

Social tariff research materials

Survey

Recruitment screener

Depth discussion guide

Depth stimulus

Business plan
2025-2030



Wessex Water
YTL GROUP

FOR YOU. FOR LIFE.



Questionnaire:



Client name:	Wessex Water
Project name:	Social Tariffs Research
Job number:	8943
Methodology:	Online and CAPI
Version	1

Notes on this document

- Instructions in **CAPS** are for computer programming
- Instructions in *italics* are for telephone interviewers
- **Bold** or underlined words are for emphasis within a question
- Different question types have different numbers:
 - Screener questions are labelled S01, S02, S03 etc.
 - Main survey questions are labelled Q01, Q02, Q03 etc.
 - Further demographic / classification questions are labelled C01, C02, C03 etc.
 - Number codes are included on each question for data processing purposes



Questionnaire quality checklist

Please use this list to check your script before it is sent to data for set up. Speak to your PM if you are unsure about any of these checks.

	Are quotas or sampling requirements clearly specified?	
Labelling	Is the script labelled with the client name, job, project code and version?	
	Do all questions have a unique number?	
	Are all questions numbered consistently with proper conventions for screener (S0X) and classification (C0X) questions?	
	Have all information pages been entered correctly as 'INFO1', 'INFO2'...	
	Have all notes to data (which aren't questions) been entered onto one line starting with 'DP NOTE: '?	
	Is each question to one of the specified question types? (See 'labelling_questionnaire.xls' in your project file if you aren't sure).	
	Have all grid questions been entered into separate tables with the grid label (column) first then a separate table for grid item (row)?	
Routing, ordering	Does each question have a base description which begins 'Base: '?	
	Are routing instructions easy to understand, do they reference the correct questions earlier in the survey?	
	Are exclusive and fixed codes identified where necessary?	
	Are answer lists ordered or randomized appropriately?	
Language	Is the phrasing of each question complete, simple and easily read on screen and aloud?	
	Is the phrasing of each question appropriate for its delivery mode (self-completion or interviewer led)?	
	Do the answer codes of closed questions relate directly to the question?	
NR	Have options for 'other, don't know etc.' been deployed appropriately?	
	Do all sensitive or personal questions include 'Prefer not to say'?	
Code labels	Are answer options coded correctly (Unique, sequential order 1~79)	
	Are all DK/PNTS options coded correctly? (80~99) <ul style="list-style-type: none"> • Other (80 - 82) • Don't know (85) • Prefer not to say / refused (86) • None of the above / not applicable (87) • Can't remember (88) • Not stated / not answered (89) 	
Quality	Does this survey require any of the following? Include if appropriate <ul style="list-style-type: none"> • Contact collection for further research • Contact collection for interviewer validation • Attention or data quality check questions 	
Have you proof-read the questionnaire for spelling and grammatical errors?		

Please confirm that you have checked this script against these criteria:

Initials		Date	
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Introduction

ONLINE

This survey is being conducted on behalf of a group of water companies in England – we will tell you who they are during the survey. They are looking to consult a range of customers in order to understand their views about schemes to help people who are struggling to afford their water and wastewater bills; otherwise known as social tariffs.

This survey is being conducted by DJS Research, an independent market research company that follows the Market Research Society rules. Your responses are confidential and won't be attributed to you. Any personal information we ask for is only for statistical purposes and will not be passed back to our client or third parties for research, marketing or sales purposes, unless you give your express permission.

The survey will take around 10 minutes to complete.

CAPI

My name is....., and I am working for DJS Research Ltd, an independent research consultancy.

We are undertaking this survey on behalf of [**IF WESSEX:** Wessex Water] / [**IF BRISTOL:** Wessex Water and Bristol Water] / [**IF BOURNEMOUTH:** Bournemouth Water and Wessex Water]. They are looking to consult a range of customers in order to understand their views about schemes to help people who are struggling to afford their water and wastewater bills; otherwise known as social tariffs.

The interview should take around 10 minutes and all of your answers will be treated in the strictest confidence. The information gathered in this survey will not be used for anything other than research purposes.

DJS Research is a member of the Market Research Society and complies fully with the Data Protection Act and the Market Research Society's code of conduct. This ensures that your contact details are never passed on to any third parties without your permission. All data is aggregated and treated as private and confidential.

Would you be willing to take part?



SCREENER QUESTIONS

INFO1.

Thank you for taking part in this survey. First of all, we just need to check that we are speaking to a broad and representative range of customers.

Please click 'Next' to continue with the survey.

[INFO PAGE](#)

SOCAPI.

Base: CAPI only

How frequently do you access the internet?

CAPI: Read out

SINGLE RESPONSE

Code	Answer list	Scripting Notes	Routing
1	More than once a week		Thank & Close
2	Less than once a week		Continue
3	I do not use the internet at all		Continue
86	Don't know		Thank & Close



S01.

Base: All respondents

Who is your water services provider?

Online: Please choose one answer only

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Wessex Water		QUOTAS: Wessex
2	Bristol Water		QUOTAS: Bristol
3	Bournemouth Water		QUOTAS: Bournemouth
4	South West Water		SCREEN OUT
5	Another water company		SCREEN OUT
6	We use a private borehole/spring		SCREEN OUT
85	Don't know		SCREEN OUT

Online respondents only

Thank you. To let you know, this survey has been commissioned by [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water]

S02.

Base: All respondents

Are you responsible, either jointly or solely, for paying your household water and wastewater bill?

Online: Please choose one answer only

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes		
2	No		CLOSE



S03.

Base: All respondents

Which of the following age groups do you fall into?

Online: Please choose one answer only

CAPI: Show showcard 1

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Under 18		CLOSE
2	18-24		QUOTA
3	25-34		
4	35-44		QUOTA
5	45-54		QUOTA
6	55-64		QUOTA
7	65-74		QUOTA
8	75+		
86	Prefer not to say		CLOSE

S04.

Base: All respondents

Please select the gender you most identify with.

Online: Please choose one answer only

CAPI: Show showcard 2

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Male		QUOTA
2	Female		QUOTA
3	Prefer to self describe as... <i>(Please write in)</i>	OPEN	
86	Prefer not to say		CLOSE

**S05.****Base: All respondents**

Which of the following best describes the main income earner's occupation in your household? (If the main income earner is now retired, please select the category that best reflects their occupation **before** they retired.)

Online: Please choose one answer only

CAPI: Show showcard 3

SINGLE RESPONSE

Code	Answer list	Scripting Notes	Routing
1	Higher managerial, administrative or professional		QUOTA
2	Intermediate managerial, administrative or professional		
3	Supervisory or clerical and junior managerial, administrative or professional		
4	Skilled manual worker		QUOTA
5	Semi or unskilled manual worker		
6	Casual worker, or dependant on state welfare		
86	Prefer not to say		CLOSE

S06.**Base: All respondents**

Do you have a water meter?

Online: Please choose one answer only

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes		QUOTA
2	No		QUOTA
85	Don't know		QUOTA



IF PARTICIPANT IS SCREENED OUT:

INFO2. CAPI ONLY

Thank you for your time. Today we're looking to speak to a broad and representative range of [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] customers and, unfortunately, we have already surveyed a number of people in your circumstances.

Priority Services

Q01.

Base: All respondents

Are you aware of any services offered by [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water], to assist customers who need them, such as:

- Large print or braille bills
- Bills in a language other than English for people who need them
- Passwords to check that company callers are genuine
- Extra help for customers if there is a burst water pipe, such as delivering bottled water to their door

You may know this additional support as 'Priority Services'.

