

# DRAFT DETERMINATION RESEARCH 2024

## Summary report - Affinity Water

Prepared for Consumer Council for Water and Ofwat  
Prepared by Impact Research

October 2024



# Affinity Water: key points...

## Household finances

15% of billpayers struggled to pay at least one household bill in the past year either most of the time or all the time.

1 in 5 billpayers currently find it quite or very difficult to manage their finances.

Looking to 2030, 33% of billpayers think their household finances will get worse by then and 33% better.

## Water bill affordability

50% find their current water bill easy to afford; this falls to 31% for the proposed bill from 2025-2030.

18% find their current water bill difficult to afford; this increases to 30% for the proposed bill.

Affinity Water billpayers who would not find the proposed bills easy to afford were asked what they would do to help pay for the increase in their water bills. Most (51%) would spend less on non-essentials or use less water (42%).

## Acceptability of investments

78% find the investments acceptable, with the most commonly cited reasons being that the proposals focus on the right services and support for the longer term.

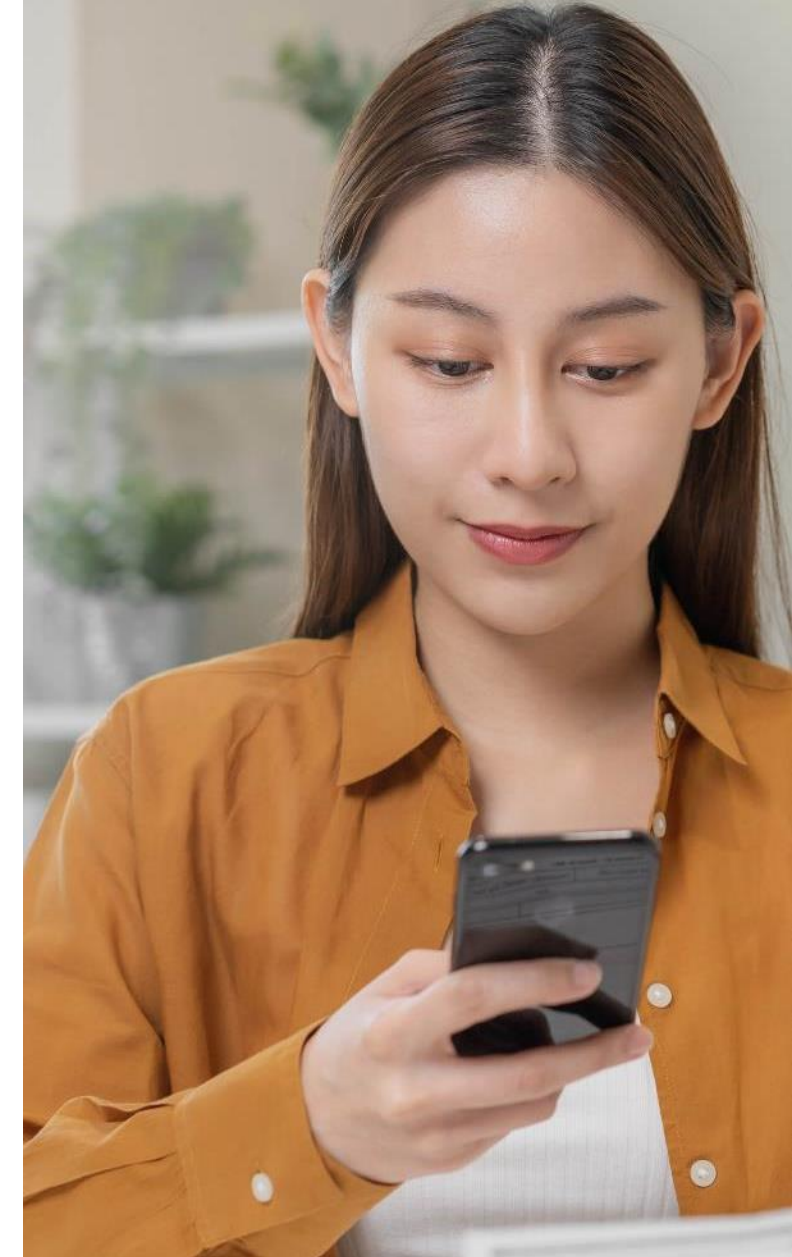
However, when billpayers consider the proposed bill changes, acceptability goes down from 78% to 65%.



The primary purpose of the research was to gauge the opinions of water companies' customers about Ofwat's Draft Determinations, published in July 2024.

### THE RESEARCH AIMS TO DETERMINE:

- Affordability of current household water bills and proposed 2025 – 2030 bills.
- Acceptability of proposed service levels and investments and determine which investment areas are more important to customers.
- Where views in the nations of England and Wales are different to the total combined view across England and Wales.
- Identification of water companies which are outliers from the total combined view across England and Wales.
- Additionally, this research aims to compare these Draft Determination results to the Business Plan research conducted by each water company as set out in the Affordability and Acceptability research guidance.



### 465 Affinity Water customers were interviewed

Of these, 329 received their sewerage services from Thames Water and 136 from Anglian Water.

RESEARCH TYPE:	An online quantitative survey with an option to participate through a paper questionnaire.
TARGET:	A <b>representative sample of Affinity Water billpayers</b> (who are at least jointly responsible) <b>aged 18+</b> . Participants must have been customers of Affinity Water and be aware of who their supplier is. Industry exclusion was applied. Data were weighted to reflect the population of the Affinity Water customer base.
SAMPLE SOURCE SPLIT:	The sample was drawn from <b>two</b> sources: <b>online panels</b> managed by Prodege and <b>customer databases</b> from Affinity Water.
SAMPLING METHOD:	Online panel participants were invited via email invite. The customer database was contacted through <b>'push-to-web'</b> approach – either emails or postal letters with a survey <b>'push-to-web'</b> link.
SAMPLE MODE SPLIT:	377 through the online panel, 74 push-to-the web through an email invite, 13 push-to-the web through postal letter invite, 1 postal.
QUESTIONNAIRE:	<b>15 minutes long on average</b> , available in English. The questionnaire was tested before the main launch through cognitive interviews and a pilot survey to ensure clarity, relevance, and effectiveness in capturing accurate responses from participants.
FIELDWORK:	Data was collected from 1 <sup>st</sup> August 2024 to 26 <sup>th</sup> September 2024.

Billpayers were initially asked about their **financial situation** and the **affordability of the current bill**.

Then, they were presented with the **proposed bill**, including water & sewerage charges and inflation and asked about affordability based on these changes.

Billpayers were then informed about Affinity Water's **performance and investment plans**, alongside the performance and investment plans of the relevant sewerage service provider (either Anglian Water or Thames Water), before being asked about the **acceptability of the proposals**.

**Acceptability was then sought again**, with a reminder of the proposed bill changes linked to the investment plans.



A quantitative approach was adopted, the majority of interviews conducted via an online survey.

Online panelists or water company customers were invited to participate through an email invite or letter with a link to the online survey. Customers of water companies were given the option to ask for a paper postal questionnaire to include those digitally disadvantaged.

Data were weighted to match the customer profile of Affinity Water to match the 2021 census profile for gender, age and socio-economic group (SEG).

Additional analysis found that there was a difference in responses from the online panel sample and the push-to-web sample around the affordability of bills, over and above variations in demographics. **The general effect of push-to-web vs. panel was to lower the proportion of customers saying that paying their bill was 'easy'.\* We therefore applied a further level of weighting to adjust the proportion of survey mode (panel vs. push-to-web) within each company, to approximate as closely as possible the mix of these two modes over the whole sample.**

- All reported **base sizes are unweighted**; all % reported are **weighted**.
- **Significance testing** (on a 95% confidence level) has been applied **to compare vs. the total figure for England and Wales (i.e. all water companies) combined**.
- **The margin of error** e.g., 50%: England +/-1.1%, Wales +/- 3.1%, water company +/- 4.4% (assuming base of 500).
- Key **scale questions**, e.g., affordability, have been **netted** for simplicity. E.g., very easy & quite easy have been combined into **NET easy**.
- When referring **'water bills'**, it includes sewerage charges as well.
- When referring to **Total**, this means England and Wales combined.



\* This effect could be due to the mode of contact or the presentation of a personalised bill profile in the push-to-web sample vs an average bill profile in the online panel sample.

## SUMMARY OF RESULTS – FINANCIAL SITUATION

Before asking about their current and then proposed bills' affordability, respondents were asked how they felt about their household finances and how well these were going.

15% of Affinity Water billpayers struggled to pay at least one household bill in the past year, either most of the time or all the time.

1 in 5 billpayers currently find it 'quite or very difficult' to manage their finances. Looking to 2030, 33% of billpayers think their household finances will get worse by then and 33% better.

COST OF LIVING	TOP 2 / BOTTOM 2 NET %	PROPORTION FOR AFFINITY WATER	RANGE FOR ALL WATER COMPANIES (ENGLAND AND WALES)	AVERAGE PERCENTAGE FOR ALL WATER COMPANIES (ENGLAND AND WALES)	AVERAGE PERCENTAGE FOR ENGLAND AND WALES
STRUGGLE TO PAY AT LEAST ONE HOUSEHOLD BILL	Rarely or Never	57%	51% - 66%	57%	57%
	All or most of the time	15%	11% - 20%	16%	15%
CURRENT FINANCIAL SITUATION	Living comfortably or doing alright	54% ↑	43% - 61%	47%	47%
	Finding it quite difficult or very difficult	19%	12% - 22%	18%	18%
CHANGE IN BILLPAYER FINANCIAL SITUATION BY 2030	A bit or a lot better	33%	25% - 35%	29%	29%
	A lot or a bit worse	33%	32% - 45%	36%	36%

Arrows next to the numbers mark significant differences from the Total for England and Wales, ↑ = significantly more ↓ = significantly less on a 95% confidence level.

