



# DRAFT DETERMINATION RESEARCH 2024

## Summary report - Cambridge Water

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

October 2024



## Cambridge 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 6 billpayers currently find it quite or very difficult to manage their finances.

Looking to 2030, 45% of billpayers think their household finances will get worse by then and 27% better.

### Water bill affordability

47% find their current water bill easy to afford; this falls to 34% for the proposed bill from 2025-2030.

18% find their current water bill difficult to afford; this increases to 35% for the proposed bill.

Cambridge 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 (54%) would spend less on non-essentials or use less water (42%).**

### Acceptability of investments

79% 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.

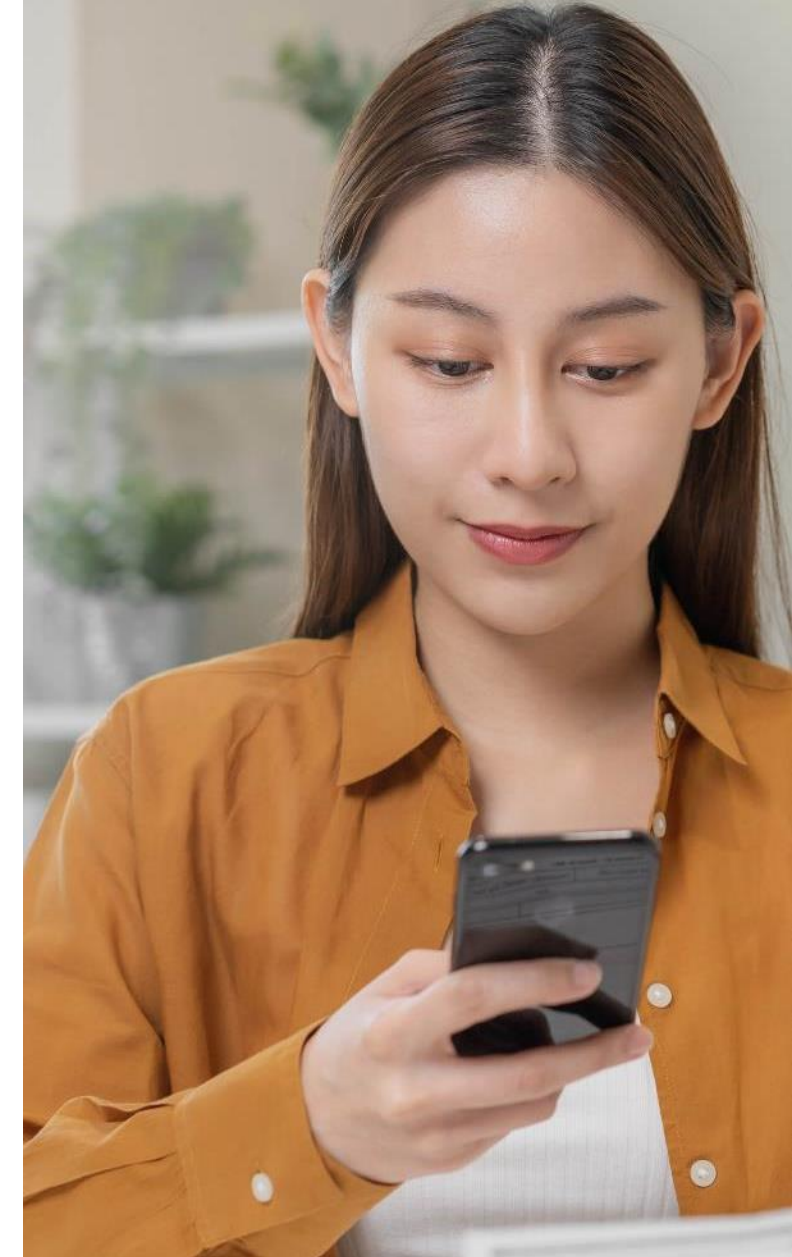
However, when billpayers consider the proposed bill changes, acceptability goes down from 79% to 67%.



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.



### 451 Cambridge Water customers were interviewed

All of these received their sewerage services from Anglian Water.

RESEARCH TYPE:	An online quantitative survey with an option to participate through a paper questionnaire.
TARGET:	A <b>representative sample of Cambridge Water billpayers</b> (who are at least jointly responsible) <b>aged 18+</b> . Participants must have been customers of Cambridge Water and be aware of who their supplier is. Industry exclusion was applied. Data were weighted to reflect the population of the Cambridge 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 Cambridge 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 'push-to-web' link.
SAMPLE MODE SPLIT:	140 through the online panel, 255 push-to-the web through an email invite, 56 push-to-the web through postal letter invite, 0 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 Cambridge Water's **performance and investment plans**, alongside the performance and investment plans of the relevant sewerage service provider (Anglian 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 Cambridge 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 to **'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 Cambridge 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 6 billpayers currently find it 'quite or very difficult' to manage their finances. Looking to 2030, 45% of billpayers think their household finances will get worse by then and 27% better.

COST OF LIVING	TOP 2 / BOTTOM 2 NET %	PROPORTION FOR CAMBRIDGE 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	63%	51% - 66%	57%	57%
	All or most of the time	15%	11% - 20%	16%	15%
CURRENT FINANCIAL SITUATION	Living comfortably or doing alright	51%	43% - 61%	47%	47%
	Finding it quite difficult or very difficult	15%	12% - 22%	18%	18%
CHANGE IN BILLPAYER FINANCIAL SITUATION BY 2030	A bit or a lot better	27%	25% - 35%	29%	29%
	A lot or a bit worse	45% ↑	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.

