

Appendix 1.1.S - Online panel surveys

Wessex Water

September 2018



Wessex Water
YTL GROUP

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Leakage survey

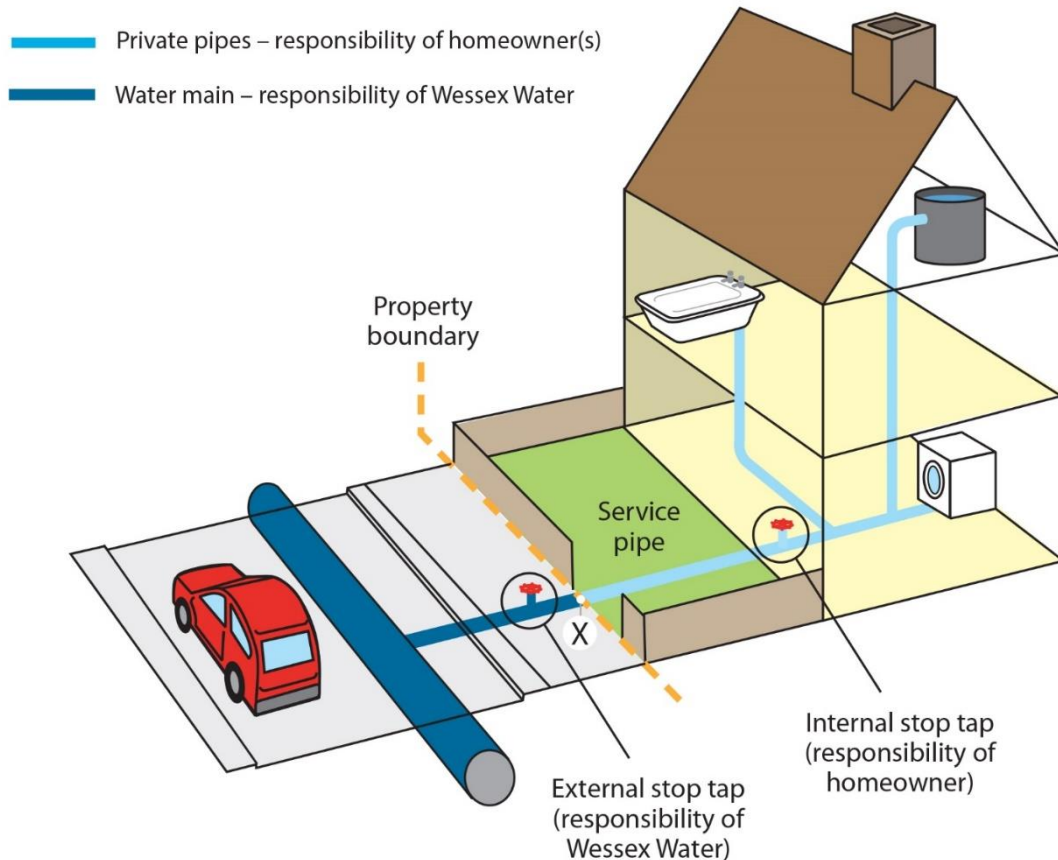
Thank you to everyone who took part in our 7th online survey. We received over 1,400 responses, our highest response rate so far.

We wanted this survey to help us understand what customers know about pipework responsibility and their expectations of us as their water company in tackling household leakage.

Here's how you answered.

First we showed you a picture of a typical home and asked you which parts of the pipework you thought you were responsible for.

- 62% of you answered correctly that you are responsible for all pipework from your house to the boundary of your property, as shown by the pale blue line on the picture below.
- Over a third of you weren't sure which parts of the pipework you are responsible for, so we need to work harder to let you know.



We then asked what you would do if there was a leak on the pipework supplying your home. You could select more than one answer for this.

- 86% of you would contact Wessex Water
- 19% of you would investigate the leak yourself
- 16% of you would contact your landlord
- 12% of you would contact a plumber
- 11% of you would contact your insurance company
- 5% of you would contact the Council
- Only 1 respondent would do nothing

It is good to know that most of you would contact us which is the right thing to do – we may be able to help you under our free customer leak repair scheme so always get in touch.

We asked what you would do if you noticed a leak inside your home. Again you could select more than one answer for this.

- 78% of you would contact a plumber
- 28% of you would contact your insurance company
- 8% of you would contact Wessex Water

If you have a leak inside your home on your plumbing or a water using appliance you will need to contact a plumber or your landlord. You can find local plumbers on [WaterSafe](#) – an online search facility listing qualified and approved contractors.

Over a quarter of you would contact your insurance company. Some household insurance policies cover repairs to internal pipework, but many don't – it may be worth checking what your household insurance cover includes.

We then told you about the free leak repair service we offer on customers' private service pipes.

We are committed to reducing leakage and want to go the extra mile for our customers so we offer to repair leaks on a private service pipe free of charge during normal working hours.

93% of you felt it was important that we offer this service but only 27% of you knew that we did. This tells us we need to work much harder to promote what we do to tackle leakage.

We then asked what you felt should be part of the free leak repair service.

- There were mixed views on the number of free repairs we should offer – 39% felt there should be unlimited leak repairs, 19% said we should only offer one repair, 22% said up to two repairs and 7% felt we shouldn't offer any at all.
- 38% of you feel that we should fix a leak on a customer service pipe the next working day and 78% think it should be fixed within three working days.

We do offer unlimited free repairs under our scheme so will continue to do that for our customers.

We appreciate that you want leaks to be fixed quickly. We will always try to do that for you but we do allow ourselves up to 10 working days to fix leaks on customer's private service pipes.

Remember this is a free service which we are offering to you and we often have to balance this work with fixing larger leaks on mains in the road or attending to customers who have an emergency such as no water, really low pressure or a blocked sewer. We hope you understand it's about getting this balance right.

We know that customers on a meter might be concerned that a leak may lead to an increase in their bill, so don't worry we will avoid that by continuing to offer a full leak allowance.

We then asked if you were aware of these leak allowances that we offer to our metered customers who pay only for the water they use.

Only 29% of you were so we need to do more to let customers know about this.

We allow metered customers to claim more than one leak allowance and 56% of you think this is the right thing to do. If customers do make repeat claims, we will ask them to monitor their water use more closely to reduce leakage.

Only 20% of you feel we should offer an allowance if the leak is inside your home – most of you felt it is your responsibility to maintain your internal pipework and fittings.

Finally we asked if you had ever had a leak on your private service pipe which we'd fixed and how you'd found our service.

It was great to hear that those of you who had used it rated it highly - 94% of you thought the service was very good or good.

What next?

We keep our leakage policy under constant review. Your feedback has been very helpful. Clearly we need to do more to make our customers aware of what pipework they are responsible for, and also what we can do to help if they have a leak. We will continue to offer our free leak repair on customers' service pipes as you value that service. Although those of you who've used the service have rated it highly, we'll take your comments on board on how it can be improved further.

To find out more about spotting leaks, leak allowances and saving water, please visit [our website](#)

Thank you once again for being a member of 'have your say'.

Sue Lindsay
Head of Customer Relations Wessex Water



have your say...

Wessex Water Domestic Panel

Online survey number 7

Report - Leakage

March 2015

Prepared For: Wessex Water

Prepared By:

**Nigel Beacom
Future Focus Research**

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1. Introduction and Methodology

This report details the findings from the Wessex Water 'have your say' online panel conducted in March 2015. The survey was about leakage.

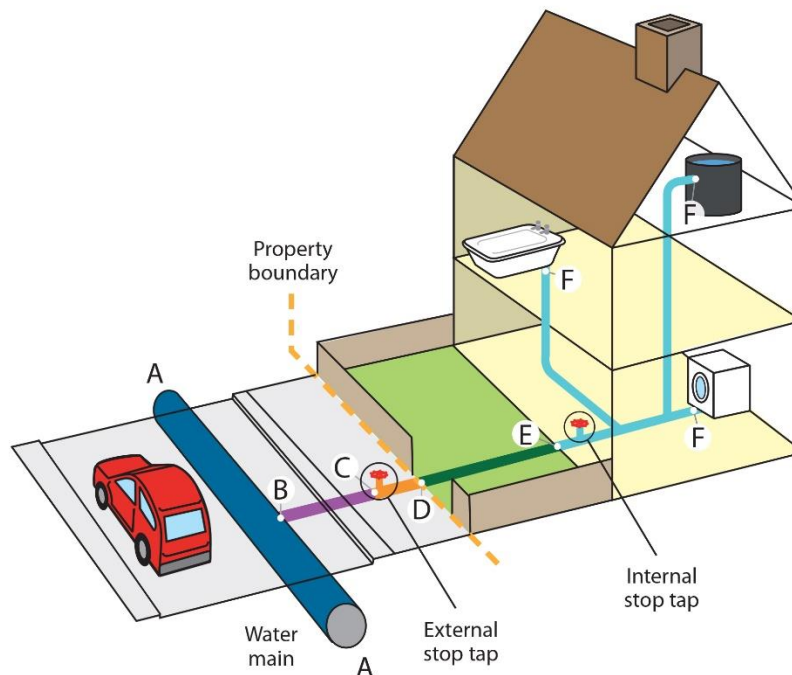
The survey was comprised of two slightly different questionnaires. One was sent to Wessex Water supply customers and the other was sent to non-Wessex Water supply customers. We sent out 1631 emails to Wessex Water customers and received 814 responses, a response rate of 50%. We sent out 1438 invites to non-Wessex Water supply customers and received 612 responses a response rate of 43% and a combined response rate of 47%. The original email invitation was issued on 6th March 2015 and reminders were sent on 6th March and 18th March 2015.

2. Survey findings

The research findings have been presented according to the structure of the questionnaire.

2.1 Leakage responsibilities supplying the house

In the first question respondents were asked to look at the picture below and asked which parts of the pipework that they felt that they were responsible for.



Question 1. Water is supplied to your home through pipes connected to a water main normally found in the road. If you look at the diagram of a typical house below, which sections of pipe do you think you (or your landlord) are responsible for? TICK AS MANY ANSWERS AS APPROPRIATE

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Section A to B	4%	33	6%	34	5%	67
Section B to C	7%	55	9%	52	8%	107
Section C to D	26%	202	24%	146	25%	348
Section D to E	65%	515	65%	388	65%	903
Section E to F	91%	716	90%	539	91%	1255
None of these	1%	11	1%	7	1%	18

Base 788 + 596 = 1384

This shows multiple responses as a respondent could give more than 1 answer.

The number of respondents who got the correct combination D-E and E-F was as follows:-

- 62% of Wessex Water supply customers
- 61% of non-Wessex Water supply
- 61% of both groups of customers combined

2.2 Action on a leak to pipework supplying the house

We then asked respondents if they had a leak on the pipework **supplying their home** what would they do. 86% of Wessex supply customers and 84% of non-Wessex supply customers would contact Wessex Water or their water supply company.

Question 2a. If you thought you had a leak on the pipework supplying your home what would you do? TICK AS MANY ANSWERS AS APPROPRIATE

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Contact Wessex Water (or my water company)	86%	675	84%	505	85%	1180
Investigate myself	19%	149	28%	165	23%	314
Contact my landlord	16%	127	13%	80	15%	207
Contact a plumber	12%	94	16%	95	14%	189
Contact my insurance company	11%	84	14%	81	12%	165
Contact the council	5%	36	6%	36	5%	72
Other (see below)	2%	19	3%	19	3%	38
Nothing	0%	1	0%	0	0%	1

Base 788 + 598 = 1386

Question 2a. Other responses – Wessex Water Customers

	Response
1.	Depends on the location of the leak.
2.	Who I contact depends on whether the leak is inside or outside my boundary
3.	Ask a friend
4.	Also inform the management company for our development.
5.	contact Wessex Water if i established that it was not within my internal fittings
6.	Wessex Water if it was on their side, plumber on mine,
7.	Depending where in the pipe the leak would be. In the road or in our garden.
8.	Turn off internal water main stop tap
9.	I have full cover from external stop tap and all plumbing/drainage.
10.	Shut off water at stop cock if possible
11.	Contact Landlord's agent
12.	If it was the pipework i was responsible for i would contact a plumber, otherwise Wessex Water.
13.	Contact plumber or Wessex according to where the leak is
14.	Close down supply on stopcock

15.	Investigate myself to ascertain whether I need a plumber or Wessex Water and turn off the stop cock between C and D
16.	Contact a son in law

2.3 Action on leak on pipework inside the house

We then asked respondents if they had a leak on the **pipework in their home** what they would do. 78% of Wessex customers and 74% of non-supply customers would contact a plumber.

Question 2b. If you had a leak inside your home on your plumbing or appliances what would you do? TICK AS MANY ANSWERS AS APPROPRIATE

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Contact a plumber	78%	618	74%	443	76%	1061
Investigate myself	52%	412	57%	340	54%	752
Contact my insurance company	28%	220	29%	175	28%	395
Contact my landlord	12%	93	12%	74	12%	167
Contact Wessex Water (or my company)	8%	64	7%	40	7%	104
Other (see below)	4%	28	3%	19	3%	47
Contact the council	2%	18	2%	11	2%	29
Nothing	0%	1	0%	1	0%	2

Base 788 + 599 = 1387

Question 2b - Other responses – Wessex Water customers

	Response
1.	Partly covered with British gas
2.	House under guarantee so builders
3.	Fix it myself
4.	Turn off the water supply and investigate etc..
5.	Have a 200 Plan with British Gas
6.	Contact British Gas who cover me for plumbing leaks.
7.	Deal with it on a DIY basis. If not successful contact a plumber

8.	Would investigate first
9.	Quite often I could fix myself, anything else would be covered on my Home serve/Saga insurance.
10.	British Gas because I have Homecare agreement
11.	Would only contact plumber or insurer if a major leak for advice
12.	Contact Landlord's agent
13.	I have a plumbing and central heating maintenance agreement with British Gas
14.	Turn off stopcock call a plumber
15.	More than likely repair it myself
16.	British Gas Insurance
17.	Emergency repair service from Corgi
18.	Contact British Gas Servicing
19.	Turn off at stop cock
20.	Turn off the water supply where it rises in the house
21.	Husband is a plumber
22.	Housing Association
23.	I would try and fix it myself
24.	Do some repairs myself
25.	Contact my son in law

2.4 Awareness of free leak service

Following this we then showed a diagram illustrating which pipes the customer was responsible for, namely D-E and E-F. We then asked if they had heard of the free leak repair service provided by Wessex Water or their water supply company.

27% of Wessex and 27% of non-Wessex supply customers had heard of the free leak service.

Question 3a. Were you aware of our (your water company) free leak repair service?

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Yes	27%	214	27%	160	27%	374
No	69%	540	70%	416	69%	956
Don't know	3%	26	3%	19	3%	45

Base 780 + 595 = 1375

33% of Wessex customers and 44% of non-Wessex customers had heard of it via a leaflet with the bill closely followed by 32% who had read about it on the Wessex Water website compared to 26% of non-Wessex customers who had read about it on their water company website.

Question 3b. Where did you hear about it? TICK AS MANY ANSWERS AS APPROPRIATE

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Leaflet with the bill	33%	71	44%	71	37%	142
Wessex Water (or water company) website	32%	69	26%	42	29%	111
Other, please specify...	27%	58	29%	46	26%	104
During a phone call to you	15%	32	6%	9	11%	41
Bill	8%	17	10%	16	9%	33
Other leaflet	7%	15	5%	8	6%	23
Social media	3%	7	6%	10	4%	17

Base 214 + 160 = 374

Question 3b - Other responses - Wessex Water customers

	Response
1.	When we had a leak and contacted Wessex water and it was found to be within our boundary
2.	During a visit from Wessex water when fixing a leak
3.	'Ask Jeff' column in the Daily Telegraph
4.	Online survey's with Wessex Water.
5.	Grapevine
6.	I had a leak recently and contacted Wessex Water who told me about this service
7.	Previously used service
8.	Plumbers visit
9.	In our last address, there was a leak in the mains pipe, in the drive Wessex Water fixed it for free. Excellent service.
10.	Always known
11.	When I had a leak and rang WW up about it.
12.	We have used the service in the past
13.	I am aware that many water companies offer a customer side repair service
14.	Experience of a householder I know.
15.	Discussion with builder
16.	Speaking to friend - former water board manager
17.	Spoke in person with a Wessex water employee
18.	I have always known that.
19.	Wessex Water engineer attending external leak
20.	From past experience
21.	We have owned property for many years and learnt about this from parent's years ago.
22.	My plumber
23.	Have had my service pipe repaired by you
24.	When water meter was installed by Wessex Water. Meter reader pointed out volume of water used suggested a leak
25.	Worked in utilities
26.	BBC money programme

27.	From experience
28.	Next door neighbour had a leak mended free by Wessex Water a few months ago.
29.	When I rang to discuss recent leak
30.	Friend said they had heard of it so I rang Wessex Water to confirm
31.	When a neighbour called Wessex Water out to deal with an external leak
32.	General knowledge
33.	When the meter became faulty & it was replaced
34.	We had one at work and I contacted Wessex Water
35.	I had a leak
36.	Previous experience
37.	Worked for Thames Water

2.5 Source of information about free leak service

83% of Wessex customers and 80% of non-Wessex customers would expect to find information about the free leak service on the website and 67% of both groups would expect to find a leaflet with their bill.

Question 3c. Where would you expect to find out about it? TICK AS MANY ANSWERS AS APPROPRIATE

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Wessex Water (Water company) website	83%	449	80%	333	81%	782
Leaflet with the bill	67%	364	67%	279	67%	643
Bill	41%	221	36%	151	39%	372
During a phone call to you	16%	86	18%	73	17%	159
Other leaflet	6%	34	8%	35	7%	69
Social media	6%	34	5%	20	6%	54
Other, please specify...	3%	18	3%	13	3%	31

Base 543 + 417

Question 3c - Other responses – Wessex Water customers

	Response
1.	Wessex water magazine
2.	The magazine
3.	Email attachment, or email notice.
4.	TV and paper advertising
5.	Internet
6.	With all WW correspondence. Also on TV advertisements by WW perhaps?
7.	TV/radio advert
8.	If in doubt I'd contact your staff who are always very professional and helpful.
9.	Separate email mailshot

2.6 Repairing leaks free of charge

92% of all customers felt it was very important or quite important that their water company repairs leaks on their service pipe free of charge.

Question 4a. How important is it to you that we (your water company) repair leaks on your service pipe free of charge?

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Very important	77%	602	73%	436	75%	1038
Quite important	16%	124	18%	110	17%	234
Neither important or unimportant	5%	39	6%	38	6%	77
Not important	0%	3	1%	5	1%	8
Not at all important	0%	1	0%	0	0%	1
Don't know/Not applicable	1%	11	1%	6	1%	17

Base 780 + 595 = 1375

2.7 Reasons for importance for repairing service pipes free of charge.

A list of a selection of the verbatim responses who said it was very important or quite important is at [Appendix A](#) but they are summarised in the table below. The main reasons were that it was felt it was a water company's responsibility anyway (26% of respondents) followed by it was too costly for them, they had a low income or it was too big a problem (20% of respondents).

Question 4b. Why did you give this answer?

Response	Percentages
Company's Responsibility/ part of what you should do/good customer service	26%
Too costly for them/low income/big problem	20%
You have the expertise	16%
To save wasting water	15%
Leaking Water costs money, saves money	13%
Will impact on bills if not fixed	3%

Responses from those who said it was not important or not at all important are in the table below (only two respondents gave a reason).

	Response
1.	Because I am not on benefit and I think we should all play our part in fixing service problems.
2.	If you don't carry out the repair my landlord (council) will

2.8 Attitudes to free repairs

We asked respondents how many free repairs they thought we should carry out on customers' service pipes. 39% of all customers felt that there should be unlimited free repairs to their service pipes. 21% said we should only offer one free repair and 20% said we should offer up to two repairs.

Question 5a. How many free repairs do you think we (your water company) should offer customers on their own service pipes?

Response	Wessex	Count	Non Wessex	Count	Combined	Count
None	7%	52	6%	34	6%	86
1	19%	147	25%	147	21%	294
2	22%	169	17%	103	20%	272
3	11%	84	10%	62	11%	146
4	2%	12	1%	6	1%	18
5	1%	10	2%	12	2%	22
Unlimited	39%	303	39%	230	39%	533

Base 777 + 594 = 1371

6% of respondents felt that Wessex Water or their water supply company should **not offer** free repairs on service pipes and of these 79% (70 respondents) felt they should be charged.

Question 5b. You have said that you don't think we (or your water company) should offer customers free repairs on their own service pipes, do you think we (your water company) should charge for any repairs?

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Yes	79%	42	78%	28	79%	70
No	13%	7	6%	2	10%	9
Don't know	8%	4	17%	6	11%	10

Base 53 + 36 = 89

2.9 Leak on service pipe and use of free repair service.

42% of all customers (38% Wessex supply, 48% non-Wessex supply customers) believe that a leak on a service pipe should be fixed the next working day and 81% (42% + 39%) believe it should be fixed within a maximum of 3 working days.

Question 6. If you have a leak on your service pipe, how quickly would you expect us to fix it for free?

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Next working day	38%	279	48%	267	42%	546
Within 3 working days	40%	287	38%	214	39%	501
Within 5 working days	14%	103	10%	55	12%	158
Within 10 working days	5%	39	3%	15	4%	54
Within 20 working days	1%	4	0%	1	0%	5
Within 30 working days	0%	3	0%	2	0%	5
Within 90 working days	0%	2	0%	0	0%	2
Don't know	1%	9	1%	7	1%	16

Base 726 + 561 = 1287

98 respondents claimed to have had a leak on their service pipe (13% of Wessex supply customers).

Question 7a. Have you ever had a leak on your service pipe?

Response	Wessex	Count
Yes	13%	98
No	77%	595
Not sure	11%	84

Base 777

Of the 98 who had a leak, 67 had used the free repair service.

Question 7b. Did you use our free repair service?

Response	Wessex	Count
Yes	68%	67
No	25%	25
Don't know	7%	6

Base 98

Of those who used the free repair service, 94% rated the service they received as very good or good.

Question 7c. How would you rate the service you received?

Response	Wessex	Count
Very good/ excellent	75%	50
Good	19%	13
Average	3%	2
Poor	0%	0
Very poor	1%	1
Don't know	1%	1

Base 67

The service was well praised by those who used it with words used such as excellent service.

Question 7d. What could we have done better?

Response	Wessex	Count
Nothing	65%	22
Excellent service	18%	6
Repaired the leak	13%	4

A selection of verbatim responses to this question are included below.

Question 7d – What could we have done better? – verbatim responses

	Response
1.	10 days is too long to wait
2.	Do not know, I was not at home
3.	Finished the re-concreted area more completely / removed earth and work stains from area.
4.	Given us a day and am/pm appointment time and not just turn up with the three days
5.	I think you had to fix it within 10 working days. I think 5 might be obtainable.
6.	Initial diagnosis of the leak took longer than it should have
7.	Let me know what you'd found on completion of job.
8.	Nothing - a very good job was done, in an acceptable timeframe
9.	Speedier resolution
10.	The fault was incorrectly diagnosed
11.	The first assessment was done 3days after my phone call - the work was carried out 5days later by which time the flooding was much worse and I had to phone again
12.	Took longer for fault to be identified than expected.
13.	Your engineers arrived at the house in double-quick time and had the problem resolved in the most expeditious and efficient way possible - for which, I am most thankful. I did make them a hot mug of tea each and gave biscuits, etc, for that

	was the least I could do to say thank you to them for their professionalism in the way they dealt with it all.
14.	Last time it happened we were not given a leakage allowance and our bills doubled as a result. This was only corrected when I called to question the amount being paid by direct debit every month.
15.	Hard to answer above question. The guys who did our repair were fine in themselves but in digging their first (of three) test hole they managed to cut through an underground electricity cable resulting in the electricity supply being cut off for over 6 hours whilst we waited for a senior member of Southern Electric to arrive and give the all clear to reconnect. This meant that a job that should've taken just a few hours took two days and incurred a lot of inconvenience (including the loss of some frozen items from my freezer). The leak was eventually detected halfway down my front garden right next to where a previous repair had been made several years previously. This concerns me greatly as it may mean that this pipe work has become brittle over times d further leaks may occur. Not something I want particularly as I am on a water meter (though to be fair it was because of this (and because of an abnormally high bill) that the leak was detected.
16.	Could have lowered my water bill
17.	Nothing - you & your engineers were excellent.
18.	Nothing - the leak was located swiftly and quickly repaired, the drive being made good to an excellent standard afterwards.
19.	Absolutely nothing. The service was excellent, and quickly done. I told the workmen that too. Very grateful.
20.	Nothing, excellent service.
21.	It took a lot of effort to get you here. 'Defensive' describes the conversations I had with you.
22.	Needed a second repair.
23.	Repaired the leak !!.....was nothing more than a money making exercise for you or the people you subcontract to .Fortunately I was able to source a friend to finish off what your free service refused to do.
24.	Nothing - First class service
25.	Renewed the service pipe earlier - on first leak, because it was old steel pipe
26.	Stop the leak first time, not on the third attempt.
27.	Nothing. It was a leaking stop tap, which was investigated and replaced. The leak was not very bad, but we should all try not to waste water.
28.	Introduced women into the team.
29.	It was only on investigation, by your team, that the leak was found right on the boundary. So, without argument it was fixed. There is a degree of urgency on

	repairs i.e. gushing water or just an annoying drip. Wessex Water should triage the repair accordingly.
30.	At the moment, I cannot think of anything that could be done better.
31.	As the service provided was much more than expected I cannot think what could have been done better. We were kept informed all the way through the process and afterwards.
32.	Deal with it before the water to fill an Olympic sized swimming pool went into my foundations.
33.	Nothing. Although I was away when the work was done, so I wasn't sure if there was a leak or not. There was a lot of standing water in my garden and at the stopcock, so I assumed there was. The problem was certainly sorted, but it could have been that the leak was not on my property but just outside the boundary, and hence the responsibility of Wessex Water anyway.
34.	Nothing. It was good from my first phone call to Wessex Water until the job was completed.

When asked what Wessex Water did well the responses are summarised below and are characterised by words such as efficient, prompt and friendly workmen.

Question 7e. What did we do well?

Response	Wessex	Count
Efficient/good repair/fixed the leak	36%	18
Everything	18%	9
Friendly and helpful	18%	9
Repaired everything quickly	14%	7
Prompt response	10%	5
Leak detected due to water meter	6%	3

A selection of the verbatim responses are to be found at [Appendix B](#).

2.10 Awareness of customer leak allowances

28% of all customers were aware of the availability of an allowance for a customer with a water meter who has a leak.

Question 8a. Were you aware we (Q7a your water company may) offer customers with a water meter an allowance if they have had a leak on their service pipe?

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Yes	29%	227	25%	150	28%	377
No	67%	516	70%	414	68%	930
Don't know	4%	30	5%	28	4%	58

Base 773 +592 = 1365

Respondents were then asked if a customer has more than one leak on a service pipe, how many times Wessex Water or their water company should offer an allowance.

55% of all customers think this should be unlimited and 32% said that it should be one or two times.

Question 8b. If a customer has more than one leak on their service pipe how many times do you think we (your water company) should offer a leak allowance?

Response	Wessex	Count	Non Wessex	Count	Combined	Count
None	1%	7	1%	8	1%	15
1	11%	87	15%	87	13%	174
2	20%	154	18%	106	19%	260
3	9%	72	8%	49	9%	121
4	2%	12	1%	5	1%	17
5	1%	11	2%	9	1%	20
Unlimited	56%	430	55%	328	55%	758

Base 773 + 592 = 1365

2.11 Allowances for leaks on internal plumbing

Only 22% of all customers believe that an allowance should be given for leaks on internal plumbing or faulty appliances.

Question 9. Do you think we (your water company) should give allowances for leaks on internal plumbing or faulty appliances?

Response	Wessex	Count	Non Wessex	Count	Combined	Count
Yes	20%	151	25%	150	22%	301
No	70%	541	63%	370	67%	911
Don't know	10%	81	12%	72	11%	153

Base 773 + 592 = 1365

Appendix A Question 4b – Other answers - open ended responses

Question 4b. Why did you give this answer?

	Response
1.	As I would regard the service pipe to be your area of responsibility
2.	As a pensioner money is tight.
3.	Because I am on a restricted budget and every little helps
4.	Because I can hardly afford to pay my rent so there's no chance I can afford repairs
5.	Because I cannot control external events which may affect the service pipe.
6.	Because I could have an extremely difficult and expensive situation if the service pipe in my front garden leaked - it could be very tricky to locate the leak and I don't feel the service pipe underground in my front garden should be my responsibility only!
7.	Because I do not feel responsible for pipes out of my control
8.	Because I think it is your responsibility
9.	Because I think the likelihood of it happening is small and you have the expertise
10.	Because I want the security and you are the experts
11.	Because it shows mutual responsibility and co-operation
12.	Because it will help the environment and help to achieve leakage targets
13.	Because we are very poor
14.	Because we didn't lay the pipes so it is unlikely that the leak is any more our fault than the leaks in the road pipe
15.	Because you are probably best qualified to know how to fix the leak
16.	Because you have the expertise and specialist resources to detect a leak and then to repair it if necessary. This is particularly important with older properties where the service pipe may be old and buried deep beneath the surface of the ground.
17.	Because you make a huge profit and repairing leaks helps this in the long run
18.	Because, if it costs residents or landlords, then leaks will go un-mended and this is very bad from an environmental point of view.
19.	Cost and convenience.
20.	Cost of excavation
21.	Ensure its done properly and promptly.
22.	I and I imagine everyone else like things to be free!

23.	I don't have much money and like to know that some important things can be repaired free of charge
24.	I don't know how else I would have a leak in that pipe repaired. I'm not sure if the home insurance covers it.
25.	I feel it could be very difficult to get someone with the correct expertise to locate and repair the leak myself
26.	I think it should be covered by the existing water charges.
27.	I think that the amount we pay covers the cost of a repair if needed.
28.	I thought it was your RESPONSIBILITY not just some gesture of good will! And your staff are likely to have much more experience of dealing with this sort of issue than a plumber who will mostly attend to internal pipework.
29.	It is a bonus really but makes me think well of WW
30.	It is a service which I was not aware of and would be very useful to know in case I needed the service.
31.	It is your responsibility
32.	It would be expensive otherwise
33.	It's a cost we don't need on top of any other water charges
34.	It's a responsibility we do not have to worry about and afford
35.	It's your pipe.
36.	Knowledge by w water
37.	Leaking pipes cost!
38.	Needs to be done professionally
39.	Nice service to offer
40.	No one wants to spend money they don't have to
41.	Peace of mind
42.	Protecting the integrity of water provision is of utmost importance to me: secondly, there is no point in allowing water leakage to continue once the issue becomes known: ecological/property damage/erosion.
43.	Reduce expenditure
44.	Reduces worry of unexpected costs, especially large costs.
45.	To guarantee prompt and qualified work. No need to find and possibly be ripped off by a builder/plumber
46.	To have prompt and efficient service with no worries
47.	Water is a Valuable commodity
48.	Water is an important part of everyday life!

49.	Water is important
50.	Water is precious.
51.	We are not homeowners and also are pensioners so would not be able to pay for this type of repair
52.	You are the experts
53.	You have the expertise and the 24/7 engineers on hand
54.	You have the knowledge and expertise to do so.
55.	Your expertise with water related issues.
56.	I pay you for a service, if that service fails, then you should repair it. It is exactly the same if I purchase an online subscription, if the product fails it should be repaired at no cost to me
57.	Although my ultimate responsibility it's good that you provide the service although I believe you could charge a nominal fee
58.	As it is part of the service you provide
59.	Because I would expect that a water provider would fix the service pipes if leaky.
60.	Because it's outside our control and you should be responsible
61.	I don't think I should be held responsible for what happens to the utilities under the pavement etc outside the boundary of my property.
62.	I feel it is just part of any service company's responsibility.
63.	Better than expected level of customer service
64.	Good customer relations, but also, any new property built within 50 years - has had the service pipe and its depth, inspected by you at installation, so you must take responsibility for your own blu piping
65.	It's in both party's interests in terms of preservation of clean water as resource - it keeps your costs down and provides an improved service to customers.
66.	I like to think that the supply of water to my home is ' watertight!' It's reassuring to be made aware that Wessex Water will repair this supply pipe for free if needed.
67.	You supply the water so you should be responsible for looking after the pipe.
68.	Service pipe is part of the supply route of water, hence Wessex water should be responsible for its repair and also to prevent wastage of water.
69.	Because I expect Wessex Water to be a responsible company and to behave in a responsible manner.
70.	Because I know Wessex Water are the best entity to deal with such a leak
71.	Because I think this should be Wessex Water's responsibility.
72.	Because Wessex Water is responsible

73.	It is refreshing to see a company offer this type of service for free. For me it is very important as it may require specialised equipment which I may not be able to access and I would trust Wessex Water to do a good job.
74.	It's very useful and shows take Wessex Water cares.
75.	I view it as part of the overall service of proving an efficient water supply
76.	It's part of the service to supply water to the house. You manage the delivery.
77.	The condition of the supply pipe should be part of your service, so free
78.	I can imagine the cost of such a repair to the average household would be very high. This may result in leaks being left because their repair cannot be afforded. By offering this repair free of charge it encourages the household to contact Wessex Water which should hopefully result in a quick fix and minimise the wasted water along with the damage it might cause.
79.	Water leakage is always a concern, whether inside or outside of the property. Damage could be caused inside, and the huge waste of water caused outside needs to be addressed ASAP.
80.	Two reasons - it is essential that the leak is repaired quickly and you have specialist teams available. Secondly, time would be wasted trying to find a service to repair it cheaply, if not covered on insurance and could remain unrepaired by a tenant as they may not consider a problem external to the property to be theirs as they are renting and the inside is fine
81.	Economies of scale for Wessex Water vs. v expensive for homeowner
82.	Because it makes good customer relations
83.	Because it's nice to know you care and aren't money grabbers
84.	Because this important both for the customer and the environment.
85.	It's very good customer service.
86.	To show that I am a valued customer
87.	Water charges are high so it could be seen as a gesture of goodwill to the customer. Not something that occurs very often!
88.	It is important to have repairs done professionally, and that could be expensive.
89.	Repairs to water pipes can be expensive, so it is good to have the professionals attend to it without costing me.
90.	These days water (necessary to keep us alive) is extremely expensive. Wasting it helps no one, As a pensioner I am not loaded with money, and a free service for repairs that are not my fault are readily accepted.
91.	Being a pensioner, repairing this sort of problem could be expensive. Unless, of course, you have plumbing and drains insurance cover
92.	Gives peace of mind knowing you are able to help
93.	I now know I can get free help on that one

94.	It is difficult to know where to go and a free repair is always helpful. Leaks need dealing with quickly.
95.	I will otherwise have to pay for the leaked water
96.	In order to conserve water it is very important that leaks are repaired
97.	It is important that leaks are stopped to preserve loss of water but I feel that a homeowner should accept some responsibility
98.	Leaking water costs money
99.	Water is a valuable resource, and repairing leaks should be free of charge.
100.	Whilst it is very generous of Wessex Water to repair a leak (and they have for me) I quite expect to have to pay towards the repair
101.	Money is tight enough without having to pay for water leaks
102.	Water is not wasted and do not want to get into arguments about responsibility. Also may be unclear where the leak is in relation to the property boundary
103.	Water leaking outside my home has occurred and in areas where there is wet winter dry summer there is a strain on the service pipes...waste of water
104.	Any leak is important as to save and not waste water and early intervention is best
105.	Because leaking water is (a) costly for me as homeowner, and (b) potentially damaging to my house.
106.	I believe people would not deal with the leak if they thought they would have to pay for it. This would lead to even more water wastage.
107.	As happened in my property a neighbour could not afford to pay a plumber to repair a leak. This then caused damage to my property.
108.	Because I want less water damage caused
109.	Because it is imperative for conserving precious water resources and if it is the supplier's side of the boundary/tap, it is what I would expect.
110.	Encouraged to get leaks fixed quickly
111.	The time that it takes to contact landlord and get them to do anything would take great deal of time especially out of hours. plus the longer time taken would enhance any damage caused
112.	I already pay for the supply of water.
113.	I live in a 1930's house with a shared water supply, the water pipes are of steel or iron and are at high risk of leaks due to corrosion. I would prefer it if I had my own individual supply with modern plastic pipes.
114.	It is important to ensure supply service is consistent.
115.	It's an important pipe to transfer the flow of water to the home so it's useful to know it will be repaired to maintain a supply.

116.	Peace of mind who to turn to should this be an issue to ensure water supply is restored.
117.	Regard it as part of the charge & supply for the water
118.	Because we pay a lot of money for our water supply so it's good that this service is free.
119.	We are Pensioners on a very limited, set income so we have to be careful with our spending.
120.	It is peace of mind knowing it will be repaired professionally and free
121.	Saves water, damage, money, helps environment.
122.	All leaks are wasting resources so stopping them asap is essential.
123.	In interests of saving water it benefits everyone
124.	Because if you didn't people wouldn't care and it would waste water
125.	Because we have very little money over each month to put towards problems etc.
126.	Because you have the staff to do this and have the equipment to identify where the problem lies. The service pipe is invisible under the ground and it is much more difficult to identify any area with a problem.
127.	A lot of damage can be done by leaking pipes and it needs a fast and competent response.
128.	Because it would cost a lot otherwise
129.	Because you should know where the pipes run and how it should be fixed.
130.	Could be an expensive job! Plus you presumably know what you're doing.

Appendix B Question 7e – Other answers - open ended responses

Question 7e. What did we do well?

	Response
1.	Courteous response on reporting the leak, prompt checking of the severity and urgency of repair, complete advising of results, appointments kept or any problems with that recompensed, and good workmanship by the repair team. Taken as a whole, superlative work.
2.	From the first telephone call to the time the leak was mended the service was outstandingly good
3.	Came quickly (can't remember how quickly), did the job and repaired the concrete that had been dug up
4.	Informative all the way
5.	You fixed it first time
6.	Speed of response. Updates by text (I think).
7.	Tended to intimidate with costly scenarios and only wanted to get more money out of me ...SO NOTHING REALLY !! .
8.	As there was a problem on the main isolation valve connecting between the main and the service pipe, this had to be repaired by you in order to repair the pipe. This was done promptly by you, but it was also in your interest to do so.
9.	Quality of repair, promptness and communication.
10.	General response and friendly attitude
11.	Arrived as promised, surveyed the challenge, arranged a repair crew, fixed the leak, reduced the bill to compensate for water lost. If we had not been on a meter we would not have known about the leak. One of the team said the leak had been there for years, caused by a DIY joint by the previous owner.
12.	It was changing over to water meter that the pipe work started to leak so it was repaired
13.	Your staff were all friendly & helpful & the repair was completed speedily with the minimum of disruption.
14.	I was treated very well at all stages of the process, from the initial phone call onwards and kept very well informed by text.
15.	You detected the leak in the first place due to an abnormally large water meter reading and the adjustment made to our account once the repair was done was

	speedy. The workmen were courteous and apologetic for the additional problems we incurred.
16.	All of it - speed of attendance, location of leak, informing the customer, isolation of the leak (by stop-cock in the road), excavation of the drive - tarmac on concrete, repair, and infill. Finally, after the excavation infill had settled, a top-coat repair of Tarmac was applied a few weeks later. The feeder pipe, galvanised steel, was replaced with a blue plastic pipe to a new stopcock inside the house Boundary - which was the Garage, about 25 feet from the road boundary. Really quick and efficient job, full safety observed, obviously well trained guys who were proud of their work. 10/10. (About 10 years ago).
17.	Everything
18.	Found the leak and repaired it quickly and efficiently
19.	Speed and tidy.
20.	Checked/repared the leak. Also refunded the amount for the estimated loss
21.	Prompt helpful, found the leak and repaired it. Not much you could do better
22.	Speedy, friendly hard-working & willing to explain
23.	Prompt response. Polite work men.
24.	You attended promptly and your customer service was comprehensive.
25.	Investigated the leak, sent two workmen within a couple of days and replaced the stop tap, which was a specialist job.
26.	Traced the leak and repared promptly and efficiently
27.	Quick agreement of leak and repaired within 5 days.
28.	You come out within the stipulated date
29.	Fixed the leak
30.	Friendly understanding customer service.
31.	Everything restored to normal in areas were pipes had been excavated.
32.	Just fixed the leak without argument.
33.	Identified there was a problem via the bill and contacted us, reassuring us not to worry about the bill Quickly investigated and repaired within a few days All staff we spoke to were polite and respectful and kept us and our neighbours informed. Good follow up calls monitoring the usage to agree a fair adjustment on the bill - at no time did I have to chase for information
34.	The men were very pleasant and hardworking. When they had fixed the leak they put everything back and cleared up afterwards. They even arranged for some

	topsoil and gravel to be delivered to make good the rockery and path. I was very impressed with the work and service
35.	Repaired and filled in the hole very well with tarmac thank you
36.	You repaired it
37.	Coped with a complicated system with good humour
38.	Efficient repair
39.	It happened at our old house, which we were in the process of selling. I am not sure that you offered a free service at the time (it was in summer 2007) but Wessex Water sorted it out very quickly and your staff could not have been more helpful.
40.	First class service for a difficult leak to find. Members of work team Staff put themselves out with muddy , difficult and hard work
41.	Everything - very prompt, friendly service
42.	Good Service excellent workmanship
43.	Everything! 1) Arriving so quickly - within a few hours of my phone call 2) The most efficient way they resolved the problem 3) The courteous and respectful way with which they treated myself, the property and everything else that occurred with the incident. 4) The courteous, respectful and efficient way with which the lady on the phone at your emergency centre dealt with my reporting the incident should also be highly complemented. Once again - thank you so much.
44.	Mended the leak
45.	Fixed it first time and gave me a leakage allowance
46.	Once the leak was identified the repair was carried out efficiently and workmen attending were helpful and polite.
47.	The complete find and repair.
48.	Absolutely everything else! Very prompt and responsive and extremely polite on the phone and in person. The problems we had were with parked vehicles in the way and not moved, despite requests. I think there should be some way of arranging with BANES to contact owners if they don't respond within say 24 hrs.
49.	All of it



Communicating with you about your bill and your account

Thank you to everyone who took part in our 8th online survey. We received over 1,100 responses which is great. This survey was about the communication channels we use now and could use in the future to discuss your water bill or account with you.

As well as answering the specific questions, many of you took the trouble to provide your general views on how we manage your account and handle contacts. We are working our way through these to pick up on any areas needing improvement. Here's how you answered.

First we asked if you had ever been in touch with us about your bill or your account.

- 30% of you had made contact with us.
- Of these, most customers had used more than one way to get in touch. Telephone was the most popular with 78% using it. Email was the second choice.

We then asked you how easy you'd found it to get in touch.

- 89% found it very or quite easy which is great to hear. Only 1% found it quite difficult.

Question 2b. How easy did you find it to contact us?	
Response	Percentage
Very easy	58%
Quite easy	31%
Neither easy nor difficult	8%
Quite difficult	1%
Very difficult	0%
Don't know	1%

We asked you how satisfied you were with this contact.

- 85% were very or fairly satisfied and 6% were very or fairly dissatisfied.

Question 3a. Taking everything into account how satisfied are you with the way we handled your contact(s)?	
Response	Percentage
Very satisfied	56%
Fairly satisfied	29%
Neither satisfied nor dissatisfied	9%
Fairly dissatisfied	3%
Very dissatisfied	3%
Don't know/ Not applicable	1%

If you were dissatisfied you had the opportunity to leave your comments. We're working our way through these so that we can learn from them and make any changes that are needed.

Ideally we'd like all of our customers to be very satisfied.

We then explained that we're looking at how we communicate with you in the future and asked what your preferred methods of communication would be.

- Email came out on top with 43% saying that was your 1st choice in terms of communication method.
- This was followed by telephone at 28% and live chat at 10%.

Following this we then asked how quickly we should respond to an enquiry or complaint if you had sent an email.

- We respond to emails as quickly as we can, generally the same day or next day. 65% of you are happy if we respond within 24 hours but some of you would like us to shorten this to 4 hours.

We then presented you with a number of scenarios where we might use SMS/text messaging. The results are below.

Question 7. If we sent you a SMS/text message for the following reasons, how would you rate our customer service?							
Reason	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable	Very good plus good
As an acknowledgement to confirm we have received your billing enquiry	30%	36%	10%	2%	3%	19%	66%
If your meter reading was higher than expected	32%	27%	10%	4%	4%	23%	59%
If we were waiting for you to provide information	20%	37%	15%	4%	4%	20%	57%
If your bill payment was late	17%	29%	18%	5%	5%	27%	46%
With a link to information on the Wessex Water website following contact from you	15%	30%	23%	7%	5%	20%	45%

We then asked you a similar question for emails and the results are below.

Question 8. If we sent you an email for the following reasons, how would you rate our customer service?							
Reason	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable	Very good plus good
As an acknowledgement to confirm we have received your billing enquiry	42%	41%	7%	1%	0%	9%	83%
If we were waiting for you to provide information	35%	44%	11%	1%	0%	10%	79%
If your meter reading was higher than expected	46%	32%	7%	1%	1%	14%	78%
If a bill payment was late	31%	39%	12%	1%	1%	16%	70%
With a link to information on the Wessex Water website following contact from you	30%	36%	18%	4%	2%	10%	66%

We then asked you what you knew about Live chat.

We explained that Live chat is available on many websites including Wessex Water's website.

'It allows you to talk to a member of the customer services team by typing in your query and they answer you straight away. You can have a conversation without picking up the phone.'

- 87% of you had heard of Live chat.
- 61% of you had used Live chat on Wessex Water or another company's website.
- Of the 607 of you who have used Live chat, 42% like using it and a further 47% sometimes like using it.
- 54% of those who like using Live chat would prefer to choose to contact us via Live chat themselves rather than be asked.

What next?

We have always offered customers a fast, warm voice telephone service. By that we mean a real person answers the phone quickly if you call. You don't have to press buttons or choose options.

We can see from the results of this survey that you would like us to offer a wide range of communication channels to cater for your individual needs and preferences. The new communication channels that we've talked about will give you more choice.

They won't replace anything we already have. We'd like to get to the point where the diagram below represents the wide variety of channels we offer you to get in touch and you can choose which works best for you.



We will also look at our response times and see if we can shorten those further.

For those of you who like to go online, don't forget you can sign up to online billing. It's the easy way to manage your water services bills. See www.wessexwater.co.uk/do-it-online

And finally

Many of you asked about the cost of calling us. Did you know that we have changed all our main contact numbers from 0845 to 0345 numbers? Calls to 0345 numbers usually cost the same as standard UK landline numbers. Although 0345 numbers are not freephone numbers, they can often be called for no extra charge. If your tariff or call package offers inclusive calls to landlines, numbers starting with 03 will be included in exactly the same way.

Thank you once again for being a member of 'have your say'.

Sue Lindsay
Head of Customer Relations Wessex Water



have your say...

Wessex Water Domestic Panel

Online survey number 8

Contact with BWBSL

June 2015

Prepared For: Wessex Water

Prepared By:

**Nigel Beacom
Future Focus Research**

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1. Introduction and Methodology

This report details the findings from the Wessex Water 'have your say' online panel conducted in June 2015. The survey was about contact with BWBSL.

We sent out 2,993 invitations to panel members on 19th June 2015, a reminder to 2,258 on 26th June and a second reminder to 1,987 on Thursday 2nd July. The survey was closed on Monday 6th July. A total of 1,140 panel members completed the survey with a further 33 part completed.

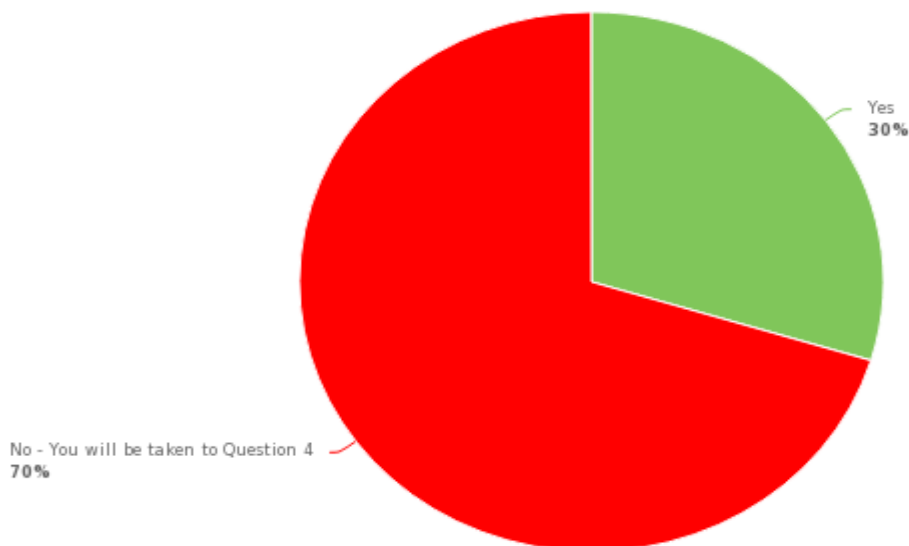
2. Survey findings

The research findings have been presented according to the structure of the questionnaire.

2.1 Recent contact with us about your bill or your account

In the first question respondents were asked if they had ever needed to contact us about their bill or account. 30% of customers had made contact.

Question 1. Have you ever needed to contact us about your bill or your account?



Base: 1161

For those that contacted BWBSL the methods used for making contact are outlined below with telephone the most popular at 78%.

Question 2a. Could you confirm how you contacted us? TICK AS MANY AS APPLY	
Response	Percentage
I telephoned you	78%
I emailed you	28%
I contacted you by using a form on the Wessex Water website	9%
I wrote you a letter	7%
I contacted you using Live chat on the Wessex Water website	2%
I sent you a text message	1%
I used social media (Facebook, Twitter etc)	0%
I visited you in person	0%

Base: 348

Respondents were then asked how easy they had found it to make contact. 89% of respondents found it very or quite easy to make contact and only 1% found it difficult.

Question 2b. How easy did you find it to contact us?	
Response	Percentage
Very easy	58%
Quite easy	31%
Neither easy nor difficult	8%
Quite difficult	1%
Very difficult	0%
Don't know	1%

Base 347

We then asked the 6 respondents who had found making contact difficult why they had found that. The verbatim responses are recorded below.

Question 2c. Why was it difficult?	
	Response
1.	Nobody took any notice of my complaint and failed to resolve it - to this day.
2.	I had to wait a considerable time for you to answer the phone, being told repeatedly I was in a queue. In the end I gave up and e-mailed you, this prompted a reply that you would get back to me within a few days. In the end I wrote a letter which ultimately prompted a response
3.	You never listen
4.	Long time waiting to be answered
5.	I hate web forms and it wasn't clear whether you would send me a copy of what I'd written to you.
6.	You take forever to answer the phone, and you don't always know what I am talking about.

Finally in this section those who had made contact were asked how satisfied they were with the handling of their overall contact.

85% were very satisfied or satisfied and 6% were very or fairly dissatisfied.

Question 3a. Taking everything into account how satisfied are you with the way we handled your contact(s)?	
Response	Percentage
Very satisfied	56%
Satisfied	29%
Neither satisfied nor dissatisfied	9%
Fairly dissatisfied	3%
Very dissatisfied	3%
Don't know/ Not applicable	1%
Base: 347	

19 respondents were fairly or very dissatisfied with the overall contact and their verbatim comments are outlined below.

Question 3b. If dissatisfied why did you say that?	
	Response
1.	Your policy on not allowing an assessed charge to be performed if a water meter hasn't attempted to be fitted is quite frankly ridiculous, as not all landlords want water meters to be fitted. I now have to pay £40 a month compared to the £11.50 I used to have to pay.
2.	Because of change of address, I found it very long winded, just to set up account at new address.
3.	Nobody does anything to resolve faults or gets back to you
4.	It took a couple of calls for you to understand the issue and take the appropriate action
5.	I had difficulty paying my bills last year. I didn't feel you were very understanding
6.	The gentleman (name deleted) that responded was extremely rude and dismissive in his response. His Facebook page which clearly states back in November 2014 that he is working at Wessex Water has derogatory and abusive comments all about your customers strewn across his wall. It is a shame we have no choice in which water companies we have to get our water from as I would rather not give my hard earned money to a company that thinks all of its customers are the scum of the earth, inbred plebs and numerous other comments.
7.	No resolution
8.	No positive solution to my problem. I still believe I am being overcharged!!!!!!
9.	Every time a pay the bill on time I still get red letters several weeks later and then threats of court action. I no longer query it as I'm hoping to one day get my day in court to embarrass the hell out of you.
10.	The person who answered was obviously answering to a prescribed policy formula. When I asked if I could be billed on a "rateable value" basis, rather than by meter - the cavity into which mine was located when I moved into my property just over three years ago was totally full of water ie not a minor leak - when I received my first bill it was much higher, for a similar property, than the one we had moved from - my wife and I were/are the only occupants - we did not have a meter in the old house. When I suggested that the cavity containing the meter being full of water and that this could have been the cause of the higher bill, she dismissed it, and I had no way of proving this to be the case, six months on. I then asked why I could not have a non-meter based bill she said because your house was built in 1997. When I asked why the date the house was built determined that I could not have a non-meter supply, she either refused to tell me or did not know. I thought the reply that I received was neither of a cordial tone, nor helpful in conveying the reason for the refusal.
11.	With all the modern technology available, the only way to pay is with a paper based book because I don't have direct debits as my account was hacked into by another bank. Also the bill was not correct.
12.	Because I have been VERY Poorly following my NHS GP Poisoning me with a Cocktail of Medication and leaving me in Severe Pain and Discomfort and leaving me in so much Pain I cannot even Sleep for nearly 10yrs. Not only has this destroyed all my Organs, but also Damaged my Brain and all my Cognitive Functions. I've now realised that the

	Package I've been on was much more expensive than being on a Water Meter, so once I explained this, I expected them to refund the difference between what I've been paying to what I should've been paying, after all I'm now Psychologically Retarded. Please say now you'll reconsider this and agree to do this, I was so angry I blew another gasket in my Brain and had another Nervous Breakdown, and now just long for the day I die, cos my life is not worth living.
13.	There was never any genuine attempt to see things from the punter's point of view.
14.	I wanted to find out when I could expect my next water bill so that I could plan my budget. It would be useful to know when the meters are due to be read in my area (within a 2 week period, perhaps), and how many days after that it would normally take to prepare my bill and for payment to be taken. To just say "sometime in July" is not very helpful.
15.	Every 6 months have to send an email about you trying to increase my direct debit. I always clear any outstanding balance, it is a pain going through this twice a year no personal feel just automated rubbish.
16.	The decision making process is too inflexible.
17.	I telephoned in August 2014 about a 35000 gallon leak. Nothing could be done for days and days and days as there was a Bank Holiday. All the water poured into our foundations. Who cares? We are pensioners and were greatly distressed.
18.	Because when we had solved our problem you gave us a refund on our bill
19.	Because my query was not answered and I just felt frustrated that I could not get a straight answer. I was just given fob off answers.

2.3 Future contact with us about your bill or your account

We then explained that we were looking at how we communicate with our customers in the future and asked what their preferred methods of communication would be. The results are summarised below. We gave an explanation of live chat and web self-service in the narrative.

We have ranked these by the top first choice answers which shows that sending an email is top with 43% followed by telephone at 28%

Question 4. We are currently looking at how we communicate with our customers, and want to make sure that we offer enough choice. In the future, what would be your preferred method or methods of communication with us if you were able to choose?			
Options	1st choice	2nd choice	3rd choice
Send an email	43%	33%	16%
Telephone	28%	17%	25%
Use live chat on the website	10%	15%	14%
Use the contact form on the website	7%	14%	19%
Send a letter	5%	11%	13%
Send a text	0%	5%)	7%)
Web self-service	6%	3%	5%
Social media	0%	1%	1%

Base: 1140

We also asked if there were any communication channels not mentioned that they would like to use.

46 answers were provided but many of these were duplicates of what were contained in the table as outlined below.

Question 5. Is there a communication channel not mentioned above which you would want us to use?	
	Response
1.	Social Media (9 responses)
2.	Freephone or at least not an 0845 etc type number.
3.	Ability to call in somewhere to speak to someone face to face £3 responses)
4.	live chat (2 responses)
5.	Telephone (3 responses)
6.	One that involves you taking action
7.	Skype (3 responses)
8.	In person (3 responses)
9.	I have hearing difficulty so the phone is not a choice but I check my emails at least once a day.
10.	pigeon post (4 responses)
11.	answer the TELEPHONE
12.	Speak directly to a person e.g. your van driver or meter reader
13.	Telephone contact but WITHOUT call queueing / contact centre handling
14.	I need all of them, to confirm or Record what we spoke about.
15.	Request callback
16.	Put info on on line account and send e mail or text referring to the information.
17.	Counter service with a real person
18.	Knock on the door if it was something happening quickly like water stoppage
19.	Direct Person to Person (Shop or Office)
20.	email for me but a letter for my wife preferably not the telephone as we don't answer due to so many cold callers
21.	Personal Visit
22.	Personal contact eg through local office
23.	Email
24.	I e-mail you, then you phone me if necessary.
25.	Personal call from member of staff

2.4 Responding to contacts about your bill or your account

Following this we then asked how quickly we should respond to an enquiry or complaint if they had **sent an email**. The results are summarised below. The cumulative column shows that if we adopted a policy to respond to emails within 24 hours, 65% would be content with this. If this were within 4 hours 84% would be content with this.

Question 6. If you were to email us with an enquiry or complaint about your bill or account, how quickly would you expect a response?		
Response	Percentage	Reverse cumulative %
Within an hour	5%	98%
Within 2 hours	9%	93%
Within 4 hours	8%	84%
Within 6 hours	4%	76%
Within 12 hours	7%	72%
Within 24 hours	43%	65%
Within 2 working days	16%	22%
2 to 3 working days	4%	6%
3 to 5 working days	2%	2%
Over 5 working days	0%	0%
I wouldn't send an email	1%	
Other (see below)	1%	

Base: 1146

Question 6. Other responses

The other responses as summarised in the table below which mostly elaborate on the responses in the table above.

	Response
1.	It depends on the nature of the complaint - for non-urgent things, 2 working days suffices
2.	By end of next working day
3.	Within 24 hours, but I would expect an immediate acknowledgement
4.	In those circumstances I would expect to make a phone call only and to be dealt with there and then.

5.	It would also depend on the seriousness of the complaint
6.	Depends on the urgency of the enquiry
7.	One Week
8.	It would depend on the nature of enquiry/complaint as to how quickly I would expect a response. Typically i would hope to have some sort of response within 24 hours.
9.	Initial e mail acknowledging receipt and then 2 working days.
10.	As soon as possible and depending on the staus of my problem
11.	Acknowledge instantly, considered reply within 48 hours
12.	An acknowledgment within the hour and deal with issue within 2 days or if not then explain why within 2 days
13.	Depends on the problem. If not urgent, then 24 hours
14.	A query with a bill or a problem causes stress
15.	Depends upon the extent of the problem. Under normal circumstances 24 hours

Respondents were then presented with a number of scenarios where we might use **SMS/text messaging** and were asked how they would rate our customer service under each one. The results are ranked in the table below according to the scores for very good and good added together.

