

Objectives

To understand customer views on the balance of supply and demand, views on options and their priority for the WRMP for the Bournemouth Region.

Format	Focus groups
Households (number)	32
Non households (number)	
Vulnerable customers	10
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	✓
Bristol Water	

Impact on our plan and ways of working

The research fed into the draft WRMP. The region faces significant challenges on resources and wanted to understand customers views and support and address any concerns.

Key messages – what matters most

What we did

- We held four focus groups of 32 customers. We used polls and interactive on screen exercises to increase engagement and promote discussion.

What matters most

- Support for compulsory metering and reducing usage increases when customers are informed of supply challenges
- When informed, 66% of customers agree that compulsory metering is acceptable and should be implemented in the next 1-2 years
- When informed, 74% of customers would find it very acceptable to be asked to reduce their daily use by 10 litres
- 66% of participants currently have a meter, and most like it
- There was a concern that compulsory metering would disproportionately impact vulnerable customers
- In terms of supply options, of those presented, a new reservoir is customers preferred option
- 69% felt a new reservoir was acceptable, seeing them as a more natural and sustainable supply solution, though short term affordability is a concern
- Customers were less accepting about effluent recycling either direct or indirect, with the highest score being only 45% seeing direct effluent recycling as acceptable
- Sharing water with other regions is seen as a fair option, as long as the other area is not left lacking, and that there's no financial burden on the supplier company
- Customers support a balance between supply and demand solutions, wanting Bournemouth Water to invest and plan asap.

Are there differing views?

The sample was a good mix of ages and occupations/socio-economic groups. 21 were metred and 11 unmetred.

Next steps

This research feeds into our draft WRMP. South West Water are part of the WCWRG who are responsible for producing a long-term strategic best value plan for managing resources regionally across public and non public supply. The WRMP must align with this regional plan.

Date	July 2022
Supplier	ICS