Q1: Thinking about your household's finances over the last year, how often, if at all, have you struggled to pay at least one of your household bills? BASE: ALL (451)

Q2: Overall, how well would you say you are managing financially now? BASE: ALL (451)

Q3: Thinking about your household's financial situation over the next few years up to 2030, do you expect it to get: BASE: ALL (451)

## 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 Cambridge Water customers\*. The bill profiles included forecast inflation.

Half of Cambridge 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 34% from the current 47%.**

AFFORDABILITY	TOP 2 / BOTTOM 2 NET %	PROPORTION FOR CAMBRIDGE WATER	RANGE FOR ALL WATER COMPANIES (ENGLAND AND WALES)	AVERAGE PERCENTAGE FOR ALL WATER COMPANIES (TOTAL)	AVERAGE PERCENTAGE FOR ENGLAND
CURRENT WATER BILL	Easy	47%	36% - 52%	45%	45%
	Difficult	18%	13% - 22%	18%	18%
PROPOSED WATER BILL	Easy	34%	19% - 36%	26%	27%
	Difficult	35%	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 (451)

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 (451)

11/4/2024

Produced by Impact Research Ltd in strict confidence

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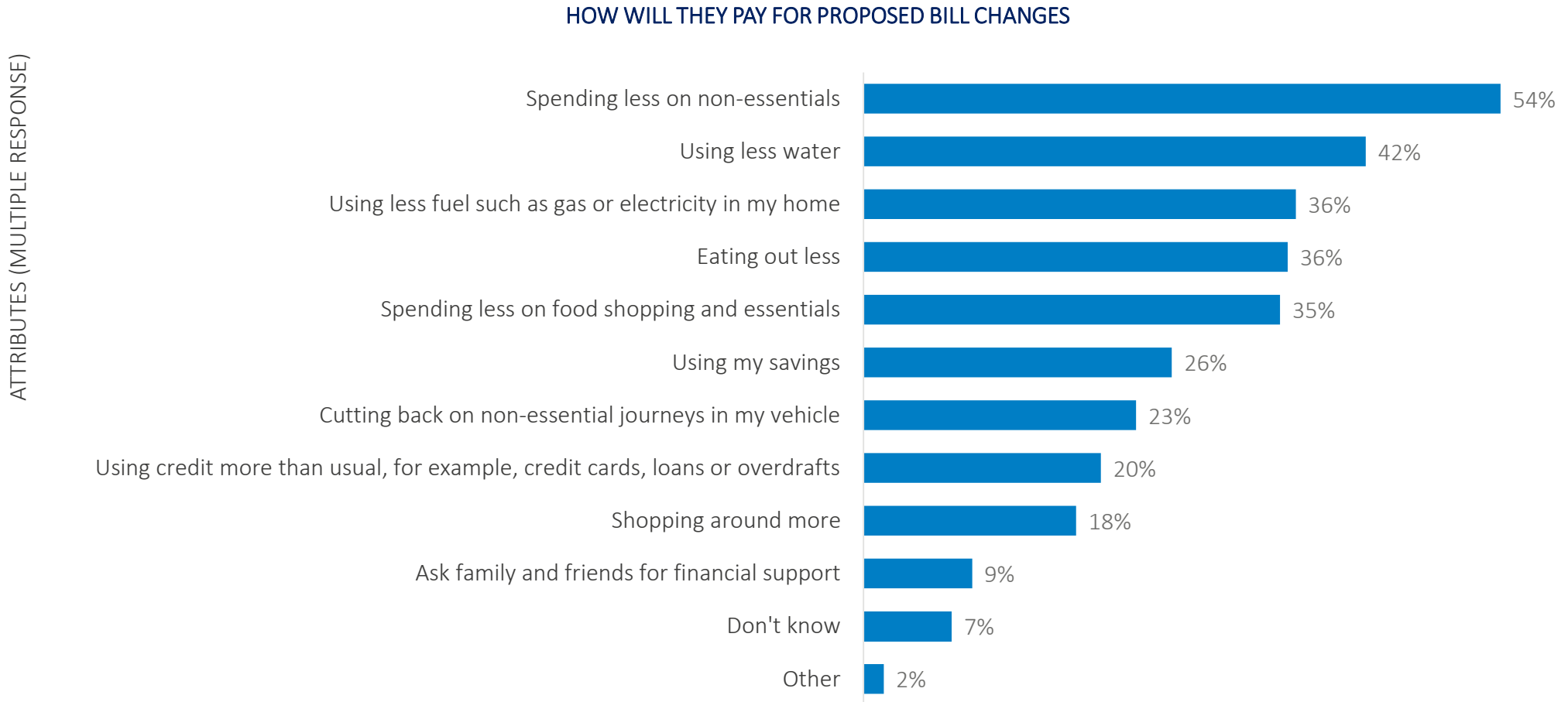
The groups that find the proposed water bill more difficult to afford are among 55-64 years old, non-white/British ethnic groups or lowest household income bands.

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>	47%	18%	34%	35%	451
Age groups	18-24	25%	28%	30%	46%	37 !
	25-34	59%	16%	48%	27%	97
	35-44	43%	29%	29%	44%	92
	45-54	40%	12%	21%	28%	82
	55-64	41%	32%	26%	49%	67
	65-75	62%	3%	42%	22%	60
	75+	37%	5%	34%	38%	16 !
Gender	Female	51%	17%	32%	37%	250
	Male	44%	19%	36%	32%	200
	Non-binary / prefer not to say	0%	100%	0%	100%	1 !
Social Grade	AB	67%	13%	42%	23%	170
	C1	44%	14%	27%	35%	146
	C2	34%	23%	27%	39%	61
	DE	35%	25%	36%	47%	74
Household income	Up to £15,599 a year	26%	32%	17%	52%	51
	From £15,600 to £25,999 a year	31%	25%	26%	51%	62
	From £26,000 to £36,399 a year	46%	11%	32%	34%	60
	From £36,400 to £51,999 a year	44%	26%	34%	38%	76
	From £52,000 to £72,799 a year	64%	7%	44%	22%	65
	From £72,800 and above a year	69%	13%	56%	21%	92
	Don't know or Prefer not to say	47%	11%	18%	23%	45 !
Ethnic group	NET: British	47%	17%	33%	34%	351
	NET: Other British	47%	28%	37%	38%	93
	NET: White	47%	17%	32%	34%	387
	NET: Other than White	49%	28%	47%	36%	55

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 those in IMD Quintiles 1 and 2.

