

# The Customers' Perspective

## Consumers' experiences of a *Cryptosporidium* incident

Report for Consumer Council for Water

September 2008



## Document Control

Project Title: Consumers' experiences of a Cryptosporidium incident

MVA Project Number: C3743000

Document Type: Final Report

Directory & File Name: N:\Contracts\C37430\_CCW Cryptosporidium\Final Report\Consumers' Experiences Of Cryptosporidium\_Final Report.Doc

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## Distribution

Issue	Date	Distribution	Comments
1	19/08/2008	PLM	Internal review
2	20/08/2008	CCWater	Final Draft
3	16/09/2008	CCWater	Final Version
4	20/10/2008	CCWater	Final Version 2

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# Summary

## Background

Early on the 25<sup>th</sup> June 2008 Anglian Water announced it had found evidence of a Cryptosporidium parasite in samples of drinking water taken from Pitsford Water Treatment Works during routine tests in the night. The works supplies 108,000 households across 85 communities in Northamptonshire. On 30<sup>th</sup> June Anglian Water announced that Pitsford water treatment works was producing water which was free of cryptosporidium, but it was another four days after this before the drinking water in the supply network was declared completely safe to drink again.

Anglian Water's response to the incident was to instruct households to boil their drinking water from early on 25<sup>th</sup> June. This was done through delivering boil water cards to affected properties and using verbal alerts from vans with loud hailers. Anglian Water instigated an instant liaison, and maintained constant links, with the local and national media to ensure they reported the Cryptosporidium incident through the television, radio and newspapers. Vulnerable consumers on Anglian Water's 'WaterCare' register, and schools and hospitals were supplied with bottled water.

The statutory consumer organisation for the water industry in England and Wales, the Consumer Council for Water (CCWater) wanted to understand the experiences of communities supplied with unsafe drinking water. As soon as Anglian Water declared that the situation had been resolved, CCWater commissioned MVA to conduct a qualitative research programme to provide insight into the consumers' experience of the incident.

It should be noted that the purpose of this qualitative research is to explore the impact of the cryptosporidium incident on the daily lives and perceptions of the people affected. It does not pre-empt or form part of any formal investigation into the causes of the incident, nor are the findings expected to be used in any such investigation by any agency.

The research objectives were to explore:

- the consumer experience when dealing with unsafe tap water;
- consumers' views of Anglian Water's response to the incident;
- consumer preference for an appropriate goodwill gesture;
- underlying consumer confidence in their water supply; and
- differences in consumer perceptions and expectations between affected and non-affected areas.

## Methodology

To meet these objectives we conducted four focus groups in the affected area and one additional focus group in an area unaffected by the Cryptosporidium incident, but still supplied by Anglian. Participants were recruited for these groups using a pre-defined sampling frame to ensure a range of customer/consumer segments were represented according to socio-economic group, age and gender. Three of the focus groups were conducted in urban areas (Norwich and Northampton) and two in more rural areas (Daventry and the villages of Badby, Fawsley, Everdon and Newnham).

## Summary

We spoke to those defined as vulnerable users individually. A total of 16 in-depth interviews were conducted: five elderly consumers, five people with learning or physical disabilities and five representatives from organisations or businesses affected by the incident. In addition, we also included a Polish migrant worker who spoke little English.

The focus groups and in-depth interviews explored issues relating to consumer access to information and communication with Anglian Water during the incident; the impact on their household of being unable to drink water straight from the tap; their perceptions of their tap water now; and views on the provision of goodwill gestures.

## Key Findings

### How quickly were consumers informed?

Participants in affected areas, and in close-by unaffected areas, were all aware that there had been an incident affecting local water supplies, and the need for those affected to boil their tap water before consuming. Participants living in urban areas were confident that they were informed about the incident within a day of the Cryptosporidium incident being announced; whilst those residing in rural areas received information on the boil water notices up to a week later, and several days later in the media.

Participants were complimentary about the frequency of updates provided by Anglian Water during the period in which they had to boil their water. It comforted them to know that it was an issue still high on the agenda, and that Anglian were focusing on resolving the situation. It was also helpful to have indications of when the situation would be resolved.

Anglian announced that the incident was resolved on 4<sup>th</sup> July. Urban participants heard about the all clear announcement the next day, whilst most rural participants heard two or three days later from Anglian, or through the media. Some were uncertain whether the 'all clear' referred to water leaving Anglian's water-works, or the water now coming out of their taps, and some erred on the side of caution and continued to boil for a couple of extra days.

The 'need to boil' and subsequent 'all clear' messages were most successfully and effectively communicated via the local media, particularly television. That is, local news programmes successfully conveyed these important messages from Anglian Water NOT the other two communication channels pursued by Anglian ( there was only partial coverage of the red and green 'boil water' cards which, were received after being informed via TV and radio; and none of the participants in this research had heard the loud-hailer).

### How did the affected water supply impact on consumers?

A few participants reported being ill during the incident. Some attributed this to the water supply; others did not, but none of the participants indicated they had been tested to see if they were infected. Other ways in which participants were affected in the home, or at work, mainly related to the annoyance caused by repeatedly boiling water, or failing to remember. Various strategies were adopted by consumers; some boiled enough to last all day and others boiled water as, and when, it was required. Boiling water was considered to be inconvenient rather than problematic.

## Summary

Vulnerable users (such as the elderly and disabled) felt they were particularly at risk of becoming ill, and were more concerned about the situation. There was some delay in receiving bottled water, up to 5 days later in several cases; whilst other vulnerable customers did not receive bottled water at all. Disabled and elderly participants were disappointed with the lack of direct contact with Anglian Water and felt that more communication, and greater awareness about the WaterCare register, would have encouraged them to feel valued and safe during the incident.

### **Has the incident reduced consumer confidence in their tap water?**

Long-term perceptions about the safety of tap water have **not** been greatly affected by the Cryptosporidium incident. Apart from two participants, all others who drank tap water prior to the incident have continued to do so.

However, there remains some concern amongst participants from the affected area that a similar event may happen again, and some are now keeping emergency stores of bottled water in case of future incidents. Because participants do not understand the precise nature of how the outbreak occurred (though they know it somehow relates to a rabbit), they cannot form an opinion as to the likelihood of a re-occurrence. Following the conclusions of the drinking water regulators investigations, a statement from Anglian to confirm that procedures have been put in place to prevent the situation ever arising again would, undoubtedly, reassure consumers.

A few participants revealed that having been without it, they now valued their safe drinking water service more than they had previously.

### **What do customers think of Anglian's goodwill gesture?**

In the main, participants accepted that incidents occasionally happen and considered a goodwill payment very positively. Participants agreed that the goodwill gesture should be monetary, and should be received by all bill payers rather than as funding for a local community venture. The offer made by Anglian Water was equivalent to the cost of six weeks free water for the inconveniences caused by the Cryptosporidium incident; however, participants related the goodwill gesture to specific monetary amounts.

Opinions varied concerning the exact amount; some participants felt £30 would be sufficient, others expected more. Some would be happy with receiving any rebate, unless they then heard that other customers had got more. In contrast, some business customers highlighted the need to consider each case separately, rather than provide the same goodwill gesture to all those living or working in the affected area. All agreed that those most inconvenienced during the situation (such as vulnerable users) should receive a larger amount of money.

### **What do consumers think of Anglian Water?**

Participants reported mixed views about Anglian's overall reputation. Although some participants indicated that the situation was handled quickly and efficiently (note the quick, accurate information provided by local news reflected very well on Anglian), others blamed Anglian for the incident. Most participants did not believe the Cryptosporidium incident had impacted significantly on the water company's reputation.

### Conclusions

Not all participants received the necessary information from Anglian or the wider media immediately, leaving some at risk. Therefore, in such circumstances in future, water companies should ensure they have in place a means of making quick, reliable contact with local news stations. Radio and television can reach people more quickly than 'boil' cards and/or localised loud-hailers, and should be used as priority in order to support boil water notices.

Some people reported that they were actually ill although none of the participants said they had been tested for the bug to confirm the cause of their illness. Many vulnerable customers experienced stress when attempting to boil their water and comprehending the instructions from Anglian. Water companies, therefore, must be more proactive in ensuring all vulnerable customers have the necessary reassurance, and are able to deal with the situation. Company WaterCare registers require more publicity so that more vulnerable people are aware of the register, and there must be greater direct contact with vulnerable customers, and their representatives.

Most general consumers perceived the need to boil their water as a mild inconvenience rather than problematic.

Continued updates via local news were crucial in terms of giving consumers reassurance that the situation would be resolved as soon as possible. Giving a date for resolving the situation, and then improving upon it has had a very positive effect on many consumers.

Participants feel their tap water is once again safe to consume without boiling. There has, therefore, been no long-term damage to the reputation of Anglian, nor the reputation of the water quality it supplies.

Anglian's goodwill gesture has been well received, and we would recommend such an action in cases of this kind where the main impact is understood to be one of inconvenience, rather than significant turmoil.



# 1 Introduction

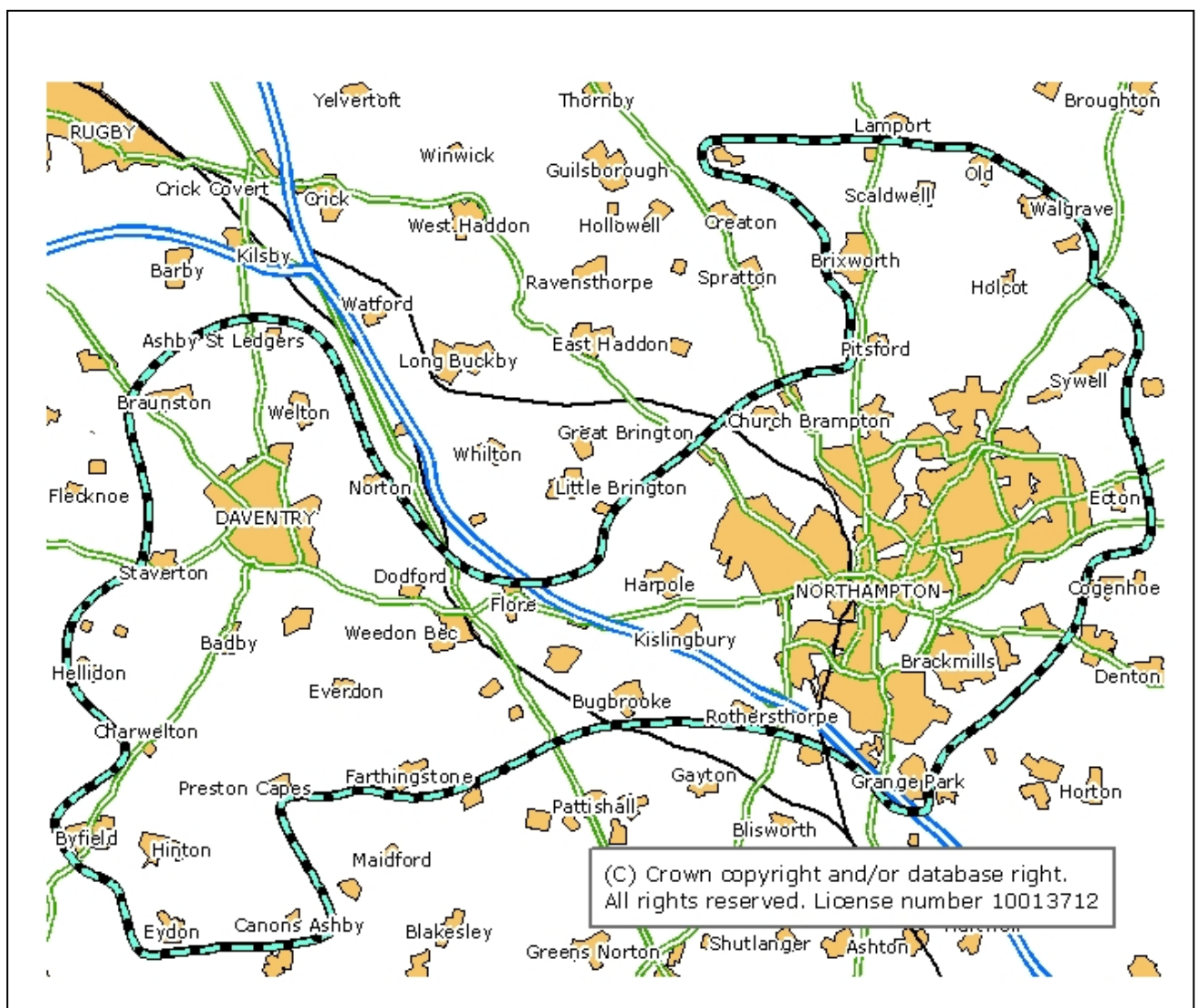
## 1.1 Background

1.1.1 CCWater represents the interests of consumers in the water industry. The body came into being on the 1<sup>st</sup> of October 2005 and operates through four committees in England and one committee in Wales. As such, CCWater is the voice of water consumers nationally and regionally, and seeks to ensure that the consumer receives an acceptable service for a fair price.

1.1.2 Early on the 25<sup>th</sup> June 2008 Anglian Water reported that they had discovered the Cryptosporidium parasite during routine tests on the evening of 24<sup>th</sup> June 2008 in water samples taken from the Pitsford Water Treatment Works, which supplies approximately 108,000 households across 85 communities in Northamptonshire. On 30<sup>th</sup> June Anglian Water announced that Pitsford Water Treatment Works was producing water which was free of Cryptosporidium, but it was another four days after this until the drinking water in the supply network was declared completely safe to drink again.

