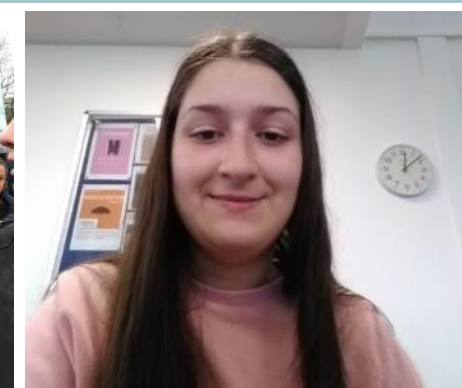
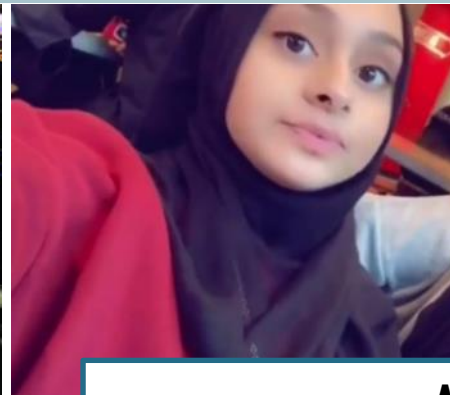


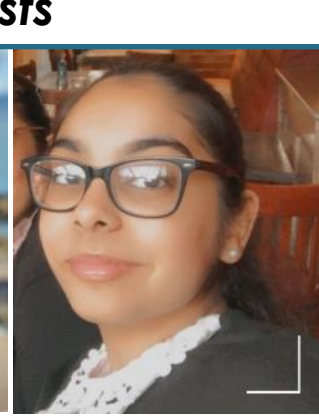
Bristol Water Online Youth Board 2020

Final report

5th November 2020



Meet the panellists



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Project background

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The world today: understanding the lives of future customers

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The world today: general service needs and expectations

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Future gazing: what will life be like in 10 years' time?

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Future gazing: how can Bristol Water meet the needs and expectations of future customers?

Background

- For the last 3 years, Blue Marble has successfully run the Bristol Water Youth Board – a 2-day face-to-face event canvassing the views of future customers (6th formers and college students) and 2020 would have been no exception.
- As a result of the Covid-19 outbreak and the uncertainty of being able to convene a face-to-face event, this year's Youth Board was conducted virtually – using an online research platform

Methodology

A 10-day online virtual panel with 18 future customers

- Involving a series of daily tasks lasting around 30-minutes
- Fieldwork took place between 12th October - 21st October 2020 (before the second national lockdown)

See appendix for overview of online task guide and sample

Objectives

Them and their word

- To understand what life is like for future customers: day-to-day life, challenges
- To understand current attitudes and values
- To explore future aspirations, goals and worries

Dealing with companies

- To understand how future customers interact with companies & channel preferences
- To explore characteristics of good service experience
- To understand how they expect companies to act and behave

Bristol Water specific

- To explore current knowledge and brand associations
- To explore how Bristol Water can meet the needs of future customers
- To generate ideas for how Bristol Water's actions could go beyond core activities

Average score of 8/10

Based on 13 / 18 responses



- ✓ **Online platform:** easy to use, simple design, interactive features
- ✓ **Interaction with other panellists:** able to read others' answers, comment and discuss
- ✓ **Task design and variety:** well designed; easy to understand; engaging; enjoyable; thought provoking

Main feedback for improvement

- × Would like more interaction between the participants / team tasks / opportunity to present
- × Word limit too taxing at times, time consuming

Anecdotal feedback

- × Prefer face-to-face interaction
- × For the Youth Board to be more widely promoted, beyond school/college



The activities gave me the opportunity to express my ideas which allowed me to feel like my voice mattered.

I can't really think of any ways the Online Youth Board could be improved. **The website was brilliant** - easy to navigate with lots of useful features (like the chart system and being able to sort comments by most liked, most recent etc.).

I really **enjoyed being able to interact with other participants**. I think the way that the questions were given and written was very easy to understand. I liked the way that everyone was able to ask anyone questions and anyone could reply - I thought this was a really good way for everyone to discuss ideas.

Generally I **prefer doing things like this face to face** but there wasn't much that the board could have done to change this.

Team projects and pitching would have been interesting

The world today: understanding the lives of future customers



When asked to consider life today vs their parents' generation, future customers⁶ identify a number of positives

The role of technology – benefiting all aspects of life



- **Communication:** quick and easy to interact with friends and family
- **Learning:** on going access to learning esp. heightened during Covid-19 lockdown
- **Entertainment:** YouTube, music, video games
- **Global purchase power:** more choice, competitive prices
- **Employment opportunities:** created a whole new job market in the tech world
- **Social media:** when used for the right reasons, can be a powerful tool for raising awareness of important issues and providing a platform for discussion

Greater educational and job opportunities



- Perception they have more support in accessing higher education, University
- Greater opportunities such as apprenticeships

Perception that society is more accepting and inclusive



- Gender equality/equal pay, sexuality, race, religion
- Much greater awareness, acceptance and support for mental health issues, with the belief that there is a lot less social stigma

Feel fortunate to live in the Bristol area (N.B. potentially triggered by Covid-19)



- Safe area to live
- Not too overcrowded
- Surrounded by greenery, close to the beach
- Good transport links and access to cities such as Bristol, Bath and Cardiff
- Good local employment opportunities



■ Life is easier ■ Hard to compare ■ Life is harder

- **Pressures and impact of social media biggest challenge for today's generation:**
 - Creates unrealistic body image and lifestyle expectations e.g. how to dress, the amount of money you have, the lifestyle you live
 - People are more susceptible to bullying and hate comments on social media
 - Enables the spread of false news
 - Negative impacts on mental health: difficult to switch off and escape
- **General stress and pressure to achieve:**
 - Pressure to perform well at school: obtain good grades; expected to study for long hours; perception educational standards have increased
 - Stress of deciding future plans e.g. applying for universities, choosing a career path or apprenticeship programme
 - Overall sense there is little time for personal relaxation
- **Believe they have more worries about their future:**
 - Getting onto the property ladder
 - University fees and debt
 - Employment prospects in an increasingly competitive and skilled job market
- **For some, perception 'looked down upon' by society due to age:** below the voting age; feel not to be taken seriously; negative connotations of being a 'teenager' e.g. *'hooded hooligans'*

At present, future customers have an overwhelming sense of uncertainty about the next 12 months...

- This is a pivotal stage of life – we've heard in previous years that their main worries and concerns often concentrate around the next 12 months
- The uncertainty of Covid-19 appears to be amplifying those concerns
- Main emotions: *concern, worry, uncertainty, anxiety, stress, frustration*

- **Interruption and disruption to education**
 - Missed out on vital months of teaching
 - Having to catch up on missed work
 - Growing disparity in educational experiences and standards (state vs. private school) but will be assessed through the same exams
 - Uncertainty about A Levels: exams or based on predicted grades
 - Cancelled work experience and been made redundant which will affect CV/experience
- **Having a domino effect on future plans**
 - Worried about obtaining grades needed to get into chosen University/apprenticeship
 - Stress of choosing a University when can't visit, only virtual tours
 - Stress of completing UCAS with the backdrop of uncertainty for next year
 - Uncertainty about plans for travel, holidays, gap years
 - Worried about getting jobs at University and knock on financial impact of studying
 - Worried about how Covid-19 will affect their University experience

My biggest concern for the next 12 months is the **uncertainty about whether we will have exams** and whether they will be a delay. The vast majority of last year was interrupted by Covid, causing **massive gaps in learning**.

