



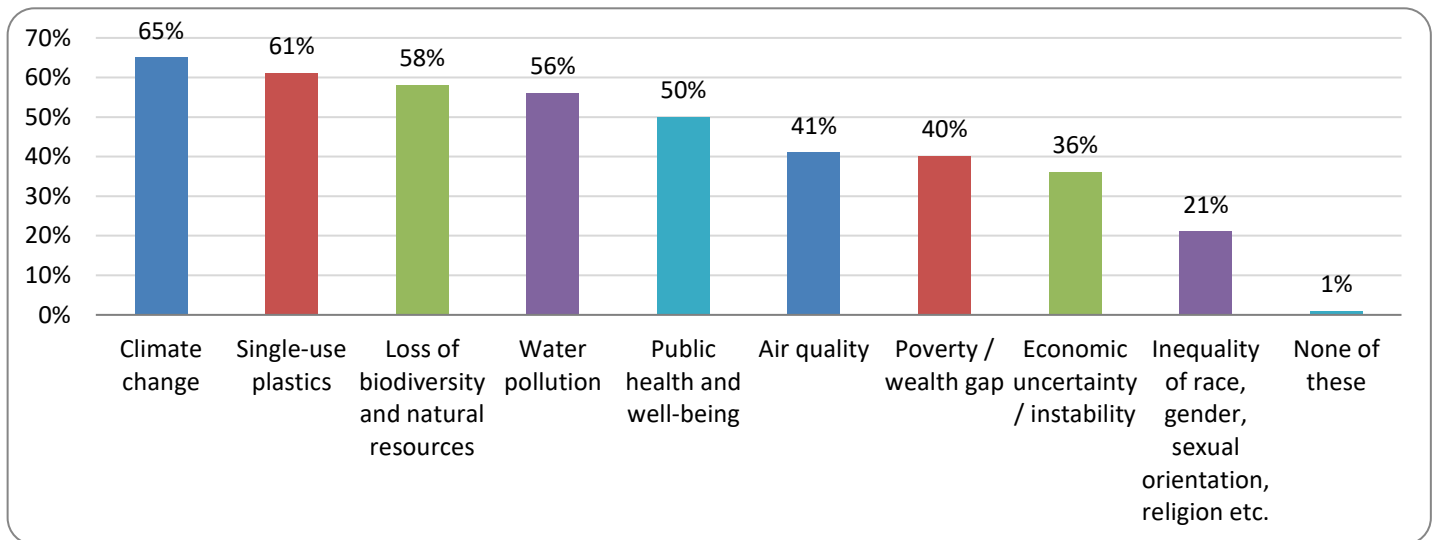
# have your say... Results newsletter

Thank you for taking part in our latest survey. We had a great response with 1,050 of you completing the survey. The winner of the prize draw for £200 was Diane Dare of Bath.

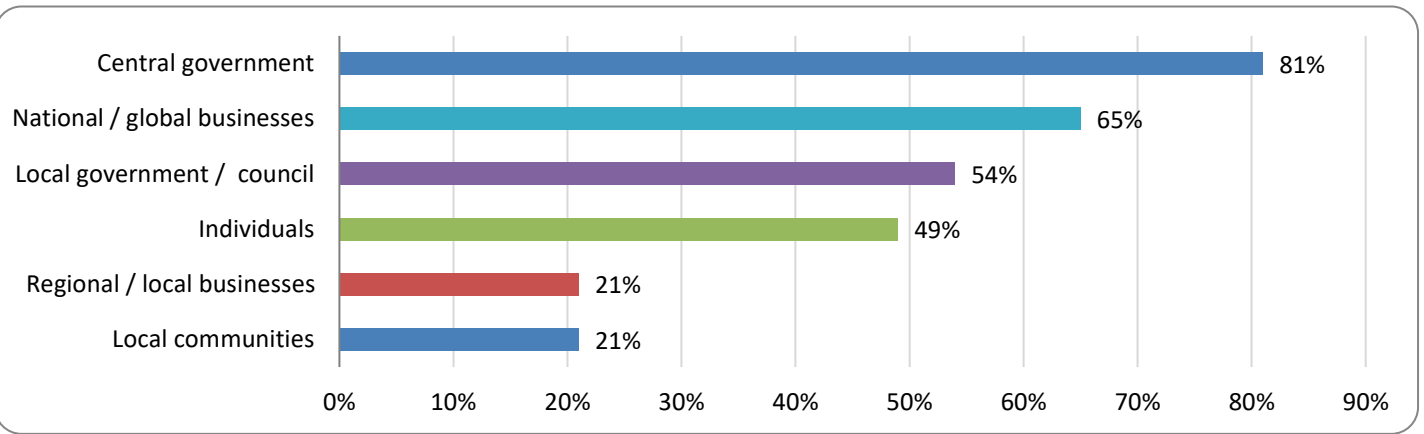
This survey was about what companies do to help society and the environment. We wanted to understand the issues that are important to you to help us shape our priorities in these areas.

