



Objectives

To review test customer attitudes and opinions towards SWW's current environmental performance and future plans.

Format	Focus groups
Households (number)	10 (n79)
Non households (number)	
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	

Impact on our plan and ways of working

Outputs from the groups enabled us to understand customer support for and desired pace and scale for investments for the Water Industry National Environment Programme (WINEP) plans.

Date	September 2022
Supplier	Turquoise

Key messages – what matters most

What we did

- Ten qualitative focus groups with South West Water customers from a mixture of coastal, rural and urban areas to gain feedback on a range of topics linked to environmental performance and long-term plans.

What matters most

- Customers are very concerned about the environment and therefore have high expectations in terms of how they want SWW to care for it
- Living in the South West, irrespective of whether they live on the coast or not, the cleanliness of the bathing waters and beaches is a key priority that requires focus
- Customers want SWW to do better and to push themselves with the targets they are setting
- Customers would like SWW to apply best value options wherever possible across their entire environmental programme
- The vast majority do not think 'sufficient' as a bathing water quality standard was acceptable and want the push to focus on eliminating 'sufficient' and moving more from 'good to excellent' wherever possible
- With the rise in cold water swimming there should be more focus on maintaining quality standards year-round not just in the bathing water season and improving rivers for recreational purposes
- There is support and understanding for investment now for future environmental benefit and they appreciate that time is running out with regards the environment so we cannot just sit around and do nothing
- Customers are happy to pay extra for environmental improvements, they would prefer bills to rise within reason sooner rather than later due to current financial uncertainty.

Are there differing views?

No differences noted.

Next steps

We will test some of the emerging themes identified in these sessions through upcoming customer priorities research.