- 66% felt it would be good customer service to send a text/SMS as an acknowledgement to confirm we have received their billing enquiry.
- 59% felt it would be good customer service to send a text/SMS if their meter reading was higher than expected.
- 57% felt it would be good customer service to send a text/SMS if we were waiting for them to provide information.
- 46% felt it would be good customer service to send a text/SMS if their bill payment was late.
- 45% felt it would be good customer service to send a text/SMS with a link to information on the Wessex Water website following contact from them.

Question 7. If we sent you a SMS/text message for the following reasons, how would you rate our customer service?							
Reason	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable	Very good plus good
As an acknowledgement to confirm we have received your billing enquiry	30%	36%	10%	2%	3%	19%	66%
If your meter reading was higher than expected	32%	27%	10%	4%	4%	23%	59%
If we were waiting for you to provide information	20%	37%	15%	4%	4%	20%	57%
If your bill payment was late	17%	29%	18%	5%	5%	27%	48%
With a link to information on the Wessex Water website following contact from you	15%	30%	23%	7%	5%	20%	45%

Base: 1145

Respondents were then asked a similar question for **emails**. Again the results are ranked according to the scores for very good and good added together.

- 83% felt it would be good customer service to send an email as an acknowledgement to confirm we have received their billing enquiry.
- 79% felt it would be good customer service to send an email if their meter reading was higher than expected.
- 78% felt it would be good customer service to send an email we were waiting for them to provide information.
- 70% felt it would be good customer service to send an email if their bill payment was late.
- 66% felt it would be good customer service to send an email with a link to information on the Wessex Water website following contact from them.

Question 8. If we sent you an email for the following reasons, how would you rate our customer service?

Reason	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know/Not applicable	Very good plus good
As an acknowledgement to confirm we have received your billing enquiry	42%	41%	7%	1%	0%	9%	83%
If we were waiting for you to provide information	35%	44%	11%	1%	0%	10%	79%
If your meter reading was higher than expected	46%	32%	7%	1%	1%	14%	78%
If a bill payment was late	31%	39%	12%	1%	1%	16%	70%
With a link to information on the Wessex Water website following contact from you	30%	36%	18%	4%	2%	10%	66%

Base: 1145

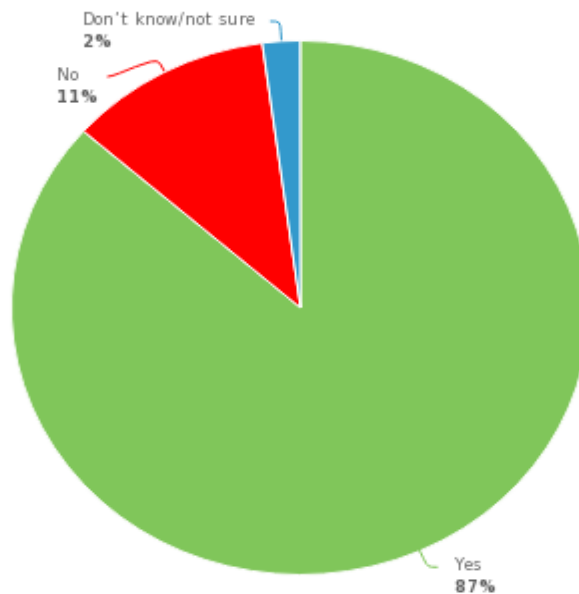
2.5 Live chat

We explained that Live chat is available on many websites including Wessex Water's website.

'It allows you to talk to a member of the customer services team by typing in your query and they answer you straight away. You can have a conversation without picking up the phone.'

87% of respondents had heard of live chat.

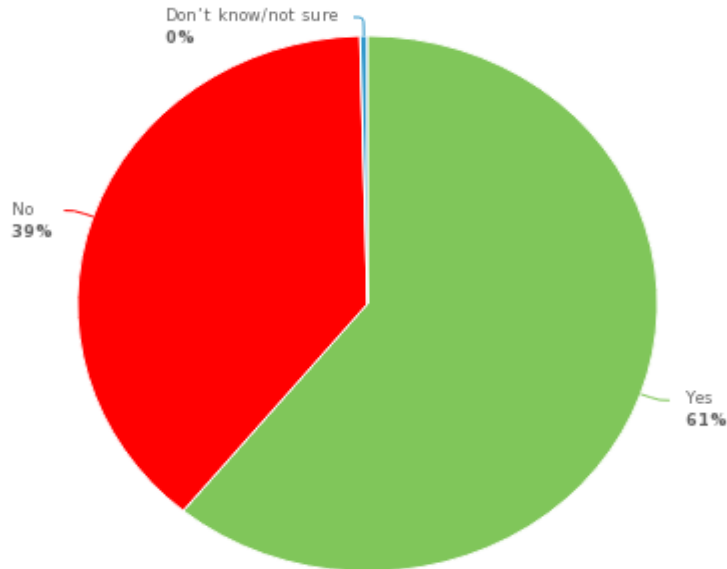
Question 9a. Have you ever heard of Live chat?



Base: 1141

Of these, 61% had used Live chat on Wessex Water or another company's website.

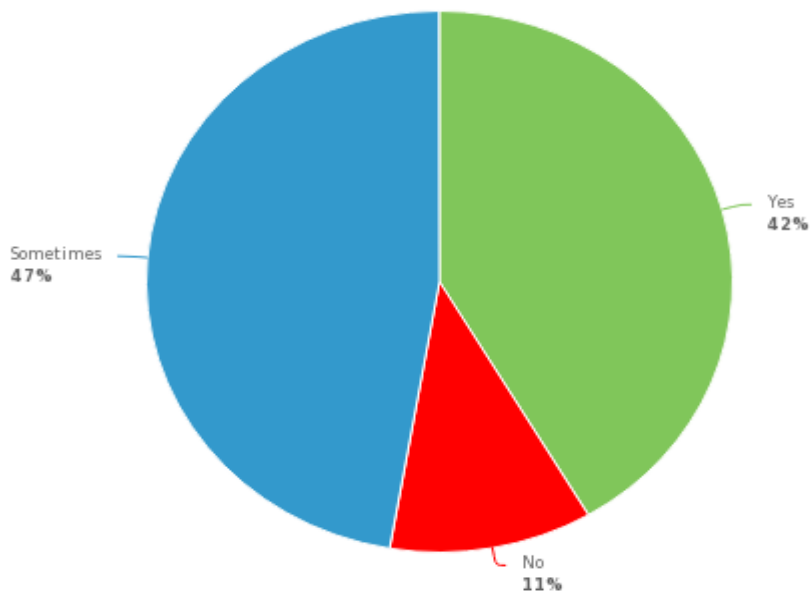
Question 9b. Have you ever used Live chat on Wessex Water's or another company's website?



Base: 991

Of the 607 who have used Live chat, 42% like using it and a further 47% sometimes like using it.

Question 9c. Do you like using Live chat?



Base: 607

We then asked how long after entering a website respondents would expect to be asked to take part in a Live chat.

54% of those who like using Live chat at question 9c would prefer to choose to contact via Live chat themselves rather than be asked.

Question 9d. How long after entering a website would you expect it to take before you were asked to take part in a Live chat? TICK ONE ANSWER ONLY		
Response	Percentage	Count
I would prefer to choose to contact via Live chat myself rather than be asked	54%	137
When I ask a question on the website	19%	48
Immediately on entering the website	8%	20
After two minutes from entering the website	7%	19
After one minute from entering the website	6%	14
After I move through two website pages	2%	6
When I ask my second question on the website	2%	6
Other (see below)	2%	4
Total	100%	254

Base: Those who said that they like using live chat at Q9c (254)

Question 9d. - Other responses

There were 43 verbatim responses as listed below. They mostly relate to a lack of understanding of what Live chat is or a reluctance to use it.

	Response
1.	Don't know as something never used and never want to
2.	When FAQs do not answer my query
3.	After 15 seconds. Need a chance to find info first, 1 min is surprisingly long (too long) I think.
4.	I would not wish to take part in a live chat I
5.	a 'box' to enter when live talk is required
6.	No idea
7.	I wouldn't use it
8.	I wouldn't want to use live chat
9.	never used live chat

10.	An obvious link to Live Chat on the Home page would do
11.	Within a minute
12.	I would prefer to easy see that it was a choice but think it should be an obvious choice easy to see
13.	don't know
14.	I don't understand what this means
15.	Not interested in this form of communication. THINK OF OLDER PEOPLE WHO ARE NOT I.T. LITERATE
16.	I don't understand
17.	I do not like to use live chat
18.	I don't type fast enough for live chatting
19.	Really no idea.
20.	not at all
21.	Would not use live chat in any circumstances
22.	Not interested
23.	never
24.	The OPTION (not request!) to use it must be CLEARLY presented at all stages but user selectable.
25.	I don't know what a live chat is - so I cannot say how long ...
26.	Never used it so not sure at this time that I would use it, only time will tell. May look into it.
27.	No idea!
28.	just have a request button so that I can choose chat if necessary
29.	Option available if I wanted to use it , I wouldn't need prompting
30.	Not applicable.
31.	Don't want to use live chat
32.	Would not use Live chat, might as well use the phone!
33.	I hate the idea of live chat, feels like being pressured.
34.	Not interested in this type of communication
35.	I do not use live chat
36.	NOT at all keen on this method - rather speak to someone
37.	It depends on how you rate your customer service personnel - I prefer to speak to the responsible line manager,
38.	Silly question

39.	Never. I have no notion of what Live chat is.
40.	not interested
41.	would not wish to take part in a live chat
42.	Don't know what it is
43.	I'd prefer to use the email &/or phone

Base: 43

2.6 Other comments about contact for billing and accounts queries

206 panel members left a comment and these are recorded verbatim at Appendix A.

Question 10. Have you any other comments that you would like to make about contacting us about a billing or account query or how we make contact or communicate with you?

Appendix A Question 10– Other answers - open ended responses

Question 10. Have you any other comments that you would like to make about contacting us about a billing or account query or how we make contact or communicate with you?

	Response
1.	I can't understand why date of birth is asked for whenever I call - it is an invasion of privacy and every time I state that you don't have it and I prefer not to give it out. I also do not understand why premium non-geographic numbers are advertised.
2.	have a free phone number
3.	<p>It would be nice to hear of changes in costs when they occur - at the moment changes in water/sewage fees are only discovered when a bill arrives - that is every six months. As with all sensible people, such charges, usage and payments are kept up to date all the time - it's just like any other shopping and unsatisfactory when left to a remote utility company using DD and little contact!</p> <p>Currently we can look at the web page but this means going to Bristol water - for water and Wessex water - for sewage and wading through pages of unwanted explanations - neither a simple nor regular check.</p>
4.	0845 type numbers are more expensive than geographical numbers, don't use them! If you want to help use a freephone number.
5.	Last year about August, I complained about brown water, which i had had for years. After a time my pipe to the house was changed. My bill was extremely high, because of all the water that was used. After the pipe was changed, the water ran very brown, but eventually cleared. After this, it ran brown and clear alternately I was not compensated for all the water used as I was told my pipe was the cause of the brown water. How then, if my pipe was at fault did it run brown after it was cleared? I think I should have been compensated for all the days of disruption as well as the lost water.
6.	Letter is the best method
7.	Some of the answers to the questions above are somewhat difficult to quantify since they would usually depend on the urgency of the problem.
8.	I would like to be able to print the complete live chat for my records, that's generally why it's not my first choice

9.	I have a meter and am always concerned about whether I am paying enough to cover my account
10.	All my life I have been in the habit of keeping a record of any enquiries made and/or received together with replies or acknowledgements, extremely useful if subsequently leading to any form of complaint. I have therefore always, where possible, in the past made enquiries by letter, changing in recent years to email, as this gives me any copies I may eventually require. Although I have only found this to be necessary on two occasions during the last 50 years or so I still consider it worthwhile and why I will continue to use and request email.
11.	Give people several options for communicating as different methods suit different people.
12.	I have given a poor score to forms of communication that simply link to information already on the website, as I think it's quite patronising to assume I couldn't find it by myself, if it was there. Usually, if I was contacting you, the reason would be that the answer either wasn't on the website, or didn't contain enough info, or didn't work, or whatever. So I would not be impressed simply to be referred back to the website, unless my specific question had been: "I can't find it - please send a link!" I still quite like post as a means of alerting me to IMPORTANT things. I feel I am less likely to miss or overlook a letter than an email, so it has a bit more certainty if it's anything I HAVE to know about - e.g. you were threatening to cut me off. I hope I wouldn't be in that situation, but if I was, I'd expect a letter, not just an email that might find its way to spam. The communication method should reflect how critical the communication is, with more formal types of communication used for more serious issues. If it's purely informational, and no action is required, email will suffice.
13.	This survey suggests to me that you are rightly seeking a good balance between push comms (you send me something) and pull comms (I seek something from you). Thank you
14.	ensure live chat personnel are competent to answer
15.	No comments to make as all avenues have been covered
16.	I don't want or need a hardcopy magazine updating me with your news. You could just display this online or have it as an opt in for emails. Less money wasted printing and posting and less junk mail in the post I have to put straight in the recycling bin. I recently contacted you (sewage services) because we are building an extension and will be close to the public sewer. I sent the info (your form and my building plans and cover letter) by email and post. I got an immediate phone call from Barbara to take the payment that was needed (over £300) but have heard nothing since. I would have expected that someone could have acknowledged receipt of the application and given an estimated timeline for the process. Lots of information

	about how to apply on line and guidance and so on, but nothing about what happens after the application is submitted. This would be useful.
17.	On the rare occasion I have had to contact yourselves....I have always found Customer Services to be efficient and caring.
18.	Don't use 0845 or 0870 type numbers as they are more expensive for most people; use 0800 or a landline number (starting 01, 02 or 03) in preference.
19.	You do very well for a large corporation
20.	Contacting you is possible. What is important is that you do something as a result of that contact - you do not.
21.	I would expect the contact number for telephone enquiries to be an Freephone number rather than the present local call number
22.	I prefer contact via my computer normally but it is good to have the option of the phone when things are complicated
23.	Just keep me advised as to any service changes or billing. If there is to be any interruption of supply then an immediate text or e mail would be appropriate.
24.	Not really, you've covered all the bases. Email is the preferred method of contact with most companies.
25.	I wish to inform you that I have a fish pond in the garden and I understand this could reduce my bill
26.	Please don't move helpdesk out of this country.
27.	if live chat is available, the waiting time for the advisor must be short.
28.	I hate to receive 'automated responses' and much prefer an email that has come from a human and is individually addressed and considered. Otherwise, the response to a problem can often make you even more annoyed/angry than the initial problem. People want to speak to/hear from another human (regardless of the method of communication).
29.	i am unsure about you contacting customers by text or email. if i get unsolicited texts or emails myself, I often do not read them. i think i prefer the first point of contact to be by phone.
30.	Live chat is OK, but only for general info questions. Personally, I would like to be able to deal with a billing query for instance, but due to security, this is not possible. That said, the times I have used live chat, I found it pleasing.

31.	My recent contact was to change bank details on a DD. This is possible on many company websites but I believe not on the Wessex site. Or I couldn't find it?
32.	I do feel you need to speed up your response grades. It's rather frustrating to not get a faster response
33.	Re Q7 It would depend on how you had been contacted. If I sent an e-mail, I would not appreciate response by text, which I would not have checked for your reply.
34.	Phoned to disagree with new DD amount. .Kept waiting for 15mins while lady played with her computer? I suspect she went off and made a cup of tea. When she decided to return to the phone agreed new DD to high and adjusted it down. Your phone service is poor .However most firms are the same nowadays .supposed to push the punter to use the internet. Fair enough but I feel sorry for older people.
35.	All other channels welcome but NOT at the expense of a telephone. There are so many companies taking the easy option of not speaking to the customer or allowing them to speak to the service provider. That is beyond poor service.
36.	We use e-mail as our primary means of communication. Our mobile phone is more often than not switched off. For us, e-mail is quick, a text message we may not see for days or weeks. Other people use their mobile continuously. I think you need a dual strategy. I dislike telephone calls. They may come when I am busy with something. Then the call is disruptive. Finding a voice message on the telephone is another matter. When I am reading a website and a message comes up and blocks out what I am trying to read, that is annoying.
37.	As a customer, I want to be able to pick up the phone and talk to someone straight away. I don't have the time or sometimes the facilities to work in technological ways we are being forced to. Picking up the phone, at a time that is convenient for me and making my enquiry, is much quicker and less "hassle" than e-mailing someone, doing live chat or anything similar and waiting for a reply. A human voice can either answer your enquiry straight away or direct you where you need to go.
38.	Just remember not all your customers are sighted and when they ring they have to press different keys to speak to someone THIS IS NOT POSSIBLE IF YOU ARE BLIND. Please put something in place for these customers
39.	My query was that as my house lies at the end of a spur, I have been subjected to a considerable accumulation of grit, which has had an adverse effect on my plumbing. I believe it is the responsibility of the supplier to alleviate this problem and have found your company slow to do much about it.

40.	I would like to know when my bill is going to go down as the government has told everyone to reduce the cost
41.	have I have no complaints about Wessex water. I think I would always be satisfied
42.	just ensure that the call charges were the lowest possible to me
43.	i got problem of hearing on phone so I prefer by writing or email. Some time I can miss email so First writing. Thanks
44.	Text messages are highly impersonal and should be avoided
45.	Would like a positive response rather than a "if you don't hear from us" reply!??
46.	Communication should be between human beings, not machines, failing that a letter or email, whereby a written record of the communication can be noted and/ or filed, customers are frequently not immediately available to respond to "live " chat!
47.	I only have access to the internet at the library, so I this not the fastest way to contact me. As I have had bad experiences via computers, to be forced to do everything via them would not please me. I refrain from using certain firms due to their policy of allowing no other means of contact, but I cannot live without water!
48.	Live chat is ok if you don't have to wait too long to chat
49.	live chat disappoints because you never seem to be talking to a decision maker
50.	Being an older person I still prefer direct human contact, I hate receiving text messages but I am happy with e-mails.
51.	A quick and accurate response would be the most agreeable outcome
52.	Please don't get rid of the human being on the end of a phone - I really do like talking directly to a person!
53.	I prefer email contact or telephone contact where you can get to the right person straight away.
54.	No thanks we are very happy about the service we receive.
55.	No comments to make. So far, all good.
56.	There is confusion sometimes about which company to contact concerning water and sewage. The problem is in the name i.e. Wessex Water and Bristol Water. This can lead to a great loss of time contacting the wrong company. This needs to be clarified so there is no confusion.

57.	Most reliable method you can use to communicate with me is via e-mail. Telephone is a poor second best. Letter may get confused with junk mail and hence discarded without reading properly.
58.	If I phone a number to discuss something, there should not be (tiresome) preliminaries such as ". .. may be recorded for reasons" and there should only be about 4 options, one of which should be a real person.
59.	Staff who are communicating with customers should be able to answer customer queries immediately or, at the very least, come back to the customer on the same day, having sought the answer from someone that does know the answer
60.	Moving to web site based accounts/billing is very unfair on those who are not computer wavy or even own one! There is still a need to Use old fashioned methods!
61.	I prefer a written format of some sort so I can create a record of what has been said.
62.	No thank you. However please ensure all relevant departments are aware of the following:- Please note my email address has changed to :- alansdrum@sky.com I informed Wessex Water of this change by telephone on 17th March 2015. Please use the address stated here as I will not be able to receive emails on the old address soon. Thank you.
63.	Yes. My water bill is too much
64.	The times I have contacted you, you have always answered quickly, and have been helpful and kind,. My queries have been sorted quickly and efficiently. Thank you.
65.	It is assumed that everyone has access to Internet when in particular, some elderly folk don't. I find it always preferable to speak to someone directly so I can sort the problem out straight away and even better if English is their first language. You cannot better the personal touch of talking to a person, however old fashioned this might seem.
66.	Can you do paperless billing? Can you text me when there is a planned or actual disruption to supply or sewage?
67.	Phone contact is always best but only if the phone is answered by a person with no long menus or time on hold. This always used to be the norm with all service

	companies. Costs cannot be blamed as charges were a fraction of what they are now.
68.	I have found your team who deal with the telephone call queries very helpful whenever I have rung up
69.	I am shortly to lose broadband/Internet, so can only communicate by phone or post.am I unique?
70.	No but I bought some water saving devices via Wessex Water one of which was a tap connector/spray. Sadly it went wrong very quickly and I corresponded by email and was asked to send item back which I did. I never heard another word - that is bad customer relationships and harmful to the company.
71.	Live chats can take a long time if the customer service rep is dealing with more than one query at a time, the customer needs to feel like they're the only person being helped. Live chat should be as quick and responsive as being on the phone.
72.	i recently received a letter which reminded me i hadn't paid my bill - in fact i had paid my bill a few days earlier, only a couple of days after i had received the bill in the first place. Therefore, the reminder was sent too soon.
73.	Make it easier to view bill on line ie my account I have not opened an online account to view my bill history usage etc as I always assumed
74.	dialogue with a live voice is always preferable
75.	I asked some time ago about drinking HOT water instead of tea/coffee, but didn't get a response. Question was... Why sometimes drinking hot water when buying out in cafes etc, the hot water tastes "fishy"!?
76.	Don't know what live chat is
77.	All very good thank you
78.	I am not welded to my mobile phone which I only carry when travelling, usually keep on silent and do not check regularly, so may not see messages on it for several days. If your only contact with me were through texts I would almost certainly miss important messages.
79.	The response to a billing or account query needs to be different to a question about a water supply issue. The latter could be much more critical.
80.	it is much nicer to speak to a person

81.	Live chat is satisfactory HOWEVER please do not take away the option to speak on the phone if an issue is not resolved. Sometimes issues can be misinterpreted in emails and need clarification over the phone.
82.	Not relevant to Q 10, but this questionnaire would be easier to read if the font was BLACK & not grey
83.	Do not like the implications of technology and these fundamental conventional methods of communication. Not everybody has access to computers or high tech phones especially the elderly.
84.	No other - my contacts with you have always been very satisfactory
85.	It could work quite well to have live chat
86.	I tried using live chat with Sky and never got through to anyone despite trying several times. If you offer live chat I would want to speak to someone within 2 or 3 mins.
87.	For me you have all the telephone numbers I require to contact you should I have the reason to.
88.	My biggest gripe about contacting service companies is being held in telephone call queuing systems. As a consequence I will no longer use the telephone to call in these circumstances. However, telephone contact would be my preference if a more user friendly service were available. Some companies do have this and their service is outstanding. Where I have a choice of supplier (unlike the water industry), this is my main determinant in choosing that supplier.
89.	Response to our request for a water meter dealt with quickly and efficiently. Work carried out on time and to good standard. Workers friendly, courteous and effective. Follow up information re change to direct debit received quickly. All in all a very good service.
90.	Very satisfied with system
91.	No. Just keep the bills as small as possible.
92.	Nothing as yet as I've only had to contact you regarding meter leak which was resolved by phone & personal visit.
93.	Generally, Wessex Water one of the top companies I ever contacted. Polite, clear, informed, calm and quickly answered calls and queries has been my experience with rarely a single glitch in this for since 1998.

94.	I have used Email to contact you regarding billing and direct debit enquiries. This has worked well with either an Email or telephone call back to me to resolve my problem.
95.	When I contacted you about a billing enquiry you replied promptly and resolved the issue. Thank you.
96.	I have never needed to contact you about billing. Your email communications are good.
97.	Your staff on the other end of the telephone are BRILLIANT, warm, friendly, efficient and well briefed. PLEASE don't replace them with LIVE CHAT!
98.	Not good business to contacts someone by text. I would prefer email or letter but definitely not telephone.
99.	I have always been very impressed with Wessex Water. Years ago I wrote to you regarding the poison the Government were wanting to put in our water ie: Fluoride. and the reply from your good selves put my mind at rest. Wessex Water is very good and does not need this medication which I consider very toxic. Thank you.
100	I was pleased with how you contacted me to enquire about a high meter reading
101	I don't want a log in, I don't want to be asked about account numbers. I pay by DD and not on a meter so I don't keep my annual account details. IF I ever have to contact you, I just want to give you my name and address without any fuss and you answer my questions quickly and effectively with plain English....simples :)
102	You have a monopoly on selling WATER!!! Currently I don't have an option to choose another supplier, I am unable to go onto a comparison website and select. With this in mind why do I need to contact you, you cant/wont offer me a better deal, a talking meerkat, or 'two for one' I would expect to hear from you if I was late with a payment or more probable, you were increasing the price for some inexplicable reason (we live on an Island) I/We have your number and when stuff happens i will call a plumber or you (in that order) I do understand you are TRYING to make 'water' sexy, good luck. I understand that no one will read this and it will drop into a spreadsheet, so prove me wrong, and show me you are interested, and contact me. If I was a betting man

103	<p>Do I you live in the real world?</p> <p>The type of questions you are asking should never be raised on media where not EVERYONE has access or would wish to use.</p> <p>It is obvious that the person who created this questionnaire does not realise that a large number of customers do not use or wish to use web based means of communication.</p> <p>A bill is a bill and should be sent by a universally acceptable method, even email is not acceptable unless the customer has indicated that this is their preferred means.</p>
104	<p>I would like more of a breakdown as I do not pay for sewage and only for water to the premises. I would like to know what the average bill is for houses that have both water to and from the house and what the difference is for only water to the premises.</p>
105	<p>Live chat is excellent when you need a instant fix</p>
106	<p>No - except that many of us are not particularly conversant with more modern mobile phone technology</p>
107	<p>I'm of the age where i much prefer letters as a way of communication. Websites and internet can still be very problematic.</p>
108	<p>No. I have never had a problem with Wessex water maybe if I had used one of these contact methods I may have a different opinions.</p>
109	<p>I have always found Wessex Water staff to be very helpful and considerate.</p>
110	<p>Although more people use smart phones and email, there is a lot to be said for either personal contact or being able to write a letter</p>
111	<p>I think the most important thing (apart from finding a solution to the problem) is the speed of response.</p>
112	<p>Digital communication is the norm for many people. It only works if the company themselves understand and have the personnel to cope.</p>
113	<p>Sending of an SMS text or e-mail by you should NOT expect an instant reply to be used as legal evidence of attempted contact but should be additional in support of the formal contact processes. Posting via Social Media (eg Facebook, Twitter) should NOT occur in view of the lack of confidentiality (eg so called "friends" could see the timeline on FaceBook and "followers" can see so called "tweets" on Twitter).</p> <p>Banks use "secure messaging" within their web-sites, not accessible except via a secure log-in to the personal account. That would be a useful channel but has no</p>

	enforcement of urgency as users may access their account only rarely BUT it could be supplemented by an e-mail stating "You have a secure message from Wessex Water. Please log in to view it" with NO automated link and NO account details.
114	I only use my computer from time to time and not regularly all day and every day
115	Have always found calling on the telephone very good and always helpful!
116	I am glad to see Wessex Water keeping up to date with modern communications. However, I find Social Media too impersonal, insecure and intrusive for a proper discourse.
117	Live chat can be a good channel for hearing- or speech-impaired people to manage a conversation.
118	Can we enter our own meter readings via the website like I do for energy
119	In my experience the existing channels of communication are very efficient. In the past I have been confused about the different responsibilities of two Companies for the supply of water and the treatment of sewerage.
120	I think your telephone service is excellent. No pressing numbers before you speak to a real person and this is my preferred method of communication. Other methods take much longer as you have to take too much time and effort explaining your problem/situation etc.
121	Quite happy as things stand on our account. I usually pick up a phone and talk to someone but can see I will have to have a go on another method with the help of the family.
122	forget contact via social media - I do not have a smart phone only an old style 'brick' which I switch on when I require to use it. I have nothing to do with, nor ever used or intend to use, Facebook or twitter
123	I am happy with the existing arrangements plus the adoption of the answers to the questions you have asked in the survey. I have had no problems with my account so far.
124	Please don't start using social media e.g. Facebook.
125	speaking to a person is always better than Live chat unless your proposed one is substantially better than the one used by BT
126	If I were late with my payment, I usually receive a letter. This usually is responded by me via Email. If you were to Email me, with reply facility, it would be far quicker and easier.

127	I have always found Wessex Water to have excellent customer service, better than other companies I have dealt with.
128	If I had tried other types of communication and was unable to get a satisfied explanation I would require to speak to a person, I would like to think I could do so fairly quickly
129	I still prefer to speak to someone on the phone to explain my problem.
130	Get the slow payers into a County Court as fast as you can - they'll love you for it. It's insane for other utility providers to be reluctant to do this. Oh yes - and make sure it's a County Court as far away from the punter's residence as possible. We all love the excuse for a day out.
131	I would prefer not to be contacted by phone unless it is a pre-arranged call or an emergency. Also, the last time someone contacted me there was no caller ID - which, due to the amount of spam calls, I would normally ignore.
132	I would expect a live chat to start within 60 seconds and not minutes otherwise I may just as well call you or send an email.
133	If the Wessex Water bill is clear, uncomplicated and unambiguous, there will not be a need for a customer to make contact
134	Only that SMS and calls to mobile phone (except in emergency) are intrusive. Email is preferred as customer can respond when ready to do so.
135	I have always found Live Chat to be a rubbish service from any provider/vendor. It is used as a means of cost reduction so that there are never enough people on the end of the chat and you have to wait ages for the reply to come back while the person deals with other 'chats'. It sounds like a good idea in principle but it is never in my experience implemented in a satisfactory way.
136	No as long as the customer is always kept informed and updated, even if it's to say that things are still being investigated.
137	Using text isn't any good as too many get stolen , safest option for me is email
138	It's always good to talk to a human being.
139	I would choose different means of communication depending on type of query. Updating details would be OK on website but sometimes good to chat with someone; other times, live chat is OK.
140	Emails providing was to reduce water usage

141	Flexibility to change payment details etc online
142	System at the moment seems perfectly good to me
143	Always by telephone or e-mail please
144	If we could see our current o/s bill on the website once we logged in
145	Don't really understand some of the questions so put "don't know"
146	Due to a water leak between the meter and the house the current water bill was about 50% higher than normal. I would have expected a mention regarding this higher than normal usage and suggesting the bill payer investigate the cause rather than just increasing the Direct Debit payment.
147	I prefer to be contacted by mail and to choose the way I respond.
148	I would prefer to use live chat or phone to communicate as like to speak directly to someone. However, this is only of use to me if I can do so out of work hours as I work full time
149	Always found all very good.
150	If there is a matter of urgent or of serious concern regarding my account I would expect you to telephone me and at least leave a message so I can telephone you should I not be at home.
151	I would prefer to have an online account, where I can log in & monitor my account personally. Also where I can give regular meter reading myself. This is normal practice with the majority of utility companies
152	I am very happy with your services and pay my account by Direct Debit and in many years no problems have arisen. I much prefer the modern method of "Chat ."very straight forward to use .and no waiting on the phone. Thank you.
153	No - you are doing ok
154	Live chat is better than the phone because I am deaf.
155	I prefer to be contacted by email
156	If using the phone, would prefer to talk to someone rather than automated!!!
157	It is always better to talk to a person initially. Unfortunately with automated responses that is not always possible.
158	The last time I had a problem, the service from Wessex water was very good

159	<p>As before:</p> <p>I use email and my wife uses letters.</p> <p>The telephone is for outgoing calls due to the number of cold callers.</p>
160	<p>As I am not an efficient computer user, and I have a hearing problem, emails are ideal, provided they are easy to access. I do not like access which involves a Password as that always seems to raise problems!</p>
161	<p>The only time I have tried to contact you was about having a water meter fitted and I applied on line but your responses were all totally unsatisfactory and in the end you closed my request without ever fitting a meter. If you had contacted me by email or phone then the whole situation would have been a lot easier but you just called at my house at a time when I was out without advising me when you were going to call</p>
162	<p>A few years ago I looked into paperless billing which I would prefer. However, it seemed that the only means of processing this request was to agree to contact from several other companies which I don't want. I did email this concern to the company and have never received a response? I would like paperless billing without have to receive unsolicited communications.</p>
163	<p>Instant answers is the way forward. With the regular use of iPads, everyone wants instant access to information.</p>
164	<p>I really appreciated the fact that I could call and speak to a person without dozens of options and automated messages</p>
165	<p>I do not have a problem with how you bill me. Just how much you charge I am in a flat sole occupancy, and I have a friend who pays £11 a month which is half of what I pay. I find it amazing that you do not know your charging differences and expect a survey, for free.</p>
166	<p>I have always been impressed by response when phoning. Call has always been answered by a human being promptly and politely which is all I ask for.</p>
167	<p>i have no queries with above BUT would like to know when mains sewage will apply to my village of BEANACRE</p>
168	<p>I prefer e-mail and would like to avoid any initial "cold calling" by telephone. I use on line communication mostly. Paper bills are good but provided I can access them on line and they are accurate and up to date there's no problem.</p>

169	I receive a paper information leaflet every year with my statement. It would be good if there was a way to choose to have this online & save on the printing & paper. I have this option with other companies for similar info.
170	If by phone then no long waits or transfers from one 'number' to another. Let me know how long the queue is so I can choose not to wait.
171	This is not relevant to this survey but in your recent Magazine I noticed an article about security and the issue of bogus officials knocking at doors. In the article you said that no-one from Wessex Water would call at a customer's home without an appointment or prior notice - About 8 months ago a lady with Wessex Water ID knocked at my door to do a random sample of our tap water - I am sure she was genuine and she was not left alone anyway but this contradicts your magazine and could worry or confuse vulnerable customers
172	I would rather speak to you on the phone than via website live chat, following an alert from you by email.
173	In your questions you stated "With a link to information on the Wessex Water website following contact from you" I would only say the standard was good or very good if the answer was personalised. This is due to there already being a q & a section viewable
174	I hate push button or similar non-personal contact - it really is a total turn-off
175	Contact forms on websites are really annoying because you don't end up with a copy of your sent email. I'd much rather have an email address given that I could use for queries. I prefer email to phone, text or live chat because you can do it at the time of your choosing and at the same time as you're dealing with something else (such as caring for others in the house, cooking, listening to something you need to hear, etc).
176	I prefer telephone contact as it is more immediate and I don't always use my computer every day.
177	I think it is important to communicate whether through live chat or text or telephone, I think you are heading in the right direction in creating multiple opportunities for this
178	I have always received good service from you as I tend to move every few years. You are prompt with the bill and the people I have met and talked to over the phone have always been polite and helpful sorting any query or problem out.
179	We are not interested in using 'social media' at all
180	"Live Chat" should be a customer-selected option rather than a screen pop-up.

	<p>The button can be clearly marked, but please allow the customer to select by choice rather than annoying screen pop-ups.</p> <p>That's my personal opinion.</p>
181	A telephone call is usually the best way to communicate.
182	I have found your team most helpful with the usage problems I have been concerned about and happy with the suggestion to move our meter nearer to the property for us.
183	The quality of information provided is more important to me than speed of answering a query.
184	I think choice is most important as not everyone uses the internet, or has a smart phones or uses social media.
185	I like the fact that when I've called I get straight through to a person.
186	No, I am a happy customer!
187	Can something be done to ensure a 'continuity of contact'. For example, it can be frustrating if a series of phone calls becomes necessary to have to repeat the same information over and over again. Named contacts and their hours in which they could be contacted would be a significant way of improving customer service. If they were already engaged on another call then offer a 'ring back' when free facility.
188	The old-fashioned way please, not Facebook etc.
189	I would expect an immediate acknowledgement and then an update when the case is progressing. eg. passed to a different department, timescales, resolution
190	Live chat on other websites often unsatisfactory - the person did not know the answer and there seemed no way to find it!
191	Happy with service I'm getting.
192	<p>When I moved here in May 2010 I needed to communicate quite frequently with Wessex Water about the estimated size of the bill for this non-metered bungalow, [previously inhabited by an older lady with dementia, which probably did not help her in limiting water usage - so you at Wessex possibly took her usage as normal here, it just now occurs to me]..</p> <p>All communication was done from my end by letter, as I am unsure of the legality of commitment about any other method shown in the survey, perhaps due to being an older person. Hard copy letter always feels 'safer' to me. I can accidentally delete an e-mail and do not use SMS for such important matters as legal commitments/contracts.</p>

	<p>In a letter I can state my situation clearly. I realise that you are probably with this survey, looking to reduce admin expenses, and that any such reduction will eventually show up in reduced costs to the consumers, e.g. me and all your other customers. Back in 2010 the responses from Wessex Water were equally clear, and the 'problem' eventually got sorted amicably, once Wessex agreed to install a water meter inside the property, apparently an unusual approach.</p> <p>This has proven very satisfactory from my point of view, as were the letter communications at that time.</p> <p>Since then I have had no need to contact Wessex, as I pay by monthly Direct Debit, and calculate the amount of monthly payment sensibly, and within my budget constraints.</p> <p>I am careful about my own water consumption, which I can control, but am also not restrictive of my children and their partners when they visit.</p> <p>It is a good feeling to know that my water usage and bill are 'under control@ - water and sewage being such important items in a household.</p> <p>I am a grateful and appreciative customer of Wessex Water.</p>
193	I have never had a billing query.
194	I am very happy with the contact you provide.
195	As someone who is reasonably tech-savvy, I am OK with this, but I know lots of people that would be completely freaked out at the prospect of having only internet/email/text communication with you.
196	Strongly dislike using Live chat
197	<p>There is a world of difference between wanting to contact you in order to change some account details, and wanting to contact you with a problem or query. Your questionnaire doesn't allow for this range of communication types. In the absence of knowledge about why I might want to be contacting you, I am only interested in talking to someone directly by telephone.</p> <p>If I receive a text, phone call or even email from someone purporting to be my water supplier, wanting to discuss details of my account, then I will probably ignore it, having no guarantees that the originator really is my water supplier.</p> <p>These issues don't arise when the customer wants to contact the supplier.</p>
198	We are in a mobile "not-spot" so texting and my mobile are a waste of time.

	In addition, like most of rural Dorset, our broadband speed is rubbish so a chat function would not work
199	Live chat is good when the operator does not have ENGLISH as first language, otherwise you can't always understand what they're saying.
200	Anything communicated with technical details included must be in a for where it can be read/ discussed at our end/and reflected on
201	Avoid reliance on computers. Personal devices and rural connections often make it difficult downloading and printing out.
202	Since my account with you is paid by direct debit, how would I be late in paying you i.e. Your questions are general &/or from your point of view rather than being clearly customer centered
203	I've never had a need for contact. That must speak volumes!
204	There is nothing better than telephone contact and speaking to a person who can deal with a query there and then or who can investigate and ring you back.



Information Provision

Thank you to everyone who took part in our 9th online survey. We received over 1,100 responses which is great. The survey was about the information we provide you on your bill, in our billing leaflet and in our customer magazine.

Here's how you answered.

First we asked you some questions about your bill

- 75% of you said that you looked at your bill in detail.
- 91% said you keep it for future reference.

We asked what information other than the current balance you look for.

- 46% of you said you only look at the current balance.
- Of those who look at other things 56% of you said you check the volume of water used.

We asked you what you thought of your bill

- At this stage we showed you a copy of what your bill looks like and asked if you agreed or disagreed with a range of statements. This is how you answered.

Question 5. To what extent do you agree with the following?	
	Strongly agree and agree
It is clear what I owe	95%
Contact details were clear	91%
Options were clear on 'ways to pay' my bill	87%
It is clear how you have calculated my bill	82%
The layout is clear	80%
The bill is easy to read	79%
The e-billing advert caught my attention	26%
There is too much information on the bill.	22%

It is great that you're generally happy with the amount of information we provide on the bill and that the key items of information such as total amount owed, contact details, ways to pay and how the bill has been calculated are all clear.

e-billing is a service which provides our customers with the opportunity to view their current and historic bills online, with email alerts to advise when their bill is ready. It's clear that the e-billing advert didn't catch your attention so we're going to make this more prominent.

We then asked how useful each item on the bill was to you

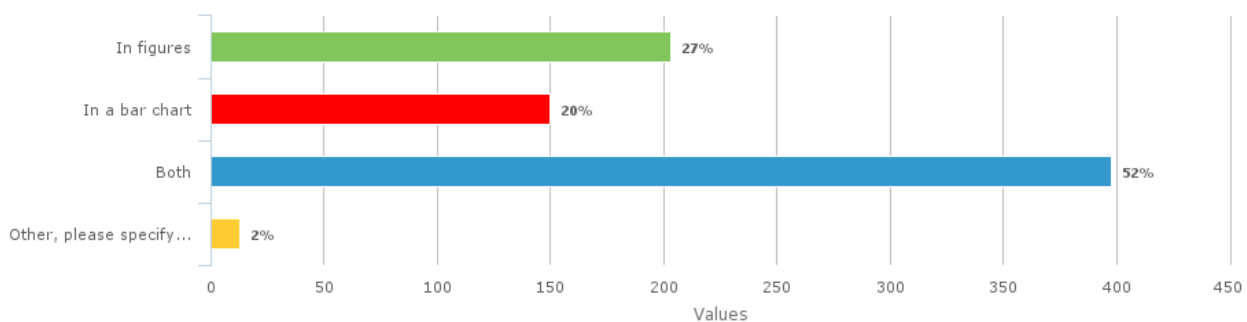
- Here's how you answered

Question 6. Your water bill currently includes the following information. Are these useful to you?	
	Very useful and quite useful
Total bill	99%
Your current balance	98%
Time period covered	97%
What you currently owe if you have anything outstanding from a previous bill	93%
How to contact us if you have a query or problem	92%
How your bill is calculated	90%
Ways to pay your bill	75%
How we can help if you have problems paying	65%
The role of CCW and Ofwat and how to contact them	61%
How to claim a rebate if your property is not connected for surface water drainage	65%

We now know what information is most useful to you so we'll make sure we continue to include it on our bills.

We then looked in more detail at the information on the bill

- 91% of you who have a water meter said you'd like to see a comparison of your water use to see how it has changed over time or how it compares with other similar sized properties.
- Ideally you'd like us to provide this information as figures and a bar chart.



Although we are unable to provide water use information in this way right now, we will make it a priority for the future.

We then showed you a copy of our billing leaflet

- 35% of you said you read it all and a further 44% read it sometimes.
- 24% of you said that you always kept the leaflet and a further 21% s sometimes kept it.

We then gave you a list of the information that we provide in the leaflet and asked if you found it of interest. The results are in the table below.

Question 10c. The different types of information we provide customers in this leaflet are listed below. Is this information of interest to you?			
	Yes	No	Unsure
Explanation of your bill	79%	16%	5%
Pipework responsibility - water	77%	14%	9%
Pipework responsibility - waste	76%	15%	9%
Water quality information	75%	16%	9%
Our guarantees to customers	74%	16%	10%
Water saving information	74%	19%	8%
How to find out about our charges	74%	18%	8%
Advice for avoiding blockages	72%	19%	9%
How we spend your bill money	66%	23%	11%
Our sewerage allowance	64%	24%	12%
Switching to a meter (unmetered customers only)	34%	49%	17%

We are reviewing our billing leaflet this year to try and remove any duplication between it and the bill. This should make it much more interesting and simple to read and save paper! We'll make sure we keep all of the information you find interesting and useful.

The majority of you would still prefer to receive a leaflet in with your bill but a number of you did say you'd like to use our website. We'll make sure the information is easy for you to find.

We then showed you an image of the front cover of the spring/summer customer magazine.

- 66% of you remembered receiving the magazine and 39% said you read all or most of it while a further 26% of you just flicked through it.
- 76% found it useful.
- When asked, 56% said that they would prefer to receive an email copy of the magazine, particularly if it could include information relevant to their local area, compared to 44% who are happy to receive the magazine as it is. We will look at emailing it out in the future.

Look out for our Autumn edition of our magazine! It is already on its way, so if you haven't received it you should do so any day now.

Finally we asked if you thought that there was any other information that we don't currently provide that you would like to receive

- We received 215 different suggestions and we're working through these. The most common themes are shown below.

Question 14. When thinking about our bill, leaflets, magazine, etc, is there any information that we currently don't provide you with that would be useful to you?	
Theme	Number of responses
Usage information/water used	31
Benefits of and other meter issues	15
Prefer electronic versions as cheaper	9
Interested in more/specific information	9
Information on proposed works in their area	9
Yearly comparisons	8
Water quality	8
Ways to reduce usage and be more efficient	7

What next?

This survey and the previous one about how we communicate with you about your account have given us some great ideas about how we can improve our bill and billing leaflet but without losing the information you value. You should see a difference when the new bills go live in the first few months of next year.

Just a couple of things to make you aware of that we will be making more prominent.

- Many of you contact us in working hours to make payments but you may not know that we have an automated payment line which is available 24hours a day which you might prefer.
- Live Chat is a great new service that we offer that we don't currently advertise on your bill. You might like to try it out if you need to contact us in the future.

Thank you once again for being a member of 'have your say'.

Sue Lindsay
Head of Customer Relations Wessex Water



have your say...

Wessex Water Domestic Panel

Online survey number 9

Information Provision

September 2015

Prepared For: Wessex Water

Prepared By:

**Nigel Beacom
Future Focus Research**

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1. Introduction and Methodology

This report details the findings from the Wessex Water ‘have your say’ online panel conducted in September 2015. The survey was about the information provided to customers in the bill, billing leaflet and the customer magazine.

We sent out 2,965 invitations to panel members on 18th September 2015, a reminder to 2,327 on 25th September and a second reminder to 1,915 on 2nd October 2015. The survey was closed on Friday 9th October 2015. A total of 1,072 panel members completed the survey with a further 71 part completed.

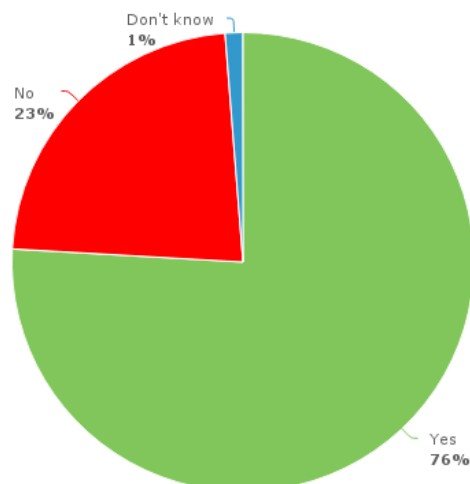
2. Survey findings

The research findings have been presented according to the structure of the questionnaire.

2.1 Use of the bill

In the first question respondents were asked if they had a water meter so that we could ask specific questions about their bill and understand the needs of different customer types. 76% of the panel members said they had a water meter. Only 1% didn’t know.

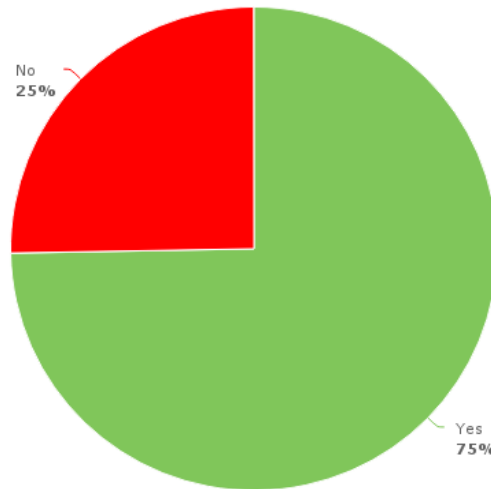
Question 1. The bills and information we provide vary depending on whether your property has a water meter. Does your property have a water meter?



Base: 1142.

We then asked if respondents looked at their bill in any detail and 75% claimed they did.

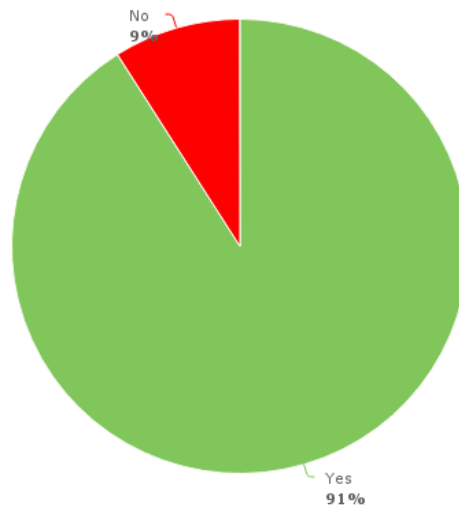
Question 2. Do you look at your bill in detail?



Base: 1131

In addition, 91% claimed to keep their bill for future reference.

Question 3. Do you keep your bill for future reference such as for phone numbers or Direct Debit payment dates?



Base: 1131

We asked what information other than the current balance respondents look for on their bill. 46% said they only look at their current balance. 54% look at other information as shown in the table below with the vast majority of these (56%) checking the volume of water they have used.

Question 4. What information other than your current balance do you first look for on your bill?		
Response	Number of mentions	Percentage
Volume used/Water consumption/Usage/Water used	394	56%
Comparison previous year or period	71	10%
Meter readings	43	7%
All the details/everything	36	5%
Price being charged/increases	33	5%
Total amount payable/monthly amounts	21	3%
Direct debit changes or increases	20	3%
How bill is calculated	12	2%
Breakdown of the bill	11	2%
Dates of readings/payments	10	2%
Split between sewage and water	6	1%
Changes to standing charges	6	1%
Changes in services	6	1%
Review if in credit or debit	6	1%
Whether my discount has been applied	5	1%
TOTAL	608	100%

Base: 608

2.2 Opinions of the bill

Respondents were asked slightly different questions depending on whether they had a water meter or not. We showed each group a copy of what their bill looked like. We asked a range of statements about the bill and recorded the extent to which they agreed or disagreed with the statements.

Metered customers

Question 5. To what extent do you agree with the following?							
	Strongly agree and agree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
It is clear what I owe	95%	45%	50%	3%	2%	0%	0%
Contact details were clear	91%	35%	56%	7%	1%	0%	1%
Options were clear on 'ways to pay' my bill	87%	34%	53%	10%	1%	0%	2%
It is clear how you have calculated my bill	82%	29%	53%	12%	4%	1%	1%
The layout is clear	80%	28%	52%	14%	5%	1%	0%
The bill is easy to read	79%	29%	50%	14%	5%	1%	1%
The eBilling advert caught my attention	26%	8%	18%	41%	22%	7%	4%
There is too much information on the bill.	22%	5%	17%	40%	30%	7%	1%

Base: 851

Unmetered customers

Question 5. To what extent do you agree with the following?							
	Agree strongly and agree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
It is clear what I owe	92%	41%	51%	5%	2%	0%	1%
Contact details were clear	89%	30%	59%	8%	2%	0%	1%
Options were clear on 'ways to pay' my bill	88%	31%	57%	10%	1%	0%	1%
The bill is easy to read	80%	27%	53%	16%	3%	1%	0%
The layout is clear	76%	27%	49%	19%	4%	1%	0%
It is clear how you have calculated my bill	72%	23%	49%	19%	6%	1%	2%
The eBilling advert caught my attention	24%	7%	17%	36%	27%	6%	7%
There is too much information on the bill.	16%	3%	13%	44%	32%	6%	2%

Base: 262

This demonstrates that both metered and unmetered customers are generally happy with the amount of information provided on their bill. The key items of information such as total amount owed, contact details, ways to pay and how the bill has been calculated are all clear.

However the eBilling message is not prominent enough so there is further scope to improve how this service is promoted.

Respondents were then asked how useful each item on the bill was to them. The results are explained in the tables below. These are analysed by metered and unmetered customers.

Metered

Question 6. Your water bill currently includes the following information. Are these useful to you?							
	Very useful and quite useful	Very useful	Quite useful	Neither useful nor not useful	Not useful	Not at all useful	Don't know
Total bill	99%	86%	13%	1%	0%	0%	0%
Your current balance	98%	86%	12%	2%	0%	0%	0%
Your previous and latest meter readings	97%	75%	22%	2%	0%	0%	1%
Time period covered	97%	72%	25%	2%	0%	0%	1%
What you currently owe if you have anything outstanding from a previous bill	93%	73%	20%	6%	0%	0%	1%
How to contact us if you have a query or problem	92%	57%	35%	7%	0%	0%	1%
How your bill is calculated	90%	54%	36%	8%	1%	1%	0%
Ways to pay your bill	75%	40%	35%	20%	3%	2%	0%
Your meter serial number	70%	36%	34%	24%	3%	2%	1%
How we can help if you have problems paying	65%	34%	31%	25%	5%	3%	2%
The role of CCW and Ofwat and how to contact them	61%	20%	41%	28%	6%	3%	2%
How to claim a rebate if your property is not connected for surface water drainage	65%	30%	35%	23%	6%	3%	3%

Base: 843

Unmetered

Question 6. Your water bill currently includes the following information. Are these useful to you?							
	Very useful and quite useful	Very useful	Quite useful	Neither useful nor not useful	Not useful	Not at all useful	Don't know
Total bill	94%	74%	20%	6%	0%	0%	0%
Your current balance	91%	71%	20%	7%	0%	0%	2%
Time period covered	88%	59%	29%	10%	2%	0%	0%
What you currently owe if you have anything outstanding from a previous bill	91%	71%	21%	7%	0%	0%	2%
How to contact us if you have a query or problem	91%	55%	36%	8%	1%	0%	0%
How your bill is calculated	84%	40%	44%	12%	2%	0%	2%
Ways to pay your bill	75%	38%	37%	20%	3%	1%	1%
How we can help if you have problems paying	64%	28%	36%	25%	6%	4%	1%
The role of CCW and Ofwat and how to contact them	58%	20%	38%	34%	4%	3%	1%
How to claim a rebate if your property is not connected for surface water drainage	54%	24%	30%	30%	8%	3%	5%

Base: 250

The following summary table illustrates any differences in opinion between those who had a water meter and those who did not.

Question 6. Your water bill currently includes the following information. Are these useful to you?						
	Metered			Unmetered		
	Very useful and quite useful	Very useful	Quite useful	Very useful and quite useful	Very useful	Quite useful
Total bill	99%	86%	13%	94%	74%	20%
Your current balance	98%	86%	12%	91%	71%	20%
Time period covered	97%	72%	25%	88%	59%	29%
What you currently owe if you have anything outstanding from a previous bill	93%	73%	20%	91%	71%	21%
How to contact us if you have a query or problem	92%	57%	35%	91%	55%	36%
How your bill is calculated	90%	54%	36%	84%	40%	44%
Ways to pay your bill	75%	40%	35%	75%	38%	37%
How we can help if you have problems paying	65%	34%	31%	64%	28%	36%
The role of CCW and Ofwat and how to contact them	61%	20%	41%	58%	20%	38%
How to claim a rebate if your property is not connected for surface water drainage	65%	30%	35%	54%	24%	30%

Base: 1102

This shows that for unmetered customers the majority of items of information are less useful and in particular the time period, how to claim a surface water drainage rebate and to a lesser extent how the bill is calculated.

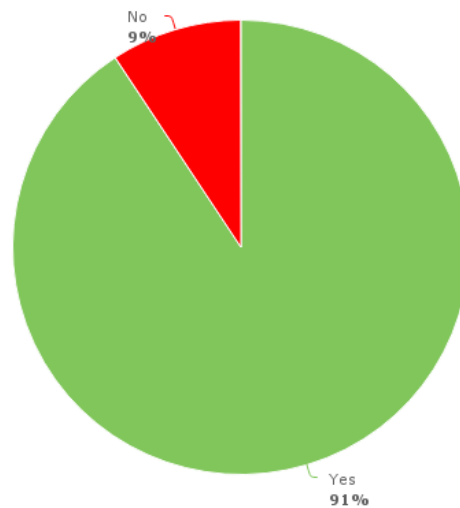
2.3 Presentation of information on the bill

The next phase of the questionnaire looked in more details at the information contained in the bill.

Questions 7 and 8 were for metered customers only.

We asked if respondents would be interested in a comparison of their water use with the previous billing period. 91% said that they would like to see a comparison to see whether their water use has changed.

Question 7a. Your bill currently just shows you how much water you used in the last six months or so. Would you be interested in a comparison with the previous billing period to see what's happened to your water use?

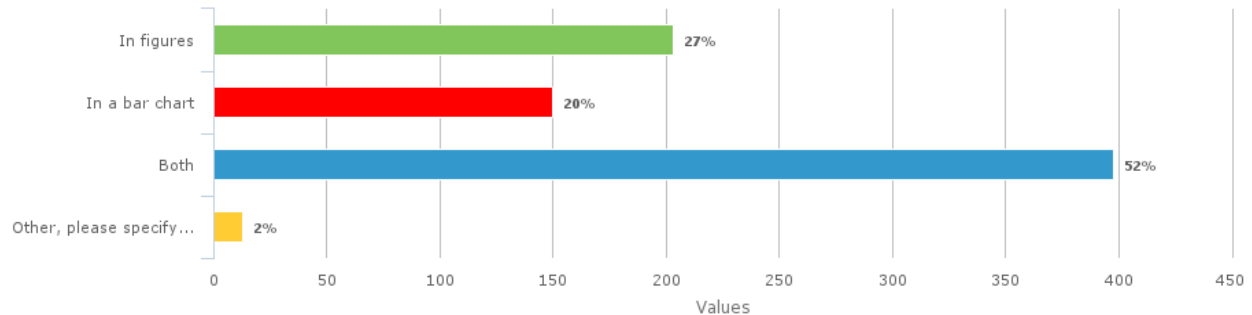


Base: 842

Following this we then asked how they would like to see this information presented. We suggested figures, in a bar chart or both.

As the chart below shows, the majority of people would prefer both figures and a bar chart.

Question 7b. How would you like this information presented? (One answer only)



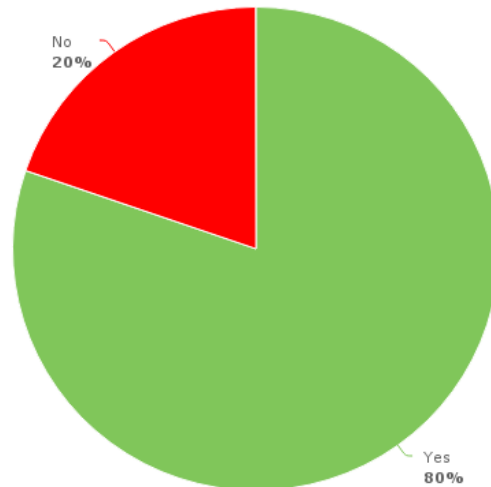
Base: 766

Respondents suggested other ways they would like to see the information presented.

- A daily usage figure this period and last
- Both but if only space for one then in figures
- Bar chart with numbers above the columns
- In a measurement that is easily understood i.e. litres/gallons not cubic metres
- Line graph comparison over the period covered
- Would prefer previous 3 periods
- Email
- I suggest you look at NPower's App on Adroid & iOS – it's a great app and provides a wealth of info on the bills, consumption, usage, future billing and payments and previous history. You should offer something similar

We said that we provide average daily water usage for the period and asked whether this information was useful. 80% felt that it was.

Question 8. We provide you with your average daily water use for the period, is this information useful to you?



Base: 842

We then asked all respondents if there was any other information they would like to see on their bill. 109 (10%) panel members made suggestions and these are recorded verbatim at **Question 9** in [Appendix A](#).

