitat	2.7	**2.0**	**2.3**
E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Sep-22	An effective sewerage system	Reducing impacts and risk of sewer flooding	For attribute C (reducing internal and external sewer flooding), Qa found that customers typically had considered the trade-off between the cost and the benefit and decided that they did not want to pay the price of the proposed improvement.	3.0	**1.0**	**2.0**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	An effective sewerage system	Reducing impacts and risk of sewer flooding	Mean willingness to pay for reduced flooding is 19% of the annual wastewater bill per year. For an average household paying an annual wastewater bill of £223, this implies: - Mean WTP for Reduced flooding of £44 per year - 95% of samples of the same kind from the same population would be expected to result in a mean WTP for Reduced flooding between £40 and £48.	2.7	**2.0**	**2.3**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	An effective sewerage system	Reducing impacts and risk of sewer flooding	The impact of sewer flooding was worst when inside the home. Next worst was when flooding was outside the customers' home but within the property boundary, with more than 10 square metres affected followed by when less than 10 square metres were affected. The next worst location was the customers' road, and the least impactful location was in the nearest field or park	2.7	**2.0**	**2.3**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	Great river and coastal water quality	Protect and improve river/beach water quality	- Customers preferred flooding away from their houses, rainwater sewer flooding to foul/combined sewer flooding and less frequent flooding. - Customers' willingness to pay for DWMP outcomes such as reduced flooding and reduced carbon emissions increased with an increase in the reduction rate. - Customers' willingness to pay for river improvement increased with an increase in the improvement rate and - Customers' willingness to pay decreased with an increase in the flooding, carbon emissions and local traffic congestion rates.	2.7	**1.0**	**1.8**
E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Nov-21	An effective sewerage system	Keep sewage system working effectively	A segmentation analysis of the results from the choice exercises showed that values were quite similar across most customer segments i.e., region, age, gender and segmentation code, with few significant differences. Differences in Mean WTP values across most customer segments i.e., region, age, gender and segmentation code were not statistically significant (at 5%) Context - The results found across the whole populations remained constant for different segments within the analysed customers.	2.7	**2.0**	**2.3**

E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	We find that for five of the six methods of SA, customers' selected volumes of SA improvement is not sensitive to the bill impacts they face within the survey to select higher or lower levels of it. Hence, we conclude that customers are willing to pay a price per ML/d up to the maximum bill impact per ML/d shown in the survey, up to their preferred total level of ML/d, with no evidence that their willingness to pay diminishes over this range. For instance, this means that when customers are presented with WW's target of 10 ML/d, they are willing to pay at least £2.22 per ML/d to improve SA by 3 ML/d (£6.66 in total) through leakage reduction. For context current ML/d is 7 thus an increase of 3ML/d is needed which brings our WTP to £6.66	3.0	**3.0**	**3.0**	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Leakage	Regarding the relative preferences expressed by customers between these alternative options, the evidence suggests that customers tend to place most value on leakage reduction and reservoir construction, with less value in £ per ML/day of SA improvement placed on the alternatives.	3.0	**3.0**	**3.0**	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Leakage	The evidence does not suggest that customers prefer WW to meet the SA target in the least expensive way possible. In general, customers' would like WW to achieve SA primarily through leakage reduction, which is typically the most expensive method offered.	3.0	**3.0**	**3.0**	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Leakage	When customers could freely choose their preferred amount of SA, they again chose less leakage reduction (by 0.2 ML/d) and more HH and NHH support (by 0.4 and 0.7 ML/d, respectively), but also more reservoir construction and "regulation" (by 0.1 and 0.2 ML/d, respectively), overall increasing the total amount of SA selected by approximately 1.2 ML/d. However, since customers tended to reduce the amount to be delivered by the most expensive option (i.e., leakage reduction), the total bill impact did not increase.	3.0	**3.0**	**3.0**	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Leakage	Finally, we tested whether customers' preferences changed when faced with a choice exercise that more realistically reflected the costs and feasibility constraints of WW's actual planning problem to achieve its 10 ML/d target. Overall, we find similar results to those expressed in the preceding exercises. Customers still want WW to achieve the target improvement in SA through a mix of methods which prioritises leakage reduction, with an average impact on their annual bill of £6.	3.0	**3.0**	**3.0**	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Leakage	Of the six methods available, customers' most preferred methods are leakage reduction and building a new reservoir. However, customers do not want WW to rely on these two methods exclusively. They prefer a strategy that includes some of each of the six methods.	3.0	**3.0**	**3.0**	Y
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	Customers are willing to pay for improvements in sustainable abstraction beyond the target 10 ML/d. When given free choice, most customers chose materially more than 10 ML/d of sustainable abstraction activity	3.0	**3.0**	**3.0**	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	On average, customers are motivated by the aim of improving the sustainability of WW's abstraction activities and want WW to do this using the methods that are most likely to be effective (i.e., they prefer methods where they perceive there to be less risk of failure to improve sustainability). While cost is a concern for some customers, for most customers it is a secondary consideration	3.0	**3.0**	**3.0**	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	Direct customers select significantly higher levels of HH support and regulation when unconstrained (i.e., exercises 2 and 4) than other customers. Again, direct debit customers are likely to have more disposable income than other respondents and therefore be less constrained by cost. It may also be the case that individuals who are willing to set up direct debits are more trusting of their water company and therefore more willing to pay for measures like HH support and regulation, whereas less trusting customers may be sceptical regarding the effectiveness of these measures.	3.0	**3.0**	**3.0**	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Smart meters and water efficiency measures	Metered customers select a statistically significantly higher level of smart metering across all four exercises. Metered customers may be more to be aware of the potential benefits of smart meters.	3.0	**2.0**	**2.5**	

E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	It is reasonable to assume that customers are willing to pay: - At least £2.22 per ML/d for improving SA by ca. 3 ML/d (Exercises 1 and 3) and ca. 12 ML/d (Exercises 2 and 4) through Leakage reduction; - At least £0.34 per ML/d for improving SA by ca. 1 ML/d (Exercises 1 and 3) and ca. 4 ML/d (Exercises 2 and 4) through HH Support; - At least £0.09 per ML/d for improving SA by ca.1.5 ML/d (Exercises 1 and 3) and ca. 5 ML/d (Exercises 2 and 4) through NHH Support; - At least £1.35 per ML/d for improving SA by ca. 1 ML/d (Exercises 1 and 3) and ca. 3.5 ML/d (Exercises 2 and 4) through Smart Meters; and - At least £0.16 per ML/d for improving SA by of 1 ML/d (Exercises 1 and 3) and ca. 3.5 ML/d (Exercises 2 and 4) through Regulation.	3.0	3.0	3.0	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	- Looking at customers' choices for each method individually when they are constrained to meet WW's 10 ML/d target, we see that after receiving additional information customers' preferences change slightly. Customers choose less of leakage reduction and the reservoir, and more of HH and NHH support. '- Looking at customers' choices for each method individually when they are not constrained to meet WW's 10 ML/d target, we again see that customers choose less leakage reduction and more HH and NHH support. However, in this case customers also increase the amount of reservoir and regulation that they choose. - Finally, looking at the total amount of improvement in sustainable abstraction that customers choose, we see that between Exercise 2 and Exercise 4 respondents increase the total amount of improvement they select by 1.22 ML/d on average. However, there is no significant increase in customers' bills between Exercise 2 and Exercise 4.	3.0	3.0	3.0	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	Overall, this means that once customers learn more about the six different methods, they are more willing to select the less expensive methods, so they can achieve more improvement in sustainable abstraction for the same overall bill impact. However, the impact of additional information is small.	3.0	3.0	3.0	Y
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	We find the results of Exercise 5 are similar to those of Exercises 1-4: customers would like WW to pursue a strategy that prioritises leakage reduction and building a new reservoir but includes some of each of the six methods.	3.0	3.0	3.0	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	Respondents typically preferred leakage reduction and building a new reservoir, despite these being the first and third most expensive methods. Almost 41 per cent of respondents allocated at least 4 of the 10 ML/d to leakage reduction, and almost 23 per cent allocated at least 4 ML/d to reservoir construction. Only 1 out of 10 customers did not allocate any ML/d to leakage reduction.	3.0	3.0	3.0	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Smart meters and water efficiency measures	Conversely, customers' least preferred option was smart metering (59 per cent of respondents assigned 0 ML/d to this method). This was followed by regulation and HH support, to which 55 and 43 per cent of respondents, respectively, assigned 0 ML/d.	3.0	2.0	2.5	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	We find that for five of the six methods WW could use to deliver SA, customers' preferences on how much of each method WW should implement are not driven by price. This is true both when customers are asked to select an amount of each method to meet a target of 10 ML/d of water saved and when customers have the freedom to choose any amount of water saved.	3.0	3.0	3.0	
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	Table 6.2 reports customers' WTP for one additional ML/d to be saved through building a reservoir. This table should be read as follows. Looking at the second column, WTP (£ per ML/d) to achieve target 10 ML/d, we see that customers are WTP £1.96 per ML/d for the first ML/d saved and a further £0.46 per ML/d for the second unit. Therefore, if WW were to build a reservoir to reduce abstraction by 2 ML/d in total, then the average customer would be WTP in total an additional £2.42 per year on their bill to fund this.	3.0	3.0	3.0	

E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	Overall, the combined evidence on all six activities suggests that customers are WTP for some amount of each method and would prefer that WW invest in a mix of methods to achieve improvement in sustainable abstraction. Customers' most preferred methods appear to be leakage reduction, building a reservoir, and supporting NHH customers to reduce their water consumption. However, although customers do exhibit a preference for a reservoir in small amounts, the evidence from Table 6.2 suggests that they may not be willing to pay for a reservoir at its feasible scale (i.e., providing 30 ML/d of reduction in water abstracted) solely to improve sustainable abstraction.	3.0	**3.0**	**3.0**
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	There is clear evidence that customers are willing to pay for WW to invest to improve the sustainability of its abstraction activities by more than its 10 ML/d target. In the two exercises where customers were not restricted to the target of 10 ML/d but could choose their preferred amount of ML/d, customers typically chose a materially higher amount of sustainable abstraction. On average, they selected 35.1 ML/d in Exercise 2 and 36.3 ML/d in Exercise 4, which increased the total annual bill by £23 in each case.	3.0	**3.0**	**3.0**
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	Overall, this means that once customers learn more about the six different methods, they are slightly more willing to select the less expensive methods, so they can achieve more improvement in sustainable abstraction for the same overall bill impact. However, the adjustments are marginal in terms of magnitude.	3.0	**3.0**	**3.0**
E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Jun-23	Sustainable abstraction	Reducing reliance on rivers and groundwater	We tested whether customers' preferences changed when faced with a choice exercise that more realistically reflected the costs and feasibility constraints of WW's actual planning problem to achieve its target of 10 ML/d of water saved. We found that customers' preferences were in line with those expressed in the preceding exercises. That is, customers want WW to use a mix of methods to deliver improvement in sustainable abstraction, with emphasis on leakage reduction despite it being the highest cost option. On average, in this exercise customers selected options that led to a £6 increase in their annual bill.	3.0	**3.0**	**3.0**
E017	Customer Insight Summary for final DWMP / SOR	May-23	An effective sewerage system	Reducing wastewater pollution incidents	There is growing customer awareness of storm overflows matched with a growing customer view that their operation is unacceptable. Many customers and stakeholders feel that urgent action and investment is required.	3.0	**1.0**	**2.0**
E017	Customer Insight Summary for final DWMP / SOR	May-23	An effective sewerage system	Reducing wastewater pollution incidents	There is evidence that significant proportions of customers are willing to pay increased bills to support investments that reduce the operation of storm overflows and improve river and coastal water quality.	3.0	**1.0**	**2.0**
E017	Customer Insight Summary for final DWMP / SOR	May-23	Great river and coastal water quality	Protect and improve river/beach water quality	There is evidence that significant proportions of customers are willing to pay increased bills to support investments that reduce the operation of storm overflows and improve river and coastal water quality.	3.0	**1.0**	**2.0**
E017	Customer Insight Summary for final DWMP / SOR	May-23	Affordable bills	Value for money	The proportion of customers disagreeing their water and sewerage charges are affordable had been trending upwards approaching winter, but there is some positive news that this has not continued in the most recent period. Nevertheless, those who actively agree their bill is affordable across 2022-3 is slightly lower than 2021-2 – more 'on the borderline'.	3.0	**1.0**	**2.0**
E017	Customer Insight Summary for final DWMP / SOR	May-23	An effective sewerage system	Keep Sewage system working effectively	The need to ensure customers take responsibility for their water usage and drainage behaviours. In a sector that has low salience for a majority of customers Wessex Water needs to work with customers to help them understand the implication of their actions (i.e.: what you put down the drains ends up in rivers).	3.0	**2.0**	**2.5**
E017	Customer Insight Summary for final DWMP / SOR	May-23	Affordable bills	Helping customers experiencing financial difficulty	The cost-of-living crisis continues to be a key concern for many customers with widespread pessimism about the outlook for household finances. Around six in every 10 customers think that they will be worse off in the next 12 months. Amidst the cost-of-living crisis and high inflation, customers' worries about being able to afford their water bill became progressively more widespread though the first three quarters of 2022. This anxiety has shown signs of reducing through the winter of 2022-23 some people may not be as badly affected as they were expecting perhaps, although at the end of 2022-23 it remains that around a quarter of customers indicated concerns about bill affordability.	3.0	**1.0**	**2.0**
E012	Drainage and Wastewater Management Plan Research: Qualitative Findings	Sep-21	An effective sewerage system	Keep Sewage system working effectively	Treat/Pre-Treat in Network - Makes sense to reduce the time/pressure on WRCs - Concerns, however, about introducing chemicals into the process: health and environmental - Assumed high cost to monitor water quality throughout the network and potential for errors/spills	2.7	**3.0**	**2.8**

E013	2022-3 Water Tracker Q4	Apr-23	Affordable bills	Value for money	The proportion of customers disagreeing their water and sewerage charges are affordable had been trending upwards approaching winter, but there is some positive news that this has not continued in the most recent period. Nevertheless, those who actively agree their bill is affordable across 2022-3 is slightly lower than 2021-2 – more are 'on the borderline'.	2.0	**1.0**	**1.5**	
E012	Drainage and Wastewater Management Plan Research: Qualitative Findings	Sep-21	An effective sewerage system	Keep Sewage system working effectively	Treatment of overflows - A popular option in principle - Some reference to Somerset levels - Working with the environment - an organic process - Assumed to involve minimal disruption - However, some questioned how much coverage would be possible and how scalable across the area - Some concerns about the impact on the local eco system - Some water retailers suggest partnering with businesses with land to develop in partnership	2.7	**3.0**	**2.8**	
E017	Customer Insight Summary for final DWMP / SOR	May-23	Great river and coastal water quality	Protect and improve river/beach water quality	Specific customer feedback on the great river and coastal water quality outcome included: - Customers felt the health of waterways has decreased in recent years due to 'dumping' of sewage and fertiliser with impacts on nature and health risks for swimmers. Tackling this is seen as a top priority by customers and stakeholders. - Customers were pleased to see plans to address the issue. - Smart sewers seen as a good value investment - Collaboration between key players welcomed, especially by stakeholders - Targets for when improvements will be delivered by seen as not ambitious enough by some	3.0	**1.0**	**2.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Safe and reliable water	Continued water supply	According to customers, this year, the biggest priority has remained ensuring a reliable water supply, closely followed by preventing sewage entering the environment – appears to be a permanent fixture in consumer priorities. 'Supporting those who struggle to pay' is ranked slightly higher this year, as importance of reducing carbon emissions fades slightly	3.0	**2.0**	**2.5**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Affordable bills	Helping customers experiencing financial difficulty	According to customers, this year, the biggest priority has remained ensuring a reliable water supply, closely followed by preventing sewage entering the environment – appears to be a permanent fixture in consumer priorities. 'Supporting those who struggle to pay' is ranked slightly higher this year, as importance of reducing carbon emissions fades slightly	3.0	**1.0**	**2.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	High customer satisfaction	In terms of WW performance, Satisfaction fades slightly whilst awareness of sewer overflows increases, and financial anxiety becomes widespread	3.0	**3.0**	**3.0**	Y
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	High customer satisfaction	Overall satisfaction has declined slightly over the course of 2022/23. Satisfaction is higher in the Wessex supply area than in Bristol and Bournemouth areas.	3.0	**3.0**	**3.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	High customer satisfaction	Satisfaction remains reasonably consistent across demographic groups, those with and without a meter, and those with and without vulnerabilities. 'Responsible Citizens', and 'My World Cost Conscious' are most satisfied, while 'Stretched and Struggling' lag behind. Awareness of support correlates with higher satisfaction – a reputational benefit in promoting this.	3.0	**3.0**	**3.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Affordable bills	Value for money	Value for money ratings of Wessex Water are holding firm. We will need to monitor whether increased bills announced in February have an impact on perceptions in the next Quarter.	3.0	**2.0**	**2.5**	Y
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	Direct communication to / from Wessex Water, recall of community activity, and seeing news coverage can be important factors in increasing how much people feel they know about the company.	3.0	**3.0**	**3.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	Notably the email community newsletter appears to enhance positive sentiment, but limited evidence of other touchpoints having positive impact in 2022-3.	3.0	**3.0**	**3.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	Across 2022-23 over 6 in 10 consumers agree that Wessex Water provide exceptional service – a strong endorsement, but this has diminished since last year along with a number of other aspects of image. Much of the decline is due to more who 'don't know', rather than growing disagreement – suggesting less interaction and engagement with the brand	3.0	**3.0**	**3.0**	Y
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	Perceptions of Wessex Water's performance remain broadly consistent with last year.	3.0	**3.0**	**3.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Safe and reliable water	Continued water supply	Reliability (an important driver for satisfaction) remains widely endorsed, although declines slightly.	3.0	**2.0**	**2.5**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	Perceptions have faded this year for 'making it easy to deal with' and 'range of contact methods' – largely because more people simply don't know. Context - Statement is about WW	3.0	**3.0**	**3.0**	

