



WONDERFUL ON TAP

Severn Trent Water HH AAT 2024

Intro

Thank you for agreeing to take part in this research. The survey will take around 15 minutes to complete, dependent on your answers. You will be asked some questions about yourself at the start and at the end of this survey, including questions relating to your health and finances. These questions are only asked so that we can understand a little more about you and they are optional, so you are not required to answer them.

This research is being conducted on behalf of Severn Trent by an independent market research agency, Explain Research. Your feedback is completely anonymous.

If you require any further information about how Explain will store or use your data please visit our website: <https://www.explainresearch.co.uk/privacy-policy/>

By clicking the 'next' button below you confirm that you agree to take part in the survey.

First of all, are you solely or jointly responsible for paying your household's water and sewerage bills?

Please select one answer only

- ☐ Yes
- ☐ No, I am not responsible for paying the bill [T&C]
- ☐ Don't know [T&C]
- ☐ Prefer not to say [T&C]

Which of the following is your water service provider?

Please select one answer only

- ☐ Anglian Water [T&C]
- ☐ Dwr Cymru [T&C]
- ☐ Hafren Dyfrdwy [T&C]
- ☐ Northumbrian Water [T&C]
- ☐ Southern Water [T&C]
- ☐ Severn Trent
- ☐ South West Water [T&C]
- ☐ Thames Water [T&C]
- ☐ United Utilities Water [T&C]
- ☐ Wessex Water [T&C]
- ☐ Yorkshire Water [T&C]
- ☐ Other (please specify) [T&C]
- ☐ Prefer not to say [T&C]

You said that Severn Trent is your water provider. Is Severn Trent also your wastewater and sewerage service provider?

- ☐ Yes
- ☐ No [T&C]
- ☐ Don't know [T&C]

How are you currently charged for water?

Please select one answer only

- ☐ Water meter – I pay according to the household's water usage
- ☐ Rateable value – I pay a flat rate for water
- ☐ Assessed property charge (I requested a meter but it wasn't possible to fit one)
- ☐ Single occupier tariff (I requested a meter but it wasn't possible to fit one and I live alone)
- ☐ Other (please specify)
- ☐ Don't know/prefer not to say

Which of the following age bands do you fall into?

Please select one answer only

- ☐ Under 18 [T&C]
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75+
- ☐ Prefer not to say [T&C]

In which of the following ways do you identify?*

Please select one answer only

- ☐ Female
- ☐ Male
- ☐ I identify another way (please specify)
- ☐ Prefer not to say

Please indicate which one of the following best describes the profession of the chief income earner in your household

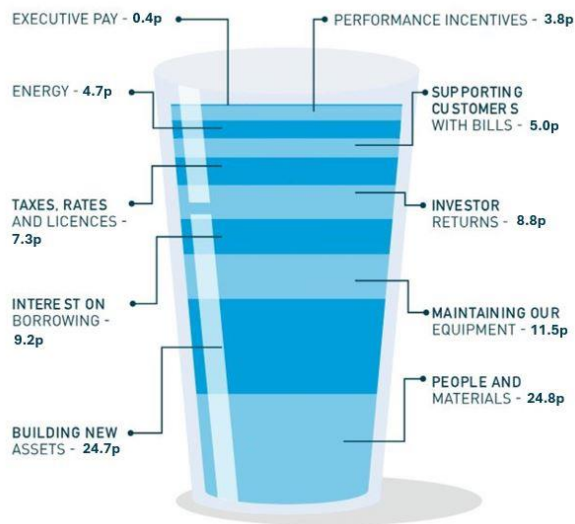
If you, or the chief income earner, is retired. Please select the option that best reflected them prior to retirement

Please select one answer only

- ☐ High managerial, administrative or professional eg doctor, lawyer, medium / large company director (50+ people)
- ☐ Intermediate managerial, administrative or professional e.g. teacher, manager, accountant
- ☐ Supervisor, administrative or professional eg police officer, nurse, secretary, self-employed
- ☐ Skilled manual worker eg mechanic, plumber, electrician, lorry driver, train driver
- ☐ Semi-skilled or unskilled manual worker eg waiter, factory worker, receptionist, labourer
- ☐ Housewife / househusband / carer
- ☐ Unemployed
- ☐ Student
- ☐ Retired

Every five years, each water company in England and Wales prepares a detailed business plan which includes their targets and investments for the next five years. It also sets out how this will impact customers' water and sewerage bills over that period. These proposed plans and bill increases are reviewed and challenged by the regulator, Ofwat.

To help put what you pay for into perspective, we have included an image below which displays where, on average each pound of your CURRENT bill goes.



Here is some supplementary information relating to each of the aspects noted above. Hover on each of the aspects to read more [Hover boxes]:

Performance incentives

- Earned by the business (not by individual employees) for exceeding performance targets previously agreed with Ofwat. Some of this money is re-invested in infrastructure.

Supporting customers with bills

- Bill discount of 30% - 70% for any customer with a household income of £22,000 per year. The threshold is higher if they have children.

Investor returns

- The successes of Severn Trent are shared with their financial supporters to be able to keep investing in the region to benefit future generations. In the last year, Severn Trent invested almost 4x more than it paid out in dividends to shareholders.

Maintaining equipment

- Severn Trent has enough pipes to go around the world three times. It is a huge job to keep this network in shape. With reservoirs, treatment works and pumping stations to maintain, keeping this system running for their customers is a year-round task.

People and materials

•Severn Trent is living wage employer, believing in looking after both their customers and their almost 8,000 employees. To do this, they work alongside expert suppliers to bring them the materials they need. For example, the chemicals to keep your water safe.

Building new assets

•Severn Trent want to make sure your water is there when needed, and that they can safely deal with the waste of a growing population. This is what they spend in the year on new equipment to serve customers and protect the environment.

Interest on borrowing

•A lot of Severn Trent's projects to improve the network and the environment will be going on for many years. They need to borrow money to pay for this work as it can't be funded from customer bills alone.

•As Severn Trent is a successful business, they are able to borrow money at relatively low rates, reducing the impact on your bills.

Tax, rates and licensing

•Severn Trent is a large UK-based company, and think it's right to pay to support their region and society in general. Some of the services they provide have VAT added by the government. They also pay for licences to provide your services, for example to their regulators and the Environment Agency to allow them to extract water from natural sources.

Energy

•Severn Trent needs to use energy to clean water and pump it around the network, so that it is available when you need it. Higher energy prices are affecting everyone and Severn Trent are doing what they can to protect you from these rising costs.

•Severn Trent now generates over half of its energy themselves from converting sewage into bio-gas for example. In future years, they would like to do more of this.

Executive pay

•Severn Trent need to attract and keep the right people to manage the company.

What is your response to this information? Please let us know if anything surprised you?

Please type your response in the box below

The Severn Trent 2025-30 business plan is made up of a number of different services and investments. We are going to share these areas with you now in blocks of three.

After you have reviewed all of the services and investments, we will ask you how acceptable or unacceptable you find the plan overall.

First we are going to show you the targets for the level of service that Ofwat are proposing to set for Severn Trent for 2025-2030.

These performance commitments represent a small number out of the wide range of services companies provide.

The first three performance commitments are related to your water services.

For each of these we are going to show you how Severn Trent compares to other water companies and the level of service it will deliver in their 2025 to 2030 business plan.

