

# Gate 2 Submission: Supporting Technical Report Annex 9: Stakeholder and Customer Methodology

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from  
**Southern  
Water** 

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## Executive Summary

A variety of engagement activities and forums have been used to inform regulators, customers, stakeholders and planning consultees about the WfLH programme, and where possible, seek preferences and views on the three strategic Solutions – desalination, water recycling and water transfers, including those detailed in Table 1. Further detail will be provided at Gate 2.

**Table 1** – A snapshot of examples of engagement with stakeholder, consultee and community groups

Customers	Stakeholders	Regulators	Planning Consultees
Non-statutory consultation			
Customer Action Group (CAG)	WfLH Stakeholder Group meetings	1-1 briefings and discussions	Briefing and engagement with Local Planning Authorities (LPA)
Ongoing Customer Insight	1-1 briefings and discussions	Senior Stakeholder Group meetings	Briefing and engagement with statutory bodies
Industry-wide engagement		Practitioner Workshops	Communications with communities for the Base Case

Engagement with regulators, including Regulatory Alliance for Progressing Infrastructure Development (RAPID), Ofwat, Environment Agency (EA) and Natural England (NE) and Drinking Water Inspectorate (DWI) has taken place continuously via a range of forums and at various levels within the organisations to help shape Southern Water’s (SW) approach to the Options Appraisal and identifying the Selected Option. SW has shared the design of the process initially to include feedback received and then on the draft results.

Continuous engagement has also taken place with stakeholders (including LPA, politicians and environmental groups) and customers using a range of approaches.

The ‘Customer Insights’ workstream has been progressed in parallel to the Gated Process, so that the insights gained through the engagement can be considered, as SW develops each of the Strategic Resource Option (SRO) solutions. SW has engaged with more than 250 informed customers through deliberative approaches and more than 2,500 in quantitative surveys. This built on the insight from Gate 1 with more than 250 informed customers, 2,300 households and 350 businesses through joint work with Water Resources South East (WRSE) and the thousands of interviews from Water Resource Management Plan 2019 (WRMP19) (more than 5,000) and Price Review 2019 (PR19) (more than 42,000). More detailed engagement with customers has been carried out through various customer insight forums, including the CAG and also SW’s young person’s group, Water Futures 2050.

The most comprehensive engagement activity was the non-statutory consultation from February 8 to April 16. Run as a virtual consultation due to Covid-19 restrictions, it covered elements of the desalination Base Case and introduced the back-up alternatives.

As part of the stakeholder engagement and customer insights work, details were shared, and preferences and views have been sought, on three strategic solutions – desalination, water recycling and water transfers.

Dialogue with Portsmouth Water (PW) has commenced to consider the likely water resources planning, consenting and delivery interfaces between the proposed reservoir and SW’s water transfer and water recycling options that interface with the proposed Havant Thicket Reservoir (HTR) (Options B.4 and D.2). Should either of these options be confirmed at Gate 2 as SW’s Selected Option for delivery, further

engagement will be required with key stakeholders to ensure that these interfaces are effectively communicated and managed to facilitate the timely delivery of both schemes.

## 1. Background and objectives

This annex provides an overview to the methodology for the customer and stakeholder engagement for the Interim Update and Gate 2 submissions. It includes the customer insight work SW has carried out to support assessment of the options, whilst also ensuring SW understands the concerns and actions required to move forward, regardless of the final solution. SW also details SW's approach to stakeholder engagement and how SW has consulted and built continuous relationships to collaborate in the exploration of the different options, and also to continue to engage as SW progresses into the consenting and delivery stage of the Selected Option. In addition, the annex details the non-statutory public consultation event in Spring 2021, which consulted on the Base Case and introduced the alternative Back-Up Options to consultees. This annex only outlines the methodologies for the customer and stakeholder engagement, with the outputs from the engagement (relevant to the corresponding resource option) in the following annexes:

- **Annex 1, Desalination Technical - Section 2.8 Stakeholder and Customer**
- **Annex 2, Water Recycling Technical - Section 2.8 Stakeholder and Customer**
- **Annex 3, Havant Thicket Technical - Section 2.8 Stakeholder and Customer**

### 1.1. Background, WfLH

Engaging proactively and openly with regulators, stakeholders and customers is essential to the success of the Water for Life Hampshire (WfLH) programme. Customer and stakeholder perceptions have the power to help or hinder the programme, especially around public support for new supplies of water from desalination, water recycling or new bulk supplies as these new sources could change the chemistry and taste of the water customers receive. Therefore, SW is:

- Presenting a holistic overview of the broad range of water resources solutions SW is exploring and undertaking under one narrative, including SW's work to tackle leakage and improve water efficiency;
- Engaging proactively with regulators, stakeholders and customers on the challenge SW faces with water supply and the solutions SW is exploring to meet future demand, including how SW is dealing with risks to delivering these solutions, such as elements of the Programme being delayed;
- Raising awareness of the Programme and customer and stakeholders' opportunities to contribute and help shape the approach;
- Developing an understanding of preferences for different water resources solutions and working with customers and stakeholders to get their buy in and bring them along on the journey with SW, where possible;
- Gathering customer and stakeholder insights by proactively engaging on the different solutions and understanding concerns and challenges so that SW can avoid and mitigate against them, where possible;
- Explaining the science, safety and benefits of desalination, water recycling and bulk supplies to increase customer and stakeholders' understanding of the Solutions, with the aim of increasing acceptability of these Solutions as future sources of water; and
- Ensuring communication is open, transparent and predominantly proactive and that SW is able to incorporate customer and stakeholders' views to help shape the process, where possible.

SW's engagement plan predominantly focuses on the investigations into the water resources infrastructure Solutions that are being considered as part of RAPID's Gated Process. These are desalination, water recycling, and their associated pipelines, as well as the proposed new bulk supply from PW via the proposed

HTR. The development of HTR is separate to the Solutions that SW is progressing to Gate 2. SW has worked with PW to develop joint communications and engagement on SW's partnership in relation to Options B.4 and D.2, which interface with HTR.

Care has been taken to incorporate the other areas of water resource management work in Hampshire into SW's engagement plan, such as tackling leakage and promoting water efficiency. Incorporating this overarching narrative into SW's messaging enables SW to communicate SW's holistic approach to the water resources challenge in the county and SW's commitment to improving the resilience of water supplies and protecting the environment, and it also reduces the likelihood of duplication of engagement. Tailored and proactive engagement is key to overcoming stakeholder concerns and challenges.

SW's customer and stakeholder insight for WfLH first focused on immersing SW with what SW already knew from WRMP19, PR19 and global experts. SW then built a deliberative programme that was designed through the use of SW's Participation Principles (illustrated in Figure 1 below) and aligned to best practice guidance by Consumer Council for Water (CC Water) <sup>1</sup>.

Engagement with regulators and other statutory bodies has been managed at both WfLH programme level and at SRO project level. Annex 9, Customer and Stakeholder Methodology contains the details and shared outputs of the ongoing engagement carried out with customer groups and Stakeholders. Solution specific outputs are detailed in Annexes 1, 2 and 3 (Technical Annexes) within Section 2.8 Stakeholder and Customer.



Figure 1 - Customer and Stakeholder Participation Principles

In SW's Gate 1 submission (Annex 15 – Stakeholder and Customer Report, Sections 4.1, 4.2 and 4.3) SW provided an in-depth overview of how SW's engagement is shaped by each of the 12 participation principles. This included how SW has integrated stakeholder activity and insight projects, which has continued into Gate 2 with the timing of engagement with many audiences to align with the public consultation. SW also discussed how 'Participation First' means SW designs SW's method to fit the audience and ensures meaningful engagement. Two-way dialogue has meant SW has continued with SW's core stakeholder and insight groups to allow for closer working between SW's leadership, technical and programme management teams with customers.

## 1.2. Objectives

***To deliver high quality customer and stakeholder engagement that enables the WfLH programme to provide a resource solution that best meets their needs***

Specific Objectives:

- To provide the customer insight required for any decision at Gate 2 by RAPID so SW has the understanding SW needs for relevant next steps on engagement, regardless of the outcome;
- To engage with stakeholders and consultees to foster their support for the Selected Option as SW moves into the planning and consenting process;
- For proactive engagement to be at the core of activity and central to the decision making of the WfLH programme's proposals, ensuring customers and stakeholders understand the need for the programme and have sufficient information and evidence to respond with informed, relevant and robust preferences;
- To deliver representation across different groups of customers and stakeholders – ensuring relevant voices are understood and feed into the decision process;
- To encourage strong participation from customers and stakeholders by ensuring engagement follows best practice, provides the relevant information needed and information is easy to engage with; and
- For the relevant insight to be accessible and available for all those investigating water resource options across the sector, especially where SW's accelerated programme has led the way.

