Outcome delivery incentive research: Summary findings
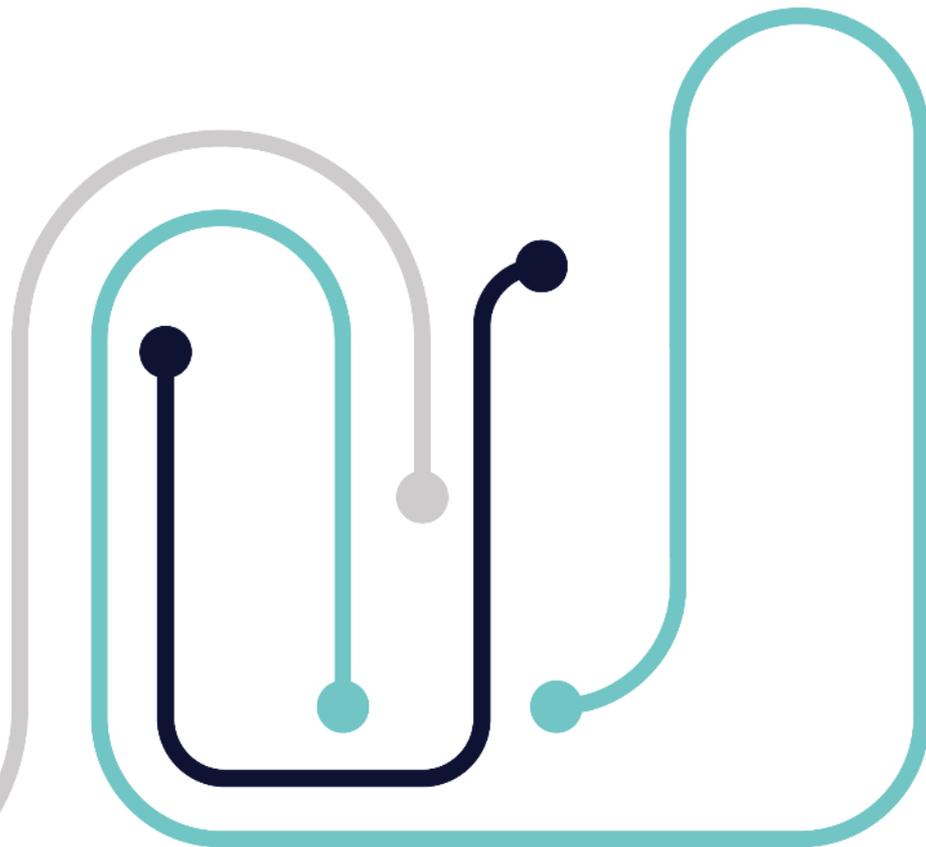
Executive summary

Anglian Water Services (AWS) is currently developing its plans for the 2024 periodic review (PR24). The plans will set out how AWS will deliver a set of Performance Commitment (PC) targets by 2030 and beyond. Ofwat requires that each of these PCs will have an Outcome Delivery Incentive (ODI) to encourage delivery, innovation and outperformance.

The ODIs are split into two types of PCs. Ones that will be common across companies and set by Ofwat, and bespoke PCs that a company can propose.

This report presents the findings from a representative survey with 609 customers in the Anglian Water Region. It provides customers' views across three objectives to support the development of the ODIs for PR24.

The objectives are:

1. Customer preference weights for the impacts of AWS' potential bespoke PCs/ODIs to inform values for the potential bespoke PCs.

2. Tests customer appetite for the overall size of the potential package of incentives i.e. how much of the customer bill could be affected by incentives?

3. Customers' views on how the overall ODI impact should be allocated across service measures by testing the appropriate weighting of the individual incentives for each Performance Commitment.

Executive Summary - findings
Customers support bespoke PCs & results inform the scale & structure of the ODI package

Customers prefer 2% to 3% RORE incentive level overall

- There are very mixed views about the highest and lowest options with customer polarised between high and lower variability.

- Segmentation shows that younger and future customers prefer lower variability.

Customers are generally supportive of incentives

- Almost three quarters of customers (74%) think incentives are important – both outperformance payments and penalties. Customers want incentives to drive performance, but bills need to be reasonably predictable for households to budget.

Customers support both common and bespoke incentives

- Three quarters of customers agree that bespoke incentives are important and incentives should reflect their priorities beyond Ofwat's standard incentives. Customers want the portfolio of incentives to include some element of longer run incentives and the delivery approach.

Service impact exercise scenarios with the greatest impact on households relate to sewer flooding and interruptions to water supply affecting whole communities

- Changes in river quality have lower impacts, particularly if elsewhere in the region.

Customers views on the relative importance of the PCs for incentives show that the Bespoke PCs are distributed in importance throughout the Common PCs

- Customers rank monitoring and maintaining drinking water quality (Compliance Risk index) as the most important PC for a financial incentive. This is followed by pollution incidents.

- The potential bespoke PCs are generally in the lower half but are considered more important than a number of common PCs. The PCs ranked as the least important for financial incentives are reducing customers contacts about how drinking water looks and tastes and improving bathing water quality.

Contents

Project overview & approach

Objectives of the research

This research provides results to inform and support Anglian Water's proposed package of ODIs through a quantitative representative survey with AWS customers.

The specific objectives are to:

- Identify customer preference weights for the impacts of AWS' potential bespoke PCs/ODIs.
  - The customer research is based on a list of potential bespoke PCs identified by AWS through wider customer research and engagement.
  - The preference weights identified by this research can be used to inform a value for the potential bespoke PCs.
  - The approach is aligned with the PR24 Ofwat/CC Water collaborative research approach.
- Test customer appetite for the overall size of the potential package of incentives i.e. how much of the customer bill could be affected by incentives?
  - Covering the potential for an increase due to outperformance payments and a decrease due to the company incurring penalties.
  - Ofwat have indicated that a range of 1% to 3% RORE is appropriate. The research collects customers views on the extent of the variability given the cost-of-living pressures.
- Identify customers' views on how the overall ODI impact should be allocated across service measures by testing the appropriate weighting of the individual incentives.
  - Covering both common and bespoke performance commitments to understand the relative importance to customers.

Our Approach

1.
Define research objectives

2.
Questionnaire Design and testing

3.
Set sampling approach

4.
Undertake fieldwork

5.
Analysis and reporting

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A five step approach was employed to design and implement the research

Step One: Define Research Questions

- The objectives of the research were scoped and the approach agreed with AWS.

Step Two: Questionnaire Design and testing

- An iterative process was used to design the survey. The detailed Research Questions and materials were developed in consultation with AWS. The survey builds upon the successful 2018 ODI research to provide efficient engagement and comparable data and the Ofwat/CCWater guidance for Acceptability and Affordability testing and the Ofwat centralised valuation research to ensure alignment.

- The survey was reviewed by both the AWS project steering group and members of the AWS Independent Challenge Group prior to being refined and tested in cognitive interviews and further tested through a pilot.

Step Three: Sampling approach

- A sample size of 600 customers were targeted to allow robust statistical analysis of the preferences of households, including future bill payers (defined as customers expecting to become responsible for a bill in the next 5 years during the period when the incentives will apply).

- An online survey was supplemented with face to face sampling with digitally disengaged customers to ensure inclusivity. Quotas were set for age, gender and socio-economic group to ensure the sample was representative of the Anglian Water customer base.

Step Four: Fieldwork

- Fieldwork took place between March 2023 and May 2023.

- A total sample 609 responses has been achieved. This is split 559 online survey responses and 50 face to face surveys. The sample includes 34 future customers who expect to become bill payers in the next five years.

- Sampling was undertaken by Watermelon Research and Feedback Market Research. The survey mode was predominantly online with 50 telephone interviews for digitally disengaged customers.

- The respondent profile including quotas are included in Appendix C.

Step Five: Analysis & Reporting

- Researchers undertook analysis of the survey responses across all sections of the survey, including segmentation of the findings.

- Key questions cover:

  - **Scale of the overall incentive package**

  - **Service impact exercise to value bespoke Performance Commitments**

  - **Individual Performance Commitment incentive preference exercise**

The survey in more detail

See Appendix A and B for the full survey and showcards.

Topic	Content
Section A: Screening and Quotas	• Ensures participating customers are either bill payers or expecting to be bill payers in the next 5 years. • Includes access to internet criteria for digitally disengaged version of the survey. • Confirms quota status of respondents for age, gender and SEG. • Establishes responsibility for the combined bill as well as the amount paid.
Section B: Service Impacts	• Profiles respondent experience of recent service problems. • A choice exercise for customers on the impacts of service failures to establish on their household. • Debrief questions test understanding of choice exercise.
Section C: Bills and incentives	• The concept of incentives are introduced along with bill forecasts and the role of inflation. • Customers are asked their views on incentives and targets in principle before being asked the importance of having incentives for different high-level areas of the service.
Section D: ODI package	• A ranking exercise where customers indicate their preferred scale of the overall incentive package included within their bills. • Motivations for their choices are captured.
Section E: Importance of financial incentives exercise	• A choice exercise on the importance of financial incentives. Customers are asked to select which service areas out of groups of four are the most and least important for Anglian Water to have a financial incentive. • Debrief questions test understanding of choice exercise.
Section F: Respondent profile	• Profiles the characteristics of the sample, including metering status, disability and ease of bill payment

Incentives & ODI package

Customers are shown the AWS forecast bill for 2030 including inflation. They are asked to rank four options on the level of variability around this forecast bill in order of preference.

The options have been developed based on a range of +/- 1% to 4% return on regulated equity with Option A equivalent to +/- 1% and Option D equivalent to +/- 4%.

Prior to the exercise customers are shown the change in bills from 2025 and the impact of inflation in graphs.

The Average Monthly Bill
The expected average monthly bill is £57 in all 4 options

Expected bill

Option A
Bill range:
£55 - £58

Option B
Bill range:
£54 - £60

Option C
Bill range:
£52 - £61

Option D
Bill range:
£51 - £63

Smaller range ←————→ Larger range
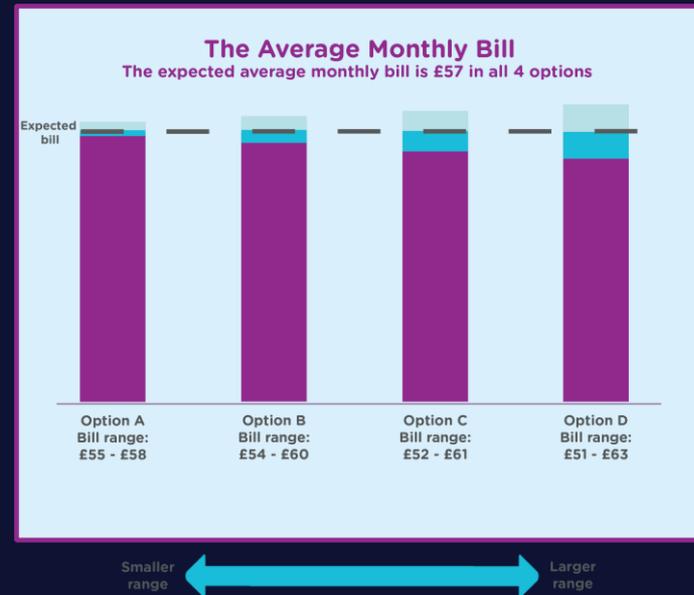
Customers prefer 2%-3% RORE incentive

There are very mixed views about the highest and lowest options

- Option C (3% RORE) is the most commonly selected second option, leading it to be the most preferred overall with Option B (2% RORE) in second place.
- The pattern of ranking shows Option A (1% RORE) and Option D (4% RORE) polarise opinion as they are often either people's most preferred or least preferred.

ODI package option ranking from 1 to 4

	1st choice	2nd choice	3rd choice	4th choice
Option A (1% RORE) - average bill range £662-£698	36%	15%	14%	35%
Option B (2% RORE) - average bill range £644-£716	17%	31%	39%	13%
Option C (3% RORE) - average bill range £626-£734	12%	42%	33%	13%
Option D (4% RORE) - average bill range £608-£752	35%	13%	13%	39%
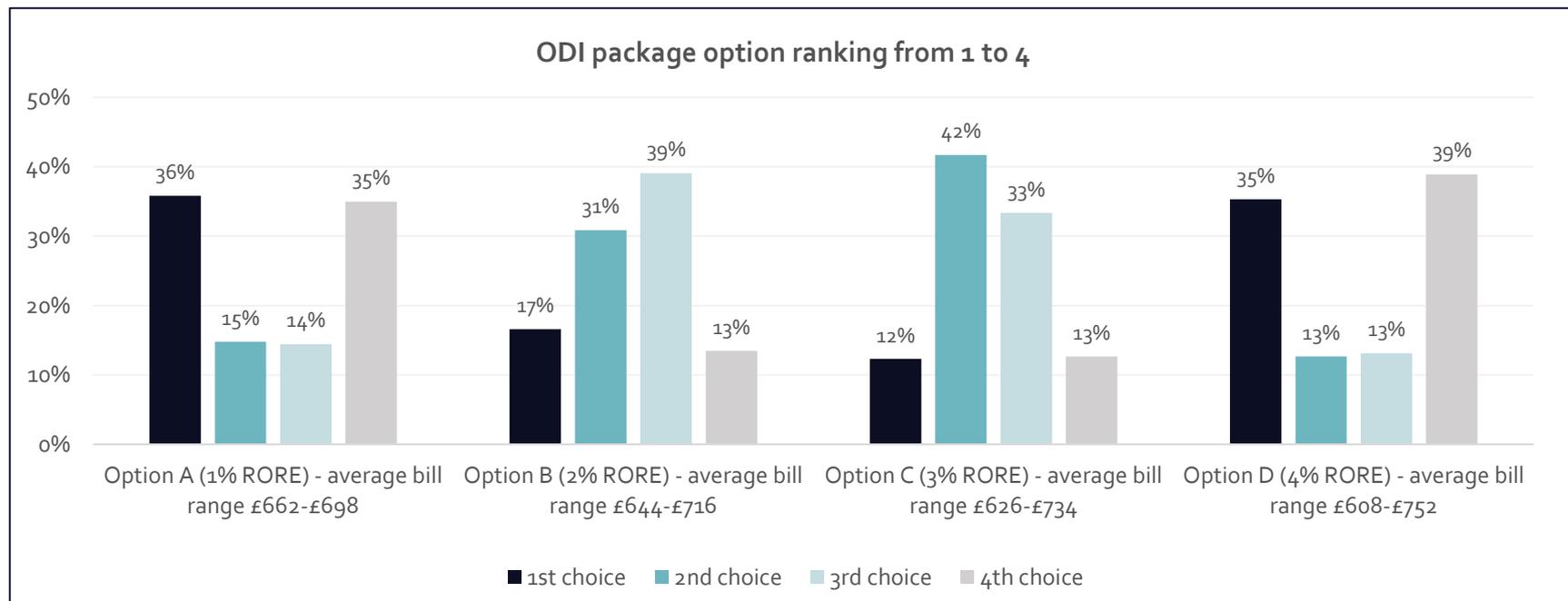
Customers look to balance the strength of incentives with bill variability

Modelled results show that Option C is the preferred option with the highest score of 1.39.

- This is marginally preferred to Option B which scores 1.36.
- Options A and D are the least preferred. Modelling shows that preferences for Option A are not significantly different to those for Option D.

- The findings from the ODI package question have been modelled using rank order logit models. This approach to analysing the data has been implemented following discussion and feedback from the AWS ICG. The statistical model outputs are included in Appendix F.

