



have your say...

Survey No 11  
and 12  
May & June  
2016

## Results Newsletter

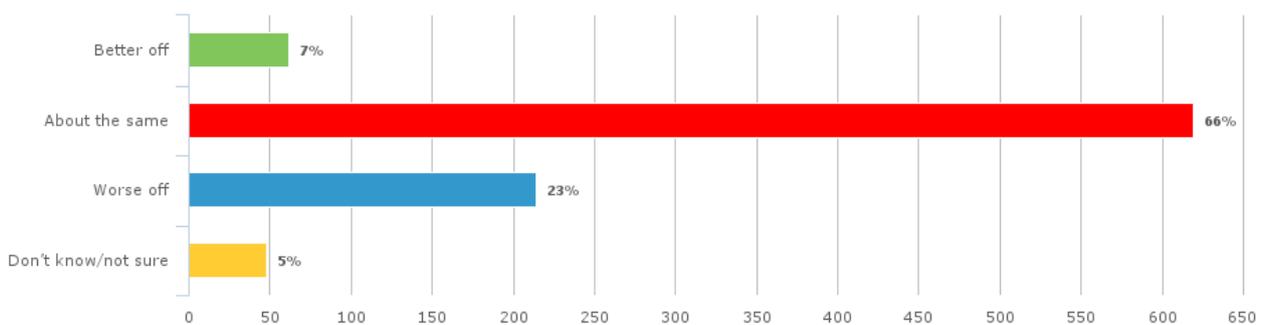
You recently took part in two surveys about our 25-year vision. These form part of a much wider engagement programme we are doing with our customers on this topic. We appreciate some of the questions were quite tough to answer as you were being asked to give an opinion on things you may not know very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

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

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

Here's how you answered.

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



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

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

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

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

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

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

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

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

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

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

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

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

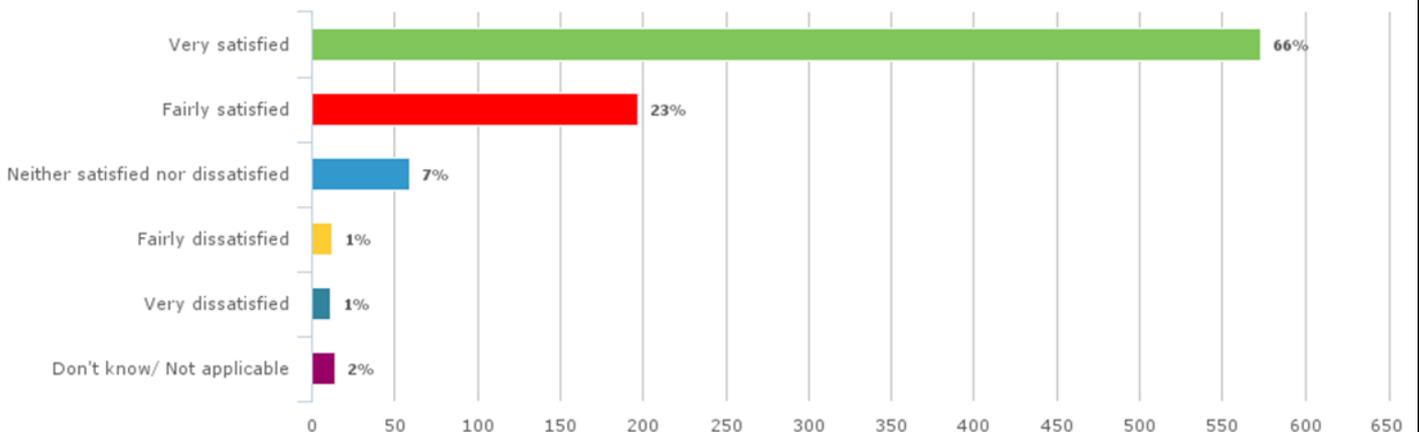
The rest of the questions were about Wessex Water.

