

Objectives

To gain qualitative insight into customer views on Temporary Usage Bans and saving water in their homes.

Format	CustomerBoard
Households (number)	22
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 research helped us better understand customer views on TUBs and the communication around them, although a very small sample so that will be considered when using this work.

Date	June 2023
Supplier	Verve

Key messages – what matters most

What we did

- We held a Customer Board online survey where we invited 89 South West Water customers their views, 22 responded
- Customers were asked for their views on TUBs using key infographics on rainfall and reservoir levels
- Customers asked what if any measures they were already taking to save water in the home.

What matters most

- On TUBs, views were split between customers who understood the need and customers who didn't understand in light of high rainfall
- Many customers felt that better management of resources or better infrastructure was needed
- All responding customers were already aware of the TUB either through friends and family, email, news or social media
- There was good awareness among respondents of what could be done in the home to save water, with use of water butts very common
- The most popular of the water saving devices was a water butt with an efficient shower head a close second
- There was a small amount of customers surveyed who said they didn't use any of the devices listed.

Are there differing views?

The 22 Customer Board members were over represented by the 60+ age demographic, at 50% of the respondents. The sample was small.

Next steps

This research feeds into our communication strategy in terms of getting important messaging out to customers around how we manage our resources and how they can positively impact.