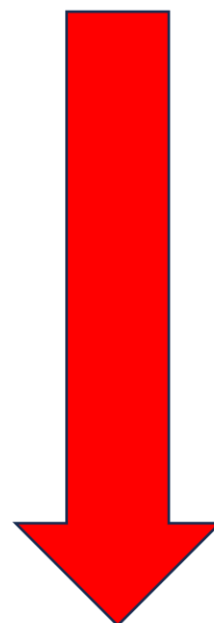
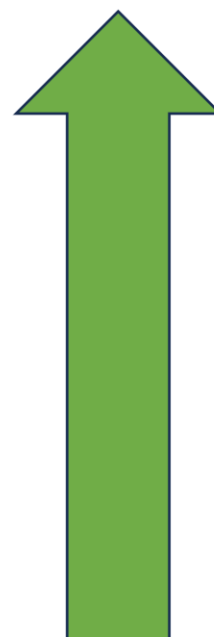
Please keep in mind that each water company operates across varying geographic areas and total number of households, with some being very large, while others are very small. This means that you will see performance measures normalised (for example divided by the number of properties served) so companies of different sizes can be compared.

Appearance, taste and smell of tap water

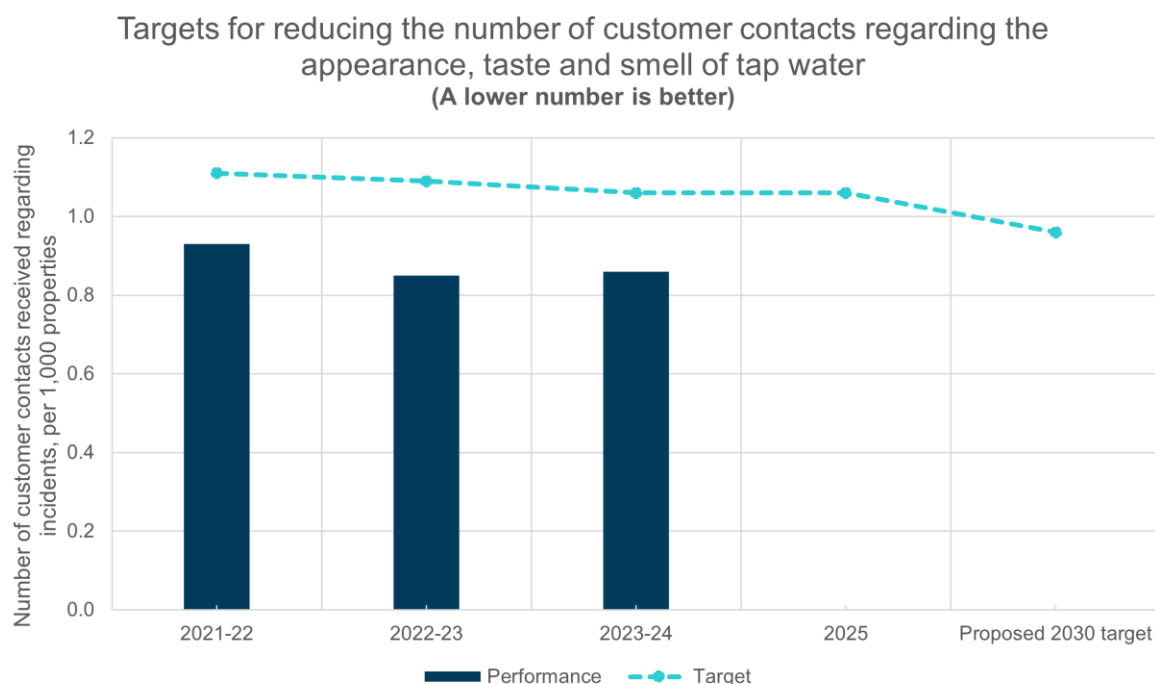
Appearance, taste and smell of tap water
Water companies measured on the number of customer contacts regarding the appearance, taste and smell of tap water.
Companies with the <i>lowest</i> numbers perform best for this service
Severn Trent met its target for this metric last year
Severn Trent performs sixth out of 17 companies overall on this measure in 2021-22

Number of customer contacts received regarding incidents, per 1,000 properties. (2021-2022)	
Portsmouth Water	0.41
Thames Water	0.49
SES Water	0.58
Affinity Water	0.73
South Staffs and Cambridge Water	0.76
<u>Severn Trent</u>	<u>0.93</u>
Northumbrian Water Group	0.97
Anglian Water	1.03
Yorkshire Water	1.09
Southern Water	1.1
Wessex Water	1.17
South East Water	1.34
Bristol Water	1.38
South West Bournemouth Water	1.55
Hafren Dyfrdwy	1.71
United Utilities	1.79
Welsh Water	2.38

**Better
performance**



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performance**



[Click here to read more \[hover box\]](#)

Drinking water in England and Wales is often of a very high quality but you may occasionally become aware of a different taste or smell. This could be due to:

- The use of chlorine to maintain good hygiene in the pipe network
- Seasonal water quality effects creating a musty smell or earthy taste
- Your plumbing, which for various reasons can cause a range of tastes including metallic, salt, rubbery or earthy tastes

The water from your tap should be clear. Very occasionally it may appear discoloured or contain particles, however this is unlikely to have any impact on health. The two main causes are:

- Disturbance of harmless deposits making the water brown, black or orange. This may occur if there is a disturbance of the mains system, like a burst main or a leak
- Air or chalk making the water appear white

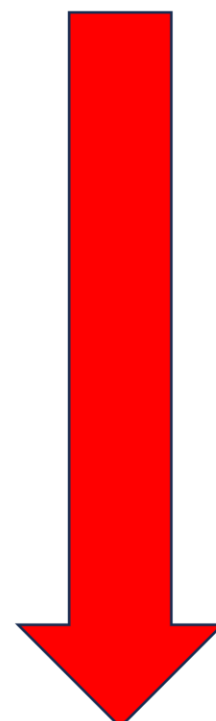
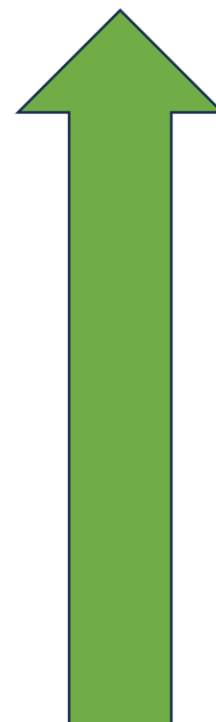
Water companies are measured on the number of contacts about the appearance, taste and smell of drinking water, per 1,000 properties

Water supply interruptions

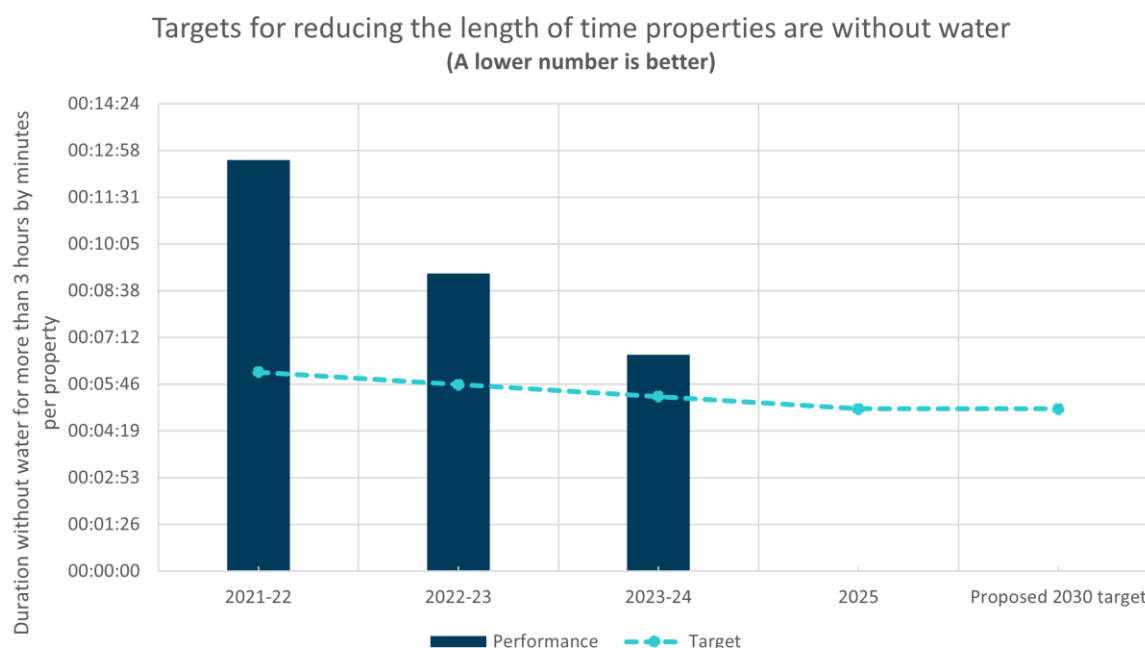
Unplanned interruptions
Water companies measured on the length of time properties are without water.
Companies with the <i>lowest</i> numbers perform best for this service
Severn Trent did not meet its target for this metric last year
Severn Trent performs 13th out of 17 companies overall on this measure in 2021-22