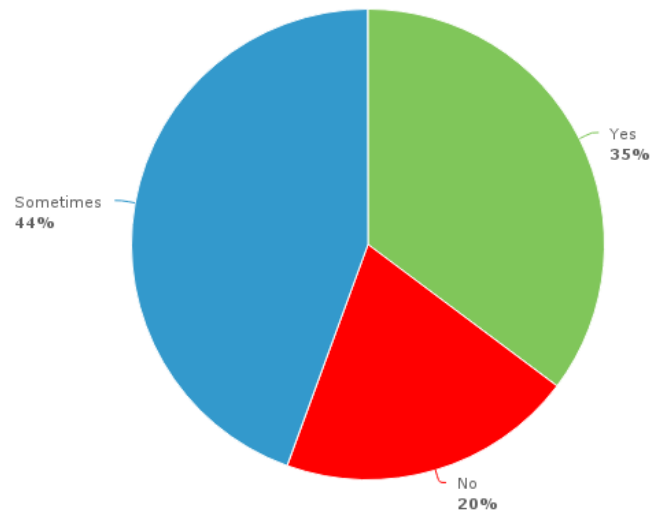
The common themes that emerged are:

Question 9. Would you like to see any other information on your bill? (Yes - please specify)	
Theme	Number of responses
Comparisons with previous periods/years	34
Average usage/consumption	15
Comparisons with similar properties	10
Usage by month	10
Breakdown of costs	10
Ideas on how to reduce bills	7
Reasons for any price increases	4
How estimated billing is broken down	4
Date of next meter reading	4
Advice on saving water	4
Breakdown of bill costs and time	4

2.4 Customer billing leaflet

Respondents were then shown a copy of the leaflet that they receive with their bill. 35% claimed to read the leaflet and a further 44% said they read it sometimes.

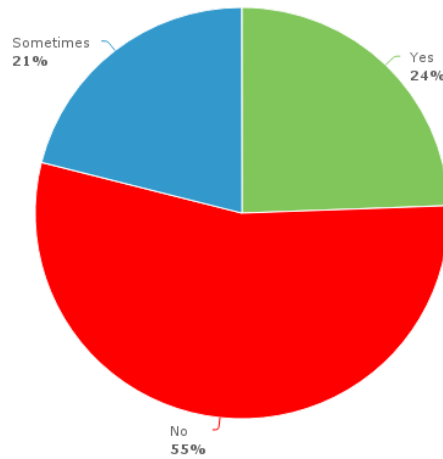
Question 10a. Do you read this leaflet?



Base: 1093

In addition 24% said that they kept the leaflet for reference and a further 21% said they sometimes kept it.

Question 10b. Do you keep this leaflet for reference?



Base: 1093

We then provided a list of the information that we provide in the leaflet and asked respondents if they found this information of interest to them or not. Apart from small differences in the information for sewerage allowance and how to find out about charges, there was little difference in views between metered and unmetered customers.

Question 10c. The different types of information we provide customers in this leaflet are listed below. Is this information of interest to you?						
	Metered			Unmetered		
	Yes	No	Unsure	Yes	No	Unsure
Explanation of your bill	79%	16%	5%	75%	19%	6%
Pipework responsibility - water	77%	14%	9%	77%	14%	9%
Pipework responsibility - waste	76%	15%	9%	76%	15%	9%
Water quality information	75%	16%	9%	76%	16%	8%
Our guarantees to customers	74%	16%	10%	74%	16%	10%
Water saving information	74%	19%	8%	71%	23%	6%
How to find out about our charges	74%	18%	8%	66%	23%	11%
Advice for avoiding blockages	72%	19%	9%	68%	21%	11%
How we spend your bill money	66%	23%	11%	69%	22%	9%
Our sewerage allowance	64%	24%	12%	56%	30%	14%
Switching to a meter	Not asked			34%	49%	17%

Base: 1092

Using routing in the questionnaire, for every piece of information that they said was of interest to them we then asked them how they would prefer to receive this information.

The majority of respondents would like to find out about these things through the billing leaflet. The main exception was information about switching to a water meter which customers said they would prefer to use the website.

Question 10d. You said that the following information is of interest to you or you were unsure. How would you prefer to find out about these things?						
	Metered			Unmetered		
	Receive information with the bill	Find it myself on the website	Request a specific leaflet to be sent about that matter	Receive information with the bill	Find it myself on the website	Request a specific leaflet to be sent about that matter
Explanation of your bill	83%	12%	2%	77%	16%	3%
How to find out about our charges	77%	17%	3%	68%	23%	1%
Our sewerage allowance	69%	24%	4%	62%	27%	5%
Our guarantees to customers	67%	27%	5%	60%	33%	2%
Water quality information	63%	30%	5%	54%	37%	5%
Pipework responsibility- water	62%	29%	5%	55%	34%	6%
Pipework responsibility – waste	62%	29%	6%	55%	34%	6%
Water saving information	63%	30%	6%	54%	37%	7%
Advice for avoiding blockages	60%	32%	6%	63%	30%	6%
How we spend your bill money	61%	32%	5%	58%	34%	5%
Switching to a meter	Not asked			34%	50%	8%

Question 10d. You said that the following information is of interest to you or you were unsure. How would you prefer to find out about these things?

	Metered		Unmetered	
	Speak to someone on the phone	Speak to someone on Live chat	Speak to someone on the phone	Speak to someone on Live chat
Explanation of your bill	3%	1%	3%	2%
How to find out about our charges	2%	1%	6%	2%
Our sewerage allowance	2%	1%	5%	2%
Our guarantees to customers	1%	1%	3%	2%
Water quality information	1%	1%	2%	2%
Pipework responsibility- water	3%	1%	3%	2%
Pipework responsibility – waste	3%	1%	3%	2%
Water saving information	1%	1%	0%	2%
Advice for avoiding blockages	1%	0%	1%	2%
How we spend your bill money	1%	0%	1%	2%
Switching to a meter	Not asked		6%	2%

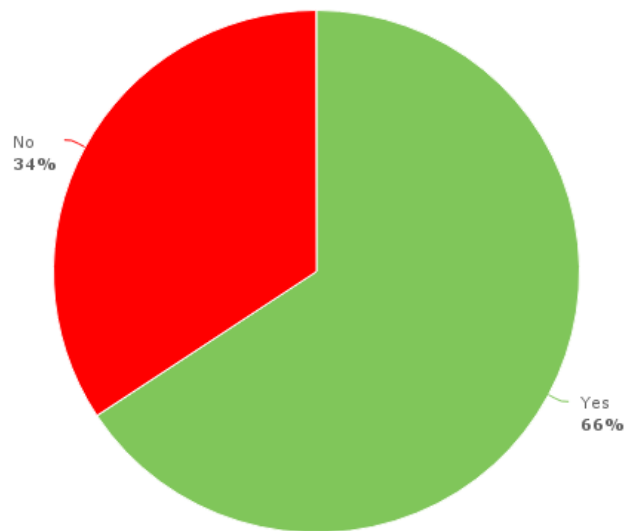
Base: 915

2.5 Customer magazine

We then showed respondents an image of the front cover of the spring/summer 2014 customer magazine.

66% recalled receiving the magazine.

Question 11a. Do you recall receiving the magazine?



Base:1083

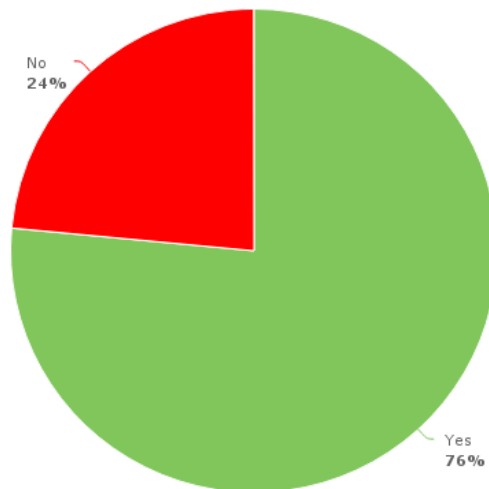
Of those who remembered seeing it we then asked how much of it they read. 39% claimed to read all of it or most of it and a further 26% just flicked through it. 65% therefore engaged in some way with the customer magazine.

Question 11b. How much did you read?	
Response	Percentage
All of it	13%
Most of it	26%
Just flicked through	26%
Did not read any of it	19%
Don't know	16%

Base:1080

Of those who had engaged with the magazine. 76% found it useful

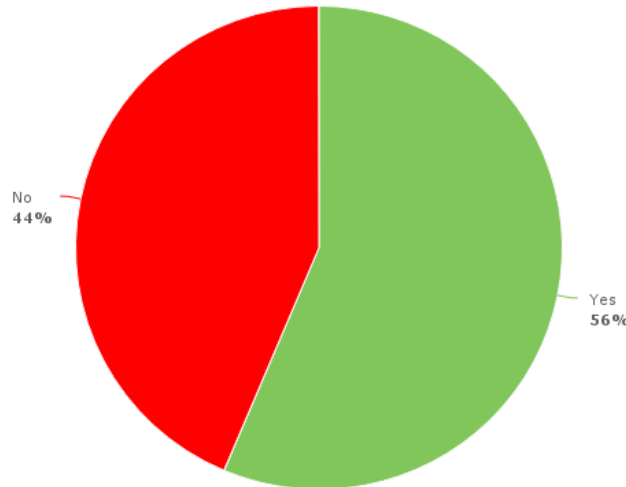
Question 11c. Did you find it useful?



Base: 704

When asked 56% said that they would prefer to receive an email copy of the magazine compared to 44% who are happy to receive the magazine as it is.

Question 12. If we were to produce an email version of the magazine, would you like to receive this, rather than the paper copy?



Base: 1084

81% felt that an email version of the magazine that included information relevant to the customer's local area would be very or quite useful.

Question 13. If you received an email version of the magazine, would you find it helpful if it contained information relevant to your area, such as planned improvement work?

Response	Percentage
Very helpful	47%
Quite helpful	34%
Neither helpful nor not helpful	9%
Not helpful	2%
Not at all helpful	3%
Don't know	5%

Base: 1083

Finally we asked if they thought that there was any other information that we don't currently provide that they would find useful. We received 215 different responses and these are included verbatim at [Appendix B](#).

Some common themes are outlined in the table below:-

Question 14. When thinking about our bill, leaflets, magazine, etc, is there any information that we currently don't provide you with that would be useful to you?	
Theme	Number of responses
Usage information/water used	31
Benefits of and other meter issues	15
Prefer electronic versions as cheaper	9
Interested in more/specific information	9
Information on proposed works in their area	9
Yearly comparisons	8
Ways to reduce usage and be more efficient	7

Question 9. Would you like to see any other information on your bill? (Yes - please specify)

Appendix A Question 9 – Other answers - open ended responses

	Response
1.	Average water consumption
2.	Comparison with same period last year
3.	Consumption trend over a longer period
4.	Information on saving water: examples of how much typical household activities cost & what can be done to reduce them, greywater systems. etc.
5.	Date of next meter reading
6.	Suggestions as ' How I can reduce usage.'
7.	Comparison of use compared to similar household
8.	Comparison in the immediate area
9.	monthly or weekly use could be useful as well as/instead of daily
10.	What Wessex is doing to keep bills down
11.	Area average household use
12.	Ball park figures for common water usage - for example flushing the toilet uses X amount of water... an average dishwasher uses X amount of water per normal soil load....a 6 inch deep bath uses X amount of water....
13.	As much information as possible.
14.	Bar chart usage for longer periods
15.	Breakdown of mineral and trace element content. I have to avoid excess iron in my diet.
16.	What I used compared to the average user
17.	Water consumption in litres per head, depending on number of people in household
18.	How much profit was made
19.	Water in = cost. water out = cost. other costs = . Total
20.	Comparison to similar properties in the area
21.	A figure which shows the saving or otherwise of having the property metered.

	This may encourage others to do it.
22.	I'd very much like a comparison with what my bill would have been if I was NOT on a meter. This would underline my decision to get a meter and may also encourage people to suggest getting a meter to others.
23.	Breakdown by month across a rolling year
24.	would like to be able to track 5 year history of consumption and cost
25.	Comparison with other users I.e. Is my usage below or above average for my property and number of residents.
26.	Discount
27.	Why water costs far more than my gas and electricity together!!!!!!
28.	Split drinking vs bathroom usage estimate
29.	What will happen if we dispute the bill and withhold payment.
30.	Comparison of current costs with previous period ie changes to charge per unit
31.	How much profit you make from individual customers and what that is spent on
32.	Offers to reduce bills
33.	When the meter is due to be read
34.	1.Recent quality checks. 2.Rainfall totals for the watershed.
35.	Comparison with other similar households
36.	Usage comparison with other customers
37.	Put daily use in terms I can understand e.g. One shower equals...
38.	Comparison against household average U.S. Two persons on water meter
39.	Better format
40.	Info about future price rise?.Or price drops HA HA.Profit levels.OFWAT
41.	Comparison with charges for other regions
42.	Ways to find out the history of Wessex Water, and to see "old" pumping stations that are still in use, or a museum
43.	A typical estimated water use for the relevant property based upon similar with meters?
44.	Price changes in £ per cu metre for recent bills so can track price changes
45.	Items available to reduce water costs further
46.	Water consumed for this type of property
47.	A comparison to a typical house/family of a similar size
48.	A unit price...e.g. price per 10 litres or something like that.
49.	Whom to contact about disintegrating drain covers on my property - whose

	responsibility is it?
50.	Comparable usage of similar properties
51.	Alert if anything seems unusual to you. Eg, large increase may mean a leak
52.	Long term trend in use
53.	Consumption figures broken down across a 24 hour period
54.	Simplified
55.	Reasons for price increases
56.	Daily usage in gallons not cubic metres
57.	maybe comparison with period of 12 months or more past
58.	Waste water
59.	Comparison with similar properties in area
60.	A breakdown of costs and paper billing please
61.	Whether the 'balance' is in credit or debit
62.	Year on year by month to see usage
63.	The "ingredients" of our water would be useful. My husband always says that our water is aggressive for him, he is always much better when he is in a different water area.
64.	Information on waste water perhaps?
65.	Display comparison of costs with two other regional suppliers
66.	Pattern of usage over a week including periods of highest and lowest use. comparison against metered use in similar size/habitated proprties
67.	What the difference would be if I didn't have a meter
68.	How estimated (unmetered) billing is broken down
69.	Actual number of days the bill covers.
70.	As noted above, consumption on a six monthly basis is too infrequent to make timely use of the information. It would be more expensive to have meter readers visiting more often, so perhaps there could be a facility for customers to input their own readings as a basis for better tracking of consumption.
71.	Comparison with similar properties
72.	Basis of calculation where estimated and considerably increased
73.	Free phone number...ie -800
74.	I have a discrepancy with water meter size. Semcorp state I have a 15mm meter you say 20mm. Does this affect my sewage rate?
75.	Comparison by quarter per year.

76.	It didn't say how long I had to pay it - i.e. exactly when it was due (and no later than-etc)
77.	How to reduce the price
78.	When we might get a reduction!!!!
79.	Average monthly costs
80.	Water saving devices
81.	Projected outturn
82.	Price per unit last bill vs current prices i.e. any price changes
83.	A note in the door as to date and meter reading
84.	Compared with others
85.	I suggest you look at NPower's App on Adroid & iOS - its a great app and provides a wealth of info on the bills, consumption, usage, future billing and payments and previous history. You should take a look and provide something similar
86.	Range of amounts used by different customers
87.	Cost per m3
88.	What increases are in the pipeline if any to help budget for coming year
89.	A message saying you are going to reduce my extortionate bill
90.	I would like to access my bill on line & make any changes necessary
91.	Usage by month of the billing period
92.	Monthly/quarterly trend
93.	Comparison with similar properties, and with previous year's usage
94.	The location of my water meter! I still don't know where it is.
95.	High peak usage dates
96.	Advise on saving water, maybe suggestions if bill unusually high...
97.	Full Annual comparison
98.	Never seen a water bill yet?
99.	On page 1 where it says payments made, can it also say the payment method eg. DD payments made
100.	What shareholders are paid. Specific reasons why a water meter might be beneficial.
101.	Greater clarity as to why there is delayed adjustment when I am considerably in credit (I know a colder period is usually due)
102.	I want to know how much I used in each month, or how much I spent each month so I can tell if I am succeeding in using less water each month.

103.	Info on usage of water on your land, either taken from wells or charges for watering systems
104.	In addition to the current information last 3 usage and cost comparison
105.	Comparison to other houses in my street
106.	Indices of hardness of water and an analysis to include nitrates and other chemicals
107.	Comparison with previous years 6 monthly period usage
108.	Mobile App with all the information.
109.	Methods to reduce consumption when usage appears above normal use

Question 14. When thinking about our bill, leaflets, magazine, etc, is there any information that we currently don't provide you with that would be useful to you?

Appendix B Question 14 – Other answers - open ended responses

	Response
1.	Electronic versions of all would save time and expense.
2.	As a customer I'm interested in managing my bills, any information that helps me reduce them, and any local works that directly affect me - information like that, I'd like to receive with my bill so that I know it is applicable to me personally. Additional information on the utility company's targets, customer charters, etc. should be made readily available online for those who choose to find out more, but not necessarily posted to my home where it'll likely get binned along with the rest of the ever-increasing amount of junk mail. The website is perhaps not as user friendly as it might be.
3.	I always enjoy reading the magazine (although never received the last one) however is it cost effective? Maybe in the next one ask people to sign up for either a paper copy, email copy and if no response don't send it. Less waste less carbon.
4.	Just a clear bigger print on the Bill for total, or outstanding (if any)
5.	Surely where possible it would work out cheaper to send all of this via email the money saved would be beneficial to everyone!!
6.	Don't think so, thank you. Keep up the good work
7.	You seem to provide a lot of info in print, why not put this on the website and then on the bill just list a load of bullet points of all the main items and tell people to look online or ring you. Less paper, less waste and less time spent on people making magazines and leaflets which in the main get thrown away as soon as they arrive.
8.	You provide lots of good info. it however needs to be delivered in the right way at the right time. So much you send me is repeated when i have already taken action. Your publications are not really written with the end user in mind. Less is more. Your Bills + leaflets + magazine don't encourage me to read them. E Mail headlines and where to go for more info are enough. In the modern connected world we are all spending too much time doing EVERY companies admin!
9.	Degree of hardness of water. State of reservoir levels and water shortages.
10.	Yes more detail about why water bills keep increasing way above inflation

11.	No, I have nothing but admiration for your bills and leaflets etc. They are all relevant, chatty and informative - by far the best information to receive from a Utility.
12.	it would be interesting to know/confirmation that all households who receive the same service pay the same amount.
13.	When the percentage of Calcium Carbonate in the water will be reduced.
14.	I would like to receive all information. I read the document then file it on the computer with my bills to ensure I have a full history and the documents are filled well.
15.	I remember reading something about a fat trap once before but don't know what it was in and would like to learn more,
16.	All is absolutely clear and I wish to congratulate Wessex Water on an excellent service.
17.	I would like to see all possible historical use including previous properties and be able to add notes to explain unusual usage e.g. filled new pond, leak found. I would also like to know what leak detection has been done on my properties feed and when
18.	If I want or need to know anything, I go to the website. I realise that some people don't have access to the internet, but so many do that I think you would do far better to provide an information helpline and forget this waste of paper, which goes straight to recycling.
19.	Twitter information it's a great way to say well done or start a complaint/problem
20.	Not sure if it was in the last magazine but very interested as to when you are next having an 'open' day at your treatment plants etc. Unfortunately we were unable to go to the last one but would like to do so when next possible.
21.	Given the high rate you charge, using some of it to provide a glossy magazine isn't exactly great customer engagement... I'd prefer a lower bill...
22.	Breakdown of chemicals used, (fluoride etc) what elements are in it
23.	No - I have found Wessex Water a good company to deal with and the information provided is well set out and clear
24.	I think it is about time we could see our bill information online. You could the save money if people had paperless billing as we do with all other utilities.
25.	Thank You. The bill, leaflet and magazine provide sufficient information for most of our requirements. I can always check anything via the internet or ring up if I cannot find the information.
26.	Comparison with like properties, so you can see whether you are efficient or not
27.	Comparison data with other water companies. You offer a service for increasing the use of rain water collection within a property like toilet flushing.
28.	Just the comment I made earlier, that a comparison to what your bill WOULD have been if you were not on a water meter would be very very interesting I think.
29.	When can we look forward to a reduction in price?

30.	I pay more for water than electricity and gas combined. Your charges are a disgrace!
31.	I have never had a problem with your bills. Regarding leaflets etc. I usually only give them a glance but then if I have a problem or wish any information I am quite used to finding out where such information can be obtained and going there direct and for this reason think leaflets etc. are rather a waste of time effort and material.
32.	Whether receiving email versions of magazines rather than print would reduce our bills
33.	No, would like you to keep costs down by cutting out unnecessary magazine etc!
34.	Average usage for similar properties
35.	When you intend reducing the costs
36.	Previous usage over a number of years, say, last 5.
37.	Information on quality of water supplied
38.	I think the information on the paper bill is fine and I know that should I require further information all I have to do is either telephone or go online. Thank you.
39.	The overall profit that Wessex make and how it is paid out. Does it provide large bonus's for the men at the top. (Those who have never lifter a spanner in their lives)
40.	Ways to make more use of rainwater, eg for loo flushing
41.	As a very minor requirement, such as maintaining a sewerage site, it would help if you forecast when you would next carry out the task: eg the hedge around the site
42.	More about water taste and aspects about the causes of poor tasting tea etc
43.	Stop wasting money on leaflets and magazines - use it to stop leaks (or give it to Bristol Water to stop leaks)
44.	I prefer information online to avoid the environmental impact / need for added recycling
45.	Nothing comes to mind. However, because I didn't need to read the Contact Us/ways to pay, I missed the eBilling advert. Perhaps it need to be more prominent?
46.	A map of water companies locally/areas of responsibility
47.	No, in fact if we had a bit less paper perhaps costs could be cut!
48.	Would like to see how much Directors are paid and the dividend to shareholders
49.	I can't think cold like this.
50.	Explanation of why profits not reinvested are not returned to consumer given we have no choice of provider.
51.	Water quality.
52.	Perhaps the chemical make-up of the water in our area. wouldn't be every ones cup of tea, but I look after a private water system at work and have to keep daily water checks

53.	Online billing etc
54.	Explain how you work out sewerage charges better.
55.	I find it pretty informative so at the present time I feel this is sufficient.
56.	There is a small number of people who are claiming that the water is already paid for by the EU and therefore it should all be free. An article exposing the nonsense in this might be useful if you find you are up against those who are refusing to pay.
57.	A comparison of charges with at least two other water companies would be helpful.
58.	How much water other people living locally use
59.	Black & white, not colour
60.	Why in some areas, water pressure is low?
61.	How your improvement to our service will affect our own area
62.	The bill should be a bill not a promotional device. They layout is too busy/complicated. I don't believe anyone will ever read this so I'm not sure why I'm bothering.
63.	How much profit you are making.
64.	My house lies at the end of a spur connection. There is a regular accumulation of grit. I contacted your office and complained, in June 2015 and was promised an investigation and reply, which didn't happen. Problems have again arisen, I think for the same reason. I hope for some action in the near future.
65.	Ofwat's decision on overcharging over the years showing all regions.
66.	No _ I find your information to be comprehensive, thank you.
67.	Cancel the magazine and its production ,cut costs reduce charges
68.	Not really but prefer electronic versions.
69.	. No, you do a good job to keep me informed. Keep up the good work.
70.	Your long term plans for the future (>10 years). How you go about altering your plans when "unexpected" housing developments take place. My responses to 10d are not as clear cut as they appear. I may wish to use a different source, e.g. live chat.
71.	I record my usage weekly so know if there is any changes. I also record for another person and was able to advise her of a water leak in her property. So any further information is of value to me.
72.	Simplicity and clarity
73.	How much profit the company made over the last year and how much went to shareholders and how much was reinvested.

74.	<p>I would prefer e billing but when I looked into this it seems that I have to subscribe to receive a lot of other 'contact' and information from other parties. I tried to contact the company a long time ago to ask how I could opt out of the additional rubbish but never received a response which was extremely disappointing.</p> <p>Naturally this means I continue to receive my bill by snail mail at as a unnecessary cost to your company and will continue to do so unless I have an opt out option.</p>
75.	<p>When there are interruptions to our supply and we are advised to run the water for some time after the supply is restored before drinking, a flushing allowance of £5.00 is made available. We have had 3 such occurrences in each of the last two six monthly billing periods and on each occasion have had to telephone and request credits for the allowances. Could your system not make such allowances automatically or would it prove more expensive as currently not everyone entitled to such credits claims?</p>
76.	Your prices compared to other water companies?
77.	Yes - a comparison with what I paid over the previous 3 years and whether any increase in due to my use or Wessex Water's increased charges (without my having to do the calculations!).
78.	<p>I'd like to know more about the history of Wessex Water, and its predecessors. How the industry works in practice with engineer interviews, for example. I have talked to some in the field and found it fascinating to hear how water is "balanced" over large areas, and what happens if they get it wrong!</p> <p>My nearest waterworks is Charlcombe in Bath. What is its history?</p>
79.	Useful items for people that rent in rural areas and don't pay sewerage charges
80.	The practicality of installing water meters in properties converted into flats.
81.	Your charging strategy. Explanation of why some properties have meters and some don't. Explanation of why charges vary between companies and why yours are more expensive or cheaper than others. Explanation of the strategy for a standing charge rather than just a per volume charging strategy.
82.	No, you do an excellent job.
83.	<p>I can't think of anything at the moment. I am 89 years old and registered blind so whether information is in print or e-mail, I have to read it with the aid of a CCTV Reader.</p> <p>As I pay by Direct Debit there are not many problems.</p> <p>Thanks for your good service.</p>
84.	Capital works programme for Sewerage problem rectification
85.	Price info
86.	Planned works in my area
87.	As a coarse angler I would be interested to know how your work interacts with rivers, lakes etc.
88.	Ways to reduce water bill further

89.	How water quality in this area compares to water quality in other counties (not countries) and how it compares to other companies / providers
90.	I would like to know why, when I asked your customer services staff if i could revert to non-metered billing, they were unable to tell me why the age of my house prevented me from doing so.
91.	I cannot think of anything - it all seems very relevant.
92.	Send me a relevant email not magazine spam
93.	How many leaks you've repaired in the area..
94.	Put the information that normally goes onto the bill in the magazine instead. This will save paper and time. Also be able to print it and keep all numbers and info on fridge
95.	Comparisons of my usage to that of a typical house/family size
96.	Unit price of the water.
97.	Yes. Please change the way the figures on the bill are presented. Seeing -£19.65 credit makes absolutely no sense to me at all. How can a credit be a negative when the amount of the bill for water used is £39.47 (a positive). It's all back to front. A credit should be shown as a positive i.e. +£14.27 credit, whereas the bill amount should be shown as a negative i.e. -£87.32 debit. This makes far more sense to us the customer. Please change your accounting ways as I do get confused and find it hard to be sure if I'm in credit or owe you money.
98.	I would prefer less information. Email versions would save money.
99.	Good to see my water use against average for house size and occupancy.
100.	Details of discounts available for paying bills by DD in line with energy suppliers
101.	No, it's already information overload, and a waste of money to produce so much that most people probably don't read.
102.	How the water storage and distribution system / process works and where supplies for the region are obtained other than rainwater
103.	There is a large reservoir project based at Camp Hill just outside Salisbury with massive pipeline connections. I have seen nothing about it (perhaps looking in the wrong place). It would be nice to have a description of the project and its purpose. I believe there were some interesting archaeological finds. For those of us interested, it would be good to be able to have the archaeological report free on request. Much of the archaeological reports related to construction/development simply become grey literature.
104.	Lots of info but we don't have sewage service, so information regarding that is not of not relevance. Seems a waste.
105.	Perhaps how often you flush out the main. We are at the end of a cul-de-sac and suffer? excess chlorine taste
106.	Contact info, to be more prominent.
107.	I have not received a magazine. Please can you provide paper billing? Overall very

	satisfied with service provided.
108.	Planned work in the area, details of work that has been carried out in the area. Planned outages Stocks of water during very dry periods Water usage for similar properties or households in area
109.	Planned/current waterworks in local area which could affect either pressure or quality of water to my property.
110.	Perhaps a leaflet which gives information about average water used by different. Appliances and water saving tips
111.	I think the design of the bill could be very substantially reviewed. it is a " MESS". did a chimpanzee design it ????? Perhaps you could design all the unchanging info, eg emergency numbers etc etc on to a FRIDGE MAGNET. There are plenty of good examples around, eg Cafod, Beneden Heath Society. local taxi firm..... Get into the 21st Century !!. oh and stop wasting paper !!
112.	No all important information is covered anything else, I would use website to either find out information or contact details.
113.	Yes please include how your prices compare with other water companies nationally, so we can see whether we are being charged competitively.
114.	Comparison of my water usage with that of similar properties would be useful.
115.	Where were the change in water rates (eff. 01/04/2015) publicised?
116.	I don't think there is, the information you provide is very comprehensive and interesting.
117.	I am quite happy to receive information in a leaflet therefore there is not a preferred means of receiving it but your website does not allow for this. I have said that I do not recall getting the magazine so therefore the next two questions are irrelevant - I have yet to click submit but I am already guessing I will not be allowed to finish this survey without giving an answer to these questions which will not reflect the actual situation!
118.	Very clear explanation as to who is responsible for plumbing/problems inside and outside of property via email. Leaflets end up in recycling.
119.	Comparison of other regional water supplier charges
120.	When you close roads do you calculate the cost to other firms and individuals in extra fuel for diversions, additional pollution caused by extra miles traveled and other knock on effects such as drivers' hours and effects of late deliveries? Do you work every day of the week when roads are closed to minimise the period of closure and if not why not?
121.	Why the water pressure is so bad
122.	NO - the problem is a general one i.e households are bombarded with information (e.g HSBC's updates on conditions - they have to send it - but they change conditions

	TOO frequently - but people just do not want to read this stuff, since all too much
123.	I live in a small village on the A350, in this day and age we should be mains sewer connected. I have asked a couple of times but heard nothing.....it is one of a few in Wilts without this service....
124.	How you are planning on passing on savings to customers
125.	Contribution to improving the environment
126.	State the number of days that the bill covers.
127.	more about saving water and alternative ways for re-use
128.	See above comments about more useful consumption tracking.
129.	Happy with communication model
130.	Information on clearing road drains to main drains as this does not work in our area
131.	It would be much better to have the actual amount of water used in litres or gallons. It would also be good to be informed of the average, in other households use. It would make people aware of how much water is wasted and to point out the saving that could be made
132.	An earlier question asked how I would wish to find out about certain things. If I WANTED to know about them I would want the information with the bill but selecting that option should not override my basic approach which is that I do not want to know (in an ACTIVE way) how to save water. I already have an un-metered supply so that I can avoid huge charges in the event of leakage from the pipework for which I am responsible.
133.	I feel money could be saved by not issuing a twice yearly customer magazine - most people I know bin it without reading it. I do flick through it to see if anything interests me, however issuing it only once a year and reducing the amount of colour print etc. (i.e. making it less glossy and expensive) would save a lot of money.
134.	I do not recall ever receiving the Leaflet.
135.	Could we get an email of the bill so we can store this and look ourselves at older bills as if our usage has not changed we could identify a leak ?
136.	As previously indicated, the basis on which you have arrived at a considerably higher estimated usage - and indeed why it is estimated in the first place given that the meter is outside the property where you installed it.
137.	Well in 2013 your inspector came at my request, and while this lady inspector was here, she found BLACK SCUM hanging from the tap, and took the sample away for tests. I did get a reply, can't remember if it was an e-mail!! but ever since LOTS of BLACK scum comes from both the kitchen & the bathroom taps.. I have given a sample to Sedgemoor District Council.. I HAVE TO BOIL ALL MY DRINKING WATER SINCE 2013!!... I'M SURE YOUR INSPECTOR SAID ALL WAS WELL!!, But of course it's most certainly not acceptable..
138.	Comparison of your services with other water providers.
139.	It would be good to know how well your bio gas electrical generator systems are

	performing. Plus information on your other innovative schemes.
140.	Don't recall receiving the magazine so very difficult to answer the above questions
141.	Explain exactly what is and is not WRAS approved
142.	We live in a block of flats run by Poole Housing Partnership - we pay our Water through our annual Management fees. We do not know what water we are paying for. We occasionally get the Magazine, but we have not had the one displayed.
143.	Not really - we get more than enough paperwork from all sources
144.	Send e-mail information its cheaper than posting
145.	What happens when you move home ie: taking a meter reading & exactly when that would take place
146.	Your staff should be more informed when asked certain questions
147.	We have one down flow from the roof that feeds into the mains sewers. Advice on diverting that to the other filter drains could be useful. We currently pay more for water than we do for heating oil. I can always use the website or email if I need any other information.
148.	I suggest that you highlight more often the problems caused by people flushing wet wipes down their toilet.
149.	None. Further information should be available on line but not sent by email or post.
150.	The information you provide is very comprehensive. Thank you for keeping me so well informed.
151.	Quality and pressure in specific areas.
152.	I worry about the cost of the magazines.
153.	The number of times you released untreated sewerage in the past year, and how this compares to other water companies.
154.	I take a reading from my meter weekly so I know our usage. I cannot think of anything else I need
155.	Proposed work in the area.
156.	Water quality is poor and requires filtering before drinking.
157.	Work in my area that could affect water pressure and quality. Info by E mail
158.	I suggest you look at NPower's App on Adroid & iOS - its a great app and provides a wealth of info on the bills, consumption, usage, future billing and payments and previous history and allows you to be interactive with your bill and feel more involved. I feel that BWBSL are lagging behind the electricity companies in their approach to providing customers with all the data available, it is then the customer's choice via an app for example as to which information is most relevant to their needs.
159.	I would suggest you need to concentrate on supplying wholesome water at all times at a minimum cost and eliminate all the unnecessary PR and spin items which

	appear to be increasing every month. All I need is how much I have used and how much you will charge me for it.
160.	Bill is very well laid out with all the information I need to know.
161.	I would be interested in the hydrology of different areas in the Southwest.
162.	More info on tracing and checking for leaks - what it costs etc
163.	Would appreciate a chart to show how many similar questions have been raised in our area via your help desk as this is most unhelpful in its current form. I will realize your response is genuine when you choose to follow this question up. Thank you Mark Jackson TA13 5DB
164.	Road works in the area connected to the water board.
165.	Cost comparison against other water authorities for water supply and sewage.
166.	More information on rain water soakaways like do all your rain water have to be on soakaways? or how do you calculate this please.
167.	Too much information
168.	All the information I require is available
169.	Good clean water when turning on the tap is all I ask for and that is what you provide - too much information, leaflets, etc is over load and an unnecessary expense when you are trying to save money to implement pipe repair work and improvements in the area.
170.	It would be helpful if someone answered the phone at your emergency line to report leaks.
171.	Ref the magazine, I feel that it's more info to read when we have such busy lives, which is such a negative thing on my part. I will be more aware of the info it contains next time I receive it.
172.	The information is good and appropriate, but it is far too longwinded. Please, more objective presentation, less artwork, avoid repetition. Save the trees. If the bill is too long, no one will read it. We need concise information.
173.	Looking at the reverse of this question, please remove documentation regarding people overseas and their lack of sanitation.
174.	Access to water billing online,
175.	Comparison with previous bills.
176.	An mobile application that gives me all above information in one place and live, would be helpful
177.	Not that I can think of, except perhaps some examples of the financial benefits (to consumers) of metering.
178.	How much of our payment is to cover costs and how much to profit?
179.	WHEN THE NEXT METER READING IS TO TAKE PLACE AS I ALWAYS WORRY

	AS A DISABLED PENSIONER THAT I AM NOT PAYING ENOUGH TYPICAL PENSIONER WORRY THAT I WILL GET AN ACCOUNT THAT I CANNOT PAY.
180.	Advice as to what to do should flooding be an issue- who to contact etc.
181.	No I think the information given is very comprehensive.
182.	No, It is fine as it is.
183.	I read the paper leaflets. I would not find the time to read the email leaflets, but I do read the paper ones!
184.	I want to get both a meter reading reminder and the bill by email not by post. But have been told you don't do that.
185.	How we can save money on our bills if we pay by direct debit, are there any other alternatives?
186.	Generally too much. I would rather look and get the latest information than receive information that is out of date by the time i get around to reading it.
187.	How to opt out of receiving extra leaflets, magazines, etc. and so save us both some money as well as being environmentally responsible.
188.	Water source
189.	You sell water assisting aids = how to complain when these go wrong. I bought one, sent it back when it failed following discussion with the department - and never heard again!
190.	I would like to know what steps are being taken to encourage all users to have meters.
191.	information on approved contractors, plumbers
192.	As mentioned before - would find it useful for a full year comparison of water consumption, rather than just the 6 month.
193.	Someone to read the meter! It is two feet down a dark hole on the pavement, my husband and I feel a time will come when we can't get down to see the reading. Do you have a long handled magnifying stick?
194.	Any planned work or changes contemplated for the future
195.	Question 10 d - the current leaflet is sufficient which I don't think is clear from the options you gave - I wouldn't want separate leaflets for each one - waste of money
196.	Signs that you have a faulty Water Meter and what to do
197.	Information how consumer can monitor their water consumption to decide if a water meter might be helpful.
198.	Perhaps it would be useful to have an email halfway through each bill eg: every quarter so that we could see how much water we have used halfway through a 6 month period
199.	Future disruption to traffic flow in the area.

200.	I have water and gas under one bill contract. How can I know that I have the best deal for my retired single situation?
201.	All seems very clear and is the easiest to understand utility bill I receive
202.	See my answers re monthly comparisons of either cost or volume of water used, preferably cost.
203.	It is all comprehensive
204.	How to get discounts and save money.
205.	No, only the usage compared to last year would be useful.
206.	It would be good to get an overall sense of how we are doing with water.... a story rather than stats. (Maybe a few stats - in comparison to where we were). Are our aquifers full? Might we have a drought? a little bit of gentle education in water management and some good ideas on how to save water - featuring local people. "I will if you will" really works.
207.	Paper bills still required for Proof of Identity for bank accounts etc
208.	No - I would prefer you to reduce your costs and pass this reduction on to your customers. For example can you send the bills electronically and pass a saving to all those who opt for this green method.
209.	You currently do not provide information explaining the exorbitant Wessex Water bills for supplying water and sewerage services. After all, I pay approximately the same for water supplies as I do for electricity. Whereas the electricity supplier has to build and run a power station, provide it with fuel and build and maintained a distribution network - the water supplier essentially has to dig a hole in the ground and wait for it to rain. A little simplistic I admit - but you get my point.
210.	No but if instead of offering money to fill in the survey reduce your fee for water off bills more productive way of using our money.
211.	If you could give advanced notice of planned work that will affect traffic routes (where, when and for how long)
212.	Too much information can be as bad as no information at all. Certainly we do not require any more paper information
213.	When someone is going to dig a hole outside my house as happened lately. No notice . Came home , team of men had dug a hole.
214.	E-billing and e-mail magazine would be very good
215.	Simplified bill Least number of papers



Home water check service

Thank you to everyone who took part in our 10th online survey. We received over 1,200 responses which is great. The survey was about a new home water check service that we are introducing

Here's how you answered.

The first set of questions was about household water use

We normally describe water use in litres. It's useful to remember that large bottles of sparkling soft drinks often come in two litre bottles and a family size carton of fruit juice is often one litre.

- 46% of you believed that an average household uses 200 litres or less per day

In fact a typical home in the Wessex Region uses just under 300 litres per day.

We then asked how you think your water use compares to other households of a similar size.

- 67% of you believed that you use much lower or slightly lower amounts of water compared to other households of a similar size
- 21% of you believed that you use a similar amount
- Only 9% of you believed that you have much greater or slightly greater water use

It's great to hear how so many of you are using water wisely.

We explained that when you heat water in your home, such as when you take a shower or wash the dishes, you use energy. We asked you to say roughly what percentage of an average household energy bill you think comes from heating water.

- 41% of you believed that 20% of your energy bill comes from heating water and 45% believed that less than 20% comes from heating water

In fact 16% of the average household's energy use is from heating water.

We then asked you to consider a typical household over the course of a month and which activity you thought uses the most water.

- You thought showering and bathing and toilet flushing use the most water with both answers scoring 37%

In fact, showering and bathing accounts for the most water use in the home at over 40% (around 24% for showers and 18% for baths). Flushing toilets accounts for just under 30%.

Home water check service

We explained that we are going to offer a **home water check service** to help households save water, energy and money.

We would like to **visit customers in their home**, at a time that suits them, to talk about how they use water and while we're there to offer to **fix any dripping taps, fit water saving devices** wherever possible and give **general advice on water and energy efficient appliances**.

- Of those of you who wanted this service, 60% are interested in how they can reduce their water bill by using less water
- 47% would like to lower their energy bill by using less hot water
- 40% would take part to help the environment

We then asked you if you would like us to fit some water saving devices as a part of the home check service.

- 43% of you would be happy to have tap inserts or aerators fitted to reduce the flow of water from taps
- 37% would be happy to have a Save-A-Flush fitted in the toilet cistern to reduce the flush volume
- 36% would be happy to have a water efficient shower head fitted to reduce the amount of water used when showering
- 34% would be happy to have an EcoBeta device fitted to convert a single flush toilet to a dual flush toilet
- 24% would be happy to have a shower timer fitted. We believe this figure is slightly lower because we did not explain what a shower timer is. Below is a picture of a shower timer. It's easy to apply – moisten the suction cup and stick to either a bathroom tile or a glass enclosure. It is also easy to use - simply flip the shower timer when you get into your shower, and try and finish by the time the sand runs out!

This is what a four minute shower timer looks like.



We then asked you if we identified that there would be savings if you fitted a water efficient dishwasher or washing machine, would you purchase one?

- 53% of you would purchase one when your existing appliance needs replacing
- 30% of you said it would depend on the cost

We explained that the home water check will take between 30-45 minutes. We asked you when booking the appointment how important a range of options were to you?

- 83% of you thought the option of rescheduling the appointment to a date/time that meets your needs was important
- 68% thought text or email reminders of your appointment slot was important, and
- 40% felt the option of evening and weekend appointment slots was important

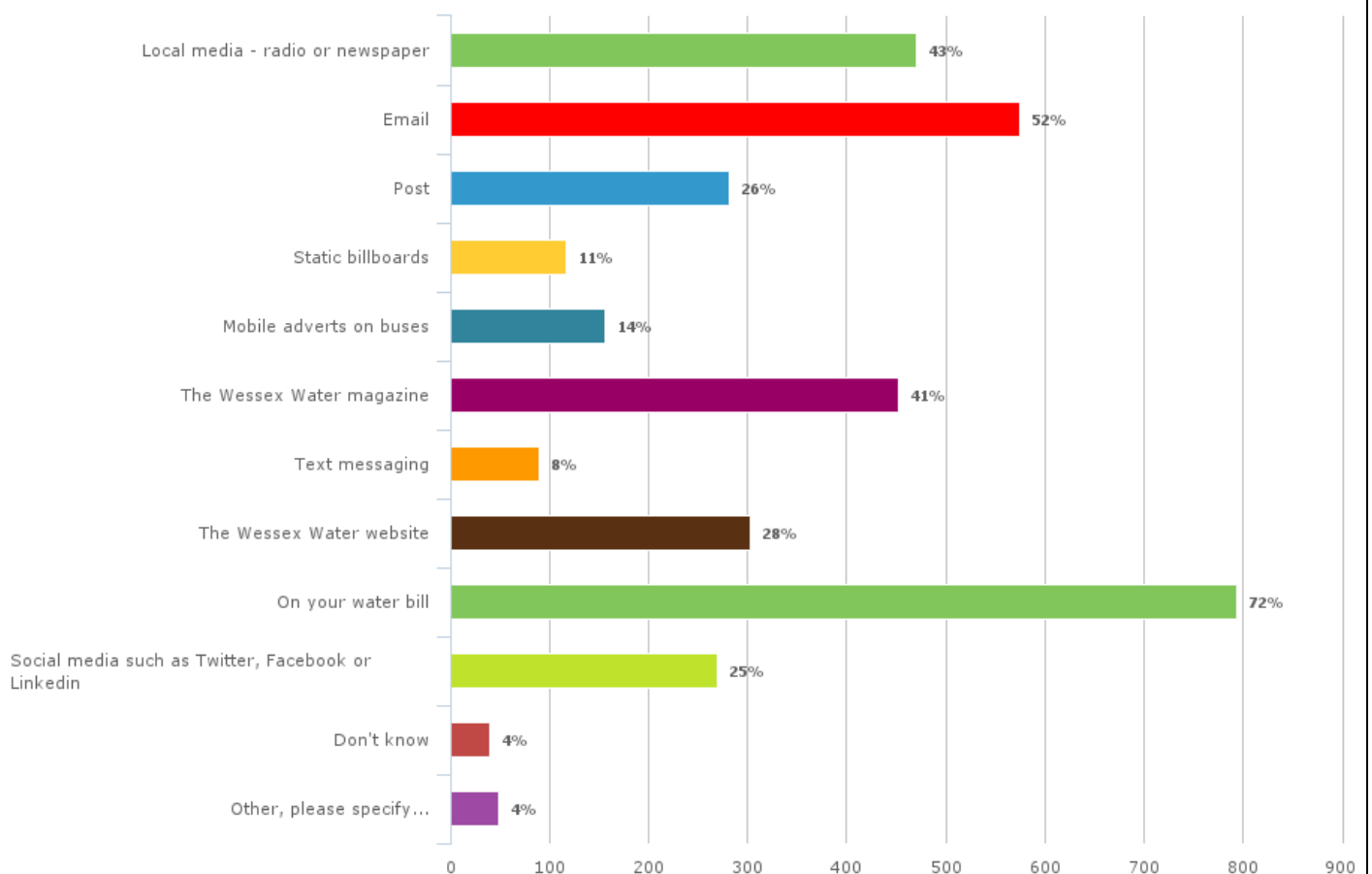
We asked if you would be willing to pay a small fee towards the cost of the home water check and fitting of water saving devices.

- 4% would be willing to pay and a further 47% of you may be willing to pay dependant on cost

We explained that the total cost of the home water check would be around £60 and then asked how much you would be prepared to pay for this service?

- 72% of you would pay £10 or more for the home water check
- 28% would pay £20 or more

We asked what you think is the best way to advertise our home water checks? The scores are shown in the chart below with 'on your bill' or 'by email' being the most popular answers.



Additional comments you provided

Thank you again to everyone who gave us additional comments about the service. We received over 300 suggestions that we are working our way through. They're really useful as we develop this service.

What next?

- It's great to see that so many of you would be interested in having a home water check. We are planning to do a pilot this year visiting around 5,000 homes and then roll the service out to more homes over the coming years. All of your feedback will be built into our home water check pilot.
- We won't charge for this service although it was interesting that a significant number of you would consider paying something towards the service providing the charge was linked to the amount of water saved and therefore a reduction in your water bill.

To order a free water saving pack or find out more about saving water in the home you can visit
www.wessexwater.co.uk/savingwater/

Thank you once again for being a member of 'have your say'.

Sue Lindsay
Head of Customer Relations
Wessex Water



Wessex Water Domestic Panel

Online survey number 10

Home water check service

February 2016

Prepared by Future Focus Research

Methodology

- Sent out 2,898 invitations to panel members on 12th February 2016
- First reminder to 2,015 on 19th February 2016
- Second reminder to 1,915 25th February 2016
- Survey was closed on Monday 29th February 2016
- A total of 1,265 panel members started the survey with 1,097 completing it

Household water use

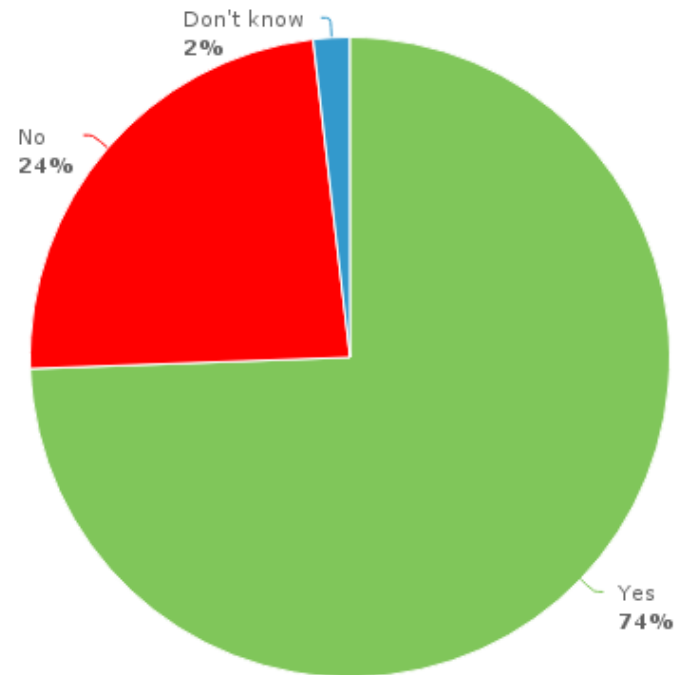
The first set of questions was about household water use and finding out what panel members know about it.

We explained that their answers will help us make sure our home water check service meets all of their needs and that we promote it in the best way possible.

We also explained how we measure water usage as follows:-

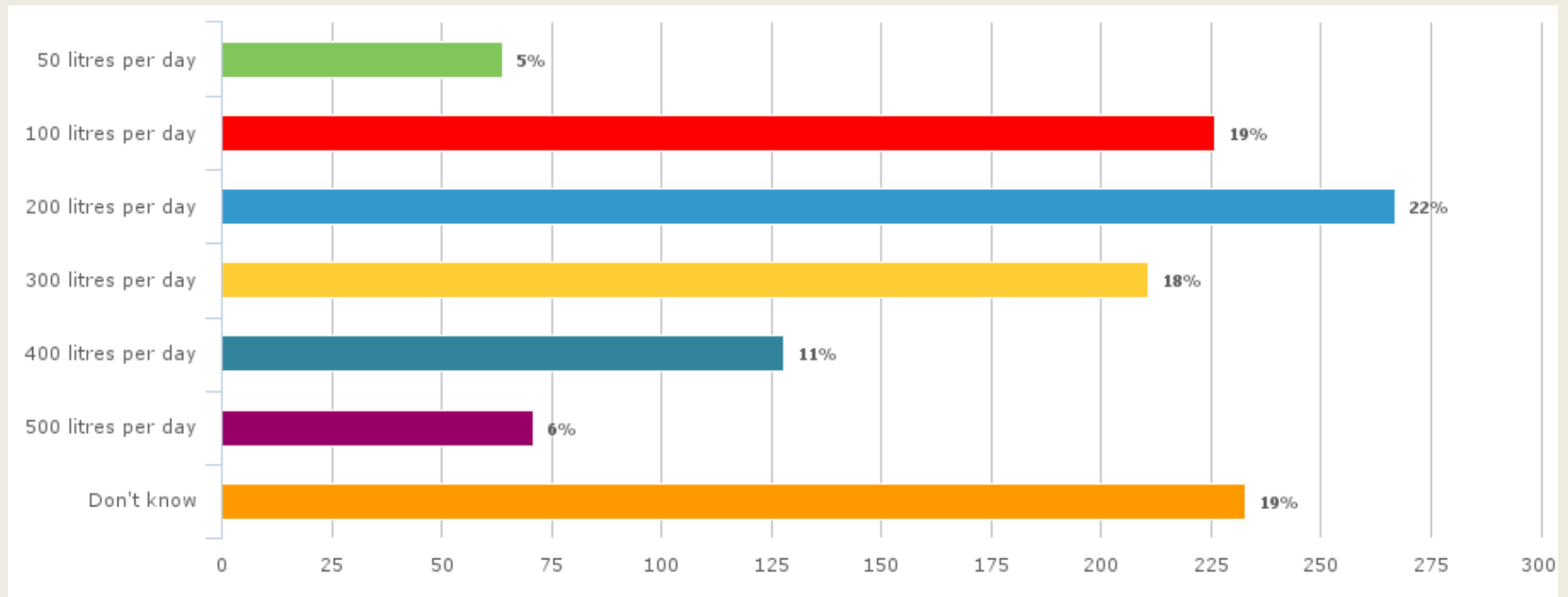
'We normally describe water use in litres. Before you answer these questions it's useful to remember that large bottles of sparkling soft drinks often come in two litre bottles and a family size carton of fruit juice is often one litre.'

Question 1. Do you have a water meter?



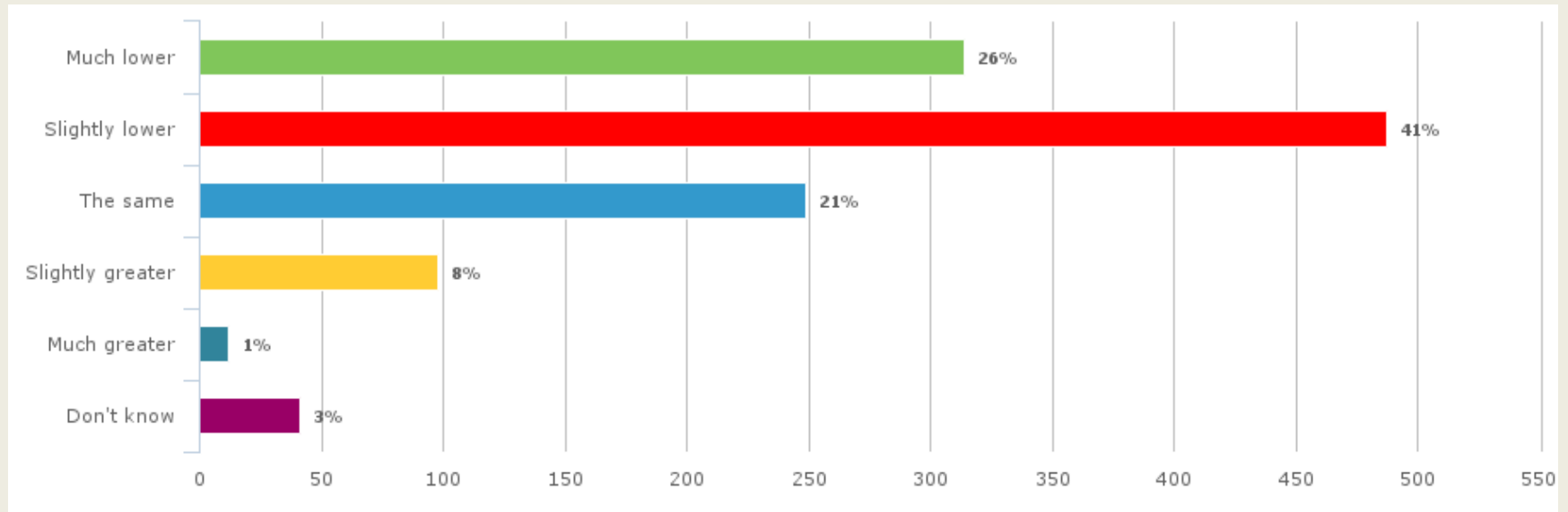
74% of respondents had a water meter

Question 2. How much water do you think the average household in the Wessex Water region uses each day?



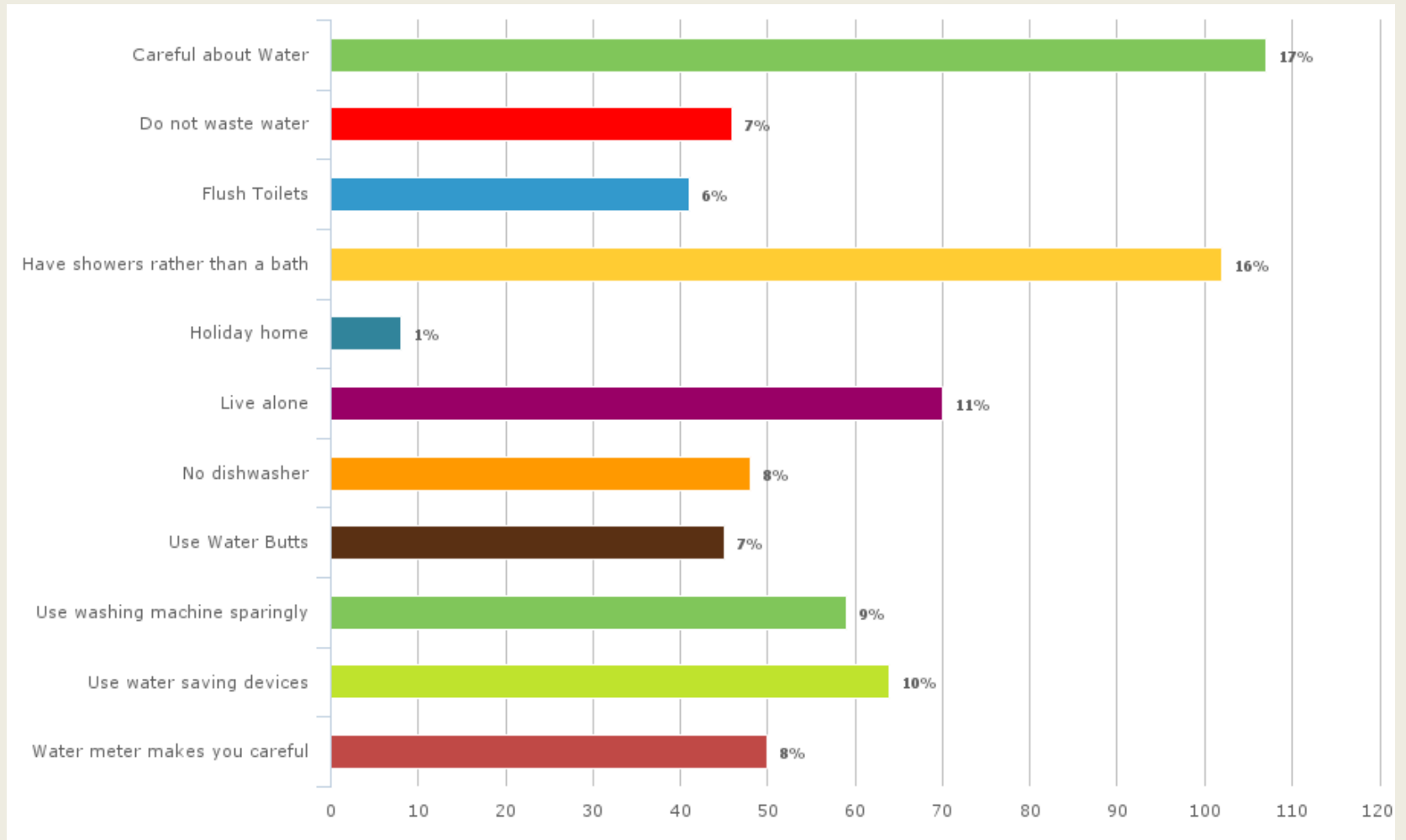
46% believe that an average household uses 200 litres or less per day

Question 3a. How do you think your household water use compares to other households of a similar size?



