

Drainage and Wastewater Management Plan – research materials

Qualitative stage

- Group 1 screeners, discussion guide and stimulus
- Group 2 screeners, discussion guide and stimulus
- Vulnerable customer discussion guide
- Expert group discussion guide

Quantitative stage

- Survey 1
- Survey 2
- Stimulus

Business plan
2025-2030



Wessex Water
YTL GROUP

FOR YOU. FOR LIFE.

Locations	Salisbury
Date	Thursday 26 th August at 5.30pm (60 mins) Return on Monday 30 th August at (TBC – 90mins)

- All must be WW customers – all to be water bill payers
- Rural and urban customers will need to be represented where possible
- Ethnic minority and faith group quotas will be set to reflect the local populations.
- **Will require all recruits to have access to the internet/email as postal is not a feasible option.**

Introduction

Q1. Good morning/afternoon/evening. My name is and I am calling from Accent. Please could I speak to the person responsible, either solely or jointly, for paying your household's water bill?

- **IF "NO" TRY AND PERSUADE ELSE THANK & CLOSE**
- **IF "CALL BACK" PLEASE RECORD DATE AND TIME OF APPOINTMENT ON ACCIS, THANK AND CLOSE**
- **IF "YES" PLEASE PROCEED TO SCREENING SECTION**

WHEN SPEAKING TO APPROPRIATE CONTACT CONTINUE WITH SCREENING

Screening

Good morning/afternoon/evening. My name is from Accent and I am carrying out research for Wessex Water – they are keen to hear the views of household customers to help inform their future plans with drainage and water management.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of two sessions online using Zoom.

The first session would be approx. 60 mins and the second will be approx. 90mins group discussion, for which you would be paid £30 and £50 respectively were you able to assist. You will also receive an additional £20 for completing a homework task online before attending the group. Can I just ask you a few questions to check that you are eligible to take part in this research?

INTCHECK. INTERVIEWER: PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded

INTCHECK2. INTERVIEWER: PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn't safe – we need to call back later GO TO APPT SCREEN

Q2. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes
No **THANK AND CLOSE**

Q3. Do you or any of your close family work or have worked in the recent past in the water industry or Market Research professions?

Yes **THANK & CLOSE**

No

Q4. Have you ever participated in a market research group discussion? **IF YES, PROBE WHEN**

Yes, in last six months **THANK & CLOSE**

Yes, between 6 months and 2 years ago

over 2 years ago **GO TO Q7**

no **GO TO Q7**

TWO THIRDS OF RECRUITS MUST HAVE NEVER BEEN TO A GROUP DISCUSSION BEFORE

Q5. How many groups have you been to in that period?

One

2-3

More than 3 **THANK & CLOSE**

Q6. What was the subject matter of the groups you attended? **PROBE AND WRITE DOWN**

IF WATER INDUSTRY THANK & CLOSE

Q7. What is the job title of the chief wage earner of your household or, if you are the chief wage earner, your own job title?

- **IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE**
- **IF MANAGER/EXECUTIVE: ASK FOR INDUSTRY SECTOR, NUMBER OF EMPLOYEES IN COMPANY AND MANAGEMENT STATUS**
- **IF RANK/GRADE (CIVIL SERVANT, NURSING, MILITARY, NAVY, POLICE ETC.) RECORD RANK/GRADE SPECIFICALLY**
- **IF PENSIONERS: ASK IF STATE (GRADE "E") OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)**
- **IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE "E"), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)**

CODE SEG

AB **Minimum 1**

C1C2 **Minimum 2**

DE **Minimum 2**

Not stated **THANK & CLOSE.**

CHECK QUOTAS FOR GROUPS

Q8. Who supplies clean water services to your home? This is the clean water that is delivered into your home (comes out of your taps and used in your toilets, washing machines, etc) and not the wastewater (or sewerage) that is taken away from your home.

Wessex Water

Other **THANK & CLOSE**

Q9. Who supplies your wastewater (sewerage) services to your home?

Wessex Water
Other **THANK & CLOSE**

PLEASE NOTE FIRST PART OF THEIR POSTCODE:

--	--	--	--

Q10. How old are you? **CODE AGE GROUP BELOW**

Under 25	THANK & CLOSE
25-54	Minimum 2
55 or older	Minimum 2
Refused	

CHECK QUOTAS FOR OTHER GROUPS

Q11. Are you...

Male
Female
Prefer to self-identify
Prefer not to say

CHECK QUOTAS FOR GROUPS

Q12. To which of these ethnic groups do you consider you belong to?

WHITE

1. British
2. Irish
3. Any other White background

MIXED

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

ASIAN OR ASIAN BRITISH

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

BLACK OR BLACK BRITISH

12. Caribbean
13. African
14. Any other Black background

CHINESE OR OTHER ETHNIC GROUP

15. Chinese
16. Any other ethnic group
17. Prefer not to say.

Q13. What is your employment status?

Working full-time (30+ hours a week)
Working part-time (8-29 hours a week)
Not working – looking for work
Not working – not looking for work
Student at college
Student at university
Retired
Retired unpaid voluntary work
Looking after family/home
Other (type in)

Q14. Do you have a water meter at your home?

Yes – requested one	MEASURED
Yes – was already installed when I/we moved in	MEASURED
Yes – water company installed/I/we did not request	MEASURED
No	UNMEASURED
Don't know	

AIM FOR A MIX

Q15. I am going to ask you now about how much you pay your water company. Which of the following bands best describes the total annual bill of your household?

Over £600 per year (for water and sewerage) **HIGH USER**
Between £400 and £600 per year (for water and sewerage) **AVERAGE USER**
Less than £400 per year (for water and sewerage) **LOW USER**
Don't know/Prefer not to say **ASK TO ESTIMATE**

AIM FOR A MIX

Q16. What method do you typically use to pay your household water bill?

Online by debit or credit card
Direct debit
Bank transfer
Over the phone / automated phone line
Cash or cheque by post
Other – please specify

Q17. Which of the following statements most closely applies to your use of water in your household?

READ OUT

1. I don't know how much I use and I don't think about it.
2. I don't know how much I use but I am conscious about it.
3. I'm careful about how much I use to keep my bill down.
4. I'm careful about how much I use because I don't want to waste water.

Q18. How strongly do you agree or disagree that the following statements apply to you. Please respond on a scale of 1 to 5 where 1 = strongly disagree and 5 = strongly agree for each of the following three statements. **INTERVIEWER – read out each separately for three individual responses.**

1. I am conscious of the world around me and want to look after it for future generations.
2. I'm happy to pay a bit more for products and services that are environmentally friendly.
3. I consider the impact of my actions on the environment.

GO TO INVITATION

Invitation: Group F2F discussion

Q19. Thank you for answering those questions. Would you be willing to attend two online focus groups we are holding for Wessex Water to help inform their future plans?

There will be about 5 other people just like yourself. The group will be held in accordance with the Code of Conduct of the Market Research Society. The research will take the form of two sessions online using Zoom. The first session would be approx. 60 mins and the second will be approx. 90mins group discussion, for which you would be paid £30 and £50 respectively were you able to assist. You will also receive an additional £20 for completing a homework task online before attending the group.

Yes **PROCEED TO TEXT BELOW**

No **THANK AND CLOSE**

ASK ALL: PRE-TASK

TELL PARTICIPANT ABOUT PRE-TASK: Before the main group discussion there is a small 'warm up' task for you to do using a mobile based app platform called LIVEMINDS.

You will receive an email invitation to join this platform and will be provided with an account and log in details to access these short tasks. *These will look at what's important to you personally and within your wider community, what you want from a water company and types of brands you admire.*

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q20. DATA COLLECTION & SHARING CONSENT

The group may be joined by representatives of Wessex Water, so they can watch the discussion and learn as much from it as possible from it. They will not participate in the discussion.

The group will be audio recorded for analysis purposes and to ensure accuracy.

The group will be held in accordance with the Code of Conduct of the Market Research Society and any views you express during the discussion will be treated with complete confidence and will not be attributed to you personally.

In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK

Yes **CONTINUE WITH DETAILS**

No [[Click here and type HOLD IN RESERVE](#) or **THANK AND CLOSE**]

Great, thanks. I'll just take a few details and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of participant, then complete the following confirmations.

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Recruiter Confirmations

RECRUITER – VERY IMPORTANT – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

Q21. IS THE PARTICIPANT CLEAR ABOUT THE PRE-TASK & DID THEY SAY THEY WOULD DO IT?

Clear

Will do

MRS DECLARATION

Q22. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Welcome and Warm Up

5 mins (5)

- Hello (again) and welcome to the Zoom session
- Explain independent and exploratory nature of research (conducted in accordance with the Code of Conduct of the Market Research Society (MRS) and also with the Data Protection Act, with whom Accent is registered)
- Thank you for your input a few weeks ago on Wessex Water's Strategic Development. Today we are looking at some of the detail on their plans for drainage and wastewater management. (DWMP). Please know that there are no right or wrong answers and we are only interested in your opinion on the materials we share with you
- There will be two Zoom meetings and this one will last around 60 minutes
- Let's start by doing a quick register to see who we have with us. Round the Zoom room
 - Recap on first name, household and water usage

Understanding Drainage and Wastewater

15 mins (20 mins)

Let's start with a recap on some of the basics

- What do you understand by drainage and wastewater? What is important to get right?
- What do you see as the biggest challenges for Wessex Water in this area in relation to drainage and wastewater?
- Have you experienced any issues yourself – **explore briefly**
- Let's make sure we are clear on some of the terminology – what do you understand about each of the following and what do you think are the main challenges with regard to DWMP
- What do you understand by Surface Water?
- What about Groundwater?
- What about sewage and wastewater?
- **SHOWCARDS 1-3**
- Any questions? Anything unclear? How new is this information?

Introducing the DWMP

10 mins (30 mins)

- Run through **SHOWCARDS 4-8**
- How clear?
- Anything surprising/new?
- Why do you think the DWMP is important?
- Any other thoughts before we go into the detail?

Initial reactions to GOs – 4 areas

25 mins (55)

Let's have a look at some of the possible solutions under the four different areas: Surface Water Management, Combined and foul sewer systems, Wastewater management and Customer Side Management

- **Showcards 9-11**
- **For each GO ask:**
- Anything unclear?
- What do you think of this? Possible benefits and drawbacks?
- **For each of the four areas:**
- At first glance which of the solutions in this area appeal most and least to you and why?

Thanks and next steps

5 mins (60)

Thanks for all your hard work so far. In the next few days, we will release some tasks onto the LiveMinds platform for you to look at in detail and when we get together next week we will discuss them.

Recap on the basics

- The water you use to clean your teeth, shower and bath and to flush the toilet becomes sewage – Wessex Water treats 480 millions of litres of it every day.
- Other sewage they treat includes rainwater from roads, roofs and gardens as well as industrial effluent – mainly liquid organic waste from industries such as food factories and dairy product manufacturers.
- Wessex Water has invested hundreds of millions of pounds to improve sewage treatment and over the past five years their treatment works have regularly achieved more than 99.9% compliance with environmental standards.
- Almost all sewage is organic which is why water recycling centres (sewage treatment works) use natural, organic processes.
- The sewage goes through the following processes:
 - debris, rags and large objects, are removed using screens
 - sewage flows into tanks where the solids sink to the bottom and are removed as sludge
 - the sewage is treated biologically - the liquid passes through media with bacteria growing on them, such as filters of stone or plastic. The bacteria feeds off the waste, helping to clean the water.
- Another form of biological treatment they use is the activated sludge process. Bacteria are mixed with the waste in large tanks using equipment which either blows or beats air into the mixture.



Wastewater treatment process

Showcard 2



Taking the waste water away

Screening

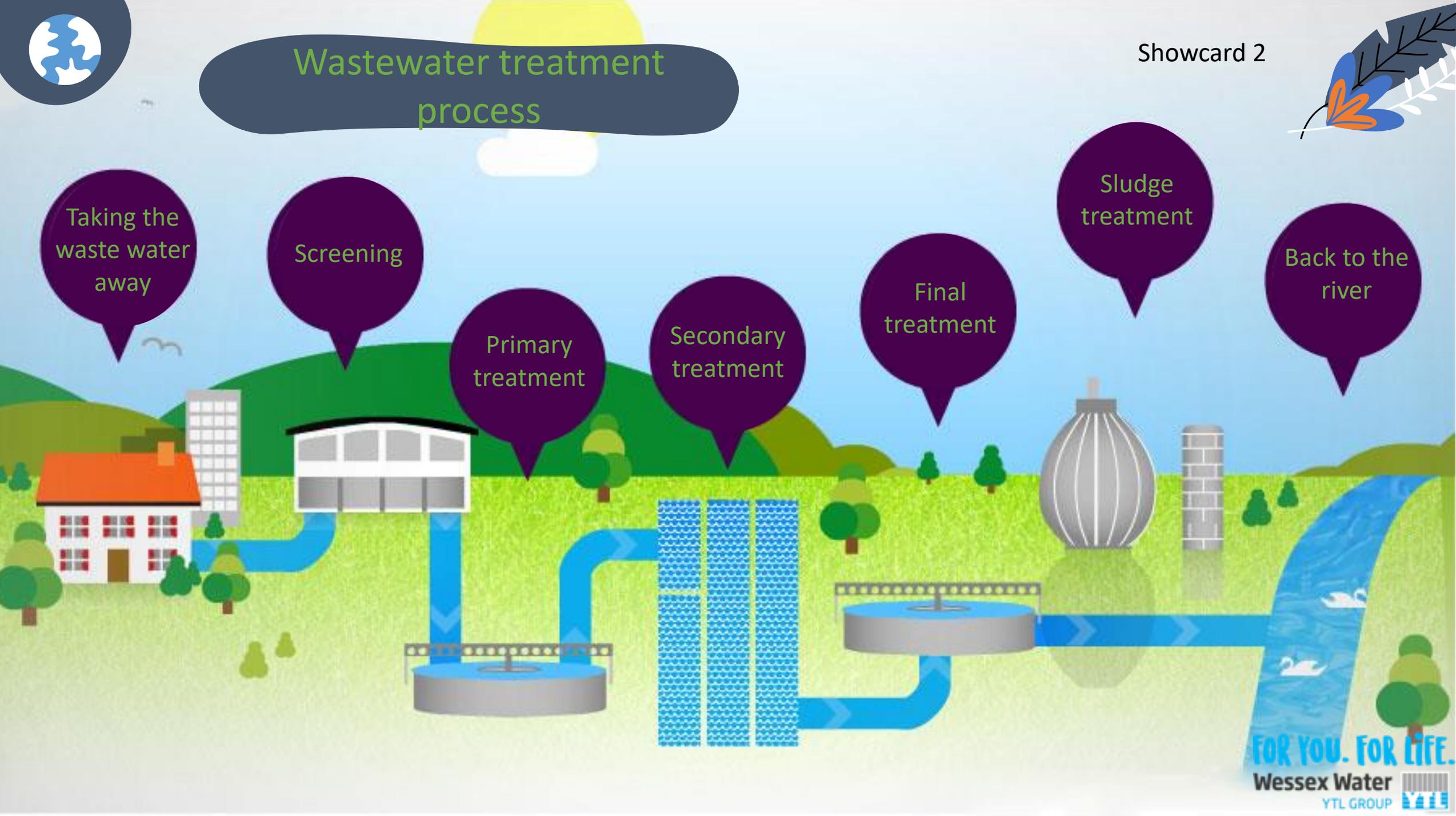
Primary treatment

Secondary treatment

Final treatment

Sludge treatment

Back to the river



Recap on the basics

- The collection and treatment of domestic sewage and wastewater is vital to public health and clean water
- River catchment areas: the area of land from where surface water flows into the river
- Surface water: when rain from heavy rain collects on land and overwhelms drains etc, causing disruption
- Groundwater: when the level of water within the rock or soil underground (known as the water table) rises and reaches ground level, water starts to seep through to the surface and flooding can happen
- Groundwater flooding is much slower to occur than river flooding – it will usually happen days, weeks or even months after heavy or prolonged rainfall. And it may last weeks or even months.
- Sewers collect sewage and wastewater from homes, businesses, and industries and deliver it to wastewater treatment facilities
- In a combined sewer system all the wastewater and surface water goes into one pipe. This pipe takes everything to a sewage treatment works for processing
- Sewer flooding is when sewage or foul water leaks from the sewerage system (through pipes, drains or manholes). Sewer flooding can be caused by a number of factors, including pipe blockages and heavy rainfall.

Introduction to DWMP

Wessex Water is creating:

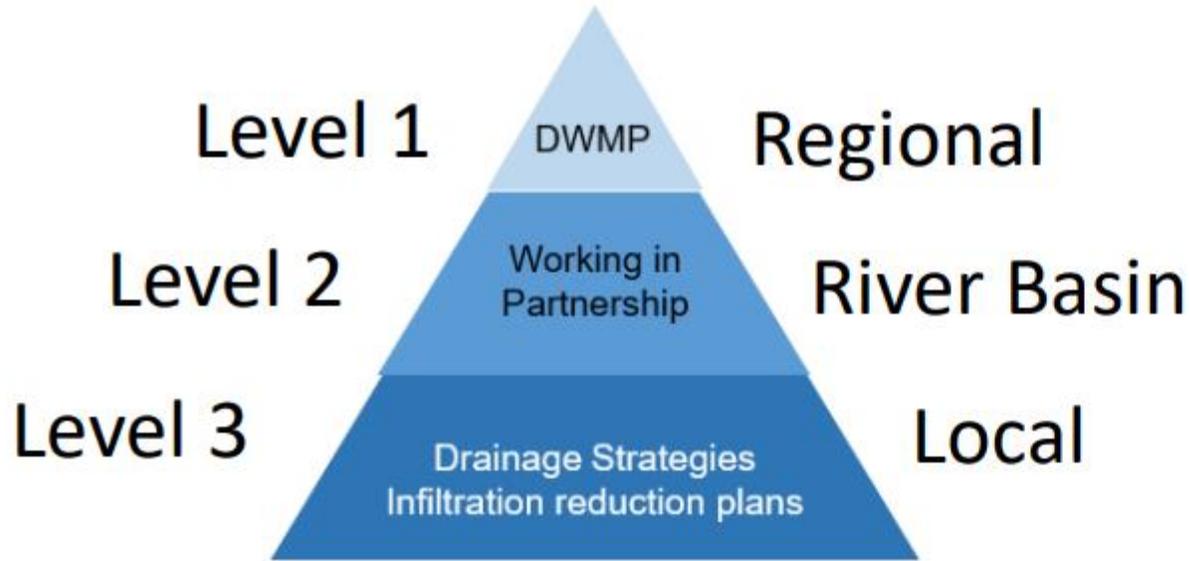
- A company-wide drainage and wastewater management plan (DWMP)
- Drainage and wastewater management catchment plans for the four Wessex Water area management catchments aligned with the river catchments, Bristol Avon, Dorset, Hampshire Avon and Somerset, where they are working closely with strategic partners to identify and deliver solutions for the long-term management of drainage and wastewater. (strategic catchment partnerships)
- Local drainage and wastewater strategies for water recycling centres catchment areas with existing or future risks.

