



White Horse Reservoir Community Research

Quantitative Customer Insights – June 2026

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Executive summary (1 of 2)

01 Awareness of the reservoir



WHAT WE FOUND

Among those living within 5km of the reservoir, awareness has risen sharply from 72% in 2024 to 96% now.
75% of people living within the 5 – 10km band were aware of the reservoir.
19% of people across the South East had heard of the reservoir before the survey.

02 Support for the reservoir



WHAT WE FOUND

53% support the reservoir spontaneously, rising to 89% once information is shown. Both are up sharply on 2024 (37% / 78%).
Net support rose in every distance band, while opposition stays flat at 3%.

03 Need for the reservoir vs. willingness to pay



WHAT WE FOUND

89% agree the reservoir is important to safeguard future supply (77–91% across all bands)
Only 45% are comfortable paying more (dropping to 27% at 5–10km and among lower-income and future customers).

Executive summary (2 of 2)

04 Likelihood of visiting



WHAT WE FOUND

74% would visit at least once a year (90% within 5km), and 'would not visit' has fallen from 16% to 12%. The closest communities increasingly seem to think of the potential reservoir as a regular local amenity.

05 Activities & recreation interest



WHAT WE FOUND

89% are interested in at least one activity: trails and outdoor exploration lead (75%), then community and leisure facilities (66%) and water-based activities (47%). Interest skews younger.

06 Trust – the underlying the barrier

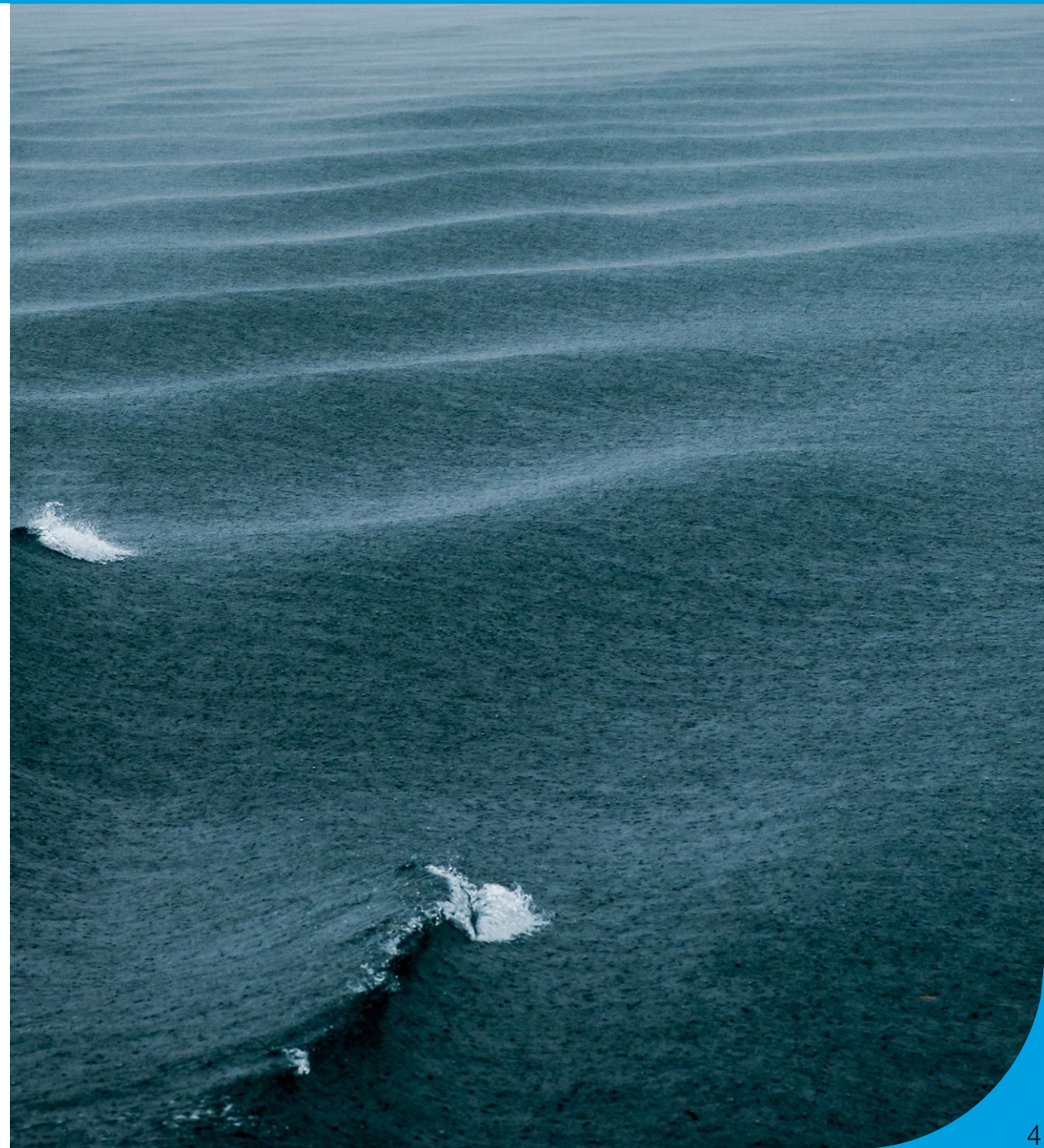


WHAT WE FOUND

Only 39% trust Thames Water to do the right thing (33% disagree), lowest among older bill-payers. Concern about scarcity is widespread, with just 31% believing supply will always be plentiful.



Research Methodology & Sample



Research methodology

A quantitative mixed-mode approach combining face-to-face and online interviewing, designed to ensure robust coverage across all key communities.

Methodology

- **Face-to-face interviewing** was used for residents within 20km of the reservoir who will be most directly affected and are least reachable via online panels. In 2024, only 39 of 481 near-site interviews were achieved through panels alone, confirming this approach is essential for this audience. Face to face participants were offered the opportunity to participate in a prize draw with prizes of £1,000 for first place and £500 for two runners-up.
- **Online access panel** run by TestSet captures views from residents 20km+, where the larger eligible population makes this a practical and cost-effective solution. No incentives were provided by Accent to panel members, but panel members may have been incentivised by the panel provider as part of their standard participation agreement.
- While the sample reflects quotas for key demographics (age, gender and SEG), results are indicative of the surveyed population but may not be generalisable to the broader target population due to the self-selecting nature of the research. As this study is based on a non-probability sample, no margin of sampling error can be calculated. No secondary data sources were used. Significance tests are based on a 95% confidence level using Student's t-tests (for small sample sizes) and z-tests (for larger sample sizes >30) for independent samples.

Weighting

- The dataset was weighted to reflect the wider South East region of the UK and to ensure consistency with the weighting for the previous wave. Weights for age, gender, disability, distance and ethnicity were applied to the data set.

Sample

- 2,004 interviews against a target of 2,000 interviews.
- Fieldwork was carried out between May-June 2026.



- Face to face fieldwork took place in the following locations:
 - 0-5km – Abingdon
 - 5-10km – Didcot and Oxford
 - 10-20km – Ashbury, Baydon, Bishopstone, Bourton, Faringdon and Shrivenham

Sample composition (unweighted)	Total	Online	F2F
0-5km	152	17	135
5-10km	156	25	131
10-20km	151	24	127
20km+	1,545	1,523	22
Future customers	142	127	15
Digitally disengaged	140	0	140

- Target group definitions:

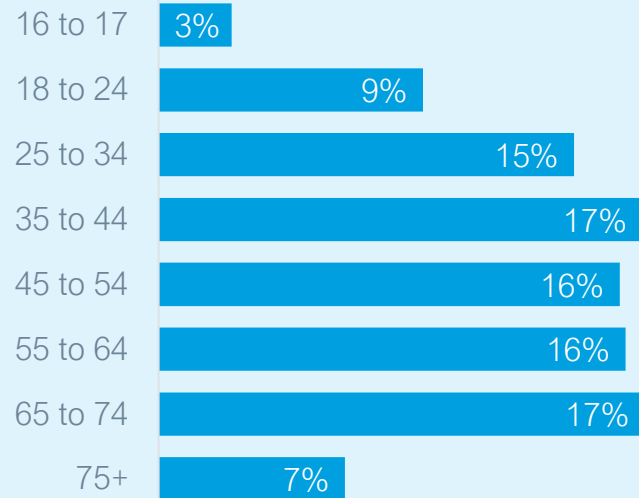
Segment	Rationale
0-5km	Most affected by construction; direct beneficiaries of leisure provision
5-10km	Likely to be aware of the project; may have balanced perspective on impacts and benefits
10-20km	Contextualise local vs. broader sentiment
20km+	Thames Water, Affinity or Southern customers funding the reservoir via bills or who would receive water from it in future
Future customers	Not yet bill-payers but long-term beneficiaries
Digitally disengaged	Captured via face-to-face to avoid exclusion from findings

Full details of the research design and methodology are available upon request.
Accent conforms to the requirements of ISO 20252:2019

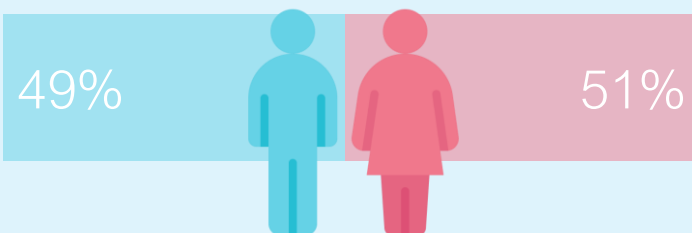
Sample overview

All participants, n=2004. Weighted base and percentages.

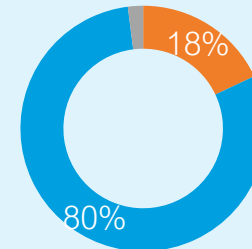
AGE



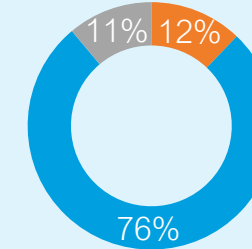
GENDER



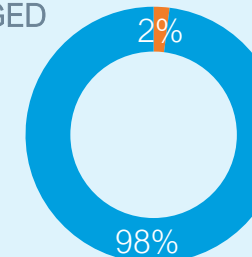
DISABILITY



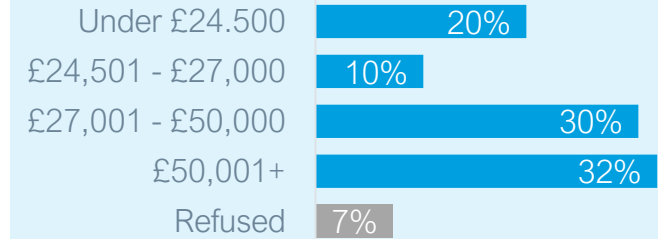
PSR



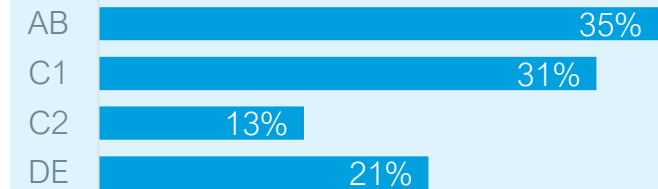
DIGITALLY DISENGAGED



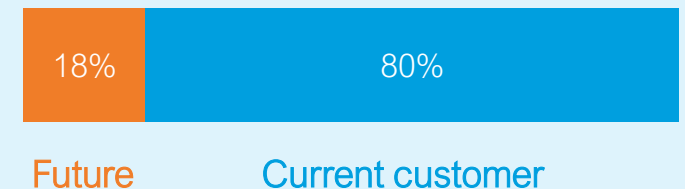
INCOME



SEG



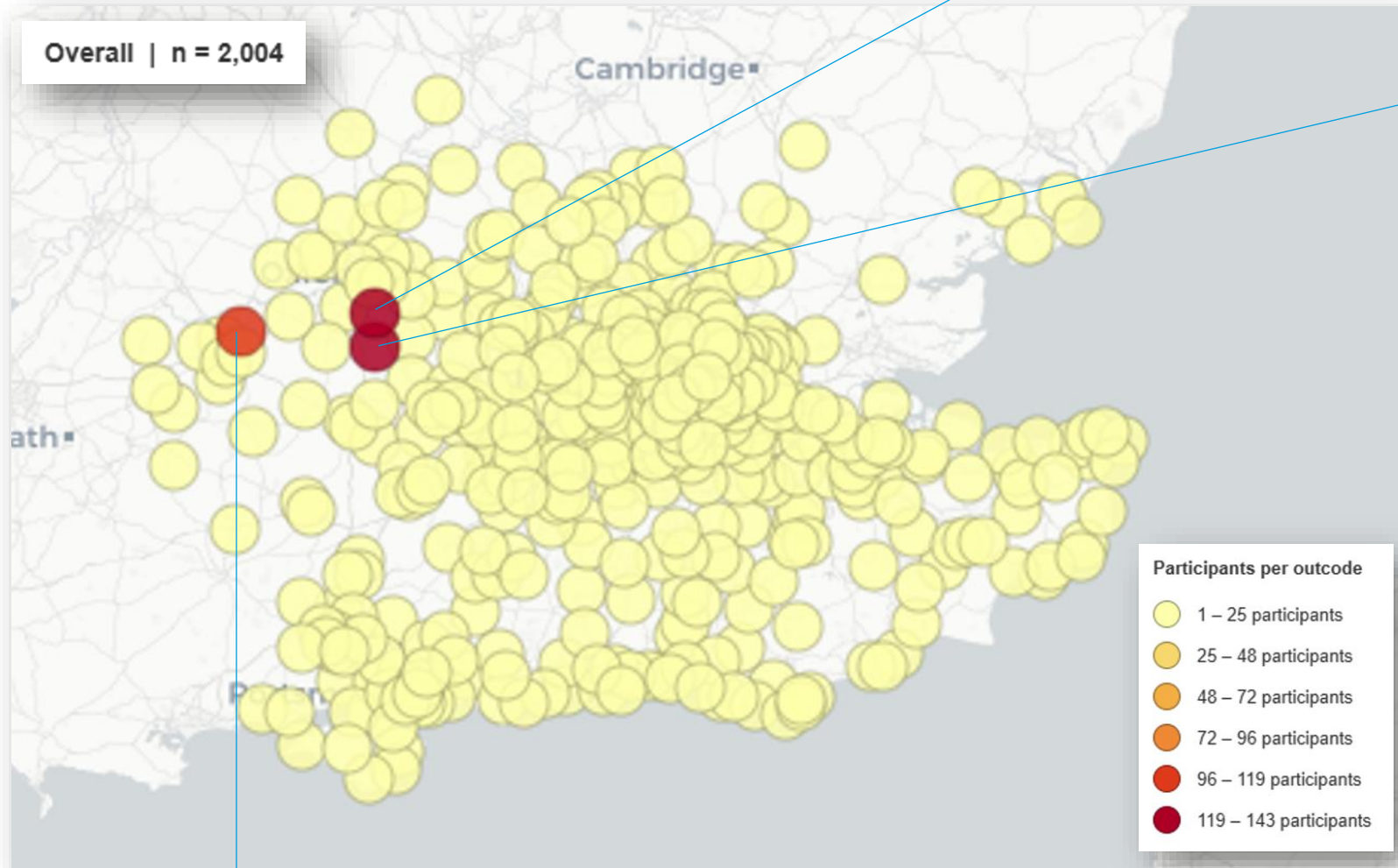
CUSTOMER TYPE



% may not total 100 due to rounding

Yes/ No/Refused

Sample coverage – map



Abingdon – reservoir area

Didcot

Swindon

The map illustrates the geographic distribution of participants in this research, based on the partial postcodes provided in the survey.



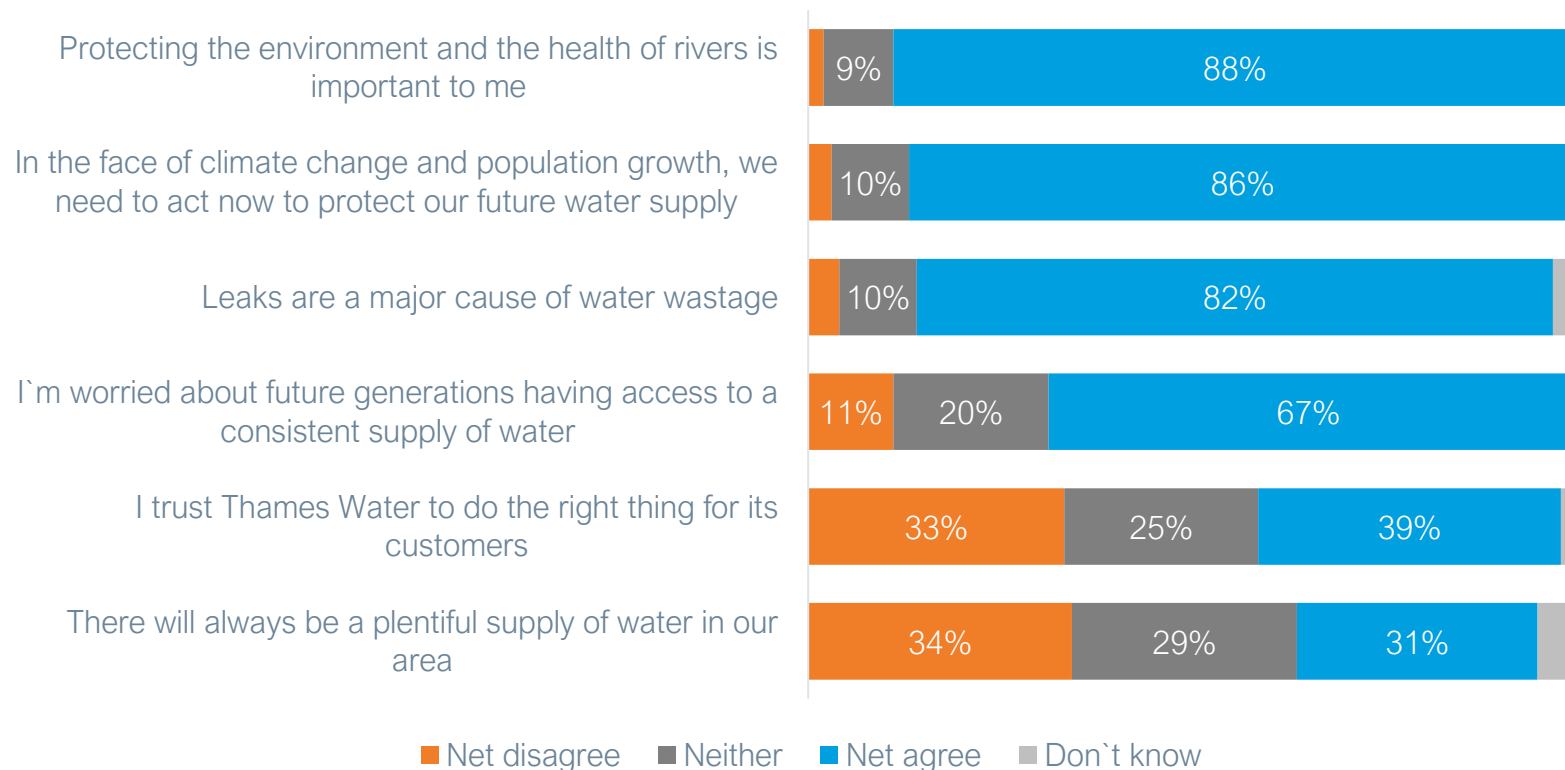
Context & Attitudes Towards Water Supply



Attitudes towards water supply

People believe water scarcity is real and urgent, but trust in Thames Water to fix it remains a visible barrier.

Attitudes toward water supply – agreement scale



Most participants agree that protecting the environment and river health (88%) is important and that action to protect future water supply in the face of climate change is needed (86%).

Two thirds (67%) worry about future generations' water access.

Less than 2 in 5 (39%) trust the Thames Water to do the right thing for customers, with 33% disagreeing.

Views on water scarcity are also more divided, with just 31% believing supply will always be plentiful.