INTERVIEWER: DO NOT READ OUT. SINGLE CODE. PROBE TO PRECODE.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes – I have heard of them but do not need these services		
2	Yes – I have signed up to them		
3	Yes – I have heard of them, may need them, but haven't done anything		
4	No – but I would like to know more		
5	No – but I do not need them		
85	Don't know		



Household bills

The next set of questions are about household bills.

Q02.

Base: All respondents

Which of the following best describes how confident you feel in being able to afford the following bills over the next 12 months; please answer on a scale of 1 to 5 where 1 is not at all confident and 5 is very confident?

Online: Please choose one answer only per statement

CAPI: Show showcard 4

SINGLE CODE PER STATEMENT. ROTATE STATEMENT LIST

Code	Answer list	Scripting Notes	Routing
1	1 - Not at all confident		
2	2 - Not very confident		
3	3 - Neither/nor		
4	4 - Quite confident		
5	5 - Very confident		
87	Not applicable		

Code	Statement list list	Scripting Notes	Routing
1	Water bill		
2	Energy bill (gas and electric)		
3	Mobile phone bill		
4	Council tax		
5	Internet / broadband bill		

Q03.

Base: all code 1/2 (not confident) at Q02_1 (water bill)

You said you are not confident that you will be able to afford your water bill over the next 12 months. Why do you say that?

Online: please provide as much detail as possible

CAPI: probe fully

OPEN RESPONSE

Code	Answer list	Scripting Notes	Routing
85	Don't know		



Helping those struggling to pay water and wastewater bills

Q04.

Base: All respondents

And, were you aware that [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] offer support for customers who are struggling to pay their water bills?

Online: Please choose one answer only

CAPI: Ask for yes / no, then code as applicable

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes – I have had support with my bill in the past		
2	Yes – I am currently receiving support with my bill		
3	Yes – I am aware, may need this, but haven't done anything		
4	Yes – but I do not need it		
5	No – but I think I might need it		
6	No – but I would like to know more		
7	No – but I do not need it		
85	Don't know		



Q05.

Base: All code 1 or 2 at Q04

Which of the following support services [IF CODE 1 AT Q04: were you using / in receipt of?] / [IF CODE 2 AT Q04: are you using / in receipt of]?

Online: Please select all that apply

CAPI: Ask for yes / no, then code as applicable

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	[IF WESSEX / BRISTOL: Reduced bill – Assist] [IF BOURNEMOUTH: Reduced bill – WaterCare]	If Wessex / Bristol at S01 show Reduced bill – Assist OR if Bournemouth at S01 show Reduced bill – WaterCare	
2	Bill cap scheme - WaterSure		
3	Debt support scheme - Restart		
4	Discount for low-income pensioners		
5	Flexible payment plan		
6	Water Direct (using benefit payments)		
7	Payment breaks		
80	Other (specify)	OPEN	
85	Don't know		
86	Prefer not to say		

INFO2

All major water companies in England and Wales have schemes to give lower bills to some customers who might otherwise struggle to pay. These are called social tariff schemes. In line with Government rules these schemes are mostly funded by charging other households a bit more on their bills.

This is what's also known as a cross-subsidy. There are a number of examples of cross subsidies in day-to-day life. For example, concessionary tickets for children or pensioners to attractions (e.g. the cinema, theme parks etc.). Another example is the price of a stamp which is the same within the UK whatever distance the letter or parcel travels. At different points in our lives, we are all likely to have helped fund cross-subsidies, and to have received help from them.

The image below gives you some more information about social tariffs and cross-subsidies in the water sector, please review this image before continuing.



INSERT STIMULUS 1

Q06.

Base: All respondents

As a [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] customer, to what extent do you agree or disagree with the general principle of paying a contribution towards supporting customers who are struggling to pay their bill? Please answer on a scale of 1 to 5 where 1 is completely disagree and 5 is completely agree.

Online: Please choose one answer only

CAPI: Show showcard 5

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	1 - Completely disagree		
2	2 - Slightly disagree		
3	3 - Neither agree/nor disagree		
4	4 - Slightly agree		
5	5 - Completely agree		
85	Don't know		

Proposed support

INFO3

[IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] want to eradicate water poverty in the region.

[IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] anticipate that more customers may find themselves in financial difficulty as the cost-of-living increases and would like to respond by providing help for more customers, now and into the future.

INSERT STIMULUS 2 and 3



INFO4

When answering the next set of questions, please be aware that over the next few years many household costs may increase due to inflation. These household costs include energy, food and fuel prices. It is currently expected that the rate of increase in prices will slow from the middle of this year.

Your water bill may also be affected by how much other costs increase each year such as the company's running costs e.g., energy, wages etc, money invested to improve day to day water services and long-term investments.

HOW THE SCHEME WOULD WORK

INFO5.

In order to support more customers who are struggling to pay through social tariffs in future, [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] would need to increase the contributions made by other customers to pay for this. Customers already pay an amount on their bills as a cross-subsidy to support those on a social tariff.

INSERT STIMULUS 4&5 – Current and future contributions

We'd now like to ask you about the additional amount you would be willing to contribute – if anything - in order to make the proposed changes to expand the number of customers on social tariff schemes.

Please also note that if [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] want to help more customers, or increase this discount in the future, they would have to consult with customers again.

Please click 'Next' to continue with the survey.



Q07.

Base: All respondents

Would you be willing to contribute **[INSERT RANDOM FIGURE HERE..... FROM STARTING POINTS TABLE BELOW]** extra **per month moving forward**, in order to increase the number of customers helped on social tariff schemes?

Online: Please choose one answer only

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes		
2	No		

DP NOTE: IF 'YES' RESPONSE TO Q07, REPEAT QUESTION USING CONTINGENT VALUATION SPREADSHEET UNTIL RESPONDENT EITHER ANSWERS NO OR YES 3 TIMES.

IF 'NO' RESPONSE TO Q07, REPEAT QUESTION AND DECREASE IN **xxp** INCREMENTS UNTIL RESPONDENT ANSWERS YES OR NO 3 TIMES.

RANDOMISE STARTING POINT EVERY INTERVIEW

IF RESPONDENT SELECTS YES 3 TIMES, ASK THEM WHAT THE MAXIMUM THEY WOULD BE WILLING TO CONTRIBUTE PER YEAR IS: SEE Q8

IF RESPONDENT SAYS NO 3 TIMES OR SAYS NO TO **[LOWEST AMOUNT], ASK THEM WHAT WOULD THE MAXIMUM YOU WOULD BE WILLING TO CONTRIBUTE PER MONTH BE, IF ANYTHING: SEE Q9**



Q08.

Base: All respondents who reach a maximum or minimum in bidding process at Q7

We understand that you **would not be willing/would be willing** to contribute **[pull through last amount from Q7] per month** towards the proposed changes to the social tariff. What is the maximum additional amount **per month** you would be willing to contribute?

*Online: Please enter the amount you would be willing to pay in the box below.
CAPI: Get value from customer and enter in the box below.*

OPEN TEXT RESPONSE WITH LOGIC FUNCIONS FOR MONETARY AMOUNTS.

Code	Answer list	Scripting notes	Routing
85	Don't know (<i>do not read out</i>)	-	

Q09.

Base: All respondents who have not reached a maximum or minimum amount

We understand that you would be willing to contribute **[pull through last amount from Q7] per month** towards the proposed changes to the social tariff but not as much as **[pull through last amount said 'no' to]**. What is the maximum additional amount **per month** you would be willing to contribute?