Here's how you answered.

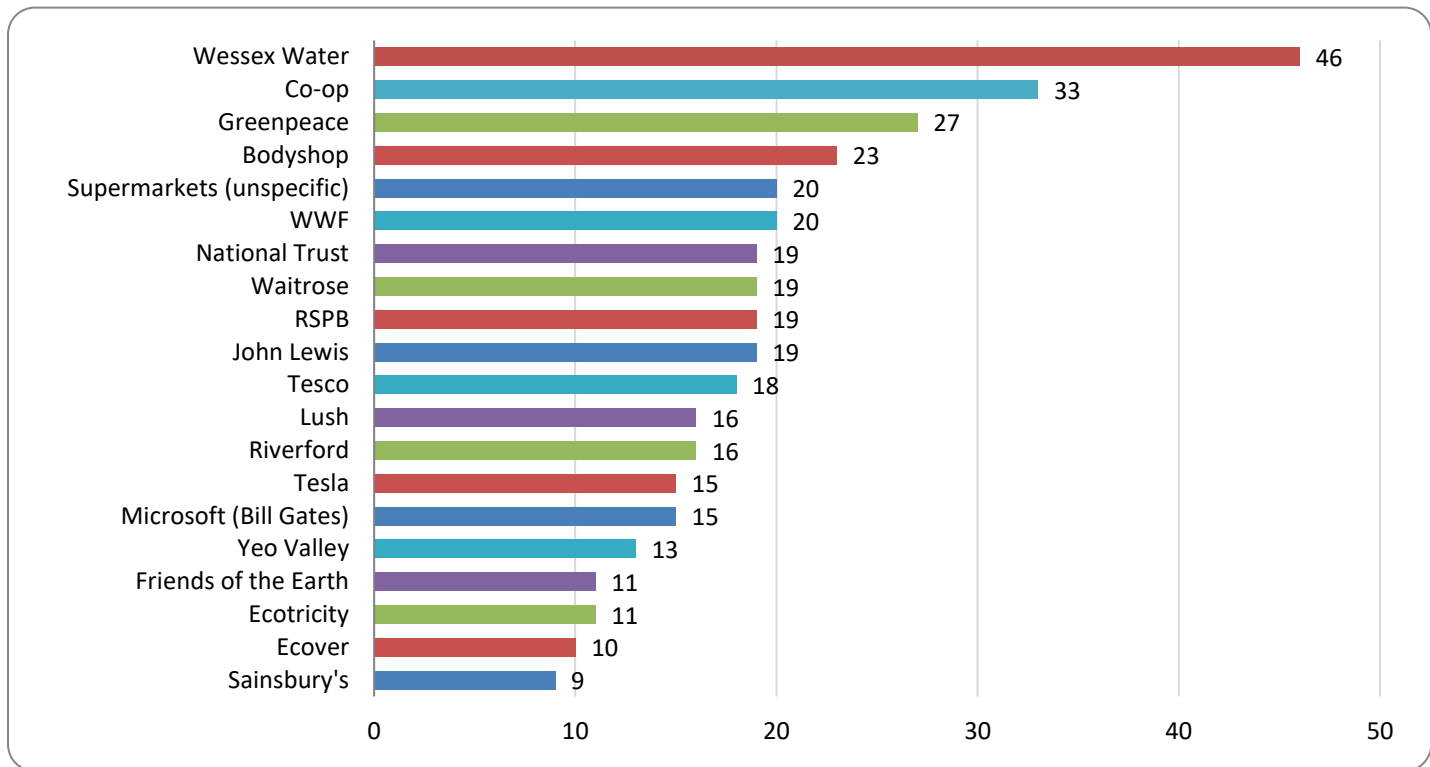
We showed you a list of issues and asked you to choose a maximum of five that you were most concerned about. *Climate change* (65%), *single-use plastics* (61%) and *loss of biodiversity and natural resources* (58%) are your top three concerns – followed by *water pollution* (56%).



You were asked who you thought was responsible for tackling issues facing society and the environment. The majority of you think Central Government is responsible, with 81% of you ranking it in either 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> position.

