

Anglian Water: index of customer engagement reports referenced in Synthesis report

All reports are available upon request

Ref:	Source	Supplier	Areas covered	Participants	Methodology	Methodology Score	Rigorously Gathered	Credible Analysis	Contributory Evidence	Depth of Engagement Score
1	WRMP – Quantitative Survey March 2022	Emotional logic	Drought resilience Supply & demand options Environmental Scenarios (WRMP) Best Value Planning	Online survey 1489 HH NHH Future customers Supplemented with 250 walk-ins	Survey – supplemented with video materials	3	3	3	WRMP driven	3
2	Online community - Best Value	Incling	WRMP	120 participants Spread of age and gender Representation from all 6 customer segments Geographical spread	Online community	2	1	2	WRMP driven	2
3	Online community - Leakage	Incling	Demand management	118 customers	Online community	2	1	2	WRMP driven	2
4	Online community - Demand	Incling	Demand management	122 customers	Online community	2	1	2	WRMP driven	2
5	Online community – Metering	Incling	Demand management	145 customers	Online community	2	1	2	WRMP driven	2
6	Online community – PR24 & WRMP Priorities	Incling	Priorities	180 customers for PR24 220 for WRMP – reconvened over several weeks	Online community	2	2	2	PR24 & WRMP driven	2
7	Online community - Environmental Ambition	Incling	WRMP Environmental Ambition	221 customers	Online community	2	1	2	WRMP	2
8	Online community – WRMP Options & Drought	Incling	WRMP Options	180 Customers	Online community	2	1	2	WRMP options	2
9	WRE – optimal regional approach to delivering a ‘best value’ plan to ensure long term	Blue Marble	Best value - WRMP	85 HH customers 14 NHH	Qualitative reconvened groups followed by deliberative group	3	2	3	Best value & WRMP	3
10	WReN – Water Resources	Turquoise	Best value metrics Water supply options Regional planning / water trading Plan alignment	16 – reconvened workshops (HH and NHH) no numbers of customer given	Deliberative reconvened workshops (reconvened once)	3	1	1	WRMP options and best value metrics – but not Anglian customers	2
11	Ofwat & CCW Customer Preferences Research April 2022	Yonder	Customer Preferences	12 focus groups (36 HH) and 16 depth interviews NHH and hard to reach	Deliberative focus groups with added depth interviews	3	2	2	Preferences	2
12	WRE NHH Water Efficiency (Phase 1) Jan 2022	Blue Marble	Water Efficiency	9 depth interviews with retailers	Depth interviews	3	2	3	WRMP – Demand Management	2
13	WRE NHH Water Efficiency (Phase 2) April 2022	Blue Marble	water Efficiency	4 roundtables with retailers and wholesalers	Round table deliberative	3	2	3	WRMP – Demand Management	2
14	Online community – desalination and reuse	Incling	WRMP Options	183 customers	Online community	2	1	2	WRMP options	2