1.1.3 The affected area is shown in Figure 1.1 below.

**Figure 1.1 Map of the area affected by the Cryptosporidium incident**



## 1 Introduction

1.1.4 Anglian Water's response to the incident was to instruct households to boil their drinking water, through three main forms of communication:

- local and national media;
- boil water cards from Anglian Water delivered to affected properties; and
- oral alerts from vans, using loud-hailers.

1.1.5 Anglian Water set up and maintained constant links with local media to ensure consumers were made aware of the incident through television, radio and newspapers. Throughout the Cryptosporidium incident, the same two representatives from Anglian featured in the TV news reports to the public.

1.1.6 Vulnerable customers who were on Anglian Water's 'WaterCare' register, and schools and hospitals were supplied with bottled water by Anglian.

1.1.7 The water industry's Guaranteed Standards Scheme means customers are not entitled to any compensation when a boil water notice is issued. However, this recent incident has prompted CCWater to commission primary consumer research to better understand how consumers perceive this type of event. In particular CCWater wanted to understand the experiences of communities being supplied with unsafe drinking water, and measure the likely impact of boil water notices on customer expectation of monetary compensation, compared with alternative company-funded initiatives.

1.1.8 The findings from this research will support CCWater's principle of being an evidence-based organisation in its representations to water industry stakeholders and consumers and will also establish a reference point that CCWater can call upon, if any similar incidents occur in the future.

### 1.2 Research objectives

1.2.1 The overall aims of this research were to explore how consumers perceive this type of incident; and to understand its impacts socially and financially, as experienced by people residing or working in the affected areas. The views of people not affected by the incident, but supplied by the same water company, were also explored.

1.2.2 As the purpose of this qualitative research was to explore the impact of the cryptosporidium incident on the daily lives and perceptions of the people affected, it does not form part of any formal investigation into the causes of the incident, nor are the findings expected to be used in any such investigation by any agency.

1.2.3 Specific objectives were to examine:

- the consumer experience of having to boil tap water before drinking;
- consumers' perceptions and expectations of Anglian Water's response to the incident;
- consumer preference for appropriate gestures of goodwill;
- underlying consumer confidence in their water supply; and
- differences in consumer perceptions and expectations between affected and non-affected areas.

### 1.3 Report structure

- 1.3.1 In the following chapter, we outline the methodology that was adopted to meet these objectives. Chapters Three to Seven detail the research findings and Chapter Eight provides our conclusions and recommendations.

## 2 Methodology

### 2.1 Research approach

- 2.1.1 A qualitative research programme was undertaken to explore consumers' experiences and perceptions about the Cryptosporidium incident.
- 2.1.2 We conducted four focus groups with domestic customers and 16 in-depth interviews with business customers and vulnerable customers - elderly people with mobility difficulties and disabled (physical and learning) – located in the affected area. We also undertook a focus group with Anglian domestic customers in a neighbouring unaffected area.

### 2.2 Sample structure

- 2.2.1 In order to ensure that we reached different types of consumers, the focus groups took place in urban and rural areas, and one group took place in a non-affected area which was also supplied by Anglian Water. Participants of each group were a mix of gender, age and socio-economic group, with the exception of the second Northampton group which, by design, comprised elderly consumers and parents of young children.
- 2.2.2 Table 2.1 shows the composition of each group and its location.

**Table 2.1 Focus group sample structure**

Region	Group Composition
Urban (Northampton) - pilot	Mix of gender, age, SEG
Urban (Northampton)	Elderly and parents
Rural (Daventry)	Mix of gender, age, SEG
Rural (Badby, Fawsley, Everdon and Newnham)	Mix of gender, age, SEG
Unaffected (Norwich)	Mix of gender, age, SEG

- 2.2.3 Personal, in-depth interviews were considered more suitable than a focus group environment for discussing issues with the most vulnerable of consumers, and so the researchers went to these participants' homes. This meant that all vulnerable consumers were in scope, rather than just those who were most mobile. The in-depth interviews were completed between the 28<sup>th</sup> July and 8<sup>th</sup> August.
- 2.2.4 A total of 11 interviews were conducted with vulnerable consumers: five elderly; five disabled (physical and with learning difficulties); and one person who spoke English as a second language. Amongst the elderly and disabled, there was a mix of those who lived at home (and benefited from some day-help) and those who resided in a home and, hence, had 24-hour assistance.

## 2 Methodology

2.2.5 Representatives of five business customers were interviewed: three representing organisations that had a social responsibility for the welfare of people; and two whose end product or service relied on the provision of safe water.

2.2.6 Table 2.2 shows the composition of the in-depth interviewees.

**Table 2.2 Interviewee sample structure**

Type of consumer	Number of interviews conducted
Elderly (mobility impaired)	5
Physically disabled	2
Mentally disabled	3
Non-English speaker	1
Organisations with a social responsibility	3 - Nursery, GP surgery and care home
Businesses	2 - Campsite/caravan park and café

2.2.7 One interview was conducted with a senior representative in each of the organisations/businesses.

### 2.3 Group recruitment

2.3.1 We used a specialist fieldwork company to recruit participants for the focus groups and so all participants were approached by a trained recruiter from Northamptonshire. A variety of recruitment methods were used including door-to-door calling and on-street recruitment. Participants also received a telephone reminder. For each group we recruited ten participants in order to achieve the target eight participants on the day.

2.3.2 The in-depth interviewees were recruited by MVA staff through various channels, including: cold calling, day centres and voluntary clubs.

2.3.3 Potential study participants were not informed of the precise nature of the research, only that a discussion was taking place about consumer experiences and attitudes to their water supply. This was so that we could accurately assess current levels of awareness of the incident.

### 2.4 Topic guide

2.4.1 The topic guides were drafted following discussions with CCWater at the inception meeting. The guide included the following:

- **Information and communication** – we began discussions by asking participants if they were aware of the Cryptosporidium incident and how/when they first found out

about it. We asked each group to discuss the different forms of communication and how useful this information had proved;

- **Impacts of affected water supply** on participants and their families – the effects of boiling water were explored for individuals, as well as organisational operations;
- **Knowledge of the WaterCare register** – and the provision of bottled water during the incident;
- **Perceptions of drinking water supply and Anglian Water** – how participants feel about the safety of their tap water, and their thoughts about Anglian Water’s reputation since the incident; and
- **Goodwill payments** – having discussed the impacts of the incident and participants’ views about tap water, we then asked for their views on goodwill gestures and what form this should take.

2.4.2 The interview guide was a slightly amended version of the topic guide with similar sections, wording and ordering of questions. Two customised interview guides were designed to capture the experiences of vulnerable consumers and businesses.

### 2.5 Pilot

2.5.1 We conducted one pilot focus group with urban participants in Northampton on 24<sup>th</sup> July. The pilot group was observed by members of the CCWater project team.

2.5.2 As a result of the pilot, and the post-pilot meeting held on the 24<sup>th</sup> July, several alterations were made to the initial topic guide. A final version of the focus group topic guide is provided in Appendix A. The interview guides can be found in Appendix B.

### 2.6 Main fieldwork

2.6.1 The remaining focus groups took place between the 28<sup>th</sup> July and 8<sup>th</sup> August. In total, 44 participants attended the five focus groups (each group had a minimum of seven people). At each focus group, we had a mix of gender, age and socio-economic grouping (with the exception of the second Northampton group where we specifically targeted elderly and parents). Within each group, there was also a mix of bill payers and non-bill payers and metered and non-metered consumers.

2.6.2 The interviews took place during the same period as the focus groups, and the majority were conducted face-to-face but this was not always possible due to participant availability. In a few instances, where participants refused a face-to-face interview, interviews were conducted over the telephone. All interviews lasted approximately half an hour.

### 2.7 Analysis and reporting

2.7.1 All focus group discussions and face-to-face interviews were recorded with digital equipment. These recordings assisted the moderator when analysing and writing up the points of discussion.

## 2 Methodology

- 2.7.2 In the following chapters, we present the main findings from the focus groups and in-depth interviews. Where appropriate we have highlighted similarities and differences between urban and rural residents, vulnerable consumers, organisations/businesses and residents not affected by the Cryptosporidium incident.
- 2.7.3 Findings are presented for consumers generally, and then any specific points highlighted regarding the views of vulnerable participants and organisations/businesses. When presenting findings, we use the term consumer for general participants, but specifically refer to customers when considering the business perspective, the vulnerable or discussing goodwill gestures.

## 3 Access to information and communication

### Chapter Summary

Whilst urban consumers and business customers became aware of the need to boil water on the first day this was announced, the majority of rural consumers were informed 2-3 days after the incident occurred.

Urban consumers and business customers received confirmation of the 'all clear' within 24-hours of Anglian announcing that the situation was resolved. Again, there was a 2-3 day delay in the message getting to more rural consumers.

The main sources of information were the media, and word of mouth. 'Boil water' and 'all clear' notices achieved only partial coverage, and typically arrived too late to be informative.

### 3.1 Introduction

3.1.1 This chapter assesses the speed and clarity of information provision. The analysis in this chapter therefore examines:

- ways in which participants first heard about the Cryptosporidium incident;
- the quality and frequency through which information was received;
- whether the information participants received was meaningful and accurate; and
- how much direct contact participants had with Anglian Water.

### 3.2 Information Provision when the incident was announced on 25<sup>th</sup> June

3.2.1 All participants were aware of the Cryptosporidium incident which occurred during June 2008. Most participants from urban areas first became aware of the incident on the morning of the 25<sup>th</sup> June (i.e. the day after Anglian reported that they became aware of it). However, the majority of participants in rural areas did not hear about the incident until a few days later; one participant did not hear until a week later.

3.2.2 The unaffected group did not receive any information from Anglian about the incident but were initially alerted through the media several days after Cryptosporidium was detected, and clearly understood that they were not affected by the incident. As such, none of the group felt that they required any further information from Anglian or had any direct contact with the water company during the incident.

*"No we didn't need anything else, 'cause it wasn't really affecting the Norwich area" (unaffected)*

3.2.3 However, unaffected participants noted that if they had been affected, they would have preferred to have received an alert about the incident directly from Anglian as quickly as possible.

*"If it's a health risk then you've got to take immediate action" (unaffected)*



### 3 Access to information and communication

- 3.2.4 Participants in the affected areas were asked how they first found out about the Cryptosporidium incident. Across the groups, a variety of methods were discussed but the most common method was via the television/radio news or word of mouth (friends, family and work colleagues).

*"I had two texts and then I was also told when I was at work" (rural)*

*"My husband had heard about it and then told me" (urban)*

*"I heard it on Anglia breakfast news" (urban)*

*"My girlfriend text me to tell me that we were not to drink the water, but I didn't believe her and then I heard it on the radio, and they were telling people not to drink the water in the Northamptonshire area" (rural)*

*"I heard it on the local radio...the radio did a great job" (rural)*

- 3.2.5 The rural group said that information on the television and radio news lacked detail and commented on the resulting confusion. In particular:

*"Parts of Northamptonshire were affected but it didn't actually say which villages, so it was of no use to us in the surrounding villages, I actually would have thought they would have pin-pointed it, it is such a large area" (rural)*

*"Many people were boiling water who didn't need to, and there I was drinking the water when I should have been boiling it" (rural)*

*"People in most villages didn't know for sure, and someone mentioned it was the Northampton area so lots of people bought bottled water just in case, when they had no need to at all" (rural)*

- 3.2.6 The rural group were more likely to have been made aware of the incident through local notices, or being informed by neighbours and word of mouth.

*"There was a sign up in the local shop...I think the shop had done it themselves and it just said there was a problem with the water and not to drink it. That was quite early on in the first day of the situation" (rural)*

*"I saw it on the parish notice board" (rural)*

*"You could also hear about it when you went into any shop in the Daventry area, everyone was talking about it, you would go up to the till to pay for something and people would be talking about it" (rural)*

*"My neighbour came and knocked on my door that first morning" (rural)*

*"The police notified Neighbourhood Watch and we went around the village to try and talk to all the elderly people or those with young children. That was as soon as it was on the television news" (rural)*

### 3 Access to information and communication

- 3.2.7 Across the affected groups, participants sought out additional information through the internet.

*"I went on the Anglian website, that was really useful too, told you all about the situation and the areas which were affected" (urban)*

- 3.2.8 Participants also suggested other forms of communication which may have supplemented existing communication strategies, or replaced less successful methods (according to those participants who were not made aware of the incident immediately). The rural groups felt that direct contact (either by telephone or face to face) would have been a more useful way to inform the public about the incident. None of the groups had heard any announcements about *Cryptosporidium* through loud-hailers.

*"Then we would have all heard at the same time, we all know that the Santa Clause van goes round all the houses in Daventry so it is possible" (rural)*

*"They could have sent someone round to answer questions or just to tell us what was happening" (rural)*

*"While I accept that not everyone can use the internet and it should not be the only method but people who sign up for email alerts could get notification straight away that way" (rural)*

*"There are halls on every estate, they could have set up information evening in them to allow people to ask questions and get any queries solved" (rural)*

- 3.2.9 One participant felt that '*Anglian should have resorted to as many methods as possible, including telephoning people, door knocking or the web to get the message across*'.

#### **Initial information from Anglian Water**

- 3.2.10 Most participants received the boil water notice from Anglian Water. Most participants living in urban areas received the notice within two days of hearing news reports about the *Cryptosporidium* incident. However, many participants from the rural groups did not receive the boil water notice, and some received it up to a week after it was announced. Participants living in the unaffected area did not receive the boil water notice.

- 3.2.11 Several participants highlighted that those people who had not received the boil water notice were disadvantaged as they may not have known about the helpline.