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

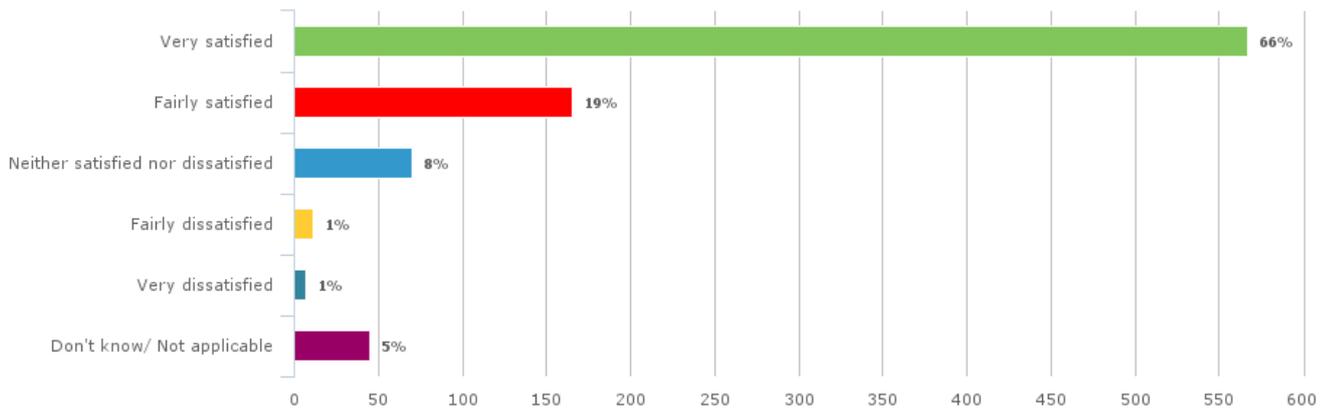
How accurate are the following statements?	Those of you who thought that the statement was accurate	Those of you who thought that the statement was inaccurate
Large and established	87%	3%
Treats their customers with care	81%	6%
Contributes to the community that it operates in	62%	8%
A leader in their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

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

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



**This was followed by satisfaction with your sewerage services.**



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

**We asked you about your opinions of Wessex Water**

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

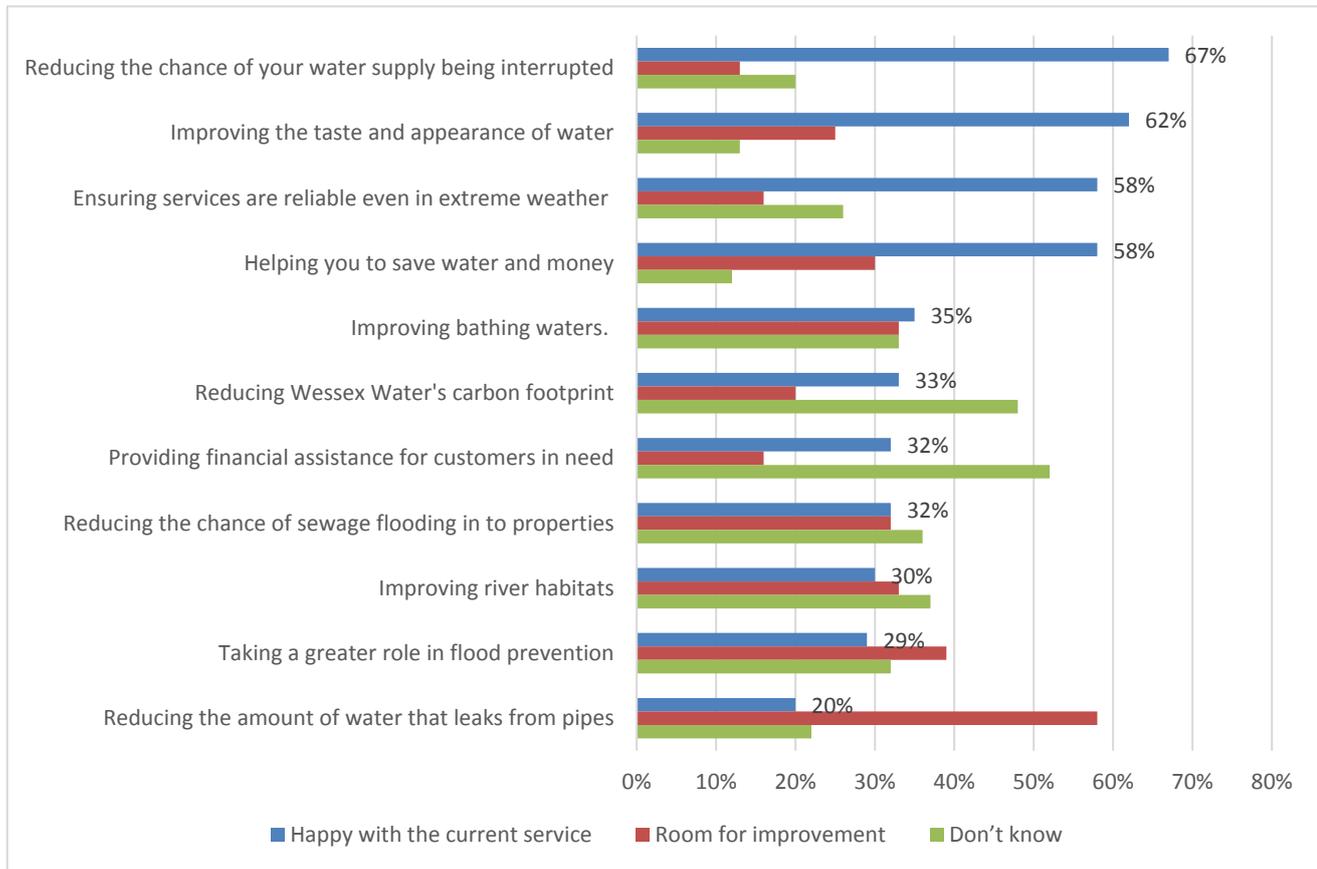
- Of all the statements, you were most likely to agree that Wessex Water is an expert at what it does and that we care about our customers.
- There was a high proportion of “don't knows” for the statement regarding the community. We are keen to get more involved in the community. We already give a variety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