15	Part A – Customer Preferences to inform long-term water resources planning	Eftec	WRMP Options / SROs and Regional Planning	n/a	Literature review	n/a	n/a	n/a	WRMP options/ SROs	n/a
16	Part B – Customer Preferences to inform long-term water resources planning	Eftec / ICS	WRMP Options / SROs and Regional Planning	84 customers (across 10 company areas)	deliberative focus groups (online)	3	2	3	WRMP options/ SROs	3
17	Part C – Customer Preferences to inform long-term water	Eftec	WRMP Options / SROs and Regional Planning	2,300 household customers and 350 non-household (across WRSE companies – not Anglian)	Quantitative	3	3	3	WRMP options/ SROs	1
18	Summary report – Customer Preferences to inform long-term water resources planning	Eftec	WRMP Options / SROs and Regional Planning	Summary of A, B & C reports	Review	3	3	3	WRMP options/ SROs	2
19	PR24 Priorities May 2022 – further sections to this work expected	Trinity McQueen	Priorities Scale Investment Pace	843 customers	Online - quantitative	3	3	3	Priorities	3
20	Ofwat & CCW report – Sewage in homes	Britain Thinks	Sewer flooding	50 household customers recently impacted by flooding	Qualitative interviews	3	2	2	Sewer Flooding	2
21	Brand Structures Analysis April 2021	Kantar Analytics	Brand / CMeX	tbc	Survey	3	2	3	Wider Brand	1
22	State of the Nation survey Feb 2022	56 Degree Insight	General	402 customers	Interviews	3	2	3	General	1
23	Brand Structures Analysis March 2022	Kantar Analytics	Brand / CMeX	2060 respondents Measured across four waves: April/August/November 2021, February 2022	Survey	3	3	3	Wider Brand	1
24	Online community – WRMP Preferred Plan	Incling	WRMP	128 customers	Online community	2	1	2	WRMP	2
25	WRE – promoting water efficiency amongst Non Household customers (Phase 3)	Blue Marble	Water Efficiency	26 NHH customers	Depth interviews	3	2	3	WRMP – Demand Management	2
26	Water Club – Communications framework for a change in Water Source	Britain Thinks	WRMP	96 customers and 36 NHH for qualitative 1762 customers and 198 NHH for quantitative (note across 11 SRO regions)	Evidence review Qualitative (Product testing and deliberative all day events) Quantitative survey	3	3	3	WRMP – SROs and changing water sources	3
27	Online community – supporting customers in vulnerable circumstances July 2022	Incling	Affordability and vulnerability	153 Customers	Online community	2	1	2	Vulnerability	2
28	Retailer priorities	UK Water Retailer Council	Retailer priorities	Workshop with Ofwat, MOSL, CCW & Wholesalers	Workshop/ report	1	1	1	Retailer priorities	1
29	Price fairness March 2021	Incling	Affordability	127 customers	Online community	2	1	2	Affordability	2
30	Customer preferences on added value for large resource schemes	Accent	WRMP	Qualitative - 24 reconvened groups covering HH, NHH and future Quantitative 5902 HH and 553 NHH	Qualitative reconvened groups Quantitative survey	3	3	3	Public value	3
31	WRMP24 Preferred Plan Aug 22	Trinity McQueen	WRMP	Quantitative 796HH and 80NHH	Quantitative	3	3	3	WRMP	3
32	BAU – customer priorities	Anglian Water	Customer priorities	118 customers	Unknown	1	1	2	Priorities	1

33	Knowledge hub October 22	Incling	General	48 customers	Online community	1	1	2	General	2
34	Ofgem price cap – August 2022	Accent	Energy	Unclear	Unclear	1	1	1	Energy	2
35	Community Ambassador events March- Oct 2022	Anglian Water	Smart Metering Surface Water Management Climate Change Agriculture CaBA Biodiversity Coast Plastics Priority Service Register	Between 47 and 220 across the topics. Short in person surveys at community events	In- person survey	1	1	1	General	2
36	Water Matters 2020-21 Customer satisfaction	CCW	Customer satisfaction	Between 60 and 351 , age range and SEG – good representation	Telephone research with sample for non-telephone users.	2	1	2	Satisfaction	2
37	CES mirror survey Sept 2022	56 Degree insight	Customer satisfaction	Online 405 Anglian customers (1222 across 5 companies) 49 Offline (231 across 5 companies)	Online CATI & CAPI	3	3	2	Satisfaction	2
38	Customer Investment Priorities (Wave 3) November 2022	Trinity McQueen	Customer Priorities	529 customers	Online & face to face quantitative	3	3	3	Priorities & investment	3
39	DWMP September 2022	Incling	DWMP	145 customers	Online community	2	1	2	DWMP	2
40	DWMP July 2022	Incling	DWMP	170 customers	Online community	2	1	2	DWMP	2
41	Drought communication s August 2022	Incling	Drought	135 customers	Online community	2	1	2	Drought	2
42	Engagement Strategy Oct 2022	Incling	Engagement	32	Online community (Knowledge hub)	1	1	2	Engagement	2
43	Hard Water June 2022	Incling	Hard Water	200	Online community	2	1	2	Hard Water	2
44	R-Mex August 2022	MOSL	R-Mex	13 Retailers	unknown	2	2	1	R-Mex	2
45	Drought communication (seasonal demand) June 2022	Incling	Drought	170 customers	Online community	2	1	2	Drought	2
46	Customer Experience of sewer flooding Jan-March 2022	CCW / Ofwat	Flooding	50 (interviews) , 26 workshop participants (not Anglian specific)	Interviews & workshops	2	1	2	Flooding	2
49	Water Saving September 2021	Incling	Water Saving	172 customers	Online community	2	1	2	Water Saving	2
50	Water Matters 2021	CCW	General	-	Stakeholder	-	-	-	General	-
51	River Quality December 2021	Incling	River water quality	240 customers	Online community	2	1	2	River WQ and environment	2
52	Customer preferences on added value for large resource schemes Final Report - Anglian to Affinity Transfer version November 2022	Accent	WRMP	Qualitative - 24 reconvened groups covering HH, NHH and future Quantitative 5902 HH and 553 NHH	Qualitative reconvened groups Quantitative survey	3	3	3	Public value	3