## 1.3. Contextual Feedback from Customers and Stakeholders – Understanding the Need for a Resource Solution

The feedback from SW's customer insight is included in 2.8 Stakeholder and Customer – Annex 1 (Desalination), Annex 2 (Water Recycling) and Annex 3 (Havant Thicket). However, there is some contextual insight relevant to all possible resource solutions and it has been a core learning throughout SW's projects. In particular the insight plays a key role in how SW plans and delivers engagement. SW has ensured customers who are engaged through SW's customer insights work have enough time to review and explore the relevant context when needing to provide detailed feedback on resource options.

In summary, SW's insight from a range of customer insight sources<sup>1</sup> has told SW that most customers act with surprise on learning that the South East is under water stress. Drought is a terminology that is understood but is most commonly associated with images of arid landscape, such as deserts, and with countries that are very removed, both culturally and geographically, to the UK. As such, the insights work has enabled SW to draw the conclusion that the need to prepare for a 1-in-200-year drought is not widely understood amongst SW's customers.

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<sup>1</sup> Annex 9: Customer and Stakeholder Methodology, Figure 3 – Overview of Customer Insight Projects for Gate 2

References 1, 3, 4, 5, 6, 8

Water is simultaneously valued and taken for granted. On reflection, customers understand the vital role it plays in SW's lives but overtime it has become invisible. With high quality drinking water instantly available and easily accessible, particularly through more recently introduced combi-boilers and boiling hot taps in domestic life, SW's customers have a plentiful supply of water that is available without having to think about it. In the UK water is signalled to be in abundance; 'we're an island', 'it's always raining', 'Blue Planet', 'extreme storms' and other cultural cues reinforce the perception of abundance. In 2018 the UK had its hottest summer since 1976, and in 2020 there were a number of heatwave periods without any significant water restrictions to customers. This continues to reinforce the perception that there is an abundance of water resources in the UK.

From SW's work in the "SW Semiotics of Water Report Nov '20", water is seen as either 'good' or 'bad'. It is good when it is part of the natural or human world, such as in rivers, reservoirs, for use in healing and vitality. It is bad when it is part of the destructive or processed world, such as storms, flooding, pollutions or full of chemicals. As identified through SW's Gate 1 engagement and immersion of existing insight (e.g. WRMP19 and WRSE collaborative research 2020), demand solutions that either already make efficient use of the water SW already has (such as leakage and Per-Capita-Consumption (PCC)) and supply solutions that sit firmly in perceptions of 'good' water such as reservoirs and natural groundwater are the preferred choice of the customers engaged with for water sources.

Stakeholders are generally better-informed about the challenges of water scarcity in the South East as SW has widely communicated the issue for many years with local stakeholder groups. In particular, local authorities understand the pressures of providing new resources from a growth and planning perspective, in order to enable new developments to be successfully delivered. Environmental groups are acutely aware of the impact of increased abstraction on local watercourses where it is relevant to their interests, and SW regularly engages with local stakeholder groups as part of SW's normal 'Business as Usual (BAU)' engagement on the issues and challenges SW is facing in the region.

For any solution to be successfully consented, delivered and operated SW needs to clearly engage with customers and stakeholders on the need for it. This includes helping customers understand the impacts of climate change and population growth on water stress, and also the vital need to act to protect the Test and Itchen rivers and their sensitive chalk stream ecosystems so that there is support for delivery of the Selected Option.

## 2. Customer Insight Engagement

### 2.1. Defining SW's Key Audiences

Every customer is unique with different experiences, beliefs, attitudes and behaviours. It is important that through SW's customer insight engagement SW is able to reach out to as many audiences as SW can, in order to capture a wide range of insights. This has been achieved by capturing representative data across key groups within SW's customer base (detailed in section 2.2).

It is important to recognise that whilst the customer insight engagement only targeted specific customers from the below audiences as part of the deliberative insights work, SW also undertook a public non-statutory consultation where all customers were able to participate and return feedback on the Base Case and the alternative options that were introduced.

### 2.2. Customer Audiences

SW's customers have a real appetite to participate in the development of the solutions, and eventually the Selected Option, so the approach to engagement has been designed so that SW reach out to a wide range of audiences to ensure a range of customer voices are heard. As well as traditional variance across demographics, locations and income levels, the below groups of customers have been included in the insights work:

- Households in the relevant supply area (Hampshire and Isle of Wight (IoW)) – those who will be most directly impacted by the WfLH programme;
- Households across the wider SW supply region – as a wider group of customers who may be impacted by any changes to customer bills;
- PW customers – those who may be impacted by being 'donor' customers for any transfers, and those in the local vicinity of Havant Thicket and proposed pipelines;
- Customers with greater affordability concerns – as a group that may feel the most impacted of any potential increases to customer bills;
- Cultures and religions – those who are from other cultures and religions outside of those traditionally represented in research recruitment by demographics / income;
- Future, younger audiences that will benefit longer term from the solutions SW delivers as part of the WfLH programme;
- Water quality complaints – those who have had recent concerns or issues around the quality of their water;
- Highly knowledgeable professionals – opinion formers and those with scientific backgrounds who will have expertise on potential water quality changes;
- Those in vulnerable circumstances – those who may be more reliant on water or have greater concern over drought situations;
- Businesses – those who have a reliance on water for their livelihood and could have concerns over changes to source; and
- Employee – as both employees but also customers from the region.

These audiences were chosen for the use of potable use Best practise and from SW immersion sessions in October 2019 with Global experts on water recycling and desalination. Sampling from customer research was determined and agreed with Market Research Society (MRS) accredited and independent research agencies.

Because many of the technical solutions SW is exploring are quite complex, SW's deliberative programme of insight has tailored SW's engagement to the relevant audiences. This ensures SW is able to hear from all the different groups of customers identified above, rather than just those that are easily accessible. In Section 2.4 SW discusses the activity SW has completed. Further information is available from SW on request as to the topics discussed with each forum, the information provided and detailed outputs. Summaries are provided in this document.

Below are some examples of how the approaches SW uses differ depending on the audience:

- SW's CAG represents bill paying customers from across the region – those directly impacted by the Programme and the wider SW region. The approach's primary channel has been a moderated online community where respondents complete individual tasks, review materials (SW and external) and focus on set topics each month to build up knowledge and provide their views. The information shared through these different approaches included information from research done independently by customers, information from EA, Ofwat (and other regulators) SW and PW websites and customer discussions and videos with SW technical team. SW has also involved the families of SW's Action Group members through tasks designed to bring in fresh perspective from that wider customer base;
- Working with SW's young person's group (Water Futures 2050) this type of engagement was designed to be more interactive - with quizzes, plenary group sessions and individual tasks to keep energy high. A smaller youth committee had then come together as an online group to provide an extra layer of assurance to the findings. A similar approach to the CAG information sharing took place;
- SW's engagement approach with businesses, customers with affordability concerns and those from more diverse cultures has been through primarily one to one interviews. SW has used this approach so SW can better appreciate their individual circumstances and understand how this can impact their views. SW has also ensured pre-tasks and follow up sessions to ensure enough time was given to absorb and reflect on the various options for WfLH. Interviews with expert stakeholders helped to ensure that SW's engagement with these audiences was both respectful of differences and also allowed for a greater understanding for some that may struggle to articulate their views. A similar approach to the CAG information sharing took place; and
- PW customers were engaged through an approach similar to SW's CAG, but recruitment was highly focused on postcode areas. Additional emphasis was placed on the PW stimulus, for example, focusing on those in the vicinity of the planned construction of HT, but also the surrounding areas with proposed pipeline routes. A similar approach to the CAG information sharing took place.

## 2.3. Key messages

The key messages which underpinned engagement across the WfLH were informed by the contextual feedback from customers, as mentioned in Section 1.3. They are:

- WfLH is part of SW's commitment to protect and enhance the natural world around us;
- WfLH is SW's response to the twin pressures of more extreme weather events and a growing population, which are stretching SW's planet's finite natural resources, including water;
- SW is pumping hundreds of millions of pounds into Hampshire and the IoW to help keep rivers and taps flowing during a drought;
- SW is working in collaboration with PW to develop and fund HTR, which is a new £ 120m strategic water resource for the South East. The 8.7 billion litre reservoir will be the first new reservoir in the South East since the 1970s;
- SW is working with PW to develop joint messaging to explain the interface between the SRO Options and HTR, which is being developed separately to the SROs;

- SW’s WfLH programme will revolutionise the way SW sources, treats and supplies water across Hampshire and the IoW over the next decade; and
- The result will be a resilient supply of water for customers and the environment, whatever the weather.

## 2.4. Customer Insight Engagement Activities Completed

At Gate 1 SW started SW’s customer insight engagement by immersing SW in the existing insight SW had – from tens of thousands of customers and stakeholders through PR19, WRMP19 and beyond. SW then ran facilitated learning sessions with global and UK experts in desalination, water recycling and transfers schemes. From this position of knowledge, SW planned an extensive engagement programme that is at the centre of WfLH, which by the time of Gate 2 ensures that SW has the customer insights and preferences regarding the SRO Solutions that are being explored. At Gate 1 SW discussed the customer insight engagement plans for Gate 2, which have subsequently all been delivered as was set out in SW’s Gate 1 submission. Figure 2 illustrates a high-level view of the range of insight projects, including how the CAG, of informed panel members, was central to all customer insight activity.