E018	2022-2023 Image Tracker Annual Presentation	May-23	Biodiversity improvement	Improve nature/wildlife	'Environment' is the most widespread area that consumers spontaneously mention Wessex Water could improve on. This has increased significantly since last year, driven by mentions of sewage release; mentions have nearly doubled since last year and is now a top of mind concern for 1 in 10 consumers.	3.0	1.0	2.0
E018	2022-2023 Image Tracker Annual Presentation	May-23	Affordable bills	Value for money	Whilst most believed that they could afford the price increase, conversation was overshadowed by a much bigger debate around whether customers should have to pay for improvements.	3.0	2.0	2.5
E018	2022-2023 Image Tracker Annual Presentation	May-23	Affordable bills	Value for money	Worry about affording the water bill became progressively more widespread through the first 3 Quarters of 2022 amidst the cost of living crisis and high inflation. Yet this anxiety is showing signs of abating through winter – some people may not be as badly affected as they were expecting in light of government support and their own coping strategies.	3.0	2.0	2.5
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	High customer satisfaction	The overall trust index score (using the average scores of the 6 trust components) has gradually declined over the last four Quarters, now standing at its lowest point to date. Ofwat's Research across the sector uses a different way of measuring elements of trust, but also shows significant downward trends within 2022.	3.0	3.0	3.0
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	'Brand validation' which is based on reputation in the community, is the component of the Trust Index that has fallen the most over the last two years, particularly since the beginning of 2022.	3.0	3.0	3.0
E018	2022-2023 Image Tracker Annual Presentation	May-23	Great river and coastal water quality	Protect and improve river/beach water quality	The Trust Index correlates strongly with underlying perceptions of local river / sea water quality – those who think it is 'good' quality have a substantially higher Trust Index. Acceptability of the operation of CSOs also has some bearing on #Trust, but simply being aware of sewage releases / CSOs in general is much less of a driver.	3.0	1.0	2.0
E018	2022-2023 Image Tracker Annual Presentation	May-23	An effective sewerage system	Reducing wastewater pollution incidents	Awareness of storm overflows has risen over time, particularly since heightened media coverage in summer 2022. This coverage also looks to have been pivotal for tolerance of storm overflows: There was a shift in Oct-Dec '22 to more customers finding them unacceptable than acceptable (after seeing a description).	3.0	2.0	2.5
E018	2022-2023 Image Tracker Annual Presentation	May-23	An effective sewerage system	Reducing wastewater pollution incidents	While awareness of CSOs in general does not have an underlying impact on key Wessex Water performance indicators, it appears to have a detrimental impact on Wessex Water's brand imagery: fewer endorsements of being customer/community centric; ethical; and of being able to resolve problems quickly.	3.0	2.0	2.5
E018	2022-2023 Image Tracker Annual Presentation	May-23	Great river and coastal water quality	Protect and improve river/beach water quality	Sewage in rivers and the sea has become increasingly top of mind in customers' agenda for what Wessex Water should improve on – mentions nearly doubling over the course of the last year. There is a range of tone in the comments we see, and the issue is compounded for some because of reports of water company profits and shareholder dividends.	3.0	1.0	2.0
E018	2022-2023 Image Tracker Annual Presentation	May-23	An effective sewerage system	Reducing wastewater pollution incidents	Sewage in rivers and the sea has become increasingly top of mind in customers' agenda for what Wessex Water should improve on – mentions nearly doubling over the course of the last year. There is a range of tone in the comments we see, and the issue is compounded for some because of reports of water company profits and shareholder dividends.	3.0	2.0	2.5
E018	2022-2023 Image Tracker Annual Presentation	May-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	Impressions of water resources available appear to be influenced by season. With wetter and colder conditions over the last two Quarters, following on from a record-breaking heatwave over the summer, more customers believe water supplies are plentiful in the region again. This may have implications for sustaining water saving behaviour.	3.0	2.0	2.5
E018	2022-2023 Image Tracker Annual Presentation	May-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	Over 2022-3 many claim to be practising water saving behaviours - most widely not washing clothes after every use, and not rinsing washing up; letting lawn go brown may be more seasonal. 4 minute showers show potential but there will be more resistance to promotion of not having daily showers / baths, and not flushing. Family Focus segment are more likely than others to be 'prepared to do more' – a key audience to target?	3.0	2.0	2.5
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	The TV advertisement has not widely cut through to consumers in the Wessex Water region, although the creative execution shows good potential for conveying 'new news' about the company, with nearly 2 in 3 feeling better informed about Wessex Water after viewing it within the research.	3.0	3.0	3.0
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	Wessex Water's brand is still primarily expressed through seeing the company 'out and about' – through employees, vans or signage - followed by receiving the magazine. All of these remain tangible (non-digital) activity. A slight increase this year in recall of seeing the company in the news, while recall of the recent Wessex Water TV and radio advertising is relatively low.	3.0	3.0	3.0

E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	While caution is needed because of very small base sizes, there are encouraging signs for recognition of the radio advertisement amongst Heart FM listeners, 1 in 4 of whom recall it after hearing. It also shows potential for effective rational communication, with 6 in 10 agreeing they felt more informed after being played the ad in the research.	3.0	**3.0**	**3.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Affordable bills	Helping customers experiencing financial difficulty	This year has seen three unusually large shifts in attitudes: - A move to unprecedented pessimism about household finances - More widespread anxiety about affording water bills (although this may have peaked) - A step-change in awareness of, and negativity towards, sewage releases and storm overflows	3.0	**1.0**	**2.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	An effective sewerage system	Reducing wastewater pollution incidents	This year has seen three unusually large shifts in attitudes: - A move to unprecedented pessimism about household finances - More widespread anxiety about affording water bills (although this may have peaked) - A step-change in awareness of, and negativity towards, sewage releases and storm overflows	3.0	**2.0**	**2.5**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	High customer satisfaction	In light of this, core KPIs for Wessex Water have stayed reasonably resilient - Value for money ratings remain steady – although too early to know the impact of the 2023-4 price rise - Satisfaction has faded slightly but no dramatic change to date – emphasising how quality and reliability of the service that customers directly experience remain key	3.0	**3.0**	**3.0**	
E018	2022-2023 Image Tracker Annual Presentation	May-23	Excellent customer experience	Brand perceptions and engagement	However, as a brand Wessex Water is beginning to face greater challenges. Signs that customers are becoming less engaged with Wessex Water, with fewer feeling they know enough to comment on the brand's values, and more ambivalence about it (rather than active negativity…so far)	3.0	**3.0**	**3.0**	
E019	Social tariff Research: Wessex Water Panel	Oct-23	Affordable bills	Helping customers experiencing financial difficulty	Customers from the Wessex Water panel are more likely to be confident in being able to afford household bills over the next 12 months, particularly energy and council tax (73%)	2.0	**3.0**	**2.5**	
E019	Social tariff Research: Wessex Water Panel	Oct-23	Affordable bills	Helping customers experiencing financial difficulty	Customers from the Wessex Water panel are more likely to be aware of financial support but not need / require it	2.0	**3.0**	**2.5**	
E019	Social tariff Research: Wessex Water Panel	Oct-23	Affordable bills	Helping customers experiencing financial difficulty	Willingness to Contribute (WtC): Wessex Water: • 75% willing to contribute at all • 62% willing to contribute at least £0.50 • 52% willing to contribute at least £1.00 • 33% willing to contribute at least £2.00 Context contribute towards helping vulnerable customers who have difficulty paying their bills. Across the sample for Wessex Water , the average (mean) WtC is £1.50 per month. The lower limit for WtC is £1.32 per month, and the upper limit £1.68* The median WtC amount is £1.00, meaning a majority (50.1%) are willing to contribute up to that amount.	2.0	**3.0**	**2.5**	
E019	Social tariff Research: Wessex Water Panel	Oct-23	Affordable bills	Helping customers experiencing financial difficulty	Wessex Water panel customers are more likely to consider using customer support for the social tariff unacceptable than Wessex Water customers from the main survey - Customers who are in receipt of benefits are significantly more likely to be aware (at any level) than those who are not (76% cf. 65%)	2.0	**3.0**	**2.5**	
E020	Social tariff Research: Wessex Water, Bristol Water, Bournemouth Water	May-23	Excellent customer experience	Supporting vulnerable customers	Over two-thirds (68%) are aware of priority services at a total level	2.0	**1.0**	**1.5**	
E020	Social tariff Research: Wessex Water, Bristol Water, Bournemouth Water	May-23	Affordable bills	Helping customers experiencing financial difficulty	Wessex Water customers are more likely to be confident in being able to afford their water bills over the next 12 months (73%) than either Bristol Water or Bournemouth Water customers (both 63%). Overall, customers are least confident in being able to afford their energy bills (54%).	2.0	**3.0**	**2.5**	Y
E020	Social tariff Research: Wessex Water, Bristol Water, Bournemouth Water	May-23	Affordable bills	Helping customers experiencing financial difficulty	The general increase in the cost of living is the key factor for lack of confidence in being able to afford water bills over the next 12 months	2.0	**3.0**	**2.5**	

E020	Social tariff Research: Wessex Water, Bristol Water, Bournemouth Water	May-23	Affordable bills	Helping customers experiencing financial difficulty	Almost three in five (58%) are aware of support for customers who are struggling to pay	2.0	**3.0**	**2.5**	
E020	Social tariff Research: Wessex Water, Bristol Water, Bournemouth Water	May-23	Affordable bills	Helping customers experiencing financial difficulty	Wessex Water customers (45% agree) are less likely to agree with the principle of paying a contribution towards supporting customers who are struggling to pay their bill than Bristol Water customers (54% agree), while Bournemouth Water customers (52% agree) sit somewhere in the middle.	2.0	**3.0**	**2.5**	Y
E021	Customer spotlight People's views and experiences of water	Apr-22	Affordable bills	Helping customers experiencing financial difficulty	Many people are struggling to pay bills. More than a third of household bill payers (34%) struggle to pay bills fairly frequently. 4% of customers struggle all of the time and 8% struggle most of the time.	3.0	**2.0**	**2.5**	
E021	Customer spotlight People's views and experiences of water	Apr-22	Affordable bills	Helping customers experiencing financial difficulty	A third of people are aware of water companies offering financial support for those struggling to pay bills. This rises to four in ten (39%) for those struggling to pay all or most of the time. About a third (34%) of people struggling to pay bills all of the time report receiving financial help from water companies over the last year. Overall, 4% of bill payers report receiving this type of help.	3.0	**2.0**	**2.5**	
E021	Customer spotlight People's views and experiences of water	Apr-22	Excellent customer experience	High customer satisfaction	Just over 7 in 10 (71%) people would recommend their water provider to a family member or friend. This is in line with the proportion who would recommend their electricity provider (71%) and gas provider (72%). A higher proportion would recommend their broadband provider (76%). 17% would not recommend their water provider. This rises to 26% of people who struggle to pay bills all or most of the time.	3.0	**2.0**	**2.5**	
E021	Customer spotlight People's views and experiences of water	Apr-22	Excellent customer experience	High customer satisfaction	People are more likely to report satisfaction with water services than with wastewater and drainage services. Two-thirds (65%) of people are satisfied with water services – giving a score of between 8-10 out of ten. The equivalent figure for wastewater and drainage services is 56%. Conversely, very few report being dissatisfied with these services (a score of 1-3 out of ten).	3.0	**2.0**	**2.5**	
E021	Customer spotlight People's views and experiences of water	Apr-22	Excellent customer experience	High customer satisfaction	Bill payers are more satisfied with water services than non-bill payers (67% compared to 61%).	3.0	**2.0**	**2.5**	
E021	Customer spotlight People's views and experiences of water	Apr-22	Excellent customer experience	High customer satisfaction	A range of water company activities are seen as important. For each of the activities included in the research, a majority of people believe them to be very important for companies over the next 10-20 years.	3.0	**2.0**	**2.5**	
E021	Customer spotlight People's views and experiences of water	Apr-22	Safe and reliable water	Safe, quality drinking water	People score providing clean, safe drinking water as the top priority. 87% of people give this a score of between 8-10 out of 10. For two thirds (64%), it scored 10 out of 10 for importance. It's the core of what companies do. The message from customers is to get the basics right first.	3.0	**2.0**	**2.5**	
E021	Customer spotlight People's views and experiences of water	Apr-22	Excellent customer experience	Supporting vulnerable customers	Low engagement is also a cause for concern. It may mean that customers in need of financial or priority services support are not aware that support is available for them. Engagement with customers is also needed for customers to do more to save water, and do less of the behaviours that can cause harm to the environment.	3.0	**1.0**	**2.0**	
E021	Customer spotlight People's views and experiences of water	Apr-22	Safe and reliable water	Safe, quality drinking water	Customers want companies to remain focused on the core of what they do – providing clean, safe drinking water, and preventing sewage from entering homes and rivers.	3.0	**2.0**	**2.5**	Y
E021	Customer spotlight People's views and experiences of water	Apr-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Many customers are keen to do more to save water, and recognise the role individuals can play in this	3.0	**2.0**	**2.5**	
E021	Customer spotlight People's views and experiences of water	Apr-22	Safe and reliable water	Safe, quality drinking water	Over four fifths (87%) of customers want companies to focus on providing clean, safe drinking water and a similar proportion (84% and 82%) want them to focus on preventing sewage entering both consumers' homes and bodies of water.	3.0	**2.0**	**2.5**	

E022	Water Affordability Scheme Funding – Opinion research	Mar-22	Affordable bills	Helping customers experiencing financial difficulty	Three quarters agree that low-income households that struggle to afford water bills should be able to get a reduced bill. Just 7% disagree	2.7	**3.0**	**2.8**	Y
E022	Water Affordability Scheme Funding – Opinion research	Mar-22	Affordable bills	Helping customers experiencing financial difficulty	The majority are not aware if their water company offers help of this kind or not (76%). The 35-54 age group are most likely to be aware	2.7	**3.0**	**2.8**	
E022	Water Affordability Scheme Funding – Opinion research	Mar-22	Affordable bills	Helping customers experiencing financial difficulty	The majority would prefer the financial assistance they contribute to go towards helping people wherever they live over helping only those in the same water company area	2.7	**3.0**	**2.8**	Y
E022	Water Affordability Scheme Funding – Opinion research	Mar-22	Affordable bills	Helping customers experiencing financial difficulty	Those who prefer a scheme which helps people wherever they live are more likely to see this as important (80%) than those who prefer a water company level scheme (64%)	2.7	**3.0**	**2.8**	Y
E022	Water Affordability Scheme Funding – Opinion research	Mar-22	Excellent customer experience	Positive impact in the community	Many feel funding should provide support for people in the same water company area to increase the sense of community	2.7	**1.0**	**1.8**	Y
E023	Affordability and Acceptability Testing Interim report on Qualitative research for Wessex Water	May-23	Affordable bills	Helping customers experiencing financial difficulty	The economic situation is sitting heavily with customers. Most say they are 'just getting by' or 'struggling'- with widespread pessimism that the situation is worsening. In terms of domestic finances, the squeeze is not necessarily hitting the water bill yet with most saying they find it neither easy nor difficult to pay.	3.0	**3.0**	**3.0**	Y
E023	Affordability and Acceptability Testing Interim report on Qualitative research for Wessex Water	May-23	Affordable bills	Helping customers experiencing financial difficulty	Customers are surprised and shocked by the extent of the bill increases associated with the proposed plan. These are unexpected and it is not obvious why such a burden is falling to bill payers. At a time of economic uncertainty, the research raises questions and challenges about what customers should be expected to pay for. Smart meter roll out is the most contentious part of the plan.	3.0	**3.0**	**3.0**	Y
E023	Affordability and Acceptability Testing Interim report on Qualitative research for Wessex Water	May-23	Affordable bills	Helping customers experiencing financial difficulty	Overall most customers opt for the proposed plan and they accept the need for important improvements especially where these relate to reversing environmental damage, reducing leakage and pollution. There is support for Wessex Water to go further in its leakage and pollution targets. Most trust Wessex Water to deliver some or all of the proposed plan.	3.0	**3.0**	**3.0**	Y
E023	Affordability and Acceptability Testing Interim report on Qualitative research for Wessex Water	May-23	Affordable bills	Helping customers experiencing financial difficulty	A significant minority choose the 'must-do' plan, even though the cost difference relative to the proposed plan is seen as small. Most support is for the delay of smart metering, omitting EVs from the carbon zero plans and eliminating water poverty over a longer timeframe (although affordability plans are seen as important, customers question whether the company or government should step in).	3.0	**3.0**	**3.0**	Y
E023	Affordability and Acceptability Testing Interim report on Qualitative research for Wessex Water	May-23	Affordable bills	Helping customers experiencing financial difficulty	Affordability is constrained with the majority of this sample saying it will be difficult/very difficult to afford the proposed bill. There is a nuanced picture, however, with customers commenting on their willingness to pay for investments that they may not accept as opposed to their inability to pay.	3.0	**3.0**	**3.0**	
E024	Continuous insight-Customer Feedback graphs	Jun-23	Excellent customer experience	High customer satisfaction	The time taken to resolve problems affects customer satisfaction.	2.0	**3.0**	**2.5**	Y

