

Social purpose – research materials

Young People's Panel 2020 recruitment
and research materials:

- Promotional letter to schools
- Application questionnaire
- Day 2 discussion guide
- Schools survey

Colleague workshop discussion guide

Online panel survey March 2021

Business plan
2025-2030



Wessex Water
YTL GROUP

FOR YOU. FOR LIFE.

1st June 2020

FAO Head of Sixth Form

Wessex Water's Young People's Panel

We have an exciting work experience opportunity for sixth formers and Year 11 students to get involved in the running of one of the largest businesses in our region. This is the fifth year of our Young People's Panel which brings the views of young adults into the decision-making we do to plan our future operations.

We're recruiting 26 individuals who live in the Wessex Water region to join our panel, which will allow their voices to be heard at executive level and provide a unique opportunity for them to kickstart a career in the world of business.

We are looking for sixth formers from **all social backgrounds**: this really is an opportunity for anyone who is interested. We're hoping that you will encourage pupils to apply who might otherwise think something like this is 'not for me'.

How will your sixth formers benefit?

They will have real influence on the decisions made by senior management as well as:

- see inside the workings of a major business
- meet other like-minded sixth formers from around the region
- get a formal reference for use in UCAS or apprenticeship applications
- get a £100 reward for taking part.

What's involved?

The Young People's Panel will meet on two occasions, Wednesday 16th September and Tuesday 3rd November. We are hoping that the meetings will be able to take place at Wessex Water's headquarters in Bath under social distancing guidelines. However, should that not be possible we will arrange virtual meetings. The meetings will start at 10am and finish at approximately 4pm. We will reimburse individuals for all travel expenses. The meetings will include a mix of briefings from senior executives about the business and the challenges it faces and facilitated problem-solving exercises.

Between the two meetings, members of the panel will work in teams on a main task. On the second day they will present to a senior board of judges.

Who should apply?

We would expect sixth formers to be one or more of the following:

your say your future

young people's panel

- Thinking about a career in a business setting; perhaps as an engineer, a product developer, in a financial, a customer service or marketing role, or even would-be entrepreneurs who plan to run their own business one day.
- Someone who enjoys getting their point across: taking an active part in class discussions and debates and problem-solving.
- A good team player: a good listener as well as a good talker!

How to apply

We are contacting a limited number of schools and colleges in our region so would encourage you to publicise the initiative to your sixth-formers so they have the opportunity to get involved. The application form is quick and easy and should take no longer than 15 minutes to complete.

Students can apply by following this link:

https://forms.office.com/Pages/ResponsePage.aspx?id=QpcdYF_ttU-vwqG6cPex4z_xixp-QyRGr0832DX6mzxUODAxUVFZNzdEN0c4NVUyRVQ1RFo4Q0pSVi4u

The closing date for applications is **5pm on Wednesday 15th July.**

Contact details

Blue Marble Research, a specialist research and engagement agency, will be running this initiative. If you have any questions about the application process, please contact Jo Ballan-Whitfield at Blue Marble Research directly: wpanel@bluemarbleresearch.co.uk or call 01761 239329.

Further information

While Wessex Water already works with many schools, colleges and universities in our region as part of our education programme, this young people's panel goes a step further and allows young people to help influence what we do. The panel will be featured in future company reports and will inevitably be well-talked about with the water sector and local media. You can get a taste of what it is all about by following this link to a short video

<https://www.wessexwater.co.uk/corporate/customer-service/customer-engagement/young-peoples-panel>

Yours sincerely

Wessex Water Education Team

The information provided via the application process will remain completely confidential and in line with GDPR. Please visit the Blue Marble Research website for our Privacy Notice.