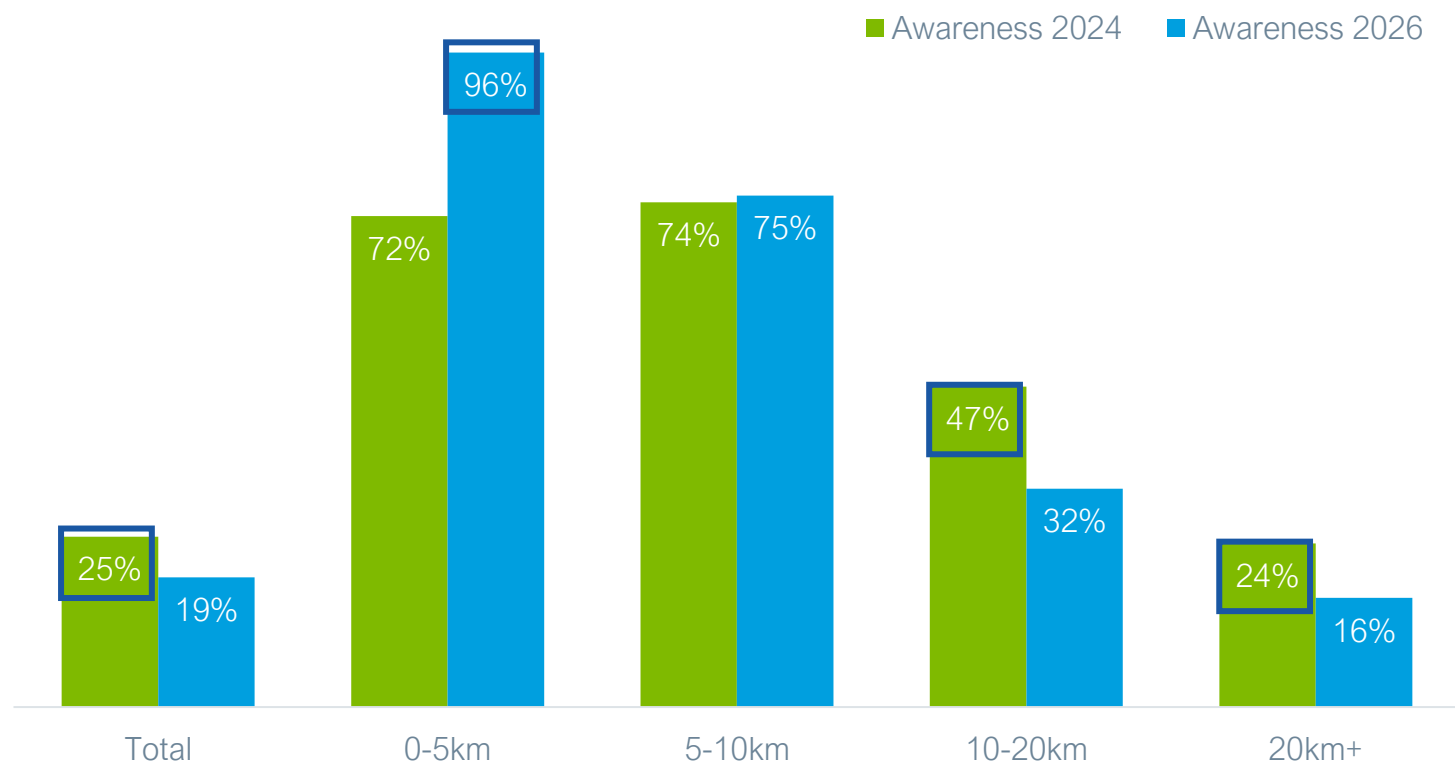
Awareness of the Reservoir



Unprompted awareness

Awareness has grown closest to the site, but declined further afield, with the net effect being a significantly lower total figure than in 2024.

Had heard of the reservoir before the survey, by distance



19% aware overall (2024: 25%).

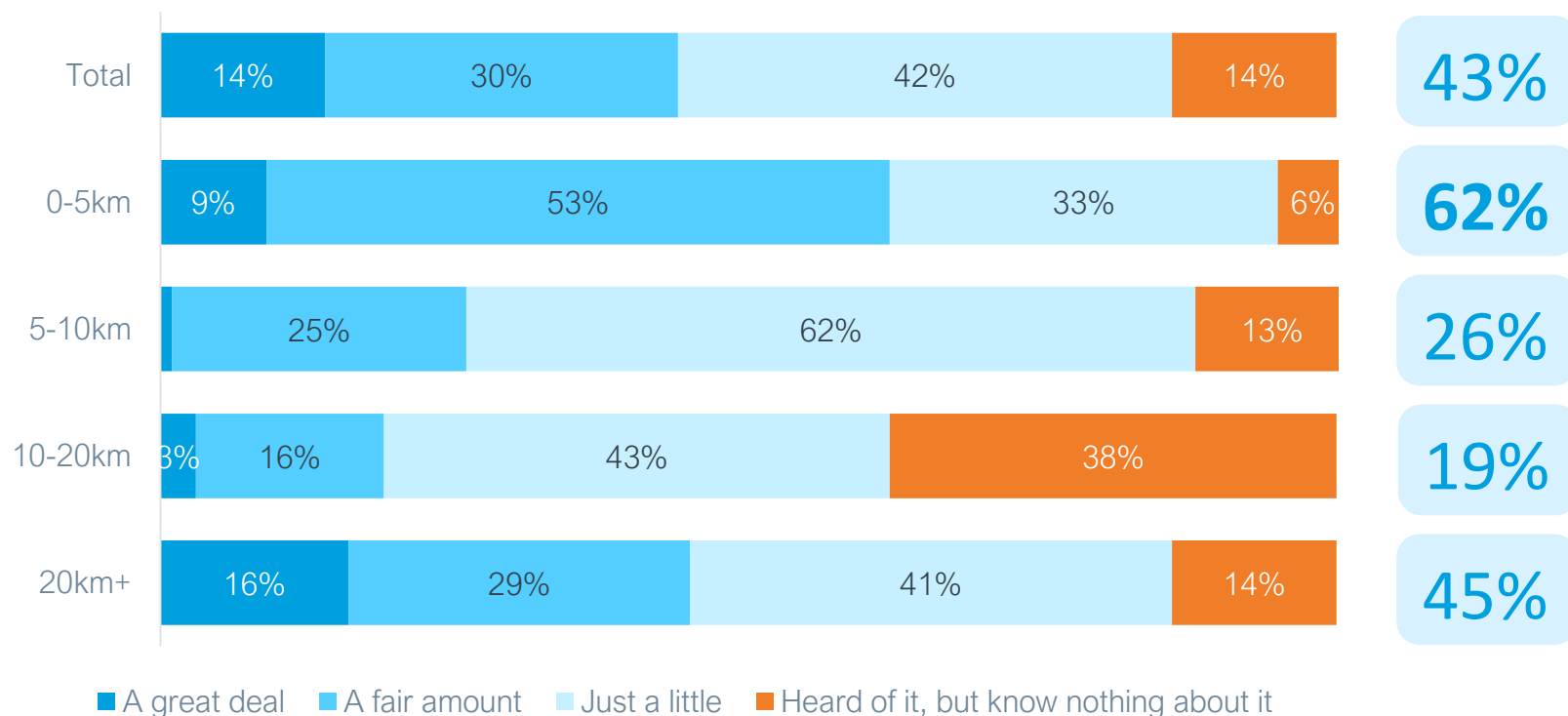
Among those living within 5km of the reservoir, awareness has risen sharply from 72% to 96%, suggesting that engagement and consultation activity has been highly effective in reaching the immediate local community. The 5-10km band has remained essentially stable (74% to 75%).

Level of knowledge

Being aware isn't the same as being informed. Just 43% of those who've heard of the reservoir feel they know a fair amount or more; most know 'just a little'.

Degrees of awareness of the proposed reservoir (total & by distance)

Self reported knowing a great
deal or a fair amount



Highest level of familiarity was at 0–5km, where 62% know a fair amount or great deal, and lowest at 10–20km, where 38% have heard of it but know nothing, the highest of any distance band.

Source of information

People are hearing about the reservoir through channels Thames Water doesn't control. News coverage is the main driver and, for those close to the site, word of mouth does the rest (both fade with distance)

 Significantly lower/higher at 95% when compared to at least another attribute in the same category

Source of information about the new reservoir (total & by distance)

		% Net agree			
		0-5km	5-10km	10-20km	20km+
Online news	41%	27%	16%	23%	44%
Radio or TV programme	34%	26%	9%	25%	37%
Social networks	27%	33%	36%	15%	26%
Through word of mouth	26%	57%	73%	39%	20%
Newspapers or magazine	24%	36%	15%	9%	23%
Posters	13%	61%	11%	2%	9%
Items or information in the post	8%	19%	9%	7%	7%
Consultations	6%	27%	10%	3%	4%

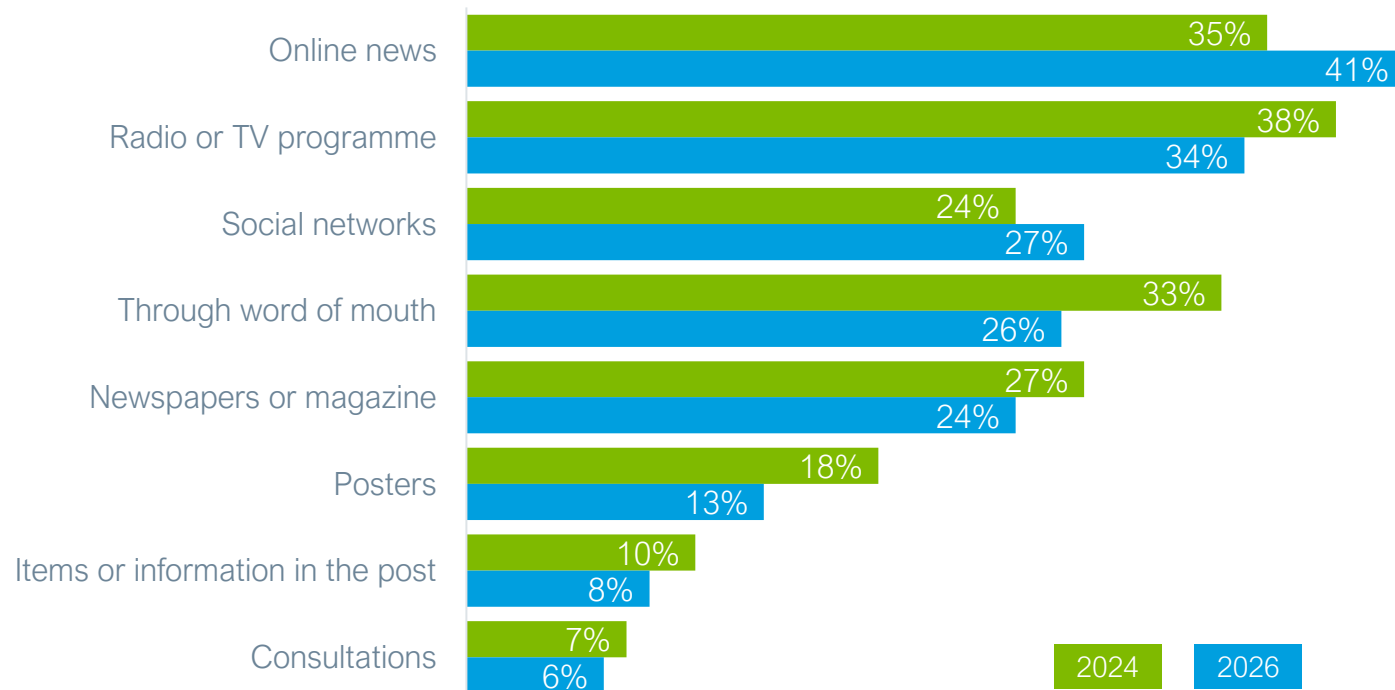
Other & don't know = 5%



Source of information – changes since 2024

Online news has grown as the primary awareness driver, while word of mouth and broadcast media have declined, reflecting a shift toward digital channels since 2024.

Source of information about the new reservoir (changes since 2024)



In contrast, several traditional and community-based sources have declined. Word of mouth has fallen from 33% to 26%, which may partly reflect the lower overall awareness in communities further from the site where word of mouth is less prevalent.

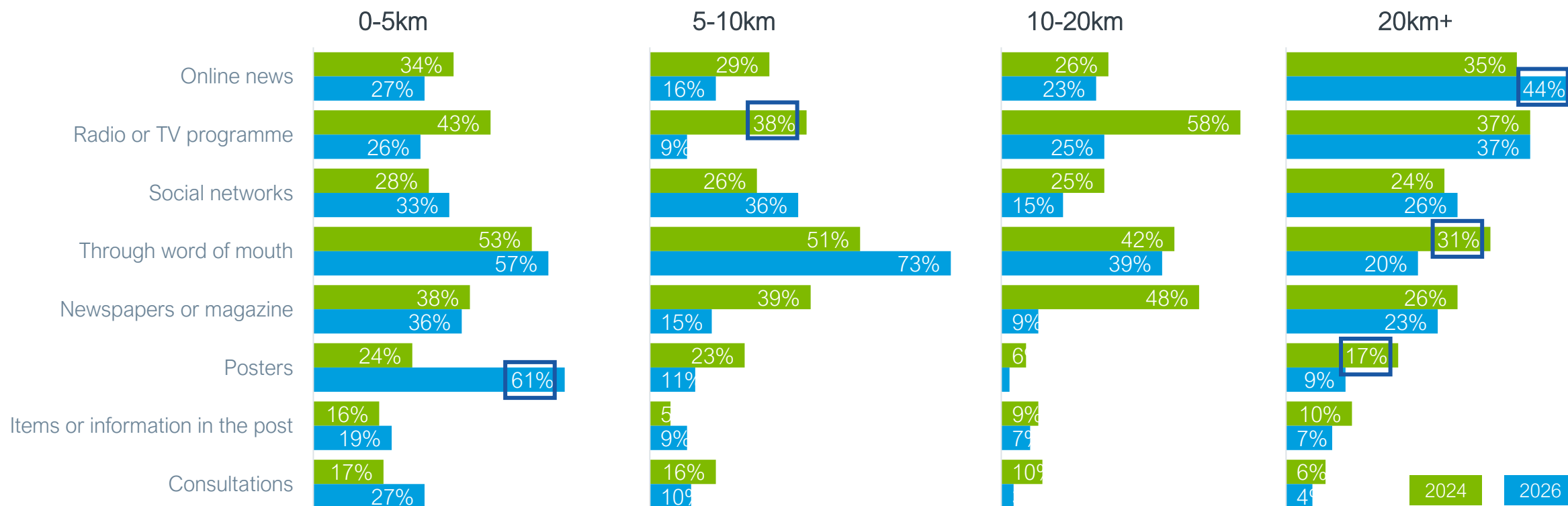
Radio or TV have also declined, as did newspapers or magazines, posters, items in the post and consultations.

Consultation as a source remains low and essentially unchanged, suggesting that while the statutory consultation process generated evidence, it has not been a significant driver of broader public awareness.

Source of information

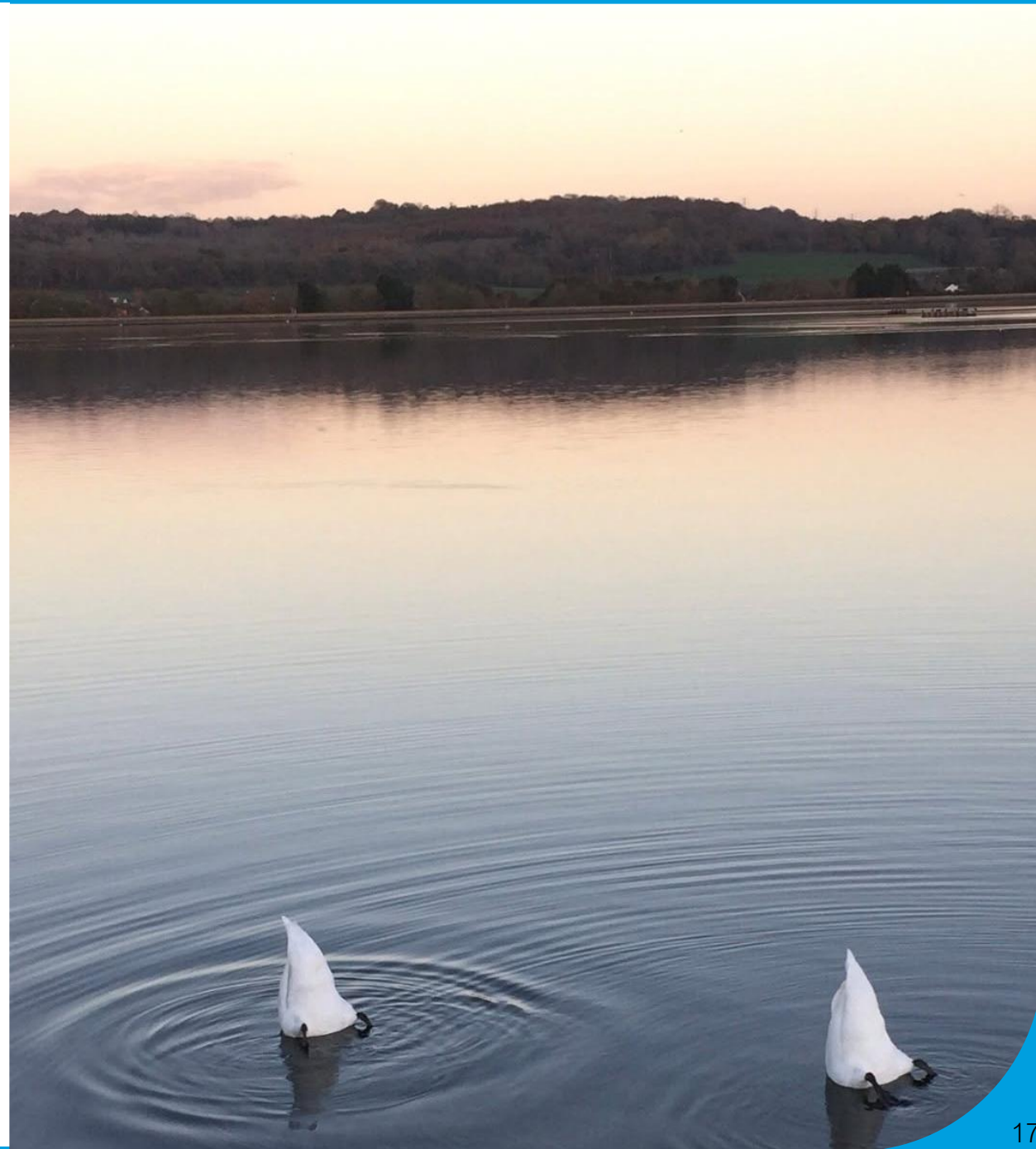
In the nearest communities (0-10km), word of mouth and targeted direct communications have grown in importance; further away, the reservoir is increasingly something people encounter through digital news rather than through Thames Water's own channels or community networks.

Source of information about the new reservoir (changes since 2024 by distance)





Support for White Horse Reservoir

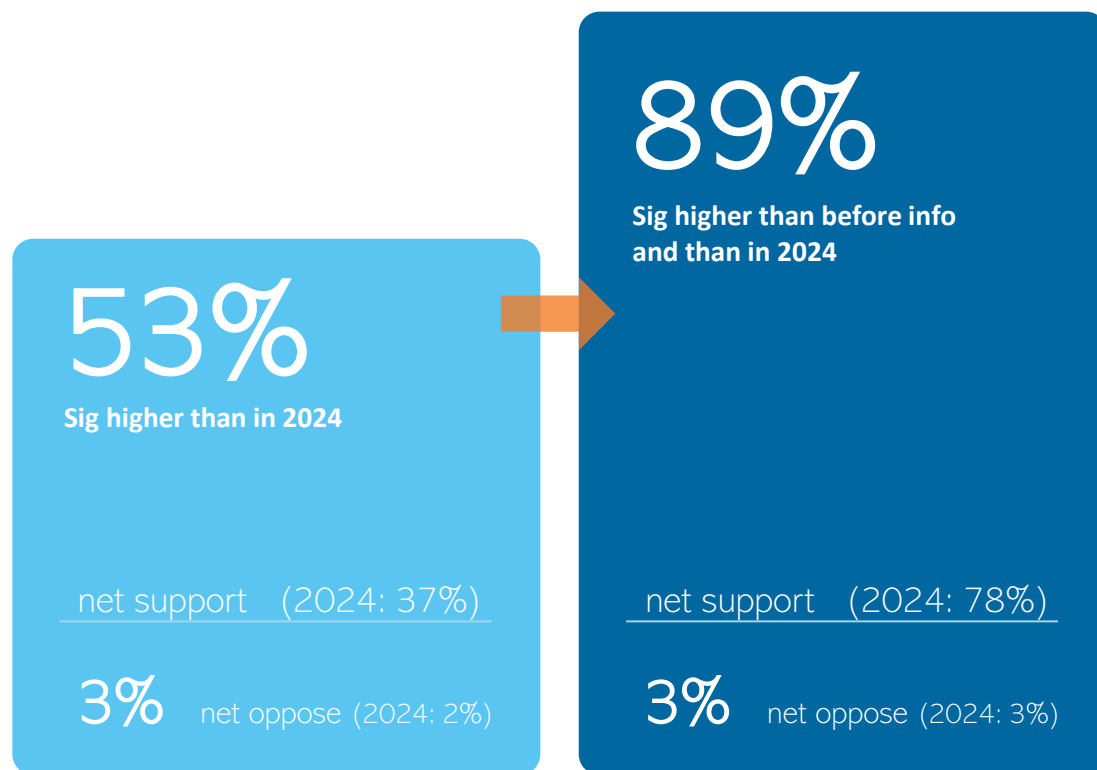


Support for the reservoir

Support has significantly risen since 2024 both before and after information, while opposition stays low and flat. The gain comes primarily from fewer undecideds (15% no feelings either way in 2024 to 7% in 2026).