E024	Continuous insight- Customer Feedback graphs	Jun-23	Excellent customer experience	High customer satisfaction	Top customer Contact incident types since Apr 2022 include: A backing up, Ops Meter Options, Leak Network and Private Issue.	2.0	**3.0**	**2.5**
E024	Continuous insight- Customer Feedback graphs	Jun-23	Excellent customer experience	High customer satisfaction	Top Complaint Incident Types include C Waste, N Info/ Advice, Works query and NHH Faulty Meter	2.0	**3.0**	**2.5**
E024	Continuous insight- Customer Feedback graphs	Jun-23	Excellent customer experience	High customer satisfaction	Top Complaint Reasons since Apr 2022 include: service, workmanship, achemes/works in area and external flooding.	2.0	**3.0**	**2.5**
E024	Continuous insight- Customer Feedback graphs	Jun-23	Excellent customer experience	High customer satisfaction	Top complaint Causes (Since Apr 2022) include: Poor Communication, Repeat Problem, General inconveniece and Poor Standard.	2.0	**3.0**	**2.5**
E024	Continuous insight- Customer Feedback graphs	Jun-23	Safe and reliable water	Safe, quality drinking water	Customer enquiries include questions and queries about water quality. Customer contacts are relating to the quality of water received. Total number of contacts has dropped over the last three years. Water appearance is the most common cause of customer contact. The key causes of customer contact tend not to vary from year to year; the most common cause for contact is discoloration, followed by lead analysis. Contacts about white water (air), chlorine and other taste and odour concerns are the next most common.	2.0	**2.0**	**2.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	High customer satisfaction with the speed and quality of the wholesaler's response to customer's service requests	3.0	**3.0**	**3.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	Good customer satisfaction with the wholesaler's response and communication with customers during incidents and unplanned events.	3.0	**3.0**	**3.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	Good customer satisfaction with the wholesaler's data maintenance and improvement as requests for data and amendements are dealt with accurately and in a timely manner.	3.0	**3.0**	**3.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	Relatively high customer satisfaction with the systems and notifications given that the portal is deemed to be acceptable and raises issues such as slow inputs.	3.0	**3.0**	**3.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	Engagement and Support resulted in high customer satisfaction with ad-hoc support for customer complaints.	3.0	**3.0**	**3.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	The clarity and effectiveness of the wholesaler's financial policies received high customer satisfaction as no issues appeared to be present with a consistent level of service.	3.0	**3.0**	**3.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	The overall service (Services including: speed and quality of responses to service requests, level of communication, quality of data maintennance and improvement, effectivenss of systems and notifications, level of engagement and support, effectiveness of finanical policies) scores decreased slightly with the market average moving from 7.4 to 7.3. Of all wholesalers surveyed, only three improved their score in this area. Continued to see strong performance from Water only Companies (WoCs) with two of those appearing in the top three places. In the last survey, however, WoCs sat only in the top half of the table, in comparison to this survey where they are more widely distributed and also appear in the lower half of the table	3.0	**3.0**	**3.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	It can be seen a score decrease in most of the measured areas, we have seen increases for most wholesalers in the 'Quality of data maintenance and improvement' section. The biggest decreases are seen in the 'Effectiveness of systems and notifications' and 'Level of engagement and support', closely followed by the 'level of communication' and 'speed and quality of responses to service requests' areas.	3.0	**3.0**	**3.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	Thames Water is the only wholesaler to see increases across all measured areas. Thames Water also have the biggest increase of any of the scores, with an increase of almost two for 'Quality of data maintenance and improvement' followed by increases of more than one for 'Overall Service' and 'Speed and quality of responses to service requests'.	3.0	**3.0**	**3.0**
E025	R-Mex Report Aug 21	Aug-21	Excellent customer experience	High customer satisfaction	The biggest decreases seen in the results are Northumbrian Water and Bristol Water for 'Effectiveness of systems and notifications', and Portsmouth Water and Bristol Water for 'Level of engagement and support'. Whilst these decreases could come from a decrease in service, they could also be due to a higher number of reviews received or differences in the person responding	3.0	**3.0**	**3.0**

E029	R-Mex Report Feb 23	Feb-23	Excellent customer experience	High customer satisfaction	Speed and quality of response to service requests, level of communication during incidents, quality of data maintenance and improvement, effectiveness of systems and notifications, and the level of support and engagement all showed a negative variation from the previous year	3.0	**3.0**	**3.0**
E029	R-Mex Report Feb 23	Feb-23	Excellent customer experience	High customer satisfaction	The effectiveness of financial policies resulted with no variation from the previous year.	3.0	**3.0**	**3.0**
E029	R-Mex Report Feb 23	Feb-23	Excellent customer experience	High customer satisfaction	Affinity Water who remain at the top of the league tables for the fourth consecutive survey,and who continue to make improvements to its scores in four of the service areas.	3.0	**3.0**	**3.0**
E029	R-Mex Report Feb 23	Feb-23	Excellent customer experience	High customer satisfaction	Of the 15 wholesalers, eight made improvements to their rating in all service areas compared to four in the previous survey. These eight wholesalers are United Utilities Water, South West Water, Northumbrian Water, Southern Water, Sutton and East Surrey Water, South Staffordshire Water, Thames Water and Severn Trent Water.	3.0	**3.0**	**3.0**
E029	R-Mex Report Feb 23	Feb-23	Excellent customer experience	High customer satisfaction	most scores have increased by small increments, with no increases higher than one point. The largest increase was for United Utilities Water who saw an increase of 0.92 for 'Effectiveness of systems and notifications'. This service area consequently saw the second biggest increase of 0.90 for Southern Water and increased by the most (0.31) for the whole market	3.0	**3.0**	**3.0**
E026	R-Mex Report Aug 22	Aug-22	Excellent customer experience	High customer satisfaction	Customer satisfaction saw an increase in speed and quality of responses to service requests maintaining consistently high standards.	3.0	**3.0**	**3.0**
E026	R-Mex Report Aug 22	Aug-22	Excellent customer experience	High customer satisfaction	Level and enagement of support saw a positive variation whereby level of engagement is adequate and proportionate to the volume of transactions, with support always available when required.	3.0	**3.0**	**3.0**
E026	R-Mex Report Aug 22	Aug-22	Excellent customer experience	High customer satisfaction	Level of effectiveness of systems and notifications positively increased whereby the wholesaler's portal meets requirements.	3.0	**3.0**	**3.0**
E026	R-Mex Report Aug 22	Aug-22	Excellent customer experience	High customer satisfaction	Quality of data maintenance and improvement as well as Financial policies saw no variation on customer's satifasfation regarding the effectiveness	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	High customer satisfaction given the generally quick and concise responses receveid	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	High customer satisfaction with how the wholesaler responded and communicated with the customers during incidents and unplanned events, resaons include: clear information provided and email updates from Wessex are received for any unplanned works in the area.	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	High customer satisfaction with the data maintenance and improvement given that the portal is easy to use with accurate feedback No negative feedback received	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	Systems and notifications of the wholesaler positively meets customers' needs providing everything that is required and quick to update	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	The level of engagement and support provided by the wholesaler gave high customer satisfaction with positive account management discussions but it is preferable at a higher frequency	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	Many scores were mid-range (with each area scoring between five and seven), Bristol Water, Portsmouth Water and Wessex Water have strong results.	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	Also to note the generally strong performance by Water only Companies (WoCs) with four of those appearing at the top of the league table (Bristol Water, Portsmouth Water, Affinity Water and South East Water). However, these wholesalers received less than half the reviews that could have been given.	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	Wessex Water was the highest scoring wholesaler that provides both water and sewerage services (WaSC.).	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	The area which received the highest scores from retailers overall was 'level of engagement and support' with both Bristol Water and Portsmouth Water (both WoCs) receiving the highest scores on the table in this section. The comments showed that most retailers felt supported by their wholesalers, however, suggested they needed more regular meetings, increased automation with systems and consist points of contact.	3.0	**3.0**	**3.0**
E027	R-Mex Report Dec 20	Dec-20	Excellent customer experience	High customer satisfaction	Note the need for improvement from Thames Water, South Staffordshire Water and Severn Trent Water who scored low across speed and quality of response, quality of data maintenance and effectiveness of financial policies	3.0	**3.0**	**3.0**
E026	R-Mex Report Aug 22	Aug-22	Excellent customer experience	High customer satisfaction	Affinity Water continues to hold the top spot on the league tables and has continued to make improvements to its scores in four of the reviewed service areas	3.0	**3.0**	**3.0**
E026	R-Mex Report Aug 22	Aug-22	Excellent customer experience	High customer satisfaction	Of the 15 reviewed wholesalers, only four made improvements to their rating in all the reviewed service areas. These were South West Water, Wessex Water, Northumbrian Water, and South East Water.	3.0	**3.0**	**3.0**

E026	R-Mex Report Aug 22	Aug-22	Excellent customer experience	High customer satisfaction	South East Water made the two largest increases in the table in 'Speed and Quality of responses to service requests' and 'Level of engagement and support' increasing by 1.39 and 1.21 respectively	3.0	**3.0**	**3.0**
E026	R-Mex Report Aug 22	Aug-22	Excellent customer experience	High customer satisfaction	Across the market, all average ratings are now above seven which shows wholesalers have focused on improving the services and support they provide retailers. Last year, all wholesalers scored above five across the table. This year, it can be seen that all wholesalers have now scored above six across the table except for one score. However, this has increased by 0.25 to now sit above 5.5.	3.0	**3.0**	**3.0**
E026	R-Mex Report Aug 22	Aug-22	Excellent customer experience	High customer satisfaction	The service area which shows the most improvement is 'Level of communication during incidents' which on average increased by 0.57. All but two wholesalers showed improvement in this area with Severn Trent increasing by the highest amount, followed by Southern Water. Both increased by more than 1.0 with Severn Trent improving by 1.20 and Southern Water by 1.11	3.0	**3.0**	**3.0**
E028	R-Mex Report Feb 22	Feb-22	Excellent customer experience	High customer satisfaction	Customer satisfaction regarding the effectiveness of the level of communication and of financial policies had a positive variation. Main reasons include that detailed notifications are regularly provided via email and also the fact that no significant event or unplanned activity in the 6 month period. Also, no significant issues were present policy-wise and all other elements were accurate and timely.	3.0	**3.0**	**3.0**
E028	R-Mex Report Feb 22	Feb-22	Excellent customer experience	High customer satisfaction	Speed and quality of responses to service requests resulted with no variation, where service requests have been raised these have been handled in a timely manner.	3.0	**3.0**	**3.0**
E028	R-Mex Report Feb 22	Feb-22	Excellent customer experience	High customer satisfaction	The quality of data maintenance and improvement, the effectiveness of systems and notifications and the level of engagement and support all resulted with a negative variation in customer satisfaction.	3.0	**3.0**	**3.0**
E028	R-Mex Report Feb 22	Feb-22	Excellent customer experience	High customer satisfaction	Affinity Water, United Utilities Water, Portsmouth Water and Anglian Water for scoring 8.0 or above in one or more category, and United Utilities for the largest improvement, with their rating for 'Effectiveness of systems and notifications' increasing by 1.18.	3.0	**3.0**	**3.0**
E028	R-Mex Report Feb 22	Feb-22	Excellent customer experience	High customer satisfaction	strong performance from Water only Companies (WoCs), it is positive to see Water and Sewerage Companies (WaSCs) also improving, with WaSCs holding the three top spots on the league table	3.0	**3.0**	**3.0**
E028	R-Mex Report Feb 22	Feb-22	Excellent customer experience	High customer satisfaction	have seen increases in the average ratings across all categories. The biggest increase is seen in 'Effectiveness of financial policies' and 'Level of communication during incidents' with both increasing by 0.3. The largest individual increases in these areas were from South West Water with an increase of 1.11 for 'Effectiveness of financial policies' and Sutton and East Surrey Water with an increase of 1.00 for 'Level of communication during incidents'.	3.0	**3.0**	**3.0**
E028	R-Mex Report Feb 22	Feb-22	Excellent customer experience	High customer satisfaction	there were no categories that decreased in rating, the smallest increase was seen in 'Effectiveness of systems and notifications' which increased by 0.14. However, this category did see two of the largest individual increases in the table with United Utilities increasing their rating by 0.18 and Northumbrian Water by 1.11	3.0	**3.0**	**3.0**
E030	Vulnerability and affordability panel 13.07.21	Jul-21	Affordable Bills	Helping customers experiencing financial difficulty	Vulnerability and affordability panel included member updates regarding Stepchange: Stepchange are seeing a reduced demand for debt advice, attributing this to a number of things including forbearance, furlough, peoples expenses have been lower. - Anticipating that in 6-12 months time a surge of people needing debt advice. - Credit cards are the most common debt with and average of £2000 of each card. - Average water arrears is around £800. - 60% of customers seeking debt advice with Stepchange are women and biggest demographic is single with no children.	1.3	**3.0**	**2.2**

E030	Vulnerability and affordability panel 13.07.21	Jul-21	Affordable Bills	Helping customers experiencing financial difficulty	Vulnerability and affordability panel included member updates regarding Citizens Advice: Citizen advice are seeing a similar picture to Stepchange. A drop in debt customers but a new customer profile. A much younger demographic that are digital and working. -Traditional client group has disappeared and this is a concern to where they are. -Employment queries have had huge spikes after each government announcements. -The 4 biggest debt categories are: council tax, rent, water and fuel. Majority of customers are falling behind on 'must haves' and not 'nice to haves'.	1.3	**3.0**	**2.2**
E031	Vulnerability and affordability panel 28.07.2020	Jul-20	Affordable Bills	Helping customers experiencing financial difficulty	Vulnerability and affordability panel included member updates regarding Covid-19: Households are using significantly more water than normal as many people are back at home and weather the weather was good which meant that no staff were furloughed any or any government funding taken. People who couldn't do their normal jobs were either redeployed or took on vulnerability work. Sites are running as normal with social distance measures, no impacts to water and sewerage supplies. Work that required going into people's homes had to stop and construction sites stopped temporarily, but these are now back up running again with social distancing measures in place.	1.3	**3.0**	**2.2**
E032	Vulnerability and affordability panel 19.07.2023	Jul-23	Affordable Bills	Helping customers experiencing financial difficulty	StepChange are extremely busy at present, 1 in 3 clients have a deficit budget. Contact 20% up year on year. Little or no change in debt levels- water debt is significantly low compared though to energy. At Age UK the challenge is still trying to find more income for clients. Work has been done looking at price increases to private renters, which are outpricing people out of the market. Spike in people losing their homes. Also seen an increase in people turning to loan sharks. CA are seeing increasing use of food banks and charities for their clients.	1.3	**3.0**	**2.2**
E032	Vulnerability and affordability panel 19.07.2023	Jul-23	Affordable Bills	Helping customers experiencing financial difficulty	Cost of living response update: no real change compared to December, collection rates still up from Covid times, not seeing the contact either. Increase in applications from debt advice, so more customers seeking support. Small switch from paying on Debit Card to Credit Card. Noticing more people having Direct Debit failed on 1st month- Pelican is contacting customers to limit issues. It was observed that this could be linked to a change in payment dates when on benefits. Wessex was asked if they could do some small-scale qualitative research. Pelican is already speaking to customers and will get more data to share with the group.	1.3	**3.0**	**2.2**
E033	Vulnerability and affordability panel 20.06.2022	Jun-22	Affordable Bills	Helping customers experiencing financial difficulty	Updates regarding Stepchange's current position: - Volumes were still suppressed last year (2021) due to the pandemic - Volumes to the website just short of 6 million - 170K clients completed debt advice - Average amount of debt £11k across 6 different debts - £400 million paid on behalf of clients - Reasons for debt: In 2020 number of clients citing the cost of living was 4%, beginning of 2022 it was 13% and has now risen to 16% in May - Another reason for debt was lack of control over finances and having to use credit. Struggling to meet daily commitments - Types of debt - 67% have credit card debt, 50% have a personal loan - Types of arrears - council tax remains the most common 38% of clients, fairly constant but rising slightly each year. Water 2nd most commonly found and has remained fairly constant: - Amount of debt for those rising - Arrears for gas/electricity will rise in the winter months - Larger proportion of clients are in full-time employment - Vulnerability - affecting their ability to pay has increased since 2021: - 50% contacting with 1st-time debt had a vulnerability, this could be due to extra training with staff to spot the signs - Definitely seeing an increase - 39% cases citing mental health - Cost of living impact - 1 in 5 say external pressures could cause them to go into debt. 1 in 3 say they could struggle with essentials, 42% struggling to pay regular bills, and 50% using savings	1.3	**3.0**	**2.2**

E033	Vulnerability and affordability panel 20.06.2022	Jun-22	Affordable Bills	Helping customers experiencing financial difficulty	Updates included Money Advice Trust - IR presented an update on MAT's current position.Similar points to StepChange Growing number of deficit budgets 24% of people's income is too low to cover the cost of essentials Mental health and wellbeing - 16% cite this as a factor and that is why they are reaching out Size of debts is growing - £50k or more owed, this has gone up by 15% Still seeing the washout of COVID, especially for businesses: 50% of small business owners are going without essentials 1 in 5 small business owners are using credit cards to pay for household essentials. Situations are growing more complex	1.3	**3.0**	**2.2**	
E033	Vulnerability and affordability panel 20.06.2022	Jun-22	Affordable Bills	Helping customers experiencing financial difficulty	update on Disability Right's current position: PIP has been removed from the eligibility for the warm home discount Campaigning for benefits increases to be in line with inflation and to increase the uptake in people claiming pension credit Disability Poverty Campaign Group – brings all the organisations that work with disabled people in one place to work together, Food Foundation, Trussell Trust and Joseph Roundtree Foundation. They are campaigning for things like increase of benefits and fairer charging for social care Disabled persons capacity project: Working at grassroots to help organisations with funding Working with housing associations to increase benefits work Starting to see fewer people in rent arrears but more with energy arrears	1.3	**3.0**	**2.2**	
E033	Vulnerability and affordability panel 20.06.2022	Jun-22	Affordable Bills	Helping customers experiencing financial difficulty	Citizens Advice - CB presented an update on Central Dorset Citizen Advice's current position. Citizen Advice is looking at people with insecure budgets and challenging lots of deductions on UC They are missing the self-employed group. They aren't asking for help Seeing lots of people who can't claim the £150 energy rebate due to it being online Mixed-age couples caught on UC and worse off than those on PC	1.3	**3.0**	**2.2**	
E034	Vulnerability Summit 2023	Jul-23	Affordable Bills	Helping customers experiencing financial difficulty	Disability Price Tag 2023: The extra cost of disability On average, disabled households need an additional £975 a month to have the same standard of living as non-disabled households. If this figure is updated to account for inflation over the current period 2022/2023, these extra costs rise to £1,122 per month.On average, the extra cost of disability is equivalent to 63% of household income after housing costs.	2.0	**3.0**	**2.5**	
E034	Vulnerability Summit 2023	Jul-23	Affordable Bills	Helping customers experiencing financial difficulty	Choice and independence: Over half (57%) felt that, when buying things, their choice is severely limited by their financial situation. 27% said they do not have enough money to buy occasional treats for themselves or their family. One in three (31%) felt like they have no control over their financial situation.One year ago, 18% reported being in serious difficulties.	2.0	**3.0**	**2.5**	
E034	Vulnerability Summit 2023	Jul-23	Affordable Bills	Helping customers experiencing financial difficulty	Impact extra costs: Three-quarters of disabled people (75%) agreed that they have 'particularly high costs' due to being disabled And 95% of disabled people mentioned incurring some level of additional cost in at least one area of spending as a result of being disabled. Extra energy bills were most commonly mentioned (78%), followed by extra transport costs (66%). 40% said that their financial situation is making their physical health worse 45% said that their financial situation is making their mental health worse.	2.0	**3.0**	**2.5**	