Ranking of package options

Option	Score
Option C - average bill range £626-£734	1.39
Option B - average bill range £644-£716	1.36
Option A - average bill range £662-£698	1.11
Option D - average bill range £608-£752	1.00

0.00   0.50   1.00   1.50

Most preferred

Least preferred
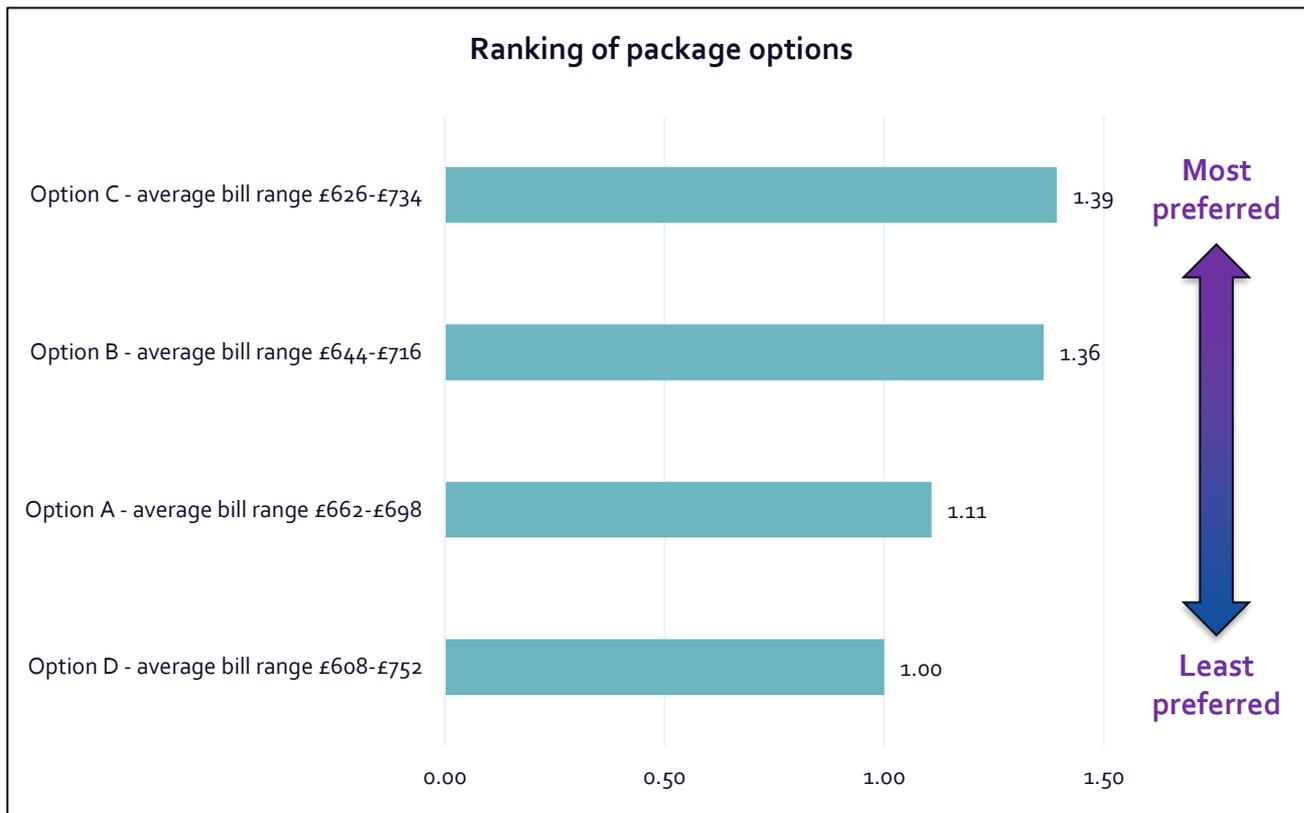
Young customers preferences vary from the overall sample

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- Further segmentation shows that the order of preferences vary for future/younger customers who prefer Option A (1% RORE) which has the smallest incentives and bill variability.
  - Results show this difference is statistically significant relative to the remainder of the sample for customers aged 18 to 29 years.
- Lower socio-economic groups (SEG DE), digitally disengaged and customers in vulnerable circumstances prefer Option C (3% RORE), in alignment with the overall sample.
  - Tests for statistical significance show that customers in vulnerable circumstances preferences vary from the remainder of the sample.

| Option A (£662-£698) |
| Option B (£644-£716) |
| Option C (£626-£734) |
| Option D (£608-£752) |

	Rank and score						
	All customers (n=609)	Digitally disengaged (n=50)	Customers in vulnerable circumstance (n=274)	Lower socio-economic groups (DE) (n=166)	Future customers (n=34)	Aged 18-24 (n=62)	Aged 18-29 (n=111)
Most preferred	Option C (1.39)	Option C (1.16)	Option C (1.11)	Option C (1.40)	Option A (1.40)	Option A (1.58)	Option A (1.83)
2nd choice	Option B (1.36)	Option B (1.12)	Option B (1.06)	Option B (1.25)	Option C (1.28)	Option C (1.36)	Option B (1.60)
3rd choice	Option A (1.11)	Option A (1.03)	Option D (1.00)	Option A (1.03)	Option D (1.00)	Option B (1.15)	Option C (1.43)
Least preferred	Option D (1.0)	Option D (1.0)	Option A (0.85)	Option D (1.00)	Option B (0.84)	Option D (1.00)	Option D (1.00)

Customers generally support incentives

Customers want incentives to drive performance but bills need to be reasonably predictable for households to budget

- Almost three quarters of customers (74%) think incentives are important – both outperformance payments and penalties.

- Most customers (71%) feel companies are more likely to meet targets if bill reductions are imposed when this does not happen.

- 88% of customers agree they like to know how much bills will be in order to budget.

- Only 26% of customers disagreed with a variable bill to encourage companies to meet and beat their targets.

Confidence in outperformance is lower

- Customers were less sure that outperformance payments would actually result in better services (47%).

Customers' views on the principles of incentives and variability of bills

Statement	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
I like to know how much my bills will be to help me budget	56%	32%	8%		
I think that it is important to incentivise improved performance and to penalise poor performance	27%	47%	20%	5%	
I think the company is more likely to meet targets if they have to reduce bills when they fail to meet targets	28%	43%	21%	8%	
I think water companies are likely to provide better services if they are paid slightly more if they beat their targets	10%	37%	27%	18%	8%
I am happy to see a slightly variable bill to encourage companies to meet and beat their targets	10%	37%	27%	20%	5%

Legend: ■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree

Three quarters of customers agree that bespoke incentives are important

Customer support both common and bespoke incentives

- 77% of customers agree with bespoke incentives in principle stating that it is important that incentives reflect their priorities beyond Ofwat's standard incentives.
  - 59% also agree that common incentives across all companies are important.

Customers want the portfolio of incentives to include some element of longer run incentives and the delivery approach

- 77% of customers agree it is important to include incentives with a long term focus (as opposed to incentives that focus on current performance alone).

- 72% agree that it is important to incentivise delivery methods as well as performance. However, just over half think the focus should be on the services delivered (as opposed to how they are delivered).

Customers' views on the types of incentive

Statement	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
It is important companies have incentives that reflect their customers priorities in addition to the standard incentives that Ofwat sets for all companies.	25%	52%	18%	5%	
It is important for companies to have incentives that focus on making changes now that will lead to benefits in the future in addition to incentives that focus on improving services now.	29%	48%	20%	3%	
It is important to incentivise companies to improve the way they deliver services as well as what they deliver.	23%	49%	20%	7%	
It is important all companies have the same incentives rather than each company having their own	24%	35%	26%	13%	2%
It is important company incentives focus on the services they deliver rather than how they deliver them.	17%	37%	34%	11%	

0% 20% 40% 60% 80% 100%

■ Strongly agree ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Strongly disagree

30% of customers focused on certainty of the bill when selecting their preferred incentive package

Main reasons for package choices

(N = 609)

Reason	Main reason	2nd reason
I prefer a more certain bill	30%	14%
It is important to encourage companies to innovate to keep bills low in the future	15%	13%
I object to companies having the opportunity to make more profits – they make enough profits	12%	13%
I think bills should be reflective of performance and when things are delivered	12%	16%
I don't trust companies to do what they say without strong financial penalties	9%	12%
It is important to encourage companies to meet their obligations	8%	12%
I am interested in service improvements and am less interested in bills	5%	7%
I trust Ofwat to know what customers want and to set bills accordingly	5%	8%
Incentives should only be applied in some areas of service. Please indicate where…	0%	0%
Don't know	1%	4%
Other	1%	0%

■ Main reason   ■ 2nd reason

Service impacts for bespoke PCs

Customers are asked to select the scenario out of three that would have the greatest impact on their household. Once they have made their selection, they are asked to select the greatest impact from the remaining two scenarios. The approach is designed to be consistent with the Ofwat centralised research.

Customers are shown eight choices in total. Overall, 30 service impacts are covered across the sample. The combination and selection shown to customers is generated based on an experimental design to capture the impacts of bespoke PCs i.e. over and above the common PCs.

Overall customer relative preference weights for service impacts

Service impact	Weight
Sewer flooding inside your property and other properties in your area (two...	9.02
Sewer flooding inside your property (two months)	8.21
Unexpected water supply interruption affecting your property and the whole...	5.39
Restricted wastewater use (two days)	3.05
Sewer flooding outside your property and across your local area (one week)	3.01
Unexpected water supply interruption affecting your property and the whole...	2.91
Sewer flooding outside of your property (one week)	2.53
Unexpected water supply interruption at your property (1 day)	1.84
Boil water notice (2 days)	1.27
Unexpected water supply interruption at your property (6 hours)	1.25
Planned water supply interruption (6 hours)	1.00
Sewer flooding in public areas and parks (one week)	0.93
Sewer capacity is full in your local area	0.69
River water nearby is not high quality	0.60
River nearby with an environmentally sensitive area is not high quality	0.56
River nearby with high amenity is not high quality	0.51
No priority service register support to your property and in your local area	0.50
No Priority Services Register support for your property	0.45
River nearby is high quality for plants but is not high quality for fish and wildlife	0.42
Anglian Water work on their own and do not deliver schemes with others	0.41
Sewer capacity is full elsewhere in the region	0.40
Anglian Water delivering schemes using traditional options	0.37
Low flows in rivers nearby (2 months)	0.37
River elsewhere in the region with high amenity is not high quality	0.33
River elsewhere in the region with an environmentally sensitive area is not high...	0.32
Low flows in river elsewhere in the region (2 months)	0.30
River elsewhere in the region is high for plants but is not high quality for fish...	0.29
River nearby is high quality for fish and wildlife but is not high quality for plants	0.29
River water elsewhere in the region is not high quality	0.24
River elsewhere in the region is high quality for fish and wildlife but is not high...	0.20

Note: Service impacts included in the Ofwat/CCWater centralised research are shown in black. Including these allows the two sets of research to be linked. Results have been weighted to align with quotas.

Highest impacts are sewer flooding and interruptions affecting whole communities

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Customer preference weights for service impacts (top half)

Impact	
Sewer flooding inside your property and other properties in your area (two months)	
Sewer flooding inside your property (two months)	
Unexpected water supply interruption affecting your property and the whole area (four days)	
Restricted wastewater use (two days)	
Sewer flooding outside your property and across your local area (one week)	
Unexpected water supply interruption affecting your property and the whole area (one day)	
Sewer flooding outside of your property (one week)	
Unexpected water supply interruption at your property (1 day)	
Boil water notice (2 days)	
Unexpected water supply interruption at your property (6 hours)	
Planned water supply interruption (6 hours)	
Sewer flooding in public areas and parks (one week)	
Sewer capacity is full in your local area	
River water nearby is not high quality	
River nearby with an environmentally sensitive area is not high quality	
River nearby with high amenity is not high quality	

0.00   2.00   4.00   6.00   8.00   10.00   12.00   14.00

Customers weight interruptions to community higher than on themselves alone.

River nearby that is not high quality has similar impact whether sensitive or high amenity or neither of these.

Note: Black bars show the uncertainty range.

Lower impacts relate to rivers, particularly elsewhere in the region

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Customer preference weights for service impacts (bottom half)

Impact	
No priority service register support to your property and in your local area	
No Priority Services Register support for your property	
River nearby is high quality for plants but is not high quality for fish and wildlife	
Anglian Water work on their own and do not deliver schemes with others	
Sewer capacity is full elsewhere in the region	
Anglian Water delivering schemes using traditional options	
Low flows in rivers nearby (2 months)	
River elsewhere in the region with high amenity is not high quality	
River elsewhere in the region with an environmentally sensitive area is not high…	
Low flows in river elsewhere in the region (2 months)	
River elsewhere in the region is high for plants but is not high quality for fish and…	
River nearby is high quality for fish and wildlife but is not high quality for plants	
River water elsewhere in the region is not high quality	
River elsewhere in the region is high quality for fish and wildlife but is not high…	

0.00   0.20   0.40   0.60   0.80

Note: Black bars show the uncertainty range.

Importance of financial incentives

Customers are asked to select which service areas out of four are the most and least important for Anglian Water to have a financial incentive. The exercise covers both common and bespoke performance commitments to elicit relative preferences.

The exercise is supplemented with further information on each performance commitment.

Customers are shown six choices in total.

Which service measure do you think is the most and least important for Anglian Water have a financial incentive?
Please hover over the service area for more information.

Please select one answer only.

Service Area	Measure	Most important	Least important
Monitoring and improving river water quality (avoiding algal blooms)	Amount of phosphorus removed from the water returned to rivers.	○	○
Working in partnership on improvements to environmental and wastewater services	Measure of working in partnership with other organisations to make improvements.	○	○
Making water mains more resilient to climate change	Measure of managing water mains to make them less likely to need repair in the future due to the effects of climate change.	○	○
Monitoring and maintaining quality of discharges from water and wastewater treatment works.	The number of treatment works that comply with the discharge limits allowed by the Environment Agency for returning water to rivers .	○	○

« Back   Continue »

Customer relative importance weights for individual common and bespoke Performance Commitment incentives

Most important

Least important

Incentive	
Monitoring and maintaining drinking water quality	
Avoiding wastewater escaping into rivers and causing pollution	
Avoiding incidents when customers are unable to use their toilets	
Reducing internal sewer flooding	
Managing water mains to reduce the number of mains repairs required	
Reducing external sewer flooding	
Monitoring & maintaining quality of discharges from treatment works	
Managing total water demand	
Reducing sewer collapses	
Supporting customers in vulnerable circumstances	
Reducing water supply interruptions	
Managing surface water to increase sewer capacity	
Reducing the use of storm overflows	
Making water mains more resilient to climate change	
Taking less water from environmentally sensitive sites	
Monitoring & improving river water quality (avoiding algal blooms)	
Improving river ecology and amenity	
Reducing time when WTW are not able to treat full capacity	
Working in partnership on improvements	
Controlling nutrient running off the land from new housing developments	
Improving the biodiversity on land owned by Anglian Water	
Reducing carbon emissions	
Reducing customer contacts about how drinking water looks & tastes	
Improving bathing water quality	

0.00   0.50   1.00   1.50   2.00

Customers views on the relative importance of the PCs for incentives show that the Bespoke PCs (turquoise) are distributed in importance throughout the Common PCs (grey).

- Customers rank monitoring and maintaining drinking water quality (Compliance Risk index) as the most important PC for an incentive.

- This is followed by pollution incidents.

- The potential bespoke PCs are generally in the lower half but are considered more important than a number of common PCs.

- The PCs ranked as the least important for incentives are reducing customers contacts about how drinking water looks and tastes and improving bathing water quality.

- Carbon emissions are shown in blue as this covers both a bespoke and common PC.

Note: Results have been weighted to align with quotas.

