


## Objectives

To get feedback on BRL's current social tariff schemes and gain an understanding of how these services can be improved.

<b>Format</b>	<b>Survey</b>
<b>Households (number)</b>	1 (n556)
<b>Non households (number)</b>	
<b>Vulnerable customers</b>	
<b>Future customers</b>	
<b>Retailers</b>	
<b>Stakeholders</b>	
<b>South West Water</b>	
<b>Bournemouth Water</b>	
<b>Bristol Water</b>	

## Impact on our plan and ways of working

This research provided an insight on if and how BRL's social tariff schemes are helping customers with their bills.

It also provided an understanding on how these schemes can be improved.

<b>Date</b>	Nov/Dec 2020
<b>Supplier</b>	In-house

## Key messages – what matters most

### What we did

- Invitation to take part in the survey was issued to all panel members - 556 customers completed the survey, 117 others started but did not complete it, and 85 customers unsubscribed from the Online Panel
- Participants were a mix of BRL's customer segments, including young urban renters, social renters, comfortable families, mature and measured, safely affluent, and thirsty empty nesters. There was an almost equal number of male and female participants.

### What matters most

- Majority of customers preferred to contact BRL about the help available if they were struggling to pay water bill while some said they would get a water meter installed and/or reduce their usage.
- Most customers agreed that BRL's current approach to help those who are struggling to pay their bills is working well
- Most customers felt that more promotion, proactive communication, and an increase in awareness will improve social tariff schemes. Few others said that the schemes should be more easily accessible, there should be education on water usage, and individual support
- More publicity, promotion through online media, and providing information on bills were the top three most popular ways that customers selected to increase awareness about affordability schemes
- When asked about approaches from organisations outside of the water industry which should be considered to improve current arrangements, majority of customers said it should work with external organisations i.e., energy sector, councils, debt advice agencies, and banks, among others.

### Are there differing views?

N/A.

### Next steps

- We have increased our stakeholder involvement including local Councils and data sharing most notably with South Gloucestershire Council and North Somerset Council
- We had new partnerships with Kidney Care UK and Royal Association for the Deaf (RAD)
- Our bills and social media messaging advertising of scheme's continues to be strong
- We are adding affordability messaging to our annual customer magazine and our quarterly email e-shots that go to customers who we hold email addresses for.