Another thing that concerns me is the **discrepancy of teaching**, yet the nation will sit the same exams

I've been seeing a lot on the news about this year's University students feeling like they're in '**expensive** **prison**' as they are aren't allowed to go out at all

But they remain optimistic and excited for the next 12 months, despite high levels of uncertainty

Looking forward to more independence and freedom



- Obtaining drivers licence to travel beyond their own town, some hope to buy their own car
- Moving away from home for the first time
- Holidays with friends

Life beyond school: broadening horizons, learning new skills



- Starting University / apprenticeship / job
- Meeting new people from different backgrounds and cultures
- Traveling, volunteering
- Being taken more seriously as a young adult: treated more like an adult; developing own opinions; turning 18 allowing them to vote in the next general election

Life returning to normal, post Covid-19 world

[N.B. fieldwork before 2nd lockdown announced]



- Opening of creative arts and musical theatre, festivals, sporting events
- Seeing friends and family e.g. family that live abroad
- Christmas
- Holidays post lockdown

In the **next 12 months**, I am looking forward to getting more **independence**, after I have completed my A Levels and am able to go to University. Hopefully, I will be able to drive and this will enable me to go further and see new places, before I **start my 'new life'** at uni.

I am looking forward to coming closer to the next **general election** which will allow me to voice my political opinions.

For the most part I think that the **unpredictability of next year is exciting** and that I don't know what I will end up doing!

*I think that one of the big issues is not being treated **equally**. As I am from an ethnic minority, this is a sensitive topic as I have been exposed to **racism** numerous amounts of time.*

*The difference between political opinion and **equality** is a massive issue for my friends and I. The defence of equality irrespective of **creed, belief, sexuality, gender** etc is hugely important.*

***Climate change** is causing a lot of concerns for our generation, especially the lack of initiative that world leaders have taken. While things such as the Paris Agreement are reassuring, they are not enough to reverse the trajectory that the world is currently on regarding climate change.*



Equality and inclusivity

- Black Lives Matter movement spontaneously mentioned by most
- But also addressing other inequalities or discrimination seen as important: gender, sexuality/ LGBTQ+, Islamophobia



Protecting the environment

- Tackling climate change
- The impact that individuals, companies and politicians have on the environment e.g. single use plastic, corporate actions



The economy

- Impact of leaving the EU
- Future concerns: getting onto the property ladder, future job prospects, taxes, inflation



Recognising and addressing mental health

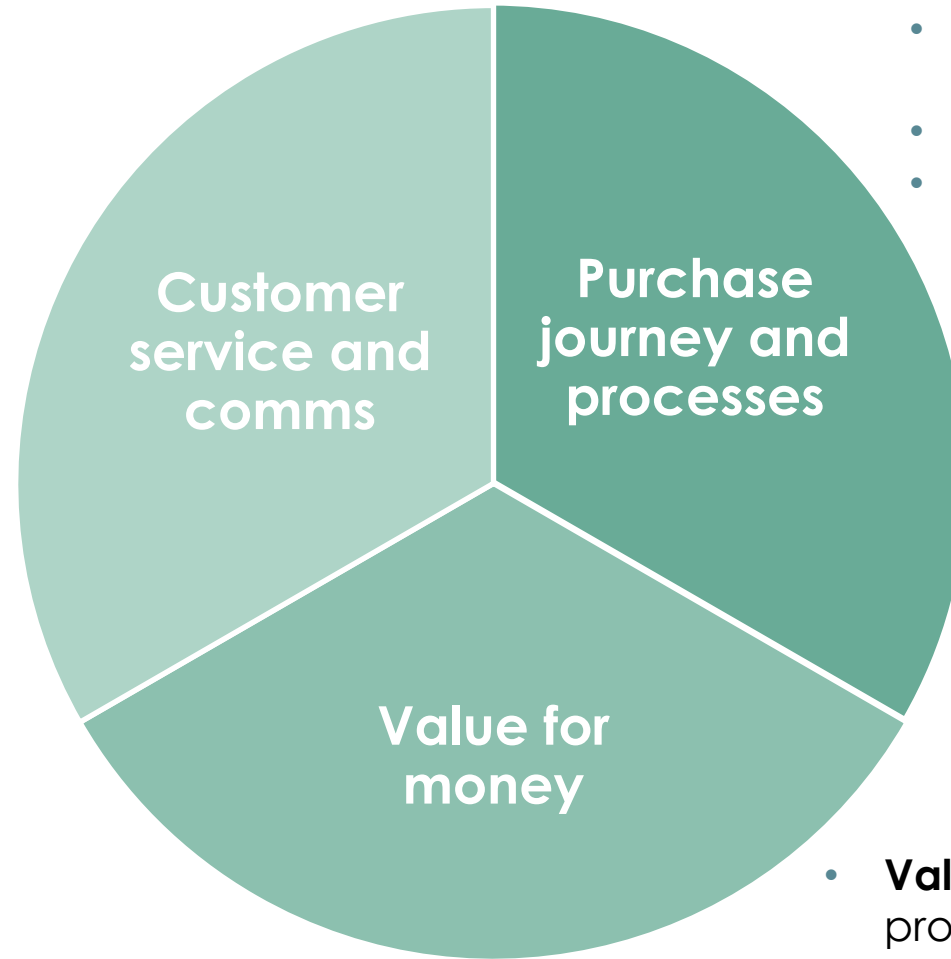
- Felt to be an especially prominent issue for this age group who report being aware and affected by mental health

A close-up, shallow depth-of-field photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a grey, textured sweater. The laptop screen is visible on the left, showing a blurred desktop background. In the background, another laptop screen is partially visible but out of focus. A semi-transparent teal banner is overlaid across the upper portion of the image, containing white text.

The world today: service needs and expectations

When asked to consider good service experiences, future customers identify 3 main attributes that make for a positive experience

- **Personal customer service:** friendly, helpful, treated fairly and with respect regardless of age, personal emails not generic
- **Well trained staff:** knowledgeable about products, able to offer advice
- **Easy to contact via a range of channels:** free telephone number, online Q&A, online chat, email
- **Regular up dates** e.g. about delayed delivery



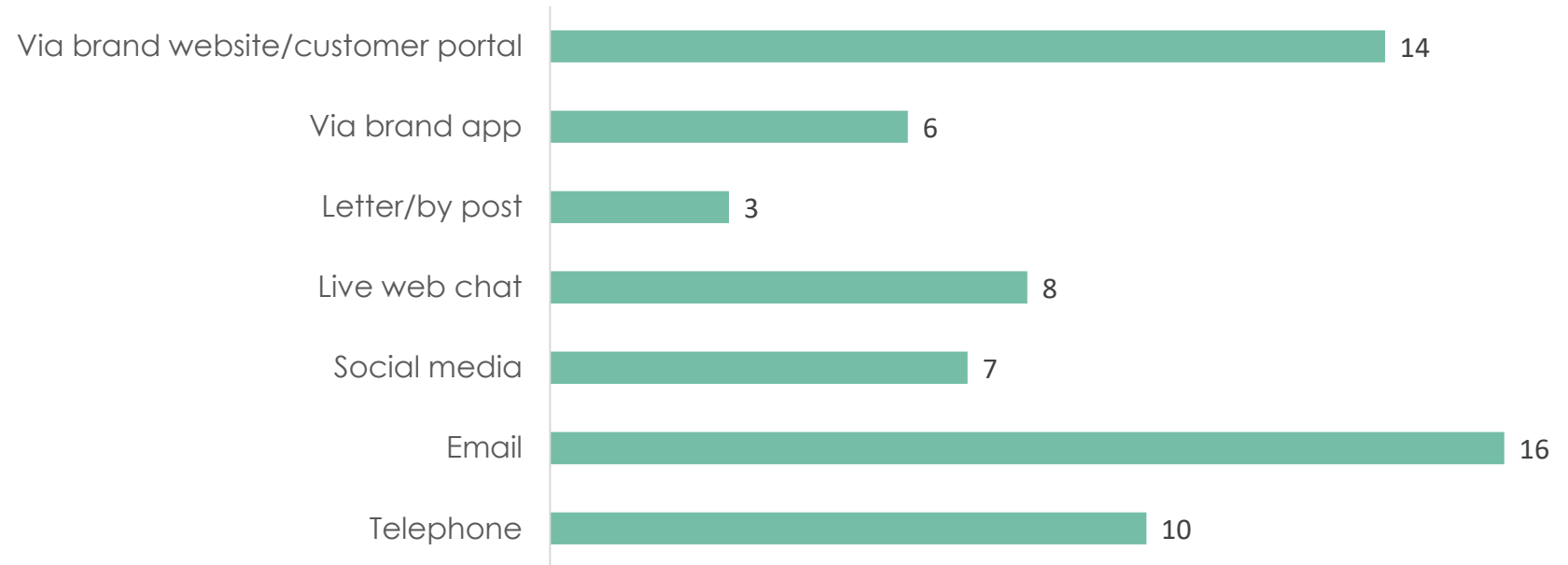
- **Easy to use and navigate website**, with useful information e.g. product reviews
- **Speedy delivery of product**
- **Refunds dealt with and paid quickly**, without dispute

- **Value for money:** good quality product for the price, given unexpected discount

When thinking generally, future customers expect a wide range of channel choice

When asked to select their preferred communication channel...