Customers think it is important to have incentives in all four areas

- In a separate exercise, customers felt it was most important to have incentives applied to water and wastewater services (each equally important).
- It was still important to have incentives for managing future services and environmental impacts on rivers, but their importance was slightly lower than for water and wastewater services.
  - Interestingly, the importance of incentives for managing future services and environmental impacts were valued equally by customers, rating both as 7.1 out of 10.

Water services
Score
7.4

Score	1	2	3	4	5	6	7	8	9	10
%	1%	0%	1%	3%	12%	10%	17%	25%	15%	15%

Managing future services
(long term infrastructure resilience & environmental outcomes)
Score
7.1

Score	1	2	3	4	5	6	7	8	9	10
%	1%	0%	1%	3%	11%	14%	17%	24%	16%	13%

Wastewater services
Score
7.4

Score	1	2	3	4	5	6	7	8	9	10
%	1%	0%	1%	3%	11%	14%	17%	24%	16%	13%

Environmental impacts on rivers
Score
7.1

Score	1	2	3	4	5	6	7	8	9	10
%	1%	0%	1%	3%	11%	14%	17%	24%	16%	13%

Appendix A: Survey

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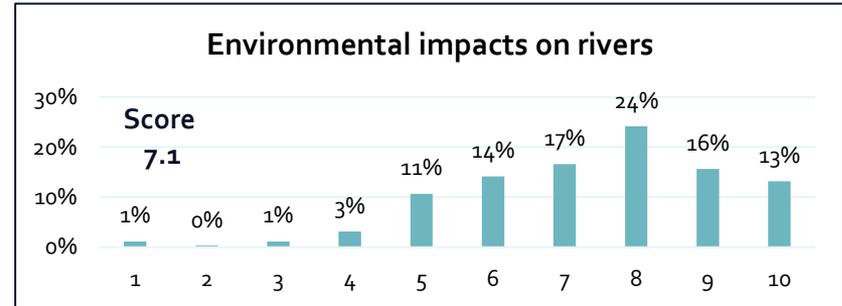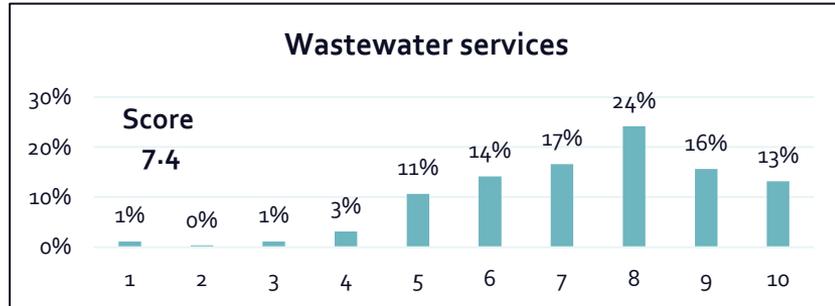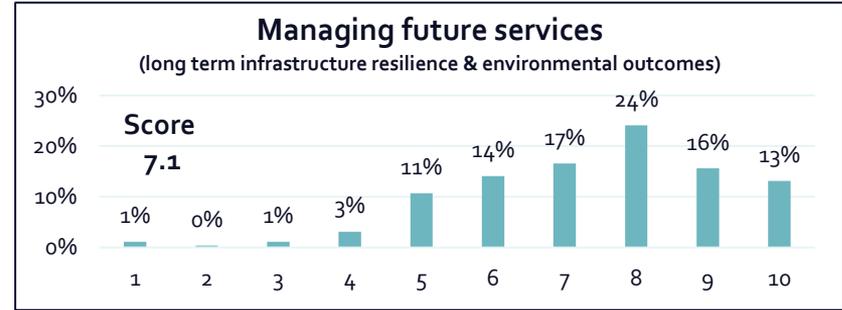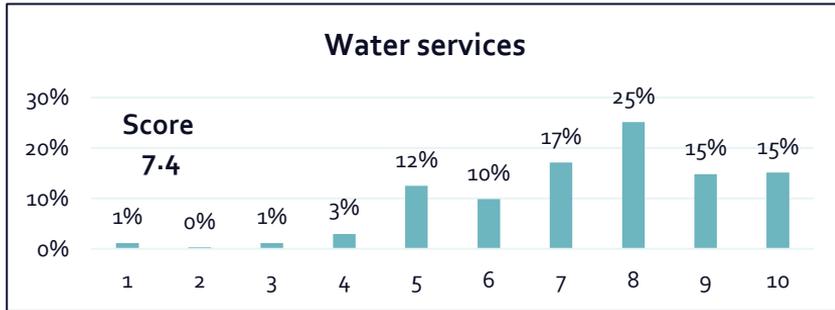
Outcome Delivery Incentives
Survey Questionnaire

Anglian Water

Version date: 28th March 2023

Record:
- Unique respondent ID
- Date of interview
- Survey mode
- Start time
- Finish time
- Length of interview
- Interviewer name

Introduction

Anglian Water is carrying out a survey to investigate what is important to customers and what their priorities are for water services. Your responses will help the company to develop its plans for the future. The survey will last about 20 minutes.

Any answers you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society. We would like to assure you that all the information we collect will be used for research purposes only. It will not be possible to identify any particular individual or address in the results.

Anglian Water is the largest water company by area in England and Wales. It has almost 7 million customers in the East of England and the Hartlepool area in the north.

Every five years, water companies develop a 'business plan' that sets out how they want to develop their services and the proposed cost to customers. As customers are not able to choose their water company, water companies must give them a say about what they want from their services and the price they pay. Talking to customers also helps water companies prioritise what to do first or what to do most of – because they are not able to fund everything they would like to do or do all of the things that customers might want them to do.

The business plan and prices are then finalised by Ofwat in a process known as the Price Review. There is more information about this here: 'All about the price review'. Available at: https://www.youtube.com/watch?v=OWmivC93AF8

One of the ways that people have their say is through this research, which will explain what the plans are for where you live, and ask what you think – whether the plans are 'acceptable' to you

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ICS

and whether you can afford the proposed bills from 2025-2030.

Companies also have to show to Ofwat that their plans reflect what their customers want – that means refining the plans based on what customers tell them.

Anglian Water will present its business plan to Ofwat in October 2023. Once it has reviewed the plan, Ofwat will set customers' bills and target service levels for the period 2025 to 2030. Your responses to this survey will help Anglian Water develop its plans.

MAP 1: THUMBNAIL ROLLOVER - MAP OF ANGLIAN WATER REGION

The survey will last about 20 minutes. Any answers you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society. The information collected will be used for research purposes only and the data will be analysed at an overall level. It will not be possible to identify any particular individual or address in the results. The privacy policy which outlines how this research will collect and use your information can be viewed here [LINK TO SURVEY SCRIPTER PRIVACY POLICY].

Section A: Screening and Quotas

NEW SCREEN; TIME STAMP

Before we proceed, I'd like to ask you a few questions to make sure the survey is suited to you.

Q1. Are you responsible or jointly responsible for paying the utility bills in your household, including your water and wastewater services bill?
SINGLE CODE

1	Yes	
2	No, but I expect to become a bill payer in the next 5 years	
3	No	THANK AND CLOSE
4	Don't know	THANK AND CLOSE

NEW SCREEN; TIME STAMP
DIGITALLY DISENGAGED SCREENING QUESTIONS
(QDE1 and QDE2 ONLY SHOWN DIGITALLY DISENGAGED VERSION)
QDE1. Do you have access to the internet either at home or at work or at some other location?
SINGLE CODE

1	Yes	
2	No	CODE AS DIGITALLY_EXCLUDE, SKIP TO Q2
3	Unsure (DO NOT READ OUT)	
4	Prefer not to answer (DO NOT READ OUT)	

ASK IF QDE1=1,3 OR 4 (HAS ACCESS TO INTERNET OR ISN'T SURE / PREFERS NOT TO SAY)
QDE2. We're going to ask you some additional questions about your use of the internet. I'll read out some statements. For each, tell me to what extent you agree or disagree with the statement. Your options are strongly agree, agree, neither agree nor disagree, disagree, strongly disagree or don't know.
SINGLE CODE PER STATEMENT
ROTATE STATEMENTS

A   I prefer to receive my utility bills (e.g., water, electric, gas) online rather than through the post
     THANK AND EXIT IF CODE 3, 4 OR 5
B   I prefer to submit my meter readings (e.g., water, electric, gas) online
     THANK AND EXIT IF CODE 3, 4 OR 5
C   I don't tend to use email
     THANK AND EXIT IF CODE 1, 2 OR 3
D   I browse the internet but don't feel comfortable doing tasks such as online banking
     THANK AND EXIT IF CODE 1, 2 OR 3
G   I usually get help from family and friends when it comes to using the internet
     THANK AND EXIT IF CODE 1, 2 OR 3

RESPONSE OPTIONS
1	Strongly disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree
6	Don't know

Q2. Postcode
Please can you provide the first part of your home postcode? This information will be treated as confidential and will only be used for research purposes to confirm you live in the Anglian Water area.

Anglian Water is working with a partner agency, Watermelon Research (a VCCP Group Company), who host this survey, collate your responses and store them. Your postcode information will only be used to determine your water and wastewater supply company. It will not be stored and will not be passed on to any other party. All involved parties adhere to the GDPR and DPA 2018 and secure handling of data. You can also find out more information about market research companies by calling the Market Research Society freephone number on 0800 9759596 to check out what those companies do. To read more about Watermelon Research and to view their privacy policy, including how your data is used please click HERE.

RESPONSE OPTIONS
1	FULL POSTCODE – VALIDATE AGAINST LOOK-UP LIST	CONTINUE
2	I don't want to give my postcode	SKIP TO Q2b

SAMPLING TO COVER TYPE 1 AW WATER AND WASTEWATER AREA ONLY

Q2a AUTOCODE **CUSTOMER_TYPE** BASED ON LOOKUP
1 = AW WATER AND WASTEWATER
2 = AW WATER ONLY
3 = HW WATER ONLY
4 = AW WASTEWATER ONLY
RECORD SECTOR LEVEL POSTCODE

Q2b. What services do you receive from Anglian Water?

SINGLE CODE
1	Both water and wastewater	
2	Water only	THANK AND CLOSE
3	Wastewater only	THANK AND CLOSE
4	Don't know	THANK AND CLOSE

Q3. **SKIP IF RESPONDED TO Q2b** Based on your postcode, you receive **[IF CUSTOMER_TYPE = 1,** "water and wastewater". Is this correct?

SINGLE CODE
1	Yes	CONTINUE
2	No	THANK AND CLOSE

NEW SCREEN – CURRENT WATER BILL

Q4.   What is the total amount your household pays for both water and wastewater services?
Amount per year

A   RECORD AS WHOLE £ PER YEAR
B   APPROX. AMOUNT

SINGLE CODE – RANGES

1	Less than £10 per month	Less than £120 per year
2	£10 - £19.90 per month	£120 - £239.99 per year
3	£20 - £29.90 per month	£230 - £359.99 per year
4	£30 - £39.90 per month	£360 - £459.99 per year
5	£40 - £59.90 per month	£480 - £559.99 per year
6	£60 - £79.90 per month	£720 - £959.99 per year
7	More than £80 per month	More than £960 per year
8	Don't know	Don't know

NEW SCREEN - QUOTAS: AGE, GENDER, SEG

Q5.   Please can you indicate your age:

SINGLE CODE

1	Under 18	THANK AND CLOSE
2	18-24	
3	25-29	
4	30-34	
5	35-39	
6	40-44	
7	45-49	
8	50-54	
9	55-59	
10	60-64	
11	65-69	
12	70-74	
13	75+	
14	Prefer not to say	THANK AND CLOSE

Q6.   Please indicate your gender:

SINGLE CODE
1   Male
2   Female
3   I prefer to identify another way
4   Prefer not to say

Q7.   Are you the main income earner in your household?

SINGLE CODE

1	Yes	ASK Q5
2	No	ASK Q5
3	No income earners	AUTOCODE Q5 = 6 AND SKIP TO Q6

ICS

Q8. ASK IF CODE 1 OR 2 AT Q7 Main income earner's occupation (if main income earner is retired, select occupation before retirement).

Rollover each occupation type for more information.

ROLLOVER 1: MORE INFORMATION ON OCCUPATION

SINGLE CODE

1	Higher managerial, administrative or professional	A
2	Intermediate managerial, administrative or professional	B
3	Supervisory or clerical and junior managerial, administrative or professional	C1
4	Skilled manual worker	C2
5	Semi or unskilled manual worker	D
6	Student, unemployed, full-time career, unemployed (e.g., No guaranteed income)	E
7	Prefer not to say	F

ICS

SECTION B: SERVICE IMPACTS

NEW SCREEN; TIME STAMP

Thank you for answering those questions. The main part of this survey has two sections. The first is about issues and problems with services and how they impact you and your household. The second is about your views on your bill from Anglian Water.

NEW SCREEN

Q9. To start - thinking about all of the services that you receive from Anglian Water - have you experienced or noticed any of the following problems with your water service in the last 5 years?

ROTATE, MULTICODE

1   Interruption to water supply due to water company work that was notified in advance
2   Unexpected interruption to water supply due to a water mains problem
3   Occasional low pressure from taps in your home
4   Low water pressure all of the time in your home
5   Concern about the colour of tap water
6   Concern about the taste or smell of tap water
7   Concern about the hardness of tap water
8   Received a letter or card stating that tap water must be boiled before using it
9   A water leak from a pipe in your street
10   Other – RECORD
11   None

Q10. Have you experienced or noticed any of the following problems with your wastewater service in the last 5 years?

ROTATE, MULTICODE

1   A blocked drain on or near your property
2   Not able to flush toilet(s) in your home due to a problem with the sewers
3   Sewage flooding outside in public places near your property
4   Sewage flooding outside your property (e.g. in the garden or drive)
5   Sewage flooding inside your home
6   Unpleasant smell from sewage treatment works or sewers
7   Other – RECORD
8   None

Q11. Have you experienced or noticed any of the following problems with your environmental service from Anglian Water in the last 5 years?

ROTATE, MULTICODE
1 Poor quality water at a beach
2 Sign advising against bathing at beaches due to poor water quality
3 Pollution in rivers or streams
4 Poor quality water in rivers and streams
5 Other – RECORD
6 None

Q12. Have you experienced or noticed any of the following problems with your environmental service from Anglian Water in the last 5 years?

ROTATE, MULTICODE

1 Problem with your water bill
2 Dissatisfaction with customer services provided by Anglian Water (e.g. telephone contact)
3 Inconvenience from Anglian Water roadworks in your street
4 Dissatisfaction with the way Anglian Water repair work has been carried out
5 Other - RECORD
6 None

NEW SCREEN – EXPERIENCE OF SERVICE ISSUES

In the next series of questions, you will be shown different scenarios for your water and waste water service.

Please consider and compare the scenarios carefully. You will be asked to pick the scenario (out of three shown) that would have the most impact on your household if it were to happen. Some scenarios would affect your own property, others would affect your local area. You will then be asked the same question again for the two remaining scenarios. There will be 8 of these questions in total.

When comparing the impact that each would have, please consider yourself, your household, your community, and any concerns you may have for your local or regional environment.

For some scenarios extra information will be provided. Click on the "more information" link to display this.

NEW SCREEN – PROGRESSIVE CHOICE - IMPACT EXERCISE

Q13. Please consider these three scenarios for your water and wastewater service.