Drainage and Wastewater Management Plans (DWMP)

- Introduced in 2019, the draft DWMP will be published in Summer 2022.
- A move towards a more consistent basis for long-term planning of drainage and wastewater services
- A number of organisations collaborate to create a 25 year strategic plan to improve drainage and environmental water quality
- Wessex Water seeks to integrate customers views
- Plans developed by DWMP also feed into Wessex Water's next five year business plan (PR24) business plan

DWMP progress (1)

- Significant stakeholder engagement and reporting at various levels



1. WRFCC = Wessex Regional Floods and Coastal Committee
2. LLFA = Partnerships / Lead Local Flood Authority (councils)
3. Local = The catchment of a treatment works (aka WRC)

Level 1
WRFCC



L2. Catchment
Partnerships



L2b. LLFA



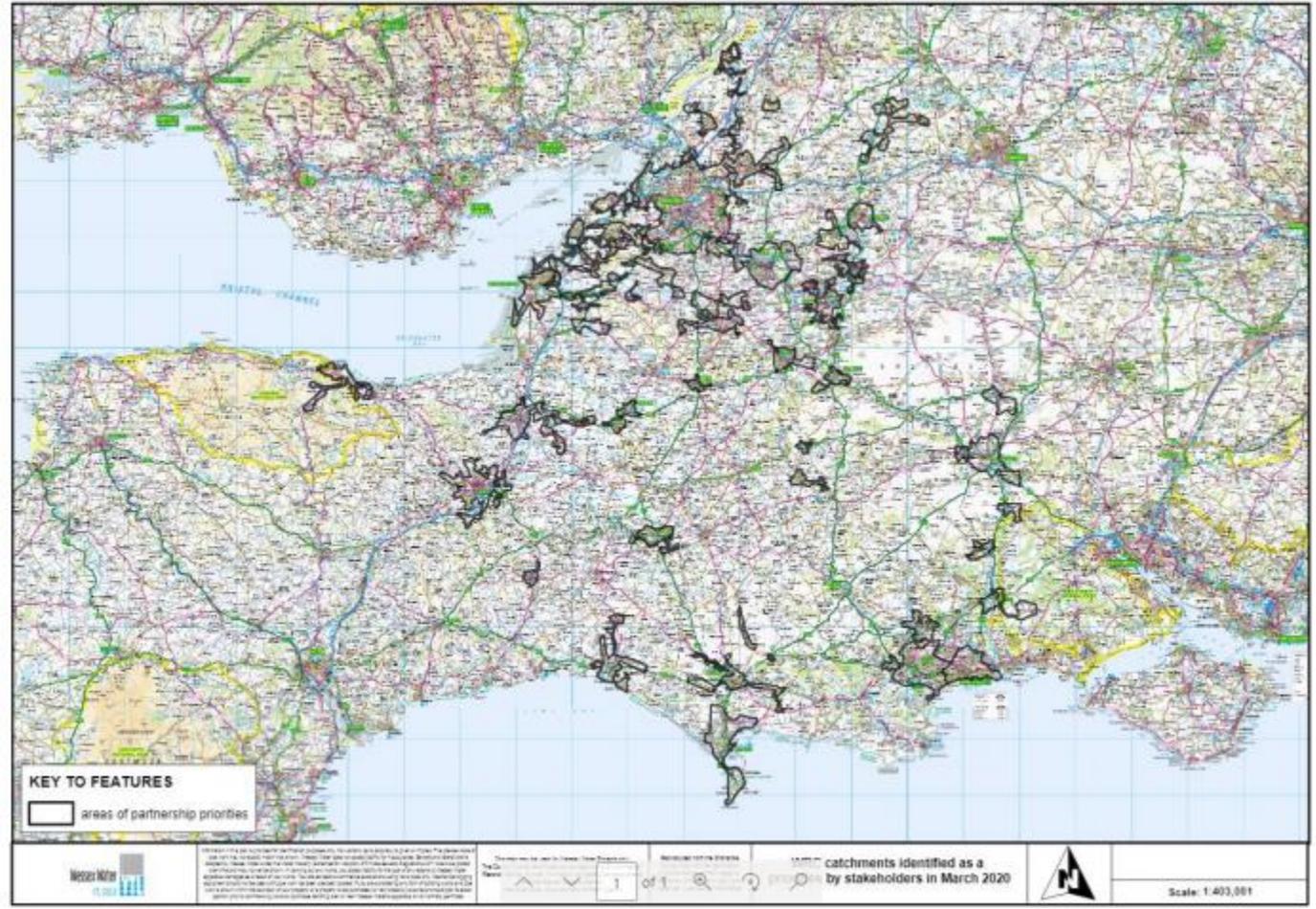
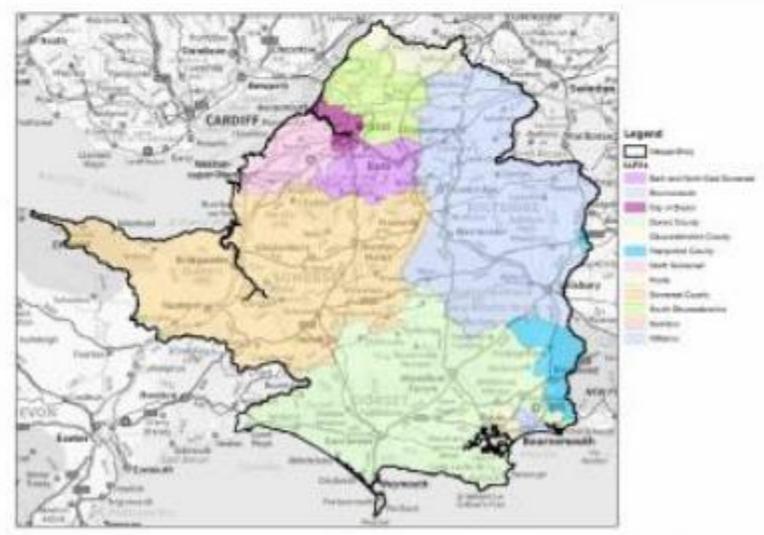
L3. Strategies



DWMP progress (2)

- Hundreds of meetings during 2019-20-21
- Annual Stakeholder workshops (March 2020 and 2021) identified 57 priority locations

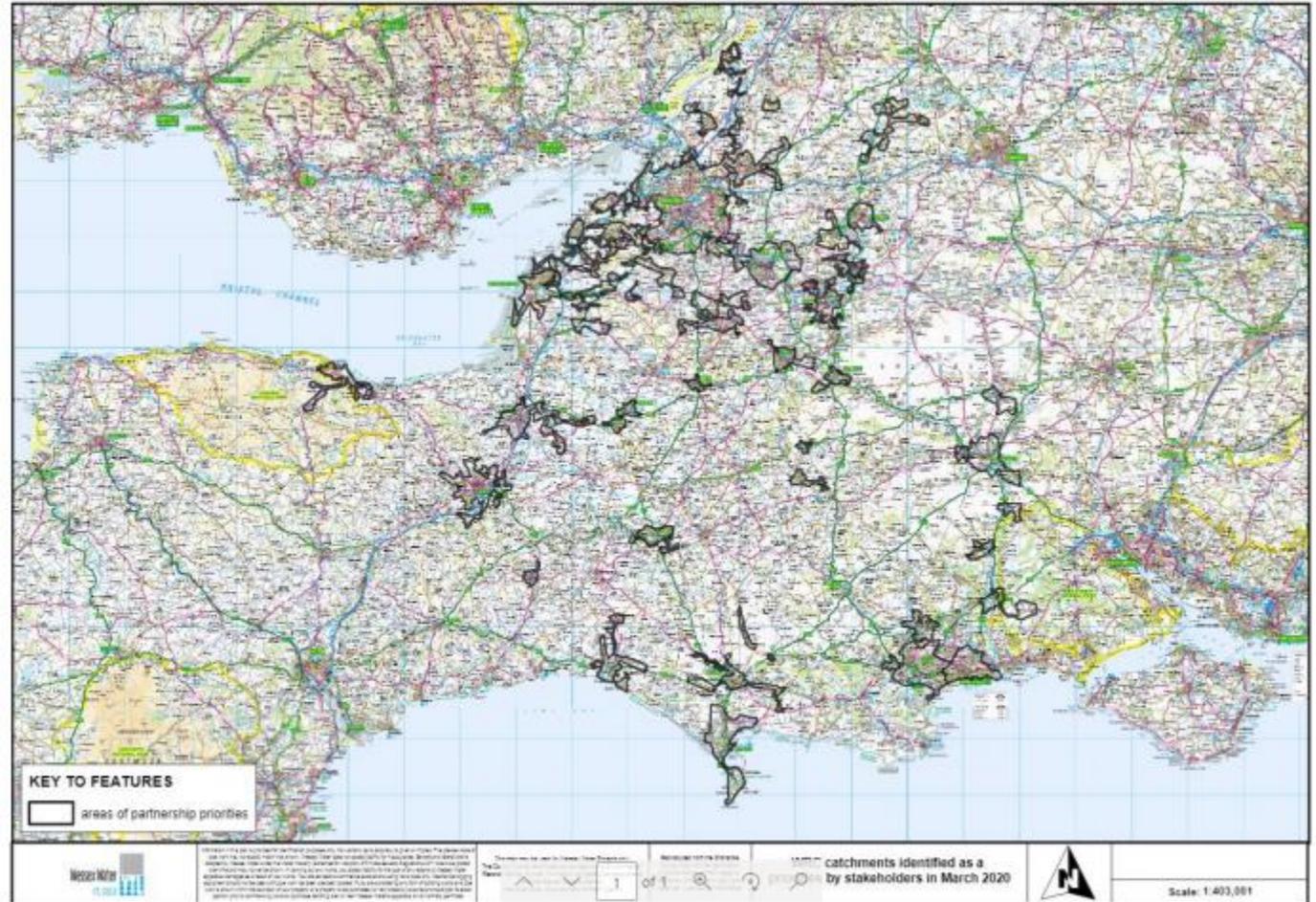
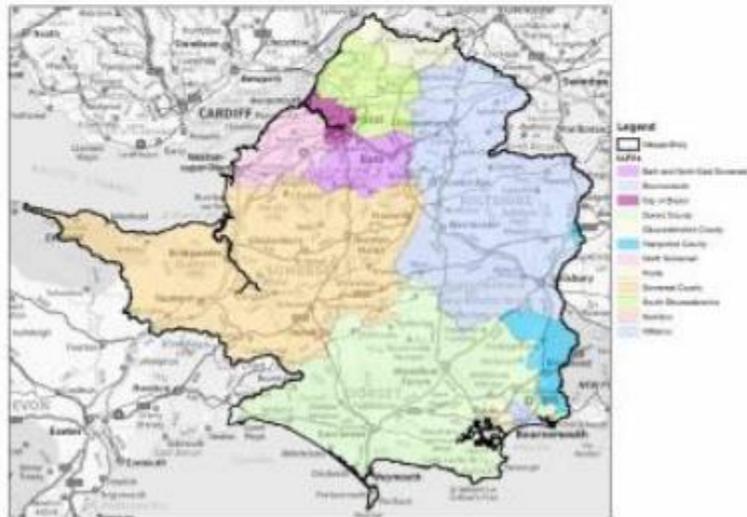
**Wessex Regional
Flood and Coastal Committee
Strategy for 2017-2021 and beyond**



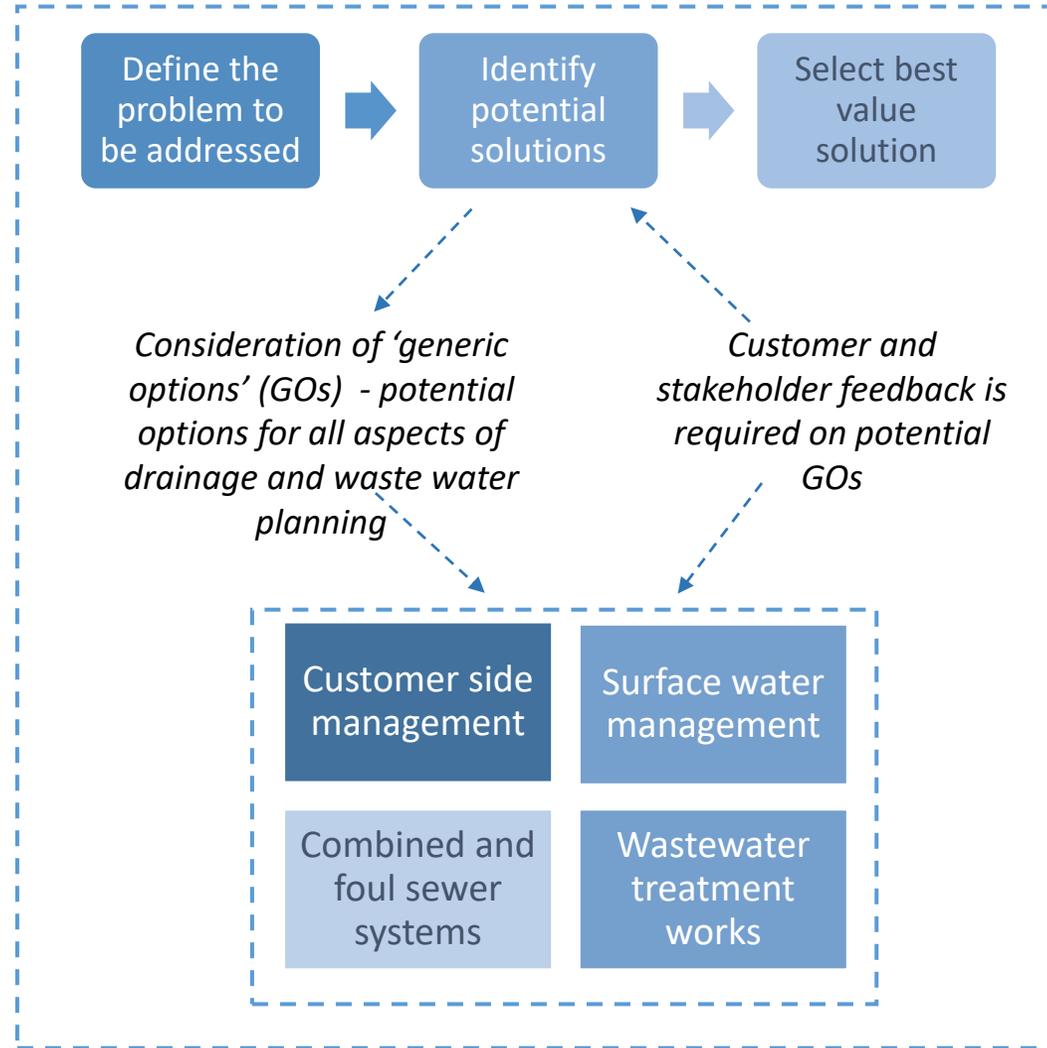
DWMP progress (2)

- Hundreds of meetings during 2019-20-21
- Annual Stakeholder workshops (March 2020 and 2021) identified 57 priority locations

**Wessex Regional
Flood and Coastal Committee
Strategy for 2017-2021 and beyond**



Process of Developing DWMP



Surface Water Management

	Generic Intervention	Example
Surface water management	SW source control measures	Managing surface water and maximising its potential for re-use. Opportunities for large-scale source control installation such as retrofitting in highways and around existing buildings, as well as aligning with ongoing programmes like local authority highway upgrades or major opportunity area developments. Note: control and prevention techniques are designed to deal with output as close to the source as possible and to minimise the volume of water discharged from the site. This offers the benefits of reduced flood risk and improved water quality.
	SW pathway measures	The need to provide safe passage (as opposed to storage) of floodwater during an extreme rainfall event (when the capacity of the sewer network is exceeded). This could significantly mitigate the risk of considerable damage to public and private property and even loss of life that could result from an extreme rainfall event
	Separate flows	Separate surface water from combined systems by constructing new surface water networks. Note: in a combined sewer system all the wastewater and surface water goes into one pipe. This pipe takes everything to a sewage treatment works for processing.
	Mitigation	Surface water receptor (sensory) measures. These can be used to keep floodwater away from buildings and strategic infrastructure in the event of a storm. This would include property level protection (floodgates etc.)

Combined and Foul Sewer Systems

	Generic Intervention	Example
Combined and foul sewer systems	Intelligent network operation (smart network)	<p>Controlling the flow movement in reaction to the current situation. Allows the system to be operated proactively, maximising the use of existing assets (sewer pipes, treatment works, etc). These options cover a range of different approaches e.g. modifying the start-stop levels at strategic pumping stations, creation of new network control points which allow for flow to be temporarily held back in the catchment.</p> <p>Note: A pumping station is an intermediate storage/collecting chamber which transfers either the foul or surface water to a local drain, manhole, or sewer.</p>
	Increase capacity of existing foul/combined networks	Replace existing sewer with a large diameter sewer to increase capacity.
	Wastewater transfers	The movement of sewer flow to another area within the Wessex area, or company.
	Sewer rehab	Sewer rehabilitation (updating) to improve the equipment and prevent collapses/blockages.
	Reduction of sewer groundwater infiltration	<p>Infiltration sealing</p> <p>Note: Infiltration is groundwater that enters sewer pipes through cracks, leaky pipe joints, connection failures and deteriorated manhole covers. Infiltration amounts vary by season and in response to groundwater levels.</p>
	Property Level Resilience (PLR)	<p>Protecting properties by use of non-return valves, pumps, flood gates etc.</p> <p>Note: Drains can be overwhelmed by storm water during heavy down pours, or in flood events, which can lead to backflow in the drainage system. A drain non return valve has a single flap to prevent water backing up the drain pipe and into properties.</p>
	Attenuation	Temporarily stores storm water for a period of time, to then release back into sewer network at another time. The storm water is collected and routed into the sewer the normal way but with the use of flow controls, this allows a controlled volume to flow through into the main system. Creates additional volume to reduce storm impact.
	Sewer maintenance	Repair and rehabilitation to maintain service

Wastewater Treatment

	Generic Intervention	Example
Wastewater treatment	Treat/pre-treat in network	Chemical dosing prior to flow reaching the treatment works to relieve the load transferred to the sewage treatment works (STW) or to remove contaminants
	Treatment at overflows	Use of reedbeds/wetlands to provide treatment for spills. <i>Note: Reed beds are an aquatic plant-based system which allows bacteria in the root to feed on the organic matter contained in the sewage.</i> <i>Wetlands - As wastewaters flow through the system, suspended solids and trace metals settle and are filtered. Plants and organic material also absorb trace metals.</i>
	Increase treatment capacity	Increase the efficient use of the existing capacity with the <i>existing treatment works</i> or invest in new <i>treatment works</i> to provide additional capacity within <i>existing</i> site footprint.
	Rationalisation/centralisation	Close smaller treatment works and transfer flows to a larger one.
	De-centralisation	Remove flows from a treatment works and create localised treatment works.
	Modify consents/permits	Review the permit with the Environment Agency and meet new permit conditions.
	Catchment management initiatives	These options treating either diffuse or point-source non-domestic elements of wastewater before they enter the sewer system, or by treating and controlling the other contributors to the environment. <i>Note: Unlike point source pollution, which enters a river course at a specific site such as a pipe discharge, diffuse pollution occurs when potentially-polluting substances leak into surface waters and groundwater as a result of rainfall, soil infiltration and surface runoff.</i>
	River catchment/dynamic issuing of permits	Work with the Environment Agency to spread loading across the catchment (<i>the area of land from where surface water flows into the river</i>)
	Effluent re-use	Recycle wastewater treatment works flow within the catchment
	Work with other organisations/ govt to influence policy	Growth and planning, Surface Water etc.
	Investigate and monitor	Understand root cause and risk
	Future technology	Await or develop

Customer side Management

	Generic Intervention	Example
Customer side management	Greywater treatment and re-use	Install systems to treat and re-use household water (excluding toilets) for flushing toilets and gardening use. Either at property level or larger scale to reduces both flow and load to the system. The treatment levels considered vary from treatment for potable use to pre-treatment for discharge into the combined or foul sewer network.
	Blackwater (from toilets) treatment and re-use	Install systems to re-use household water for flushing toilets and gardening use. Either at property level or larger scale. Options vary from pre-treatment before the wastewater is conveyed through to a sewage treatment works, to complete treatment of blackwater.
	Water efficient measures (property/community/industrial)	Water efficiency measures can be installed within buildings with the purpose of reducing water consumption. Reduced consumption can also benefit the wastewater system by reducing the flow of water being carried in dry weather through the sewer network and through the STWs
	Customer incentive	Financially rewarding customers who sign up to a range of programs which are designed to help customers make smart choices in managing and/or utilising water and wastewater services.
	Domestic and business customer education	A roll out of an education programme to improve understanding of the importance of reduced flows and misuse of the system, and the impact this has on the environment and sewerage system.
	Water efficient appliances	Supplying customers with household appliances which are designed to reduce water consumption. Reduced consumption can also benefit the wastewater system by reducing the dry weather flow to be conveyed through the sewer network and through the sewage treatment works.