*Online: Please enter the additional amount you would be willing to pay in the box below.
CAPI: Get value from customer and enter in the box below.*

OPEN TEXT RESPONSE WITH LOGIC FUNCIONS FOR MONETARY AMOUNTS.

Code	Answer list	Scripting notes	Routing
85	Don't know (<i>do not read out</i>)	-	



Q10.

Base: All respondents who give valid numeric answer at Q08 or Q09 (Q08_1>=0 OR Q09_1>=0).

If zero: You said that you aren't willing to contribute anything towards the proposed changes to the social tariff. In as much detail as possible, please tell us why you say that.

If an amount is stated: You've said that you would be willing to contribute [insert stated amount] per month. In as much detail as possible, please tell us why you say that.

Online: Please include as much detail as possible.

CAPI: Probe fully.

OPEN TEXT RESPONSE.

Code	Answer list	Scripting notes	Routing
85	Don't know (<i>do not read out</i>)		

qnRefCheck.

Base: Online survey only

If today is Monday, tomorrow must be...?

SINGLE RESPONSE, ORDERED. SCREEN OUT FOR QUALITY PURPOSES IF CODE 3 IS NOT SELECTED

Code	Answer list	Scripting notes	Routing
1	Sunday		SCREEN OUT
2	Friday		SCREEN OUT
3	Tuesday		PROCEED
4	Monday		SCREEN OUT
5	Wednesday		SCREEN OUT
6	Saturday		SCREEN OUT
7	Thursday		SCREEN OUT



Q11.

Overall, based on all the information you have seen about the changes to the social tariff, how acceptable do you think it is for [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] to use customer funding to increase the support to customers?

Please answer on a scale of 1 to 5 where 1 is completely unacceptable and 5 is completely acceptable.

Please choose one answer only

CAPI: Show showcard 7

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	1- Completely unacceptable		
2	2 - Slightly unacceptable		
3	3 - Neither acceptable/nor unacceptable		
4	4 - Slightly acceptable		
5	5 - Completely acceptable		
85	Don't know		

Q12.

Base: All respondents who coded 1-5 at Q11

Why do you find it INSERT ANSWER FROM Q11?

Online: Please include as much detail as possible.

CAPI: Probe fully.

OPEN RESPONSE

Code	Answer list	Scripting Notes	Routing
85	Don't know		



Q013.

Base: All respondents

Based on what you have seen about the social tariffs in place today. What are your feelings towards them in terms of the help they offer and to whom? Please provide as much detail as possible

OPEN RESPONSE

Code	Answer list	Scripting Notes	Routing
85	Don't know		

P1 & P2 TO BE REMOVED AFTER COGNITIVE INTERVIEWS

P1.

Base: All respondents

We are interested to know how easy you found all the information and questions in this survey. Please indicate this below.

Online: Please choose one answer only

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Very easy to understand		
2	Quite easy to understand		
3	Quite difficult to understand		
4	Very difficult to understand		
85	Don't know		



P2.

Base: All respondents coding P1_3-4

Do you have any questions or suggestions on what you have read today that you would like further clarification on? Please provide as much information on this in the box below.

Online: Please include as much detail as possible.

CAPI: Probe fully.

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	No. I have no questions.	-	

AND FINALLY...

We'd now like to find out a little more about you.

The following questions help [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] **to understand how views vary between people in different circumstances.**

Please click 'Next' to continue with the survey.

C01.

Base: All respondents

Do you pay [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] directly for your water and wastewater?

Online: Please choose one answer only

CAPI: Read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes		
2	No, it is covered by my rent		
80	I pay in another way (<i>specify</i>)	OPEN	
85	Don't know		



C02.

Base: ASK IF C01=1

How much do you pay [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] each year for your water and wastewater services?

Online: Please choose one answer only

CAPI: Show showcard 8

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Less than £100 (Less than £8 per month)		
2	£101-£200 (£8 - £16 per month)		
3	£201-£300 (£16.01 - £25 per month)		
4	£301-£400 (£25.01 - £33 per month)		
5	£401-£500 (£33.01 - £42 per month)		
6	£501-£600 (£42.01 - £50 per month)		
7	£601-£700 (£50.01 - £58 per month)		
8	£701-£800 (£58.01 - £67 per month)		
9	£801 or more (£67.01 or more per month)		
85	Don't know		
86	Prefer not to say		

C03.

Base: All respondents

Which of the following best describes your current working status?

Online: Please choose one answer only

CAPI: Show showcard 9

SINGLE CODE ONLY

Code	Answer list	Scripting notes	Routing
1	Work full time (30 hours or more per week)		
2	Work part time (under 30 hours per week)		
3	Self-employed		



4	Unemployed / looking for work		
5	Long term sick / disabled		
6	Retired		
7	Looking after home or family		
8	Student		
80	Other (<i>please write in</i>)	OPEN	
86	Prefer not to say		

C04.

Base: All respondents

Does anyone in your household currently receive any of the following benefits?

Online: Please choose all that apply

CAPI: Show showcard 10

MULTI CODE

Code	Answer list	Scripting Notes	Routing
1	Housing benefit		
2	Jobseekers allowance		
3	Working tax credits		
4	Child tax credits		
5	Employment and Support Allowance/Incapacity benefit		
6	Pension Credit		
7	Universal Credit		
8	Disability living allowance/Personal Independence Payments		
9	Income support		
10	Attendance allowance		
11	Carers allowance		
87	None of these	EXCLUSIVE	
85	Don't know	EXCLUSIVE	
86	Prefer not to say	EXCLUSIVE	



C05.

Base: All respondents

Including yourself, how many adults aged 18 and over are there in your household?

Online: Insert the number of people aged over 18 in your household in the box below.

CAPI: Insert number of people aged over 18 in the household in the box below.

SINGLE RESPONSE.

Code	Answer list	Scripting notes	Routing
1		NUMERIC. MAX 10.	
86	Prefer not to say		

C06.

Base: All respondents

And, do you have any dependent children (under 18) living at home with you?

Online: Please choose one answer only

CAPI: Do not read out

SINGLE RESPONSE.

Code	Answer list	Scripting notes	Routing
1	Yes – dependent children (under 18 in the household)		
2	No – dependent children under 18 in the household		
86	Prefer not to say		



C07.

Base: Code 1 (yes) at C06

How many children do you have living at home with you in the following age ranges?

Online: Please include the number of dependent children in each of the age ranges below. For any that are not applicable, please enter '0'.

CAPI: Code all that apply. Prompt as necessary. For any that are not applicable, please enter '0'.

MULTI RESPONSE - NUMERIC.

Code	Answer list	Scripting notes	Routing
1	Yes – pre-school age (not yet started primary school)	NUMERIC	
2	Yes – primary school age	NUMERIC	
3	Yes – secondary school age	NUMERIC	
4	Yes – post secondary school age (post GCSEs)	NUMERIC	

C08.

Base: All respondents

Could you tell me which of the following ANNUAL income bands your household falls into? Please take account of the income of all those in the household (before tax and national insurance) and include any pensions, benefits, or extra earnings.