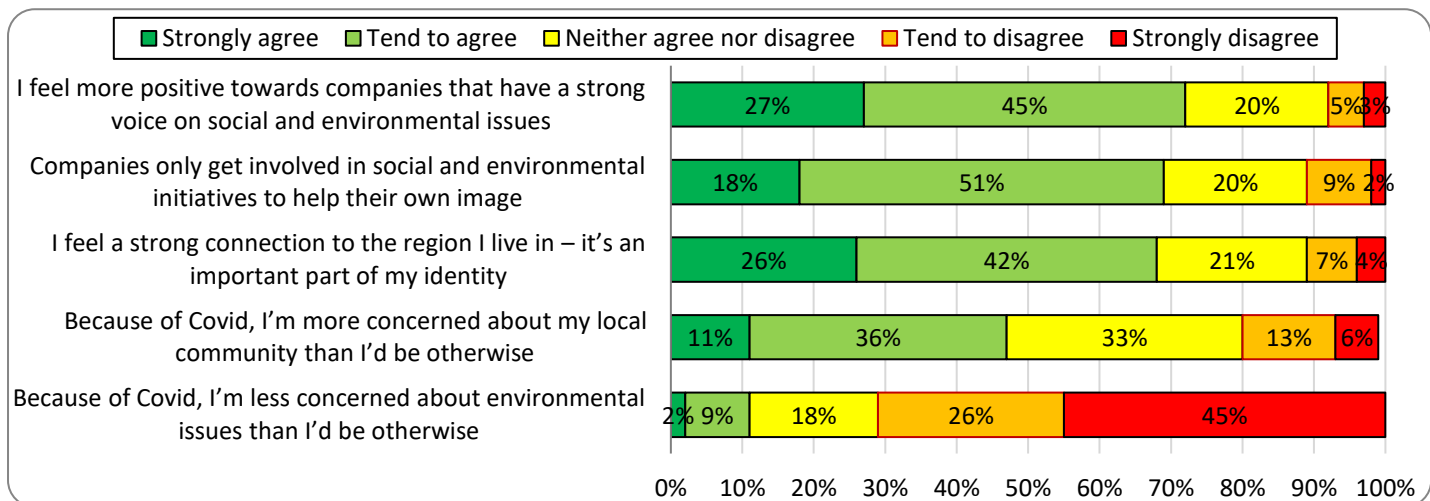


We asked you which companies, brands or organisations you admire for making a positive contribution to society and / or the environment. One third of you provided names of organisations you admired for their positive contribution to society / environment. Here are the top 20 companies mentioned by number of mentions.



We then asked how much you agreed or disagreed with a list of views about social and environmental issues

- 72% of you agree that you feel more positive towards companies that have a strong voice on social and environmental issues, however, many of you (69%) felt that companies only get involved in social and environmental initiatives to help their own image.
- 68% of you agree that you feel a strong connection to the region you live in – it's an important part of your identity.
- Covid-19 would appear to be increasing your concern about your community, with 47% of you agreeing, compared to only 19% disagreeing, that you are more concerned about your community because of Covid than you would be otherwise.
- Covid-19 has not affected your concern about the environment, with 71% of you disagreeing that you are less concerned about the environment because of Covid that you would be otherwise.