RQ NUMBER (ON PARTICIPANT LIST): URN:

Interviewer name: Interviewer no: Date: Time:

Checked (SUPERVISOR ONLY – USE RED TO FILL IN)

Quality controlled by on .

RECRUIT	<input type="checkbox"/>
RESERVE	<input type="checkbox"/>

 Added to participant list/log on .by **Are you sure? Y / N**
 If depth, executive informed by email on .by **Acknowledged by exec? Y / N**

Confirmation letter/email (SUPERVISOR ONLY – USE RED TO FILL IN)

Confirmation sent via by on by (initials) ..
IF CONFIRMATION SENT BY EMAIL, PHONE & CHECK IF RECEIVED A FEW MINUTES AFTER EMAIL SENT:
 Has email been received? Call made on by (initials) .

Confirmation call (SUPERVISOR ONLY – USE RED TO FILL IN)

IF 24 HRS AHEAD OF GROUPS/DEPTHS – THEN UPDATE STATUS ON LIST OR LOG OF PARTICIPANTS FOR MODERATOR/EXEC
 Confirmation call made on (date and time): on by
PRE TASK STATUS (IF APPLICABLE): **OUTCOME:**

I hereby confirm that I have read again the date, time and all other venue details needed for the participant to attend the group/take part in the depth interview and ensured that they had all this information available and diarised. Signed:

Contact details for F2F Groups – INTERVIEWER SECTION

PARTICIPANT NAME	<input type="text"/>		
ADDRESS (only if postal confirmation needed)	<input type="text"/>		
LANDLINE TELEPHONE NUMBER	<input type="text"/>	MOBILE	<input type="text"/>
PREFERRED INTERVIEW DATE	<input type="text"/>	TIME	<input type="text"/>
EMAIL ADDRESS (read back and double-check)	<input type="text"/>		
Anything else? (taxis, parking to reimburse, dietary requirements, probs, misc.)	<input type="text"/>		

RECRUIT	<input type="checkbox"/>
RESERVE	<input type="checkbox"/>

IF RESERVE, DON'T PUT THROUGH AS "1. CONTINUE" ON ACCIS – EXPLAIN WHY IN RESERVE BELOW PLEASE:

Call back by: at (time)
IF RESERVE TO BE CALLED BACK BY A CERTAIN TIME, PLEASE SCHEDULE AS DEFINITE APPOINTMENT ON ACCIS

Quotas/group structure – INTERVIEWER SECTION

- 5 x Zoom depth interviews with customers who have experienced sewer flooding or waste-water issue:**
- All to have experienced a sewer flooding or waste-water issue in the past
 - All must be WW customers (wastewater)– all to be water bill payers
 - Min 2 to have experienced an incident caused by ‘blockage’
 - Min 2 to have experienced an incident caused by ‘hydraulics’
 - 3 to have experienced multiple flooding incidents (all internal flooding incident)
 - 1 to have experienced a one-off internal flooding incident
 - 1 to have experienced a one-off external flooding incident
 - Rural and urban customers will need to be represented where possible
 - **Will require all recruits to have access to the internet/email as postal is not a feasible option.**

Introduction

Q1. Good morning/afternoon/evening. My name is and I am calling from Accent. Please could I speak to the person responsible, either solely or jointly, for paying your household's water bill?

- IF "NO" TRY AND PERSUADE ELSE THANK & CLOSE
- IF "CALL BACK" PLEASE RECORD DATE AND TIME OF APPOINTMENT ON ACCIS, THANK AND CLOSE
- IF "YES" PLEASE PROCEED TO SCREENING SECTION

WHEN SPEAKING TO APPROPRIATE CONTACT CONTINUE WITH SCREENING

Screening

Good morning/afternoon/evening. My name is from Accent and I am carrying out research for Wessex Water – they are keen to hear the views of household customers who have experienced a flooding or waste-water issue to help inform their future plans with drainage and water management.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of a one-to-one session online using Zoom.

The session would be approx. 60 mins and you will be paid £40 were you able to assist. You will also receive an additional £10 for completing a homework task online before attending the group. Can I just ask you a few questions to check that you are eligible to take part in this research?

INTCHECK. INTERVIEWER: PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct

Calls being recorded

INTCHECK2. INTERVIEWER: PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed

No, it isn't safe – we need to call back later GO TO APPT SCREEN

Q2. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes

No **THANK AND CLOSE**

Q3. Do you or any of your close family work or have worked in the recent past in the water industry or Market Research professions?

Yes **THANK & CLOSE**

No

Q4. Have you ever participated in a market research group discussion? **IF YES, PROBE WHEN**

Yes, in last six months **THANK & CLOSE**

over 2 years ago **GO TO Q12**

Yes, between 6 months and 2 years ago

no **GO TO Q12**

TWO THIRDS OF RECRUITS MUST HAVE NEVER BEEN TO A GROUP DISCUSSION BEFORE

Q5. How many groups have you been to in that period?

One

More than 3 **THANK & CLOSE**

2-3

Q6. What was the subject matter of the groups you attended? **PROBE AND WRITE DOWN**

IF WATER INDUSTRY THANK & CLOSE

Q7. Who supplies your wastewater (sewerage) services to your home?

Wessex Water
Other **THANK & CLOSE**

PLEASE NOTE FIRST PART OF THEIR POSTCODE:

--	--	--	--

Q8. Have you previously directly experienced an issue or incident relating to sewer-flooding or wastewater?

Yes – sewer flooding
Yes - wastewater issue

No **THANK & CLOSE**

Q9. Have you experienced more than one issue or incident relating to sewer-flooding or wastewater?

Yes – **multiple incidents**
No – **One off**

- 3 to have experienced multiple flooding incidents
 - 2 to have experienced a 'one-off' incident
-

Q10. Which statement best applies to the issue or incident?

It was an internal issue or incident (occurred within buildings or properties) –
It was an external issue or incident (occurred in an outdoor or public space) –
Neither **THANK AND CLOSE**

- All who coded 'multiple incident' (Q9) to have experienced 'internal flooding'
 - 1 'one off' (Q9) to have experienced a internal flooding incident
 - 1 'one off' (Q9) to have experienced a one-off external flooding incident
-

Q11. What was the cause of the issue or incident that occurred?

Blockage (such as pipe blockage)
Hydraulics (such as extreme weather)
Other: write in:.....
Don't know

- Min 2 to have experienced an incident caused by 'blockage'
- Min 2 to have experienced an incident caused by 'hydraulics'

NOTE TO RECRUITER: Sewer flooding is among the worst service failures a householder can suffer, with raw sewage flooding into homes, gardens or business premises. There are four main causes of sewer flooding: **hydraulic overload**, when the capacity of a sewer is insufficient for the volume of wastewater flowing through it; **blockages**, when the flow in a sewer is impeded; the **collapse** of the sewer itself; and **equipment failure**, when the machinery driving the flow in the sewer, such as a pumping station, breaks down.

Q12. What is the job title of the chief wage earner of your household or, if you are the chief wage earner, your own job title?

- IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE
- IF MANAGER/EXECUTIVE: ASK FOR INDUSTRY SECTOR, NUMBER OF EMPLOYEES IN COMPANY AND MANAGEMENT STATUS
- IF RANK/GRADE (CIVIL SERVANT, NURSING, MILITARY, NAVY, POLICE ETC.) RECORD RANK/GRADE SPECIFICALLY
- IF PENSIONERS: ASK IF STATE (GRADE "E") OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)
- IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE "E"), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)

CODE SEG

AB
C1C2

DE
Not stated

Q13. How old are you?

Q14. Are you...

Male
Female

Prefer to self-identify
Prefer not to say

Q15. To which of these ethnic groups do you consider you belong to?

WHITE

1. British
2. Irish
3. Any other White background

MIXED

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

ASIAN OR ASIAN BRITISH

8. Indian

9. Pakistani
10. Bangladeshi
11. Any other Asian background

BLACK OR BLACK BRITISH

12. Caribbean
13. African
14. Any other Black background

CHINESE OR OTHER ETHNIC GROUP

15. Chinese
16. Any other ethnic group
17. Prefer not to say.

Q16. What is your employment status?

Working full-time (30+ hours a week)
Working part-time (8-29 hours a week)
Not working – looking for work
Not working – not looking for work
Student at college

Student at university
Retired
Retired unpaid voluntary work
Looking after family/home
Other (type in)

Q17. Do you have a water meter at your home?

Yes – requested one **MEASURED**
Yes – was already installed when I/we moved in **MEASURED**
Yes – water company installed/I/we did not request **MEASURED**
No **UNMEASURED**

Don't know

AIM FOR A MIX

Q18. I am going to ask you now about how much you pay your water company. Which of the following bands best describes the total annual bill of your household?

Over £600 per year (for water and sewerage) **HIGH USER**

Between £400 and £600 per year (for water and sewerage) **AVERAGE USER**

Less than £400 per year (for water and sewerage) **LOW USER**

Don't know/Prefer not to say **ASK TO ESTIMATE**

AIM FOR A MIX

Invitation: Zoom Depth Interviews

Q19. Thank you for answering those questions. Would you be willing to attend a depth interview we are holding for Wessex Water to help inform their future plans?

The session will be held in accordance with the Code of Conduct of the Market Research Society. The research will take the form of a 60 minute online Zoom interview for which you would be paid £40. You will also receive an additional £10 for completing a homework task online before attending the session.

Yes **PROCEED TO TEXT BELOW**

No **THANK AND CLOSE**

ASK ALL: PRE-TASK

TELL PARTICIPANT ABOUT PRE-TASK: Before the main discussion there is a small 'warm up' task for you to do using a mobile based app platform called LIVEMINDS.

You will receive an email invitation to join this platform and will be provided with an account and log in details to access these short tasks. *These will look at what's important to you personally and within your wider community, what you want from a water company and types of brands you admire.*

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q20. DATA COLLECTION & SHARING CONSENT

The interview will be audio recorded for analysis purposes and to ensure accuracy.

The interview will be held in accordance with the Code of Conduct of the Market Research Society and any views you express during the discussion will be treated with complete confidence and will not be attributed to you personally.

In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK

Yes **CONTINUE WITH DETAILS**

No [**Click here and type HOLD IN RESERVE or THANK AND CLOSE**]

Great, thanks. I'll just take a few details and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of participant, then complete the following confirmations.

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Recruiter Confirmations

RECRUITER – VERY IMPORTANT – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

Q21. IS THE PARTICIPANT CLEAR ABOUT THE PRE-TASK & DID THEY SAY THEY WOULD DO IT?

Clear

Will do

MRS DECLARATION

Q22. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Welcome and Warm Up

5 mins (5)

- Hello (again) and welcome to the Zoom session
- Explain independent and exploratory nature of research (conducted in accordance with the Code of Conduct of the Market Research Society (MRS) and also with the Data Protection Act, with whom Accent is registered)
- Thank you so much for your input last week and in the homework tasks about Wessex Water's Drainage and Wastewater Management Plan (DWMP). Please know that there are no right or wrong answers and we are only interested in your opinion on the materials we share with you
- This session will last around 90 minutes
- Let's start by doing a quick register to see who we have with us. Round the Zoom room
 - Recap on first name, household and water usage
 - Best thing that's happened over the last week

Prioritising the Generic Options

40 mins (45 mins)

Let's have a look at what you thought of the possible solutions under the four different areas: Surface Water Management, Combined and foul sewer systems, Wastewater management and Customer Side Management

SHOWCARDS 1-4

For each of the four sections

- Let's talk through the GOs you prioritised here? **Moderator note down priorities from liveminds and list them and for each ask:**
- Why this?
- What are the benefits?
- How do you imagine this working?
- Any drawbacks? Concerns?
- What else do you want to know about them to help you make a decision?
- How could we improve the language used/descriptions of these?

- Let's talk through the GOs you rejected here? **Moderator note down those rejected from liveminds and list them and for each ask:**
- Why this?
- What are the drawbacks?
- How could this be improved to make it a priority – if at all?

Let's now look at a different way of exploring these options. **SHOWCARD 5**

You'll see here that we've shown the options together with how effective each will be across a number of factors together with the cost. For each option you will see:

- How effective it is estimated to be in terms of stopping sewer flooding incidents and storm overflows
- How carbon efficient the option will be in terms of cutting/reducing carbon emissions
- The impact the option will be for river water quality and the wider environmental impact
- The construction impact each will have
- The cost of each

The final box shows how certain Wessex Water is that these above estimates are spot on.

Before we look at these together have a read through and give each score for how acceptable you find it (score out of 5 where 1 = very unacceptable and 5 = very acceptable. 3 = neutral).

For each option

- How acceptable do you find this option? Read out scores ***Moderator note down all scores***
- +/-
- Now that you've seen more information – do you feel more/less positive about it?
- Explore what's driving up acceptability
- And what's driving acceptability down

We now want to explore whether you would be willing to pay more on your household's wastewater bill for a reduced number of sewer flooding incidents across the Wessex Water region, or whether you'd prefer your bill to be no higher than it is already. The answer you give to these questions will help determine whether or not the improvements are made by Wessex Water and, accordingly, whether bills are increased to pay for them.

Before answering these questions, please consider:

- Whether the change in service is important to you; and
- Your overall household income and expenses, remembering that:
 - The bill increase shown will only pay for reduced sewer flooding. It does not include any other improvements that could potentially be made by Wessex Water.
 - Any money you pay for these improvements will not be available for you to spend elsewhere
 - Other bills may go up or down affecting the amount of money you have to spend in general
 - Your household bills will also be affected by the rate of inflation each year.

SHOWCARD 6

- Option A shows your current service level and bill, which would stay as they are now.
- Option B shows the improved service level along with the new level of your bill which is higher than now. In this option, sewer flooding inside customers' properties has been eliminated altogether, and sewer flooding outside properties and in roads, fields and parks has been reduced by a quarter.
- If these were the only two options, which option would you prefer for your wastewater service?
 - Option A (Same as now)
 - Option B (Reduced flooding)
- Explore reasons

In this next option **SHOWCARD 6** you still have the option of choosing bills and service levels to stay as they are currently, but there are now three different options for how quickly the improvements would be made. The quicker the improvements, the more steeply that bills would need to increase.

The answer you give to this question will help determine when, if at all, the improvements are made by Wessex Water and, accordingly, whether and how quickly bills are increased to pay for them.

- If these were the only four options, which option would you prefer for your wastewater service?
 - Option A (Same as now)
 - Option B (Invest by 2030)
 - Option C (Invest by 2035)
 - Option D (Invest by 2050)
- Explore reasons

Summary and close

5 mins (90 mins)

- Overall what is the main thing you would personally ask Wessex Water to prioritise in their DWMP – short term and longer term?
- Any other thoughts

Thank for your all your hard work over the past few weeks!

Survivor Island: Surface Water

Option name	Detail
Control measures	<p>These are options that are designed to deal with heavy rain water as close to the source as possible. For example, building soakaways at the side of roads so that rain water would be diverted into these soakaways rather than entering the sewer system and/or causing flooding on the road.</p> <p>These would include opportunities for large-scale source control installations such as retrofitting in highways and around existing buildings, as well as aligning with ongoing programmes like local authority highway upgrades or major opportunity area developments.</p> <p>This offers the benefits of reduced flood risk and improved water quality.</p>
Pathway measures	<p>These are options that are designed to divert heavy rain away from roads and buildings and onto land that can cope with flooding (such as parkland or other open land).</p> <p>This could significantly mitigate the risk of considerable damage to public and private property.</p>
Separate flows	<p>This would involve developing separate networks for surface water and foul water (the waste from homes and businesses) by constructing new surface water networks.</p> <p>Currently in a combined sewer system all the wastewater and surface water goes into one pipe. This pipe takes everything to a sewage treatment works for processing. During heavy periods of rain the sewer network can become overwhelmed which increases the risk of road, property or treatment works flooding</p>
Mitigation	<p>This would involve keeping floodwater away from buildings and strategic infrastructure (such as electricity sub stations) in the event of a storm.</p> <p>This would include property level protection such as floodgates as properties</p>

Survivor Island: Combined & Foul Water Systems

Option name	Detail
Intelligent network operation (smart network)	<p>Controlling the flow movement in reaction to the current situation. Allows the system to be operated proactively, maximising the use of existing assets (sewer pipes, treatment works, etc). These options cover a range of different approaches e.g. modifying the start-stop levels at strategic pumping stations, creation of new network control points which allow for flow to be temporarily held back in the catchment. This would allow for flow of foul and surface water throughout the network to ease the amount of water in the system during heavy periods.</p> <p>Note: A pumping station is an intermediate storage/collecting chamber which transfers either the foul or surface water to a local drain, manhole, or sewer</p>
Increase capacity of existing foul/combined networks	<p>Replace existing sewer with a large diameter sewer to increase capacity</p>
Wastewater transfers	<p>The movement of sewer flow to another area within the Wessex area, or company</p>
Sewer rehab	<p>Sewer rehabilitation (updating) to improve the equipment and prevent collapses/blockages</p>
Reduction of sewer groundwater infiltration	<p>Infiltration is groundwater that enters sewer pipes through cracks, leaky pipe joints, connection failures and deteriorated manhole covers. Infiltration amounts vary by season and in response to groundwater levels. This would see these cracks, leaky pipe joints, etc repaired/sealed</p>
Property Level Resilience	<p>Protecting properties by use of non-return valves, pumps, flood gates etc. Drains can be overwhelmed by storm water during heavy down pours, or in flood events, which can lead to backflow in the drainage system. A drain non return valve has a single flap to prevent water backing up the drain pipe and into properties. This would help stop internal and external sewer flooding</p>
Attenuation	<p>Temporarily stores storm water for a period of time, to then release back into sewer network at another time. The storm water is collected and routed into the sewer the normal way but with the use of flow controls, this allows a controlled volume to flow through into the main system. Creates additional volume to reduce storm impact.</p>

Survivor Island: Waste Water Treatment

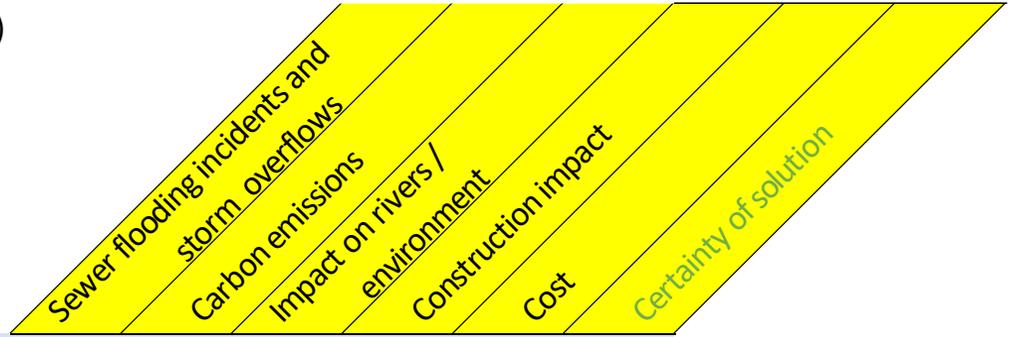
Option name	Detail
Treat/pre-treat in network	Chemical dosing prior to flow reaching the treatment works to relieve the load transferred to the sewage treatment works or to remove contaminants. This means that water would be treated before it reaches the waste water treatment works
Treatment at overflows	<p>Use of reedbeds/wetlands to provide treatment.</p> <p>Note: Reed beds are an aquatic plant-based system which allows bacteria in the root to feed on the organic matter contained in the sewage.</p> <p>Wetlands - As wastewaters flow through the system, suspended solids and trace metals settle and are filtered. Plants and organic material also absorb trace metals.</p>
Increase treatment capacity	<p>Increase the efficient use of the existing waste water treatment works</p> <p>Or</p> <p>Invest in new treatment works to provide additional capacity within existing site footprint.</p>
Rationalisation/centralisation	Close smaller treatment works and transfer flows to a larger one.
Decentralisation	Remove flows from a treatment works and create localised treatment works.