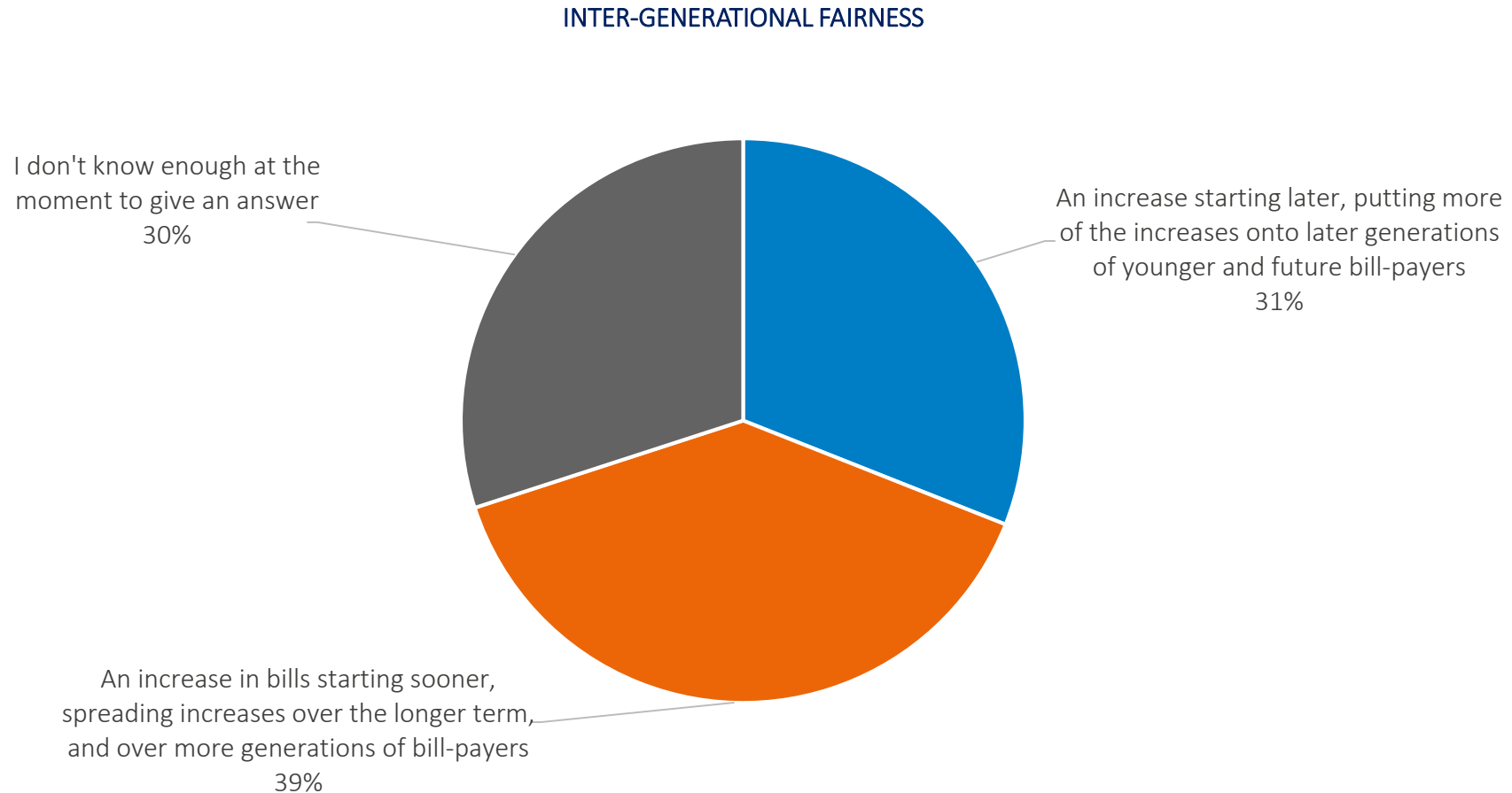
AFFORDABILITY BY SUBGROUPS		CURRENT AFFORDABILITY	CURRENT AFFORDABILITY	PROPOSED AFFORDABILITY	PROPOSED AFFORDABILITY	BASE SIZE
ROW%		NET EASY	NET DIFFICULT	NET EASY	NET DIFFICULT	ROW N
	<b>Total</b>	47%	18%	34%	35%	451
Vulnerability	None	55%	17%	42%	26%	258
	Medical	30%	28%	24%	61%	92
	Communication	40%	16%	21%	47%	80
	Life Stage	45%	20%	25%	36%	51
	Other	35%	22%	24%	50%	176
	Prefer not to say	47%	10%	11%	19%	17!
Struggled to pay at least one household bill over the last year	Rarely or Never	65%	5%	47%	18%	281
	All of the time or most of the time	15%	57%	17%	70%	61
Current financial situation	Living comfortably or doing alright	70%	2%	57%	12%	235
	Finding it quite difficult or very difficult	23%	59%	8%	69%	69
2030 financial situation outlook	A bit better or A lot better	62%	18%	54%	25%	140
	A lot worse or A bit worse	39%	23%	27%	43%	170
Water meter	Yes	47%	21%	35%	37%	371
	No	50%	8%	34%	30%	76
	Don't know	55%	22%	0%	0%	4!
IMD Quintile	1	61%	39%	42%	58%	3!
	2	31%	45%	12%	54%	15!
	3	37%	18%	17%	43%	67
	4	41%	20%	22%	40%	106
	5	50%	7%	26%	42%	120
	Unknown					0
Social Tariff	Yes	56%	8%	35%	19%	26!
	No / not available	47%	19%	34%	35%	425

Cambridge 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

Cambridge Water billpayers were asked an in principle question about how they would prefer bill increases for long-term investments to be phased. 39% would prefer the bill increase starting sooner vs. 31% 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.