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

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

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

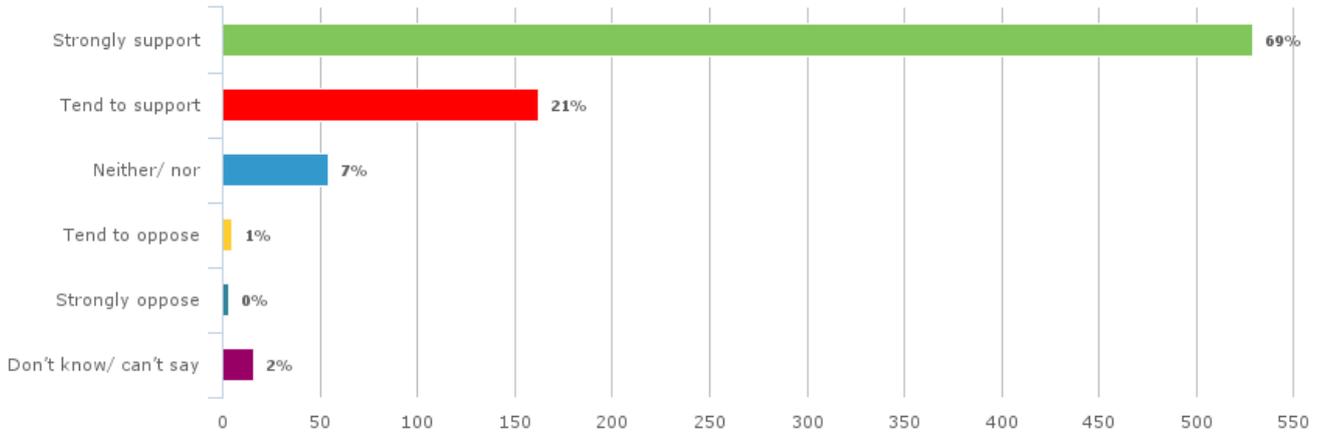
Your responses are ranked in decreasing order of being happy with the service in the table below with the associated percentage.



