

# PR24 Pollution and Combined Storm Overflow

## Willingness to Pay Research

### Objectives

To update the societal valuation of Combined Sewer Overflows (CSOs).

Format	Quantitative survey
Households (number)	1 (n504)
Non households (number)	
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	
South West Water	✓
Bournemouth Water	
Bristol Water	

### Impact on our plan and ways of working

Overall findings will inform our Drainage Water Management Plan (DWMP) consultation where we will test with customers and stakeholders whether we have the right pace and scale of investments in this long-term plan.

Date	January 2023
Supplier	ICS

### Key messages – what matters most

#### What we did

- Dual water and sewerage households were surveyed online, in December 2022 to January 2023
- They survey focussed on: customer views of the condition of the environment in the South West, how customers use the water environment and awareness of issues, and updating the values and understand the relative values of CSO spills and pollution incidents.

#### What matters most

- Most customers feel their local environment is good and high proportions visited beaches and rivers frequently. They want to protect what they have and make environmental improvements
- Over half of customers feel Combined Sewer Overspills are a large problem, with high levels of awareness of this issue. Polluting impacts of farming and industry are recognised, by perceptions put their importance slightly behind South West Water
- Most are satisfied with current environmental standards and want any improvements to focus on areas and times where most visit
- Customers rate most highly reducing the risk of severe pollution events and storm overflow spills, in comparison to minor pollution events
- Public health concerns dominate in respect of the impact of overflow spills.

#### Are there differing views?

Segmentation analysis found willingness to pay to achieve further reductions in pollutions and overflow spills as higher in the SEG AB group. There were no differences found between Cornwall/Devon or Coastal/Non-Coastal.

#### Next steps

Values will inform the cost benefit analysis for investment cases.