E035	Wessex Water Tracker Q1_2023 Report	Jul-23	Excellent customer experience	High customer satisfaction	During this period water industry news related to sewage was very prominent, with the public apology from Water UK in May. Annual water bills also arrived with customers during this Quarter. Satisfaction with Wessex Water remains consistent with previous Quarters with no sign of being adversely affected. There is a directional uplift in overall customer satisfaction since the last Quarter; satisfaction does not appear to have been affected by negative media coverage of the water industry.	3.0	**3.0**	**3.0**
E035	Wessex Water Tracker Q1_2023 Report	Jul-23	Excellent customer experience	High customer satisfaction	Order of priorities remain consistent, with 'ensuring a reliable water supply' and 'preventing sewerage leaks' topping the list. 'Working in communities' drops back relative to other priorities (note that wording of this will change in the next Quarter to better reflect the nature of Wessex Water's objectives when working in communities).	3.0	**3.0**	**3.0**
E035	Wessex Water Tracker Q1_2023 Report	Jul-23	Affordable Bills	Value for money	In the latest period, during which annual bills were issued, perceptions of Wessex Water's value for money declined. Satisfaction with value for money is now significantly lower than this time last year - yet this is more down to greater ambivalence / uncertainty, rather than active negativity.	3.0	**2.0**	**2.5**
E035	Wessex Water Tracker Q1_2023 Report	Jul-23	Affordable Bills	Helping customers experiencing financial difficulty	Worry about affording the water bill had been tailing off slightly through Winter. However, in the latest Quarter, more customers are feeling worried again, as annual water bills arrive. The proportion of customers who agree their bill is affordable is directionally lower than in previous waves, with signs that the minority who cannot afford their bill is growing again - perhaps in response to recent announcement of higher bills.	3.0	**3.0**	**3.0**
E035	Wessex Water Tracker Q1_2023 Report	Jul-23	An effective sewerage system	Keep Sewage system working effectively	New measure for Quarter 1 2023-4: Trust in Wessex Water to deliver a reliable water supply is almost universal, but trust in them to handle sewage/wastewater responsibly, while still reasonable, is much lower. It will be important to track these measures over time to give further insight on how trust evolves in light of wider media coverage.	3.0	**2.0**	**2.5**
E035	Wessex Water Tracker Q1_2023 Report	45139	Sustainable abstraction	Smart meters and water efficiency measures	Attitudes to water use and metering: Over half agree with a new statement that they would be interested in more frequent updates on water use and cost. This is a much higher level than were interested in having a smart meter; it is the benefits of smart metering that need to be promoted, rather than the smart meter itself. . **Question wording changed in Q1 2023-24 from "I'd be interested in having a smart water meter	3.0	**2.0**	**2.5**
E035	Wessex Water Tracker Q1_2023 Report	Jul-23	An effective sewerage system	Reducing wastewater pollution incidents	Environment-related issues are increasingly salient for customers. In the latest Quarter, as headlines focus on sewage spills, spontaneous mentions of 'no/less sewage in rivers / sea' has risen to 2 in 10 – a very substantial minority now have this top of mind as the issue Wessex Water should address. Signs that more customers also want to see better communication.	3.0	**3.0**	**3.0**
E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Feb-22	Excellent customer experience	High customer satisfaction	Satisfaction with water and sewerage services: On a sample size of 200, 92% of overall satisfaction with water supply On a sample size of 178, 80% was the overall satisfaction with sewerage services	2.0	**3.0**	**2.5**
E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Feb-22	Affordable Bills	Value for money	Satisfaction with value for money: On a sample of 198 customers, 75% were satisfied with value for money of water services On a sample of 179 customers on a 79% satisfied with value for money of sewerage services	2.0	**2.0**	**2.0**
E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Feb-22	Affordable bills	Value for money	On 198 customers agree water and sewerage charges are affordable 65% Agree charges are fair	2.0	**2.0**	**2.0**
E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Feb-22	Affordable bills	Helping customers experiencing financial difficulty	64% aware of free meter options Aware of option to go back to rateable value charge within 24 months	2.0	**3.0**	**2.5**
E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Feb-22	Affordable bills	Helping customers experiencing financial difficulty	37% are aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills	2.0	**3.0**	**2.5**

E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Feb-22	An effective sewerage system	Keep Sewage system working effectively	74% Satisfied with company actions to reduce smells from sewerage treatment works	2.0	**2.0**	**2.0**	
E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Feb-22	An effective sewerage system	Keep Sewage system working effectively	75% Satisfied with maintenance of sewerage pipes & treatment works	2.0	**2.0**	**2.0**	
E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Feb-22	An effective sewerage system	Reducing wastewater pollution incidents	57% Satisfied with company cleaning of waste water before releasing it back into the environment	2.0	**3.0**	**2.5**	
E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Feb-22	An effective sewerage system	Keep Sewage system working effectively	63% Satisfied with company actions to minimise sewer flooding	2.0	**2.0**	**2.0**	
E037	Wessex Water Support Schemes Pilot Industry Report	Feb-22	Affordable bills	Helping customers experiencing financial difficulty	Generally, when in a position of financial struggle most feel burdened with stress and feel under pressure. Many feel ashamed and embarrassed that they've ended up in such a position. With hindsight, many wish they had addressed their financial issues sooner before letting the problem snowball. Dealing with financial struggles is particularly tough for those who had previously been financially stable and have been suddenly thrown into instability, e.g. due to loss of job during COVID or sudden illness	2.7	**3.0**	**2.8**	Y
E037	Wessex Water Support Schemes Pilot Industry Report	Feb-22	Excellent customer experience	High customer satisfaction	Many have negative perceptions of utility companies due to bad previous experiences. Most have had experience of having to get in touch with utility companies and other large companies for some reason or other (often when something goes wrong).	2.7	**2.0**	**2.3**	Y
E037	Wessex Water Support Schemes Pilot Industry Report	Feb-22	Affordable bills	Helping customers experiencing financial difficulty	Key barriers for water support schemes: Water bill is minor in context of other bills • Compared to other utilities, water is often the lowest bill and therefore lower on the priority list • Many aware that they won't be cut off in the same way they might with energy	2.7	**3.0**	**2.8**	Y
E037	Wessex Water Support Schemes Pilot Industry Report	Feb-22	Affordable bills	Helping customers experiencing financial difficulty	For those who have sought help through support schemes (across multiple sectors), the route taken was rarely direct to the end company	2.7	**3.0**	**2.8**	
E037	Wessex Water Support Schemes Pilot Industry Report	Feb-22	Affordable bills	Helping customers experiencing financial difficulty	Support scheme communications: text should be succinct and informative Support scheme communications: language should be simple and easy to understand Support scheme communications: important to clearly outline resources	2.7	**3.0**	**2.8**	Y
E037	Wessex Water Support Schemes Pilot Industry Report	Feb-22	Affordable bills	Helping customers experiencing financial difficulty	Key principles for building a customer-friendly application process: Principles drawn from insight gained across: 1.Build flexibility into the process – choice of channels is vital 2. Provide simple & transparent information about the range of schemes 3. Provide well structured, but limited range of support schemes 4. Single application process to apply for any/all support schemes preferred 5. Limit the number of stages in the process and number of interactions required 6. Make process as quick and easy as possible 7. Ensure it's easy to provide evidence 8. Streamline involvement of third parties and reassure customers 9. Integrate PSR application process with financial support services	2.7	**3.0**	**2.8**	Y
E038	Winter Vulnerability advisory panel	Dec-22	Affordable bills	Helping customers experiencing financial difficulty	from our research the people disproportionately hit by the current cost of living crisis are, indeed, the same ones who were disproportionately affected during the pandemic.	1.3	**3.0**	**2.2**	

E039	CAP Taking on UK Poverty 2023	May-23	Affordable bills	Helping customers experiencing financial difficulty	The most common type of priority debt, owed by one in two new clients in Wales in 2022, was water arrears Proportion of new clients in Wales in 2022 who owed the following types of debt: Water Arrears: 49%	3.0	**3.0**	**3.0**	
E040	Cost of Staying Alive Report 2022	May-23	Excellent customer experience	Supporting vulnerable customers	People on home dialysis pay more for their water and electricity because the dialysis machine is very energy and water intensive	3.0	**3.0**	**3.0**	
E040	Cost of Staying Alive Report 2023	May-23	Excellent customer experience	Supporting vulnerable customers	Home dialysis uses as much as 7502 litres of water per week. That is the equivalent of taking 80 showers every 7 days	3.0	**3.0**	**3.0**	
E041	MMH Time to act	Feb-22	Excellent customer experience	Supporting vulnerable customers	Just one in nine people with mental health problems (11%) have ever told a water company about their mental health problems	2.7	**3.0**	**2.8**	
E041	MMH Time to act	Feb-22	Excellent customer experience	Supporting vulnerable customers	Tools that automate or offer support with complex aspects of money management: Water providers could provide tools that help customers monitor their consumption and forecast costs	2.7	**3.0**	**2.8**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	Only one in four report that they never struggle with bills. More than half of customers struggle fairly frequently or more often with household bills	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	There has been a rise over the year in the proportion of bill payers who report currently struggling with their water bill – 23%, up from 15% in March 2022.	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	More than half of water bill payers (56%) reported they have struggled to pay one or more household bills fairly frequently over the past year ('all the time', 'most of the time', 'sometimes'). This is an increase from the 51% of bill payers who reported this in October 2022	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	women were significantly more likely to report struggling to pay bills (68%) than men (46%).	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	Almost eight in ten (78%) of those aged 18-35 struggled, compared to 36% of those aged 55 or over.	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	Ethnic minority bill payers were also more likely to struggle, with 74% of Black respondents reporting this and 63% of Asian respondents	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	Bill payers living in council or social housing were significantly more likely to report having struggled to pay household bills sometimes or more often (77%), as were tenants in private housing (69%). This compares to 55% of homeowners with a mortgage and 33% of homeowners without a mortgage.	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	Bill payers were asked which bills they were currently struggling to pay. Almost one in four (23%) reported struggling with their water bill. This compares to 20% in wave two (Oct 2022) and 15% when this question was asked in wave one (March 2022).	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	The proportion of bill payers who were aware of water companies providing financial support has continued to hover around three in ten. 29% reported awareness of this, compared to 28% in wave two and 31% in wave one.	3.0	**3.0**	**3.0**	Y
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	There has been a fall in the percentage of bill payers who expect their situation to get worse over the next year. In wave two, two thirds (66%) of bill payers reported that they expect their situation to get worse, with 27% expecting it to get 'a lot worse'	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	Three in four (75%) of those who struggled sometimes or more often to pay household bills over the past year expect to struggle to pay a utility bill over the next year. This rises to 88% of those who reported currently struggling to pay their water bill	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Value for money	Four in ten bill payers (40%) reported trusting their water company to provide good value for money, with just under three in ten (28%) reporting that they distrust their water company to do this	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Value for money	A similar proportion of bill payers 'strongly trust' their water company to provide value for money (12%) as 'strongly distrust' their company to do so (11%).	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Value for money	Younger people (18-34s) were somewhat more likely than older people (55+) to trust companies to provide good value for money (44% compared to 39%).	3.0	**3.0**	**3.0**	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Value for money	Asked bill payers what the two most important factors would be if they could pick which water and sewerage company they used. The responses are very consistent with previous waves of the research. Three in ten selecting 'providing good value for money to customers' (31%).	3.0	**3.0**	**3.0**	Y
E042	Ofwat Cost of living Wave 3 report	May-23	Safe and reliable water	Safe, quality drinking water	Asked bill payers what the two most important factors would be if they could pick which water and sewerage company they used. The responses are very consistent with previous waves of the research. 'Good quality drinking water' has been consistently chosen by around six in ten bill payers (58%)	3.0	**2.0**	**2.5**	Y

E042	Ofwat Cost of living Wave 3 report	May-23	Safe and reliable water	Continued water supply	Asked bill payers what the two most important factors would be if they could pick which water and sewerage company they used. The responses are very consistent with previous waves of the research. Approximately four in ten chosing 'providing a reliable service'(38%)	3.0	2.0	2.5	
E042	Ofwat Cost of living Wave 3 report	May-23	Affordable bills	Helping customers experiencing financial difficulty	The percentage of bill payers who agreed that they know who to ask for help if they are struggling with household bills and it is affecting their mental health remains consistent at 47% (wave two: 46%)	3.0	3.0	3.0	
E043	Ofwat Customer Licence Condition research	May-23	Excellent customer experience	High customer satisfaction	Participants generally rate their water companies well in terms of water quality and provision	3.0	3.0	3.0	
E043	Ofwat Customer Licence Condition research	May-23	Excellent customer experience	High customer satisfaction	Participants spend very little time thinking about their water and wastewater services	3.0	3.0	3.0	
E043	Ofwat Customer Licence Condition research	May-23	Excellent customer experience	High customer satisfaction	When problems arise, participants want their water company to fix them quickly and efficiently	3.0	3.0	3.0	Y
E043	Ofwat Customer Licence Condition research	May-23	Excellent customer experience	Supporting vulnerable customers	Customers in vulnerable circumstances including those with physical and mental health conditions, carers of terminally ill family members, parents of severely disabled children and single, elderly people suffering recent bereavement, had additional needs from their water companies.	3.0	3.0	3.0	Y
E044	CCW Ofwat Customer experiences of sewer flooding	May-23	An effective sewerage system	Reducing impacts and risk of sewer flooding	The research found that any type of sewer flooding has a significant negative impact on customers regardless of severity. Even incidents that may seem 'low severity' can cause a lot of inconvenience and stress, while 'high severity' events can lead to significant emotional trauma.	3.0	3.0	3.0	
E044	CCW Ofwat Customer experiences of sewer flooding	May-23	An effective sewerage system	Reducing impacts and risk of sewer flooding	Participants reported mixed, but often unsatisfactory, communication with wastewater companies when sewer flooding occurred.For some, it was difficult to know which organisation to contact when experiencing sewer flooding for the first time. However, the first interaction with someone at a wastewater company was often fairly positive. Customer service agents were often said to be empathetic, calm and professional in this first call. But this was not universal.	3.0	3.0	3.0	Y
E044	CCW Ofwat Customer experiences of sewer flooding	May-23	An effective sewerage system	Reducing impacts and risk of sewer flooding	Participants, unsurprisingly, reported that they wanted the cause of the sewer flooding to be fixed permanently. This was a key priority. But across the research, fewer than a quarter of participants felt that their wastewater company had given them a satisfactory resolution	3.0	3.0	3.0	
E044	CCW Ofwat Customer experiences of sewer flooding	May-23	An effective sewerage system	Reducing impacts and risk of sewer flooding	While for many participants, fixing and preventing sewer flooding from taking place is key, there was also concern about the financial costs of these incidents to individual customers Most participants said they did not receive compensation from companies. Further, among the small number who did receive some compensation, some held the view that this was used as a means to 'fob off' their concerns rather than dealing with the issue itself.	3.0	3.0	3.0	
E044	CCW Ofwat Customer experiences of sewer flooding	May-23	An effective sewerage system	Reducing impacts and risk of sewer flooding	The most consistent positive interaction reported by participants was at the start of the process. Contact details were generally easy to find online, and participants often reported quick response times on the phone and, on first contact, a positive interaction with customer service agents.	3.0	3.0	3.0	
E044	CCW Ofwat Customer experiences of sewer flooding	May-23	An effective sewerage system	Reducing impacts and risk of sewer flooding	The research also heard a few participants talk more favourably about the actions taken by their wastewater company. They felt listened to and were satisfied that the companies were responding in a reasonable way.	3.0	3.0	3.0	
E044	CCW Ofwat Customer experiences of sewer flooding	May-23	An effective sewerage system	Reducing impacts and risk of sewer flooding	Wastewater companies need to do more to improve the service for customers when sewer flooding takes place. Companies can begin this process immediately – by reviewing their processes for support for customers.	3.0	3.0	3.0	Y
E045	CCW Customer views on guaranteed standards scheme	Jul-23	Safe and reliable water	Continued water supply	The main service expectation customers have of water companies is to consistently provide water	3.0	3.0	3.0	Y
E045	CCW Customer views on guaranteed standards scheme	Jul-23	An effective sewerage system	Reducing wastewater pollution incidents	Fewer service expectations around environmental issues, as these do not have an immediate impact. Environmental-related expectations are things that water companies 'should' be doing, rather than what customers think is currently happening.	3.0	2.0	2.5	

