

## Objectives

To gain qualitative insight into customer views on our Social Contract, specifically the future needs of our communities and two of its programmes; Education and Resource West.

Format	Customer Forum
Households (number)	n.24
Non households (number)	
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	

## Impact on our plan and ways of working

This forum helped to shape the direction of ongoing and future Resource West partnership projects, as well as other initiatives within our Social Contract.

Date	February 2021
Supplier	In-house

## Key messages – what matters most

### What we did

- We held a Customer Forum meeting with 24 of the forum members on a Teams call
- Participants rotated between three breakout rooms covering; Future Community Needs, Our two education programmes and Resource West
- In each breakout room, participants were presented with questions and ideas to comment on.

### What matters most

- The sessions on Future Community Needs agreed that the company and the social contract should be able to adapt to changes brought about by Covid19
- They felt that younger generations would bring greater pressure to bear on environmentally focussed behaviours
- There was a concern that our network may not be resilient enough to cope with higher at home demand, climate change and third-party damage
- Focus remained on supporting vulnerable customers
- The sessions on Education agreed the Foundation was an excellent resource but the materials should be expanded for a wider audience, with water efficiency and water saving given greater focus
- The Resource West sessions viewed the engagement ideas positively with some concern around value for money and suitability for all audiences
- Financial and environmental reasons were the biggest motivating factors for managing resources.

### Are there differing views?

- The 24 Customer Forum members on the call were over represented by the groups Mature and Measured and Social Renters, but under represented by Comfortable Families.

### Next steps

- This research feeds into our strategy planning work with our Exec Team and Board, for our Social Contract and our Education programme.