### The Water for Life Hampshire insight programme integrated different sources from multiple audiences – ensuring we have the insight we need regardless of the final solution

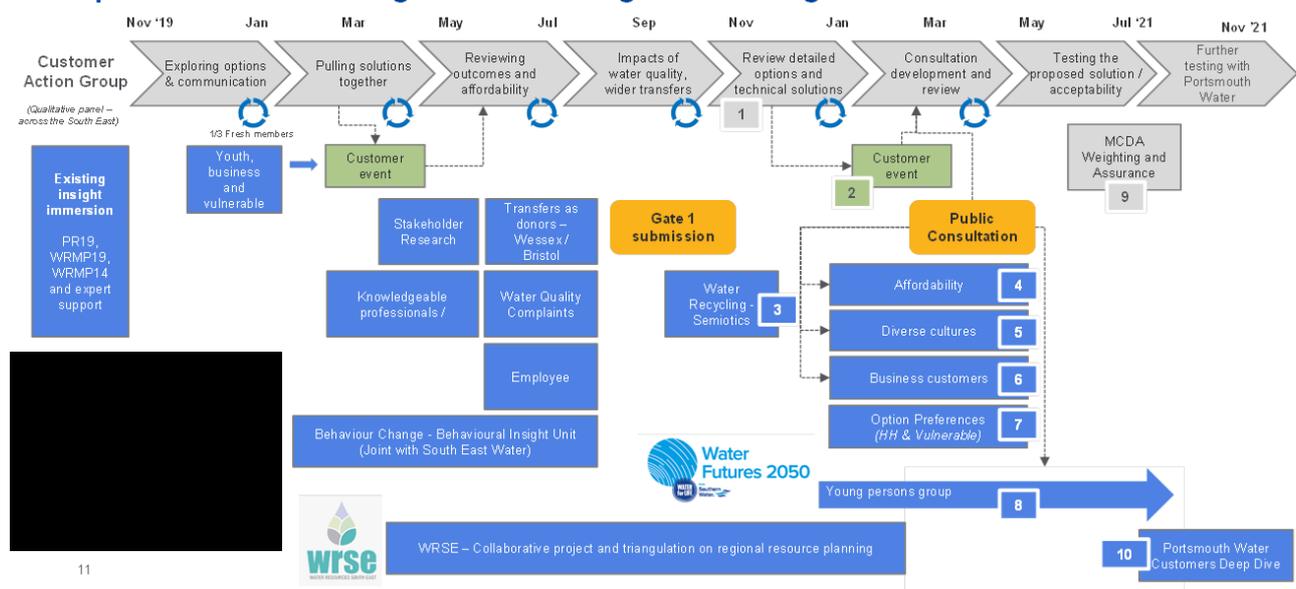


Figure 2 - Overview of WfLH Customer Engagement for Gates 1 and 2

Specifically for Gate 2 the required insight focused on a few key areas:

1. Building on the challenges that emerged from Gate 1 (e.g. the challenges around framing of water recycling or affordability of options);
2. Ensuring additional key customer groups had their voice strongly understood and represented in the decision process (e.g. businesses reliant on water for their product or future customers);
3. Testing more specific elements of resource options (e.g. environmental buffer options or the impact of changes to taste, appearance and smell); and
4. Supporting the consultation with views from all SW’s customer groups – as well as those from the very local areas impacted by the base case solution

Following CC Water best practice<sup>2</sup> and SW's SW Customer Participation Strategy, SW's focus has been on high quality and meaningful engagement – with the objective to ensure SW had the insight SW needed for any of the SROs to succeed. For Gate 2, SW engaged with over 250 informed customers through deliberative approaches and more than 2,500 in quantitative surveys. This built on the insight from Gate 1, with more than 250 informed customers, 2,300 Households and 350 Businesses through joint work with WRSE and the thousands of interviews from WRMP19 (more than 5,000) and PR19 (more than 42,000). The outputs of this work are summarised in Annex 2 and Annex 3 (Customer and stakeholder sections).

Table 2 details a high-level overview of each forum for the customer insight work undertaken in preparation for Gate 2. To ensure consistency across each forum, the sampling for each focused on ensuring SW had representation from SW's wider customer base (across the SW region) and the impacted areas of Hampshire (particularly those that rely on the River Itchen and Test). All the research used MRS Accredited providers and followed best practice and guidelines from CC Water. All SW's research focused on deliberative techniques providing both SW and external materials to ensure respondents had a full view of the solutions being explored. All engagements below focussed on the Desalination, Water Recycling and Water transfers, as part of the SRO solution element of the programme. The customer insight forums for Gate 2 include:

Table 2 - Overview of Customer Insight Engagement Forums for Gate 2

Ref	Forum	Purpose	Methodology	Sample	Output reference & Date of Report	Key Insight
1	CAG	Deliberative consumer panel central to all SW's insight for WFLH strategic planning through continuous engagement.	Monthly waves of qualitative in-home tasks covering a broad range of areas relevant to the WFLH programme.	120 customers (c35 members active at any one time). Range of demographics across Hampshire, Sussex and Kent – with boosted focus on the impacted areas of Hampshire and IoW.		Helped SW to understand customers views on the SROs across every aspect of the proposals and plans.
2	Customer Events	To bring the voice of the customer directly into the Programme so that it can be heard by key decision makers and allow closer scrutiny / challenge of SW's developing plans.	Qualitative online event in February 2021 bringing customers, stakeholders, technical and senior strategic leadership through a series of online workshops.	4 x workshop groups - each comprised of 4-5 customers, 2-3 from SW and a stakeholder from either Ofwat, CC Water, the EA or Salmon & Trout Conservation. The SW Team included SW's CEO, members of SW's executive leadership and technical teams from the Programme.		Less challenge from customers on water quality, which is felt to already be high and more around ensuring early engagement and environmental protection.

<sup>2</sup> <https://www.ccwater.org.uk/research/engaging-water-customers-for-better-consumer-and-business-outcomes/>

Ref	Forum	Purpose	Methodology	Sample	Output reference & Date of Report	Key Insight
3	<b>Water Recycling Semiotics</b>	To understand cultural, social and perceptual barriers to the acceptance of recycled water and identifying ways to overcome them.	Semiotics is the analysis, deconstruction and exploration of meaning all around SW by using expert interviews and data analysis.	10 x SW and partner technical experts. 5 x cultural experts. Analysed over 400,000 data points from sources such as media, publications, entertainment, industry websites etc.		Demonstrates the importance of language and terminology when discussing water recycling to ensure customer acceptance by framing the process as part of the natural world.
4	<b>Affordability Deep Dive</b>	To provide the data on the concerns on bill impacts raised at Gate 1 with relevant customer audiences (those with affordability concerns) and their preferred solutions.	Mix of qualitative approaches to understand individual concerns as well as a quantitative phase to provide a more robust view on preferred solutions. Customers were provided with pre-tasks to review relevant materials.	32 x depth interviews with customers who have long term affordability concerns and those who have been negatively impacted financially by COVID. 200 x quantitative interviews. 4 x stakeholder expert interviews. Spread of demographics and low-income customers across Hampshire, Sussex and Kent – with boosted focus on the impacted areas of Hampshire and IoW.		Those with affordability issues place much greater focus on the affordability of any proposed solution and ensuring they are supported through any potential bill impacts.
5	<b>Diverse Cultures Deep Dive</b>	To provide the data on concerns and preferences from customers from diverse cultures who are often not as well represented through SW's other approaches.	Expert interviews were used to provide insight into how best to engage with customers in this forum through qualitative in-depth interviews. Customers were provided with pre-tasks to review relevant materials ahead of the interviews.	4 x expert depth interviews. 18 x depth interviews with (6 x Asian, 6 x African / afro Caribbean and 6 x eastern European) backgrounds. Office of National Statistics (ONS) data was used to identify the cultural groups most prominent in SW's supply region. Spread of demographics across Hampshire, Sussex and Kent.		Many other cultures actually have lower expectations in regard to water quality. However, with water recycling there are potential religious uses for water which need to be considered in future engagement.