**79% of Cambridge 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 67% still find the proposal acceptable.**

ACCEPTABILITY	TOP 2 / BOTTOM 2 NET %	PROPORTION FOR CAMBRIDGE 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	79%	65% - 81%	75%	75%
	Unacceptable	13%	8% - 24%	15%	15%
ACCEPTABILITY OF INVESTMENT PROPOSALS WITH A REMINDER OF THE BILL CHANGE	Acceptable	67% ↑	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 (451)

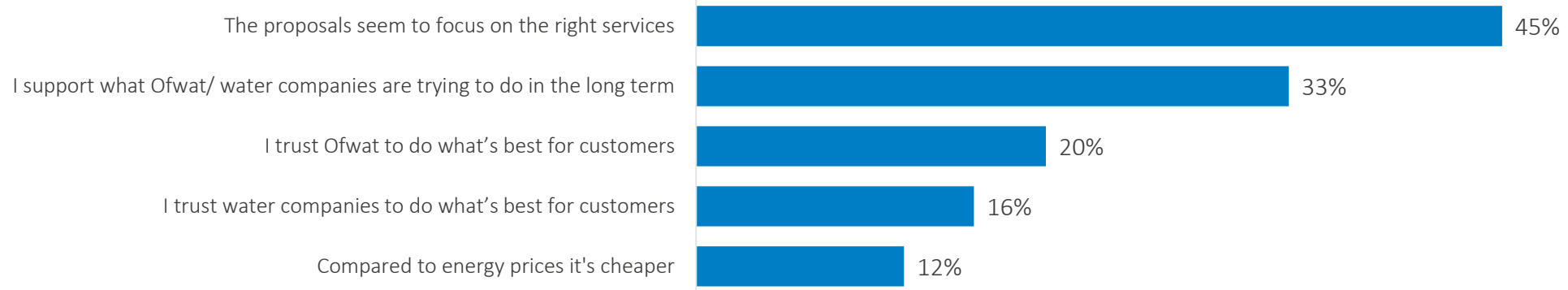
Q10a: Now, thinking about the proposed bill levels for 2025 to 2030, the investment that is planned in services and the proposed service levels, how acceptable or unacceptable are the proposals to you? You can see the reminder of changes to your bill prof BASE: ALL (451)

## SUMMARY OF RESULTS - ACCEPTABILITY

The 79% 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

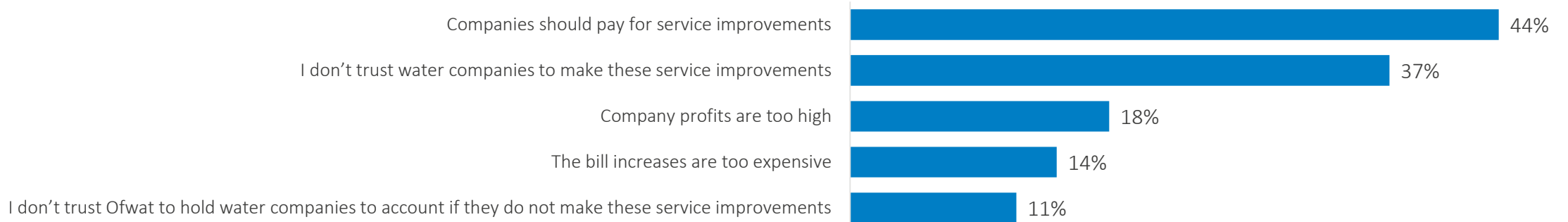
REASONS (SELECT UP TO 2)



On the other hand, the 13% of those who find the investment proposals unacceptable say this is because of the belief that companies should pay for service improvements as well as low trust in companies fulfilling the improvements.

### 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 (353)

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 (61)

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 following categories for Cambridge 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	38%
Reducing the use of storm overflows which release sewage into rivers	28%
Increasing the capacity of sewage treatment works	24%
Monitoring river water quality	7%
Don't know/can't say	4%

<b>PROTECTING WATER SUPPLIES</b>	Column %
Reducing leakage	55%
Improving water supply	26%
Fitting smart water meters	15%
Don't know/can't say	3%

<b>IMPROVING DRINKING WATER QUALITY</b>	Column %
Replacement of lead supply pipes	53%
Additional water treatment processes	40%
Don't know/can't say	7%

<b>RESILIENCE OF SERVICES TO DISRUPTION FROM EXTERNAL EVENTS</b>	Column %
Improving the resilience of treatment works, pipes and technology	84%
Improving security and resilience to cyber attacks	12%
Don't know/ can't say	4%

## 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 CAMBRIDGE WATER	COLUMN %	TARGET	ACHIEVED UNWEIGHTED %	ACHIEVED WEIGHTED %
AGE GROUPS	18-24	9%	8%	8%
	25-34	16%	22%	18%
	35-44	16%	20%	20%
	45-54	17%	18%	14%
	55-64	16%	15%	16%
	65+	25%	17%	25%
GENDER	Female	48%	53%	48%
	Male	52%	46%	52%
	Other	open	0%	0%
SOCIAL ECONOMIC GRADE	AB	24%	26%	33%
	C1	30%	33%	21%
	C2	21%	14%	23%
	DE	25%	27%	23%