Duration without water for more than 3 hours by minutes per property (hours:minutes:seconds) (2021-2022)	
Portsmouth Water	00:02:21
Bristol Water	00:02:31
SES Water	00:02:58
South Staffs and Cambridge Water	00:03:15
Affinity Water	00:03:43
Wessex Water	00:04:12
United Utilities	00:07:58
Southern Water	00:09:22
Anglian Water	00:09:48
Yorkshire Water	00:10:38
Thames Water	00:11:03
Northumbrian Water Group	00:11:45
<u>Severn Trent</u>	<u>00:12:39</u>
South West Bournemouth Water	00:13:40
Welsh Water	00:16:12
Hafren Dyfrdwy	00:37:28
South East Water	01:12:33

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performance**



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•When you turn on your tap you expect the water to flow. You can rely on this to happen almost all the time but for various reasons your supply can be interrupted. Leaking or burst pipes are a major reason why water supply may be interrupted, and pipes could burst at any time. Hot and dry or freezing cold weather can make the ground expand or contract around water mains pipes, making them more likely to burst

• In some cases it can take a long time to repair or replace the pipe because they are in built up areas and are difficult to get to. Sometimes it can also take time to find the exact part of the pipe which is broken as it is deep underground. If a big pipe bursts and takes a long time to repair, it can make a big difference to a company's overall performance

•Water companies are measured on the average number of minutes lost due to supply interruptions, per total properties served. All loss of supply events that are 3 hours or longer contribute to the performance measure

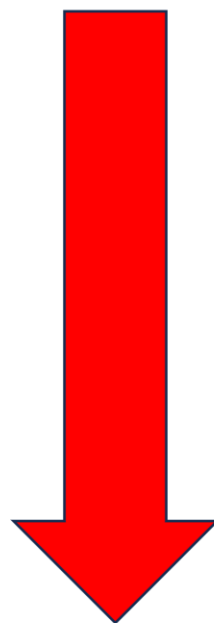
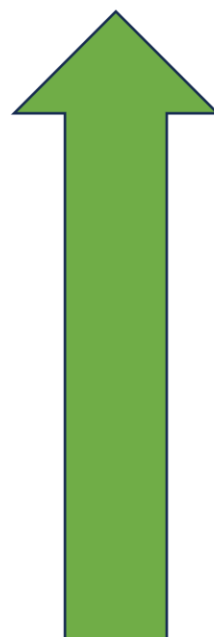
•Because the size of areas companies supply can vary considerably, to compare companies Ofwat set targets for the average number of minutes lost per customer. All interruptions equal or greater than 3 hour are included

Reducing leakage

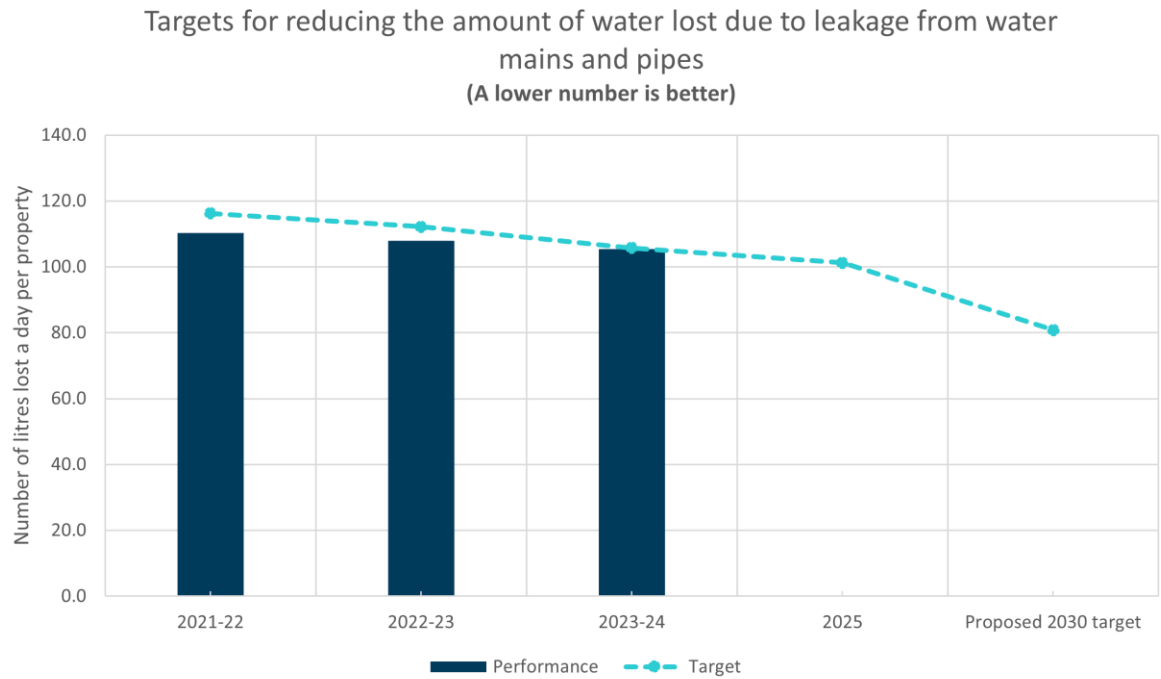
Reducing leaks
Water companies measured on the amount of water lost due to leaks from water mains and pipes
Companies with the <i>lowest</i> numbers perform best for this service
Severn Trent met its target for this metric last year
Severn Trent performs 14th out of 19 companies overall on this measure in 2021-22

Number of litres lost per property per day. (2021-2022)	
Bristol Water	65.22
Essex & Suffolk Water	76
Portsmouth Water	81.94
SES Water	81.35
Anglian Water	80.58
Southern Water	82.3
South East Water	90.2
Cambridge Water	99.4
Wessex Water	111.19
South West Bournemouth Water	107.71
Northumbrian Water	105.2
Affinity Water	107.95
South Staffs	115.45
<u>Severn Trent</u>	<u>120.34</u>
Yorkshire Water	123.55
United Utilities	127.86
Hafren Dyfrdwy	138.4
Thames Water	151.51
Welsh Water	158.8

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Click here to read more [hover box]

- Water is brought to your homes through thousands of kilometres of underground pipes. For various reasons, pipes can leak and some water is lost between the treatment works and your home. Water companies spend millions every year to repair leaks and replace old pipes.
- Water companies have reduced leakage by a third from the 1990s and continue to manage leakage closely. All companies have targets for the amount of water that leaks from pipes.
- Because the size of areas companies supply can vary considerably, the amount of leakage in each company’s area is different. To compare companies against each other, you can look at how much leakage there is per property.

Based on what you have just read, on a scale of 1 to 5 where 1 is not at all important and 5 is extremely important, how important are each of these improvements to you?