Ref	Forum	Purpose	Methodology	Sample	Output reference & Date of Report	Key Insight
6	<b>Business customers Deep Dive</b>	To provide the data on concerns and preferences from business customers and their preferred Solutions.	Qualitative depth interviews with business customers responsible for their water supply. Customers were provided with pre-tasks to review relevant materials ahead of the interviews.	32 x depth interviews with an even mix of those reliant on the source water for their end product (e.g. Brewery) and wider business views. Business customers reliant on the water for their end product were focused in the impact area of Hampshire and a range of business types, sizes and locations were used to ensure a representative set of respondents.		Typically, a more pragmatic view on options with greater emphasis on ensuring a resilient and affordable solution. Those reliant on water for their end product / service will require greater future engagement as SW progress through the consenting process to ensure their specific needs are understood as the Selected Option is developed.
7	<b>Quantitative Option Preferences</b>	To provide robust data on the preferences of the base case and alternatives for the WfLH programme.	Quantitative survey that used a pilot of 50 customers and cognitive interviews to ensure customers understood the resource options. SW used a strength of preference / priority index to compare the Base Case and alternative Options. Online interviews were undertaken with household customers and face to face being interviews with vulnerable audiences.	861 x customers and vulnerable customers were engaged. The survey data was weighted to 2011 census data to be reflective of the population. 50% of the interviews were conducted in the impacted areas of Hampshire, with the remaining 50% spread equally across the rest of the SW supply region. Two separate sets of weights were generated for the Hampshire / loW and Kent / Sussex regions based on census data for each region.		Strongest preferences were for either direct recycling or water recycling via an Environmental Buffer (EB). In Hampshire and the loW, there was a marginal preference for the EB option. There was a large statistical significance to other options of indirect recycling into a river, desalination and taking no action as less preferred.
8	<b>Future Customers – Water Futures 2050</b>	To provide the data on concerns and preferences of future customers.	A continuous young person’s group launched in Nov ’20 where two waves (Nov ’20 and Mar ’21) focused on the WFLH resource options. It included a series of qualitative activities, groups and individual tasks as	Each qualitative wave comprises of 6 x 14-15 yr. olds, 12 x 16-18 yr. olds, 12 x 19-21 yr. olds and 6 x 22+yr olds (none to have had responsibility for a water bill for more than 1 year). 500 x Young person’s quantitative survey		‘Future’ customers have a tendency to frame water issues through an environmental lens and as such some were surprised water recycling wasn’t already in practice. Similar to household customers, they supported water

Ref	Forum	Purpose	Methodology	Sample	Output reference & Date of Report	Key Insight
			well as quantitative follow up interviews.	(Nov '20) and 400 x Young person's quantitative survey (Apr '21). Future customers are spread out across the region to represent the SW supply area.		transfers but were concerned that this did not address the root cause.
9	<b>CAG – Multi Criteria Decision Analysis (MCDA) Support</b>	To enable insights from informed customers participating in the customer insight engagement were used to inform part of the MCDA assessment, which was a key part of the overall decision- making stage of the Options Appraisal Process (OAP).	2 bespoke waves of SW's CAG (Ref: 1), including collecting the views of members of the CAG to inform the weighting scenario applied to the MCDA ranking. The CAG also provided an assurance review from the outputs of the MCDA (see table below on MCDA).	29 member of the CAG with a spread of demographics as outlined in Ref: 1.		Customers provided their weighting for a scenario in the MCDA as; Customer Supply 31%, Environment 24%, Affordability 20%, Deliverability 16% and Society 9%.
10	<b>PW Customers' Deep Dive (post Interim Update)</b>	To explore, understand and validate any potential differences from PW Customers to preferred solutions.	2 phases with the first being qualitative approach following guidance from the CAG and the second being a quantitative test including Portsmouth and Southern customers as different sample groups.	Qualitative phase – 30 PW customers in total (10 in the vicinity of planned construction of Havant Thicket, 10 in the planned pipeline and 10 in the wider Portsmouth Area). Quantitative phase – 600 consumers in total made up of: 200 x PW customers, 200 x SW in South Hampshire and 200 x SW broader).		Through SW's WRSE engagement, customers expressed similar levels of preference in the options and the deep dive has confirmed that the use of Havant Thicket for transfers and a top up supply from water recycling is the customer preferred option.

## 2.5. Customer Insight Engagement – Example of Action Taken

The specific feedback from SW’s customer insight can be found in section 2.8 Stakeholder and Customer of Annex 1 Desalination, Annex 2 Water Recycling and Annex 3 Havant Thicket.

Customer views and preferences were incorporated into, and informed, SW’s OAP and some key actions. While a significant proportion of the insight SW has gathered is to ensure SW has the understanding needed to progress with SW’s final solution, SW’s continuous programme allows the WfLH teams to be closer to what matters to customers. Their feedback and queries have been built into SW’s Gate 3 customer engagement plans, specific to the Option confirmed at Gate 2, with highlights of immediate action taken, detailed in Table 3 below.

**Table 3 - Examples of Immediate Action Taken from SW’s Insight Projects for Gate 2**

What Customers have told SW	Key Action Taken	Explanation
Customers want to ensure SW plans and is able to deliver the right long-term solution	Develop mitigation actions required for future long-term solution	SW’s combination of engagement has meant SW has the insight required to develop plans, regardless of the Selected Option. This is to ensure SW knows actions SW needs to take to deliver the Selected Option.
They have provided their views, benefits, drawbacks and concerns on the SRO Options being explored	Build customer preferences into account as part of the insight work for the Base Case and alternative options	The insight from across the customer insights work has provided views and preferences that has informed SW’s approach to developing the Options. The MCDA assessment was informed by feedback from SW’s CAG on weighting scenarios for the results of the appraisal that informed the overall decision making on the Selected Option as part of the OAP.
Customers preferred the term ‘water recycling’ when using it to explore ‘water re-use’	Rename ‘water re-use’ to water recycling	SW’s CAG reviewed and explored naming options – voting on their preference and what they felt was most suitable naming for the water resource solution. This was because SW identified in the initial waves of research that the terminology used is key for successful delivery of the Programme.
Customers wanted to ensure SW provides the right materials to enable meaningful engagement	Develop communication materials for engagement and consultation	SW’s CAG provided multiple rounds of review and development feedback for materials such as changes to the content and wording of WfLH webpages, the non-statutory consultation and education content used for SW’s insight programmes.
SW’s customers want to ensure SW listens and understands on their concerns	Ensure leadership understanding of customer preferences	SW ran a number of Customer Events which brought the key decision makers directly into contact with customers, which helped decision makers understand customer views on the Programme and the development of the SRO options. (see Table 2 for indicative SW key decision makers).
Customers have told SW that SW needs to collaborate and work across the industry together	Share key learnings with sessions with the industry and RAPID	SW has been sharing much of SW’s analysis from SW’s engagement, especially on Water Recycling, to ensure the industry has the robust insight into potential customer concerns and proposed mitigation for these concerns (for example through WRSE Working Group, CC Water meetings plus other Water Company direct engagement).
To engage around the issues of scarcity and what’s needed to protect SW’s environment and chalk streams in Hampshire	Develop campaign materials which focus on discussing the need for more water and the protection of SW’s	Customer insight was used to develop, refine and improve campaign materials that have been used in Hampshire to help encourage behaviour change – through reduced household water consumption (Insights used to update content and communication routes for the ongoing Target 100 campaign).

What Customers have told SW	Key Action Taken	Explanation
Customers prefer a combination of transfers and water recycling to address resilience issues in Hampshire	Pause progress on Desalination at this location and time, as it was least preferable. Water transfers and recycling options continued to be progressed until Gate 2.	Customers have told SW that they feel recycling is a more sustainable and long-term solution to scarcity issues and that desalination wasn't right for Hampshire at this time. This was consistent feedback through a range of research studies and engagement.

## 3. Stakeholder Engagement Management

### 3.1. Defining SW's Stakeholders

Every customer is a stakeholder when it comes to the WfLH programme, however there are particular groups that SW needs to engage and consult with as part of exploring the Options and progressing the Selected Option through the consenting process.

### 3.2. Stakeholder mapping

A stakeholder mapping exercise was undertaken to identify statutory and non-statutory stakeholder groups relevant to the WfLH programme – for the Base Case and the alternative SRO options in preparation for the non-statutory consultation. This list is set out below.

Whilst it is not confirmed which consenting route the selected project(s) will require, it is prudent to ensure all relevant statutory consultees are identified across potential legislative regimes which could be relevant to the programme or a potential strategic solution; this is not an exhaustive list of all the legislation however seeks to capture the key legislative consenting regimes:

- Planning Act 2008<sup>3</sup>
- Town and Country Planning Act 1990 (TCPA)
- Town and Country Planning (Environmental Impact Assessment) Regulations 2017 / Infrastructure Planning (Environmental Impact Assessment) Regulations 2017 and
- Water Industry Act 1991<sup>4</sup>

<sup>3</sup> It is anticipated that a project arising from the programme would constitute a Nationally Significant Infrastructure Project by virtue of the Draft National Policy Statement for Water Resources Infrastructure and pursuant to the Planning Act 2008

<sup>4</sup> In relation to the requirement to prepare a Water Resource Management Plan and Drought Plan.

