

## Deliberative Qualitative Research January 2022

- Online community plus 8 online focus groups
- 36 participants incl. 20 household bill payers, 5 future bill payers, 5 non-household customers
- Including customers with range of vulnerabilities

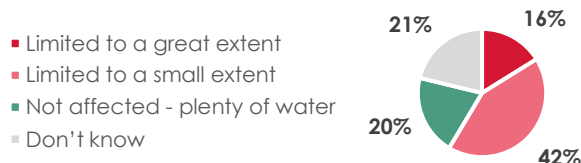
## Portsmouth Water Online Panel Survey March 2022

- **Self-selecting sample** from randomised email send
- **700** panellists took part - household **bill payers**
- Including customers with range of vulnerabilities
- Data **weighted** to match known age & gender

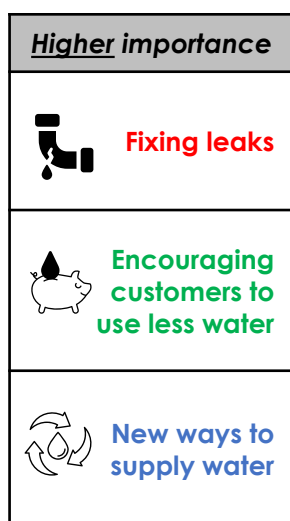


**Compared to other environmental concerns, water resources are not top of mind, although when prompted, over half of panellists think water resources in the region are to some extent limited.**

*"[Water resources] don't feel as important because we have plenty of water to go around. We are a water-rich country"  
(HH future bill payer)*



**Upon discussing in deliberative research, customers are able to weigh up the pros, cons and impact of priorities related to water resources:**

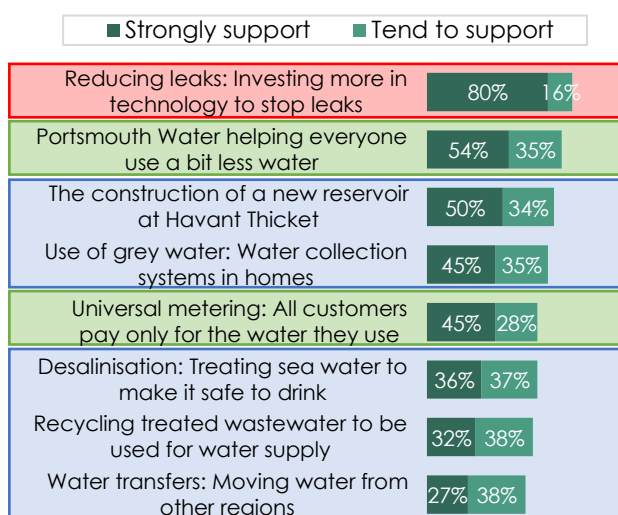


Upon reflection seen as a key priority. A useful short term solution, **and** a sustainable long term fix

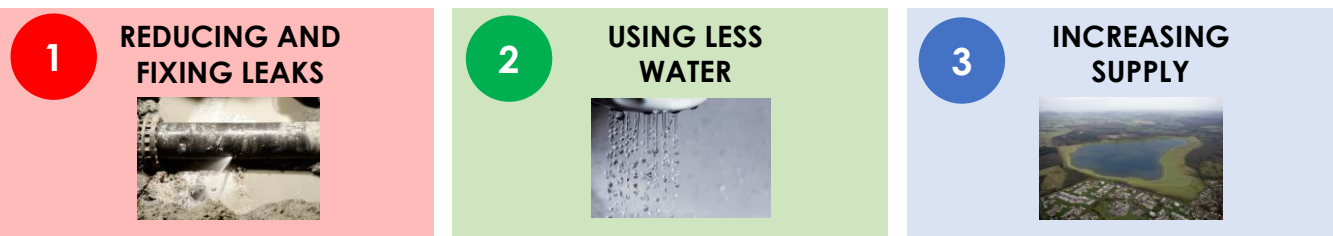
Acknowledge some responsibility lies with customer; can tackle with education. A long-term and accessible option

Circumstantial: *"It depends on how much of a crisis we're in - if we're going to run out then it's really important isn't it"*

**Panellists show greatest support for fixing leaks, followed by helping reduce demand, and then schemes to increase supply:**



**Consistently, both the qualitative and panel research suggest a broad hierarchy of preference:**



**After being more informed about two specific water resources schemes, the majority are supportive:**



### Universal smart metering

- 70%** of the panel support universal smart metering once they have seen a description of what smart meters are, the benefits, and the cost of the scheme for Portsmouth Water\*
- The 14% who do *not* support it have concerns over water bill affordability and negative perceptions of smart energy meters.



### Water recycling at Havant

- 71%** of the panel support water recycling at Havant once they have seen a description of what water recycling is, its benefit, and the cost of the scheme for Portsmouth Water\*
- 9% are actively against it
  - Qualitatively, customers say they need more information to understand the treatment, & have some worries about chemicals.

\*Full descriptions shown on next page

The more detailed descriptions of specific local schemes shown to panellists are below:

## **Universal smart metering**

*Having a water meter means you only pay for the water you use. This encourages customers to be more careful with water, and so reduces pressure on water resources.*

*Smart meters are a new kind of meter that let you see on your smartphone or computer how much water you're using in real time. This helps you better understand how you can save water. Smart meters also allow Portsmouth Water to identify and fix leaks.*

*A programme of universal smart metering means all Portsmouth Water customers would receive smart meters along with support and advice from Portsmouth Water on water efficiency.*

*Cost: £80 million*

*Benefit to water supply: 20 million litres a day*

*Environmental / community impact: Short-lived installation disruption in streets*

## **Water recycling in Havant**

*Predictions suggest that five water recycling schemes will be required in South East England by 2050. One of these is proposed to be located in Havant.*

*Water recycling is where highly treated wastewater is returned to the environment (in this case into the new Havant Thicket Reservoir) and used to supplement our natural water supplies.*

*The treatment that recycled water goes through is far more significant than the treatment normal wastewater receives. Recycled water would be used in relatively small volumes to supplement the spring water that will be in the reservoir.*

*When needed, the water is then re-abstracted from the reservoir, treated again to drinking water standard and supplied to customers.*

*Cost: £ 130m*

*Benefit to water supply: 15 million litres per day*

*Environmental / community impact: The extra treatment will need a new treatment works building and will use a lot of energy. This energy will need to come from sustainable sources.*