53	Customer preferences on added value for large resource schemes Final Report - South Lincolnshire Reservoir version November 2022	Accent	WRMP	Qualitative 24 reconvened groups covering HH, NHH and future Quantitative 5902 HH and 553 NHH	Qualitative reconvened groups Quantitative survey	3	3	3	Public value	3
54	Customer preferences on added value for large resource schemes Final Report - The Fens Reservoir version	Accent	WRMP	Qualitative - 24 reconvened groups covering HH, NHH and future Quantitative 5902 HH and 553 NHH	Qualitative reconvened groups Quantitative survey	3	3	3	Public value	3
55	Water Resources Management November 2022	Scope	WRMP (metering/ leakage) & PSR services	12 people from Scope's Research Panel	In-depth and Qualitative	3	3	2	WRMP & PSR	2
56	Charging arrangements consultation January 2023	Anglian Water	Development services charging	15 customers who have 'worked with' AW	Survey	2	1	1	charging	2
57	Evidence Review of Retail Business Water Market Jan 2023	CCW	Retail market	Desktop review 22 report	Desktop review	2	3	3	Retail market	1
58	PR24 follow-up task November 2022	Incling	Priorities, investment, bill impact	158 customers	Online community	2	1	2	Priorities and affordability	2
59	LTDS November 2022	Incling	SDS, future, what does good look like	142 customers	Online community	2	1	2	SDS and future expectations affordability	2
60	Storm overflows February 2023	Incling	Awareness/ trust and plans – storm overflows	4 customers	Online community – focus group	2	0 – very small sample size	2	Storm overflows	2
61	River water quality tool testing – October 2022	Incling	River water quality	142	Online community	2	1	2	Storm overflows, pollutions	2
62	Trust and transparency in the water sector February 2023	Ofwat / Savanta	Trust	2016 with additional 300 boost for ethnicity and 300 boost for Welsh participants	Online - quantitative	3	3	2	Trust	3
63	Get river positive	Incling	River quality	513	Online community	2	1	2	River water quality/ storm overflow/pollution	2
64	DWMP Storm overflow responses	Anglian Water	Storm overflows	9 stakeholders	Consultation	2	1	1	Storm overflows	2
65	Integrated WTP study February 2023	ICS	Valuations	1279	Quantitative	3	3	3	values & relative preference weights	3
66	Community engagement events (ambassador)	Anglian water	General	24 events – total 374 customers	Survey	2	1	1	Smart metering, surface water management, climate change, priorities, biodiversity, coat, plastics & PSR	1
67	Affordability March 2023	Incling	Affordability and social tariff subsidy	171 (excluding anyone on social tariff)	Online community	2	1	2	Social tariff subsidy	2
68	Affordability	Anglian Water	Affordability – future customers	Five schools (yr 7- college level), consisting of 35 breakout groups	In person focus groups	2	1	2	Social tariff / affordability	1
69	Cost of Living 1 December 2022	Incling	Charging and debt	170 customers	Online community	2	1	1	Charging and debt and water saving	2

