



BRISTOL  
WATER

# AMP7 Online Panel 1:

Water Transfers & Internal Leaks

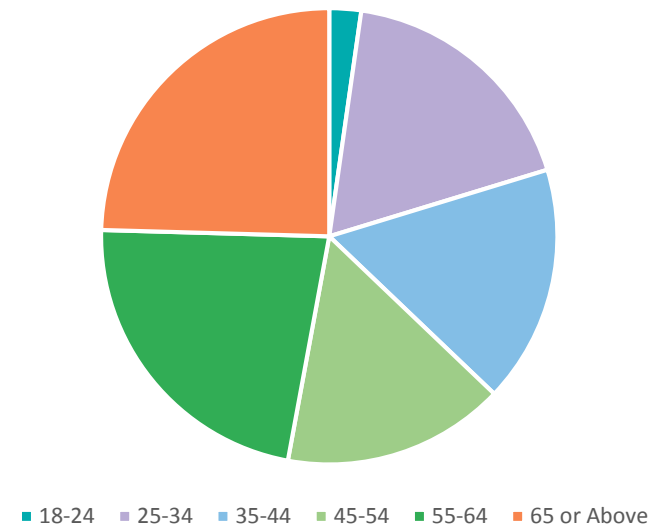
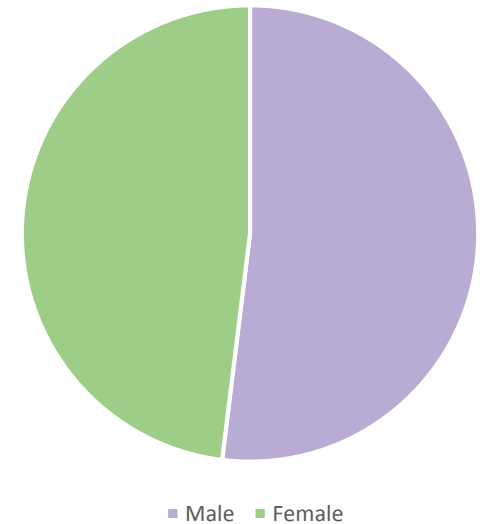
August 2020

[bristolwater.co.uk](https://www.bristolwater.co.uk)

# Introduction

- An invitation to take part in the survey was issued to 1,922 panel members
- The invitation to the survey was sent to all panel members on 14/08/2020 with a reminder being sent on 21/08/2020
- A total of 908 customers completed the survey between 14/08/2020 and 20/08/2020
- The survey took on average 5 minutes to complete
- The survey was incentivized by the inclusion of a double prize draw for £200

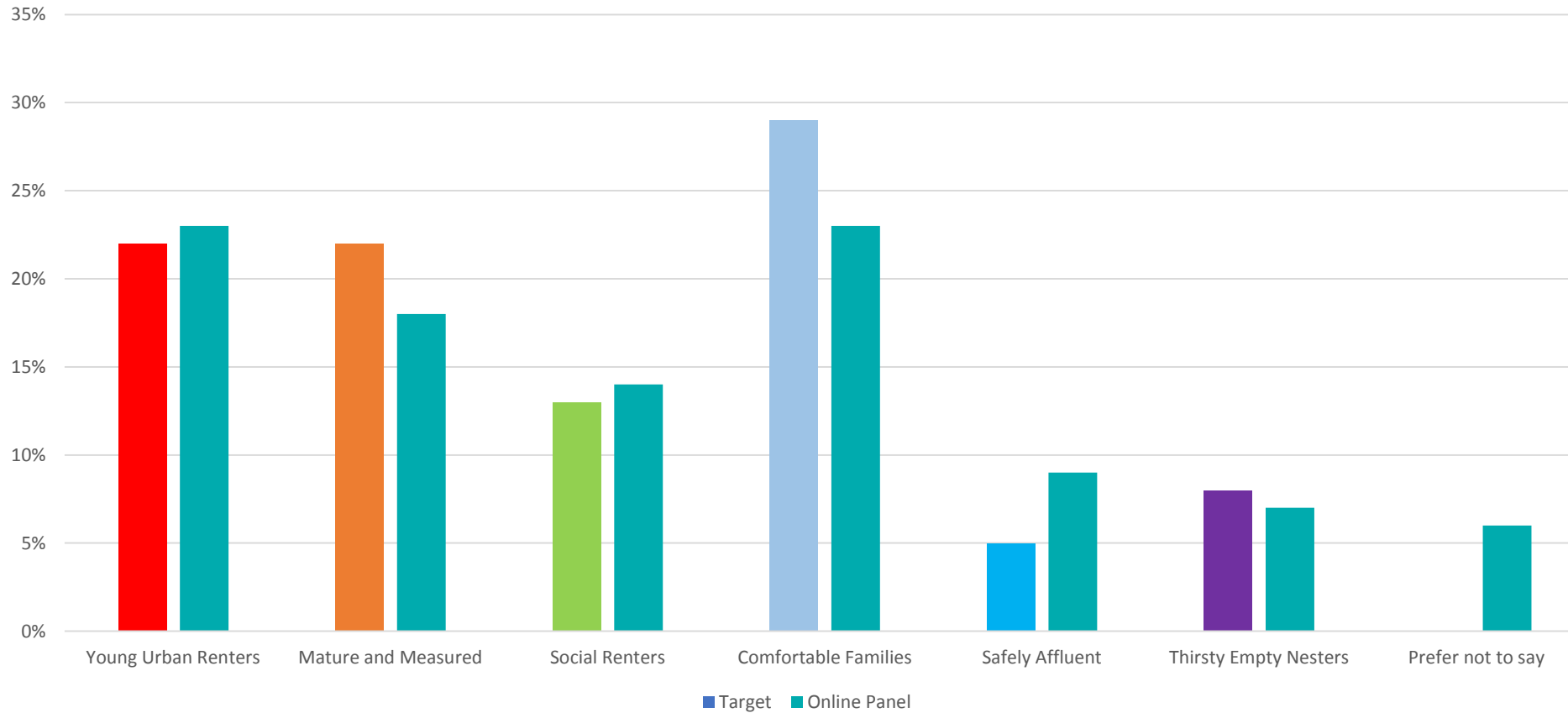
Postcode	Percentage
BS	84%
BA	11%
TA	3%
GL	1%