E045	CCW Customer views on guaranteed standards scheme	Jul-23	Safe and reliable water	Continued water supply	The standards that customers expect water companies have to meet mainly relate to supply. Supplying water is their key deliverable; without this, they are not providing their service, so customers expect standards to be in place to ensure water companies provide this service properly. While customers are positive about the idea of standards, their implementation is questioned. There are strong feelings that it's 'right' that water companies have standards they have to meet.	3.0	**3.0**	**3.0**	
E045	CCW Customer views on guaranteed standards scheme	Jul-23	Safe and reliable water	Continued water supply	Customers expect to be provided with clean, safe, drinking water, that is available all the time and expect proactive messaging if there must be an interruption. Standards should be in place to ensure water companies have to comply to these services.	3.0	**3.0**	**3.0**	Y
E045	CCW Customer views on guaranteed standards scheme	Jul-23	Safe and reliable water	Continued water supply	Customers expect appropriate fresh water provision in event of not having running water, and fixing supply issues quickly ('appropriate' can differ dependent on needs)	3.0	**3.0**	**3.0**	
E045	CCW Customer views on guaranteed standards scheme	Jul-23	An effective sewerage system	Reducing wastewater pollution incidents	Customers expect their water company to cause minimal negative environmental damage, including not dumping waste into rivers and seas as this is perceived to be directly related to water supply/quality and Fines etc. Customers hear about this in the news, which strengthens expectations that this will be a standard water companies have to meet	3.0	**2.0**	**2.5**	
E046	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	Excellent customer experience	Brand perceptions and engagement	A majority of the public trust their water company to ensure water quality (65%) , provide a reliable service (61%) and inform on problems (54%)	3.0	**3.0**	**3.0**	
E046	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	An effective sewerage system	Reducing wastewater pollution incidents	Almost two fifths don't trust that their water company will prevent sewage from entering rivers	3.0	**2.0**	**2.5**	
E046	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	Excellent customer experience	Brand perceptions and engagement	Almost half of respondents agree that water companies put the interests of their shareholders/owners first	3.0	**3.0**	**3.0**	
E046	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	Excellent customer experience	Brand perceptions and engagement	There is little difference in perception when it comes to the water sector as a whole and own water company typically expect respondents to have a more positive view of their water company than of the sector as a whole. This is due to having more exposure to the brand, more of a relationship and the local connection to their area of the country.However here we see no significant differences between the views of the sector and their own water company.	3.0	**3.0**	**3.0**	
E046	Ofwat Trust and perceptions: People's views on	Feb-23	Excellent customer experience	Brand perceptions and engagement	Almost (29%) three in ten agree water companies understand customers' needs	3.0	**3.0**	**3.0**	
E046	Ofwat Trust and perceptions: People's views on	Feb-23	Excellent customer experience	Brand perceptions and engagement	Around a quarter (23%) think water companies act in the interest of customers	3.0	**3.0**	**3.0**	
E046	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	Excellent customer experience	Brand perceptions and engagement	People are somewhat less likely to see their own water provider as profit first	3.0	**3.0**	**3.0**	
E046	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	Great river and coastal water quality	Protect and improve river/beach water quality	People (57%) believe that untreated sewage from water companies has the most negative impact on rivers	3.0	**3.0**	**3.0**	
E046	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	Great river and coastal water quality	Protect and improve river/beach water quality	Two fifths of respondents are confident that their water company is taking action to improve river water quality	3.0	**3.0**	**3.0**	

E046	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	Seven out of ten know or think their water company is encouraging people to reduce the amount of water they use. Those who know of their water company encouraging people to save water are more likely to say they see the company as environmentally conscious (31% vs. 23%) and responsible (34% vs. 29%)	3.0	**1.0**	**2.0**	
E046	Ofwat Trust and perceptions: People's views on the water sector	Feb-23	Excellent customer experience	Brand perceptions and engagement	Engagement on issues beyond billing encourages a more positive reputation for water companies	3.0	**3.0**	**3.0**	Y
E047	Disability Price Tag 2023: the extra cost of disability	Jul-05	Affordable Bills	Helping customers experiencing financial difficulty	On average, disabled households (with at least one disabled adult or child) need an additional £975 a month to have the same standard of living as non-disabled households.	1.0	**3.0**	**2.0**	
E047	Disability Price Tag 2023: the extra cost of disability	Jul-05	Affordable Bills	Helping customers experiencing financial difficulty	On average, the extra cost of disability is equivalent to 63% of household income after housing costs.	1.0	**3.0**	**2.0**	
E047	Disability Price Tag 2023: the extra cost of disability	Jul-05	Affordable Bills	Helping customers experiencing financial difficulty	The average extra costs rise to £1,248 per month where there are two disabled adults in the household and at least two children. And for households with one disabled adult, one non-disabled adult and at least one child, the average extra cost is £634.	1.0	**3.0**	**2.0**	
E048	Water Matters 2022	Apr-23	Excellent customer experience	High customer satisfaction	92% of customers in England and Wales are satisfied with their water supply, which has been a flat trend over the last 12 years.	3.0	**3.0**	**3.0**	
E048	Water Matters 2022	Apr-23	Safe and reliable water	Continued water supply	Satisfaction with different aspects of water supply ranges from 95% – 65%. Customers' views on colour and appearance of tap water, hardness/softness and water pressure, has improved since 2021. However, satisfaction with the reliability of water supply has decreased, but retains the highest rating of all aspects of this service.	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	An effective sewerage system	Keep sewage system working effectively	Overall satisfaction with sewerage services increased to 79% in 2022. (Not a significant change.)	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	An effective sewerage system	Keep sewage system working effectively	Satisfaction with aspects of the sewerage service ranged from 74% – 53%. There was a decrease in satisfaction with minimising sewer flooding (from 64% in 2021 to 61%).	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	Affordable Bills	Value for money	Satisfaction with value for money remained at 75% for water and increased from 76% to 78% for sewerage services.	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	Affordable Bills	Value for money	In 2022, 64% of people perceived their charges to be fair, which was an increase on 2021 (62%).	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	Affordable Bills	Value for money	The number of customers agreeing that their charges were affordable remained at 76%. However, the number who feel that their charges are unaffordable increased (12% in 2022 vs 10% in 2021).	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	Affordable Bills	Helping customers experiencing financial difficulty	In 2022, 53% said their household finances had worsened over the last year, which was an increase from 2021 (34%). Only 36% felt their finances were unchanged, which was fewer than last year (58%).	3.0	**3.0**	**3.0**	
E048	Water Matters 2022	Apr-23	Safe and reliable water	Continued water supply	Only 63% of people in 2022 were confident that their water supply would be available in the longer term without restriction, down from 71% in 2021.	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	Excellent customer experience	Brand perceptions and engagement	64% of people agreed that their water company cares about the services that they provide – which is higher than 63% in 2021, but not a significant change.	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	Excellent customer experience	Brand perceptions and engagement	In 2022, trust in water companies fell to 7.21 – down from 7.33 in 2021 – to reach its lowest score since monitoring began	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	Affordable Bills	Helping customers experiencing financial difficulty	71% of customers would be likely to contact their water company if they had a problem with their bill. This has increased since last year (69%) but is not a significant change. In addition, the number of people who said they actually contacted their company increased by 3% to 21% in 2022.	3.0	**3.0**	**3.0**	Y
E048	Water Matters 2022	Apr-23	Excellent customer experience	High customer satisfaction	There was a fall – from 78% in 2021 to 76% in 2022 – in the number of customers who were satisfied with the contact they had with their company. (Not a significant change.)	3.0	**3.0**	**3.0**	
E048	Water Matters 2022	Apr-23	Excellent customer experience	Supporting vulnerable customers	Awareness of the extra help offered to people in vulnerable circumstances through water companies' Priority Services Registers has fallen, from 49% in 2021 to 47% in 2022. (Not a significant change.)	3.0	**2.0**	**2.5**	
E048	Water Matters 2022	Apr-23	Affordable Bills	Helping customers experiencing financial difficulty	Average awareness of the financial support offered by WaterSure/WaterSure Wales4 has decreased from 13% in 2021 to 12% in 2022.	3.0	**3.0**	**3.0**	

E048	Water Matters 2022	Apr-23	Excellent customer experience	High customer satisfaction	There has been no significant change in overall satisfaction with customer services, although the number dropped from 78% in 2021 to 77% in 2022. This relates to frequency and content of bills, meter reading and payments.	3.0	**3.0**	**3.0**	
E048	Water Matters 2022	Apr-23	Excellent customer experience	High customer satisfaction	However, more people – 86% in 2022 compared to 84% in 2021 – were satisfied with their overall experience of water and/or sewerage services.	3.0	**3.0**	**3.0**	
E048	Water Matters 2022	Apr-23	Excellent customer experience	High customer satisfaction	More people – 51% in 2022 compared to 50% in 2021 – said that the communication from their water company was good. (Not a significant change.)	3.0	**3.0**	**3.0**	
E049	Ofwat CCW Research on customer preferences	Apr-22	Excellent customer experience	Brand perceptions and engagement	The research found participants relate more to activities and descriptions that focus on customer impact, rather than water company processes or infrastructure	2.3	**1.0**	**1.7**	
E049	Ofwat CCW Research on customer preferences	Apr-22	Excellent customer experience	Brand perceptions and engagement	There is low understanding of water and sewerage services, with most people only engaging when there is an issue. Participants did not know (and did not want to know) how the system works. Instead, they wanted to know the impact of services	2.3	**1.0**	**1.7**	
E049	Ofwat CCW Research on customer preferences	Apr-22	Excellent customer experience	Brand perceptions and engagement	Services which do or might impact people directly are seen as most important. Similarly, service aspects with immediate impact or consequences are a higher priority than those with consequences in a more distant future. For example, the appearance and taste of water is seen to be more important than biodiversity.	2.3	**1.0**	**1.7**	
E049	Ofwat CCW Research on customer preferences	Apr-22	Excellent customer experience	High customer satisfaction	People report being more tolerant of service interruptions where warning is given. People want to know how they will be affected, how long for, and the water company response time. Strong communication and advance warning help mitigate service interruptions.	2.3	**2.0**	**2.2**	
E050	Ofwat CCW Business customer insight survey 2022	Oct-22	Excellent customer experience	High customer satisfaction	All customers were asked how satisfied or dissatisfied they are with their current clean water and wastewater retailer(s). Just over three quarters (77%) were satisfied with their current retailer, with a tenth (10%) saying they were dissatisfied.	3.0	**3.0**	**3.0**	
E050	Ofwat CCW Business customer insight survey 2022	Oct-22	Excellent customer experience	High customer satisfaction	When those who were dissatisfied with their current clean water and wastewater retailer were asked to explain the reasons why, customers were most likely to mention billing issues, such as not receiving bills, or being charged incorrectly (mentioned by 77% of dissatisfied customers – equivalent to around 8% of customers across the whole sample); followed by issues with customer service (65%) and with price (21%).	3.0	**3.0**	**3.0**	
E050	Ofwat CCW Business customer insight survey 2022	Oct-22	Excellent customer experience	High customer satisfaction	The most frequent reason given for satisfaction was not experiencing any/many problems (31%), although this has seen a significant decrease since in 2021. On the other hand, the percentage of those that were satisfied who mentioned good customer service has nearly doubled since 2021 increasing from 12% to 25%, however, this increase is non-significant.	3.0	**3.0**	**3.0**	
E050	Ofwat CCW Business customer insight survey 2022	Oct-22	Safe and reliable water	Continued water supply	A final, concluding question about the factors that are most important to water customers, was asked of all of the survey respondents. Over half (55%) mentioned a reliable water supply and/or no supply interruptions while around two fifths (42%) mentioned price.	3.0	**2.0**	**2.5**	
E050	Ofwat CCW Business customer insight survey 2022	Oct-22	Excellent customer experience	High customer satisfaction	The quality of customer service was among the most important aspects to just under a quarter of customers (23%), while the quality of billing services was mentioned by over a tenth (15%), and water efficiency by less than a tenth (7%).	3.0	**3.0**	**3.0**	
E051	CCW Smart Thinking – Metering for Business Customers	Mar-22	Sustainable abstraction	Smart meters and water efficiency measures	In principle, around 4 in 5 businesses would be supportive of new water meter technologies being rolled out across the water system	3.0	**3.0**	**3.0**	
E051	CCW Smart Thinking – Metering for Business Customers	Mar-22	Sustainable abstraction	Smart meters and water efficiency measures	The most appealing benefit of having a smart water meter is accurate billing	3.0	**3.0**	**3.0**	
E051	CCW Smart Thinking – Metering for Business Customers	Mar-22	Sustainable abstraction	Smart meters and water efficiency measures	Automatic water meter readingsaves time and hassle and reaffirms trust of paying for what is actually used	3.0	**3.0**	**3.0**	
E051	CCW Smart Thinking – Metering for Business Customers	Mar-22	Sustainable abstraction	Smart meters and water efficiency measures	Although environmental benefits [of smart meters] are not top of mind, they are valuable to businesses looking to the future	3.0	**3.0**	**3.0**	
E051	CCW Smart Thinking – Metering for Business Customers	Mar-22	Sustainable abstraction	Smart meters and water efficiency measures	Automated meter reading provides greater peace of mind and becomes 'one less thing to think about'	3.0	**3.0**	**3.0**	

E051	CCW Smart Thinking – Metering for Business Customers	Mar-22	Sustainable abstraction	Smart meters and water efficiency measures	9 in 10 of those who claim to have a smart water meter find that it provides useful information for their business. Net agree: 91%	3.0	**3.0**	**3.0**	
E051	CCW Smart Thinking – Metering for Business Customers	Mar-22	Sustainable abstraction	Smart meters and water efficiency measures	Majority see at least some monetary value in receivingregular data on their water usage, with the size of the organisation and the number of premises affecting this significantly. The total mean monetary value estimate is £255.12 Large businesses* estimate the monetary value to be significantly higher at £315.72, likely reflecting the estimated bigger savings they could have on their annual water bill	3.0	**3.0**	**3.0**	
E052	CCW Testing the Waters 2022	Jan-23	Excellent customer experience	High customer satisfaction	Overall satisfaction has declined for both water and sewerage services – from 91% to 88% and from 88% to 82% respectively	3.0	**3.0**	**3.0**	
E052	CCW Testing the Waters 2022	Jan-23	Excellent customer experience	High customer satisfaction	Customers in Wales are significantly more likely than those in England to be satisfied with their water (92% cf 87%), sewerage (88% cf 81%)	3.0	**3.0**	**3.0**	
E052	CCW Testing the Waters 2022	Jan-23	Affordable Bills	Value for money	Business customers are significantly less likely to agree they receive value for money for their water and sewerage services than in 2020/21 and 2018.	3.0	**3.0**	**3.0**	
E052	CCW Testing the Waters 2022	Jan-23	Affordable Bills	Value for money	For water services, 68% of all businesses surveyed are satisfied with the value for money they receive, down from 74% in 2020/21 and 72% in 2018.	3.0	**3.0**	**3.0**	
E052	CCW Testing the Waters 2022	Jan-23	Excellent customer experience	High customer satisfaction	For sewerage services, the difference is even more marked, with net satisfaction falling from 75% in 2020/21 and 72% in 2018 to 65% in 2022	3.0	**3.0**	**3.0**	
E052	CCW Testing the Waters 2022	Jan-23	Excellent customer experience	High customer satisfaction	For water providers, net agreement that their provider cares about the service they give to customers has fallen significantly compared to both 2020/21 (52%) and 2018 (53%)	3.0	**3.0**	**3.0**	
E052	CCW Testing the Waters 2022	Jan-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	Across all businesses, 39% have engaged in some form of water saving activity. This is significantly lower than in 2020/21 (46%), but significantly higher than in 2018 (28%).	3.0	**3.0**	**3.0**	
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Excellent customer experience	High customer satisfaction	Satisfaction with the overall service provided by Wessex Water. The majority of customers rated the overall service received at least an 8 out of 10 (72%), 89% were satisfied to some extent (6 or higher), and 2% of you were dissatisfied (4 or lower).	2.0	**2.0**	**2.0**	
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Excellent customer experience	Brand perceptions and engagement	We asked how much customers trust Wessex Water, The majority gave a trust rating of at least 8 out of 10 (64%). 19% of customers gave a trust rating of 6 or below though, so it suggests there's more we need to do in this area.	2.0	**2.0**	**2.0**	
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Affordable bills	Value for money	Customers were asked whether satisfied that the services received are value for money. The majority of you that they are satisfied (69% very or fairly satisfied). Just 7% of customers are either very or fairly dissatisfied.	2.0	**2.0**	**2.0**	
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Safe and reliable water	Safe, quality drinking water	The most common service issue experienced by customers was a problem relating to limescale in the water (23%)	2.0	**2.0**	**2.0**	
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Safe and reliable water	Safe, quality drinking water	The top priority for a third of customers (33%) for Wessex Water to focus on over the next 25 years was safe quality drinking water.	2.0	**2.0**	**2.0**	
E053	Online Panel Survey Nov 21:	Nov-21	Affordable bills	Value for money	The second priority for 22% of customers for Wessex Water to focus on over the next 25 years was affordable and fair bills for everyone (22%).	2.0	**2.0**	**2.0**	Y
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	92% agreed (either strongly or somewhat) that they try to control the amount of water they use	2.0	**2.0**	**2.0**	
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Just over three quarters (76%) agreed that they would be willing to change habits to reduce water usage and 57% think that more should be done to save water	2.0	**2.0**	**2.0**	

E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	An effective sewerage system	Keep sewage system working effectively	A half of customers (50%) said that water and sewerage services are something that is taken for granted.	2.0	**2.0**	**2.0**
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Safe and reliable water	Continued water supply	A half of customers (50%) said that water and sewerage services are something that is taken for granted.	2.0	**2.0**	**2.0**
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Sustainable abstraction	Customer attitudes and behaviours towards water use	Just a quarter of customers (25%) don't think about what happens to water that you flush away and just 16% said that they don't worry about how much water is used.	2.0	**2.0**	**2.0**
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Great river and coastal water quality	Protect and improve river/beach water quality	73% of customers worry about the quality of water in the rivers	2.0	**2.0**	**2.0**
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Great river and coastal water quality	Protect and improve river/beach water quality	48% of customers agree that the quality of river and coastal water is better than it was 10 years ago.	2.0	**2.0**	**2.0**
E053	Online Panel Survey Nov 21: Have your say newsletter survey 25 future plans No25	Nov-21	Net Zero carbon	Attitudes towards net zero and climate change	67% of customers agree that we are losing the battle when it comes to climate change	2.0	**1.0**	**1.5**
E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Net Zero carbon	Attitudes towards net zero and climate change	When customers were asked to choose the top five issues which they were most concerned about, customers most commonly chose climate change (65%).	2.0	**3.0**	**2.5**
E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Biodiversity improvement	Improve nature/wildlife	When customers were asked to choose the top five issues which they were most concerned about, 58% chose loss of biodiversity and natural resources	2.0	**2.0**	**2.0**
E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Great river and coastal water quality	Protect and improve river/beach water quality	When customers were asked to choose the top five issues which they were most concerned about, 56% chose water pollution	2.0	**2.0**	**2.0**
E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Excellent customer experience	Brand perceptions and engagement	When customers were asked which organisations they admired for making a positive contribution to society and/or the environment, Wessex Water came top of all those mentioned.	2.0	**3.0**	**2.5**