S1: How old are you? BASE: ALL (451)

S2: Please select your gender. BASE: ALL (451)

Q11: Please indicate which one of the following best describes the profession of the chief income earner in your household. BASE: ALL (451)

\*<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 Cambridge 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

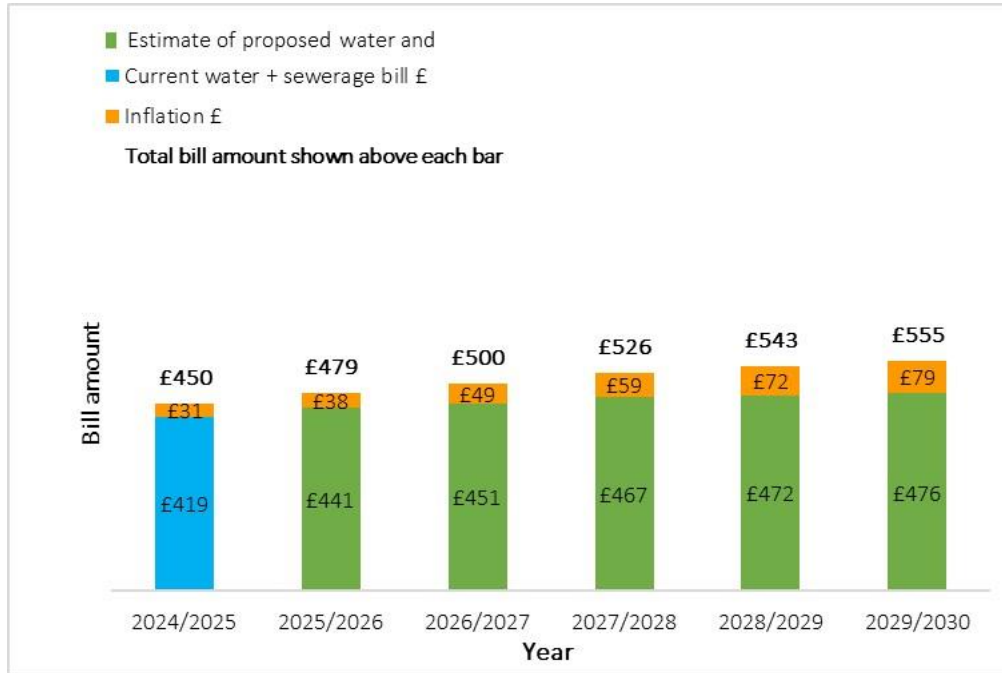
The questionnaire can be viewed [here](#)



\* Including water & sewerage charges

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

CAMBRIDGE WATER + ANGLIAN WATER





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

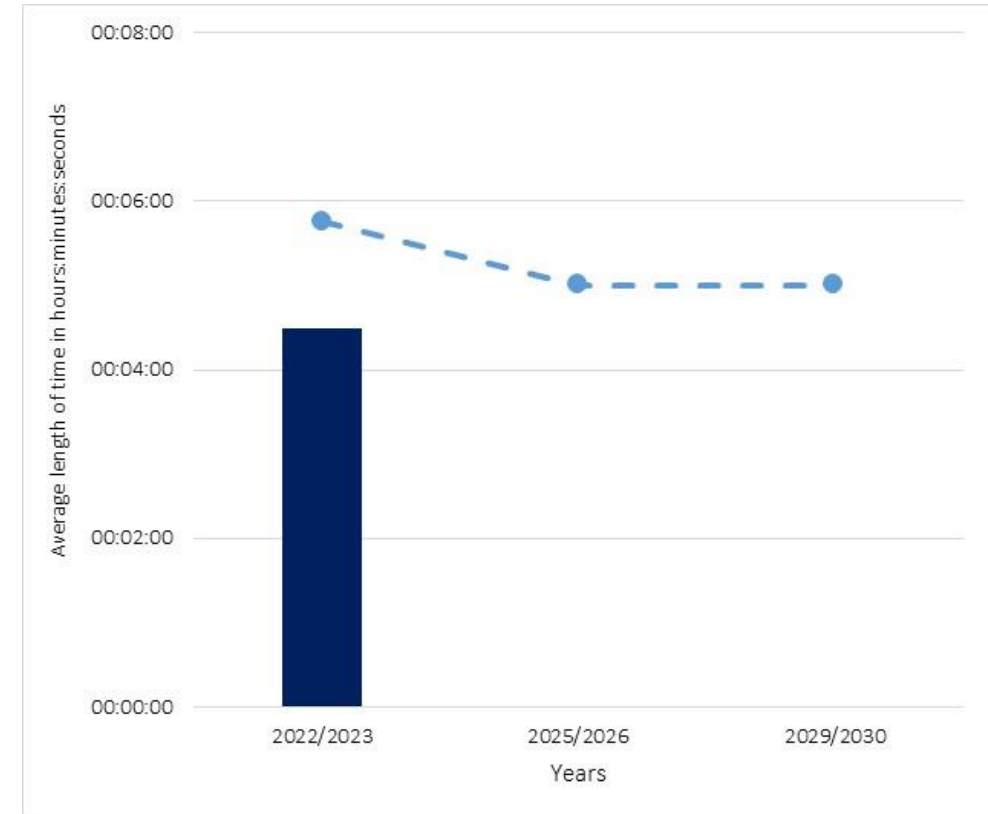
**CAMBRIDGE WATER**

**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	
<b>Cambridge Water</b>	<b>00:04:29</b>	
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	
Affinity Water	00:12:53	
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

## CAMBRIDGE 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	
Affinity Water	0.56	
SES Water	0.64	
<b>Cambridge Water</b>	<b>0.65</b>	
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