70	Cost of Living 2 December 2022	Incling	Impact of social media messaging	136 Total sample (that took part in all tasks)	Online community	2	1	1	Communications, trust, transparency	2
71	Cost of Living 3 January 2023	Incling	Spontaneous brand associations	149 customers	Online community	2	1	1	Brand & cost of living	2
72	Water saving adverts	Incling	Water saving campaign	180 customers	Online community	2	1	1	Demand management	2
73	Spring gardening email April 2019	Incling	Water saving	116 customers	Online community	2	1	1	Water saving/ wider engagement/ brand	1
80	Pulse survey – December 2022	56 Degree insight	Customer satisfaction	202 customers	Online	3	3	2	Satisfaction	2
81	Pulse survey – January 2023	56 Degree insight	Customer satisfaction	201 customers	Online	3	3	2	Satisfaction	2
82	Pulse survey – February 2023	56 Degree insight	Customer satisfaction	201 customers	Online	3	3	2	Satisfaction	2
83	Brand Tracker February 2023	56 Degree insight	Customer satisfaction	500 customers	Online	3	3	2	Satisfaction	2
84	Pollution signage	Incling	Communicatio n	118 customers	Online	2	1	2	Pollutions/ education/ comms	2
85	Pollution incident December 2023	Incling	Pollutions	130 customers	Online community	2	1	2	Pollution	2
86	Seasonal demand June 2022	Incling	Demand management messaging	170 customers	Online community	2	1	2	Demand management / comms	2
87	Sustainability week 1 – November 2022	Incling	Sustainability	208 customers	Online community	2	1	2	Sustainability	2
88	Sustainability week 2- November 2022	Incling	Sustainability / Net zero	240 customers	Online community	2	1	2	Net zero	2
89	CSAT mirror survey November 2022	56 Degree insight	Satisfaction	204 customers	Online CATI & CAPI	3	3	2	Satisfaction	2
90	PR24 societal valuation programme: Post event research March 2023	ICS	Valuation of service loss	298 customers	Telephone interview with impacted customer	3	3	3	Service loss	3
91	Outcome incentives research	ICS	Performance commitments / ODIs / bespoke PCs	609 customer (including 50 digitally disengaged a& 34 future)	Online (559) F2F (50)	3	3	3	Performance commitments	3
92	PR24 Social tariff qualitative (draft)	Accent	Social tariff	12 60 minute interviewz	Depth interviews	2	1	2	Social tariff	3
93	Customer Investment priorities Wave 4 April 2023	Trinity McQueen	Priorities & investment	433 customers	Online	3	3	3	Priorities and performance commitments	3
94	Pulse survey – Nov 2022 - March 2023	56 Degree Insight	Customer satisfaction	245 customers for Mar (1800 customers since August 2022)	Online	3	3	2	Satisfaction TUBS	2
95	Water Matters 2021-22	CCW	Customer satisfaction	351 customers	-	2	2	1	Satisfaction	1
96	PR24 Asset Health	Incling	Asset Health	174 customers	Online community	2	1	2	Asset health	2
97	PR24 Bespoke commitments	Incling	Performance commitments	153 customers	Online community	2	1	2	Performance commitments/ investment priorities	2