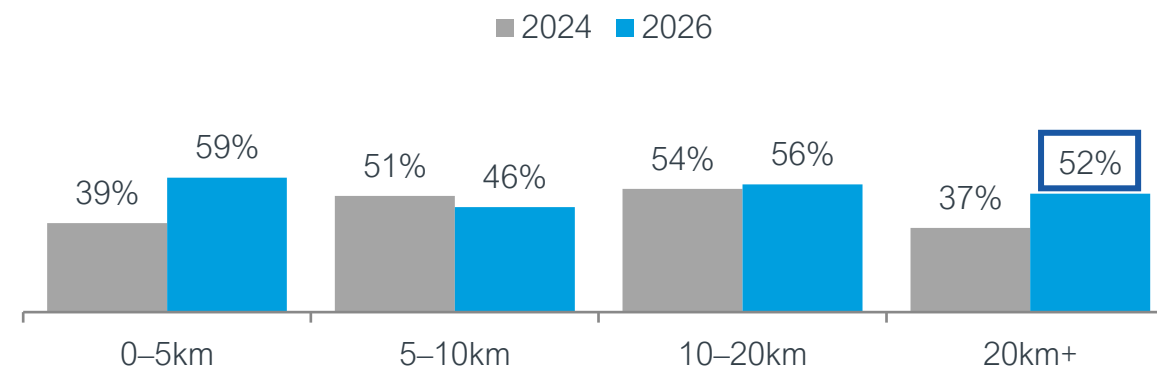
BEFORE INFO · Q14

AFTER INFO · Q16

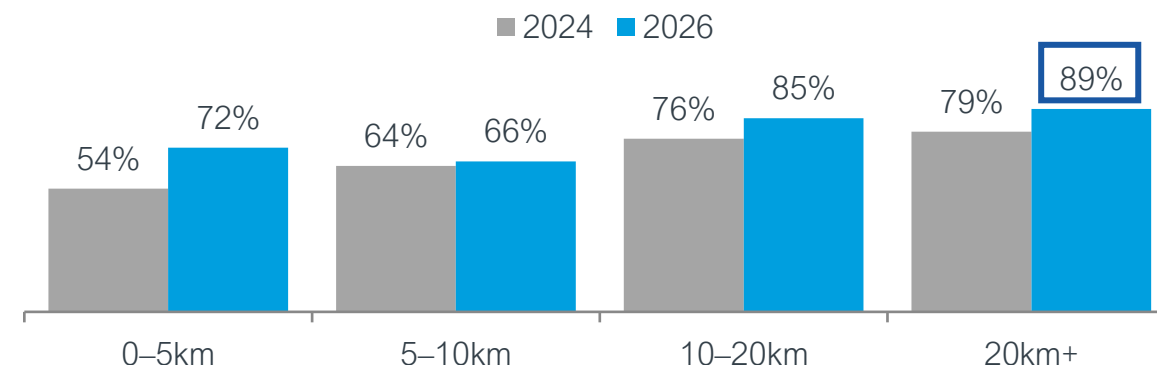


Total Net support before & after information

Net support BEFORE information, by distance from site



Net support AFTER information, by distance from site

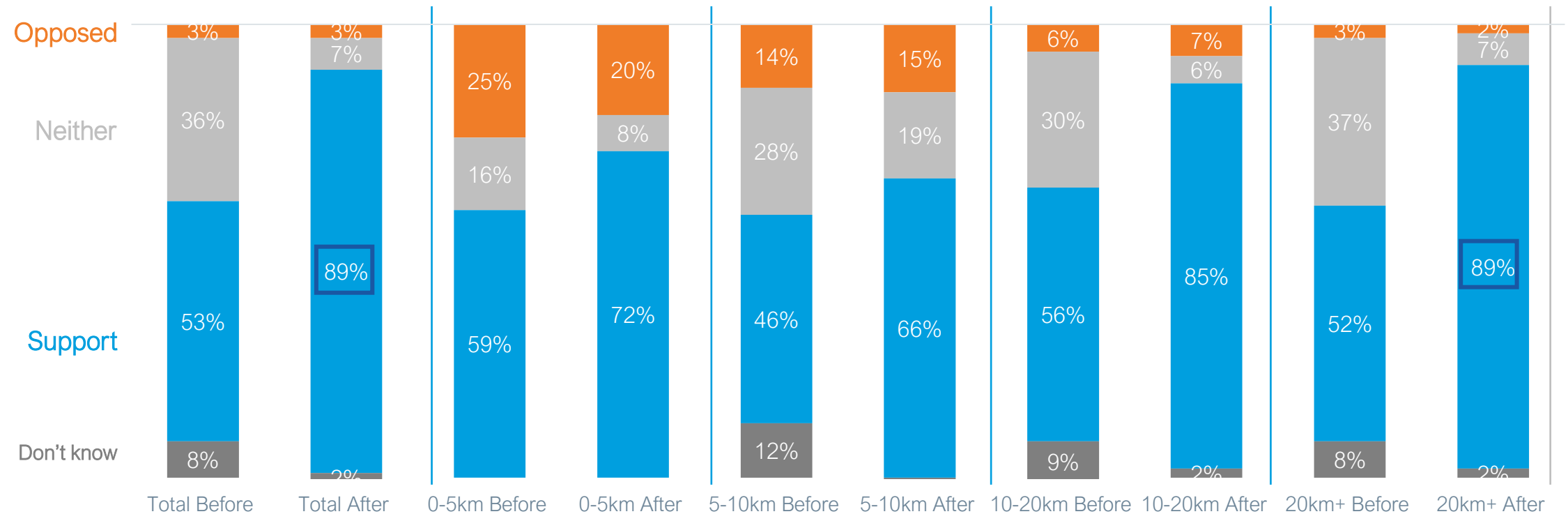


Support for the reservoir

Significantly lower/higher at 95%
when compared to at least another
attribute in the same category

Net support has significantly increased across all distance bands, most noticeably among those further away (20km+). Support post-information remains lower among residents closest to the site.

Support level before & after information



Reasons to support the reservoir (pre-information)

Support for the reservoir is overwhelmingly driven by a general sense that it is a necessary and beneficial response to securing future water supply, with climate change, population growth, and drought/hosepipe-ban concerns cited as the main specific drivers.

"It's needed."

"More reservoirs are good."

"I'm assuming it's needed and a site and location has been chosen carefully."

"If there's a proposal to have a reservoir it's obviously been worked out that's needed."

"I don't know much about it but I can't see why it would be a bad thing."

General Positive Sentiment

"We need water security. A rising population and data centres will mean demand will increase."

"There has been chronic underinvestment in water supplies for decades... we must be resilient to extreme weather."

"We are having too many hosepipe bans in this area, so a new reservoir is desperately needed."

Water Security & Resilience

"Population growth, climate change, and increasing drought risks are putting significant pressure on existing water resources."

Climate Change & Population Growth

"It will provide lots of jobs and be a place for leisure activities like water sports."

Recreation, Jobs & Local Economic Benefit

"We need to store more water as the climate changes."

"Anything to keep costs down... more water storage."

Conservation/Storage Specific

"It will be a new place for wildlife"

Environmental & Wildlife Benefits

"Our useless water companies need to store our water and stop letting it leak away."

Infrastructure Catch-Up

Reasons to oppose the reservoir (pre-information)

Opposition is concentrated in a small minority of customers and centres primarily on environmental and wildlife loss, with construction disruption, cost, and an underlying distrust of Thames Water's ability to deliver and prioritise the project appropriately as recurring secondary themes.

Environmental & Wildlife Impact

"Environmental costs, distrust of Thames Water, local disruption, ballooning costs."

"Destroying a natural area and all the wildlife."

"Gets rid of natural habitats for animals"

Disruption from Construction

"Damage to the area, traffic, blighted homes."

"It will bring too much traffic through... additional roads would be needed to support"

"Years of noise/disruption."

Distrust of Thames Water

"I don't trust Thames Water. Thames Water make money for shareholders"

"Thames Water are a corrupt company who should not be allowed to lead the project."

"Thames Water should be investing to reduce the number of current leaks... rather than building new infrastructure."

Cost & Bill Increases

"Very expensive - they need to put that money into cheaper water first."

"Water bill increase for something that will cause total chaos for years."

"The total cost which runs into billions will have to be paid by Thames Water customers."

Project Doesn't Benefit the Local Area

"Project is useful for London, not for our area."

"Water supply is for London... and because of the disruption to wildlife."

"We do need water but why can't [they] build smaller dams which will have minimum impact on countryside."

Reasons for neutral opinion (pre-information)

The "no opinion" group is overwhelmingly driven by unfamiliarity with the reservoir pre-information.

"I have not heard about it, but it doesn't necessarily sound like a bad idea."

"I don't know enough about it to give an opinion. If it is something that would help the environment then I am for it but I would need to know more."

"Need more information... who is going to pay for it, how much it will impact our area."

"I would generally think a new reservoir could be needed... but I don't know enough about the areas mentioned to know the advantages and disadvantages."

Don't Know Enough

"It is too far away from where I live and I'm not sure which area it is meant to provide coverage to."

"I do not live in the area so it will not affect me."

"Not local to me, I don't really have any knowledge of whether it's a good or bad thing."

Not Local

"I don't really care much about it."

"Doesn't interest me in the slightest, it sounds very boring."

"It's not something I really think about."

General Disinterest/
Neutral

"It will go ahead regardless as to what the public say."

"Not sure how to answer... what happens, happens."

It Will Happen
Regardless



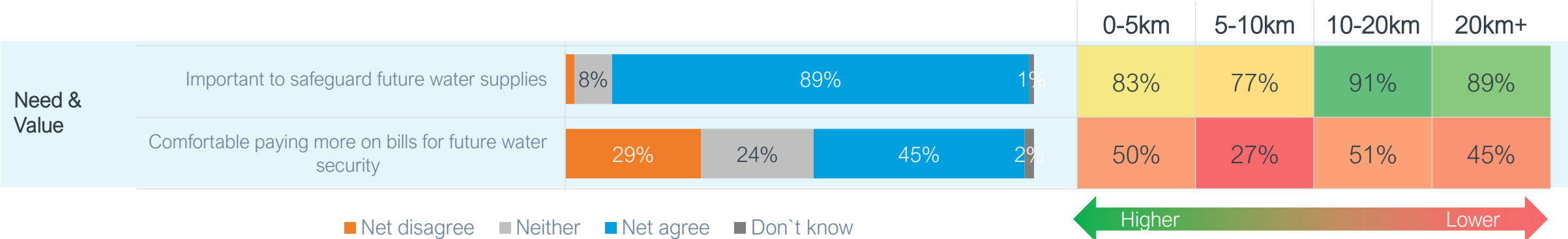
Attitudes & Perceived Benefits



Attitudes & Perceived Benefits - Need & Value

Strong agreement on the case for the reservoir and its broad benefits, but views diverge on cost and personal impact.

Perceived benefits about the reservoir (total & by distance)



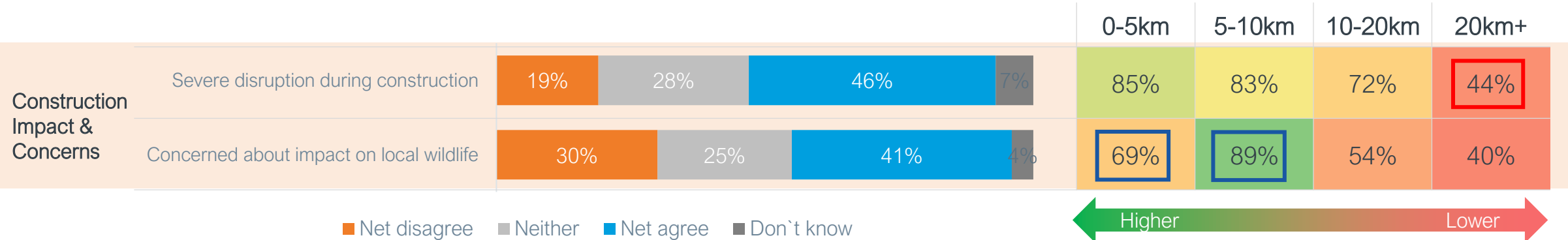
Building the reservoir is widely seen as important to safeguard future water supplies (89%), with agreement consistently high across all distance bands (77-91%).

However, willingness to pay more on bills to secure water supply for the future is lower (45% overall), dropping to just 27% at 5-10km.

Attitudes & Perceived Benefits - Impact & Concerns

Concerns about disruption and wildlife impact are notably polarised by distance.

Perceived benefits about the reservoir (total & by distance)



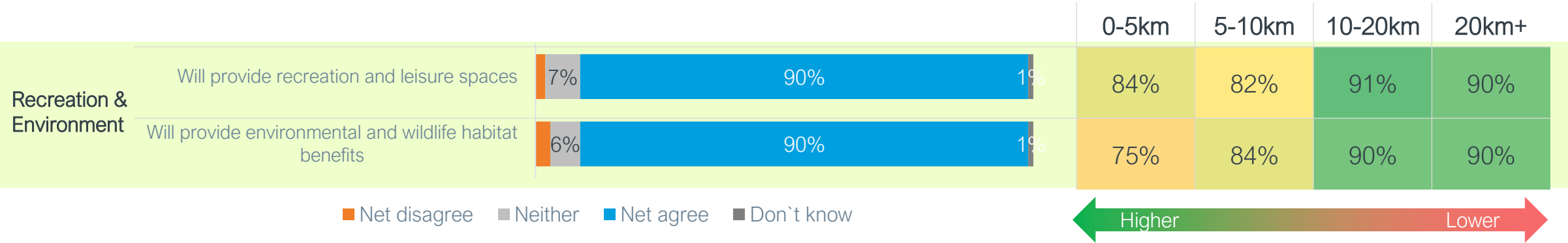
Only 46% overall agree there will be severe disruption, but this rises to 89% at 5-10km, compared to 44% further away (20km+).

The same pattern holds for wildlife impact concerns (41% overall, peaking at 89% at 5-10km).

Attitudes & Perceived Benefits - Recreation & Environment

9 in 10 participants agree on the leisure and environmental benefits offered by the reservoir.

Perceived benefits about the reservoir (total & by distance)



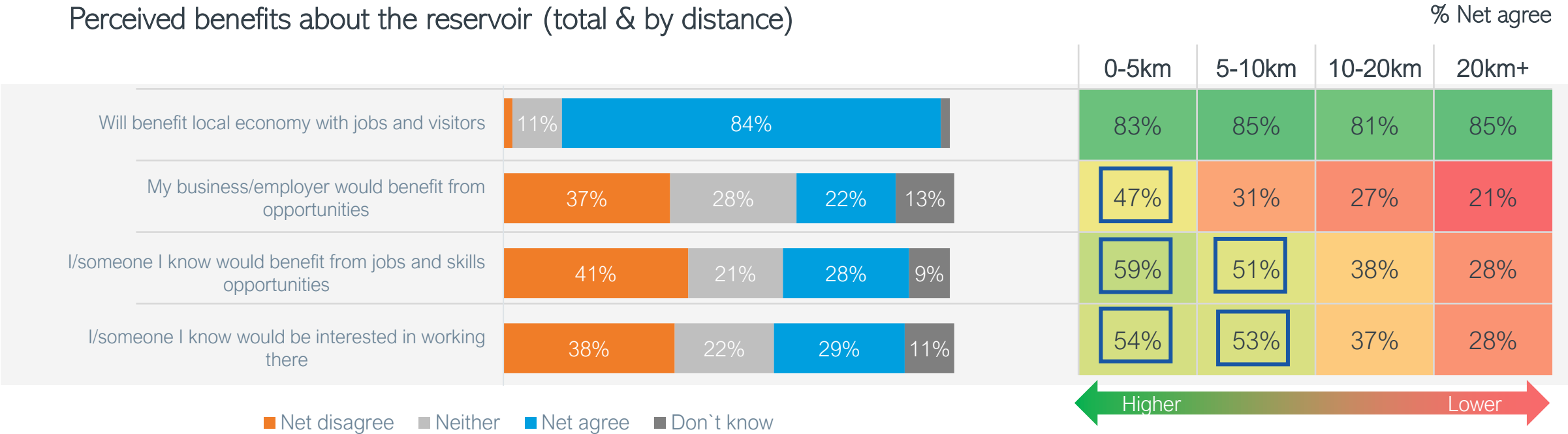
These benefits see the strongest agreement of any theme, with 90% agreeing the reservoir will provide recreation and leisure spaces and 90% agreeing it will deliver environmental and wildlife habitat benefits, sustained across all distance bands (75-91%).

Agreement on environmental benefits is significantly lower among those closest to the site (75% at 0-5km) compared to those furthest away (90% at 20km+) but still remains high at three quarters of participants.

Attitudes & Perceived Benefits - Economic & Employment

Broadly, participants agree the reservoir would benefit the local economy through jobs and visitors. However, personal benefits feel less tangible - particularly for those living further from the site.

Perceived benefits about the reservoir (total & by distance)

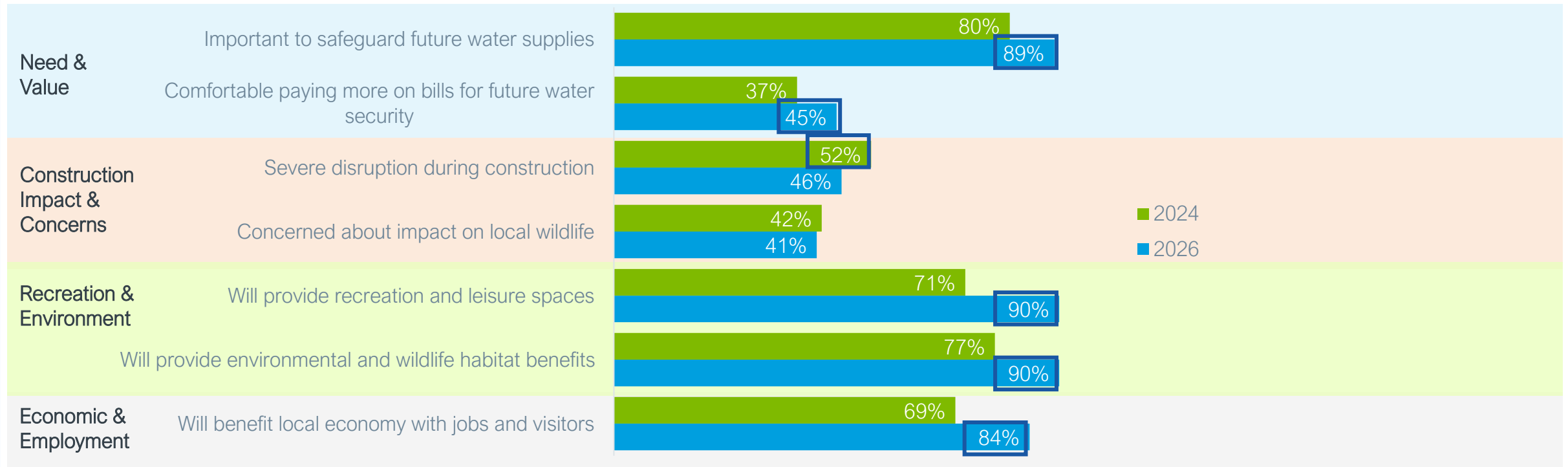


While 84% agree the reservoir will benefit the local economy through jobs and visitors, agreement falls for more personal benefit statements: 22% feel their own business/employer would benefit, and 28-29% feel they or someone they know would benefit from jobs or skills opportunities. Notably, the 0-5km group shows higher agreement on these personal-benefit statements (47-59%) than any other distance band, suggesting greater perceived personal opportunity closest to the site.