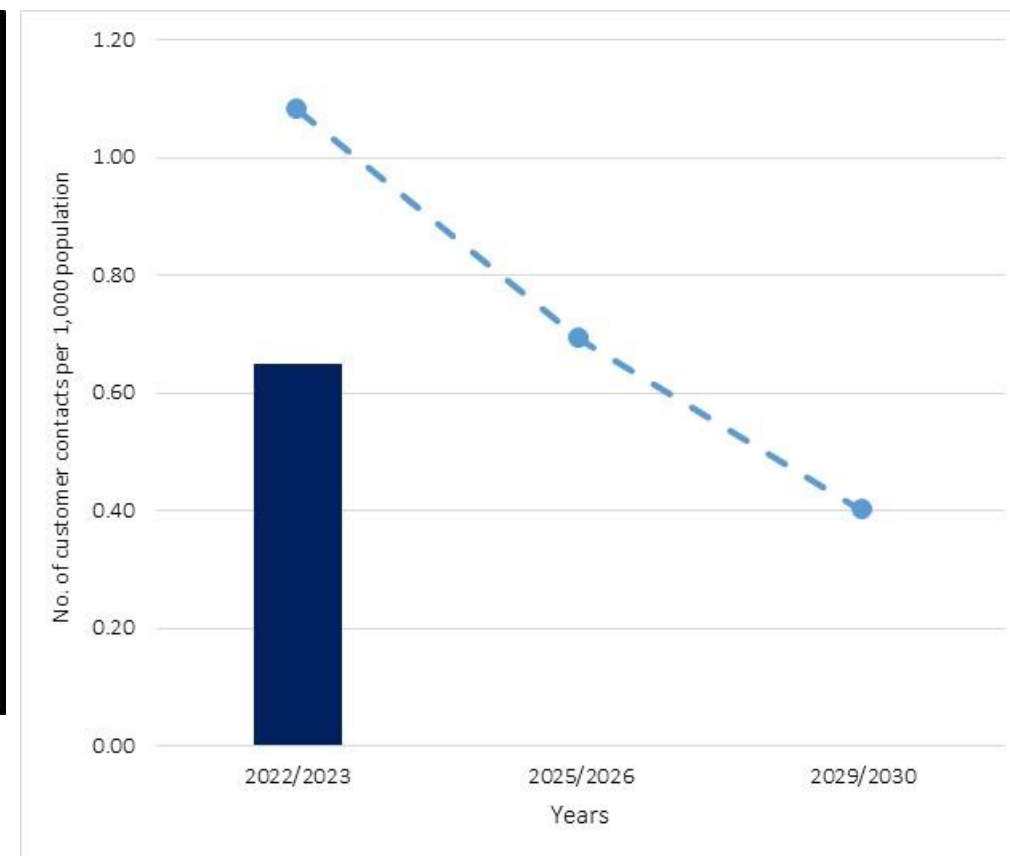
PROPOSALS FOR YOUR COMPANY'S PERFORMANCE FROM 2025 TO 2030

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: Leaks

### CAMBRIDGE WATER



TABLE 3  
COMPANY PERFORMANCE:

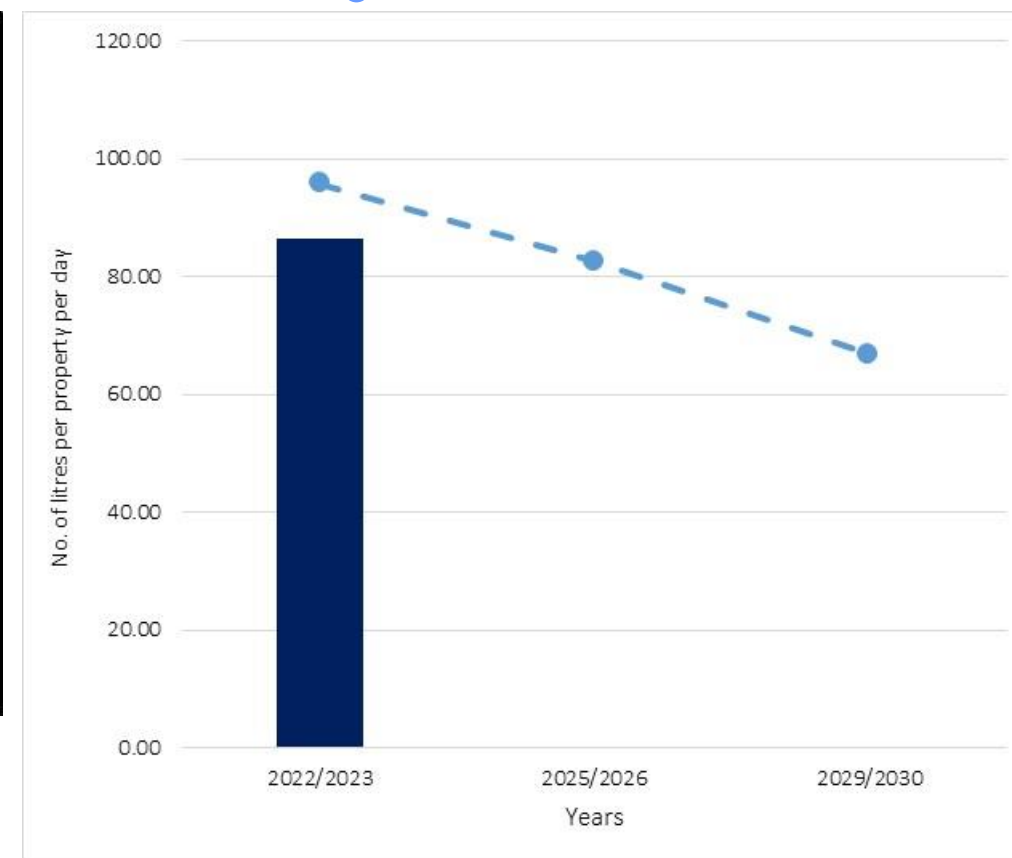
Leaks  
(the number of litres of water leaked per property per day)