Please select one answer only

	1 - Not at all important	2	3 - Neither important nor unimportant	4	5 - Extremely important	Don't know/Can't say
Reducing the number of contacts about the appearance, taste or smell of tap water	()	()	()	()	()	()
Reducing water supply interruptions	()	()	()	()	()	()
Reducing leakage	()	()	()	()	()	()

The next three performance commitments are related to your wastewater services.

For each of these we are going to show you how Severn Trent compares to other water companies and the level of service it will deliver in their 2025 to 2030 business plan.

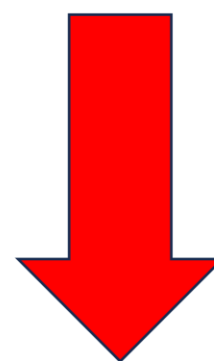
Not all water companies offer sewerage services. You may notice that the following comparisons have fewer companies on them.

Sewage flooding of properties

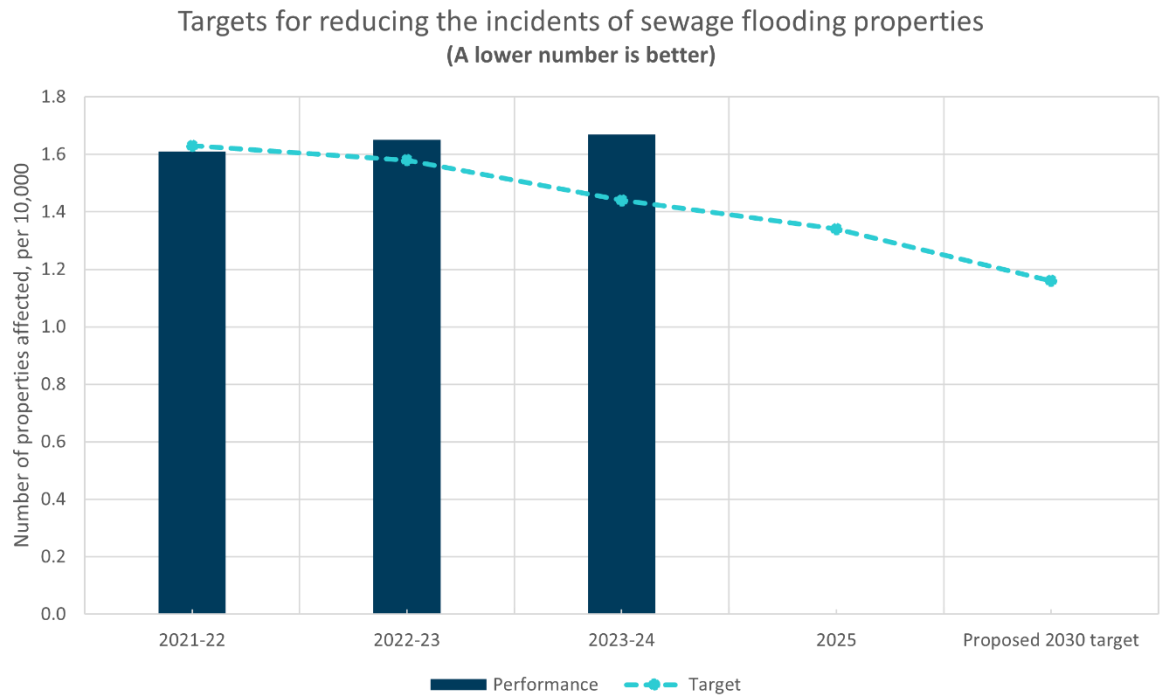
Sewage flooding of properties
Sewage flooding of properties
Water companies measured on the incidents of sewage flooding properties
Severn Trent did not meet its target for this metric last year
Severn Trent performs 4th out of 11 companies overall on this measure in 2021-22

Number of properties affected, per 10,000. (2021-2022)	
South West Bournemouth Water	0.76
Welsh Water	1.36
Wessex Water	1.42
<u>Severn Trent</u>	<u>1.61</u>
Anglian Water	1.73
Northumbrian Water Group	1.84
Hafren Dyfrdwy	2.34
Yorkshire Water	2.83
United Utilities	2.97
Southern Water	3.04
Thames Water	3.46

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performance**



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[Click here to read more \[hover box\]](#)

An escape of sewage inside properties is highly inconvenient, disruptive and a potential health risk. In bad cases, people need to move out of their properties while things are put right

Companies have targets for reducing the number of incidents when properties are flooded with sewage. There are a number of things that can cause a sewer to flood:

- Sewers becoming blocked after the wrong things are put down the toilet**
- Heavier and more intense rain which can overwhelm the sewer and drainage system**

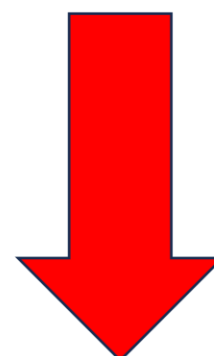
Water companies are measured on the number of incidents in which sewage floods properties, per 10,000 properties

Sewage flooding of gardens or outbuildings

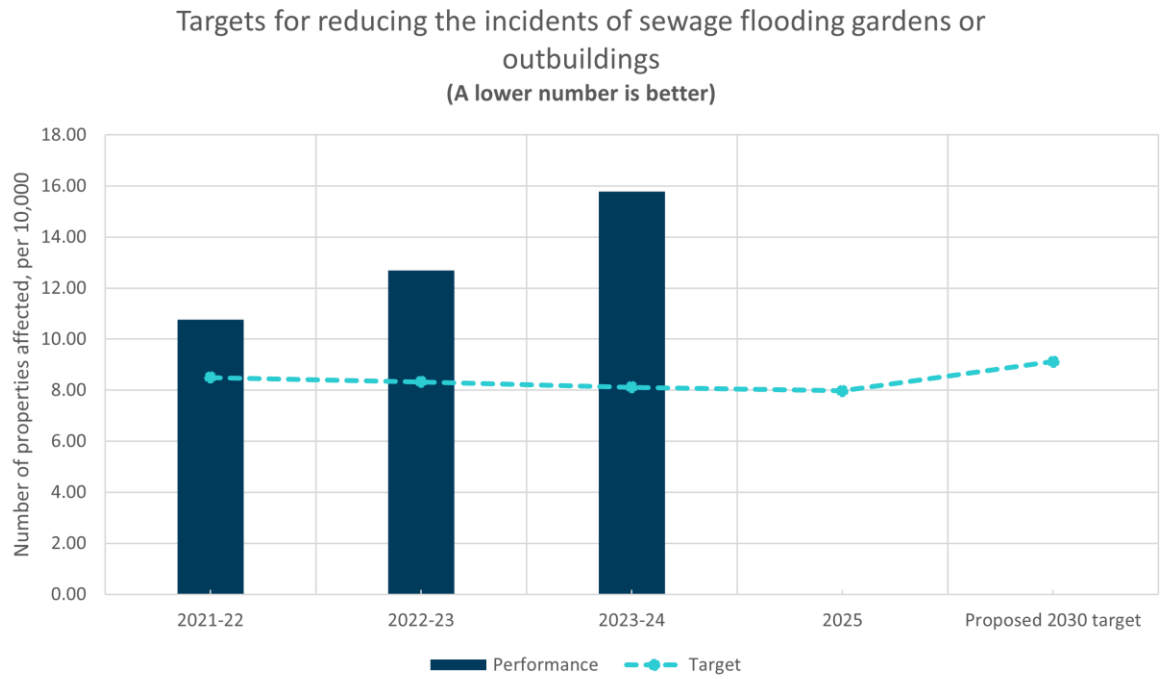
Sewage flooding of gardens or outbuildings
Water companies measured on the incidents of sewage flooding gardens or outbuildings.
Companies with the <i>lowest</i> numbers perform best for this service
Severn Trent did not meet its target for this metric last year
Severn Trent performs 2nd out of 11 companies overall on this measure in 2021-22