98	River health – brand and insight 2022/23	Anglian Water	River health, Storm overflows, transparency,	Wider insight	Desktop analysis	1	2	1	Wider engagement and company perception	1
99	PR24 Performance commitments Jan 2023	Incling	Bespoke PCs	160 customers (split into 2 groups)	Online	2	1	1	PCs	1
100	Affordability for social tariff Apr 2023	Incling	Social tariff	171 Customers (including those not on tariff)	Online community	2	1	1	Social tariff & affordability	1
101	Customer Principles May 2023	Incling	Priorities	158 customers	Online community	2	1	1	Priorities	2
102	Bathing water Oct 2022	Incling	Bathing water	167 customers	Online community	2	1	1	River quality, bathing waters quality	1
103	Affordability – Knowledge hub Apr 2023	Incling	Affordability	3 customers	Online focus group	1	2	2	Affordability, social tariff	2
104	Storm overflows – knowledge hub Feb2023	Incling	Storm overflows	4 customers	Online focus group	1	2	2	Storm overflows	2
105	Get River Positive Map - feedback	Incling	Storm overflows	148 customers	Online community	2	2	1	Storm overflows & leakage	1
106	TUBs Mar 2023	Incling	TUBs	161 customers	Online community	2	2	1	Water restrictions, TUBS, messaging	2
107	Stakeholder views May 2023	Anglian Water	Priorities	overview	Desktop	1	2	1	Priorities	1
108	PR24 social tariff (quantitative) July 2023	Accent	Social tariff, WTP, Affordability	1516 customers	765 online and 751 telephone	3	3	1	social tariff	2
109	PR24 AAT – light touch July 2023	Accent	Affordability & Acceptability	442	Online (Email – push to web)	3	2	1	Affordability & Acceptability	3
110	Shaping the LTDS June 2023	Trinity McQueen	LTDS	24 customers (incl 4 future)	Face to face & online depth	2	3	2	Long term investment	2
111	LTDS Stakeholder Views Thematic Analysis Report May 2023	Bio- diversify	LTDS	70 stakeholder documents	Desktop	2	2	1	Ambitions	1
112	LTDS – customer panel Jul 2023	Anglian Water	LTDS	7 members	Survey	2	1	1	LTDS	1
113	A – WINEP	Incling	WINEP	5 (focus group) and 149 customers	Focus group & survey both online	2	1	2	WINEP	2
114	LTDS Stakeholder views - Qualitative analysis July2023	Bio- diversify	LTDS	70 stakeholder documents	Desktop	2	2	1	Ambitions	1
115	Commitments	Incling	Performance commitments	150 customers	Online community	2	1	2	Bespoke Performance commitments	2
116	Cost of living – wave 3 May 2023	Owat	Affordability & social tariff	2600 customers (across uk)	Online	2	2	1	Affordability	2
117	Acceptability & Affordability testing Jul 2023	Incling	Acceptability	5 customers	Online community – focus group	1	1	2	How to communicate the business plan	2
118	Integrated willingness to pay July 2023	Eftec/ ICS	WTP values	1078 household and 201 non-household	Online	3	3	3	WTP	3
119	R-Mex	MOSL	Retailer customer service	12 retailers	unknown	1	1	1	Retailers service	2
120	School activity - affordability and acceptability	Anglian Water	Affordability & acceptability	52 school children	unknown	2	1	1	Affordability	1
121	WRE Triangulation report	Impact MR	Investment priorities	47 pieces of qualitative and quantitative customer and stakeholder research	Desktop	2	3	2	Water resources, environmental, resilience, best value, water quality	2

122	Bill summary August 2023	Incling	Bill summary	144 customers	Online community	2	1	1	Bill explanation	1
123	Leaky loos July 2023	Incling	Leaky loos/ demand management	171 customers	Online community	2	1	1	Demand management	2
124	TUBS – farming Aug 2023	Incling	Cover crops – demand management/ TUBs	152 customers	Online community	2	1	1	Demand management	2
125	Water recycling	Incling	Water, recycling comms	161 customers	Online community	2	1	1	Water recycling	2
126	Brand tracker	56 Degree Insight	Satisfaction	500	Online survey	3	3	2	Satisfaction	2
127	LTDS – Intergeneration on all groups	Accent	LTDS	6 families – 3 generations	Online Moderator led sessions, with observational and behavioural tasks	3	2	2	LTDS	3
128	Community ambassadors updated Sept 2023	Anglian Water	General, priorities	Community groups	In-person events	1	1	1	Priorities	2
129	FAQ & support pages Aug 2023	Incling	Customer comms	18 customers	Online community	1	1	1	Comms	1
130	Managing payments Jun 2023	Incling	Customer comms	18 customers	Online community	1	1	1	Comms	1
131	My account email July 2023	Incling	Customer comms	20 customers	Online community	1	1	1	Comms	1
132	SMS user ID July 2023	Incling	Customer comms	167 customers	Online community	2	1	1	Comms	1
133	Pulse survey Sept 2023	56 Degree Insight	Customer satisfaction	200 customers for Jul (2600 customers since August 2022)	Online	3	3	2	Satisfaction	2
134	Final Affordability 7 acceptability testing (quantitative phase 2)	Accent	Affordability & acceptability	1073 HH and 507 NHH customers (weighted to 692 and 347 respectively)	Recruited 433 post& 640 email – all push to web for online survey	3	3	3	Affordability and acceptability	2
135	Qualitative Affordability & acceptability testing	Accent	Affordability and acceptability	93 HH , 129NHH & 22 future	In person focus groups, depth interviews, online focus group	3	3	3	Affordability & acceptability	3