Online: Please choose one answer only

CAPI: Show showcard 11

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Less than £10,000		
2	£10,001 - £13,000		
3	£13,001 - £16,000		
4	£16,001 - £19,000		
5	£19,001 - £25,000		
6	£25,001 - £29,000		
7	£29,001 - £35,000		
8	£35,001 - £45,000		
9	£45,001 - £55,000		
10	£55,001 - £65,000		
11	£65,001 - £75,000		
12	£75,001 - £85,000		
13	£85,001 - £95,000		
14	£95,001 - £105,000		



15	£105,001 - £115,000		
16	More than £115,000		
86	Prefer not to say (<i>do not read out</i>)		

The following questions help [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] **to ensure that their research is accessible and inclusive for all their customers.**

C09.

Base: All respondents

How would you describe your ethnicity?

Online: Please choose one answer only

CAPI: Show showcard 12

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	White (this includes English, Welsh, Scottish, Northern Irish, British, Irish and any other White background)		
2	Mixed/Multiple (this includes White and Black Caribbean, White and Black African, White and Asian and any other mixed/multiple ethnic background)		
3	Asian/Asian British (this includes Indian, Pakistani, Bangladeshi, Chinese and any other Asian background)		
4	Black/African/Caribbean/Black British (this includes African, Caribbean and any other Black/African/Caribbean background)		
80	Other ethnic group		
86	Prefer not to say		



C010.

Base: All respondents

Do you or anyone in your household have a long-term illness, health problem or disability which limits their daily activities or the work you can do?

Online: Please choose one answer only

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes		
2	No		
86	Prefer not to say		

C011.

Base: ASK IF CODE 1 AT C010

And does this require them to use extra water?

Online: Please choose one answer only

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes		
2	No		
86	Prefer not to say		

C012.

Base: All respondents

Depending on the results of this survey we may want to recontact some customers to conduct telephone interview lasting 20 minutes about some of their answers. We'd pay respondents £35. Would you be happy to be contacted?

Online: Please choose one answer only

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes		
2	No		



C013

Base: CAPI respondents only

Would it be OK if DJS Research re-contacted you if we have a need to further clarify any of the responses you have given in this survey today?

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes (VERIFY CONTACT DETAILS AT END OF SURVEY)		
2	No		
85	<i>Don't know (do not read out)</i>		

C14. If yes at C10 or qnREC (C13/1)

Base: All respondents

Thank you for agreeing to be recontacted. Depending on the level of interest we cannot guarantee that everyone who expresses an interest will be contacted. In the space below, please provide your preferred contact details

Online: Please enter your name, email address and telephone number in the boxes below.

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Name	OPEN	
2	Email address	OPEN	
3	Telephone number (inc STD Code)	OPEN	

C015.

Base: All online

Thank you for taking part in this survey. If you would like more information about the support available to customers please visit [IF WESSEX WATER AT S01: <https://www.wessexwater.co.uk/your-account/help-paying>] / [IF BRISTOL WATER AT S01: <https://www.bristolwater.co.uk/home/account-and-services/bills-and-payments/get-help-with-paying-your-bill>] / [IF BOURNEMOUTH WATER AT S01: <https://www.bournemouthwater.co.uk/bills/need-help-paying-your-bill/>]



C11c.

Base: All CAPI

Thank you for taking part in this survey. Would you like more information about the help available to customers with their bills?

CAPI: If yes, please hand out leaflet with details of how to contact

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes		
2	No		Thank & Close

END OF SURVEY

ONLINE ONLY: You've now reached the end of the survey - thank you very much for your time.

EXAMPLES OF SOCIAL TARIFFS FOR WATER BILLS

Reduced bill: **Assist**

Assist is available for customers who are struggling to pay and need a discount on their bill. The level of discount can vary, but can be up to 90% off a customer's bill.

Customers do not need to receive means tested benefits to apply, but an independent analysis of their household finances is required.

If an application to Assist is successful, bills are reduced to an amount the customer can afford based on an independent advisor's assessment of affordability.

Bill cap scheme: **WaterSure**

WaterSure helps reduce water bills if the household uses a lot of water for reasons beyond their control (e.g. households with 3+ children or someone in the household has a higher than average water usage due to a certain medical condition).

Recipients must be in receipt of a means tested benefit or tax credit and be on a water meter. Bills are capped in-line with the average metered bill so customers don't pay more for reasons they cannot help.

Discount for low income pensioners

Discount for low income pensioners is available for customers who are in receipt of Pension Credit, or where the state pension is the only source of income for all adults in their household.

Customers can receive a discount of around £60 on their water and/or sewerage bill.

To receive the discount, customers need to provide their date of birth and a copy of evidence to show entitlement to Pension Credit, or a copy of a bank statement showing the state pension as the only source of income.

Please note: customers who are not in receipt of support from a social tariff already pay more for their water services to fund the cross subsidies. At the moment, Wessex Water supports around **28,000 customers** on social tariffs in this area, which means out of a customer's yearly bill, £8.50 goes towards the cross-subsidy for social tariffs.

EXAMPLES OF SOCIAL TARIFFS FOR WATER BILLS

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To receive the discount, customers need to provide their date of birth and a copy of evidence to show entitlement to Pension Credit, or a copy of a bank statement showing the state pension as the only source of income.

Please note: customers who are not in receipt of support from a social tariff already pay more for their water services to fund the cross subsidies. At the moment, Bristol Water and Wessex Water support around **21,000 customers** on social tariffs in this area, which means out of a customer's yearly bill for their water supply and waste water, £7.65 goes towards the cross-subsidy for social tariffs.

EXAMPLES OF SOCIAL TARIFFS FOR WATER BILLS

Reduced bill: **WaterCare (Bournemouth Water)**

WaterCare is available for customers on a low income in relation to the number of children and adults in the household. Customers need to be in receipt of a means tested benefit, and be on a meter or assessed charges. WaterCare is made up of 5 bands, with reductions in water bills ranging from 15% to 85%.

Bill cap scheme: **WaterSure**

WaterSure helps reduce water bills if the household uses a lot of water for reasons beyond their control (e.g. households with 3+ children or someone in the household has a higher than average water usage due to a certain medical condition). Recipients must be in receipt of a means tested benefit or tax credit and be on a water meter. Bills are capped in-line with the average metered bill so customers don't pay more for reasons they cannot help.

Reduced bill: **Assist (Wessex Water)**

Assist is available for customers who are struggling to pay and need a discount on their waste water bill. The level of discount can vary, but can be up to 90% off a customer's bill. Customers do not need to receive means tested benefits to apply, but an independent analysis of their household finances is required. If an application to Assist is successful, bills are reduced to an amount the customer can afford based on an independent advisor's assessment of affordability.

Discount for low income pensioners

Discount for low income pensioners is available for customers who are in receipt of Pension Credit, or where the state pension is the only source of income for all adults in the household.

Customers in receipt of the discount can receive a discount of around £60 on their water and/or sewerage bill. To receive the discount, customers need to provide their date of birth and a copy of evidence to show entitlement to Pension Credit, or a copy of a bank statement showing the state pension as the only source of income.

Please note: customers who are not in receipt of support from a social tariff already pay more for their water services to fund the cross subsidies. At the moment, Bournemouth Water and Wessex Water support around **1,000 customers** on social tariffs in this area, which means out of a customer's yearly bill for their water supply and waste water, £4.50 goes towards the cross-subsidy for social tariffs.

ADDITIONAL HELP AVAILABLE

As well as the social tariff schemes, water companies offer other support for customers who are struggling with their bills.



Debt support scheme: **Restart**

This scheme is for customers who have significant debt they cannot repay.

Customers are asked to pay what they can afford toward their water charges in the first year, and their debt is then reduced by an equivalent amount.