Number of properties affected, per 10,000. (2021-2022)	
Thames Water	9.4
<u>Severn Trent</u>	<u>10.8</u>
Anglian Water	14.55
United Utilities	18.12
South West Bournemouth Water	18.13
Hafren Dyfrdwy	19.05
Wessex Water	19.19
Yorkshire Water	19.52
Southern Water	19.53
Welsh Water	26.27
Northumbrian Water Group	26.64

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Click here to read more [hover box]
An escape of sewage into gardens or access points to peoples’ properties is inconvenient and unpleasant and can restrict access

Companies have targets for reducing the number of incidents when gardens and outbuildings are flooded with sewage. There are a number of things that can cause a sewer to flood:

- Sewers becoming blocked after the wrong things are put down the toilet**
- Heavier and more intense rain which can overwhelm the sewer and drainage system**

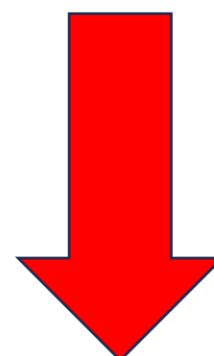
Water companies are measured on the number of incidents in which sewage floods gardens and outbuildings, per 10,000 properties

Pollution of rivers

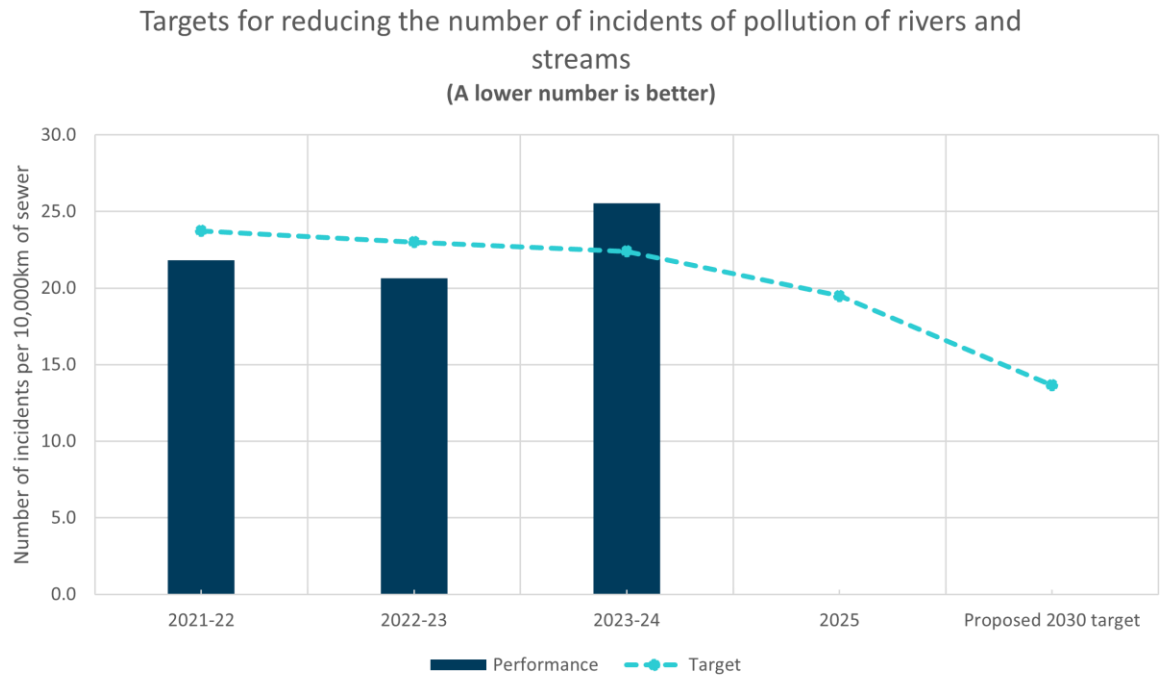
Pollution of rivers
Water companies measured on the number of incidents of pollution of rivers and streams.
Companies with the <i>lowest</i> numbers perform best for this service
Severn Trent did not meet its target for this metric last year
Severn Trent performs 3 rd out of 11 companies overall on this measure in 2021-22

Number of incidents per 10,000km of sewer (2021-2022)	
United Utilities	17.71
Wessex Water	20.60
<u>Severn Trent</u>	<u>21.81</u>
Welsh Water	22.90
Northumbrian Water Group	22.98
Thames Water	24.87
Yorkshire Water	27.36
Anglian Water	33.75
Hafren Dyfrdwy	39.84
South West Bournemouth Water	86.58
Southern Water	93.63

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Click here to read more [hover box]

- Water companies collect sewage that is used in homes and businesses, and rainfall that enters sewers. They then treat this so that it is safe to return to rivers and the sea. In some cases, discharges from sewage treatment or networks can affect rivers and bathing waters. This can have a minimal effect on the river ecology or a major effect depending on the scale
- Water companies are measured on the number of pollution incidents, per 10,000 km of sewers

Based on what you have just read, on a scale of 1 to 5 where 1 is not at all important and 5 is extremely important, how important are each of these improvements to you?

Please select one answer only

	1 - Not at all important	2	3 - Neither important nor unimportant	4	5 - Extremely important	Don't know/Can't say
Reducing sewage flooding of properties	()	()	()	()	()	()
Reducing sewage flooding of gardens or outbuildings	()	()	()	()	()	()
Reducing pollution of rivers	()	()	()	()	()	()

Investments/enhancements

We are now going to show you the seven key investment areas from Severn Trent Water's plan. These investments have the biggest impact on bills between 2025 and 2030.

Protecting customers from losing their water supply during heatwaves

Protecting customers from losing their water supply during heatwaves	
The problem	Heatwaves can cause customer water supplies to be interrupted. This is because customers use more water during a heatwave and so Severn Trent experiences challenges moving water around their network to meet demand. This is not due to there not being sufficient water in reservoirs. The amount of water customers use during heatwaves has risen significantly over the last decade, and climate change predictions mean that the frequency, intensity and duration of hot weather periods will increase.
The solution	Invest to ensure sure an additional 280,000 homes and businesses are protected from losing their water supply in future heatwaves.
Investment amount	£128 Million

Click here to read more How will Severn Trent achieve this? [hover box]

- Build six new pipelines to take water where it’s most needed during hot weather
- Increase capacity at two of its treatment works so it can produce more clean water
- Build a new service reservoir to make sure there are more stores of treated water available
- Develop smarter networks to provide better visibility of demand and leakage and enable us to move water around more quickly

Reducing greenhouse gas emissions

Reducing greenhouse gas emissions	
The problem	The UK has a legally binding commitment to achieve net zero greenhouse gas emissions by 2050. In order to meet the UK's net zero commitments, the water sector must reduce emissions caused by their processes by 21% by 2030.
The solution	55% of Severn Trent's operational emissions come from their wastewater treatment works processes. The processes that water companies use to treat wastewater release both methane and nitrous oxide, both of which are far more damaging than carbon dioxide.
	New technology will be introduced to reduce these and meet targets.
Investment amount	£430 Million

Click here to read more How will Severn Trent achieve this? [hover box]

- The world's first net zero sewage treatment works will be located just outside Stoke-on-Trent, providing jobs to the area. Severn Trent will also roll out the technology to 100 of its biggest wastewater treatment sites across the Midlands
- The conversion of equipment to sustainable fuel sources from fossil fuels will help Severn Trent complete its vehicle fleet's transition to net zero

Securing water supplies for the long term

Securing water supplies for the long term	
The problem	Severn Trent must make sure there is enough water for their customers in the future. They must also protect the environment when taking water to treat and turn into drinking water. For example, by not taking too much water from groundwater which would affect the local environment. In the future there are a number of challenges which will affect the availability of water including climate change and population growth.
The solution	Severn Trent will make a range of investments to make sure there is sufficient water in the long term. For example, reducing water lost from its network through leaks and encouraging customers to be more water efficient by installing smart meters.
Investment amount	£933 Million

Click here to read more How will Severn Trent achieve this? [hover box]

Between 2025 and 2030 Severn Trent will:

- Fit one million smart meters in customer homes and businesses which will help them cut their usage
- Reduce the amount its pipes leak by 16%
- Change the way it takes water from the environment to make sure it doesn't cause long-term damage
- Link up the water network to more easily move water around
- Expand reservoirs and water treatment works

Based on what you have just read, on a scale of 1 to 5 where 1 is not at all important and 5 is extremely important, how important are each of these improvements to you?