The draft Water Resources Management Planning Guideline (2020)<sup>5</sup> establishes that WRMPs will need to be aligned with the relevant Regional Water Resources Plan (in this case the WRSE Plan), requiring consultation with customers and stakeholders at both a local and catchment level. Section 3.2 of the document provides guidance for pre-consultation required to be undertaken by water companies in the preparation of WRMPs and outlines that water companies should engage early with their board, regulators, customers and interested parties. The guidance confirms the non-statutory consultees who should be involved in pre-consultation discussions.

Table 4 details the list of stakeholders that were approached with key information and links to the non-statutory consultation process.

**Table 4 - Statutory consultees**

Prescribed and Statutory Consultees	
Cranborne Chase Area of Outstanding Natural Beauty (AONB)	The Office of Road and Rail
Chichester Harbour AONB	Dorset AONB
IoW AONB	North Wessex Downs AONB
Surrey Hills AONB	Civil Aviation Authority
Canal and River Trust	Transport Focus
Local Authorities	Hampshire Fire and Rescue Authority
Parish Councils	Hampshire County Council - Highways
NE	The EA (drainage)
Public Health England	Hampshire Prepared Local Resilience Forum
The Coal Authority	Hampshire Police and Crime Commissioner
The Crown Estate	Hampshire Search and Rescue
The Disabled Persons Transport Advisory Committee	National Highways
The EA	The EA (waste)

<sup>5</sup> Water Resources Planning Guideline (Draft), 2020 available at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/903694/Water\\_resources\\_planning\\_guideline.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/903694/Water_resources_planning_guideline.pdf)

Prescribed and Statutory Consultees	
The Equality and Human Rights Commission	Ofwat
The Forestry Commission	Trinity House
Historic England	Secretary of State for Business, Energy and Industrial Strategy
Homes England	Neighbourhood Forums tbc
Joint Nature Conservation Committee	Hampshire County Council (LLFA)
Marine Maritime Organization (MMO)	Secretary of State for Business, Energy and Industrial Strategy
The Maritime and Coastguard Agency	DEFRA
The Office of Nuclear Regulation (the ONR)	The relevant public gas transporter(s)
The relevant electricity distributor(s) with CPO Powers	Highways England Historical Railways Estate
Ministry of Defence	National Rail Infrastructure Ltd
The National Health Service commissioning board	NHS West Hampshire Clinical Commissioning Group
The relevant water and sewage undertaker(s)	CC Water
The Food Standards Agency	Associated British Ports (ABP)
Southern Inshore fisheries and conservation authority	OFGEM
Health and Safety Executive	Network Rail
Royal Mail Group	
Local authorities within WfLH Western Area	
Hampshire County Council	Dorset County Council
Wiltshire County Council	West Sussex County Council
New Forest National Park Authority	Gosport Borough Council
Southampton City Council	Fareham Borough Council

Prescribed and Statutory Consultees	
IoW Council	Bournemouth, Christchurch and Poole Council
Eastleigh Borough Council	Havant Borough Council
Test Valley Borough Council	Portsmouth City Council
Winchester City Council	East Hampshire District Council
Basingstoke and Dean District Council	Arun District Council
Waverley Borough Council	South Downs National Park Authority (SDNPA)
New Forest District Council	Surrey County Council
Chichester District Council	
Parish Councils	
Fawley Parish Council	Hordle Parish Council
Ashurst & Colbury Parish Council	Hyde Parish Council
Beaulieu Parish Council	Hythe & Dibden Parish Council
Boldre Parish Council	Lymington & Pennington Town Council
Bramshaw Parish Council	Lyndhurst Parish Council
Bransgore Parish Council	Marchwood Parish Council
Breamore Parish Council	Martin Parish Council
Brockenhurst Parish Council	Milford-on-Sea Parish Council
Burley Parish Council	Minstead Parish Council
Copythorne Parish Council	Netley Marsh Parish Council
Damerham Parish Council	New Milton Town Council
Denny Lodge Parish Council	Ringwood Town Council

Prescribed and Statutory Consultees	
East Boldre Parish Council	Rockbourne Parish Council
Ellingham, Harbridge & Ibsley Parish Council	Sandleheath Parish Council
Exbury & Lepe Parish Council	Sopley Parish Council
Fordingbridge Town Council	Sway Parish Council
Godshill Parish Council	Totton & Eling Town Council
Hale Parish Council	Whitsbury Parish Council
Woodgreen Parish Council	

Table 5 - Non-statutory Consultees

Potential users, interest groups and local community groups	
Hampshire and IoW Wildlife Trust	DWI
Wessex Chalk Stream and Rivers Trust	Solent Forum
Test and Itchen Association	RAPID (Ofwat, EA, DWI)
Salmon and Trout Conservation	Influencers
Angling Trust	Local MPs
Countryside Landowners Association	Politicians within the Western Area Local Authorities
Hampshire Ornithological Society	WRSE
Royal Society for Protection of Birds (RSPB)	West Country Water Resources
CPRE Hampshire	Regional groups (where applicable)
Upper Itchen Initiative	Water supplier affected by supply System
Bourne Rivulet Group	Any water companies with bulk supply

	or shared resource agreements with
English Heritage	Neighbouring water companies
Sustrans	Customer challenge groups or their equivalent
The Woodland Trust	Any other groups the development is likely to affect
National Trust	Any potential water supplier, company or third party SW may wish to trade with
Local catchment partnerships	National Infrastructure Commission (Planning Inspectorate (PINS))
Water UK	Local Nature Partnerships (where applicable)
Water retailers for business	Any companies that SW has an agreement with such as a NAV or water retailers
Hampshire Chamber of Commerce	Solent Local Enterprise Partnership (LEP)
Partnership for Urban South Hampshire	National Farmers' Union
Senior Steering Group, Regional Co-ordination group and modelling advisory group established as part of the National Framework for Water Resources	

Once the Selected Option and Back-up Option are confirmed at Gate 2, this list of stakeholders and consultees will be further refined to reflect those which are still relevant to the development of these Options and the wider WfLH Programme. This will be done through a series of Working Groups for further consultations. Engagement across all of these categories of stakeholders is important for the successful consenting and delivery of the Selected Option.

As part of exploring the Options in advance of Gate 2, SW has engaged with stakeholders through both the non-statutory consultation and also as part of ongoing engagement (as detailed by Table 6). At this early stage of the Programme, it is important that SW shares SW's developing proposals whilst there is still optionality in the decision-making process so that stakeholder views can inform the scheme development and decision-making process for the Selected Option, and where decisions have been taken, it is important that these are properly explained to stakeholders so they can be taken along on the journey with SW.

The responses received at non-statutory consultation are being reviewed and SW will ensure regard had to all comments in the development of the Selected Option.

**Table 6 – Engagement activities by Consultee Type between Gate 1 and Gate 2**

Consultee Type	Level of influence and interest	Engagement activities
Statutory Consultees/ Local Authorities	<p>These stakeholders are critical to meeting the objectives of the project, and managing these stakeholders is recommended as a priority to SW.</p> <p>These consultees have the power and influence to help or hinder SW's progress. They will require detailed, technical information and should be involved in informed discussions with the ultimate aim of satisfying any concerns they may have and gaining their support to prevent objections.</p>	<p>Regular forums and targeted briefings on specific issues / areas of interest.</p> <p>Regular updates via email on progress of programme.</p> <p>Established groups such as the WfLH Stakeholder Group and development of project specific working groups.</p>
Landowners	<p>These stakeholders are critical to meeting the objectives of the project, and managing these stakeholders is recommended as a priority to SW, particularly in the context of potential compulsory purchase acquisition required for Development Consent Order (DCO) (if chosen consenting regime).</p>	<p>Correspondence on programme of work and proposals.</p> <p>Correspondence on land access activities such as walkovers and surveys.</p>
Potential Users, Interest Groups and Local Community Groups (Non-statutory consultees)	<p>These stakeholders have the ability to significantly influence the programme or its reputation and improving some oppositional relationships within this group could prove difficult. These stakeholders have a direct role to play regarding public acceptance, so it is imperative they are kept up to date and happy with SW's proposals. They will require information on the 'bigger picture' with the aim of securing broader understanding and support for the programme.</p>	<p>Regular updates via email on progress of programme.</p> <p>Established groups such as the WfLH Stakeholder Group and the Havant Thicket Stakeholder Group.</p> <p>Briefings at key milestones in the programme.</p>
Local community individuals, staff and contractors	<p>These stakeholders will be interested in the programme and may at times exert pressure upon it in favour or against it. However, they are less likely to be intractably opposed or consistently supportive of the programme. They will tend not to hold relationships or assets that may prevent the programme from achieving its objectives. This includes members of the public who have asked to be involved in the programme or have responded previously to other rounds of communication.</p>	<p>Updates on programme via WfLH web pages and social media.</p>

### 3.3. Stakeholder Engagement – Summary of Activity

Customers, stakeholders, regulators and planning consultees have been engaged on an ongoing basis since Gate 1. In particular, regulators and other statutory bodies have been engaged on the development of the different stages of the OAP (see Annex 5 for further information), including the development of the site and route selection methodology, the Consenting Evaluation and the MCDA methodology, and also on the emerging results.

