Cllr Bethia Thomas
Leader of the Vale of White Horse District Council

SENT VIA EMAIL

18 September 2026

Dear Bethia,

White Horse Reservoir – public opinion polling

Thank you for your letter of 7 September 2026 regarding public opinion polling for White Horse Reservoir. I've been asked to respond on Chris Weston's behalf, as Delivery Director for White Horse Reservoir.

We have been undertaking an ongoing programme of community engagement for the White Horse Reservoir project for the last four years. This includes our formal statutory public consultation, ongoing engagement with local authorities and parish councils, public information events, focus groups and meetings with local residents and landowners. All of this engagement has been designed to provide feedback to help inform our proposals.

In June of this year, we undertook quantitative research with customers living across the Thames Water, Southern Water and Affinity Water regions. The purpose of the research was to understand customer attitudes towards the reservoir across the South East region, as it will provide water to 15 million people in that area, as opposed to localised community engagement which we have been undertaking on an ongoing basis.

The research was designed to understand more about people's awareness and attitudes towards long-term water security; test awareness and attitudes towards White Horse Reservoir; and to test the appetite of people living in the South East to visit the reservoir and what activities people would like to participate in while there.

The research was carried out by an independent research company among a representative sample of 2,004 UK adults, conducted between May and June 2026. The research company is a member of the British Polling Council and abides by their guidance on opinion polling methodology and disclosure.

The research is part of customer and public engagement on the project, which sits alongside our ongoing consultation and engagement with people living near to the reservoir. I hope that helps explain the background to the polling and reassures you that we have used quality independent pollsters to undertake the work.

Yours sincerely

L. DBois

Leonie Dubois
Delivery Director, Consents & Place

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