


Objectives

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

Format	Online panel/survey
Households (number)	23 panel, 313 school survey
Non households (number)	
Vulnerable customers	
Future customers	335
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.

Date	November 2021 & January 2022
Supplier	Blue Marble

Key messages – what matters most

What we did

- Hosted a youth panel which consisted of a two-part virtual event involving presentations, discussions, and team tasks
- Issued a school survey to a larger proportion of students.

What matters most

- Short to medium term prospects – exams, university, careers
- Students are limited in their knowledge of water use and consider it a less important concern when compared with our utilities (such as gas and electricity).
- Communication in modern and engaging ways is important to students
- Students felt that the distribution of investment costs should be equal throughout (before, once, and after) completion of the investment – seen to be fairer
- Students felt the environment, resilience, and future resource planning were the most important areas for water companies to focus on.

Are there differing views?

The panellists came from school across the region and were split by gender 17 females and 6 males.

Next steps

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