

Objectives

To understand the drivers of different customer behaviours and the likely impact of different actions and initiatives to lower water use. To better understand how to create sustainable behavioural change to reduce per capita consumption and jointly design/create a programme of actions to drive the required change.

Format	Co-creation workshop
Households (number)	24
Non households (number)	0
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	
South West Water	✓
Bournemouth Water	✓
Bristol Water	

Impact on our plan and ways of working

Water efficiency is not something our customers focus on so we need more in terms of targeted communication to both inform and educate.

We need to consider the ability to introduce tariffs that encourage less water use: seasonal, volume-based linkages to a smart meter providing instant water use feedback are options that seem to have support.

Date February 2019

Supplier ICS

Key messages – what matters most

What we did

- Three co-creation sessions were each completed by two parallel customer groups held near Newton Abbot in January 2019. Each set of participating customers was engaged to attend three workshops – each a week apart. We recruited 24 customers – 12 for each group
- The customers were joined by three employees from South West Water, representing three distinct parts of the business: regulation, water asset and investment planning, and communications/marketing.

What matters most

- The key finding is that blanket messages are not heard, and mis-targeted messages can also lead to complacency
- Targeting is vital and communications should be targeted to four segments (teens, gardeners, bill payers and tourists)
- Education has to be at the heart of the strategy. Overall awareness of issues around water efficiency is low, and people are quick to dismiss and filter many messages. Finding ways to get through this and capture customers’ interest particularly important. Potential hooks discussed were protecting the environment and helping households to save money
- The most attention-grabbing and effective options to encourage water efficiency are typically those that involve changes in prices, such as different bill tariffs, compulsory metering, smart metering, and rebates- participants noted that tariffs could be extended further, such as introducing tariffs that penalise heavy water use: e.g. the use of a sprinkler left on for hours
- As part of getting the message out there, SWW needs to show how it is making its own contribution. Customers are turned off by pleas for them to use less water when they perceive that SWW is wasting water itself - targeted advertising would need to demonstrate the commitments that SWW have made to save water too
- SWW to endorse manufacturer products that are water efficient, and lobby for mandatory water efficiency rating label.

Are there differing views?

None noted.

Next steps

This research feeds into the wider development of the per capita consumption business case.