


Objectives

To gather customer views on three aspects of BRL's future ambition: key challenges and opportunities, themes for future ambitions and priority areas to focus on, and how we can work collectively to address shared challenges through reduced water consumption.

Format	Focus groups
Households (number)	1 (n25)
Non households (number)	
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	

Impact on our plan and ways of working

Customers are supportive of metering to incentivise reducing consumption.

Key messages – what matters most

What we did

- Held a virtual Customer Forum where customers were allocated into four virtual breakout rooms to discussed the topics
- Prior to the event we sent out a survey to understand their opinions on some of the questions. Customers were presented with the survey responses and asked to elaborate on them
- Slides were presented throughout to aid discussion and present BRL's version of the challenges, ambition and priority areas, and opportunities.

What matters most

- Most customers mentioned the rising cost of living, higher bills, environmental challenges, growing demand and sufficient supply as key challenges
- Opportunities mentioned by customers were aligned with those already identified by BRL, including working together with customers, infrastructure upgrades, and promotion and incentivisation of meter installations
- Ambition themes seemed fair, though some commented that the wording of some parts was confusing
- Customers agreed that the themes covered the service areas and topics of most importance to them
- Affordable bills, reducing leakage and maintaining reservoir levels were mentioned as the most important themes. The least important were community related themes
- Active citizenship as a concept was interesting and natural for customers. Customers understood they must be responsible for their own water consumption
- Installing meters was the most popular suggestion to promote effective water usage
- Customers thought lowering consumption should be joint between themselves, future generations, businesses, government, and water companies.

Next steps

This insight was considered in creating our Long-Term Delivery Strategy.

Date	May 2022
Supplier	In-house

Reference:
 Customer Forum May 2022