*"Yes it was useful, otherwise we would have all been really ill. We were told not to drink the water therefore you just didn't drink the water" (urban)*

*"We got the red card telling us not to drink the tap water through the post" (rural)*

- 3.2.12 The rural groups commented on the delay in receiving information from Anglian and felt that they should have received the notice much quicker than happened in reality. Some participants received the notice two days later, but others did not hear until a week later.

*"I first heard about it the following day at school but didn't receive any notification from Anglian until two days later when I received the boil water notice through the post" (rural)*

*"We don't watch local news or listen to the radio, just the national, so I didn't hear through the media and only got the letter eight days after it was detected" (rural)*

*"Well yeah, it told us enough information and I mean what else could they tell us except to boil the water" (urban)*

- 3.2.13 Many participants from the rural groups felt that the delayed response had caused some stressful situations.

*"It was more than a week later that we saw Northamptonshire. We were told it was Pitsford but that is about 17 miles away so we didn't know if we would be affected. We then got on the internet and there it specified which villages" (rural)*

*"It was a more than a week before we know, and I didn't believe that we were affected at all as I thought it was only a Northampton thing as we are so far away from the reservoir" (rural)*

*"It was awful having found out later that day, as earlier on I'd drunk the water, cleaned teeth with it and given it to my children. That could have been prevented but because they didn't let us know quick enough we still did it but it was unnecessary" (rural)*

- 3.2.14 Each group was asked if the information on the boil water notice was useful and there was a mixed response; those that had received the information early on found it more useful than others who did not receive notice until approximately a week after the Cryptosporidium incident was first announced.

*"It wasn't useful as it was too late, I'd already heard through the media what I could and couldn't do with the water so there was no point to it really" (rural)*

*"It merely confirmed what we had already been told from other sources of information" (rural)*

- 3.2.15 There was some disagreement between groups about how long Anglian had known about the incident before telling consumers; several participants speculated that Anglian had known for a week before letting people know.

*"I don't think they told us straight away and that is quite worrying, Anglian have a social responsibility to tell the public about such incidents as it could have been a pandemic couldn't it" (urban)*

*"Yeah I think it was happening before because I was really ill a week before they told us and I never get ill. The doctor thought that it may have somehow been related to my sickness" (rural)*

### 3 Access to information and communication

- 3.2.16 Some participants living in the affected areas thought there were gaps in the initial information they had received as it did not detail any symptoms which may be caused by *Cryptosporidium*. None of the participants in this research were tested for *Cryptosporidium*.

*"I didn't really know what to look for to make sure that none of my family had got the bug" (urban)*

*"The first piece of information didn't say anything about pets" (urban)*

- 3.2.17 Unaffected participants were shown the boil water notices that Anglian Water had sent to homes and businesses in affected areas. Generally, the group felt the information was sufficient and that if they had received the notice, they would have stopped drinking water straight from the tap. However, unaffected participants also made a few suggested improvements for the notices:

- include a start date to ensure people know the card is applicable immediately;
- provide information about why you have to boil your tap water; and
- provide information about what will happen if you do not boil your water.

### 3.3 Information Provision during the unsafe water period

- 3.3.1 Most urban participants received a total of three letters from Anglian Water during the *Cryptosporidium* incident, although some participants, mainly from the rural areas, only received one or two letters and may or may not have received the boil water and all clear notice.

*"We didn't get the original card but we then got two more sets of correspondence in the post" (urban)*

*"During those two weeks I received two letters, which I think was a waste of time and paper, relying on the media was enough" (rural)*

- 3.3.2 Across the affected groups, a consensus was reached that the information contained in the updates was reasonably sufficient.

*"We got enough information from them" (rural)*

*"It was self-explanatory and told us all we needed to know" (urban)*

*"That was enough information but I would have liked a few more updates" (rural)*

- 3.3.3 Most participants were generally less pleased about the lack of precise information regarding how long the incident would last.

*"They were airy fairy about their info regarding how long it would last...some were saying two weeks, some were saying two months" (rural)*

*"The media worried people as they were saying it would last much longer than it actually did" (urban)*

### 3 Access to information and communication

- 3.3.4 Some urban participants commented on their use of information points, based at local shopping centres, during the incident.

*"There was also an information point at Tesco where you could go and ask questions, I used that a lot, along with others" (rural)*

- 3.3.5 Only three urban participants attempted to contact Anglian Water directly. Specific queries were made over the telephone or by email - for example, one participant had questions about her pet hamster using the water; and someone else required guidance on washing his newborn baby. Two were satisfied with Anglian's response, whilst one was still waiting for a reply to their enquiry.

*"We had a 3 day old so we wondered if there were any implications for our daughter... I didn't feel fobbed off at all" (urban)*

*"We had a community event in the village across the way and we were worried - because it was in the second week - whether it [the outbreak] was an issue because we were having caterers there and whether we'd have water for that event ... They couldn't say, when I rang up when it would be back on" (urban)*

*"My daughter emailed Anglian to ask about our hamster using the water and we still have not had a reply from them" (rural)*

- 3.3.6 One participant in an urban group owned a Public House and felt that:

*"All owners of businesses, especially ones that are high water users, should have been contacted directly. But I was too busy to ring any helpline as I was too busy boiling water the whole time" (urban/business)*

- 3.3.7 Unaffected participants did not receive any updates from Anglian Water and were not concerned by this. However, participants mentioned that had they been affected, they would have liked to have received updates through the media. One participant suggested that a news bulletin would be most appropriate.

*"You look towards the news and that, and they could sort of have a separate advert come up you know like 'this is a message on behalf of the conservative party', they could do something like that couldn't they. Anglian water, this is a message from Anglian water regarding such and such" (unaffected)*

- 3.3.8 Participants were asked if they had felt vulnerable during this period. Most groups did not feel unsafe but participants in the rural group agreed that vulnerable people, such as pregnant women, the elderly or young children, were most at risk during this period.

*"It was only if you drank the water you were possibly at risk" (rural)*

*"It was the most vulnerable that were at risk, the young and old, most people have enough anti-bodies to deal with it but those who are vulnerable are less likely to be able to cope with it" (rural)*

- 3.3.9 Unaffected participants did not feel at risk during this time.

### 3 Access to information and communication

- 3.3.10 However, several participants across the groups commented that rumours of terrorism had been discussed.

*"I think everyone thought that, had someone deliberately contaminated the water, until we were told exactly what it was" (urban)*

*"For all we knew, it was a terrorist attack in the water" (rural)*

- 3.3.11 Some participants from the rural group had made complaints to Anglian about the time taken to receive update notices.

*"I explained that they should have responded quicker and that they can send out bills to specific names and addresses but these letters about the incident were just sent to the occupier hence them getting lost and delayed" (rural)*

#### 3.4 Information Provision after the incident was declared as resolved on 4<sup>th</sup> July

- 3.4.1 All urban participants found out that the water was declared safe to use without boiling between the 4<sup>th</sup> and 7<sup>th</sup> July. Most participants from rural groups also heard through the media, but several days later, and received all clear notices up to a week later. Across the groups, participants stated that they first heard via the media, and afterwards received official notification from Anglian Water in the form of either a letter or card.

*"The card came very quickly then, I think it was like maybe Friday they were saying the water was back on and Saturday morning with the post man we had the card, so it was much quicker" (urban)*

*"Anglian were quite clear that villages would be clear at different times and that we should keep checking the website to know when it was safe, they told us on the news to keep looking at the web and the website was very useful" (rural)*

- 3.4.2 None of the unaffected group received any information from Anglian Water although some had heard that the situation was over on the news. Several unaffected participants felt it would have been useful for this information to be more widely publicised in the media, especially for people who may have been visiting the area for a holiday or business trip.
- 3.4.3 Compared with the initial information that Anglian Water mailed out to consumers, many participants were more satisfied with the speed at which they heard that their water supply was safe to consume without boiling.
- 3.4.4 Most rural participants heard later about the all clear. Some did not receive the notice at all but heard through other people. Several participants mentioned they did not believe that the water could be cleared so quickly.

*"They were inconsistent about how long it would take to clear out all the pipes and then they seemed to give misleading information as it was delayed in the first place and then we got the unclear pretty quickly but I didn't know whether to trust them or not" (rural)*

### 3 Access to information and communication

*"The third letter telling us that we can drink again was dated the 11<sup>th</sup> July but we didn't get them till about 10 days after they were dated and it was sent to the wrong address" (rural)*

3.4.5 Participants from the urban groups, but not the rural participants, were satisfied with the time lag between hearing reports that the water was safe and Anglian informing consumers directly.

3.4.6 The rural and urban groups agreed that they would have liked more information about how the water had been cleared as it was felt this would have reassured consumers more quickly about the safety of their tap water supply.

*"I did wonder how it could be clear so quickly with the amount of pipes which needed to be flushed out" (rural)*

*"Suddenly that it was clear seemed strange. They didn't make it very clear as to how they were getting rid of it" (rural)*

3.4.7 Each affected group was asked if they had continued to boil water once they had received information that the water was safe to drink. Several participants admitted to boiling the water for several days after but most participants resumed normal water usage.

*"We still boiled the water for a couple of days after getting the notice through the post" (urban)*

*"I boiled it for a week after but now I'm back drinking it again" (rural)*

*"I started to drink it again just because I couldn't be bothered with the bottles anymore" (rural)*

3.4.8 Participants explained that this was because of their concerns about the amount of time which was required to adequately 'flush' out the pipes of any contamination. For example, one participant explained that he ran his taps for some time before using the water.

#### **Vulnerable Customers Perspective**

3.4.9 Disabled and elderly participants heard about the Cryptosporidium incident on the 25<sup>th</sup> June, via a similar range of sources to urban consumers, generally. These included:

■ television news;

*"It was on lots of the telly news stations" (disabled)*

■ radio news;

*"We got it off the radio" (elderly)*

■ friends and neighbours;

*"towards the end of June...a friend had heard it on the television news, early news, and told me...a friend over the road also came and told me because I can't get out of the house" (elderly)*

■ carers; and

*"Our carer came in on the 25<sup>th</sup> and told us that we should not drink the water from the tap" (elderly)*

■ family members.

*"My grandson rang me up and said: 'Nan don't drink your water', he rang in the morning before he went to work" (elderly)*

3.4.10 The participant who spoke English as a second language explained that she first heard about the situation from friends and a Polish newspaper. She did receive the boil water notice on the 26<sup>th</sup> June, but was already aware of the incident by that point. Despite English not being her first language, she was able to make some sense of the boil water notice due to the picture of the cross over the tap and the knowledge already gained through the media and friends.

3.4.11 Most vulnerable participants felt this information was clear and precise, but stated that they did not receive the boil water notice until several days later.

*"I heard it on the radio that morning on the 25<sup>th</sup>. Two or three days later a letter came to tell me about it, it was a card...just telling you not to drink the water but that you could use it for bathing but not your teeth or washing up" (disabled)*

*"It was in the morning when I first heard about it, my daughter called me to say don't drink it. I then heard about it on the television at night, on the local news. We had a card the next day...telling us the water was unsafe until further notice" (disabled)*

3.4.12 However, although they had received the boil water notice, most disabled and elderly participants did not have any further direct contact with Anglian Water during the incident.

*"I only received information updates on the television but I would have liked to have more information direct from Anglian as I wouldn't have been so worried about it then, we needed transparent information" (disabled)*

*"It would have been better if they had phoned us all up separately during the whole thing" (disabled)*

3.4.13 One elderly participant had been telephoned by Anglian Water to ensure she was aware of the incident and to ask if she wanted any bottled water. This participant felt that the direct contact reassured her about the incident.

*"Oh yeah, we all knew about it, it came out on the news and then someone rang up and told us too, made us feel much safer that did" (elderly)*

3.4.14 Most elderly and disabled participants heard through the media and word of mouth that their water no longer required boiling before drinking. Although most participants could not state the exact date they first heard, most felt it was over the weekend of the second week of 5<sup>th</sup> and 6<sup>th</sup> July.



### Businesses Perspective

3.4.15 Most participants from businesses and other organisations first became aware of the situation through the media on the 25<sup>th</sup> June.

3.4.16 Participants were asked if they had received the boil water notices or any other postal correspondence from Anglian. Three businesses had received the boil water notices within several days of the incident occurring, and one mentioned that they would have preferred this information in a larger format so that they could be displayed on the wall for customers to read themselves.

*"I think there were three letters in total, one at the start and then two more, one obviously telling you that your water was safe to drink. But in between times there were a couple of cards that they sent out too" (business)*

3.4.17 However, initial information, and updates during the incident, were received by organisations from the Council, Department for Health and the Anglian website.

*"We had a phone call from the council at the start but didn't hear from Anglian till 3 days later" (business)*

*"The Department for Health alerted us to the situation, as we would expect in such circumstances" (business)*

3.4.18 Several participants representing businesses noted some gaps in the information they had received from Anglian as:

*"it was very informative about eating and drinking the water but I had specific questions about our swimming pool and other facilities at the caravan park" (business)*

3.4.19 Organisations and businesses received information about the all clear from the media. Several also received the all clear notice from Anglian; and several received information from the Council and Department for Health.

*"We first heard on the updates from the Department, we didn't receive anything from Anglian however" (business)*

*"I got a copy of the all clear notice sent to my workplace" (business)*

## 4 Impacts of affected water supply

### Chapter Summary

Some participants reported that they were ill prior to the incident being announced; other participants knew friends and family who experienced sickness during this period.

All consumers working or residing in the affected areas were impacted, either at home, in their workplace or in their leisure activities. However, this was described as inconvenient rather than problematic.

Vulnerable customers experienced greater challenges and stress than other affected consumers. Participants in unaffected areas were not impacted by the Cryptosporidium incident.