PRESENT 1ST CHOICE CARD
USE PROGRESSIVE RESPONSE FORMAT (MOST IMPACT / 2ND MOST IMPACT)
FIRST PREFERENCE QUESTION **Which of these would have the most impact on your household?**
SECOND PREFERENCE QUESTION **Of the remaining two, which would have the most impact on your household?**

REPEAT FOR CHOICES 2 – 8

RECORD CHOICE CARD NUMBER
INCLUDE TIME STAMPS FOR EACH CHOICE CARD
INCLUDE 3 SECOND DELAY BEFORE NEXT CHOICE CARD APPEARS

CHOICE	MOST IMPORTANT	2ND MOST IMPORTANT	3RD MOST IMPORTANT
CARD 1			
CARD 2			
...			
CARD 8			

ICS

NEW SCREEN – PROGRESSIVE CHOICE TASK FOLLOW UPS

Considering the information and instructions provided, how easy or difficult was it to pick the scenario that would impact your household the most?

SINGLE CODE

1	Very easy	GO TO Q15
2	Fairly easy	GO TO Q15
3	Neither easy nor difficult	GO TO Q15
4	Fairly difficult	ASK Q14
5	Very difficult	ASK Q14

Q14. ASK IF CODE 4 OR 5 AT Q14 Was making a choice difficult because...?

1   It was hard to decide which scenario had the most impact
2   Not enough information was provided for me to pick between scenarios
3   The information provided was not clear / was too much
4   The instructions for the questions were not clear
5   Other (please state) RECORD

ICS

Section C: Bills and incentives

Anglian Water is currently consulting on its proposed business plan for the period 2025-2030. By 2025 the average water bill will be around £530.

Water bills change each in year in line with inflation. Inflation is the increase in prices paid for goods and services over time. Household incomes also change over time.

- If your household income keeps up with inflation (i.e., increases at the same rate), then you are likely to notice little difference in what you are paying for things.
- If inflation increases by a faster rate than your household income, then you are likely to have less money to go around.
- If your household income increases by a faster rate than inflation, then you are likely to have more money to go around.

The Bank of England aims to keep inflation at 2%, but it has recently been much higher than this. As well as changing by inflation each year, bills change by an amount set by Ofwat as part of their price review process every five years.

The proposed bills you will see from 2025 to 2030 include the Bank of England forecasts for inflation from 2025 to 2030, and proposed amounts to cover the investment in water and sewerage services needed over the next few years.

Anglian Water is currently asking customers views on a proposed plan that would see average bills rise from around £530 (£44 per month) to around £680 (£57 per month) including inflation by 2030, with investment to:

- Maintain drinking water quality
- Manage interruptions to water supplies and overall demand (including leakage and helping customers to save water)
- Protecting services from the effects of climate change
- Reduce the frequency of spills from storm overflows
- Reduce the environmental impact of treated wastewater
- Support customers in vulnerable circumstances

Showcard TWO - Bill with inflation

New page

Water companies have to provide reliable services, and plan for their services to be resilient to changing weather patterns and demand from consumers. Companies can miss or exceed performance commitment targets for a number of reasons. For example, leaks from pipes happen more often after very cold weather, which can contribute to a company not meeting the target, and flooding from sewers is less likely in dry weather, which can lead to higher performance for sewer flooding service targets.

Performance targets are agreed with Ofwat. These targets are set at stretching and challenging levels. Most targets have financial consequences associated with them, which results in a small variable part of the bill.

- If a company fails to meet targets, it incurs penalties. Companies are not allowed to pass penalties onto customers – these must be paid for out of profits by lowering bills.
- If a company beats its targets and delivers higher levels of service to customers, it will be allowed to raise bills slightly.

New page

Therefore the water bill over 2025-2030 can be considered as two parts:

- A 'fixed' part which customers are charged as a minimum.
- A small 'variable' part which is dependent on the service levels that Anglian Water delivers. The variable part of the bill is capped to protect customers from large movements in bills.

Showcard THREE – Fixed and variable bill

In the current five-year bill period covering 2020-2025, the overall variable part of the average bill has a possible range of -£28.35 and +£14.18 each year (in current prices), and since 2020 has resulted in no overall impact on bills as Anglian Water has met some targets but missed others.

New page

This survey will help Anglian Water understand customers' views on how much of the bill should be fixed and what service areas should be covered by the variable part of the bill.

Q15. First, to what extent do you agree or disagree with the following statements about your bill:

Rotate	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
I like to know how much my bills will be to help me budget	1	2	3	4	5
I am happy to see a slightly variable bill to encourage companies to meet and beat their targets	1	2	3	4	5
I think water companies are likely to provide better services if they are paid slightly more if they beat their targets	1	2	3	4	5
I think the company is more likely to meet targets if they have to reduce bills when they fail to meet targets	1	2	3	4	5
I think that it is important to incentivise improved performance and to penalise poor performance	1	2	3	4	5

ICS

New page

Most of the targets agreed with Ofwat are standard ones that Ofwat sets for all companies.

- Currently the targets cover what services a company delivers but not how they deliver them (such as by working alone or in partnership with others, by using traditional techniques or more environmentally friendly ones)
- In addition, water companies can suggest further targets.

Q16. First, to what extent do you agree or disagree with the following statements about the type of targets:

Rotate	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
It is important to incentivise companies to improve the way they deliver services as well as what they deliver.	1	2	3	4	5
It is important companies have incentives that reflect their customers priorities in addition to the standard incentives that Ofwat sets for all companies.	1	2	3	4	5
It is important company incentives focus on the services they deliver rather than how they deliver them.	1	2	3	4	5
It is important all companies have the same incentives rather than each company having their own	1	2	3	4	5
It is important companies to have incentives that focus on making changes now that will lead to benefits in the future in addition to incentives that focus on improving services now.	1	2	3	4	5

New page

Q17. Please use the sliders to indicate how important you consider it is for Anglian Water to have financial incentives for each of the following areas? *Note – the variable part of the bill is capped to protect customers from large movements in bills.*

Please use a scale of 1 to 10, where 1 = not at all important to have financial incentives and 10 = extremely important to have financial incentives.

Show each area with showcard in turn. RANDOM
1   Water services
2   Wastewater services
3   Managing future services
4   Environmental impacts on rivers

ICS

Section D: ODI package

The size of the variable part of the bill is capped to prevent bills being too high or too low. The next part of the survey has questions about the size of this variable part.

Anglian Water is considering four options for how customers' annual bills could be affected by missing or beating service targets. You will be shown four options for the overall package of incentives and you will be asked to rank these options from your most preferred option to your least preferred.

The four options have different sized variable parts of the bill. The variable part will depend on whether Anglian Water meets or exceeds targets agreed with Ofwat for 2025 to 2030.

This means that customers' bills could be reduced if Anglian Water does not meet its service targets, or could be increased if Anglian Water beats its service targets.

Summarise the Options – Showcard 4

Q18. Place these options in order of preference where 1 = most preferred and 4 = least preferred.
1   Option A – average bill range £662 - £698
2   Option B – average bill range £644 - £716
3   Option C – average bill range £626 - £734
4   Option D – average bill range £608 - £752

New page

ICS

Q19. What are the two main reasons Option (X – ranked number 1 above) is your most preferred option?
TWO RESPONSES:

Rotate	(a) Main reason	(b) 2nd reason
It is important to encourage companies to meet their obligations	1	1
It is important to encourage companies to innovate to keep bills low in the future	2	2
I don't trust companies to do what they say without strong financial penalties	3	3
I object to companies having the opportunity to make more profits – they make enough profits	4	4
I am interested in service improvements and am less interested in bills	5	5
I trust Ofwat to know what customers want and to set bills accordingly	6	6
I prefer a more certain bill	7	7
I think bills should be reflective of performance and when things are delivered?	8	8
Incentives should only be applied in some areas of service Please indicate where...................	9	9
Don't know	10	10
Other [RECORD VERBATIM]	11	11

Section E: Importance of financial incentives exercise

Q20. Anglian Water will agree with Ofwat how the variable part of the bill will be allocated across different measures of service. Each of these areas will have targets. There will be financial impacts for missing or beating those targets (i.e. lower bills if Anglian water do not meet targets and higher bills if they beat the targets).

In the next series of questions, you will be shown different service areas where Ofwat may set financial incentives for Anglian Water.

Please consider the information carefully. You will be asked to pick the service measure (out of the four shown) that you think is the most important for Anglian Water to have financial incentives (i.e. the service measure where it is important for Anglian Water to lower bills if they miss a target or increase the bills if they deliver more than the target).

You will then be asked to pick the area that you think is the least important for Anglian Water to have financial incentives.
There will be 6 of these questions in total. For more information, please hover over the service measure.

PRESENT 1ST CHOICE
FIRST PREFERENCE QUESTION **Which service measure do you think is the most important for Anglian Water have a financial incentive?**
SECOND PREFERENCE QUESTION **Which service measure do you think is the least important for Anglian Water have a financial incentive?**

REPEAT FOR CHOICES 2 – 6

RECORD CHOICE CARD NUMBER
INCLUDE TIME STAMPS FOR EACH CHOICE CARD
INCLUDE 3 SECOND DELAY BEFORE NEXT CHOICE CARD APPEARS

CHOICE	MOST IMPORTANT	LEAST IMPORTANT
CARD 1		
CARD 2		
...		
CARD XX		

NEW SCREEN – CHOICE TASK FOLLOW UPS

Q21. Considering the information and instructions provided, how easy or difficult was it to pick the area that are the most and least important?

SINGLE CODE

1	Very easy	GO TO QA
2	Fairly easy	GO TO QA
3	Neither easy nor difficult	GO TO QA
4	Fairly difficult	ASK Q22
5	Very difficult	ASK Q22

Q22. ASK IF CODE 4 OR 5 AT Q20 Why was making a choice difficult?

1   It was hard to decide which service area is the most important
2   Not enough information was provided for me to pick between service areas
3   The information provided was not clear / was too much
4   The instructions for the questions were not clear
5   Other (please state) RECORD

Section F: Respondent profile

Please could you now answer some final questions about you and your household. This information will help check that we have surveyed a range of customers.

QA. Is your home…

SINGLE CODE

1	Homeowner	
2	Privately rented	
3	Socially rented	
4	Other	[RECORD]
5	Prefer not to say	

QB. How many people in your household, including yourself, are there in each of the following age groups?

1   0-12 months
2   13 months – 5 years
3   6-9 years
4   10-13 years
5   14-17 years
6   18 – 64 years
7   65 – 74 years
8   75 years or over

QC. Do you, or anyone else in your household, have a registered disability, a serious or long-term illness that affects daily activities or a medical condition that requires significant water usage such as dialysis, Crohn's or renal failure?

1   Yes
2   No
3   Prefer not to say

QD. All water companies have a Priority Services Register. Have you heard of this?

> The Priority Services Register (PSR) is the water company's register of vulnerable customers and offers extra support to customers with additional needs. This support includes communications in Braille, large print or a language other than English, a password system to help protect against bogus callers and extra assistance in the event of water supply interruptions (e.g. bottled water delivered). The register means the water company can identify and respond quickly to the needs of customers who require extra care and they are able to offer extra consideration including for those who have sight, hearing, or mobility difficulties, or to parents with babies under 12 months old.

SINGLE CODE

1	Yes	ASK QH
2	No	SKIP TO QI
3	Don't know	SKIP TO QI

QE. ASK IF QG=1. Is your household registered with your current water supplier(s) Priority Services Register?

SINGLE CODE

1 Yes
2 No
3 Don't know

QF. Do you have a water meter?

SINGLE CODE

1 No
2 Yes
3 Don't know

QG. Anglian Water operates a scheme called WaterSure, which allows some customers to qualify for a lower bill if they receive benefits/tax credits and either receive child benefits or have a medical condition requiring them to use a significant amount of water. Do you receive assistance under this scheme?

SINGLE CODE

1 No
2 Yes
3 Prefer not to say

QH. Which of the following statements best describes how easy you find it to pay your household bills each month?

SINGLE CODE

1 I do not have any problems in paying my household bills each month
2 I rarely find it difficult to pay my household bills each month
3 I sometimes find it difficult to pay my household bills each month
4 I always find it difficult paying my household bills each month

QI. Which of these best describes your current employment status?

SINGLE CODE

1 Self-employed
2 Employed full-time (30 hours per week or more)
3 Employed part-time (8 – 29 hours per week)
4 Employed working less than 8 hours a week
5 Student
6 Unemployed – seeking work
7 Unemployed – not seeking work/other
8 Looking after the home/children full-time
9 Full time carer
10 Retired
10 Unable to work due to temporary sickness
11 Unable to work due to long-term sickness or disability
12 Other - RECORD
13 Prefer not to say

QJ. At what level did you complete your education? If you are still studying, which level best describes the highest level of education you have obtained until now?

SINGLE CODE

1 O levels / CSEs / GCSEs (any grades)
2 A levels / AS level / higher school certificate
3 NVQ (Level 1 and 2). Foundation / Intermediate / Advanced GNVQ / HNC / HND
4 Other qualifications (e.g. City and Guilds, RSA/OCR, BTEC/Edexcel))
5 First degree (e.g. BA, BSc)
6 Higher degree (e.g. MA, PhD, PGCE, post graduate certificates and diplomas)
7 Professional qualifications (teacher, doctor, dentist, architect, engineer, lawyer, etc.)
8 No qualifications
9 Prefer not to say

ICS

QK. Which of these categories does your annual household income fall into?

Please note this information will be used to check that we have surveyed a range of customers. It will not be possible to identify any particular individual or address in the results.

SINGLE CODE

Per year
1   Under £12,000
2   £12,001-£18,000
3   £18,001 - £30,000
4   £30,001 - £40,000
5   £40,001 - £50,000
6   £50,001 - £70,000
7   £70,000 - £100,000
8   £100,001 - £150,000
9   £150,001 or more
13   Prefer not to say

QL. Finally, did you think this survey was (select all that apply):
MULTICODE

1   Important issues for customers to be asked about
2   Interesting
3   Easy
4   Too long
5   Difficult to understand
6   Educational
7   Unrealistic / not credible
8   Other - RECORD
9   None of these

QLb. If select 5 difficult to understand ASK Please could you provide some information on why you think the survey was difficult to understand'. OPEN RESPONSE.

Section G: Close

That's the end of the survey. Thank you for your time and help, it is very much appreciated.

Priority Services Register

More information about the Priority Services Register and other support that may be available, is provided here:
https://www.ccwater.org.uk/households/extra-free-help-priority-services/

TIME STAMP

Appendix B: Showcards & Performance Commitment descriptions

Boil Water Notice (two days)

48 — 48 HOURS

Anglian Water sends you a notice saying you need to boil tap water before drinking, cooking or preparing food, to avoid the risk of becoming ill.

This is due to traces of e-coli being found in the water supply in your area.

You can still safely use tap water for washing and cleaning, and vulnerable people would have bottled water delivered to them.

After two days the water will be safe to drink again and Anglian Water will let you know.

Planned water supply interruption (6 hours)

6 — 6 HOURS

Anglian Water sends you a notice two days in advance, warning that your water supply will stop due to planned maintenance work.

Your water supply will stop for six hours, affecting all taps, toilets and dishwashers.

As planned, it then stops between 06:00 and 12:00 on a Wednesday morning.

Unexpected water supply interruption at your property (6 hours)

6 — 6 HOURS

Your water supply stops working without warning, affecting taps, toilets, dishwasher, etc.

This is due to a burst pipe in your local area.

Your water supply stops for 6 hours. This can happen at any time.

Unexpected water supply interruption at your property (one day)

24 — 24 HOURS

Your water supply stops working without warning, affecting taps, toilets, dishwasher, etc.

This is due to a burst pipe in your local area.

Water would be made available nearby to collect and vulnerable people would be delivered bottled water directly.

Your water supply stops for one day. This can happen at any time.

