


Objectives

To understand the thoughts of future customers on water, bills, the environment, sector challenges, and their plans for the future.

Format	Online panel
Households (number)	18
Non households (number)	
Vulnerable customers	
Future customers	18
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	

Impact on our plan and ways of working

This research was valuable in exploring how Bristol Water could meet future customers needs and to generate ideas for how the company's actions could go beyond core activities.

Key messages – what matters most

What we did

- Hosted a youth panel which consisted of a 10-day panel involving a series of daily tasks
- This was online rather than face to face due to the Covid-19 restrictions.

What matters most

- Biggest concern for students around this time was the impact of Covid-19 on their education and subsequent prospects
- Topics of equality and inclusivity, the environment, the economy, and mental health were all important
- Choice of communication avenue and accessibility important to students, particularly when needing to contact a company
- Expectation for companies to align with their values (see above) but not to the detriment of their services or products
- Companies expected to evolve, becoming more sustainable and adopting newer technologies
- Important to ensure that the company treats its staff well.

Are there differing views?

The 18 panellists were studying a range of subjects and were split by gender 2:1 female to male.

Next steps

Bristol Water will continue to use Youth Boards to feed into plans and understand future customers priorities and concerns.

Date	November 2020
Supplier	Blue Marble