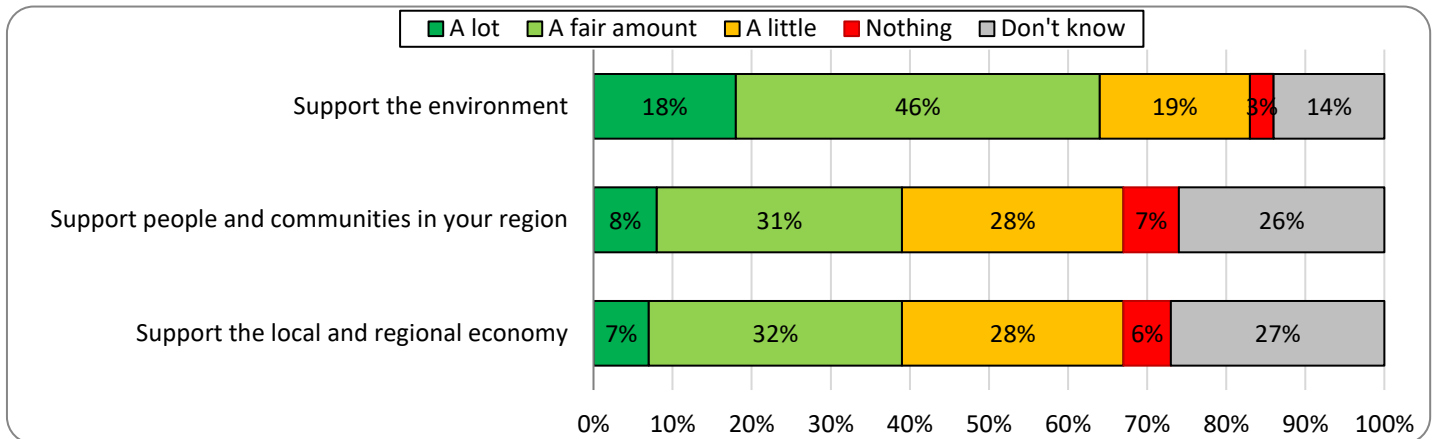


Over a third of you (35%) could think of something that Wessex Water are doing to make a positive contribution to society and / or the environment.

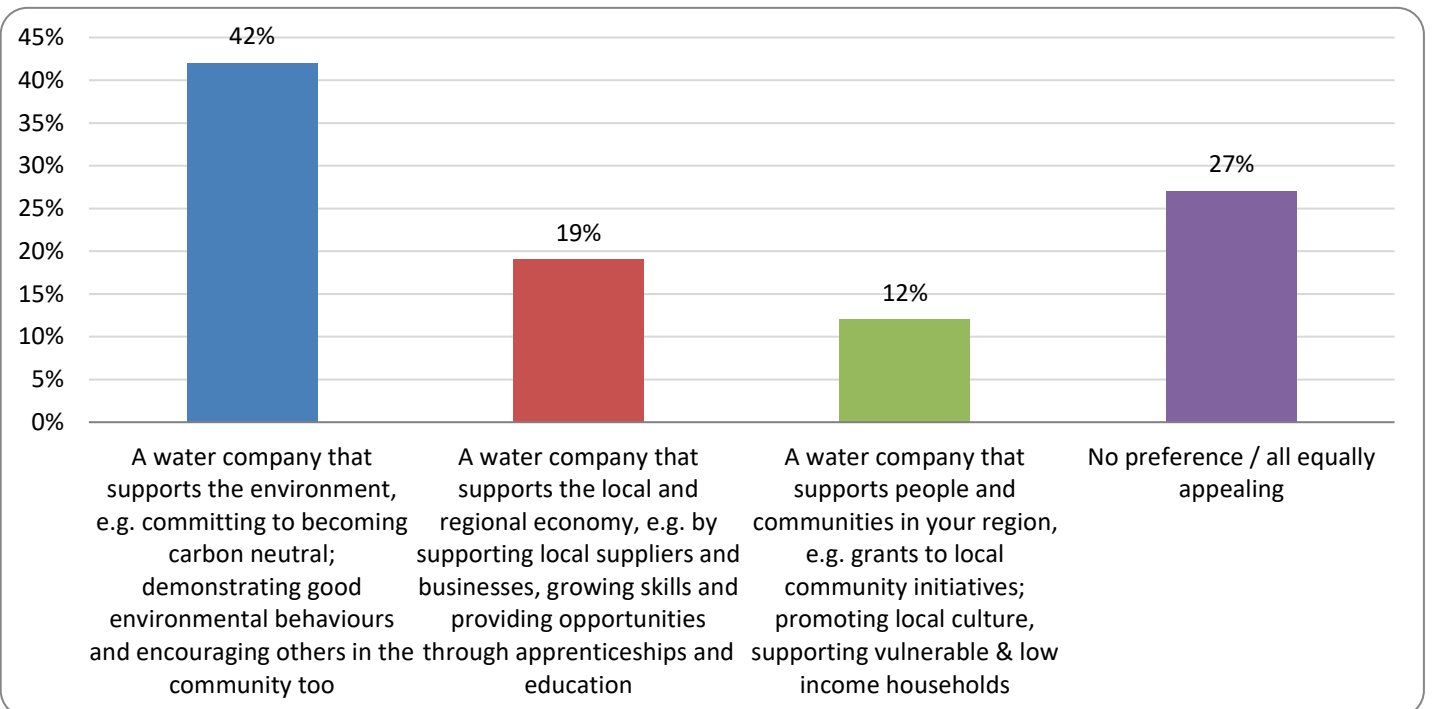
We asked you what your impression is of how much Wessex Water do in the following areas.

Your impressions are that we do more to support the environment than we do to support people and communities in your region and the local and regional economy.

- 64% of you think that we do a lot or a fair amount to support the environment and a further 19% think that we do a little.
- 39% of you think that we do a lot or a fair amount to support people and communities in your region and a further 28% think that we do a little.
- 39% of you think that we do a lot or a fair amount to support the local and regional economy, and 28% think that we do a little.