Affected participants boiled tap water and purchased bottled water during the incident. Bottled water was not supplied to all vulnerable customers and most groups had not heard of the WaterCare register.

### 4.1 Introduction

- 4.1.1 In this chapter, we consider how the Cryptosporidium incident impacted on participants and their families. Research participants were asked about the extent of inconvenience caused by boiling, or having to buy bottled water; to consider if their daily routines changed as a result of the incident; whether Anglia's provision of bottled water to vulnerable users was adequate; and whether the incident had influenced how they will treat water in future.
- 4.1.2 In addition, participants representing organisations and businesses were asked how the incident was dealt with in their work environment, and whether daily operations or revenue were impacted as a result of the incident.

### 4.2 Illness during the Cryptosporidium incident

- 4.2.1 Most participants did not personally experience any illness during the Cryptosporidium incident but noted that:

*"It was hard to tell if you did get ill at that time whether it was due to the Crypto bug or not" (urban)*

*"The problem is that people may have been ill but they didn't link it to the outbreak, especially if it was only minor" (urban)*

- 4.2.2 Several participants knew friends or members of their family who had experienced some illness during the incident and one participant from the affected area had experienced vomiting and diarrhoea themselves.

*"One of my daughters was off school complaining of chronic stomach ache for a week beforehand and there was nothing wrong with her she just had chronic*

*stomach ache, literally in bed at night screaming in agony. The minute we stopped drinking the water and when this happened it just stopped” (urban)*

*”I was talking to children at my grandson’s school and they were saying that children had been off for four or five weeks before the outbreak with tummy upsets” (rural)*

*”It happened with my great grand-daughter as well, with diarrhoea and sickness; she had no control at all” (urban)*

*”I was really ill man and it was really bad, I couldn’t keep anything down, I was being sick all the time so I went to the doctor...Anglian said about the water and then I put it down to that as I’m never ill” (rural)*

- 4.2.3 Two participants from the rural villages had been sick just before and just after the incident was announced but were not sure if it was related to the water. The rural group agreed that there had been many people who had been sick for several weeks before the incident was said to have started.

*”A lot of people living closer to Pitsford were impacted much earlier as we have heard from people in Boughton that they had experienced illness a week or so before they told us. It seems that it spread out from Pitsford” (rural)*

- 4.2.4 The unaffected group did not experience any illness, or know anyone who had.

### 4.3 Consumer response to the need to boil tap water before drinking

- 4.3.1 Across the affected groups, all participants agreed that the Cryptosporidium incident had influenced their daily routines. However, participants reacted to the incident in various ways - some people only used bottled water; some only used boiled tap water; many participants combined approaches; and several participants did not change their behaviour in any way at all.

*”We took two measures, we bought in the first place while the shops still had some and then we boiled all our water” (rural)*

*”I drank more fruit juice but still drank some water out of the tap and didn’t boil it for any other purpose either, I still brushed my teeth and washed my pots but I wasn’t ill” (rural)*

*”I just stuck to hot drinks and didn’t drink tap water” (rural)*

*”Me and my friend didn’t follow the advice at all and just carried on drinking it, I didn’t think the effects could be that bad” (rural)*

- 4.3.2 Generally, participants in the affected areas chose to boil water rather than purchase bottles. Most of the participants who boiled their water did so as and when it was needed, rather than boiling in the morning for the whole day.

*”It then tastes funny when it’s been boiled and sat for a couple of hours” (urban)*

## 4 Impacts of affected water supply

- 4.3.3 Several participants noted that they had bought bottled water during the early stages of the incident so they had enough bottles to store water once they had boiled it.

*"I got as many bottles as possible, just so as I could keep it in the fridge" (rural)*

*"It was a pain because I didn't have any containers so decided to buy some water just to be able to boil and store my own boiled water" (urban)*

- 4.3.4 Many participants from the affected groups commented on the panic buying which took place and the subsequent reduced availability of bottled water during the incident.

*"My daughter usually drinks bottled water only anyway but then when she went to the supermarket to buy her usual supply she couldn't and was most distressed" (urban)*

*"It was on the local news that day that people were panicking and buying lots of water so the supermarkets were restricting the amount you could buy" (rural)*

*"We had to go to Banbury as Daventry supermarkets had sold out and Banbury were also limiting how much people could buy" (rural)*

*"My daughter and I went shopping on that afternoon, not with the intention, just normal shopping, and we were shocked to see loads and loads of water being delivered to the supermarket and they were queuing round the aisles filling their trolleys up and we couldn't understand it, it's just ludicrous really!" (urban)*

- 4.3.5 Most affected groups mentioned that they had forgotten to boil their water on several occasions, especially when brushing teeth.

*"Sometimes I completely forgot about it" (urban)*

*"A few times I used the water without thinking - 'stop, I need to boil that first!'" (rural)*

- 4.3.6 Some participants from the urban groups admitted that they had stopped boiling the water after a while and just used the tap water as usual.

*"If I'm going to get it I'm going to get it, at least it takes away the hassle of having to boil water all the time" (rural)*

*"I have brushed my teeth in much worse water around the world, if I'm going to be sick then I'll just put up with it" (urban)*

- 4.3.7 One participant from the rural group mentioned that she also bought antibacterial hand gel for using in the bathroom as she did not want visitors to wash their hands with bottled water.

### 4.4 Specific impacts on daily routines

- 4.4.1 All participants agreed that the incident had impacted on their daily routines either at home, work or during leisure activities. Despite this, most participants felt this was an inconvenience rather than a major problem.

*"The problem would have been if we didn't have water. The fact that we could still boil the water and it still came out of the tap we were fine. I'm sure it could have been a lot worse" (urban)*

#### Impacts in the home

- 4.4.2 Participants were asked to consider how they were affected at home. Across the affected groups, a range of impacts were discussed, including:

##### ■ continuously boiling water before drinking it;

*"You had to do quite a lot of boiling as well" (urban)*

*"I seemed to be constantly boiling water the whole time, it took up a lot of my time" (rural)*

*"It was a real hassle having to boil all your water and I thought straightaway, how am I going to store all this water" (urban)*

##### ■ boiling water before washing food with it;

*"You had to think before you washed your vegetables and things like that" (urban)*

*"It took so long to cook and a few times I actually forgot" (urban)*

##### ■ using bottled water or boiled water to brush teeth;

*"The most difficult thing to remember as well I found, you scrub your teeth and then you always put your brush under the tap" (urban)*

*"I found cleaning teeth was the most annoying thing for me, especially when you've got false teeth" (urban)*

*"I had post-it notes on all the sinks in my house to remind myself and the children not to use the tap water when brushing their teeth" (rural)*

##### ■ ensuring that children didn't drink water in the bath or shower;

*"I was a bit more vigilant about, I've got a two year old and when she's in the bath she drinks more of it than she washes herself with and we had to keep telling her to not do it" (urban)*

*"I had to try and watch the kids because they had a tendency to stand in the shower with their mouth open and they just drink the water so I had to make sure that they didn't" (rural)*

*"My daughter was drinking some of the bath water before I realised that she shouldn't be, it totally slipped my mind about the crypto in the water" (rural)*

### ■ buying bottled water; and

*"I did try boiling water and still using it but the level of fluoride and everything, especially towards the end, that they had in it to keep it clean tasted awful and so I just used bottled water for everything" (urban)*

*"The supermarkets sold out in Daventry and Rugby... It was alright if you had a car and you could go and buy some bottles but if not you couldn't carry them yourself without a car" (rural)*

### ■ providing pets with bottled or boiled water;

*"I felt so ridiculous giving my cats bottled water" (urban)*

*"We even gave the hamster bottled water as he was ill for a while too so we had to take him to the vet, another added expense" (rural)*

*"I was boiling water for my dog and cats, it was too expensive to buy them bottled as well, it was a right pain, I couldn't be doing with that at all" (rural)*

4.4.3 One participant noted that *'If my cats can drink out of puddles and from where water gets caught in the children's playground I took the view that the tap water was ok for them' (rural)*.

4.4.4 Unaffected participants did not believe their daily routines were influenced in any way and found it difficult to consider the ways in which they may have been inconvenienced had they been in the affected area. One participant expressed concern about not being able to brush teeth with tap water and felt it would be a real nuisance.

*"It would be a pain to have to boil the water for brushing your teeth; that would be the most difficult bit" (unaffected)*

4.4.5 Another participant from the unaffected group mentioned the issue of children drinking bathing water.

*"With babies, if you put them in paddling pools, it says you can bath with normal tap water but my baby drinks the water" (unaffected)*

### Impacts in the workplace

4.4.6 Generally, participants did not feel that their workplaces had been significantly impacted. However, a few participants commented on the inconvenience caused by the removal of coffee dispensers and vending machines.

*"We couldn't have a hot drink out of the machines as the water in them doesn't get to boiling point" (urban)*

*"We only had one kettle to use but it didn't really make much difference" (rural)*

*"We have bottled water at work anyway so it made no difference" (rural)*

## 4 Impacts of affected water supply

*"My school was impacted but we just had to provide bottled water to the pupils and then they paid the next day, that was it really" (rural)*

- 4.4.7 One participant from an affected rural area mentioned that the incident had disrupted the running of her own business.

*"I wasn't able to buy fish for my restaurant as all the fish had been condemned in the supermarket as they had used ice from the Northamptonshire water" (rural)*

- 4.4.8 Several participants who were parents also noted the difficulties caused by their children's schools closing.

*"My daughter's school closed for the day so I had to sort out alternative care for her, along with other parents taking time off their own work to do the same thing as me" (urban)*

### Impacts on leisure activities

- 4.4.9 Participants were also asked to comment on whether their leisure activities had been influenced during the Cryptosporidium incident. All groups were able to provide several examples of such impacts.

*"I didn't want to go out for dinner as I wasn't sure if they had washed the salad and vegetables according to the advice" (rural)*

*"It changed my behaviour, I didn't order water or have anything with ice in it" (rural)*

*"I was bit concerned about taking my baby swimming as I don't want to expose her being so young" (urban)*

*"I went to a restaurant during the situation and my son wasn't able to get a glass of water so had to drink a carton of juice" (urban)*

## 4.5 Knowledge of the WaterCare register

- 4.5.1 The WaterCare register is a contact list of Anglian's vulnerable customers. These customers may require extra assistance and have asked for specific services in the past. As such, a range of specific services are offered to vulnerable customers, including: alternative water supplies if tap water is not going to be accessible for more than 24 hours, alternative bill arrangements (reading the bill over the phone or sending to a companion), and providing a minicom service for text telephone enquiries.

- 4.5.2 Most participants did **not** know about the WaterCare register. Only two participants in the rural group already knew about it. However, several participants from the urban group knew vulnerable people who had received bottled water. Across the affected groups, only three people were already on the WaterCare register so its coverage is very limited.

- 4.5.3 Participants were informed about the register and many participants subsequently commented on the problematic definition of the term 'vulnerable users'.

*"What does that word actually mean though?" (rural)*

*"Are the vulnerable the old, or people who are sick no matter how old they are?" (rural)*

- 4.5.4 One gentleman in the urban group had come out of hospital just before the incident and was unable to get out to the shops to buy bottled water.

*"I'd just come out of hospital and I needed water to take tablets and I couldn't get out so I was having to boil it and let it cool down, taking hours, and then take tablets. I could have got some water... and get it delivered to me as I couldn't go out, couldn't drive or nothing" (urban)*

- 4.5.5 Apart from one participant who was already registered, no other participants received any free bottled water during the Cryptosporidium incident. Generally, the groups did not feel that Anglian should have provided all consumers with bottled water, but agreed that all vulnerable people should have received bottled water.

- 4.5.6 However, one participant felt that all customers should have received at least some bottled water.

*"It would have been nice if they had delivered, even if it was just one case of water to every home just as a gesture that would have been much easier... They could have delivered one case to every home" (urban)*

- 4.5.7 The urban group discussed the allocation of bottled water to organisations in the affected area.

*"My partner works at a local school and they did not receive any bottled water so the teachers were rushing around to boil enough when they should have been doing other things, like teaching" (urban)*

*"The nursery where my son goes asked parents to take their own bottled water in, which simply was not fair, Anglian water should have supplied that for us" (urban)*

*"I don't know why Anglian didn't send representatives out to nurseries and care homes where the elderly are - they were the ones which needed the information and bottled water quickly" (urban)*

### **Vulnerable Customers Perspective**

- 4.5.8 Disabled and elderly participants were more significantly impacted upon during the incident.

- 4.5.9 One disabled participant reported being unwell during the incident but was not sure if it was related to the water. A further two elderly participants also experienced some diarrhoea a week prior to receiving notification about the Cryptosporidium incident.

*"I was sick for about two weeks before all this water business started, it may have been due to the water but who knows" (elderly)*

*"I had awful sickness, very unlike me" (disabled)*



## 4 Impacts of affected water supply

- 4.5.10 Most participants boiled their water either by themselves, or with the help of carers, during the incident; some participants thought this was very inconvenient as it took a long time but others were less concerned about boiling their water.

*"What we did was boil the water for drinking at once and then boil as and when for everything else...we managed to do without bottled water" (disabled)*

*"It didn't really impact on us that much, we just had to boil the water more, it was just a bit awkward" (elderly)*

*"It was very inconvenient. It was a lot of hassle having to boil water for everything" (elderly)*

- 4.5.11 Participants who were physically disabled found this more troublesome than those who were mentally disabled and noted that if they had been ill because of the Cryptosporidium in the water, it would have been harder to deal with any sickness or diarrhoea.