Questions on the online application form

- Name, gender, address (to ensure within the Wessex Water region), email, mobile number
- Name of school/college and current year group
- Course studying in 6th form/college
- Main interests, hobbies and extra-curricular activities
- Details of work experience/employment and/or volunteering activity
- Type of personality: If you were a brand, which brand would you be and why? Which values do you share?
- What are the top 3 issues / challenges / concerns facing you and your generation?
- What do you think you'll contribute to the panel? (in 150 words)
- Referee (school/college teacher) with email contact details
- Confirmation that parent/guardian is supportive of the application
- Confirmation do not have a personal connection with Wessex Water (e.g. close friends/family work there)
- Availability for meetings on Monday 24th September and Tuesday 5th November

How to apply

There's more information as well as the application form on our website at: [Young peoples panel \(wessexwater.co.uk\)](http://www.wessexwater.co.uk)

The closing date for applications is 5pm on Wednesday 17th July.

Need to know more?

We're working with a specialist research and engagement agency, Blue Marble Research Ltd, so if you have any questions about the application process, please contact Jo Ballan-Whitfield directly: wpanel@bluemarbleresearch.co.uk or call 01761 239329.

Blue Marble Research – Young People’s Panel 2020

DAY 2 group discussion guide – 45 minutes

Four mixed groups

Introduction

Moderator introduction: we want to discuss one completely different topic, which relates to the idea of private sector companies operating in ways that benefits wider society – sometimes called ‘social purpose’ or ‘social value’.

I’ll give you some examples of brands who talk about their social purpose or the social value they provide:

- **Yeo Valley** emphasise their sustainable approach to farming, e.g. to protect the land for future generations, advocate low food miles and facilitate ‘carbon sequestration’ through healthy soils. Additionally, their farm / headquarters are solar powered and supplemented with their own renewable energy. Their packaging is fully recyclable and they provide tips for reducing food waste.
- **Ben & Jerry’s** demonstrate how ‘You Do Good By Eating Ben & Jerry’s’: e.g. using brownies in their ice-cream from a bakery who employs those unable to find a job, using eggs from cage-free hens, support sustainable agriculture, or endorsing marriage equality (same-sex marriage)
- **Nike** define their purpose ‘to unite the world through sport to create a healthy planet, active communities and an equal playing field for all’. Examples of their recent ongoing work are: E.g. campaigning to vote in the US general elections with guidance on how to; celebrating days like ‘coming out day’, ‘International Day of the Girl’ with inspiring stories of athletes; invest in communities and grassroots organisation to get kids involved in sports through removing barriers to play, train coaches.

Awareness of examples of social value (5 minutes)

- **As a group, can we generate other examples of companies where you believe the way they operate has a wider social purpose?**
- Spontaneous
- **Prompt:** companies can deliver social value through their environmental sustainability; their support for customers and staff and the communities they serve; the local/regional economy etc... does this help trigger any other examples?

Put yourselves in the shoes of a water company (10 minutes)

- Here’s a definition of social value for us to work with: Water companies have a core purpose: providing a reliable, safe supply of drinking water and sewerage services at a reasonable price whilst protecting the environment. In addition, they have a social purpose: to make a positive contribution to society and the environment.
- Assuming you are running a water company like Wessex Water, can you think of all the things you would do to fulfil your social purpose?

- Create a list of ideas – elaborate on how they would work with the group
- Probe:
 - ideas benefitting people & communities
 - ideas benefitting the environment
 - ideas benefitting local and regional economy

Some examples (15 minutes)

Moderator: Here are some things that Wessex Water describes as part of its social purpose...