## SUMMARY OF RESULTS - AFFORDABILITY

After the introductory questions, participants were asked how easy or difficult it is to afford their current water bill.

Each billpayer was then presented with a bill profile chart including the current 2024/2025 bill and proposed annual bill changes up to 2029/2030, and the impact of inflation.

Respondents in the 'push to web' sample saw a bill profile based on their current bill; respondents in the online panel sample saw a bill profile based on the current household average bill for Affinity Water customers\*. The bill profiles included forecast inflation.

Half of Affinity Water households find their current water bill easy to afford, while almost a fifth say it's difficult to afford.

**The affordability of the proposed water bill drops to 31% from the current 50%.**

AFFORDABILITY	TOP 2 / BOTTOM 2 NET %	PROPORTION FOR AFFINITY WATER	RANGE FOR ALL WATER COMPANIES (ENGLAND AND WALES)	AVERAGE PERCENTAGE FOR ALL WATER COMPANIES (TOTAL)	AVERAGE PERCENTAGE FOR ENGLAND
CURRENT WATER BILL	Easy	50%	36% - 52%	45%	45%
	Difficult	18%	13% - 22%	18%	18%
PROPOSED WATER BILL	Easy	31%	19% - 36%	26%	27%
	Difficult	30%	29% - 49%	40%	39%

Arrows next to the numbers mark significant differences from the Total for England and Wales, ↑ = significantly more ↓ = significantly less on a 95% confidence level.

\* Including water & sewerage charges

Q4: How easy or difficult is it for you to afford to pay your current water and sewerage bill? BASE: ALL (465)

Q5: How easy or difficult do you think it would be for you to afford these water and sewerage bills <based on the bill profile chart presented>? BASE: ALL (465)

11/4/2024

Produced by Impact Research Ltd in strict confidence

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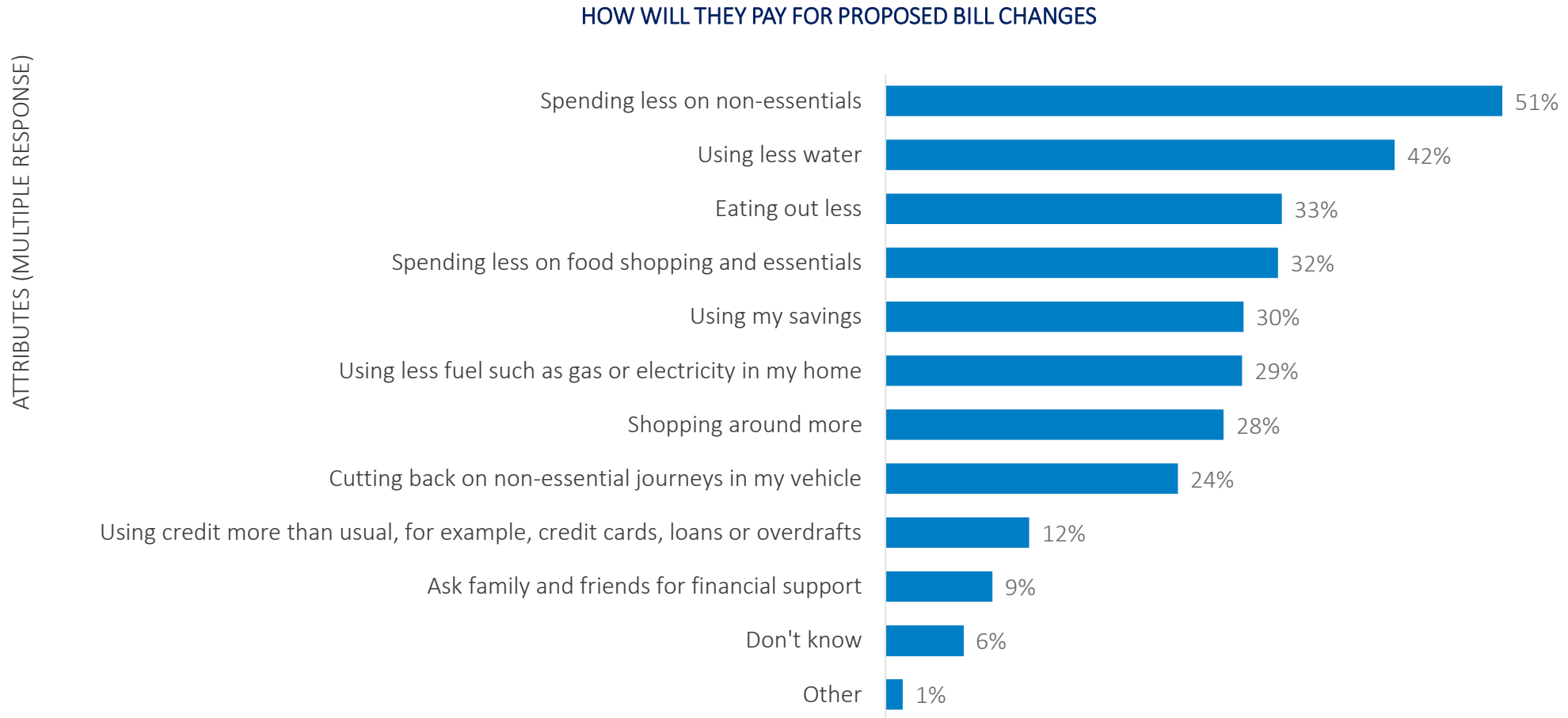
The groups that find the proposed water bill more difficult to afford are among 55-64 years old, females, DE social grade or lowest household income bands.

AFFORDABILITY BY SUBGROUPS		CURRENT AFFORDABILITY	CURRENT AFFORDABILITY	PROPOSED AFFORDABILITY	PROPOSED AFFORDABILITY	BASE SIZE
ROW%		NET EASY	NET DIFFICULT	NET EASY	NET DIFFICULT	ROW N
	<b>Total</b>	50%	18%	31%	30%	<b>465</b>
Age groups	18-24	30%	25%	26%	45%	16 !
	25-34	52%	23%	39%	35%	75
	35-44	54%	20%	33%	29%	76
	45-54	29%	29%	21%	33%	84
	55-64	53%	10%	24%	26%	83
	65-75	63%	4%	36%	21%	87
	75+	66%	8%	42%	25%	44 !
Gender	Female	42%	21%	19%	37%	228
	Male	57%	14%	43%	22%	236
	Non-binary / prefer not to say	0%	100%	0%	100%	1 !
Social Grade	AB	59%	15%	42%	21%	165
	C1	56%	7%	34%	26%	144
	C2	44%	13%	27%	29%	75
	DE	32%	42%	15%	49%	81
Household income	Up to £15,599 a year	38%	37%	19%	53%	55
	From £15,600 to £25,999 a year	40%	29%	29%	43%	58
	From £26,000 to £36,399 a year	41%	26%	18%	37%	72
	From £36,400 to £51,999 a year	53%	15%	30%	28%	88
	From £52,000 to £72,799 a year	50%	6%	37%	17%	71
	From £72,800 and above a year	76%	4%	54%	12%	91
	Don't know or Prefer not to say	34%	12%	18%	23%	30
Ethnic group	NET: British	53%	16%	34%	25%	339
	NET: Other British	42%	21%	25%	38%	126
	NET: White	53%	16%	32%	26%	357
	NET: Other than White	42%	21%	30%	36%	108

The groups that find the proposed water bill more difficult are billpayers who are finding the current financial situation difficult and/or struggled to pay at least one household bill over the last year all or most of the time and/or feel their financial situation will worsen heading towards 2030 or with medical vulnerability.