Please select the ways you **expect** to be able to contact a company.



The majority prefer:

- **Email:** keeps record of discussion; able to provide good level of detail; less pressure vs telephone and can be less informal



Followed by...

- **Telephone:** simple; quick; easier to explain (both for customers and call handler); can feel more personal
- **Live chat:** instant answer/result; easy and simple to access and use



The majority of our sample said they want companies to:

- **Treat its staff well** e.g. good/fair salary, training opportunities, inclusive of all races, genders
- **Have ethically sourced and produced products** e.g. by using environmentally friendly ingredients, sustainable packaging, actively reducing single use plastic, trade with ethical suppliers, not tested on animals/cruelty free
- **Provide good customer service**
- **Have high quality products** e.g. constantly innovating and utilising technology, competitive prices

With around half saying they want companies to

- **Use renewable energy** e.g. in offices and factories
- **Support national / global charities** e.g. which includes donating to not-for profit organisations
- Support **local good causes** and initiatives e.g. in local community

Future customers want companies to align with their own values but not to the detriment of quality service and products – they expect it all!



Equality and inclusivity

- Black Lives Matter movement spontaneously mentioned by most
- But also addressing other inequalities or discrimination seen as important: gender, sexuality/ LGBTQ+ Islamophobia



Protecting the environment

- Tackling climate change
- The impact that individuals, companies and politicians have on the environment e.g. single use plastic, corporate actions

They admire brands that go beyond basic service delivery and support wider initiatives/movements that they themselves support e.g. tackling climate change through sustainable practices; ensuring equality and inclusivity among its workforce *(see examples on next slide)*

THERE IS PERMISSION FOR BRISTOL WATER'S ACTIONS TO GO BEYOND THE WATER SECTOR

Align with their own values

but not to the detriment of quality service and products

I admire the environmental values of the **Innocent smoothie** brand. They consider the lifecycle of their products in a 'circular economy' from production to disposal. In 2007 they trialled the **eco-bottle made of compostable materials**, where they encouraged customers to bury the bottles in the soil where they would naturally biodegrade.

Oxfam is such an amazing company/brand. Everything they do is striving to **end social injustices and poverty** throughout the world. Even when doing that, it creates volunteer positions and in some cases I believe employs people with special educational needs in order that they can find employment.

Another company I like is **Bulb**, which is our energy supplier. The energy they supply is **100% renewable** from wind power, solar and hydro, as well as 100% carbon neutral gas (which they offset by doing carbon reduction projects).

Lush...They have a whole section on their website on '**values we care about**' where they detail what they are doing to tackle societal problems e.g. climate justice, veggie friendly, peace building, refugees, fair trade and LGBTQ+ equality.

Nike it dominates the sports apparel industry and is continually **innovating** and making use of **advanced technology**.

Amazon. Despite the several well known issues within Amazon they have such a **reliable/ convenient system**. The concept of ordering anything online and receiving it the next day is still mesmerizing.

NEXT as whenever I have had any contact with them whether it was buying/ returning something personally or accompanying someone else, they have always been **extremely helpful**.

Future gazing: what will life be like in 10 years' time?



Personal life: where do future customers see themselves in 5-10 years' time?

Life in 2025

Life in 2030



Work life

- Finishing education and training
- Starting their careers
- Hoping to have a meaningful and enjoyable job *(see next slide)*
- Minority want to start their own business or continue studying e.g. PhD
- Majority expect mediocre starting salary but to be financially managing i.e. able to pay bills

- Expect to feel more confident and established in their careers
- Hope to be progressing 'up the ladder'
- Expect salary and income to rise and be more financially comfortable



Home life

- Many expect to be living with friends or partners (not parents)
- Potentially leaving the Bristol Water region as they're eager to choose where they live, likely another city for job opportunities
- Some hope to live abroad to experience different cultures and learn new languages

- Some see themselves 'settling down' in their late 20's, getting married, having children, buying a house if they can afford to - but not all
- Some predict they will start a family more into their 30's – likely to be still house sharing/renting in their 20's

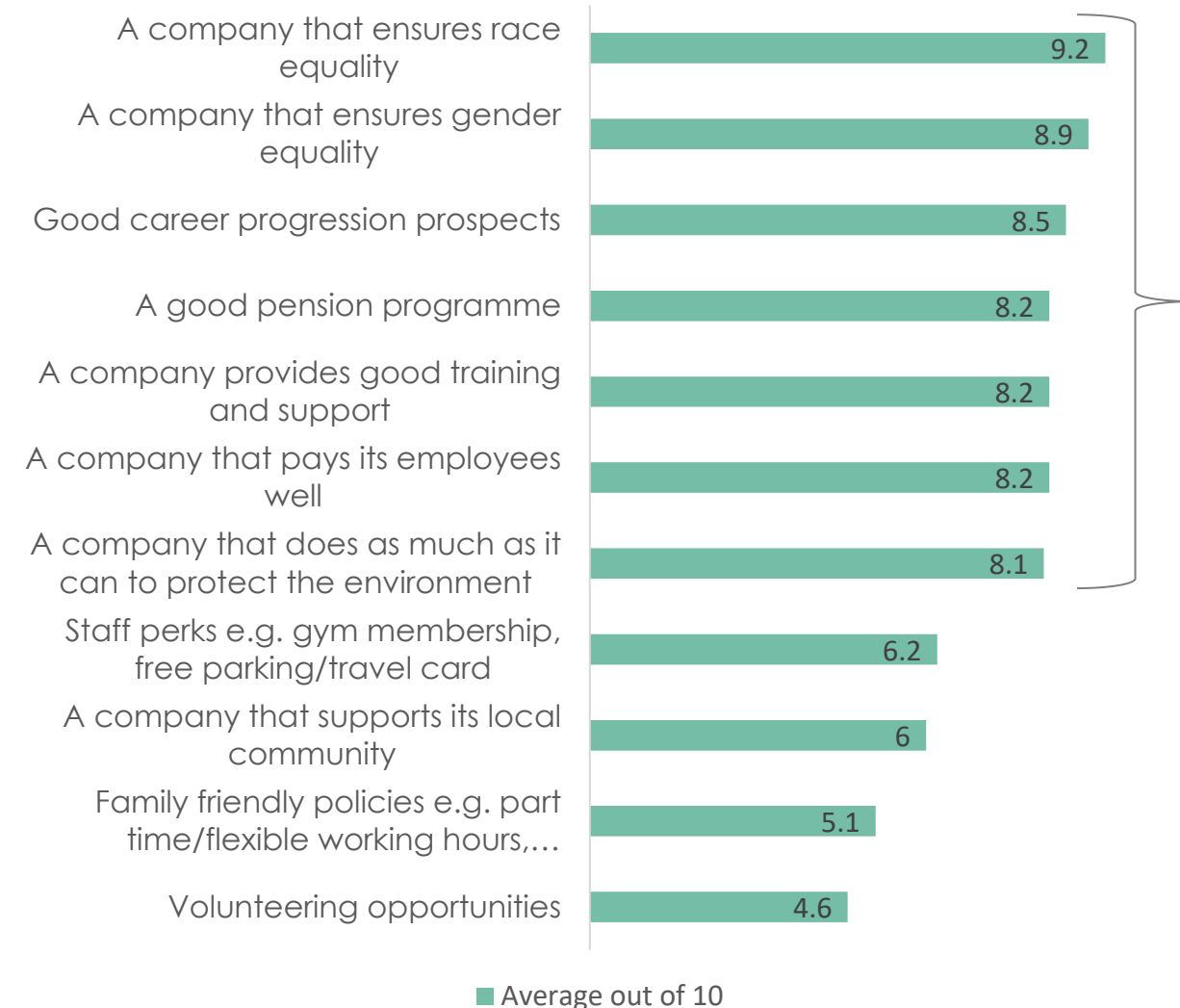


Lifestyle

- Hope to maintain a good network of friends and increase social circles beyond current school friends
- Many wish to travel throughout their 20's
- Some wish to continue with current hobbies/interests and peruse new ones

Dream job: future customers want to work for a company that has values aligned with their own. Job satisfaction trumps salary for most.