- For each that I read out, does this fit with your idea of social purpose, or is this part of its core role – or does it cover both?
- Which are the most relevant to you? Which should be prioritised?
 1. *Supporting the healthy functioning of society and the environment with essential water services today and into the future.*
 2. *Playing a full part in the communities we serve, for example offering grants to support community and environmental initiatives (such as a rainwater harvesting system at Bath City Farm) and providing staff volunteers for local projects for example providing hot meals to vulnerable people during Covid lockdown in 2020 and our Covid Relief Fund for organisations dealing with the pandemic.*
 3. *Supporting and driving economic growth across our region, by being a large local employer; supporting local suppliers & businesses.*
 4. *Ensuring everyone can benefit from and afford our services, with a range of lower rate tariffs and discounts for people on low incomes and partnership working with debt advice sector.*
 5. *Promoting culture, inclusion, and diversity so that our business is a place where everyone enjoys working and feels they are treated fairly and given every opportunity to further their career.*
 6. *Promoting social mobility by growing skills and providing opportunities in a workforce through apprenticeships and educational programmes.*
 7. *Leading the improvement of the natural environment of our region through our work to adapt to and mitigate climate change, reduce pollution, conserve water, promote sustainable agriculture and eliminate single use plastic.*
 8. *Becoming carbon neutral by 2030 by a continuation of activities including energy efficiency practices and investment in renewable energy. Where emissions are unavoidable, seeking to offset through local sequestration projects or buying offsets.*
 9. *Making responsible investments now in existing pipework and treatment works to upgrade infrastructure and prepare for the additional challenges of climate change and population growth.*

Moderator: Note any examples that seem to impress / be winning; briefly prompt for a favourite.

- **Is anything missing from the list?**

Summary (10 minutes)

- If you were to describe to a friend this concept of Social Purpose, how would you define it?
- What do you see as the benefits of being a water company with a social purpose?
- Do you have any concerns or doubts about water companies working towards a wider social purpose?
 - Probes, if needed: PR/greenwashing; Who pays; Distraction from core business?

- If you were to advise Wessex Water to concentrate on just one or two aspects, which would they be?

Wessex Water Young People's Panel 2020

Introduction

Please complete this 5-minute survey for Wessex Water who want to hear the views of young people.

You can also enter into the prize draw with the chance of winning a £100 Amazon voucher.

The information you provide (answers and contact details) will remain completely confidential and in line with GDPR. Please visit the Blue Marble Research website for our privacy notice:

<http://www.bluemarbleresearch.co.uk/privacy-notice/>

* 1. Which of these applies to you

- In school year 12
- In school year 13
- Other (please specify)

* 2. What is your gender?

- Female
- Male
- Prefer not to say
- Other (please specify)

* 3. Which school do you go to?

* 4. What are you most likely to do after year 13 or after a gap year?

- Go to university
- Do an apprenticeship
- Go straight into work
- Other (please specify)

* 5. How are you currently feeling about the following issues in relation to you and your school life?

	Very positive/ optimistic	Quite positive/ optimistic	Neutral	Quite negative/ pessimistic	Very negative/ pessimistic	Don't know / not applicable
Achieving my educational goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My social life and friendships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My health and wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 6. How are you currently feeling about the following issues in relation to life after education?

	Very positive/ optimistic	Quite positive/ optimistic	Neutral	Quite negative/ pessimistic	Very negative/ pessimistic	Don't know / not applicable
Employment prospects in next 10 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial prospects in next 10 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prospect of getting on housing ladder in next 10 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 7. When thinking about your future work life, what are the top three things you will look for in an employer?

	Most important	2nd most important	3rd most important
An employer that provides training and qualifications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employer that provides a good work life balance (e.g. flexible working arrangements)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employer offering a good starting salary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employer that has a bonus scheme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employer with a good reputation in the local community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employer that's nationally/globally recognised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employer that has good employee benefits e.g. health care, free gym membership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employer with strong environmental credentials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An employer who supports staff volunteering for charities (e.g. in their communities; supporting vulnerable people)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 8. Thinking back over the last few weeks, on an average day how many showers have you taken?

- More than two a day
- Two a day
- One a day
- One every other day
- Fewer

* 9. Thinking back over the last few weeks, on an average day how many baths have you taken?

- More than two a day
- Two a day
- One a day
- One every other day
- Fewer
- I never take baths

* 10. Does your household have a bin in the bathroom(s)?

If your household has more than one bathroom and each bathroom has a different bin type, please answer for the main bathroom / the one you use most.