Unexpected water supply interruption affecting your property and the whole area (one day)

24 — 24 HOURS

Your water supply stops working without warning, affecting taps, toilets, dishwasher, etc.
This is due water mains cracking as climate change causes soil to dry out and move.

Because the whole area is affected, you can't use other shower/toilet facilities at the gym, supermarket, etc.

Water would be made available nearby to collect and vulnerable people would be delivered bottled water directly.

Your water supply stops for one day. This can happen at any time.

Unexpected water supply interruption affecting your property and the whole area (four days)

4 DAYS

Your water supply stops working without warning, affecting taps, toilets, dishwasher, etc.
This is due water mains cracking as climate change causes soil to dry out and move.

Because the whole area is affected, you can't use other shower/toilet facilities at the gym, supermarket, etc.

Water would be made available nearby to collect and vulnerable people would be delivered bottled water directly.

Your water supply stops for four days. This can happen at any time.

No priority service register support for your property

Anglian Water does not provide additional support to customers registered on the Anglian Water priority service register.

Priority service help includes bringing bottled water to your property if your household experiences an interruption to supply, reading your meter and sending bills in a different format.

Eligible customers are those with sight, hearing, or mobility difficulties, parents with young babies or people with a medical need for water.

No priority service register support to your property and in your local area

Anglian Water does not provide additional support to customers registered on the Anglian Water priority service register.

Priority service help includes bringing bottled water to your property and properties in your local area if households experience an interruption to supply, reading a meter or sending bills in a different format.

Eligible customers are those with sight, hearing, or mobility difficulties, parents with young babies or people with a medical need for water.

Sewer flooding inside your property (two months)

2 MONTHS

Flooding from the sewer gets inside your house, affecting your living areas.

This results from prolonged heavy rainfall in your local area. It gives off a foul smell and damages floors, walls and furniture.

It takes two months to fix your property and get it back to normal.

Sewer flooding inside your property and other properties in your area (two months)

2 MONTHS

Flooding from the sewer gets inside your property and a lot of properties in your local area.
This results from prolonged heavy rainfall in your local area. It gives off a foul smell and damages floors, walls and furniture.

You aren't able to use other facilities in the area (e.g., showering at gyms) and contractors' availability to fix damage is limited.

It takes two months to fix your property and get it back to normal.

Sewer flooding outside of your property (one week)

1 WEEK

Flooding from the sewer affects access to your front door/entrance.

This results from prolonged heavy rainfall in your local area.

It gives off a foul smell and may damage your garden or lawn requiring future replanting or additional clean-up.

It takes 1 week for the flooding to reduce and get it back to normal.

Sewer flooding outside your property and across your local area (one week)

1 WEEK

Flooding from the sewer affects access to your front door/entrance and those of other properties and businesses in the area where you live.

This results from prolonged heavy rainfall in your local area.

It gives off a foul smell and may damage gardens and public spaces requiring future replanting or additional clean-up.

It takes 1 week for the flooding to reduce, and gardens may need to be replanted.

Sewer flooding in public areas and parks (one week)

1 WEEK

There is flooding from the sewer in a local parks or public area.

This gives off a foul smell.

This results from prolonged heavy rainfall.

It takes 1 week for the flooding to reduce and get it back to normal.

Restricted wastewater use (two days)

48 HOURS

For two days, you cannot use wastewater services, due to the sewers being full and unable to drain.

This means that you would not be able to use your toilet, shower, dishwasher or washing machine during this time.

You may notice an odour from a manhole nearby.

Anglian Water delivering schemes using traditional options

Anglian Water use traditional approaches like building tanks, pipes or using chemicals instead of nature based options like creating green space and areas for water to naturally drain away.

A traditional approach may be more certain about delivering the service in the long term but would mean more concrete in your local area.

Anglian Water has identified 57 locations in your region where nature based options could be used.

Sewer capacity is full in your local area

The sewer network is at capacity and so no additional properties can be connected in your local area (less than 5 miles away).

This means that there are fewer opportunities for new or expanded businesses and jobs.

20,000 properties each year are expected to be built in the Anglian Water region.

Sewer capacity is full elsewhere in the region

The sewer network is at capacity and so no additional properties can be connected elsewhere in the region (more than 5 miles away).

This means that there are fewer opportunities for new or expanded businesses and jobs.

20,000 properties each year are expected to be built in the Anglian Water region.

River water NEARBY is not high quality

NEARBY

A stretch of river nearby (less than 5 miles away) now meets 'medium' rather than 'high' quality standards, as defined by the government [more info].

This is due to a variety of factors, including the quality of treated wastewater, the river flow level, and pollution run-off from the surrounding area.

This has some effect on habitats for fish and wildlife, and can lead to algae (green slime) in the water.

River water ELSEWHERE in the region is not high quality

ELSEWHERE

A stretch of river in the Anglian Water region (further than 5 miles away) now meets 'medium' rather than 'high' quality standards, as defined by the government [more info].

This is due to a variety of factors, including the quality of treated wastewater, the river flow level, and pollution run-off from the surrounding area.

This has some effect on habitats for fish and wildlife, and can lead to algae (green slime) in the water.

River NEARBY with an environmentally sensitive area is not high quality

NEARBY

A stretch of river with an environmentally sensitive area (less than five miles away) now meets 'medium' rather than 'high' quality standards [more info].

This is due to a variety of factors, including the quality of treated wastewater, the river flow level, and pollution run-off from the surrounding area.

This has some effect on habitats for fish and wildlife, and can lead to algae (green slime) in the water.

River ELSEWHERE in the region with an environmentally sensitive area is not high quality

ELSEWHERE

A stretch of river with an environmentally sensitive area (further than five miles away) now meets 'medium' rather than 'high' quality standards [more info].

This is due to a variety of factors, including the quality of treated wastewater, the river flow level, and pollution run-off from the surrounding area.

This has some effect on habitats for fish and wildlife, and can lead to algae (green slime) in the water.

Low flows in rivers NEARBY (2 months)

2 MONTHS NEARBY

The water level in a nearby stretch of river (less than 5 miles away) is lower than the minimum it should be naturally.

This is due to a combination of extended dry weather and water being taken from it for public water supply.

This happens from July and lasts for two months.

Low flows in river ELSEWHERE in the region (2 months)

2 MONTHS ELSEWHERE

The water level in a stretch of river somewhere in your region, (further than five miles away), has a flow that is lower than the minimum it should be naturally.

This is due to a combination of extended dry weather and water being taken from it for public water supply.

This happens from July and lasts for two months.

River NEARBY is high quality for plants but is not high quality for fish and wildlife

NEARBY

A stretch of river nearby (less than 5 miles from your property) meets 'medium' rather than 'high' quality standards, as defined by the government.

This has some effect on fish and wildlife. The water quality is 'high' quality for plants.

This is due to a variety of factors, including the quality of treated wastewater.

River ELSEWHERE in the region is high for plants but is not high quality for fish and wildlife

ELSEWHERE

A stretch of river in the Anglian Water region (further than 5 miles away) meets 'medium' rather than 'high' quality, as defined by the government.

This has some effect on fish and wildlife. The water quality is 'high' quality for plants.

This is due to a variety of factors, including the quality of treated wastewater.

River NEARBY is high quality for fish and wildlife but is not high quality for plants

NEARBY

A stretch of river nearby (less than 5 miles from your property) meets 'medium' rather than 'high' quality standards, as defined by the government.

This has some effect on plants. The water quality is 'high' quality for fish and wildlife.

This is due to a variety of factors, including the quality of treated wastewater.

River ELSEWHERE in the region is high quality for fish and wildlife but is not high quality for plants

ELSEWHERE

A stretch of river in the Anglian Water region (further than 5 miles from your property) meets 'medium' rather than 'high' quality standards for wildlife, as defined by the government.

This has some effect on plants. The water quality is 'high' quality for fish and wildlife.

This is due to a variety of factors, including the quality of treated wastewater.

River NEARBY with high amenity is not high quality

NEARBY

A stretch of river nearby (less than 5 miles away) is used for a lot of enjoyment and recreation activities (e.g., walking, boating).

The water quality at the river has reduced and now meets 'medium' rather than 'high' quality standards.

This is due to a variety of factors, including the quality of treated wastewater, the river flow level, and pollution run-off from the surrounding area.

This has some effect on habitats for fish and wildlife, and can lead to algae (green slime) in the water which may affect people's enjoyment.

River ELSEWHERE in the region with high amenity is not high quality

ELSEWHERE

A river in the Anglian Water region (further than 5 miles away) is used for a lot of enjoyment and recreation activities (e.g., walking, boating).

The water quality at the river has reduced and now meets 'medium' rather than 'high' quality standards.

This is due to a variety of factors, including the quality of treated wastewater, the river flow level, and pollution run-off from the surrounding area.

This has some effect on habitats for fish and wildlife, and can lead to algae (green slime) in the water which may affect people's enjoyment.

River Water Quality Level	Definition
High	• There will be a diverse and natural range of plants, insects, fish, birds and other animals. • Water will generally have the right degree of clarity and there will be no noticeable pollution. • Water will be generally suitable for contact activities, such as rowing or swimming.
Medium	• There will be plants, insects, fish, birds and other animals, but there will be some fish and other animals missing. • Water will be slightly murky or discoloured in parts, and there will sometimes be visible pollution in some places, and some algal blooms. • Water may be suitable for contact activities in some areas, but not others.
Low	• There may be limited or no plants or wildlife, or the water may be dominated by a single plant species. • Water will generally be murky or discoloured, and may sometimes be bad smelling in some places. There may also regularly be visible pollution in some places, and frequent algal blooms. • Water will be unsuitable for contact activities.

An environmentally sensitive area needs special protection because of its landscape or the wildlife and plants that can be found there.

Effect of inflation on the average bill to 2030

Year	Bill impact before inflation (£)	Inflation (£)
2022/23	445	0
2023/24	450	42
2024/25	467	68
2025/26	484	77
2026/27	501	80
2027/28	518	90
2028/29	535	101
2029/30	552	128

The bill has two parts

Bill level if targets are met → Variable part of the bill / Fixed part of the bill

By 2030 the average bill is expected to be £680 – if Anglian Water meets its targets

Bill level if targets are met → Variable part of the bill / Fixed part of the bill

Bills will rise if Anglian Water further invests to beat its targets, and will fall if targets are not met.

Bill level if targets are exceeded →
Bill level if targets are not met →
Variable part of the bill / Fixed part of the bill

Targets cover a range of aspects of service.

Bill level if targets are exceeded →
Bill level if targets are not met →
Variable part of the bill / Fixed part of the bill

- Monitoring and maintaining drinking water quality
- Managing supply interruptions and demand (including leakage and helping customers to save water)
- Managing the sewer system
- Reducing pollution incidents in the environment
- Monitoring and improving the water quality in rivers and coastal bathing waters
- Reducing carbon emissions and enhancing biodiversity

The Average Annual Bill
The expected average annual bill is £680 in all 4 options

Expected bill

Option A
Bill range:
£662 - £698

Option B
Bill range:
£644 - £716

Option C
Bill range:
£626 - £734

Option D
Bill range:
£608 - £752

Smaller range ⟷ Larger range

The Average Monthly Bill
The expected average monthly bill is £57 in all 4 options

Expected bill

Option A
Bill range:
£55 - £58

Option B
Bill range:
£54 - £60

Option C
Bill range:
£52 - £61

Option D
Bill range:
£51 - £63

Smaller range ⟷ Larger range

Environmental impacts on rivers

River environment targets include monitoring and improving the water quality in rivers when treated water is returned to the environment.

Rainwater mixed with untreated sewage can also be released to rivers when there is high rainfall.

This area also includes targets to manage pollution incidents when problems occur.

Managing future services

Managing future service targets include making changes to avoid the impacts of climate change such as ground drying and cracking water mains, improving the collection of rainwater and manging the total amount of water used (including leakage and the amount used by customers).

Water companies also work to reduce their greenhouse gas emissions and enhance biodiversity.

Wastewater services

Wastewater service targets include managing sewer flooding and ensuring that customers can continue to use their drains and wastewater service.

This will also include managing sewers and improving the quality of water returned to bathing waters on the coast.

Wastewater services

Wastewater service targets include managing sewer flooding and ensuring that customers can continue to use their drains and wastewater service.

This will also include managing sewers and improving the quality of water returned to bathing waters on the coast.

Common Performance Commitment descriptions

Service Area	Measure	Description provided in roll over
Reducing customer contacts about how drinking water looks and tastes	The number of customers contacting Anglian Water about their drinking water.	Customers may contact Anglian Water if drinking water from their taps is coloured, cloudy or has an unpleasant taste or smell.
Monitoring and maintaining drinking water quality	Drinking water quality risk measure set by Drinking Water Inspectorate (the government agency responsible for drinking water quality standards).	Anglian Water is required to meet legal standards on the quality of the drinking water. Water quality is monitored by the Drinking Water Inspectorate (the government agency responsible for drinking water quality standards).
Managing water mains to reduce the number of mains repairs required.	Number of mains repaired following a burst.	Bursts in water main can be caused by tree and root damage, wear and tear, pipes freezing and ground movement. Managing water mains to strengthen or replace the main before bursts happen.
Reducing time when water treatment works are not able to treat the capacity of water they were designed for	Percentage of treatment works capacity not able to be used.	In most instances customers are not affected by this reduction in capacity. Anglian Water is measured against these instances to provide a picture of the ability of the treatment work to perform over the longer term.
Reducing internal sewer flooding	The number of properties with sewer flooding inside when wastewater pipes block or overflow.	Sewer flooding inside properties occurs when sewage escapes from a pipe or through a manhole, from a drain or backing up in a toilet.
Reducing external sewer flooding	The number of properties with sewer flooding outside when wastewater pipes block or overflow.	Sewer flooding outside of properties occurs when sewage escapes from a pipe or through a manhole or from a drain. External flooding affects gardens and public spaces.

Service Area	Measure	Description provided in roll over
Reducing sewer collapses	The number of sewer collapses across the network of Anglian Water sewers.	Sewer collapses can be caused by tree and root damage, wear and tear, pipes freezing and ground movement. Avoiding sewer collapses involves strengthening or replacing the sewer before collapses happen.
Improving bathing water quality	Improvements in bathing water quality in the region.	Monitoring and improving water quality at coastal bathing waters.
Avoiding wastewater escaping into rivers and causing pollution	The number of times this happens.	Pollution incidents occur when wastewater is discharged or spilled into rivers and causes pollution. The majority of these incidents are minor.
Reducing the use of storm overflows	The number of times a storm overflow spills a mix of rainwater and sewage into rivers, lakes, the sea etc.	When there is heavy rain, the sewer system is designed to allow wastewater combined with rainwater to spill into rivers. Storm overflows act as relief valves in the sewer system to reduce the risk of sewage flooding properties.
Monitoring and maintaining quality of discharges from water and wastewater treatment works.	The number of treatment works that comply with the discharge limits allowed by the Environment Agency for returning water to rivers .	Wastewater that enters the sewers is treated by Anglian Water before being returned to the environment. Anglian Water is required to meet standards on the quality of the water that is returned.
Monitoring and improving river water quality (avoiding algal blooms)	Amount of phosphorus removed from the water returned to rivers.	Anglian Water undertakes activities to improve rivers agreed as part a programme with the Environment Agency. This includes investment to remove phosphorus from the water returned to rivers. Phosphorus has some effect on habitats for fish and wildlife, and can lead to algae (green slime) in the water.