In year two, if they continue to make payments, the water company will clear their remaining debt.

Water Direct

Customers in receipt of benefits can make payments direct from their benefits.

Water Direct is available to customers at least £50 in arrears or with two failed payments. Customers will receive no action to recover debt while on Water Direct.

Customers must provide details of the benefits they receive and proof of identification.

Flexible payment plan

Customers can pay less on their bills for an agreed period of time and catch up on payments later.

Payment breaks

Short term payment breaks for customers who need a little longer to pay, or who have experienced a change in circumstances.

SUPPORT+ SERVICES PROVIDED BY WATER COMPANIES

In addition to the additional financial support provided, water companies also offer a number of additional layers of support and help to customers and communities.

Company funded support:

- **Funding for the debt advice sector.**

In 2022, around £400k was given to debt advice organisations.

- **The Wessex Water Foundation.**

Around £155k per year goes into grass roots community projects to improve the lives of local people who are in most need of support. Projects are typically in areas of multiple deprivation or rural isolation, support people who lack access to services, help people to manage or avoid debt and take steps to build financial capability.

Additional support and services

- Free water meters
- Free water efficiency devices to help you save water and energy in the home and garden and an online GetWaterFit tool
- Free in home water efficiency visits
- Fixing leaky loos

SUPPORT+ SERVICES PROVIDED BY WATER COMPANIES

In addition to the additional financial support provided, water companies also offer a number of additional layers of support and help to customers and communities.

Company funded support:

- **Funding for the debt advice sector.**

In 2022, around £450k was given to debt advice organisations.

- **The Wessex Water Foundation.**

Around £155k per year goes into grass roots community projects to improve the lives of local people who are in most need of support. Projects are typically in areas of multiple deprivation or rural isolation, support people who lack access to services, help people to manage or avoid debt and take steps to build financial capability.

- **Bristol Water Social Contract.**

Bristol Water supports a number of partners in the community to help reach customers most in need through their Social Contract. This includes a number of Hard to Reach projects with Charities in the region.

Additional support and services

- Free water meters
- Free water efficiency devices to help you save water and energy in the home and garden
- Help with fixing leaks

SUPPORT+ SERVICES PROVIDED BY WATER COMPANIES

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Company funded support:

- **Funding for the debt advice sector.**

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Around £155k per year goes into grass roots community projects to improve the lives of local people who are in most need of support. Projects are typically in areas of multiple deprivation or rural isolation, support people who lack access to services, help people to manage or avoid debt and take steps to build financial capability.

- **Bournemouth Water Neighbourhood Fund.**

The Neighbourhood Fund is all about supporting our local community. There will be £100,000-a-year funding available for neighbourhood community groups which inspire physical activities, education, health and wellbeing and deliver positive environmental outcomes.

Additional support and services

- Free water meters
- Free water efficiency devices to help you save water and energy in the home and garden
- Help with fixing leaks

THE EXISTING SOCIAL TARIFF SCHEME...

The current position

28,000 customers supported

£8.50 (£0.71 per month)
bill contribution

Please note: customer bills currently include a contribution towards supporting customers through social tariffs.

This information details the current level of contribution to social tariffs by each customer per year.

THE EXISTING SOCIAL TARIFF SCHEME...

The current position

21,000 customers supported

£7.65 (£0.64 per month)
bill contribution

Please note: customer bills currently include a contribution towards supporting customers through social tariffs.

This information details the current level of contribution to social tariffs by each customer per year.

THE EXISTING SOCIAL TARIFF SCHEME...

The current position

1,000 customers supported

£4.55 (£0.38 per month)
bill contribution

Please note: customer bills currently include a contribution towards supporting customers through social tariffs.

This information details the current level of contribution to social tariffs by each customer per year.

HOW THE SOCIAL TARIFF SCHEME WOULD WORK...



Here are some examples of how the expanded social tariff scheme would work in future.

The information relates to the number of additional customers that would be supported through customer contributions through social tariffs. At each level of additional support outlined, a yearly contribution amount is stated, alongside a per month figure.

Example 1

7,000
additional customers supported
£6 (£0.50 per month)
bill contribution

Example 2

14,000
additional customers supported
£12 (£1 per month)
bill contribution

Example 3

28,500
additional customers supported
£24 (£2 per month)
bill contribution

Example 4

42,500
additional customers supported
£36 (£3 per month)
bill contribution

HOW THE SOCIAL TARIFF SCHEME WOULD WORK...

Bristol Water (water supply)/
Wessex Water (waste water)



Here are some examples of how the expanded social tariff scheme would work in future.

The information relates to the number of additional customers that would be supported through customer contributions through social tariffs. At each level of additional support outlined, a yearly contribution amount is stated, alongside a per month figure.

Example 1

5,000
additional customers supported
£6 (£0.50 per month)
bill contribution

Example 2

10,500
additional customers supported
£12 (£1 per month)
bill contribution

Example 3

21,000
additional customers supported
£24 (£2 per month)
bill contribution

Example 4

31,000
additional customers supported
£36 (£3 per month)
bill contribution

HOW THE SOCIAL TARIFF SCHEME WOULD WORK...

Bournemouth Water (water supply)/
Wessex Water (waste water)



Here are some examples of how the expanded social tariff scheme would work in future.

The information relates to the number of additional customers that would be supported through customer contributions through social tariffs. At each level of additional support outlined, a yearly contribution amount is stated, alongside a per month figure.

Example 1

500
additional customers supported

£12 (£1 per month)
bill contribution

Example 2

1,000
additional customers supported

£24 (£2 per month)
bill contribution

Example 3

1,500
additional customers supported

£36 (£3 per month)
bill contribution



Recruitment screener – follow up qual depths

Client name:	Wessex Water
Project name:	Social Tariff Research
Job number:	8943
Methodology:	Follow up depth interviews
Sample size:	20
Fieldwork dates:	16/05 – 30/05
Recruitment approach:	Contacts from quant
Version	1

Sample overview

Overview of quotas:

- **Not willing to pay X 5**
- **Willing to pay under £1 per month X 5**
- **Willing to pay £1-£1.99 per month X 5**
- **Willing to pay over £2 per month X 5**

Aim for 8 Wessex, 8 Bristol and 4 Bournemouth spread across the four quotas above



Introduction

Hello, my name is _____ and I am working on behalf of an independent market research agency called DJS Research. You recently took part in an online interview for [TAKE FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] about support for customers who are struggling to pay their water bills through a social tariff.

As a follow up to that survey, we are looking for people to take part in a 30-minute interview via video such as on Zoom (or telephone if you prefer). The interview will be about gaining a greater understanding of your attitude and opinions towards social tariffs for water customers.

As a 'thank you' for taking part we would like to offer you a £35 online GiftPay voucher. This voucher can be used in a wide variety of stores and would be paid within one week of completing the research.

We do hope you will be interested in being part of this project and we are sure you will find it an enjoyable experience. Market research such as this is not associated with selling, we are interested only in your views and opinions, and everything you say will remain confidential; our client only receives the results of the research in a summary format. Let me reassure you that no names will be passed on to any third parties.

You can review our GDPR privacy statement on our website here

<https://www.djsresearch.co.uk/about/terms>



Q01.

Base: All respondents

Would you be interested in taking part in our research?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		INFO 1
2	No		SCREEN OUT

SCREENER QUESTIONS

Q02.

Base: DO NOT ASK. PULL THROUGH FROM DATAFILE. USE DATA FOR QUOTAS

What is the maximum additional amount per month you would be willing to contribute to the social tariff?