- Yes – a bin with a lid
- Yes – an open bin
- No
- Unsure

* 11. Which of the following types of wipes do you usually have in your house and which of these do you use personally?

	Personally use	Have at home, don't usually use myself	Don't have at home	Unsure
Floor wipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibacterial wipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General cleaning / dusting wipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make-up (removal) wipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wet toilet wipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baby wipes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

* 12. Regardless of wipe use, which if any, of the following types can be flushed down the toilet?

- No wipes should be flushed
- Only degradable wipes
- Only those labelled flushable, easy-to flush, fine to flush
- Degradable & flushable/easy to flush/fine to flush
- Any wipes as long as it goes down the pipe
- Unsure / don't know

* 13. Imagine you could choose from three different water companies, all exactly the same other than the way they invest their profits to benefit society.

Which would be the most appealing to you as a future customer?

- Company 1 **supports people and communities in their region**, e.g. offering grants to support local community initiatives; promoting local culture and community cohesion, and supporting vulnerable groups and low-income households
- Company 2 **supports the environment**, e.g. committing to becoming carbon neutral by 2030 through energy efficiency practices, investing in renewable energy and offsetting through local carbon capture projects; promoting environmental behaviour of households and communities
- Company 3 **supports the local and regional economy**, e.g. by supporting local suppliers and businesses, growing skills and providing opportunities through apprenticeships and educational programmes;
- None of the above would influence my choice in water company

* 14. Why did you choose this one?

* 15. Which of the following reflect your awareness of Wessex Water?

- I had not heard of Wessex Water before doing this survey
- I have heard of Wessex Water, but I don't know anything about them
- I am familiar with Wessex Water e.g. I know something about what they do, I recognise their vans etc.
- I've/my family have had personal dealings with Wessex Water e.g. an engineer has been to our house/street

* 16. How likely are you to describe Wessex Water as a good company to someone you know?
Using the drop down menu below please rate from '0 = very unlikely' to '10=extremely likely'.

0 - Very unlikely 10 - extremely likely

17. Thank you for taking part in our survey.

If you wish to enter into the prize draw for the chance to **win a £100 Amazon voucher**, please give your contact details below and click "Done". Your details will be kept secure and will not be shared with any third parties. They will only be used for the draw.

If you would rather not enter, please leave the form blank and click on the "SUBMIT" button below.

Name

Email Address

Blue Marble Research – Wessex Water’s Public/Social Purpose Colleague discussion guide – 90 minutes

3 x groups of 6 people – MS Teams discussions

1. Introduction (10 mins)

- *Colleague introductions*
- **Moderator introduction:** we want to discuss the idea of private sector companies operating in ways that benefits wider society – sometimes called 'social purpose' or 'social value'.

I'll give you some examples of brands who talk about their social purpose or the social value they provide:

- **Yeo Valley** emphasise their sustainable approach to farming, e.g. to protect the land for future generations, advocate low food miles and facilitate 'carbon sequestration' through healthy soils. Additionally, their farm / headquarters are solar powered and supplemented with their own renewable energy. Their packaging is fully recyclable and they provide tips for reducing food waste.
- **Nike** define their purpose 'to unite the world through sport to create a healthy planet, active communities and an equal playing field for all'. Examples of their recent an ongoing work are: E.g. campaigning to vote in the US general elections with guidance on how to; celebrating days like 'coming out day', 'International Day of the Girl' with inspiring stories of athletes; invest in communities and grassroots organisation to get kids involved in sports through removing barriers to play, train coaches.
- **M&S Plan A 2025** – which includes aspects such as making all M&S packaging 'widely recyclable'; Raising £25 million for charities tackling cancer, heart disease, mental health problems, loneliness and dementia; Colleagues completing one million hours of work-time community volunteering; A new 10 community pilot that will see M&S work with local councils and charity partners to support communities to deliver positive, measurable change, the results of which will be rolled out to 100 locations.