Survivor Island: Customer Side Management

Option name	Detail
Greywater treatment and re-use	Install systems to treat and re-use household water (excluding toilets) for flushing toilets and gardening use. Either at property level or larger scale to reduces both flow and load to the system. The treatment levels considered vary from treatment for potable use to pre-treatment for discharge into the combined or foul sewer network.
Blackwater (from toilets) treatment and re-use	Install systems to re-use household water for flushing toilets and gardening use. Either at property level or larger scale. Options vary from pre-treatment before the wastewater is conveyed through to a sewage treatment works, to complete treatment of blackwater.
Water efficient measures (property/ community/industrial)	Water efficiency measures can be installed within buildings with the purpose of reducing water consumption. Reduced consumption can also benefit the wastewater system by reducing the flow of water being carried in dry weather through the sewer network and through the sewer treatment works.
Customer incentive	Financially rewarding customers who sign up to a range of programs which are designed to help customers make smart choices in managing and/or utilising water and wastewater services.
Domestic and business customer education	Roll out of an education programme to improve understanding of the importance of reduced flows and misuse of the system, and the impact this has on the environment and sewerage system.
Water efficient appliances	Supplying customers with household appliances which are designed to reduce water consumption. Reduced consumption can also benefit the wastewater system by reducing the dry weather flow to be conveyed through the sewer network and through the sewage treatment works.

0-3 Score (3= good)

How acceptable is each of these options (1-5)



Water Recycling Centre options		Sewer flooding incidents and storm overflows	Carbon emissions	Impact on rivers / environment	Construction impact	Cost	Certainty of solution
Wastewater Treatment Works	Increase treatment capacity	2	1	3	2	1	3
	Catchment initiatives and permitting	0	3	2	1	3	1
Flooding and Storm Overflows options		Sewer flooding incidents and storm overflows	Carbon emissions	Impact on rivers / environment	Construction impact	Cost	Certainty of solution
Customer Side Management	Customer education (wetwipe blockages, misuse, lifting covers)	3	3	2	3	3	2
	Separation - Sustainably preventing rainfall entering sewers / SuDS	1	1	2	2	1	1
Surface Water Management	Separation - Traditional surface water sewers	2	0	2	0	0	3
	SuDS and Wetlands to treat excess combined flows	2	3	3	1	1	1
Combined and Foul Sewer Systems	Increase network capacity / build underground tanks	3	1	2	1	2	3
	Live with flooding, but Reduce impact of flooding (mitigation)	2	2	1	3	3	3
	Smart systems	1	3	2	3	2	1
Asset health		Sewer flooding incidents and storm overflows	Carbon emissions	Impact on rivers / environment	Construction impact	Cost	Certainty of solution
Combined and Foul Sewer Systems	Making sewers watertight to prevent groundwater inundation	1	1	2	1	1	1
	Replace ageing sewers - intergeneration investment	1	2	2	1	1	3
Asset health		Sewer flooding incidents and storm overflows	Carbon emissions	Impact on rivers / environment	Construction impact	Cost	Certainty of solution
Combined and Foul Sewer Systems	Sewer rehabilitation using no-dig technology	1	1	2	2	2	2
	Sewer rehabilitation using trenches in roads	1	1	2	0	2	3

Which option would you prefer for your wastewater service?

**Foul/combined sewer flooding incidents per year in Wessex Water region
(1.2 million properties served in total)**

- Inside customers' properties
- Outside homes within property boundaries
- In roads, fields and parks

Your annual bill from Wessex Water

**Option A
(Same as now)**

170
2,000
1,200

**£233 per year
(Same as now)**

**Option B
(Reduced flooding)**

0
1,500
900

**£250.5 per year
(£17.5 more than now)**

Which of these would you prefer.....

Which option would you prefer for your wastewater service?

	Option A (Same as now)	Option B (Invest by 2030)	Option C (Invest by 2035)	Option D (Invest by 2050)
Wastewater service levels (2025 to 2050)	Same as now out to 2050	Improve steadily from 2025 to 2030, then stay at new level from 2030 to 2050	Improve steadily from 2025 to 2035, then stay at new level from 2035 to 2050	Improve steadily from 2025 to 2050
Annual wastewater bill (2025 to 2050)	Same as now (£233) out to 2050	Increase by £3.5 each year from £233 in 2025 to £250.5 in 2030, then stay at £250.5 from 2030 to 2050	Increase by £1.75 each year from £233 in 2025 to £250.5 in 2035, then stay at £250.5 from 2035 to 2050	Increase by £0.7 each year from £233 in 2025 to £250.5 in 2050
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Welcome and Warm Up

5 mins (5)

- Hello (again) and welcome to the Zoom session
- Explain independent and exploratory nature of research (conducted in accordance with the Code of Conduct of the Market Research Society (MRS) and also with the Data Protection Act, with whom Accent is registered)
- Thank you so much for your input in the last project we did for Wessex. Please know that there are no right or wrong answers and we are only interested in your opinion on the materials we share with you
- This session will last around 60 minutes
 - Recap on first name, household and water usage
 - Any questions/ reassurances before we start?

Understanding Drainage and Wastewater

10 mins (10 mins)

Let's start with a recap on some of the basics

- What do you understand by drainage and wastewater? What is important to get right?
- What do you see as the biggest challenges for Wessex Water in this area in relation to drainage and wastewater?
- Have you experienced any issues yourself – **explore briefly**
- Let's make sure we are clear on some of the terminology – what do you understand about each of the following and what do you think are the main challenges with regard to DWMP
- What do you understand by Surface Water?
- What about Groundwater?
- What about sewage and wastewater?

SHOWCARDS 1-3

- Any questions? Anything unclear? How new is this information?

Introducing the DWMP

10 mins (20 mins)

06. Run through **SHOWCARDS 4-8**
07. How clear?
08. Anything surprising/new?
09. Why do you think the DWMP is important?
10. Any other thoughts before we go into the detail?

Let's have a look at some possible solutions under the four different areas: Surface Water Management, Combined and foul sewer systems, Wastewater management and Customer Side Management

SHOWCARDS 1-4

For each of the four sections

- How clear?
- Anything surprising/new?
- Why do you think the DWMP is important?
- Any other thoughts before we go into the detail?

Once have explored understanding and comprehension of GOs.

- What GOs would you prioritise here?
- Why this?
- What are the benefits?
- How do you imagine this working?
- Any drawbacks? Concerns?
- What else do you want to know about them to help you make a decision?
- How could we improve the language used/descriptions of these?

- Let's talk through GOs you would reject here here?
- Why this?
- What are the drawbacks?
- How could this be improved to make it a priority – if at all?

Summary and close

5 mins (60 mins)

- Overall what is the main thing you would personally ask Wessex Water to prioritise in their DWMP – short term and longer term?
- Any other thoughts

Thank for your all your hard work!

Introduce and explain we will be chairing today's session which will last around 80 to 90 minutes.

Explain that they have been invited along today as 'DWMP Experts' who have knowledge of the industry, are forward thinking individuals and that they may have some thoughts on future challenges and priorities for the sector which will be very helpful to hear.

Explain that, apart from this session, we will be running sessions with household, business customers and future customers to get their input.

The focus of today's meeting is to gain your views on how Wessex Water can work with stakeholders as part of the partnership projects that will be developed as part of the DWMP. The plan specific issues relating to the development of Wessex DWMP so we want to have that long term framework in mind during the discussion

Participants introduce themselves

5 mins

- Invite everyone to introduce themselves
- Name, job responsibility, relationship with Wessex Water (if any)
- What experience do they feel they can bring to the discussion

Trends, Challenges

20 mins (25)

- Trends
 - What are the key trends, pressures and opportunities that Wessex Water will need to consider when developing their 25 year strategic plan to improve drainage and environmental water quality?
 - Explore short/medium/long term trends
 - Any conflict between these trend
 - Any conflict with Wessex Water's areas of responsibility
- Challenges
 - And are there any specific challenges that will have an impact on the plan development
 - What challenges?
 - How will these impact on WW and their DWMP
 - How will this impact on the plan?
 - How can Wessex overcome these challenges?
 - Now thinking about the four catchment plan areas (Bristol Avon, Dorset, Hampshire Avon, Somerset – share maps if necessary) – are there any specific challenges/issues related to the specific areas that Wessex Water need to consider?
 - What?
 - How could these be addressed?

- What are the key problems that need to be addressed:
 - For the whole Wessex Water area
 - Are there any different problems in each catchment area?

- Specifics on challenges: Explain that Wessex have worked through previous stakeholder feedback which identified a number of challenges and we want to spend some time focussing on a few of these:
 - Resources
 - Assessment management
 - Modelling (integrated catchment model)
 - What's stopping that happening
 - Storm overflows

- Taking all of these challenges/problems into consideration what do you think are the best/most suitable options that Wessex Water should develop:
 - Think about things Wessex Water can encourage customers to do
 - And what they need to do themselves

- Specifics on solutions/opportunities. Explain that Wessex have worked through previous stakeholder feedback which identified a number of solutions/opportunities
 - If you had to select 2 or 3 of these as ones which you'd like Wessex to focus on, which would you select
 - Why
 - What would be the impact?

- We now want to focus on a small number of these solutions/opportunities to understand a bit more about:
 - What you would envisage your organisations role being
 - What do you envisage each party doing to allow this to happen

Final Thoughts and Next Steps

10 mins (80)

- Any other comments to feed into the DWMP?
- Any other comments to feed into the next engagement events (customer groups/quantitative survey)

- We will be in touch with you to let you know the timings for the next session – there is a final session arranged for SDS on 14th September to review findings
- Likely to be end September when we have the quantitative results from DWMP work to share with you
- Thank you very much.

Wrap and Close

SYSTEM INFORMATION:

DELETE IF ONLINE Interviewer number:**DELETE IF ONLINE** Interviewer name:

Date:

Time interview started:

FOR YOU. FOR LIFE.

Wessex Water

YTL GROUP



TELEPHONE: NHH

Good morning/afternoon/evening. My name is from Accent and I am carrying out research for Wessex Water. Wessex Water are currently developing a Drainage and Wastewater Management Plan and are keen to hear the views of businesses as they are the company that takes away and treats your business' wastewater and, may also, provide your business with clean water. However, another company, a water retailer, will look after other services related to your business water needs such as meter reading, customer services and billing.

Wessex Water treats millions of litres of wastewater every day. This is water that has entered the sewerage network from homes and businesses after it has been used for showering, flushing the toilet, commercial activities, industrial processes and, in most areas, rainwater and runoff are also drained into the sewer system.

Their plans look 25 years to the future and so is considering the challenges of urban growth and climate change plus potential investment options and their impacts on customer bills.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The survey will take around 22 minutes to complete. Can I just ask you a few questions to check that you are eligible to take part in this research?

This call may be recorded for quality control purposes.

NOTE TO INTERVIEWER: SAMPLE SOURCE IS: #sourcetext#

INTCHECK. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded

INTCHECK2. INTERVIEWER: PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed

No, it isn't safe – we need to call back later [GO TO APPT SCREEN](#)

FACE TO FACE: HOUSEHOLD

Good morning/afternoon/evening. My name is from Accent and I am carrying out research for Wessex Water – they are keen to hear the views of a variety of customers to help inform their future plans for drainage and wastewater management.

Wessex Water treats millions of litres of wastewater every day. This is water that has entered the sewerage network from homes and businesses after it has been used for showering, flushing the toilet, commercial activities, industrial processes and, in most areas, rainwater and runoff is also drained into the sewer system.

Their future plan will look 25 years to the future and so considers the challenges of urban growth and climate change, a range of investment options and their impacts on customer bills. Hearing customer views is an important step in developing the plan.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The survey will take around 22 minutes to complete. We appreciate the time you'll spend giving your feedback for Wessex Water. As a thank you we'd like to provide you with a £5 voucher.

Can I just ask you a few questions to check that you are eligible to take part in this research?

ONLINE

FOR YOU. FOR LIFE.

Wessex Water
YTL GROUP 

Thank you very much for agreeing to complete this on-line survey which is being conducted by Accent, on behalf of Wessex Water. The closing date for completion of this survey is Sunday 26th September 2021.

Wessex Water are keen to hear the views of a variety of customers and stakeholders to help inform their future plans for drainage and wastewater management.

Wessex Water treats millions of litres of wastewater every day. This is water that has entered the sewerage network from homes and businesses after it has been used for showering, flushing the toilet, commercial activities, industrial processes and, in most areas, rainwater and runoff is also drained into the sewer system.

Wessex Water are currently developing a Drainage and Wastewater Management Plan which looks 25 years to the future and so considers the challenges of urban growth and climate change, a range of investment options and their impacts on customer bills. Hearing customer views is an important step in developing the plan.

The survey will take around 22 minutes to complete and we will just ask you a few initial questions to check that you are eligible to take part in this research.

Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society. If you would like to confirm Accent's credentials type Accent in the search box at: <https://www.mrs.org.uk/researchbuyersguide>.

IF MOBILE DEVICE SHOW: This survey is best undertaken on a tablet or a PC. If you do use a smartphone you can switch between desktop mode and mobile mode at any time by clicking the button at the bottom of the screen.

Looking after your data

Q1. **ASK ALL:** Looking after your data: any data collected over the course of this interview that could be used to identify you will be held securely and will not be shared with any third party (including Wessex Water) unless you give permission (or unless we are legally required to do so). Our privacy statement is available at <https://www.accent-mr.com/privacy-policy/>.

Do you agree to proceeding with the interview on this basis?

Yes

No **THANK AND CLOSE DP NOTE THANK AND CLOSE MESSAGE FOR HOUSEHOLD AND EMPLOYEES SHOULD READ: "THANK YOU FOR TAKING THE TIME TO ANSWER THOSE QUESTIONS. WE'RE SORRY BUT ON THIS OCCASION WE ARE LOOKING FOR OTHER TYPES OF CUSTOMERS. HOWEVER, IS THERE ANYTHING YOU WOULD LIKE TO TELL US ABOUT WESSEX WATER BEFORE WE CLOSE THE SURVEY?"**

DP – GENERAL 'THANK AND CLOSE' TEXT UNLESS OTHERWISE SPECIFIED: **THANK YOU FOR TAKING THE TIME TO ANSWER THOSE QUESTIONS. WE'RE SORRY BUT ON THIS OCCASION WE ARE LOOKING FOR OTHER TYPES OF CUSTOMERS.**

About you

Q2. **ASK CAPI ONLY. OTHERS GO TO Q6**! Reference source not found.: In line with government guidelines we have a few questions to check your Covid-19 status. Are you or anyone you have been in close contact with currently experiencing any flu-like symptoms or other Covid-19 symptoms?

INTERVIEWER NOTE: THIS WOULD INCLUDE HIGH TEMPERATURE AND/OR LOSS OF SENSE OF TASTE OR SMELL

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines.

Thank you for your time

No

Q3. Have you or anyone you have been in close contact with been diagnosed with Covid-19 within the past two weeks, and not subsequently tested negative

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines.
Thank you for your time
No

Q4. Are you someone who is defined as either Clinically Extremely Vulnerable or Clinically Vulnerable?

INTERVIEWER NOTE: THEY WILL HAVE BEEN INFORMED OF THIS STATUS EARLY ON IN LOCKDOWN

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines.
Thank you for your time
No

Q5. Are you currently shielding to protect yourself from Covid-19 or caring for someone else who is especially vulnerable to Covid-19?

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines.
Thank you for your time
No

Q6. **ASK ALL:** Are you currently in paid employment? (including being self-employed)

Yes
No **ONLINE / CAPI GO TO Q11**

Q7. **ASK IF Q6= 1:** How much involvement, if any, do you have in managing the water bills for the organisation you work for?

I solely or jointly manage the bills **GO TO Q8**
I don't have any involvement in the bills **GO TO Q11**

Q8. Are you a sole trader working from home and with no separate business premises?

I am a sole trader and have no separate business premises **GO TO Q11**
I work in a separate business premises **GO TO Q9**

HH = CODE 2 AT Q6 OR CODE 2 Q7 OR CODE 1 AT Q8
NHH = CODE 2 AT Q8

Q9. **ASK NHH ONLY:** How many sites does your organisation have in the UK?

One site
More than one site
Don't know

Q10. **ASK IF Q9 = 1** Is this site **ASK IF Q9=2-3** Are any of these sites in any of the areas shaded green in the map below? **NOTE TO INTERVIEWER - Can be either light or dark green**



Yes **CODE AS NHH**

No **CODE AS HH, SHOW TEXT BELOW AND THEN GO TO Q11** Error! Reference source not found.

Don't know **CODE AS HH, SHOW TEXT BELOW AND THEN GO TO Q11**

IF CODES 2 OR 3 We would like you to respond to this survey as a household customer of Wessex Water

Q10a. **ASK HH ONLY (EXCLUDING CUSTOMER SAMPLE):** What's the first half of your postcode? We will only use this to check who provides your water.

DP ADD TEXT BOX

Prefer not to answer **THANK & CLOSE**

DP – CHECK AGAINST THE FOLLOWING SPREADSHEET. WE NEED A MINIMUM OF 20% COMPLETES FROM EACH REGION
<\\accent-mr.com\accentdata\Projects\3500 Drainage Water Management Plan\Project management\Information from client\Postcodes to Level 2 and 3.xlsx>

Q11. **ASK HH ONLY:** Are you the person, or one of the people, in your household who pays the water bills at home? **SINGLE CODE**

I have complete responsibility for payment

I share responsibility for payment with others in my household

I have no responsibility, but I know it is paid by my landlord and included in my rent

I have no responsibility for payment and I don't know who pays the bills

Other - please tell us what

Don't know **THANK & CLOSE**

Q12. **ASK HH ONLY:** Do you or any of your close family work in market research or for a water company (including working for Wessex Water)? **SINGLE CODE**

Yes **THANK & CLOSE**

No

Q13. **ASK HH ONLY:** Who supplies clean water services (i.e. the water that comes out of your taps) to your home?

ASK NHH: Which company provides your organisation with clean water?

Wessex Water

Bristol Water
Bournemouth Water
Other **THANK & CLOSE**

DP NOTE THANK AND CLOSE MESSAGE FOR HOUSEHOLD AND EMPLOYEES SHOULD READ: "THANK YOU FOR TAKING THE TIME TO ANSWER THOSE QUESTIONS. WE'RE SORRY BUT ON THIS OCCASION WE ARE LOOKING FOR OTHER TYPES OF CUSTOMERS. HOWEVER, IS THERE ANYTHING YOU WOULD LIKE TO TELL US ABOUT WESSEX WATER BEFORE WE CLOSE THE SURVEY?"

DP – GENERAL 'THANK AND CLOSE' TEXT UNLESS OTHERWISE SPECIFIED: THANK YOU FOR TAKING THE TIME TO ANSWER THOSE QUESTIONS. WE'RE SORRY BUT ON THIS OCCASION WE ARE LOOKING FOR OTHER TYPES OF CUSTOMERS.