*"Well I'm more susceptible to some bugs what with being in a chair and it's more inconvenient having to boil water when you are in a chair" (disabled)*

*"I wouldn't be able to boil the water as I can't stand up alone, it was a good job for the bottled water I received" (elderly)*

- 4.5.12 Participants were asked if they had received any bottled water from Anglian. Some of the elderly participants had received bottles, as well as one disabled participant. However, most were unsure whether this supply had come from Anglian as it had unexpectedly arrived without any prior notice. These participants also explained that they had received different amounts of water and at different periods during the incident.

*"I received one lot of water off them, when they were delivering to my next door neighbour who is elderly, I asked the delivery men if I could have some too and he had some left over so I got one supply...about two weeks later this was" (elderly)*

*"on the Thursday when I got home there was 8 or so bottles of water on my doorstep...I didn't have anymore from Anglian but the helpers were very good at making sure that was the only water I used. I didn't know I was getting it and just presumed that it was from Anglian but it seemed that those with carers got bottled water" (elderly)*

*"We bought about 4 bottles when it first came out on the wireless but then we had about 8 bottles delivered everyday, the first came about a couple of days after it started" (elderly)*

- 4.5.13 Several elderly participants, and one participant who was disabled, had purchased bottled water during the incident. Although this was more expensive, it was thought to be less inconvenient than continuously boiling.

*"It didn't impact on us because we didn't have to boil the water because we got the bottles" (elderly)*

## 4 Impacts of affected water supply

- 4.5.14 Several elderly and disabled participants, as well as the non-English speaker noted the added expense of having to buy bottled water during the incident. One participant noted that:

*"Having to buy your own bottled water was not fair...the electricity would have cost a bit more too. I used anti-bacterial wipes on my surfaces too, that cost extra for us, we shouldn't have to pay for it when the water has gone wrong" (disabled).*

- 4.5.15 Similarly to the urban and rural participants in the affected areas, there was a lack of awareness about the WaterCare register amongst the elderly and disabled, leading to annoyance on first hearing about such a thing.

- 4.5.16 Several participants noted that their carers had spent longer at their homes during the time of the incident due to the increased pressure on their caring responsibilities.

*"Our carers were fantastic throughout the situation, they boiled everything for us, took them ages it did but they did it" (elderly)*

*"My carers were very good at boiling everything for me" (disabled)*

*"It didn't impact on my routine so much as my helper's routine" (elderly)*

- 4.5.17 All but two of the elderly participants discussed the stress which had been caused during the incident.

*"It was really worrying, I wasn't sure how I might be affected by it" (elderly)*

*"I talked to my carer about it to calm me down and my family were a huge mental support too" (elderly)*

- 4.5.18 Two of the elderly participants stated that they now store bottled water at home in case of future emergencies with water supplies. Participants explained that this was largely because they needed a clean and plentiful water supply due to their illnesses.

*"I keep some bottled water at home just in case now" (elderly)*

*"We are storing bottles at home now just in case, because I'm diabetic I have to drink lots of water, so we need a supply just in case" (elderly)*

*"I mainly drink tap water now but keep bottled water at home just in case of an emergency again. I've got to be careful because of my immune system so need bottles just in case" (disabled)*

### Businesses Perspective

- 4.5.19 None of the businesses reported that any of their clients or staff members had been ill during the Cryptosporidium incident. However, representatives from organisations with a social responsibility noted that patients had been ill during the incident, but that this had not been attributed to the water or tested for Cryptosporidium.

- 4.5.20 Organisations and businesses reported using a combination of techniques in handling the incident. Although some were able to boil tap water, others preferred to use only bottled water or bought carbonated drinks to replace their usual drinks on tap.

## 4 Impacts of affected water supply

*"It made running the club very difficult and expensive as we had to buy in bottled water and large bottles of coke/soda water and buy ice too. It's difficult to say how much it cost though" (business).*

*"We just boiled absolutely everything, the girls came in earlier than normal to boil it all up so that we always had a supply for the day" (business)*

4.5.21 Two of the participants from organisations with social responsibilities advised that they had received bottled water that was sufficient for their needs but felt it should have arrived earlier; both had already bought a supply of bottled water before receiving anything from Anglian. In total, only two of the organisations received bottled water from Anglian and none of the businesses.

4.5.22 As a result of the incident, all but one of the organisations/businesses now keeps a supply of bottled water at all times.

*"Ideally it would have been better to receive the water on the first day. I do keep some bottled water in at the nursery now, just in case of a similar emergency" (business)*

*"There are some bottles, not many, but enough to last us a day or so" (business)*

*"We now keep an emergency supply, we just can't risk it happening again" (business)*

4.5.23 The daily operations of both the organisations and businesses were impacted in various ways.

4.5.24 All participants representing businesses felt they had experienced at least some loss of earnings during the incident. This was mainly related to the additional time spent boiling water or the cost of buying bottled water.

*"You couldn't use the drinks dispenser and things like that. But my husband just went to cash and carry and bought a load of cans and drinks in, water and stuff" (business)*

*"We purchased extra kettles so that we were able to boil enough water" (business)*

4.5.25 Several participants specifically mentioned the added staff costs that were incurred.

*"We had to employ extra staff during the outbreak since it took time for staff to boil water and so they couldn't continue with normal responsibilities" (business)*

4.5.26 Organisations also described the difficulties involved in explaining the situation to patients, especially the very young or disabled, as well as their family.

*"I mean, it is very difficult to tell someone with dementia that they are not to drink the tap water" (business)*

#### 4 Impacts of affected water supply

*"We had to keep an extra eye on the children to make sure that they weren't drinking the water straight from the tap. It was a nightmare though sometimes... we don't have the time or the resources" (business)*

*"We had to take time to explain to the children's parents too, to reassure them" (business)*

- 4.5.27 In general participants viewed these impacts as inconvenient and *'it was manageable, we just got into the routine but it wouldn't have been so good if it had lasted longer'* (business).

## 5 Perceptions of drinking water

### Chapter Summary

Consumer perceptions about the safety of their tap water supply were unaffected by the Cryptosporidium incident.

Many participants (particularly vulnerable customers) expressed some concern about a similar event happening in the future; these participants now store a reserve supply of bottled water at home.

Other participants from affected areas now value their water more highly because of the incident.

### 5.1 Introduction

- 5.1.1 This chapter reports on participants' views about drinking tap water, and consumer confidence about the safety of their current and future tap water supply.

### 5.2 Perceptions of the water supply

- 5.2.1 Participants were asked if they had any on-going concerns about using their tap water. Generally, participants from all groups felt their water was safe to drink without having to boil it anymore, and that the quality of their water was similar to before the incident.
- 5.2.2 Across the affected and non-affected groups, all but two participants did not feel that their water looked, smelt or tasted any different to before the Cryptosporidium incident occurred.

*"Once they said it was clear that was it as far as I was concerned" (urban)*

*"Its safe enough now isn't it" (rural)*

*"When I found out that it was OK I believed them, its safe to use again" (rural)*

- 5.2.3 Some participants had started to use the tap water as soon as they had heard in the media that they could do so; others waited until they had received official notification from Anglian Water.
- 5.2.4 Several participants from the rural group stated they were unsure about how water is treated in order to make it safe for consumption and that more information about this may help to reassure consumers about the future safety of their tap water supply. Participants in affected areas demonstrated some concern about it happening again.

*"I think Anglian Water should be clearer about what they actually add to the water...you took it for granted before but now I just wonder what chemicals they add to it" (urban)*

## 5 Perceptions of drinking water

- 5.2.5 Furthermore, one participant from the urban group noted that the incident had prompted concerns about the quality of their water.

*"The difference in water quality across the country and what happens to it during the treatment process"* (urban)

- 5.2.6 None of the participants from the focus groups were still buying bottled water (where they did not before the incident) although, as discussed in Section 3.4.7, some participants acknowledged that they had continued to buy bottled water, or boil water, for up to a week after it was announced that the Cryptosporidium was cleared.

- 5.2.7 Two participants from the rural group have continued to boil their tap water because:

*"I'm still giving my dog boiled water but I gave him bottled water to start with"* (rural)

*"My husband has diabetes you see and so doesn't want to risk it, we boil it up and then put it in the fridge but we had to buy bottled water first so that we had something to store the water in. It will take a long, long time before my husband even attempts to drink it but because of his illness I don't think he will ever drink it straight from the tap again, he suffers from a disease and he has to watch what he drinks all the time"* (rural)

- 5.2.8 This participant did not feel that her husband would change his mind about using tap water even if a representative from Anglian was to visit their home to explain the cleaning process, or if it was possible to choose another water company.

- 5.2.9 All of the unaffected participants had continued to use their tap water as normal throughout the incident and all felt confident that it was safe to do so. However, some unaffected participants said they may have started boiling the water or buying bottled water if they had noticed any differences in the taste or appearance of their water.

### 5.3 The value of water

- 5.3.1 Participants reported mixed views about the value of their tap water and whether their opinions had changed since their experience of the Cryptosporidium incident. Participants from the unaffected area noted that they valued having a safe water supply but this had not changed throughout or since the incident.

- 5.3.2 Other groups from affected urban areas discussed the increased value which they now place on water as a result of the Cryptosporidium incident. Participants from these groups compared their situation to people living in countries without a constant supply of safe water; many felt they took their water supply for granted.

*"We just turn on the tap and the water's there and I think we're just very fortunate"* (urban)

*"Makes you realise how lucky we are to have a clean water supply"* (rural)

## 5 Perceptions of drinking water

- 5.3.3 Several participants from the affected urban group believed their views may have differed if the water supply had been completely turned off during the Cryptosporidium incident. However, as they were still able to use the water for certain things, such as flushing the toilet, participants continued to use water in much the same way as before the incident.

*"I don't think it had so much impact because it was just drinking water" (urban)*

- 5.3.4 In comparison, some participants in the rural group did not feel their attitudes towards the value of their water had changed, while those who continued to have some concern were now storing a reserve supply of bottled water.

*"We have some bottles of water at home now, you never know if it may happen again" (rural)*

### Vulnerable Customers Perspective

- 5.3.5 Elderly and disabled participants reported mixed feelings about the safety of their tap water. Some were reasonably satisfied, although many participants who suffered from other illnesses emphasised their continued concern about using tap water.

*"I'm a bit more paranoid about using the water now" (disabled)*

*"I'm more apprehensive about the tap water but still using it" (elderly)*

- 5.3.6 Elderly and disabled participants were asked if their experience of the incident had influenced their views on the value of their tap water; most agreed that they now value it more highly.

*"You do value it more now, it makes you appreciate it more, especially as there are so many countries without clean water, it makes you realise how they suffer. Before I just used to leave the tap running but not anymore, I'm more careful about not wasting it" (elderly)*

*"We didn't realise how important water was until it happened" (elderly)*

- 5.3.7 Many elderly participants were concerned about a similar incident occurring again in the future.

*"But you never know when it might happen again" (elderly)*

### Businesses Perspective

- 5.3.8 All participants from businesses explained that they have resumed usual routines in the workplace and that tap water is once again being used by employees and clients/patients.

*"I think tap water is very safe. We use it as normal again" (business)*

- 5.3.9 One business reported that they had continued to boil tap water for several days after hearing the all clear. This was because

*"We were used to boiling water by that time so it didn't make that much difference to us and we needed to make sure none of our customers got ill from the incident" (business)*

## 5 Perceptions of drinking water

- 5.3.10 None of the participants representing businesses or organisations had received any complaints about the quality of the water which was supplied during the incident, or since it happened.
- 5.3.11 One participant expressed the importance of ensuring that guidance was correctly followed, from both Anglian and other official sources, so that clients or customers were not harmed. Despite this, all businesses and organisations generally felt confident about their current water supply.

*"I'm not particularly worried as I trust the water from Anglian" (business)*

*"We are using the water again and feel it is safe to do so" (business)*



## 6 Goodwill gestures

### Chapter Summary

All participants agreed that Anglian Water should provide customers with a goodwill gesture as compensation for their experience and this should be monetary.

Although there were mixed opinions about the exact amount, participants felt that £30 was adequate for most customers.

In general, participants indicated that vulnerable customers should receive a larger amount of money as they were inconvenienced to a greater extent than other domestic customers.

### 6.1 Introduction

- 6.1.1 We present customers' views on Anglian Water's goodwill payments in this chapter. Participants were asked if they had received any form of goodwill gesture, and discussed the types of gesture they would recommend for similar incidents.

### 6.2 Goodwill Gestures

- 6.2.1 Participants were informed that water companies are not required to give compensation when they send out boil water notices to customers, but that Anglian wanted to provide customers with a gesture of goodwill for their experience of the Cryptosporidium incident. This offer was welcomed by participants.
- 6.2.2 None of the groups had received any form of goodwill gesture but most participants from affected areas had received a letter from Anglian informing them that a goodwill gesture would be provided; a figure of £30 had been discussed in this correspondence. All affected groups mentioned a figure of £30 unprompted, but no reference was made to this relating to free water provision for six weeks or more.

#### What type of goodwill gesture should be offered?

- 6.2.3 All groups debated various ideas of how goodwill payments should be made and who should receive them. Participants discussed the differences between people who have a water meter and those who do not; large households who use a great deal of water and small households who use much less; customers versus consumers; and whether the goodwill payment should only be supplied to the vulnerable, or spent on a community initiative/water related charity, or if it should only go to bill payers.
- 6.2.4 All participants believed that people and businesses/organisations that were affected by the Cryptosporidium incident should receive compensation. Unaffected participants did not feel that they should receive anything as they were not impacted during the incident.
- 6.2.5 Across the groups, most participants agreed that any form of goodwill gesture should be received by individual bill payers instead of being invested in something for the community to share.