INSERT RESPONSE FROM DATAFILE

Code	Answer list	Scripting notes	Routing
1	Willing to pay: £0	QUOTA (Not willing to pay)	
2	Willing to pay: £0.01 - £0.99	QUOTA (willing to pay less than £1 per month)	
3	Willing to pay: £1.00 - £1.99	QUOTA (willing to pay £1-£1.99 per month)	
4	Willing to pay: £2.00 or more	QUOTA (willing to pay £2.00 per month or more)	



Q03.

Base: All respondents

Could you please confirm who your water supplier is?

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Wessex Water		QUOTAS: Wessex
2	Bristol Water		QUOTAS: Bristol
3	Bournemouth Water		QUOTAS: Bournemouth
85	Don't know		SCREEN OUT

Q04.

Base: DO NOT ASK. PULL THROUGH FROM DATAFILE. USE DATA FOR QUOTAS

were you aware that [IF WESSEX WATER AT S01: Wessex Water] / [IF BRISTOL WATER AT S01: Bristol Water and Wessex Water] / [IF BOURNEMOUTH WATER AT S01: Bournemouth Water and Wessex Water] offer support for customers who are struggling to pay their water bills?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes – I have had support with my bill in the past		
2	Yes – I am currently receiving support with my bill		
3	Yes – I am aware, may need this, but haven't done anything		
4	Yes – but I do not need it		
5	No – but I think I might need it		
6	No – but I would like to know more		
7	No – but I do not need it		
85	Don't know		

Recruiter notes: recruit max two who have either had support in the past (code 1) / currently receive support with bill (code 2)



Q05.

Base: DO NOT ASK. PULL THROUGH FROM DATAFILE. USE DATA FOR QUOTAS

Which of the following support services [IF CODE 1 AT Q04: were you using / in receipt of?] / [IF CODE 2 AT Q04: are you using / in receipt of]?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	[IF WESSEX / BRISTOL: Reduced bill – Assist] [IF BOURNEMOUTH: Reduced bill – WaterCare]	If Wessex / Bristol at S01 show Reduced bill – Assist OR if Bournemouth at S01 show Reduced bill – WaterCare	
2	Bill cap scheme - WaterSure		
3	Debt support scheme - Restart		
4	Discount for low-income pensioners		
5	Flexible payment plan		
6	Water Direct (using benefit payments)		
7	Payment breaks		
80	Other (specify)	OPEN	
85	Don't know		
86	Prefer not to say		

SUITABILITY QUESTIONS

Q06.

Base: All respondents

Do you have access to a laptop/PC or smartphone/tablet and connection to a reliable wi-fi or 4G network?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		



RECRUITER NOTES:

If yes, recruit to video call where possible. If no, recruit to phone.

PERMISSION QUESTIONS

Q07.

Base: All respondents

During the research process, we may use anonymised verbatim responses, photos and video that you share with us in our report for our client. However, we will not share any personal information (e.g. full name, address). In addition, I can reassure you that this information will not be published nor any video content broadcast or shared with any other third parties outside the context of the research.

Are you happy to take part in the research on this basis?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		SCREEN OUT

CONTACT DETAILS

Q08.

Base: All respondents

Thank you for your interest in this follow up research.

In order for us to arrange your interview, please could you provide me with the following information:

EMAIL ADDRESS:

PREFERRED CONTACT PHONE NUMBER:

PREFERRED TIME / DATE:

PREFERRED METHOD: (video call – Teams or Zoom – or telephone)

Recruiter notes - following recruitment:

- *Please ensure each respondent is provided with a confirmation email with research session details and (if required) clear instructions on how to access the video call (Teams or Zoom)*
- *Please update the respondent profile grid AT LEAST TWO DAYS BEFORE THE FIELDWORK DATE (please provide **full details for each * question** in the*



profile sheet rather than coded answers that cannot be read without referring back to the screener)

8943_ Wessex Water/Bristol Water/Bournemouth Water

Follow up Depth Discussion Guide (30 mins)

Version 1

(I) Introduction	7 mins
Brief explanation of the purpose of the research	<p><i>Moderator to explain the nature of the research.</i></p> <ul style="list-style-type: none"> • I work for a company called DJS Research, we are an independent market research company and today we are working on behalf of [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] • Following on from your participation in an online survey about [FROM SAMPLE: Wessex Water's / Bristol Water's / Bournemouth Water's] plans for social tariffs for customers in the period 2025-2030, we would like to conduct some follow up research with customers to understand more about your current circumstances, and your associated opinions and attitudes towards social tariffs for water customers. • <i>Moderator to reassure respondents about confidentiality / GDPR compliance.</i> • Feedback will be summarised into a report along with other research, we won't pass names/specific details of who we have spoken to back to our client. • There are no right and wrong answers; we are just interested in your views, opinions and ideas. • Brief explanation about audio/video recording information – we may use anonymised quotes &/or video clips in our report to illustrate the research findings for our client, but these will not be attributed to you personally.
Introductions	<p><i>Moderator to invite respondent(s) to introduce themselves.</i></p> <p><i>I'd first of all like to spend some time understanding more about you...</i></p> <ul style="list-style-type: none"> • Tell me a bit about yourself; who you live with; working status; hobbies • What are your main concerns in life at the moment? • How are you feeling about your household finances currently and what's coming in versus what's now going out? [MODERATOR: refer to response from quant in relation to affordability of water bills, e.g. in the survey you took part in you mentioned that you are [CONFIDENCE LEVEL] in being able to afford your water bills over the next 12 months. Is that still the case?] <ul style="list-style-type: none"> ○ How has your outlook of your finances changed over the past 6 to 12 months or so? Better? Worse? How so? ○ [IF CUSTOMER HAS CONCERNS] Which bills or expenses are of most concern/have impacted you most? ○

(II) Re-cap on social tariffs	8 mins
Re-cap on social tariffs	<p>Thank you for your responses so far. I'd now like to move on to talk about social tariffs and cross-subsidies. In your own words, could you briefly tell me a bit about your understanding of what social tariffs and cross-subsidies are? (MODERATOR: If necessary, stress that there are no right or wrong answers)</p> <p>MODERATOR, IF REQUIRED, READ OUT:</p> <p>All major water companies in England and Wales have schemes to give lower bills to some customers who might otherwise struggle to pay. These are called social tariff schemes. In line with Government rules these schemes are mostly funded by charging other households a bit more on their bills.</p> <p>This is what's also known as a cross-subsidy. There are a number of examples of cross subsidies in day-to-day life. For example, concessionary tickets for children or pensioners to attractions (e.g. the cinema, theme parks etc.). Another example is the price of a stamp which is the same within the UK whatever distance the letter or parcel travels. At different points in our lives, we are all likely to have helped fund cross-subsidies, and to have received help from them.</p> <p>Before you took part in the survey on behalf of [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water], were you aware of the support available to customers who are struggling to pay their bills? IF SO: what were you aware of? How did you become aware of it?</p> <ul style="list-style-type: none"> • Generally speaking, to what extent do you support the principle of social tariffs and cross-subsidies? Are there any areas / aspects of life where you think social tariffs are not appropriate? (PROBE ON WHAT ANY WHY). And, any areas where you think social tariffs and cross-subsidies are particularly beneficial? (PROBE ON WHAT AND WHY) <p>I'd now like to spend a minute or so going over some of the information you were presented with in the online survey you completed.</p> <p>MODERATOR: If conducting over Zoom/Teams show slide. If conducting over the phone read out info on slide.</p> <p>MODERATOR: Show or read out from slide (using the relevant water company pack – i.e. if Wessex Water show / read out from Wessex Water slide):</p> <ul style="list-style-type: none"> • SLIDE 1 examples of social tariffs for water bills • SLIDE 4 the existing social tariff scheme <ul style="list-style-type: none"> • Having reviewed this information again, how do you feel about the social tariff that is currently in place for [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water]? PROBE ON: <ul style="list-style-type: none"> ○ Number of customers supported (is it too many, not enough or about right?). Why? ○ Eligibility criteria (does it include the right people? Are there any groups that are included but shouldn't be? Any groups that aren't included but should be?) ○ Amount paid by customers (is it too much, not enough or about right?). Why? ○ Level of support for customers in receipt of social tariffs (is it too much, not enough or about right?) • To what extent do you support or oppose for [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] including a charge in bills to contribute towards supporting customers through social tariffs? <ul style="list-style-type: none"> ○ Why do you say that? (PROBE FULLY) ○ IF DON'T FULLY SUPPORT: what, if anything, would make you more supportive of a