E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Net Zero carbon	Attitudes towards net zero and climate change	64% of customers think that Wessex Water do a lot or a fair amount to support the environment and a further 19% think that we do a little	2.0	**3.0**	**2.5**	
E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Excellent customer experience	Positive impact in the community	39% of customers think that Wessex Water do lot or a fair amount to support people and communities in the region and a further 28% think that Wessex Water do a little.	2.0	**3.0**	**2.5**	
E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Excellent customer experience	Positive impact in the community	39% of customers think that Wessex Water do a lot or a fair amount to support the local and regional economy, and 28% think that we do a little.	2.0	**3.0**	**2.5**	
E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Net Zero carbon	Attitudes towards net zero and climate change	Customers were asked to imagine to choose from three different water companies, all exactly the same other than the way they seek to benefit society. The biggest proportion of customers (42%) would choose a water company that supports the environment, e.g. committing to becoming carbon neutral; demonstrating good environmental behaviours and encouraging others in the community too, however, 27% of you had no preference and found all three equally appealing.	2.0	**3.0**	**2.5**	
E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Apr-21	Excellent customer experience	Brand perceptions and engagement	Customers asked how hearing that Wessex Water is committing to each of these principles affects how customers feel about them as a company. Principles include: Promoting culture and diversity outside our organisation, Involving local communities in deciding what we do, Involving local communities in deciding what we do. Encouragingly, hearing about Wessex Water principles makes many of you think more positively. This was particularly true of improving the region's natural environment (82% a lot or a little more positive), investing now in ageing pipework and treatment works (78%), growing skills in the community (76%), supporting the region's economy (75%)	2.0	**3.0**	**2.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Understand how customers use water at home. Started by asking about personal washing activities. The most common washing method is showering, with nearly all of customers (90%) showering at home weekly or more, and around 4 in 10 showering daily. Many customers have regular flannel washes, however taking daily baths isn't so common.	2.0	**3.0**	**2.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Customers were asked about other use of water at home. Washing machines are used by almost everyone, with over 7 in 10 of customers (71%) doing at least 2-3 loads a week. Not so many customers use a dishwasher, but those who do use them frequently.	2.0	**3.0**	**2.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Affordable bills	Helping customers experiencing financial difficulty	86% of customers agree that they are keen to find new ways of saving money on utility bills	2.0	**2.0**	**2.0**	Y
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Net Zero carbon	Attitudes towards net zero and climate change	75% of customers agree that they often look for new ways to reduce your impact on the environment	2.0	**1.0**	**1.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	Customers were asked how much effort they make to save water, and encouragingly, almost all of customers (96%), said that they make at least some effort. Almost 3 in 10 of customers (29%) said that they make a great deal of effort.	2.0	**3.0**	**2.5**	

E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	60% of customers agree that they try to think about your impact on the environment when you have a shower or bath	2.0	**3.0**	**2.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	39% of customers think it's important to relax and enjoy having a shower	2.0	**3.0**	**2.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	36% of customers think it's essential to have one shower or bath a day to be hygienic	2.0	**3.0**	**2.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Smart meters and water efficiency measures	25% of customers believe that it's too expensive to get water-efficient devices and appliances	2.0	**3.0**	**2.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	12% of customers agree that you try to save more water but end up going back to your normal habit	2.0	**3.0**	**2.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	9% of customers said that due to a health condition you cannot reduce the amount of water that you use	2.0	**3.0**	**2.5**	
E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 24	Apr-22	Sustainable abstraction	Smart meters and water efficiency measures	Customer views on smart water meters. 43% of customers agreed to some extent that would be interested in having a smart meter	2.0	**3.0**	**2.5**	
E056	Lifting the lid: the secrets of our water habits	Jan-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	Almost one in five people surveyed across England and Wales (17%) admitted to running the bathroom tap to cover up the sound of them using the loo. Even more strikingly, almost half (48%) said that they had taken a shower after going to the loo for a "number two".	3.0	**3.0**	**3.0**	
E056	Lifting the lid: the secrets of our water habits	Jan-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	Other shower habits also stood out: 29% of people admitted to running the shower for longer than they were actually using it,'just to get [some] peace and quiet from family or housemates', while the more musical (38%) said that they had spent extra time running a shower because they were singing.	3.0	**3.0**	**3.0**	
E056	Lifting the lid: the secrets of our water habits	Jan-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	Over six in ten (63%) of people in England and Wales feel they could be more water efficient; with most claiming theycould possibly be more water efficient (49%) compared to 14% who said definitely	3.0	**3.0**	**3.0**	
E056	Lifting the lid: the secrets of our water habits	Jan-23	Sustainable abstraction	Customer attitudes and behaviours towards water use	The majority of people (70%) in England and Wales agree it is okay to skip a shower some days	3.0	**3.0**	**3.0**	
E057	River Water Quality Report	Jul-22	Great river and coastal water quality	Protect and improve river/beach water quality	Three in ten respondents (29%) ranked water pollution of rivers and seas among the top three things having a negative impact on the environment	3.0	**3.0**	**3.0**	
E057	River Water Quality Report	Jul-22	Great river and coastal water quality	Protect and improve river/beach water quality	Respondents were asked to share, from a list of options, what most concerned or worried them about their local area. Water pollution was the number one concern for 11% of participants	3.0	**3.0**	**3.0**	
E057	River Water Quality Report	Jul-22	Great river and coastal water quality	Protect and improve river/beach water quality	Respondents were presented with a choice between improving the quality of rivers or keeping bills low. Almost six in ten (59%) wanted their water company to prioritise improving the quality and cleanliness of rivers in England and Wales, even if this were to increase the price of their water bills	3.0	**3.0**	**3.0**	

E057	River Water Quality Report	Jul-22	Great river and coastal water quality	Protect and improve river/beach water quality	Just under three in ten (29%) wanted companies to keep water bills low, even if this were to have a negative impact on the quality and cleanliness of rivers in England and Wales.	3.0	3.0	3.0	
E057	River Water Quality Report	Jul-22	Great river and coastal water quality	Protect and improve river/beach water quality	Six in ten respondents (60%) in England thought it should be safe to go swimming in a river. But only 16% thought it was currently safe to do this. Similarly, more than half (52%) of respondents thought it should be safe for children to play in a river, only 12% thought this was currently the case. Views on what should be safe to do in a river in England were consistent between those who live near a river or other body of water and those who do not.	3.0	3.0	3.0	
E057	River Water Quality Report	Jul-22	An effective sewerage system	Reducing wastewater pollution incidents	Respondents were asked to rank, from a range of options, what has the most negative impact on the water quality of rivers in England and Wales. More than a quarter (27%) ranked 'untreated sewage from water companies' top of the list of things that negatively impact water quality of rivers. 57% put this in their top three ranking	3.0	3.0	3.0	
E058	Awareness and perceptions of river water quality	Apr-22	An effective sewerage system	Reducing wastewater pollution incidents	More people spontaneously cite pollution from sewage as a threat to the environment, up from 1% to 5%. This is a significant increase, though still a small proportion.	3.0	3.0	3.0	
E058	Awareness and perceptions of river water quality	Apr-22	An effective sewerage system	Reducing wastewater pollution incidents	35% of people in England and Wales now see untreated sewage as the biggest cause of river pollution	3.0	3.0	3.0	
E058	Awareness and perceptions of river water quality	Apr-22	Great river and coastal water quality	Protect and improve river/beach water quality	Perceptions of the safety of rivers and streams for recreation have fallen slightly. • The number of people who would expect to be able to swim in a river safely is declining, from 64% to 57%	3.0	3.0	3.0	
E058	Awareness and perceptions of river water quality	Apr-22	Biodiversity improvement	Improve nature/wildlife	Most people want improvements to storm overflows to help ensure the river is a healthy habitat for wildlife. People in Wales (72%) and rural areas (70%), as well as people over 55 (71%), are more interested in prioritising rivers as healthy habitats for wildlife.	3.0	1.0	2.0	
E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Excellent customer experience	Brand perceptions and engagement	Engagement with the water industry is low and perceptions are heavily impacted by negative press headlines. When asked in general terms, people are more neutral about their water company than when they are asked to think of a specific issue. Whilst most people's perceptions of the water industry has not changed in the past 3-6 months this is reflective of their ambivalence rather than their positivity.	3.0	3.0	3.0	
E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Sustainable abstraction	Leakage	Consumers have an impression that all of the issues discussed are within the control of the water companies. There is a damaging cycle which stems from leakage and storm overflows which influences negative views on other issues.	3.0	3.0	3.0	
E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Sustainable abstraction	Leakage	Leakage is one of the most emotive topics – and one that exacerbates most others. Consumers feel very strongly that leaks are with the control of water companies and that they are a fundamental responsibility in terms of the day to day running of a water company	3.0	3.0	3.0	
E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Great river and coastal water quality	Protect and improve river/beach water quality	Without prompting, most identify pollution and "dumping" of sewage into water ways, rivers and oceans (48%) as the reason for their views becoming negative	3.0	3.0	3.0	
E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Sustainable abstraction	Leakage	There is a causal link made between leaks and hosepipe bans. The amount of leakage frustrates consumers and it undermines any calls to action from water companies to play their part by reducing water use and observing hosepipe bans.	3.0	3.0	3.0	
E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Sustainable abstraction	Leakage	87% Most people believe the service providers/water companies/sewerage companies should be responsible for water leaks	3.0	3.0	3.0	
E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Sustainable abstraction	Leakage	Just over two fifths (44%) had heard about water leaks in the last few months, with those in the Southeast (55%) and under a hosepipe ban (58%) significantly more aware of this key topic compared to the total. • Those with a water meter (48%) are more likely to have heard about water leaks compared to those who do not (42%).	3.0	3.0	3.0	
E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Sustainable abstraction	Leakage	Two thirds (67%) felt hearing about water leaks had a negative effect on the perceptions of their water company. In comparison, three in ten (29%) said it had no effect and for a minority (5%) a positive effect.	3.0	3.0	3.0	

E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Excellent customer experience	Brand perceptions and engagement	Profits and bonuses are not actually that top of mind but contribute to disempowering and frustrating consumers within the context of all other issues. There feels like there is a lack of transparency and openness over how water companies as private businesses operate	3.0	**3.0**	**3.0**	
E059	Bridging the gap: Awareness and Understanding of Water Issues	Nov-22	Excellent customer experience	Brand perceptions and engagement	Whilst people can get frustrated about topical issues they are issues which are given little consideration or time in their daily lives. If people are presented with open and simple information from their water company about what the challenges are and what can realistically be be achieved with a greater push on collective responsibility then this may begin to challenge negative perceptions which filter through from press coverage.	3.0	**3.0**	**3.0**	
E060	Water Awareness Survey	May-22	An effective sewerage system	Keep sewage system working effectively	91% of people said they were aware that personal water use, and what is disposed of down toilets or rinsed down the sink, have an effect on the environment.	3.0	**3.0**	**3.0**	
E060	Water Awareness Survey	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	91% of people said they were aware that personal water usehave an effect on the environment.	3.0	**3.0**	**3.0**	
E060	Water Awareness Survey	May-22	Sustainable abstraction	Customer attitudes and behaviours towards water use	62% of people said they had not done anything to use less water in the last six months.	3.0	**3.0**	**3.0**	
E060	Water Awareness Survey	May-22	An effective sewerage system	Keep sewage system working effectively	15% of respondents said they had flushed items other than human waste and toilet paper down the loo.	3.0	**3.0**	**3.0**	
E060	Water Awareness Survey	May-22	An effective sewerage system	Keep sewage system working effectively	14% said they did not know how else to dispose of fats, oils and greases other than down the sink	3.0	**3.0**	**3.0**	
E061	Making ends meet insights from clients StepChange advice clients	Oct-22	Affordable Bills	Helping customers experiencing financial difficulty	One in three new StepChange clients have a negative budget: this means that, after a debt advice session and budget counselling, their expenses exceed their income.	2.3	**3.0**	**2.7**	
E061	Making ends meet insights from clients StepChange advice clients	Oct-22	Affordable Bills	Helping customers experiencing financial difficulty	People struggle for too long before accessing help. For most participants, living with a negative budget caused anxiety, stress and health problems. Some had experienced traumatic events. These factors made it difficult to cope with their financial situation and access help and support.Poorly designed support sometimes discouraged those who reached out for help. This pattern led to extended experiences of financial difficulty and contributed to avoidable harms.	2.3	**3.0**	**2.7**	Y
E061	Making ends meet insights from clients StepChange advice clients	Oct-22	Affordable Bills	Helping customers experiencing financial difficulty	Using credit to cope with financial difficulty compounded problems. Participants had often used credit to keep up after a fall in income or to meet shortfalls in essential costs, until doing so became unsustainable. Many participants had struggled with debt servicing costs over a number of years.	2.3	**3.0**	**2.7**	
E061	Making ends meet insights from clients StepChange advice clients	Oct-22	Affordable Bills	Helping customers experiencing financial difficulty	Universal Credit does not provide enough support for a dignified standard of living. Most participants relied on social security income at the time of our interviews and found payments too low to meet an adequate standard of living.Their testimony of hardship reinforces the negative social consequences of stagnation in the value of social security payments. This problem is compounded by design problems in the Universal Credit system, such as a lack of stability in payments and deductions that further reduce the value of support.	2.3	**3.0**	**2.7**	
E062	Tracking the impact of the high cost of living on UK households	Jun-23	Affordable Bills	Helping customers experiencing financial difficulty	3.7 million more people are behind on household bills in June 2023, compared to the previous year	3.0	**3.0**	**3.0**	
E062	Tracking the impact of the high cost of living on UK households	Jun-23	Affordable Bills	Helping customers experiencing financial difficulty	This winter has been particularly challenging for people, with an additional 3.3 million people saying they went without heating, electricity or water in the past three months, compared to the same time last year.	3.0	**3.0**	**3.0**	

E062	Tracking the impact of the high cost of living on UK households		Jun-23	Affordable Bills	Helping customers experiencing financial difficulty	One in two (50%) said money worries were negatively impacting on their health, and the proportion who said they had gone without heating, electricity or water in the last three months was 1.7 times higher than the population as a whole (31% compared to 18% of UK adults).	3.0	**3.0**	**3.0**
E063	Living on Empty: a policy report from Citizens Advice		Jul-23	Affordable Bills	Helping customers experiencing financial difficulty	Preparing for future winters – targeted support to help people manage energy prices Energy bills are nearly double what they were two years ago. This has been a key driver of the cost of living crisis, especially for low-income households. Polling shows that, in the last 6 months, nearly 7 million people have had to go without heating, hot water and electricity. This includes 2.2 million disabled people and 1.25 million children.	2.0	**3.0**	**2.5**
E064	Wessex Water CSAT results		Jan-23	Excellent customer experience	High customer satisfaction	Words most frequently used by customers in the survey comments: Polite, good, team, helpful, excellent and problem	2.0	**3.0**	**2.5**
E064	Wessex Water CSAT results		Jan-23	Excellent customer experience	High customer satisfaction	Image Tracker perception survey (including non-bill payers) shows 74% of customers are satisfied with Wessex Water in 2022/23	2.0	**3.0**	**2.5**
E064	Wessex Water CSAT results		Jan-23	Excellent customer experience	High customer satisfaction	3rd WaSc for C-MeX, 1st WaSC on the contactor element (CSS) and 5th WaSC on the non-contactor element (CES)	2.0	**3.0**	**2.5**
E064	Wessex Water CSAT results		Jan-23	Excellent customer experience	High customer satisfaction	Average score of 4.6 from 7,863 Trustpilot reviews	2.0	**3.0**	**2.5**
E064	Wessex Water CSAT results		Jan-23	Excellent customer experience	High customer satisfaction	Wessex Water in the top 3 utilities to feature in the January UKCSI results	2.0	**3.0**	**2.5**
E064	Wessex Water CSAT results		Jan-23	Excellent customer experience	High customer satisfaction	Customers who are on Priority Services and/or an affordability scheme are more satisfied regarding billing issues than customers as a whole e.g., 8.58 (PSR) and 8.76 (Social Policy) vs. the average of 8.56	2.0	**3.0**	**2.5**
E065	PSR Tailored Results	N/A		Excellent customer experience	High customer satisfaction	CSAT Group: Neutral: 1.75% Satisfied: 9.62% Extremely: 82.51%	1.7	**3.0**	**2.3**
E065	PSR Tailored Results	N/A		Excellent customer experience	High customer satisfaction	PSR needs met 93.6%	1.7	**3.0**	**2.3**
E066	Customer Survey Dashboard - Dev		Apr-22	Excellent customer experience	High customer satisfaction	CSAT Group: Satisfied: 12.09%	1.7	**3.0**	**2.3**
E067	PSR surveys April 2022 to date		Apr-22	Excellent customer experience	High customer satisfaction	CSAT Group: Satisfied: 12.09%	1.7	**3.0**	**2.3**
E067	PSR surveys April 2022 to date		Apr-22	Excellent customer experience	High customer satisfaction	Avg. CSAT 8.90 Resolution 90.8%	1.7	**3.0**	**2.3**
E034	Vulnerability Summit 2023		Jul-23	Excellent customer experience	Supporting vulnerable customers	Four key drivers of vulnerability: - Health e.g. physical disability, severe/long-term illness, addiction, mental health - Life event e.g. bereavement, redundancy, retirement, births, victim of crime/domestic abuse Resilience e.g. low/erratic income, debt, no savings, lack of coping skills - Capability e.g. financial skills/knowledge, poor literacy/numerical skills, language, learning impairments	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023		Jul-23	Excellent customer experience	Supporting vulnerable customers	Vulnerability is a spectrum; At one end are customers facing short-term or minor issues. At the other end, are those with complex and overlapping needs	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023		Jul-23	Excellent customer experience	Supporting vulnerable customers	27.7 million adults in the UK with Vulnerable Characteristics	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023		Jul-23	Excellent customer experience	Supporting vulnerable customers	One in seven adults has literacy skills that are expected of a child aged 11 or above	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023		Jul-23	Excellent customer experience	Supporting vulnerable customers	The FCA found the number of adults with low financial resilience had grown throughout 2020, increasing from 10.7m to 14.2m.	2.0	**3.0**	**2.5**