2. Awareness of examples of social value (10 minutes)

- **As a group, can we generate other examples of companies where you believe the way they operate has a wider social purpose?**
- *Spontaneous*
- Prompt: companies can deliver social value through their environmental sustainability; their support for customers and staff and the communities they serve; the local/regional economy etc... does this help trigger any other examples?
- Is anyone aware of whether Wessex Water has a stated Social Purpose?

3. What should Wessex Water include in its stated social purpose? (15 minutes)

- Here's a definition of social value for us to work with: Water companies have a core purpose: providing a reliable, safe supply of drinking water and sewerage services at a

reasonable price whilst protecting the environment. In addition, they have a social purpose: to make a positive contribution to society and the environment.

- What things should Wessex Water do to fulfil its social purpose?
- Create a list of ideas – elaborate on how they would work with the group
- Probe:
 - ideas benefitting people & communities
 - ideas benefitting the environment
 - ideas benefitting local and regional economy
- What do you see as the benefits of being a water company with a social purpose?
 - For customers
 - For employees
 - For the company
- What might 'being the best' look like in this context?

4. Wessex Water's current stated social purpose (40 minutes)

Moderator: Here are some things that Wessex Water describes as its social purpose... [SHARE SCREEN]. Send a few minutes reading through these quietly and then we'll discuss as a group. As you are reading through, note down the numbers of your top 3.

We commit to:

1. Providing essential public health and environmental services.
2. Playing a full part in the communities we serve.
3. Supporting and driving economic growth across our region.
4. Ensuring everyone can benefit from and afford our services.
5. Promoting social mobility, inclusion and diversity, both within Wessex Water and with the stakeholders with whom we interact.
6. Growing skills and providing opportunities in a workforce that reflects the communities we serve through apprenticeships and education.
7. Delivering net environmental gain every year, improving the natural capital of our region through our work to reduce pollution, conserve water, promote sustainable agriculture and eliminate single use plastic.
8. Continuing our development of a clear plan to respond to the climate emergency and become carbon neutral by 2030.
9. Investing more in existing infrastructure to renew ageing assets and provide resilience in the face of climate change.
10. Championing greater use of real competition.
11. Engaging directly with the communities we serve and other stakeholders, so our priorities reflect their priorities.
12. Working closely with our supply chain to support their international opportunities for the benefit of "UK plc".
13. Speaking out clearly and visibly on all these issues, powerfully articulating our story and taking others with us.

- As you read the list, how were you feeling? Describe what emotions were triggered?
- Before we talk about individual ideas, what is your *general impression* of the list of areas here that sit within Wessex Water's social purpose? Describe it using a single word or short phrase.
- How does this compare to the types of things you mentioned earlier (in section 3)?

Moderator: *This research is to get colleague input: nothing is finalised or can't be changed so now we want to look at these ideas in a bit more detail for you to help shape the Company's social purpose.*

- Can each of you tell me your top 3 and why you've chosen them?
 - Work around the group hearing from each colleague
- So from the colleague perspective, which are the most relevant? Which should be prioritised?
- Which do you think will be hardest to live and work by?
 - Spontaneous thoughts then probe:
 - Because the company is a long way from delivering this right now?
 - Because you don't feel comfortable with the idea?
- Is anything on the list unclear or meaningless?
- Is anything missing from the list?
- Or anything you think shouldn't be included?

Spreading the message (15 minutes)

- If you were to describe to a colleague this concept of Social Purpose, how would you define it?
- How supportive do you think colleagues will be to play their part in making sure the Company lives up to these values and delivers its social purpose?
 - What would you/they like to hear from the management about the Company's social purpose and what it means for colleagues?
- How could we measure how well the Company is performing against these social purpose commitments?
- Do you have any concerns or doubts about water companies working towards a wider social purpose?
 - Probes, if needed: PR/greenwashing; who pays; distraction from core business?
- To summarise: if you were to advise the Company to concentrate on just one or two aspects, which would they be?

Thank & close.