Type of company like to work for



Based on spontaneous and prompted responses, future customers want to work for a company that

- **Ensures equality in its workforce:** race, gender, sexuality
- **Employment conditions:**
 - **Is an exciting and enjoyable place to work:** challenging, supportive environment that listens to all levels of employees, allows for good work life balance and allows employees to work from home
 - **Supports career progression:** good training and the opportunity to progress
 - **Good financial perks** e.g. good salary and pension scheme (although based on spontaneous commentary this is not as important as job satisfaction)
- **Is environmentally driven:** keeps its carbon footprint to a minimum, uses sustainable packaging and does not prioritise profit over the environment
- **Has a positive impact on society and drives to make positive changes** e.g. equality, environmental practices, behaves ethically

To attract future employees, these values need to be at the core of what the business does i.e. drive everyday decision making – not a token gesture

Thinking about your ideal job in 10 years' times, how important are each of these to you?
Please give a score out of 10, where 10 is very important and 0 is not at all important



Key points

- Treats staff well and with respect
- Gives back to society
- Environmental issues at forefront of what doing
- UK based role to reduce environmental impact
- Provides work life balance esp. if have children
- Salary not key priority



Key points (M)

- Work in tech, business – forward looking and creative
- Challenging yet rewarding and exciting
- Care about customers, local community and environment
- Approachable leaders, good and open/transparent communication
- Flexible working hours and work life balance
- Increase diversity and equality

Predictions for our future world

Panellists were prompted to consider what homes, travel and the environment would be like in 10 years' time



Hopes for what the world will be like in 10 years' time

- **Vaccine** for Covid-19 found
- **Renewable energy** used in homes, businesses and public transport
- Companies to innovate to be more sustainable
- Homes will become more **automated** e.g. blinds, energy, & water controlled by smart devices
- People will live more resourcefully and **reduce household waste** and recycle more
- **Work from home** more to reduce the need to travel
- **Diets** will change as people choose to eat more organic and sustainable foods, including less meat
- Other **technical advancements**: virtual reality in cinemas, use of AI in the workplace
- **Discrimination** will be eradicated e.g. race, sexuality, gender
- As well as hoping for a decline in global poverty, increase in global health, advancements in space travel



Worst case scenario in 10 years' time

- **Climate change** continues to impact the world: forest fires, decline of the coral reef, melting ice caps, smog becomes common in all cities, deforestation – with an increase in natural disasters such as floods and tsunamis
- **Urbanisation and population growth** takes over: small living quarters, low quality housing with no gardens, overflowing landfill sites
- Global **water shortages**
- Society still reliant on **fossil fuels** for e.g. transport, homes
- **Plastic** destroys habitats for both animals and humans
- Huge wealth inequality, rise in homelessness

Future customers predict 3 main ways in which companies will have to evolve to meet customer/societal needs in 10 years' time



Reduce environmental impact

- Greater use of renewable energy
- Sustainable packaging: reusable, recyclable, avoiding single use plastic
- Fewer imports and more UK produced products – but fear companies will continue to produce offshore to cut costs and make more profit
- Anecdotal example: loyalty points/rewards for green consumer behaviour

*At some point, companies must either adapt to face the growing issues regarding **climate change and environmental damage** or face bankruptcy*



Ensure diversity and inclusivity in the workplace

- Ensure there is no discrimination in relation to gender, race, sexuality, those with a disability, LGBTQ+
- Expect equal pay
- Protect global employees from being exploited e.g. unfair pay

*I think that companies must become far more aware of **racism and sexism** in the as well as adapting this for other groups who face workplace **discrimination e.g. LGBTQ+ and Disabled people.***



Adopt new technologies to operate more efficiently

- Increased automation and use of AI technology
- Less face to face interaction and more digital communications e.g. social media

*I believe the **role of technology** will become more necessary to meet changing consumers needs as the world is becoming increasingly modernised and reliant on technology.*

Future needs and expectations: in their words

People over profit



Equality and environment



Future gazing: how Bristol Water can meet the needs and expectations of future customers



Currently, future customers have a number of misconceptions about the water sector and Bristol Water 24



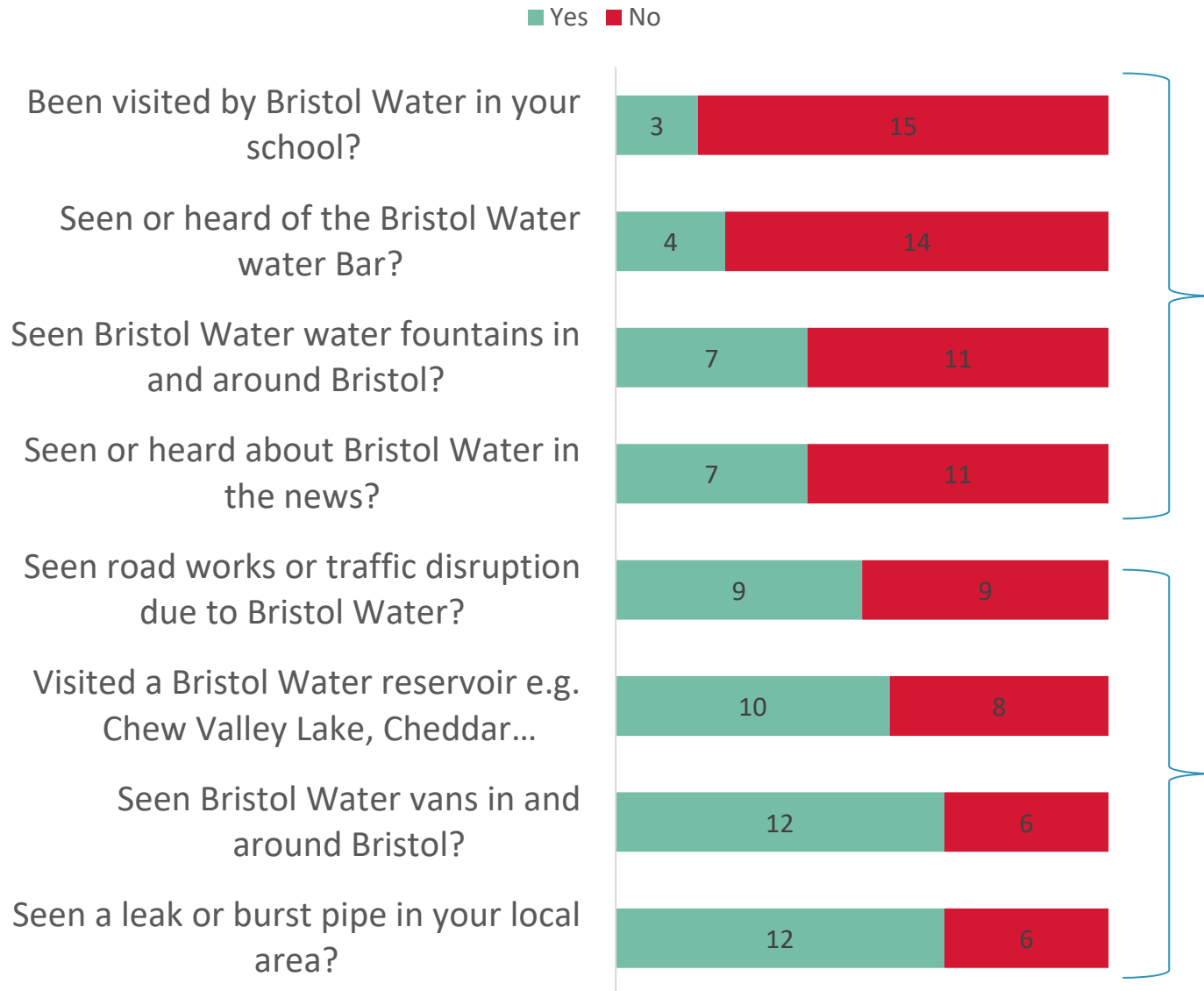
There are **3 main areas** which future customers appear to be confused about. Opportunity to communicate with this age group to inform them of:

- **Water quality:** tap is in fact better quality than bottled water
- **Bristol Water as a company:** profitable status, large employer
- **Metering:** how it works; explain it is not compulsory; meters do provide real time data

Is there an opportunity to change misconceptions when becoming a customer for the first time?