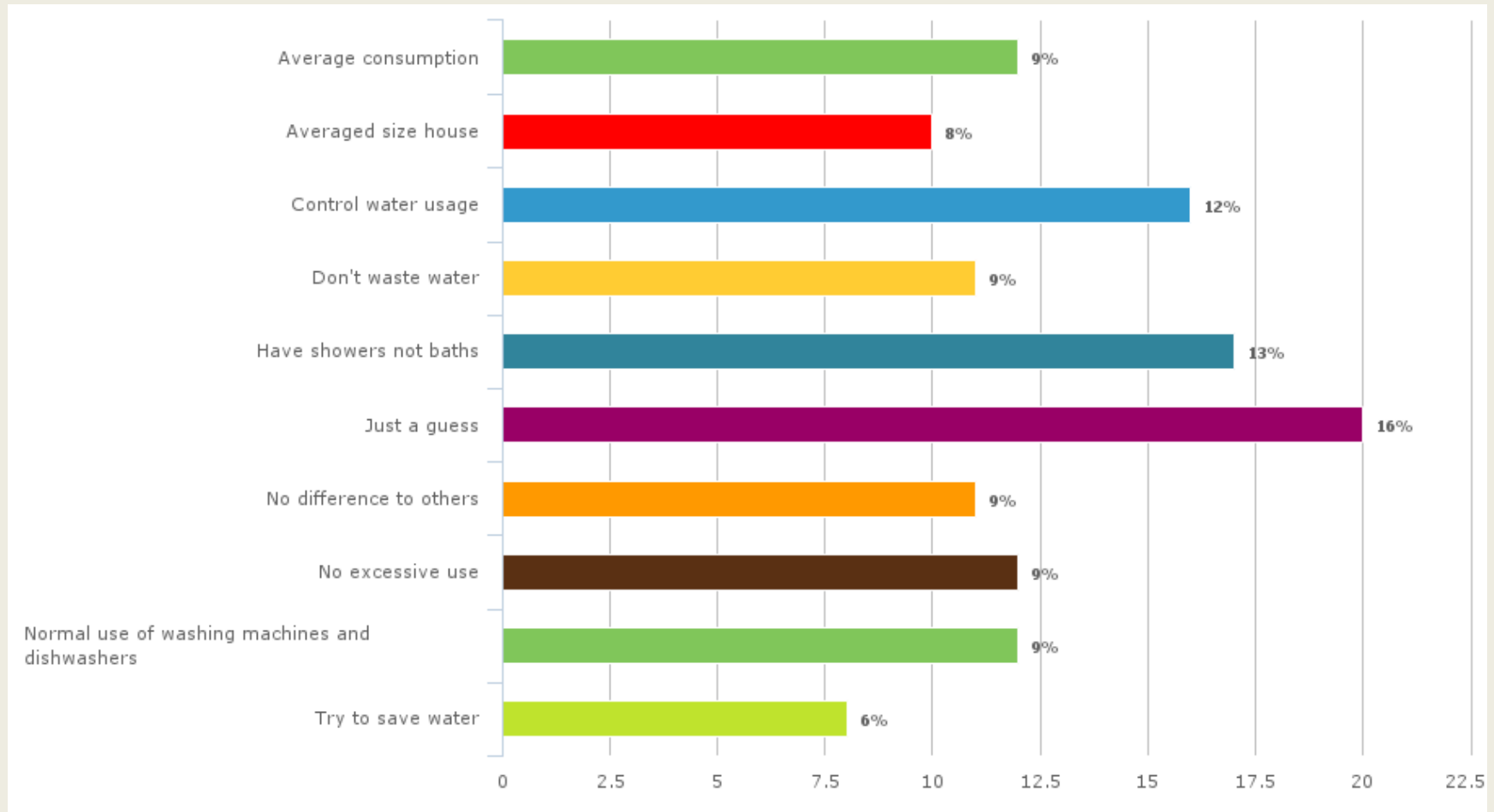
- 67% believe that they use much lower or slightly lower amounts of water compared to other households of a similar size
- 21% believe they use a similar amount
- Only 9% believe that they have much greater or slightly greater use

Question 3b. You said that your household water use was much lower or slightly lower than other households of a similar size. Why do you say that?



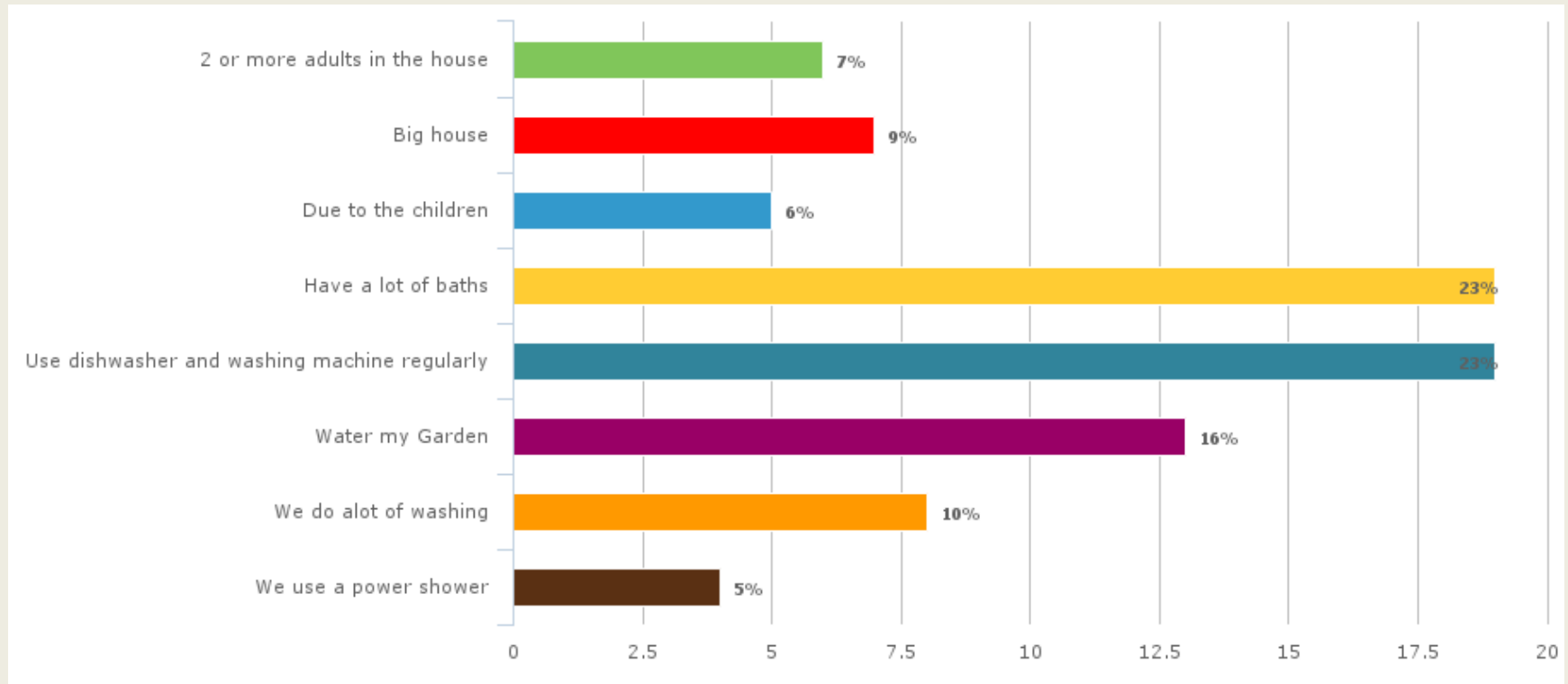
Of those who use much lower or slightly lower amounts of water, 17% say they are careful with water and 16 % say they have showers rather than a bath

Question 3c. You said that your household water use was the same as other households of a similar size. Why do you say that?



- 16% are just guessing that they have the same water consumption as other households
- 13% say they themselves have showers not baths and 12 % say they control their water use

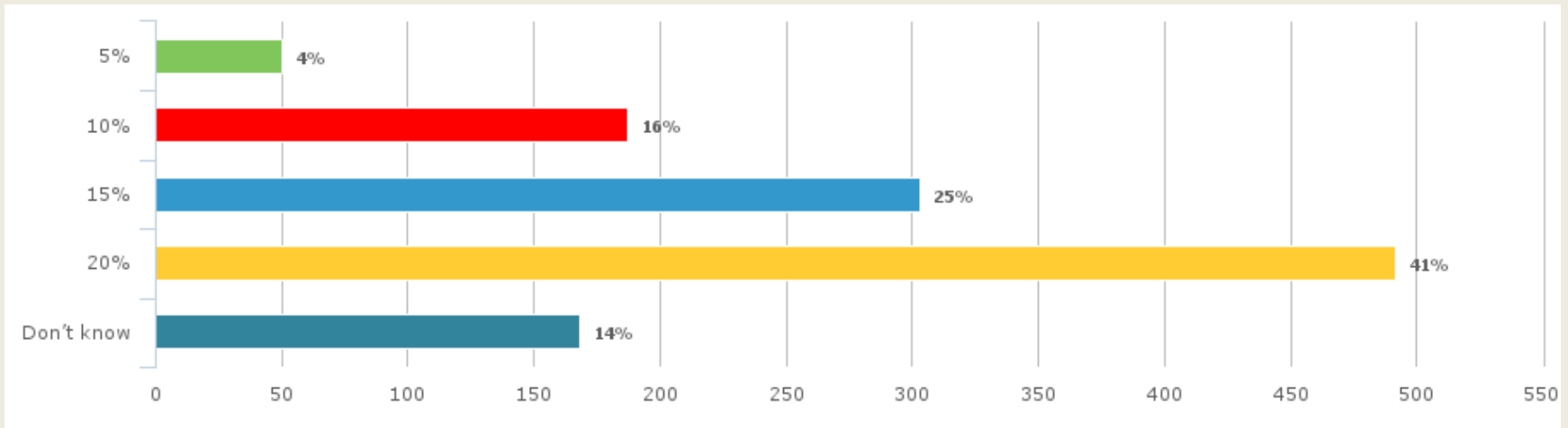
Question 3d. You said that your household water use was slightly greater or much greater than other households of a similar size. Why do you say that?



The main reasons given for using more water than other households of a similar size are they have more baths (23%) or they use a dishwasher or washing machine regularly (23%)

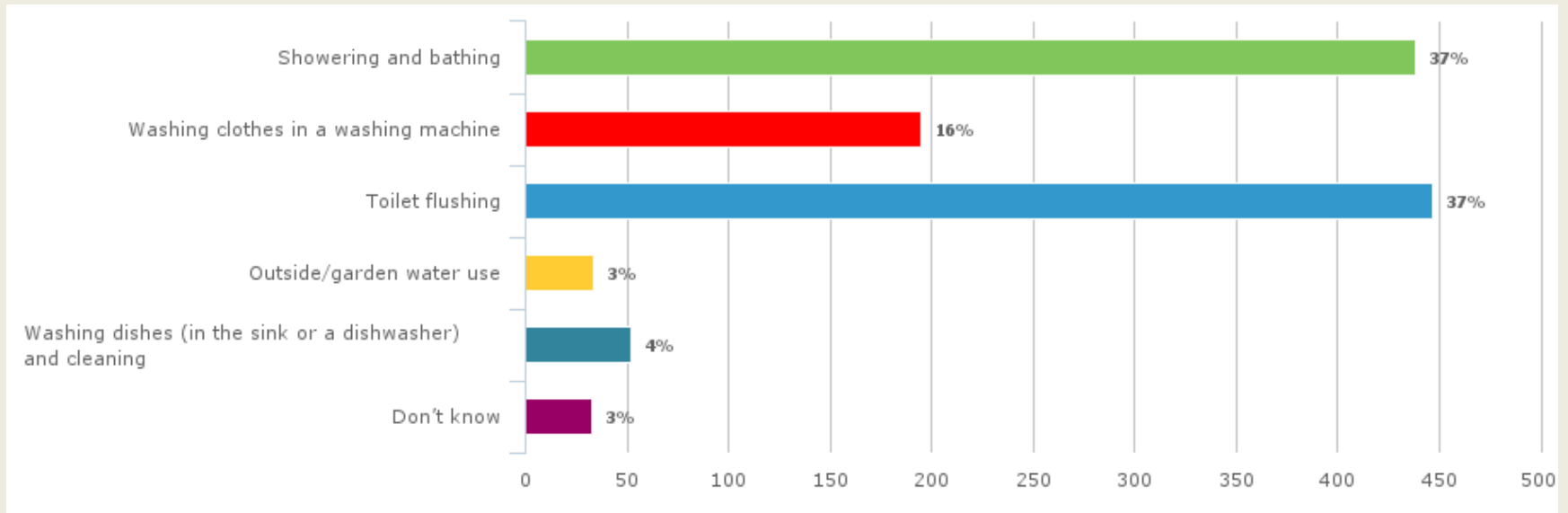
Watering a garden was also a popular reason (16%)

Question 4. When you heat water in your home, such as when you take a shower or wash the dishes, you are using energy. Approximately what percentage of an average household energy bill do you think comes from heating water?



- 41% believe that 20% of their energy bill is used to heat water and
- 45% believe that less than 20% is used to heat water

Question 5. For a typical household over the course of a month, which activity do you think uses the most water?



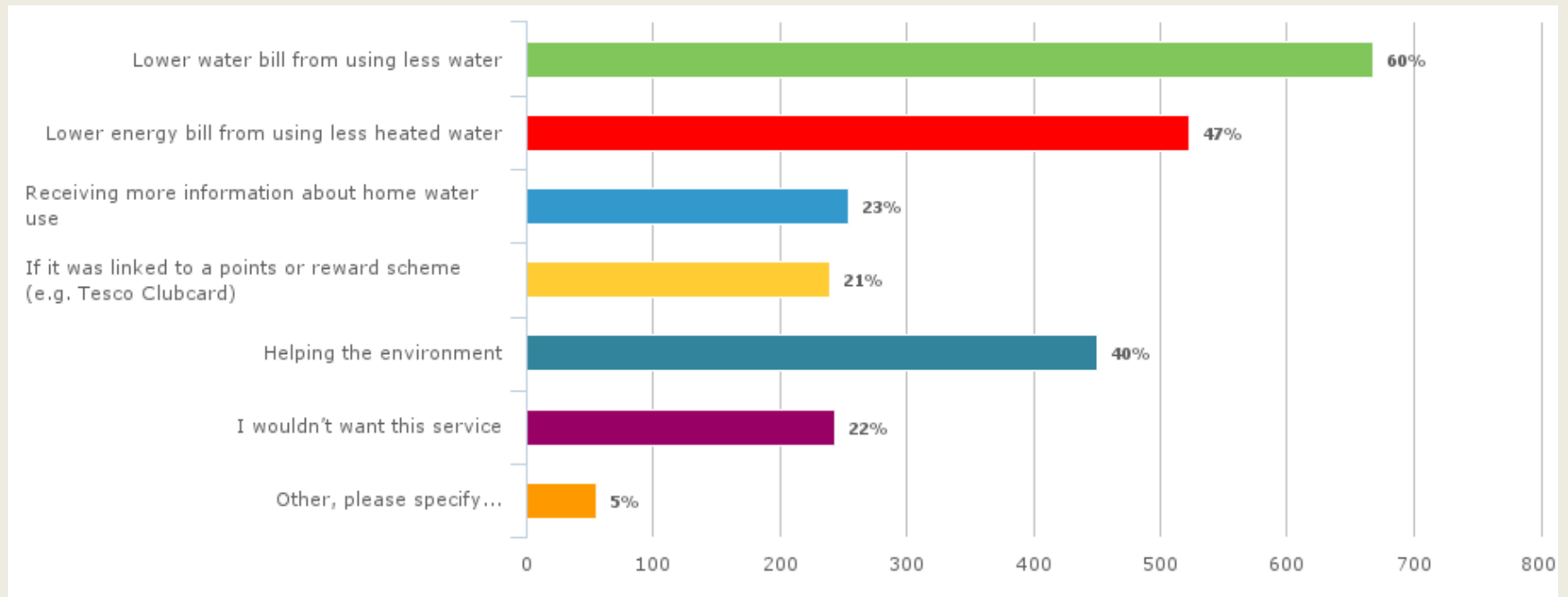
Showering and bathing and toilet flushing are considered to use the most water both have 37% of the vote

Home water check service

We explained that we are going to offer a **home water check service** to help households save water, energy and money.

We said that we would **visit customers in their home** at a time that suits them to talk about how they use water and while there we can **fix any dripping taps, fit water saving devices** where possible and give **general advice on water and energy efficient appliances**.

Question 6. What would motivate you to have a home water check?



- Only 22% said they would not want this service
- 60% would be motivated to have a home water check in order to have a lower water bill from using less water
- 47% would be motivated due to having a lower energy bill from using less heated water
- 40% would do it to help the environment

Question 6 (other comments) – Verbatim quotes

- *Reasonable cost*
- *If it was guaranteed this wasn't just an exercise to get a salesman into the house to convince you to have a meter fitted*
- *Advice on waste water disposal*
- *Lower cost of water and better water saving gadgets*
- *The offer of more sophisticated water/heating control technology*
- *I don't really like strangers in my home*
- *Like idea of help & advice*
- *This would depend how much this service would cost*
- *Fixing dripping taps*
- *I hate waste and feel guilty about my ignorance!*
- *I rent; I don't think that the service would be appropriate*
- *Really keen to save water and understand how to improve my families impact on the local environment*
- *I want a smart water meter like we have for electricity*

Question 7a. The home water check may identify opportunities for us to fit water saving devices in your home as part of the service. For each of the devices please tick the box relevant to you: (Asked of those who wanted the service only)

	Already have this	I might have this already	Not suitable for my home/appliance	Happy to have fitted	Wouldn't want this fitted	I don't know if I would want this
Save-A-Flush or Hippo fitted in your toilet cistern to reduce the flush volume	16%	9%	13%	37%	9%	16%
ShowerSave - a device fitted onto your shower hose to regulate the flow through your shower	10%	5%	17%	27%	21%	21%
Tap inserts or aerators to reduce the volume of water from your taps	9%	8%	5%	43%	15%	19%
EcoBeta device to convert a single flush toilet to a dual flush toilet.	31%	8%	9%	34%	6%	12%
Water efficient shower head	17%	13%	8%	36%	10%	15%
Shower timer	10%	1%	6%	24%	39%	20%
Water butt to collect rainwater for garden watering	51%	2%	9%	28%	5%	5%

We believe respondents did not know what a Shower timer was, hence the high figure

Question 7a - Summary

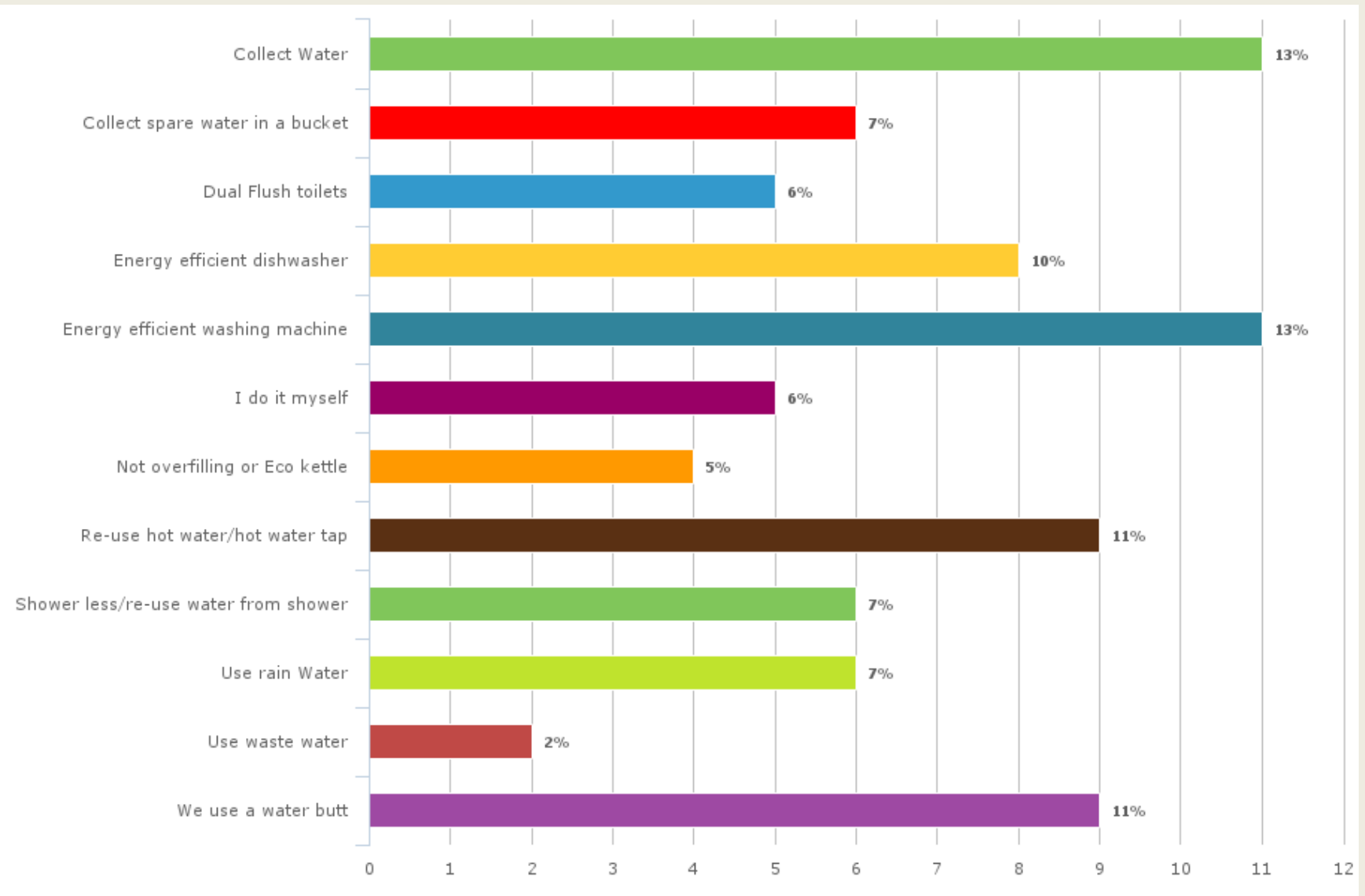
Already fitted

- 51% use a water butt to collect rainwater for garden watering
- 31% have a EcoBeta device to convert a single flush toilet to a dual flush toilet fitted or have a dual flush toilet already
- 17% have a Water efficient shower head fitted

Would like to have fitted

- 43% would be happy to have tap inserts or aerators fitted to reduce the flow of water from taps
- 37% would be happy to have a Save-A-Flush or Hippo fitted in the toilet cistern to reduce the flush volume
- 36% would be happy to have a Water efficient shower head fitted
- 34% would be happy to have a EcoBeta device fitted to convert a single flush toilet to a dual flush toilet
- 39% would not want a shower timer fitted and a further 20% do not know if they would want this fitted. We believe these high figures are because they do not know what a shower timer is

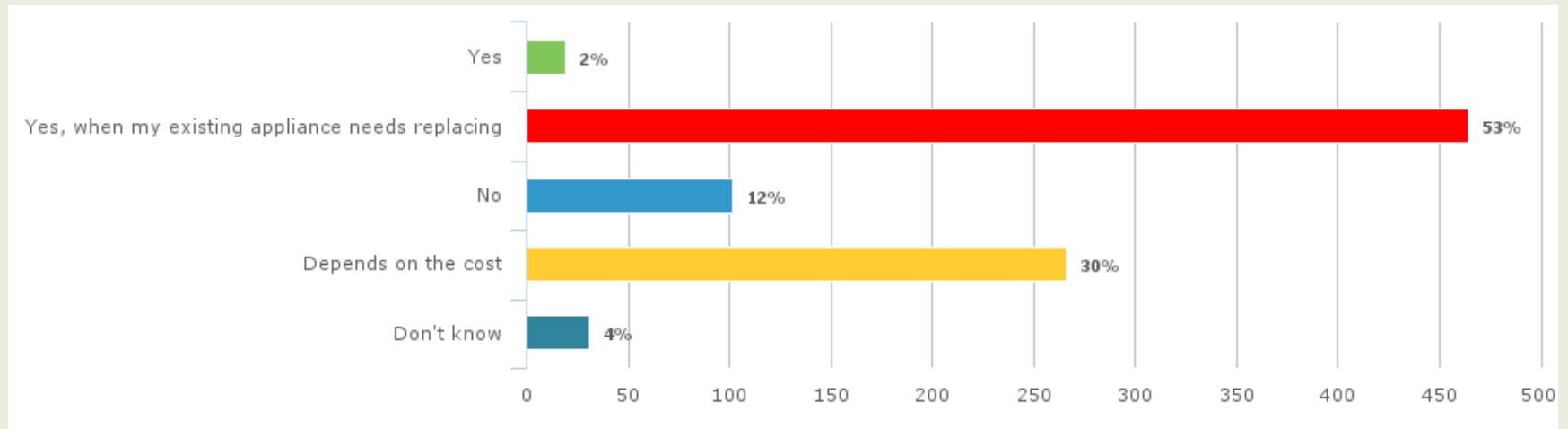
Question 7b. If you have any other water saving devices in your home that are not mentioned above please list below.



Question 7b - Summary

- 13% collect water from a range of sources
- 7% collect water in a bucket
- 13% use energy efficient washing machines
- 19% an energy efficient dishwasher
- 11% re-use hot water or have a hot water tap
- 11% use a water butt

Question 7c. If, during the home water check we identified that there would be savings if you fitted a water efficient dishwasher or washing machine, would you go ahead and purchase one?



- 53% would purchase a water efficient dishwasher or washing machine when their existing appliance needs replacing
- 30% say that it would depend on the cost

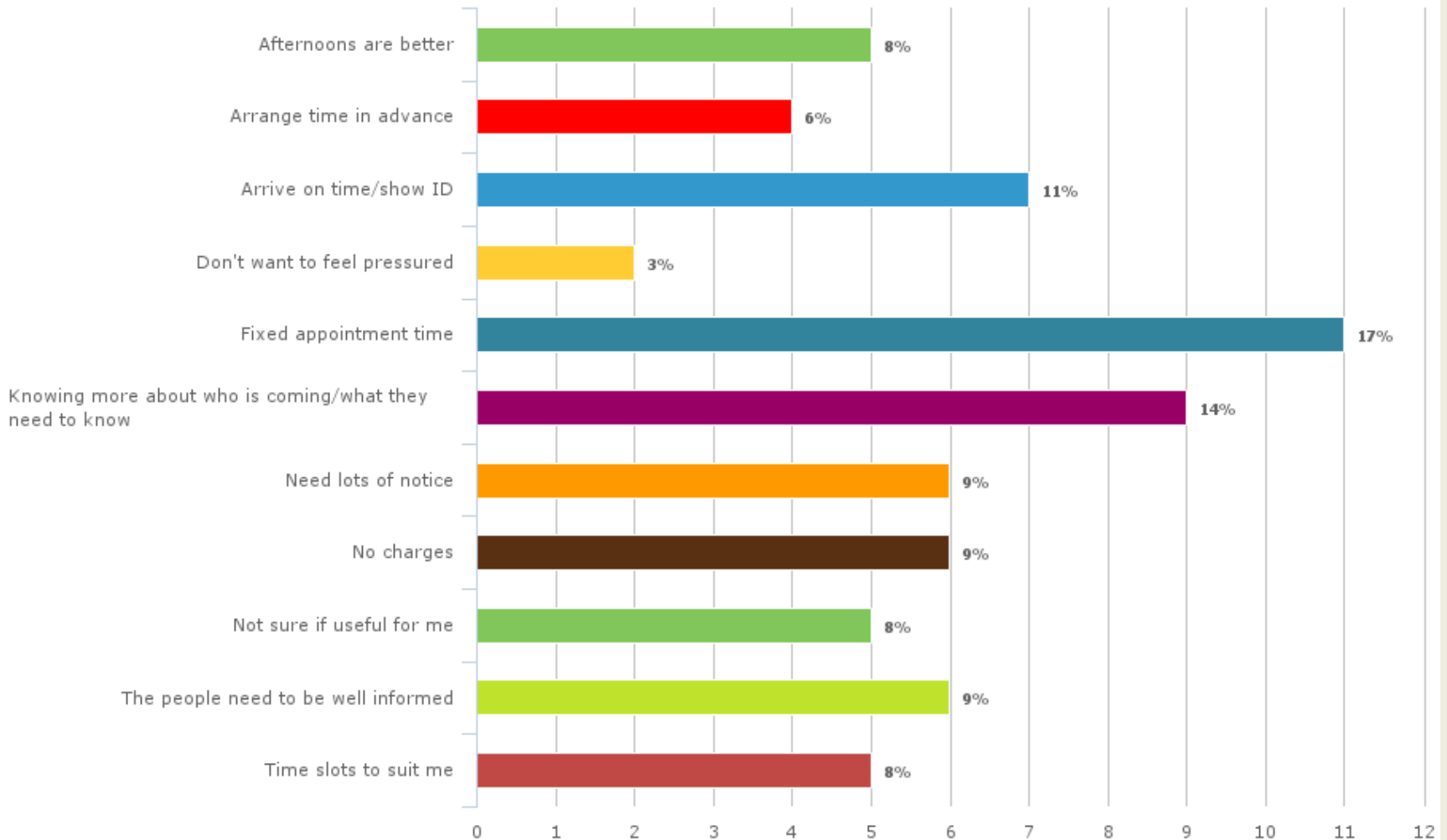
Question 8a. We anticipate that the home water check will take between 30-45 minutes. When booking the appointment how important are each of the following to you?

	Very important	Quite important	Neither important or unimportant	Not important	Not at all important	Don't know/Not applicable
Having evening and weekend slots available for appointments	24%	16%	19%	20%	16%	4%
Option of rescheduling the appointment to a date/time that meets your needs	43%	40%	10%	3%	2%	3%
Text or email reminders of your appointment slot	26%	42%	18%	7%	4%	3%
Shorter appointment (i.e. 30 mins or less)	11%	22%	37%	16%	10%	3%

Very and quite important added together

- 83% - Option of rescheduling the appointment to a date/time that meets your needs
- 68% - Text or email reminders of your appointment slot
- 40% - Option of evening and weekend appointment slots
- 33% - Shorter appointments (i.e. 30 mins or less) - 37% felt it was neither important nor unimportant

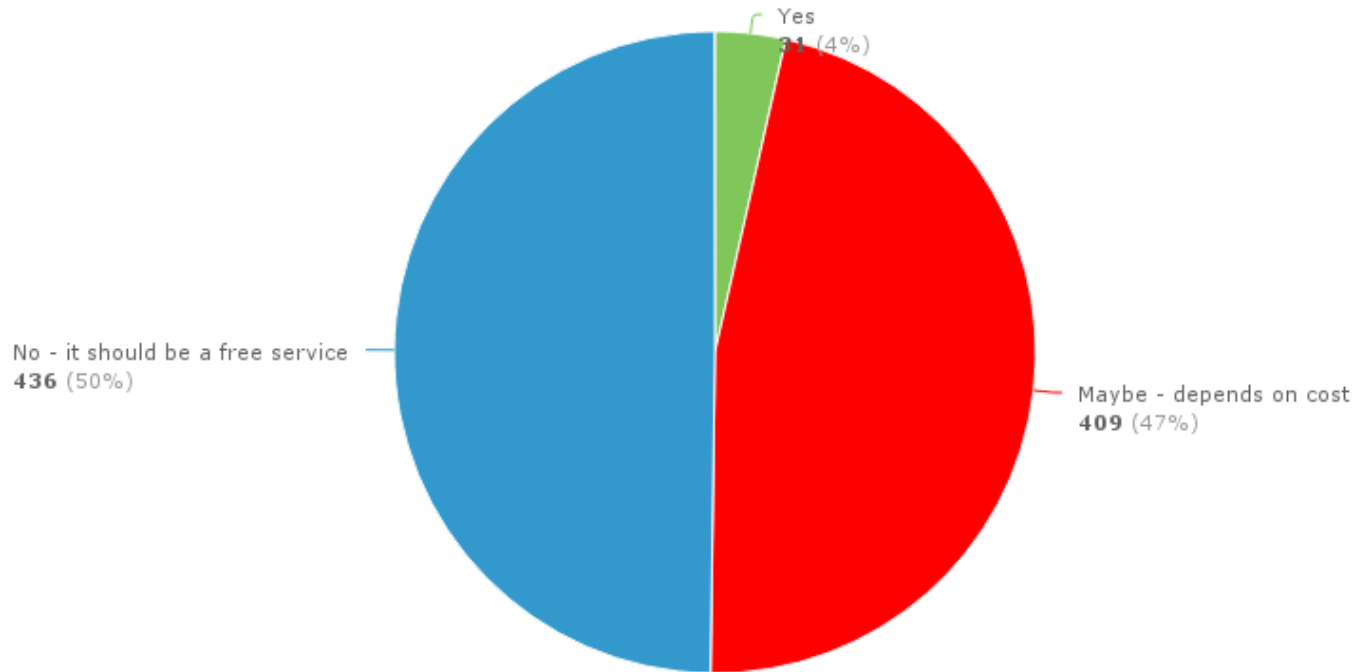
Question 8b. If there is anything else that is particularly important to you when booking the appointment please let us know.



Question 8b - Summary

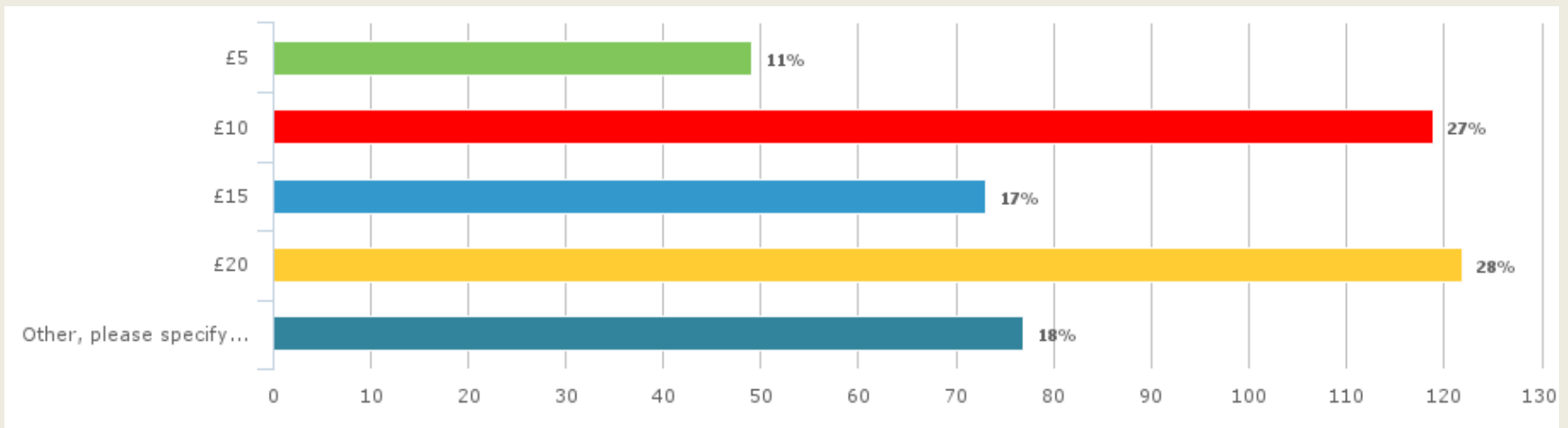
- 17% would prefer a fixed appointment time
- 14% would like to know more about who is coming or what they need to know before they arrive
- 11% want the person doing the check to arrive on time and carry their ID
- 9% wants lots of notice
- 9% want people who are well informed
- 8% say afternoons are better

Question 9a. Would you be willing to pay a small fee towards the cost of the home water check and fitting of water saving devices?



Only 4% would be willing to pay for the home water check.
However 47% may be willing to pay dependant on cost.

Question 9b. The total cost of the home water check, including staff time, will be around £60.00. How much would you be prepared to pay for this service? (This was not asked of those customers unwilling to pay for the service)

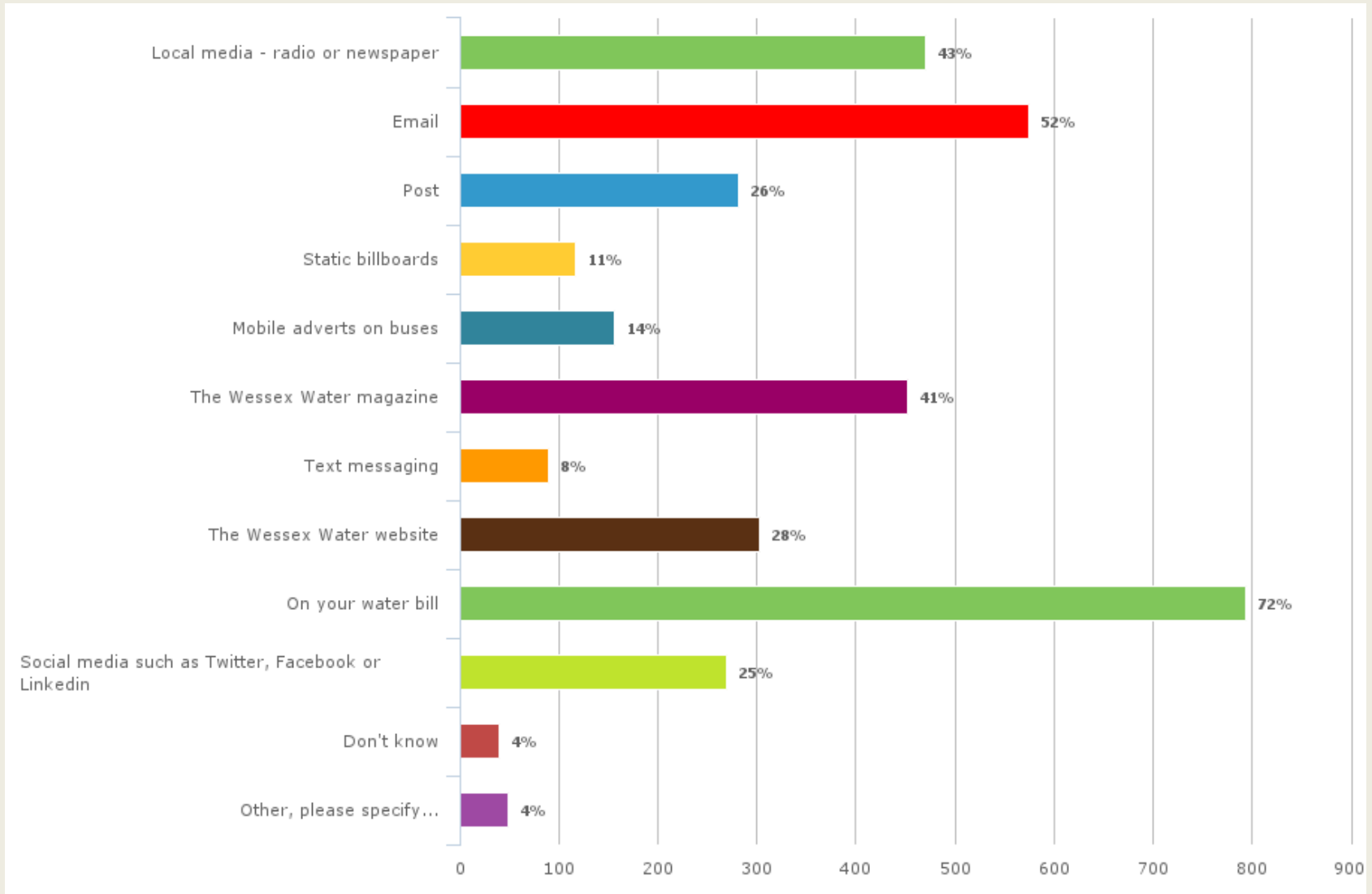


- 72% would pay £10 or more for the home water check
- 28% would pay £20 or more

Question 9b. (other comments) – Verbatim quotes

- *Dependant on savings - if nothing can be done then nothing*
- *It would depend on the outcome of the home water check. For example if it involved an expensive piece of kit then I would make a contribution*
- *Depends on how many devices are fitted, savings made, value for money*
- *I'd be prepared to pay if I knew the person was extremely knowledgeable*
- *Why not charge a percentage of the first year saving so the customer feels it's a win situation and goes for it?*
- *10% percentage of the savings achieved per annum*
- *Need to know exactly what the home water check consists of if I am to pay towards it*
- *We are pensioners so the lower the cost the better*

Question 10. Thinking about advertising that you pay attention to in day to day life, what do you think is the best way to advertise our home water checks?



Question 10 - Summary

- 72% think that the home water check should be advertised on the water bill
- 52% by email
- 43% using local media - radio or newspaper
- 41% the Wessex Water magazine
- 28% the Wessex Water website
- 26% post and
- 25% on social media

Question 10. (other comments) – Verbatim quotes

- *Local information 'Hubs' in parishes, e.g village halls*
- *Leaflets in free local papers. ie. Poole Advertiser*
- *Local TV*
- *Reference on TV news / current affairs programmes*
- *Notice board at a library*
- *Local parish magazines and equivalent*
- *Word of mouth via workplaces*
- *DIY store booth*
- *Local green groups like Green Capital Partnership, Go Green and definitely involve businesses*
- *Message included in meter reading visits/reminders*
- *Consumer information feature on TV program e.g. Today or This Morning*

Question 11. Is there anything else that you think we should offer as part of the home water check service?

Verbatim quotes

We collected a total of 249 verbatim comments from panel members. These are so wide and varied and detailed that it has been difficult to extract any main themes so these are provided in a separate Word document.

Results Newsletter

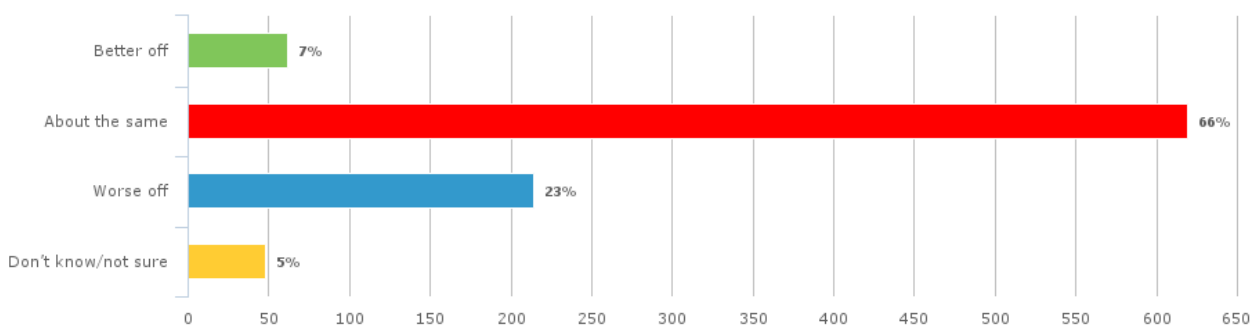
You recently took part in two surveys about our 25-year vision. These form part of a much wider engagement programme we are doing with our customers on this topic. We appreciate some of the questions were quite tough to answer as you were being asked to give an opinion on things you may not know very much about.

We had over 1867 responses in total. Thank you. The winners of the prize draw were Mrs Hooper of Bridgwater in May and Mr Jones of Sherborne in June.

This newsletter summarises the results of both surveys. We will put the updated version of our 25-year vision on our website at the end of the year so do look out for it.

Here's how you answered.

We asked you about the current economic climate and how you feel your household would fare in the next 12 months.



- 66% of people expect their household to be about the same in the next 12 months
- We recognise that some of your thoughts may have changed since Brexit and will keep this in mind.

We asked about how optimistic you felt about yourself and your household and about your local community in the next 12 months.

- In general, people were more optimistic than pessimistic.
- People were most optimistic about the safety and security of the local area and most pessimistic about public services.

How do you feel about the following issues?	Those of you who were optimistic	Those of you who were pessimistic
The safety and security of the local area	66%	12%
The community spirit/cohesion	50%	14%
My/our health and wellbeing	46%	21%
Achieving a good work/life balance	41%	12%
The public services (transport, council services, schools, GP surgeries etc.)	35%	40%
Job security	30%	11%
Bills and the cost of living	25%	36%
Local jobs	18%	26%

We asked how you are currently feeling about the following issues in relation to the local region and the UK.

- 72% of you are most pessimistic about the global terrorist threat.

How do you feel about the following issues?	Those of you who were optimistic	Those of you who were pessimistic
Global terrorist threats	6%	72%
Population growth	9%	60%
Immigration	13%	58%
Housing shortages/affordable housing	12%	53%
The health/preservation of the natural environment	25%	52%
UK's membership of the EU	27%	48%
Climate change and extreme weather events	16%	45%
The national economy	27%	42%
Climate change and extreme weather events	15%	40%
Flooding	19%	33%
Drought	25%	14%

We asked you to think ahead 10-15 years and state what you think the most significant issues will be in the South West and the UK.

- The most significant issues affecting both the UK and South West are housing shortages and population growth.
- Immigration is seen to be more important nationally, as opposed to the South West.
- Prevention of the natural environment and flooding were seen to be more important in the South West than nationally.

What do you think are the most significant issues?	Those of you who thought this was significant for the UK nationally	Those of you who thought this was significant for the South West Region
Housing shortages/ affordable housing	73%	71%
Population growth	68%	64%
Immigration	62%	49%
The health/ preservation of the natural environment	41%	48%
Climate change and extreme weather events	41%	42%
Flooding	14%	22%
Drought	2%	3%

We then moved on to talk about brands you trust and why.

- The most important factors for a company to be trustworthy were to treat their customers with care and secondly to look after their employees.
- For utility companies you also felt community engagement was important.
- Your most trustworthy company was John Lewis followed by M&S and the BBC.
- Others that you mentioned were Lidl and Waitrose.

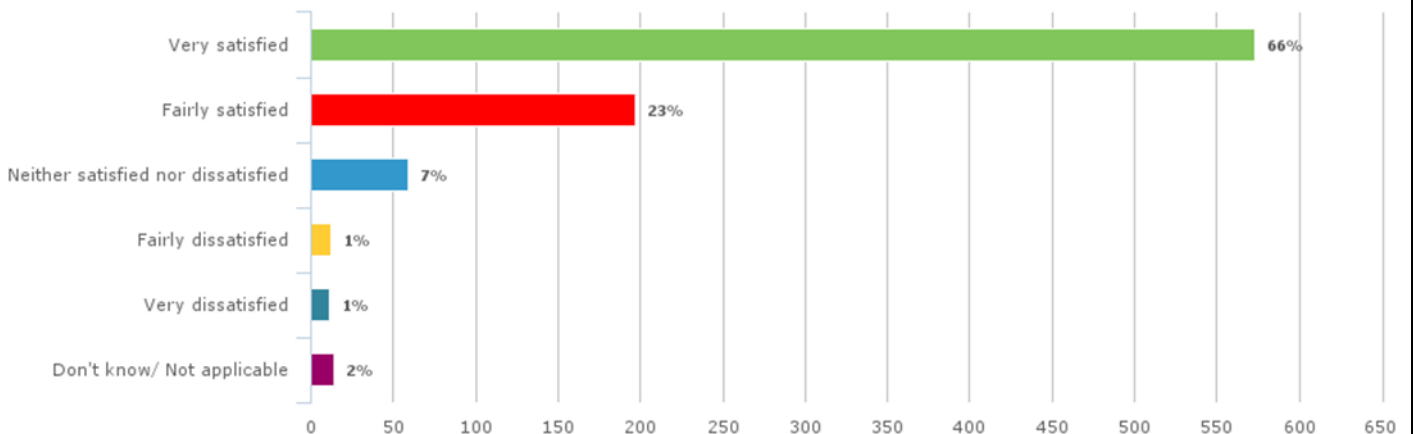
The rest of the questions were about Wessex Water.

We asked you, from your knowledge, how accurate some statements were about Wessex Water.

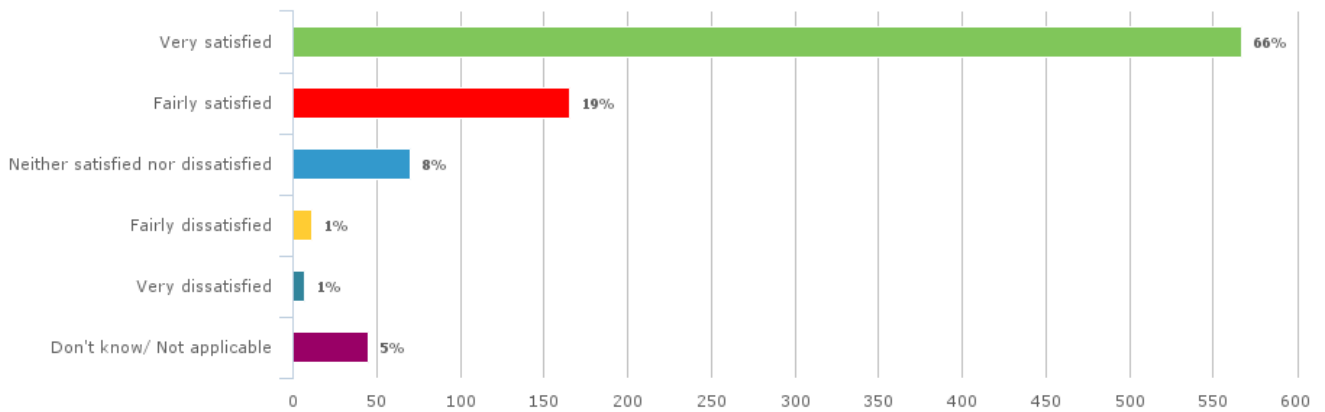
How accurate are the following statements?	Those of you who thought that the statement was accurate	Those of you who thought that the statement was inaccurate
Large and established	87%	3%
Treats their customers with care	81%	6%
Contributes to the community that it operates in	62%	8%
A leader in their field of expertise	60%	5%
Looks after its employees	34%	3%
Pays the right level of tax	31%	2%
Puts value for money ahead of company profits	29%	20%
Challenges the status quo	18%	15%
Small and independent	11%	72%

- Many of you found it difficult to answer some of these questions as you didn't know much about what we currently do. You can find out more in our annual reports at: <https://www.wessexwater.co.uk/annualresults2016/>

We first asked you about your satisfaction with your water supply services over the last 12 months



This was followed by satisfaction with your sewerage services.



- It's great to see so many of you are satisfied with your water and sewerage service.

We asked you about your opinions of Wessex Water

Statements	Those of you who agreed	Those of you who disagreed
It is an expert at what it does	80%	2%
It cares about its customers	67%	5%
It plays a key role in protecting the environment	66%	2%
It delivers on its promises	66%	2%
It plays an active role in the community	44%	6%

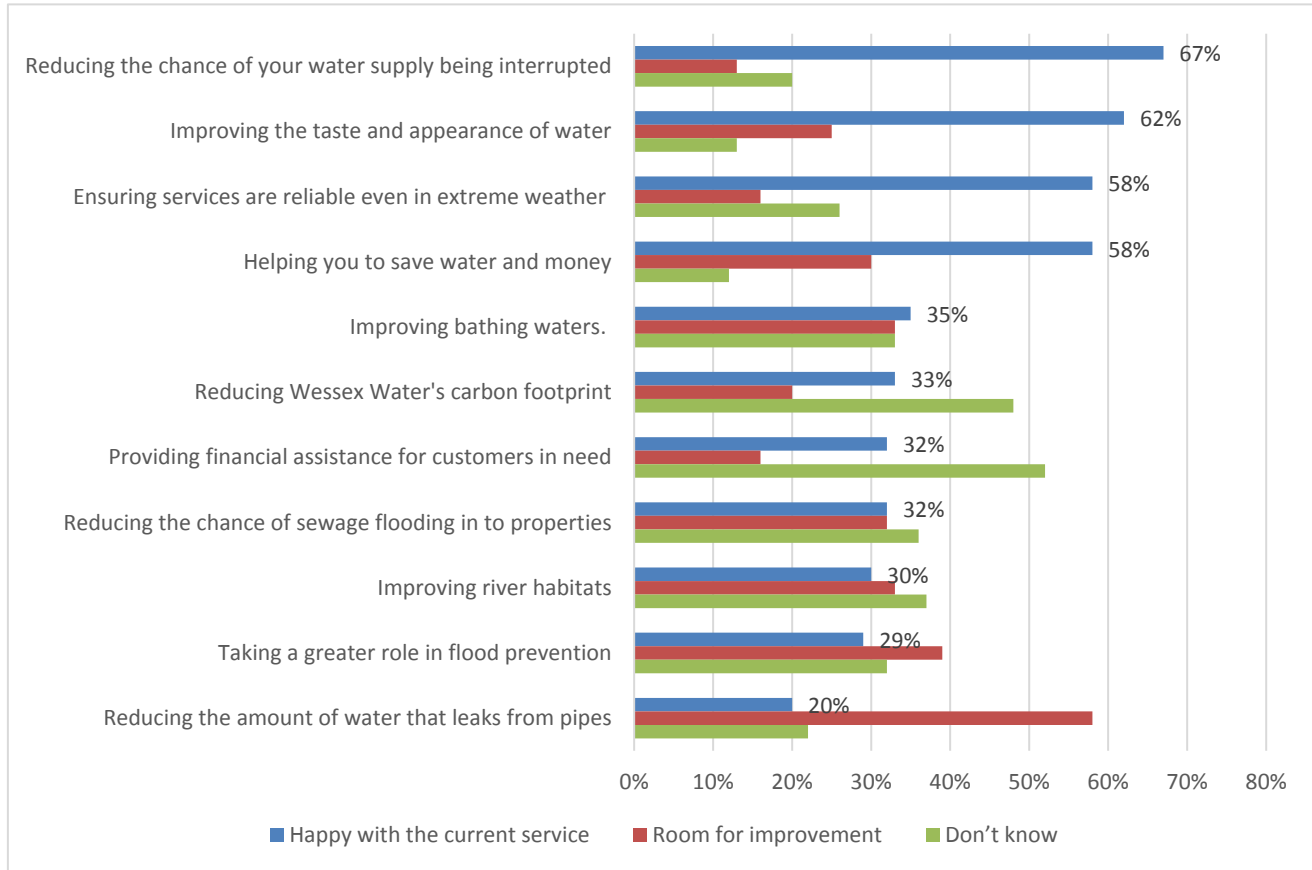
- Of all the statements, you were most likely to agree that Wessex Water is an expert at what it does and that we care about our customers.
- There was a high proportion of “don't knows” for the statement regarding the community. We are keen to get more involved in the community. We already give a variety of charitable grants to environmental projects and projects helping people who are struggling financially.
- We also have a full education team who visit schools to help young people learn more about water efficiency, the water cycle and many other water related topics.
- We are always keen to do more and so it's good to hear that many of you think it is valuable.

We asked you about the issues you regarded as important, so that we can incorporate this into our long term plans.

How important do you think these issues are?	Ranked at TOP 3 MOST important	Ranked at TOP 3 LEAST important
Reducing the amount of water that leaks from pipes	49%	6%
Reducing the chance of sewage flooding into properties and on to land	40%	7%
Helping you to save water and money	32%	21%
Ensuring Wessex Water's services are reliable even when extreme weather events occur	31%	18%
Reducing the chance of your water supply being interrupted	26%	19%
Improving river habitats	19%	19%
Wessex Water taking on a greater role in flood prevention	19%	21%
Improving the taste and appearance of water	18%	36%
Improving bathing waters. By this, we mean the cleanliness of the sea at popular coastal beaches	15%	30%
Providing more help and financial assistance for customers that need it most	11%	37%
Reducing Wessex Water's carbon footprint	7%	48%

We then showed you the list of areas that we have to consider again. For each one we explained that we'd like to know if you are happy with the service as it is; or if you think there is room for improvement.

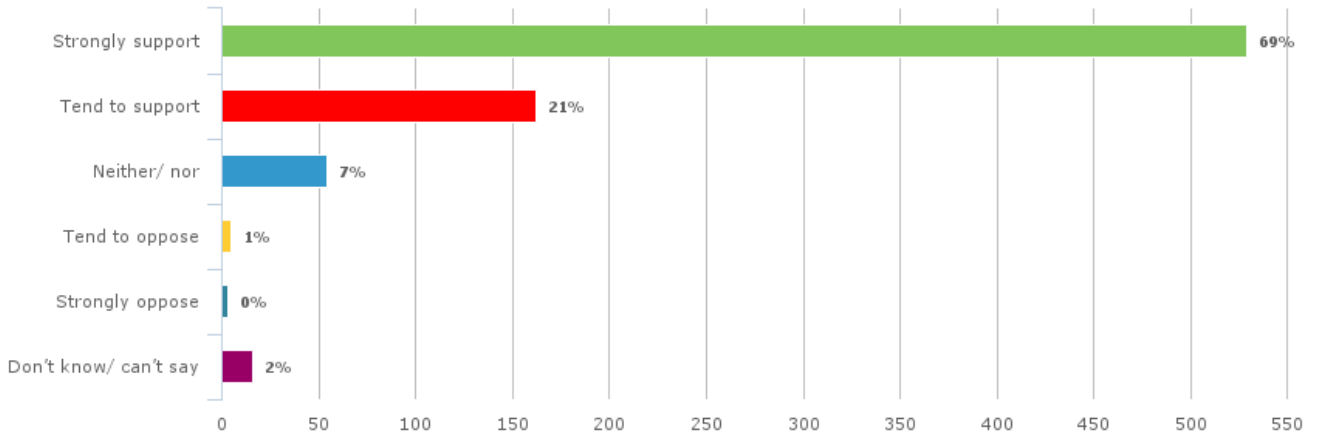
Your responses are ranked in decreasing order of being happy with the service in the table below with the associated percentage.



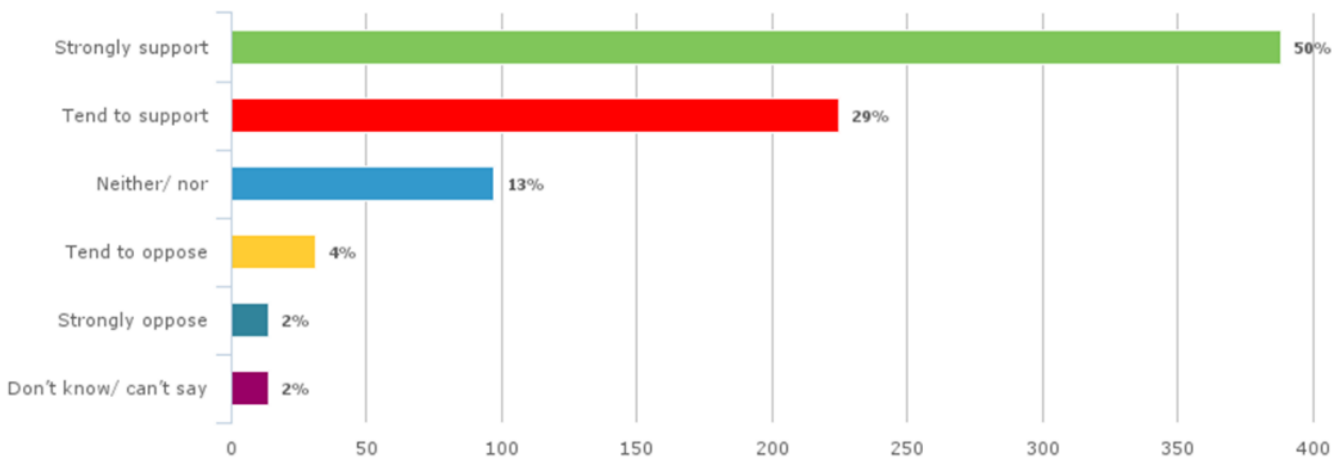
- There were some areas where you thought that we could do more.
- Between 2015 and 2020 we aim to reduce our **carbon footprint** by achieving carbon neutrality in our activities and generating our own renewable energy
- We continue to **drive leakage down** and fix leaks reported by customers within 24 hours. Leakage reduction is expensive and there comes a point when it is cheaper to recycle the water through the environment than spending money fixing pipes.
- Wessex Water is a leader in the UK on the range of schemes and practical help available for **customers in financial difficulty**. We are helping over 23,000 people with lower water bills.
- To find out more see our business plan <https://www.wessexwater.co.uk/businessplan/>

We asked you about making our business more sustainable. We would do this by introducing new schemes to reduce cost and reallocate time.