	social tariff on your water bill? (PROBE ON: communication / information / detail on who is supported / safeguards in place to avoid abuse of the scheme(s) etc.)
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(III) Social tariffs 2025-2030	12 mins
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Social tariffs 2025-2030	<p>Still thinking about social tariffs, I'd like to spend some time now thinking about [FROM SAMPLE: Wessex Water's / Bristol Water's / Bournemouth Water's] future plans for supporting customers who are struggling to afford their water bills through a social tariff</p> <p>MODERATOR: If conducting over Zoom/Teams show slide. If conducting over the phone read out info on slide.</p> <p>MODERATOR: Show or read out from slide (using the relevant water company pack – i.e. if Wessex Water show / read out from Wessex Water slide):</p> <ul style="list-style-type: none"> • SLIDE 5 how the social tariff scheme would work <p>MODERATOR: For next section refer to WtP figure from sample</p> <p>When responding to the survey, you said you [IF WtP is £0: would not be willing to contribute to the social tariff] / [IF WtP =>£0.01: would be willing to contribute WtP amount from sample per month to the social tariff]</p> <ul style="list-style-type: none"> • IF WTP is £0: why wouldn't you be willing to contribute anything to the social tariff? PROBE ON: <ul style="list-style-type: none"> ○ To what extent do your own financial circumstances affect your response? ○ Are there any circumstances in which you would be willing to contribute? IF SO; What/when? ○ What, if anything could [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] do to make you more likely to be willing to contribute something to a social tariff in future? PROBE ON: <ul style="list-style-type: none"> ▪ Need to improve other areas of service first (e.g. water quality, customer service etc) ▪ Lack of trust in [FROM SAMPLE: Wessex Water / Bristol Water Bournemouth Water] generally... anything they could do to build / develop trust? ▪ Lack of knowledge on what bills contribute to ▪ More investment / money should come from [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] before they ask customers to contribute ▪ The groups / people that the social tariffs are targeting / supporting aren't right. Help should be focused elsewhere / on other groups • IF WTP is =>£0.01: why would you be willing to contribute up to WtP amount from sample per month to the social tariff? <ul style="list-style-type: none"> ○ Do you support the principle of social tariffs generally? IF SO; why do you support social tariffs in principle? Any circumstances which haven't been mentioned previously when you wouldn't be willing to contribute? (MODERATOR PROBE FULLY) ○ To what extent do your own financial circumstances affect your response? ○ What, if anything could [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] do to make you more likely to be willing to contribute more to a social tariff in future? PROBE ON: <ul style="list-style-type: none"> ▪ Need to improve other areas of service first (e.g. water quality,
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	<p>customer service etc)</p> <ul style="list-style-type: none"> ▪ More information/knowledge of what bills contribute to ▪ More investment / money should come from [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] before they ask customers to contribute ▪ The groups / people that the social tariffs are targeting / supporting aren't right. Help should be focused elsewhere / on other groups <p>As a customer, how important is it for you to know / be aware of the amount you are contributing to social tariffs in your water bills? Please answer on a scale of 1-5 where 1 is not important at all and 5 is extremely important?</p> <ul style="list-style-type: none"> ▪ Why do you say that? <p>What else, if anything, would you like to hear / know from [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] in relation to social tariffs? Where / how should they deliver this information?</p>
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(IV) Experience and perceptions of water supplier.	5 mins
Experience and perceptions of water supplier	<p>For the final section, I'd like to spend a bit of time talking about your experience and perception of [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water]</p> <ul style="list-style-type: none"> • What are your main expectations of [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] as your water provider? <ul style="list-style-type: none"> ○ IF NEEDED: e.g., Service, reliability, value for money, environment • What experience do you have of them? • Is there anything about the service [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water] provides that you would like to see them improve? • How would you describe your relationship with [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water]? • Do you feel like a valued customer of [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water]? <ul style="list-style-type: none"> ○ Why/why not? • What words would you use to describe how you feel about [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water]? • And how would you rate the value for money you receive for your water services provided by [FROM SAMPLE: Wessex Water / Bristol Water / Bournemouth Water]? Please do this on a scale from 1-10 with 1 being the lowest value for money and 10 the highest. <ul style="list-style-type: none"> ○ Why did you give this rating?

Any final questions

Thank & Close. Remind participant they will receive their 'thank you' for taking part within 1 working week (£35 giftpay voucher to be sent via email)

EXAMPLES OF SOCIAL TARIFFS FOR WATER BILLS

Reduced bill: **Assist**

Assist is available for customers who are struggling to pay and need a discount on their bill. The level of discount can vary, but can be up to 90% off a customer's bill.

Customers do not need to receive means tested benefits to apply, but an independent analysis of their household finances is required.

If an application to Assist is successful, bills are reduced to an amount the customer can afford based on an independent advisor's assessment of affordability.

Bill cap scheme: **WaterSure**

WaterSure helps reduce water bills if the household uses a lot of water for reasons beyond their control (e.g. households with 3+ children or someone in the household has a higher than average water usage due to a certain medical condition).

Recipients must be in receipt of a means tested benefit or tax credit and be on a water meter. Bills are capped in-line with the average metered bill so customers don't pay more for reasons they cannot help.

Discount for low income pensioners

Discount for low income pensioners is available for customers who are in receipt of Pension Credit, or where the state pension is the only source of income for all adults in their household.

Customers can receive a discount of around £60 on their water and/or sewerage bill.

To receive the discount, customers need to provide their date of birth and a copy of evidence to show entitlement to Pension Credit, or a copy of a bank statement showing the state pension as the only source of income.

Please note: customers who are not in receipt of support from a social tariff already pay more for their water services to fund the cross subsidies. At the moment, Wessex Water supports around **28,000 customers** on social tariffs in this area, which means out of a customer's yearly bill, £8.50 goes towards the cross-subsidy for social tariffs.

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To receive the discount, customers need to provide their date of birth and a copy of evidence to show entitlement to Pension Credit, or a copy of a bank statement showing the state pension as the only source of income.

Please note: customers who are not in receipt of support from a social tariff already pay more for their water services to fund the cross subsidies. At the moment, Bristol Water and Wessex Water support around **21,000 customers** on social tariffs in this area, which means out of a customer's yearly bill for their water supply and waste water, £7.65 goes towards the cross-subsidy for social tariffs.