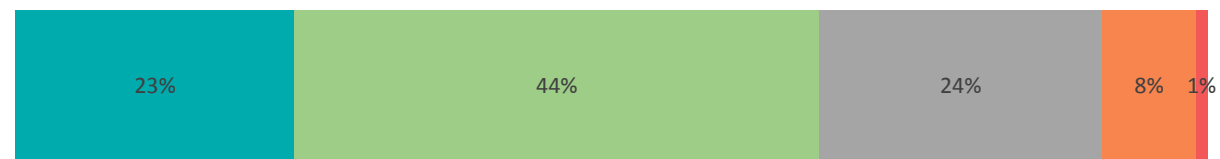
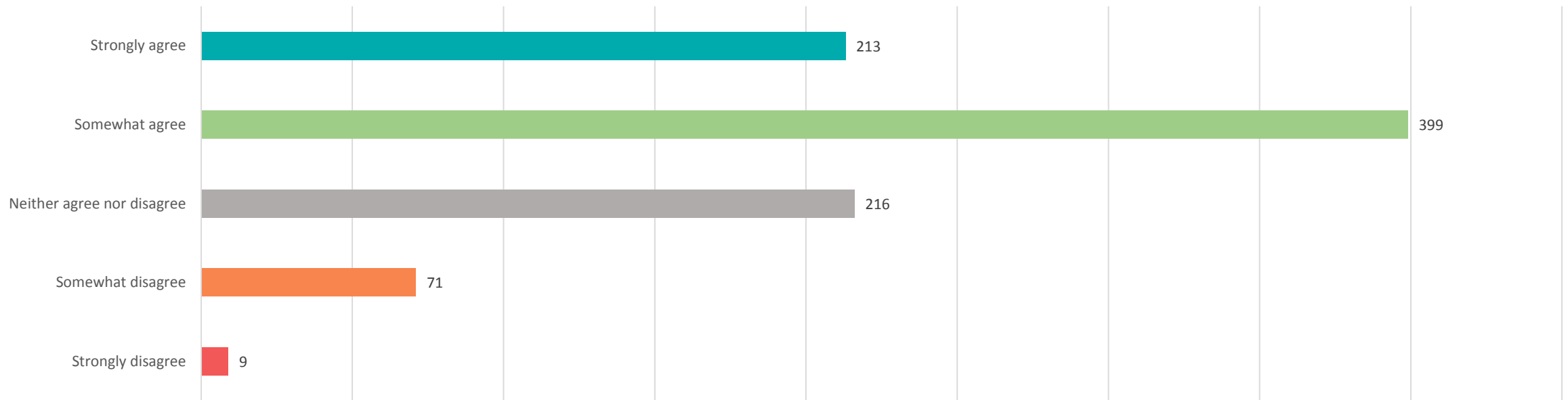
# Segmentation

Segmentation of Customers



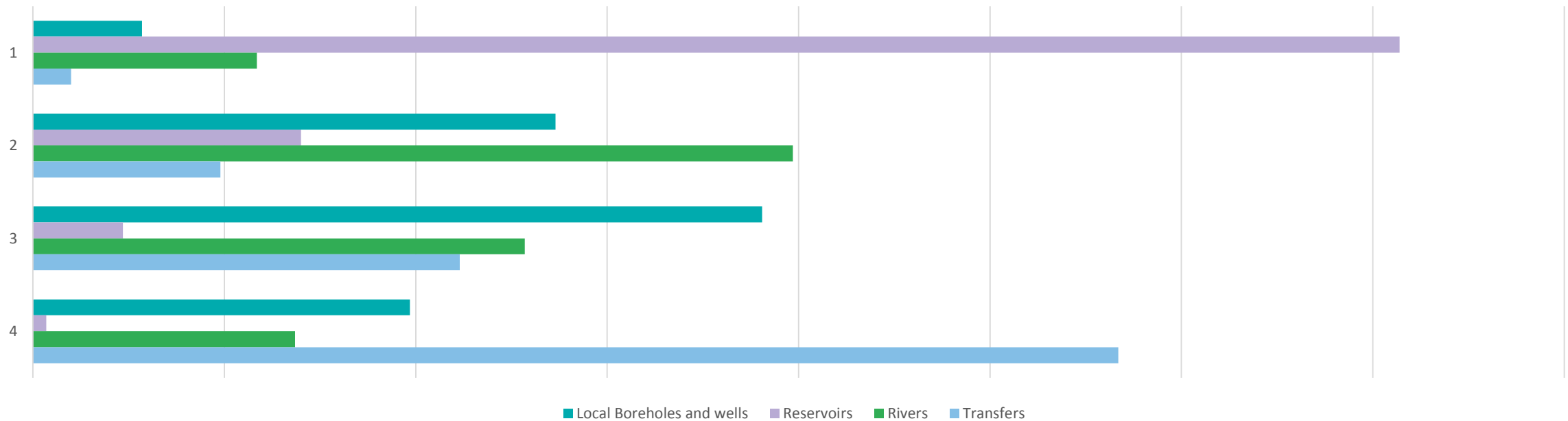
# Part 1: Water Transfers

# Question 1: To what extent do you agree that we have enough natural water to meet demand in the Bristol Water region?



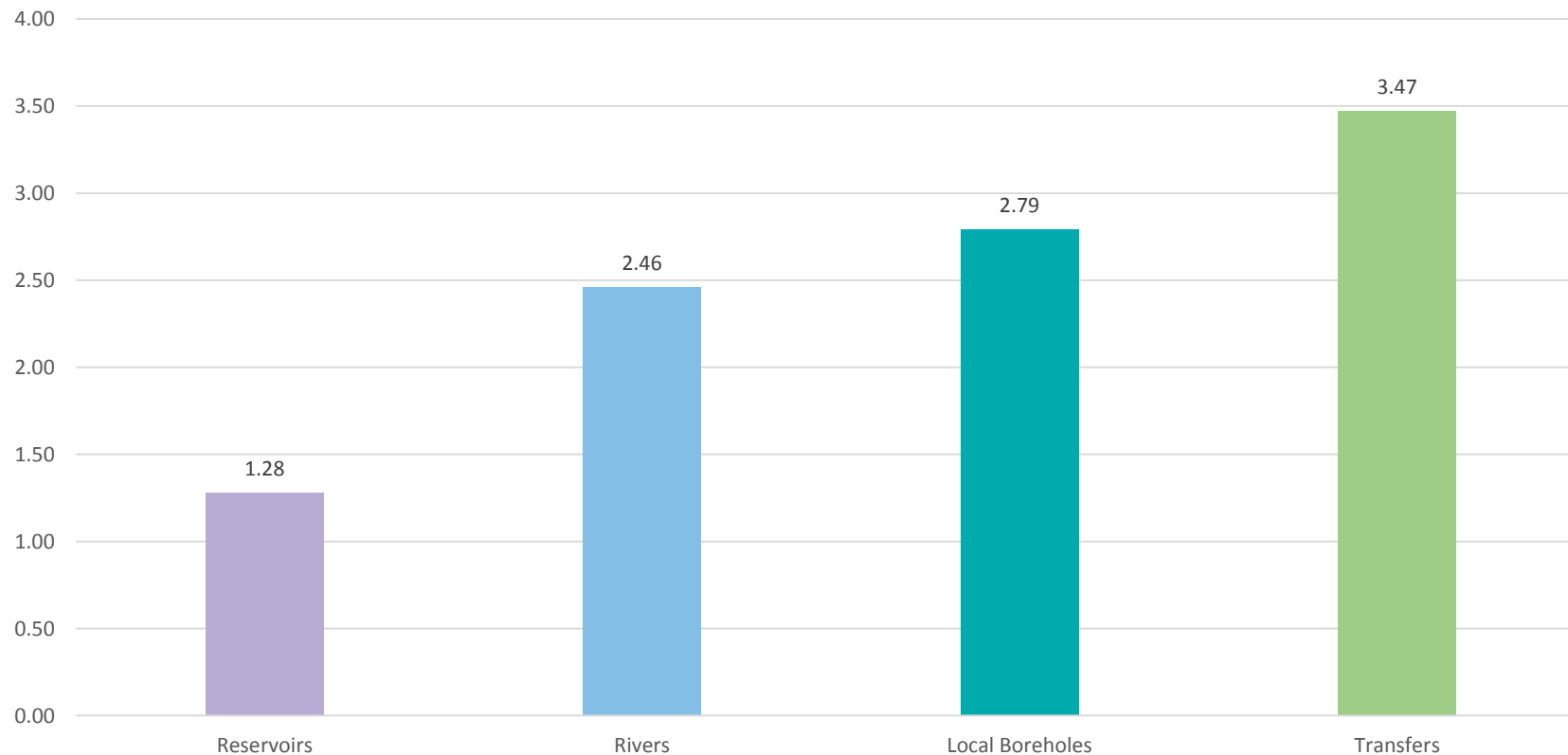
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree

Question 2: In the Bristol Water region we supply our customers on average 280 million litres of water every day. Where do you think most of this water comes from?



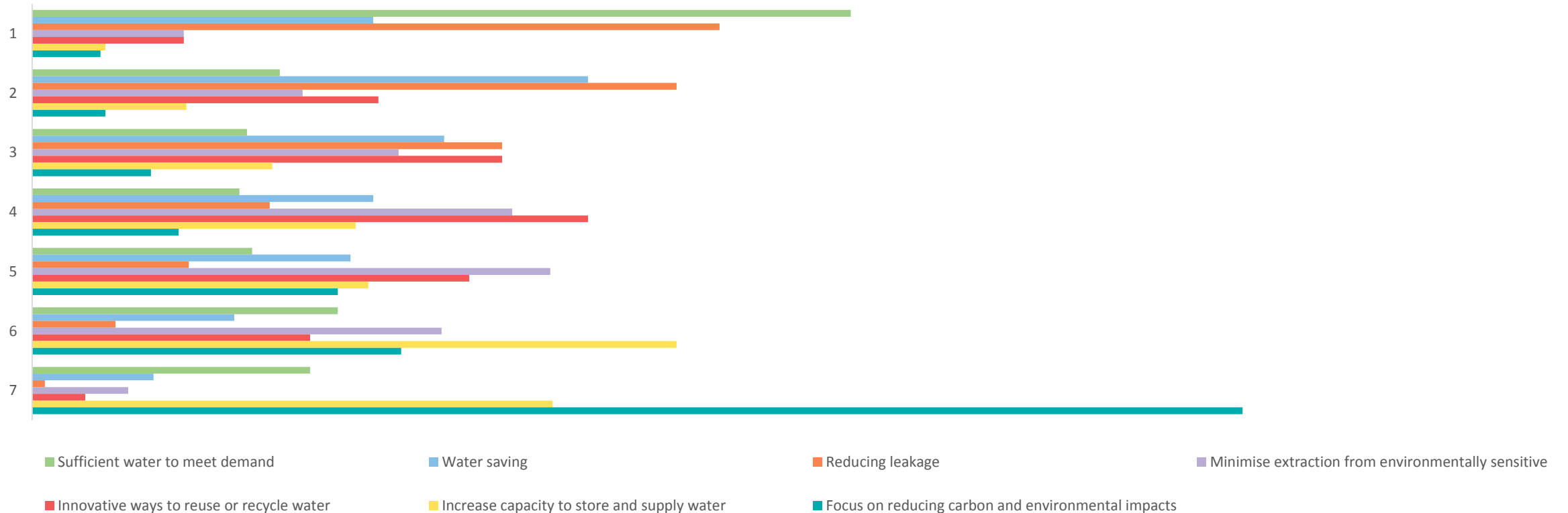


Question 2: In the Bristol Water region we supply our customers on average 280 million litres of water every day. Where do you think most of this water comes from?