Service Area	Measure	Description provided in roll over
Improving the biodiversity on land owned by Anglian Water	The size and quality of habitats for wildlife.	Promoting biodiverse environments that are better able to support nature and are more resilient to the impacts of climate change, flooding and drought.
Reducing carbon emissions	the amount of greenhouse gas emissions from Anglian water's operations and construction of assets.	Carbon emissions contribute to climate change. They want to especially reduce the emissions produced during operations and when using concrete to deliver their long-term goal of being carbon neutral.
Managing total water demand	Total water used by customers and leaking from pipes.	Managing the total amount of water used including leakage and helping customers to save water.
Reducing water supply interruptions	Number of planned or unplanned interruptions to customers water supplies lasting 3 hours or more.	Interruptions to customers water supply can occur if a water main bursts or if there is a problem at a treatment works.

Bespoke Performance Commitment descriptions

Service Area	Measure	Description provided in roll over
Working in partnership on improvements to environmental and wastewater services	Measure of working in partnership with other organisations to make improvements.	Anglian Water can deliver its activities in partnership with other organisations (such as local councils or wildlife charities) to get the best value for money, more investment and more environmental benefits.
Taking less water from environmentally sensitive sites	Reduction in water taken from environmentally sensitive sites.	Anglian Water takes water from rivers and treats it before pumping it to customers properties. Taking water from rivers can affect environmentally sensitive areas which need special protection because of the landscape or the wildlife and plants that can be found there.
Improving river ecology and amenity	Amount of nutrients removed from water returned to rivers.	Anglian Water undertakes activities to improve rivers as part of a programme agreed with the Environment Agency. They could go further by upgrading sewage treatment works so that recycled water going back into the environment has fewer nutrients. This will help ensure that water can be taken from rivers for use while protecting wildlife, habitats and public enjoyment of the river.
Making water mains more resilient to climate change	Measure of managing water mains to make them less likely to need repair in the future due to the effects of climate change.	More frequent extreme weather events resulting from climate change may place additional pressure on Anglian Water's assets, such as mains cracking as very hot weather causes soil to dry out and move or flooding from changing rainfall patterns.

Service Area	Measure	Description provided in roll over
Managing surface water to increase sewer capacity	The amount of water that has been prevented from entering sewers by enabling it to drain naturally (e.g. green spaces) and how much capacity this has created.	Reducing or delaying the amount of surface water that enters our sewers when it rains by using natural methods to keep water in the environment (e.g. green spaces). This will build resilience in the sewer system against the impact of more extreme weather in the future.
Controlling nutrient running off the land from new housing developments	Nutrients prevented from entering the environment from new housing developments - reducing damage to river habitats and wildlife.	Excess nutrients from agriculture, run off from construction sites and extra wastewater from new housing developments can damage freshwater habitats and wildlife. Anglian Water can work with developers and local councils to make sure developments don't increase nutrient levels in the most vulnerable environments, enabling economic growth.
Supporting customers in vulnerable circumstances	The number of customers on the Anglian Water Priority Services Register and how good Anglian Water is at understanding and meeting the needs of those customers.	The priority services register (PSR) identifies customers in the region who may need extra help, for example when they experience an interruption to water supply, need to read their meters or need bills in other formats. Customers helped include those with sight, hearing, or mobility difficulties and parents with babies.
Avoiding incidents when customers are unable to use their toilets	The number of times that customers are unable to use their toilets as sewers are full.	Sometimes during major storms or operational issues, customers cannot use their loos and kitchen drains because the system is overloaded. This is often an issue after river flooding. Anglian Water can seek to reduce how often and how long these interruptions happen to customers.

Appendix C: Respondent profile and experience

Who are the respondents?

48% 52%

45% customers in vulnerable circumstances

18% report a disability in the home

8% digitally disengaged

70% households metered & 17% receive help with their bill

6% future bill payers

Socio-economic grouping (SEG)

(N = 593)

	AB	C1	C2	DE
Household combined	21%	28%	22%	28%
Quota	22%	30%	24%	24%

■ Household combined   ■ Quota

Age

(N = 609)

	18-29	30-44	45-59	60+
Sample	18%	23%	25%	34%
Quotas	19%	24%	26%	31%

■ Sample   ■ Quotas

Note: 8% of respondents are aged 75+, one of the customers in vulnerable circumstances criteria

45% meet two or more criteria qualifying customer in vulnerable circumstances

Criteria	Qualifying response	Proportion of responses
Household income under 18,000k	Under £12,000 £12,000 to £18,000	23%
Unemployed, full-time carer, retired, casual work	Employed working less than 8 hours a week Unemployed – seeking work Unemployed – not seeking work/other Full time carer Retired	35%
Struggles to pays bills at least some of the time	I sometimes find it difficult to pay my household bills each month I always find it difficult paying my household bills each month	35%
Aged 75 or over	75+	8%
Registered/eligible for Priority Services Register	Yes – on the PSR	13%
Long term medical condition or disability	Yes	18%
Children in household under 5 years	0-12 months – Answer not zero 13 months – 5 years – Answer not zero	15%

Most customer households are comprised of individuals aged 18 to 64

Number of people in household by age group

(N = 609)

Age group	None	One person	Two people	Three people	Four people
75 years or over	89%	9%	3%		
65 – 74 years	75%	15%	10%		
18 – 64 years	23%	25%	39%	8%	4%
14 – 17 years	90%	8%	1%		
10 – 13 years	89%	9%	1%		
6 – 9 years	89%	10%	1%		
13 months – 5 years	87%	11%	1%		
0 – 12 months	95%	4%			

Legend: None, One person, Two people, Three people, Four people, Five people or more
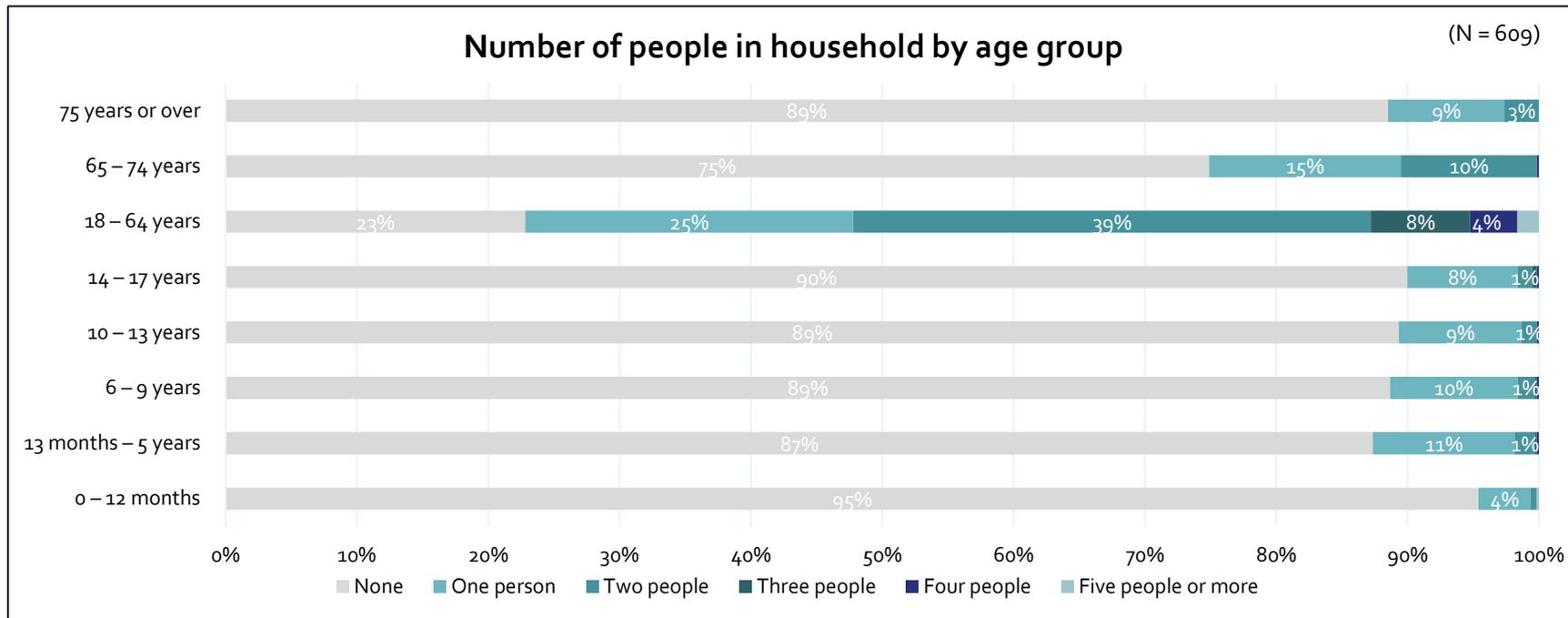
- 15% of households have one or more children under 5 years a which is one of the criteria to qualify as a household in vulnerable circumstances (2 or more criteria must be met to count as vulnerable).

13% of full sample are on the Priority Service Register (PSR)

Aware of the PSR
(N = 609)

- Yes — 40%
- No — 51%
- Don't know — 8%

On the PSR
(N = 609)

- Yes — 13%
- No — 73%
- Don't know — 14%
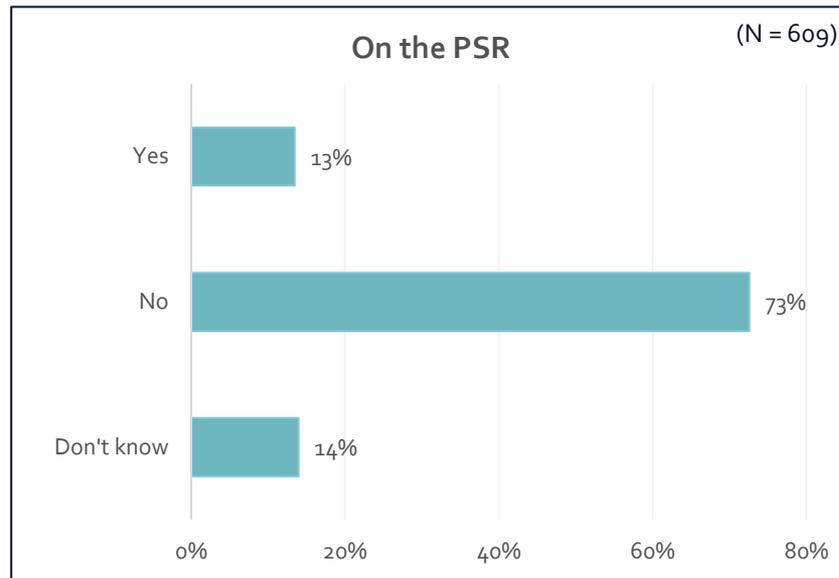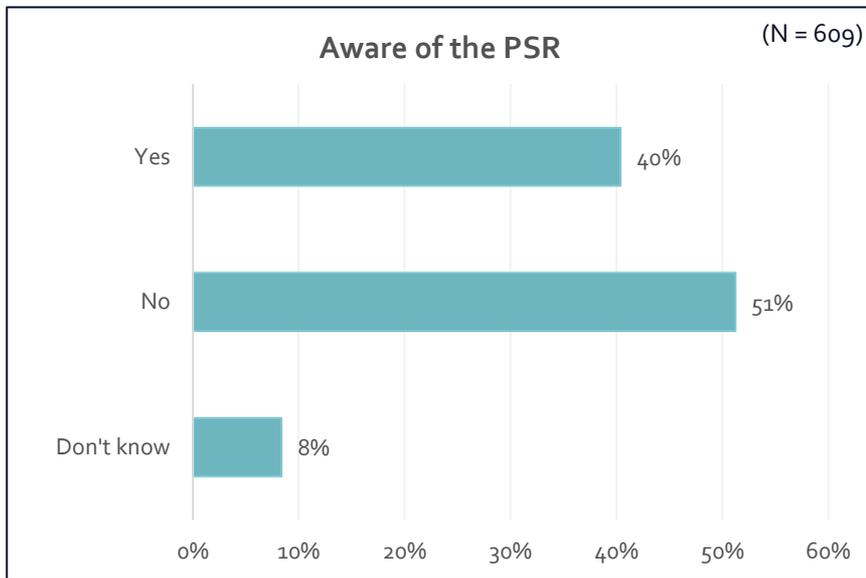
- 4 in 10 respondents are aware of the Priority Services Register.
- More than 1 in 10 respondents said household is registered for the PSR themselves, one of the customers in vulnerable circumstances criteria.

The sample covers a wide range of bill levels and customer ability to pay their household bills

ICS

Annual bill (N = 609)

Category	Percentage
Less than £120	2%
£120 - £239.99	14%
£240 - £359.99	21%
£360 - £479.99	21%
£480 - £719.99	19%
£720 - £959.99	10%
More than £960	2%
Don't know	10%

Ease of bill payment (all household bills) (N = 609)

Category	Percentage
I do not have any problems in paying my household bills each month	37%
I rarely find it difficult to pay my household bills each month	27%
I sometimes find it difficult to pay my household bills each month	26%
I always find it difficult paying my household bills each month	9%

- A spread of water and wastewater bills are included, with most customers' bills (61%) falling between £230 and £720 per year
- Two thirds of customers do not or rarely have problems paying their monthly household bills.
- Over a third of respondents (35%) sometimes or always find it difficult to pay their household bills – one of the criteria for customers in vulnerable circumstances.

All financial backgrounds are included within the sample

Household income

(N = 609)

Income bracket	Percentage
Under £12,000	9%
£12,001 - £18,000	15%
£18,001 - £30,000	24%
£30,001 - £40,000	15%
£40,001 - £50,000	12%
£50,001 - £70,000	11%
£70,001 - £100,000	5%
£100,001 - £150,000	2%
£150,001 and over	1%
Prefer not to say	8%

Housing tenure

(N = 609)

Tenure	Percentage
Homeowner	62%
Privately rented	20%
Socially rented	17%
Other	0%
Prefer not to say	2%
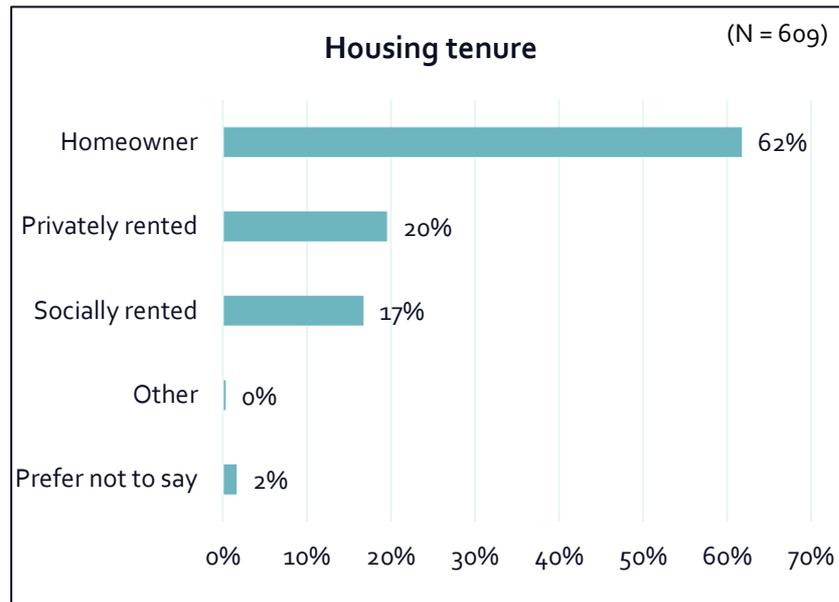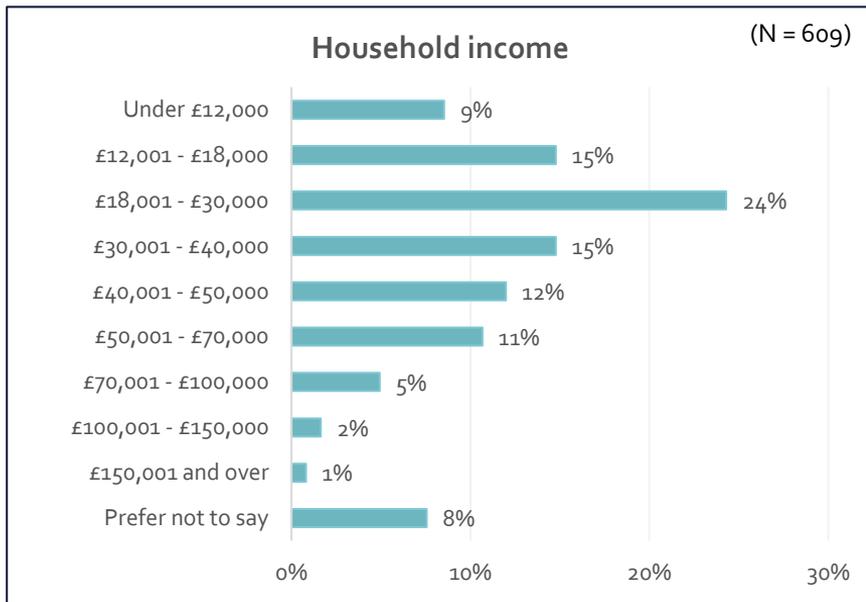
- Customers from all household income brackets participated in the survey.
  - 23% have a household income of £18,000 or less which is one of the criteria to qualify as a household in vulnerable circumstances (2 or more criteria must be met to count as vulnerable).
  - Just over half of customers earn between £12,001 and £40,000
- Just under two thirds of customers are homeowners with the remainder split between private and social renting.