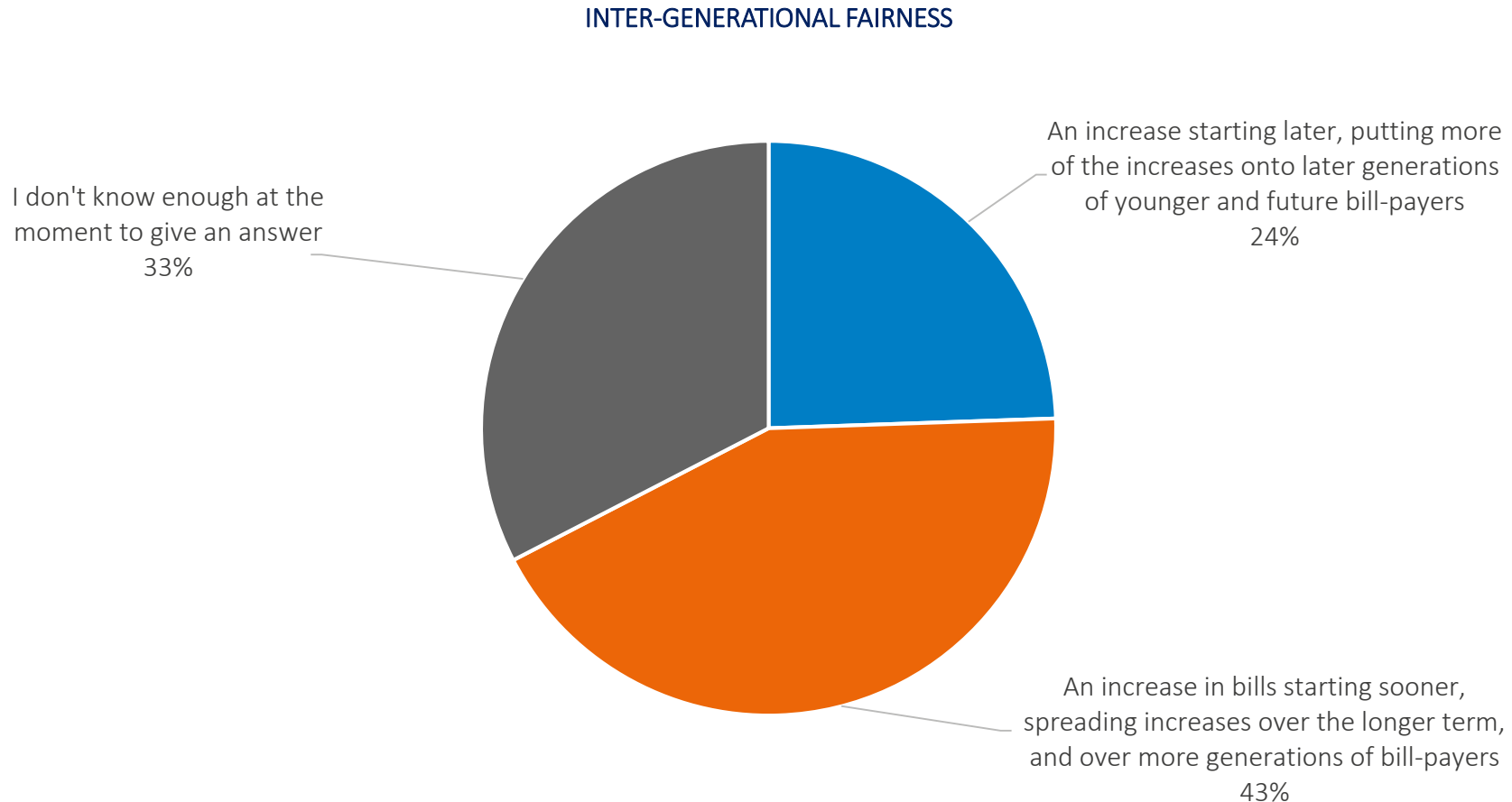
AFFORDABILITY BY SUBGROUPS		CURRENT AFFORDABILITY	CURRENT AFFORDABILITY	PROPOSED AFFORDABILITY	PROPOSED AFFORDABILITY	BASE SIZE
ROW%		NET EASY	NET DIFFICULT	NET EASY	NET DIFFICULT	ROW N
	<b>Total</b>	50%	18%	31%	30%	<b>465</b>
Vulnerability	None	54%	15%	36%	24%	252
	Medical	41%	24%	17%	37%	88
	Communication	39%	17%	22%	33%	86
	Life Stage	67%	11%	38%	23%	80
	Other	46%	20%	27%	34%	197
	Prefer not to say	33%	27%	17%	62%	16
Struggled to pay at least one household bill over the last year	Rarely or Never	70%	1%	44%	13%	295
	All of the time or most of the time	11%	62%	14%	66%	71
Current financial situation	Living comfortably or doing alright	73%	2%	49%	9%	266
	Finding it quite difficult or very difficult	10%	56%	6%	66%	77
2030 financial situation outlook	A bit better or A lot better	55%	19%	44%	20%	145
	A lot worse or A bit worse	42%	20%	21%	42%	160
Water meter	Yes	54%	16%	35%	27%	349
	No	41%	22%	22%	36%	113
	Don't know	0%	62%	0%	16%	3 !
IMD Quintile	1	47%	12%	20%	64%	7 !
	2	45%	27%	15%	41%	33
	3	33%	16%	33%	59%	11
	4	36%	19%	20%	26%	19
	5	50%	0%	33%	4%	18
	Unknown					0 !
Social Tariff	Yes	13%	39%	8%	77%	12 !
	No / not available	51%	17%	32%	28%	453

Affinity Water billpayers who would not find the proposed bills easy to afford\* were asked what they would do to help pay for the increase in their water bills. Most would spend less on non-essentials or use less water.



\* Includes those who found the proposed bills to be neither easy, nor difficult to afford

Affinity Water billpayers were asked an in principle question about how they would prefer bill increases for long-term investments to be phased. 43% would prefer the bill increase starting sooner vs. 24% later. A third didn't know enough to give an answer.



## SUMMARY OF RESULTS - ACCEPTABILITY

Participants were informed of their **water supplier's current performance** and **future targets** for water supply interruptions, drinking water quality, and leakage. The **sewerage service provider's performance was also shown** and included the following service measures: sewage flooding inside properties, sewage flooding outside properties and pollution incidents.

Participants were also shown a **proposal for investments in four areas**: Sewerage services & environment, Protecting water supplies, Improving drinking water quality and Resilience of services to disruption from external events. The delivery of each investment area (e.g., what form it came in, such as the number of smart meters to be fitted) and spending within these areas were specific for each water company.

**78% of Affinity Water billpayers find the investment proposal acceptable.** After being asked about investment proposal acceptability again, but this time alongside a reminder of the proposed bills for 2025-30. The level of non-acceptance doubles, **but 65% still find the proposal acceptable.**

ACCEPTABILITY	TOP 2 / BOTTOM 2 NET %	PROPORTION FOR AFFINITY WATER	RANGE FOR ALL WATER COMPANIES (ENGLAND AND WALES)	AVERAGE PERCENTAGE FOR ALL WATER COMPANIES (TOTAL)	AVERAGE PERCENTAGE FOR ENGLAND
ACCEPTABILITY OF INVESTMENT PROPOSALS	Acceptable	78%	65% - 81%	75%	75%
	Unacceptable	12%	8% - 24%	15%	15%
ACCEPTABILITY OF INVESTMENT PROPOSALS WITH A REMINDER OF THE BILL CHANGE	Acceptable	65% ↑	43% - 67%	58%	58%
	Unacceptable	26% ↓	23% - 47%	33%	32%

Arrows next to the numbers mark significant differences from the Total for England and Wales, ↑ = significantly more ↓ = significantly less on a 95% confidence level.

Q8: Based on everything you have seen and read about this proposal for your water and sewerage services, how acceptable or unacceptable is it to you? BASE: ALL (465)

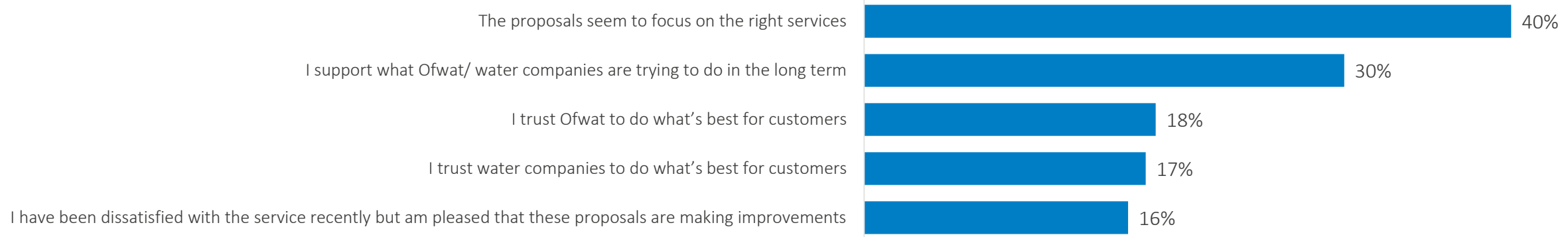
Q10a: Now, thinking about the proposed bill levels for 2025 to 2030, the investment that is planned in services and the proposed service levels, how acceptable or unacceptable are the proposals to you? You can see the reminder of changes to your bill prof BASE: ALL (465)

## SUMMARY OF RESULTS - ACCEPTABILITY

The 78% who find the investment proposals acceptable most often cite that the proposals focus on the right services and support the longer term.

### REASON FOR THE INVESTMENT PROPOSAL BEING ACCEPTABLE/ TOP 5 REASONS

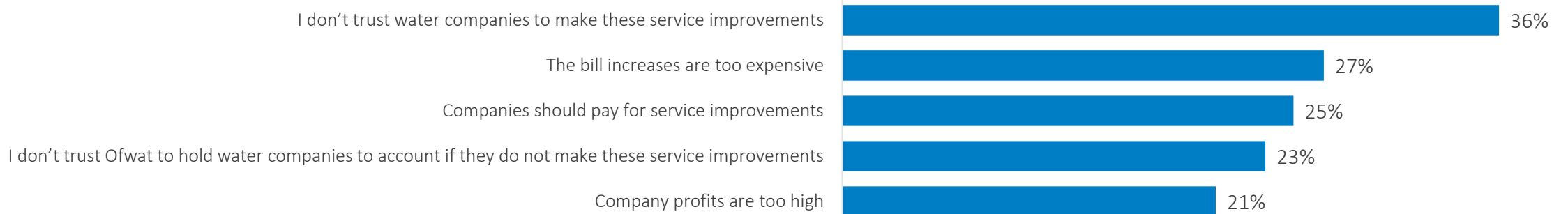
REASONS (SELECT UP TO 2)



On the other hand, the 12% of those who find the investment proposals unacceptable say this is because of low trust in companies fulfilling the improvements, and the impact on bill increases is too high.

### REASON FOR THE INVESTMENT PROPOSAL BEING UNACCEPTABLE/ TOP 5 REASONS

REASONS (SELECT UP TO 2)



Q8b: What are the two main reasons that you feel the proposals for your water services are acceptable? BASE: ALL THAT FOUND THE INVESTMENT PROPOSALS ACCEPTABLE (364)

Q8a: What are the two main reasons that you feel the proposals for your water services are unacceptable? BASE: ALL THAT FOUND THE INVESTMENT PROPOSALS UNACCEPTABLE (55)

To understand the acceptability of the investment proposals, we presented billpayers with investment areas within the four categories in **red text** below. The investments included relevant numbers and targets from the Draft Determinations. The aim was to determine which investment proposal within each category was most important to billpayers. Some of these investment areas were shown to respondents of all water companies, and some to a subset of water companies.