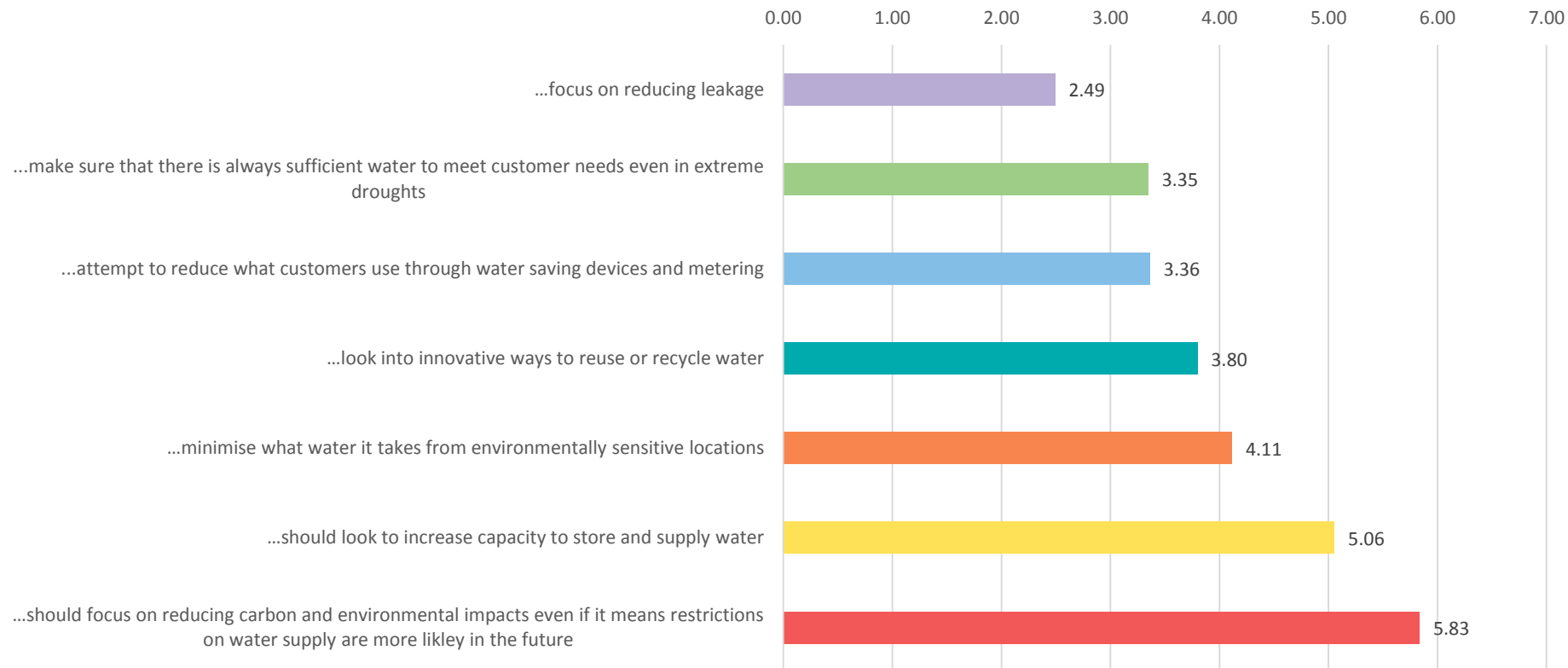


Question 3: There are different things to consider when planning how we meet customer demand for water. To what extent do you think these should be a priority?

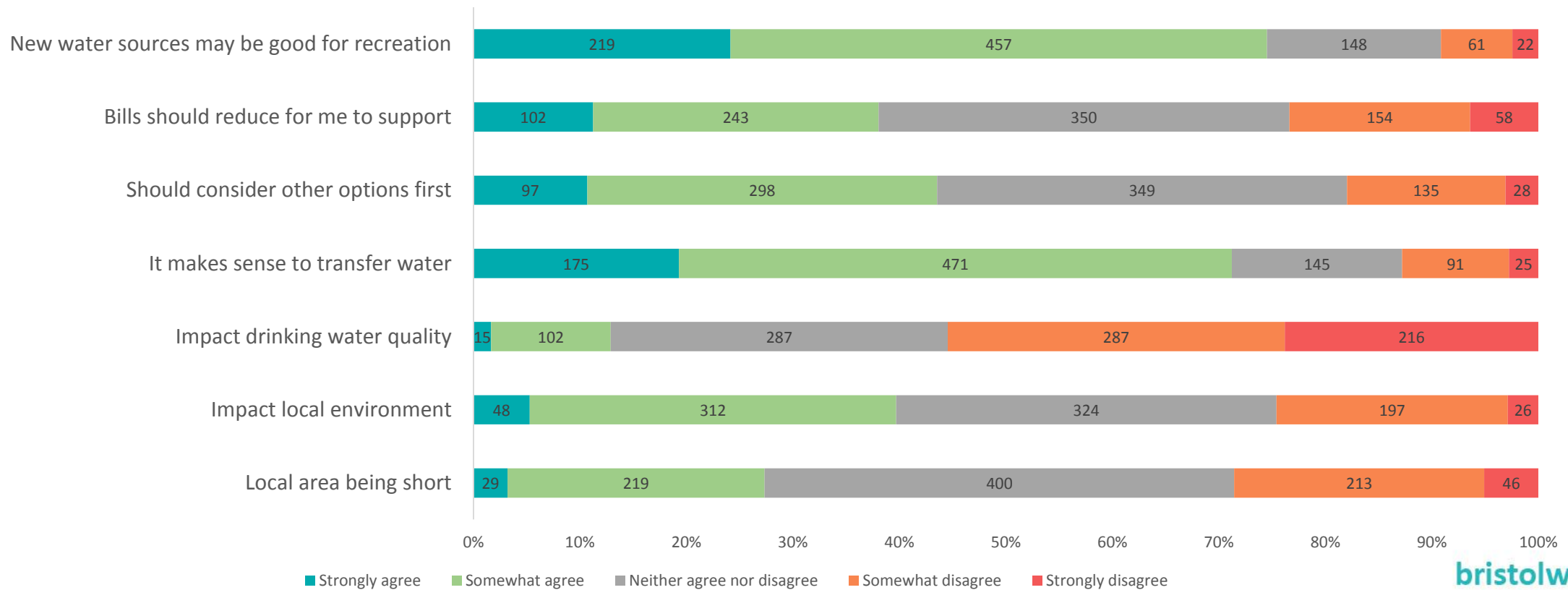




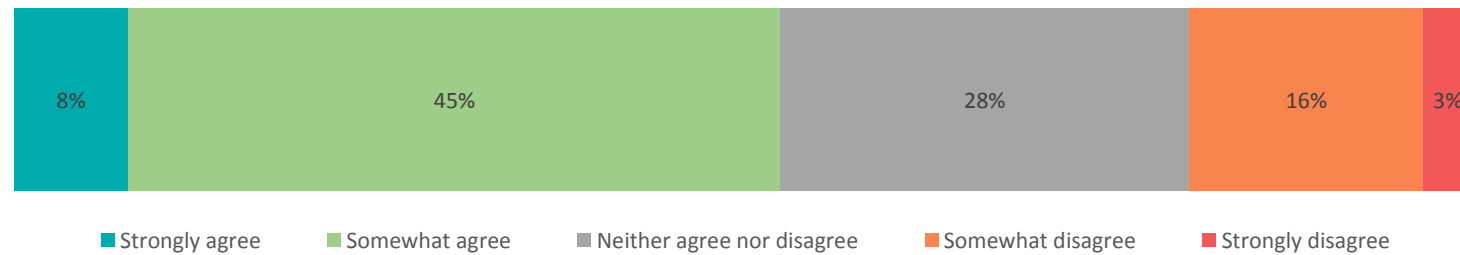
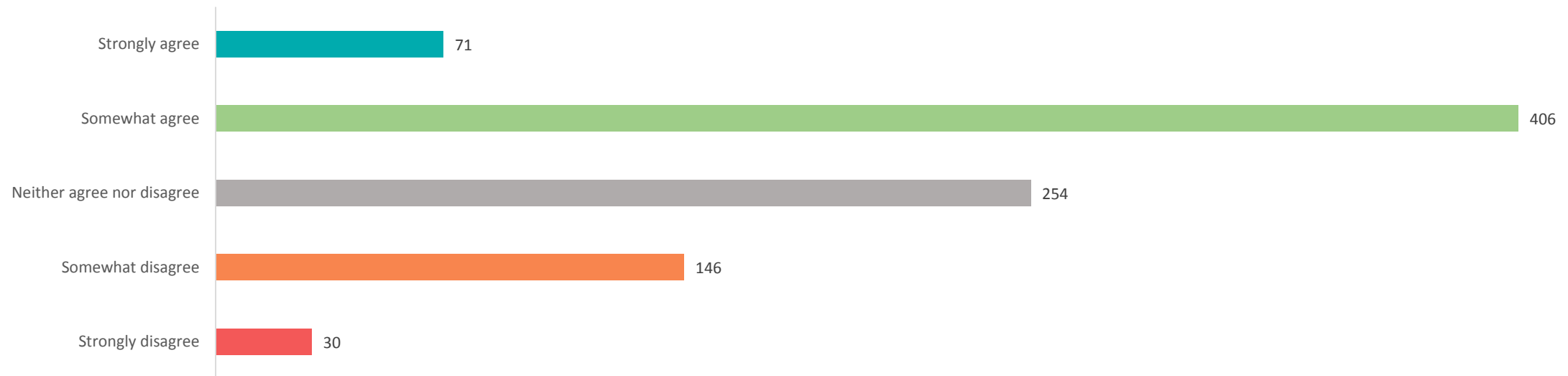
## Question 3: There are different things to consider when planning how we meet customer demand for water. To what extent do you think these should be a priority?