Please select one answer only

	1 - Not at all important	2	3 - Neither important nor unimportant	4	5 - Extremely important	Don't know/Can't say
Protecting customers from losing their water supply during heatwaves	()	()	()	()	()	()
Reducing greenhouse gas emissions	()	()	()	()	()	()
Securing water supplies for the long term	()	()	()	()	()	()

Improving river water quality and reducing storm overflow spills

Improving river water quality and reducing storm overflow spills	
The problem	In the most recent data issued by the Environment Agency only 14% of the nation’s rivers achieved ‘Good Ecological Status’. The water industry has been identified as contributing to this problem, along with other sectors such as agriculture. Water companies have a programme of work to meet current and new environmental laws which includes: • Reducing pollution of rivers by storm overflows. • Treating wastewater to a standard that does not harm the natural environment
The solution	Severn Trent will make changes to their wastewater operations to reduce their impact on rivers. For example, reducing the use of storm overflows and encouraging other sectors to also reduce their impact.
Investment amount	£2.43 Billion

Click here to read more How will Severn Trent achieve this? [hover box]

- Severn Trent will continue reduce the amount of phosphate discharged into rivers from treatment works
- The company will also be promoting cuts to artificial fertiliser (which contains phosphate) used by farmers to cut levels even further
- Severn Trent will also reduce the number of times they use storm overflows. Storm overflows are used when there is too much rainfall for sewers to handle. They allow rainwater, mixed with sewage, to escape into a separate pipe which eventually flows into a river. This helps to reduce the risk of properties being flooded with sewage. Severn Trent will reduce the number of times they use storm overflows by investing in alternative ways to manage heavy rainfall. It will also tackle all of the ~350 overflows where there is evidence they may be causing harm to the environment
- By doing these things, Severn Trent will be helping improve the health of the region’s rivers, either directly or indirectly

Reducing the risk of sewer flooding

Reducing the risk of sewer flooding	
The problem	When it rains, excess water runs into sewers. In times of heavy rainfall, this increased pressure on the system can cause wastewater to back up through pipes and come back up through drains. This is called sewer flooding. Population growth and heavy rainfall caused by climate change are expected to increase pressure on the sewer system. New buildings and developments are also resulting in green spaces being concreted over so there are less natural ways for water to drain away.
The solution	Separate rainwater and develop new green areas and ponds to drain rainwater away naturally as well as introducing new pipes and concrete storage for wastewater and reduce the risk of sewer flooding.
Investment amount	£170 Million

Click here to read more How will Severn Trent achieve this? [hover box]

- Severn Trent wants to build drainage solutions in and around Coventry, Gloucester, Nottingham, and Kidderminster
- As well as building new pipes and concrete storage for wastewater, Severn Trent will work with others in those locations to find ways of reusing the rainwater or create green areas and ponds that'll reduce the amount of rainwater getting into the sewer network, so cutting sewer flooding and storm overflow spills
- The plans would protect more than 1,000 homes and businesses from flooding, cut the amount of water getting into the sewer network, and replace hardstanding concrete and paving with greener solutions, so improving and enhancing the local environment

Increasing water quality by tightening standards on emerging contaminants (PFAS)

PFAS are a family of over 5,000 chemicals, often found in frying pans, cosmetics, outdoor clothing and food packaging. They are often called 'forever chemicals' because they stay in the environment for a very long time.

Some UK water companies have detected traces of PFAS in some source waters, although the majority are not affected.

Increasing water quality by tightening standards on emerging contaminants (PFAS)	
The problem	Chemicals known as poly and perfluorinated alkyl substances (PFAS) are widely termed “forever chemicals” because they cannot be easily broken down in the body of the environment. These substances are widely used in the manufacture of plastics, firefighting foams and water-resistant products. Regulators are considering how water treatment standards need to change to reduce the risk to public health and they have set new standards that water treatment works must meet.
The solution	Increased monitoring and sampling across all water sources and the installation of advanced treatment processes at all sites where there is evidence that the source water has PFAS at levels above the new standard.
Investment amount	£115 Million

Click here to read more How will Severn Trent achieve this? [hover box]

- **Install advanced treatment processes at four water treatment works to ensure the final treated water meets the new standard**
- **Increase our laboratory capacity and capability to enhance the sampling and monitoring for the emerging contaminants across the entire region**
- **Carry out studies and treatment trials to improve our ability to breakdown the chemicals once it has been removed from the source water so that it can be safely recycled and returned to the environment**

Improving bathing water quality in three designated bathing areas in the Severn Trent region

Improving bathing water quality in three designated bathing areas in the Severn Trent region

The problem	In May 2024 three sites in Shropshire, in the Severn Trent region, were designated as bathing waters. This means that the Environment Agency will monitor the water quality during the bathing season (May – September) and Severn Trent has a duty to ensure storm overflows in the vicinity do not spill more than once during the bathing season, that any harmful pathogens are significantly reduced and that all sewage treatment works nearby are compliant with their permits.
The solution	Invest into these three catchments to deliver improvements to the storm overflows and sewage treatment works in the vicinity of the bathing sites. This will include working closely with the Environment Agency and local flood authorities and councils to improve the full drainage system.
Investment amount	£1.2 Billion

Click here to read more How will Severn Trent achieve this? [hover box]

- Increase the capacity in the sewer system with a mixture of new storage and nature-based solutions
- Improvements at one sewage treatment works
- Install a new smart sewer system to close storm overflows during the bathing season and reduce spills in the catchments
- Improve the resilience of our assets in these catchments
- Work with farmers to support them in increasing their awareness of bathing water legislation
- A river water quality assessment

Based on what you have just read, on a scale of 1 to 5 where 1 is not at all important and 5 is extremely important, how important are each of these improvements to you?

Please select one answer only

	1 - Not at all important	2	3 - Neither important nor unimportant	4	5 - Extremely important	Don't know/Can't say
Improving river water quality and reducing storm overflow activations	()	()	()	()	()	()
Reducing the risk of sewer flooding	()	()	()	()	()	()
Increasing tap water quality by removing emerging contaminants (PFAS)	()	()	()	()	()	()
Improving bathing water quality in three designated bathing areas in the Severn Trent region	()	()	()	()	()	()

Please rank the main investments that are in Severn Trent's plan, by high, medium and low priority.

	High priority	Medium priority	Low priority	Don't know/Can't say
Protecting customers from losing their water supply during heatwaves	()	()	()	()
Reducing greenhouse gas emissions	()	()	()	()
Securing water supplies for the long term	()	()	()	()
Improving river water quality and reducing storm overflow spills	()	()	()	()
Reducing the risk of sewer flooding	()	()	()	()
Increasing water quality by tightening standards on emerging contaminants (PFAS)	()	()	()	()
Improving bathing water quality in three designated bathing areas in the Severn Trent region	()	()	()	()

Please read this summary of the 2025-30 business plan that you've already read about in this survey.