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	
<b>Cambridge Water</b>	<b>86.44</b>	
Southern Water	87.02	
South East Water	89.56	
Affinity Water	100.46	
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)

**CAMBRIDGE 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)

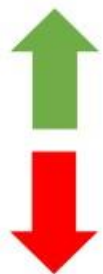


South West Water including Bournemouth	0.63	<p><b>Better Performance</b></p>  <p><b>Poorer Performance</b></p>
Dŵr Cymru Welsh Water	1.14	
Northumbrian Water	1.21	
Wessex Water	1.31	
Hafren Dyfrdwy	1.38	
Severn Trent Water	1.65	
<b>Anglian Water including Hartlepool</b>	<b>1.69</b>	
Thames Water	1.91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

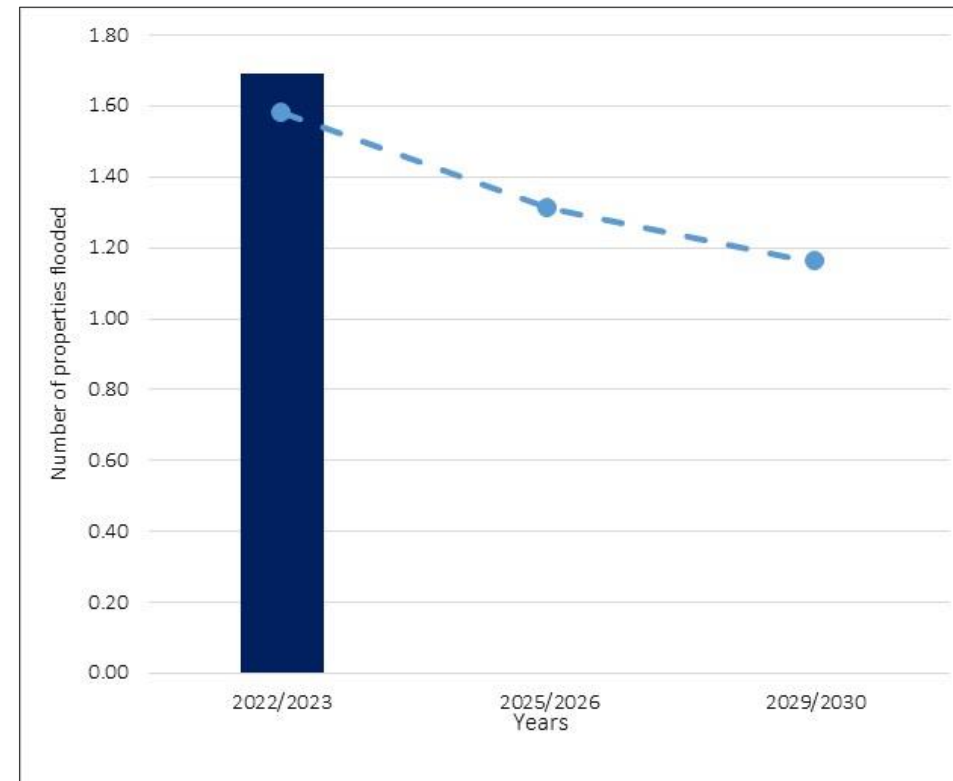
CHART 7

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**)