Wessex Water Social Purpose Final Draft 16.03.21

TO RECORD FOLLOWING INFORMATION FROM PANEL:

- Postcode area
- Supply area: Wessex / Bristol / Bournemouth
- Gender
- Age
- Social Grade
- Whether on meter

INTRODUCTION

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

SECTION 1: BROADER CONTEXT

DISPLAY TO ALL

Firstly, we'd like you to consider a range of issues facing society and the environment.

ASK ALL

Q1. From the following list, which of these issues are you most concerned about? You can choose a maximum of 5.

MULTI CHOICE. MAXIMUM OF 5 CODES ALLOWED. RANDOMISE ORDER

1. Economic uncertainty / instability
2. Climate change
3. Water pollution
4. Single-use plastics
5. Air quality
6. Loss of biodiversity and natural resources
7. Inequality of race, gender, sexual orientation, religion etc.
8. Public health and well-being
9. Poverty / wealth gap
10. None of these **(ANCHORED, EXCLUSIVE)**
11. Don't know **(ANCHORED, EXCLUSIVE)**

ASK ALL

Q2. Who do you think is responsible for tackling issues facing society and the environment? You can choose as many or as few as you like. **Please select in order of most to least responsibility.**

RANKING QUESTION. THEY CAN SELECT AS MANY OR AS FEW AS THEY LIKE. RANDOMISE ORDER OF ANSWERS

1. Central government
2. Local government / council
3. National / global businesses
4. Regional / local businesses
5. Individuals
6. Local communities
7. Don't know / cannot say **(ANCHORED, EXCLUSIVE)**

ASK ALL

Q3. Please tell us which companies, brands or organisations you admire for making a positive contribution to society and / or the environment.

OPEN QUESTION.

98. None
99. Don't know

ASK ALL

Q4. Here are some things people have said about social and environmental issues. How much do you agree or disagree with each?

RANDOMISE ORDER OF STATEMENTS. SHOW IN CAROUSEL FORMAT.

STATEMENTS

1. I feel more positive towards companies that have a strong voice on social and environmental issues
2. Companies only get involved in social and environmental initiatives to help their own image
3. Because of Covid, I'm less concerned about environmental issues than I'd be otherwise
4. Because of Covid, I'm more concerned about my local community than I'd be otherwise
5. I feel a strong connection to the region I live in – it's an important part of my identity

ANSWER CODES (SINGLE CODE FOR EACH STATEMENT)

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know

SECTION 2: PERCEPTIONS OF WESSEX WATER AND SOCIAL PURPOSE

DISPLAY TO ALL

Now we'd like you to think about Wessex Water.

ASK ALL

Q5. Can you think of anything that we are doing to make a positive contribution to society and / or the environment (in addition to providing clean water and treating sewage)?

1. Yes
2. No
3. Don't know

ASK IF CODED 'YES' AT Q5:

Q6. What you are aware of that we are doing?

OPEN QUESTION.

99. Don't know (**EXCLUSIVE**)

ASK ALL

Q7. What is your impression of how much we do in the following areas...?

RANDOMISE ORDER OF STATEMENTS. CAROUSEL FORMAT

STATEMENTS

1. Support people and communities in your region
2. Support the environment
3. Support the local and regional economy

ANSWER CODES (SINGLE CODE FOR EACH STATEMENT)

1. A lot
2. A fair amount
3. A little
4. Nothing
5. Don't know

SECTION 3: SOCIAL PURPOSE PRINCIPLES

DISPLAY TO ALL

Now we'd like to talk about ways in which companies look to benefit society.

ASK ALL

Q8. Imagine you could choose from three different water companies, all exactly the same other than the way they seek to benefit society. Which **one** would be the most appealing to you?

SINGLE CODE. RANDOMISE ORDER.