In particular, SW undertook stakeholder engagement in relation to the Gate 1 submission itself, and also the non-statutory consultation in Spring 2021.

To ensure visibility of the Gate 1 submission and to encourage interested parties to read about the SROs being reported on at Gate 1, the relevant documents were uploaded to SW's dedicated WfLH web pages in September 2021. Links to these were shared with regulators and other stakeholders to raise awareness of



the submission. RAPID's subsequent draft determination and final determination were also uploaded and the links shared externally.

During this time, briefings were held with the WfLH Stakeholder Group (which comprises c30 members of environmental organisations, local authorities and neighbouring water companies), the Test and Itchen Catchment Partnership and PW's Havant Thicket Stakeholder Group.

SW continues to work closely with PW in relation to Options D.2 and B.4, which interface with the proposed HTR. This will continue in relation to the Selected Option as SW progresses from Gate 2.

There has been ongoing engagement with a range of stakeholders, including, politicians, environmental groups, and stakeholder groups established by SW made up of local organisations and bodies. The purpose of this is to inform relevant stakeholders about the WfLH Programme, including the challenges that SW is facing around future water supplies, and also its plans for addressing these challenges through the development of the different options.

The PW Stakeholder groups for Havant Thicket have also been engaged, through SW and PW joint working, to make them aware of the additional options relating to the HTR, proposed by SW and PW.

Engagement with these groups, and others that may be identified in the future, will continue on an ongoing basis as SW progresses into the consenting process.

### 3.3.1. Regulator and other statutory bodies engagement

SW continues to engage regularly and proactively with regulators and other statutory bodies in order to:

- Promote collaboration, based upon the exchange of knowledge and ideas;
- Seek feedback on developing methods and approaches in advance of formal submissions;
- Ensure regular dialogue and transparency in decision-making;
- Identify and seek to resolve regulator concerns and issues; and
- Ensure compliance with relevant legislation and guidance.

Engagement with regulators and other statutory bodies, including, but not limited to, RAPID, Ofwat, EA, NE, DWI, MMO, has been undertaken on an ongoing basis via a range of forums and at various levels within the organisations. This has helped shape SW's approach to scheme and design development for the options in the OAP, and also SW's approach to the OAP for the selection of the Emerging Preferred Option (EPO) and later the Selected Option. SW initially shared the design of the OAP with the regulators so that feedback could be received and included, where possible. Engagement with these bodies on the draft results of the OAP followed up until Gate 2.

SW has also briefed Historic England and all of the local authorities likely to be affected by the various options on the methodology and results of the OAP.

Feedback from this engagement has informed the scope of environmental reports and judgements on the nature of the likely impacts of the options, as well as providing confidence in the OAP methodology.

There has also been general engagement and a briefing session during the non-statutory consultation with the Parish Councils in the communities likely to be impacted by the Base Case. This included discussing the proposals for the Base Case and the information on the desalination plant that was being consulted on at the time.

SW continues to run a series of established forums with regulators and stakeholders (as detailed in Table 7, Table 8 and Table 9):

### Senior Stakeholder Group (monthly, since March 2021)

Purpose: A monthly senior-level meeting to discuss progress on programme.

Table 7 - Senior Stakeholder Group

Attendees:	
RAPID	PW
EA	WRSE

### Practitioner Workshop (Regular engagement since May 2021)

Purpose: A regular practitioner-level meeting to discuss progress on programme and key issues arising.

Table 8 - Practitioner Workshop

Attendees:	
RAPID	DWI
Ofwat	MMO
Defra	PW
EA	WRSE
NE	

### WfLH Stakeholder Group (twice a year, since January 2019)

Purpose: Regular meeting to update on Section 20 progress and delivery of the wider programme.

Table 9 - WfLH Stakeholder Group

Attendees:	
EA	Test and Itchen Association
NE	Royal Society for the Protection of Birds
CC Water	Winchester City Council
New Forest National Park Authority	Test Valley Borough Council
South Downs National Park Authority	IoW Council
Hampshire and IoW Wildlife Trust	Associated British Ports
Wessex Rivers Trust	Fisheries
Campaign to Protect Rural England	Landowners / agents
Salmon and Trout Conservation	WRSE
Fish Legal	PW

## 3.4. Non-statutory Consultation Engagement

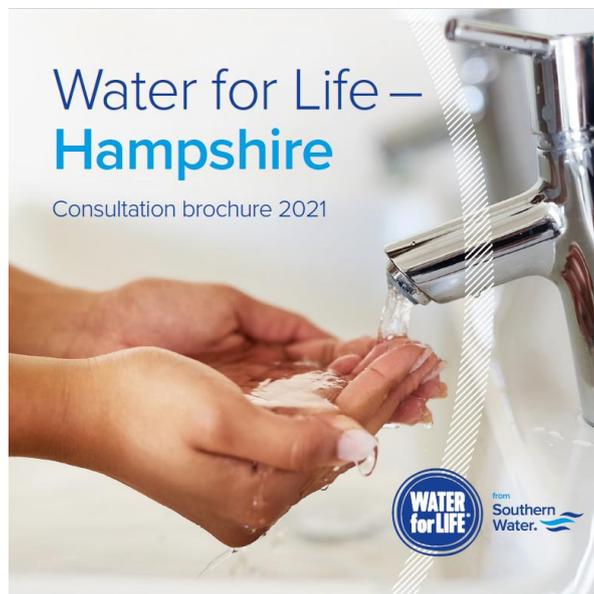
### 3.4.1. Overview of non-statutory consultation

Following RAPID’s final determination in January 2021, SW launched an early non-statutory consultation to raise awareness of the WfLH SRO Options, including elements of the desalination Base Case as outlined in WRMP19 (with details of pipeline routes and inlet / outfall locations) as well as introducing the back-up alternatives. Due to Covid-19 restrictions, SW was unable to undertake traditional face-to-face engagement in shopping centres and village halls as SW normally would. Accordingly, SW’s early non-statutory

consultation was run as a virtual consultation from February 8 to April 16, 2021. Section 2.2 references the customer audiences targeted for the non-statutory consultation.



At the centre of SW's virtual approach to the consultation was an online engagement portal developed alongside an external supplier. Engagement materials such as films, animations and display boards were produced and hosted within the virtual room to bring the programme to life for people. A consultation brochure was produced to give further detailed information on SW's proposals. Paper copies were available on request.



### 3.4.2. Who SW consulted with

A stakeholder mapping exercise was undertaken to identify statutory and non-statutory stakeholder groups relevant to the WfLH programme – for the base case and the alternative solutions. This is shown in section 3.2.

Emails were sent to statutory and non-statutory stakeholder groups identified, to raise awareness of the consultation and the consultation materials, and to invite comments on the proposals.

The registered owners of the land for the Base Case site and the associated pipeline route options were identified and letters were sent either by first-class post or e-mail. Notices were also placed on site where the land was not registered and the owners could not be identified.

Notification letters were distributed to local residents in the Fawley area once consultation had started, following a request for direct communication by residents local to Fawley. Additional time for responding was provided through an extension to the consultation period (4 weeks).

### 3.4.3. Making information available

The consultation was promoted through various awareness raising exercises to reach interested parties that were not contacted directly, including customers within the Western Area and staff and contractors of SW.

Local authorities, environmental groups and hard to reach groups (detailed in Table 10) helped SW promote the consultation via their newsletters, email distribution lists and social media channels. SW also sought advice from local authorities regarding the hard to reach groups in their areas, updating SW’s own lists with their suggestions and contacting each of these organisations separately.

**Table 10 - Organisation engagement channels**

Organisation	Channels engagement was shared on
Hampshire Chamber of Commerce	E-newsletter goes out to all business networks Twitter
Solent Forum	Shared via newsletter
Hampshire County Council	Shared via newsletter and on social media
New Forest District Council	Residents email
	Cllr and staff email
	Social media
New Forest National Park Authority	e-newsletter
	Social media
Southampton City Council	E-newsletter
IoW Council	Social media
Winchester City Council	Repost supporting social media
	Your Council e-newsletter to residents
Portsmouth City Council	Include messages in newsletters
	Promote via social media channels
	Business bulletin
Havant Borough Council & East Hampshire District Council	Social media

While the consultation was under way, briefings were held with stakeholders to talk through the proposals in more detail and help inform their responses. Briefings were held with a number of stakeholders including Hampshire County Council, Southampton City Council, New Forest District Council, New Forest National

Park Authority, Fawley Parish Council, and Dibden and Hythe Parish Council. These were held virtually with a blend of one to ones and group meetings due to Covid restrictions.