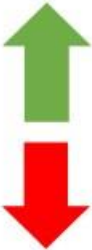
**CAMBRIDGE WATER + ANGLIAN WATER**

**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	

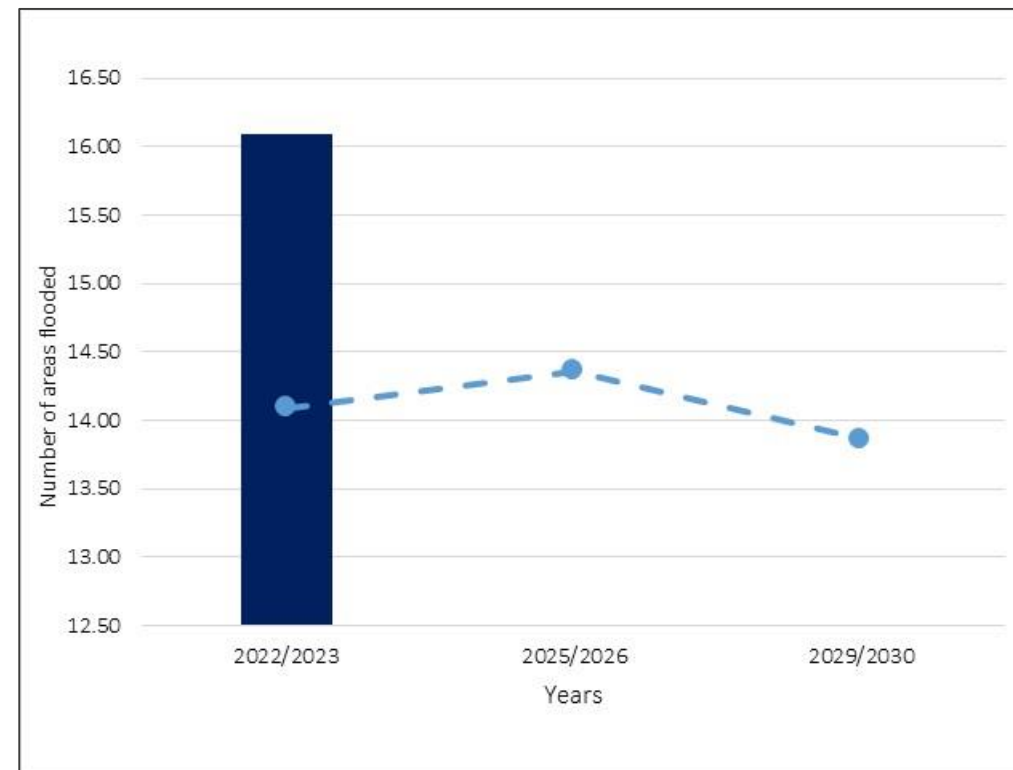
**CHART 8**

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 




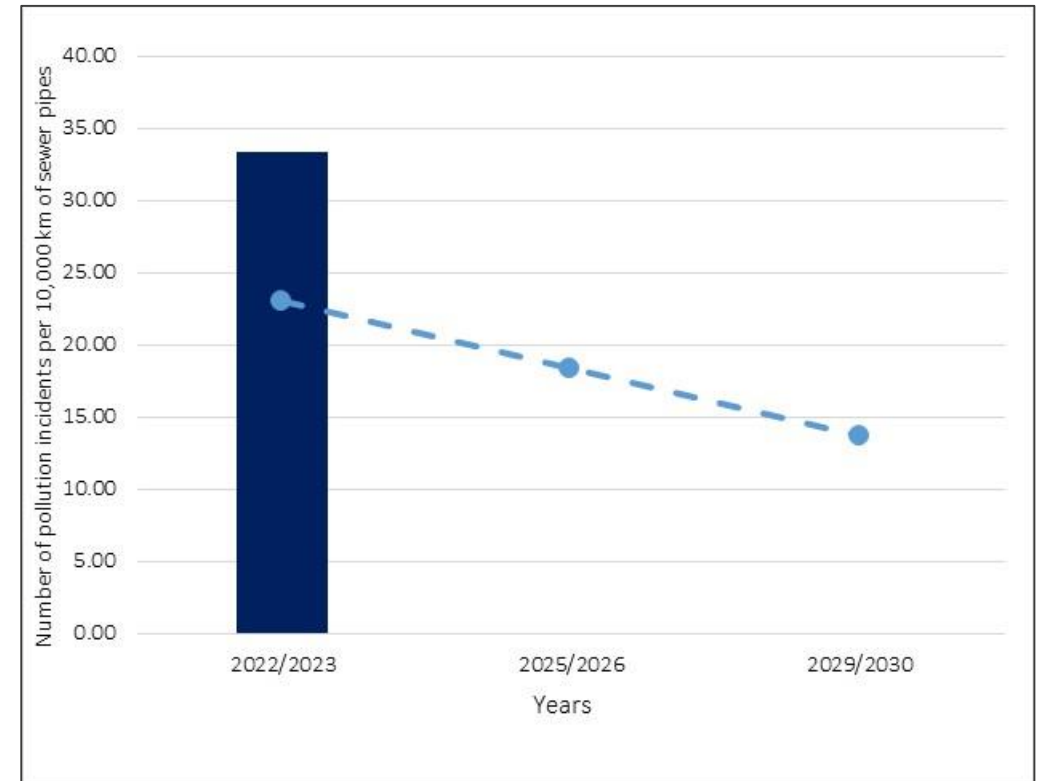
Performance tables & charts shown before Q8, TABLE 9, CHART 9: Pollution (**Anglian Water**)

**CAMBRIDGE 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 





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

### CAMBRIDGE 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.**

Investment text for **Protecting water supplies** before Q7b

### CAMBRIDGE WATER + ANGLIAN WATER



#### Protecting water supplies

Souths Staffs and Cambridge Water are classed by the Environment Agency as being in areas 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 South Staffs Water to invest £79 million for targets from 2025 - 30 which aim to ensure there is enough water to go around. This investment is for the South Staffs Water supply area in the Midlands and the Cambridge Water supply area in the East of England.**

**The biggest areas of investment are:**

#### **£51 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 185,000 properties from 2025 -2030. The target is to reduce household water use by 14% from 2025 to 2030. This is the start of a programme to fit a water meter for all households that do not currently have one.**

#### **£15 million on improving the supply of water which includes**

Investment in a 'smart water system' trial. This will give better information about how the water network is performing. The aim is to identify faults so they can be addressed before something happens which affects customers, for example through burst pipes. The trial includes using technology to detect and locate leaks quickly. South Staffs Water will share what it learns from this trial with the rest of the sector.

Working with Anglian Water as it develops plans for a new reservoir in the Fens which will help to supply customers in the Cambridge area when it is completed in the mid-late 2030s.

#### **£9 million to reduce leaks**

This will include identifying aging pipework and replacing it before it causes leakage problems, and tackling leaks on customer supply pipes which join properties to water mains. **The target is to reduce leakage by 23% from 2025 to 2030.**

Investment text for Improving drinking water quality before Q7b

## CAMBRIDGE WATER + ANGLIAN WATER



### Improving drinking water quality

**The proposal is for South Staffs Water to invest £38 million to improve the quality of drinking water. This investment is for the South Staffs Water supply area in the Midlands and the Cambridge Water supply area in the East of England.**

**This will include:**

**£31 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 appearance of tap water.**

**£7 million to replace lead supply pipes which join properties to water mains.**

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.

**South Staffs Water has a target to replace 9,930 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

## CAMBRIDGE WATER + ANGLIAN WATER



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

**The proposal is for South Staffs Water to invest £17 million over 2025 to 2030 to improve the resilience of services**

**This will include:**

**£14 million to improve resilience for the company's treatment works and other operational sites.**

The company will increase the renewal of water mains across the Cambridge and South Staffs Water regions and increase storage for water in the South Staffs region. This will make water supplies more reliable, as there will be less chance of disruption due to burst mains, and there will be more water available to put into supply if needed.

**£3 million on other security, including cyber.**

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

# 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.