- 90% of people said that they strongly support or tend to support new incentives and approaches to reduce expenses and energy.

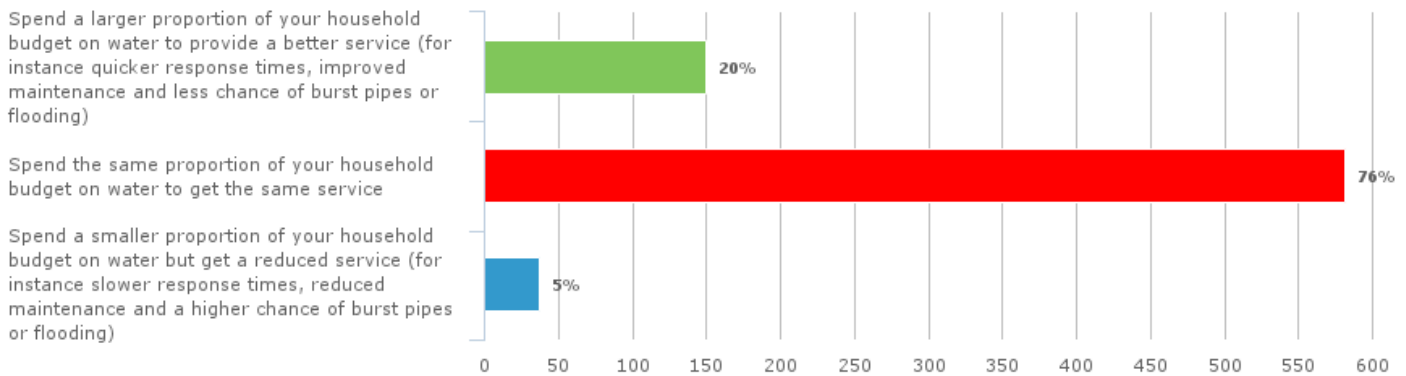


We suggested that we want to focus more on helping customers to use less water rather than opting for expensive and energy intensive building, such as new reservoirs. We asked how much you would support or oppose the idea.



- 79% of you said this was a good idea.

Finally, we asked if it was down to you, which of the following options do you think we should adopt?



- The large majority of you expressed a preference to spend the same proportion of your household budget on water to get the same service. This answer is typical for us in all our research.

Thank you for all your additional comments. We really value the extra information. And thank you for taking the time to write some insightful and detailed responses to some of the questions.

We hope to use these to improve your service in the future.

What next?

Our next survey at the end of this month will be about our customer magazine.

In one of our previous surveys you said that you liked our magazine but we're keen to find out more about the articles and content you'd like to see so we can make sure it's as useful and interesting to read as it can be.

Thank you once again for being a member of 'have your say'.

Wessex Water Domestic Panel

Online survey number 11

25 year vision – Part 1

Life, community, the region and the country

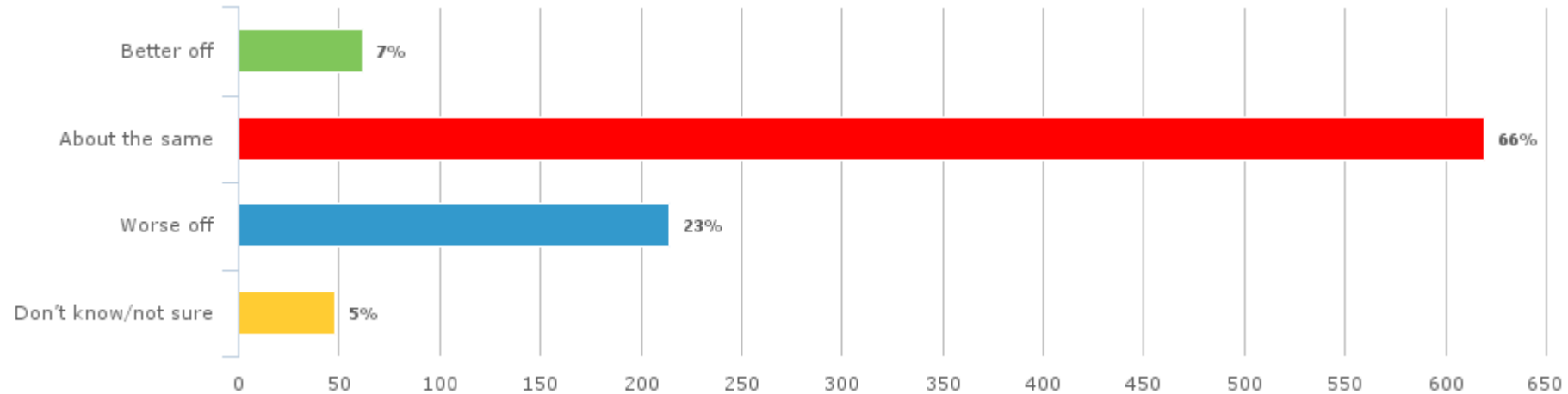
May 2016

Prepared by Future Focus Research

Methodology

- Sent out 2,898 invitations to panel members on 20th May 2016
- First reminder to 2,015 on 27th May 2016
- Second reminder to 1,915 3th June 2016
- Survey was closed on Monday 8th June 2016
- A total of 984 panel members started the survey with 887 completing it

Question 1. Thinking about the **current economic climate**, do you expect your household to be better off, worse off or about the same in the next 12 months?



- 66% of people expect their household to be about the same in the next 12 months

Question 2. How are you currently feeling about the following issues in relation to **you and your household**? Ranked in decreasing order of optimism.

	Very positive/ optimistic	Quite positive/ optimistic	Total Optimism	Neutral	Quite negative/ pessimistic	Very negative/ pessimistic	Total Pessimism	Don't know/Not applicable
My/our health and wellbeing	8%	38%	46%	32%	17%	4%	21%	1%
Achieving a good work/life balance	10%	31%	41%	25%	9%	3%	12%	22%
Job security	9%	21%	30%	22%	8%	3%	11%	37%
Bills and the cost of living	4%	21%	25%	39%	30%	6%	36%	0%

Generally respondents had a positive feeling towards issues relating to their household apart from *Bills and the cost of living* (36%).

Question 3. How are you currently feeling about the following issues in relation to your **local community/neighborhood**? Ranked in decreasing order of optimism.

	Very positive/ optimistic	Quite positive/ optimistic	Optimistic	Neutral	Quite negative/ pessimistic	Very negative/ pessimistic	Pessimistic	Don't know/Not applicable
The safety and security of the local area	15%	51%	66%	21%	10%	2%	12%	0%
The community spirit/cohesion	11%	39%	50%	34%	11%	3%	14%	1%
The public services (transport, council services, schools, GP surgeries etc.)	5%	30%	35%	24%	31%	9%	40%	1%
Local jobs	2%	16%	18%	37%	20%	6%	26%	19%

Respondents feel positive about issues in relation to their local community but 40% feel pessimistic about *public services* and 26% pessimistic about *local jobs*.

Question 2 and 3 combined

	Very positive/ optimistic	Quite positive/ optimistic	Optimistic	Neutral	Quite negative/ pessimistic	Very negative/ pessimistic	Pessimistic	Don't know/Not applicable
The safety and security of the local area	15%	51%	66%	21%	10%	2%	12%	0%
The community spirit/cohesion	11%	39%	50%	34%	11%	3%	14%	1%
My/our health and wellbeing	8%	38%	46%	32%	17%	4%	21%	1%
Achieving a good work/life balance	10%	31%	41%	25%	9%	3%	12%	22%
The public services (transport, council services, schools, GP surgeries etc.)	5%	30%	35%	24%	31%	9%	40%	1%
Job security	9%	21%	30%	22%	8%	3%	11%	37%
Bills and the cost of living	4%	21%	25%	39%	30%	6%	36%	0%
Local jobs	2%	16%	18%	37%	20%	6%	26%	19%

Respondents feel positive about issues in relation to their local community but 40% feel pessimistic about *public services* and 26% pessimistic about *local jobs*.

Question 2 and 3 combined and shortened

	Optimistic	Pessimistic
The safety and security of the local area	66%	12%
The community spirit/cohesion	50%	14%
My/our health and wellbeing	46%	21%
Achieving a good work/life balance	41%	12%
The public services (transport, council services, schools, GP surgeries etc.)	35%	40%
Job security	30%	11%
Bills and the cost of living	25%	36%
Local jobs	18%	26%

Respondents feel positive about issues in relation to their local community but 40% feel pessimistic about *public services* and 26% pessimistic about *local jobs*.

Question 4. How are you currently feeling about the following issues in relation to the local region (**your county and the South West**)? Ranked in decreasing order of optimism.

	Very positive/ optimistic	Quite positive/ optimistic	Optimistic	Neutral	Quite negative/ pessimistic	Very negative/ pessimistic	Pessimistic	Don't know/Not applicable
The health/preservation of the natural environment	2%	23%	25%	31%	31%	11%	52%	1%
Drought	4%	21%	25%	58%	11%	3%	14%	3%
Flooding	4%	15%	19%	46%	27%	6%	33%	3%
Climate change and extreme weather events	2%	13%	15%	43%	31%	9%	40%	2%
Immigration	1%	12%	13%	27%	24%	34%	58%	1%
Housing shortages/affordable housing	2%	10%	12%	31%	36%	17%	53%	5%
Population growth	1%	8%	9%	30%	37%	23%	60%	1%

Overall, respondents feel significantly more pessimistic about issues in relation to the local region than optimistic.

Question 5. How are you currently feeling about the following issues in relation to the **UK nationally**? Ranked in decreasing order of optimism.

	Very positive/ optimistic	Quite positive/ optimistic	Optimistic	Neutral	Quite negative/ pessimistic	Very negative/ pessimistic	Pessimistic	Don't know/Not applicable
The national economy	1%	26%	27%	29%	34%	8%	42%	1%
UK's membership of the EU	7%	20%	27%	21%	17%	31%	48%	4%
Climate change and extreme weather events	1%	15%	16%	38%	36%	9%	45%	1%
Global terrorist threats	1%	5%	6%	21%	45%	27%	72%	1%

- Respondents feel pessimistic about issues regarding the UK nationally.
- 72% are pessimistic about the global terrorist threats

Question 4 and 5 combined

	Very positive/ optimistic	Quite positive/ optimistic	Optimistic	Neutral	Quite negative/ pessimistic	Very negative/ pessimistic	Pessimistic	Don't know/Not applicable
Global terrorist threats	1%	5%	6%	21%	45%	27%	72%	1%
Population growth	1%	8%	9%	30%	37%	23%	60%	1%
Immigration	1%	12%	13%	27%	24%	34%	58%	1%
Housing shortages/affordable housing	2%	10%	12%	31%	36%	17%	53%	5%
The health/preservation of the natural environment	2%	23%	25%	31%	31%	11%	52%	1%
UK's membership of the EU	7%	20%	27%	21%	17%	31%	48%	4%
Climate change and extreme weather events	1%	15%	16%	38%	36%	9%	45%	1%
The national economy	1%	26%	27%	29%	34%	8%	42%	1%
Climate change and extreme weather events	2%	13%	15%	43%	31%	9%	40%	2%
Flooding	4%	15%	19%	46%	27%	6%	33%	3%
Drought	4%	21%	25%	58%	11%	3%	14%	3%

Question 4 and 5 combined and shortened

	Optimistic	Pessimistic
Global terrorist threats	6%	72%
Population growth	9%	60%
Immigration	13%	58%
Housing shortages/affordable housing	12%	53%
The health/preservation of the natural environment	25%	52%
UK's membership of the EU	27%	48%
Climate change and extreme weather events	16%	45%
The national economy	27%	42%
Climate change and extreme weather events	15%	40%
Flooding	19%	33%
Drought	25%	14%

Question 6. Are there any other issues you are currently feeling optimistic/positive about that we haven't already mentioned?

- We collected 100 verbatim comments that have been provided in a separate word document.
- The main themes of the comments regarded health and work life as well as the impact of the forthcoming European Union referendum.

Question 7. And are there any other issues you are currently negative/pessimistic about that we haven't already mentioned?

- We collected 192 verbatim comments that have been provided in a separate word document.
- The main themes of the comments involve the social changes (mostly the NHS) within the UK and the impact of the EU referendum.
- A significant amount of people also mentioned they were pessimistic about the prospect of fracking.

Question 8. Thinking ahead to the next 10-15 years, which of the following do you expect to be the most significant issue, the 2nd most significant issue and the 3rd most significant issue affecting the **South West region you live in**? Ranked by total significance mentions.

	Housing shortages/ affordable housing	Population growth	Immigration	The health/ preservation of the natural environment	Climate change and extreme weather events	Flooding	Drought
1st most significant	35%	19%	23%	9%	10%	3%	0%
2nd most significant	17%	28%	16%	14%	15%	9%	1%
3rd most significant	19%	17%	10%	25%	17%	10%	2%
Total significance mentions	71%	64%	49%	48%	42%	22%	3%

- When all significant mentions are added together the most significant issues affecting the South West region are Housing shortages with 71% and Population growth at 64%.
- Immigration is third at 49% but 2nd most significant for 23%.
- The highest 1st most significant is Housing shortages at 35%

Question 9. And now thinking about the **UK nationally**, thinking ahead to the next 10-15 years, which of the following do you expect to be the most significant issue, the 2nd most significant issue and the 3rd most significant issue affecting the country as a whole? Ranked by total significance mentions.

	Housing shortages/ affordable housing	Population growth	Immigration	Climate change and extreme weather events	The health/ preservation of the natural environment	Flooding	Drought
1st most significant	30%	16%	35%	10%	7%	1%	0%
2nd most significant	20%	34%	17%	13%	11%	5%	1%
3rd most significant	23%	18%	10%	18%	23%	8%	1%
Total significance mentions	73%	68%	62%	41%	41%	14%	2%

- When all significant mentions are added together the most significant issues affecting the UK nationally are Housing shortages with 73% and Population growth at 68%
- Immigration is third at 62% but 1st most significant for 35%, the highest score.

Question 8 and 9 combined

	Housing shortages/ affordable housing	Population growth	Immigration	The health/ preservation of the natural environment	Climate change and extreme weather events	Flooding	Drought
Total significance mentions UK nationally	73%	68%	62%	41%	41%	14%	2%
Total significance mentions South West Region	71%	64%	49%	48%	42%	22%	3%

- When all significant mentions are added together the most significant issues affecting the South West region are Housing shortages with 71% and Population growth at 64%.
- Immigration is third at 49% but 2nd most significant for 23%.
- The highest 1st most significant is Housing shortages at 35%

Question 10. Please pick from the following list up to three brands that you feel you can trust.

Response	Percentage
John Lewis	45%
M&S	33%
BBC	31%
Local/ independent brands	23%
Nationwide	19%
Sainsburys	18%
Dyson	16%
Amazon	13%
Clarks Shoes	11%
Aldi	10%
Tesco	10%
Other, you must specify an answer to proceed	8%
Apple	8%
None of these	7%
Heinz	5%
HSBC	4%
EDF	3%
VW	2%
Npower	1%

- The most trustworthy company is considered to be John Lewis with 45%
- M&S (33%) and the BBC (31%) are considered to be the second and third most trustworthy companies.
- The main others that were specified were: Lidl and Waitrose
- Wessex Water received also received some mentions.

Question 11. Keeping in mind the brands that you feel you can trust, in your view, which are the three most important factors for a company to be trustworthy? Ranked in decreasing order of trust.

Response	Percentage
Organisations who treat their customers with care	69%
Organisations who look after their employees	58%
Companies that put value for money ahead of company profits	38%
Organisations that pay the right levels of tax	36%
Organisations that contribute to the community that they operate in	32%
Organisations who are the leaders in their field of expertise	19%
Small and independent organisations	12%
Organisations that challenge the status quo	5%
Other, you must specify an answer to proceed	5%
None of these	2%

- The most important factor for a company to be trustworthy with 69% was for *Organisations who treat customers with care*.
- The second most important factor was *Organisations who look after their employees* with 58%.

Question 12. And thinking specifically about utility companies (water, gas, electric, telecoms) - in your view, which are the three most important factors for a utility company to be trustworthy? Ranked in decreasing order of trust.

Response	Percentage
Treat their customers with care	82%
Contribute to the community that they operate in	35%
Look after their employees	35%
Pay the right levels of tax	28%
Leaders in their field of expertise	23%
Other, you must specify an answer to proceed	5%
Large and established	5%
Challenge the status quo	3%
Put value for money ahead of company profits	3%
Small and independent	3%
None of these	1%

- The most important value with 82% was to *Treat their customers with care*.
- The following two factors with 35% respectively were *Community contribution* and *looking after employees*.

Question 13a. I would like you to rate Wessex Water in terms of these statements: from what you know, how accurately or inaccurately does each describe Wessex Water?

	Very accurate about Wessex Water	Fairly accurate about Wessex Water	Total accurate	Not very accurate description about Wessex Water	Very inaccurate about Wessex Water	Total inaccurate	Don't know
Large and established	41%	46%	87%	3%	0%	3%	9%
Treats their customers with care	22%	59%	81%	4%	2%	6%	12%
Contributes to the community that it operates in	12%	50%	62%	7%	1%	8%	29%
A leader in their field of expertise	19%	41%	60%	4%	1%	5%	35%
Looks after its employees	8%	26%	34%	2%	1%	3%	63%
Pays the right level of tax	11%	20%	31%	2%	0%	2%	68%
Puts value for money ahead of company profits	6%	23%	29%	13%	7%	20%	51%
Challenges the status quo	3%	15%	18%	10%	5%	15%	66%
Small and independent	2%	9%	11%	32%	40%	72%	17%

The statement with most accuracy about Wessex Water was *Large and established* at 87% closely followed by *Treats customers with care* at 82%

Question 13b. Are there any other words that you think describe Wessex Water more accurately ?

- There were 148 responses to this question. Full responses are available on a separate word document.
- Common themes in the responses to this question is the issue of pricing with a large positive outlook on customer service.
- Other themes mentioned include community and environment work.

Wessex Water Domestic Panel

Online survey number 12

25 year vision – Part 2

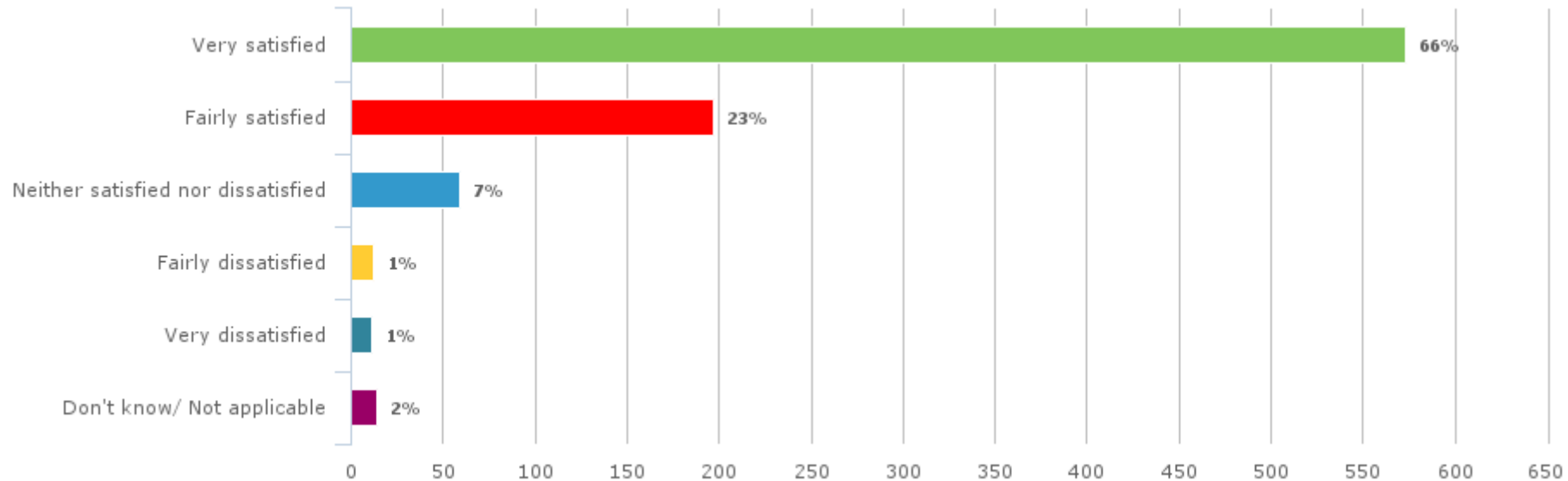
June 2016

Prepared by Future Focus Research

Methodology

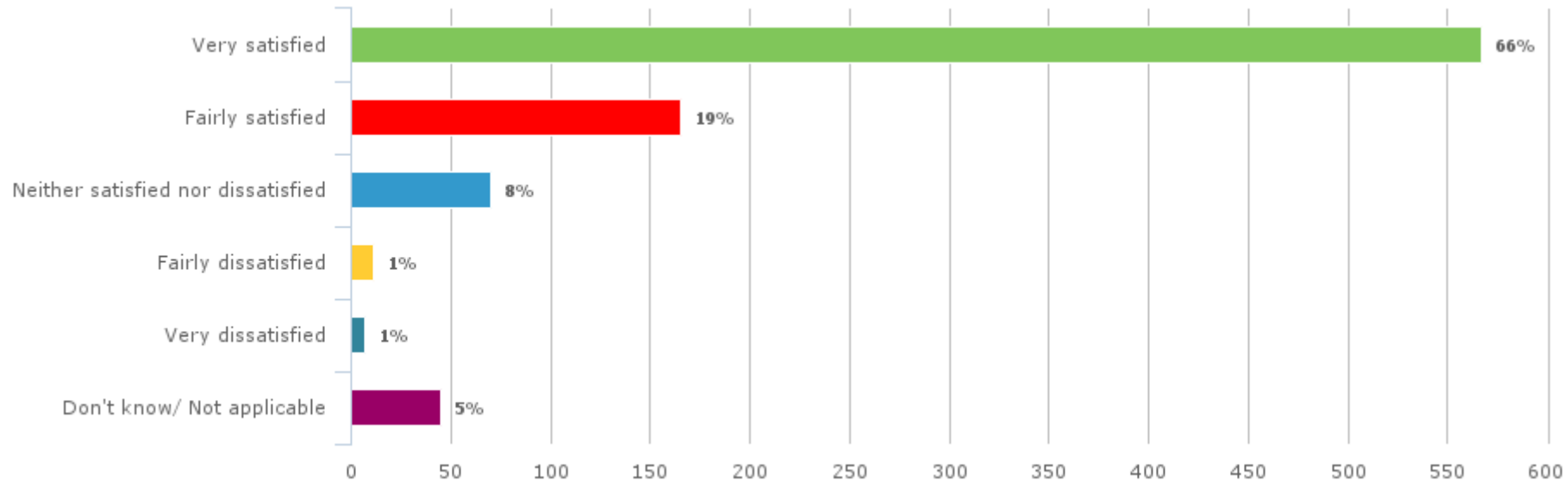
- 2,700 invitations were sent out to panel members on 27th June 2016.
- Two surveys were distributed with panel members being selected by water supply company. This is only apparent in Question 5, where panel members who were not supplied water by Wessex Water were not given all options to answer.
- First reminder on the 29th June 2016.
- Second reminder on the 1st July 2016.
- Third reminder on the 9th July 2016.
- The survey was closed on Wednesday 13th July 2016.
- A total of 883 panel members started the survey with 768 completing it.

Question 1. Thinking about your water supply service, overall how satisfied or dissatisfied are you with the services you have received in the last 12 months?



- 89% of panel members said they were very or fairly satisfied with water supply services in the last year.
- 66% of people said they were very satisfied with water supply services they received in the last 12 months.
- Only 2% were dissatisfied.

Question 2. Thinking about your sewerage services, overall how satisfied or dissatisfied are you with the sewerage services you have received in the last 12 months?



- 85% of people were satisfied with their sewage services over the last 12 months.
- 66% said they were very satisfied.
- Only 2% were dissatisfied.

Question 3. How much do you agree or disagree with the following statements about Wessex Water?

Statements	Strongly agree	Tend to agree	Agree (Total)	Neither agree nor disagree	Tend to disagree	Strongly disagree	Disagree (Total)	Don't know
It is an expert at what it does	32%	48%	80%	15%	2%	0%	2%	4%
It cares about its customers	21%	46%	67%	24%	4%	1%	5%	4%
It plays a key role in protecting the environment	21%	45%	66%	22%	2%	0%	2%	9%
It delivers on its promises	20%	46%	66%	23%	2%	0%	2%	9%
It plays an active role in the community	13%	31%	44%	36%	5%	1%	6%	14%

Base: 866

- 80% of people agreed that Wessex Water is an expert in their field.
- 67% of panel members said that Wessex Water cares for it's customers
- Only 44% believed Wessex Water plays an active role in the community.

Question 3. Summary

Statements	Agree (Total)	Disagree (Total)
It is an expert at what it does	80%	2%
It cares about its customers	67%	5%
It plays a key role in protecting the environment	66%	2%
It delivers on its promises	66%	2%
It plays an active role in the community	44%	6%

Base: 866

Question 4. We develop long term plans which have to balance the needs of customers today, while making sure water and waste services meet the needs of future generations. The following are 11 of the areas we have to consider. Please prioritise these issues in terms of their importance to you.

Base size varies

Areas to consider	Ranked at TOP 3 MOST important	Ranked at TOP 3 LEAST important	Not ranked
Reducing the amount of water that leaks from pipes	49%	6%	45%
Reducing the chance of sewage flooding into properties and on to land	40%	7%	54%
Helping you to save water and money	32%	21%	47%
Ensuring Wessex Water's services are reliable even when extreme weather events occur	31%	18%	51%
Reducing the chance of your water supply being interrupted	26%	19%	55%
Improving river habitats	19%	19%	63%
Wessex Water taking on a greater role in flood prevention	19%	21%	60%
Improving the taste and appearance of water	18%	36%	46%
Improving bathing waters. By this, we mean the cleanliness of the sea at popular coastal beaches	15%	30%	55%
Providing more help and financial assistance for customers that need it most	11%	37%	52%
Reducing Wessex Water's carbon footprint	7%	48%	45%

Question 4 Summary

- 49% of people thought reducing the amount of water that leaks from pipes was in the three most important areas.
- 40% said reducing the chance of sewage flooding into properties and on to land was in their top three priorities.
- Reducing Wessex Water's carbon footprint (48%) and providing more help and financial assistance for customers that need it most (37%) had the highest percentage ranking them in the top 3 least important area.

Question 5a. Here is the list of areas that we have to consider again. For each we'd like to know if you are happy with the service as it is; or if you think there is room for improvement.

Statement	Happy with the current service	Room for improvement	Don't know
Reducing the chance of your water supply being interrupted	67%	13%	20%
Improving the taste and appearance of water	62%	25%	13%
Ensuring Wessex Water's services are reliable even when extreme weather events occur	58%	16%	26%
Helping you to save water and money	58%	30%	12%
Improving bathing waters. By this, we mean the cleanliness of the sea on popular coastal beaches	35%	33%	33%
Reducing Wessex Water's carbon footprint	33%	20%	48%
Providing more help and financial assistance for customers that need it most	32%	16%	52%
Reducing the chance of sewage flooding in to properties and on to land	32%	32%	36%
Improving river habitats	30%	33%	37%
Taking a greater role in flood prevention	29%	39%	32%
Reducing the amount of water that leaks from pipes	20%	58%	22%

Base:
814

Base:
472

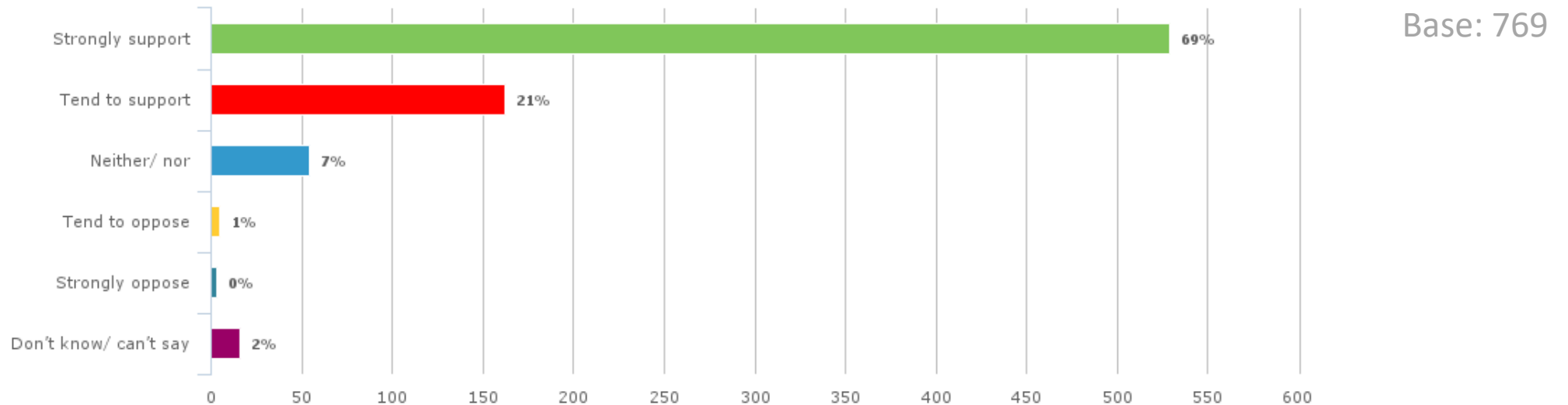
- 67% of people were happy with service regarding reducing chance of water supply being interrupted.
- 58% of panel members thought there was room for improvement in reducing amount of water leaking from pipes.
- 39% said that there was room for improvement in flood prevention.

Question 5b. You said that there is room for improvement in the following area(s). Would you mind explaining why you said that?’

Variable	Key themes
Reducing Wessex Water's carbon footprint	Use of Renewable Energy such as solar power, reduction of vehicles on roads.
Improving bathing waters. By this, we mean the cleanliness of the sea on popular coastal beaches	Sewage outlets and improvement of cleanliness for beaches and water in local areas.
Improving river habitats	Lack of knowledge about current programmes. Increase in protection against sewage runoff, more weed clearance and dredging.
Providing more help and financial assistance for customers that need it most	Panel members did not know of scheme that allow financial assistance, most highlighted importance of water.
Reducing the chance of sewage flooding in to properties and on to land	Large response due to recent coverage and events. Calls to check infrastructure and drainage systems on a regular basis.
Taking a greater role in flood prevention	Large passionate response, lack of knowledge of current Wessex Water activities. Would like regular checks against flooding and more precautions to be taken seriously.
Ensuring Wessex Water's services are reliable even when extreme weather events occur	Panel members would like reassurance that their service will not be interrupted in extreme weather and would like precautions and back plans in place.
Improving the taste and appearance of water	Lime scale and chalk in water. Some reports of discolouration and chemical taste, mostly understanding due to the area.
Helping you to save water and money	Education on how to reduce water consumption and quicker service to prevent leakage.
Reducing the chance of your water supply being interrupted	Concerns about old pipelines and the possibility of leaks.
Reducing the amount of water that leaks from pipes	Panel members are worried about the impact leaks have on their bills. They are also aware of the potential damage leaks cause, which concerns them

The detailed list of verbatim responses have been provided in an attached Word document

Question 6a. We are trying different ways to manage our operations in order to become a more sustainable business. While these new approaches are less proven, they are less expensive and use less energy than the more tried and tested ways. As an example, we have introduced incentives for farmers to reduce pollutants getting into streams so that we spend less time and money cleaning polluted water. How much do you support or oppose the principle of finding new approaches such as this?



- 90% of people said that they strongly support or tend to support new incentives and approaches to reduce expenses and energy.
- Only 1% of people said they would oppose approaches such as the example outlined.

Question 6b. You have said that you support this principle, why do you say that?

- There were 220 useful responses to this question that have been provided in a separate Word document.
- Panel members are keen to accept new methods to keep up with the changing environment around them.
- They have also accepted a shared responsibility between all businesses and have suggested partnering with farmers.
- Many people directly stated they supported the scheme in the example.

Question 6b. You have said that you oppose this principle, why do you say that?

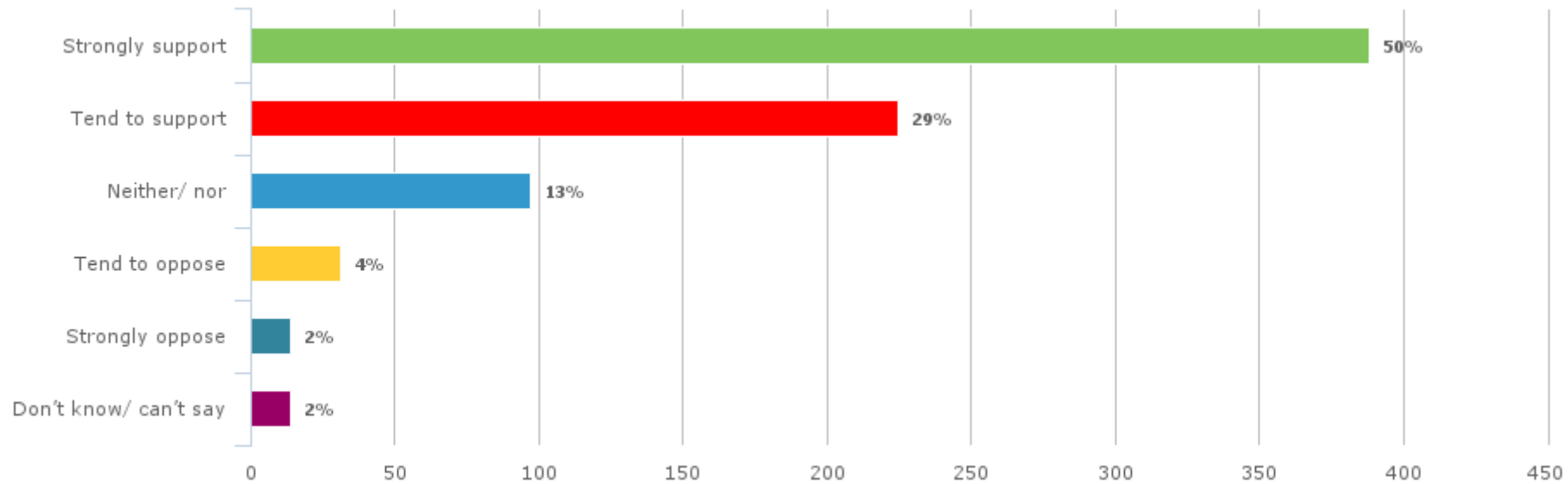
Response
Farmers get enough incentives and grants. They need to take responsibility for their own actions
Farmers should be prosecuted not bribed
Farmers should not need incentives to care for the environment. Rather they should be fined for allowing pollutants getting into streams.
Farmers should be doing this anyway
Do what you are supposed to do supply clean drinking water and leave the rest alone
Farmers should take responsibility for their actions on their property and the consequences of their actions - fines instead of incentives should be the option.
They should be taken to court for polluting streams rather than bribed not to.. One thing for business and another for private citizens

- As only 1% opposed, responses are minimal.

A copy of these responses is still provided with the other responses in separate Word document.

Question 7a. We are also planning to focus more on helping customers to use less water rather than opting for expensive and energy intensive building, such as new reservoirs. How much do you support or oppose this idea?

Base: 769



- 79% of people said they would support a focus on help to reduce water usage instead of expensive and energy intensive building.

Question 7b. You have said that you support this idea, why do you say that?

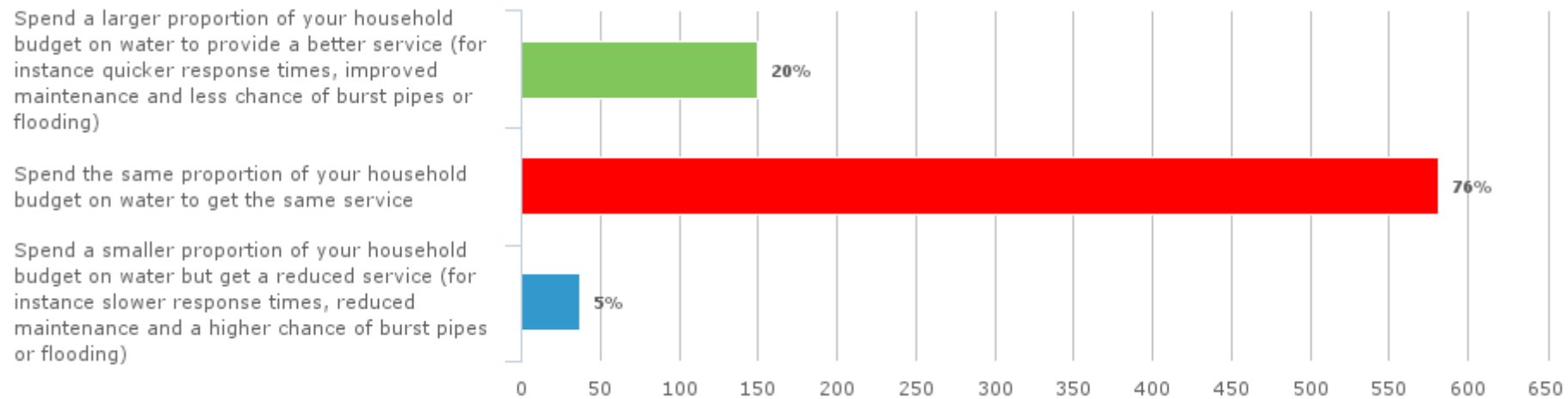
- There were 262 useful responses to this question that have been provided in a separate Word document.
- Panel members stressed the importance of education to reduce their bill.
- Many people said that building a new reservoir or other large infrastructure would be a waste of resources if the current ones are not being used efficiently enough.

Question 7b. You have said that you oppose this idea, why do you say that?

- There were 41 responses that have been provided on a separate Word document.
- The main reason for opposition was that people felt like they already saved water or did not want to reduce their consumption.
- Some were concerned that if the population increased, there would not be the capacity for the demand for water.

Question 8a. Finally, If it was down to you, which of the following options do you think we should adopt?

Base: 768



- 76% of panel members would spend the same proportion of household budget on water to get the same service.

Question 8b. You have said that you would like to spend larger proportion of your household budget to provide a better service, why do you say that?

- There were 78 useful responses to this question that have been provided in a separate Word document.
- Most people were wanting a better service, but not willing to take the pay increase.
- Many wanted the increased service to be based on improving infrastructure and response time for leakages.

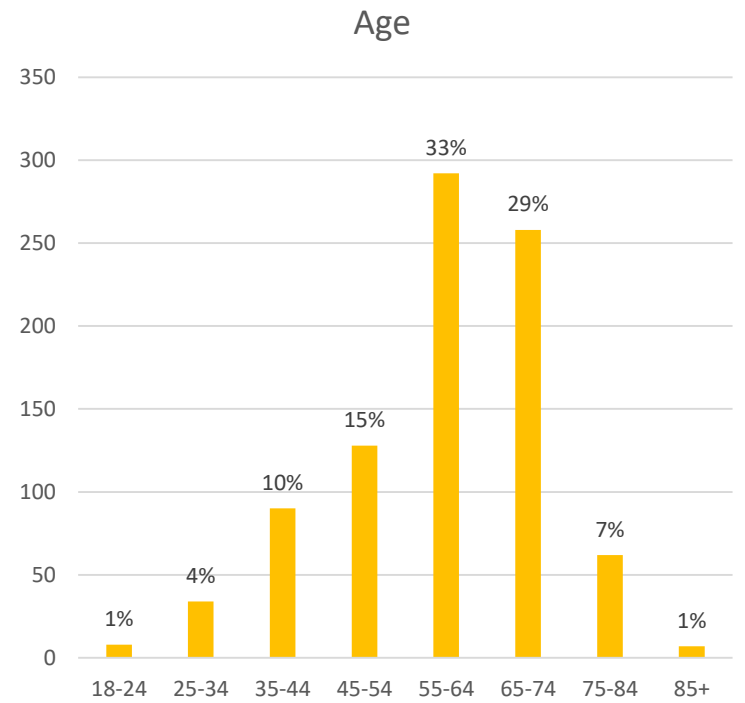
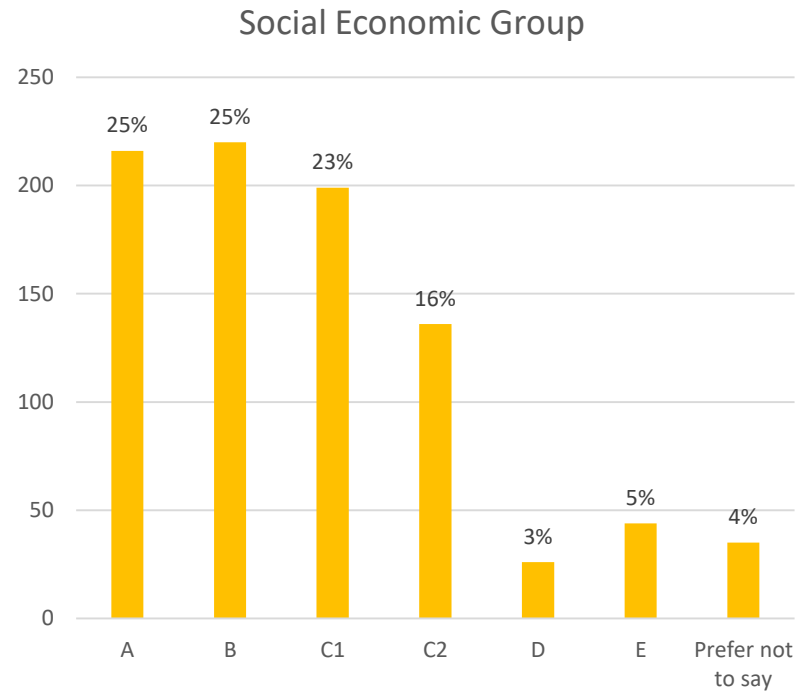
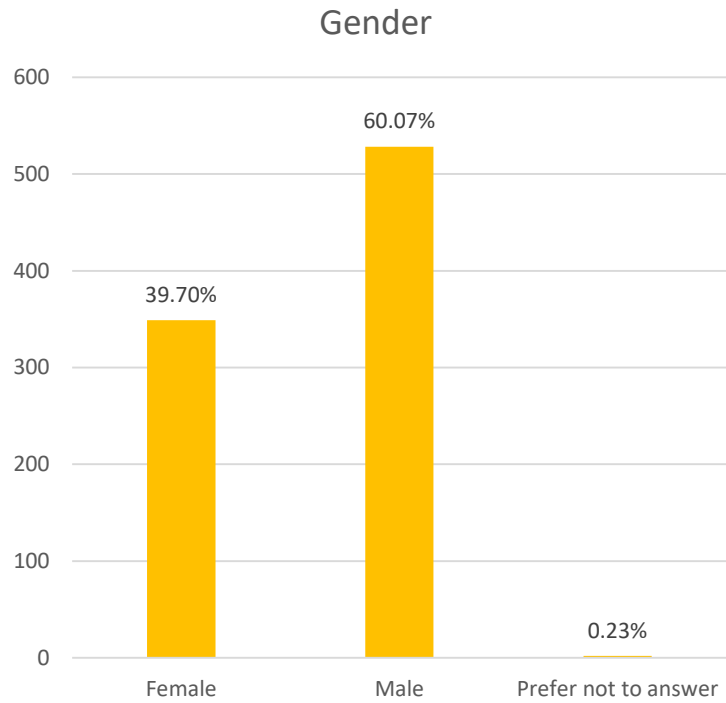
Question 8b. You have said that you would like to spend the same proportion of your household budget, why do you say that?

- There were 152 useful responses to this question that have been provided in a Word document.
- A large majority of people were congratulatory and positive about their current service.
- Some stressed the importance of their budget and said that although a better service would be good, they would not pay more.

Question 8d. You have said that you would like a smaller proportion of your household budget to provide a reduced service, why do you say that?

- There were 27 useful responses to this question and these have been provided in a Word document.
- Most people who answered would prefer not have the reduction in service, but feel it is required due to monetary constraints.

Demographics

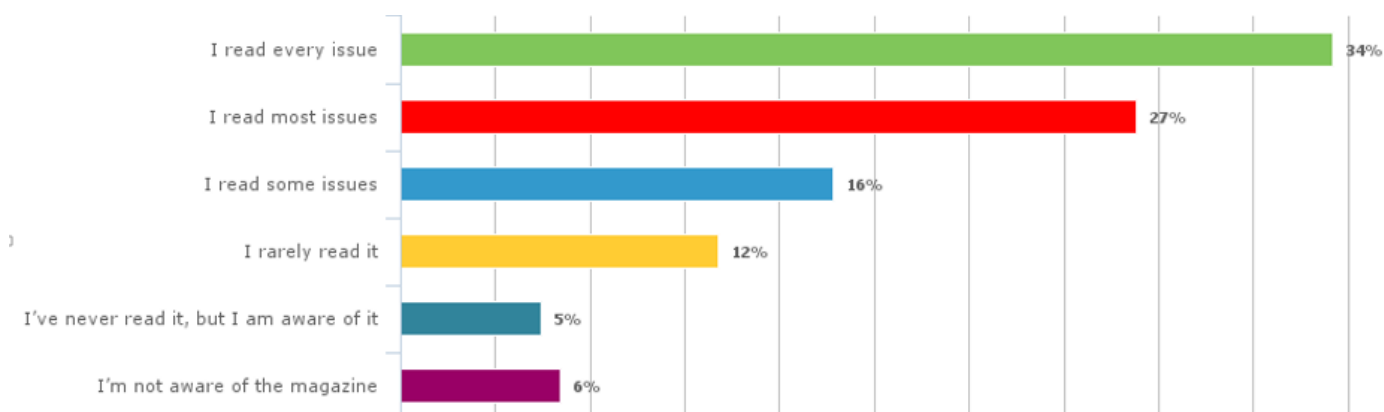


Results Newsletter

Thank you to everyone who responded to our most recent survey on our magazine. We had just under 1,000 responses and the winner of the prize draw was Mr Hutson of Dorchester.

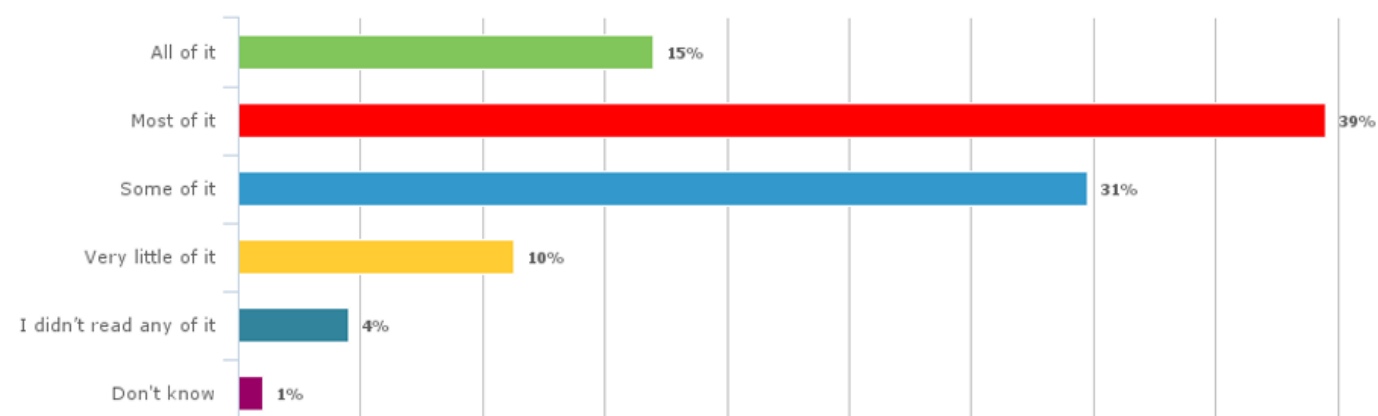
Here's how you answered.

We asked you how often you read our magazine



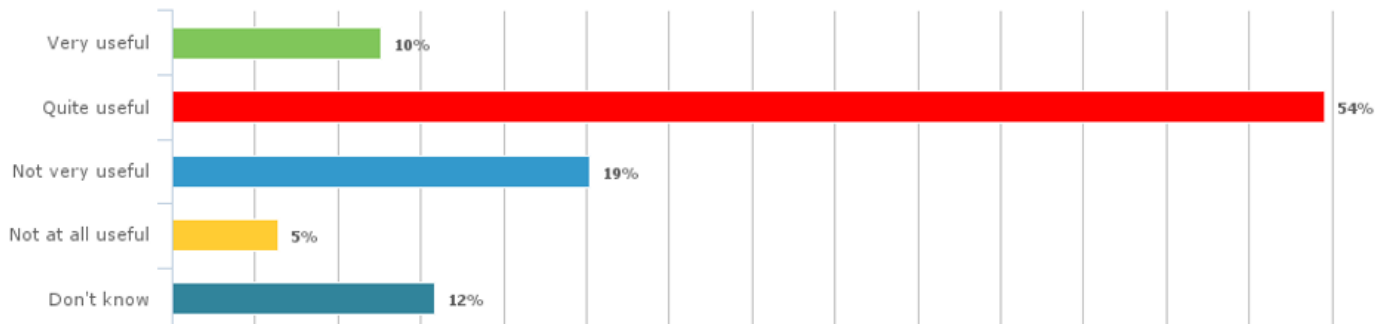
- The majority of you (61%) read every or most issues
- One in twenty of you (5%) never read it
- 6% are not aware of the magazine

Of those of you who recalled receiving the most recent issue we asked you how much of the magazine you read.



- Over half of you (54%) read all or most of the most recent magazine
- Only 4% did not read any of it

We then asked you how useful you found the magazine.



- 64% found the magazine very or quite useful
- The main reasons that you found it useful were, interesting articles, it is informative, it provides water saving tips and information on Wessex Water and keeps you up to date
- The main reasons that you didn't find it useful were that some of you felt it was more interesting than useful, or you didn't feel the information was useful, or you had seen it elsewhere

We asked you to think about what was most important to read in the magazine.

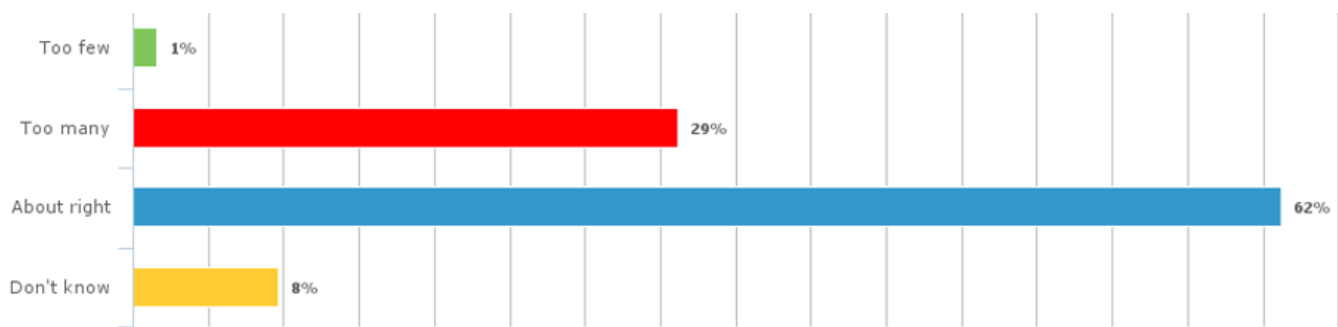
Your responses are ranked in the table below in descending order of importance.

Factors	Very and quite important
Ways to reduce your bill / save money	85%
Ways to save water	84%
How Wessex Water is investing in your area	78%
Wessex Water's services and what it does	76%
Environmental stories	70%
Information on what we do in the community	60%
General interest features	48%
Educational stories	47%
Competitions and offers	37%
Stories from customers / from other related organisations	33%
Charity stories	32%

- Ways to reduce the bill' and 'save water' are the most important

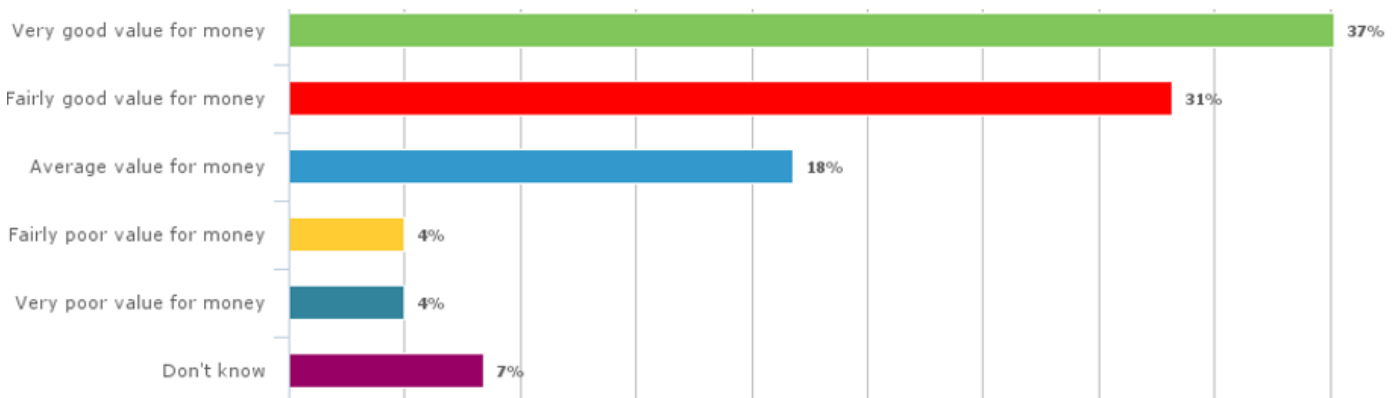
You also provided a large number of very helpful suggestions on other issues or stories that you would like to see in the magazine. We'll be using these suggestions when we start writing articles for next year's customer magazine.

The magazine has currently 31 pages and we asked you if you thought this was too many or too little.



- Most of you (62%) think the magazine has the right number of pages
- 29% think it has too many pages

We then explained that the magazine costs us 14p per copy including delivery and asked if you thought this was good value for money.



- Most of you (68%) think that the magazine is very good or fairly good value for money
- 8% think it is fairly poor or very poor value for money

Currently the magazine is delivered to your home using the Royal Mail postal service and the delivery charge is included in the cost above. We asked that if we were to give you the choice, how you would prefer to receive it.

Whilst 43% of you would prefer the magazine to be posted as is currently the case, 35% would prefer to receive it by email. We'll explore further the possibility of producing an email version of our magazine.

In the meantime, don't forget that you can always read our magazine online at

www.wessexwater.co.uk/customermagazine

In addition, we include adverts in the magazine, which help subsidise the cost of producing it. We asked if you agreed or disagreed with the following statements.

Factor	Agree and agree strongly
I support the idea of including adverts to subsidise the cost of the magazine	78%
I would prefer the magazine not to have any adverts	10%
I would like to see more adverts in the magazine	10%

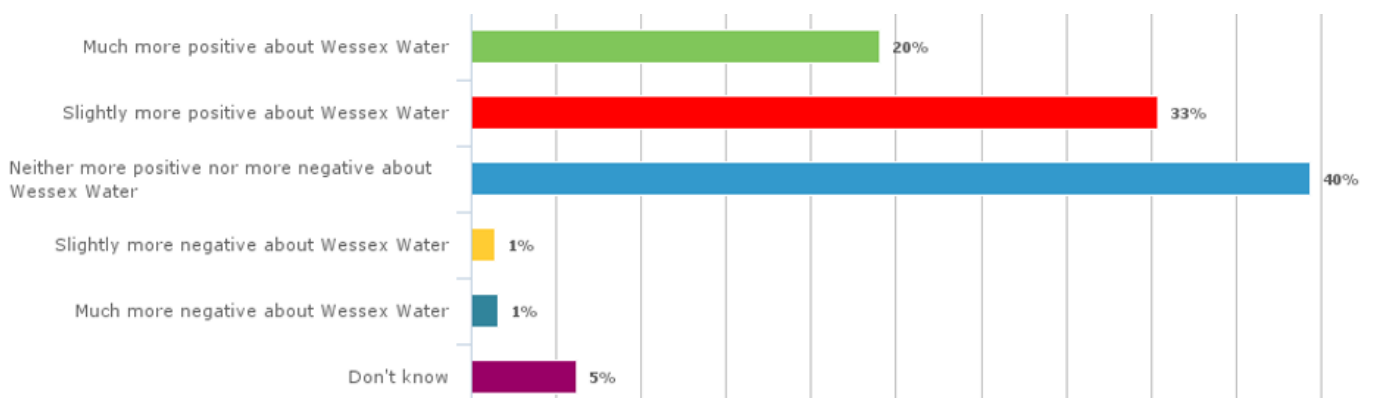
- Around three quarters of you (78%) agreed that the magazine should include adverts to subsidise the cost

The magazine is currently issued twice a year. We asked you how frequently you would like to receive the magazine.



- Most of you (68%) believe that the magazine should continue to be issued twice a year

We wanted to find out if the magazine made you feel more or less positive about Wessex Water.



- Around half of you (53%) say the magazine makes you feel more positive about Wessex Water
- The main reasons for this were that it shows you what is happening, keeps you up to date and involved, shows that we care about our customers and want to help you save money.

Thank you for all your additional comments.

We really value the extra information.

And thank you for taking the time to write some insightful and detailed responses to some of the questions.

We hope to use all this feedback to improve the magazine in the future.

What next?

Our next survey at the end of this month will be about how companies should best engage with customers and other organisations.

Thank you once again for being a member of 'have your say'.

Wessex Water Domestic Panel

'have your say'

Online survey number 13

Wessex Water Magazine

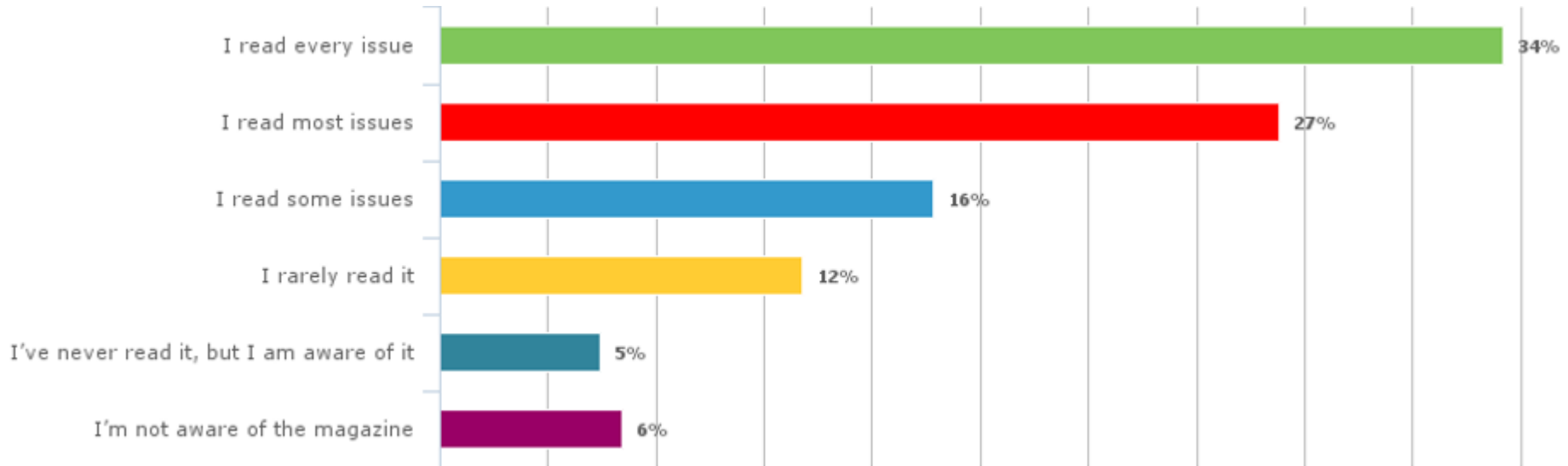
September 2016

Prepared by Future Focus Research

Methodology

- 2,664 invitations were sent out to panel members on 9th September 2016.
- First reminder on the 16th September 2016.
- Second reminder on the 23rd September 2016.
- The survey was closed on Monday 3rd October 2016.
- A total of 719 panel members started the survey with 654 completing it.