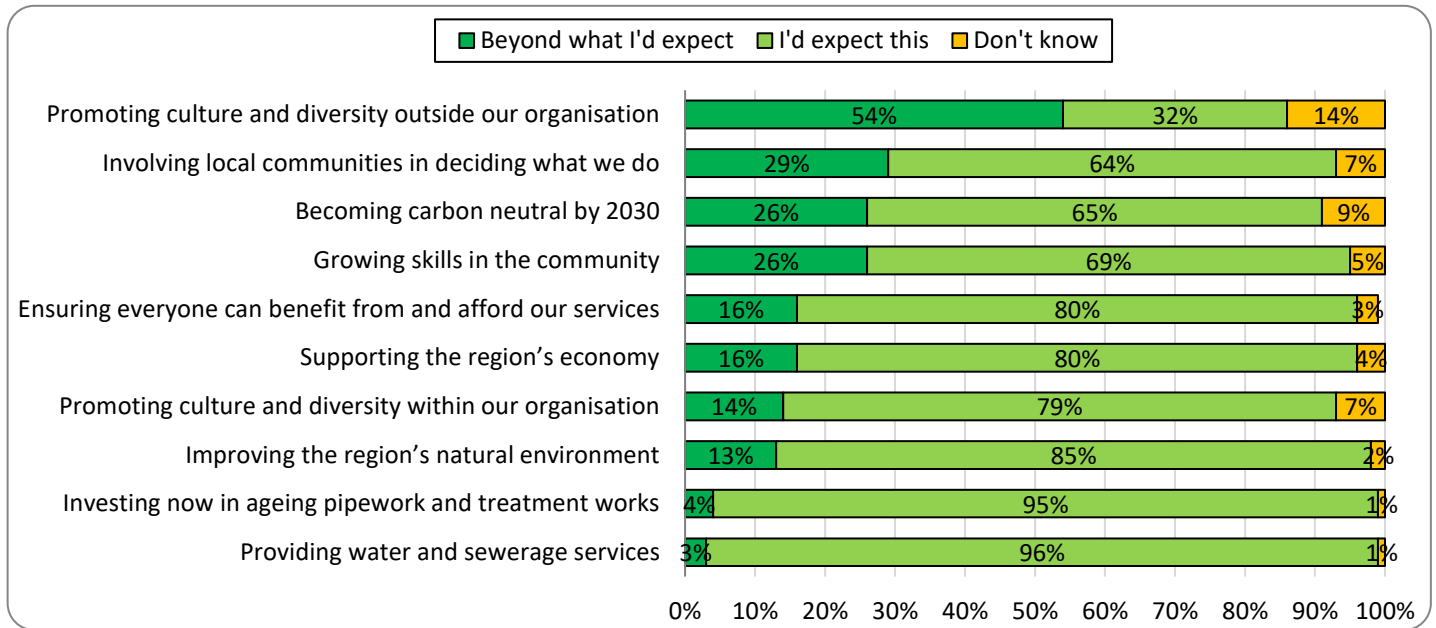


We asked you to imagine that you could choose from three different water companies, all exactly the same other than the way they seek to benefit society. The biggest proportion of you (42%) would choose a water company that supports the environment, e.g. committing to becoming carbon neutral; demonstrating good environmental behaviours and encouraging others in the community too, however, 27% of you had no preference and found all three equally appealing.