Attitudes & Perceived Benefits – changes since 2024

Attitudes toward the reservoir have strengthened considerably since 2024, with significantly large gains on perceived benefits, though disruption concerns and willingness to pay show more mixed movement.

Perceived benefits about the reservoir (% Net Agree)

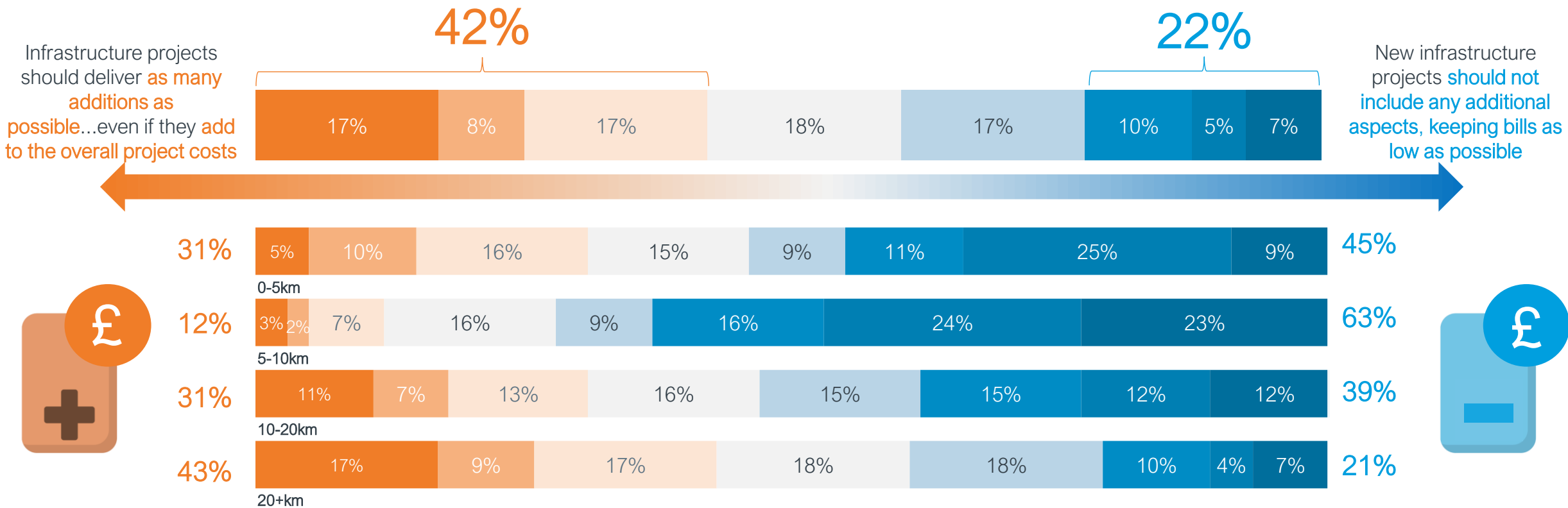


*This chart does not contain all previously mentioned statements as three were added in 2026

Perception on additional community benefits & cost

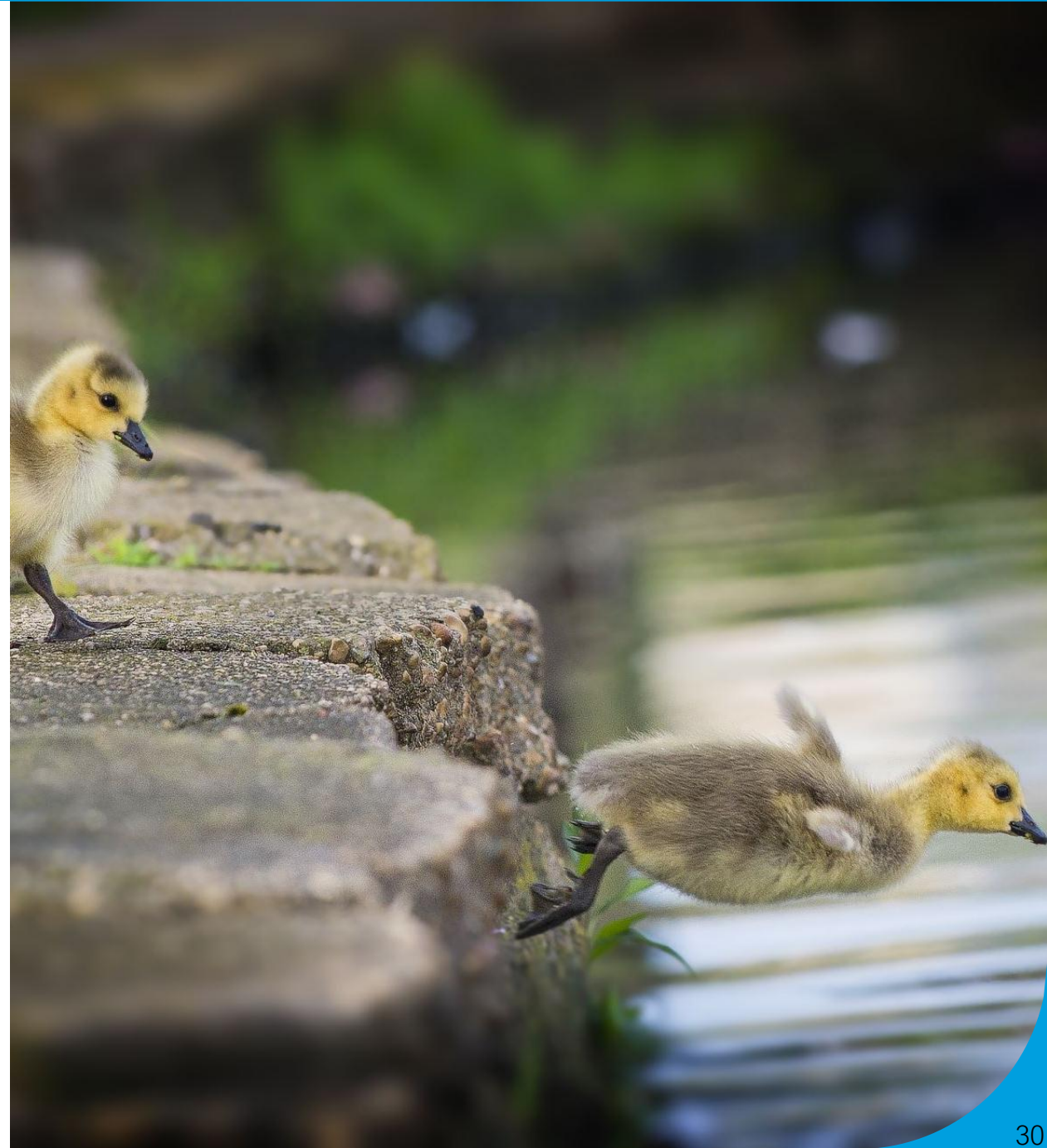
Views on additional infrastructure benefits are split overall, but those closest to the site are markedly more cautious about cost, even where those additions might bring local benefits

Providing additional benefits & cost





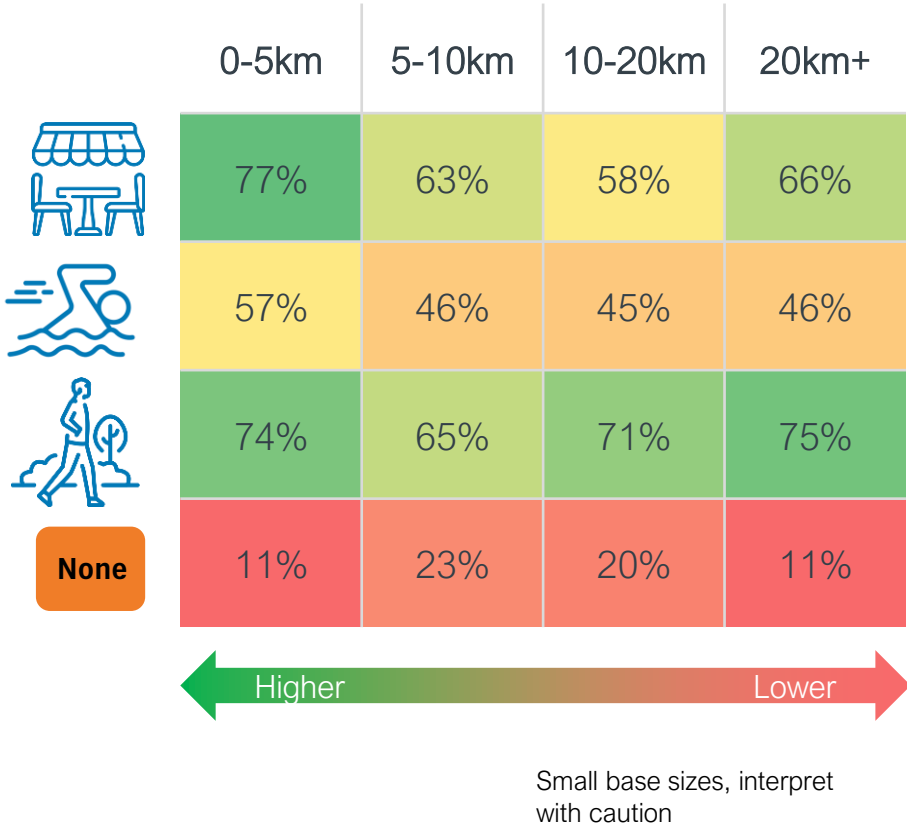
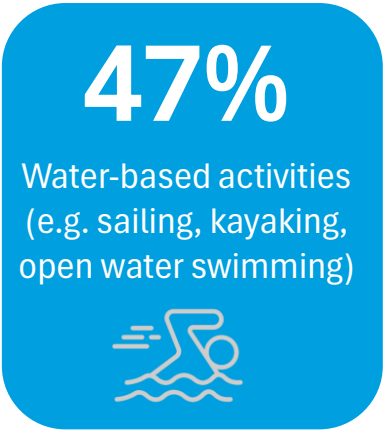
Leisure & Recreation Interest



Activities of interest

Three-quarters of participants show interest in trails & outdoor exploration, and just under half (47%) are interested in water-based activities. Interest is consistently highest at 0-5km across all categories, suggesting the closest communities see the greatest personal relevance in the activities on offer.

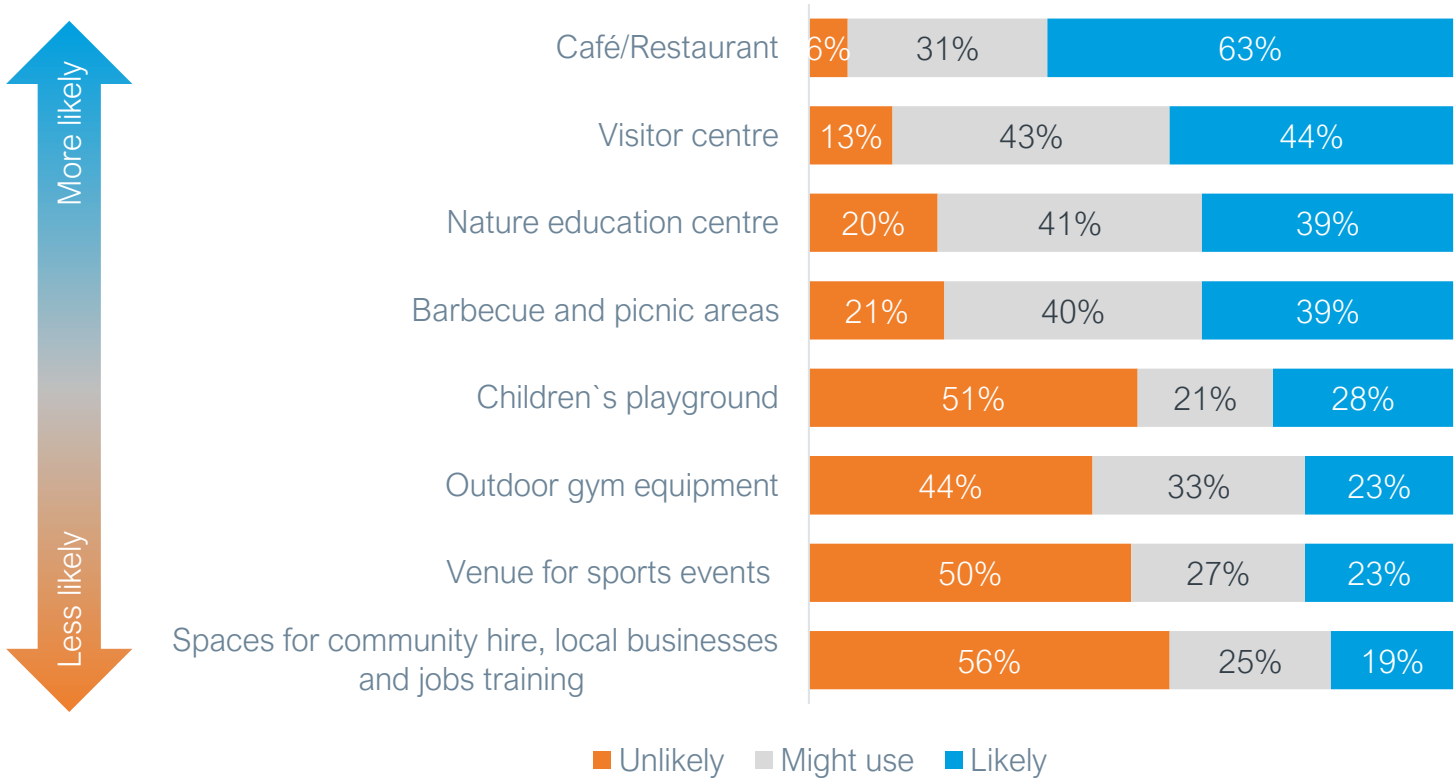
Interested activity by household(total & by distance)



Likelihood of using land-based facilities

Cafe/restaurant facilities have the broadest appeal, with visitor and nature education centres also performing well.

Likelihood of using land-based facilities (total)



Likelihood of using land-based facilities

The cafe/restaurant stands out as the one facility where the furthest distance bands show notably higher interest (67% and 64%) than those closest to the site (54% at 0-5km)

Likelihood of using land-based facilities (by distance)



Likelihood of using a cafe/restaurant is notably higher among those furthest from the site (67% at 10-20km, 64% at 20km+) than those closest (54% at 0-5km). Barbecue and picnic areas show a similar pattern, rising to 42% at 10-20km and 40% at 20km+, compared to just 20% at 0-5km.

Conversely, interest in a visitor centre and nature education centre is highest among those nearest the site (49% and 46% at 0-5km) and declines with distance (34% for both at 10-20km). Spaces for community hire and jobs training are least appealing at 10-20km (11%), the lowest figure across all facilities and distance bands.

	% Likely			
	0-5km	5-10km	10-20km	20km+
Cafe / restaurant	54%	50%	67%	64%
Visitor centre	49%	37%	34%	44%
Nature education centre	46%	33%	34%	39%
Barbecue and picnic areas	20%	29%	42%	40%
Children’s playground	26%	22%	26%	28%
Outdoor gym equipment	18%	21%	15%	23%
Venue for sports events	17%	20%	16%	23%
Spaces for community hire	16%	20%	11%	19%

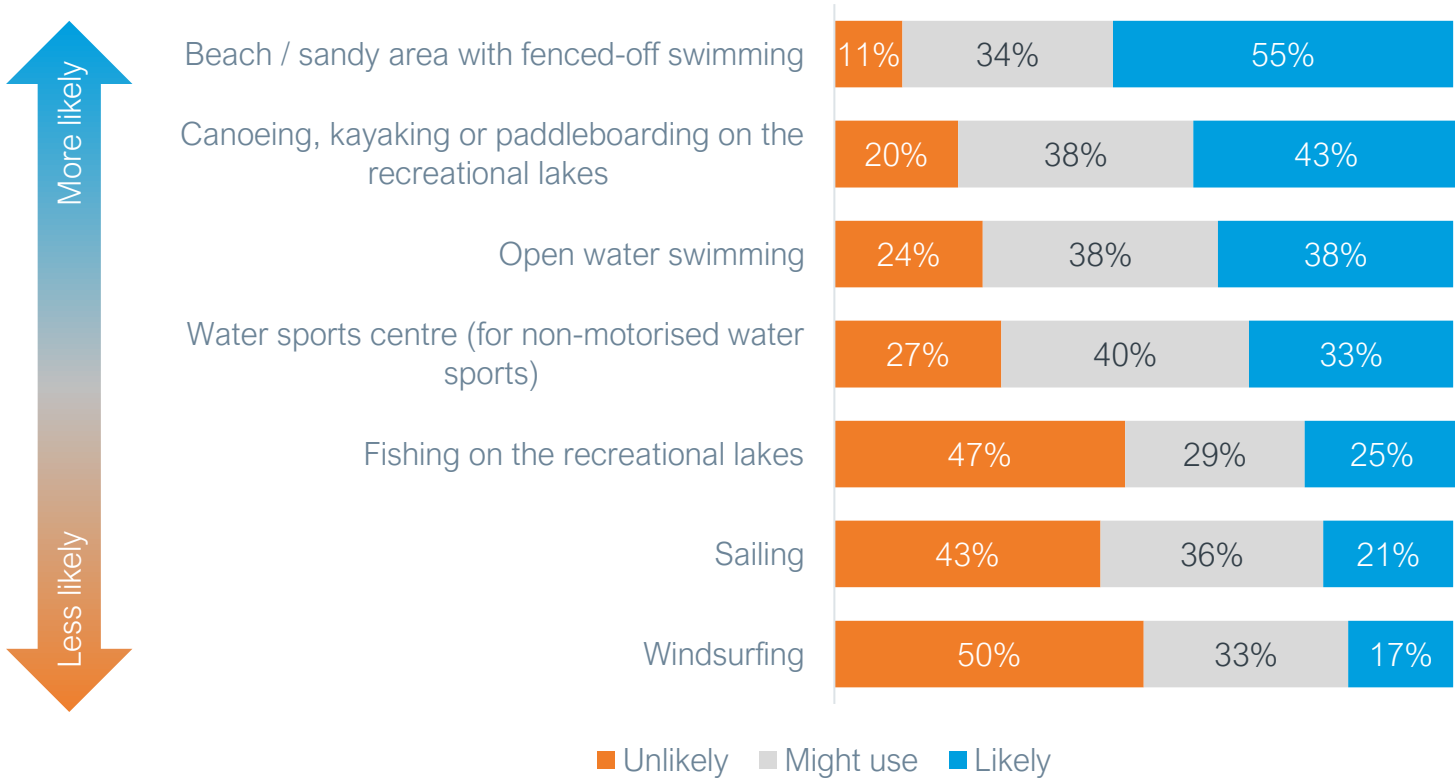
Higher

Lower

Likelihood of using water-based facilities

Beach/sandy areas and canoeing/kayaking lead interest in water-based activities, with interest generally lower than land-based facilities.

Likelihood of using water-based facilities (total)



Likelihood of using water-based facilities

Those closest to the site show stronger interest in swimming, but lower interest in fishing and sailing.

Likelihood of using water-based facilities (by distance)



Open water swimming is notably more appealing at 0-5km (44%) than further distance bands (35-38%), and canoeing/kayaking is least appealing at 0-5km (23%) compared to 43% at 20km+.

Fishing on the recreational lakes shows the widest gap by distance, just 11% at 0-5km versus 25% at 20km+.

Windsurfing, by contrast, peaks at 10-20km (24%), the highest of any band.