# Question 4: To what extent do you agree with the following statements about water sharing?



# Question 5a: To what extent do you agree with transferring water from the Bristol Water area to other regions?





## Question 5b: What is your reason? (strongly agree & somewhat agree)

Reason	Description	Number	Example
Infrastructure	Customers agreed with water transfers as long as other options were utilised first (i.e. reducing leakage, improving use of grey water)	35	“Everyone should be helping each other out but it should be dependent on other measures to conserve water, leakages being fixed and recycling”
Impact on customers	Customers agreed with water transfers as long as there was no impact on supply and quality of their own water	66	“Sharing resources is good providing it does not have a detrimental effect on our region”
Potential benefits	Customers agreed with water transfers for the potential benefits of decreased bills, positive environmental impacts, national agriculture benefits and helping those in vulnerable situation	39	“Saves families and emergency services from going short and stops droughts” “As long as we have enough and bills are reduced there is nothing wrong with sharing excess water”
National supply	Customers agreed with water transfers as they believed in a reciprocal national water system due to the essential need for water and the mixed geography/rainfall of the UK	182	“I think we need to look at water as a national resource and have a national strategy” “Reciprocal arrangements in times of climate change seem logical and equitable”
The ‘right’ thing to do	Customers agreed with water transfers as it is the ethical, logical and fair thing to do	142	“If we can do it then it is morally the right thing to do” “Help out others in need, as long as they haven’t been wasteful”
More information needed	Customer generally agreed with water transfers but wanted more information on the processes involved	5	“I do not have enough information about the level of water storage/availability in my area to allow water transfer without a negative impact on my area”
No reason	Customers did not provide a reason for their answer	12	



## Question 5b: What is your reason? (neither agree nor disagree)

Reason	Description	Number	Example
Infrastructure	Customers were undecided on water transfers due to uncertainty over infrastructure (i.e. reducing leakage, improving use of grey water)	15	"I would want reassurance that the recipient area had done all they could to reduce demand before they were sent 'our' water"
Impact on customers	Customers were undecided with water transfers depending on the impact on supply and quality of their own water	40	"Don't really know if BW has enough spare water to supply other regions and not affect our region"
Potential impacts	Customers opinion depended on the potential impacts to bills and the environment	5	"I understand you might need to share water in order to help other areas, but the environmental impact of transferring it has to be seriously investigated"
National supply	Customers opinion depended on the reciprocity of water transfers and whether this would form a national network	24	"Resources should be shared across the country but need to be managed correctly"
Bristol Water decision	Customers believed that this is a decision that Bristol Water must make internally	4	"You know your business. If you think it's good for others without too much impact on your customers then why not"
More information needed	Customer wanted more information on the processes involved	137	"I don't have enough information on our current capacity"
No reason	Customers did not provide a reason for their answer	24	



## Question 5b: What is your reason? (somewhat and strongly disagree)

Reason	Description	Number	Example
Infrastructure	Customers disagreed with water transfers due to problems with current infrastructure (i.e. reducing leakage, improving use of grey water)	21	"Other areas should be investing in their own future, if they haven't been should we really be bailing them out?"
Impact on customers	Customers disagreed with water transfers due to it having an impact on supply and quality of their own water	56	"We need our water here" "We should not be responsible for the lack of other companies to provide water to their customers"
Potential consequences	Customers disagreed with water transfers due to possible negative environmental impacts and cost to customer	8	"Water transfers are likely to incur 'transportation' costs and have negative impact on the environment"
Opportunity for misuse	Customers believed that water transfers produced opportunities for misuse	7	"Exploitation by another predatory and less efficient company elsewhere who will not be bothered about water conservation as they have a bottomless pit to exploit in little Bristol Water"
Opinion	Customers disagreed based on their opinion	5	"I don't think we should transfer water to other areas"
More information needed	Customers wanted more information on the processes involved	5	"I will not know if the transfer is for good or I'll until my water becomes restricted but by then it is too late"
No reason	Customers did not provide a reason for their answer	1	





Question 6: Do you have any additional comments you would like to share on water transfers?



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Comment	Description	Number
Sensible	Customers additional comments repeated their support for water transfers as a way of ensuring that everyone had access to water	49
Current management	Customers believed that current water resource management strategies should be improved upon before water transfers are considered	21
Future infrastructure	Customers support water transfers as long as the correct infrastructure is built to ensure minimal/no leakage and improvement to local infrastructure should be made as part of these works	19
Capital expenditure	Customers believed that the capital expenditure required for such a project should be provided by the company receiving water	12
Own supply	Customers believed that Bristol Water should ensure sufficient supply for their own customers and that water quality standards are maintained	11

Comment	Description	Number
Customer Bills	Customers commented that they would want to see a decrease in their bills if Bristol Water were to transfer 'their' water to another region	9
Necessity	Customers comments indicated that water transfer should be considered as a last resort, if it was the only remaining option	7
Other countries	Four customers suggested that we look to other countries such as Jordan and Canada to see how they successfully transfer water (and other materials) across large areas	4
Desalination	One customer suggested that desalination should be explored before water transfers	1
Disruption	One customer was concerned that building the infrastructure required for water transfers would cause major roadworks	1