E034	Vulnerability Summit 2023	Jul-23	Excellent customer experience	Supporting vulnerable customers	Covid has caused an increase of 15% in vulnerability cases in the UK	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023	Jul-23	Excellent customer experience	Supporting vulnerable customers	vulnerability can't always be avoided, so it is important that companies provide an excellent service rooted in empathy, treating customers fairly, and doing the right thing.	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023	Jul-23	Excellent customer experience	Supporting vulnerable customers	Only 22% of population have heard of the Priority Services Register	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023	Jul-23	Excellent customer experience	Supporting vulnerable customers	0.5% of population are in debt owing to gambling	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023	Jul-23	Excellent customer experience	Supporting vulnerable customers	The level of care needed for customers who have characteristics of vulnerability may be different from that for others and firms should take particular care to ensure they are treated fairly	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023	Jul-23	Excellent customer experience	Supporting vulnerable customers	Firms must ensure the channels of support they do offer meet the needs of their customers, including customers dealing with non-standard issues, and customers with characteristics of vulnerability	2.0	**3.0**	**2.5**
E034	Vulnerability Summit 2023	Jul-23	Excellent customer experience	Supporting vulnerable customers	We expect firms to focus on the customer outcomes that may result from their actions, considering what a firm knows, or could reasonably be expected to have known, at the relevant time	2.0	**3.0**	**2.5**
E068	Acceptability and Affordability Analysis	Aug-23	Great customer experience	Brand perception and engagement	59% of all household customers thought Wessex Water proposals were acceptable while 28% found the plan unacceptable. This level of acceptability is lower than seen in previous price reviews owing to the wider industry trust context combined with the cost-of-living crisis. Of those that found it unacceptable, the most commonly cited reasons related to company profits being too high, that company profits should pay for service improvements or that bill increases are too expensive. Of those that found the plan acceptable, the most commonly cited reasons were that they support what we're trying to achieve over the long term, that the plan focusses on the right services and that they trust us to do what's right for customers.	3.0	**3.0**	**3.0**
E068	Acceptability and Affordability Analysis	Sep-23	Great customer experience	Brand perception and engagement	When we combine household and non-household customers the % finding Wessex Water's plans unacceptable is 26%, and the % finding the plans acceptable is 63%.	3.0	**3.0**	**3.0**
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	Struggled to pay bills in the last year: HH&NHH: 32% HH: 29% NHH: 40%	3.0	**3.0**	**3.0**
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	Finding it quite or very difficult to manage financially HH&NHH: 11% HH: 10% NHH: 12%	3.0	**3.0**	**3.0**
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	Expect financial situation to get worse: HH&NHH: 35% HH: 41% NHH: 20%	3.0	**3.0**	**3.0**
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	Despite the financial squeeze, only a minority (11%) find it difficult to afford their current water & sewerage bill. However, when presented with proposed future bills, the proportion who will find it difficult to afford jumps to over 4 in 10.	3.0	**3.0**	**3.0**
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	The affordability testing of the plan found that nearly 27% of all household customers have struggled to pay at least one of their household bills in the last 12 months.	3.0	**3.0**	**3.0**
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	Just over 4 in 10 foresee they will struggle with the future bill increases NHH customers more confident that they can afford the future water and sewerage bills than household customers	3.0	**3.0**	**3.0**
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	While 4 in 10 NHH customers think it will be 'easy' to afford the bill profile to 2029/30, few household customers have this sentiment even those who are comfortable financially	3.0	**3.0**	**3.0**

E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	Affordability of water & sewerage bills up to 2029/30 Easy to afford: Total: 23% HH: 16% NHH: 41% Difficult to afford: Total: 42% HH: 46% NHH: 32%	3.0	**3.0**	**3.0**	
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	It also identified that 46% of all household customers expected to find it difficult to pay the water and sewerage bills proposed for 2025-30, and only 16% reported that they would find their bill easy to afford.	3.0	**3.0**	**3.0**	
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	Customer views on the phasing of bill increases were mixed with the majority indicating they didn't know enough to give a view (37%). Of those that did express an opinion on bill phasing 45% preferred an increase starting sooner to spread increases across different generations of bill-payers, and 17% preferred to delay bill increases to put more increases onto younger and future bill-payers.	3.0	**3.0**	**3.0**	
E068	Acceptability and Affordability Analysis	Sep-23	Affordable bills	Helping customers experiencing financial difficulty	Acceptability of Wessex Water's business plans is 62% overall; slightly lower at 58% for households specifically: Acceptable: Total: 62% HH: 58% NHH: 73% Unacceptable: Total: 27% HH: 29% NHH: 21%	3.0	**3.0**	**3.0**	

Wessex Water YTL GROUP

PR24 Insight Database
Source Quality Assessment

								Quality assessment				Breadth & Depth																			Segments & Regional Coverage						
								Robustness				Serving people and places																								
												Safe and reliable water supply		An effective sewerage system			Affordable bills		Excellent customer experience				Sustainable abstraction				Great river and coastal water quality	Net Zero Carbon	Increased biodiversity						
	Ref	Document Title	Method of engagement	No. engaged	Segments covered	Regional coverage	Facilitated by	Methodologically sound	Rigorously gathered	Credibly interpreted	Overall robustness score	Continued water supply	Safe, quality drinking water	Keep Sewage system working effectively	Reducing impacts and risk of sewer flooding	Reducing wastewater pollution incidents	Value for money	Helping customers experiencing financial difficulty	Brand perceptions and engagement	Positive impact in the community	Supporting vulnerable customers	High customer satisfaction	Smart meters and water efficiency measures	Customer attitudes and behaviours towards water use	Reducing reliance on rivers and groundwater	Leakage	Protect and improve river/beach water quality	Attitudes towards net zero and climate change	Improve nature/wildlife	Domestic customers	NHH customers	Future customers	Vulnerable customers	Stakeholders	Stakeholder score	Clear regional coverage breakdown or unclear
x	E001	Reviewing Strategic Direction and Social	Online / Face to face / Telephone interviews	1627	HH, NHH, Future, Vulnerable, Stakeholders	Wessex Water Area	Accent	3	3	3	3	1	2	2	0	0	1	2	3	3	1	2	1	3	0	0	1	1	1	x	x	x	x	x	3	3
x	E002	2021-2022 Annual Presentation WW Image Tracker	Telephone / Online Panel Interviewing	1000	HH, Future, Vulnerable	Wessex Water Area (combined with Bristol and Bournemouth)	Blue Marble	3	3	3	3	3	0	1	0	2	2	2	2	0	0	2	1	0	0	0	1	0	2	x		x	x		2	3
x	E003	2021 Young People's Panel Final Report	In-person panel / online panel / School Surveys	326	HH, Future	Wessex Water Area	Blue Marble	2	3	3	2.666666667	1	0	2	0	3	0	1	2	0	0	2	3	2	0	0	2	3	1	x		x			2	3
x	E004	2022 Young People's Panel	In-person panel / online panel / School Surveys	521	HH, Future	Wessex Water Area	Blue Marble	2	3	3	2.666666667	0	0	3	0	2	0	2	2	3	0	1	1	3	0	0	2	2	1	x		x			2	3
x	E005	2021 Wessex Water Social Purpose	Discussion groups / Online Surveys	1620	HH, NHH, Future	Wessex Water Area	Blue Marble	2	2	3	2.333333333	0	0	0	0	0	0	0	2	3	0	0	0	0	0	0	0	1	2	x		x		x	2	3
x	E006	2021 Garden Water Use	Online interview / questionairre	3	HH	Wessex Water area (also other water company areas)	Blue Marble	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	2	3	0	0	0	0	0	x					1	2
x	E007	Customer motivations: water saving & smart meters	Qualitative interviews / In-Person workshops / Quantitative Surveys	824	HH, Vulnerable	Wessex Water Area	Blue Marble	3	3	3	3	0	0	0	0	0	0	1	0	0	0	0	3	3	0	0	0	0	0	x			x		2	2
x	E008	Estimating Customers' Willingness to Pay for Changes in Service at PR24	Descriptive statistics / Qualitative research / Cognitive interviews / Pilot surveys	6813	HH, NHH, Future, Vulnerable	UK Area Adjusted to Wessex Water area	NERA & Qa	3	3	3	3	1	0	0	1	2	0	0	0	0	0	1	0	1	0	0	1	1	3	x	x	x	x		3	3
x	E009	Customer Research to Inform the Best Value Water Resource Plan for the South West Qualitative research report	Online interviews	66	HH, NHH, Vulnerable	Southwest region of England	Economics for the Environment Consultancy Ltd (eftec) ICS Consulting Ltd	3	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	2	2	1	0	0	1	x	x		x		2	2
x	E010	Customer Research to Inform the Best Value Water Resource Plan for the South West Quantitative research report	Surveys	492	HH, NHH, Vulnerable	Southwest region of England	Economics for the Environment Consultancy Ltd (eftec)	3	3	3	3	1	0	0	0	0	0	0	0	0	0	0	0	2	3	1	0	2	1	x	x		x		2	2
x	E011	Customer Research to Inform the Best Value Water Resource Plan for the South West Summary report	Online interviews / Surveys	0	HH, NHH, Vulnerable	Southwest region of England	Economics for the Environment Consultancy Ltd (eftec) ICS Consulting Ltd	3	3	3	3	3	1	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	x	x		x		2	2
x	E012	Drainage and Wastewater Management Plan Research: Qualitative Findings	Workshops / Interviews	10	HH, NHH, Future, Vulnerable	Wessex Water Area	Accent PJM Economics	2	3	3	2.666666667	0	0	3	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	x	x	x	x		3	3
x	E013	2022-3 Water Tracker Q4	Telephone / Online Panel Interviewing	1000	HH	Wessex Water Area	Blue Marble	2	2	2	2	2	0	1	0	2	1	1	3	0	0	1	1	2	0	0	1	0	0	x					1	3
x	E014	2023 Your Say Your future Wessex Water Customer and Stakeholder Consultation	Web survey, depth interviews, conversation	176	HH, Stakeholder	Wessex Water Area	Blue Marble	2	2	3	2.333333333	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	x				x	2	3
x	E015	Drainage and Wastewater Management Plan Research: Quantitative Findings	Surveys / Face to face interviews	2181	HH, NHH, Future, Vulnerable	Wessex Water Area	Accent PJM Economics	2	3	3	2.666666667	0	0	2	2	0	1	0	1	0	0	2	0	1	0	0	1	0	0	x	x	x	x		3	3
x	E016	Estimating Customers' Willingness to Pay for Sustainable Abstraction at PR24	Surveys	2555	HH, NHH, Vulnerable	Wessex Water Area	NERA & Qa	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	2	0	3	3	0	0	0	x	x		x		2	3
x	E017	Customer Insight Summary for final DWMP / SOR	Surveys, Interviews	0	HH, NHH, Future, Vulnerable	Wessex Water Area	Blue Marble, Nera, Qa	3	3	3	3	0	0	2	0	1	1	1	0	0	0	0	0	0	0	0	1	0	0	x	x	x	x		3	3
x	E018	2022-2023 Image Tracker Annual Presentation	Telephone / Online Panel Interviewing	1000	HH, Future, Vulnerable	Wessex Water Area (and Bristol and Bournemouth supply areas)	Blue Marble	3	3	3	3	2	0	0	0	2	2	1	3	0	0	3	0	2	0	0	1	0	1	x		x	x		2	3
x	E019	Social tariff Research: Wessex Water Panel	Interview	894	HH	Wessex Water Panel	DJS Research	2	2	2	2	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	x					1	2
x	E020	Social tariff Research: Wessex Water, Bristol Water, Bournemouth Water	Interview	808	HH	Wessex water, Bristol Water, Bournemouth Water	DJS Research	2	2	2	2	0	0	0	0	0	0	3	0	0	1	0	0	0	0	0	0	0	0	x					1	2
	E021	Customer spotlight People's views and experiences of water	Online survey, telephone survey	3051	HH, Vulnerable	England and Wales	Savanta	3	3	3	3	0	2	0	0	0	0	2	0	0	1	2	0	2	0	0	0	0	0	x			x		1	1
	E022	Water Affordability Scheme Funding – Opinion research	Online surveys, Fieldwork	2000	HH	England and Wales	CCW	2	3	3	2.666666667	0	0	0	0	0	0	3	0	1	1	0	0	0	0	0	0	0	0	x					1	1
x	E023	Affordability and Acceptability Testing Interim report on Qualitative research for Wessex Water	Surveys, Face to face deliberative events	90	Current Customers	Wessex Water Area	Blue Marble	3	3	3	3	3	3	3	3	3	0	3	0	0	0	3	3	0	3	0	3	3	0	x	x	x	x		3	2
x	E024	Continuous insight-Customer Feedback graphs	Surveys	N/A	Current Customers	Wessex Water Area	Wessex Water	2	2	2	2	0	2	2	0	0	0	0	0	0	0	3	2	0	0	0	0	0	0	x					1	1
x	E025	R-Mex Report Aug 2021	Survey	14	Retailers	England	MOSL	3	3	3	3	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0		x				3	2
x	E026	R-Mex Report Aug 2022	Survey	16	Retailers	England	MOSL	3	3	3	3	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0		x				3	2
x	E027	R-Mex Report Dec 2020	Survey	14	Retailers	England	MOSL	3	3	3	3	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0		x				3	2
x	E028	R-Mex Report Feb 2022	Survey	13	Retailers	England	MOSL	3	3	3	3	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0		x				3	2
x	E029	R-Mex Report Feb 2023	Survey	15	Retailers	England	MOSL	3	3	3	3	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0		x				3	2
x	E030	Vulnerability and affordability panel 13.07.21	Panel (meeting minutes)	9	Internal and external stakeholders	Wessex Water Area	Wessex Water	1	1	2	1.333333333	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0					x	3	1
x	E031	Vulnerability and affordability panel 28.07.2020	Panel (meeting minutes)	11	Internal and external stakeholders	Wessex Water Area	Wessex Water	1	1	2	1.333333333	0	0	0	0	0	0	3	0	0	1	0	0	0	0	0	0	0	0					x	3	1
x	E032	Vulnerability and affordability panel 19.07.2023	Panel (meeting minutes)	9	Internal and external stakeholders	Wessex Water Area	Wessex Water	1	1	2	1.333333333	0	0	0	0	0	0	3	0	0	1	0	0	0	0	0	0	0	0					x	3	1
x	E033	Vulnerability and affordability panel 20.06.2022	Panel (meeting minutes)	10	Internal and external stakeholders	Wessex Water Area	Wessex Water	1	1	2	1.333333333	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0					x	3	1
	E034	Vulnerability Summit 2023	Panel (meeting minutes)	4000	Internal and external stakeholders	Wessex Water Area	Wessex Water	2	2	2	2	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	0	0	0					x	3	1
x	E035	Wessex Water Tracker Q1_2023 Report	Telephone and online panel interview	250	HH	Wessex Water Area	Blue Marble	3	3	3	3	2	0	2	0	3	2	3	3	0	0	3	2	3	0	0	0	0	0	x					2	3
	E036	CCW Research Report Water Matters 2022 Summary of Research Findings for Wessex Water	Survey	200	HH	Wessex Water Area	CCW	2	2	2	2	2	3	2	2	3	2	3	2	0	0	3	0	0	0	0	0	0	0	x					2	2
x	E037	Wessex Water Support Schemes Pilot Industry Report	Interviews	N/A	Stakeholders	Wessex Water Area	Blue Marble	3	2	3	2.666666667	0	0	0	0	0	0	3	0	0	3	2	0	0	0	0	0	0	0				x	x	3	2
x	E038	Winter Vulnerability advisory panel	Panel (meeting minutes)	7	Stakeholders	Wessex Water Area	Wessex Water	1	1	2	1.333333333	0	0	0	0	0	0	3	0	0	1	0	0	0	0	0	0	0	0					x	3	1
	E039	CAP Taking on UK Poverty 2023	Data analysis report	6536	Vulnerable Customers	England and Wales	CAP Christians againsts poverty	3	3	3	3	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0				x		2	1
	E040	Cost of Staying Alive Report 2022	Survey	1042	Vulnerable Customers	England and Wales	Kidney Care UK	3	3	3	3	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	0	0	0				x		2	1
	E041	MMH Time to act	Survey	N/A	Vulnerable Customers	UK wide	Money and Mental Health Policy Institute	2	3	3	2.666666667	0	0	0	0	0	0	3	0	0	3	0	0	0	0	0	0	0	0					x	1	1
	E042	Ofwat Cost of living Wave 3 report	Survey	2600	Stakeholders	England and Wales	Ofwat	3	3	3	3	2	2	0	0	0	3	3	0	0	0	0	0	0	0	0	0	0	0	x			x		2	1
	E043	Ofwat Customer Licence Condition research	Data analysis report (7-day online community)	64	NHH, HH, Vulnerable Customers, Future Customers	England and Wales	CCW	3	3	3	3	2	0	2	0	0	2	0	3	0	3	3	0	0	0	0	0	0	0	x		x	x		3	2
	E044	CCW Ofwat Customer experiences of sewer flooding	Interviews, Workshops	50	NHH, HH, Vulnerable Customers	England and Wales	CCW	3	3	3	3	0	0	0	3	0	0	0	0	0	0	3	0	0	0	0	0	0	0	x			x		2	1