EXAMPLES OF SOCIAL TARIFFS FOR WATER BILLS

Reduced bill: **WaterCare (Bournemouth Water)**

WaterCare is available for customers on a low income in relation to the number of children and adults in the household. Customers need to be in receipt of a means tested benefit, and be on a meter or assessed charges. WaterCare is made up of 5 bands, with reductions in water bills ranging from 15% to 85%.

Bill cap scheme: **WaterSure**

WaterSure helps reduce water bills if the household uses a lot of water for reasons beyond their control (e.g. households with 3+ children or someone in the household has a higher than average water usage due to a certain medical condition). Recipients must be in receipt of a means tested benefit or tax credit and be on a water meter. Bills are capped in-line with the average metered bill so customers don't pay more for reasons they cannot help.

Reduced bill: **Assist (Wessex Water)**

Assist is available for customers who are struggling to pay and need a discount on their waste water bill. The level of discount can vary, but can be up to 90% off a customer's bill. Customers do not need to receive means tested benefits to apply, but an independent analysis of their household finances is required. If an application to Assist is successful, bills are reduced to an amount the customer can afford based on an independent advisor's assessment of affordability.

Discount for low income pensioners

Discount for low income pensioners is available for customers who are in receipt of Pension Credit, or where the state pension is the only source of income for all adults in the household.

Customers in receipt of the discount can receive a discount of around £60 on their water and/or sewerage bill. To receive the discount, customers need to provide their date of birth and a copy of evidence to show entitlement to Pension Credit, or a copy of a bank statement showing the state pension as the only source of income.

Please note: customers who are not in receipt of support from a social tariff already pay more for their water services to fund the cross subsidies. At the moment, Bournemouth Water and Wessex Water support around **1,000 customers** on social tariffs in this area, which means out of a customer's yearly bill for their water supply and waste water, £4.50 goes towards the cross-subsidy for social tariffs.

ADDITIONAL HELP AVAILABLE

As well as the social tariff schemes, water companies offer other support for customers who are struggling with their bills.



Debt support scheme: **Restart**

This scheme is for customers who have significant debt they cannot repay.

Customers are asked to pay what they can afford toward their water charges in the first year, and their debt is then reduced by an equivalent amount.

In year two, if they continue to make payments, the water company will clear their remaining debt.

Water Direct

Customers in receipt of benefits can make payments direct from their benefits.

Water Direct is available to customers at least £50 in arrears or with two failed payments. Customers will receive no action to recover debt while on Water Direct.

Customers must provide details of the benefits they receive and proof of identification.

Flexible payment plan

Customers can pay less on their bills for an agreed period of time and catch up on payments later.

Payment breaks

Short term payment breaks for customers who need a little longer to pay, or who have experienced a change in circumstances.

SUPPORT+ SERVICES PROVIDED BY WATER COMPANIES

In addition to the additional financial support provided, water companies also offer a number of additional layers of support and help to customers and communities.

Company funded support:

- **Funding for the debt advice sector.**

In 2022, around £400k was given to debt advice organisations.

- **The Wessex Water Foundation.**

Around £155k per year goes into grass roots community projects to improve the lives of local people who are in most need of support. Projects are typically in areas of multiple deprivation or rural isolation, support people who lack access to services, help people to manage or avoid debt and take steps to build financial capability.

Additional support and services

- Free water meters
- Free water efficiency devices to help you save water and energy in the home and garden and an online GetWaterFit tool
- Free in home water efficiency visits
- Fixing leaky loos

SUPPORT+ SERVICES PROVIDED BY WATER COMPANIES

In addition to the additional financial support provided, water companies also offer a number of additional layers of support and help to customers and communities.

Company funded support:

- **Funding for the debt advice sector.**

In 2022, around £450k was given to debt advice organisations.

- **The Wessex Water Foundation.**

Around £155k per year goes into grass roots community projects to improve the lives of local people who are in most need of support. Projects are typically in areas of multiple deprivation or rural isolation, support people who lack access to services, help people to manage or avoid debt and take steps to build financial capability.

- **Bristol Water Social Contract.**

Bristol Water supports a number of partners in the community to help reach customers most in need through their Social Contract. This includes a number of Hard to Reach projects with Charities in the region.

Additional support and services

- Free water meters
- Free water efficiency devices to help you save water and energy in the home and garden
- Help with fixing leaks

SUPPORT+ SERVICES PROVIDED BY WATER COMPANIES

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- **Bournemouth Water Neighbourhood Fund.**

The Neighbourhood Fund is all about supporting our local community. There will be £100,000-a-year funding available for neighbourhood community groups which inspire physical activities, education, health and wellbeing and deliver positive environmental outcomes.

Additional support and services

- Free water meters
- Free water efficiency devices to help you save water and energy in the home and garden
- Help with fixing leaks

THE EXISTING SOCIAL TARIFF SCHEME...

The current position

28,000 customers supported

£8.50 (£0.71 per month)
bill contribution

Please note: customer bills currently include a contribution towards supporting customers through social tariffs.

This information details the current level of contribution to social tariffs by each customer per year.

THE EXISTING SOCIAL TARIFF SCHEME...

The current position

21,000 customers supported

£7.65 (£0.64 per month)
bill contribution

Please note: customer bills currently include a contribution towards supporting customers through social tariffs.

This information details the current level of contribution to social tariffs by each customer per year.

THE EXISTING SOCIAL TARIFF SCHEME...

The current position

1,000 customers supported

£4.55 (£0.38 per month)
bill contribution

Please note: customer bills currently include a contribution towards supporting customers through social tariffs.

This information details the current level of contribution to social tariffs by each customer per year.

HOW THE SOCIAL TARIFF SCHEME WOULD WORK...



Here are some examples of how the expanded social tariff scheme would work in future.

The information relates to the number of additional customers that would be supported through customer contributions through social tariffs. At each level of additional support outlined, a yearly contribution amount is stated, alongside a per month figure.

Example 1

7,000
additional customers supported
£6 (£0.50 per month)
bill contribution

Example 2

14,000
additional customers supported
£12 (£1 per month)
bill contribution

Example 3

28,500
additional customers supported
£24 (£2 per month)
bill contribution

Example 4

42,500
additional customers supported
£36 (£3 per month)
bill contribution

HOW THE SOCIAL TARIFF SCHEME WOULD WORK...

Bristol Water (water supply)/
Wessex Water (waste water)



Here are some examples of how the expanded social tariff scheme would work in future.

The information relates to the number of additional customers that would be supported through customer contributions through social tariffs. At each level of additional support outlined, a yearly contribution amount is stated, alongside a per month figure.

Example 1

5,000
additional customers supported
£6 (£0.50 per month)
bill contribution

Example 2

10,500
additional customers supported
£12 (£1 per month)
bill contribution

Example 3

21,000
additional customers supported
£24 (£2 per month)
bill contribution

Example 4

31,000
additional customers supported
£36 (£3 per month)
bill contribution

HOW THE SOCIAL TARIFF SCHEME WOULD WORK...

Bournemouth Water (water supply)/
Wessex Water (waste water)



Here are some examples of how the expanded social tariff scheme would work in future.

The information relates to the number of additional customers that would be supported through customer contributions through social tariffs. At each level of additional support outlined, a yearly contribution amount is stated, alongside a per month figure.

Example 1

500
additional customers supported
£12 (£1 per month)
bill contribution

Example 2

1,000
additional customers supported
£24 (£2 per month)
bill contribution

Example 3

1,500
additional customers supported
£36 (£3 per month)
bill contribution