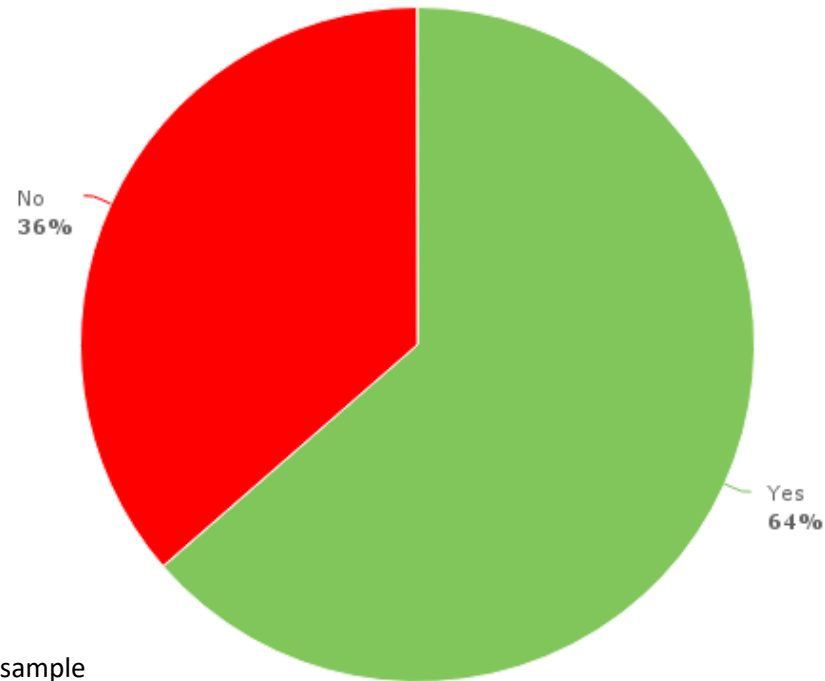
Question 1. How often do you read Wessex Water's magazine?



Base: 719: Total sample

- 61% read every or most issues
- 5% never read it
- 6% are not aware of the magazine
- No difference in gender of who is reading
- Those over 65 are more likely to read every or most issues of the magazine
- 74% of those 65+ say they read every/most issues

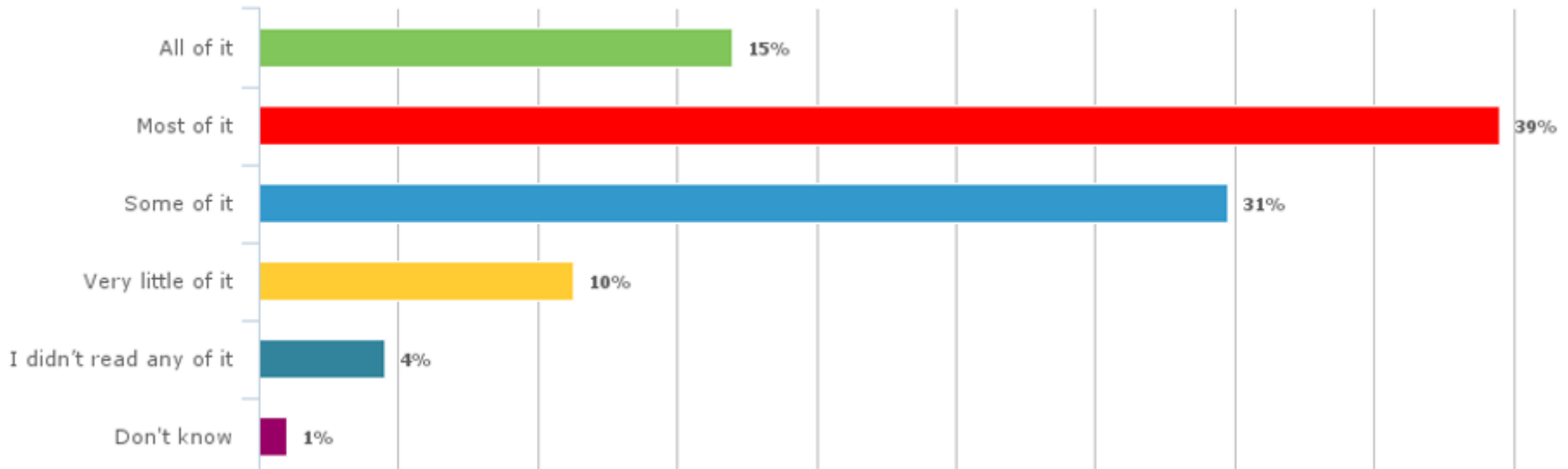
Question 2a. Do you recall receiving the Wessex Water Magazine which was delivered to customers in July 2016?



Base: 711:Total sample

64% recalled receiving the most recent magazine

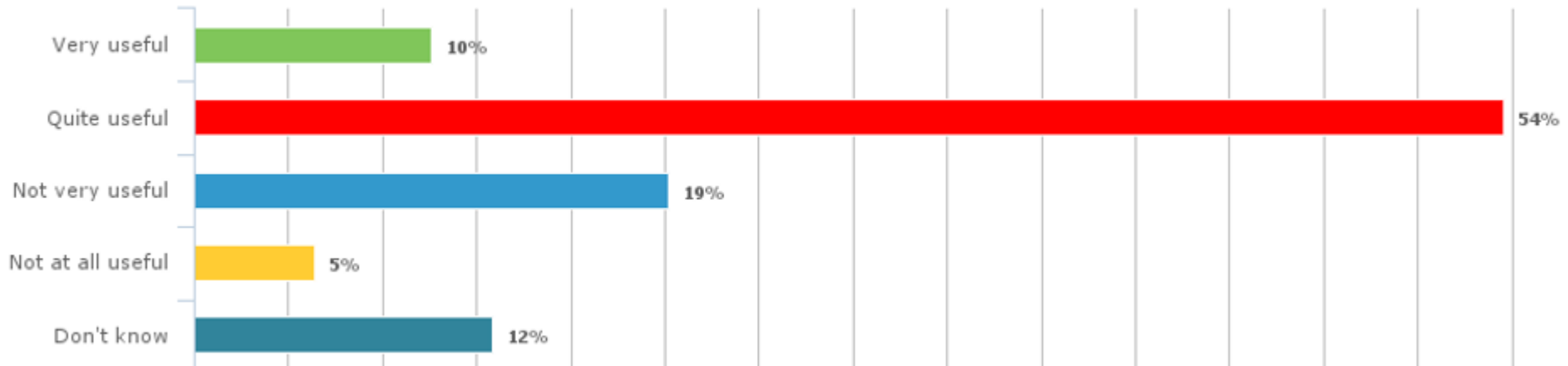
Question 2b. You said that you recalled receiving the magazine, how much of this magazine did you read?



Base: 454: All who said they received the magazine

- Only 4% did not read any of the most recent magazine
- Older age groups (55+) read slightly more of the magazine than younger age groups (57% of 55+s read all/most, compared with 47% of under 55s)

Question 3a. Thinking of the Wessex Water magazine in general... How useful do you find the magazine?



Base: 649: Those who are aware of the magazine

- 64% found the magazine very or quite useful
- Younger age groups find the magazine slightly less useful, although the majority are still positive (56% of under 45s find it very/quite useful)

Question 3b. You said you found the magazine very or quite useful, why do you say that?

The verbatim responses to this question have been provided as a separate word document. Key themes were:-

Response	Percentages	Count
Interesting articles	28%	102
It is informative	26%	97
Saving water tips	14%	51
Provides information on Wessex Water	9%	37
Keeping up to Date	4%	16
Useful ideas and tips	4%	15
Shows what is happening	3%	14
Provides updates	3%	12
The competitions	1%	4

Base: 361: Those who found the magazine useful

Question 3c. You said you found the magazine not very or not at all useful, why do you say that?

The verbatim responses to this question have been provided as a separate word document. Key themes were:-

Response	Percentages	Count
Its just PR/Propaganda	25%	28
Not interesting/relevant	20%	22
Information not always relevant	11%	12
Only interested in a water supply	10%	11
Interesting rather than useful	9%	10
Not relevant/seen it before	5%	6
Waste of time/look online	5%	6
No time to read it	4%	5
Prefer information on local area	3%	4
Sometimes/not interesting	3%	4

Base: 108: Those who found the magazine not useful

Question 4a. What's most important to you to read about in the magazine?

Factors	Very and quite important	Very important	Quite important	Neither important nor unimportant	Not important	Not at all important	Don't know
Ways to reduce your bill / save money	85%	47%	38%	8%	2%	2%	3%
Ways to save water	84%	44%	40%	8%	3%	3%	3%
How Wessex Water is investing in your area	78%	31%	47%	15%	2%	3%	3%
Wessex Water's services and what it does	76%	31%	45%	13%	4%	4%	3%
Environmental stories	70%	25%	45%	17%	5%	4%	3%
Information on what we do in the community	60%	16%	44%	26%	6%	4%	3%
General interest features	48%	7%	41%	32%	9%	7%	4%
Educational stories	47%	9%	38%	34%	8%	8%	3%
Competitions and offers	37%	7%	30%	34%	14%	11%	3%
Stories from customers / from other related organisations	33%	3%	30%	35%	18%	10%	4%
Charity stories	32%	4%	28%	40%	14%	10%	3%

Base: 619: Those who recall the magazine

- 'Ways to reduce the bill' and 'save money and water' are the most important
- Females are more likely to regard many of these factors as very important
- Those aged over 65 find 'investing in your area' and 'what we are doing in the community' more important
- All other factors are consistent across the age bands
- The importance of 'Educational stories' decreases with age

Question 4b. Are there any other issues or stories you would like to see covered in the magazine? (Continued on next slide)

The verbatim responses to this question have been provided as a separate word document. Key themes were:-

Response	Percentages	Count
No	54%	130
All well covered	4%	10
More information on Wessex Water, roles, salaries	4%	10
Issues in my area	3%	9
Ways to save water	3%	9
Rather not have a magazine	3%	8
More on water quality/treatment	2%	7
Information on blockages and leakages	2%	5
Customer/horror stories	2%	5
Issues relating to supply	2%	5
Problems facing Wessex Water	2%	5
Information on costs	2%	5

Base: 239: Those who would like to something else covered in the magazine

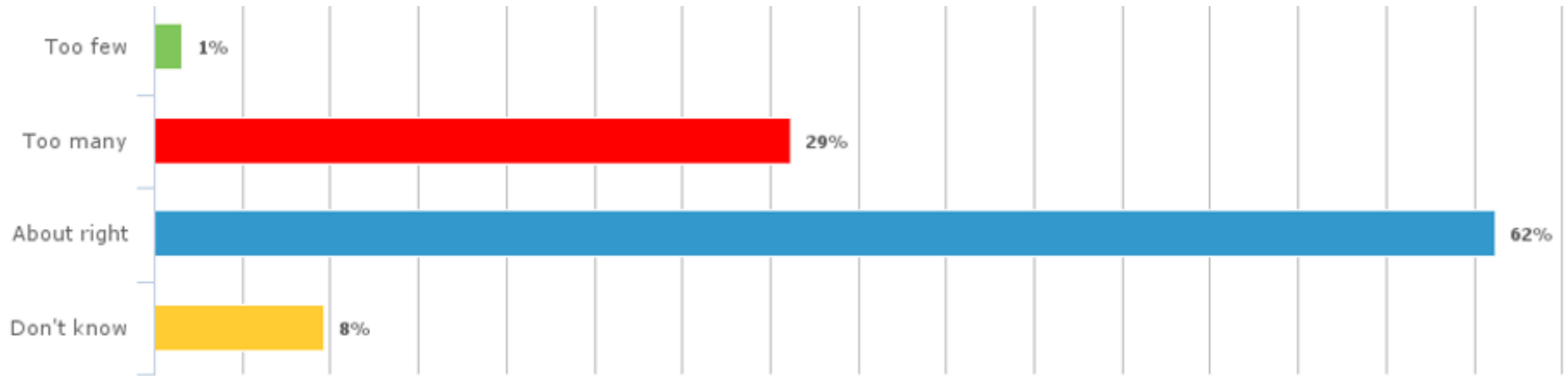
Question 4b. Are there any other issues or stories you would like to see covered in the magazine? (Continued from previous slide)

The verbatim responses to this question have been provided as a separate word document. Key themes were:-

Response	Percentages	Count
Advantages of metering/time to fit	1%	4
Information on wildlife/environment	1%	4
More on services	1%	4
Flooding issues	1%	3
Information on reservoirs	1%	3
Waste water	1%	3
Variety of articles	0%	2
Articles for young people	0%	2
Dealing with hard water	0%	1
Impact of competition	0%	1
Grey water	0%	1
Local plumbers	0%	1
More technical issues	0%	1
Puzzles	0%	1

Base: 239: Those who would like to something else covered in the magazine

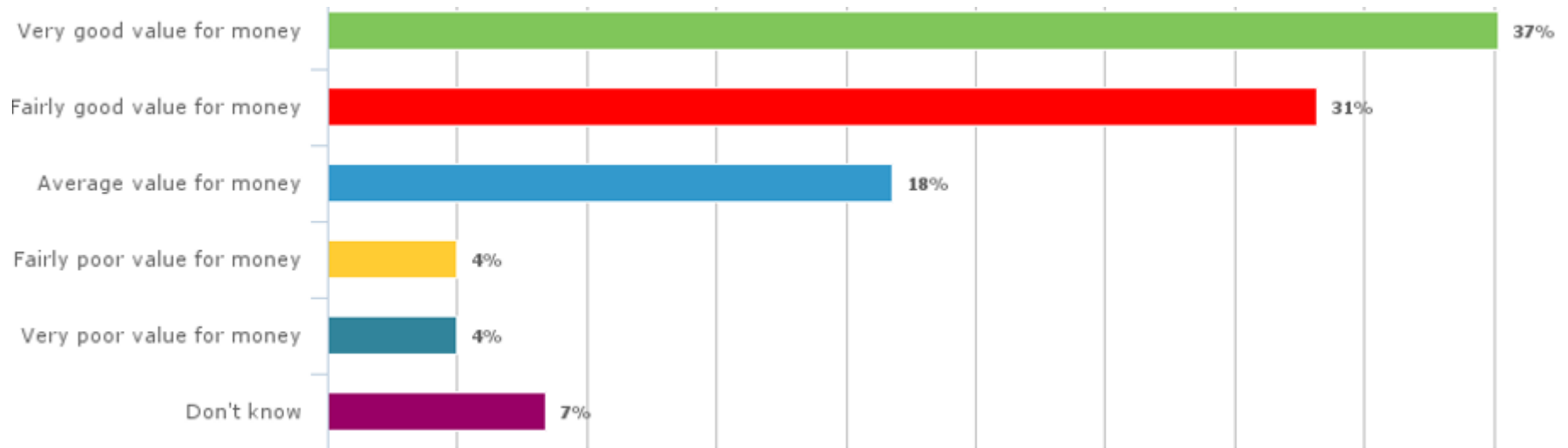
Question 5. Currently, the magazine has 31 pages. Do you think this is:



Base: 619: Those who recall the magazine

- 62% think the magazine has the right number of pages
- 29% think it has too many pages
- Males and younger age groups are slightly more likely to think it has too many pages (32% of males and 34% of those under 45 say there are too many pages)

Question 6. The total cost of the magazine including delivery is around 14 pence per copy. Do you think this represents good value for money?



Base: 619: Those who recall the magazine

- 68% think that the magazine is very good or fairly good value for money
- 8% think it is fairly poor or very poor value for money

Question 7. Currently the magazine is delivered to your home using the Royal Mail postal service and the delivery charge is included in the cost above. If we were to give you the choice, how would you prefer to receive it?

Response	Percentage
Post (as it is currently delivered)	43%
Email	35%
Electronic copy on the website	11%
Prefer not to receive it	8%
Other, please specify...	3%
Total	100%

Base: 619: Those who recall the magazine

- Whilst a majority (43%) would prefer the magazine to be posted as is currently the case, 35% would be happy to receive it by email
- Age difference for email - 49% email, 30% post for under 45s, as opposed to 26% email, 53% post for those 65+.
- There is no SEG difference, all social grades would prefer post (DE's especially - 51% post, 29% email)
- Females slightly more likely to express preference for post (47% female, 40% males prefer post)

Question 7. - Other comments

- Verbatim comments were:-
- *Could employees not receive a copy at work instead of through the post to save money*
- *Would be happy by website or post*
- *No need for a magazine, save money! All the info can be found online.*
- *If it becomes necessary for you to save the cost of delivery, then I would be happy for Email access*
- *Never received it to my knowledge.*
- *To be honest I doubt if many people read it they could go on line that would save money*
- *Look at the cost of hand delivery.....O A Ps who cannot afford their water rates?*
- *Given out like free magazines (Keynsham voice/the week in...) in public areas as well as home*
- *I would like to receive a copy on a regular basis not sporadic as it is now*
- *E copy will save you money and wastage. You can track who downloads it etc and if you offered 5p off everyone's bill I. Exchange to download it I think that would show your customers you are sensitive to the environment.*
- *This could be sent with customers' bills to save costs*
- *Prefer not to receive it, if money put to leakages*
- *Collect from local garage*
- *With bill*
- *Email giving links to website*
- *Electronic copy on website would be great but we would need an email to alert us to new issues*

Question 8. Currently, we include adverts in the magazine, which help subsidise the cost of producing it. How much do you agree or disagree with the following statements?

Factor	Agree and agree strongly	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly	Don't know
I support the idea of including adverts to subsidise the cost of the magazine	78%	35%	43%	14%	3%	2%	4%
I would prefer the magazine not to have any adverts	10%	4%	6%	34%	33%	19%	4%
I would like to see more adverts in the magazine	10%	3%	7%	55%	24%	7%	4%

Base: 619: Those who recall the magazine

78% agree that the magazine should include adverts to subsidise the cost

Question 9. The magazine is currently issued twice a year. How frequently would you like to receive the magazine?



Base: 619: Those who recall the magazine

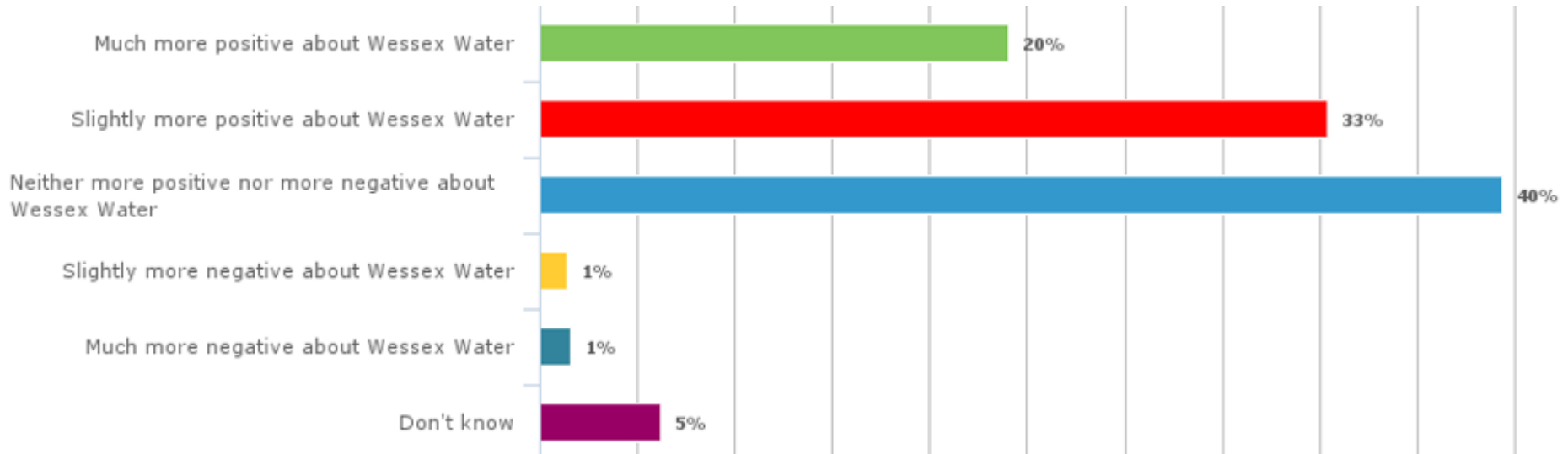
68% believe that the magazine should be issued twice a year

Question 9. – Other comments

Verbatim comments were:-

- *Biannual*
- *Quarterly if on line, never if printed*
- *If you made it an online magazine it would be available all year round rather than issued twice and probably put in the bin within a week.*
- *This is about right I think.*
- *Do an on line version*
- *3 times a year*
- *Twice a year please*
- *Prefer not to receive it, if money put to leakages*

Question 10a. Overall does the magazine make you feel.



Base: 619: Those who recall the magazine

- 53% believe that the magazine makes them feel more positive about Wessex Water
- Males are more likely to feel indifferent about the magazine (males 44%, females 35%)
- Feeling more positive increases with age (18-45 13%, 45-54 15%, 55-64 19%, 65+ 25%)

Question 10b. You said that the magazine made you feel more positive about Wessex Water, why do you say that?

The verbatim responses to this question have been provided as a separate word document. Key themes were:-

Response	Percentages	Count
Shows me what is happening	18%	36
Good to be kept up to date about Wessex Water	17%	34
Shows you care about us Customers	16%	31
Keeps me Informed	9%	19
Content is interesting	8%	17
Gives useful information	6%	12
Keeps me up to date on issues	5%	11
Shows you are trying to improve	5%	10
Makes me feel involved	4%	9
Helps me save money	4%	8
Explains the organisation	3%	6

Base: 193: Those who said the magazine made them more positive

Question 10c. You said that the magazine made you feel more negative about Wessex Water, why do you say that?

There were 14 responses to this question outlined below:-

- *Because I feel annoyed that our water bills are funding this unsolicited junk that goes in the bin. It's a waste of money, and it's not environmentally sound either (which is a bit ironic, considering environmental concerns are often what it's promoting).*
- *Pointless waste of money to make Wessex Water feel good.*
- *Because I consider the magazine to be a waste of money and resources*
- *It is unnecessary and a distraction to Wessex Water's prime responsibilities*
- *Money wasting. If I have a problem/issue/interest i will look it up on website.*
- *I would prefer the 14p cost per issue used to focus on customer service in more direct ways when we need help or assistance.*
- *I would like the Water Board to provide water. I would be a little interested in information about how water is provided BUT AT DEPTH.*
- *Waste of time and money*
- *Added cost paid for by Wessex customers*
- *I think it is an irrelevancy. The core business of Wessex Water is not about entertaining me. It is symptomatic of the Facebook generation that everyone seems obsessed about what people think of them.*

Question 11. Is there anything else you would like to say about Wessex Water's Magazine?

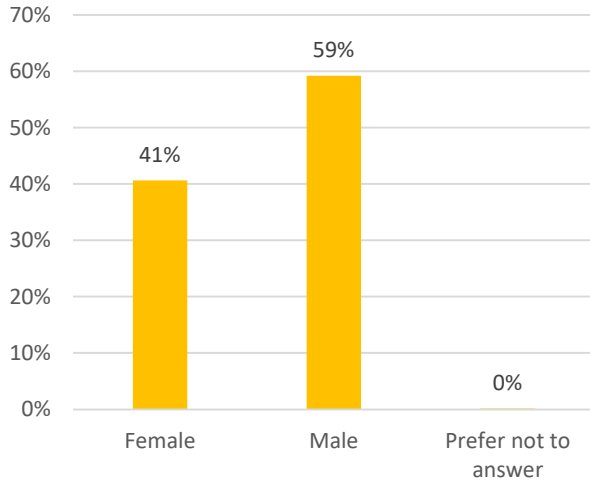
The verbatim responses to this question have been provided as a separate word document. Key themes were:-

Response	Percentages	Count
No	47%	122
Keep it coming/ good publication	14%	38
I enjoy it	11%	29
Never received it/ cant' remember	7%	18
Waste of money	6%	17
Stop printing it	3%	9
Prefer it by Email	3%	8
Prefer it/online/website/electronically	3%	8
Good articles	2%	6
Makes me feel informed	0%	2

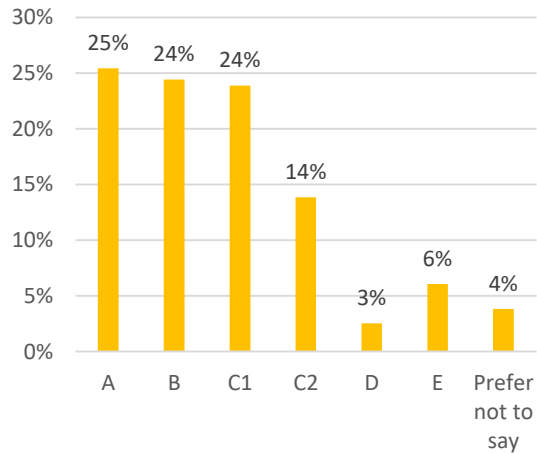
Base: 257: Those who wanted to say something else about the magazine

Demographics of respondents

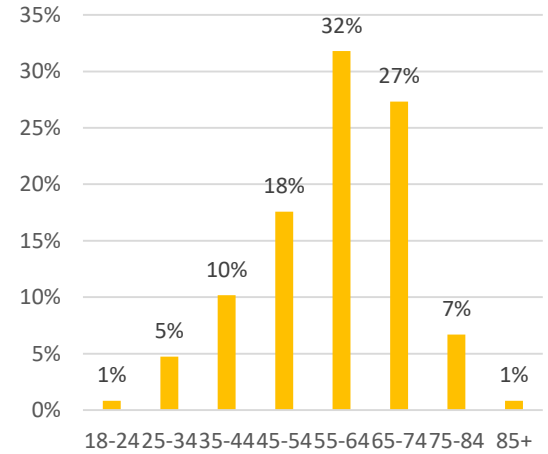
Gender



Socio-Economic Group



Age



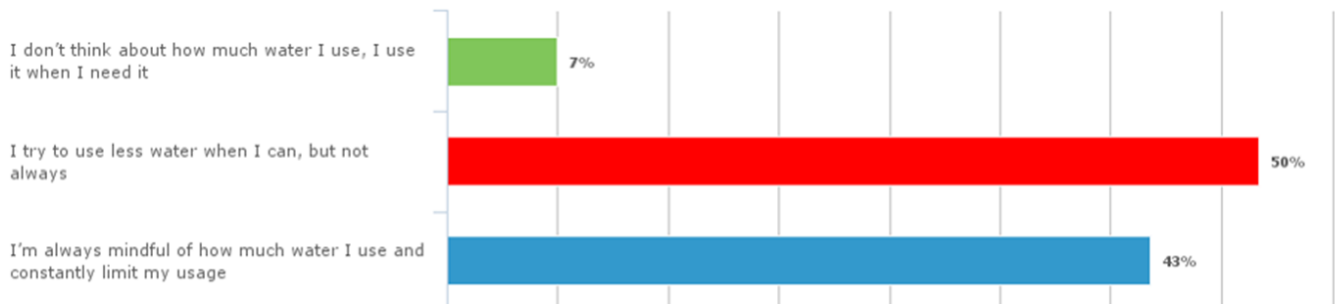


Results Newsletter

Thank you for taking part in our latest survey on saving water and drought.

Here's how you answered.

We asked you how you use water at home.



- The vast majority of you (93%) try to use less water either all the time or when you can, which is great
- 77% of you have a water meter installed

We then asked you which of the following water saving devices or appliances, if any, do you have at home.

Response	Percentage saying Yes
AAA rated washing machine or dishwasher	54%
Water butt to collect rainwater	54%
Toilet cistern device to reduce flush volume (Save-A-Flush/Hippo)	44%
Water efficient shower head	35%
Shower hose device to regulate the flow (ShowerSave)	13%
Tap inserts/aerators to reduce the volume of water from your taps	15%
None of the above/Don't know	12%

- 88% of you have at least one water saving device in your home
- AAA rated washing machines were the most popular (54%) along with water butts

We asked how often you do each of the following in your home.

Activity	Regularly+ sometimes	Regularly	Sometimes	Rarely	Never	Not applicable
Watering a garden/plants using a hosepipe	31%	6%	25%	30%	32%	7%
Cleaning a car using a hosepipe	20%	5%	15%	26%	46%	8%
Cleaning paths or patios using a hosepipe	13%	1%	12%	36%	43%	8%
Filling or maintaining a garden pond using a hosepipe	6%	1%	5%	8%	47%	39%
Cleaning other artificial outdoor surfaces using a hosepipe.	6%	1%	5%	19%	60%	15%
Cleaning walls, or windows, of your home using a hosepipe	4%	0%	4%	13%	73%	10%
Filling or maintaining a swimming pool or paddling pool	3%	1%	2%	5%	47%	45%
Filling or maintaining an ornamental fountain	1%	0%	1%	3%	51%	44%
Cleaning a leisure boat using a hosepipe	1%	0%	1%	1%	50%	49%

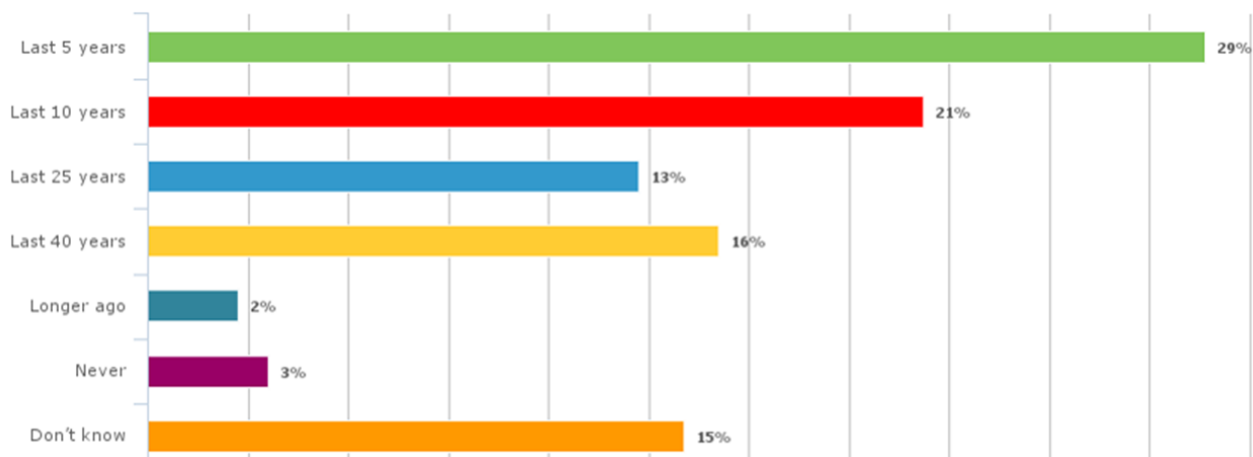
- We've added 'Regularly and Sometimes' together and then put the activities in decreasing order
- Watering a garden/plants using a hosepipe was the most popular answer followed by cleaning a car using a hosepipe

We then asked you what time of year you carry out these activities.

Activity	Mostly in spring/summer	Mostly in autumn/winter	Equally all year round
Watering a garden/plants using a hosepipe	97%	2%	1%
Filling or maintaining a swimming pool or paddling pool	90%	0%	10%
Filling or maintaining a garden pond using a hosepipe	83%	4%	13%
Filling or maintaining an ornamental fountain	82%	0%	18%
Cleaning a leisure boat using a hosepipe	70%	10%	20%
Cleaning paths or patios using a hosepipe	71%	20%	9%
Cleaning other artificial outdoor surfaces using a hosepipe.	70%	14%	16%
Cleaning walls, or windows, of your home using a hosepipe	67%	9%	24%
Cleaning a car using a hosepipe	29%	19%	52%

- This time we've put the answers in decreasing order using 'Mostly in spring/summer'
- All activities apart from 'Cleaning a car using a hosepipe' are more likely to be carried out in the summer
- Those of you with no water meter are more likely to carry out most of these activities all year round
- 97% of you water a garden/plants using a hosepipe only in the spring or summer

We then asked how recently you can remember experiencing a period of extended dry weather or drought in the UK.



- Only 3% of you had never experienced a drought in the UK
- During this time, 21% of you used waste water for the garden or plants
- 20% of you avoided using the hose at all
- Those of you with no water meter are more likely to carry out most of these activities all year round
- 25% of those in the Wessex Water area have experienced drought in other areas of the UK and beyond (mostly other SW areas and London/SE)
- However, most of the experience of drought was in the South West (83%), where all panel members currently live.

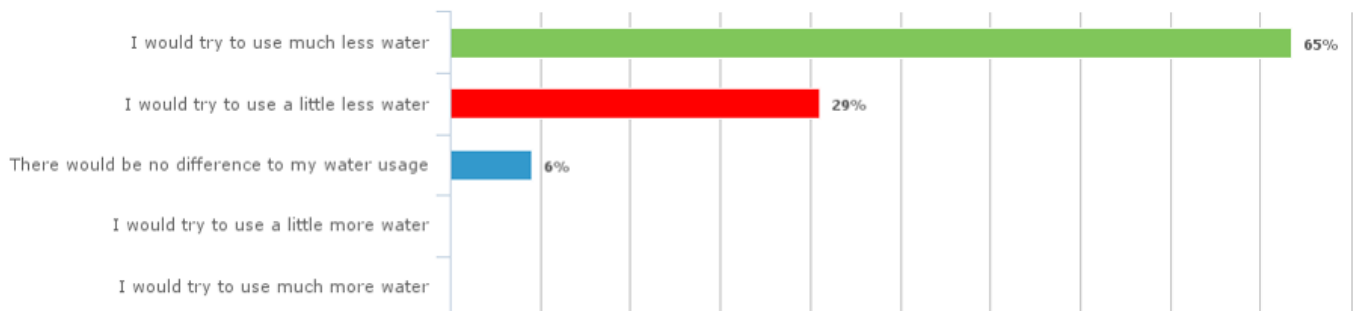
We have experienced dry weather a number of times in recent years, notably in the summers of 2003, 1995, and 1991. Yet, we would have to go back 41 years, all the way to 1976, to the time we last had to restrict customer water use in the form of a hosepipe ban.

We wanted to know that if a drought was happening in your area, how you would expect to find out about it.

Response	Percentage
Local news (TV/Radio/newspapers)	81%
National news (TV/Radio/newspapers)	68%
Direct communications from Water Companies	57%
Internet	43%
Word of mouth from friends and family	23%
Social media (eg Facebook)	19%
Other	3%

Most of you would expect to find out about drought from some form of local news (81%)

We then asked you to imagine that a drought was happening and water companies had asked customers to use water more wisely. We wanted to understand what impact you thought this would have on your water use?



The vast majority of you (94%) would try to use a little or much less water which is great to hear, thank you

When asked what strategies you would use to use less water,

- 25% of you would use water butts or grey water to water the garden
- 16% of you would have less showers

We then asked if you would be prepared to do the following to reduce your water use, if asked by your water company and for how long.

Activity	Yes	No	Not applicable
Take shorter length showers	82%	12%	6%
Reuse bathwater/dishwater (eg, for watering plants)	78%	12%	10%
Wash my car less often	74%	3%	23%
Wash the windows of my home less often	74%	5%	21%
Stop using a hosepipe	73%	4%	23%
Flush the toilet less often	72%	26%	2%
Wash clothes less often	57%	42%	2%
Have fewer showers/baths	56%	43%	2%

Activity	A week or less	2/3 weeks	1 month	2/3 months	Over 3 months
Wash the windows of my home less often	1%	2%	7%	23%	68%
Wash my car less often	1%	2%	11%	22%	63%
Stop using a hosepipe	2%	9%	16%	21%	52%
Reuse bathwater/dishwater (eg, for watering plants)	3%	7%	18%	21%	51%
Flush the toilet less often	8%	12%	17%	19%	45%
Take shorter length showers	5%	12%	24%	21%	38%
Have fewer showers/baths	8%	18%	22%	19%	33%
Wash clothes less often	8%	19%	27%	19%	27%

- The most popular answer was to take shorter showers (82%) although most of you were happy to save water in a number of ways
- Activities such as not washing the windows of your house or not washing the car are tolerable for longer periods of time
- Activities that relate to hygiene are tolerable for shorter periods of time.

We asked you to think about what Wessex Water could do to support you during a drought should there be one.

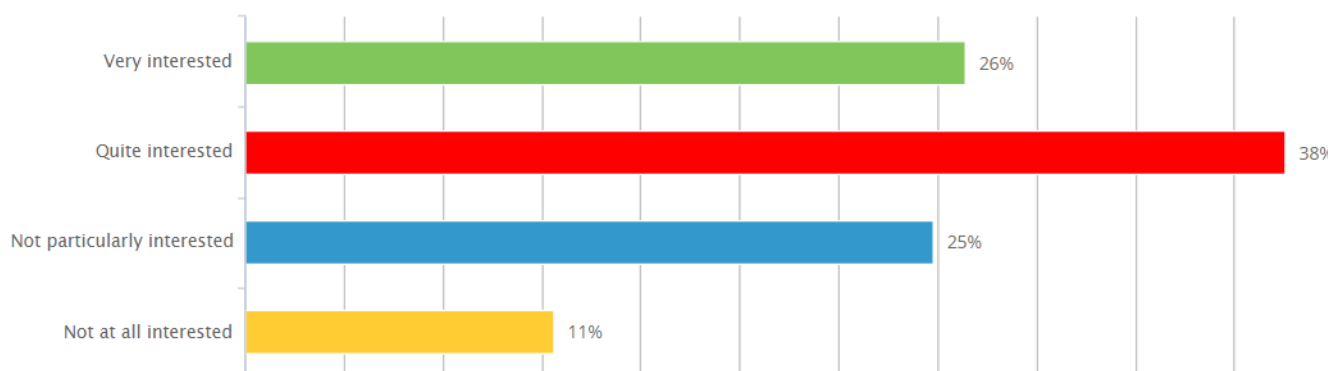
Response	Percentage
Offer water saving advice and free devices via our website	76%
Offer water saving advice via local media, eg newspapers, radio, TV	65%
Visit local events to offer water saving advice and free devices, eg watering cans, water efficient shower head	50%
Other (specify)	12%
None of the above	6%

Offering advice and free water saving devices on our website (76%) or via local media (65%) were the most popular answers.

We wanted to know that if Wessex Water were to offer the following free water saving devices during a drought, would you request and install one?

Response	Save-A-Flush/Hippo	Water Efficient Shower Head
No, I already have one of these	30%	22%
Yes, and I would fit it myself (or get friends/family to help me)	34%	40%
Yes, but I would need a plumber to fit it for me	10%	10%
No, I'm not interested in having one	6%	10%
I'm not sure	8%	10%
Other answers such as don't use a shower, doesn't work with electric showers or have dual flush toilets already	12%	8%

If there was a drought, how interested would you be in having a water efficiency visit from Wessex Water, where advice is given and free devices are provided and fitted? This is a free service.



64% of you would be very or quite interested in having a water efficiency visit to help them save water

Thank you for all your additional comments.

We really value the extra information.

And thank you for taking the time to write some insightful and detailed responses to some of the questions.

This will help us greatly in our planning for drought.

What next?

The information provided in your feedback has been very useful to us as we prepare our next drought plan and Water Resources Management Plan.

Our drought plan sets out what we will do to maintain a secure supply of water under extended periods of dry weather, whilst also protecting the environment. In addition to taking actions to improve supply, we also need to understand how effective other things we could do in a drought, like encouraging customers to be more water efficient, and implementing temporary use restrictions (hose pipe bans) might be in saving water.

Your answers have really helped here, and it's great to see how water efficient many of our customers already are!

Effective communication is also vital during a drought, and we now have a better understanding of what communication channels we might use to best reach you.

You also provided many additional answers at the end of the questionnaire, which has not only improved our understanding of your thoughts about drought, but has also helped us to think about what communication messages might be most important during periods of dry weather.

Thank you once again for being a member of 'have your say'.

Wessex Water Domestic Panel

‘have your say’

Online survey number 14

Saving water and drought

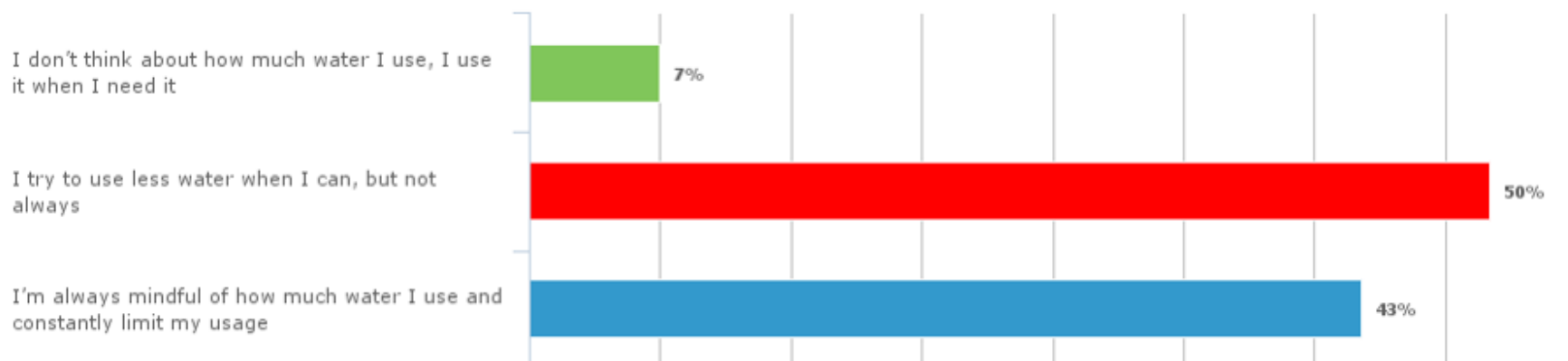
January 2017

Prepared by Future Focus Research

Methodology

- 2,634 invitations were sent out to panel members on 13th January 2017.
- First reminder on the 17th January 2017.
- Second reminder on the 20th January 2017.
- The survey was closed on Monday 23rd January 2016.
- A total of 739 panel members started the survey with 696 completing it
- Each survey took on average of over 16 minutes each to complete
- Cross tabulations have been conducted by age, gender, SEG and ownership of a water meter and are shown at the end of each table or chart where the results are significantly different

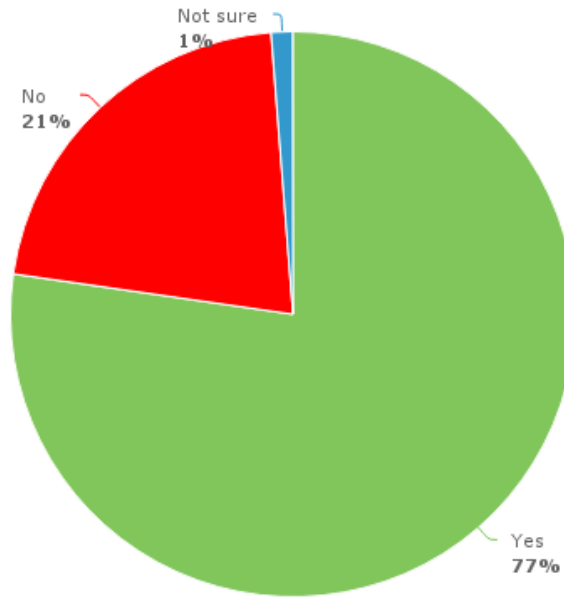
Question 1. Which of the following statements best reflects your attitude to how you use water at home? Please tick the one that best applies.



Base = 736

- The vast majority (93%) try to use less water when they can or constantly manage their usage
- Under 45's are slightly more likely not to think about how much water they use (14%) and less mindful of how much they use (35%)
- Those with a water meter are far more likely to say they are always mindful of how much water they use (48% with a water meter, 27% without a water meter)
- There is no difference between socio economic groups

Question 2. Do you have a water meter?



Base = 736

- 77% of our sample had a water meter installed
- This increased with age from 66% of those under 45 to 85% for those aged 65 or over
- There is no difference between socio economic groups
- Wessex Water may need to think about how to encourage younger audiences to install a water meter (is it those with children who are less likely to have a meter?)

Question 3. Which of the following water saving devices or appliances, if any, do you have at home? PLEASE TICK ALL THAT APPLY

Response	Percentage
AAA rated washing machine or dishwasher	54%
Water butt to collect rainwater	54%
Toilet cistern device to reduce flush volume (Save-A-Flush/Hippo)	44%
Water efficient shower head	35%
Shower hose device to regulate the flow (ShowerSave)	13%
Tap inserts/aerators to reduce the volume of water from your taps	15%
None of the above	10%
Others	3%
Don't know	3%

Base = 732

- AAA rated washing machines were the most popular device to have fitted (54%)
- The same percentage also used water butts
- The other comments were mainly explanations of the devices
- Under 45's, C1 and those with No meter were less likely to have 'Save a flush' (all 36%)
- Under 45's were less likely to have water butts (30%) and 65+ were more likely (63%)
- Those without a water meter had less likelihood of having a water butt (42%)
- DEs were less likely to have an AAA rated washing machine or dishwasher (43%)
- 88 % of the sample claimed to have at least one water saving device

Question 4a. How often do you do each of the following at home?

Activity	Regularly+ sometimes	Regularly	Sometimes	Rarely	Never	Not applicable
Watering a garden/plants using a hosepipe	31%	6%	25%	30%	32%	7%
Cleaning a car using a hosepipe	20%	5%	15%	26%	46%	8%
Cleaning paths or patios using a hosepipe	13%	1%	12%	36%	43%	8%
Filling or maintaining a garden pond using a hosepipe	6%	1%	5%	8%	47%	39%
Cleaning other artificial outdoor surfaces using a hosepipe.	6%	1%	5%	19%	60%	15%
Cleaning walls, or windows, of your home using a hosepipe	4%	0%	4%	13%	73%	10%
Filling or maintaining a swimming pool or paddling pool	3%	1%	2%	5%	47%	45%
Filling or maintaining an ornamental fountain	1%	0%	1%	3%	51%	44%
Cleaning a leisure boat using a hosepipe	1%	0%	1%	1%	50%	49%

Base = 732

- The variables have been ranked in decreasing order by Regularly+ sometimes
- AB were more likely to water the garden with a hosepipe (36%) than DE (19%)
- Males were more likely to clean a car using a hosepipe (23%) than females (15%) as were AB (24%) and C2 (28%) than DE (9%)

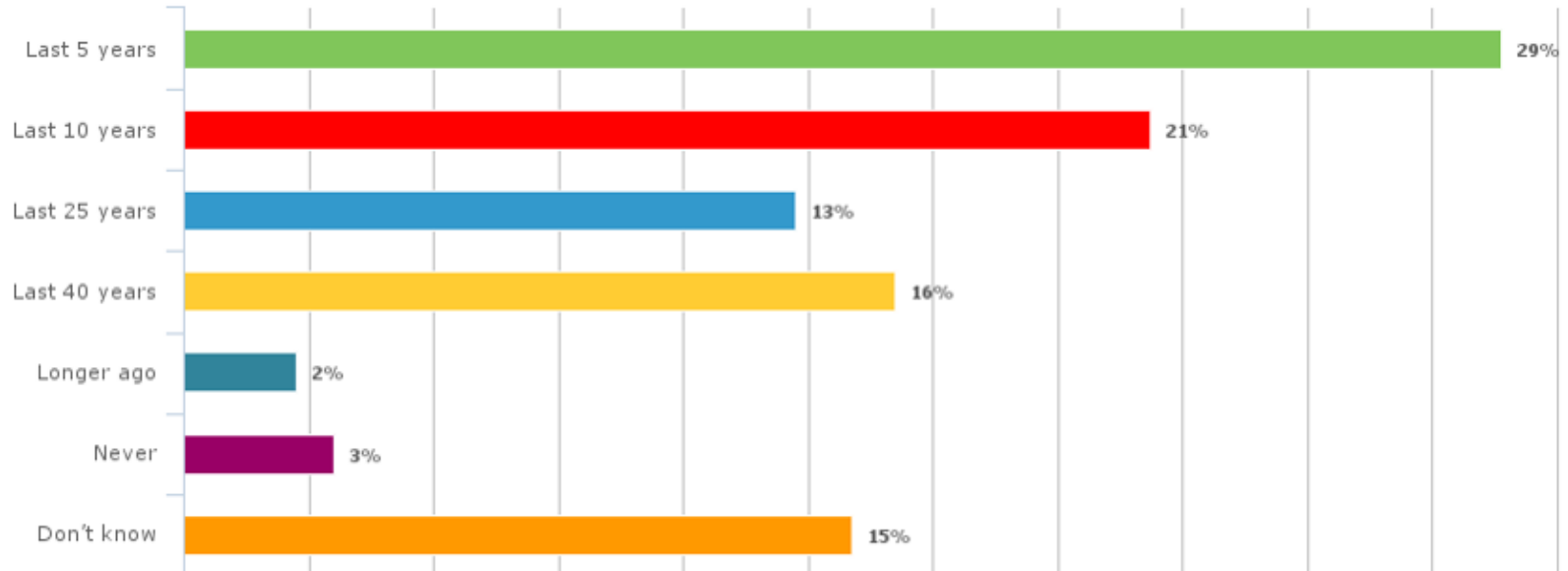
Question 4b. What time of year do you carry out these activities?

Activity	Mostly in spring/summer	Mostly in autumn/winter	Equally all year round
Watering a garden/plants using a hosepipe	97%	2%	1%
Filling or maintaining a swimming pool or paddling pool	90%	0%	10%
Filling or maintaining a garden pond using a hosepipe	83%	4%	13%
Filling or maintaining an ornamental fountain	82%	0%	18%
Cleaning a leisure boat using a hosepipe	70%	10%	20%
Cleaning paths or patios using a hosepipe	71%	20%	9%
Cleaning other artificial outdoor surfaces using a hosepipe.	70%	14%	16%
Cleaning walls, or windows, of your home using a hosepipe	67%	9%	24%
Cleaning a car using a hosepipe	29%	19%	52%

Base = 732

- The activities have been ranked in decreasing order by 'Mostly in spring/summer'
- All activities apart from cleaning a car using a hosepipe are more likely to be carried out in the summer
- Under 45's are more likely to clean a car in spring/summer (45%) as are no water meter (38%)
- 65+ are less likely to clean a car in spring/summer (20%) as are C2 (20%), DE (16%),
- Females are more likely to clean walls and windows in spring/summer (78%) but C1 (58%), and those with no water meter (46%) are less likely
- Those with no water meter are more likely to carry out most of these activities all year round

Question 5a. How recently can you remember experiencing a period of extended dry weather or drought in the UK?



Base = 728

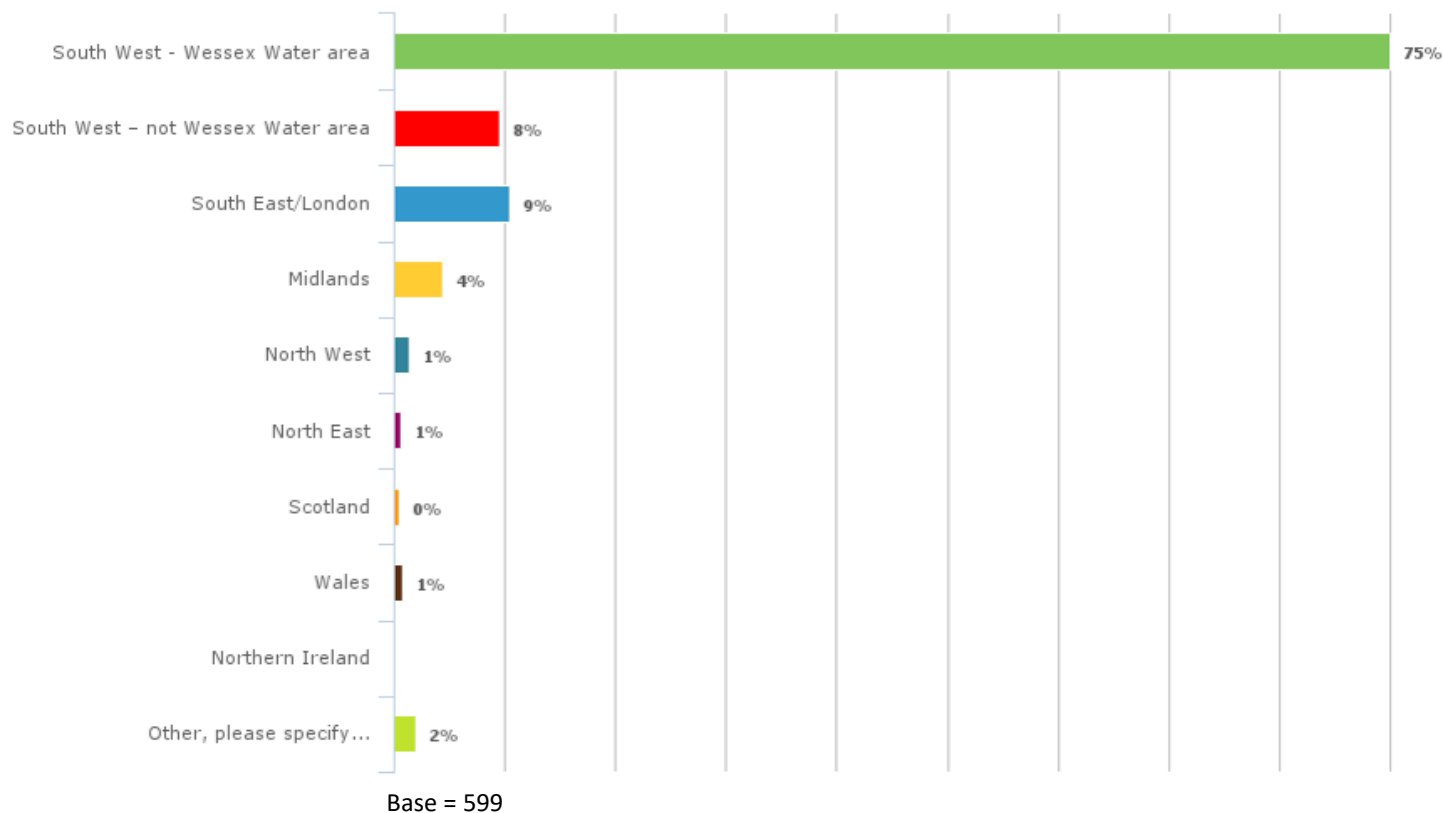
- Only 3% had never experienced a drought in the UK
- Under 45s more likely to have never experienced a drought (12%)
- Around half recall experiencing dry weather/drought in the last 10 years

Question 5b. When you last experienced a period of extended dry weather or drought, what if anything did you do differently regarding your water usage? Open ended responses

Response	Percentages
Used waste water for garden/plants	21%
Didn't water garden	20%
Avoided using hose	9%
Restricted car washing	9%
Shared/no baths and re-used the water	8%
Used water butts/rainwater	6%
Minimised use all areas/always conscious/used less	6%
Nothing	6%
More careful in water use	3%
Flushed toilet less	3%
Reused where possible/used grey water	2%
Used a standpipe	1%
Used bottled water	1%

Base = 547

Question 5c. What part of the country were you living in when you experienced this dry weather/drought?



- Most of the experience of drought was in the South West 83% perhaps not surprisingly as that is where all the panel members currently live
- 25% of those in the Wessex Water area have experienced drought in other areas of the UK and beyond (mostly other SW areas and London/SE)

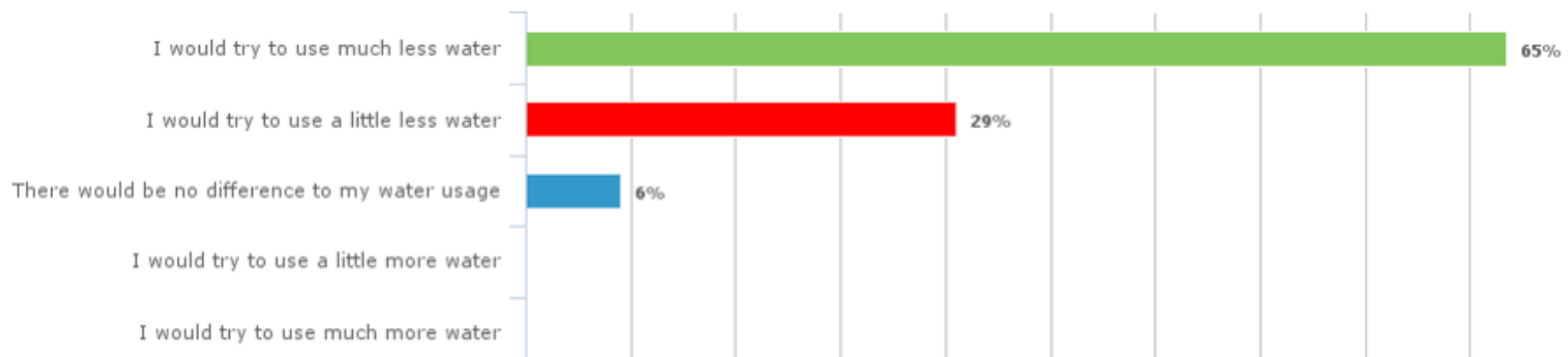
Question 6. If a drought was happening in your area, how would you expect to find out about it? YOU CAN PICK MORE THAN ONE ANSWER

Response	Percentage
Local news (TV/Radio/newspapers)	81%
National news (TV/Radio/newspapers)	68%
Direct communications from Water Companies	57%
Internet	43%
Word of mouth from friends and family	23%
Social media (eg Facebook)	19%
Other	3%

Base = 728

- Most respondents would expect to find an answer about drought from some form of local news (81%)
- Other mentions related to using their common sense and watching the weather
- C2 were less likely to consider direct communications from water companies (47%)
- Even though Under 45's had a similar top answer of local news (81%) they were much more likely to use Social Media (42%), but 65+ (7%) and AB (12%) are much less likely
- Under 45's were slightly more likely to use the internet (51%)
- Word of mouth was more important for females (29%) and under 45's (36%)

Question 7a. Imagine that a drought was happening and water companies communicated that they need customers to use water more wisely. What impact do you think this would have on your water usage?