1. **A water company that supports people and communities in your region**, e.g. grants to local community initiatives; promoting local culture, supporting vulnerable & low income households

2. **A water company that supports the environment**, e.g. committing to becoming carbon neutral; demonstrating good environmental behaviours and encouraging others in the community too
3. **A water company that supports the local and regional economy**, e.g. by supporting local suppliers and businesses, growing skills and providing opportunities through apprenticeships and education
4. **No preference / all equally appealing**

DISPLAY TO ALL

We'll now consider a set of principles or promises that could show how we are committed to making a positive contribution to society and the environment (in addition to the provision of clean water and providing sewerage).

How Wessex Water can make a positive contribution to society and the environment:

DISPLAY LIST A – PRINCIPLES – BELOW IN A RANDOM ORDER

	TEXT TO DISPLAY	CATEGORY (DO NOT DISPLAY)
1	Providing water and sewerage services for public and environmental health today and in future	People and Environment
2	Supporting the region's economy by employing local people and using local businesses	Economy
3	Ensuring everyone can benefit from and afford our services (e.g. lower tariffs for low income customers, helping those in debt get expert advice)	People
4	Promoting culture and diversity within our organisation so that employees and everyone they work with are treated fairly and given equal opportunity	People
5	Promoting culture and diversity outside our organisation by publicly campaigning for diversity and equality	People
6	Growing skills in the community and providing opportunities through apprenticeships and education	People
7	Improving the region's natural environment by reducing pollution, stopping use of single-use plastic, conserving water and promoting sustainable agriculture	Environment
8	Becoming carbon neutral by 2030	Environment
9	Investing now in ageing pipework and treatment works to ensure reliable services for future generations in the face of climate change	People and Environment
10	Involving local communities in deciding what we do (e.g. choosing investments to make local water supplies and sewerage systems more resilient; deciding which local projects we give grants to)	People

ASK ALL

Q9. Is anything missing from this list that you'd expect to be included as making a positive contribution to society and the environment? Please write in anything that comes to mind.

OPEN QUESTION.

98. No – the list looks comprehensive (**EXCLUSIVE**)

99. Don't know (**EXCLUSIVE**)

ASK ALL

Q10. Now, for each of these principles, we'd like you to say if you'd **expect this** as something Wessex Water would do (or has to do), or if it **goes beyond what you'd expect**.

RANDOMISE ORDER OF STATEMENTS. CAROUSEL FORMAT

STATEMENTS

SHOW THE STATEMENTS FROM LIST A. RANDOMISE ORDER

ANSWER CODES (SINGLE CODE FOR EACH STATEMENT)

1. I'd expect this
2. Beyond what I'd expect
3. Don't know

ASK ALL

Q11. How would hearing that Wessex Water is committing to each of these principles affect **how you feel about them as a company?**

RANDOMISE ORDER OF STATEMENTS. CAROUSEL FORMAT

STATEMENTS

SHOW THE STATEMENTS FROM LIST A. RANDOMISE ORDER

ANSWER CODES (SINGLE CODE FOR EACH STATEMENT)

1. A lot more positive
2. A bit more positive
3. No different
4. A bit more negative
5. A lot more negative
6. Don't know

ASK ALL

Q12. Overall, thinking about the full list of principles we have shown you, how much do you agree or disagree with the following statements?

(GIVE OPTION TO SEE THE FULL LIST OF STATEMENTS AS A SEPARATE POP UP AS A REMINDER)

STATEMENTS

1. These demonstrate a genuine effort to contribute to society and the environment
2. Wessex Water are making these commitments to improve their image
3. Wessex Water are making these commitments because they are obliged to by the regulator
4. I don't believe Wessex Water would be able to achieve all of these
5. I'm concerned that Wessex Water would put up my bill in order to achieve these
6. Wessex Water need to be more ambitious and commit to more than just these principles

ANSWER CODES (SINGLE CODE FOR EACH STATEMENT)

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree

5. Strongly disagree
6. Don't know

SECTION 4: SOCIAL PURPOSE ACTIVITIES

DISPLAY TO ALL

Here is a range of specific activities we could engage in to contribute to society and the environment.

