

## Objectives

The objective of the research was to explore non household customer views of demand side options and water efficiency measures.

Format	Focus groups
Households (number)	
Non households (number)	4 (n41)
Vulnerable customers	✓
Future customers	
Retailers	
Stakeholders	
South West Water	✓
Bournemouth Water	✓
Bristol Water	

## Impact on our plan and ways of working

Findings from this research has helped us to understand the views and concerns for our business customers in the South West.

This will help to tailor our offerings and take the best approach to develop initiatives and support to help reduce usage.

Date	August 2022
Supplier	Turquoise

## Key messages – what matters most

### What we did

- Four online focus groups were undertaken in August 2022 to understand business customer views on
- A range of business types were represented within the groups – farmers, developers, restaurant owners, café owners, schools, hoteliers, bed and breakfast owners, bar owners and healthcare.

### What matters most

- There was little knowledge or experience of the business retail market. Most were still with their incumbent suppliers
- Although water is taken for granted by the majority steps have been taken to ensure water is not wasted, dual flush toilets, more economical taps etc. Many believe that they are doing all that they can but would welcome help and advice to save more
- Money saving would be the biggest motivator to be more efficient but there is a growing sense of social responsibility to be more conscientious and use water sparingly
- They hope that SWW/BW are doing all they can to ensure supply can meet demand in the future and believe if they are being asked to take steps themselves to help get demand down then SWW/BW should be leading by example and doing all they can to preserve supplies / fix leaks themselves
- Education and guidance is needed to help businesses reduce their water consumption but education is also required to change consumer attitudes and behaviour towards water usage in general
- Non household customers welcome plans to increase rainwater harvesting and recycling and are pleased that SWW/BW are looking at doing more things like this.

### Are there differing views?

No differences noted between the different business types.

### Next steps

The research will aid with the development of the draft Water Resource Management Plan.