Tasked to sort statements into 'true' or 'false' piles

Bristol Water has a very low profile among this age group



Active engagement

Very few panellists report any form of engagements or communication from Bristol Water prior to the Youth Board

- The majority have never been visited by Bristol Water in their school
- And many have never seen or heard of the water bar or water fountains

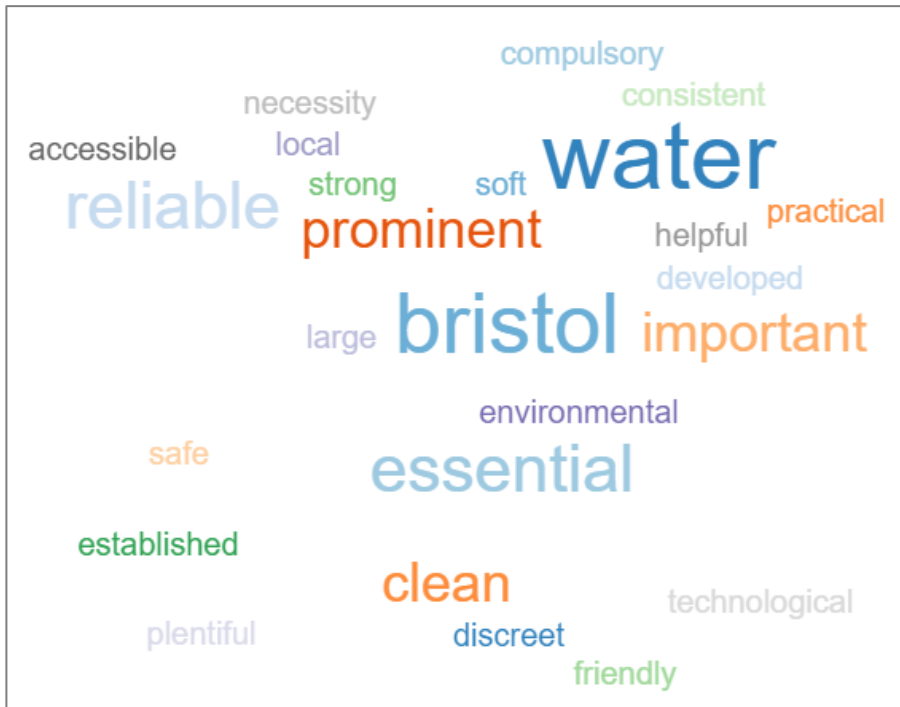
Passive engagement

For those who can recall some form of contact with Bristol Water, it's been passive and incidental

- E.g. seen a van, sign, engineer, roadworks

Tasked to sort statements into 'yes' or 'no' piles

Spontaneously, brand associations are very rational



- Perceptions of Bristol Water are broadly positive (no negatives mentioned), but mainly associated with the delivery of water
 - The majority admit to knowing very little about Bristol Water, other than it provides water
 - Described as: essential, necessity, important
 - Some positive associations with supporting the local community as delivering an essential service for all
- Very few associations or awareness of Bristol Water's activities in the community or what the brand stands for
 - e.g. Bristol's stance in relation to the environment and sustainability (which we know is important and for this age group)
 - One participant recalls seeing Bristol Water at a Water Aid conference and two recall seeing a stand at Bristol Air Balloon Fiesta

But overall there is a consensus that Bristol Water is not a widely advertised business and certainly appears to be 'under the radar' among future customers

Bristol Water **stays under the radar** and does what it is required

To be completely honest, I **did not hear about Bristol Water before this**...I hadn't seen any social media posts, seen any adverts or been visited at my school.

I think Bristol Water would a bee as the company **works together** to provide for the **local community**, similar to how bees work as a collective to help the world.

Bristol Water are crucial in **supplying water** that is safe to drink to our homes.

Once they find out more about Bristol Water, views become a lot more positive

Positive brand perceptions driven by...

- **Activities in the community**
 - Water fountains across local area
 - Water bar esp. appealing
 - Donations to charities and local good causes
- **Protecting the environment**
 - Ambitions to reduce plastic waste
- **Customer experience, specifically the website**
 - Easy to use, well presented, useful information e.g. live reports/incidents in area and water saving advice
- Anecdotal comments: positivity around Bristol Water's support for the 5p carrier bag legislation; 'our community' tab on website makes Bristol Water appear to care for the community not just profit

The Water Bar is great! What an amazing initiative and at the forefront of the increased environmental awareness.

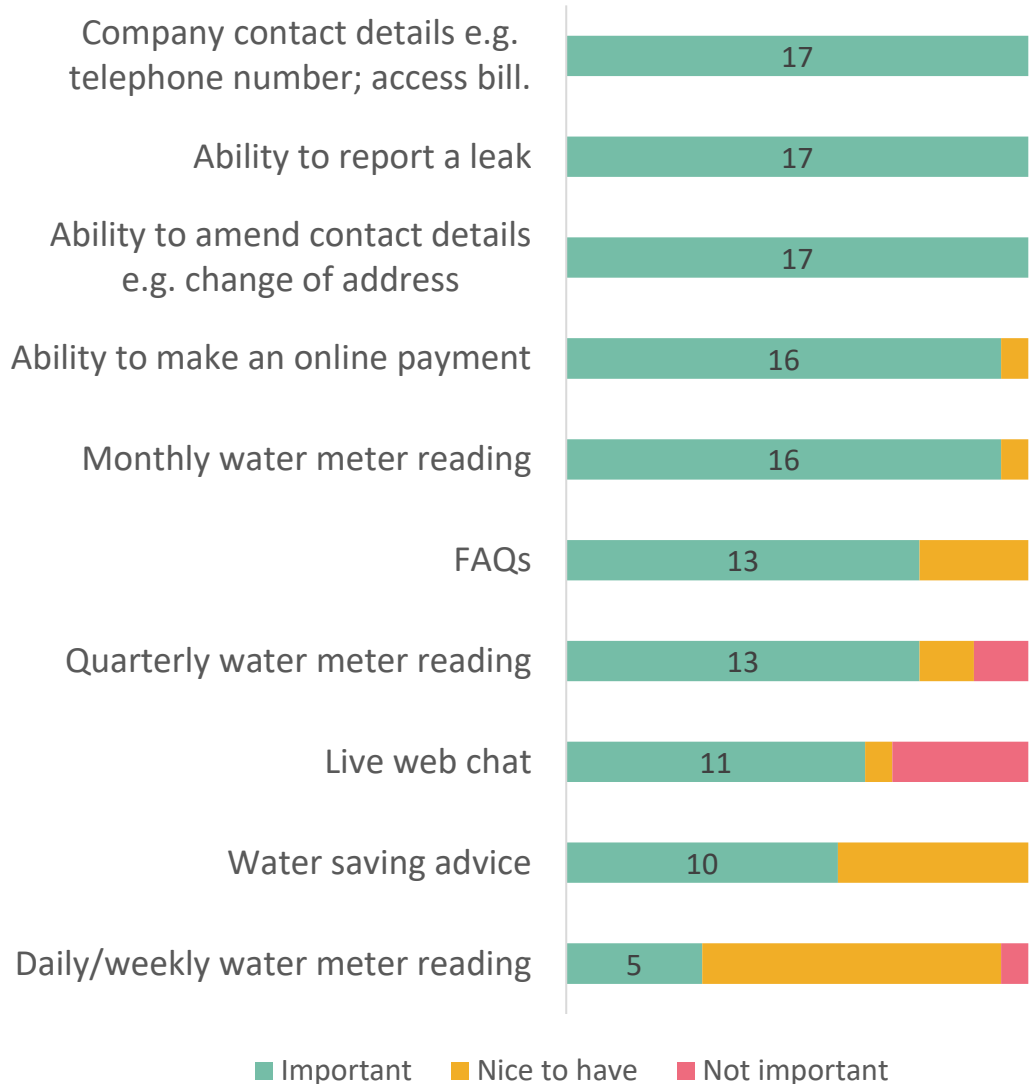
Since researching Bristol Water, my impression towards the company has become more positive. This is because of the **environmental work** the company does is really impressive, and I had no idea they did any of it

N.B Many noticed a lack of social media activity when they were tasked to find out more about Bristol Water

Opportunity to raise Bristol Water's brand profile and resonate with this age group via the promotion of e.g. the water bar, water fountains, environmental actions and attitudes

Bristol Water's new billing system: when prompted, almost all features are seen as important

Important features for a Bristol Water online billing system



How important are each of these potential tools and features for an online customer portal - and what should Bristol Water include when it creates its new online billing system?