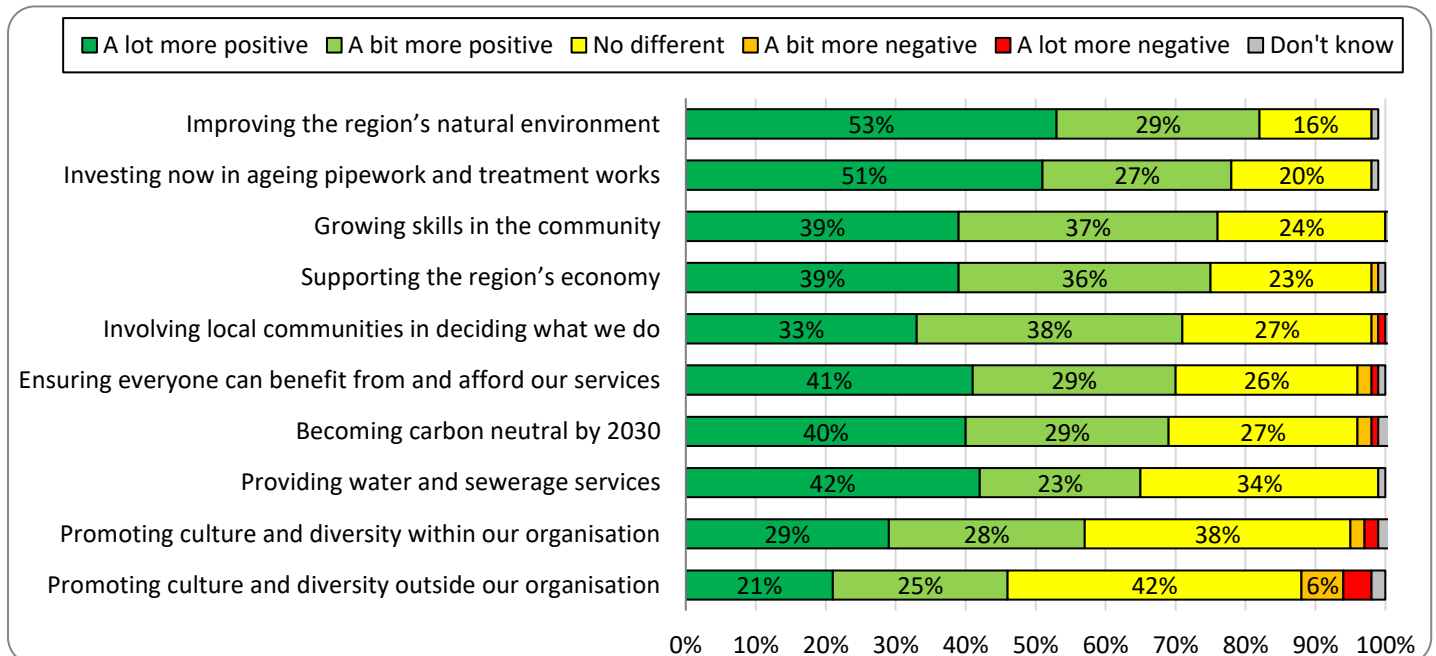


We showed you a list of principles and we asked if you thought there was something missing from the list. The vast majority of you (76%) felt that there was nothing missing and that the list looked comprehensive.

We then showed you the same list and asked you to say if you'd expect this as something Wessex Water would do (or has to do), or if it goes beyond what you'd expect. It would seem that most of our principles are what the majority of you would expect us to do. However, over half of you (54%) felt that *promoting culture and diversity outside our organisation* was beyond what you would expect.



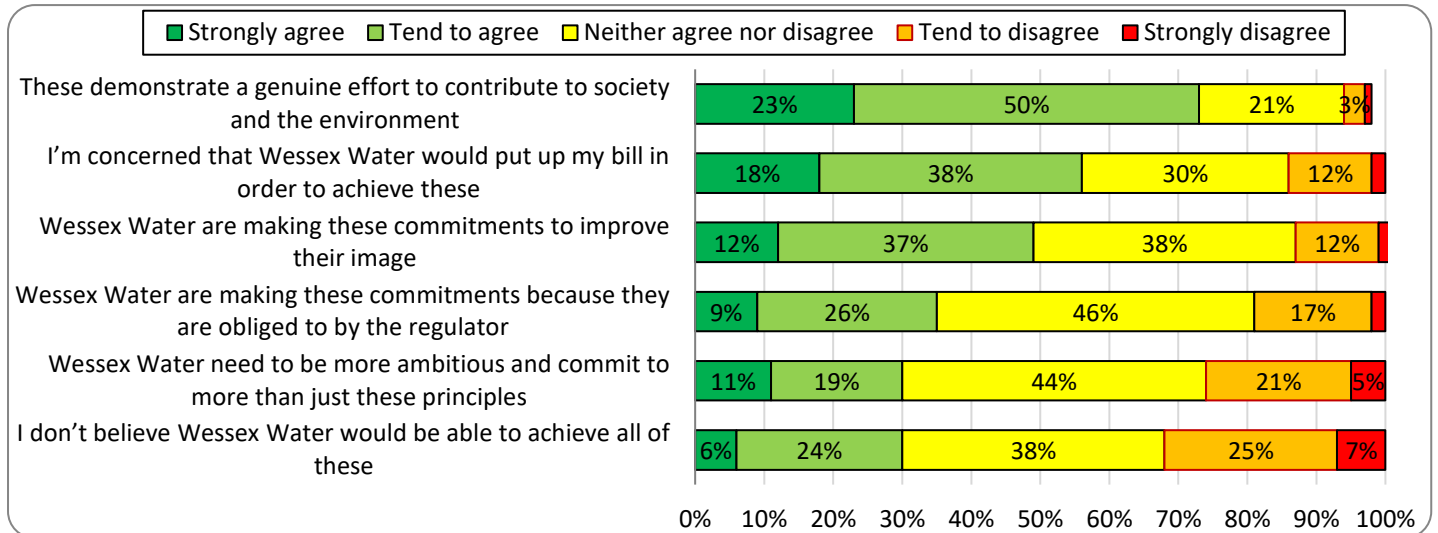
We asked you how hearing that Wessex Water is committing to each of these principles affects how you feel about them as a company. Encouragingly, hearing about our principles makes many of you think more positively about us. This was particularly true of *improving the region's natural environment* (82% a lot or a little more positive), *investing now in ageing pipework and treatment works* (78%), *growing skills in the community* (76%), *supporting the region's economy* (75%).