*"It would be wasted if you used the money from the goodwill gesture to pay for something in the community, it wouldn't be appreciated as much" (rural)*

*"I don't like the idea of it being spent of the community, no one really gets any benefit out of it then" (rural)*

- 6.2.6 Several participants from affected areas supported the idea that community groups or charities should ideally receive something from the incident but that this was ultimately down to individual choice, rather than Anglian Water.

*"If it was across the board then you do what you like with it don't you. If you're well enough off and you're given say £30...you should maybe give it to [named a charity]" (urban)*

- 6.2.7 A consensus was reached by all groups that the most appropriate type of gesture would be financial and that a 'gesture of £30 is a good idea' (urban).

*"Anything is better than nothing" (urban)*

*"I think that is an acceptable amount" (rural)*

- 6.2.8 Some rural participants did not feel £30 was enough money to reflect the inconvenience caused by the Cryptosporidium incident. In addition, most of the unaffected group felt that £30 seemed fair but several participants recommended it should be increased to £50 for those people who were impacted during the incident.

*"Thirty quid doesn't seem all that much does it?" (unaffected)*

- 6.2.9 Participants were asked how they would feel if different amounts were issued to different customers. Some participants, from both the urban and rural groups, did not feel there should be different amounts of money for different people or types of users.

*"There should just be a blanket amount that goes to everyone, I would feel quite upset if some people got more money than me" (urban)*

*"Why should some people get more, we all had to put up with the hassle, it was unfair on us all" (rural)*

- 6.2.10 Many participants from the affected groups felt that the exact amount of money should be related to the type of water user.

*"It should be done fairly, therefore, relating to the amount of water used" (rural)*

*"People that haven't got water meters get as much water as they like running into their house, those on water meters you're metered on the amount coming in aren't you so there's going to be a big difference in bills and what the gesture should equate to" (urban)*

*"A fairer way of doing it perhaps if you think about the costs, you've got the cost of buying the water you've also got the cost of getting in your car and driving somewhere and picking it up. The cost of water compared to travel costs is*

*relatively small. Perhaps a fairer way or half way house might be to do it on the number of consumers in the house" (urban)*

- 6.2.11 All participants agreed that £30 would be satisfactory for general consumers but not for other organisations, like schools, or those most vulnerable such as the elderly; vulnerable customers were thought to have been inconvenienced to a greater extent. Anglian has said that businesses who contact them will be considered on a case by case basis.

*"If you are elderly at home alone you may have had a lot of grief due to the incident but may not use much water. It's the vulnerable people that suffered the most and so they should get more money" (rural)*

*"Organisations should receive more than that, that's a ridiculous amount of money for businesses, they may have lost in the hundreds, rather than tens of pounds" (rural)*

### Receiving the goodwill gesture

- 6.2.12 Participants debated whether the money from a goodwill gesture should be automatically taken off their water bills or provided as cash/vouchers.

*"You've got to see it haven't you in you bill or on your direct debit" (urban)*

*"Vouchers might be good, because then you might be able to spend the money on other things such as food shopping" (rural)*

- 6.2.13 Some participants from urban areas expressed concern that calling it a gesture, rather than being termed compensation, may encourage Anglian Water to increase their prices next year to cover the costs.

*"You also want some sort of reassurances that this time next year, you've had the £30 credit, but they haven't put our bills up so much that you take back the £30" (urban)*

- 6.2.14 Participants from all of the affected groups mentioned other expenses which had been incurred during the Cryptosporidium incident. These included, increased electricity bills, purchasing bottled water and using anti-bacterial wipes or gel.

*"Bottled water's not cheap, if you've got to buy a lot of it. Plus of course you've got to pay for the electricity or gas whatever used to boil the water so those bills are going up" (unaffected)*

*"I was boiling masses of tap water using these big vats, so I would like Anglian to pay my electricity bill for that time rather than offer me £30" (rural)*

*"All they're doing is paying what you've used extra, that's not a goodwill gesture is it? You know if you've got to go down to the shop every day and that costs you £10 in petrol and they give you £10, you're not actually getting anything extra, all they're doing is paying your fuel bill aren't they!" (unaffected)*

- 6.2.15 However, many participants considered the cost of bottled water to be minimal and not needing reimbursement.

*"I'm more concerned about the future safety of the tap water rather than the money that was involved in buying bottled water" (rural)*

*"I probably only spent a small amount on my bottled water so I would be happy with anything" (urban)*

*"It probably didn't cost most people £30 to buy their bottled water so they are getting something extra out of Anglian if they get £30" (urban)*

### **Vulnerable Customers Perspective**

- 6.2.16 Similarly to other consumers, elderly and disabled participants reached a consensus that a goodwill gesture was required for their experience of the incident and the subsequent inconveniences which had been caused.

- 6.2.17 Several elderly participants suggested that a goodwill gesture should take the form of vouchers, or a reduction in either the water bill or water rates.

*"I've got a water meter and pay every week but I would like to have a bit off the water bill" (elderly)*

*"I guess vouchers would be best, that would help pay for the inconvenience" (elderly)*

*"A reduction in the water rates would be best" (elderly)*

- 6.2.18 Most disabled participants explained that they would not be happy if different types of customers received different amounts of money for their goodwill gesture.

*"I think about £30 would be fine, I would be happy with that but not very happy if different people got different amounts" (disabled)*

### **Businesses Perspective**

- 6.2.19 All participants from businesses agreed that a goodwill gesture should be provided and that this should take a monetary format, to be provided directly to the business. It was also stated by these participants that £30 was not enough money to reflect the inconvenience and loss of revenue which had resulted from the outbreak; none of the businesses were aware that Anglian would consider their case separately on request.

*"If you can prove it I think you should be able to get more than £30, we kept all the receipts as the profits are lower for that period than usual and we should be able to get that money back" (business)*

*"A financial gesture would be the best, it definitely cost us a lot of money, they were saying £30, which is fine for individuals but that doesn't touch the sides of the amount of money we lost as a result of the situation and parents taking their children out of the nursery, we lost hundreds of pounds" (business)*

*"We certainly lost a huge amount of revenue, which in our opinion should be reimbursed" (business)*

- 6.2.20 However, participants representing organisations with a social responsibility emphasised that it was important to ensure that their patients/clients also benefit from any gesture, rather than merely the organisation having financial gain.

*"The patients need to receive something, or the home needs to get something that everyone can use and benefit from" (business)*

# 7 Anglian Water's reputation

## Chapter Summary

Participants had mixed views on Anglian Water's reputation, and whether the Cryptosporidium incident had impacted on their overall opinion of their water company.

Vulnerable customers were less satisfied than other consumers about how the incident had been handled, but did not believe it had influenced their views about Anglian's reputation.

Businesses identified ways in which the incident could have been better handled by Anglian, but did not indicate that their reputation had been severely impacted.

All participants agreed that, overall, the incident has not caused any long term damage to Anglian's reputation.

## 7.1 Introduction

7.1.1 This chapter examines participants' views about their water company following the Cryptosporidium incident.

## 7.2 Attitudes towards Anglian Water

7.2.1 Participants were asked if they felt the incident had impacted on Anglian Water's reputation. Most participants did not feel it had greatly impacted on Anglian's reputation but that it had probably '*been challenged a bit*' (urban).

7.2.2 Some participants, largely from the rural groups, felt that the incident had negatively impacted on Anglian's reputation.

*"Its there in your mind for the future and has tarnished their reputation" (rural)*

7.2.3 Another rural participant believed that the incident had influenced consumers' underlying confidence in Anglian.

*"It heightens the lack of confidence we have in Anglian to manage our well being" (rural)*

7.2.4 In comparison, some participants from affected urban areas suggested that the Cryptosporidium incident would reflect positively on Anglian Water. This was largely because participants felt that Anglian had been honest about the incident and dealt with the impacts in a timely and efficient way.

*"I think it's been fairly positive actually, they put their hands up and told us as quickly as they could" (urban)*

*"They sorted it out quicker than they originally said it would take" (urban)*

*"I think they were very good at handling the situation" (rural)*

## 7 Anglian Water's reputation

- 7.2.5 Generally, participants from across the groups did **not** feel that Anglian's reputation had suffered during the incident.

*"They didn't try to brush it under the table did they, they were open" (urban)*

*"I don't think it has really, its happened and now its done with, so we should just get on with it" (rural)*

*"For me, I don't think its affected their reputation at all...it didn't really bother me that much" (rural)*

- 7.2.6 Across the affected groups, some participants discussed the possibility of changing water company. Several participants noted that it did not matter whether Anglian's reputation had been impacted as it is not possible to change water company anyway. In comparison, several other participants from unaffected areas declared their desire to change water company because of feeling unsatisfied with how Anglian had dealt with the incident.

*"The problem is though you can't change providers can you, you're stuck with Anglian Water, even if they give you a diabolical service what can you do" (unaffected)*

*"I think some people would change water company if possible" (rural)*

- 7.2.7 The unaffected group did not believe that the incident had changed Anglian's reputation, although two participants did say there was a possibility that people may think Anglian were not abiding by industry standards.

*"Looks to me as though Anglian are not doing their job properly" (unaffected)*

### Vulnerable Customers Perspective

- 7.2.8 Generally, elderly participants who received bottled water were more satisfied about the way in which Anglian handled the Cryptosporidium incident, compared to those who did not receive any bottled water. Across the groups, participants felt that all vulnerable people should have received a constant supply of bottled water throughout the incident.

*"They could have bought me some water without me having to ask for it, it should have been automatic, they only have to get a list of vulnerable people from the council" (elderly)*

*"I'm very satisfied, I know they are always on hand if we need them, they provided us with water and rang us up too" (elderly)*

*"They need to let us know that vulnerable users can register and get bottled water, they just need to tell us what to do, that is fine" (disabled)*

- 7.2.9 Most elderly and disabled felt goodwill gestures were deserved and these participants were generally less satisfied than general consumers regarding Anglian's response to the Cryptosporidium incident. Despite this, elderly and disabled participants did not feel that it had severely impacted on Anglian's long-term reputation.

## 7 Anglian Water's reputation

*"It was just one of those things and something we had to grin and bear, they handled it ok" (elderly)*

*"Its over now so its not really worth worrying about, but you know, it wasn't that nice experiencing it at the time" (elderly)*

*"I can't blame Anglian water, its just one of those things that happened, at least they warned us and everything" (elderly)*

### Businesses Perspective

- 7.2.10 Most participants from organisations and businesses reached the consensus that Anglian's reputation had not been severely affected. These participants acknowledged that such instances may occur but that it had not damaged Anglian's long-term reputation.

*"I thought they handled the situation quite well actually" (business)*

*"Their service has now resumed and it back to usual again, so we are happy" (business)*

*"There were a few things they could have done better but experiencing these types of things allows us to learn about better handling it in the future" (business)*

*"I don't know that they could have done very much more than what they actually did. I think they handled the situation well" (business)*

- 7.2.11 Nonetheless, one of the participants representing an organisation mentioned that she would have preferred to have heard directly from Anglian, rather than other sources of information.

### 7.3 Maintaining Anglian's reputation

- 7.3.1 Although many participants felt that Anglian Water's reputation had not significantly suffered as a result of the incident, participants were asked if there was anything else the water company might have done better during their handling of the Cryptosporidium incident.

- 7.3.2 Most participants agreed that similar incidents should not happen again.

*'Anglian need to make sure that nothing like this happens again' (rural)*

- 7.3.3 Participants from across the affected and non-affected groups, vulnerable customers and organisations/businesses, suggested that the following would have been useful during the incident:

- a free phone number (0800 number) instead of the 0845 number that was provided;
- information about the WaterCare register with the original information which was sent out to consumers;
- sending official information to those affected much quicker, and to specific names and addresses rather than the 'occupier';



## 7 Anglian Water's reputation

- more loud hailer vans;
- official media statements from Anglian Water;
- the names of the specific villages and areas which were, and were not, affected; and
- how Anglian know that the Cryptosporidium incident was caused by a rabbit and how similar events will be prevented in the future.

7.3.4 Most participants agreed that the information which was supplied by Anglian was sufficient, despite the delay in receiving information in rural areas; however, filling the gaps identified above would have provided consumers with a more comprehensive understanding of the whole incident.

## 8 Conclusions and recommendations

### 8.1 Introduction

- 8.1.1 This chapter summarises the main findings of the research and makes recommendations to industry for how it should respond to similar incidents in the future.

### 8.2 Consumer experiences of the Cryptosporidium incident

- 8.2.1 Not all participants received the necessary information about the Cryptosporidium incident immediately after it was announced. There was only partial coverage of the boil water notices, arriving several days after the incident was known. The level of detail was generally sufficient, although arrived too late to be informative as the media and word of mouth had already proved to be the most successful methods for quickly informing customers and consumers.
- 8.2.2 The delay in receiving information from Anglian Water resulted in some customers, especially those residing in rural areas or the elderly/disabled, being at risk. Some participants reported being ill and many of the vulnerable experienced stress; many were concerned about ensuring they followed the instructions from Anglian correctly and some were worried that they would not be able to boil their tap water.
- 8.2.3 Anglian Water records the vulnerable customers who contact them to request specific assistance, such as the deaf or those that are ill. A range of services may be available to vulnerable customers, including: alternative water supplies if tap water is not going to be accessible for more than 24 hours, alternative bill arrangements (reading the bill over the phone or sending to a companion), and providing a minicom service for text telephone enquiries. However, there was a lack of awareness about the WaterCare register among all participants and only some vulnerable customers received bottled water from Anglian. As such, vulnerable customers faced increased difficulties in dealing with the incident. The WaterCare register had only a limited coverage of vulnerable customers as it did not identify a comprehensive list of those customers in need of bottled water.
- 8.2.4 However, generally participants felt that the service that Anglian supplied during the incident was acceptable and that they did not expect all consumers to receive bottled water throughout the Cryptosporidium incident.
- 8.2.5 All participants were impacted either in the home, workplace or in their leisure activities. Overall, the majority of participants reached the consensus that these impacts had been inconvenient rather than problematic.
- 8.2.6 Participants feel their tap water is once again safe to consume without boiling and the goodwill gesture has been well received. Consequently, there does not appear to be any long-term damage to Anglian's reputation resulting from consumers' experience of the Cryptosporidium incident.