Characteristics of a good customer portal

Easy to navigate

- Simple and straightforward layout e.g. organised by subheadings, does not require too much scrolling up and down
- Simple language, not corporate/industry jargon
- Easy to find contact information e.g. telephone number

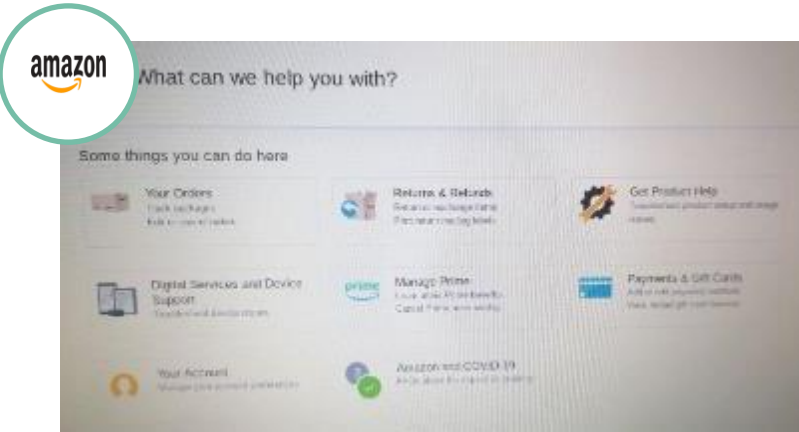
Aesthetically appealing

- Visual e.g. pictures and icons
- Not overcrowded, information well spaced out
- Short chunks of text, not paragraphs
- Avoid small fonts/text
- Simple colour pallet

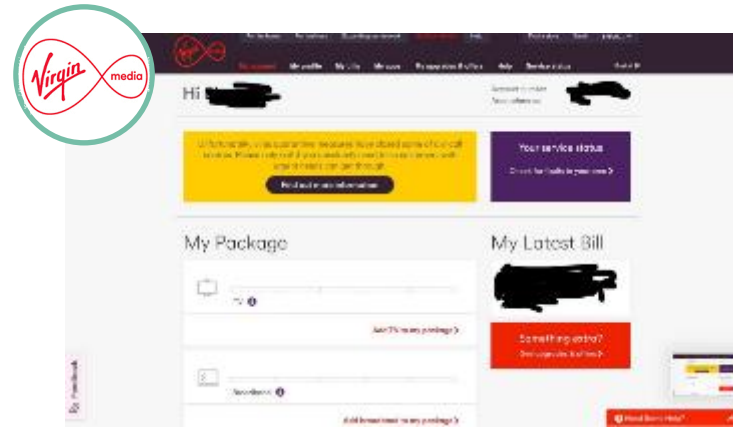
Desirable functions / features

- Landing page to include: previous bills, track spend/usage
- Other functions/features anecdotally mentioned: search bar, payment options e.g. Pay with Apple pay, payment deadline date, payment details saved, available discounts

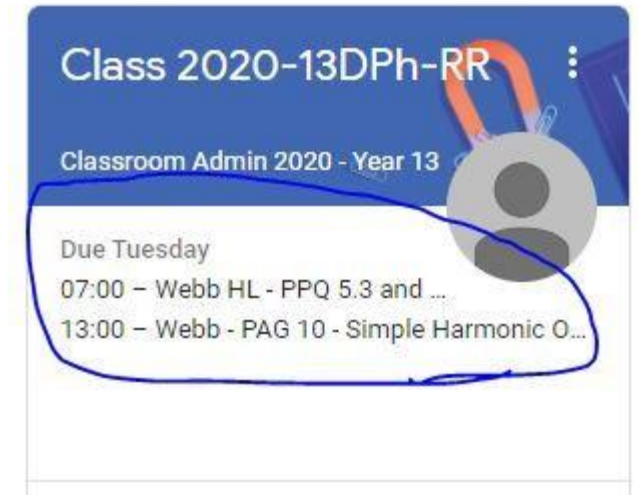
Examples of good customer portals provided by panellists



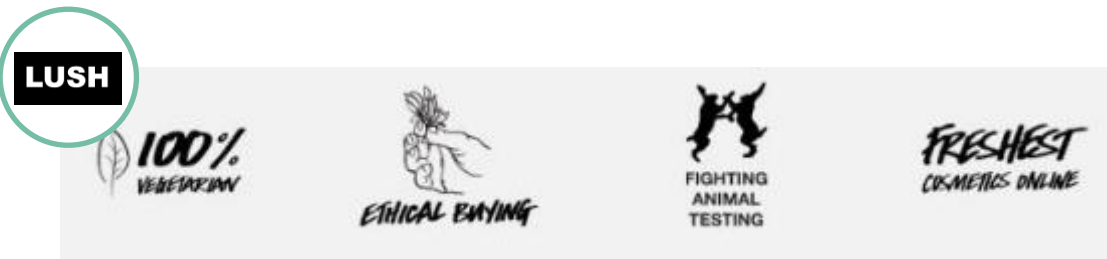
Amazon: simple layout, straightforward boxes/options to choose from



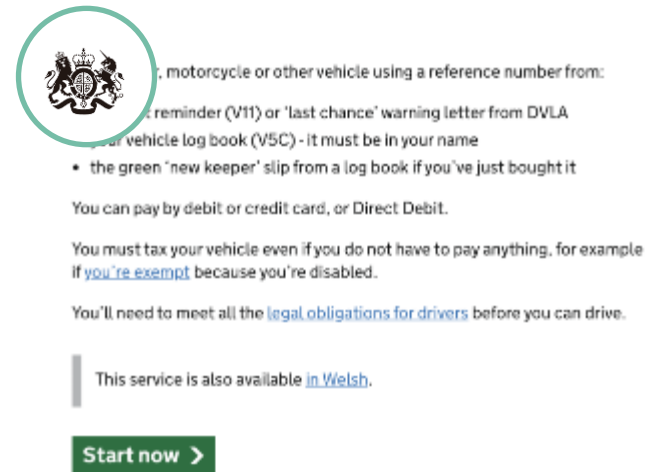
Virgin: landing page to include: previous bills, track spend/usage



School: clear deadlines



Lush: promotion of brand values



Government website: simple step by step instructions of what need and what to do

Setting up utility bills for the first time: two key needs

1) advice/ education 2) manage account via digital channels

Future customers unsurprisingly know very little about managing utility bills. Although they feel confident they could manage their account once set up, they initially need support and education on what to do and how to do it

1) Need advice and education

Lots of unknowns and questions ...

Do I need to read the water meter? What are the payment options, how can I pay my bill? What are the consequences of not paying? What's the average monthly costs of a bill? What's the breakdown of the bill? Who do I contact if there's a problem? Do I need to set up an online account?