Respondents are likely either working full time or retired

ICS

Employment

(N = 609)

Category	Percentage
Employed full-time (30 hours per week or more)	36%
Retired	28%
Employed part-time (8 - 29 hours per week)	14%
Self-employed	5%
Student	4%
Unable to work due to long-term sickness or disability	4%
Unemployed - seeking work	2%
Full-time carer	2%
Looking after the home/children full-time	2%
Unemployed - not seeking work/other	1%
Employed working less than 8 hours a week	1%
Prefer not to say	0%
Unable to work due to temporary sickness	0%
Other (please specify)	0%

- Over half of customers are employed (55%)
- 35% of the sample meet the customers in vulnerable circumstances criteria via their employment status

A broad range of education levels are captured within the sample

ICS

Level completed education

(N = 609)

Education Level	Percentage
O levels / CSEs / GCSEs (any grades)	27%
A levels / AS level / higher school certificate	19%
NVQ (Level 1 and 2). Foundation / Intermediate / Advanced...	9%
Other qualifications (e.g. City and Guilds, RSA/OCR,...	12%
First degree (e.g. BA, BSc)	15%
Higher degree (e.g. MA, PhD, PGCE, post graduate...	6%
Professional qualifications (teacher, doctor, dentist,...	4%
No qualifications	7%
Prefer not to say	0%

- Almost three quarters have qualifications beyond O levels / CSEs /GCSEs

60% have experienced water service problems
Low pressure and hard water are the most common problems

ICS

Water service problems experienced in the last 5 years

(N = 609)

Problem	%
Occasional low pressure from taps in your home	25%
Concern about the hardness of tap water	23%
Interruption to water supply due to water company work that was notified in…	15%
Unexpected interruption to water supply due to a water mains problem	12%
Concern about the taste or smell of tap water	12%
A water leak from a pipe in your street	11%
Concern about the colour of tap water	9%
Low water pressure all of the time in your home	6%
Received a letter or card stating that tap water must be boiled before using it	2%
Other	1%
None	38%

One third have experienced wastewater problems
A blocked drain nearby is the most common

ICS

Wastewater service problems experienced in the last 5 years

(N = 609)

Problem	Percentage
A blocked drain on or near your property	22%
Unpleasant smell from sewage treatment works or sewers	13%
Not able to flush toilet(s) in your home due to a problem with the sewers	7%
Sewage flooding outside your property (e.g. in the garden or drive)	4%
Sewage flooding outside in public places near your property	4%
Sewage flooding inside your home	2%
Other	0%
None	66%

Only a quarter have experienced environmental problems

Environmental service problems experienced in the last 5 years

(N = 609)

Category	Percentage
Pollution in rivers or streams	15%
Poor quality water in rivers and streams	14%
Poor quality water at a beach	11%
Sign advising against bathing at beaches due to poor water quality	6%
Other	0%
None	72%

Most customers haven't experienced any other problems in the last 5 years

Other problems experienced in the last 5 years

(N = 609)

Category	Percentage
Inconvenience from Anglian Water roadworks in your street	17%
Problem with your water bill	11%
Dissatisfaction with the way Anglian Water repair work has been carried out	8%
Dissatisfaction with customer services provided by Anglian Water (e.g. telephone contact)	4%
Other	0%
None	70%

Appendix D – ODI package results for segments

ODI package
Digitally disengaged customers

ICS

ODI package options - Digitally disengaged customers

	1st choice	2nd choice	3rd choice	4th choice
Option A - average bill range £662-£698	34%	18%	16%	32%
Option B - average bill range £644-£716	14%	26%	46%	14%
Option C - average bill range £626-£734	16%	42%	24%	18%
Option D - average bill range £608-£752	36%	14%	14%	36%

ODI package
Customers in vulnerable circumstances

ICS

ODI package options - Customers in vulnerable circumstances

(n = 274)

45%
40%
35%
30%
25%
20%
15%
10%
5%
0%

Option A (1% RORE) - average bill range £662-£698
- 34% (1st choice)
- 15% (2nd choice)
- 14% (3rd choice)
- 38% (4th choice)

Option B (2% RORE) - average bill range £644-£716
- 15% (1st choice)
- 29% (2nd choice)
- 41% (3rd choice)
- 15% (4th choice)

Option C (3% RORE) - average bill range £626-£734
- 10% (1st choice)
- 42% (2nd choice)
- 34% (3rd choice)
- 14% (4th choice)

Option D (4% RORE) - average bill range £608-£752
- 41% (1st choice)
- 14% (2nd choice)
- 11% (3rd choice)
- 34% (4th choice)

■ 1st choice ■ 2nd choice ■ 3rd choice ■ 4th choice

ODI package
Lower socio-economic group (DE) customers

ODI package options - Lower SEG (DE) customers

(n = 166)

Option A (1% RORE) - average bill range £662-£698
- 1st choice: 39%
- 2nd choice: 11%
- 3rd choice: 13%
- 4th choice: 37%

Option B (2% RORE) - average bill range £644-£716
- 1st choice: 13%
- 2nd choice: 31%
- 3rd choice: 42%
- 4th choice: 13%

Option C (3% RORE) - average bill range £626-£734
- 1st choice: 10%
- 2nd choice: 47%
- 3rd choice: 33%
- 4th choice: 10%

Option D (4% RORE) - average bill range £608-£752
- 1st choice: 38%
- 2nd choice: 11%
- 3rd choice: 12%
- 4th choice: 39%

Legend: 1st choice, 2nd choice, 3rd choice, 4th choice

ODI package
Future customers

ODI package options - Future customers   (n = 34)

- 1st choice
- 2nd choice
- 3rd choice
- 4th choice

Option A (1% RORE) - average bill range £662-£698
- 50%
- 15%
- 9%
- 26%

Option B (2% RORE) - average bill range £644-£716
- 12%
- 29%
- 26%
- 32%

Option C (3% RORE) - average bill range £626-£734
- 12%
- 41%
- 32%
- 15%

Option D (4% RORE) - average bill range £608-£752
- 26%
- 15%
- 32%
- 26%

ODI package
18 to 24 year olds

ODI package options - Aged 18 to 24 years

(n = 62)

Option A (1% RORE) - average bill range £662-£698
- 1st choice: 24%
- 2nd choice: 13%
- 3rd choice: 5%
- 4th choice: 14%

Option B (2% RORE) - average bill range £644-£716
- 1st choice: 12%
- 2nd choice: 12%
- 3rd choice: 19%
- 4th choice: 14%

Option C (3% RORE) - average bill range £626-£734
- 1st choice: 11%
- 2nd choice: 34%
- 3rd choice: 38%
- 4th choice: 17%

Option D (4% RORE) - average bill range £608-£752
- 1st choice: 14%
- 2nd choice: 11%
- 3rd choice: 12%
- 4th choice: 20%

Legend: 1st choice | 2nd choice | 3rd choice | 4th choice

ODI package
18 to 29 year olds

ICS

ODI package options - Aged 18 to 29 years

(n = 111)

Option A (1% RORE) - average bill range £662-£698
- 1st choice: 44%
- 2nd choice: 20%
- 3rd choice: 11%
- 4th choice: 25%

Option B (2% RORE) - average bill range £644-£716
- 1st choice: 24%
- 2nd choice: 28%
- 3rd choice: 30%
- 4th choice: 18%

Option C (3% RORE) - average bill range £626-£734
- 1st choice: 11%
- 2nd choice: 34%
- 3rd choice: 38%
- 4th choice: 17%

Option D (4% RORE) - average bill range £608-£752
- 1st choice: 21%
- 2nd choice: 18%
- 3rd choice: 22%
- 4th choice: 40%

Legend: 1st choice | 2nd choice | 3rd choice | 4th choice

Appendix E: Survey development and validity testing

Developing and testing the survey

An iterative test and retest process was used to design the survey

Draft survey & materials
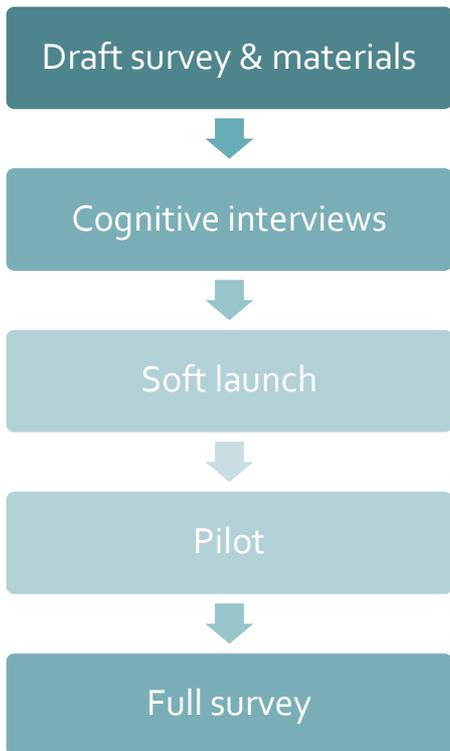
Draft survey & materials
- The detailed research questions and materials were developed in consultation with AWS and comment sought from their ICG panel.

Cognitive interviews

One to one cognitive in-depth testing
- 5 cognitive interviews were completed to test materials including the understanding of the performance commitments. In this phase we explored the level of information that respondents were presented with. The responses allowed refinements to the survey and supporting materials.

Soft launch

Soft launch
- The survey was tested with 46 customers. The results were analysed to check for correct coding and customer understanding. Changes were made to showcards and the importance of financial incentives exercise to improve understanding, and an additional follow up question was included.

Pilot

Pilot
- A pilot was undertaken with a total of 91 customers including the 46 customers from the soft launch. Sufficient sample to allow models to be run and checked. Minor changes were made to some introductory text to improve clarity.

Full survey

Full survey
- This resulted in a final combined sample of 609 respondents. Both online and face-to–face interviews were undertaken. The final sample was extended beyond the target of 600 to increase the number of future customers within the sample.

Three quarters had no difficulties with the impact scenario exercise

Difficulty of choices

(N = 609)

- Very easy — 10%
- Fairly easy — 39%
- Neither easy nor difficult — 24%
- Fairly difficult — 24%
- Very difficult — 3%

(x-axis: 0% 10% 20% 30% 40% 50%)

Reasons for finding choices difficult

(N = 167)

- It was hard to decide which scenario had the most impact — 75%
- Not enough information was provided for me to pick between scenarios — 20%
- The information provided was not clear / was too much — 13%
- The instructions for the questions were not clear — 5%
- Other — 3%

(x-axis: 0% 20% 40% 60% 80%)

- Most customers had no difficulties with the exercise – supporting the validity of results
- The minority who did have difficulties often found it hard to decide which scenario had the most impact (75%)

58% had no difficulties when selecting the most import PCs for financial incentives
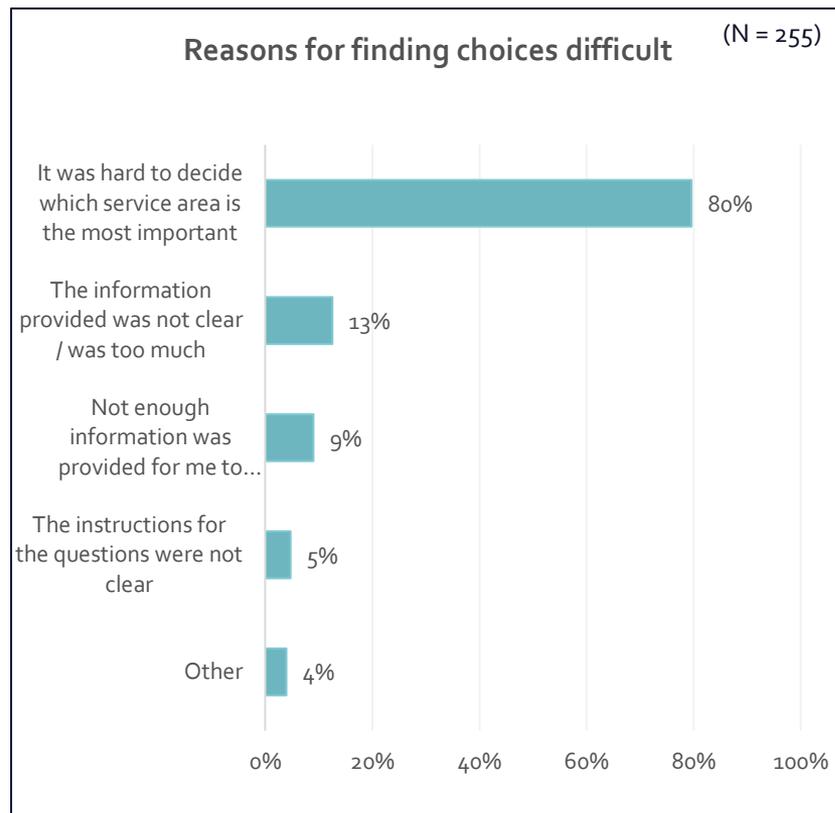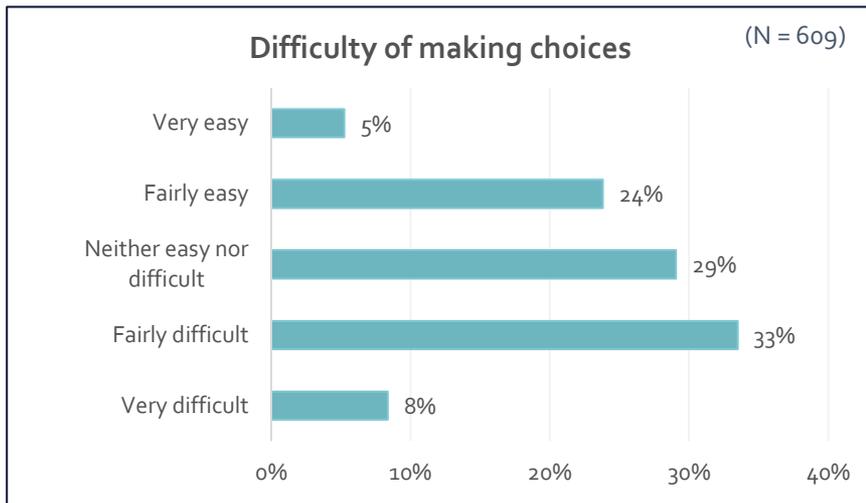
Difficulty of making choices (N = 609)