Severn Trent's proposed business plan for 2025-2030

SEVERN
TRENT

IN A NUTSHELL: A plan for 2025-2030 that will:

- Improve service - focusing on the things *customers* have said are most important
- Deliver better outcomes for the environment
- Protect customers' water supply
- Ensure affordable bills for everyone, with help for everyone who needs it



Commitments to significant improvements in performance, with the regulator, Ofwat, holding Severn Trent to account if they don't deliver

- 30% reduction in pollution incidents
- 43% reduction in storm overflow spills
- 42% reduction in the number of sewer flooding incidents outside of properties and 13% reduction in the number of incidents inside properties
- 25% reduction in supply interruptions lasting longer than 3 hours
- 16% reduction in water lost in leaks
- 29% reduction in greenhouse gas emissions

Improving the environment:

- £2.43bn on river water quality improvements and more river quality monitoring

Protecting our water supply:

- £933m to invest in water resources to help protect the region from drought, reduce leakage, help customers save water and build new sources of water supply



Improving service to customers

- £285m to improve drinking water quality and replace lead pipes
- £115m to remove contaminants known as "forever chemicals"
- £128m to protect 280,000 more customers from losing water supply in heatwaves
- £170m to protect properties at risk of sewer flooding
- £430m to reduce greenhouse gas emissions



A plan that keeps the impact on bills as low as possible, and supports those that need help: the average Severn Trent household bill will increase from £438 in 2024 to £721 in 2030 (excluding the impact of inflation).

All household with an income of £22k (or more if there are children in the household or are on certain benefits) are eligible for a bill discount of 30% - 70%, with the plan supporting almost 700,000 households. Shareholders will contribute £50m to support those who are struggling with their bills.

Investment in long lasting assets benefits customers and the environment over the long term. To spread the cost of these investments over decades to come, these investments are financed by debt (borrowing) and equity investors (shareholders) as well as customer bills.

Based on everything you have seen and read about Severn Trent's proposed business plan, how acceptable or unacceptable is it to you?

Please select one answer only

- ☐ Completely acceptable
- ☐ Acceptable
- ☐ Unacceptable
- ☐ Completely unacceptable
- ☐ Don't know/Can't say

In a few words, how would you describe Severn Trent's 2025-30 business plan?*

Please type this in the box below

What are the two main reasons that you feel the proposals for your water services are unacceptable? [Only shown to those finding the business plan unacceptable/completely unacceptable].

Please choose up to two answers only

- ☐ The bill increases are too expensive
- ☐ Company profits are too high
- ☐ Companies should pay for service improvements
- ☐ I expect better service improvements
- ☐ The plan is poor value for money
- ☐ Compared to energy prices it is more expensive
- ☐ I am dissatisfied with current services
- ☐ The plans don't focus on the right services
- ☐ I won't be able to afford this
- ☐ I don't trust them to make these service improvements
- ☐ Shareholder dividends are too high
- ☐ Too much pollution
- ☐ Build more reservoirs
- ☐ Not ambitious enough
- ☐ Other 1 (please specify)
- ☐ Other 2 (please specify)
- ☐ Don't know/ can't say

What are the two main reasons that you feel the proposals for your water supply are acceptable? [Only shown to those finding the business plan acceptable/completely acceptable].

Please choose up to two answers only

- ☐ The plan is good value for money
- ☐ The plan is affordable
- ☐ Compared to energy prices it's cheaper
- ☐ Their plans seem to focus on the right services
- ☐ The company provides a good service now
- ☐ I support what they are trying to do in the long term
- ☐ The change to my bill is small
- ☐ I trust them to do what's best for customers
- ☐ I have been dissatisfied with the service recently but am pleased that they are making improvements
- ☐ Other 1 (please specify)
- ☐ Other 2 (please specify)
- ☐ Don't know/Can't say

The next set of questions are about the proposed changes to your water and sewerage bill for the years 2025-2030. This includes the proposed amounts to cover the investment in water and sewerage services needed over the next 6 years, as well as how inflation may impact your bill, based on the Bank of England's inflation forecasts.

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

Ofwat, the economic regulator protects customers by ensuring that not one penny will be spent on anything that should have been spent before. Increased bills are only allowed where they pay for investment in things that are new requirements and will deliver significant improvements in our water and sewerage systems.

What is inflation? Click here to read more [hover box]

Inflation is currently at 2%, which is what The Bank of England aims to keep it at.

Inflation is the increase in prices paid for goods and services over time. A household's income also changes over time.

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

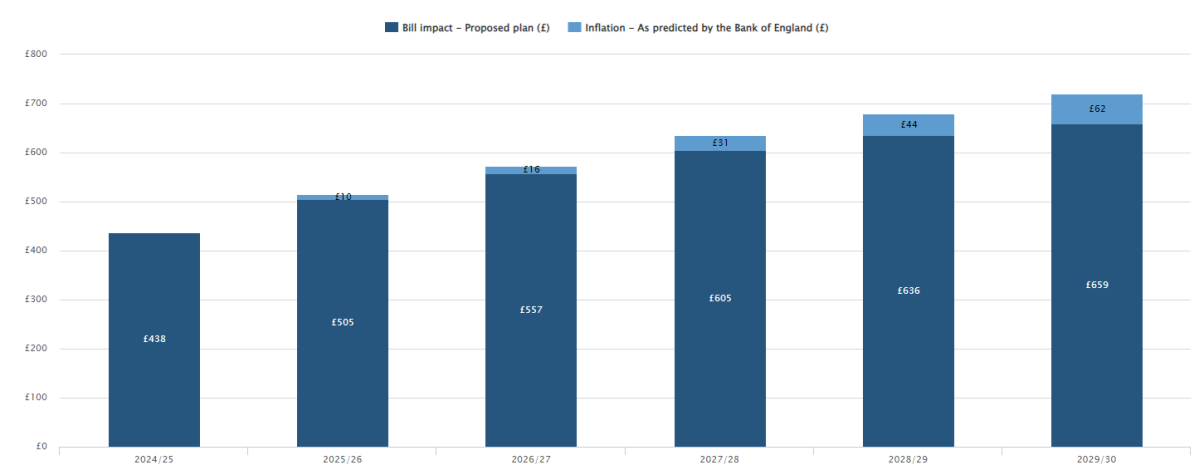
Do you know the amount you pay for your water and sewerage bill PER YEAR?

- ☐ Yes, I know exactly
- ☐ Yes, I know approximately
- ☐ No, I have no idea

Please enter your household's ANNUAL Severn Trent bill amount, to the nearest pound. [Only show to those responding 'Yes, I know exactly' or 'Yes, I know approximately' at the previous questions]

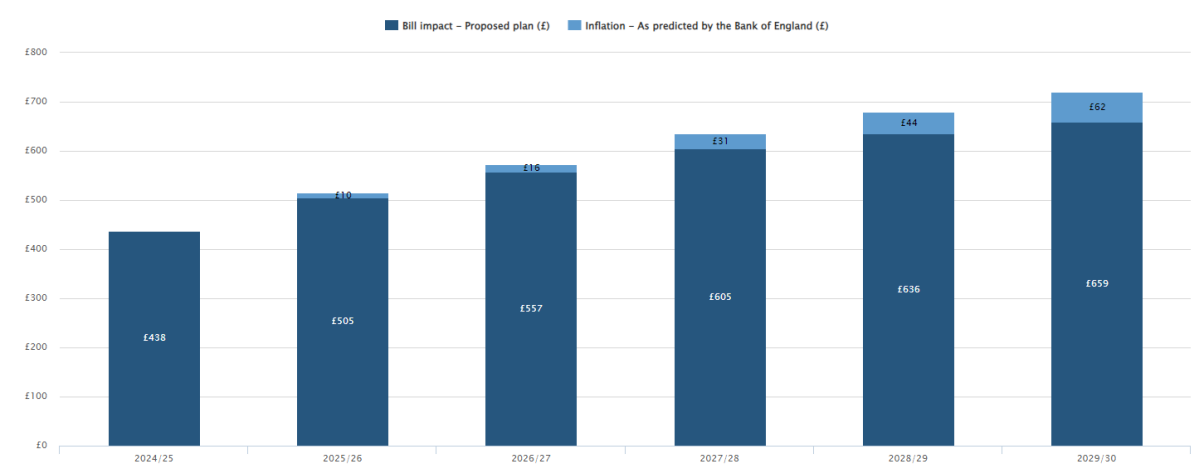
If you are unsure of your exact bill amount, please enter it to the nearest £100

[Customised bill graph to appear based on respondent current bill amount. Average bill graph displayed below for reference].