The top priorities across the categories for Affinity Water billpayers are:

- **Improving sewage treatment processes to help river water quality** in the ‘improving sewerage services and the environment’ area
- **Reducing leakage** in the ‘protecting water supplies’ area
- **Replacement of lead supply pipes** in the ‘improving drinking water quality’ area
- **Improving the resilience of treatment works, pipes and technology** in the ‘improving resilience to reduce the risk of disruption to services’ area:

<b>IMPROVING SEWERAGE SERVICES AND THE ENVIRONMENT</b>	Column %
Delivered by sewerage companies	
Improving sewage treatment processes to help river water quality	47%
Reducing the use of storm overflows which release sewage into rivers	32%
Monitoring river water quality	9%
Increasing the capacity of sewage treatment works	2%
Thames Tideway Tunnel	4%
Don't know/can't say	6%

<b>IMPROVING DRINKING WATER QUALITY</b>	Column %
Replacement of lead supply pipes	50%
Additional water treatment processes	44%
Don't know/can't say	6%

<b>PROTECTING WATER SUPPLIES</b>	Column %
Reducing leakage	48%
Starting to develop large scale water supply schemes	29%
Fitting smart water meters	10%
Building water supply connections in the company area	8%
Don't know/can't say	4%

<b>RESILIENCE OF SERVICES TO DISRUPTION FROM EXTERNAL EVENTS</b>	Column %
Improving the resilience of treatment works, pipes and technology	87%
Improving security and resilience to cyber attacks	8%
Don't know/ can't say	6%

## QUOTAS VS. ACHIEVED SAMPLE

England & Wales 2021 census regional gender and age profile and 2021 Census Approximated Social Grade figures\* were applied to company quotas.

QUOTA SAMPLE STRUCTURE AFFINITY WATER	COLUMN %	TARGET	ACHIEVED UNWEIGHTED %	ACHIEVED WEIGHTED %
AGE GROUPS	18-24	10%	3%	5%
	25-34	18%	16%	20%
	35-44	18%	16%	16%
	45-54	17%	18%	20%
	55-64	15%	18%	17%
	65+	22%	28%	23%
GENDER	Female	48%	49%	48%
	Male	52%	51%	52%
	Other	open	0.20%	0%
SOCIAL ECONOMIC GRADE	AB	27%	35%	30%
	C1	33%	31%	30%
	C2	19%	16%	19%
	DE	21%	17%	21%

S1: How old are you? BASE: ALL (465)

S2: Please select your gender. BASE: ALL (465)

Q11: Please indicate which one of the following best describes the profession of the chief income earner in your household. BASE: ALL (465)

\*<https://www.mrs.org.uk/pdf/JICPOPS%20regional%20evaluation%20of%20Census%202021%20ASG.pdf>



# Constructing the research materials

## Proposed bills from 2025-30

- For most companies, this was based on data provided by Ofwat and adjusted to include forecast inflation; push to web respondents saw a personalised bill profile, online panel respondents saw a bill profile based on the average household water charges for Affinity Water customers\*.
- For Northumbrian Water and Essex and Suffolk Water, South Staffs Water and Cambridge Water, South West Bournemouth and Bristol Water, the respective companies provided the data for CCW/Impact to build specific bill profiles for each area – this meant that respondents saw something more representative of the potential bills changes in their area
- Respondents from water only companies saw a proposed bill which included proposed sewerage service charges – this was made clear in the supporting text

## Water company performance data

- Performance data was based on Ofwat's Water Company Performance report 2022-23, and future performance targets as published in the Draft Determinations

## Investment proposal stimulus

- This was based on Ofwat's Overview document for each water company's Draft Determination
- Where possible the wording for these was generic to support comparisons between companies; context for Wales was included
- Where helpful for respondents, company specific examples were provided under the generic wording, e.g., for large scale water supply developments

## Investment costs

- Respondents saw the proposed investment for each investment area – the total amount over the five years from 2025-30

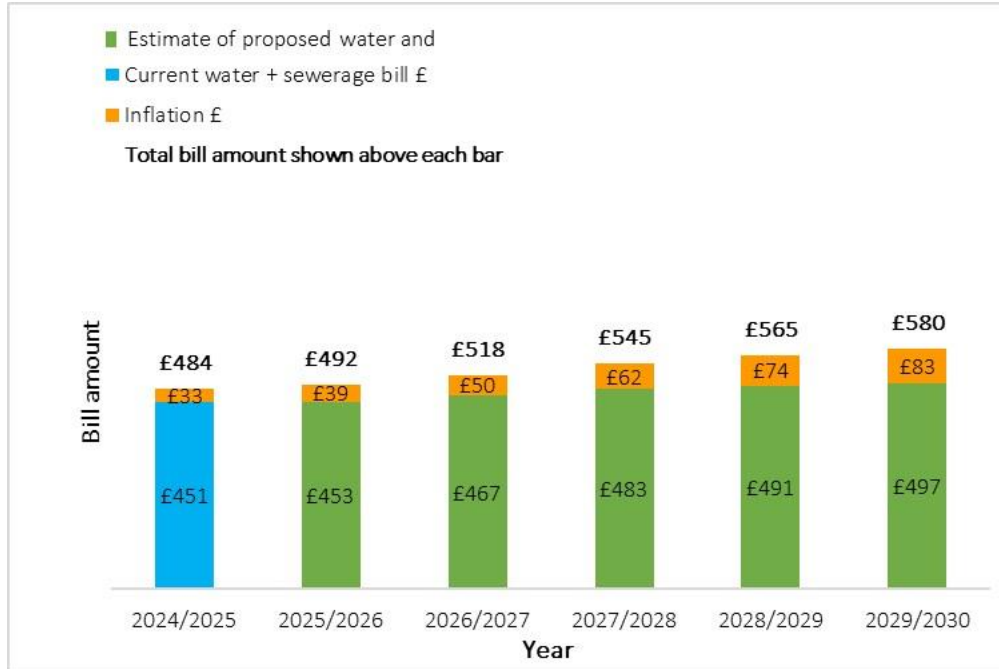
The questionnaire can be viewed [here](#)



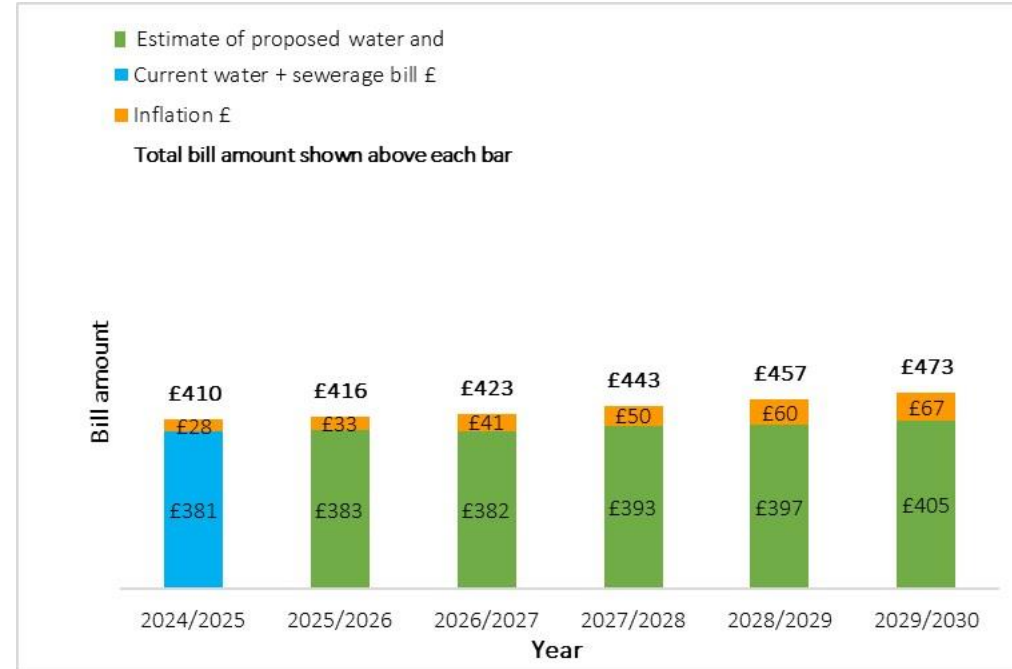
\* Including water & sewerage charges

Bill profile shown at Q4 & Q10a (online panel example where average bill profile was shown)

AFFINITY WATER + ANGLIAN WATER



AFFINITY WATER + THAMES WATER



Performance tables & charts shown before Q8, TABLE 1, CHART 1: Water supply interruption over 3 hours

## AFFINITY WATER

TABLE 1

COMPANY PERFORMANCE:

Water supply interruption over 3 hours

(the average length of time properties are without water in hours, minutes, seconds - hh:mm:ss)



Portsmouth Water	00:02:21	<p><b>Better Performance</b></p>   <p><b>Poorer Performance</b></p>
SES Water	00:03:51	
Wessex Water	00:04:10	
Cambridge Water	00:04:29	
South Staffs Water	00:04:29	
Bristol Water	00:08:03	
Essex and Suffolk Water	00:08:17	
Northumbrian Water	00:08:17	
South West Water including Bournemouth	00:08:42	
Severn Trent Water	00:09:10	
Yorkshire Water	00:09:27	
<b>Affinity Water</b>	<b>00:12:53</b>	
Anglian Water including Hartlepool	00:14:35	
Hafren Dyfrdwy	00:18:00	
Thames Water	00:19:54	
United Utilities	00:38:45	
Dŵr Cymru Welsh Water	00:44:31	
Southern Water	01:28:10	
South East Water	03:02:21	