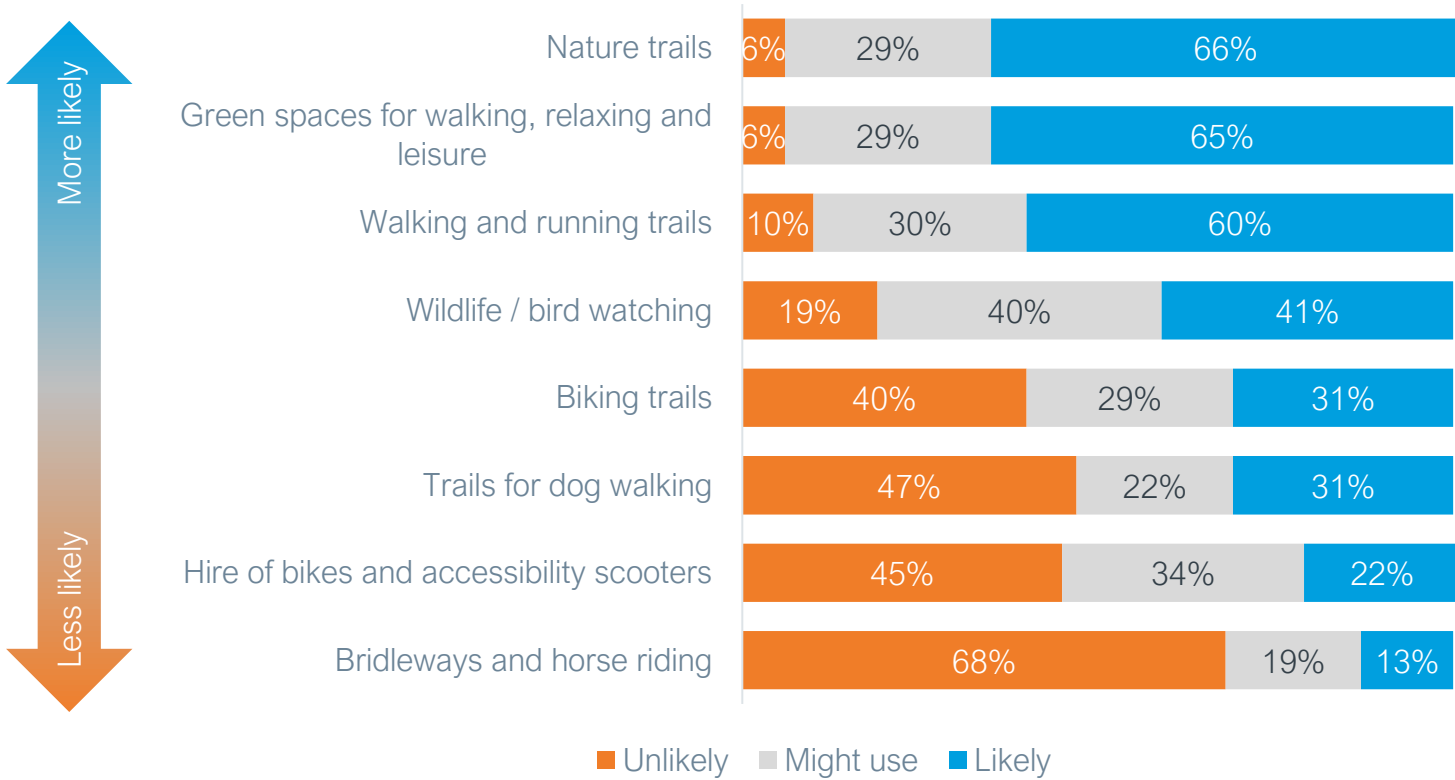
	0-5km	5-10km	10-20km	% Likely 20km+
Beach / sandy area (swimming)	47%	47%	48%	55%
Canoe /kayak /paddle-board	23%	30%	39%	43%
Open water swimming	44%	35%	38%	38%
Water sports centre	21%	25%	36%	33%
Fishing on the recreational lakes	11%	21%	16%	25%
Sailing	17%	20%	14%	21%
Windsurfing	20%	20%	24%	17%

 Higher
  Lower

Likelihood of using trails and outdoor activities

Nature trails and green/walking spaces are the most popular outdoor activities, with wildlife watching also appealing to a sizeable minority.

Likelihood of using trails and outdoor activities (total)



Likelihood of using trails and outdoor activities

The 5-10km distance band shows lower interest in walking-related activities, while bridleways and bike hire skew towards those nearest the site.

Likelihood of using trails and outdoor activities (by distance)



Green spaces for walking and walking/running trails are less appealing at 5-10km (35% and 43%) compared to other bands (53-65%).

Wildlife/bird watching follows a similar pattern, dipping to 21% at 5-10km versus 41-46% elsewhere. Trails for dog walking, however, peak at 10-20km (43%).

Bridleways/horse riding and bike/scooter hire are both most popular at 0-5km (24% and 20%), declining at 5-10km and 10-20km (10-14%).

	% Likely			
	0-5km	5-10km	10-20km	20km+
Nature trails	55%	47%	63%	66%
Green spaces for walking, relaxing and leisure	53%	35%	59%	65%
Walking and running trails	56%	43%	59%	61%
Wildlife / bird watching	46%	21%	31%	41%
Biking trails	37%	26%	36%	31%
Trails for dog walking	28%	39%	43%	31%
Hire of bikes and accessibility scooters	20%	14%	14%	22%
Bridleways and horse riding	24%	10%	10%	13%

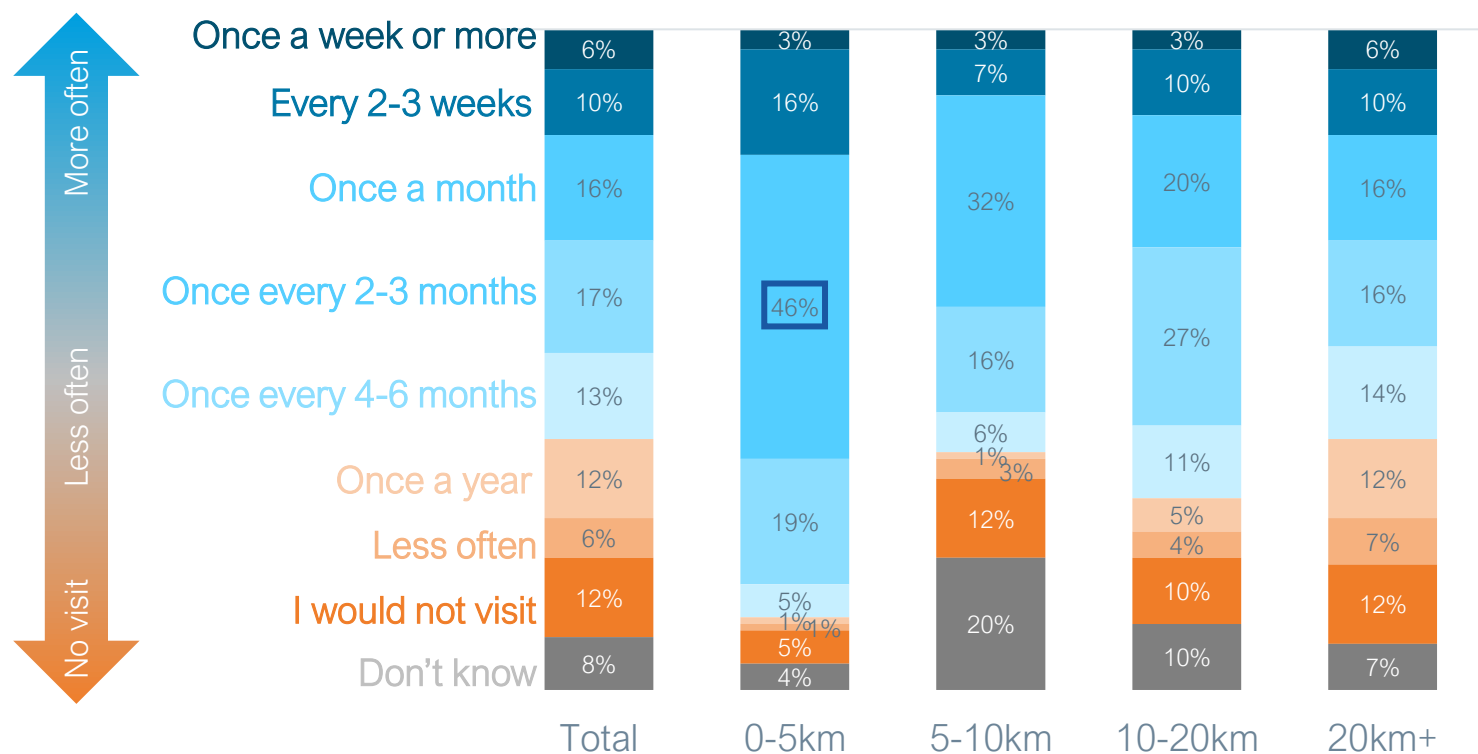


Small base sizes, interpret with caution

Frequency of visit to the reservoir

A majority would visit the reservoir with 32% visiting at least once a month. Those closest to the site anticipate visiting far more frequently.

Frequency of visit (total & by distance)



Almost half (49%) of participants would visit once every 2-3 months or more often, with the largest single group (16%) visiting once a month. Only 12% say they would not visit, and 8% don't know.

At 0-5km, 65% would visit once a month or more often, with 46% visiting once a month alone, substantially higher than any other distance band.

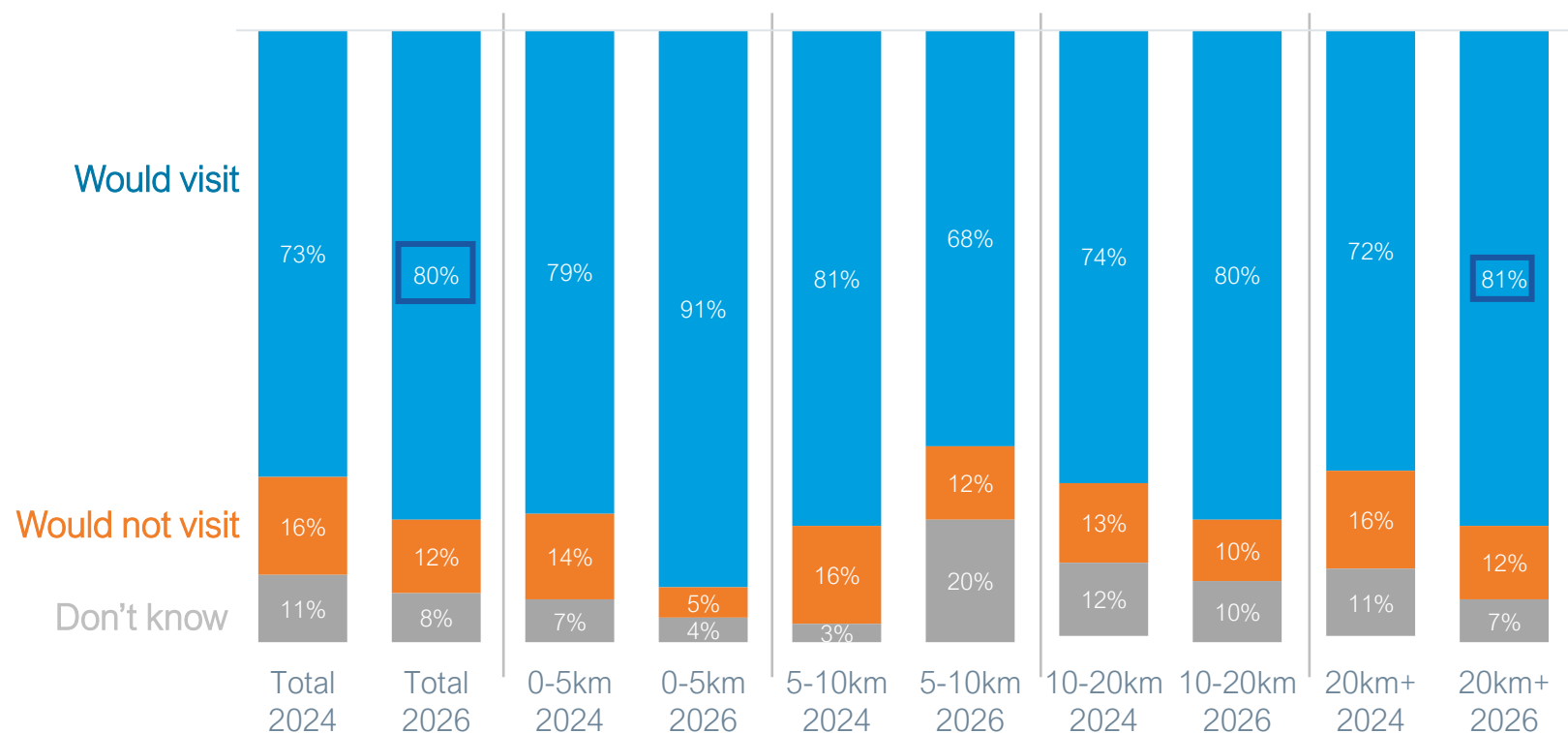
Frequency declines steadily with distance: at 5-10km, 42% would visit once a month or more, falling to 33% at 10-20km and 32% at 20km+.

Uncertainty is also notably higher at 5-10km, where 1 in 5 don't know how often they'd visit, compared to 4-10% elsewhere.

Frequency of visit to the reservoir – changes since 2024

Intent to visit the reservoir has increased since 2024, with fewer people saying they would not visit and a notable shift toward more frequent visiting among those closest to the site.

Frequency of visit (by distance)



The proportion saying they would not visit the reservoir has fallen from 16% to 12%, while "don't know" has also reduced.

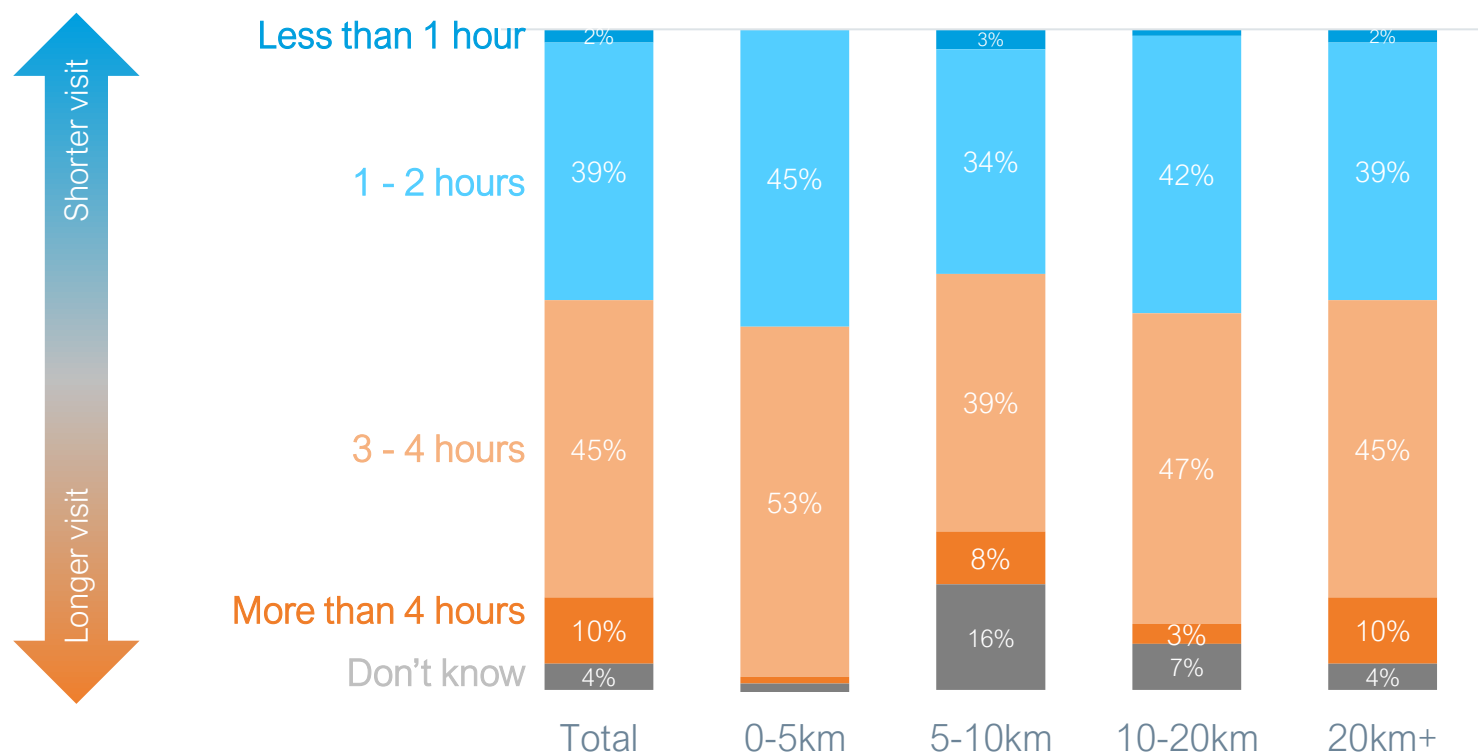
The most dramatic change is at 0-5km, where "once a month" has more than doubled from 23% to 46%. Combined with every 2-3 weeks (12% to 16%), this group seems to be increasingly positioning the reservoir as a regular, local amenity rather than an occasional destination.

In the 0-5km distance band, 90% would visit the reservoir at least once a year, an increase from 74% in 2024.

Length of visit

84% of participants anticipate spending 1-4 hours at the reservoir.

Length of visit (total & by distance)



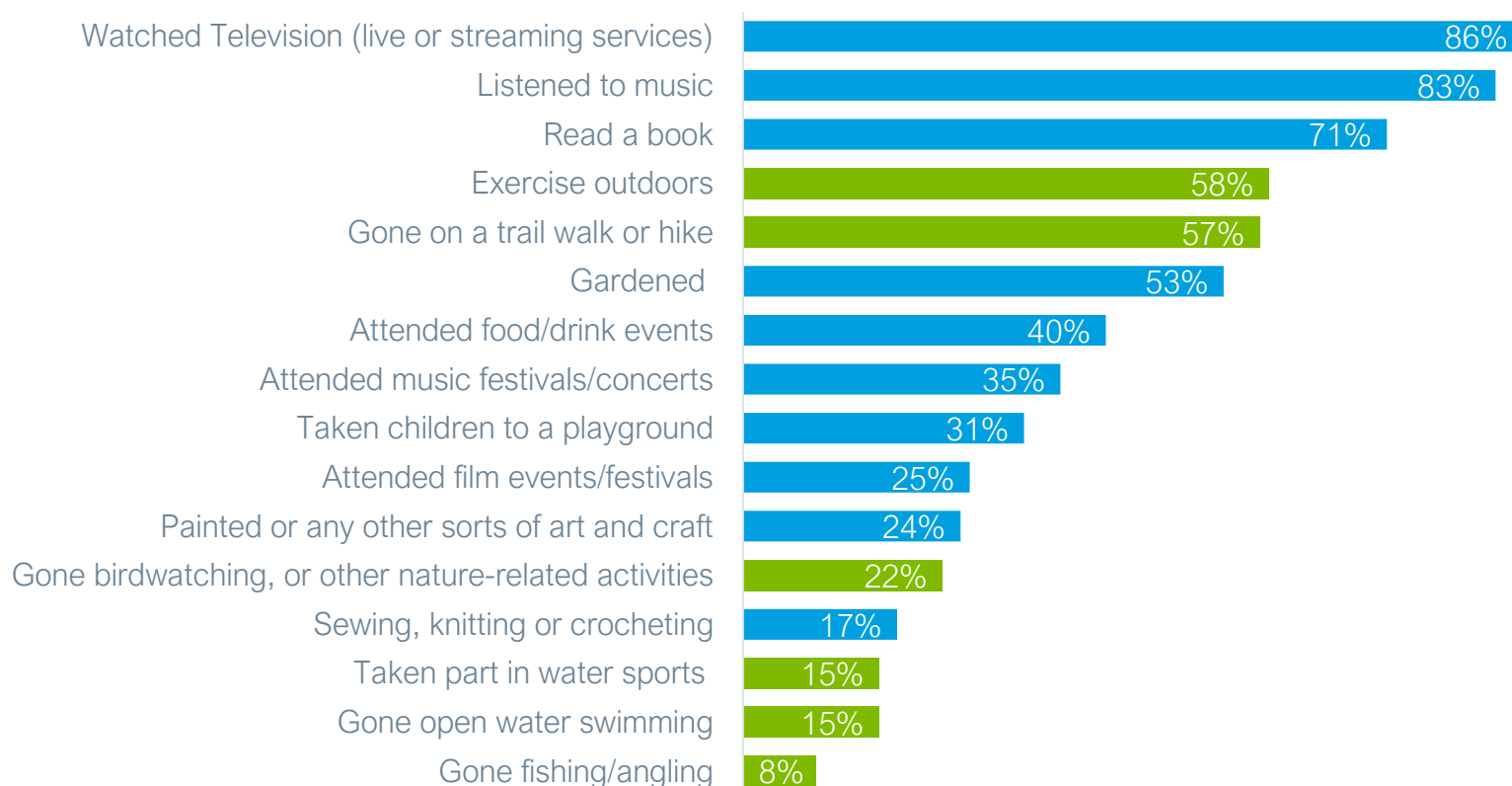
45% expect to spend 3-4 hours at the reservoir, and a further 39% expect 1-2 hours. Only 2% expect to stay less than an hour, while 10% anticipate visits of more than 4 hours.