## 8 Conclusions and recommendations

- 8.2.7 The overall business perspective illustrated many similarities, and differences, to other consumers. Some of the organisations received bottled water and often had specific questions which were not answered by the generic information distributed by Anglian through the post or media. However, all agreed that the amount of the goodwill gesture should be more than that issued to general consumers to reflect the increased loss of earnings experienced by most businesses. Nonetheless, most have now resumed normal business and feel confident about employees and clients using the tap water.

### 8.3 Lessons for the future

- 8.3.1 It is fundamental that the water industry uses quick and reliable communication channels when alerting consumers to incidents, and when informing of the all clear. Therefore, in such circumstances, water companies should ensure they have a means of making quick, reliable contact with local news stations. Radio and television can reach people more quickly than 'boil' cards and/or localised loud-hailers, and should be used as the basis to support these methods which have only partial coverage. This is especially important in rural areas, where it may also be useful to contact local neighbourhood or community groups.
- 8.3.2 In addition, consumers should be provided with precise information about the exact areas which are affected and realistic dates for resolving the incident, so that any confusion is minimised and the potential for any possible illness reduced.
- 8.3.3 For the water industry to react in an efficient and timely way, appropriate communication strategies must already be in place for reaching all types of consumers and customers, no matter what their geographical location or whether they are vulnerable or a business. Similarly to Anglian Water's involvement in media reporting of the Cryptosporidium incident, water companies should consider using only one or two representatives in the media so that consumers begin to recognise official sources of information.
- 8.3.4 In order to accomplish this, it is imperative that the water industry must be more proactive in making sure that vulnerable customers, and their carers/family, are able to adequately deal with the repercussions of boiling water before consumption. Therefore, it is crucial for the WaterCare register to be more widely publicised so that vulnerable customers are not put at an increased risk; direct contact with the vulnerable should also continue during such incidents.
- 8.3.5 In handling the impacts of such incidents, it is important to recognise both the tangible and non-tangible experiences, especially the vulnerable that experience more stress and businesses whose service/product may be affected. Although bottled water should be sent to vulnerable customers and any business or organisations that are dependent on water, this should be done as soon as possible during the early stages of an incident.
- 8.3.6 The supply of any bottled water also requires monitoring to avoid duplication and ensure vulnerable customers receive similar amounts, at regular intervals during an incident. It would also be useful for consumers to be informed that they will be supplied with bottled water so that they do not purchase bottles prior to receiving any from their water company.

## 8 Conclusions and recommendations

- 8.3.7 Water companies should be encouraged to acknowledge the variety of impacts at home and in the workplace when considering the most appropriate form of compensation for customers. We recommend that incidents which cause inconvenience, rather than health and safety concerns, are followed by a goodwill gesture to each bill payer, and for clarity this should be a fixed monetary amount; larger amounts should be received by vulnerable customers and organisations/businesses which are affected.

# Appendices

# Appendix A – Focus Group Topic Guide

# Topic guide: CCWater

**Focus group date/location/time: (moderator to complete)**

## **Introduction to Group**

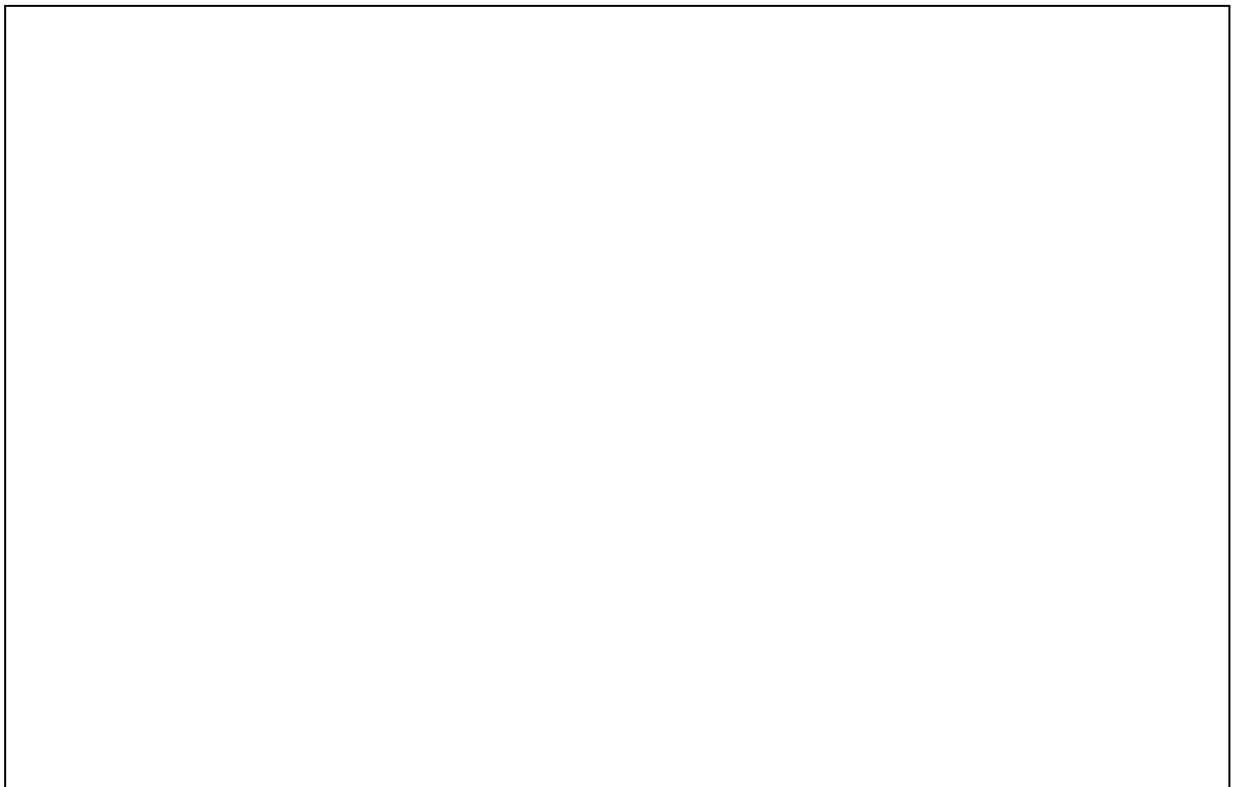
*Good evening, firstly I'd like to thank you all for coming this evening and agreeing to help with this research. My name is ..... and I work for MVA an independent research consultancy. We are conducting research for the Consumer Council for Water (the organisation which represents consumers in the water industry) to explore consumers' experiences of, and the impacts of the recent incident which affected drinking water in parts of Northamptonshire. Your water company, Anglian, first became aware of a problem with the water supply on the evening of the 24<sup>th</sup> June.*

*This discussion will be recorded in order to aid analysis. However, be reassured that the research is being conducted in accordance with the Code of Conduct of the Market Research Society and the Data Protection Act. This means that everything you say here this evening is confidential and will not be attributed to you personally.*

*The purpose of a discussion group is to understand your views on topics that we are interested in and it is not part of any investigation into the incident. Therefore there are no right or wrong answers and everyone's view is valid. If you have a different opinion to someone else please let me know otherwise I may think that you are agreeing with them. Please can I ask that all mobiles are turned off.*

*Now I would like you to introduce yourselves to the group, just stating your first name, what you do and where you live.*

## **Seating Plan**



**1 Access to information/communication (25 minutes)**

*To begin the discussion, I would like to know more about the information you have received about the recent incident which affected drinking water in Northamptonshire. Your Water company, Anglian, first became aware of a problem with the water supply on the evening of the 24<sup>th</sup> June.*

**1.1 Are you all aware of the recent problem with affected your water supply? Did you hear about a problem with your tap water before you became aware of the incident? How did you first hear about the incident?**

**1.2 Did you receive any information directly from Anglian Water? If so, what was it (leaflet, notice, by loud hailer etc), and what did you understand from this information?**

**PROMPTS:**

- How was this information presented (posters, internet, local media)? Were these methods appropriate? Alternative options?
- SHOWCARD A (water boil notice)
- Did you find this information useful/accurate? Did you have any outstanding questions which you contacted/tried to contact Anglian about?
- Were you informed of how long you would need to boil your water for? Were you informed about how you would find out when it was safe to drink again?
- How long did it take to receive this information from when you first heard there was a problem?
- To what extent did you feel concerned or at risk during this time period?
- Information updates – frequency, quality?
- Did you know how to contact Anglian Water directly? Did you ever experience any difficulties in trying to contact them?

POINTS FROM DISCUSSION:



## 2 Impacts of affected water supply on participants and their families (25 minutes)

*I would now like us to spend some time thinking about the effects of the incident.*

- 2.1 **Do you feel that the situation impacted on your (or your friends/family) daily routines? If so, how?**
- 2.2 **How were vulnerable customers (those with mobility difficulties or people with carers) impacted? Did vulnerable customers know that Anglian Water would provide them with bottled water?**

### PROMPTS:

- How did you deal with the problem in your household?
- Boiling tap water before drinking or cooking (*did participants know this information?*)
- Any disturbances at work, eating out, children at school/having a bath at home
- Storing safe water, buying bottled water. Did shops run out of bottled water?
- Was the provision of bottled water adequate and timely?
- Did you or any of your friends or family, experience any illness as a result of the incident? e.g. sickness, diarrhoea. How long did this last?
- Knowledge of WaterCare register?

Your Water company, Anglian, first became aware of a problem with the water supply on the evening of the 24<sup>th</sup> June. Anglian water resolved the problem, so that boiling the water was no longer necessary, on 4<sup>th</sup> July.

- When and how did you find out that the water was safe again?
- Was there a period when you were thinking that you were at risk unnecessarily?

POINTS FROM DISCUSSION:

### 3 Perceptions of drinking water supply and Anglian water (15 minutes)

*We will now discuss your views about your current supply of tap water.*

#### 3.1 **Although Anglian water has now withdrawn the boiling notices, do you still have any concerns about using tap water?**

##### **PROMPTS:**

- Do you feel it is safe to drink?
- Different taste or smell before/during/after the incident?
- Still boiling water, or only drinking bottled water (where they didn't before)?
- Importance of clean water supply, i.e. do you value a safe and clean water supply more than before the event?
- Do you think the incident has had any impact on Anglian's reputation? If so, in what ways?
- If people are still boiling water, or have carried on drinking bottled water – what would it take to get them drinking tap water again? Time, reassurance, other?

POINTS FROM DISCUSSION:

#### 4 Goodwill payments (15 minutes)

*Thinking about the range of impacts we have already discussed, such as potential for illness, cost of purchasing bottled water or the inconvenience and costs of boiling water, I would now like us to specifically consider issues around goodwill payments or other gestures of goodwill by the water company, as water companies are not required to give compensation when they need to ask their customers to boil tap water before consuming it.*

- 4.1 **If you worked at Anglian Water and were responsible for maintaining the goodwill of customers/consumers, what sorts of gestures would you think appropriate for this kind of incident and what would you recommend customers or consumers should receive for experiencing any such event in the future?**

##### **PROMPTS:**

- Goodwill payments e.g. reduced bills, vouchers (i.e. benefits direct to the bill payer)
- Community schemes (i.e. benefits to consumers as well as bill payers)
- Has anyone in the group received any form of goodwill payment from the Cyptosporidium incident? WHEN, WHAT SORT?
- Do you feel that this was appropriate? Other expenses?
- Overall, what do you think about Anglian Water? Has their reputation suffered as a result of the incident?
- What more could Anglian have done/do?

POINTS FROM DISCUSSION:

4.2 **Is there anything else you would like to mention about the recent boiling water incident?**

POINTS FROM DISCUSSION:

*Thank you for agreeing to come along to this discussion, your views will form an important element of the research and be included in the final report.*

# Appendix B – In-depth Interview Guides

# Consumers' experiences of the recent boiling water incident (vulnerable customers)

<b>Serial number:</b>	<b>Interview date and time (24hr clock)</b> ____/____/2008 ____hrs ____min
<b>Interviewee's name:</b>	<b>Interview location:</b>

## Introduction

Good morning/afternoon, firstly I'd like to thank you for participating in this interview and agreeing to help with this research. My name is ..... and I work for MVA an independent research consultancy. We are conducting research for the Consumer Council for Water (the organisation which represents consumers in the water industry) to explore consumers' experiences of, and the impacts of the recent boiling water incident that affected parts of Northamptonshire. We are particularly interested in exploring the views of vulnerable users.

The research is being conducted in accordance with the Code of Conduct of the Market Research Society and the Data Protection Act. This means that everything you say is confidential and will not be attributed to you personally. If you agree, I would like to record the interview to aid analysis.

The purpose of the interview is to understand your views on topics that we are interested in and it is not part of any investigation into the incident. Therefore there are no right or wrong answers.

