

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.

| | |
|----------|----------|
| Date | May 2022 |
| Supplier | In-house |

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.

Reference:
 Customer Forum May 2022