HH QUOTAS:

350 Wessex
175 Bournemouth Water
175 Bristol Water

Q14. Who provides wastewater (sewerage) services for your [if HH] home [if NHH] organisation?

Wessex Water
Other **THANK & CLOSE**

ASK ALL: QBILL1 IF WESSEX OR BRISTOL AT Q13 ASK: How much is your water bill? **NHH:** How much is your organisation's water bill? **You can provide the amount either weekly, monthly, quarterly, half yearly or annually. ONLINE: Simply pick the time period from the drop down box**

Weekly: £
Monthly: £
Quarterly: £
Half yearly: £
Annual: £80
Don't know **CATI: DO NOT READ OUT**

DP CALCULATE ANNUAL BILL AND THEN CALCULATE SEWAGE AS 49% OF ANNUAL AMOUNT. FOR 'DON'T KNOW' USE £223

QBILL2 IF BOURNEMOUTH AT Q13 ASK: You should get a separate bill from Wessex Water for your sewerage services. How much is your sewerage bill? **NHH:** How much is your organisation's sewerage bill? **You can provide the amount either weekly, monthly, quarterly, half yearly or annually. ONLINE: Simply pick the time period from the drop down box**

Weekly: £
Monthly: £
Quarterly: £
Half yearly: £
Annual: £
Don't know **CATI: DO NOT READ OUT**

DP CALCULATE ANNUAL WASTEWATER AMOUNT. FOR 'DON'T KNOW' USE £223

QBILL3 ASK IF QBILL1 AND QBILL2 NOT EQ 'DON'T KNOW' ELSE GO TO Q15. Is that the exact amount or an estimate?

Exact amount
Estimate

NHH GO TO MAIN QUESTIONNAIRE

Q15. ASK HH ONLY: Which ONE of the following best describes the occupation of the main income earner in your household? **If you or the main income earner are self-employed please tick the option that most relates to the type of work you/they do for the company(s) you/they work for.**

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director in a large organisation 200+ employees, top level civil servant/public service employee etc.)

Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director of small organisation, middle manager in large organisation, principal officer in civil service/local government etc.)

Supervisor; clerical; junior managerial administrative or professional (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)

Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, Bus Driver, paramedic, HGV driver, pub/bar worker etc.)

Semi or unskilled manual worker (e.g. Caretaker, Park keeper, non-HGV driver, shop assistant etc.)

Student

Unemployed or not working due to long-term sickness

Casual worker – not in permanent employment

Full-time carer of other household member

Retired **GO TO Q16**

Rather not say **THANK AND CLOSE**

Q16. IF Q15=10 (RETIRED). OTHERS GO TO Q18: Does the main income earner have a state pension, an occupational or private pension or both?

State only

Occupational or Private only

Both

Q17. IF Q16 = PRIVATE OR BOTH. OTHERS GO TO Q18: How would you describe the main income earner's occupation immediately before retirement?

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director in a large organisation 200+ employees, top level civil servant/public service employee etc.)

Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director of small organisation, middle manager in large organisation, principal officer in civil service/local government etc.)

Supervisor; clerical; junior managerial administrative or professional (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)

Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, Bus Driver, paramedic, HGV driver, pub/bar worker etc.)

Semi or unskilled manual worker (e.g. Caretaker, Park keeper, non-HGV driver, shop assistant etc.)

Student

Unemployed or not working due to long-term sickness

Casual worker – not in permanent employment

Full-time carer of other household member

None of these

Q18. SEG: CODE AS FOLLOWS:

IF Q15= 1 or 2; SEG = AB

IF Q15= 3; SEG = C1

IF Q15= 4; SEG = C2

IF Q15= 5-9; SEG = DE

IF Q15= 10 and Q16= State only; SEG = DE

IF Q15= 10 and Q16 = Private only OR Both and Q17 = 1 or 2; SEG = AB

IF Q15= 10 and Q16 = Private only OR Both and Q17 = 3; SEG = C1
 IF Q15= 10 and Q16 = Private only OR Both and Q17 = 4; SEG = C2
 IF Q15= 10 and Q16 = Private only OR Both and Q17 = 5, 6, 7, 8, 9; SEG = DE

Q19. Which of the following age groups do you fall into? Are you... **SINGLE CODE**

- 18 to 24
- 25 to 29
- 30 to 34
- 35 to 44
- 45 to 49
- 50 to 64
- 65 to 74
- 75 or over
- Prefer not to say

Q20. Are you:

- Male
- Female
- Prefer to self-identify / Other
- Prefer not to say

Q21. Do you have a water meter at your home?

- Yes – I/we asked to have one installed
- Yes – it was already in the property when I/we moved in
- Yes – I/we had to have it fitted, but I/we didn't really want it installed
- No – and I/we not interested in getting one
- No – but I/we are considering getting one
- No – I/we had one, but decided to opt out
- Don't Know

There are just a few more questions about you and your household. You do not have to answer any questions you don't want to, but it's really helpful for us to understand about you and your situation. By asking these questions we can make sure we speak to a wide range of people and ensure services meet everyone's needs.

Q22. What is your total annual household income before tax from all sources (e.g. employment, rental properties, etc.)? **IF CATI: READ OUT**

SINGLE CODE

Up to £5000	LOW INCOME
£5,001 - £10,000	
£10,001-£15,000	
£15,001-£20,000	
£20,001-£30,000	
£30,001-£40,000	
£40,001-£50,000	
£50,001-£60,000	
£60,001-£70,000	
£70,001-£80,000	
More than £80,000	
Prefer not to say	

Q23. These days a lot of people are struggling to pay their household bills. Which of the following best describes how affordable you find your water bill and other household bills? **Please remember, this research is entirely confidential and that it is only by talking to people in debt, or struggling to pay their bills, that change can be influenced.**

I always pay my water bill, and other household bills, on time	
I always pay my water bill on time, but sometimes struggle, or am late, paying other bills	STRUGGLING
I sometimes pay my water bill late	STRUGGLING
I often find it difficult to pay my water bill on time	IN DEBT
I am rarely, or never, able to pay my water bill on time	IN DEBT
Prefer not to answer	

Q24. Do any of the following apply to you, or anyone in your household? **IF CATI: READ OUT MULTI CODE**

Visual impairment	VULNERABLE CIRCUMSTANCES
Hearing impairment	
Speech impairment	
Learning difficulty	
Developmental condition	
Living with dementia	
Mental health condition	
Difficulty understanding English	
Mobility impairment	
Serious/chronic long-term illness	
Medical equipment that is reliant on electricity	
Other illness, health problem or disability that limits your daily activities or the work you can do	
Aged 75 or over	
Recovering from hospitalisation	
New baby in the house	
Single parent with children under 5 years old	
Covid vulnerable	
None of the above	
Prefer not to say	

Q25. Have you used the Internet via a computer, tablet or smartphone in the last 3 months?

No	DIGITALLY EXCLUDED
Yes	
Prefer not to answer	

Q26. **(IF YES)** Which of the following best describes you?

SINGLE CODE

I feel very confident about using the internet	
I feel quite confident about using the internet	
I don't feel confident about using the internet	DIGITALLY EXCLUDED
I would rather not use the internet at all	DIGITALLY EXCLUDED
Prefer not to answer	

Q27. Which of these items do you have in your home and that are available for you to use?

Smartphone	
Tablet	
Laptop or desktop computer	
None of the above	DIGITALLY EXCLUDED

Thanks, we're now ready to move on

Thank you for those background details about [IF HH: you and your household / IF NHH: your organisation]. We can now move onto the main part of the questionnaire which will take about 20 minutes to complete.

ONLINE: For convenience you can stop and return to complete the questionnaire as many times as you wish before you submit it, although once submitted you will not be able to enter again.

We would like to start by asking you a few questions about your experiences of Wessex Water.

Q28. How satisfied would you say you are with the **overall service** provided by Wessex Water? When giving your answer, please think about all aspects of the service they provide.

- 0. Extremely dissatisfied
- 1.
- 2.
- 3.
- 4.
- 5. Neither satisfied nor dissatisfied
- 6.
- 7.
- 8.
- 9.
- 10. Extremely satisfied
- 11. Don't know

Q29. How much do you **trust** Wessex Water?

- 0. I don't trust them at all
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9. I trust them completely
- 10. Don't know
- 11.

Q30. How satisfied are you with the **value for money** of the services you receive?

- Very dissatisfied
- Fairly dissatisfied
- Neither satisfied nor dissatisfied
- Fairly satisfied
- Very satisfied
- Don't know

Q31. [**HH:** Have you / **NHH:** has your organisation] experienced any of the following in the last 3 years?

MULTICODE

Had to raise a query about your water/sewage bill

Needed to raise a customer service complaint related to drainage or wastewater
Internal sewer flooding (inside your property)
External sewer flooding (such as [HH: in your garden / NHH: directly outside your workplace] or a public place)
Seen pollution in a river or sea due to wastewater contamination
Been ill after swimming in rivers or the sea
Smells from treatment works (Water Recycling Centres)
Traffic disruption caused by sewage works
Other (please specify) DO NOT ROTATE
I haven't experienced any of these DO NOT ROTATE

Q32. When was the last time [HH: you /NHH: your organisation] contacted Wessex Water either via telephone or any other method of contact? **Other methods could include writing a letter or email, their website live chat or speaking to someone face-to-face.** SINGLE CODE

Within the last six months
Six to twelve months ago
Between one and two years ago
Between two and three years ago
Over three years ago
Have contacted them before but can't recall how long ago
Never contacted them
Don't know

A bit about Wessex Water

Before we ask you some more questions, we would like to tell you more about Wessex Water and the management of sewage.

Please read carefully through the following information. Please note that you will be unable to move on until the information is read. But there is no maximum time so please don't feel you need to rush!

DP: PLEASE USE THE 4 UPDATED CHARTS SSAVED HERE:

\\accent-mr.com\accentdata\Projects\3500 Drainage Water Management Plan\Project management\Fieldwork materials\Quant\3500stim02_DWMP quant stim_v3.pptx

DP: 5 SECONDS PER SLIDE

Facts about Wessex Water

Wessex Water treats & supplies 280 million litres of water a day



Wessex Water gets the highest customer service scores in the industry according to the regulator (Ofwat)



It removes & treats 960 million litres of wastewater a day



It employs 2,200 people in the region



It looks after 7,200 miles of water mains and 22,000 miles of sewer pipes



The Environment Agency assesses Wessex Water to be a "leading" water company for environmental performance



FOR YOU. FOR LIFE. Wessex Water

About Wastewater ...

Our everyday habits at home and work create wastewater that enters the sewer system every time you flush the toilet, have a shower and do the washing up. This wastewater can also be called foul water. In most areas this household wastewater combines with rainwater and runoff from roads, roofs and gardens as well as industrial effluent - mainly liquid organic waste from industries such as food factories and dairy product manufacturers.

Wessex Water treats 960 million litres of wastewater every day.

Wastewater goes through the following processes:

debris, rags and large objects are removed using screens

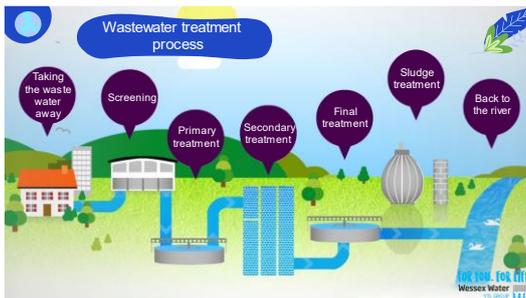
sewage flows into tanks where the solids sink to the bottom and are removed as sludge

the sewage is treated biologically - the liquid passes through media with bacteria growing on them, such as filters of stone or plastic. The bacteria feed off the waste, helping to clean the water

Another form of biological treatment used is the activated sludge process. Bacteria are mixed with the waste in large tanks using equipment which either blows or beats air into the mixture.

Foul water is waste water from the kitchens, bathrooms etc of buildings, which,

FOR YOU. FOR LIFE. Wessex Water



What is a DWMP?

Wessex Water is currently creating a drainage and wastewater management plan (DWMP) which will set out the company's plan for dealing with sewage and flooding over the next 25 years. Flooding is expected to become more common and more severe due to climate change, growth and urbanisation.

In developing their plan Wessex Water are working closely with partners, such as highways authorities, local authorities and the Environment Agency, to identify and deliver solutions for the long-term management of drainage and wastewater.

This plan, which will be published in Summer 2022, also seeks to include the views of customers, like you.

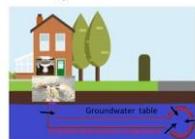
Why sewer flooding happens

Sewers collect sewage and wastewater from homes, businesses, and industries and deliver it to wastewater treatment facilities. In a combined sewer system all the wastewater and surface water goes into one pipe. This pipe takes everything to a sewage treatment works for processing

Too much rainfall



Too much groundwater entering sewers



Blockages (e.g. wetwipes)



Groundwater is the water found underground in the cracks and spaces in soil, sand and rock.

Your views on sewer flooding

We'd like to start by understanding your views on different types of sewer flooding.

The following eight questions are all about different types of sewer flooding that some customers can experience. The choices show the location, type of water and frequency of the flooding. The type of water can be just rain water, or foul /combined which is a mixture of wastewater and rain water

In each case, please choose either Option A or Option B depending on which one you feel would be **worst** for you and your household if it were to happen to you.

An example is shown below:

QSP1Q1 – QSP1Q8 Which type of flooding would you consider the **worst** for you from the options shown below?

- A
- B

QSP1B In the questions you have just answered, did you generally feel able to make comparisons between the options presented to you?

- Yes
- No

QSP1C **ONLY ASK IF QSP1B=2, ELSE SKIP:** Please explain why you weren't able to make the comparisons in the choices?

QSP1D Were any of the options shown hard to understand?

- Yes
- No

QSP1E **ONLY ASK IF 0=2, ELSE SKIP:** Please explain what was hard to understand.

Reducing sewer flooding

The next questions are about whether you would be willing to pay more on your [NHH] **organisation's** [HH] household's wastewater bill for a reduced number of sewer flooding incidents across the Wessex Water region, or whether you'd prefer your bill to be no higher than it is already.

Before answering these questions, please consider:

- Whether the potential change in sewer flooding described is important to you; and
- Your overall household income and expenses, remembering that:
 - The bill increase shown will only pay for reduced sewer flooding. It does not include any other improvements that could potentially be made by Wessex Water.
 - Other bills may go up or down affecting the amount of money you have to spend in general
 - Your household bills will also be affected by the rate of inflation each year.

[New screen]

In the table below:

- Option A shows your current service level and bill, which would stay as they are now.
- Option B shows the improved service level along with the new level of your bill which is higher than now. In this option, sewer flooding inside customers' properties has been eliminated altogether, and sewer flooding outside properties and in roads, fields and parks has been reduced by a quarter.

IF WASTEWATER BILL CALCULATED: Based on what you told us about your water bill, we have calculated that your annual wastewater bill is likely to be [CALCULATED AMOUNT]

IF DON'T KNOW FOR WASTEWATER BILL: For the purposes of these exercises we would like you to assume that your annual wastewater bill is likely to be £223 which is the average for most households.

[INSERT SP5Q1 CHOICE]

SP5Q1 If these were the only two options, which option would you **prefer** for your wastewater service?

Option A (Same as now)

Option B (Reduced flooding)

[New screen]

SP5Q1WHY: Why did you choose this option? [RECORD VERBATIM]

[If SP5Q1 = A, show SP5Q2A]

[If SP5Q1 = B, show SP5Q2B]

SP5Q2A If the cost of Option B was a #SP5HalfBCost# increase would you still choose Option A or would you now choose Option B?

Option A (Same as now)

Option B (Reduced flooding)

SP4Q2B If the cost of Option B was a # SP4DoubleBCost # increase would you still choose Option B or would you now choose Option A?

Option A (Same as now)

Option B (Reduced flooding)

Timing of investment

In this next question, you still have the option of choosing for your bill payments and the wastewater service you receive to stay as they are currently, but there are now three different options for how quickly improvements to wastewater service levels would be made. The quicker the improvements, the more steeply that bills would need to increase.

The improvements relate to a reduction in the amount of foul/combined sewer flooding incidences per year in the Wessex Water region.

The answer you give to this question will help determine when, if at all, the improvements to wastewater services are made by Wessex Water and, accordingly, whether and how quickly bills are increased to pay for them.

[New screen]

[INSERT SP6Q1 CHOICE CARD]

SP6Q1 Of these four options, which option would you prefer for your wastewater service?

Option A (Same as now)

Option B1 (Invest by 2030)

Option B2 (Invest by 2035)

Option B3 (Invest by 2050)

DP AMEND SO OPTIONS ARE AS LABELLED FOR QUESTION TEXT AND THE IMAGE SHOWN

[New screen]

SP6Q1WHY: Why did you choose this option? **[RECORD VERBATIM]**

Finally, a bit more about [HH: you / NHH: your organisation]

DP FOR FUTURE FOCUS PANEL ADD:. The results from these questions will help with our analysis. Your responses will be completely confidential and not attributed to you personally, however, you may skip any question you do not feel comfortable answering

~~Q50.~~

Q51. HH ONLY: To which of these ethnic groups do you consider you belong to?

WHITE

- 1. British
- 2. Irish
- 3. Any other White background

MIXED

- 4. White and Black Caribbean
- 5. White and Black African
- 6. White and Asian
- 7. Any other Mixed background

ASIAN OR ASIAN BRITISH

- 8. Indian
- 9. Pakistani
- 10. Bangladeshi
- 11. Any other Asian background

BLACK OR BLACK BRITISH

- 12. Caribbean
- 13. African
- 14. Any other Black background

CHINESE OR OTHER ETHNIC GROUP

- 15. Chinese
- 16. Any other ethnic group

17. Prefer not to say **CAP: DO NOT READ OUT**

Q52. Thinking about all the people who live with you at your home, how many people, including yourself, fall into the following age groups: **SINGLE CODE ONLINE:** For each age group, please select the option that applies to you. If there are no people in your household belonging to a certain age group, please select 'zero' for it.

Up to 5 years	0.....	1.....	2.....	3.....	4.....	5+
5 to 15 years	0.....	1.....	2.....	3.....	4.....	5+
16 to 65 years	0.....	1.....	2.....	3.....	4.....	5+
Over 65 years	0.....	1.....	2.....	3.....	4.....	5+

Prefer not to say **CAT: DO NOT READ OUT**

Q53. What type of property do you live in? **SINGLE CODE**

- Flat
- Terraced house

Semi-detached house
Detached house
Bungalow
Maisonette

Q53a. Do you receive any of the following social security payments? **MULTICODE CATI/CAPI: READ OUT**

CAPI/CAPI: INTERVIEWER: If they say they don't receive any benefits before you finish reading out the list, stop reading and code as "None of these"

Attendance Allowance
Carer's Allowance
Child Tax Credit
Council Tax Benefit
Disability Living Allowance
Housing Benefit
Income Support (or similar such as Employment and Support allowance)
Jobseeker's Allowance
Pension Credit
Universal Credit
Working tax credit

None of these **NOT WITH ANY OTHER CODE**

Prefer not to say **NOT WITH ANY OTHER CODE CAPI/CAPI:DO NOT READ OUT**

~~Q54.~~

~~Q55.~~

Q56. Are you on WaterSure, a Wessex Water Restart scheme, a Wessex Water low rate tariff or another special tariff from your water company that helps towards the cost of your water bill?

SINGLE CODE

No
Watersure
Wessex Water Restart scheme
Wessex Water low rate tariff
Another special tariff
Don't know
Prefer not to say

Q57. **ASK NHH ONLY:** And now thinking about the organisation you work for.

How many employees does your organisation have in the UK?

Less than 10
11-100
101-249
250-499
500-999
1,000 or more

Q58. **ASK NHH ONLY:** And what business sector best defines the core activity of your company?