At 0-5km, 53% expect to spend 3-4 hours and a further 45% expect 1-2 hours, with virtually no one (1%) expecting to stay less than an hour. The 5-10km band stands out with the highest proportion expecting visits of more than 4 hours (8%) but also the highest "don't know" response (16%). At 10-20km and 20km+, the pattern closely mirrors the total, with 1-2 hour and 3-4 hour visits dominating.

Current leisure activities

A large proportion of the sample reports watching television, listening to music, reading and outdoor activities. A much smaller percentage say they have done water-related activities in the last year.

Leisure activities in the past 12 months - Total



Accent conforms to the requirements of ISO 20252:2019



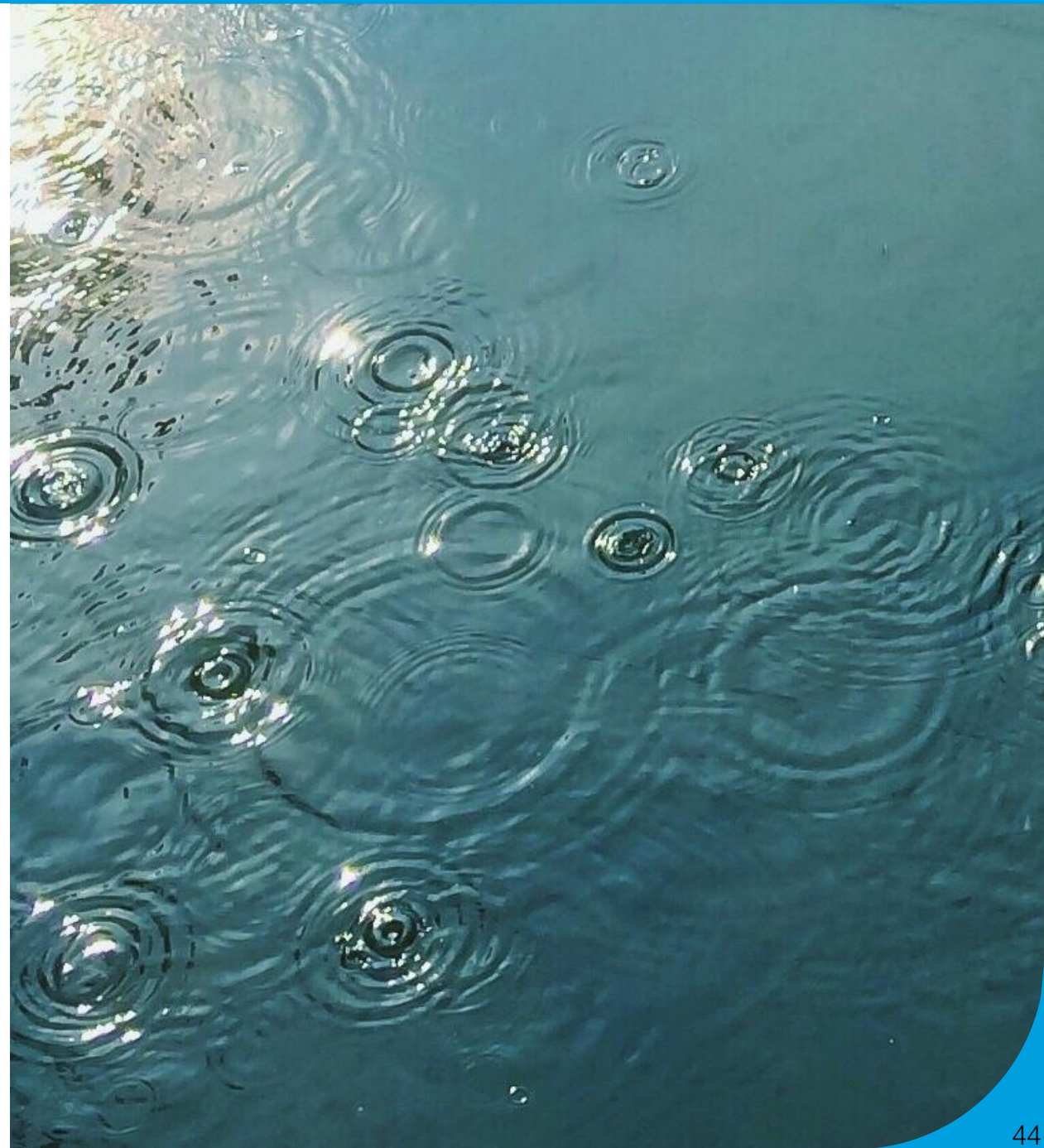
Thank you

Appendix



Appendix: Subgroup analysis

All figures are based on weighted data. Percentages reflect "Net agree"/"Net support" or equivalent summary measures unless otherwise stated. Subgroups with notably small bases (16-17 year olds, $n \approx 52$; Digitally disengaged, $n \approx 32$; Disabled- prefer not to say, $n \approx 45$) are flagged where relevant and findings for these groups should be treated as indicative.



Sample breakdown

Some subgroups has notably small bases and findings for these groups should be treated as indicative.

		Distance				Age								Gender	
	Total	0-5km	5-10km	10-20km	20km+	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Female	Male
Weighted Base	2004	27	27	26	1924	52	186	293	341	325	329	343	131	1018	978
Unweighted Base	2004	152	156	151	1545	55	219	310	288	326	337	310	157	1022	975
Weighted %	100%	1%	1%	1%	96%	3%	9%	15%	17%	16%	16%	17%	7%	51%	49%
Unweighted %	100%	8%	8%	8%	77%	3%	11%	15%	14%	16%	17%	15%	8%	51%	49%

		SEG				Future vs Current Customer		Disability			Thames Water PSR status		
	Total	AB	C1	C2	DE	Future Customer	Current Customer	Disabled	Not disabled	Refused	Yes	No	Don't know
Weighted Base	2004	700	622	257	413	129	1875	365	1595	45	248	1528	228
Unweighted Base	2004	699	610	272	409	142	1862	409	1550	45	252	1523	229
Weighted %	100%	35%	31%	13%	21%	6%	94%	18%	80%	2%	12%	76%	11%
Unweighted %	100%	35%	30%	14%	20%	7%	93%	20%	77%	2%	13%	76%	11%

		Ethnicity		Digital status		Member of environmental or water sports group		Household income				
	Total	White	Non-white	Digitally disengaged	Not digitally disengaged	Yes	No	Under £24,500	£24,501 - £27,000	£27,001 - £50,000	£50,001+	Refused
Weighted Base	2004	1665	333	32	1972	425	1580	399	204	610	646	146
Unweighted Base	2004	1601	398	140	1864	421	1583	379	205	567	601	252
Weighted %	100%	83%	17%	2%	98%	21%	79%	20%	10%	30%	32%	7%
Unweighted %	100%	80%	20%	7%	93%	21%	79%	19%	10%	28%	30%	13%

% may not total 100 due to rounding

Key observations

A small number of subgroups appear repeatedly across multiple measures

PSR-registered customers

- ...consistently show higher awareness, higher support (before and after information), higher willingness to pay, higher perceived personal benefit, higher trust, and higher belief in supply security than non-PSR customers.
- This group appears to be a generally more engaged and favourably-disposed segment, though it's worth considering whether this reflects genuine attitudinal difference or simply a more engaged response style among those already engaged with Thames Water.

Environmental/water sports group members

- ...show a broadly similar profile to PSR participants, higher awareness, support, trust, willingness to pay, and intent to visit, which is intuitive given this group's likely pre-existing interest in the subject matter.

Future customers

- ...present a more mixed picture: very low awareness and willingness to pay, but the high post-information support and high interest in working at the reservoir of any subgroup.
- This combination suggests an audience that has not yet engaged with the topic, but respond very positively once they do, making them a potentially valuable target for future-facing communications, particularly around employment and long-term benefit framing.

Key observations

A small number of subgroups appear repeatedly across multiple measures

Digitally disengaged participants

- ...show a distinctive pattern of higher concern (disruption, wildlife) alongside higher perceived personal benefit and higher belief in water security, broadly more engaged with the issue from both a concern and opportunity perspective, though this should be treated as a directional signal given the sample size. (small base size)

Non-white participants

- ..show consistently higher trust, higher perceived personal/employment benefit, and lower likelihood of disengagement (lower "would not visit," lower belief in plentiful supply) than white participants.

Age

- ..is the single most consistent differentiator across the facility and activity interest questions, with under-45s showing the highest interest in nearly every activity tested and 65+/75+ showing the lowest, except for wildlife/bird watching and fishing, where the oldest group shows the highest interest of all.
- This suggests the recreational offer may currently be more naturally aligned with younger and family-stage households.

Awareness in subgroups

		Distance				Age								Gender	
	Total	0-5km	5-10km	10-20km	20km+	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Female	Male
Weighted Base	2,004	27	27	26	1,924	52	186	293	341	325	329	343	131	1,018	978
% Yes	19%	96%	75%	32%	16%	7%	9%	27%	19%	22%	18%	15%	18%	16%	21%

	SEG				Future vs Current Customer		Disability			Thames Water PSR status		
	AB	C1	C2	DE	Future Customer	Current Customer	Disabled	Not disabled	Refused	Yes	No	Don't know
Weighted Base	700	622	257	413	129	1,875	365	1,595	45	248	1,528	228
% Yes	23%	14%	21%	16%	4%	19%	18%	19%	18%	34%	17%	11%

	Ethnicity		Digital status		Member of environmental or water sports group		Household income				
	White	Non-white	Digitally disengaged	Not digitally disengaged	Yes	No	Under £24,500	£24,501 - £27,000	£27,001 - £50,000	£50,001+	Refused
Weighted Base	1,665	333	32	1,972	425	1,580	399	204	610	646	146
Unweighted Base	19%	17%	56%	18%	30%	15%	10%	26%	19%	19%	24%

% may not total 100 due to rounding or missing data

Awareness in subgroups

Overall awareness of the reservoir before the survey was 19%.

- **PSR status:** awareness is markedly higher among those on Thames Water's Priority Services Register (34%) than those not on it (17%).
- **Customer type:** future customers (those not currently paying a water bill) show very low awareness (4%) compared to current customers (19%).
- **Environmental/water sports group members:** awareness is double the average among group members (30% vs. 15% for non-members).
- **Digitally disengaged:** this group shows notably higher awareness (56%) than the digitally engaged majority (18%).
- **Age:** awareness is lowest among 16-24 (7-9%) and highest among 25-34 (27%).

The higher awareness among PSR-registered customers and environmental group members may reflect more active engagement with Thames Water communications generally, rather than reservoir-specific outreach.

The very low awareness among future customers suggests engagement activity has had limited reach among younger or not-yet-billed audiences.



Support for reservoir in subgroups

		Distance				Age								Gender	
	Total	0-5km	5-10km	10-20km	20km+	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Female	Male
Weighted Base	2,004	27	27	26	1,924	52	186	293	341	325	329	343	131	1,018	978
% Support before	53%	59%	46%	56%	52%	24%	40%	49%	57%	54%	57%	53%	62%	47%	58%
% Support after	89%	72%	66%	85%	89%	93%	91%	89%	91%	86%	87%	88%	89%	89%	88%

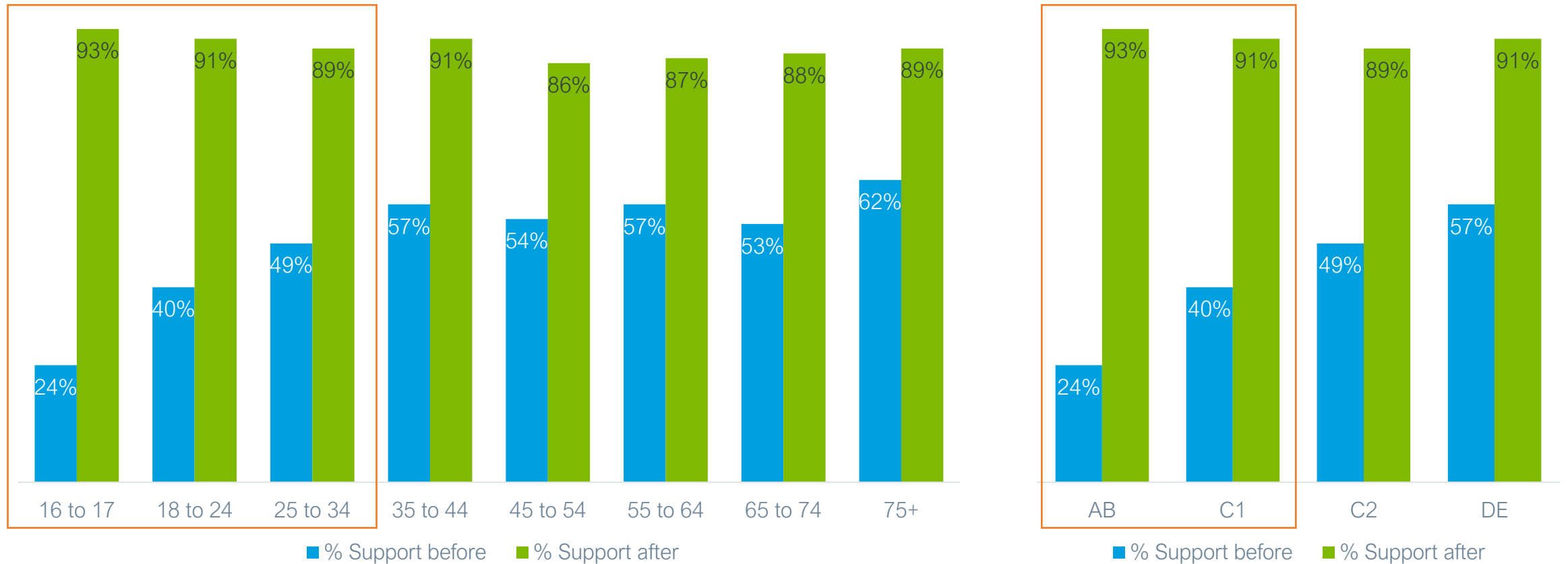
	SEG				Future vs Current Customer		Disability			Thames Water PSR status		
	AB	C1	C2	DE	Future Customer	Current Customer	Disabled	Not disabled	Refused	Yes	No	Don't know
Weighted Base	700	622	257	413	129	1,875	365	1,595	45	248	1,528	228
% Support before	54%	52%	53%	51%	27%	54%	49%	54%	32%	62%	53%	38%
% Support after	90%	91%	86%	84%	92%	88%	85%	90%	60%	85%	90%	85%

	Ethnicity		Digital status		Member of environmental or water sports group		Household income				
	White	Non-white	Digitally disengaged	Not digitally disengaged	Yes	No	Under £24,500	£24,501 - £27,000	£27,001 - £50,000	£50,001+	Refused
Weighted Base	1,665	333	32	1,972	425	1,580	399	204	610	646	146
% Support before	53%	50%	56%	52%	61%	50%	48%	62%	52%	57%	33%
% Support after	88%	90%	77%	89%	88%	89%	86%	87%	89%	93%	76%

% may not total 100 due to rounding or missing data

Support for reservoir by age & SEG

Younger audiences and those with social grades AB or C1 had lower spontaneous support for the reservoir although post-information support was comparable to other groups.



Support for reservoir in subgroups



Before information, net support = 53% overall.

- Support before information rises with age: from 24% among 16-17s to 62% among those aged 75+.
- Men show higher pre-information support than women (58% vs. 47%).
- PSR-registered customers show significantly higher pre-information support (62%) than non-registered customers (53%).
- Environmental/water sports group members show higher support (61% vs. 50% for non-members).
- Higher-income households (£50,001+: 57%) show higher pre-information support than the lowest income band (Under £24,500: 48%).

After information, net support = 89% overall (a 36-point increase from the pre-information position)

- The uplift from information is largest for groups starting from a lower base: 16-17 rise from 24% to 93% (the highest of any subgroup after information), and 18-24 rise from 40% to 91%.
- Future customers show the highest post-information support of any subgroup (92%).
- DE socio-economic grade shows the lowest post-information support among SEG groups (84% vs. 90-91% for AB/C1).

Attitudes & Perceived Benefits in subgroups (Q17)

Significantly lower/higher at 95% when compared to at least another attribute in the same category

		Distance				Age								Gender	
	Total	0-5km	5-10km	10-20km	20km+	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Female	Male
Weighted Base	2,004	27	27	26	1,924	52	186	293	341	325	329	343	131	1,018	978
Safeguard future water supplies	89%	83%	77%	91%	89%	87%	87%	87%	87%	88%	88%	93%	91%	89%	88%
Concerned about disruption	46%	85%	83%	72%	44%	36%	40%	44%	42%	52%	40%	51%	54%	47%	44%
Comfortable paying more	45%	50%	27%	51%	45%	24%	50%	55%	44%	43%	39%	42%	55%	45%	45%
Provide recreational spaces	90%	84%	82%	91%	90%	91%	90%	90%	91%	90%	88%	92%	97%	91%	89%
Provide eco benefits	90%	75%	84%	90%	90%	83%	92%	90%	91%	87%	88%	91%	97%	91%	89%
Concerned about wildlife	41%	69%	89%	54%	40%	43%	44%	52%	45%	38%	36%	35%	41%	43%	39%
Benefit the local economy	84%	83%	85%	81%	85%	74%	87%	87%	86%	82%	84%	84%	87%	85%	84%
Benefit business/employer	22%	47%	31%	27%	21%	8%	29%	33%	28%	22%	20%	9%	15%	18%	26%
Directly benefit from jobs & skills	28%	59%	51%	38%	28%	20%	41%	43%	37%	28%	23%	10%	20%	25%	32%
Direct work opportunities	29%	54%	53%	37%	28%	42%	45%	42%	34%	29%	24%	10%	17%	26%	31%

% may not total 100 due to rounding or missing data

Attitudes & Perceived Benefits in subgroups

	SEG				Future vs Current Customer		Disability			Thames Water PSR status		
	AB	C1	C2	DE	Future Customer	Current Customer	Disabled	Not disabled	Refused	Yes	No	Don't know
Weighted Base	700	622	257	413	129	1,875	365	1,595	45	248	1,528	228
Safeguard future water supplies	91%	91%	84%	85%	88%	89%	86%	90%	61%	88%	89%	85%
Concerned about disruption	45%	48%	42%	46%	38%	46%	50%	44%	56%	50%	44%	52%
Comfortable paying more	52%	42%	36%	43%	33%	46%	43%	46%	30%	56%	44%	38%
Provide recreational spaces	91%	93%	89%	85%	93%	90%	87%	92%	71%	86%	91%	91%
Provide eco benefits	92%	93%	87%	85%	89%	90%	87%	91%	67%	86%	91%	89%
Concerned about wildlife	43%	41%	42%	38%	42%	41%	46%	40%	50%	57%	38%	44%
Benefit the local economy	87%	86%	82%	80%	82%	85%	82%	86%	62%	85%	85%	84%
Benefit business/employer	24%	18%	25%	21%	12%	22%	19%	23%	12%	37%	19%	20%
Directly benefit from jobs & skills	31%	28%	29%	25%	28%	29%	28%	29%	28%	45%	26%	29%
Direct work opportunities	29%	27%	32%	27%	39%	28%	28%	29%	25%	43%	26%	28%

% may not total 100 due to rounding or missing data

Attitudes & Perceived Benefits in subgroups

	Ethnicity		Digital status		Member of environmental or water sports group		Household income				
	White	Non-white	Digitally disengaged	Not digitally disengaged	Yes	No	Under £24,500	£24,501 - £27,000	£27,001 - £50,000	£50,001+	Refused
Weighted Base	1,665	333	32	1,972	425	1,580	399	204	610	646	146
Safeguard future water supplies	88%	89%	89%	89%	85%	89%	86%	83%	90%	92%	83%
Concerned about disruption	46%	45%	76%	45%	45%	46%	44%	45%	46%	45%	54%
Comfortable paying more	44%	50%	47%	45%	54%	42%	38%	45%	45%	52%	29%
Provide recreational spaces	90%	90%	92%	90%	87%	91%	89%	84%	90%	95%	81%
Provide eco benefits	90%	89%	87%	90%	87%	91%	88%	82%	90%	95%	84%
Concerned about wildlife	40%	47%	60%	41%	51%	39%	36%	46%	42%	42%	43%
Benefit the local economy	84%	88%	80%	85%	84%	84%	82%	78%	84%	90%	76%
Benefit business/employer	19%	36%	30%	22%	39%	17%	15%	34%	23%	23%	11%
Directly benefit from jobs & skills	25%	45%	37%	28%	46%	24%	22%	33%	29%	32%	22%
Direct work opportunities	25%	45%	35%	28%	44%	24%	23%	34%	31%	30%	23%

% may not total 100 due to rounding or missing data



Attitudes & Perceived Benefits in subgroups

Importance of Safeguarding Future Supplies

- Net agreement overall = 89%, and this is consistently high across almost all subgroups (83-93%).