- Very easy: 5%
- Fairly easy: 24%
- Neither easy nor difficult: 29%
- Fairly difficult: 33%
- Very difficult: 8%

(x-axis: 0% 10% 20% 30% 40%)

Reasons for finding choices difficult (N = 255)

- It was hard to decide which service area is the most important: 80%
- The information provided was not clear / was too much: 13%
- Not enough information was provided for me to…: 9%
- The instructions for the questions were not clear: 5%
- Other: 4%

(x-axis: 0% 20% 40% 60% 80% 100%)

- Most customers had no difficulties with the exercise – supporting the validity of results
- Those who did have difficulties found it hard to decide which service area is most important (80%)

Around half of customers found the survey important and interesting

Views on survey

(N = 609)

Category	Percentage
Important issues for customers to be asked about	47%
Interesting	53%
Easy	16%
Too long	15%
Difficult to understand	10%
Educational	23%
Unrealistic / not credible	3%
Other (please specify)	2%
None of these	3%
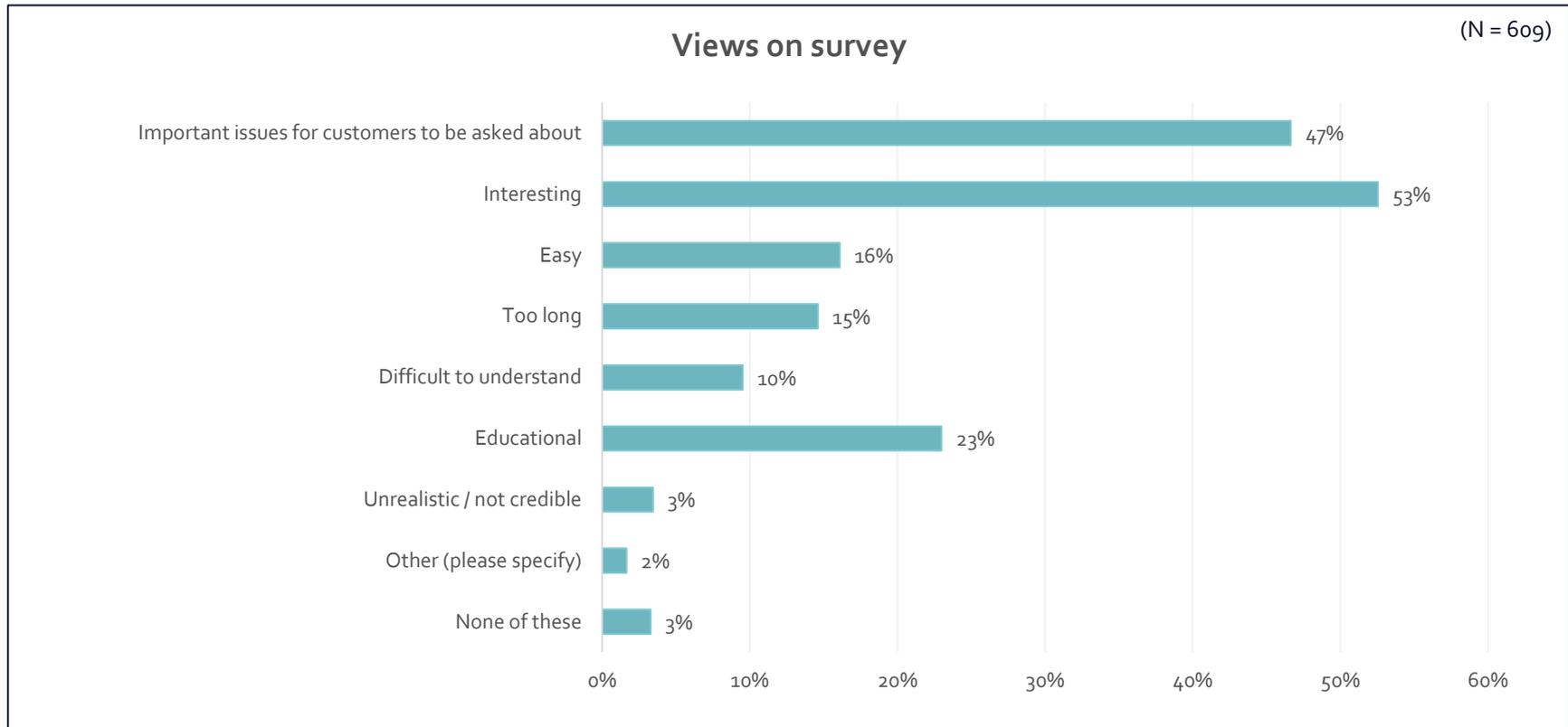
Appendix F – Econometric results

Impact exercise

```
. /* Impact 1 = Planned Water Supply Interruptions= base omitted impact */
>
. /* Estimate Ordered Logit Model Weighted */
>
> rologit pref imp2 imp3 imp4 imp5 imp6 imp7 imp8 imp9 imp10 ///
> imp11 imp12 imp13 imp14 imp15 imp16 imp17 imp18 imp19 imp20 imp21 ///
> imp22 imp23 imp24 imp25 imp26 imp27 imp28 imp29 imp30 [pweight=pw], group(group);

(sum of wgt is   1.4630e+04)
Iteration 0:  log pseudolikelihood = -8911.3142
Iteration 1:  log pseudolikelihood = -8022.8844
Iteration 2:  log pseudolikelihood = -8002.3683
Iteration 3:  log pseudolikelihood = -8002.2545
Iteration 4:  log pseudolikelihood = -8002.2545
Refining estimates:
Iteration 0:  log pseudolikelihood = -8002.2545


Rank-ordered logistic regression        Number of obs   =   14,616
Group variable: group                    Number of groups =     4872

No ties in data              Obs per group:
min =     3
avg =     3.00
max =     3

Wald chi2(29)    =   1042.65
Log pseudolikelihood = -8002.255      Prob > chi2    =   0.0000

(Std. Err. adjusted for 4,872 clusters in group)
```

Impacts are modelled relative to Planned water supply interruption (6 hours) which does not show in the model output. The weights (odds ratios) are produced by: Odd ratio = Exponent (coefficient)

Impact label is not part of the modelled output and has been added for interpretation.

pref	Coef.	Robust Std. Err.	z	P>|z|	[95% Conf. Interval]		Impact label
imp2	0.2395	0.1067	2.25	0.025	0.0304	0.4486	Boil water notice (2 days)
imp3	0.2242	0.1159	1.93	0.053	-0.0030	0.4515	Unexpected water supply interruption at your property (6 hours)
imp4	0.6117	0.1121	5.46	0	0.3920	0.8314	Unexpected water supply interruption at your property (1 day)
imp5	1.0698	0.1171	9.13	0	0.8402	1.2993	Unexpected water supply interruption affecting your property and the whole area (one day)
imp6	1.6853	0.1269	13.28	0	1.4365	1.9340	Unexpected water supply interruption affecting your property and the whole area (four days)
imp7	-0.7919	0.1173	-6.75	0	-1.0218	-0.5621	No Priority Services Register support for your property
imp8	2.1051	0.1804	11.67	0	1.7515	2.4588	Sewer flooding inside your property (two months)
imp9	2.1989	0.1806	12.18	0	1.8449	2.5529	Sewer flooding inside your property and other properties in your area (two months)
imp10	0.9294	0.1262	7.36	0	0.6820	1.1768	Sewer flooding outside of your property (one week)
imp11	1.1004	0.1319	8.34	0	0.8418	1.3589	Sewer flooding outside your property and across your local area (one week)
imp12	-0.0728	0.1118	-0.65	0.515	-0.2920	0.1464	Sewer flooding in public areas and parks (one week)
imp13	1.1165	0.1197	9.33	0	0.8818	1.3511	Restricted wastewater use (two days)
imp14	-0.8867	0.1188	-7.47	0	-1.1196	-0.6539	Anglian Water work on their own and do not deliver schemes with others
imp15	-0.9864	0.1122	-8.79	0	-1.2063	-0.7666	Anglian Water delivering schemes using traditional options
imp16	-0.3744	0.1163	-3.22	0.001	-0.6023	-0.1465	Sewer capacity is full in your local area
imp17	-0.9103	0.1167	-7.8	0	-1.1391	-0.6816	Sewer capacity is full elsewhere in the region
imp18	-0.5089	0.1075	-4.74	0	-0.7195	-0.2983	River water nearby is not high quality
imp19	-1.4225	0.1098	-12.95	0	-1.6378	-1.2073	River water elsewhere in the region is not high quality
imp20	-0.5786	0.1082	-5.35	0	-0.7906	-0.3665	River nearby with an environmentally sensitive area is not high quality
imp21	-1.1240	0.1075	-10.45	0	-1.3347	-0.9133	River elsewhere in the region with an environmentally sensitive area is not high quality
imp22	-0.9894	0.1122	-8.82	0	-1.2092	-0.7695	Low flows in rivers nearby (2 months)
imp23	-1.2052	0.1142	-10.56	0	-1.4290	-0.9814	Low flows in river elsewhere in the region (2 months)
imp24	-0.8739	0.1121	-7.79	0	-1.0937	-0.6541	River nearby is high quality for plants but is not high quality for fish and wildlife
imp25	-1.2237	0.1118	-10.95	0	-1.4428	-1.0046	River elsewhere in the region is high for plants but is not high quality for fish and wildlife
imp26	-1.2385	0.1134	-10.92	0	-1.4608	-1.0163	River nearby is high quality for fish and wildlife but is not high quality for plants
imp27	-1.6080	0.1146	-14.04	0	-1.8325	-1.3835	River elsewhere in the region is high quality for fish and wildlife but is not high quality for plants
imp28	-0.6659	0.1061	-6.27	0	-0.8739	-0.4579	River nearby with high amenity is not high quality
imp29	-1.1150	0.1097	-10.16	0	-1.3301	-0.8999	River elsewhere in the region with high amenity is not high quality
imp30	-0.6853	0.1127	-6.08	0	-0.9061	-0.4645	No priority service register support to your property and in your local area

Importance of financial incentives

PCs are modelled relative to interruptions to supply which does not show in the model output.

The weights (odds ratios) are produced by:

- Odd ratio = Exponent (coefficient)

PC label is not part of the modelled output and has been added for interpretation.

. /* Estimated Ordered Logit Model Weighted */						
>						
> rologit rank odid1 odid2 odid3 odid4 odid5 odid6 odid7 odid8 odid9 odid10 odid11 odid12 odid13 o						
> did14 odid15 odid16 odid17 odid18 odid19 odid20 odid21 odid22 odid23 [pweight=pw], group(group);						
(sum of wgt is 1.4630e+04)						
Iteration 0: log pseudolikelihood = -13276.04						
Iteration 1: log pseudolikelihood = -13074.394						
Iteration 2: log pseudolikelihood = -13073.865						
Iteration 3: log pseudolikelihood = -13073.865						
Refining estimates:						
Iteration 0: log pseudolikelihood = -13073.865						
Rank-ordered logistic regression		Number of obs =	14,616			
Group variable: group		Number of groups =	3654			
Ties handled via the Breslow method		Obs per group:				
min =	4					
avg =	4.00					
max =	4					
Wald chi2(23) =	528.62					
Log pseudolikelihood = -13073.86		Prob > chi2 =	0.0000			
(Std. Err. adjusted for 3,654 clusters in group)						

	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]		PC label
				Robust			
rank							
odid1	-0.3445	0.0713	-4.83	0	-0.4843	-0.2048	Customer contacts about drinking water quality
odid2	0.4913	0.0767	6.4	0	0.3409	0.6417	CRI
odid3	0.1934	0.0681	2.84	0.004	0.0600	0.3268	Mains repairs
odid4	-0.2079	0.0660	-3.15	0.002	-0.3372	-0.0785	Unplanned outage
odid5	0.2663	0.0795	3.35	0.001	0.1105	0.4221	Internal sewer flooding
odid6	0.1793	0.0707	2.54	0.011	0.0407	0.3179	External sewer flooding
odid7	0.0605	0.0619	0.98	0.328	-0.0608	0.1817	Sewer collapses
odid8	-0.4740	0.0695	-6.82	0	-0.6103	-0.3377	Bathing water quality
odid9	0.3144	0.0724	4.34	0	0.1724	0.4563	Pollution incidents
odid10	-0.0657	0.0734	-0.9	0.371	-0.2097	0.0782	Storm overflows
odid11	0.1777	0.0661	2.69	0.007	0.0481	0.3073	Discharge permit compliance
odid12	-0.1177	0.0655	-1.8	0.072	-0.2461	0.0107	River water quality (avoiding algal blooms)
odid13	-0.3221	0.0685	-4.7	0	-0.4562	-0.1879	Biodiversity
odid14	-0.3402	0.0705	-4.83	0	-0.4783	-0.2020	Greenhouse gas emissions
odid15	0.0752	0.0692	1.09	0.277	-0.0604	0.2109	Total water demand
odid16	0.0381	0.0657	0.58	0.562	-0.0907	0.1668	Supporting customers in vulnerable circumstances
odid17	0.2964	0.0706	4.2	0	0.1580	0.4349	Customers unable to use their toilets
odid18	-0.2313	0.0637	-3.63	0	-0.3562	-0.1064	Working in partnership on improvements to wastewater and environmental services
odid19	-0.1019	0.0659	-1.55	0.122	-0.2310	0.0273	Taking less water from environmentally sensitive sites
odid20	-0.1457	0.0648	-2.25	0.025	-0.2727	-0.0187	Improving river ecology and amenity
odid21	-0.0740	0.0665	-1.11	0.265	-0.2043	0.0562	Climate resilient networks
odid22	-0.0590	0.0630	-0.94	0.35	-0.1825	0.0646	Managing surface water to increase sewer capacity
odid23	-0.2974	0.0662	-4.49	0	-0.4272	-0.1677	Controlling nutrient run off from developments

ODI package

. /* Weighted estimation with combined sample */							
>							
> rologit rankmodel option1 option2 option3 [pweight=pw],group(group);							
(sum of wgt is 2.4383e+03)							
Iteration 0: log pseudolikelihood = -1965.7451							
Iteration 1: log pseudolikelihood = -1950.2558							
Iteration 2: log pseudolikelihood = -1950.2455							
Iteration 3: log pseudolikelihood = -1950.2455							
Refining estimates:							
Iteration 0: log pseudolikelihood = -1950.2455							
Rank-ordered logistic regression Number of obs = 2,436							
Group variable: group Number of groups = 609							
No ties in data Obs per group:							
min = 4							
avg = 4.00							
max = 4							
Wald chi2(3) = 46.35							
Log pseudolikelihood = -1950.246 Prob > chi2 = 0.0000							
(Std. Err. adjusted for 609 clusters in group)							
--							
| Robust							
rankmodel	|	Coef.	Std. Err	z	P>|z|	[95% Conf.	
-------------+---							
option1	|	0.10231	0.10958	0.93	0.35	-0.11247	0.31709
option2	|	0.30951	0.08415	3.68	0	0.14459	0.47444
option3	|	0.33119	0.06411	5.17	0	0.20554	0.45683

Options 1 to 3 are modelled relative to option 4 which does not show in the model output.

The weights (odds ratios) are produced by:

- Odd ratio = Exponent (coefficient)

ODI survey: Final findings