A range of activities is detailed in Table 11 were undertaken to promote the consultation:

**Table 11 - Activities undertaken to promote the consultation**

Activity	Detail
Hard to reach group engagement	SW asked Local Authorities to provide details of hard to reach groups in their areas so these could be reviewed against the company's existing records and any additional groups added. SW contacted hard to reach groups to advise them of the consultation and gain insight into the best way to raise awareness and consult with their members.
Stakeholder communications	SW sent notification emails and letters to statutory and non-statutory stakeholders relevant to the whole Programme. Additionally, landowners and residents in the Fawley area were issued with letters. Those who had previously expressed an interest in the scheme and provided SW with contact information were also contacted.
Press / media activities	A press release was sent out on 8th February 2021 to local publications, radio broadcast and trade press.  Advertorials were placed in local newspapers.
Programme website	SW updated the programme's web pages with details of the consultation and to direct people to the virtual exhibition to have their say on the proposals.
Social Media	SW shared communications on SW's Facebook ( <a href="http://www.facebook.com/SouthernWater">www.facebook.com/SouthernWater</a> ) and Twitter ( <a href="http://www.twitter.com/SouthernWater">www.twitter.com/SouthernWater</a> ) pages throughout the consultation period to raise awareness.  In SW's initial engagement with each of the county's local authorities, support was requested to help improve the reach of digital communications. As a result, the consultation links were shared by seven local authorities, including Hampshire County Council, New Forest District Council, New Forest National Park Authority and Southampton City Council via their respective newsletters, mailing lists and social media channels. Additionally, Hampshire Chamber of Commerce shared the links with all of its 1,100 members.  A similar request was also made to other organisations and individual stakeholders to share via their networks.  A total of 14 posts were published, including a Facebook advertisement.

### 3.4.4. Information shared and questions asked at non-statutory consultation

The focus of consultation was on the Base Case as presented in the WRMP19. A description of the Base Case was provided along with a high-level overview of the potential environmental impacts.

As SW is also required to explore alternative options should the Base Case prove to be undeliverable, an introductory description of the alternative options was provided and initial views were sought on whether the alternatives would be acceptable to address potential future water resource challenges in Hampshire, should the Base Case not be deliverable.

Table 12 provides detail about the consultation documents that formed the basis of the non-statutory public consultation. This also includes feedback form which was used to collect consultees' views. The consultation documents were available online through the virtual platform and available in other formats by request.

Table 12 - Non-statutory public consultation documents

Document	Detail
Consultation Brochure	<p>The Consultation Brochure was the primary consultation document. The audience for the document was broad, encompassing all those people and organisations who have taken an interest and want to respond to the consultation.</p> <p>The Consultation Brochure contains:</p> <ul style="list-style-type: none"> <li>• The background of the WfLH programme</li> <li>• A summary of the proposed desalination plant (Base Case) as the preferred option and alternative options</li> <li>• Information about potential benefits, effects and impacts of the desalination plant and alternative options and</li> <li>• How SW may propose to mitigate any potential impacts</li> </ul> <p>The Consultation Brochure signposted readers to a more detailed information report and how to provide feedback.</p>
Feedback Form	<p>The Feedback Form aimed to collect people’s views during the consultation process. The questions sought feedback on the issues that are relevant to this stage of SW’s programme development. It also provided space for consultees to make any additional comments. The feedback questionnaire was available as a printed version and an online version was available on the scheme website. It provided details of the Freepost address for the scheme.</p> <p>The Feedback Form can be found at Appendix B to the Consultation Feedback Report, which was published on SW’s website <a href="https://www.southernwater.co.uk/SW's-story/water-for-life-hampshire">https://www.southernwater.co.uk/SW's-story/water-for-life-hampshire</a></p>

### 3.4.5. Non-statutory consultation responses

The following highlights are taken from the Consultation Feedback Report, which was published on SW’s website [www.southernwater.co.uk/water-for-life-hampshire](http://www.southernwater.co.uk/water-for-life-hampshire) and a link sent to all respondents.

There were a total of 4,537 views of the page by 3,224 different users.

A total of 216 responses were received from consultees (as detailed in Table 13), including individual consultees and stakeholder groups and regulators. This included SW customers.

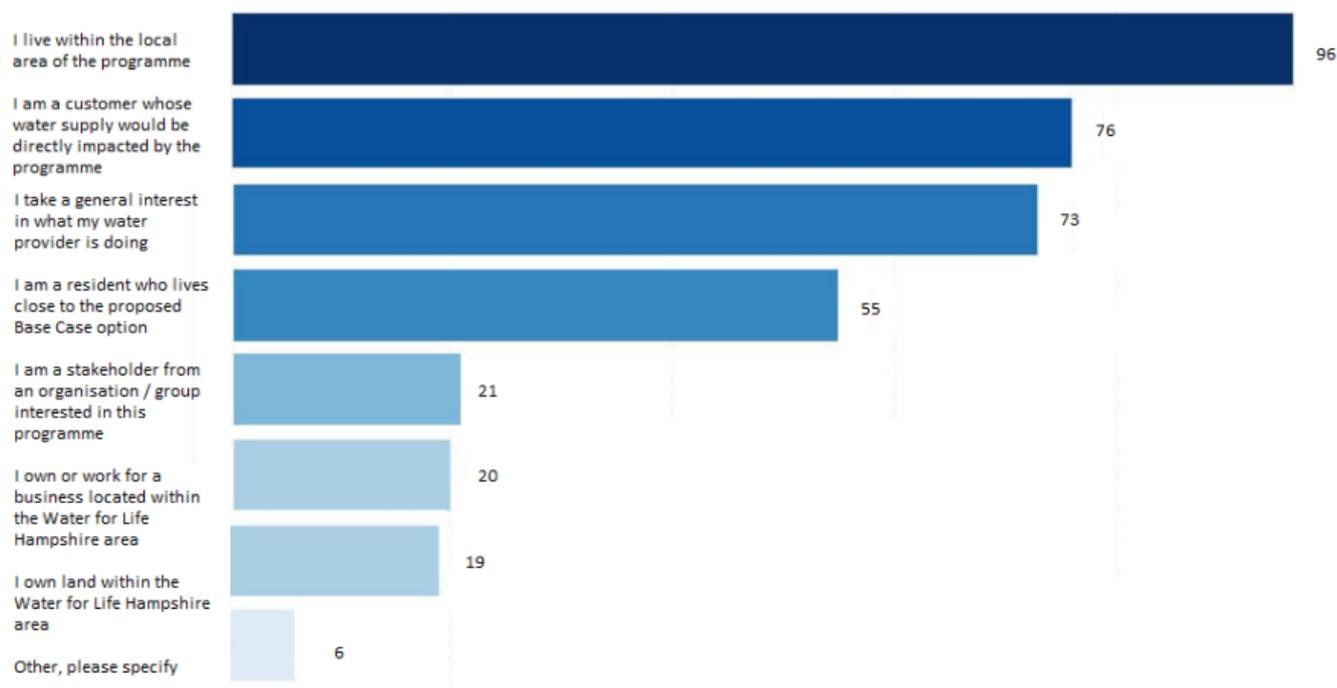
Table 13 - Non-statutory consultation responses

Response format	Number of responses received
Feedback form (online)	143
Email	52
Letter	21
<b>Total</b>	<b>216</b>



Of the individual respondents who used the online feedback form to provide a consultation response and who provided details of their postcode, just over 50% were based in and around the Fawley area (i.e. the area surrounding the proposed location for the desalination plant and pipelines associated with the Base Case). A smaller proportion (25%) of respondents were located in the areas surrounding the water recycling and water transfer schemes north of Portsmouth, whilst a few respondents were located further afield in the southern region, with a couple of respondents located in the midlands and the north of England.

Figure 3 illustrates the response to the questions asking consultees which of the following best describes your interest in the WfLH Programme? Over 50% of respondents were customers of SW, and a similar proportion of respondents noted that they took a general interest in what their water provider is doing.



**Figure 3** - Consultee responses to 'which of the following best describes your interest in the WfLH programme?'

Consultation responses were received from statutory bodies, non-statutory bodies and members of the public. Responses were received through both the feedback form and through direct communication via email correspondence.

A consultation response database was developed to log all responses to the consultation. The database was developed to enable categorisation of responses, identification of recurring issues, and to track and log consultation responses and feedback to consultation responses.

An initial high-level review of consultation responses was undertaken to determine 'topics' and 'issues' for categorising responses. Topics were identified based on the structure of the consultation feedback form, and the elements of each consultation response were assigned to a topic.

Once topics had been identified, the elements of each consultation response were assigned an 'issue'. The issues were primarily based on themes previously identified by SW, and where additional issues were recurring, these were included in addition. The topics and issues identified are detailed in Table 14.