Base = 718

- The vast majority (94%) would try to use a little or much less water
- No respondents said they would use more water
- 54% of DEs would use much less water compared to 65% overall however 37% would try and use a little less water (compared to 29% overall)

Question 7b. What strategies would you use to use less water? Open ended responses

Response	Percentages
Used grey water/water butts/restricted watering plants/garden	25%
Reduce shower times/shower not bath/fewer showers	16%
Flushed toilet less/used grey water	15%
Didn't wash car	14%
Use washing machine less/stop using	9%
Didn't use hosepipe	9%
Used dishwasher when full/hand washed	4%
Generally used less/more cautious	3%
Brick in cistern	1%

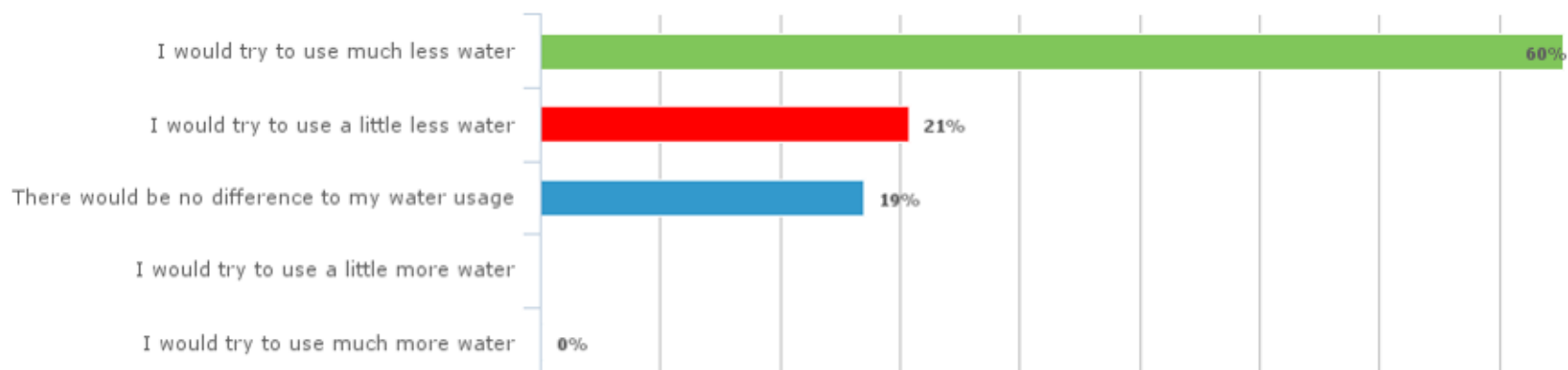
Base = 608

Using grey water and watering the garden less was the strategy that was most used to use less water

Question 7c. Why would there be no difference to your water use?

All respondents who answered this said that they 'already use water sparingly'.

Question 8a. Imagine now that a drought was happening and water companies communicated that they need customers to use water more wisely. In addition, the water companies also impose a temporary use ban, which will restrict hose pipe use (eg for garden watering/outdoor cleaning) and the filling of swimming pools and paddling pools. What impact do you think this would have on your water usage?



Base = 718

- 19% said that there would be no difference to their water usage if the water company imposed bans
- Only one respondent said they would use more water
- 46% of DEs would use much less water compared to 60% overall and 30% said there would be no difference in their water usage compared to 19% overall

Question 8b. What strategies would you use to use less water? Open ended responses

Response	Percentages
Use water wisely/use less/be careful	17%
Don't water garden/use grey water	15%
Wash less/wash by hand/make sure dishwasher/washing machine full	14%
Use hose less or not at all/no outside cleaning/not clean windows	14%
Showering and not using the bath	12%
No Car washing	7%
Use a water butt/recycle rainwater	6%
Limit toilet flushing	6%
Follow the guidance/obey the ban	3%
Buy bottled water	1%

Base = 484

The most important strategy in this case would be to be more careful in water use

Question 8c. Why would there be no difference to your water use? Open ended responses

Response	Percentages
Rarely/don't use a hosepipe	53%
Already saving water	18%
Don't have a pool/pond/paddling/swimming pool	14%
Don't water garden/use grey water	8%
Use water butts	5%

Base = 125

- The main reason given by those who said there would be no difference in their water use was that they rarely or never use a hosepipe
- The implication for Wessex Water is that hosepipe ban communications also need to emphasise water saving behaviours for those who do not use a hosepipe

Question 9a. Would you be prepared to do the following to reduce your water consumption, if asked by your water company?

Activity	Yes	No	Not applicable
Take shorter length showers	82%	12%	6%
Reuse bathwater/dishwater (eg, for watering plants)	78%	12%	10%
Wash my car less often	74%	3%	23%
Wash the windows of my home less often	74%	5%	21%
Stop using a hosepipe	73%	4%	23%
Flush the toilet less often	72%	26%	2%
Wash clothes less often	57%	42%	2%
Have fewer showers/baths	56%	43%	2%

Base = 707

- The most popular activity was to take shorter showers (82%)
- Having fewer baths decreased slightly as age increased
- DEs less inclined to re-use bathwater (67%)
- Under 45 less likely to wash clothes less often (45%) and wash the car less often (60%)

Question 9b. And for how long would you be prepared to carry out these activities, if asked by your water company?

	A week or less	2/3 weeks	1 month	2/3 months	Over 3 months
Wash the windows of my home less often	1%	2%	7%	23%	68%
Wash my car less often	1%	2%	11%	22%	63%
Stop using a hosepipe	2%	9%	16%	21%	52%
Reuse bathwater/dishwater (eg, for watering plants)	3%	7%	18%	21%	51%
Flush the toilet less often	8%	12%	17%	19%	45%
Take shorter length showers	5%	12%	24%	21%	38%
Have fewer showers/baths	8%	18%	22%	19%	33%
Wash clothes less often	8%	19%	27%	19%	27%

Base = 400 to 554

- These have been ranked in decreasing order by whether respondents would carry out the activity for 'Over 3 months'
- Of the DEs, 70% would be prepared to stop using a hosepipe, 62% re-use bathwater and 72% wash car less often for over 3 months – (small sample size)
- Over 65 would be less likely to flush the toilet less often for over 3 months (35%) as were C2s (37%)
- Those aged 65+ were less likely to cease washing the windows of their house over 3 months (57%)
- Those on a water meter are less likely to cease all these activities for over 3 months

Question 9c. Why do you say this? Open ended responses

Stop using a hosepipe	%
Only have a small garden	1%
Can use a bucket/watering can	7%
It uses a lot of water/conserves water	6%
Use water butts	7%
It's not essential/necessary	20%
To save water/use less water	10%
Rarely/don't use a hosepipe	23%
Use grey water	5%
Socially responsible/meets objective/helps/sensible	8%
Plants will die	2%
Plants will survive/garden will recover	6%
Would not be a problem/easy to do	4%
Base = 412	100%

Have fewer showers/baths	%
Don't need to shower every day	37%
Will do if it will help	8%
Uses less water	9%
Easy to do	12%
Wash instead	14%
To save water	21%
Base = 245	100%

Take shorter length showers	%
Would be as quick as possible/short showers are OK	11%
Wash instead	5%
Take short showers anyway	20%
To save water/use less water	19%
It's easy to do/not be a problem	23%
Social responsibility/needed/conservation/helps	7%
Turn off when soaping	2%
Makes sense	2%
I enjoy long showers	2%
As long as you are clean/general hygiene	9%
Base = 354	100%

Reuse bathwater/dishwater (eg for watering plants)	%
Would do it to help	10%
Would use it on the garden	11%
Makes sense/good idea/recycles	11%
Not a problem/done before/responsible thing to do	15%
Already do this anyway/in summer	19%
To save water/good use of water	18%
Easy to do	10%
Would be inconvenient/hassle/difficult	6%
Don't use a bath	1%
Base = 451	100%

Question 9c. Why do you say this? Open ended responses

Wash clothes less often	%
Could be difficult/inconvenient/frustrating	4%
Weekly should be OK	3%
Easy to do/not a problem/makes sense	12%
To use less water	12%
We need clean clothes/health issues	5%
Wear clothes longer/different/ wear less in drought	15%
Bigger loads in washing machine/reduce washing cycle/full loads	13%
Wash clothes less often/leave for longer/more diligent	15%
Social Responsibility/trying to help/if we need to	7%
Not a problem/easy to do	3%
Would start to become a pain/short period OK	4%
Depends on smell	1%
Already do this	5%
Base = 293	100%

Flush toilet less often	%
Not very hygienic	7%
Not necessary every time for urine	12%
To reduce water usage	4%
Brown Flush	3%
Toilet smell/habit of flushing/stains	6%
Uses less water	6%
Yellow on Yellow	6%
Easy to do/not a problem/reasonable	21%
To save water	12%
Social responsibility/makes sense/if needed	8%
Already do this	14%
Use grey water/watering can	1%
Difficult	1%
Base = 393	100%

Question 9c. Why do you say this? Open ended responses

Wash my car less often	%
Car only washed once/twice a year/rarely	25%
Easy to do/not important/not essential/not a problem	27%
Don't need to clean/windows only/in summer	13%
To save water/reduce consumption	9%
Car can stay dirty	12%
Use a car wash	4%
Use a water butt/bath water/rain water/bucket	4%
Social responsible/makes sense	5%
Less work	2%
Base = 414	100%

Wash windows of my home less often	%
Rarely do it anyway	23%
Once a month or longer will do	6%
Not a problem	7%
Its not important/essential/necessary	24%
Use a window cleaner	13%
To save water	27%
Base = 204	100%

Question 10. What could your water company do to support you during a drought? Please tick all that apply

Response	Percentage
Offer water saving advice and free devices via our website	76%
Offer water saving advice via local media, eg newspapers, radio, TV	65%
Visit local events to offer water saving advice and free devices, eg watering cans, water efficient shower head	50%
Other (specify)	12%
None of the above	6%

Base = 698

- Responses have been ranked in decreasing order
- Use of the website was the most popular (76%)
- Under 45's are less likely to visit local events (40%)
- DEs are less likely to want advice on the website (66%) or on local media (55%)

Question 11a. If Wessex Water were to offer the following free water saving device during a drought, would you request and install one?

Toilet cistern device to reduce flush volume (Save-A-Flush/Hippo) – Designed to save 1.2 - 3 litres of water with every flush, compared to a single flush toilets using nine litres or more.

Response	Percentage
No, I already have one of these	30%
Yes, and I would fit it myself (or get friends/family to help me)	34%
Yes, but I would need a plumber to fit it for me	10%
No, I'm not interested in having one	6%
I'm not sure	8%
Other, please specify...	12%

Base = 698

- 44% are interested in having one of these devices fitted
- 30% already have one of these devices fitted
- 10% would need a plumber to fit it
- C1's less likely to have one of these devices fitted (21%)
- Under 45's more likely to fit it themselves or have a friend to help fit it (45%) as are C1 (40%) but DE (27%) are less likely
- Other answers such as don't use a shower, doesn't work with electric showers or have dual flush toilets already

Question 11b. If Wessex Water were to offer the following free water saving device during a drought, would you request and install one?

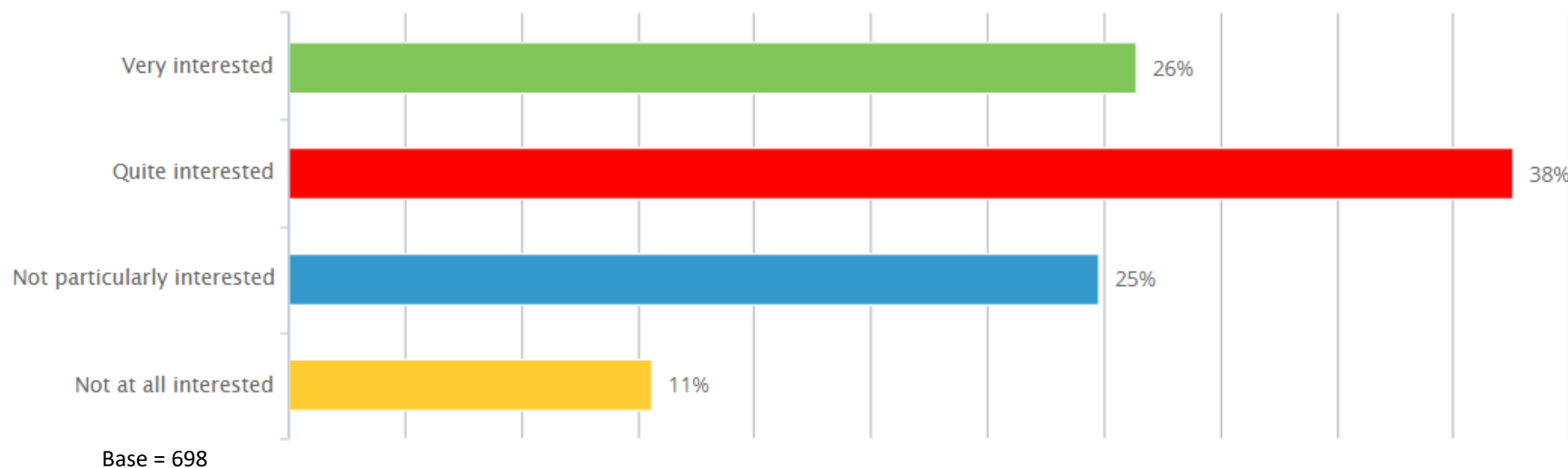
Water Efficient Shower Head – Saves water by regulating the flow rate to approximately 8 litres per minute, compared to a standard 15 litres per minute flow rate.

Response	Percentage
No, I already have one of these	22%
Yes, and I would fit it myself (or get friends/family to help me)	40%
Yes, but I would need a plumber to fit it for me	10%
No, I'm not interested in having one	10%
I'm not sure	10%
Other, please specify...	7%

Base = 698

- Half of the respondents (50%) are interested in having one of these devices fitted
- 22% already have one of these fitted
- 10% would need a plumber to fit it
- Just 13% of under 45 already have one
- Less females (33%) than males (46%) would get a friend to help fit it
- More females (13%) than males (7%) would need a plumber to fit it

Question 12a. If there was a drought, how interested would you be in having a water efficiency visit from Wessex Water, where advice is given and free devices are provided and fitted? This is a free service.



- 64% would be very or quite interested in having a water efficiency visit
- Just 45% of under 45's would be interested
- 36% would be either not particularly or not at all interested
- DE would be least interested (47%) and those with no water meter (46%)

Question 12b. You said that you were interested. Why do you say this? Open ended responses

Response	Percentages
Save water and money	31%
To learn ways to save water/new technology/information	22%
Anything to reduce usage/get help/more efficient	13%
To get devices fitted	9%
Visit would help explain/ be useful/expert view	8%
Why not, its free	5%
Social responsibility/good idea/care for environment	4%
To be sure using right devices	3%
On a meter keen to save	1%

Base = 362

The main reason respondents were interested in a home visit was to save water 31%

Question 12c. You said that you were not interested. Why do you say this?

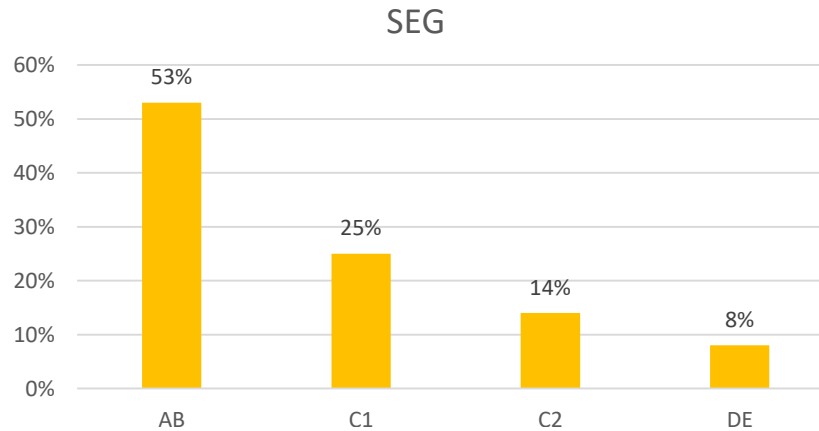
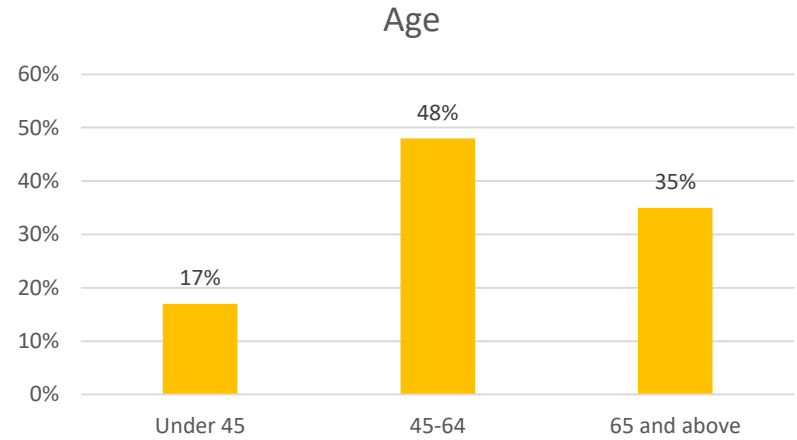
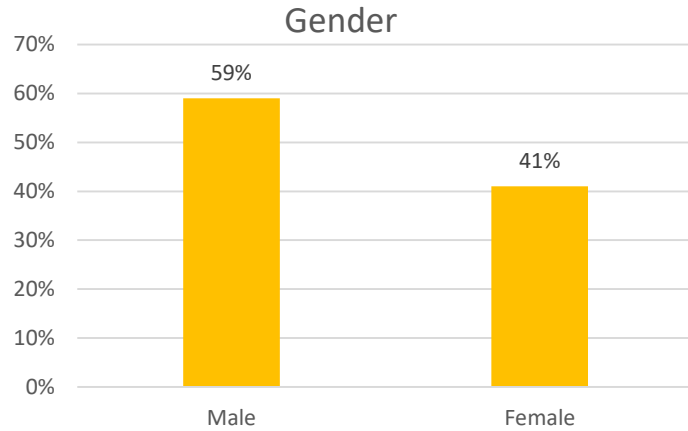
Response	Percentages
Already efficient	40%
No need for visit/already had visit/use internet/not interested	27%
Know all I need to know	18%
Low water usage	5%
Waste of time/money	4%
Invasion of privacy/unwanted visit/no time	3%

Base = 218

Question 13. Do you have any other comments about saving water in a drought situation?

There are 356 responses to this question supplied as a separate word document

Demographics of respondents





Results Newsletter

Thank you for taking part in our latest survey. We wanted to find out what you know about our reservoirs and how interested you would be in visiting them. We had a great response with almost 900 of you completing the survey.

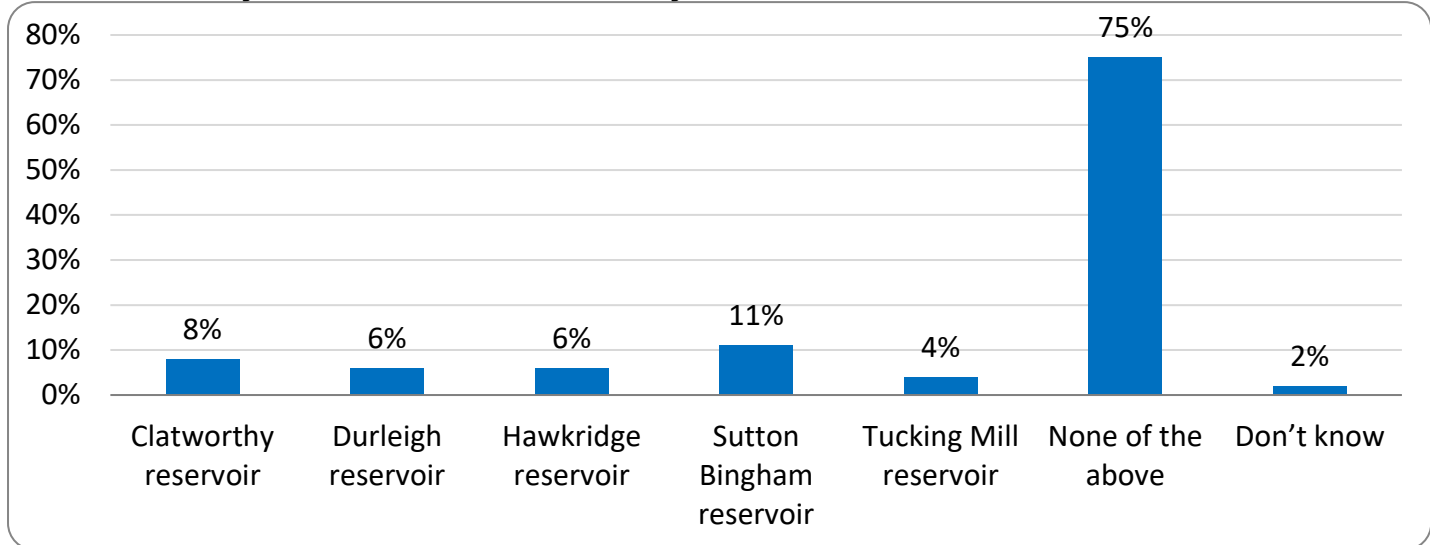
Here's how you answered.

We showed you a map of where some of our reservoirs are located and asked if you knew if any of them were open to the public.



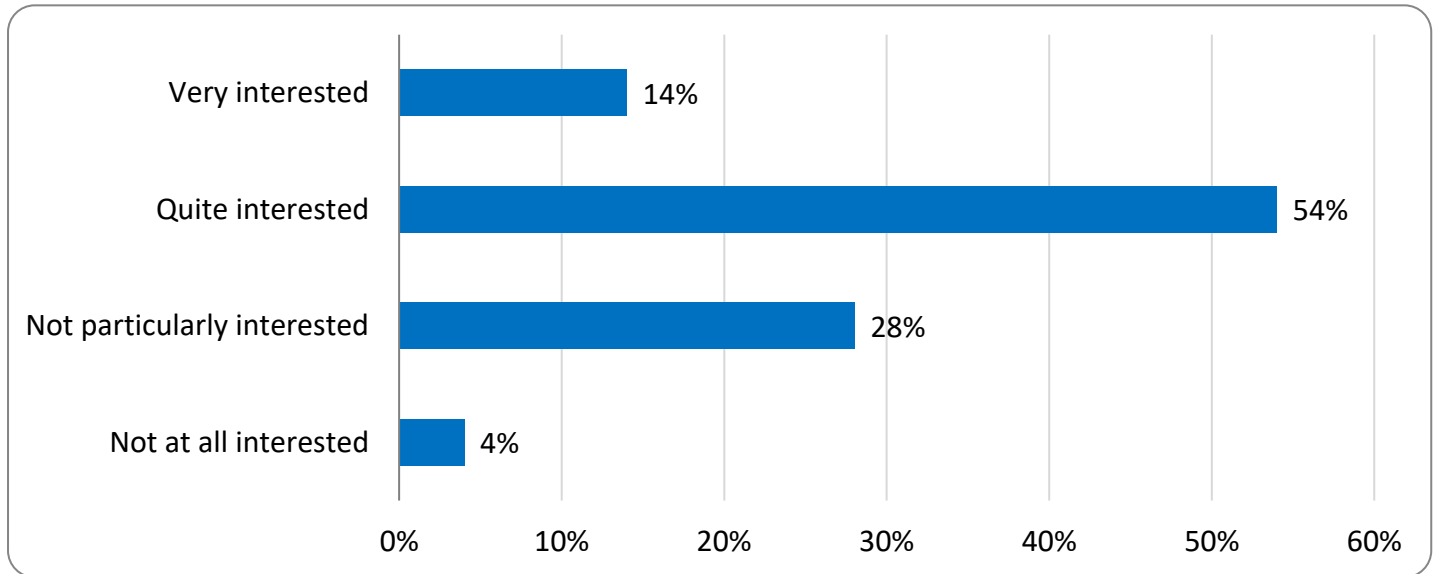
32% of you were aware that any of our reservoirs were open to the public.

We then asked you which of our reservoirs you have ever visited



23% of you had visited at least one of our reservoirs.

We then asked how interested you were in visiting one or more of these reservoirs.



- 68% of you were either very or quite interested in visiting one or more of our reservoirs, with 14% of you being very interested.

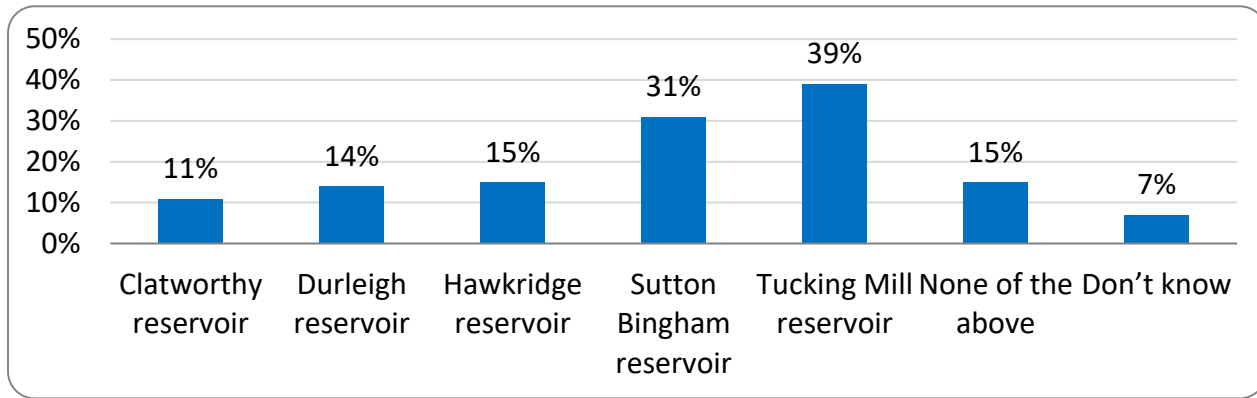
The main reasons that you gave were:-

- Love nature/wildlife (21%)
- Enjoy walking/outdoors (16%)
- Good/peaceful/relaxing day out (14%)
- To see how things work (11%)
- Interested/curious in seeing it (11%)
- Somewhere new/different (7%)

The main reasons that you weren't interested were:

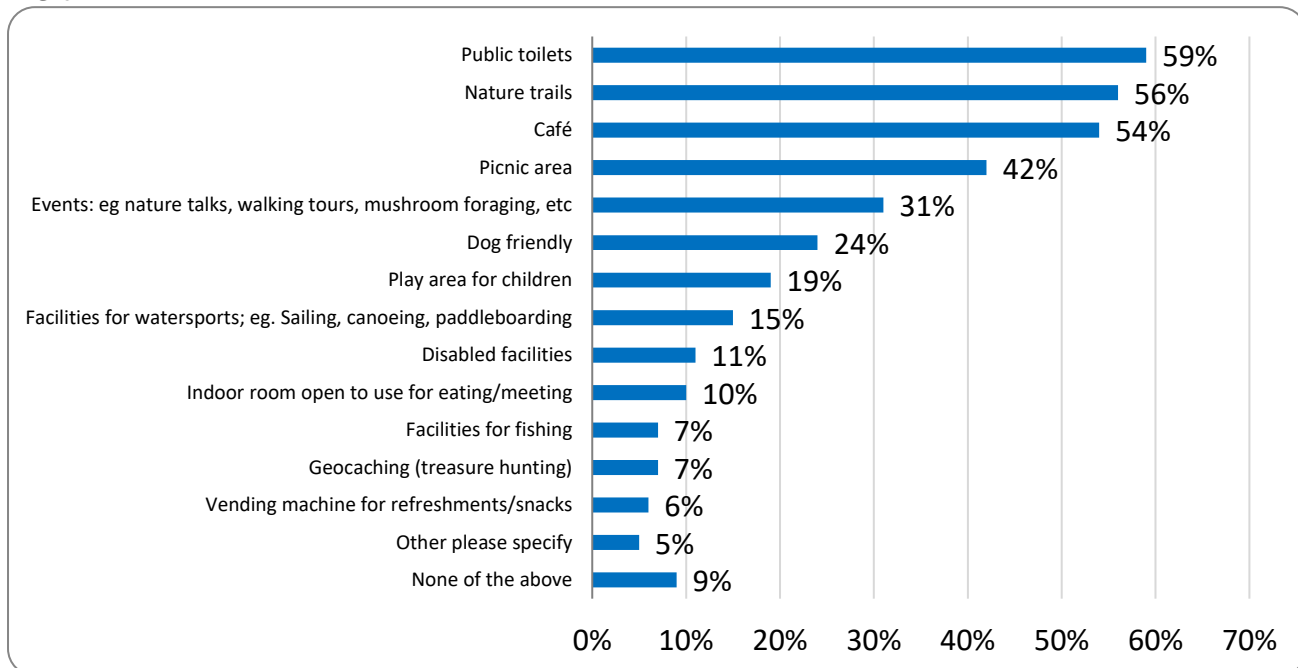
- Too far away (28%)
- No interest (16%)
- Don't know enough about them (10%)
- Too old/disabled/difficulty walking (10%)
- There are better places to visit (9%)
- No transport (6%)
- No time/too busy (5%)

We asked which of our reservoirs you would be most likely to visit.



- Tucking Mill was the most popular (39%)
- 78% of you said that you would be likely to visit at least one of our reservoirs
- Those of you who lived within 15 miles of any reservoir were most likely to visit (85% compared to 69% of those who did not live within 15 miles of a reservoir)

We also wanted to know how important certain activities/facilities were in encouraging you to visit.



The most likely reasons to visit are public toilets (59%), nature trails (56%) and a café (54%).

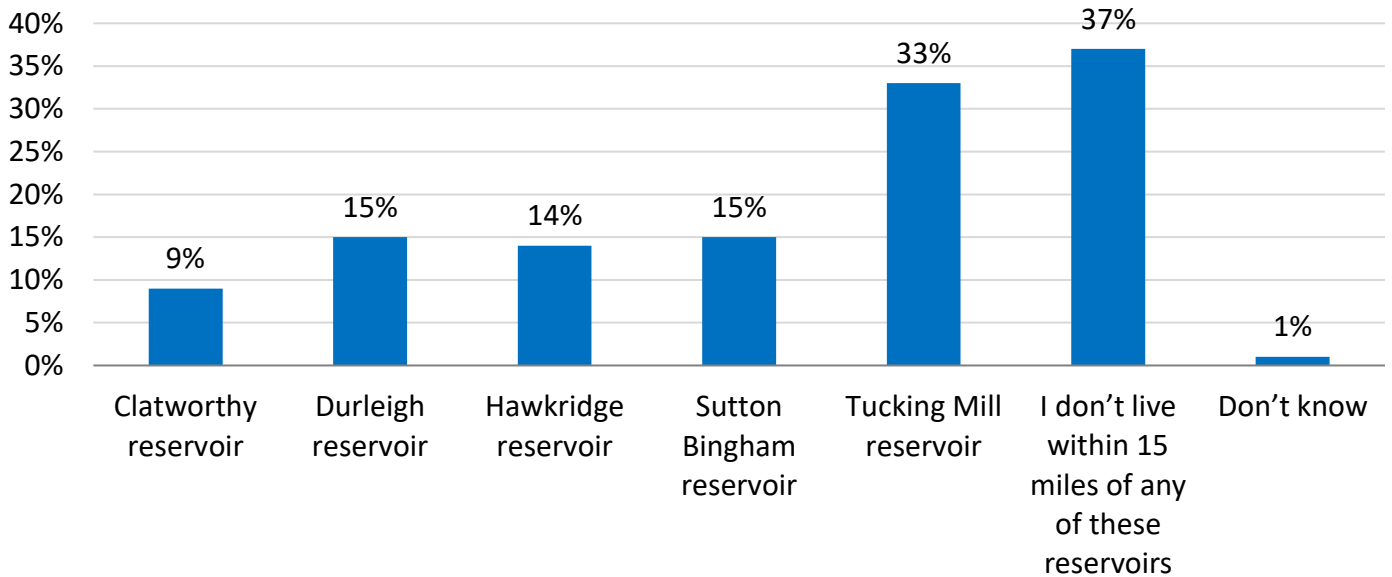
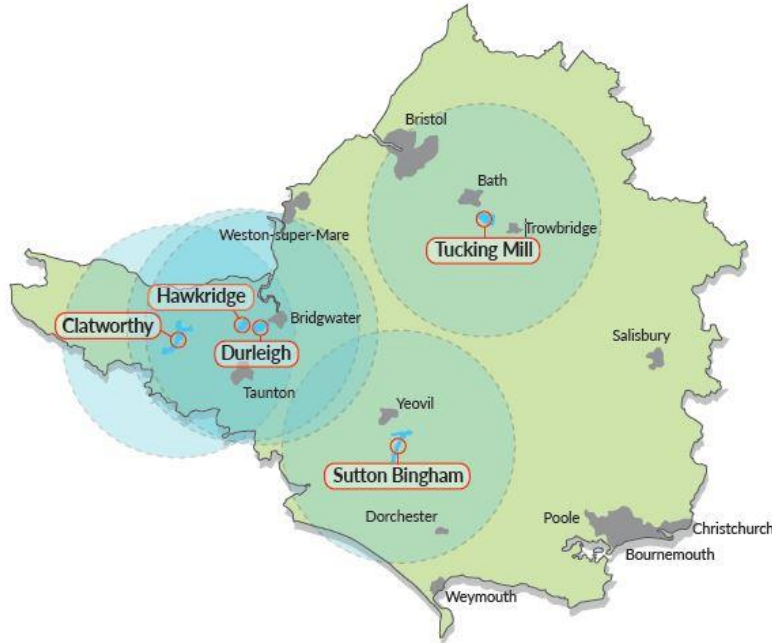
Other activities that you would like to see included (not listed above):-

- Parking/free parking (2%)
- Birdwatching (2%)
- Information boards (1%)
- Cycling facilities (1%)
- Boating (1%)
- Walking routes (1%)
- Tours/talks (1%)
- Visitor/Education Centre (1%)

We asked if you would be interested in booking one of our reservoirs for any community events or birthdays

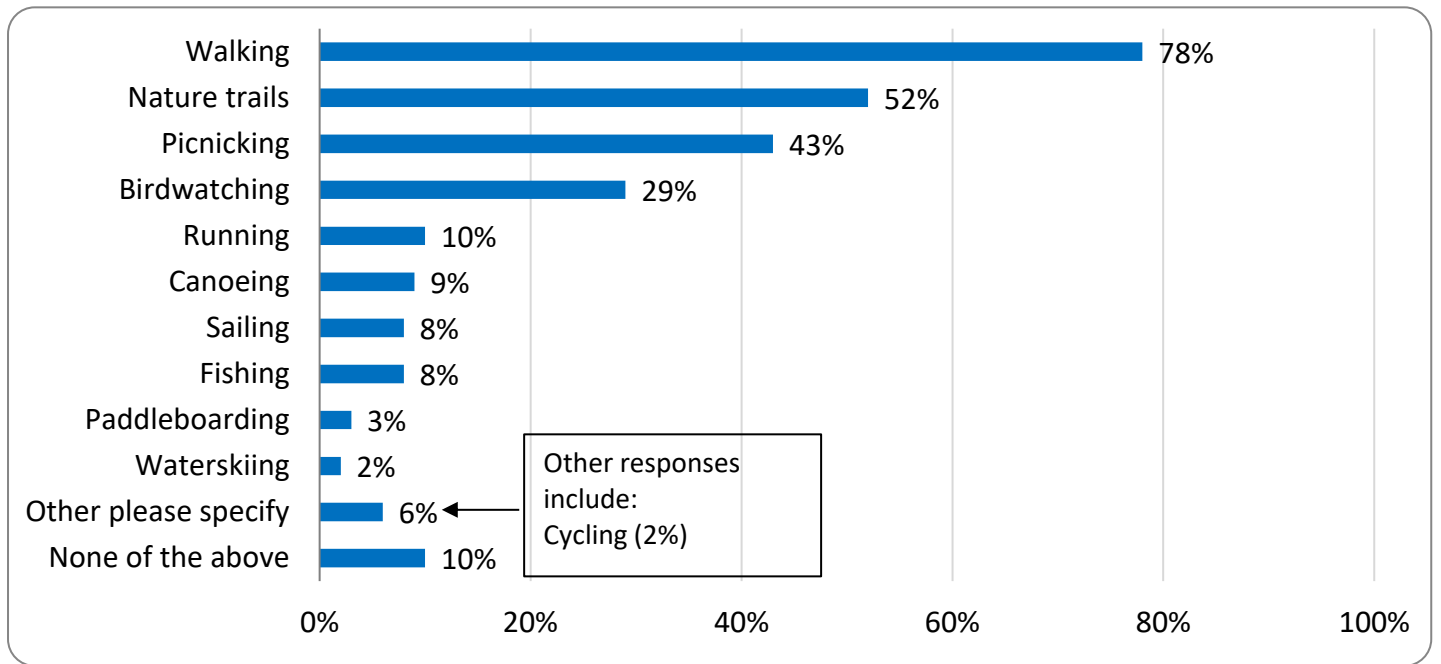
- 11% of you said that you would either be very or fairly interested in booking out one of the reservoirs for an event.

We then showed you the map of our reservoirs again but this time we circled a 15 mile radius and wanted to know where you lived.



- 62% of you live within 15 miles of at least one of the reservoirs, with a third (33%) living within 15 miles of Tucking Mill
- 37% of you do not live within 15 miles of any of the reservoirs

We wanted to know what activities you participated in during your leisure time



- Walking was the most popular outdoor activity (78%), followed by nature trails (52%) and picnicking (43%)
- Whilst many of you take part in activities locally, a high proportion of you travel some distance for your chosen activities. This was particularly true for water sports, picnicking and nature trails

We asked you if there were any other comments that you would like to make about our reservoirs.

A few of you did and the most common comments were:

- Advertise more/more information (3%)
- Excellent resource/great that they are open to public (3%)
- Need more/better facilities (1%)
- Should not be commercialised (1%)
- Looking forward to visiting (1%)
- Too far away (1%)
- Build more reservoirs (1%)

What next?

Thank you so much for taking part. Your answers suggest that there is a lot more we can do to let you know about our reservoirs and encourage you to visit. We will be using your ideas and thoughts to put a plan together for how we can develop our reservoirs into much more of a local community attraction that will much better meet your needs. Do let us know if you have any other comments or suggestions.

Thank you once again for being a member of 'have your say'.

Wessex Water Domestic Panel

‘have your say’

Online survey number 15

Reservoirs

June 2017

Prepared by Future Focus Research

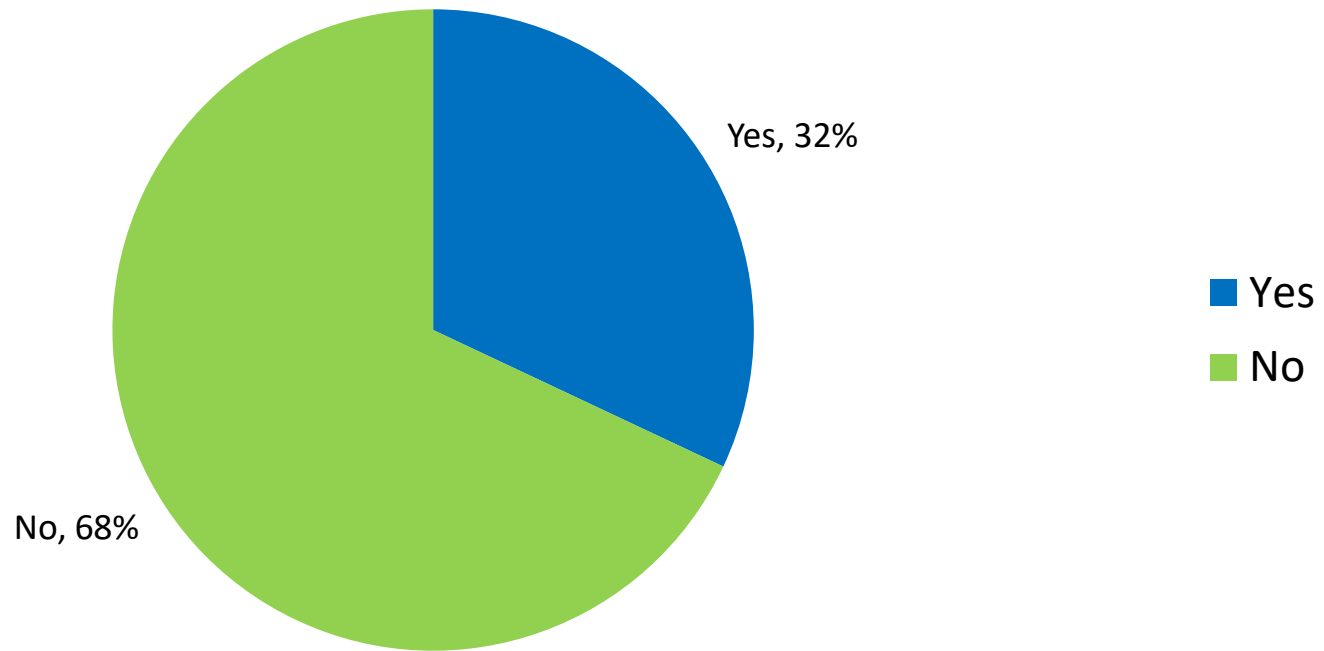
Methodology

- 2,735 invitations were sent out to panel members on 26th May 2017.
- First reminder on the 2nd June 2017.
- Second reminder on the 9th June 2017.
- The survey was closed on Monday 12th June 2016.
- A total of 912 panel members started the survey with 897 completing it
- 62% completed the survey on a desktop or laptop, 17% on a Smartphone and 21% on a tablet
- Each survey took on average of 5 minutes each to complete
- Cross tabulations have been conducted by age, gender, SEG and ownership of a water meter and are shown at the end of each table or chart where the results are significantly different

Map of reservoirs shown to respondents at start of questionnaire

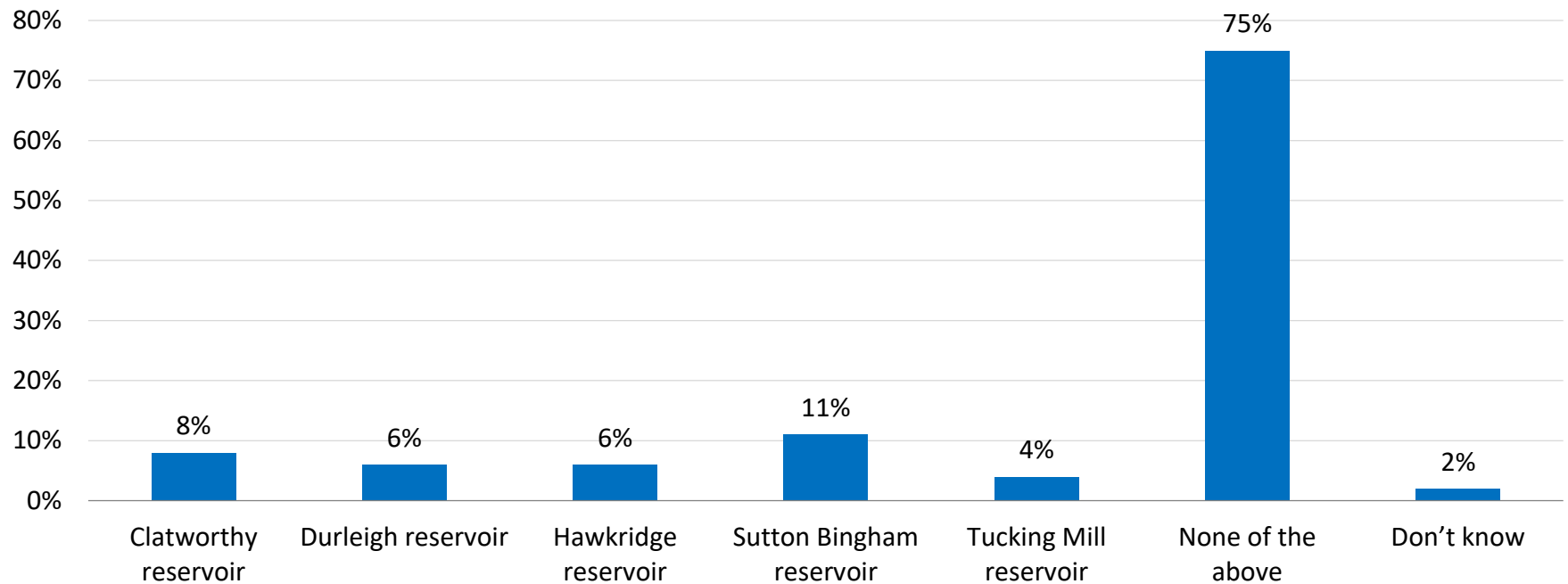


Question 1a. Were you aware that any of these Wessex Water reservoirs are open to the public? (Base:897)



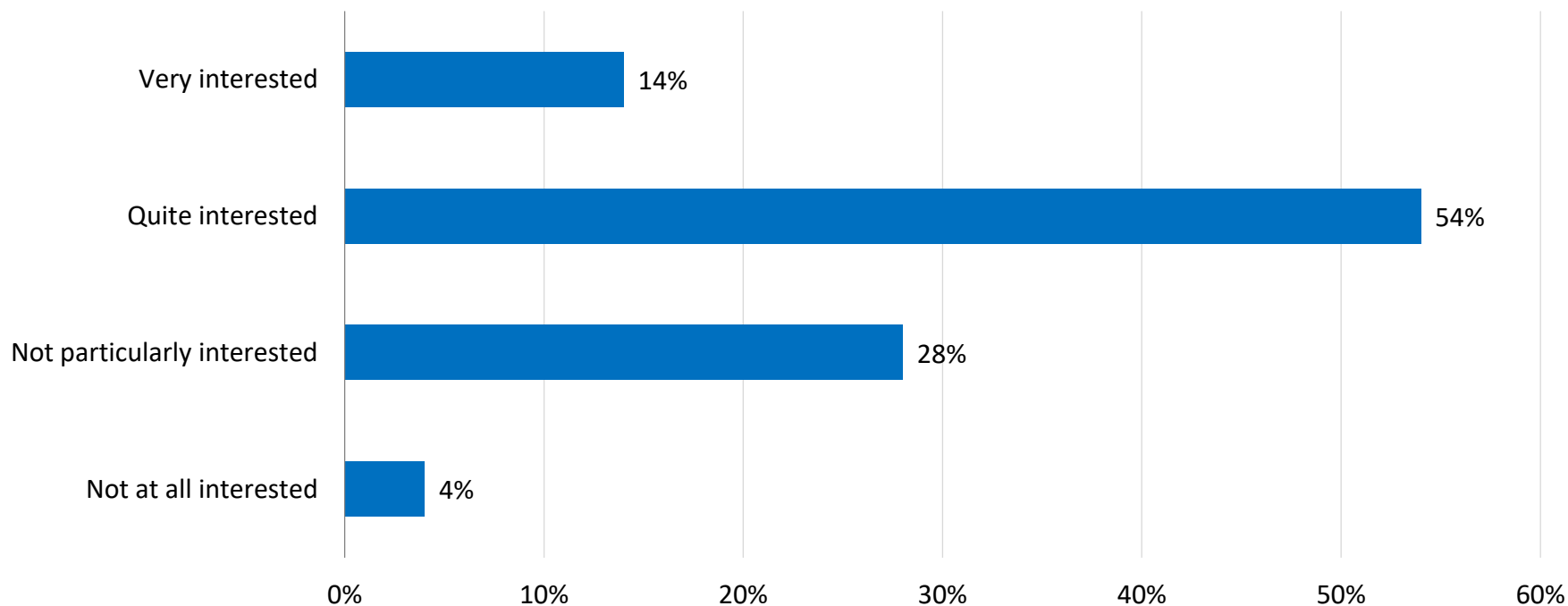
- 32% were aware that any of the reservoirs were open to the public
- Awareness increased with age from 17% of those aged 18 -34, to 24% of 35 – 54 year olds and to 36% of those aged over 55

Question 1b. Which, if any, of these reservoirs have you ever visited? (Base: 897)



- 23% had visited at least one of the reservoirs
- Those age 55+ were most likely to have visited at least one (26%) as were males (26%) and DEs (29%)

Question 2a. How interested are you in visiting one or more of these reservoirs?



- 68% were either very or quite interested in visiting one or more of the reservoirs, with 14% stating that they were very interested
- Those aged 18 – 34 were most likely to be very interested in visiting (23%)

Question 2b. Reasons for interest (Base: 613)

Main reasons for interest were:

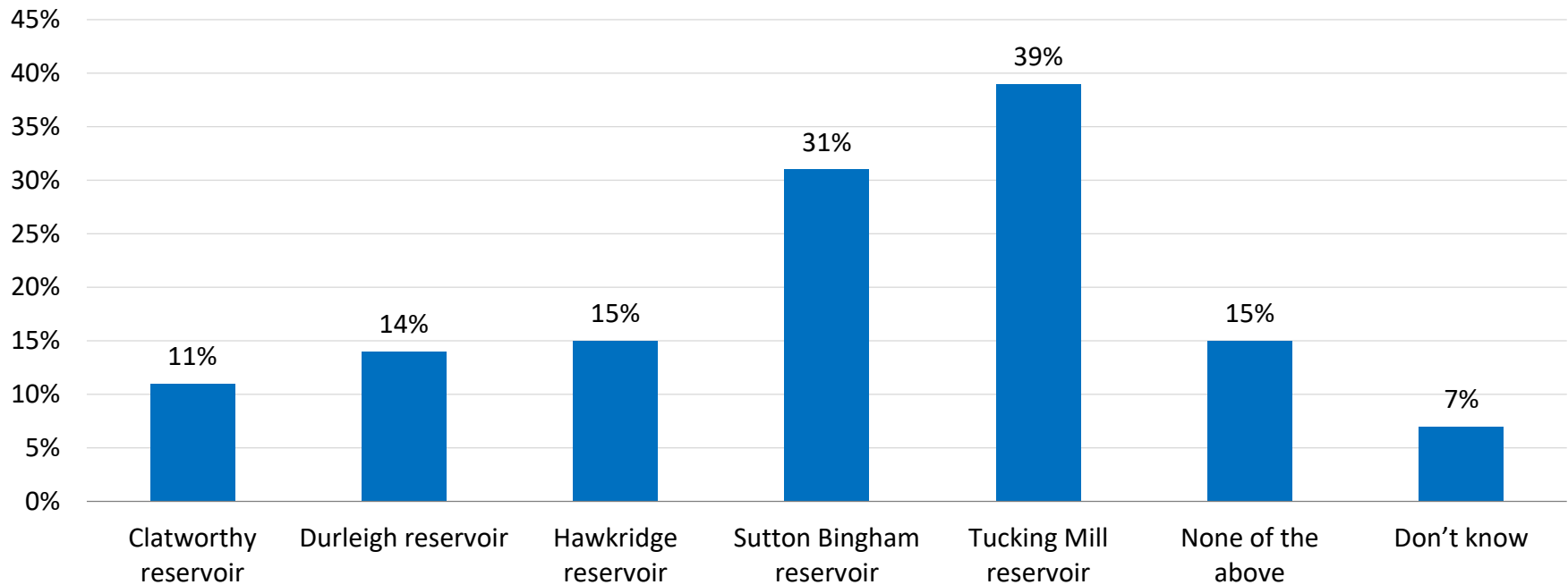
- Love nature/wildlife (21%)
- Enjoy walking/outdoors (16%)
- Good/peaceful/relaxing day out (14%)
- To see how things work (11%)
- Interested/curious in seeing it (11%)
- Somewhere new/different (7%)

Question 2c. Reasons for lack of interest (Base: 284)

Main reasons for lack of interest were:

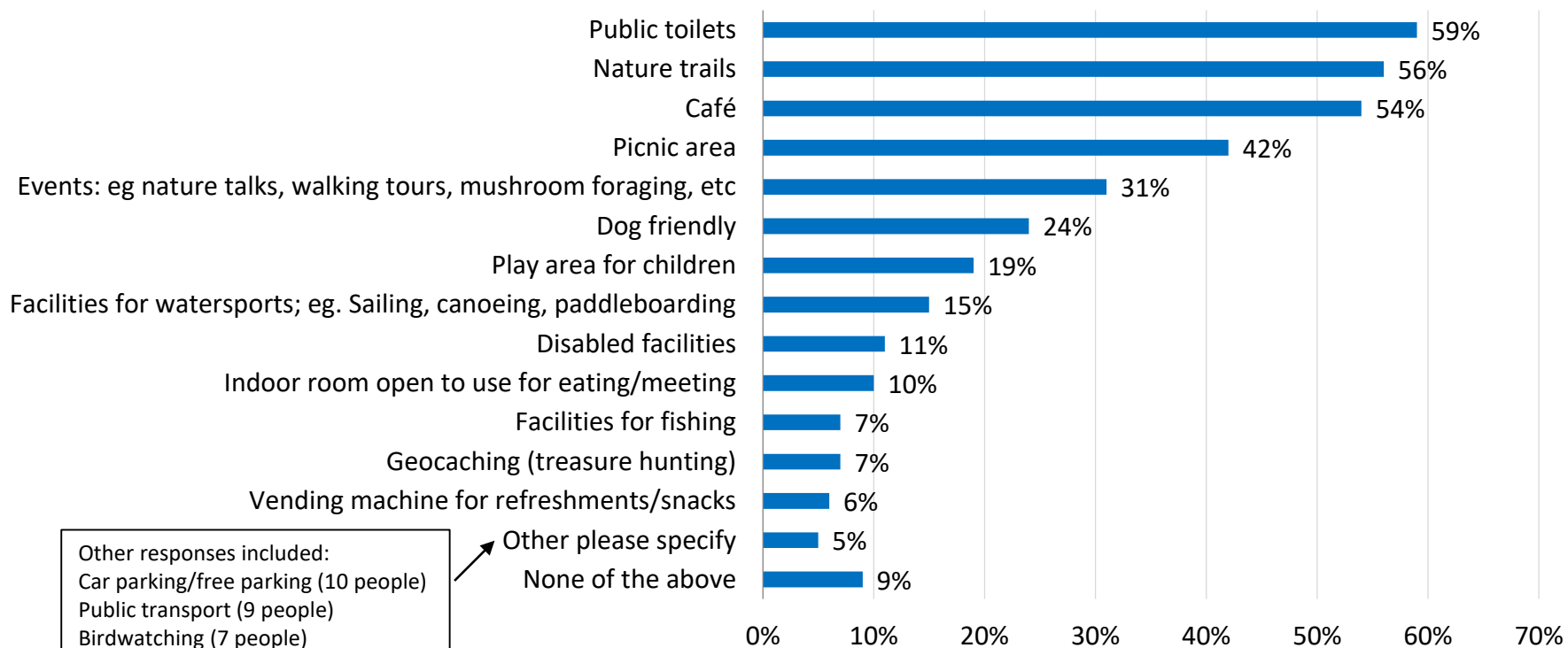
- Too far away (28%)
- No interest (16%)
- Don't know enough about them (10%)
- Too old/disabled/difficulty walking (10%)
- There are better places to visit (9%)
- No transport (6%)
- No time/too busy (5%)

Question 3. Which, if any, of these reservoirs would you be most likely to visit? (Base: 897)



- The most likely to be visited was Tucking Mill Reservoir (39%)
- 78% said that they would be likely to visit at least one of the reservoirs
- Those aged 18-34 were most likely to visit at least one (83%) and DEs were the least likely (67%)
- Those who lived within 15 miles of any reservoir were most likely to say that they would visit (85% compared to 69% of those who did not live within 15 miles of a reservoir)

Question 4. Which of the following would make you more likely to visit the reservoirs? Please tick all that apply (Base: 897)



- The most likely facilities to attract visitors are public toilets (59%), nature trails (56%) and a café (54%)
- Those aged 18-34 were more likely to mention a café (66%), picnic area (62%), play area for children (36%), events (36%) and geocaching (17%)
- Women were most likely to want public toilets (66%), café (61%), events (39%) and a play area for children (22%),

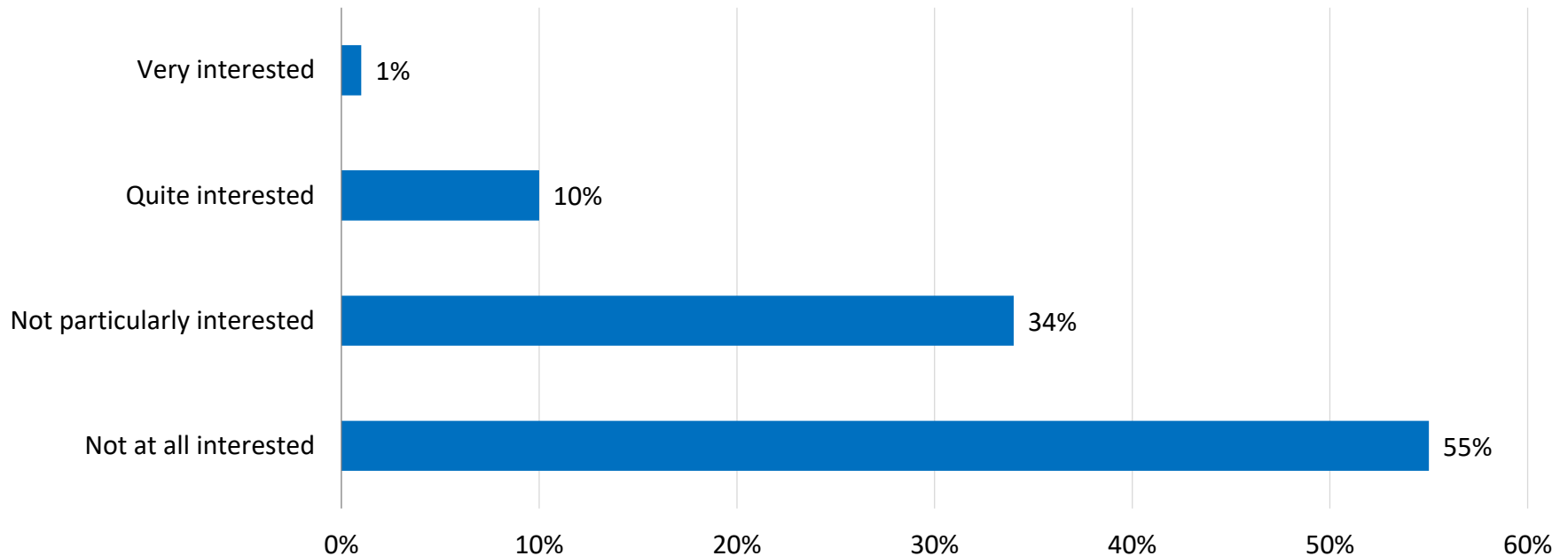
Question 5. Are there any other activities or facilities you would be interested in that would make you more likely to visit?(Base: 897)

87% of respondents did not have any other suggestions of activities of facilities other than those already listed.