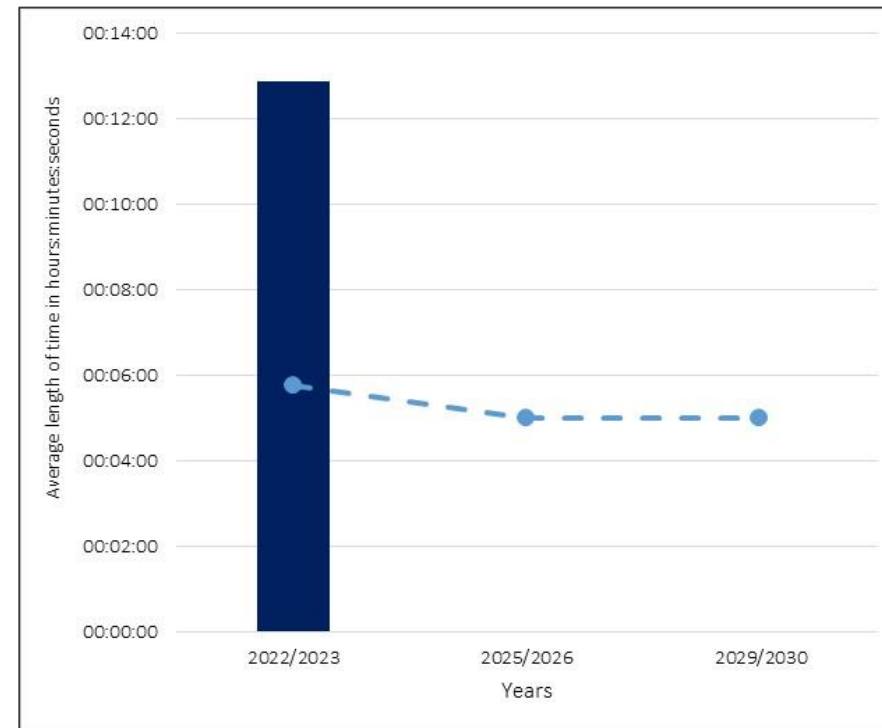
CHART 1

PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030

Water supply interruption over 3 hours

(the average length of time properties are without water in hours, minutes, seconds - hh:mm:ss)

Current performance   
 Target performance 



Performance tables & charts shown before Q8, TABLE 2, CHART 2: Drinking water quality

### AFFINITY WATER

TABLE 2

COMPANY PERFORMANCE:

Drinking water quality

(number of customer contacts about drinking water quality per 1,000 population)

Portsmouth Water	0.42	<p><b>Better Performance</b></p>   <p><b>Poorer Performance</b></p>
Thames Water	0.44	
<b>Affinity Water</b>	<b>0.56</b>	
SES Water	0.64	
Cambridge Water	0.65	
South Staffs Water	0.65	
Severn Trent Water	0.85	
Essex and Suffolk Water	0.96	
Northumbrian Water	0.96	
Anglian Water including Hartlepool	1.01	
Yorkshire Water	1.02	
Wessex Water	1.14	
South East Water	1.16	
Southern Water	1.17	
Hafren Dyfrdwy	1.18	
Bristol Water	1.21	
United Utilities	1.41	
South West Water including Bournemouth	1.51	
Dŵr Cymru Welsh Water	2.35	

CHART 2

PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030

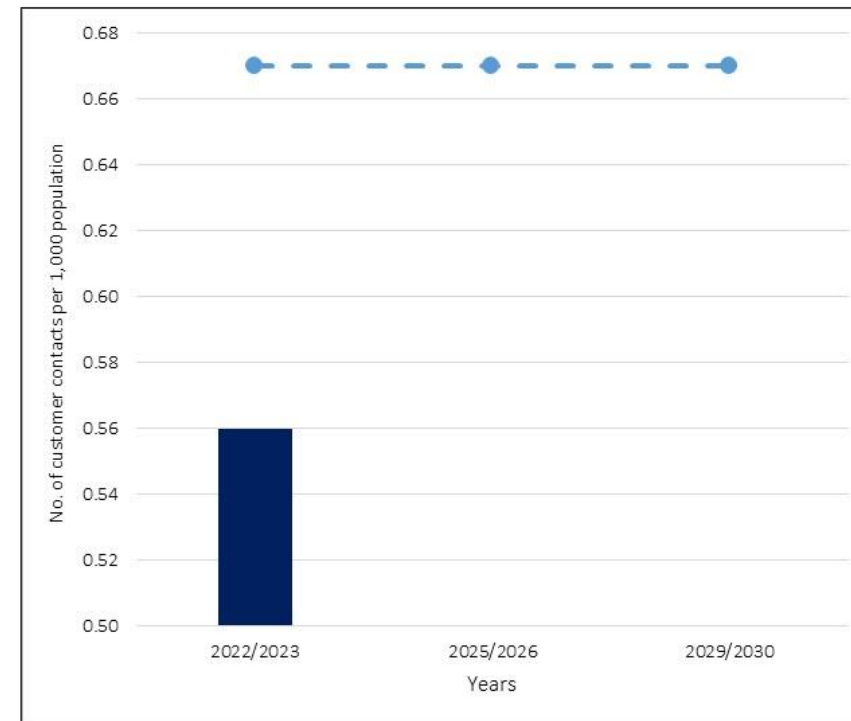
Drinking water quality

(number of customer contacts about drinking water quality per 1,000 population)

Current performance



Target performance



Performance tables & charts shown before Q8, TABLE 3, CHART 3: Leakage

### AFFINITY WATER



**TABLE 3**  
COMPANY PERFORMANCE:

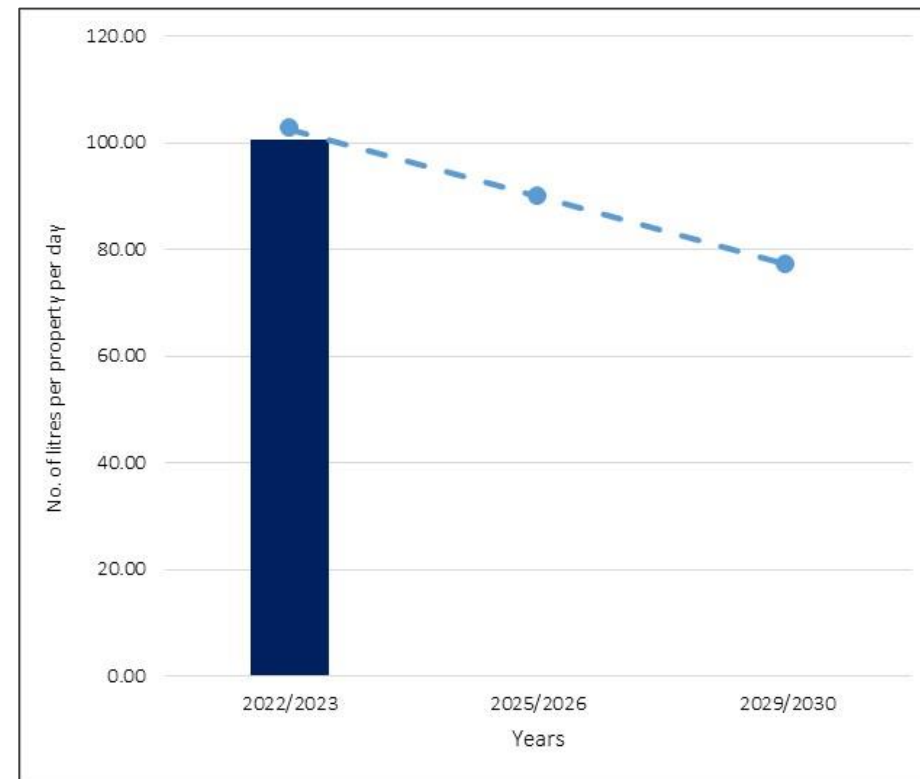
Leaks  
(the number of litres of water leaked per property per day)

Bristol Water	66.15	<p><b>Better Performance</b></p>   <p><b>Poorer Performance</b></p>
Essex and Suffolk Water	72.43	
SES Water	76.22	
Anglian Water including Hartlepool	78.16	
Portsmouth Water	84.96	
Cambridge Water	86.44	
Southern Water	87.02	
South East Water	89.56	
<b>Affinity Water</b>	<b>100.46</b>	
South West Water including Bournemouth	103.34	
Northumbrian Water	103.68	
Wessex Water	104.15	
Severn Trent Water	107.93	
South Staffs Water	108.99	
Yorkshire Water	119.86	
United Utilities	122.26	
Thames Water	149.37	
Dŵr Cymru Welsh Water	164.79	
Hafren Dyfrdwy	165.17	

**CHART 3**  
PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030

Leaks  
(the number of litres of water leaked per property per day)

Current performance   
Target performance 



Performance tables & charts shown before Q8, TABLE 7, CHART 7: Sewage flooding inside properties ([Anglian Water](#))

**AFFINITY WATER + ANGLIAN WATER**

TABLE 7

COMPANY PERFORMANCE:

Sewage flooding inside properties

(number of properties flooded by sewage for every 10,000 properties connected to the public sewer)

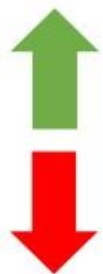


South West Water including Bournemouth	0.63	<p><b>Better Performance</b></p>  <p><b>Poorer Performance</b></p>
Dŵr Cymru Welsh Water	1.14	
Northumbrian Water	1.21	
Wessex Water	1.31	
Hafren Dyfrdwy	1.38	
Severn Trent Water	1.65	
<b>Anglian Water including Hartlepool</b>	<b>1.69</b>	
Thames Water	1.91	
Southern Water	2.25	
United Utilities	2.32	
Yorkshire Water	2.67	

