

Objectives

To gather customer views on the environment and water usage. To gain insight on customers use of lakes as recreational sites and its impact on wildlife and biodiversity.

| Format | Survey |
|-------------------------|----------|
| Households (number) | 2 (n868) |
| Non households (number) | |
| Vulnerable customers | |
| Future customers | |
| Retailers | |
| Stakeholders | |
| South West Water | |
| Bournemouth Water | |
| Bristol Water | ✓ |

Impact on our plan and ways of working

Customer views on water usage, climate change and the environment have been used to help shape our Water Resources Management Plan for the next 5 years and beyond.

| | |
|----------|-------------|
| Date | August 2022 |
| Supplier | In-house |

Key messages – what matters most

What we did

- Conducted two surveys in July and August 2022 which were sent to c1700 customers who are part of our Online Panel
- 508 responses were received in the first survey which included questions on water shortage, customer usage, and climate change
- 360 responses received in the second survey which included questions on recreational activities at our lakes/reservoirs and wildlife & biodiversity conservation
- While the demographic of both surveys is largely representative of the segments that make up BRL's customer base, over half of the respondents are aged 55 or older.

What matters most

- In a water shortage situation, most popular communication channels are Email and Local TV
- 80% either already have water efficiency devices fitted, or want to have more information on this
- 90% are concerned about climate change and 94% agree that we should either invest in renewable sources or purchase renewable energy
- Chew Valley Lake is the most visited, and Litton Reservoir the least
- Conservation/special interest areas is the most popular option for future recreation, with visitor/education centre and beach areas also being in the top three
- On-site facilities (car park, toilets etc), conservation of habitats, access for all, and walking paths were top priorities for future improvement
- Over half of the respondents feel that improving accessibility of existing facilities should be a priority over creating new facilities and options for recreation.

Are there differing views?

50% agree that more access and enjoyment should be encouraged, only where there is minimal impact on wildlife. While 36% stated that we either already have the balance right, or we should focus on minimising existing causes.

Next steps

- This research is used by the Environment team when shaping the Water Resources Management Plan
- This research also aids the Lakes and Fisheries teams in planning future recreational use of our sites.