Agriculture, Forestry and Fishing (code A)
Mining and Quarrying (code B)
Manufacturing (code C)
Energy or water service & supply (Codes D, E)
Construction (code F)

Wholesale and retail trade (incl. motor vehicles repair but not hairdressing) (CODE G)
Transport and storage (code H) (Freight, taxis, airlines, bus, rail and warehousing, post offices)
Hotels & catering, accommodation and food service activities (Code I)(pubs, restaurants)
IT and Communication (code J) (Computer, media, publishing, software, IT consultancies)
Finance and insurance activities (code K) (banking, insurance) and real estate activities (code L) (selling/renting properties/conveyancing/property law)
Business services : Professional, scientific and technical activities (code M) (architecture, accountancy, consulting, engineering, PR, advertising, veterinary, legal of anything except property law,) and Admin and support services (code N) (cleaning, gardening, employment agencies, office services, leasing and renting of anything but properties)
Government (code O), education (code P) (schools, universities) and health (hospitals, doctors) and social work (code Q), charities)
Arts, entertainment and recreation (code R) (Libraries, theatres, museums, zoos, sport centres, fitness)
Other service activities (code S) (Trade Unions, Churches, Repair services, Funeral-related services, Hairdressers)

Q59. ASK NHH ONLY: How much do you agree or disagree that on a day-to-day basis, your organisation depends on its water supply and sewage services (e.g., removal and treatment of used/wastewater) in order to operate?

Strongly agree.
Agree
Neither agree nor disagree
Disagree
Strongly disagree.

~~Q60.~~

Q59a. CUSTOMER SAMPLE ONLY: Thank you for taking the time to give your feedback. We would like to send you a £5 incentive as a thank you for your time. Please can you let us know your email address, so that we can email this to you. We will send the voucher out by the end of October 2021.

Email address:

If you have any queries about your incentive, please contact us on 020 8742 2211.

Q61. CAPI and NHH ONLY: Thank you. Would you be willing to be contacted again if we need to clarify any of the answers you have given today? And would you be willing to be invited to take part in other research for Wessex Water?

Yes, for both clarification and further research
Yes, for clarification only
Yes, for further research only
No

ONLINE: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential.

CATI/CAPI: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential. If you would like to confirm my credentials or those of Accent, please call the MRS free on 0800 975 9596.

CAPI: HAND OVER THE THANK YOU SLIP.

Please can I take a note of your name and where we can contact you for quality control purposes?

Name: [CATI: DP, IMPORT FROM ID]

Telephone: [CATI: DP, IMPORT FROM TELNUMBER]

Interviewer Confirmation

I confirm that this interview was conducted under the terms of the MRS code of conduct and is completely confidential

Yes

No

SYSTEM INFORMATION

Time interview completed:

INTERNAL USE ONLY: [Click here](#)

Online only	<input type="checkbox"/>				
CATI only	<input type="checkbox"/>		(DP: add QAX)		
CAPI/Tablet	<input type="checkbox"/>		(BCQs:) QAZ2	Paper showcard? Y <input type="checkbox"/> N <input type="checkbox"/>
CATI recruit for online/field	<input type="checkbox"/>		(BCQs:) QAZ3	
Field recruit for online/CATI	<input type="checkbox"/>		(BCQs:) QAZ1	
Recruit only (ie for qual)	<input type="checkbox"/>				

Grid style for mobiles: [click here for example](#)

GM 1 to force mobiles to show grid (for small grids)
GAR 1 to show vertical text for answer headings
GAR 2 to show vertical text for answer headings on mobile devices only

Questionnaire Style (default is 7): [Click here for details](#)

Choose base format:	Choose variations:
Accis3 <input type="checkbox"/>	Question and answer fonts (full list: https://fonts.google.com/) <input type="text"/>
Accis4 <input type="checkbox"/>	Header font <input type="text"/>
Accis5 <input type="checkbox"/>	Tick box style (1-6) <input type="checkbox"/>
Accis6 <input type="checkbox"/>	Next/previous button style (1-3) <input type="checkbox"/>
Accis7 <input type="checkbox"/>	Font colour (use HEX code http://html-color-codes.info/#HTML_Color_Picker) # <input type="text"/>
Accis8 <input type="checkbox"/>	

Other colours: Note that CLR1 and CLR6 change a number of different elements (to easily keep the colours consistent)

CLR1 # <input type="text"/>	Progress bar border, progress colour, button colour
CLR2 # <input type="text"/>	Progress bar background colour
CLR3 # <input type="text"/>	Page background colour
CLR4 # <input type="text"/>	Header background colour (if different from CLR1)
CLR5 # <input type="text"/>	Header font colour
CLR6 # <input type="text"/>	Border colour for selected checkbox and checkbox border colour when hovered over (if different from CLR1)
CLR7 # <input type="text"/>	Background colour for selected checkbox (if different from CLR1)
CLR8 # <input type="text"/>	Tick/circle colour for selected checkbox

SYSTEM INFORMATION:

DELETE IF ONLINE Interviewer number:**DELETE IF ONLINE** Interviewer name:

Date:

Time interview started:

FOR YOU. FOR LIFE.

Wessex Water

YTL GROUP



FACE TO FACE: HOUSEHOLD

Good morning/afternoon/evening. My name is from Accent and I am carrying out research for Wessex Water – they are keen to hear the views of a variety of customers to help inform their future plans for drainage and wastewater management.

Wessex Water treats millions of litres of wastewater every day. This is water that has entered the sewerage network from homes and businesses after it has been used for showering, flushing the toilet, commercial activities, industrial processes and, in most areas, rainwater and runoff is also drained into the sewer system.

Their future plan will look 25 years to the future and so considers the challenges of urban growth and climate change, a range of investment options and their impacts on customer bills. Hearing customer views is an important step in developing the plan.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The survey will take around 22 minutes to complete. We appreciate the time you'll spend giving your feedback for Wessex Water. As a thank you we'd like to provide you with a £5 voucher.

Can I just ask you a few questions to check that you are eligible to take part in this research?

ONLINE

Thank you very much for agreeing to complete this on-line survey which is being conducted by Accent, on behalf of Wessex Water. The closing date for completion of this survey is 8 October 2021.

Wessex Water are keen to hear the views of a variety of customers and stakeholders to help inform their future plans for drainage and wastewater management.

Wessex Water treats millions of litres of wastewater every day. This is water that has entered the sewerage network from homes and businesses after it has been used for showering, flushing the toilet,

commercial activities, industrial processes and, in most areas, rainwater and runoff is also drained into the sewer system.

Wessex Water are currently developing a Drainage and Wastewater Management Plan which looks 25 years to the future and so considers the challenges of urban growth and climate change, a range of investment options and their impacts on customer bills. Hearing customer views is an important step in developing the plan.

The survey will take around 22 minutes to complete and we will just ask you a few initial questions to check that you are eligible to take part in this research.

Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society. If you would like to confirm Accent's credentials type Accent in the search box at: <https://www.mrs.org.uk/researchbuyersguide>.

IF MOBILE DEVICE SHOW: This survey is best undertaken on a tablet or a PC. If you do use a smartphone you can switch between desktop mode and mobile mode at any time by clicking the button at the bottom of the screen.

Looking after your data

Q1. **ASK ALL:** Any data collected over the course of this interview that could be used to identify you will be held securely and will not be shared with any third party (including Wessex Water) unless you give permission (or unless we are legally required to do so). Our privacy statement is available at <https://www.accent-mr.com/privacy-policy/>.

Do you agree to proceeding with the interview on this basis?

Yes

No **THANK AND CLOSE DP NOTE THANK AND CLOSE MESSAGE FOR HOUSEHOLD AND EMPLOYEES SHOULD READ: "THANK YOU FOR TAKING THE TIME TO ANSWER THOSE QUESTIONS. WE'RE SORRY BUT ON THIS OCCASION WE ARE LOOKING FOR OTHER TYPES OF CUSTOMERS. HOWEVER, IS THERE ANYTHING YOU WOULD LIKE TO TELL US ABOUT WESSEX WATER BEFORE WE CLOSE THE SURVEY?"**

DP – GENERAL 'THANK AND CLOSE' TEXT UNLESS OTHERWISE SPECIFIED: **THANK YOU FOR TAKING THE TIME TO ANSWER THOSE QUESTIONS. WE'RE SORRY BUT ON THIS OCCASION WE ARE LOOKING FOR OTHER TYPES OF CUSTOMERS.**

About you

Q2. **ASK CAPI ONLY. OTHERS GO TO Q6**Error! Reference source not found.: In line with government guidelines we have a few questions to check your Covid-19 status. Are you or anyone you have been in close contact with currently experiencing any flu-like symptoms or other Covid-19 symptoms?

INTERVIEWER NOTE: THIS WOULD INCLUDE HIGH TEMPERATURE AND/OR LOSS OF SENSE OF TASTE OR SMELL

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines.

Thank you for your time

No

Q3. Have you or anyone you have been in close contact with been diagnosed with Covid-19 within the past two weeks, and not subsequently tested negative

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines.
Thank you for your time
No

Q4. Are you someone who is defined as either Clinically Extremely Vulnerable or Clinically Vulnerable?

INTERVIEWER NOTE: THEY WILL HAVE BEEN INFORMED OF THIS STATUS EARLY ON IN LOCKDOWN

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines.
Thank you for your time
No

Q5. Are you currently shielding to protect yourself from Covid-19 or caring for someone else who is especially vulnerable to Covid-19?

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines.
Thank you for your time
No

Q6. **ASK ALL:** Are you currently in paid employment? (including being self-employed)

Yes
No **ONLINE / CAPI GO TO 10a**

Q7. **ASK IF Q6= 1:** How much involvement, if any, do you have in managing the water bills for the organisation you work for?

I solely or jointly manage the bills **GO TO Q8**
I don't have any involvement in the bills **GO TO 10a**

Q8. Are you a sole trader working from home and with no separate business premises?

I am a sole trader and have no separate business premises **GO TO 10a**
I work in a separate business premises **GO TO Q9**

HH = CODE 2 AT Q6 OR CODE 2 Q7 OR CODE 1 AT Q8
NHH = CODE 2 AT Q8

Q9. **ASK NHH ONLY:** How many sites does your organisation have in the UK?

One site
More than one site
Don't know

Q10. **ASK IF Q9 = 1** Is this site **ASK IF Q9=2-3** Are any of these sites in any of the areas shaded green in the map below? **NOTE TO INTERVIEWER - Can be either light or dark green**



Yes **CODE AS NHH**

No **CODE AS HH, SHOW TEXT BELOW AND THEN GO TO Q10a** Error! Reference source not found.

Don't know **CODE AS HH, SHOW TEXT BELOW AND THEN GO TO 10a**

IF CODES 2 OR 3 We would like you to respond to this survey as a household customer of Wessex Water

Q10a. ASK HH ONLY (EXCLUDING CUSTOMER SAMPLE): What's the first half of your postcode? We will only use this to check who provides your water.

DP ADD TEXT BOX

Prefer not to answer **THANK & CLOSE**

DP – CHECK AGAINST THE FOLLOWING SPREADSHEET. WE NEED A MINIMUM OF 20% COMPLETES FROM EACH REGION
[\\accent-mr.com\accentdata\Projects\3500 Drainage Water Management Plan\Project management\Information from client\Postcodes to Level 2 and 3.xlsx](#)

Q11. ASK HH ONLY: Are you the person, or one of the people, in your household who pays the water bills at home? **SINGLE CODE**

I have complete responsibility for payment

I share responsibility for payment with others in my household

I have no responsibility, but I know it is paid by my landlord and included in my rent

I have no responsibility for payment and I don't know who pays the bills

Other - please tell us what

Don't know **THANK & CLOSE**

Q12. ASK HH ONLY: Do you or any of your close family work in market research or for a water company (including working for Wessex Water)? **SINGLE CODE**

Yes **THANK & CLOSE**

No

Q13. ASK HH ONLY: Who supplies clean water services (i.e. the water that comes out of your taps) to your home?

ASK NHH: Which company provides your organisation with clean water?

Wessex Water

Bristol Water

Bournemouth Water
Other **THANK & CLOSE**

DP NOTE THANK AND CLOSE MESSAGE FOR HOUSEHOLD AND EMPLOYEES SHOULD READ: "THANK YOU FOR TAKING THE TIME TO ANSWER THOSE QUESTIONS. WE'RE SORRY BUT ON THIS OCCASION WE ARE LOOKING FOR OTHER TYPES OF CUSTOMERS. HOWEVER, IS THERE ANYTHING YOU WOULD LIKE TO TELL US ABOUT WESSEX WATER BEFORE WE CLOSE THE SURVEY?"

DP – GENERAL 'THANK AND CLOSE' TEXT UNLESS OTHERWISE SPECIFIED: THANK YOU FOR TAKING THE TIME TO ANSWER THOSE QUESTIONS. WE'RE SORRY BUT ON THIS OCCASION WE ARE LOOKING FOR OTHER TYPES OF CUSTOMERS.

HH QUOTAS:

350 Wessex
175 Bournemouth Water
175 Bristol Water

Q14. Who provides wastewater (sewerage) services for your [if HH] home [if NHH] organisation?

Wessex Water
Other **THANK & CLOSE**

ASK ALL: QBILL1 IF WESSEX OR BRISTOL AT Q13 ASK: How much is your water bill? **NHH:** How much is your organisation's water bill? **You can provide the amount either weekly, monthly, quarterly, half yearly or annually. ONLINE: Simply pick the time period from the drop down box**

Weekly: £
Monthly: £
Quarterly: £
Half yearly: £
Annual: £80
Don't know **CATI: DO NOT READ OUT**

DP CALCULATE ANNUAL BILL AND THEN CALCULATE SEWAGE AS 49% OF ANNUAL AMOUNT. FOR 'DON'T KNOW' USE £223

QBILL2 IF BOURNEMOUTH AT Q13 ASK: You should get a separate bill from Wessex Water for your sewerage services. How much is your sewerage bill? **NHH:** How much is your organisation's sewerage bill? **You can provide the amount either weekly, monthly, quarterly, half yearly or annually. ONLINE: Simply pick the time period from the drop down box**

Weekly: £
Monthly: £
Quarterly: £
Half yearly: £
Annual: £
Don't know **CATI: DO NOT READ OUT**

DP CALCULATE ANNUAL WASTEWATER AMOUNT. FOR 'DON'T KNOW' USE £223

QBILL3 ASK IF QBILL1 AND QBILL2 NOT EQ 'DON'T KNOW' ELSE GO TO Q15. Is that the exact amount or an estimate?

Exact amount
Estimate

NHH GO TO MAIN QUESTIONNAIRE

Q15. ASK HH ONLY: Which ONE of the following best describes the occupation of the main income earner in your household? **If you or the main income earner are self-employed please tick the option that most relates to the type of work you/they do for the company(s) you/they work for.**

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director in a large organisation 200+ employees, top level civil servant/public service employee etc.)

Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director of small organisation, middle manager in large organisation, principal officer in civil service/local government etc.)

Supervisor; clerical; junior managerial administrative or professional (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)

Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, Bus Driver, paramedic, HGV driver, pub/bar worker etc.)

Semi or unskilled manual worker (e.g. Caretaker, Park keeper, non-HGV driver, shop assistant etc.)

Student

Unemployed or not working due to long-term sickness

Casual worker – not in permanent employment

Full-time carer of other household member

Retired **GO TO Q16**

Rather not say **THANK AND CLOSE**

Q16. IF Q15=10 (RETIRED). OTHERS GO TO Q18: Does the main income earner have a state pension, an occupational or private pension or both?

State only

Occupational or Private only

Both

Q17. IF Q16 = PRIVATE OR BOTH. OTHERS GO TO Q18: How would you describe the main income earner's occupation immediately before retirement?

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director in a large organisation 200+ employees, top level civil servant/public service employee etc.)

Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director of small organisation, middle manager in large organisation, principal officer in civil service/local government etc.)

Supervisor; clerical; junior managerial administrative or professional (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)

Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, Bus Driver, paramedic, HGV driver, pub/bar worker etc.)

Semi or unskilled manual worker (e.g. Caretaker, Park keeper, non-HGV driver, shop assistant etc.)

Student

Unemployed or not working due to long-term sickness

Casual worker – not in permanent employment

Full-time carer of other household member

None of these

Q18. SEG: CODE AS FOLLOWS:

IF Q15= 1 or 2; SEG = AB

IF Q15= 3; SEG = C1

IF Q15= 4; SEG = C2

IF Q15= 5-9; SEG = DE

IF Q15= 10 and Q16= State only; SEG = DE

IF Q15= 10 and Q16 = Private only OR Both and Q17 = 1 or 2; SEG = AB

IF Q15= 10 and Q16 = Private only OR Both and Q17 = 3; SEG = C1

IF Q15= 10 and Q16 = Private only OR Both and Q17 = 4; SEG = C2
 IF Q15= 10 and Q16 = Private only OR Both and Q17 = 5, 6, 7, 8, 9; SEG = DE

Q19. Which of the following age groups do you fall into? Are you... **SINGLE CODE**

- 18 to 24
- 25 to 29
- 30 to 34
- 35 to 44
- 45 to 49
- 50 to 64
- 65 to 74
- 75 or over
- Prefer not to say

Q20. Are you:

- Male
- Female
- Prefer to self-identify / Other
- Prefer not to say

Q21. Do you have a water meter at your home?

- Yes – I/we asked to have one installed
- Yes – it was already in the property when I/we moved in
- Yes – I/we had to have it fitted, but I/we didn't really want it installed
- No – and I/we not interested in getting one
- No – but I/we are considering getting one
- No – I/we had one, but decided to opt out
- Don't Know

There are just a few more questions about you and your household. You do not have to answer any questions you don't want to, but it's really helpful for us to understand about you and your situation. By asking these questions we can make sure we speak to a wide range of people and ensure services meet everyone's needs.

Q22. What is your total annual household income before tax from all sources (e.g. employment, rental properties, etc.)? **IF CATI: READ OUT**

SINGLE CODE

Up to £5000	LOW INCOME
£5,001 - £10,000	
£10,001-£15,000	
£15,001-£20,000	
£20,001-£30,000	
£30,001-£40,000	
£40,001-£50,000	
£50,001-£60,000	
£60,001-£70,000	
£70,001-£80,000	
More than £80,000	
Prefer not to say	

Q23. These days a lot of people are struggling to pay their household bills. Which of the following best describes how affordable you find your water bill and other household bills? **Please remember, this research is entirely confidential and that it is only by talking to people in debt, or struggling to pay their bills, that change can be influenced.**

I always pay my water bill, and other household bills, on time	
I always pay my water bill on time, but sometimes struggle, or am late, paying other bills	STRUGGLING
I sometimes pay my water bill late	STRUGGLING
I often find it difficult to pay my water bill on time	IN DEBT
I am rarely, or never, able to pay my water bill on time	IN DEBT
Prefer not to answer	

Q24. Do any of the following apply to you, or anyone in your household? **IF CATI: READ OUT MULTI CODE**

Visual impairment	VULNERABLE CIRCUMSTANCES
Hearing impairment	
Speech impairment	
Learning difficulty	
Developmental condition	
Living with dementia	
Mental health condition	
Difficulty understanding English	
Mobility impairment	
Serious/chronic long-term illness	
Medical equipment that is reliant on electricity	
Other illness, health problem or disability that limits your daily activities or the work you can do	
Aged 75 or over	
Recovering from hospitalisation	
New baby in the house	
Single parent with children under 5 years old	
Covid vulnerable	
None of the above	
Prefer not to say	

Q25. **CAPI ONLY:** Have you used the Internet via a computer, tablet or smartphone in the last 3 months?

No	DIGITALLY EXCLUDED
Yes	
Prefer not to answer	

Q26. **CAPI ONLY: (IF YES)** Which of the following best describes you?