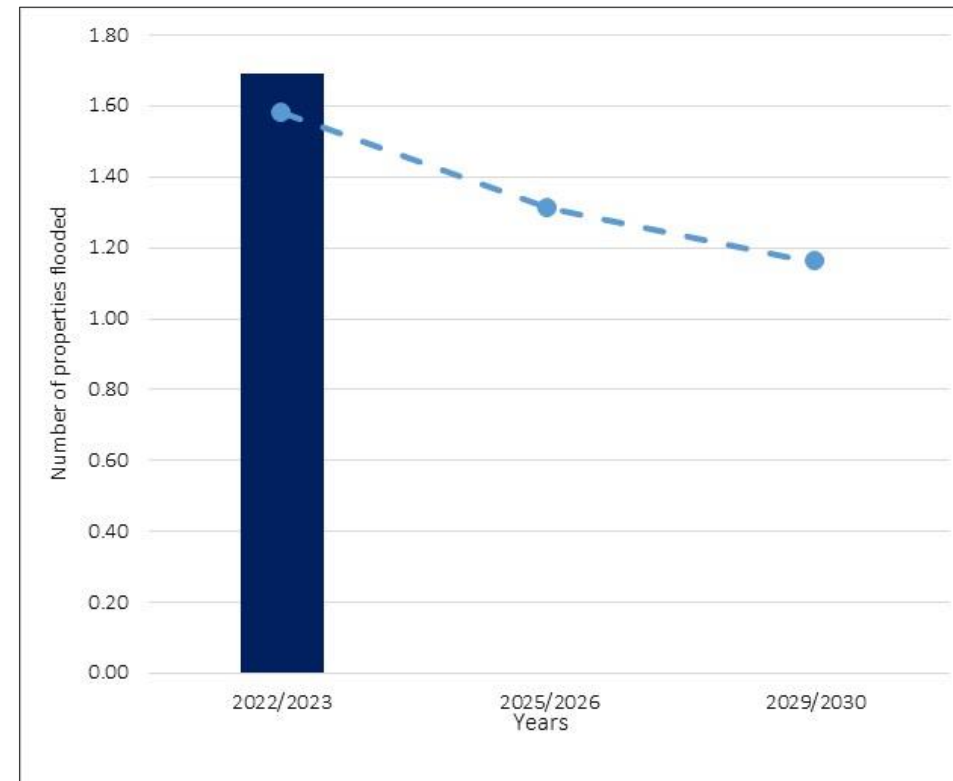
CHART 7

PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030

Sewage flooding inside properties

(number of properties flooded by sewage for every 10,000 properties connected to the public sewer)

Current performance   
Target performance 



Performance tables & charts shown before Q8, TABLE 8, CHART 8: Sewage flooding outside properties ([Anglian Water](#))

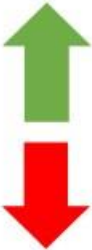
**AFFINITY WATER + ANGLIAN WATER**

**TABLE 8**

COMPANY PERFORMANCE:

Sewage flooding outside properties

(number of external areas flooded by sewage for every 10,000 properties connected to the public sewer)



Severn Trent Water	12.69	<p><b>Better Performance</b></p>  <p><b>Poorer Performance</b></p>
<b>Anglian Water including Hartlepool</b>	<b>16.10</b>	
United Utilities	17.13	
Wessex Water	17.83	
Thames Water	18.41	
Southern Water	18.46	
Hafren Dyfrdwy	19.77	
Yorkshire Water	22.75	
Northumbrian Water	23.10	
South West Water including	23.19	
Dŵr Cymru Welsh Water	24.42	

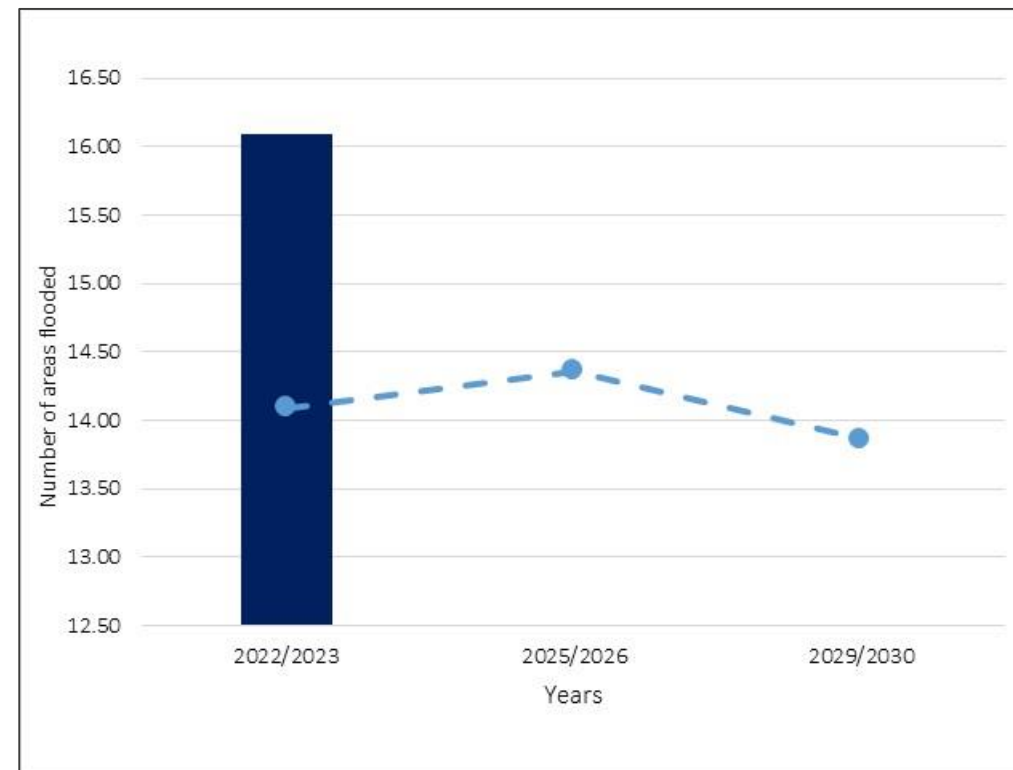
**CHART 8**

PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030

Sewage flooding outside properties

(number of external areas flooded by sewage for every 10,000 properties connected to the public sewer)

Current performance   
Target performance 



Performance tables & charts shown before Q8, TABLE 9, CHART 9: Pollution incidents ([Anglian Water](#))

**AFFINITY WATER + [ANGLIAN WATER](#)**

TABLE 9

COMPANY PERFORMANCE:

Pollution incidents

(the number of incidents per 10,000 km of sewer pipes)



United Utilities	16.29	<p><b>Better Performance</b></p>   <p><b>Poorer Performance</b></p>
Northumbrian Water	19.98	
Severn Trent Water	20.64	
Yorkshire Water	22.39	
Dŵr Cymru Welsh Water	24.55	
Thames Water	30.37	
Wessex Water	31.48	
<b>Anglian Water including Hartlepool</b>	<b>33.36</b>	
Hafren Dyfrdwy	39.84	
South West Water including Bournemouth	61.93	
Southern Water	90.11	

CHART 9

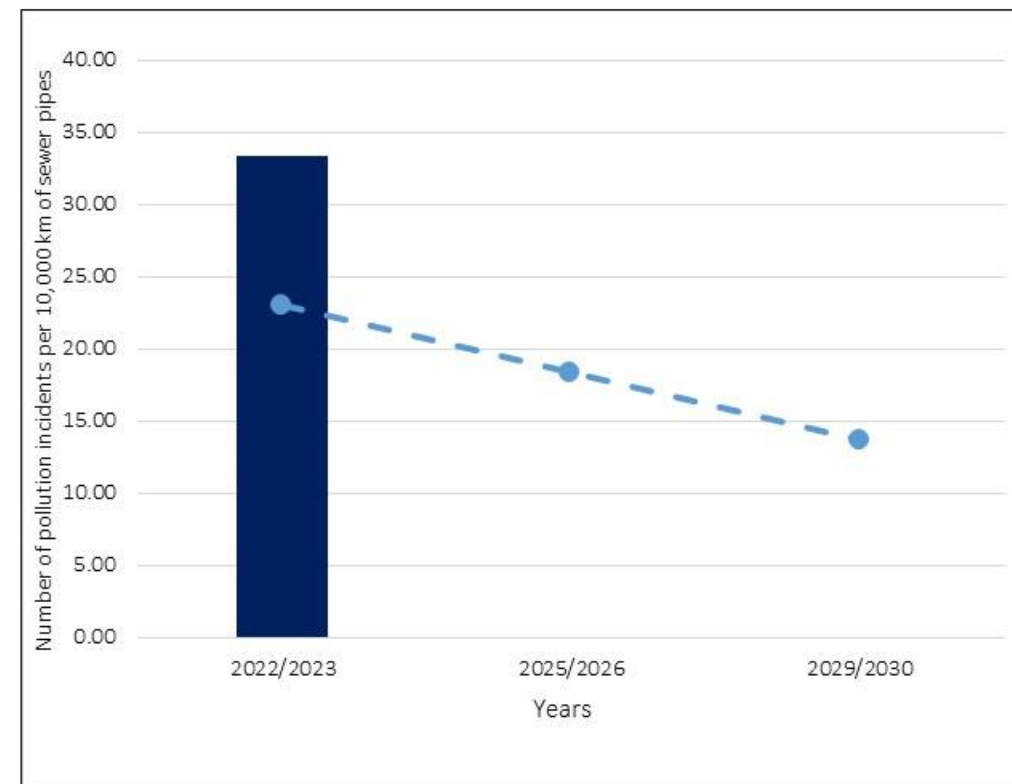
PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030

Pollution incidents

(the number of incidents per 10,000 km of sewer pipes)