Table 14 - Topics and Issues adopted for categorising

Topics	Issues
<ul style="list-style-type: none"> <li>• Base Case</li> <li>• Desalination alternatives</li> <li>• Water recycling alternatives</li> <li>• Water transfer alternatives</li> <li>• Other suggestions</li> <li>• General comment on proposals</li> <li>• Consultation</li> <li>• Needs case</li> </ul>	<ul style="list-style-type: none"> <li>• Coastal change</li> <li>• Flood Risk</li> <li>• Water quality and resources</li> <li>• Environmental</li> <li>• Air Quality</li> <li>• Dust, odour, artificial light, smoke and steam and noise</li> <li>• Biodiversity and nature conservation</li> <li>• Landscape and visual impacts and seascape</li> <li>• Historic environment</li> <li>• Carbon emissions and energy</li> <li>• Traffic and transport</li> <li>• Climate change adaptation</li> <li>• Health</li> <li>• Socio-economic</li> <li>• Recreation</li> <li>• Cumulative impacts</li> <li>• Engineering design</li> <li>• Location / Land</li> <li>• Consenting regime</li> <li>• Cost</li> <li>• Other</li> </ul>

Table 15 provides a breakdown of the consultation responses received from statutory and non-statutory stakeholder groups.

Table 15 - Stakeholder groups that provided a consultation response

Statutory consultee groups	Non-statutory consultee groups
<b>Prescribed and Statutory Consultees</b>	Ashlett Sailing Club
EA	Blue Marine Foundation
NE	CPRE Hampshire
Historic England	Friends of the Ems
ABP	Friends of the New Forest
Landowners	Hampshire and IoW Wildlife Trust
Local residents in Fawley	Hampshire Chamber of Commerce
<b>Local authorities within WfLH Area</b>	[REDACTED]
Hampshire County Council	New Forest Association
New Forest National Park Authority	New Forest East Constituency Labour Party
IoW Council	Partnership for South Hampshire

Statutory consultee groups	Non-statutory consultee groups
Test Valley Borough Council	Royal Society for the Protection of Birds
Winchester City Council	Salmon and Trout Conservation
Gosport Borough Council	Solent Protection Society
Havant Borough Council	The British Horse Society
SDNPA	Customers of SW
<b>Parish Councils</b>	Local businesses
Fawley Parish Council	

Consultation responses were received from three regulatory bodies, EA, NE and Historic England.

The EA provided comments on the method of consultation, the Base Case, the alternatives and programme. Comments were provided on the virtual engagement room and clarification was requested about whether the alternative options are being given equal status to the Base Case in the ongoing investigations. In relation to the Base Case, the EA emphasised concerns raised previously about the widely designated environmentally sensitive area, and the management of brine discharge, which has since been considered by the scheme development team. The EA noted the need for additional information to be shared, in particular estuarine modelling data.

NE considered that there were significant omissions in the consultation documentation with regards to the scale and extent of potential impacts likely to arise from the Base Case and alternative Options. Whether the Base Case (and alternatives) could meet the required environmental legal tests was also questioned, including those associated with the Habitat Regulations and the Wildlife and Countryside Act 1981 (as amended). It was noted that the level of information, and in particular environmental information provided in the consultation brochure did not enable them to provide an informed response. However, the level of information provided was reflective of the early stage of scheme development process for the Base Case at the time of the non-statutory consultation. NE also made reference to the carbon impacts of the Base Case.

The response from Historic England focused on the options for pipeline routing across the Base Case and alternative solutions, with a particular focus on the pipeline routing associated with the Base Case. Concerns relating to the pipeline routing for the Base Case centred around the presence of scheduled monuments in the area, and the archaeologically rich landscape of [REDACTED]. It was noted that the pipelines should be routed around the monument boundaries.

Further information on the outputs of the consultation is summarised in Section 2.8 Customer and Stakeholder of Annex 1 Desalination, Annex 2 Water Recycling and Annex 3 Havant Thicket.

Full details of the issues raised can be found in the Consultation Feedback Report document [www.southernwater.co.uk/SW's-story/water-for-life-hampshire/consultations](http://www.southernwater.co.uk/SW's-story/water-for-life-hampshire/consultations).

### 3.4.6. Customer insight feedback on the non-statutory consultation

From SW's customer insight work, customer feedback showed that the consultation was broadly well-received and garnered praise for its accessible and engaging materials. SW's CAG has helped refine content for others, which SW believes helped to deliver positive comments from businesses, future customers, those with affordability concerns and those from diverse cultures.



Figure 4 shows an example from SW's youth group, Water Futures 2050. However, it should be noted that the customers who are engaged via the customer insight forums are more aware of the issues that SW is facing with water supply and so are naturally more engaged in the process than consultees who have had more limited inputs.

## The online virtual exhibition was generally praised as 'slick', easy to navigate, informative and transparent

<b>Engaging</b>	Participants were impressed with the user experience of exploring the exhibition, which is felt to be engaging and intuitive.	<i>"I liked how it made you feel like you were in the room, it reminded me of a virtual reality simulation."</i> (Super Future Customer)
<b>Interactive</b>	Diagrams, videos and the interactive elements of the exhibition make the plans clear and easy to understand for all types of customer, including children with the inclusion of the kids' corner.	<i>"The posters on the water cycle, desalination and water recycling stood out to me as they were very colourful and simple."</i> (Future Customer)
<b>Accessible</b>	Despite the complexity of the plans, clear language and a straightforward tone made information feel accessible, contributing to a sense of transparency around the plans – which is seen as very positive.	<i>"I thought it was all very well done - laid out in an informative, interesting way with genuine concern for what the community thinks about the issue."</i> (Future Customer)



Figure 4 - Extract from Ref 8: Water Futures 2050 – Wave 2, Apr '21

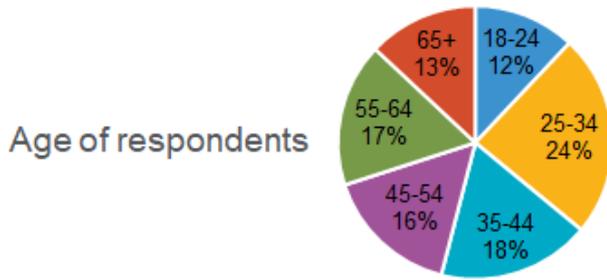


Figure 5 - Age of respondents

Figure 5 above illustrates the age of respondents visiting the virtual consultation room. SW, and industry colleagues with whom SW has shared these results, were particularly interested to note that more than one-third of people who engaged with the materials were aged 18-34. This is higher than expected and, coupled with the fact that 50% of people engaged via their mobile phones, speaks to the convenience of this method of engagement. While these results support continued use of digital engagement in the future, SW plans to combine it with face-to-face events wherever possible to ensure SW maximises its ability of reaching a wide audience.

The results were compiled into a Consultation Feedback Report, which was published on SW's website and the link shared externally with customers, stakeholders and regulators.

## 4. Future Engagement activities planned

### 4.1. Beyond Gate 2 Plans for Engagement

Customers and stakeholders will continue to be engaged and consulted on the Selected Option and Back-Up Option. This includes continuing SW's engagement with PW in relation to the interface with the HTR.

Following Gate 2, joint engagement plans between SW and PW communications teams are under way for further planning consultations on SW's updated proposals, and also further ongoing engagement with regulators, stakeholders, customers and planning consultees to inform the ongoing optioneering and scheme development work, and the preparation and submission of Gate 3 activities.

The PW/SW customer insight engagement programme will continue in parallel to the Gated Process and consenting process in order to ensure it gathers the insight needed for the Selected Option as it moves into the consenting, design and delivery stages.

SW will deliver the engagement that is relevant to the final solution, although a number of key programmes currently planned include:

- **Water Futures 2030** – is SW's continuous consumer group which will take over from the WfLH CAG to provide a central hub for insight. SW will invite a number of members of the CAG to join and continue to use the group to drive relevant decisions, develop engagement materials and test options within the WfLH Programme;
- **Water Futures 2050** – is SW's young person's group which has provided insight for WfLH from future customers. The group will continue to support the Programme through its next stages;
- **Water Recycling acceptability** – joint work with WRSE and PW building on the insights of water recycling and developing further to ensure consistent approach to building public acceptability. This will include tools and communication methods to share insights as the programme develops and Industry learnings can be shared. This runs from Jan 2022 to June 2022 to support the standard RAPID gates and WRSE programme;
- **Sharing of key insight** – as SW is progressing through an accelerated process SW has been at the forefront with much of SW's insight. Key insights are shared across the industry and SW is proactively developing a range of materials to make this information accessible (e.g. reports, videos, recorded podcast debriefs and infographics) which will be continuously updated to reflect new insights and feedback that SW has sought from Stakeholders and Customers;
- **Stakeholder groups** - continuation of strategic regulatory and other statutory bodies engagement at various levels within organisations and the WfLH Stakeholder Group meetings. This includes PW stakeholder groups as well as SW;
- **Wider stakeholder engagement activities** – continue to progress ongoing engagement with stakeholders and consultees, and also undertake consultation at the appropriate points of the pre-application schedule, with associated structure and resource to deliver the consultations activities; and
- **Recruitment** – permanent roles in place to support delivery of wider engagement and consultation.