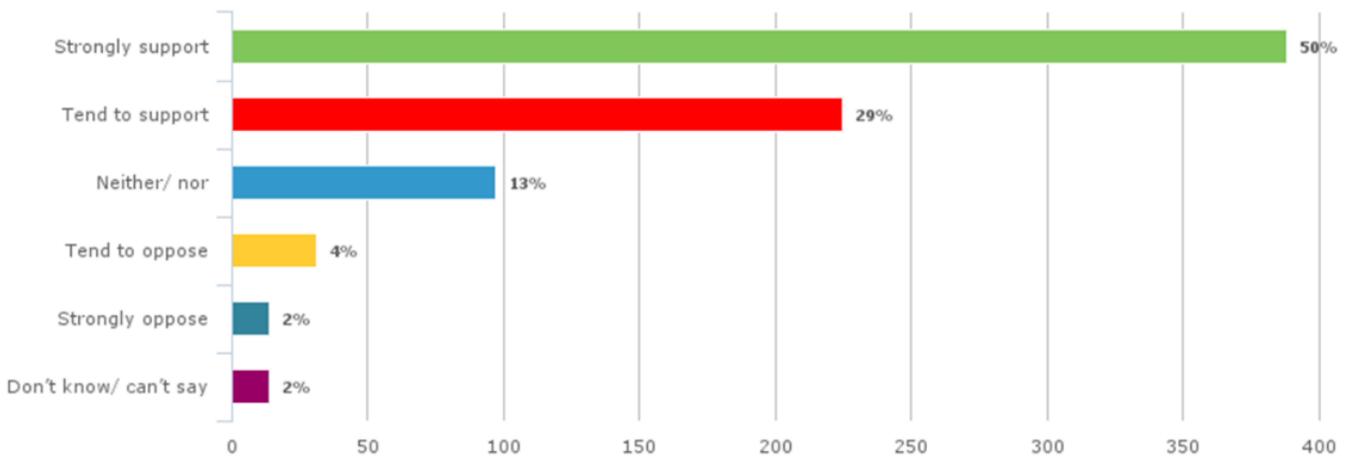
- There were some areas where you thought that we could do more.
- Between 2015 and 2020 we aim to reduce our **carbon footprint** by achieving carbon neutrality in our activities and generating our own renewable energy
- We continue to **drive leakage down** and fix leaks reported by customers within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

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

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

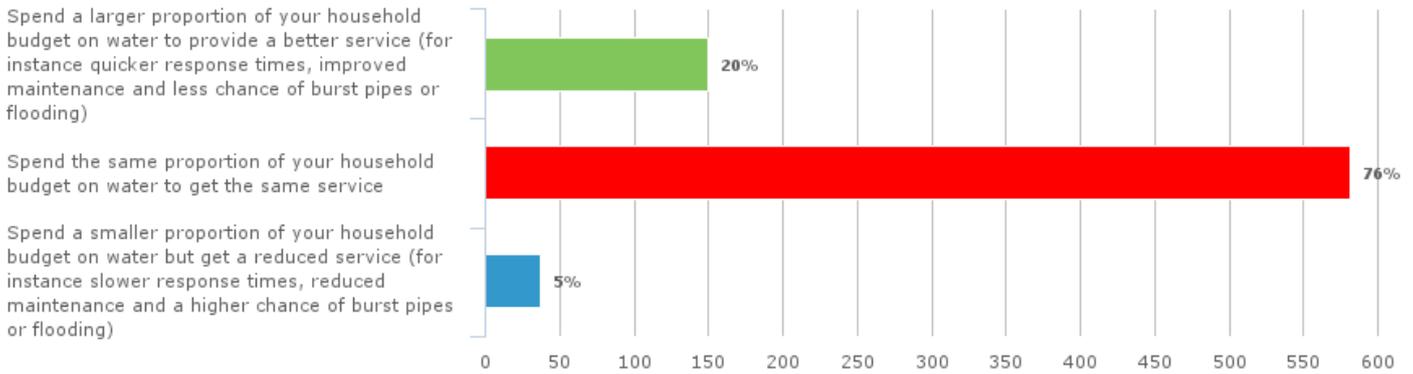


**We suggested that we want to focus more on helping customers to use less water rather than opting for expensive and energy intensive building, such as new reservoirs. We asked how much you would support or oppose the idea.**



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

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



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

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

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

### What next?

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

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

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