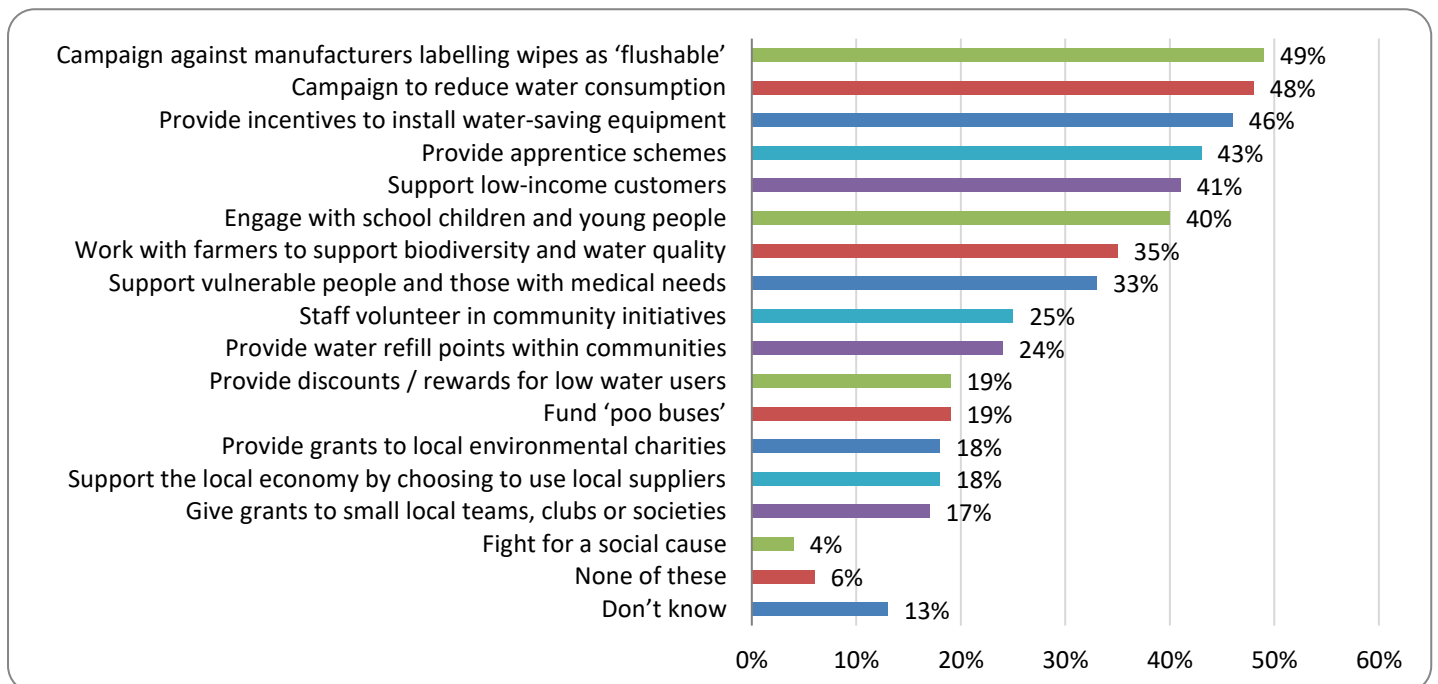
You were asked to think about the full list of principles that you were shown and how much you agree or disagree with each one.

You were very positive about the principles, with almost three quarters of you (75%) agreeing (either strongly agree or tend to agree) that *the principles demonstrate a genuine effort to contribute to society and the environment*.