INSTRUCTION TO SCRIPTER: LIST B – ACTIVITIES

	TEXT TO DISPLAY	CATEGORY (DO NOT DISPLAY)
1	Provide water refill points within communities	People and Environment
2	Give grants to small local teams, clubs or societies to help with kit or equipment etc.	People
3	Provide grants to local environmental charities	Environment
4	Staff volunteer in community initiatives like cleaning parks & beaches, tree planting	Environment
5	Fund 'poo buses' that run on bio-gas produced in sewage treatment	Environment
6	Support the local economy by choosing to use local suppliers	Economy
7	Provide apprentice schemes	People, economy
8	Engage with school children and young people about water use	People
9	Work with farmers to support biodiversity and water quality	Environment
10	Campaign against manufacturers labelling wipes as 'flushable' – when they actually block drains.	Environment
11	Fight for a social cause e.g. social justice, diversity	People
12	Campaign to reduce water consumption by encouraging sustainable housing developments and promoting low-water use appliances	Environment
13	Support low-income customers	People
14	Provide discounts / rewards for low water users	People
15	Provide incentives to install water-saving equipment	People
16	Support vulnerable people and those with medical needs	People

ASK ALL

Q13. Which, if any, of these activities are you aware we already do? Choose all that apply.

MULTI CHOICE. RANDOMISE ORDER OF STATEMENTS.

DISPLAY LIST B

98. None of these (**ANCHORED, EXCLUSIVE**)

99. Don't know (**ANCHORED, EXCLUSIVE**)

ASK ALL

Q14. Which, if any, of these activities do you think would demonstrate we are making a genuine effort to contribute to society and / or the environment? Choose all that apply.

MULTI CHOICE. RANDOMISE ORDER OF STATEMENTS.

DISPLAY LIST B

- 98. None of these **(ANCHORED, EXCLUSIVE)**
- 99. Don't know **(ANCHORED, EXCLUSIVE)**

SECTION 5: FURTHER CLASSIFICATION

DISPLAY TO ALL

Thank you. We now just have a few questions about you and your household.

ASK ALL

Q15. How strongly do you agree or disagree with the following statement about your water bill? Please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree. **SINGLE CODE**

	1 Strongly disagree	2	3	4	5	6	7	8	9	10 Strongly Agree	11 DK
I worry about being able to afford my water bill											

ASK ALL

Q16. How much effort do you make at home to save water?

SINGLE CODE

1. A great deal
2. A fair amount
3. Some effort
4. Not much effort
5. None

ASK ALL

Q17. Do any of the following apply to **you**?

RANDOMISE ORDER. MULTI CODE

1. I volunteer for a local organisation or local charity
2. I'm a member of an online group (like facebook) for people living in my area
3. I'm a member of a local action group like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council
4. I often pick up litter near where I live
5. I have reported overflowing drains or leaking pipes in my neighbourhood
6. I have used or recommended companies because they do things for the local community like sponsoring a local team, or donating to a local charity
7. None of these **(ANCHORED, EXCLUSIVE)**

ASK ALL

Q18. Do any of the following apply to **your household**?

RANDOMISE ORDER. MULTI CODE

1. Someone in your household has a long-term disability or chronic illness
2. Living in social or council housing
3. Claiming pension tax credit (not just state pension)
4. The household does not own a car

5. The household is in a remote location
6. No Internet access at home
7. On a special water tariff like Water Assist or Water Sure
8. None of these (**ANCHORED, EXCLUSIVE**)

ASK ALL

Q19. How much effort do you make to be environmentally friendly?

SINGLE CODE

1. A great deal
2. A fair amount
3. Some effort
4. Not much effort
5. None

ASK ALL

Q20. How many people live in your household?

Children (under 16): **WRITE IN NUMBER (ALLOW 0-10)**

Adults (16 and over): **WRITE IN NUMBER (ALLOW 1-10)**

DISPLAY TO ALL Thank you for taking part in this survey. Please click on the DONE button below so that we can collect your responses and make sure that you are entered into the prize draw.