Ideas for educating young people/first time customers

- School visits to teach children how to manage utility bills
- Introductory brochure or email for first time customers explaining the process/options
- Videos on website explaining how the process works
- FAQ page on website

Company website would be the first port of call for this age group – Bristol Water needs to ensure it has information and guidance aimed as first time customers

2) Want to manage accounts via digital channels



Set up a utility/water account
via a company website, app
or live web chat



Pay their utility/water bill
via an app (banking or
company app)



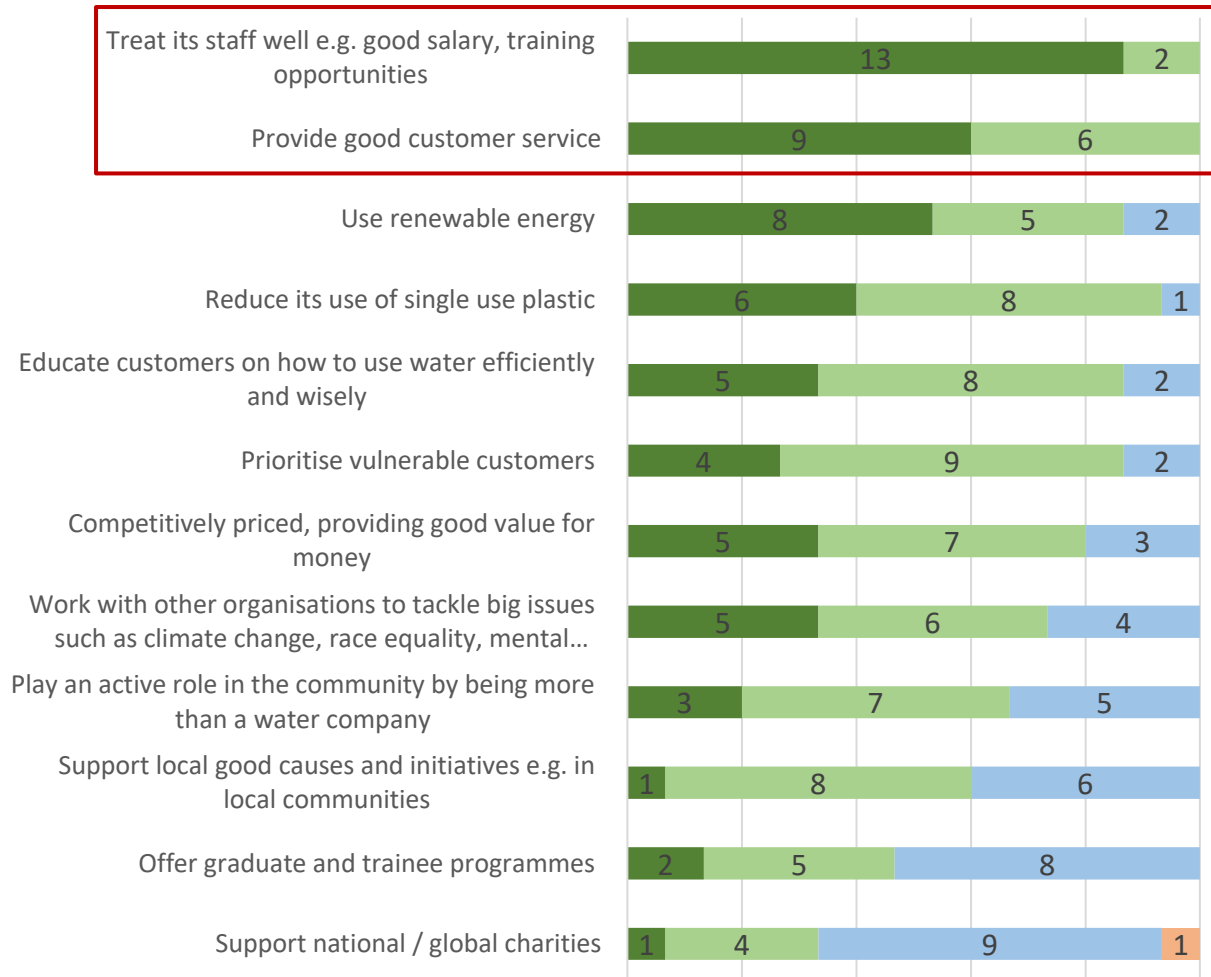
Receive their utility/water bill
via an app, online customer
portal or post

How Bristol Water treats its staff (and customers) perceived to be very important³¹

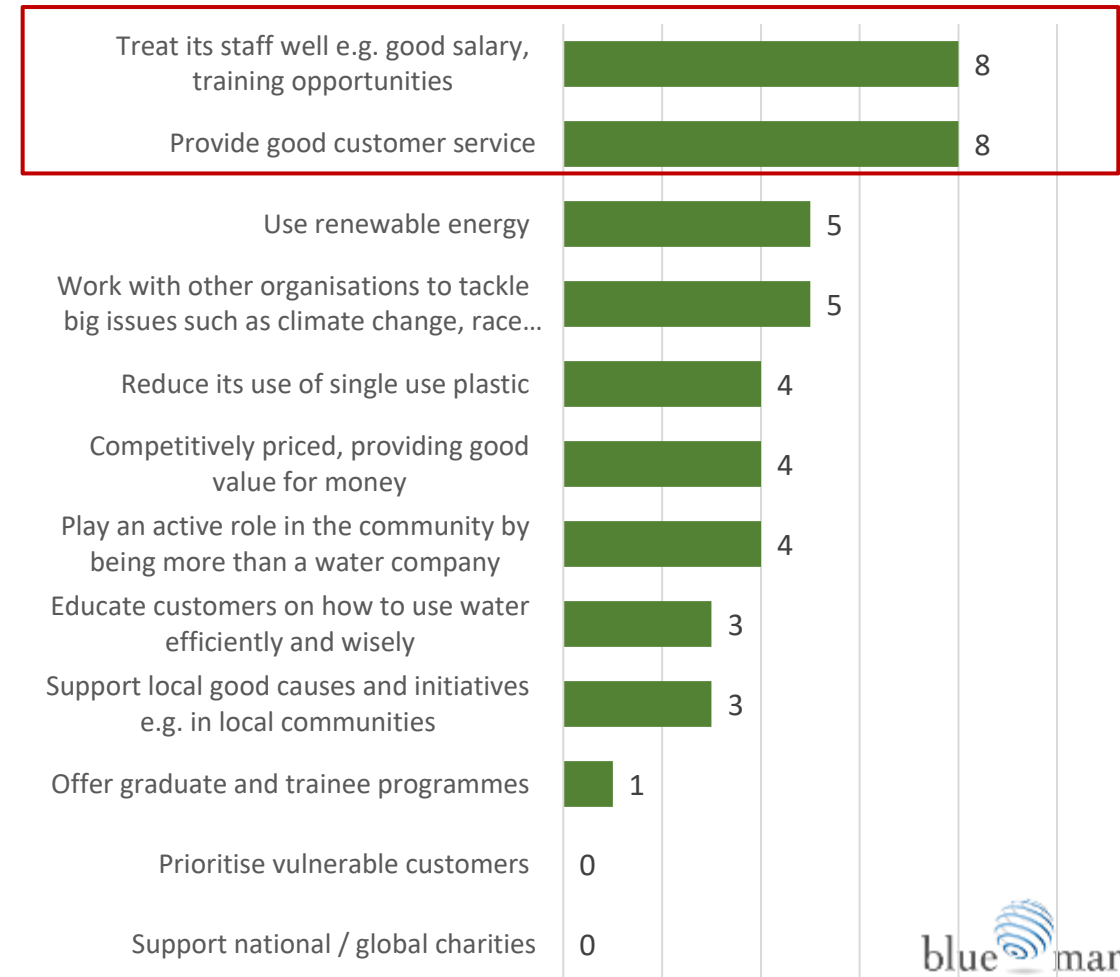
- Along with good customer service, how Bristol Water treats its staff is very important to young people
- Environmental issues (renewable energy, climate change, single use plastic, water efficiency) also important
- Other issues e.g. community activities, supporting charities are seen as less important

How important is it for Bristol Water to do the following...?