Suggestions made included:

- Parking/free parking (2%)
- Birdwatching (2%)
- Information boards (1%)
- Cycling facilities (1%)
- Boating (1%)
- Walking routes (1%)
- Tours/talks (1%)
- Visitor/Education Centre (1%)

Question 6a. How interested would you be in booking out one of our reservoirs for an event (e.g. corporate hospitality, team-building days, community activities, birthday parties etc.) (Base: 871)



- 11% said that they would either be very or fairly interested in booking out one of the reservoirs for an event
- Most likely to be interested were those aged 18 – 34 (27% very or fairly interested), those were said they were interested in visiting one of the reservoir (15% compared to 3% of those not interested), those who said they were likely to visit at least one reservoir (13% compared to 4% of those who were not likely)

Question 6b. Reasons for interest (Base: 95)

Main reasons for interest were:

- Different/unusual venue (30%)
- Birthday/wedding/family parties (13%)
- Team building/group activities/company events (13%)
- Local clubs/committees/charities (12%)

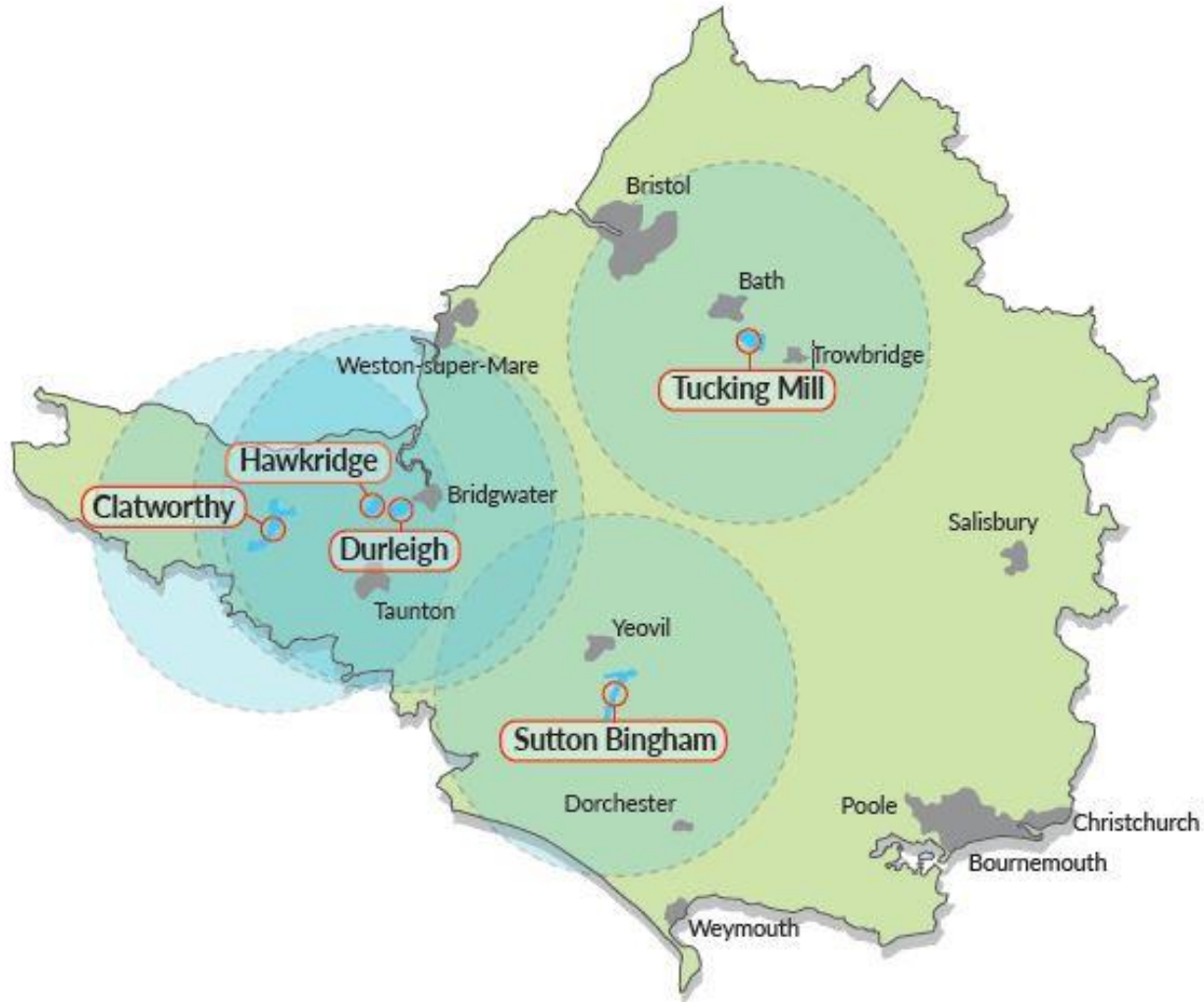
Question 6c. Reasons for lack of interest (Base: 776)

Main reasons for lack of interest were:

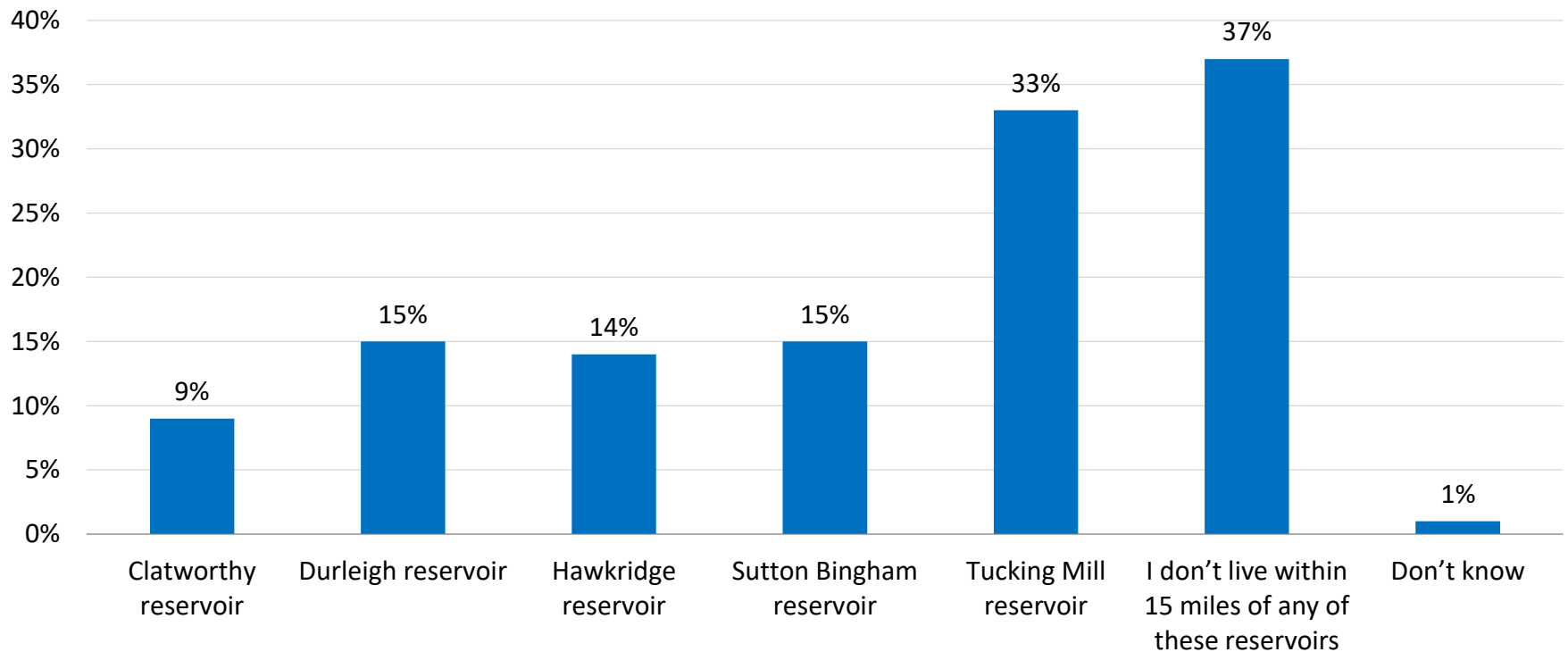
- No need/interest (60%)
- Too far away/transport issues (11%)
- Should be kept for quiet activities (3%)
- Too many other better places (2%)
- Don't have enough information (2%)

Question 7. The circles in the image below show the areas up to 15 miles from each reservoir. Do you live within any of these circles? If so, which reservoirs do you live within 15 miles of?

Map shown to respondents

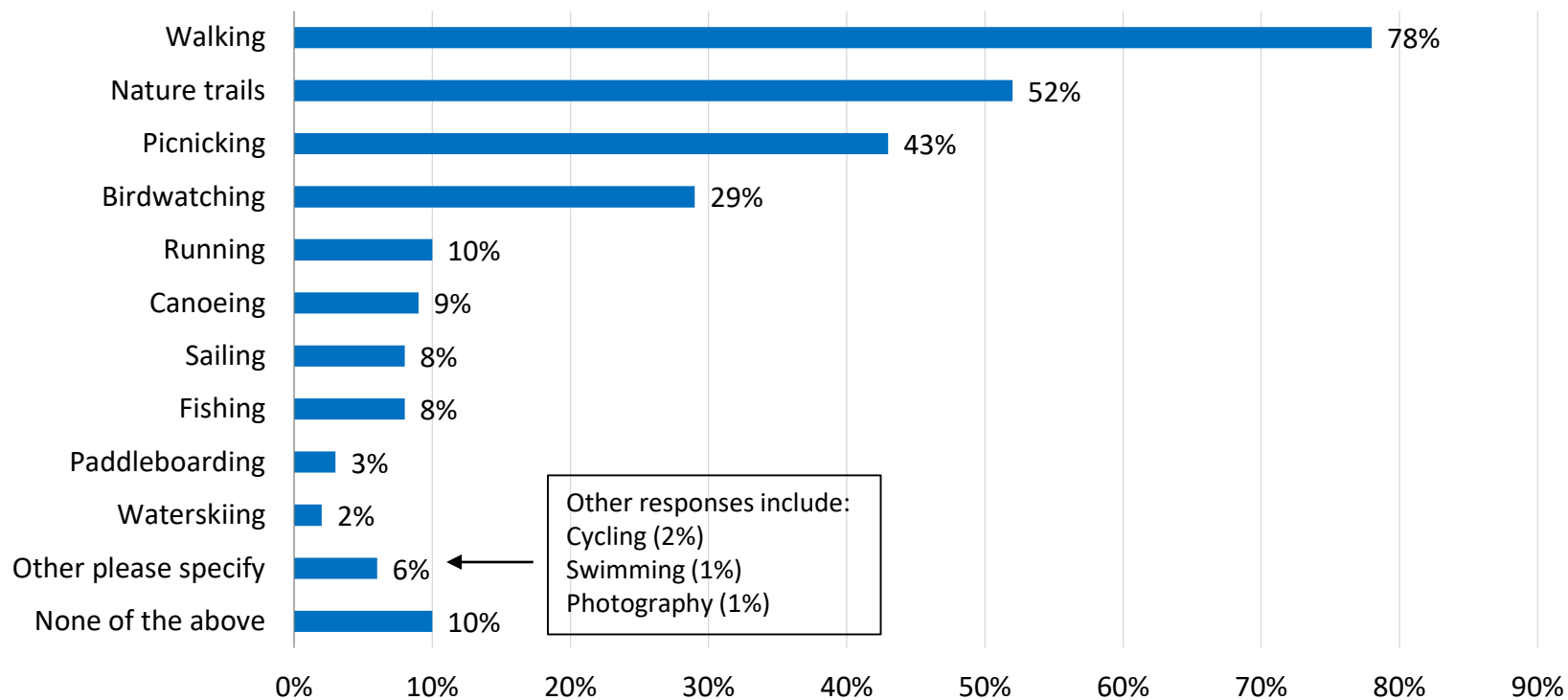


Question 7. Which reservoirs do you live within 15 miles of? (Base: 870)



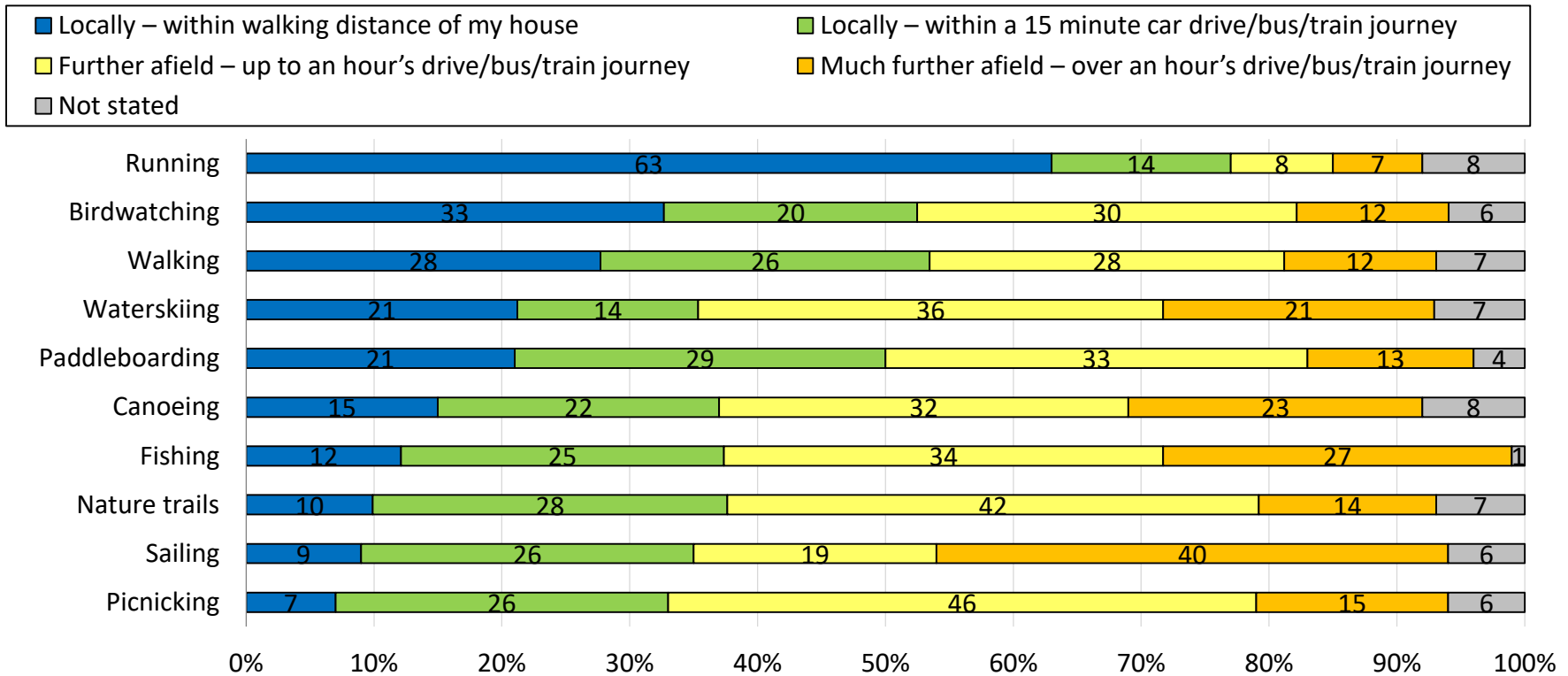
- 62% live within 15 miles of at least one of the reservoirs, with a third (33%) living within 15 miles of Tucking Mill
- 37% do not live within 15 miles of any of the reservoirs

Question 8. Which, if any, of the following outdoor activities do you and/or your family like to participate in nowadays? (Base: 870)



- Walking was the most popular outdoor activity with 78% participating, followed by nature trails (52%) and picnicking (43%)
- Those aged 18 – 34 were most likely to take part in picnicking (70%), running (41%) and paddle boarding (16%),
- Those age over 55 were most likely to partake in birdwatching (33%)

Question 9. How far do you travel to take part in these outdoors activities? Please tick all that apply (Base: those who participate in each activity)



- Whilst many participated in activities locally, a high proportion travelled some distance to take part in their chosen activities. This was particularly true for water sports, picnicking and nature trails

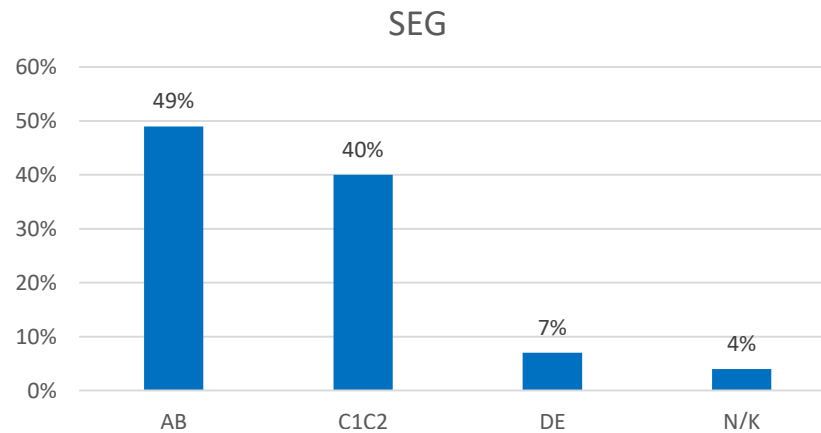
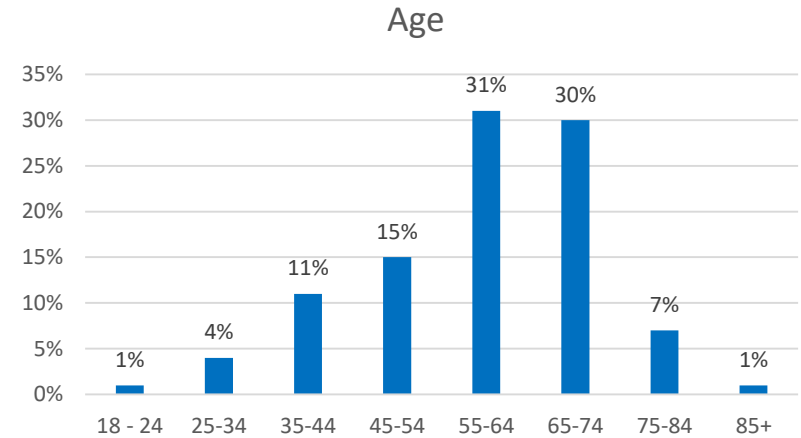
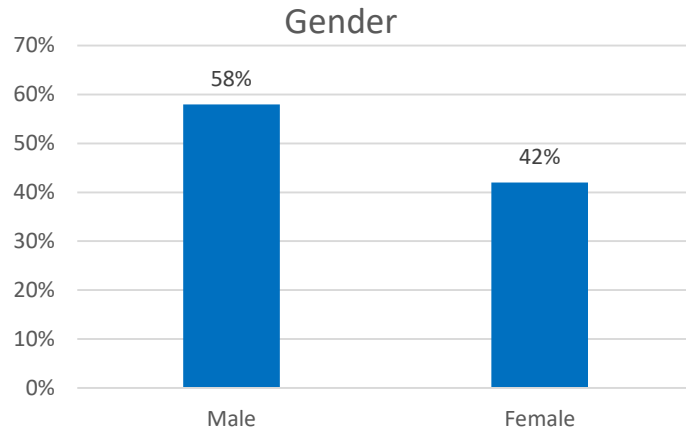
Question 10. Is there anything else you would like to add about Wessex Waters Reservoirs? (Base: 870)

Most (86%) did not have any other comments to make

Comments made included:

- Advertise more/more information (3%)
- Excellent resource/great that they are open to public (3%)
- Need more/better facilities (1%)
- Should not be commercialised (1%)
- Looking forward to visiting (1%)
- Too far away (1%)
- Build more reservoirs (1%)

Demographics of respondents





Results Newsletter

Thank you for taking part in our latest survey. We had a good response with 405 of you completing it. We apologise that on this one occasion the survey could not be completed on a smartphone or tablet. This was due to the specialist software used for this particular survey.

We wanted to understand your priorities for four investment areas and explore your willingness to pay for service improvements in each of them.

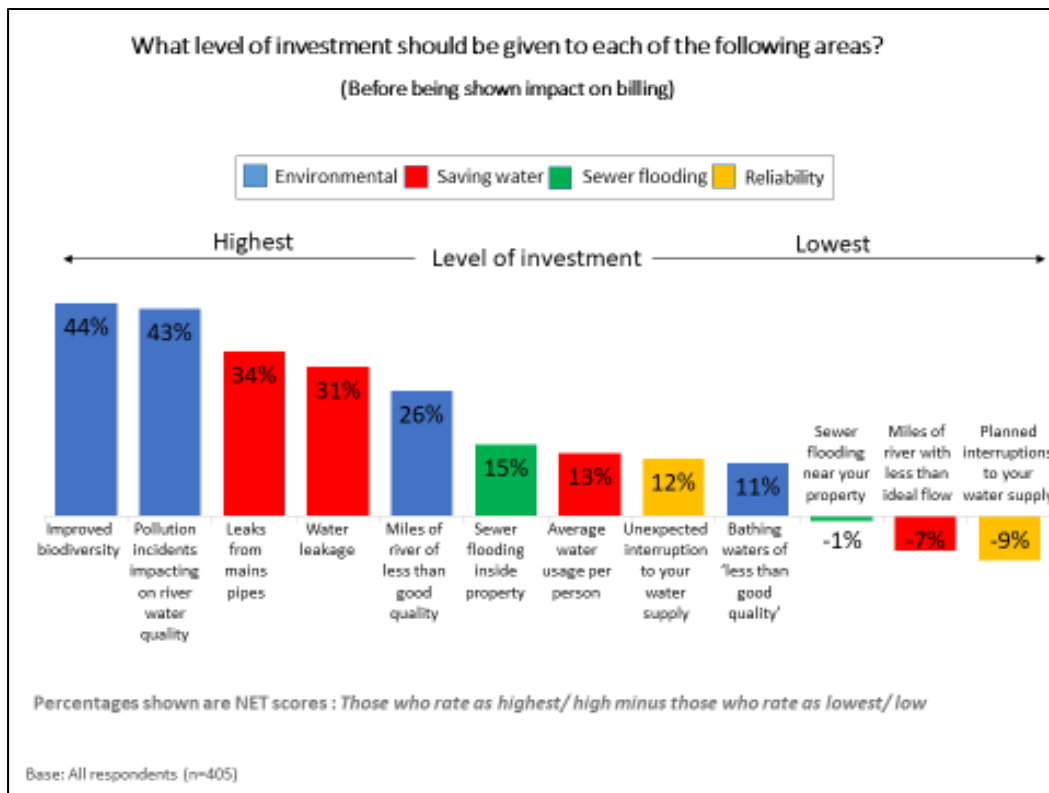
The investment areas were:

- Reliability of your water supply e.g. interruptions to your water supply
- Saving water e.g. leakage
- Environmental impact e.g. pollution of rivers
- Sewer flooding

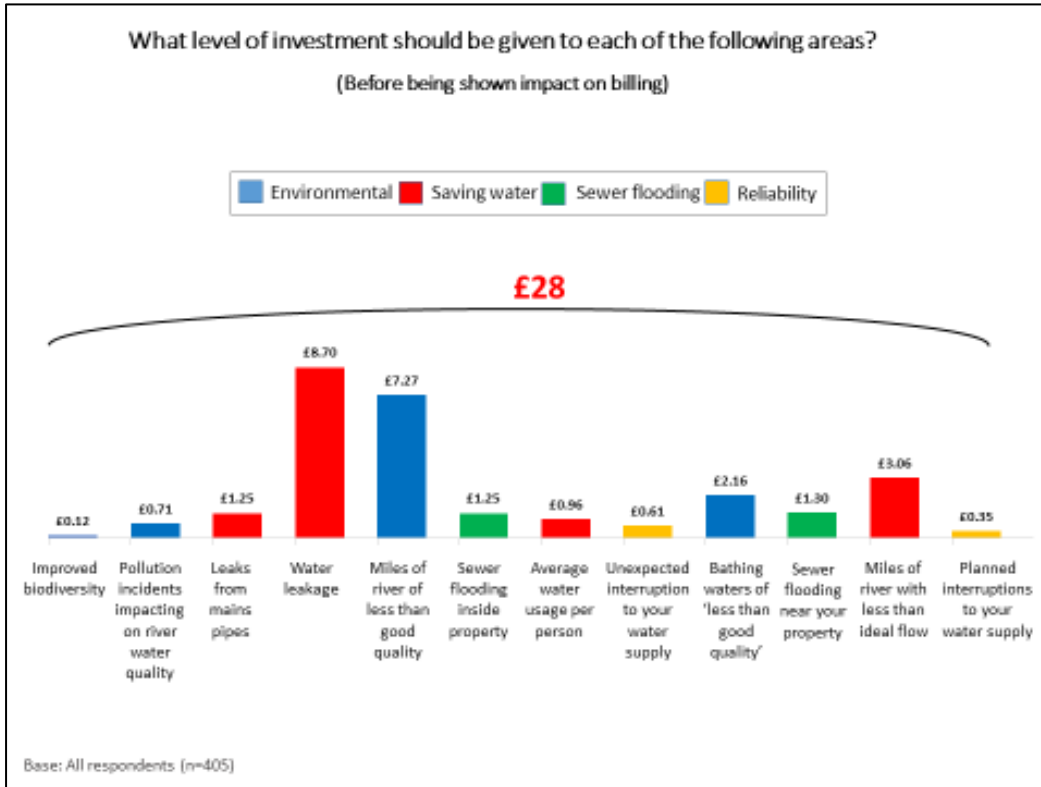
For each area we asked you to tell us what you thought our level of investment should be in the future. You had five choices for each ranging from lowest through to highest. We also showed you the impact your choices would make on your bill. You told us that your current average bill was £379.

Here's how you answered.

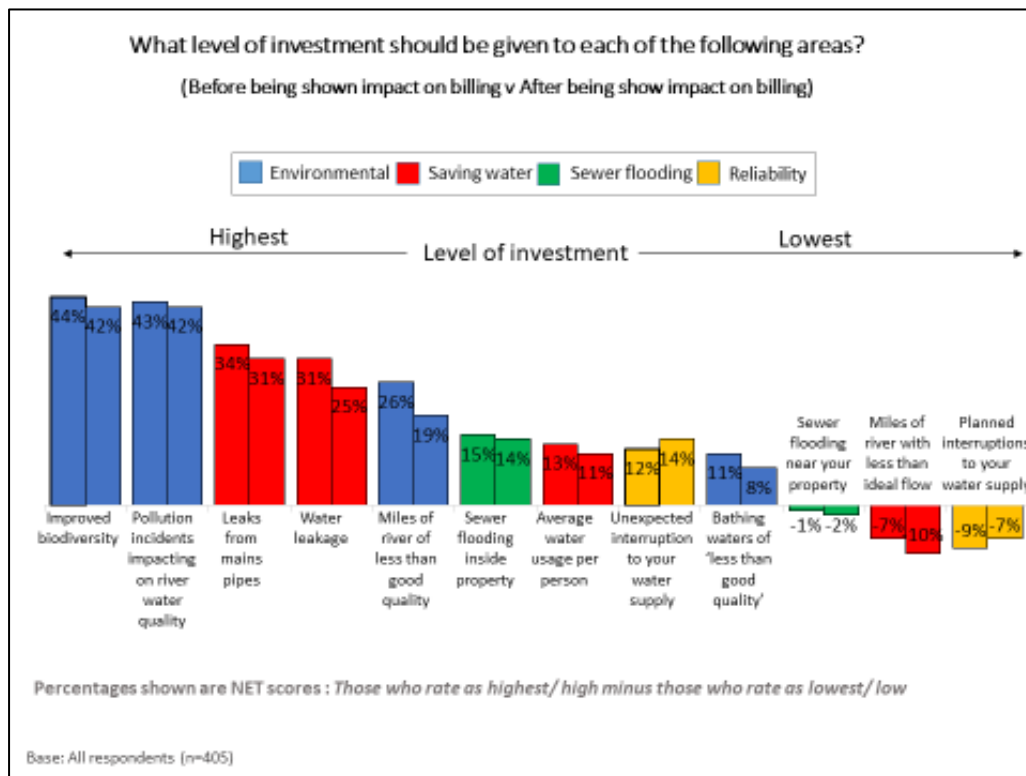
You told us that *improved biodiversity* and *pollution incidents impacting on river and water quality* should be given the highest level of investment. You also thought that *miles of river with less than ideal flow* and *planned interruptions to your water supply* should have the lowest levels of investment. The following chart shows the level of priority you gave to each area.



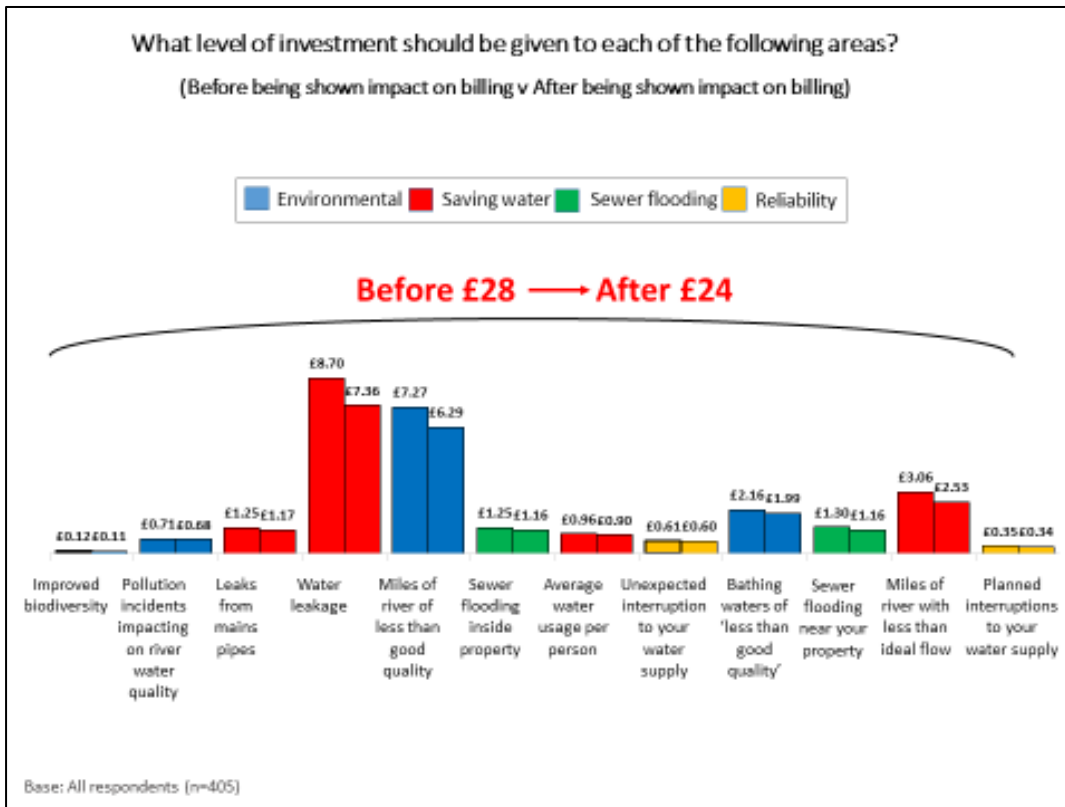
We then showed you how your chosen priority levels would impact on your bill and that this would mean an average increase of **£28**. Leakage and River Quality are the most expensive to implement and had the greatest impact on your bills, see below.



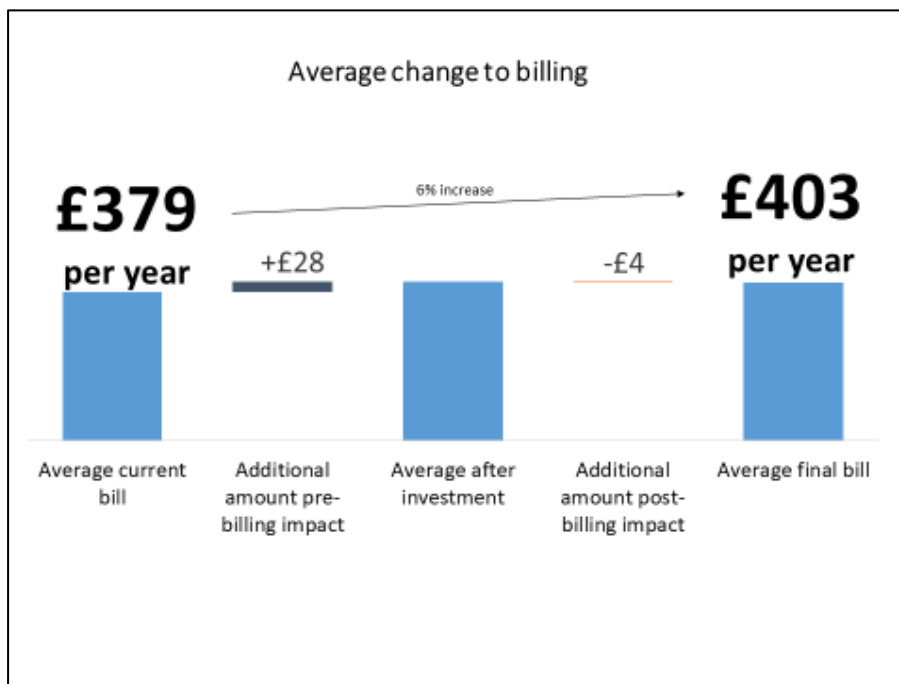
After showing you the impact your choices would have on your bill, we gave you the opportunity to change your mind. *Investment in leakage and river quality*, the most expensive to implement, reduced considerably once you knew the impact on your bill.



The changes you made reduced the increase in the average bill to £24.



In summary after seeing the impact of your chosen improvements on your bill, you are willing to pay an average of £24 per year to cover the cost. This would increase the average bill to £403 per year.



What next?

Thank you so much for taking part. Your comments will be taken into consideration to help us make improvements to your services. Do let us know if you have any other comments or suggestions.

Thank you once again for being a member of 'have your say'.

Wessex Water Domestic Panel
'have your say'
Online survey number 16
Levels of service from Wessex Water
December 2017

Note that there is no separate report for this survey as the results were analysed by Populus as part of the willingness to pay survey (see appendix 1.1.F). The newsletter in this appendix covers all relevant charts.



Results Newsletter

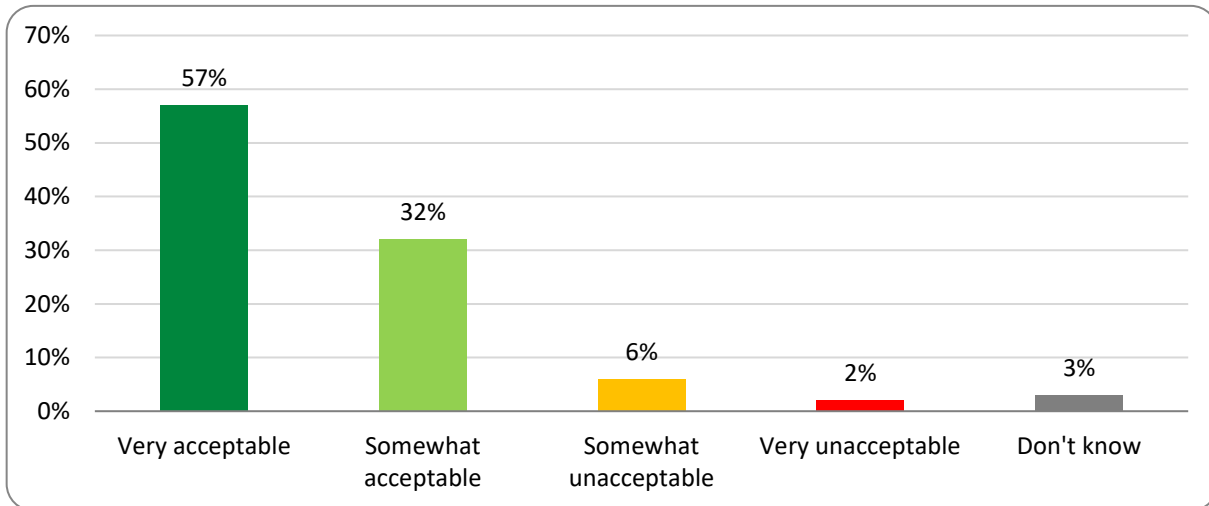
Thank you for taking part in our latest survey. We had a good response with 743 of you completing it.

We wanted to understand your views on our proposal business plan for 2020 – 2025.

Here's how you answered.

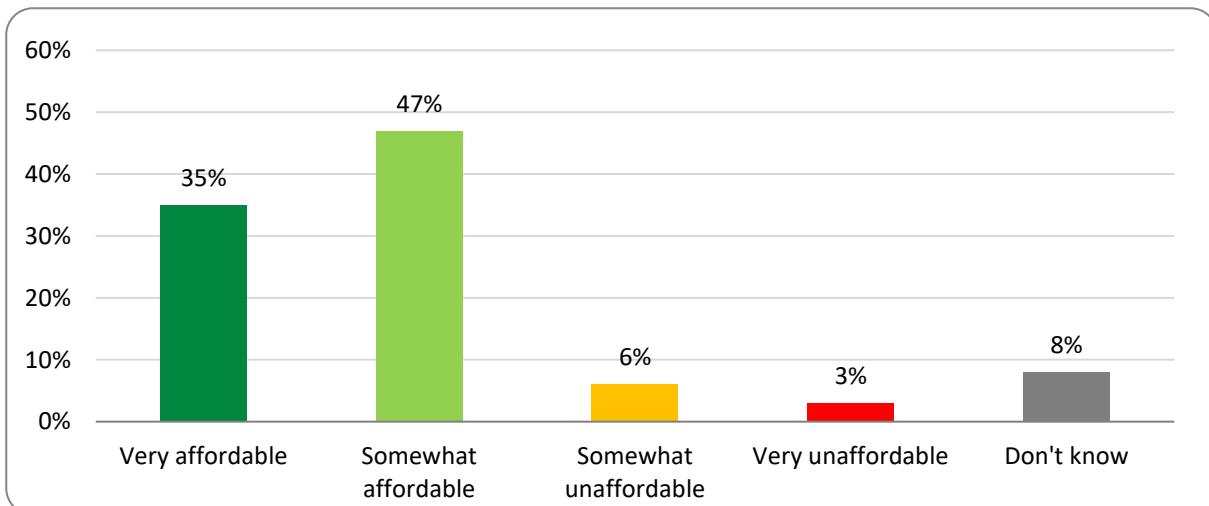
We asked you how acceptable or unacceptable you considered our proposed plan to be.

- 89% of you thought that the proposed Business Plan was acceptable (either very or somewhat), of which 57% felt that it was very acceptable
- Just 8% of you felt that it was unacceptable (either somewhat or very)



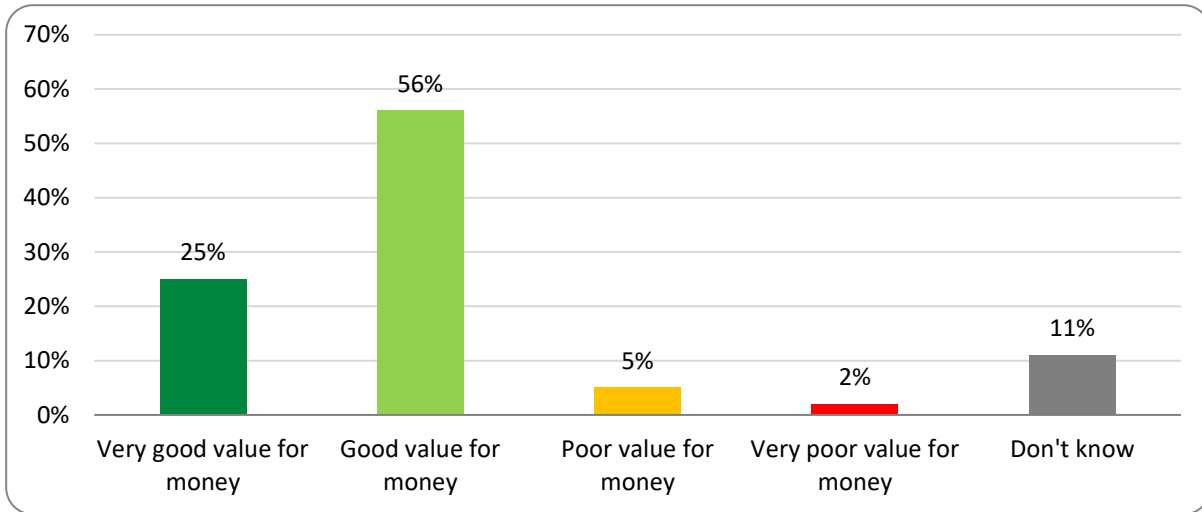
We then asked you how affordable or unaffordable you considered our proposed plan to be.

- 82% thought that the proposed Business Plan was affordable (either very or somewhat), of which 35% felt that it was very affordable
- Just 9% felt that it was unaffordable (either somewhat or very)



Finally, we asked you how you would rate our proposed plan in terms of value for money.

- 81% thought that the proposed Business Plan was good value for money (either very good or good), of which 25% felt that it was very good
- Just 7% felt that it was poor value for money (very poor/poor), and 11% did not know



What next?

Thank you so much for taking part. Your comments will be taken into consideration to help us make improvements to your services. Do let us know if you have any other comments or suggestions.

Thank you once again for being a member of 'have your say'.

Wessex Water have your say

Online survey number 17

Business Plan

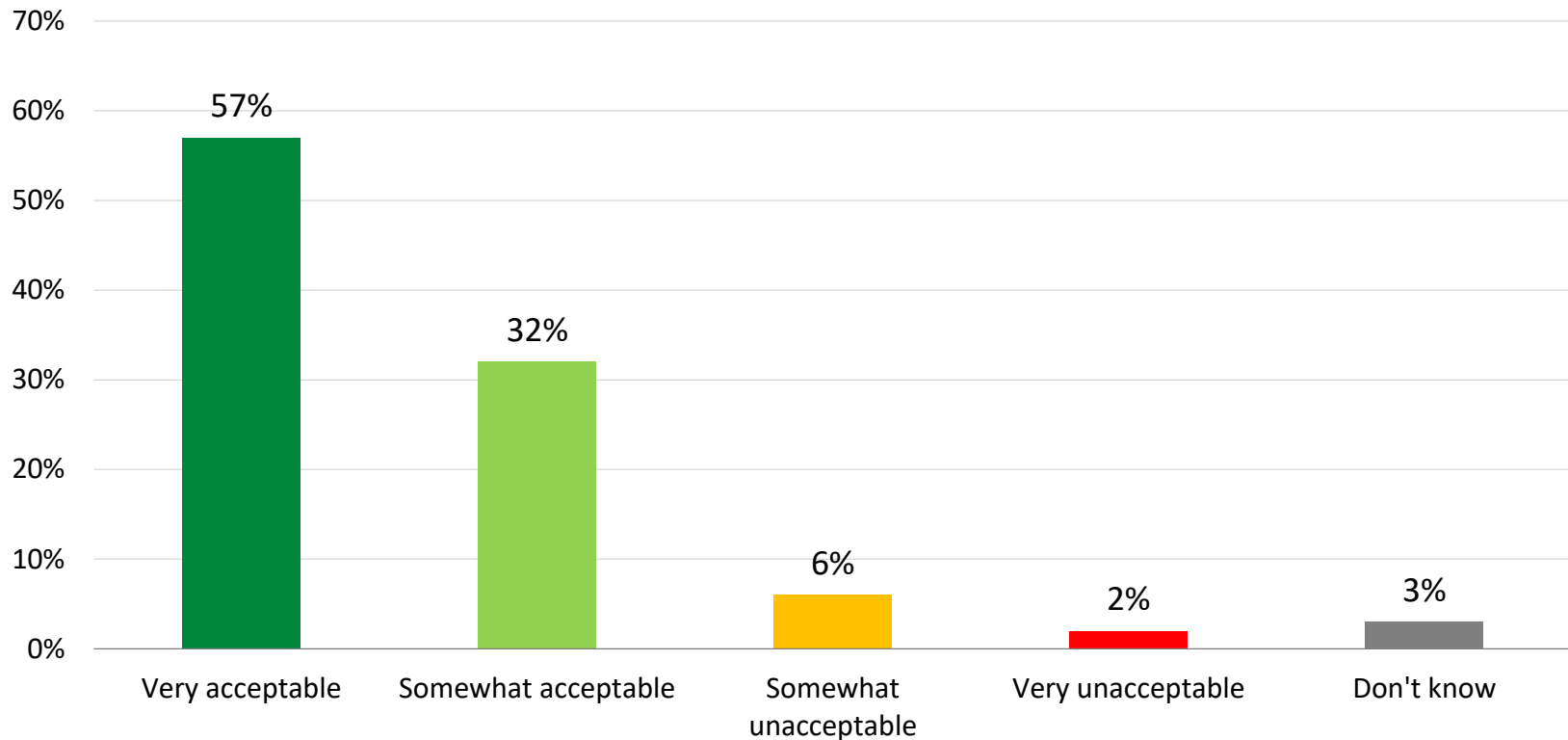
April 2018

Prepared by Future Focus Research

Methodology

- 2818 invitations were sent out to panel members on 27th April 2018.
- First reminder on the 1st May 2018
- Second reminder on the 4th May 2018
- Third reminder on the 10th May 2018
- The survey was closed at Midnight on Sunday 13th May 2018
- A total of 855 panel members started the survey with 743 completing it.
- The objective of this survey was to gather views on the proposed Business Plan for 2020 - 2025

Question 1. How acceptable or unacceptable do you consider our proposed plan to be? (Base: 760)



- 89% thought that the proposed Business Plan was acceptable (either very or somewhat), of which 57% felt that it was very acceptable
- Just 8% felt that it was unacceptable (either somewhat or very)
- Females were slightly more likely to say that the plan was very acceptable (62% compared to 54% of males)

Question1: Reasons for response

Respondents were asked the reasons for their answer to question 1.
The following themes emerged:

Reasons for Acceptable/Somewhat Acceptable (Base: 677)

- In favour of lowering prices 48%
- Generally positive 28%
- Lack of clarity 10%
- Concern about price rise 4%
- Looking after the environment/water wastage 3%
- Positive about customer focus 2%
- Fear of uncertainty 1%
- Don't know 4%

Question1: Reasons for response (cont.)

Quotes for Acceptable/Somewhat Acceptable (Base: 677)

“Any increase below the rate of inflation is to be applauded - if you can manage it and keep to your planned objectives”

“Anything that's reduces costs for the average household can only be a good thing”

“I feel you are managing to give customers the best of both worlds. Cost increases are negligible taking inflation into account and your proposals very positive”

“I think this proposed plan is acceptable and demonstrates your commitment to helping homeowners keep costs as low as possible”

“It seems for once a company is looking at the long term for both yourself and the customer and environment”

“I think it is fair and reasonable. We cannot expect progress without some effort, and you have obviously given a great deal of thought to your proposals”

“It sounds good but there are no details yet. They might make a difference”

“Not clear where this saving would come from”

“While the figures are attractive, there is a level of uncertainty about anything in the future. Hence, I give a cautious ok”

“Seems a sensible and logical way forward, making the best use of resources and focussing on the customer and the environment”

Question1: Reasons for response (cont.)

Reasons for Unacceptable/Somewhat Unacceptable (Base: 63)

- Concern about price rise 68%
- Lack of clarity 13%
- General positive 3%
- In favour of lowering prices 3%
- Fear of uncertainly 2%
- Other 8%
- Don't know 3%

Question1: Reasons for response (cont.)

Quotes for Unacceptable/Somewhat Unacceptable (Base: 677)

"I am not paying the amounts quoted & have no intention of doing so"

"Your bills are too expensive already"

"Too expensive to start with. Prices should be falling not rising"

"Improve the service before increasing bills"

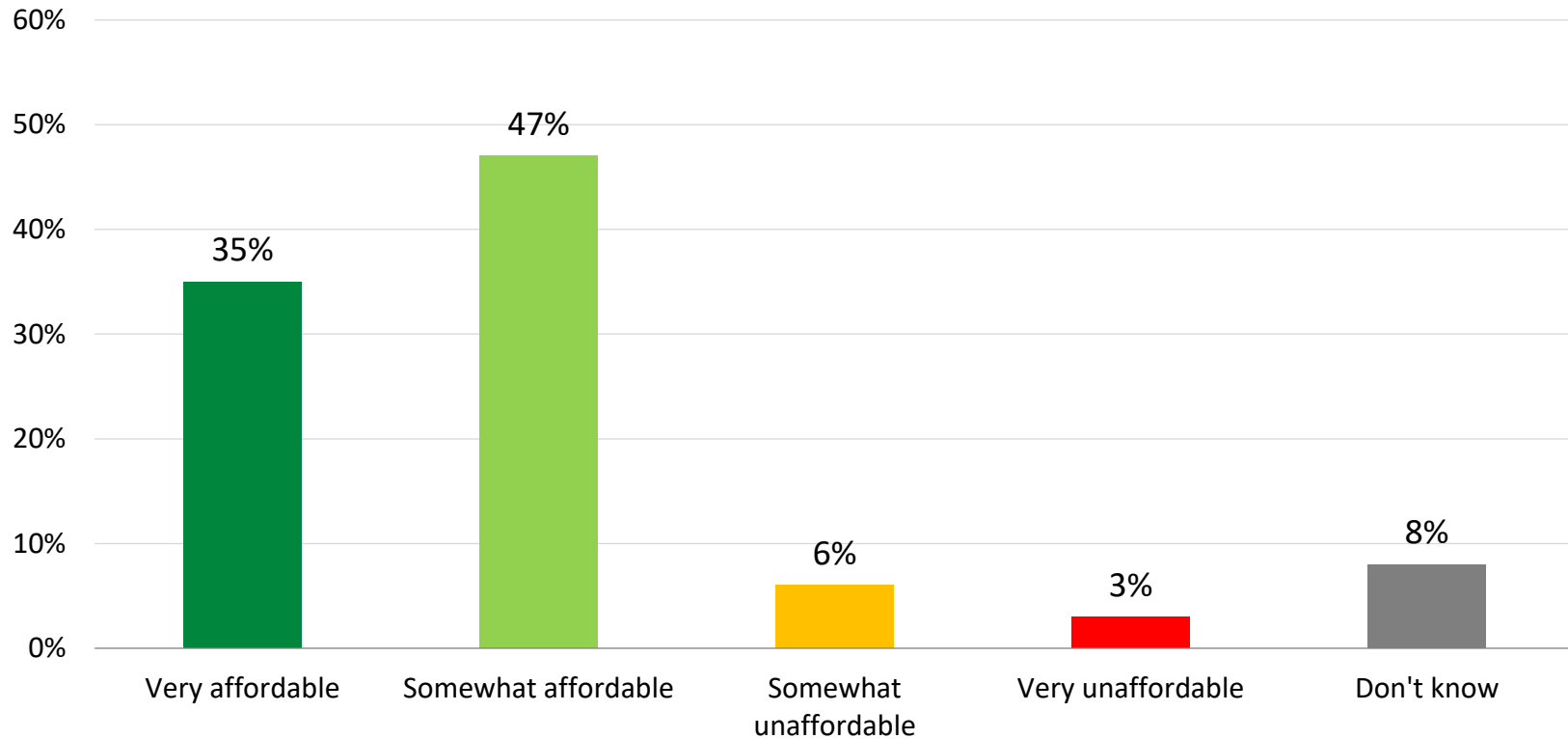
"I wonder if this cuts investment? How will you fund the cut in average payment?"

"You are using a calculation of average inflation without giving details of what figures you are using"

"Can leakages and inefficiency be adequately managed with proposed level of billing?"

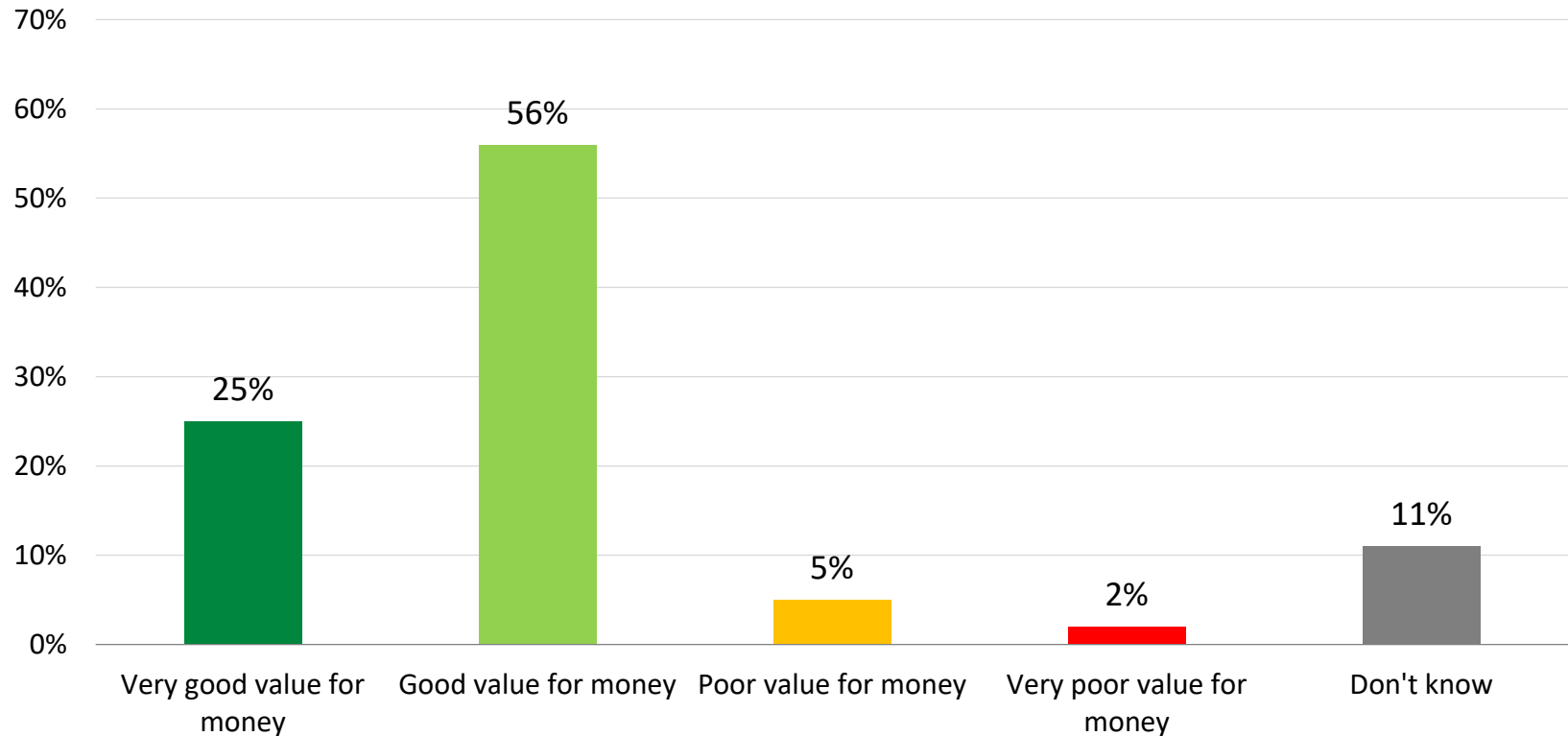
"No clear commitment to performance"

Question 2. How affordable or unaffordable do you consider our proposed plan to be? (Base: 758)



- 82% thought that the proposed Business Plan was affordable (either very or somewhat), of which 35% felt that it was very affordable
- Just 9% felt that it was unaffordable (either somewhat or very)
- Those aged 18-34 were most likely to say that the plan was very affordable (50% compared to 36% of 35-54 years olds and 34% of those aged over 55)

Question 3. How would you rate our proposed plan in terms of value for money? (Base: 757)



- 81% thought that the proposed Business Plan was good value for money (either very good or good), of which 25% felt that it was very good
- Just 7% felt that it was poor value for money (very poor/poor), and 11% did not know
- Those aged 18-34 were most likely to say that the plan was very good value for money (31% compared to 25% of 35-54 years olds and those aged over 55)

Question1: Reasons for response

Respondents were asked if they had any other comments to make regarding the plan. 65% of respondents did not make any additional comments.

The following themes emerged:

- General positive about plan 11%
- Lack of clarity/more information needed 6%
- Environmental/waste issues 4%
- Other general comment 4%
- Lack of confidence in plan 2%
- Understanding of financial constraints (cost v investment) 2%
- Need to keep prices low/concern for less well-off customers 2%
- Good customer service/keep customers informed 1%
- Need to invest in the infrastructure/service 1%
- Water quality issues 1%
- General negative comment 1%

Question1: Reasons for response (cont.)

Quotes for general comments

"I will be happy to see this plan go ahead"

"It seems very vague - lots of promises but nothing to back them up"

"All I know about the plan is that I will be paying slightly less. I don't know any details which might affect my opinion"

"As a customer I have no idea whether you have the funds and expertise to achieve this plan!"

"I would hope investment in water services is maintained"

"Keep up the good work. I remain very impressed by your service to customers"

"It is good to see you being proactive about dealing with the challenges ahead"

"It appears a reasonable plan but as it is from a position of monopoly supplier we have no real alternative and have nothing to compare it with"

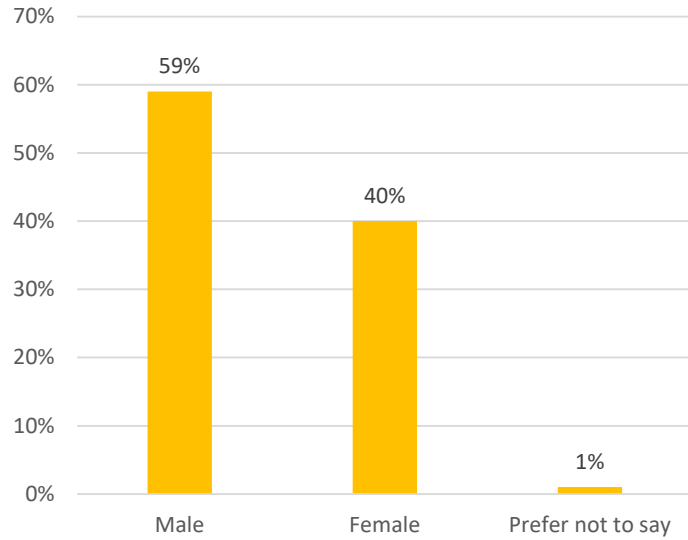
"I think your plan is achievable if you can stick to it. It will be beneficial to all"

"It's a good plan. I would be happy to pay more for such high quality. Water and sewerage are a necessity so whatever the cost its worth it"

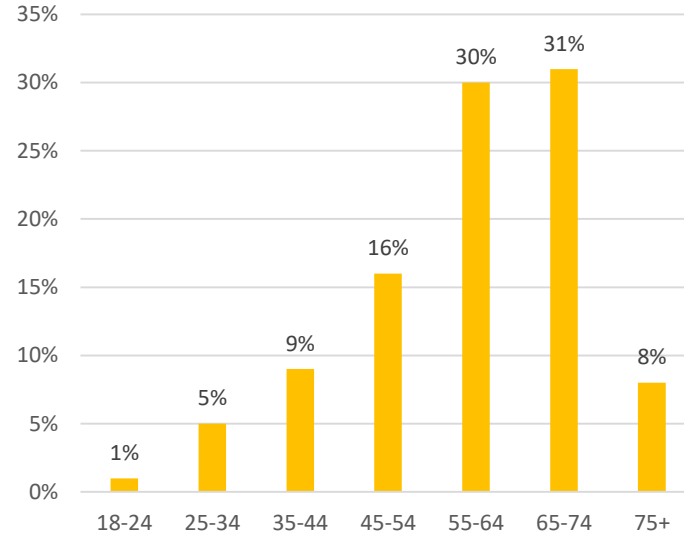
"I would like to know more details about how the plan will be executed"

Demographics

Gender



Age



SEG