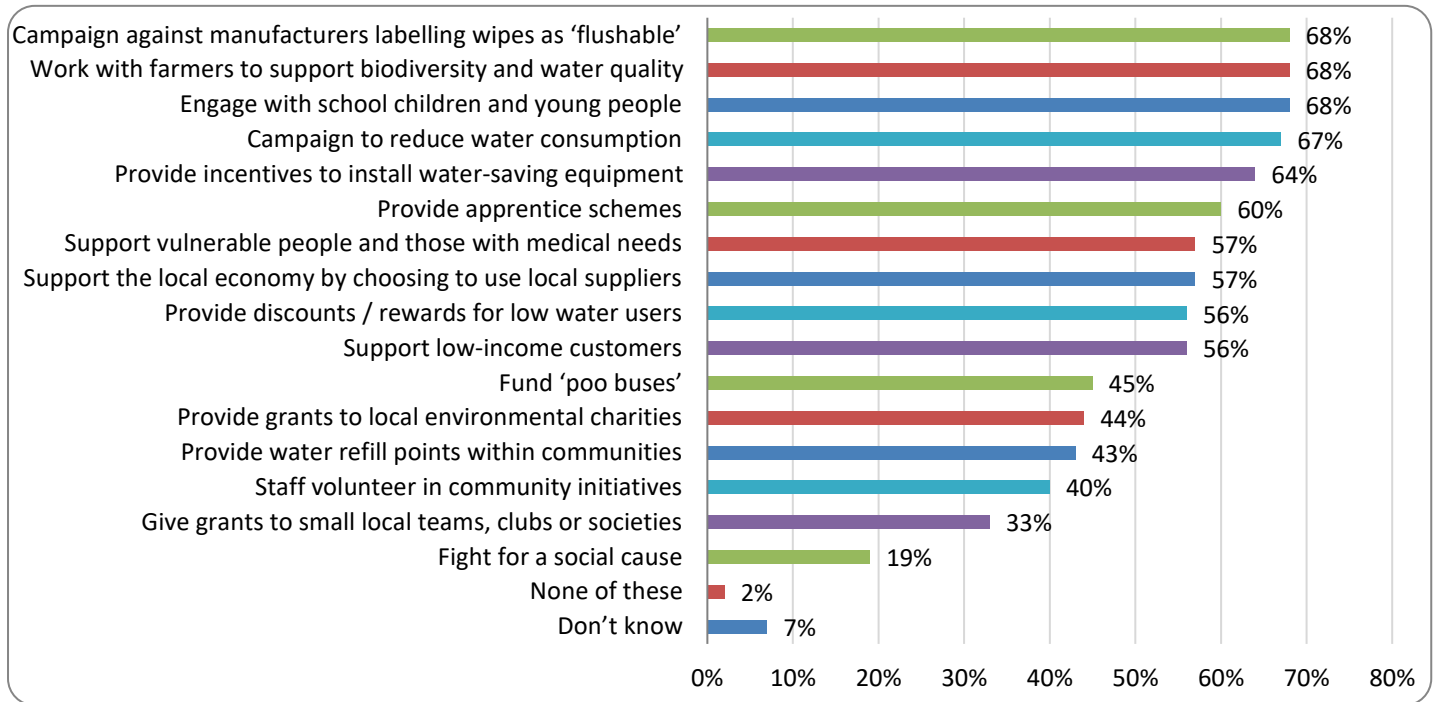
However, there were also reservations, with over a half of you (56%) concerned that your bill would increase in order to achieve this, just under a half of you (49%) of the opinion that we are making these commitments to improve our image, and 3 in 10 of you (30%) are doubtful that we will be able to fulfil them.



You were shown a list of activities and asked which ones you were aware that we already do. Many of you were aware of our activities in particular *campaign against manufacturers labelling wipes as 'flushable'* (49%), *campaign to reduce water consumption* (48%), *provide incentives to install water-saving equipment* (46%), *provide apprentice schemes* (43%), *support low-income customers* (41%) and *engage with school children and young people* (40%).



You were then shown the same list and asked which ones you were felt demonstrated that we were making a genuine effort to contribute to society and / or the environment. Many of you felt that most of our activities demonstrates this, in particular, *campaign against manufacturers labelling wipes as 'flushable'* (68%), *work with farmers to support biodiversity and water quality* (68%), *engage with school children and young people* (68%), *campaign to reduce water consumption* (67%), *provide incentives to install water-saving equipment* (64%) and *provide apprentice schemes* (60%).



## What next?

The views you expressed in this survey are being used to help shape our future ambition and activities with our environmental and community initiatives. We'll be listening to the views of other customers, our colleagues, and stakeholders over the coming months as we refine our approach. This is an important first step towards the development of our next business plan.

**Thank you once again for being a member of 'have your say' and for taking part!**

Sue Lindsay  
 Director of Customer Policy and Engagement  
 Wessex Water