Construction Disruption

- Net agreement overall = 46%.
- Digitally disengaged participants show substantially higher agreement (76%) than the digitally engaged majority (45%).
- Agreement rises with age from 36% (16-17) to a peak of 54% (75+), though not in a perfectly linear pattern (45-54 also show 52%).
- Differences by gender, SEG, ethnicity, income and PSR status are modest (within a 5-6 % point range of the total).

Attitudes & Perceived Benefits in subgroups



Willingness to Pay More on Bills

- Net agreement overall = 45% - one of the most differentiated measures in the survey.
- PSR status: those on the PSR show notably higher willingness to pay (56%) than those not registered (44%).
- Environmental/water sports group members: 54% vs. 42% for non-members.
- Age: a U-shaped pattern, willingness to pay is lowest among 16-17 (24%) and 55-64 (39%), but highest among 25-34 (55%) and 75+ (55%).
- SEG: AB shows the highest willingness (52%), C2 the lowest (36%).
- Income: willingness rises with income, from 38% (under £24,500) to 52% (£50,001+).
- Customer type: future customers show lower willingness (33%) than current customers (46%).
- Future customers and the Under £24,500 income band show the lowest willingness to pay of any subgroup.

Willingness to pay appears closely tied to current financial means (income, SEG) and to a sense of investment in the outcome (PSR registration, environmental group membership, current customer status).

The lower willingness among future customers is notable: this group will ultimately pay for the reservoir for longer than current bill-payers, yet shows less enthusiasm for doing so, possibly reflecting a weaker sense of immediate relevance or lower awareness of the issue (consistent with their very low awareness score).

Attitudes & Perceived Benefits in subgroups



Concern About Wildlife Impact

- Net agreement overall = 41%.
- PSR status: 57% agree among those on the PSR, vs. 38% among those not registered, a significant difference and the largest gap on this measure.
- Digitally disengaged: 60% agreement, again significantly above the digitally engaged group (41%).
- Environmental/water sports group members: 51% vs. 39% for non-members, perhaps unsurprising given this group's likely interest in nature and conservation.
- Non-white participants: somewhat higher agreement (47%) than white participants (40%).
- Age shows a moderate peak among 25–34-year-olds (52%).

The consistency of PSR and digitally disengaged participants showing elevated concern across both disruption and wildlife impact suggests these groups may share a common profile, **potentially more vulnerable, more locally-rooted, or simply more risk-averse towards change in their local environment.**

This is worth bearing in mind for engagement planning, as these groups may also be harder to reach through standard digital channels.

Local Economic Benefits

- Net agreement overall = 84%, and broadly consistent across most subgroups (78–90%).
- Income: agreement rises with income, from 78% (£24,501–£27,000 to 90% (£50,001+) which is significantly higher agreement than the other income bands.
- SEG: DE shows significantly lower agreement (80%) vs. AB (87%) and C1 (86%).
- Those 16–17 show comparatively low agreement (74%), the lowest of any age group, although the difference is not significant.

This measure shows less subgroup variation than most others in the survey, suggesting the economic benefits argument resonates fairly evenly across the population.



Attitudes & Perceived Benefits in subgroups

Personal/Direct Economic Benefit Statements

- These three statements, relating to jobs, skills, and employment opportunities, show some of the widest subgroup variation in the survey, despite low overall agreement (22-29%).
- PSR status is consistently associated with much higher agreement: 37-45% among PSR-registered participants vs. 19-26% among those not registered, roughly double across all three statements.
- Environmental/water sports group members show a similar pattern: 39-46% vs. 17-24% for non-members.
- Non-white participants show notably higher agreement than white participants across all three measures
- Digitally disengaged participants show higher agreement (30-37%) than the digitally engaged majority (22-29%).
- Age: younger participants (18-34) show the highest agreement (29-45% across the three statements), declining sharply among those 65+ (9-20%).
- Future customers show notably higher interest in working at the reservoir (39%) than current customers (28%), despite future customers' otherwise lower engagement on most measures.

Attitudes & Perceived Benefits in subgroups (Q25)

		Distance				Age								Gender	
	Total	0-5km	5-10km	10-20km	20km+	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Female	Male
Weighted Base	2,004	27	27	26	1,924	52	186	293	341	325	329	343	131	1,018	978
Protect future supply	86%	94%	82%	94%	85%	74%	85%	86%	87%	84%	82%	90%	93%	86%	85%
Plentiful future water supply	31%	49%	47%	47%	30%	31%	45%	41%	32%	33%	27%	18%	28%	29%	34%
Worry about future generation	67%	86%	57%	84%	67%	60%	65%	65%	67%	68%	63%	71%	74%	68%	66%
Leak concerns	82%	76%	90%	88%	82%	59%	68%	73%	81%	86%	85%	93%	90%	83%	81%
Trust in Thames Water	39%	54%	34%	49%	39%	27%	54%	49%	44%	36%	35%	25%	47%	42%	37%
Protect the environment	88%	96%	93%	95%	87%	86%	85%	84%	88%	89%	83%	91%	95%	89%	86%

	SEG				Future vs Current Customer		Disability			Thames Water PSR status		
	AB	C1	C2	DE	Future Customer	Current Customer	Disabled	Not disabled	Refused	Yes	No	Don't know
Weighted Base	700	622	257	413	129	1,875	365	1,595	45	248	1,528	228
Protect future supply	87%	88%	83%	82%	84%	86%	84%	86%	73%	83%	86%	83%
Plentiful future water supply	29%	29%	39%	33%	30%	31%	32%	31%	20%	50%	28%	30%
Worry about future generation	69%	70%	62%	64%	63%	67%	72%	66%	59%	66%	68%	62%
Leak concerns	81%	82%	83%	84%	65%	83%	84%	82%	71%	85%	83%	70%
Trust in Thames Water	39%	35%	46%	43%	43%	39%	36%	41%	20%	51%	37%	42%
Protect the environment	88%	89%	87%	85%	88%	87%	83%	89%	74%	85%	89%	82%

Attitudes & Perceived Benefits in subgroups (Q25)

	Ethnicity		Digital status		Member of environmental or water sports group		Household income				
	White	Non-white	Digitally disengaged	Not digitally disengaged	Yes	No	Under £24,500	£24,501 - £27,000	£27,001 - £50,000	£50,001+	Refused
Weighted Base	1,665	333	32	1,972	425	1,580	399	204	610	646	146
Protect future supply	86%	84%	90%	85%	83%	86%	84%	78%	86%	90%	80%
Plentiful future water supply	29%	44%	47%	31%	40%	29%	27%	45%	31%	30%	26%
Worry about future generation	68%	61%	84%	67%	69%	67%	63%	66%	65%	74%	59%
Leak concerns	84%	72%	83%	82%	80%	83%	85%	78%	83%	82%	76%
Trust in Thames Water	36%	56%	46%	39%	50%	36%	44%	41%	39%	41%	19%
Protect the environment	88%	84%	96%	87%	83%	89%	86%	80%	88%	91%	86%

% may not total 100 due to rounding or missing data

Attitudes Towards Water Supply in subgroups



Trust in Thames Water to do the right thing

- Net agreement overall = 39%.
- Non-white participants show notably higher trust (56%) than white participants (36%), one of the largest gaps in the survey on this measure.
- PSR status: 51% among PSR-registered participants vs. 37% among those not registered.
- Environmental/water sports group members: 50% vs. 36% for non-members.
- Age: trust is highest among 18-24s (54%) and lowest among 65-74s (25%) although 47% of 75+ trust Thames Water to do the right thing

Belief That Water Supply Will Always Be Plentiful

- Net agreement overall = 31% (i.e. most people do not believe supply is guaranteed, consistent with broad acceptance of the need for new infrastructure).
- PSR status: 50% of PSR-registered participants agree, compared to 28% of those not registered, PSR participants are notably less concerned about scarcity.
- Digitally disengaged: 47% agreement, again above the digitally engaged group (31%).
- Non-white participants: 44% vs. 29% for white participants.
- Income: the £24,501-£27,000 band shows notably higher agreement (45%) than other income bands (26-31%).

Likelihood of Visiting the Reservoir (Q22)

% of those "would not visit"

		Distance				Age								Gender	
	Total	0-5km	5-10km	10-20km	20km+	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Female	Male
Weighted Base	2,004	27	27	26	1,924	52	186	293	341	325	329	343	131	1,018	978
% of those "would not visit"	12%	5%	12%	10%	12%	7%	3%	2%	3%	9%	16%	27%	25%	12%	12%

	SEG				Future vs Current Customer		Disability			Thames Water PSR status		
	AB	C1	C2	DE	Future Customer	Current Customer	Disabled	Not disabled	Refused	Yes	No	Don't know
Weighted Base	700	622	257	413	129	1,875	365	1,595	45	248	1,528	228
% of those "would not visit"	9%	10%	11%	19%	7%	12%	15%	11%	27%	13%	11%	13%

	Ethnicity		Digital status		Member of environmental or water sports group		Household income				
	White	Non-white	Digitally disengaged	Not digitally disengaged	Yes	No	Under £24,500	£24,501 - £27,000	£27,001 - £50,000	£50,001+	Refused
Weighted Base	1,665	333	32	1,972	425	1,580	399	204	610	646	146
% of those "would not visit"	13%	4%	20%	12%	7%	13%	18%	12%	12%	6%	21%

% may not total 100 due to rounding or missing data

Likelihood of Visiting the Reservoir



Likelihood of Visiting the Reservoir (those "would not visit")

- Overall, 12% say they would not visit the reservoir if it opened with leisure facilities.
- Age shows the clearest pattern: "would not visit" rises sharply with age, from 2-3% among 18-44s to 16% (55-64) and 27% (65-74), before falling slightly to 25% (75+).
- DE socio-economic grade: 19% would not visit, compared to 9% for AB.
- Income: "would not visit" is highest among the lowest income band (18% for under £24,500) and lowest among the highest (6% for £50,001+).
- Environmental/water sports group members: only 7% would not visit, vs. 13% for non-members.
- Digitally disengaged: 20% would not visit, vs. 12% for the digitally engaged majority.
- Non-white participants: only 4% would not visit, notably lower than white participants (13%).

Likelihood of visiting the reservoir appears to be linked to both age and socio-economic circumstances. Older and lower-income groups are less likely to see themselves using the facilities, which may reflect mobility, transport access, or simply differing leisure preferences.

Additional Project Benefits & Cost (Q24)

		Distance				Age								Gender	
	Total	0-5km	5-10km	10-20km	20km+	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Female	Male
Weighted Base	2,004	27	27	26	1,924	52	186	293	341	325	329	343	131	1,018	978
Score 0-2 (additional benefits & cost)	42%	31%	12%	31%	43%	31%	39%	36%	37%	44%	44%	47%	54%	42%	43%
Score 5-7 (no additional benefits, keep bill low)	22%	45%	63%	39%	21%	27%	20%	27%	23%	24%	22%	17%	21%	20%	25%

	SEG				Future vs Current Customer		Disability			Thames Water PSR status		
	AB	C1	C2	DE	Future Customer	Current Customer	Disabled	Not disabled	Refused	Yes	No	Don't know
Weighted Base	700	622	257	413	129	1,875	365	1,595	45	248	1,528	228
Score 0-2 (additional benefits & cost)	46%	43%	33%	42%	37%	43%	41%	43%	28%	35%	45%	30%
Score 5-7 (no additional benefits, keep bill low)	22%	21%	33%	19%	21%	22%	24%	22%	24%	36%	19%	25%

	Ethnicity		Digital status		Member of environmental or water sports group		Household income				
	White	Non-white	Digitally disengaged	Not digitally disengaged	Yes	No	Under £24,500	£24,501 - £27,000	£27,001 - £50,000	£50,001+	Refused
Weighted Base	1,665	333	32	1,972	425	1,580	399	204	610	646	146
Score 0-2 (additional benefits & cost)	44%	38%	29%	43%	36%	44%	44%	35%	42%	46%	37%
Score 5-7 (no additional benefits, keep bill low)	22%	27%	49%	22%	29%	20%	21%	31%	23%	19%	25%

Additional Project Benefits & Cost



Trade off between additional benefit & cost

- By age, there is a gradual shift toward cost-consciousness with increasing age: 18-24: 39% favour maximising benefits (scores 0-2) vs. 20% favour minimising costs (scores 5-7). 75+: 54% favour maximising benefits vs. 21% favour minimising costs
- While older participants are more likely to favour maximising benefits (54% vs. 39%), the gap between the two positions narrows somewhat with age (from a 19 percentage-point gap among 18-24s to a 33 percentage-point gap among 75+, in favour of maximising benefits in both cases), so younger participants are not more pro-benefit overall, but the shape of opinion shifts slightly toward the cost-conscious end as age increases.
- By PSR status, the pattern is more pronounced: PSR-registered participants are notably more cost-conscious than non-registered participants, 36% of PSR participants vote for minimising costs (scores 5-7) vs. only 19% of non-PSR participants, and PSR participants are almost evenly split between the two ends of the scale (35% vs. 36%).

Facility & Activity Interest by Age (% likely use)

		Age							
	Total	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Weighted Base	2,004	52	186	293	341	325	329	343	131
Visitor centre	44%	28%	38%	48%	47%	49%	46%	33%	56%
Cafe / restaurant	63%	62%	72%	73%	69%	62%	58%	46%	63%
Nature education centre	39%	37%	30%	42%	49%	46%	38%	26%	37%
Children's playground	28%	24%	21%	37%	50%	35%	16%	10%	7%
Barbecue and picnic areas	39%	50%	54%	52%	47%	43%	31%	18%	17%
Outdoor gym equipment	23%	28%	43%	27%	31%	25%	15%	8%	4%
Spaces for community hire	19%	26%	26%	26%	27%	19%	13%	4%	3%
Venue for sports events	23%	24%	35%	32%	29%	24%	17%	5%	10%
Sailing	21%	26%	21%	28%	25%	18%	16%	12%	12%
Windsurfing	17%	20%	20%	24%	19%	16%	11%	4%	10%
Water sports centre	33%	32%	50%	42%	37%	27%	22%	8%	24%
Canoeing, kayaking or paddleboarding	43%	61%	50%	47%	52%	38%	34%	22%	22%
Fishing on the recreational lakes	25%	22%	18%	38%	28%	22%	17%	12%	31%
Open water swimming	38%	44%	51%	42%	32%	37%	29%	33%	32%
Beach / sandy area /swimming	55%	63%	60%	61%	59%	55%	50%	33%	34%
Walking and running trails	60%	64%	77%	72%	69%	63%	53%	38%	37%
Nature trails	66%	68%	69%	75%	72%	68%	63%	50%	57%
Biking trails	31%	33%	42%	43%	39%	31%	27%	11%	12%
Trails for dog walking	31%	33%	34%	41%	37%	33%	27%	17%	11%
Hire of bikes & accessibility scooters	22%	12%	26%	32%	23%	24%	19%	11%	9%
Bridleways and horse riding	13%	19%	16%	18%	17%	13%	11%	3%	4%
Green spaces for walking, relaxing and leisure	65%	64%	73%	73%	69%	64%	60%	53%	63%
Wildlife / bird watching	41%	30%	35%	43%	44%	38%	42%	37%	57%

Facility & Activity Interest by Age



Cafe/restaurant remains relatively popular across all ages (46-73%), though even here the 65-74 group is the clear low point (46%).

Interest is highest among participants under 45

- **Outdoor gym equipment:** 43% likely among 18-24s vs. 4% among 75+ (39pp range)
- **Children's playground:** 50% among 35-44s (the peak, likely reflecting family stage) vs. 7% among 75+
- **Biking trails:** 42-43% among 18-34s vs. 11-12% among 65+
- **Spaces for community hire/jobs training:** 26-27% among under-45s vs. 3-4% among 65+
- **Water sports centre:** 50% among 18-24s vs. 8% among 65-74

...apart from...

- **Wildlife/bird watching increases with age**, peaking at 57% among 75+ (vs. 30% among 16-17s), the only activity where the oldest group shows the highest interest.
- **Fishing shows a less linear pattern**, with 75+ (31%) notably higher than the 55-74 age bands (12-17%).

The consistency of this age gradient across almost the entire facilities and activities list suggests that the reservoir's recreational offer, as currently conceived, may have stronger appeal to younger and middle-aged households than to older residents, with the partial exception of wildlife watching and fishing.



Appendix: Questionnaire



PROJECT MANAGER: [click here for guidance on what to put in this section](#)

Please tick methodology, and where applicable nominate "back checking questions" (AKA "BCQs"). These must include the demographic questions.

Online only	☐					
CATI only	☐					
CATI/Tablet	☐	(DP: add QAX)				
CATI recruit for online/field	☐	(If yes PM Nominat 3*Backchecking Questions:	)Q2	Paper showcard? Y ☐ N ☐		
Field recruit for online/CATI	☐	(PM pls. Nominat BCQs:	)Q5			
Recruit only (ie for qual)	☐	(PM pls. Nominat BCQs:	)Q6			

Water Supply Research

CAPI

Good morning/afternoon/evening. My name is from Accent and I am carrying out research for Thames Water into the future water supply in your local area.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

By participating in this survey, you will be eligible for entry into a prize draw. The prize draw will select a first prize for one participant to win £1,000 and two participants will win £500 each. Please [click here](#) to see the Terms and Conditions of the prize draw.

Can I just ask you a few short questions to check that you are eligible to take part in this research?

Online

Thank you very much for agreeing to complete this online survey which is being conducted by Accent.

We will just ask you a few short questions to check that you are eligible to take part in this research.

Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society. If you would like to confirm Accent's credentials type Accent in the search box at: <https://www.mrs.org.uk/researchbuyersguide>.

IF MOBILE DEVICE SHOW: This survey is best undertaken on a tablet or a PC. If you do use a smartphone you can switch between desktop mode and mobile mode at any time by clicking the button at the bottom of the screen.

Looking After Your Data

Q1. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at <https://www.accent-mr.com/privacy-policy/>.

Please do not include names, addresses, or other personal data in your responses to any questions, unless asked to do so.

Do you agree to proceeding with the interview on this basis?

Yes

No **THANK AND CLOSE**

A Bit About You

Q2. To make sure we hear from a broad mix of people, we'd like to ask a few background questions. Your answers will only be used for this purpose.

Please provide the **first part** and the **first digit of the second part** of your home postcode. So if your postcode is PL21 8LZ please answer PL21 8.

DP: ADD TWO BOXES FOR FIRST AND SECOND PART OF THE POSTCODES

MAKE THE SECOND BOX SHORTER THAN THE FIRST BOX

DP USE THE POSTCODE LOOK UP TO ASSIGN A DISTANCE FROM THE RESERVOIR. IF PANEL: THANK AND CLOSE OR IF CAPI ROUTE TO Q35 – prize draw; even if NIS

Q3. Which company is your main water provider? **SINGLECODE**

Affinity Water
Southern Water
Thames Water
Other, please specify
Don't know

Q3b **ONLINE ONLY:** Do you have any children? **MULTICODE**

Yes, aged 0-15 **GO TO Q4**
Yes, aged 16-17 **GO TO Q3c**
Yes, aged 18+ **GO TO Q4**
No **EXCLUSIVE, GO TO Q4**

Q3c **ONLINE ONLY:** We are interested in speaking with your 16-17 year old. Do you give consent for them to answer the remaining questions in this study? **SINGLECODE**

Yes
No

IF YES SHOW: Please ask your child to complete the remainder of the survey

Q4. Are you the person in your household who is responsible, either solely or jointly, for paying for your water services bill? **SINGLECODE**

Yes
No
Don't know **IF PANEL: THANK AND CLOSE, IF CAPI: ROUTE TO Q35 – prize draw; even if NIS**

Q5. Which of the following age groups do you fall into? Are you... **SINGLECODE**

Under 16 **THANK AND CLOSE**
16 to 17 **IF Q4 = 2 CODE AS FUTURE CUSTOMER**
18 to 24 **IF Q4 = 2 CODE AS FUTURE CUSTOMER**
25 to 29

30 to 34
35 to 44
45 to 49
50 to 54
55 to 64
65 to 74
75 or over
Prefer not to say

Q6. Which of the following best describes your gender? **SINGLECODE**

Female
Male
Non-binary
My gender is not listed
Prefer not to say

Q7. Please indicate which one of the following best describes the profession of the chief income earner in your household **SINGLECODE**

Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees), top level civil servant/public service employee)
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)
Skilled manual work (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)
Semi or unskilled manual work (e.g. Manual worker, apprentice to skilled trade, Caretaker, Park keeper, non-HGV driver, shop assistant)
Housewife/Househusband
Unemployed
Retired **GO TO Q8**
Student
Prefer not to say

Q8. **IF Q7= RETIRED ASK:** Does the main income earner have a state pension, a private pension or both? **SINGLECODE**

State only
Private only **GO TO Q9**
Both **GO TO Q9**
Prefer not to say

Q9. **IF Q8 = PRIVATE OR BOTH ASK:** How would you describe the main income earner's occupation type before retirement? **SINGLECODE**

Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees), top level civil servant/public service employee)
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)
Skilled manual work (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)
Semi or unskilled manual work. (e.g. Manual worker, apprentice to skilled trade, Caretaker, Park keeper, non-HGV driver, shop assistant)

None of these
Prefer not to say

Q10. **CAPI ONLY:** Which of these activities do you do online? **MULTICODE**

Online banking or paying bills online
Pay online for your council tax or for another local council service
Look online for public services information on government sites
Finding/downloading information for work/business/school/college/university
Look at job opportunities or apply for a job online
Find information for your leisure time including cinema, live music, theatre or museums
Complete government processes online
Sign an online petition or use a campaigning website
Use streamed audio services
Listen to live, catch up or on demand radio through a website or app
Watch TV programmes/films/content online
Watch or post livestream videos
None of the above **EXCLUSIVE**

IF LESS THAN 5 CODES OR SELECT NONE OF THE ABOVE FOR Q10 THEN CODE AS DIGITALLY DISENGAGED

THANK AND CLOSE/OUT OF SCOPE TEXT: On this occasion you are not in scope for this survey. Thank you for your time.