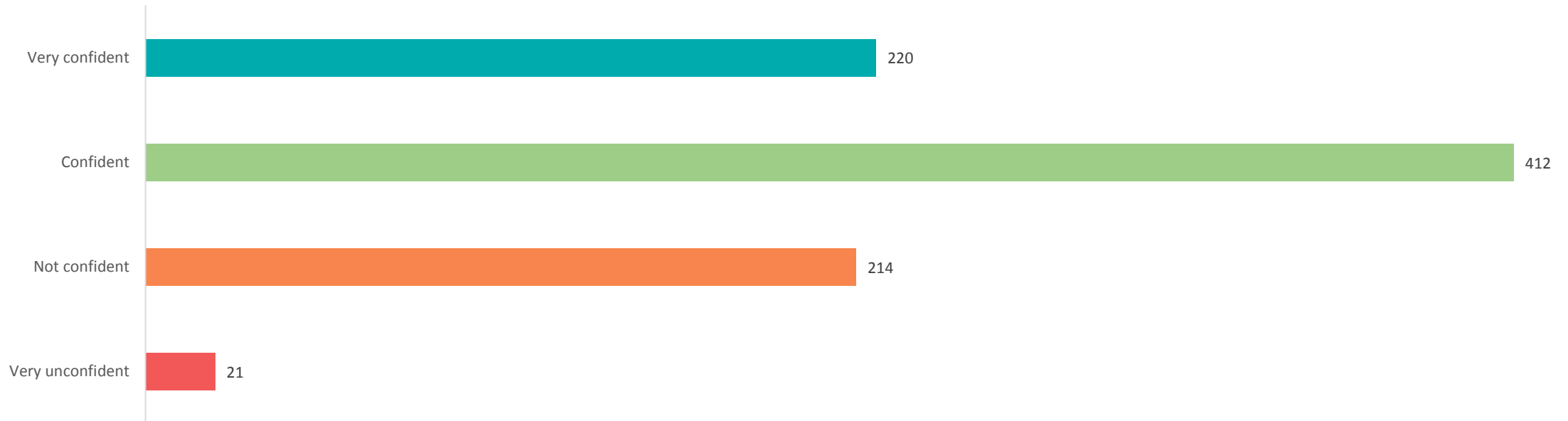
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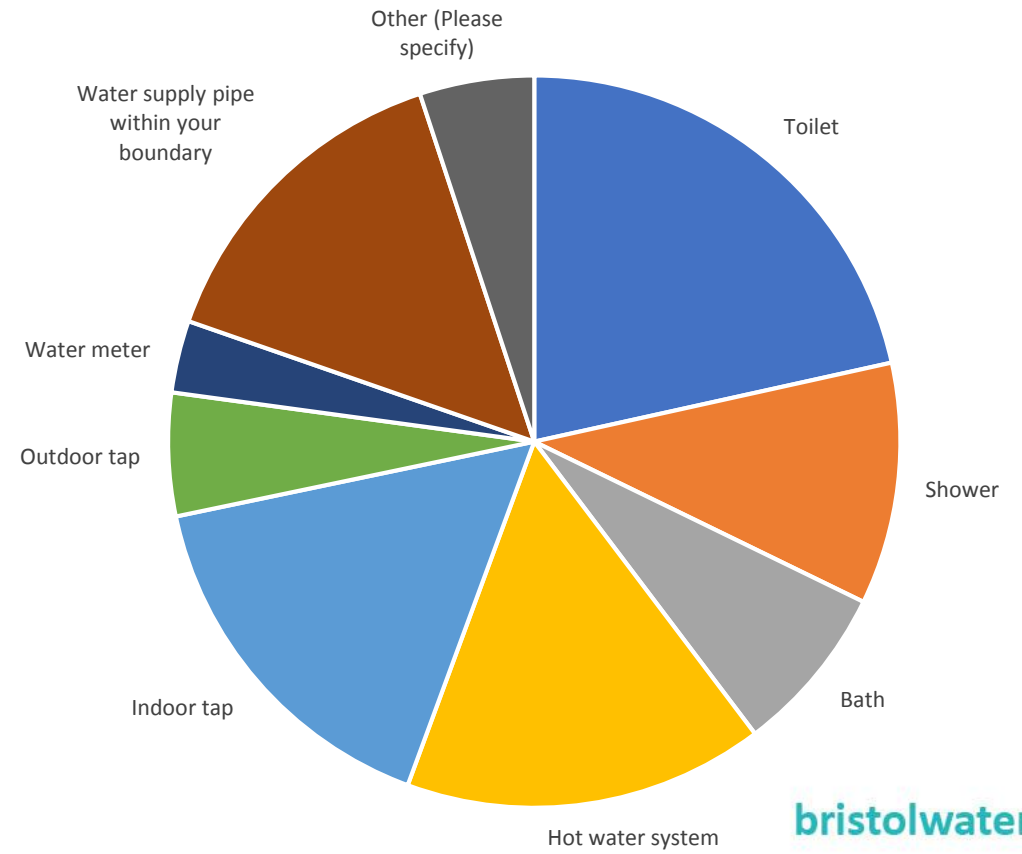
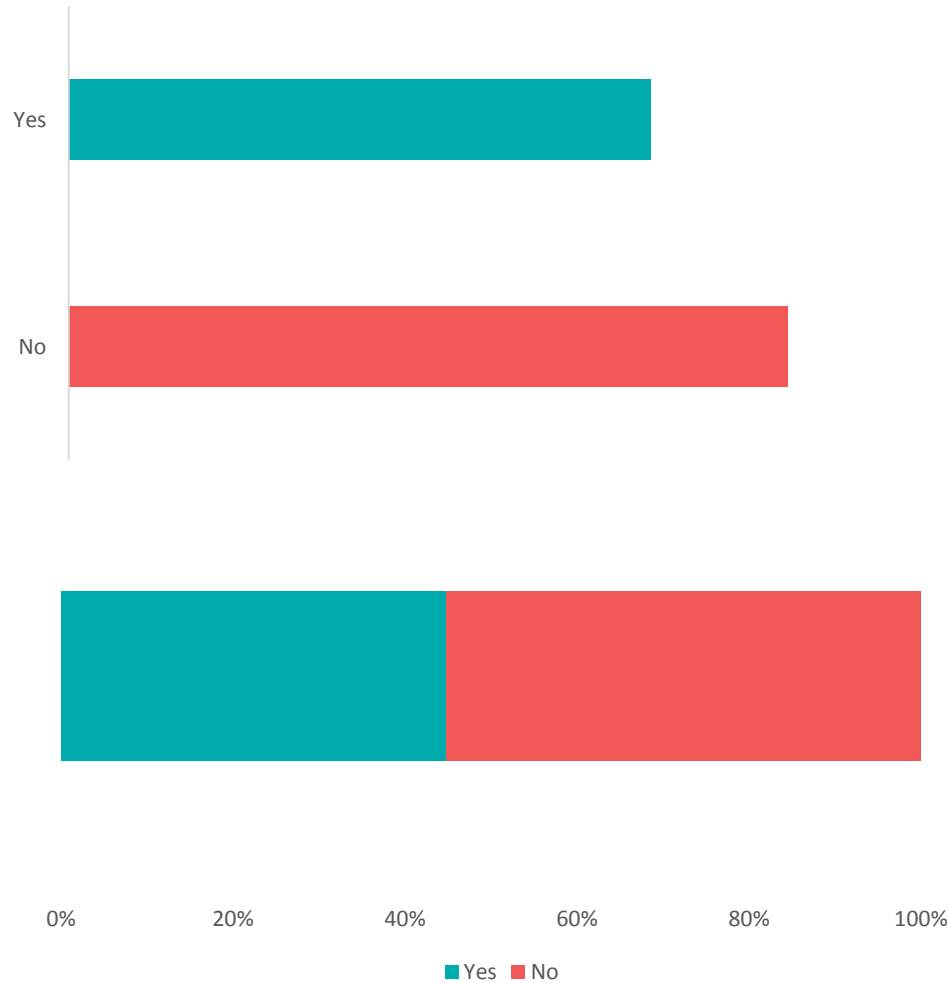
## Part 2: Internal Leaks