	E045	CCW Customer views on guaranteed standards scheme	Focus Groups, Interviews, Fieldwork	104	HH, NHH	England and Wales	CCW	3	3	3	3	3	3	0	3	2	0	0	0	0	0	3	0	0	0	0	2	2	2	x	x		x		3	2
	E046	Ofwat Trust and perceptions: People's views on the water sector	Online Survey	2016	General	England and Wales	Savanta	3	3	3	3	2	2	0	1	2	0	0	3	0	0	0	0	1	0	0	3	0	0	x					2	2
	E047	Disability Price Tag 2023: the extra cost of disability	Survey	19,000	Vulnerable Customers	N/A	Scope	1	1	1	1	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0				x		1	1
	E048	Water Matters 2022	Telephone Interview, Fieldwork	5502	HH	England and Wales	CCW	3	3	3	3	2	3	2	2	3	2	3	2	0	2	3	0	0	0	0	0	0	0	x					2	2
	E049	Ofwat CCW Research on customer preferences	Interview	86	HH	England and Wales	CCW	2	2	3	2.333333333	3	3	0	3	0	0	0	1	0	0	2	0	3		3	3	0	0	x	x	x	x		3	1
	E050	Ofwat CCW Business customer insight survey 2022	Survey	500	Business Customers	England and Wales	CCW	3	3	3	3	2	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0		x				2	1
	E051	CCW Smart Thinking – Metering for Business Customers	Survey, Interview	507	Business Customers	England and Wales	CCW	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0		x				2	1
	E052	CCW Testing the Waters 2022	Survey, Interview	1825	Business Customers	England and Wales	CCW	3	3	3	3	0	0		0	0	3	0	3	0	0	3	0	3	0	0	0	0	0		x				2	1
x	E053	Online Panel Survey Oct 21: Have your say newsletter survey 25 future plans No25	Survey	700	General	UK wide	Wessex Water	2	2	2	2	2	2	2	0	0	2	2	2	0	0	2	0	2	0	0	2	1	0	x					1	1
x	E054	Online Panel Survey Apr 21: Have your say newsletter survey 25 future plans No 24	Survey	1050	General	UK wide	Wessex Water	2	2	2	2	0	0	0	0	0	0	0	3	3	0	0	0	0	0	0	2	3	2	x					1	1
x	E055	Online Panel Survey Apr 22: Have your say newsletter survey 25 future plans No 27	Survey	824	General	UK wide	Wessex Water	2	2	2	2	0	0	0	0	0	0	2	0	0	0	0	3	3	0	0	0	1	0	x					1	1
	E056	Lifting the lid: the secrets of our water habits	Survey	2126	HH	England and Wales	CCW	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	x		x	x		2	1
	E057	River Water Quality Report	Survey	2329	General	England and Wales	Ofwat	3	3	3	3	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	3	0	0	x					1	1
	E058	Awareness and perceptions of river water quality	Survey	2187	General	England and Wales	CCW	3	3	3	3	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	3	0	1	x		x	x		2	1
	E059	Bridging the gap: Awareness and Understanding of Water Issues	Survey, Fieldwork	2209	General	England and Wales	CCW	3	3	3	3	0	0	0	0	3	0	0	3	0	0	0	0	2	0	3	3	0	0	x					1	1
	E060	Water Awareness Survey	Survey	1310	General	England and Wales	CCW	3	3	3	3	0	0	3	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	x					2	1
	E061	Making ends meet insights from clients StepChange advice clients	Interview	16	Vulnerable Customers	England and Wales	Stepchange	2	2	3	2.333333333	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0				x		1	1
	E062	Tracking the impact of the high cost of living on UK households	Survey	2000	Household	UK wide	Money Advice Trust	3	3	3	3	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	x					1	1
	E063	Living on Empty: a policy report from Citizens Advice	Survey	4268	General	UK wide	Citizens Advice	2	2	2	2	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0					x	1	1
x	E064	Wessex Water CSAT results	Survey	196	General	UK wide	Wessex Water	2	2	2	2	0	0	0	0	0	0	0	0	0	2	3	0	0	0	0	0	0	0	x			x		2	1
x	E065	PSR Tailored Results	Survey	343	General	UK wide	Wessex Water	1	2	2	1.666666667	0	0	0	0	0	0	0	0	0	2	3	0	0	0	0	0	0	0	x			x		2	1
x	E066	Customer Survey Dashboard - Dev	Survey	11049	General	UK wide	Wessex Water	1	2	2	1.666666667	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	x					1	1
x	E067	PSR surveys April 2022 to date	Survey	794	General	UK wide	Wessex Water	1	2	2	1.666666667	0	0	0	0	0	0	0	0	0	2	3	0	0	0	0	0	0	0	x					1	1
x	E068	Acceptability and affordability - Quantitative findings	Survey	2,373	HH,NHH	Wessex Water supply area	BlueMarble	3	3	3	3	0	0	0	0	0	0	0	0	0	2	3	0	0	0	0	0	0	0	x	x	x	x		3	2
x	E069	Ofwat Annual C-MeX and D-MeX report 2021-2022	Survey	1487	HH,NHH	Wessex Water supply area	Wessex Water	3	3	3	3	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	x	x				2	2
											# Sources	21	13	17	11	17	14	34	20	6	18	35	14	23	6	6	19	12	14							
											# Customers	**24612**	**16152**	**14957**	**17228**	**25723**	**18125**	**60301**	**23363**	**6994**	**22003**	**43380**	**9703**	**29426**	**3379**	**5584**	**25415**	**14343**	**16982**							
											# Wessex customers only																									
											Contributory score	2.1	2.3	2.1	2.1	2.4	1.9	2.5	2.3	2.5	1.9	2.5	2.1	2.3	2.3	2.2	1.9	1.8	1.5							

PR24 Insight Database
Prioritisation rankings

Reviewing Strategic Direction & Social Purpose					
Priority area	**WW Outcome**	**First priority**	**Second priority**	**Average priority**	**Ranking**
Affordable and fair bills, for everyone	Affordable bills	1	2	1.332	1
Safe, quality drinking water	Safe and reliable water	2	4	2.664	2
High customer satisfaction	Great customer experience	4	1	2.997	3
Continued water supply	Safe and reliable water	3	7	4.329	4
Improve value for water perception	Sustainable abstraction	6	3	4.995	5
Keep sewerage system working effectively	An effective sewerage system	7	5	6.327	6
Environment (generic)	Biodiversity improvement	5	10	6.66	7
Net zero	Net zero carbon	9	8	8.658	8
Improve impact on local community	Positive impact on the community	8	12	9.324	9
Protect and improve river/beach water quality	Great river and coastal water quality	11	9	10.323	10
Reduce need to take water away from local habitats	Sustainable abstraction	13	6	10.656	11
Improve brand visibility/community connection	Great customer experience	10	13	10.989	12
Improve nature/wildlife (ecosystems/biodiversity	Biodiversity improvement	12	11	11.655	13

Outcome	Rank score
Affordable bills	1
Great customer experience	7.5
Safe and reliable water	3
An effective sewerage system	6
Biodiversity improvement	10
Net zero carbon	8
Sustainable abstraction	8
Positive impact on the community	9
Great river and coastal water quality	10

Customer tracker 22-23		
Priority area	**WW Outcome**	**Ranking**
Ensuring a reliable water supply	Safe and reliable water	1
Preventing sewage leaks into / entering rivers and the e	Great river and coastal water quality	2
Preventing sewage leaks into / entering rivers and the e	An effective sewerage system	2
Giving great customer service	Great customer service	3
Investing to address future extremes in weather like drc	Safe and reliable water	4
Investing to address future extremes in weather like drc	An effective sewerage system	4
Supporting customers who struggle to pay their bills	Affordable bills	5
Improving local habitats for plants and animals	Biodiversity improvement	6
Reducing carbon emissions	Net zero carbon	7
Being innovative and quick to launch new technologies	Great customer service	8
Promoting social equality and equal opportunities	Positive impact on the community	9
Working in communities e.g. volunteering	Positive impact on the community	10

Outcome	Rank score
Affordable bills	5
Great customer experience	5.5
Safe and reliable water	2.5
An effective sewerage system	3
Biodiversity improvement	6
Net zero carbon	7
Positive impact on the community	9.5
Great river and coastal water quality	2

Customer tracker 21-22		
Priority area	**WW Outcome**	**Ranking**
Ensuring a reliable water supply	Safe and reliable water	1
Preventing sewage leaks into / entering rivers and the e	Great river and coastal water quality	2
Preventing sewage leaks into / entering rivers and the e	An effective sewerage system	2
Giving great customer service	Great customer service	3
Investing to address future extremes in weather like drc	Safe and reliable water	4
Investing to address future extremes in weather like drc	An effective sewerage system	4
Improving local habitats for plants and animals	Biodiversity improvement	5
Reducing carbon emissions	Net zero carbon	6
Supporting customers who struggle to pay their bills	Affordable bills	7
Being innovative and quick to launch new technologies	Great customer service	8
Promoting social equality and equal opportunities	Positive impact on the community	9
Working in communities e.g. volunteering	Positive impact on the community	10

Outcome	Rank score
Affordable bills	7
Great customer experience	5.5
Safe and reliable water	2.5
An effective sewerage system	3
Biodiversity improvement	5
Net zero carbon	6
Positive impact on the community	9.5
Great river and coastal water quality	2

Have Your Say Future Plans

Priority area	WW Outcome	Ranking
Affordable and fair bills for everyone	Affordable bills	2
High customer satisfaction	Great customer experience	5
Safe, quality drinking water	Safe and reliable water	1
Improve value for water perception	Sustainable abstraction	6
Continued water supply	Safe and reliable water	3
Keep sewerage system working effectively	An effective sewerage system	7
Environment (generic)	Biodiversity improvement	4
Net zero	Net zero carbon	9
Reduce need to take water away from local habitats	Sustainable abstraction	13
Improve impact on local community	Positive impact on the community	8
Protect and improve river/beach water quality	Great river and coastal water quality	10
Improve brand visibility/community connection	Great customer experience	12
Improve nature/wildlife (ecosystems/biodiversity	Biodiversity improvement	11

Outcome	Rank score
Affordable bills	2
Great customer experience	5.5
Safe and reliable water	2
An effective sewerage system	7
Biodiversity improvement	7.5
Net zero carbon	9
Sustainable abstraction	9.5
Positive impact on the community	8
Great river and coastal water quality	10

Your Say Your Future

WW Outcome	Ranking score
Safe and reliable water	1
An effective sewerage system	2
Great river and coastal water quality	3
Affordable bills	4
Biodiversity improvement	5
Sustainable abstraction	6
Net zero carbon	7
Great customer experience	8

Customer tracker Q1 23-24

Priority area	WW Outcome	Ranking
Ensuring a reliable water supply	Safe and reliable water	1
Preventing sewage leaks into / entering rivers and the e	Great river and coastal water quality	2
Preventing sewage leaks into / entering rivers and the e	An effective sewerage system	2
Giving great customer service	Great customer service	3
Investing to address future extremes in weather like drc	Safe and reliable water	4
Investing to address future extremes in weather like drc	An effective sewerage system	4
Supporting customers who struggle to pay their bills	Affordable bills	5
Improving local habitats for plants and animals	Biodiversity improvement	6
Reducing carbon emissions	Net zero carbon	7
Being innovative and quick to launch new technologies	Great customer service	8
Promoting social equality and equal opportunities	Positive impact on the community	9
Working in communities e.g. volunteering	Positive impact on the community	10

Outcome	Rank score
Affordable bills	5
Great customer experience	5.5
Safe and reliable water	2.5
An effective sewerage system	3
Biodiversity improvement	6
Net zero carbon	7
Positive impact on the community	9.5
Great river and coastal water quality	2

Ofwat and CCW collaborative research on customer preferences

Priority area	**WW Outcome**	**Ranking**
Water interruption	Safe and reliable water	1
Taste, smell, appearance	Safe and reliable water	1
Do not drink notice	Safe and reliable water	1
Internal sewer flooding	An effective sewerage system	1
External sewer flooding	An effective sewerage system	1
Boil water notice	Safe and reliable water	2
Leaks	Sustainable abstraction	2
River water	Great river and coastal water quality	2
Pollution	An effective sewerage system	2
Affordability and fairness	Affordable bills	2
Lead	Safe and reliable water	2
Biodiversity	Biodiversity improvement	2
Resilience	Safe and reliable water	2
Hose pipe ban	Safe and reliable water	3
Severe drought	Safe and reliable water	3
Bathing Water	Great river and coastal water quality	3
Storm overflows	An effective sewerage system	3
Water pressure	Safe and reliable water	3
Carbon	Net zero carbon	3
Using less water	Sustainable abstraction	3
Customer satisfaction	Great customer experience	3
Non-essential use ban for business	Safe and reliable water	3

Outcome	Rank score
Affordable bills	2
Great customer experience	3
Safe and reliable water	2.1
An effective sewerage system	1.75
Biodiversity improvement	2
Net zero carbon	3
Great river and coastal water quality	2.5

Wessex Water
YTL GROUP

PR24 Insight Database
Scoring Insight Topics

				Breadth & Depth						Coverage			Robustness				Sub-topic		Outcome
Outcome	Sub-topic	#insights	Insight score	# Events	Event score	# Customer	# Customer score	Contributory score	Breadth & Depth Overall Score	Segment Score	Regional score	Coverage Overall Score	Methodologically sound	Rigorously gathered	Credibly interpreted	Robustness Overall Score	Final Score	Robustness %	Outcome RAG
Safe and reliable water	Continued water supply	24	2	3	3	0	1	0.0	1.3	2.1	2.7	2.4	2.7	2.8	2.9	2.8	1.97	66%	
	Safe, quality drinking water	5	1	3	3	2	3	0.0	1.3	2.0	2.3	2.1	2.8	2.8	3.0	2.8	1.91	64%	
An effective sewerage system	Keep sewage system working effectively	36	3	3	3	2	3	0.0	2.0	2.3	3.0	2.7	2.3	2.8	2.9	2.7	2.33	78%	
	Reducing impacts and risk of sewer flooding	5	1	3	3	0	1	0.0	1.0	2.8	3.0	2.9	2.3	2.8	3.0	2.7	1.89	63%	
	Reducing wastewater pollution incidents	19	1	3	3	0	1	0.0	1.0	2.1	3.0	2.6	2.5	2.8	2.9	2.7	1.82	61%	
Affordable bills	Value for money	23	2	0	1	0	1	0.0	1.0	2.3	3.0	2.6	2.6	2.7	2.9	2.7	1.84	61%	
	Helping customers experiencing financial difficulty	33	3	3	3	0	1	0.0	1.7	1.8	2.5	2.1	2.5	2.7	2.8	2.6	2.02	67%	
Great customer experience	Brand perceptions and engagement	60	3	0	1	0	1	0.0	1.3	2.2	3.0	2.6	2.3	2.7	2.9	2.6	1.98	66%	
	Positive impact in the community	17	1	0	1	0	1	0.0	0.7	2.0	2.6	2.3	2.2	2.6	3.0	2.6	1.56	52%	
	Supporting vulnerable customers	5	1	0	1	0	1	0.0	0.7	1.6	2.0	1.8	2.4	2.6	2.8	2.6	1.43	48%	
	High customer satisfaction	30	2	3	3	3	3	3.0	2.7	2.1	2.7	2.4	2.5	2.8	2.9	2.8	2.63	88%	

Sustainable abstraction	**Smart meters and water efficiency measures**	**26**	3	3	3	2	3	0.0	**2.0**	1.9	2.8	**2.3**	2.4	2.7	2.8	**2.6**	**2.24**	75%	
	Customer attitudes and behaviours towards water use	**82**	2	0	1	0	1	0.0	**1.0**	2.0	2.5	**2.3**	2.6	2.8	2.9	**2.7**	**1.75**	58%	
	Reducing reliance on rivers and groundwater	**22**	3	3	3	0	1	0.0	**1.7**	2.0	2.4	**2.2**	2.8	2.8	3.0	**2.9**	**2.10**	70%	
	Leakage	**7**	1	0	1	0	1	0.0	**0.7**	2.0	2.5	**2.3**	2.8	2.8	3.0	**2.8**	**1.60**	53%	
Great river and water quality	**Protect and improve river/beach water quality**	**17**	1	3	3	0	1	0.0	**1.0**	2.3	3.0	**2.7**	2.5	2.8	2.9	**2.7**	**1.85**	62%	
Net zero carbon	**Attitudes towards net zero and climate change**	**16**	1	3	3	0	1	0.0	**1.0**	2.3	2.9	**2.6**	2.4	2.7	3.0	**2.7**	**1.82**	61%	
Biodiversity improvements	**Improve nature/wildlife**	**27**	2	0	1	0	1	0.0	**1.0**	2.2	2.7	**2.5**	2.6	2.8	3.0	**2.8**	**1.82**	61%	

Source	Affordable bills	Great customer experience	Safe and reliable water	An effective sewerage system	Biodiversity improvement	Net zero carbon	Sustainable abstraction	*Positive impact on the community*	Great river and coastal water quality
Reviewing Strategic Direction & Social Purpose	1	7.5	3	6	10	8	8	*9*	10
Have Your Say Future Plans	2	5.5	2	7	7.5	9	9.5	*8*	10
Customer tracker 21-22	7	5.5	2.5	3	5	6		*9.5*	2
PR24 Consultation research	4	8	1	2	5	7	6	*9.5*	3
Customer tracker (2022-2023)	5	5.5	2.5	3	6	7		*9.5*	2
Customer tracker (Q1 23-24)	5	5.5	2.5	3	6	7		*9.5*	2
Ofwat CCW Collaborative research	2	3	2.1	1.75	2	3			2.5
Overall score	**3.1**	**4.9**	**1.8**	**3.1**	**5.1**	**5.7**	**7.8**	**9.2**	**3.8**
Rank	**3**	**5**	**1**	**2**	**6**	**7**	**8**	***9***	**4**