As you mentioned you are not aware what the bill amount for your household is, below is the proposed bill increased based on an average annual bill amount of £438.

Please use this as a reference when considering bill increases excluding and including inflation. [Only display to those responding ‘No, I have no idea’ at the previous question].



Taking into account any likely changes to your household income and other circumstances in the next six years, to what extent do you think the proposed bill amounts would be affordable or unaffordable to you?

☐ 1 - Very unaffordable

☐ 2

☐ 3

☐ 4

☐ 5 - Very affordable

☐ Don't know/Can't say

Thank you for your answers. We now want to learn a little more about you. This information is used for analysis purposes only.

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?

Please select one answer only

- ☐ All the time
- ☐ Most of the time
- ☐ Sometimes
- ☐ Rarely
- ☐ Never
- ☐ **Prefer not to say**

Overall, how well would you say you are managing financially now?

Please select one answer only

- ☐ Doing well
- ☐ Doing alright
- ☐ Just about getting by
- ☐ Finding it quite difficult
- ☐ Finding it very difficult
- ☐ **Prefer not to say**

Thinking about your household financial situation over the next six years up to 2030, do you expect it to get:

Please select one answer only

- ☐ A lot worse
- ☐ A bit worse
- ☐ Stay the same
- ☐ A bit better
- ☐ A lot better
- ☐ Prefer not to say
- ☐ **Don't know**

To what extent do you think your current Severn Trent bill is affordable or unaffordable to you?

Please select one answer only

- ☐ 1 - Very unaffordable
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - Very affordable
- ☐ **Don't know/Can't say**

Which of the following methods would you like Severn Trent to use to inform people about its investment plans, including what it's doing to improve the health of rivers.

Please select all that apply

- ☐ Newspapers
- ☐ YouTube video
- ☐ Social media
- ☐ Radio
- ☐ Posters
- ☐ Television news
- ☐ Leaflets through the post
- ☐ Email
- ☐ Spotify or other streaming services
- ☐ Local magazine or newsletters
- ☐ Other (please specify)
- ☐ Not applicable – communication about Severn Trent's investment plans is not required
- ☐ None of the above

Which of the following apply to you? We would like to collect this to ensure that a variety of particular needs are represented in the study, but you do not need to answer if you do not wish to.

This information will not be shared with any third party and will be destroyed within 12 months of project completion.

Please select all that apply

- ☐ I or another member of my household is disabled or suffer(s) from a debilitating illness
- ☐ I or another member of my household have/has a learning difficulty
- ☐ I or another member of my household relies on water for medical reasons
- ☐ I or another member of my household is visually impaired (ie struggled to read even with glasses)
- ☐ I or another member of my household am/is over the age of 75 years old
- ☐ I or another member of my household speaks English as a second language
- ☐ I or another member of my household is deaf or heard of hearing
- ☐ I or another member of my household is a new parent
- ☐ None of these apply to me
- ☐ **Prefer not to say**

Which of the following bands does your household income fall into from all sources before tax and other deductions?

Please select one answer only

- ☐ Up to £199 a week/Up to £10,399 a year
- ☐ From £200 to £299 a week/From £10,400 to £15,599 a year
- ☐ From £300 to £499 a week/From £15,600 to £25,999 a year
- ☐ From £500 to £699 a week/From £26,000 to £36,399 a year
- ☐ From £700 to £999 a week/From £36,400 to £51,999 a year
- ☐ From £1,000 to £1,399 a week/From £52,000 to £72,799 a year
- ☐ From £1,400 to £1,999 a week/From £72,800 to £103,999 a year
- ☐ £2,000 and above a week/£104,000 and above a year
- ☐ Don't know
- ☐ **Prefer not to say**

Have you seen or heard anything in the news/media about water and sewerage companies in the last 3 months?

Please select one answer only

- ☐ Yes
- ☐ No
- ☐ Don't know

Would you say the coverage was overall... [Only display to those selecting 'Yes' at the previous question].

Please select one answer only

- ☐ Very positive
- ☐ Fairly positive
- ☐ Neither positive nor negative
- ☐ Fairly negative
- ☐ Very negative
- ☐ Don't know

Have you seen or heard anything in the news/media about Severn Trent in the last 3 months?

Please select one answer only

- ☐ Yes
- ☐ No
- ☐ Don't know

Would you say the coverage was overall... [Only display to those selecting 'Yes' at the previous question].

Please select one answer only

- ☐ Very positive
- ☐ Fairly positive
- ☐ Neither positive nor negative
- ☐ Fairly negative
- ☐ Very negative
- ☐ Don't know

Have you experienced any of the following in the past 2 years?

Please select all that apply

- ☐ Unexpected water supply interruption
- ☐ Planned water supply interruption
- ☐ Unexpected low pressure
- ☐ A notice telling you to boil your water or not to drink your water
- ☐ Discoloration of water coming out of your tap
- ☐ A change to the taste and/or smell of your tap water
- ☐ Leakage (e.g. a burst water pipe in your neighbourhood)
- ☐ Sewer flooding inside your property
- ☐ Sewer flooding outside your property
- ☐ Sewer flooding on public roads
- ☐ Blocked sewer pipe
- ☐ Hosepipe ban
- ☐ Pollution in a river
- ☐ Dispute with Severn Trent about your water bill
- ☐ Road works due to Severn Trent water maintenance / repairs
- ☐ Other (please specify)
- ☐ I haven't experienced any of these

Which county do you live in?

- ☐ Derbyshire
- ☐ Gloucestershire
- ☐ Herefordshire
- ☐ Leicestershire
- ☐ Lincolnshire
- ☐ Northamptonshire
- ☐ Nottinghamshire
- ☐ Oxfordshire
- ☐ Rutland
- ☐ Shropshire
- ☐ South Yorkshire
- ☐ Staffordshire
- ☐ Warwickshire
- ☐ West Midlands
- ☐ Worcestershire
- ☐ Other (please specify)
- ☐ **Prefer not to say**

Would you be willing to share your post code with us?

*This is used purely for analysis and reporting purposes, and will not be attributed to yourself in any way**

- ☐ Yes
- ☐ No

Please enter your post code in the text box below [Only show to those responding 'Yes' at the previous question].

TapChat is Severn Trent's online customer research community. It's a great way for you to participate in further surveys and discussions to help shape Severn Trent's services, communications and future plans. Each month that you participate in our research you could win a share of at least £200 vouchers for a wide range of outlets including Boots, John Lewis and M&S.

Are you interested in joining TapChat?

☐ Yes

☐ No thanks

Severn Trent will use the details you give here only to invite you to join TapChat; the details will not be shared with any third party. [Only show to those responding 'Yes' at the previous question].

Please provide your email address [Only show to those responding 'Yes' at the previous question].

Please provide your name [Only show to those responding 'Yes' at the previous question].

Finally, if you have any further comments about Severn Trent's 2025-2030 business plan, or about this survey, please leave them here

Please type your response in the box below

Thank you for taking our survey. Your response is very important to us.