SINGLE CODE

I feel very confident about using the internet	
I feel quite confident about using the internet	
I don't feel confident about using the internet	DIGITALLY EXCLUDED
I would rather not use the internet at all	DIGITALLY EXCLUDED
Prefer not to answer	

Q27. Which of these items do you have in your home and that are available for you to use?

Smartphone	
Tablet	
Laptop or desktop computer	
None of the above	DIGITALLY EXCLUDED

Thanks, we're now ready to move on

Thank you for those background details about [IF HH: you and your household / IF NHH: your organisation]. We can now move onto the main part of the questionnaire which will take about 20 minutes to complete.

ONLINE: For convenience you can stop and return to complete the questionnaire as many times as you wish before you submit it, although once submitted you will not be able to enter again.

We would like to start by asking you a few questions about your experiences of Wessex Water.

Q28. How satisfied would you say you are with the **overall service** provided by Wessex Water? When giving your answer, please think about all aspects of the service they provide.

- 0. Extremely dissatisfied
- 1.
- 2.
- 3.
- 4.
- 5. Neither satisfied nor dissatisfied
- 6.
- 7.
- 8.
- 9.
- 10. Extremely satisfied
- 11. Don't know

Q29. How much do you **trust** Wessex Water?

- 0. I don't trust them at all
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9. I trust them completely
- 10. Don't know
- 11.

Q30. How satisfied are you with the **value for money** of the services you receive?

- Very dissatisfied
- Fairly dissatisfied
- Neither satisfied nor dissatisfied
- Fairly satisfied
- Very satisfied
- Don't know

Q31. [**HH:** Have you / **NHH:** has your organisation] experienced any of the following in the last 3 years?

MULTICODE

- Had to raise a query about your water/sewage bill
- Needed to raise a customer service complaint related to drainage or wastewater
- Internal sewer flooding (inside your property)

External sewer flooding (such as [HH: in your garden / NHH: directly outside your workplace] or a public place)
Seen pollution in a river or sea due to wastewater contamination
Been ill after swimming in rivers or the sea
Smells from treatment works (Water Recycling Centres)
Traffic disruption caused by sewage works
Other (please specify) **DO NOT ROTATE**
I haven't experienced any of these **DO NOT ROTATE**

Q32. When was the last time [HH: you /NHH: your organisation] contacted Wessex Water either via telephone or any other method of contact? **Other methods could include writing a letter or email, their website live chat or speaking to someone face-to-face.** SINGLE CODE

Within the last six months
Six to twelve months ago
Between one and two years ago
Between two and three years ago
Over three years ago
Have contacted them before but can't recall how long ago
Never contacted them
Don't know

A bit about Wessex Water

Before we ask you some more questions, we would like to tell you more about Wessex Water and the management of sewage.

Please read carefully through the following information. Please note that you will be unable to move on until the information is read. But there is no maximum time so please don't feel you need to rush!

DP: PLEASE USE THE 4 UPDATED CHARTS SSAVED HERE:

<\\accent-mr.com\accentdata\Projects\3500 Drainage Water Management Plan\Project management\Fieldwork materials\Quant\3500stim02 DWMP quant stim v3.pptx>

DP: 5 SECONDS PER SLIDE

Facts about Wessex Water

Wessex Water treats & supplies 280 million litres of water a day



Wessex Water gets the highest customer service scores in the industry according to the regulator (Ofwat)



It removes & treats 960 million litres of wastewater a day



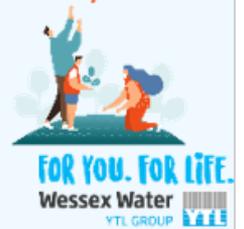
It employs 2,200 people in the region



It looks after 7,200 miles of water mains and 22,000 miles of sewer pipes



The Environment Agency assess Wessex Water to be a "leading" water company for environmental performance



About wastewater

Our everyday habits at home and work create wastewater that enters the sewer system every time you flush the toilet, have a shower and do the washing up. This wastewater can also be called **foul water**.

In most areas this household wastewater combines with rainwater and runoff from roads, roofs and gardens as well as industrial effluent – mainly liquid organic waste from industries such as food factories and dairy product manufacturers.

Wessex Water treats 960 million litres of wastewater every day.

Wastewater goes through the following processes:

debris, rags and large objects, are removed using screens



sewage flows into tanks where the solids sink to the bottom and are removed as sludge

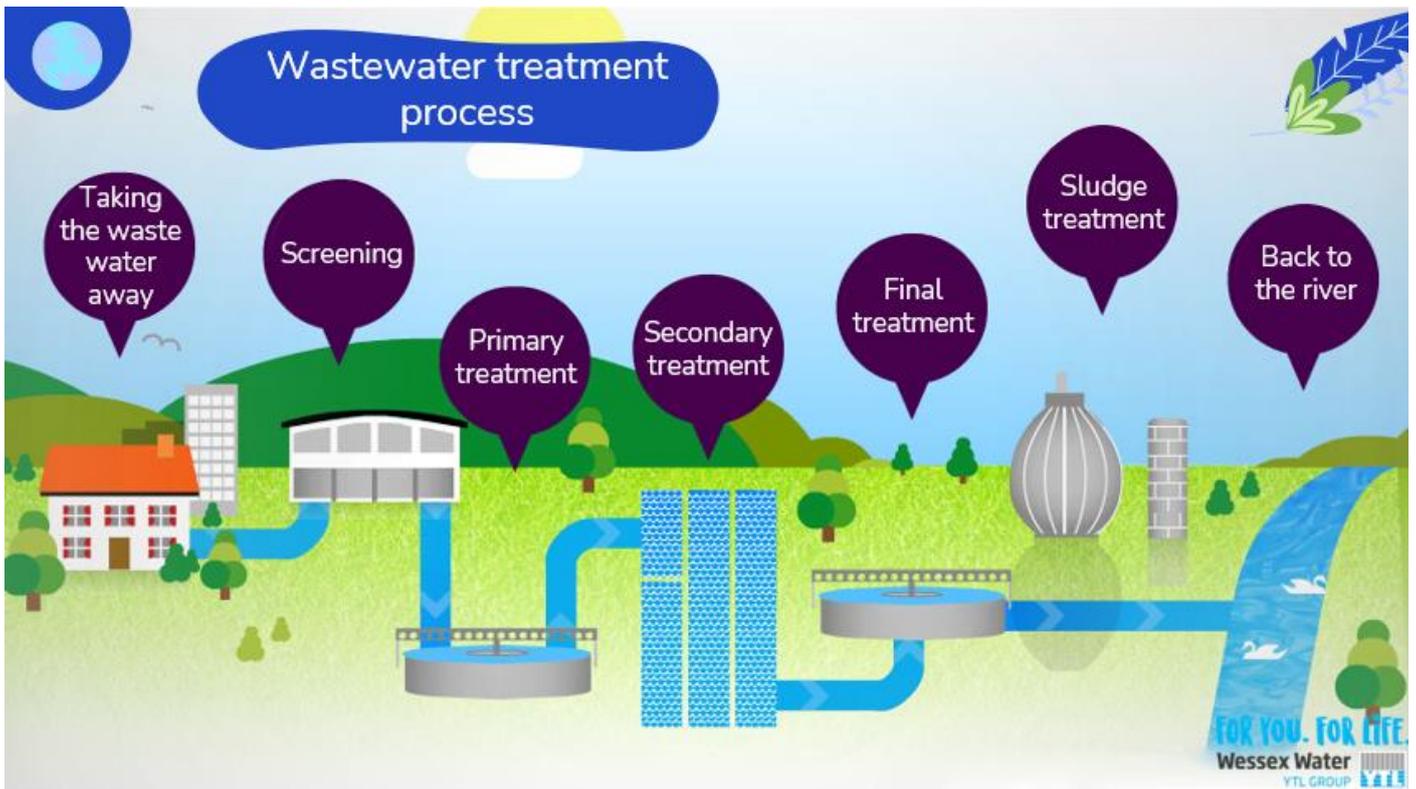


the sewage is treated biologically - the liquid passes through media with bacteria growing on them, such as filters of stone or plastic. The bacteria feeds off the waste, helping to clean the water

Another form of biological treatment used is the **activated sludge process**. Bacteria are mixed with the waste in large tanks using equipment which either blows or beats air into the mixture.

Foul water is waste water from the kitchens, bathrooms etc of buildings.





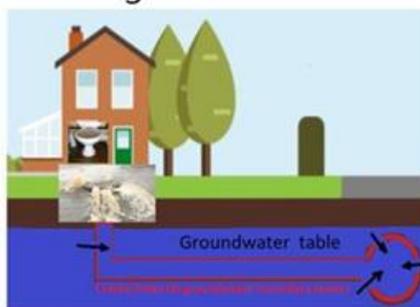
Why sewer flooding happens

Sewers collect sewage and wastewater from homes, businesses, and industries and deliver it to wastewater treatment facilities. In a **combined sewer system** all the **wastewater** and **surface water** goes into one pipe. This pipe takes everything to a sewage treatment works for processing

Too much rainfall



Too much groundwater entering sewers



Groundwater is the water found underground in the cracks and spaces in soil, sand and rock.

Blockages (e.g. wet wipes)



What is a DWMP?

Wessex Water is currently creating a drainage and wastewater management plan (DWMP) which will set out the company's plan for dealing with sewage and flooding over the next 25 years. Flooding is expected to become more common and more severe due to climate change, growth and urbanisation.

In developing their plan Wessex Water are working closely with partners, such as highways authorities, local authorities and the Environment Agency, to identify and deliver solutions for the long-term management of drainage and wastewater.

This plan, which will be published in Summer 2022, also seeks to include the views of customers, like you.

SP2 Finding out what's important to you for future wastewater management

The next eight questions are to help us understand which investment options you think are most acceptable for future wastewater management plans.

You'll be shown two alternative options with differing benefits and impacts in relation to:

- Sewer flooding incidents (ranging from an increase of 25% in flooding incidents to a decrease of 25%)
- Carbon emissions (ranging from an increase in emissions equivalent to 100 households to a decrease in emissions equivalent to 60 households)
- Impact on river water quality (ranging from no change to an improvement to fit-for-swimming quality)
- Local traffic disruption (ranging from no additional disruption to increased congestion for 24 months)
- Impact on your Wessex Water bill (ranging from a 40% increase to a 10% decrease)

In each case, please choose either Option A or Option B depending on which you prefer taking into account all the information for each option.

IF WASTEWATER BILL CALCULATED: Based on what you told us about your water bill, we have calculated that your annual wastewater bill is likely to be [CALCULATED AMOUNT]

IF DON'T KNOW FOR WASTEWATER BILL: For the purposes of these exercises we would like you to assume that your annual wastewater bill is likely to be £223 which is the average for most households.

QSP2Q1 – QSP2Q8 Which option would you prefer for your wastewater service?

- A
- B

QSP1B In the questions you have just answered, did you generally feel able to make comparisons between the options presented to you?

- Yes
- No

QSP1C **ONLY ASK IF QSP1B=2, ELSE SKIP:** Please explain why you weren't able to make the comparisons in the choices?

QSP1D Were any of the benefits and impacts shown hard to understand?

- Yes
- No

QSP1E **ONLY ASK IF 0=2, ELSE SKIP:** Please explain what was hard to understand.

SP3: Acceptability of Options

These next questions are to help us understand which options you think are acceptable and which are not acceptable with regards to wastewater management.

[New screen]

In the questions below you will see a range of different options, each of which has been given a score of between 1 and 5 depending on the impact it would have across each of the following features:

- Sewer flooding incidents
- Carbon emissions
- Impact on rivers
- Local disruption
- Cost

A score of **1** is the lowest and means that there would be no change to sewer flooding incidents, carbon emissions would be high, there would be little benefit for rivers, there would be significant local disruption and the option would be expensive. But a score of **5** means a significant reduction in flooding incidents, low carbon emissions and so on.

The different options have a range of scores; they may be better on one aspect but worse on another.

SP3Q1. Please look at the following diagram which shows two different options for Wastewater Treatment Works:

- **Increase treatment capacity** – this means increasing the efficient use of the existing Wastewater Treatment Works or investing in new Treatment works to provide additional capacity without increasing the overall size (footprint) of the existing site
- **Pre-treatment initiatives and permitting:**
 - review the permit with the Environment Agency and meet new permit conditions ⓘ
 - Treating non-domestic wastewater before it enters the sewer system i.e. within the catchment

For each of the five headings in the diagram there is a ⓘ which you can click to see a key to the scores. Please assume that 2 (orange) is half way between 1 and 3 and that 4 is half way between 3 and 5.

Wastewater Treatment Works

1-5 Score (5= good)	Sewer flooding incidents ⓘ	Carbon emissions ⓘ	Impact on rivers ⓘ	Local disruption ⓘ	Cost ⓘ
Increase treatment capacity	1	1	5	4	1
Pre-treatment initiatives and permitting	1	4	2	3	4

① Environmental permits are required for any organisation that has a need to discharge liquid effluent or waste water into the natural environment – for example:

- into surface waters, such as rivers, streams, estuaries, lakes, canals or coastal waters – known as ‘water discharge activities’
- into or on the ground, such as spreading waste sheep dip, or discharging treated sewage effluent to the ground through an infiltration system – known as ‘groundwater activities’

The Environment Agency is responsible for issuing these permits and updates conditions as environmental conditions evolve.

THE CONTENT FOR THE FIVE ⓘ BUTTONS IN THE HEADINGS: images for each saved in ../Images%20and%20Graphics/

Sewer flooding incidents				
1	2	3	4	5
No change		Reduction in flooding but not as much other options		Significant reduction in flooding incidents

Carbon emissions				
1	2	3	4	5
High emissions		Medium emissions		Low emissions

Impact on rivers				
1	2	3	4	5
Little benefit		Improvement but not as much as other options		Substantial improvement in water quality

Local disruption				
1	2	3	4	5
Significant disruption		Some local disruption		No disruption

Cost				
1	2	3	4	5
Expensive		Affordable but may not be possible everywhere		Cheap, but may not work

SP3Q1A Are either of these options **unacceptable** to you?

	Unacceptable	Neither	Acceptable
Increase treatment capacity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-treatment initiatives and permitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SP3Q1B **ASK IF UNACCEPTABLE AT SP3Q1AR1:** Why do you say that increasing treatment capacity is unacceptable?

SP3Q1C **ASK IF UNACCEPTABLE AT SP3Q1AR2:** Why do you say that pre-treatment initiatives and permitting is unacceptable?

SP3Q1D: Are either of these options particularly appealing to you?

	Appealing	Neither	Unappealing
Increase treatment capacity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-treatment initiatives and permitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SP3Q1E **ASK IF APPEALING AT SP3Q1DR1:** Why do you say that increasing treatment capacity is appealing?

SP3Q1F **ASK IF APPEALING AT SP3Q1ADR2:** Why do you say that pre-treatment initiatives and permitting is appealing?

SP3Q2. Please look at the following diagram which shows two different options for Customer Side Management:

- **Customer education (on how they can help prevent blockages and reduce sewer flows)** – this means the roll out of an education programme to improve understanding of what items to avoid flushing or pouring down plugholes or the drain and how to not add to sewer flows and the impact this has on the environment and sewerage system
- **Separation – to sustainably prevent rainfall entering sewers by using sustainable drainage systems.** These provide an alternative to the direct channelling of surface water through networks of pipes and sewers to nearby watercourses.

For each of the five headings in the diagram there is a ⓘ which you can click to see a key to the scores. Please assume that 2 (orange) is half way between 1 and 3 and that 4 is half way between 3 and 5.

Customer Side Management

1-5 Score (5= good)	Sewer flooding incidents ⓘ	Carbon emissions ⓘ	Impact on rivers ⓘ	Local disruption ⓘ	Cost ⓘ
Customer education (on what items to avoid flushing or pouring)	5	5	2	5	4



THE CONTENT FOR THE FIVE ⓘ BUTTONS IN THE HEADINGS IS SAME AS FOR SP3Q1:

SP3Q2A: Are either of these options **unacceptable** to you?

	Unacceptable	Neither	Acceptable
Customer Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Separation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SP3Q2B **ASK IF UNACCEPTABLE AT SP3Q2AR1:** Why do you say that customer education is unacceptable?

SP3Q2C **ASK IF UNACCEPTABLE AT SP3Q2AR2:** Why do you say that separation is unacceptable?

SP3Q2D Are either of these options particularly appealing to you?

	Appealing	Neither	Unappealing
Customer Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Separation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SP3Q2E **ASK IF APPEALING AT SP3Q2DR1:** Why do you say that customer education is appealing?

SP3Q2F **ASK IF APPEALING AT SP3Q2DR2:** Why do you say that separation is appealing?

SP3Q3. Please look at the following diagram which shows two different options for Surface Water Management:

- **Separation of surface water from foul water sewer** – this would involve developing separate networks for surface water and foul water
- **Sustainable Drainage Systems and Wetlands to treat excess combined flows** – provide an alternative to the direct channelling of surface water through networks of pipes and sewers to nearby watercourses.

For each of the five headings in the diagram there is a ⓘ which you can click to see a key to the scores. Please assume that 2 (orange) is half way between 1 and 3 and that 4 is half way between 3 and 5.

Surface Water Management

1-5 Score (5= good)

Sewer flooding incidents ⓘ	Carbon emissions ⓘ	Impact on rivers ⓘ	Local disruption ⓘ	Cost ⓘ
-----------------------------------	---------------------------	---------------------------	---------------------------	---------------

Separation of surface water from foul water sewer	5	1	4	1	2
Sustainable Drainage Systems and wetlands to treat excess combined flows	2	3	2	3	3

THE CONTENT FOR THE FIVE ⓘ BUTTONS IN THE HEADINGS IS SAME AS FOR SP3Q1:

SP3Q3A Are either of these options **unacceptable** to you?

	Unacceptable	Neither	Acceptable
Separation of surface water from foul water sewer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable Drainage Systems and wetlands to treat excess combined flows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SP3Q3B **ASK IF UNACCEPTABLE AT SP3Q3AR1:** Why do you say separation is unacceptable?

SP3Q3C **ASK IF UNACCEPTABLE AT SP3Q3AR2:** Why do you say that Sustainable drainage systems and Wetlands to treat excess combined flows is unacceptable?

SP3Q3D Are either of these options particularly appealing to you?

	Appealing	Neither	Unappealing
Separation of surface water from foul water sewer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable Drainage Systems and wetlands to treat excess combined flows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SP3Q3E **ASK IF APPEALING AT SP3Q3DR1:** Why do you say that separation is appealing?

SP3Q3F **ASK IF APPEALING AT SP3Q3DR2:** Why do you say that Sustainable drainage systems and wetlands to treat excess combined flows is appealing?

SP3Q4. Please look at the following diagram which shows four different options for Combined and Foul Sewer Systems:

- **Increase network capacity/build underground tanks** – replace existing sewer with a large diameter sewer to increase capacity
- **Live with flooding but reduce impact of flooding** (mitigation) – keeping floodwater away from buildings and strategic infrastructure (such as electricity sub stations) in the event of a storm. This would include property level protection such as floodgates.
- **Making sewers watertight to prevent groundwater flooding**
- **Smart systems** – controlling the flow movement in reaction to the current situation.
 - Allows the system to be operated proactively, maximising the use of existing assets
 - options cover a range of different approaches e.g. modifying the start-stop levels at strategic pumping stations, creation of new network control points which allow for flow to be temporarily held back in the catchment.

For each of the five headings in the diagram there is a ⓘ which you can click to see a key to the scores. Please assume that 2 (orange) is half way between 1 and 3 and that 4 is half way between 3 and 5.