## Section 1: Access to information/communication

**Q1 Do you know there was a period when your water was unsafe to drink without boiling?**

**Q2 Do you remember when you first heard that you had to boil your water?**

**Q3 How did you first hear, or find out, about the unsafe water? PROMPT: media, friends, family, work colleagues**

**Q4 Did you receive any information directly from Anglian Water? If so, what did this information tell you? PROMPT: warning notices, loud hailer, leaflet**

**Q5 How was this information presented (PROMPT: posters, internet, local media). Were these methods appropriate? Can you suggest any alternative methods which were not used?**

**Q6 Did you find this information useful? Did you have any outstanding questions about what it would mean for washing/drinking/boiling? E.g. Did you realise that you had to boil water to wash fruit and vegetables or before drinking it?**

**Q7 Did you receive information updates on the situation? If yes, how often? If no, would you have liked to receive regular updates?**

**Q8 Did you receive accurate information about how long the situation might last? When/how did you hear about the all clear?**

**Q9 During the time when the water was unsafe to drink, did you ever have any direct contact with Anglian water? Did you ever experience any difficulties in trying to contact them?**

**Section 2: Impacts of affected water supply on participants and their families**

*I would now like us to spend some time thinking about the effects of having unsafe water.*

**Q10 Do you feel that the unsafe water situation impacted on you (or your carer's) daily routines? If so, how? Can you tell me about any examples where this led to difficult situations?**

**Q11 How did you deal with the problem in your household? PROMPT: create a safe supply in the fridge, buy bottled water**



**Q12 Did you know that Anglian supplied vulnerable users with bottled water?**

Yes .....

No .....

**Q13 Did you receive any bottled water from Anglain?**

Yes .....

No .....

**Q14 Was the provision of bottled water adequate? PROMPT: did you receive it automatically or request it? was it provided quickly enough? was the amount adequate?**

**Q15 Are you aware that Anglian Water has a WaterCare register for vulnerable users?**

Yes .....

No .....

**Q16 Are you registered with the Watercare register?**

Yes .....

No .....

**Q17 Did you, or any of your friends or family, experience any illness as a result of the unsafe water? PROMPT: sickness, diarrhoea. How long did this last?**

**Q18 Has your experience of the unsafe water situation impacted on how you now store, or treat, water at home? Has this impacted on your views about how safe your tap water is? PROMPT: emergency plan, keep bottled water**

**Q19 Do you value water any differently since your experiences of the incident?**

### Section 3: Perceptions of drinking water supply and Anglian Water

*We will now discuss your views about your current supply of tap water.*

**Q20** Although Anglian water has now withdrawn the boiling notices, do you still have any concerns about using tap water? **PROMPT: differences in taste/smell/appearance**

**Q21** Are you still boiling your water before drinking it, or buying bottled water (when you were not before)?

**Q22** What could Anglian water do to improve consumer/customer's confidence in their tap water supply?

**Q23** Have your experiences of the unsafe water situation had any affect on your thoughts about Anglian Water and their reputation? **PROMPT: what can be done to restore consumer/customer's faith in Anglian water?**

### Section 4: Goodwill payments

*Thinking about the range of impacts we have already discussed, such as potential for illness, cost of purchasing bottled water or the inconvenience and costs of boiling water, I would now like us to specifically consider issues around goodwill payments or other gestures of goodwill by the water company, as compensation was not compulsory.*

**Q24** Have you received any form of goodwill gesture from Anglian Water? **PROMPT:** vouchers, reduced bills, something for the community  
Yes .....  No .....

**Q25** If yes, what was this? If no, what sorts of gestures would you think appropriate for this kind of incident and what would you recommend customers or consumers should receive for experiencing any such event in the future?

**Q26** Overall, what do you think about Anglian Water? Has their reputation suffered as a result of the unsafe water situation?

**Q27** Is there anything else Anglian could have done when reacting to the situation?

**Section 5: Other comments**

**Q28** Is there anything else you would like to say that we have not discussed?

**PROFILE INFORMATION**

**QA** Gender: [Please tick one box only] **DO NOT ASK**  
Male .....  Female .....

**QB How old are you? [Please tick one box only]**

- |                      |                          |                      |                          |                         |                          |
|----------------------|--------------------------|----------------------|--------------------------|-------------------------|--------------------------|
| 18 to 24 years ..... | <input type="checkbox"/> | 45 to 54 years ..... | <input type="checkbox"/> | 65 to 74 years .....    | <input type="checkbox"/> |
| 25 to 34 years ..... | <input type="checkbox"/> | 55 to 59 years ..... | <input type="checkbox"/> | 75 years and over ..... | <input type="checkbox"/> |
| 35 to 44 years ..... | <input type="checkbox"/> | 60 to 64 years ..... | <input type="checkbox"/> |                         |                          |

**QC What is your address? [Write in]**

**QD Telephone Number: [Write in]**

**QE Vulnerable status: (delete as appropriate)**

Disabled – physical/learning

Elderly

**QF Which one of the following types of bill payer best describes you?**

- |   |                          |  |                          |
|---|--------------------------|--|--------------------------|
| Sole bill payer.....  | <input type="checkbox"/> | Payment through Council<br>rent/social housing ..... | <input type="checkbox"/> |
| Jointly responsible for household<br>finances along with my Spouse or<br>partner) ..... | <input type="checkbox"/> | Other (please specify.....                           | <input type="checkbox"/> |
| Contributor to shared household<br>expenses (e.g. house/flatmate,<br>parents).....      | <input type="checkbox"/> |  |                          |
| Payment through private rent .....  | <input type="checkbox"/> |  |                          |

I am not a bill payer .....

**QG Do you have a water meter at home?**

- |           |                          |         |                          |
|-----------|--------------------------|---------|--------------------------|
| Yes ..... | <input type="checkbox"/> | No..... | <input type="checkbox"/> |
|-----------|--------------------------|---------|--------------------------|

**QH What is the occupation of the chief income earner in your household?**

Occupation title:

Industry/Type of Company:

Qualification/Degrees/Apprenticeships:

**QI Respondent's signature**

Thank you very much for taking part in this interview.

If you have any questions about this interview you can contact Laura Hunt at MVA on  
0161 236 0282, [lhunt@mvaconsultancy.co.uk](mailto:lhunt@mvaconsultancy.co.uk)

# Consumers' experiences of the recent boiling water incident (businesses)

<b>Serial number:</b>	<b>Interview date and time (24hr clock)</b> ____/____/2008 ____hrs ____min
<b>Interviewee's name:</b>	<b>Interview location:</b>

## Introduction

Good morning/afternoon, firstly I'd like to thank you for participating in this interview and agreeing to help with this research. My name is ..... and I work for MVA an independent research consultancy. We are conducting research for the Consumer Council for Water (the organisation which represents consumers in the water industry) to explore consumers' experiences of, and the impacts of the recent boiling water incident that affected parts of Northamptonshire. We are particularly interested in exploring the views of local business and organisations.

The research is being conducted in accordance with the Code of Conduct of the Market Research Society and the Data Protection Act. This means that everything you say is confidential and will not be attributed to you personally. If you agree, I would like to record the interview to aid analysis.

The purpose of the interview is to understand your views on topics that we are interested in and it is not part of any investigation into the incident. Therefore there are no right or wrong answers.

## Section 1: Access to information/communication

**Q1 Do you know there was a period when your water was unsafe to drink without boiling?**

**Q2 Do you remember when you first heard that you had to boil your water?**

**Q3 How did you first hear, or find out, about the unsafe water? PROMPT: media, friends, family, work colleagues**

**Q4 Did you receive any information directly from Anglian Water? If so, what did this information tell you? PROMPT: warning notices, loud hailer, leaflet**

**Q5 How was this information presented (PROMPT: posters, internet, local media). Were these methods appropriate? Can you suggest any alternative methods which were not used?**

**Q6 Did you find this information useful? Did you have any outstanding questions about what it would mean for washing/drinking/boiling? E.g. Did you realise that you had to boil water to wash fruit and vegetables or before drinking it?**

**Q7 Did you receive information updates on the situation? If yes, how often? If no, would you have liked to receive regular updates?**

**Q8 Did you receive accurate information about how long the situation might last? When/how did you hear about the all clear?**

**Q9 During the time when the water was unsafe to drink, did you ever have any direct contact with Anglian water? Did you ever experience any difficulties in trying to contact them?**

**Section 2: Impacts of affected water supply on participants and their families**

*I would now like us to spend some time thinking about the effects of having unsafe water.*

**Q10 Do you feel that the unsafe water situation impacted on your daily routine? If so, how? Can you tell me about any examples where this led to difficult situations?**

**Q11 Do you feel that the unsafe water situation impacted on the operations of your organisation? In what ways?**



**Q12 How did you deal with the problem in your organisation? PROMPT: create a safe supply in the fridge, buy bottled water**

**Q13 Did you know that Anglian supplied vulnerable users with bottled water?**

Yes .....

No .....

**Q14 Did you receive any bottled water from Anglain?**

Yes .....

No .....

**Q15 Was the provision of bottled water adequate? PROMPT: did you receive it automatically or request it? was it provided quickly enough? was the amount adequate?**

**Q16 Are you aware that Anglian Water has a WaterCare register for vulnerable users?**

Yes .....

No .....

**Q17 Are you registered with the Watercare register?**

Yes .....

No .....

**Q18 Did any of your employees, clients or customers, experience any illness as a result of the unsafe water? PROMPT: sickness, diarrhoea. How long did this last?**

**Q19 Did your organisation experience any loss in revenue as a result of the water incident?**

**Q20 Has your experience of the unsafe water situation impacted on how you now store, or treat, water in your organisation? Do you value it more since your experiences of the incident? Has this impacted on your views about how safe your tap water is? PROMPT: emergency plan, keep bottled water**

### **Section 3: Perceptions of drinking water supply and Anglian Water**

*We will now discuss your views about your current supply of tap water.*

**Q21 Although Anglian water has now withdrawn the boiling notices, do you still have any concerns about using tap water? PROMPT: differences in taste/smell/appearance**

**Q22 Are you still boiling your water before drinking it, or buying bottled water (when you were not before)?**

**Q23** What could Anglian water do to improve consumer/customer's confidence in their tap water supply?

**Q24** Have your experiences of the unsafe water situation had any affect on your thoughts about Anglian Water and their reputation? **PROMPT:** what can be done to restore consumer/customer's faith in Anglian water?

**Section 4: Goodwill payments**

*Thinking about the range of impacts we have already discussed, such as potential for illness, cost of purchasing bottled water or the inconvenience and costs of boiling water, I would now like us to specifically consider issues around goodwill payments or other gestures of goodwill by the water company, as compensation was not compulsory.*

**Q25** Have you received any form of goodwill gesture from Anglian Water? **PROMPT:** vouchers, reduced bills, something for the community

Yes .....

No .....

**Q26** If yes, what was this? If no, what sorts of gestures would you think appropriate for this kind of incident and what would you recommend customers or consumers should receive for experiencing any such event in the future?

**Q27 Overall, what do you think about Anglian Water? Has their reputation suffered as a result of the unsafe water situation?**

**Q28 Is there anything else Anglian could have done when reacting to the situation?**

**Section 5: Other comments**

**Q29 Is there anything else you would like to say that we have not discussed?**

**PROFILE INFORMATION**

**QA Gender: [Please tick one box only] DO NOT ASK**

Male .....

Female .....

**QB How old are you? [Please tick one box only]**

18 to 24 years .....

45 to 54 years .....

65 to 74 years .....

25 to 34 years .....

55 to 59 years .....

75 years and over .....

35 to 44 years .....

60 to 64 years .....

**QC What is your address? [Write in]**

**QD Telephone Number: [Write in]**

**QE Which one of the following types of bill payer best describes you?**

Sole bill payer.....

Payment through Council

rent/social housing .....

Jointly responsible for household  
finances along with my Spouse or  
partner) .....

Other (please specify.....

Contributor to shared household  
expenses (e.g. house/flatmate,  
parents) .....

Payment through private rent .....

I am not a bill payer .....

**QF Type of organisation**

**QG Do you have a water meter at home?**

Yes .....

No.....

**QH Respondent's signature**

Thank you very much for taking part in this interview.

If you have any questions about this interview you can contact Laura Hunt at MVA on  
0161 236 0282, [lhunt@mvaconsultancy.co.uk](mailto:lhunt@mvaconsultancy.co.uk)

# Appendix C – Boil Water Notice

**WARNING**



**boil**  
your tap  
water

before  
drinking, cooking or  
preparing food  
until further notice

**IMPORTANT MESSAGE**







1







**anglianwater**

until further notice

**boil** water

before drinking, cooking and preparing food

-   please don't drink tap water without bringing it to the boil. Allow to cool
-   please use boiled water when preparing food and cleaning teeth
-   remember your pets - they should not drink the water without it being boiled first either

-   tap water can be used for washing and bathing
-   the water can be used for toilet flushing
-   you will be informed when the water is back to normal

ROYAL MAIL  
POSTAGE PAID  
**1**  
GREAT BRITAIN  
HQ335

Should it prove necessary alternative supplies will be available nearby, please help the elderly

**We apologise for any inconvenience,**  
for further information please call

**08457 145 145**

(local rate)

This line is open 24 hours a day

**anglianwater**

Ref No: AW00390291

# Appendix D – All Clear Notice



ALL CLEAR



it is now  
**safe**

to use your water

*in the normal way*

**IMPORTANT MESSAGE**

4

anglianwater

**MVA Consultancy provides advice on transport and other policy areas, to central, regional and local government, agencies, developers, operators and financiers.**

**A diverse group of results-oriented people, we are part of a 350-strong team worldwide. Through client business planning, customer research and strategy development we create solutions that work for real people in the real world.**

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#### **Offices also in**

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**mvaconsultancy**