# Question 1: How confident do you feel about being able to identify a leak in your house?



■ Very confident    ■ Confident    ■ Not confident    ■ Very unconfident

## Question 2: Have you ever found a leak at your property before?

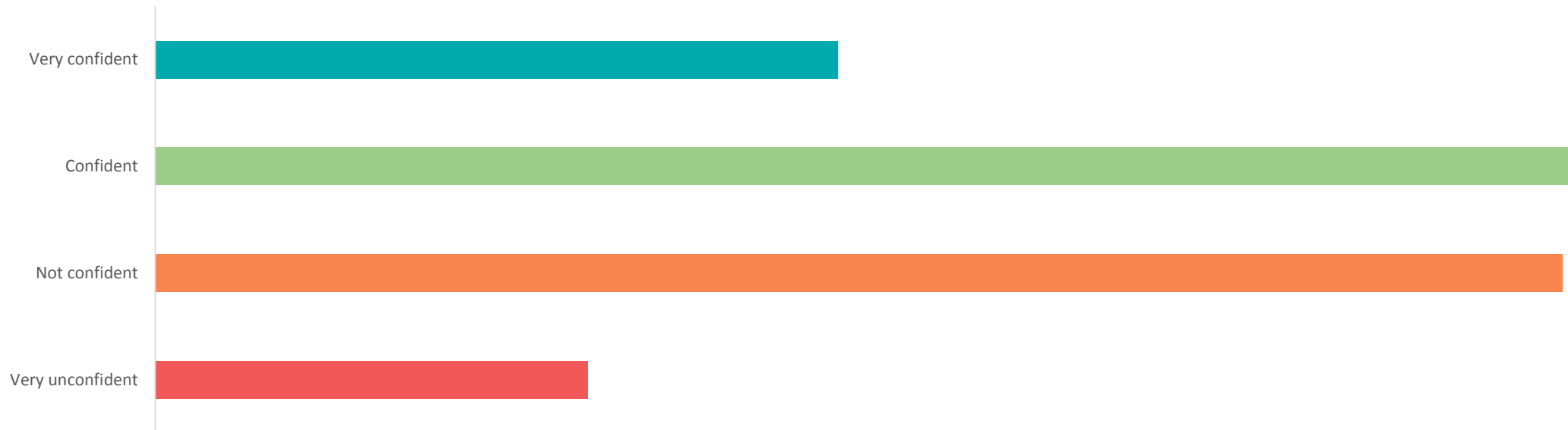




## Question 2: Other

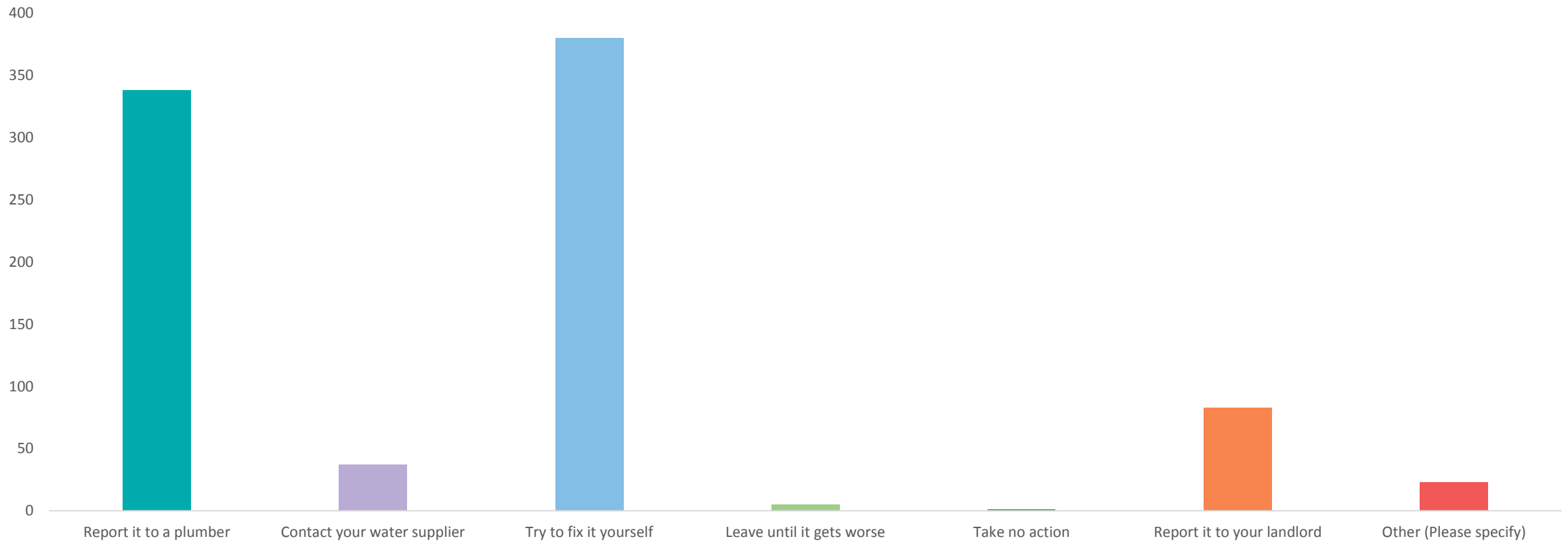
Response	Number
Bathroom	1
Washing machine	7
Kitchen waste pipe	1
Sink	6
Outside boundary	6
Kitchen	2
Stop tap	1
Not stated	3