Current performance 

Target performance 





Performance tables & charts shown before Q8, TABLE 7, CHART 7: Sewage flooding inside properties ([Thames Water](#))

### AFFINITY WATER + [THAMES WATER](#)

TABLE 7

COMPANY PERFORMANCE:

Sewage flooding inside properties

(number of properties flooded by sewage for every 10,000 properties connected to the public sewer)




South West Water including Bournemouth	0.63	<p><b>Better Performance</b></p>  <p><b>Poorer Performance</b></p>
Dŵr Cymru Welsh Water	1.14	
Northumbrian Water	1.21	
Wessex Water	1.31	
Hafren Dyfrdwy	1.38	
Severn Trent Water	1.65	
Anglian Water including Hartlepool	1.69	
<b>Thames Water</b>	<b>1.91</b>	
Southern Water	2.25	
United Utilities	2.32	
Yorkshire Water	2.67	

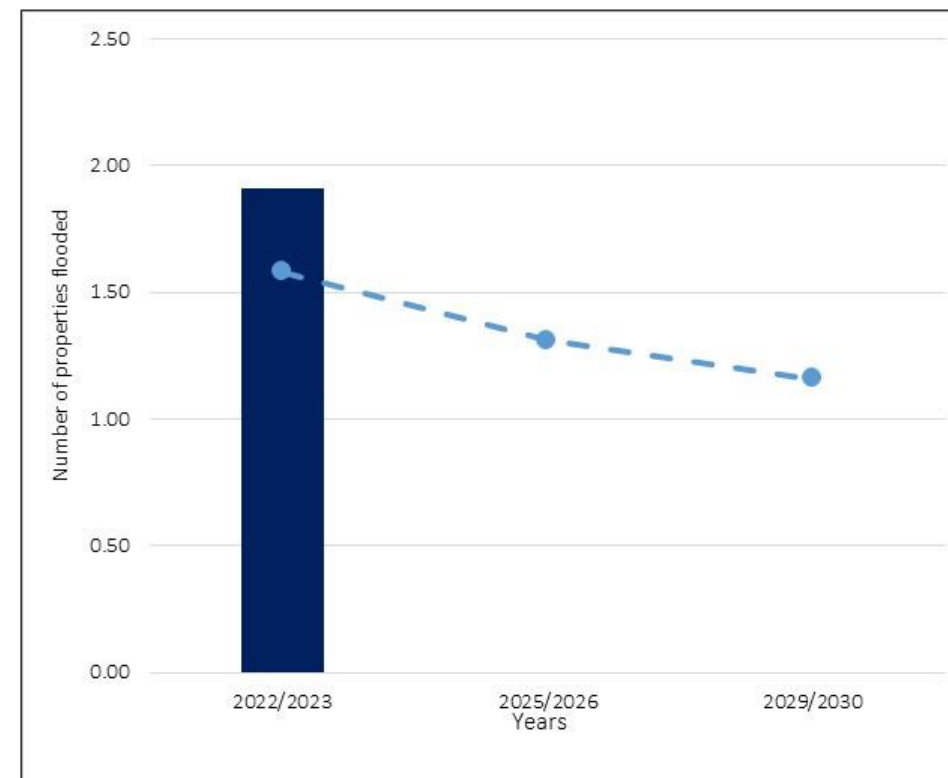
CHART 7

PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030

Sewage flooding inside properties

(number of properties flooded by sewage for every 10,000 properties connected to the public sewer)

Current performance   
 Target performance 



Performance tables & charts shown before Q8, TABLE 8, CHART 8: Sewage flooding outside properties (Thames Water)


**AFFINITY WATER + THAMES WATER**

**TABLE 8**

COMPANY PERFORMANCE:

Sewage flooding outside properties

(number of external areas flooded by sewage for every 10,000 properties connected to the public sewer)

Severn Trent Water	12.69	<p><b>Better Performance</b></p>  <p><b>Poorer Performance</b></p>
Anglian Water including Hartlepool	16.10	
United Utilities	17.13	
Wessex Water	17.83	
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Northumbrian Water	23.10	
South West Water including	23.19	
Dŵr Cymru Welsh Water	24.42	

**CHART 8**

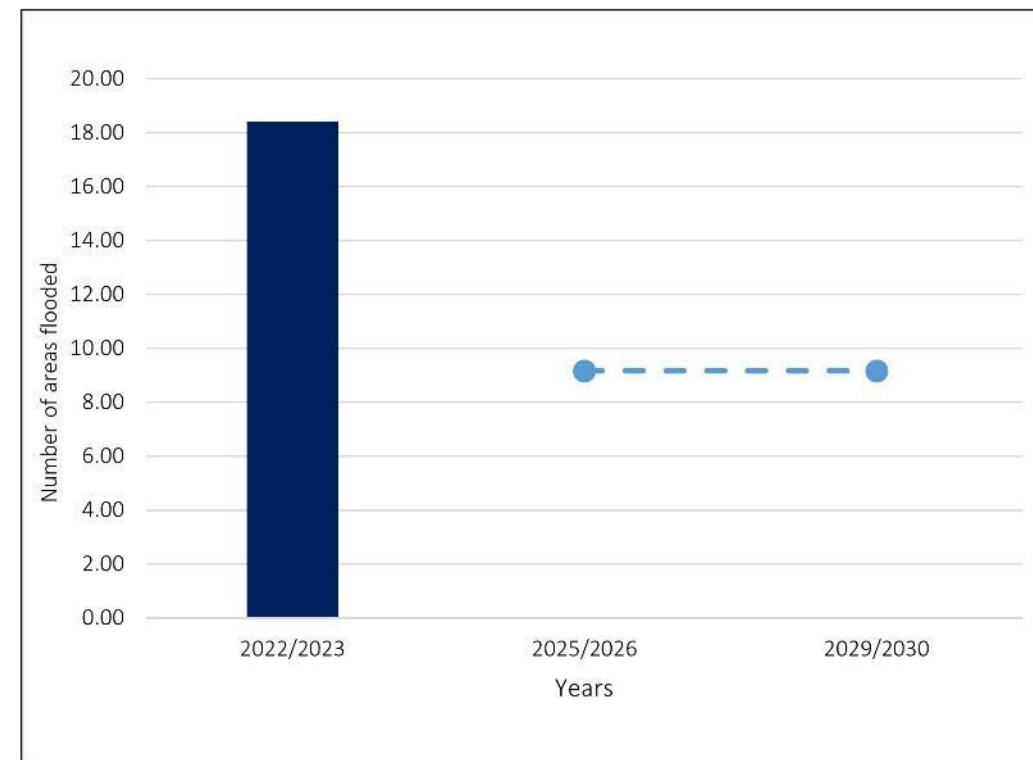
PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030

Sewage flooding outside properties

(number of external areas flooded by sewage for every 10,000 properties connected to the public sewer)

Current performance 



Target performance 



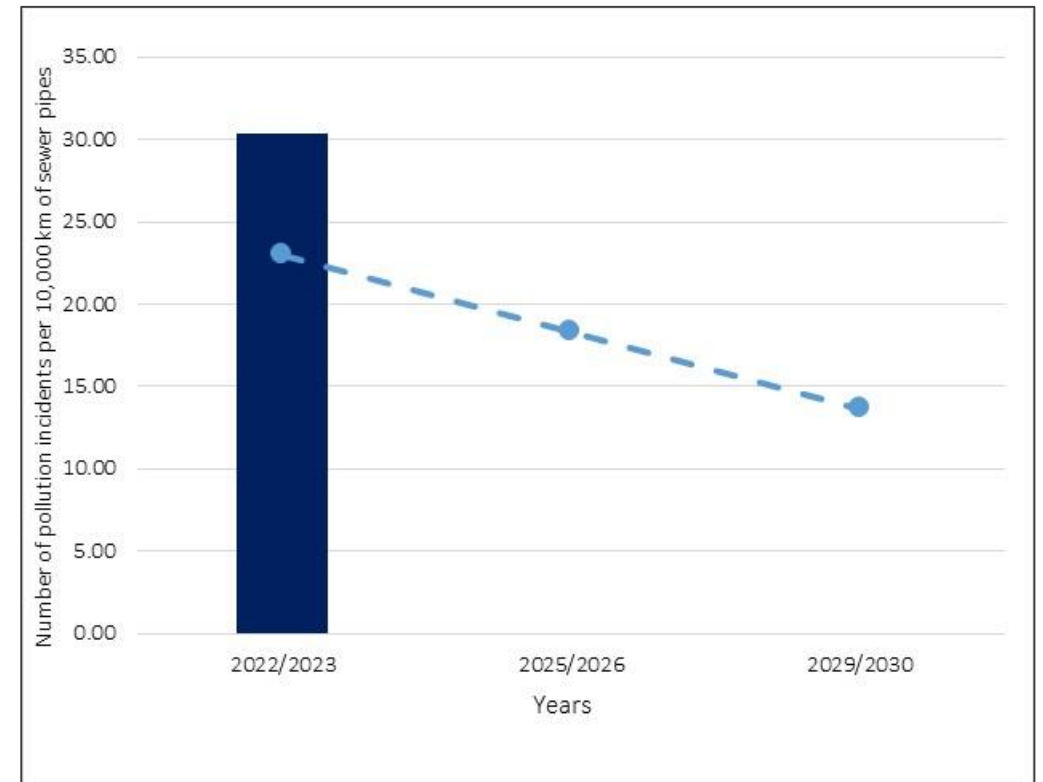
Performance tables & charts shown before Q8, TABLE 9, CHART 9: Pollution incidents ([Thames Water](#))

**AFFINITY WATER + THAMES WATER**

**TABLE 9**  
**COMPANY PERFORMANCE:**  
**Pollution incidents**  
 (the number of incidents per 10,000 km of sewer pipes)

United Utilities	16.29	<p><b>Better Performance</b></p>   <p><b>Poorer Performance</b></p>
Northumbrian Water	19.98	
Severn Trent Water	20.64	
Yorkshire Water	22.39	
Dŵr Cymru Welsh Water	24.55	
<b>Thames Water</b>	<b>30.37</b>	
Wessex Water	31.48	
Anglian Water including Hartlepool	33.36	
Hafren Dyfrdwy	39.84	
South West Water including Bournemouth	61.93	
Southern Water	90.11	

**CHART 9**  
**PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030**  
**Pollution incidents**  
 (the number of incidents per 10,000 km of sewer pipes)  
 Current performance   
 Target performance 



## Investment text for Sewerage services and the environment before Q7b

## AFFINITY WATER + ANGLIAN WATER



## Sewerage services and the environment

The proposal is for Anglian Water to invest £2.1 billion over 2025 - 2030 to improve the environment.