Reservoirs

Thank you, you're good to move onto the main questionnaire and we'd love to hear your views. The survey takes around 10 minutes to complete. Taking part is entirely voluntary, and you're free to stop at any point.

Q11. Prior to this survey, had you heard of a proposed new reservoir which would be located to the south west of Abingdon, in Oxfordshire? **SINGLECODE**

Yes
No
Not sure

Q12. **IF Q11 = 1 ASK:** Where did you see / hear about the proposed new reservoir? **MULTICODE. ROTATE OTHER THAN LAST TWO RESPONSE CODES**

Online news
Radio or TV programme
Social networks
Newspapers or magazine
Posters
Items or information in the post
Through word of mouth
Consultations
Other, please specify
Don't know **EXCLUSIVE**

Q13. **IF Q11 = 1 ASK:** How much, if anything, would you say you know about the proposed new reservoir located to the south west of Abingdon, in Oxfordshire? **SINGLECODE**

A great deal
A fair amount
Just a little

Heard of it, but know nothing about it

Your views on the reservoir

Q14. To what extent do you support or oppose the reservoir? **SINGLECODE. ROTATE RESPONSE CODES 1&2 WITH 4&5 BETWEEN INTERVIEWS**

BLOCK 1
Strongly support
Tend to support
No feelings either way
Tend to oppose
Strongly oppose
Don't know
BLOCK 2
Strongly oppose
Tend to oppose
No feelings either way
Tend to support
Strongly support
Don't know

Q15. **IF Q14 = 1-5 ASK:** Why do you [INSERT Q14 ANSWER – IF CODE 3 ENTER 'HAVE NO FEELINGS EITHER WAY ABOUT'] the reservoir? Please type in as much information as possible.

OPEN ENDED QUESTION – DP ADD TEXTBOX

The White Horse Reservoir

Please read through the information on the next few pages. To move between the pages, click the arrow on the right at the bottom of your screen. **CAPIT HAND PARTICIPANT SHOWCARD**

DP INSERT STIM

MINIMUM TIME OF 5 SECONDS PER SLIDE

Q16. Now you've seen further information about the reservoir. To what extent do you support or oppose it? **SINGLECODE ROTATE RESPONSE CODES 1&2 WITH 4&5 BETWEEN INTERVIEWS**

BLOCK 1
Strongly support
Tend to support
No feelings either way
Tend to oppose
Strongly oppose
Don't know

BLOCK 2
Strongly oppose
Tend to oppose
No feelings either way
Tend to support
Strongly support
Don't know

Q17. To what extent do you agree or disagree with the following statements about the reservoir?

SINGLECODE

ROTATE

SHOW EACH STATEMENT ONE AT A TIME

SCALE: STRONGLY AGREE / SOMEWHAT AGREE / NEITHER AGREE NOR DISAGREE / SOMEWHAT DISAGREE / STRONGLY DISAGREE / DON'T KNOW

Building a new reservoir is important to safeguard future water supplies for the South East
There will be severe disruption caused by building the reservoir
I am comfortable paying more on my bill to secure our water supply for the future
The reservoir will provide spaces for people to relax and enjoy, as well as recreation such as paddleboarding and sailing
The reservoir will provide environmental benefits to the area, creating new habitat for wildlife and birds
I'm concerned about the impact on local wildlife from building the reservoir
The reservoir will benefit the local economy, providing new jobs and encouraging visitors to the area
My business/employer would benefit from the opportunities created by reservoir
I/someone I know would directly benefit from jobs and skills opportunities at the new reservoir
I/someone I know would be interested in working at the reservoir

Visiting the reservoir

Q18. The reservoir could offer a range of facilities and activities. Which of the following types of activities would be of interest to you or your household? **ROTATE. MULTICODE.**

Community and leisure facilities (e.g. visitor centre, café, playground, picnic areas)
Water-based activities (e.g. sailing, kayaking, open water swimming)
Trails and outdoor exploration (e.g. walking, cycling, wildlife watching)
None of these **EXCLUSIVE. ALWAYS SHOW LAST. GO TO Q22**

Q19. **ASK IF "COMMUNITY AND LEISURE" SELECTED AT Q18:** How likely would you or your household be to use each of the following facilities?

RESPONSE CODES: UNLIKELY / MIGHT USE / LIKELY

Visitor centre
Café / restaurant
Nature education centre
Children's playground
Barbecue and picnic areas
Outdoor gym equipment
Spaces for community hire, local businesses and jobs training
Venue for sports events (e.g. triathlons)

Q20. **ASK IF "WATER-BASED ACTIVITIES" SELECTED AT Q18:** How likely would you or your household be to take part in each of the following water-based activities?

RESPONSE CODES: UNLIKELY / MIGHT USE / LIKELY

Sailing
Windsurfing
Water sports centre (for non-motorised water sports)
Canoeing, kayaking or paddleboarding on the recreational lakes
Fishing on the recreational lakes
Open water swimming
Beach / sandy area with fenced-off swimming

Q21. **ASK IF "TRAILS AND OUTDOOR EXPLORATION" SELECTED AT Q18:** How likely would you or your household be to take part in each of the following trails and outdoor exploration activities?

RESPONSE CODES: UNLIKELY / MIGHT USE / LIKELY

Walking and running trails
Nature trails
Biking trails
Trails for dog walking
Hire of bikes and accessibility scooters
Bridleways and horse riding
Green spaces for walking, relaxing and leisure
Wildlife / bird watching

Q22. If the reservoir was open with nature, leisure and recreation facilities, how often, if at all, would you visit it? **SINGLECODE**

Once a week or more
Every 2-3 weeks
Once a month
Once every 2-3 months
Once every 4-6 months
Once a year
Less often
I would not visit the reservoir
Don't know

Q23. **ASK IF Q22 = 1-7:** How long would you typically spend at the reservoir? **SINGLECODE**

Less than 1 hour
1 - 2 hours
3 - 4 hours
More than 4 hours
Don't know

Water attitudes and activities

Q24. In developing new water infrastructure projects, such as building a new reservoir, water companies have to balance the needs of customers, stakeholders (like environmental groups and councils) and the environment.

Which of the following best describes how you feel about providing additional benefits, such as the facilities and activities we've just asked you about, when large infrastructure projects are undertaken. Please indicate the point on the scale which most closely reflects how you feel.

SINGLECODE

SCALE BELOW:

0 = Infrastructure projects should deliver as many additions as possible to benefit the local community, economy and the environment even if they add to the overall project costs

1
2
3
4

5

6

7 = New infrastructure projects should not include any additional aspects, keeping bills as low as possible

Q25. Here are some statements other people have made about the water supply. To what extent do you agree or disagree? **SINGLECODE**

ROTATE

SHOW EACH STATEMENT ONE AT A TIME

SCALE: STRONGLY AGREE / SOMEWHAT AGREE / NEITHER AGREE NOR DISAGREE / SOMEWHAT DISAGREE / STRONGLY DISAGREE / DON'T KNOW

In the face of climate change and population growth, we need to act now to protect our future water supply
There will always be a plentiful supply of water in our area
I'm worried about future generations having access to a consistent supply of water
Leaks are a major cause of water wastage
I trust Thames Water to do the right thing for its customers
Protecting the environment and the health of rivers is important to me

Q26. **ONLINE ONLY:** Which of the following leisure activities, if any, have you done in the past 12 months? **MULTICODE.**

ROTATE

Attended music festivals/concerts
Attended film events/festivals
Attended food/drink events
Gone on a trail walk or hike
Gone birdwatching, or other nature-related activities
Taken part in water sports (e.g. Canoe, kayaking, paddleboarding, sailing, windsurfing)
Taken children to a playground
Exercise outdoors
Gone fishing/angling
Gone open water swimming
Watched Television (live or streaming services)
Read a book
Gardened (in own garden or allotment)
Listened to music
Painted or any other sorts of art and craft
Sewing, knitting or crocheting
Other (please specify) **ALWAYS SHOW PENULTIMATE**
None of these **ALWAYS SHOW LAST, EXCLUSIVE**

Q27. **ONLINE ONLY:** Which of the following, if any, do you currently use for entertainment, news or information? **MULTICODE. ROTATE**

Facebook
X. (formerly Twitter)
YouTube
Instagram
LinkedIn
TikTok
Pinterest
Reddit
WhatsApp
Telegram
Snapchat
Discord

Twitch
Tumblr
Other (please specify) **ALWAYS SHOW PENULTIMATE**
I do not use social media **ALWAYS SHOW LAST, EXCLUSIVE**

A little bit about you

Now just a few questions to check that we are speaking to people of all types.

Q28. What is your ethnic group? Choose one option that best describes your ethnic group or background

SINGLECODE

WHITE

English, Welsh, Scottish, Northern Irish or British
Irish
Gypsy or Irish Traveller
Any other White background

MIXED

White and Black Caribbean
White and Black African
White and Asian
Any other Mixed background

ASIAN OR ASIAN BRITISH

Indian
Pakistani
Bangladeshi
Chinese
Any other Asian background

BLACK OR BLACK BRITISH

Caribbean
African
Any other Black background

OTHER ETHNIC GROUP

Arab
Any other ethnic group

Prefer not to say

Q29. Which of the following apply to you? We would like to collect this to ensure that a variety of particular needs are represented in the study, but you do not need to answer if you do not wish to. This information will not be shared with any third party and will be destroyed within 12 months of project completion. **MULTICODE**

Please tick all that apply

I or another member of my household is disabled or suffer(s) from a debilitating illness
I or another member of my household have/has a learning difficulty
I or another member of my household relies on water for medical reasons
I or another member of my household is visually impaired (i.e. struggles to read even with glasses)
I or another member of my household am/is over the age of 80 years old
I or another member of my household am/is not confident as an English speaker
I or another member of my household is deaf or hard of hearing
I or another member of my household is a new parent
None of these apply to me
Prefer not to say

Q30. Are you or anyone in your household on Thames Water's Priority Services Register? **SINGLECODE**

Yes
No
Don't know

Q31. Are you...? **SINGLECODE**

Working full time - working 30 hours per week or more
Working part-time - working between 8 and 29 hours per week
Self-employed - working 30 hours per week or more
Self-employed - working between 8 and 29 hours per week
Not working but seeking work or temporarily unemployed or sick
Not working and not seeking work
Student

Q32. Which of the following best describes the total annual income of your household, before tax and other deductions? **SINGLECODE**

Under £24,500
£24,501 - £27,000
£27,001 - £50,000
£50,001+
Prefer not to say

Q33. Are you a member of a group focused on any of the following areas? **MULTICODE**

ROTATE

PLEASE SELECT ALL THAT APPLY

Swimming
Environmental issues
Fishing
Water sports
Wildlife
None of the above

Q34. Including yourself, how many people in your household are:

Over 60 years old
Between 17 years and 60 years old
Between 5 and 16 years old
Below 5 years old

DP: 4 OPEN TEXT BOXES LIMITED TO NUMBERS

CAP: Prize Draw and Thank You ONLINE: Thank you

Q35. **CAP ONLY:** To receive entry into the prize draw, you will need to supply your e-mail address. This information will be used for no other purposes than administering the prize draw, will not be shared with any third parties, and will be stored securely for 12 months before being deleted.

The draw itself will be administered by an independent person. The prize will be administered by Accent, within 4 weeks of completion of fieldwork.

Full terms and conditions of the prize draw are available at
[3720 Prize Draw T&Cs.docx](#).

[Enter e-mail address]
Do not wish to be entered into the prize draw

Q36. **CAPI IN SCOPE ONLY:** Thank you. Would you be willing to be contacted again if we need to clarify any of the answers you have given today? And would you be willing to be invited to take part in other research for Thames Water?

Yes, for both clarification and further research
Yes, for clarification only
Yes, for further research only
No

Q37. **CAPI 0-5KM DISTANCE ONLY:** Thames Water is working with Navigator Insight to carry out focus groups in the local area about the White Horse Reservoir. These are likely to be in June. Would you be interested in participating in this research?

If you select Yes, your name and contact details will be securely shared with Thames Water who may pass this information to Navigator Insight to contact you about this research. Your details will not be used for any other purpose, and you can withdraw your consent at any time by contacting kay.oakley@thameswater.co.uk

Yes
No

Online: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential. We will securely store the data given in this interview for a period of 12 months (for reference purposes) before securely destroying it.

CAPI: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential. We will securely store the data given in this interview for a period of 12 months (for reference purposes) before securely destroying it. If you would like to confirm my credentials or those of Accent, please call the MRS free on 0800 975 9596.

HAND OVER THE THANK YOU LEAFLET.

As part of our quality control procedures, the Accent quality control team may want to briefly contact you by phone or email, to check my work.

Please can I take a note of your name and where we can contact you for quality control purposes?

Interviewer: please collect a phone number for all participants where possible. If not possible, an email address. It is your responsibility to collect sufficient contact details for us to adequately QC your work.

ALL Name:

Priority 1 Telephone number:
Telephone check:

Priority 2 email address:
email check:

Do not prompt Refused ☐

@DP "Telephone" fields MUST be numeric only, 11 digits

@DP "email" must be valid email address (i.e. a@b.c format)

"Check" fields must match initial field exactly to continue

If neither Telephone number nor email is collected, interviewer should be forced to code refused to continue.

Interviewer Confirmation

I confirm that this interview was conducted under the terms of the MRS code of conduct and is completely confidential

Yes
No

SYSTEM INFORMATION

Time interview completed:

Grid style for mobiles: [click here for example](#)

GM 1 ☐ to force mobiles to show grid (for small grids)

GAR 1 ☐ to show vertical text for answer headings

GAR 2 ☐ to show vertical text for answer headings on mobile devices only

Questionnaire Style (default is 7): Click [Accis style docx](#) for details

Choose base format:

Accis3 ☐
Accis4 ☐
Accis5 ☐
Accis6 ☐
Accis7 ☐
Accis8 ☐

Choose variations:

Question and answer fonts (full list: <https://fonts.google.com/>)

Header font

Tick box style (1-6)

Next/previous button style (1-3)

Font colour (use HEX code http://html-color-codes.info/#HTML_Color_Picker)

Other colours: Note that CLR1 and CLR6 change a number of different elements (to easily keep the colours consistent)

CLR1 Progress bar border, progress colour, button colour

CLR2 Progress bar background colour

CLR3 Page background colour

CLR4 Header background colour (if different from CLR1)

CLR5 Header font colour

CLR6 Border colour for selected checkbox and checkbox border colour when hovered over (if different from CLR1)

CLR7 Background colour for selected checkbox (if different from CLR1)

CLR8 Tick/circle colour for selected checkbox



Appendix: Stimulus



White Horse Reservoir

AN ESSENTIAL NEW RESERVOIR FOR THE SOUTH EAST

Thames Water is proposing to build White Horse Reservoir to the south-west of Abingdon in Oxfordshire.

Providing a secure water supply for millions of people across the South East, the new reservoir will help protect both water customers and the environment from the effects of drought.

It is being designed at the moment, and subject to planning approvals, will be operational in 2040.





A SPACE FOR NATURE, A PLACE FOR PEOPLE

The new reservoir would help safeguard water supplies for the next 100 years and beyond.

But it is also being designed to create a vibrant, inclusive space for people and nature.

From new woodlands and walking trails to opportunities for water sports, education, and community connection, this reservoir will be a place to explore, unwind, and thrive.

The reservoir is being designed to reflect the character of the local landscape and to become a destination in its own right - supporting biodiversity, boosting the regional economy, and offering something for everyone.

Benefits for people and the local economy

- Around 1,800 new jobs would be created through construction, unlocking economic growth and opportunities to businesses of all sizes, from apprenticeships to skilled trades.
- Once open, the reservoir would attract visitors and boost tourism, supporting the regional economy for the longer term.
- Educational spaces, water sports, cycling, walking and nature trails would create a safe, accessible and inclusive space for everyone, contributing to an improved quality of life.



Water Recreation and Visitor Facilities



Two recreational lakes would be located to the north east of the site. One would be dedicated to nature and fishing, while the larger lake would be used for swimming, paddleboarding and sailing.

A water sports centre on the eastern edge of the reservoir would facilitate non-motorised watercraft activities such as sailing, with boat storage, a sailing club, café and visitor amenities.

The proposed visitor centre would serve as a key entry point, with cafés, changing facilities, angling piers, education spaces and adventure play areas. Landscaped routes and open greens would connect all facilities, creating the social and recreational heart of the reservoir.

Nature and Environment



New floodplain grazing marsh and seasonal wetlands would be created to the west of the reservoir, designed to support a wide range of birds, invertebrates, water voles, otters and fish.

Certain areas would not be accessible to the public, to protect sensitive habitats and provide quiet sanctuary for wildlife.

A Nature Education Centre on the south-western edge would provide direct access to nature trails, with boardwalks, bird hides and dipping platforms to help visitors discover habitats and wildlife.



Appendix: Project Information



Validation, Verification and Monitoring

Data Verification

- Thoroughly review all questionnaires for completion before analysis.
- Verify the accuracy of frequencies, data tabulations, and raw data.

CAPI Validation

- Validate 10% of face-to-face interviews through a combination of methods (telephone, online and SMS).

CATI Validation

- Listen in on 5% of telephone interviews to ensure quality.

Data Validation – All Quantitative Responses

- Subject all interviews to a computer edit with appropriate logic checks to enhance data accuracy.
- Subject all responses to a thorough 100% manual edit, conducted by trained coders.
- Utilise SPSS for a detailed analysis of standard questions.

Data Monitoring

- Conduct meticulous report edits to ensure data accuracy.
- Identify and rectify missing values.
- Apply forced edits for logical consistency and verify its effectiveness through subsequent data runs.
- Develop and present a comprehensive client-approved codeframe for open or 'other' questions

Tabulations and Data Outputs Verification

- Perform various checks, including accuracy of tables, abbreviations, base size, cross breaks, derived data, subgroups, net totals, weighting, frequencies, spelling, and statistical analysis.

Additional Information

The following information on **Quantitative** work is available upon request:

- The fieldwork method (e.g. in-person, telephone or online, individual or group interviews, synchronous or asynchronous),
- The target group and sample selection methods,
- Assessment of sample representation of target population and respective implications,
- The sampling method, including size of planned and achieved sample, reasons for differences in planned and achieved and how any problems in this respect were dealt with,
- Response rate where probability samples were used and its definition and calculation method,
- Participation rate where non-probability samples were used,
- The number of interviewers or moderators, if applicable,
- The fieldworker/moderator validation methods, if applicable,
- The questionnaires, any visual exhibits or show cards, and other relevant data collection documents,
- The weighting procedures, if applicable,
- Any methods statistical analysis used,
- The estimating and imputation procedures, if applicable,
- The results that are based on subgroups and the number of cases used in subgroup analysis,
- Variance and estimates of non-sampling errors or indicators thereof (when probability samples are used).