## Question 3: How confident do you feel about being able to fix a small leak in your home?



■ Very confident   ■ Confident   ■ Not confident   ■ Very unconfident

## Question 4a: If you found a small leak at your property, what course of action would you take?





## Question 4a: Other

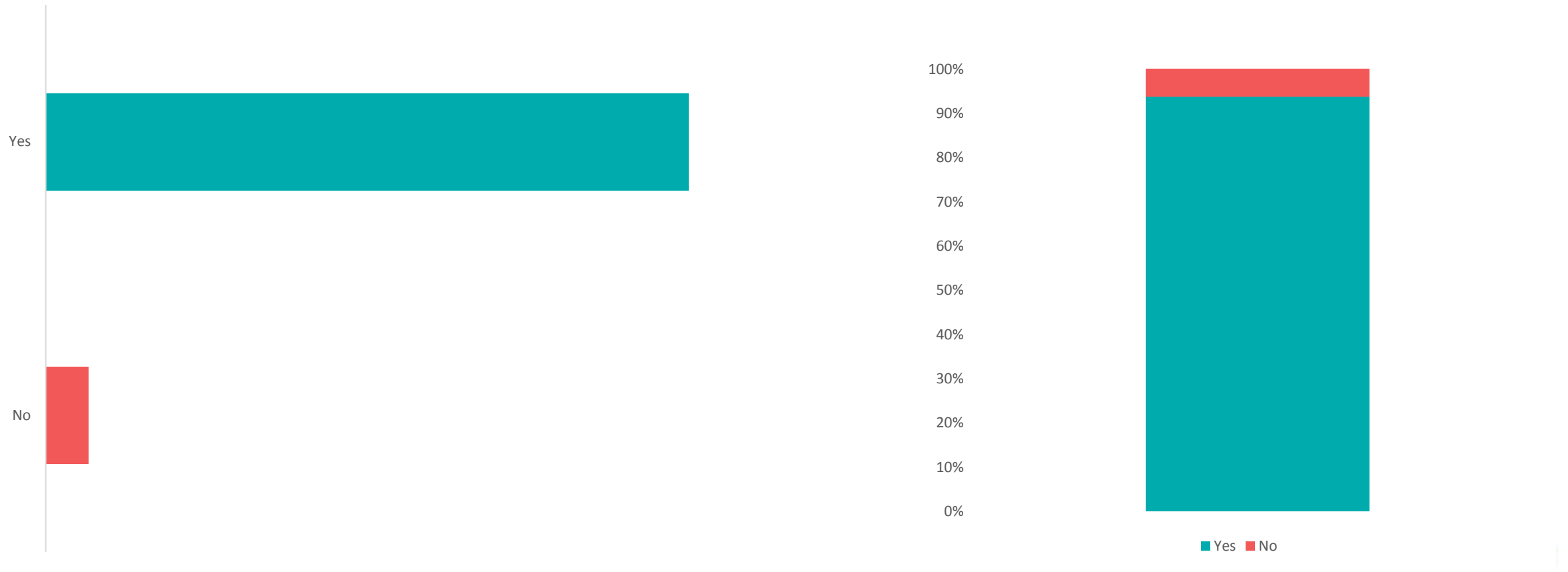
Response	Number
Friends & Family	14
Insurance	4
Stop tap	2
Not stated	3



## Question 4b: What would prevent you from getting a leak fixed?

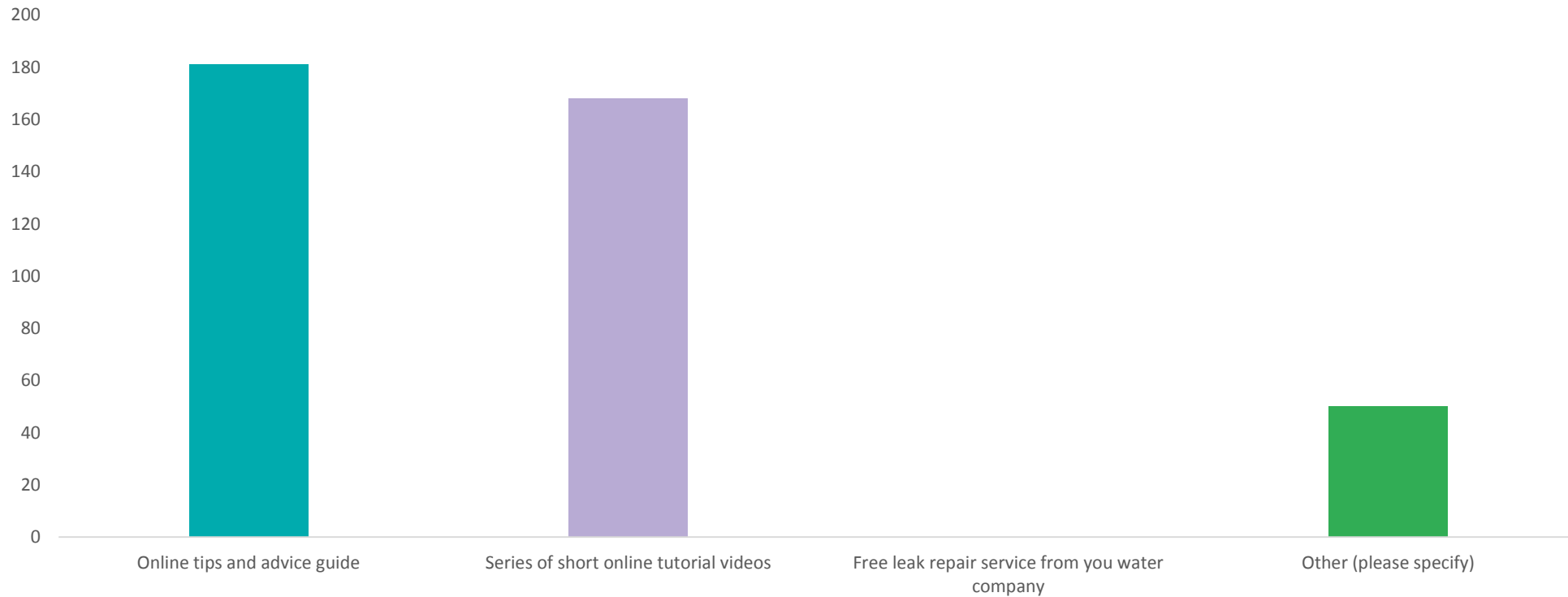


## Question 5: Do you know where your stop tap is in the home?





## Question 6: What resources do you feel would be most useful for your water company to provide to help you identify and fix a leak in the future?



Response	Number
All of the above	7
Approved plumber list	5
More detailed usage data	5
Discounted plumber list	2
High consumption notification	2
Accessible water meter	2
Water flow meter	1
Fixed price repair	1
More regular bills	1
Accessible 'push-to-stop' cut-off/stop-tap	1
Bristol Water's responsibility	1
Inspecting stop taps	1
Live monitoring sensors	1
Leak identification kit	1
Lead pipe replacement	1
Water meter key	1
Provide 'Rothenberger Kibosh Emergency Pipe Repair Kit for 15mm Plastic and Copper Pipes' for free or at low cost	1

## Next Steps

Conducted as part of the Home Maintenance Sub-Group including:

- Waterwise
- Welsh Water
- SES Water
- Southern Water
- Yorkshire Water
- Wessex Water
- Thames Water

Will be combined with surveys conducted by the rest of the group to provide a national picture for communications on home maintenance and water efficiency.





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