The biggest areas of investment are:

**£1 billion to improve sewage treatment processes to prevent nutrient pollution in rivers.** High levels of nutrients such as nitrogen and phosphorous occur in rivers due to things like rainwater run-off from farmland and sewage release into rivers. These nutrients mean that plants grow more quickly, taking oxygen out of the water for fish etc., harming wildlife and habitats. Improving treatment processes at sewage treatment works, will help to reduce the level of things like phosphorus before the treated water is returned to rivers and seas. **Anglian Water has a target to reduce the amount of phosphorus entering rivers from water company activities by 21%.** As part of this it is expected to invest in wetlands. Wetlands slow rainwater run-off to let natural processes filter the water before it is returned to rivers. This will improve the health of 104 water bodies, including the River Wensum and the Broads.

**£562 million to reduce the use of storm overflows which release sewage into rivers.** Storm overflows release sewage, often mixed with rainwater, into rivers or seas when sewers are full. This reduces the risk of homes and properties being flooded with sewage. This practice can also affect the quality of water in rivers. By reducing spill numbers, sewage may have a less detrimental effect on river water quality. All storm overflows now have a monitor fitted to measure how often and how long each is used for. **The proposed performance target is to reduce the use of storm overflows by 37% by 2029-30, down to an average of 16 spills per overflow.**

**£266 million to increase the capacity of sewage treatment works to reduce sewage in rivers.** Population growth means that new housing developments need to connect to the public sewer. This means that sewage treatment capacity needs to increase to deal with the increased volume of sewage. **A larger capacity reduces the risk of sewage treatment processes being overwhelmed and poor quality water being discharged into rivers.**

**£153 million for new targets to monitor river water quality.** Companies must fit 'continuous river water quality monitors' at various points in rivers to get a broader understanding of how their sewage operations affect water quality. **1,250 river water quality monitors will be fitted** at high priority sites by Anglian Water, to provide continuous real-time information on the effect of the company's activities on watercourses. **This will help the company identify pollution and water quality issues more quickly.**

## AFFINITY WATER + THAMES WATER



## Sewerage services and the environment

The proposal is for Thames Water to invest £1.9 billion over 2025 - 2030 to improve the environment.

The biggest areas of investment are:

**£1.1 billion to improve sewage treatment processes to prevent nutrient pollution in rivers.** High levels of nutrients such as nitrogen and phosphorous occur in rivers due to things like rainwater run-off from farmland and sewage release into rivers. These nutrients mean that plants grow more quickly, taking oxygen out of the water for fish etc., harming wildlife and habitats. Improving treatment processes at sewage treatment works, will help to reduce the level of things like phosphorus before the treated water is returned to rivers and seas.

**Thames Water has a target to reduce the amount of phosphorus entering rivers from water company activities by 18%.** It will use a mix of approaches to remove these pollutants from treated sewage water before it is put back into rivers etc. This will improve the quality of water that the company puts back into the environment.

**£517 million to reduce the use of storm overflows which release sewage into rivers.** Storm overflows release sewage, often mixed with rainwater, into rivers or seas when sewers are full. This reduces the risk of homes and properties being flooded with sewage. This practice can also affect the quality of water in rivers. By reducing spill numbers, sewage may have a less detrimental effect on river water quality. All storm overflows now have a monitor fitted to measure how often and how long each is used for.

**The proposed performance target is to reduce the use of storm overflows by 55% by 2029-30, down to an average of 14 spills per overflow.** The company will build more storage to hold rainwater into its sewerage network, and also use wetlands to slow the flow of water and help keep rainwater out of sewers.

**£106 million towards the Thames Tideway Tunnel.**

The Tunnel will reduce spills of sewage into the tidal stretch of the river. It is in the process of being commissioned, to come into use in 2026.

**£42 million for new targets to monitor river water quality.** Companies must fit 'continuous river water quality monitors' at various points in rivers to get a broader understanding of how their sewage operations affect water quality.

**314 river water quality monitors will be fitted at high priority sites** by Thames Water, to provide continuous real-time information on the effect of the company's activities on watercourses. **This will help the company identify pollution and water quality issues more quickly.**

## Investment text for Protecting water supplies before Q7b

## AFFINITY WATER + ANGLIAN WATER



## Protecting water supplies

Affinity Water is classed by the Environment Agency as being in an area of 'serious water stress'. This means that the gap between demand for water, and water available for supply and to protect the environment is smaller than it should be, or it will cause concern for the reliability of water supplies in the future. **The proposal is for Affinity Water to invest £207 million over 2025 - 2030 to ensure there is enough water to go around.**

## The biggest areas of investment are:

**£54 million to start developing the following large scale water supply schemes**

A reservoir in the South East to meet increasing demand for water, due to population growth and climate change. This reservoir will supply customers of Affinity Water, Southern Water and Thames Water, and the water it will provide will mean that less water will be taken from the River Thames for treatment as drinking water when rivers are low. This will help to protect the river environment. All three companies will work together on this project and the costs are spread across them. Working with Severn Trent Water, part fund the development of water recycling processes at Minworth Water in the Midlands. The water from this will feed the Grand Union Canal for the project below.

Working with Severn Trent Water, develop a long distance water transfer scheme using the Grand Union Canal, which will take water from Minworth Water Recycling plant in the Midlands to Affinity Water area.

**The target is to deliver an extra 69 million litres of water a day by 2030.**

**£53 million to fit smart water meters.**

Smart meters help water companies to manage leakage as they provide more frequent information about water use which alerts them to leaks more quickly than meters which need to be read manually. They also help people keep track of the water they are using.

**Fit smart water meters at 400,000 properties from 2025 -2030.** Most of these will replace existing water meters which need to be read manually, some will be new smart meter installations at properties that have not previously had a meter.

**The target is to reduce household water use by 23% from 2025 to 2030.**

**£42 million to build connections between different water supply areas within Affinity Water's service area.**

The company will build more pipes to move water around to where it is needed within Affinity Water supply area. This will mean there is less risk of water supplies being disrupted by burst mains or low levels of rainfalls as water can be moved to different areas more easily.

**£19.1 million to reduce leaks.**

This will involve various approaches, such as reducing water supply pressure where appropriate, to reduce leakage, more sensors to monitor the water supply network to detect leaks, and renewing water mains. **The target is to reduce leakage by 15% from 2025 to 2030.**

## AFFINITY WATER + THAMES WATER



## Protecting water supplies

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Investment text for Improving drinking water quality before Q7b

### AFFINITY WATER + ANGLIAN WATER



#### Improving drinking water quality

The proposal is for Affinity Water to invest £75 million over 2025 - 2030 to improve the quality of drinking water.

#### This will include:

**£69 million for additional water treatment processes.**

Sometimes, the water in the environment (rivers, lakes, reservoirs) which water companies take to treat for drinking water, needs extra levels of treatment to meet drinking water quality requirements. **The proposed investment will help to reduce contacts from consumers about the taste, odour and colour of tap water.**

**£6 million to replace lead supply pipes.**

Some older properties have lead supply pipes. To ensure water is safe to drink, it is treated with a safe chemical which stops the lead leaking out of the pipe and entering the water. However, lead can be a health risk for the very young and old, so water companies are replacing this pipework over time.

**Affinity Water has a target to replace 2,250 lead supply pipes from 2025 to 2030 to improve drinking water quality.**

### AFFINITY WATER + THAMES WATER



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**Affinity Water has a target to replace 2,250 lead supply pipes from 2025 to 2030 to improve drinking water quality.**

Investment text for Improving the resilience of services to disruption from external events before Q7b

## AFFINITY WATER + ANGLIAN WATER



**Improving the resilience of pipes, sewers and treatment works to reduce the risk of disruption to services**

The proposal is for Affinity Water to invest **£27 million over 2025 to 2030 to improve the resilience of services.**

**This will include:**

**£19 million to improve resilience for the company's treatment works and other operational sites.**

This includes more back-up power generators to reduce the chance of disruption due to heat or power failure and flood defences to protect key sites like treatment works.

**£8 million on other security, including cyber.**

This includes cyber security, in order to meet new statutory requirements.

## AFFINITY WATER + THAMES WATER



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# IMPACT RESEARCH

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Impact Research, located in Walton-On-Thames, Surrey, was founded in 2010 by Darryl Swift and Dr. David Pearmain, focusing on research in utilities sector from the start. In 2017, we achieved ISO 20252 accreditation, which we've renewed annually since.

Over the years, we've been supporting clients by combining quantitative and qualitative methods to deliver actionable insights. Our dedicated team has built a strong reputation for excellence and innovation.

We've successfully executed projects across various sectors, including FMCG and retail, gas, electricity, water, and local authorities.

In this report, we explored water bill acceptability and affordability for the next 5 years, drawing on our expertise to provide valuable insights and recommendations for CCW and Ofwat.