Combined and Foul Sewer Systems

1-5 Score (5= good)	Sewer flooding incidents ⓘ	Carbon emissions ⓘ	Impact on rivers ⓘ	Local disruption ⓘ	Cost ⓘ
Increase network capacity / build underground tanks	5	2	5	2	2
Live with flooding, but reduce impact of flooding (mitigation)	1	5	1	4	5
Making sewers watertight to prevent groundwater flooding	3	2	3	2	2
Smart systems	2	4	2	4	4

THE CONTENT FOR THE FIVE ⓘ BUTTONS IN THE HEADINGS IS SAME AS FOR SP3Q1:

SP3Q4A Are any of these options unacceptable to you?

	Unacceptable	Neither	Acceptable
Increase network capacity / build underground tanks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live with flooding, but reduce impact of flooding (mitigation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making sewers watertight to prevent groundwater flooding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SP3Q4B **ASK IF UNACCEPTABLE AT SP3Q4AR1:** Why do you say increasing network capacity is unacceptable?

SP3Q4C **ASK IF UNACCEPTABLE AT SP3Q4AR2:** Why do you say that living with flooding but reducing its impact is unacceptable?

SP3Q4Ba **ASK IF UNACCEPTABLE AT SP3Q4AR3:** Why do you say making sewers watertight to prevent groundwater flooding is unacceptable?

SP3Q4Ca **ASK IF UNACCEPTABLE AT SP3Q4AR4:** Why do you say that smart systems are unacceptable?

SP3Q4D Are any of these options particularly appealing to you?

	Appealing	Neither	Unappealing
Increase network capacity / build underground tanks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live with flooding, but reduce impact of flooding (mitigation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Making sewers watertight to prevent groundwater flooding

Smart systems

SP3Q3E **ASK IF APPEALING AT SP3Q4DR1:** Why do you say that increasing network capacity is appealing?

SP3Q2F **ASK IF APPEALING AT SP3Q4DR2:** Why do you say that living with flooding but reducing its impact is appealing?

SP3Q4G **ASK IF APPEALING AT SP3Q4DR3:** Why do you say making sewers watertight to prevent groundwater flooding is unacceptable?

SP3Q4H **ASK IF APPEALING AT SP3Q4DR4:** Why do you say that smart systems are unacceptable?

Finally, a bit more about [HH: you / NHH: your organisation]

DP FOR FUTURE FOCUS PANEL ADD: The results from these questions will help with our analysis. Your responses will be completely confidential and not attributed to you personally, however, you may skip any question you do not feel comfortable answering

Q33. **HH ONLY:** To which of these ethnic groups do you consider you belong to?

WHITE

1. British
2. Irish
3. Any other White background

MIXED

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

ASIAN OR ASIAN BRITISH

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

BLACK OR BLACK BRITISH

12. Caribbean
13. African
14. Any other Black background

CHINESE OR OTHER ETHNIC GROUP

15. Chinese
16. Any other ethnic group

17. Prefer not to say **CAPI: DO NOT READ OUT**

Q34. Thinking about all the people who live with you at your home, how many people, including yourself, fall into the following age groups: **SINGLE CODE ONLINE:** For each age group, please select the option that applies to you. If there are no people in your household belonging to a certain age group, please select 'zero' for it.

Up to 5 years 0..... 1..... 2..... 3..... 4..... 5+
5 to 15 years 0..... 1..... 2..... 3..... 4..... 5+
16 to 65 years 0..... 1..... 2..... 3..... 4..... 5+
Over 65 years 0..... 1..... 2..... 3..... 4..... 5+

Prefer not to say **CATI: DO NOT READ OUT**

Q35. What type of property do you live in? **SINGLE CODE**

- Flat
- Terraced house
- Semi-detached house
- Detached house
- Bungalow
- Maisonette

Q53a. Do you receive any of the following social security payments? **MULTICODE CATI/CAPI: READ OUT**

CATI/CATI: INTERVIEWER: If they say they don't receive any benefits before you finish reading out the list, stop reading and code as "None of these"

- Attendance Allowance
- Carer's Allowance
- Child Tax Credit
- Council Tax Benefit
- Disability Living Allowance
- Housing Benefit
- Income Support (or similar such as Employment and Support allowance)
- Jobseeker's Allowance
- Pension Credit
- Universal Credit
- Working tax credit

None of these **NOT WITH ANY OTHER CODE**

Prefer not to say **NOT WITH ANY OTHER CODE CATI/CATI:DO NOT READ OUT**

Q36. Are you on WaterSure, a Wessex Water Restart scheme, a Wessex Water low rate tariff or another special tariff from your water company that helps towards the cost of your water bill?

SINGLE CODE

- No
- Watersure
- Wessex Water Restart scheme
- Wessex Water low rate tariff
- Another special tariff
- Don't know
- Prefer not to say

Q37. ASK NHH ONLY: And now thinking about the organisation you work for.

How many employees does your organisation have in the UK?

- Less than 10
- 11-100
- 101-249
- 250-499
- 500-999
- 1,000 or more

Q38. ASK NHH ONLY: And what business sector best defines the core activity of your company?

Agriculture, Forestry and Fishing (code A)
Mining and Quarrying (code B)
Manufacturing (code C)
Energy or water service & supply (Codes D, E)
Construction (code F)
Wholesale and retail trade (incl. motor vehicles repair but not hairdressing) (CODE G)
Transport and storage (code H) (Freight, taxis, airlines, bus, rail and warehousing, post offices)
Hotels & catering, accommodation and food service activities (Code I)(pubs, restaurants)
IT and Communication (code J) (Computer, media, publishing, software, IT consultancies)
Finance and insurance activities (code K) (banking, insurance) and real estate activities (code L) (selling/renting properties/conveyancing/property law)
Business services : Professional, scientific and technical activities (code M) (architecture, accountancy, consulting, engineering, PR, advertising, veterinary, legal of anything except property law,) and Admin and support services (code N) (cleaning, gardening, employment agencies, office services, leasing and renting of anything but properties)
Government (code O), education (code P) (schools, universities) and health (hospitals, doctors) and social work (code Q), charities)
Arts, entertainment and recreation (code R) (Libraries, theatres, museums, zoos, sport centres, fitness)
Other service activities (code S) (Trade Unions, Churches, Repair services, Funeral-related services, Hairdressers)

Q39. ASK NHH ONLY: How much do you agree or disagree that on a day-to-day basis, your organisation depends on its water supply and sewage services (e.g., removal and treatment of used/wastewater) in order to operate?

Strongly agree.
Agree
Neither agree nor disagree
Disagree
Strongly disagree.

Q40. CUSTOMER SAMPLE ONLY: Thank you for taking the time to give your feedback. We would like to send you a £5 incentive as a thank you for your time. Please can you let us know your email address, so that we can email this to you. We will send the voucher out by the end of October 2021.

Email address:

If you have any queries about your incentive, please contact us on 020 8742 2211.

Q41. CAPI AND CLIENT SAMPLE ONLY: Thank you. Would you be willing to be contacted again if we need to clarify any of the answers you have given today? And would you be willing to be invited to take part in other research for Wessex Water?

Yes, for both clarification and further research
Yes, for clarification only
Yes, for further research only
No

ONLINE: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential.

CAPI: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential. If you would like to confirm my credentials or those of Accent, please call the MRS free on 0800 975 9596.

CAPI: HAND OVER THE THANK YOU SLIP.

Please can I take a note of your name and where we can contact you for quality control purposes?

Name: [CATI: DP, IMPORT FROM ID]

Telephone: [CATI: DP, IMPORT FROM TELNUMBER]

Interviewer Confirmation

I confirm that this interview was conducted under the terms of the MRS code of conduct and is completely confidential

Yes

No

SYSTEM INFORMATION

Time interview completed:

Q42. ASK NHH ONLY: And what business sector best defines the core activity of your company?

Agriculture, Forestry and Fishing (code A)

Mining and Quarrying (code B)

Manufacturing (code C)

Energy or water service & supply (Codes D, E)

Construction (code F)

Wholesale and retail trade (incl. motor vehicles repair but not hairdressing) (CODE G)

Transport and storage (code H) (Freight, taxis, airlines, bus, rail and warehousing, post offices)

Hotels & catering, accommodation and food service activities (Code I)(pubs, restaurants)

IT and Communication (code J) (Computer, media, publishing, software, IT consultancies)

Finance and insurance activities (code K) (banking, insurance) and real estate activities (code L) (selling/renting properties/conveyancing/property law)

Business services : Professional, scientific and technical activities (code M) (architecture, accountancy, consulting, engineering, PR, advertising, veterinary, legal of anything except property law,) and Admin and support services (code N) (cleaning, gardening, employment agencies, office services, leasing and renting of anything but properties)

Government (code O), education (code P) (schools, universities) and health (hospitals, doctors) and social work (code Q), charities)

Arts, entertainment and recreation (code R) (Libraries, theatres, museums, zoos, sport centres, fitness)

Other service activities (code S) (Trade Unions, Churches, Repair services, Funeral-related services, Hairdressers)

Q43. ASK NHH ONLY: How much do you agree or disagree that on a day-to-day basis, your organisation depends on its water supply and sewage services (e.g., removal and treatment of used/wastewater) in order to operate?

Strongly agree.

Agree

Neither agree nor disagree

Disagree

Strongly disagree.

Q44. CAPI: Thank you for taking the time to give your feedback. We would like to send you a £5 voucher as a thank you for your time. Please can you let us know your email address, so that we can email this to you. We will send the voucher out by the end of September 2021.

Email address:

If you have any queries about your incentive, please contact us on 020 8742 2211.

Q45. CAPI and NHH ONLY: Thank you. Would you be willing to be contacted again if we need to clarify any of the answers you have given today? And would you be willing to be invited to take part in other research for Wessex Water?

Yes, for both clarification and further research

Yes, for clarification only

Yes, for further research only

No

ONLINE: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential.

CATI/CAPI: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential. If you would like to confirm my credentials or those of Accent, please call the MRS free on 0800 975 9596.

CAPI: HAND OVER THE THANK YOU SLIP.

Please can I take a note of your name and where we can contact you for quality control purposes?

Name: [CATI: DP, IMPORT FROM ID]

Telephone: [CATI: DP, IMPORT FROM TELNUMBER]

Interviewer Confirmation

I confirm that this interview was conducted under the terms of the MRS code of conduct and is completely confidential

Yes

No

SYSTEM INFORMATION

Time interview completed:

INTERNAL USE ONLY: [Click here](#)

Online only	<input type="checkbox"/>				
CATI only	<input type="checkbox"/>		(DP: add QAX)		
CAPI/Tablet	<input type="checkbox"/>		(BCQs:) QAZ2	Paper showcard? Y <input type="checkbox"/> N <input type="checkbox"/>
CATI recruit for online/field	<input type="checkbox"/>		(BCQs:) QAZ3	
Field recruit for online/CATI	<input type="checkbox"/>		(BCQs:) QAZ1	
Recruit only (ie for qual)	<input type="checkbox"/>				

Grid style for mobiles: [click here for example](#)

GM 1 to force mobiles to show grid (for small grids)
GAR 1 to show vertical text for answer headings
GAR 2 to show vertical text for answer headings on mobile devices only

Questionnaire Style (default is 7): [Click here for details](#)

Choose base format:	Choose variations:
Accis3 <input type="checkbox"/>	Question and answer fonts (full list: https://fonts.google.com/) <input type="text"/>
Accis4 <input type="checkbox"/>	Header font <input type="text"/>
Accis5 <input type="checkbox"/>	Tick box style (1-6) <input type="checkbox"/>
Accis6 <input type="checkbox"/>	Next/previous button style (1-3) <input type="checkbox"/>
Accis7 <input type="checkbox"/>	Font colour (use HEX code http://html-color-codes.info/#HTML_Color_Picker) # <input type="text"/>
Accis8 <input type="checkbox"/>	

Other colours: Note that CLR1 and CLR6 change a number of different elements (to easily keep the colours consistent)

CLR1	# <input type="text"/>	Progress bar border, progress colour, button colour
CLR2	# <input type="text"/>	Progress bar background colour
CLR3	# <input type="text"/>	Page background colour
CLR4	# <input type="text"/>	Header background colour (if different from CLR1)
CLR5	# <input type="text"/>	Header font colour
CLR6	# <input type="text"/>	Border colour for selected checkbox and checkbox border colour when hovered over (if different from CLR1)
CLR7	# <input type="text"/>	Background colour for selected checkbox (if different from CLR1)
CLR8	# <input type="text"/>	Tick/circle colour for selected checkbox

Facts about Wessex Water

Wessex Water treats & supplies 280 million litres of water a day



Wessex Water gets the highest customer service scores in the industry according to the regulator (Ofwat)



It removes & treats 960 million litres of wastewater a day



It employs 2,200 people in the region



It looks after 7,200 miles of water mains and 22,000 miles of sewer pipes



The Environment Agency assess Wessex Water to be a “leading” water company for environmental performance





About Wastewater

Our everyday habits at home and work create wastewater that enters the sewer system every time you flush the toilet, have a shower and do the washing up. This wastewater can also be called **foul water**.

In most areas this household wastewater combines with rainwater and runoff from roads, roofs and gardens as well as industrial effluent – mainly liquid organic waste from industries such as food factories and dairy product manufacturers.

Wessex Water treats 960 million litres of wastewater every day.

Wastewater goes through the following processes:

debris, rags and large objects, are removed using screens



sewage flows into tanks where the solids sink to the bottom and are removed as sludge



the sewage is treated biologically - the liquid passes through media with bacteria growing on them, such as filters of stone or plastic. The bacteria feeds off the waste, helping to clean the water

Another form of biological treatment used is the **activated sludge process**. Bacteria are mixed with the waste in large tanks using equipment which either blows or beats air into the mixture.

Foul water is waste water from the kitchens, bathrooms etc of buildings.

Wastewater treatment process

Taking the waste water away

Screening

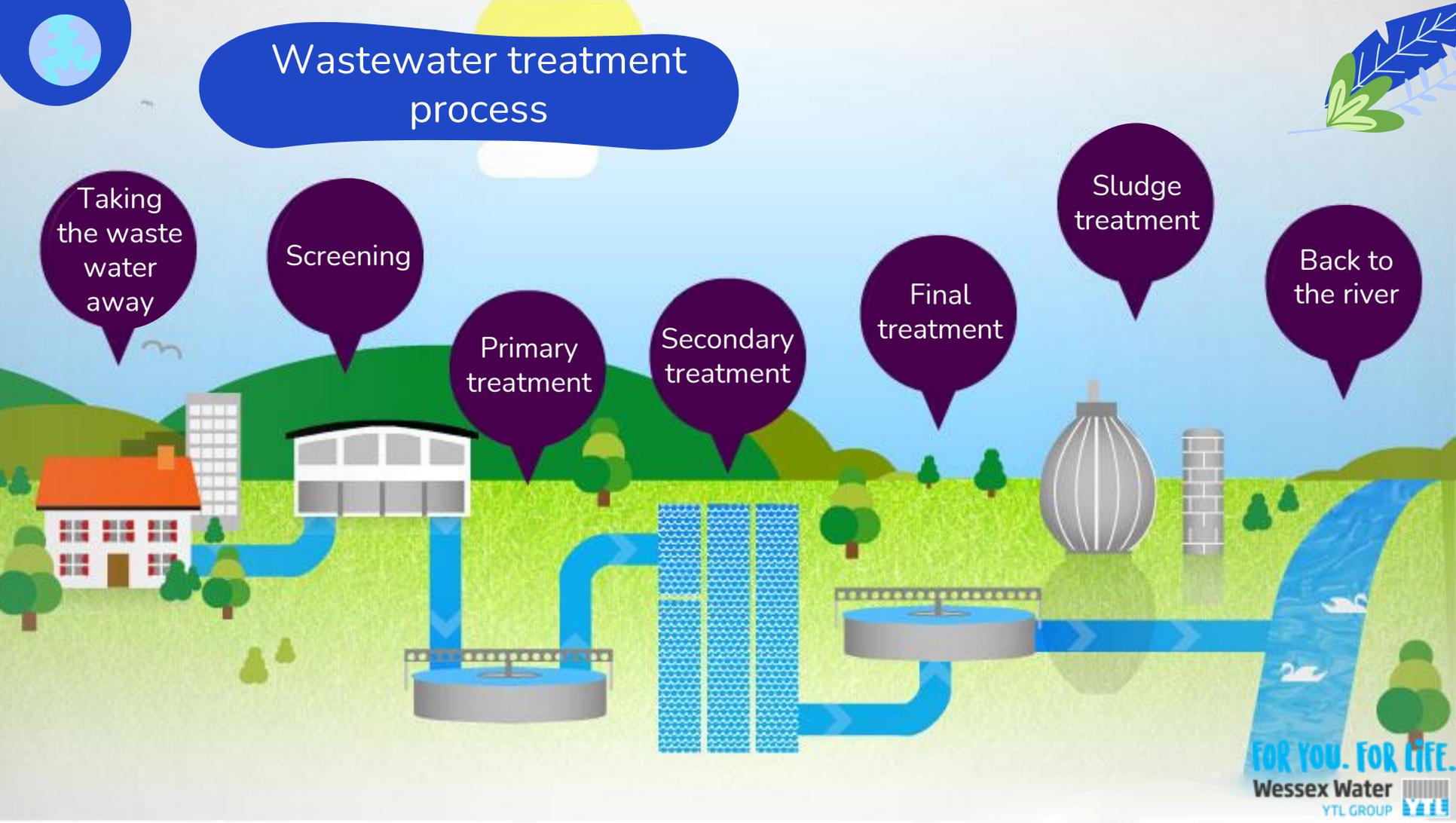
Primary treatment

Secondary treatment

Final treatment

Sludge treatment

Back to the river



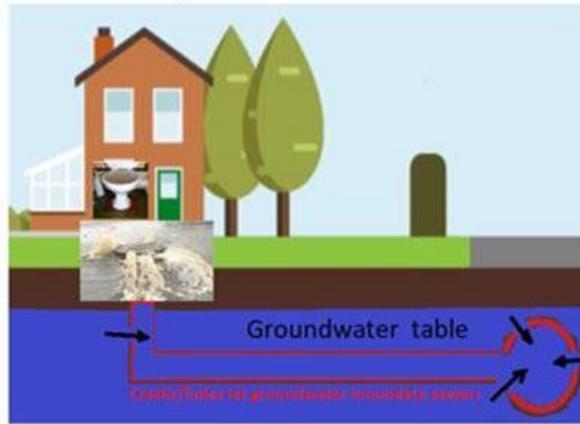
Why sewer flooding happens

Sewers collect sewage and wastewater from homes, businesses, and industries and deliver it to wastewater treatment facilities. In a **combined sewer system** all the **wastewater** and **surface water** goes into one pipe. This pipe takes everything to a sewage treatment works for processing

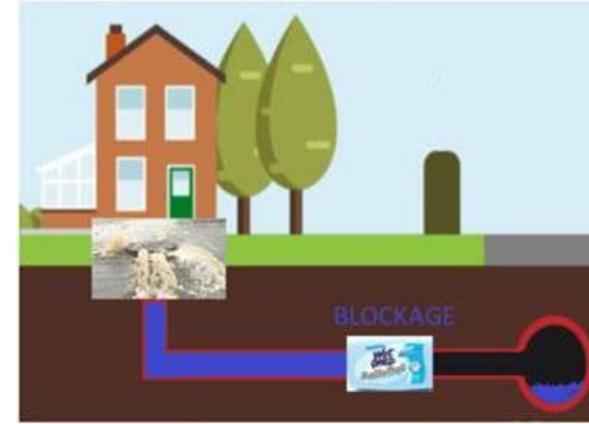
Too much rainfall



Too much groundwater entering sewers



Blockages (e.g. wet wipes)



Groundwater is the water found underground in the cracks and spaces in soil, sand and rock.