■ Very important ■ Important ■ Nice to have ■ Not important ■ Not at all important



Please select 3 most important to you personally



Perceived priorities for Bristol Water chime with wider expectations for companies



Equality and inclusivity

- Black Lives Matter movement spontaneously mentioned by most
- But also addressing other inequalities or discrimination seen as important: gender, sexuality/ LGBTQ+ Islamophobia



Treating staff fairly is a demonstration of the company's ethics and morals (and thought to have a positive effect on customer service)

*I think the way a company **treats its employees** speaks volumes about the priorities and values of the company. Hence by treating it's staff fairly, Bristol Water would be sending a bigger message that it **cares for its community** and this may also make the staff more productive.*

*I think that it is most important for Bristol Water to firstly prioritise being **customer-orientated**. **Treating employees well** will in turn promote better customer service and this is really important to form the foundations of a good company before considering wider issues.*



Protecting the environment

- Tackling climate change
- The impact that individuals, companies and politicians have on the environment e.g. single use plastic, corporate actions



Protecting the environment is thought to be of particular importance for Bristol Water given the nature of its core business

*I believe that good customer service is the most important to the company, because it would invite more people in. But it is also very important to educate people so they do not waste unnecessary water, and using **renewable sources** is VERY important now that we are beginning to have shortages etc - Bristol Water should be an **environmentally sustainable company**.*

Support for Bristol Water's purpose and social contract

“Our purpose is to have a positive impact on the lives of our customers, our communities, our colleagues, and on the environment beyond the delivery of pure and reliable water”

(Bristol Water's purpose tested in this research)



Very positive response to Bristol Water's Social Purpose

- ✓ Inclusive (reference to communities and colleagues not just customers)
- ✓ Environment as core focus
- ✓ Exceeds expectations of a water company: going above and beyond; a trustworthy company
- ✓ No significant/consistent criticisms or suggestions for improvement

Most important aspects of social contract:

- **Affordable for all:** particularly important due to current recession/job losses and local disparities in income levels
- **Conservation:** sustainability and climate change increasingly important, companies have duty of care to environment

Other important aspects:

- **Local and regional strategies:** collaboration is needed to address big issues e.g. carbon neutral Bristol
- **Community engagement:** role to set a good example
- **Education – citizens for the future:** this generation currently do not feel listened to
- **Educate – employees for the future:** demonstrates that care about young people

Community Engagement

Working with schools

Interactive events focussed on environment & sustainability: (essay competitions, team challenges (e.g. build a carbon neutral island), mini-experiments to do at school, social media & video demos, Yr 6 camps

Bristol Water 'world'

Fun educational outdoor interactive experiences with focus on innovation & IT to demonstrate how Bristol Water is planning for the future e.g. recycling, work with farmers – inspired by Disney's Living with the Land

Events at Bristol Water sites

Run family events at current sites such as reservoirs with a focus on sustainability and bio-diversity. Show off what Bristol Water is currently doing

Water saving initiatives

Water saving education

Provide water saving kits and ideas. Ensure people have tangible ideas for ways they can change their behaviour

Community targets & rewards

Incentivise customers to save water e.g. for every litre of water saved or per number of times water refill stations are used Bristol Water will plant trees or donate to local charity

Branded merchandise

Reusable water bottles (Chilly bottles), eco T-Shirts. Team up with local cafes with reward scheme/club card/vouchers if using Bristol Water bottle - promote local & water saving

Collaborations

Support existing local groups

Sponsor or work with local conservation groups, allotment owners, community farms, local community events

Link with local businesses & events

Work with local businesses especially cafes & restaurants and have presence at Bristol's festivals e.g. water bars, water refill stations in shops

Link with Universities

Work with Bristol based students to promote water saving behaviours and promote environmental initiatives

Charities & volunteering

Local charity of the month/quarter

Donate to local charities – decided on via a customer vote

'Twin' town

Link with another town internationally that needs support with water issues. Raise money/donate and make links between schools & communities

'Pro bono' work abroad

Offer skills of Bristol Water staff to work internationally in countries (or twin town) with water shortages

Involve young people

Design competitions

Involve young people to design either merchandise (bottles), refill stations and campaigns to promote use of refill stations

Enable enjoyment of water activities

Work with disadvantaged young people to help them access water based activities they wouldn't otherwise be involved with e.g. sailing, rowing

Go to where young people are...

Especially festivals and Glastonbury festival as it is local

"Go big or go home!"

Bristol Water Festival

Ambitious, large event showcasing local (youth) talent e.g. music, comedy, artists. Money raised going to local charities selected based on votes of those attending the festival

When tasked to consider how Bristol Water could make their age group appreciate water, panellists did not intuitively or easily make the link between water, health and Covid-19. Instead, they report being more receptive to **community activities** and **environmental messages**. (N.B. Many ideas similar to those raised during discussions of social purpose.)

Education via schools

- Have a wider reach of school engagement (majority of our sample had never been visited by Bristol Water in their school)
- Needs to be fun, engaging and concise e.g. team building tasks, workshops – not long presentations

Engage and communicate via social media / digital channels

- E.g. Snapchat, TikTok, YouTube, Instagram
- Collaborate with social media influencers relevant to this age group, people they trust and admire
- Short, simple, snappy, concise content that's shareable e.g. 10 second videos
- Shock factor content e.g. affects of wasting water, people affected by water shortages that '*pulls at the heart strings*' followed by solutions for combatting the problem
- Bristol Water app with advice on how to save water and rewards/discounts for doing so

Increase Bristol Water's brand profile amongst this age group and be where they are prevalent; activities must resonate, be in their world

- **Events:** festivals and music events e.g. collaborate with Glastonbury; sponsor local sports team
- **Partner** with organisations with similar values and agendas e.g. National Geographic, Love Water, Swim England
- Make **refill stations** visually eye catching to encourage people to take pictures and share on social media – Bristol Water could run a competition to design a water fountain
- **Incentives for re filling** water bottles; collaborate with local cafes
- **Branded freebies/events:** free community events; stress ball – link with support for mental health and well being; water bottles they can tailor design themselves; programmes for people from disadvantaged backgrounds to get involved in water sports e.g. sailing, fishing etc



Turn plastic waste into an eye catching sculpture



Branded stress ball linked to mental health



Branded water bottle with a design which can be tailored

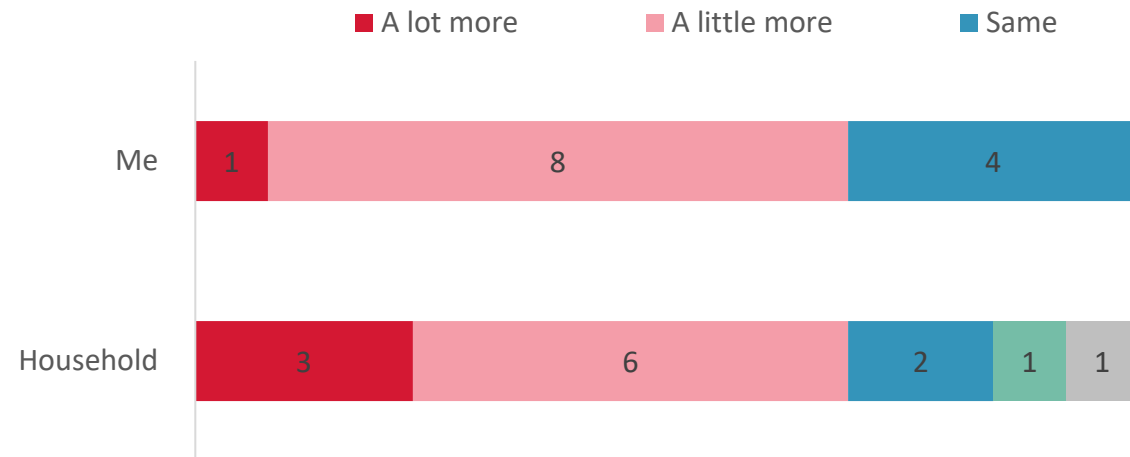
Do something **radical to grab attention**. A poster is not effective – but when it's more around teenage life it will be more effective

A campaign for our age group needs to evoke **emotion, shock us into taking action** or have a powerful message to change attitudes towards water usage

When asked, young people acknowledge greater water usage during lockdown²⁸






- Although not top of mind, when prompted most young people felt their (and their families) water usage had increased during lockdown
- Higher water usage mainly as a result of being at home more and having more time rather than due to health/hygiene concerns

Change in water usage since Covid-19



Reasons for greater water usage during lockdown

	Personal	Household
Being at home more: general usage e.g. toilet flushing	✓ ✓	✓ ✓
Handwashing	✓ ✓	✓
Drinking: tap water, hot drinks	✓	✓
More cooking (& washing up)	✓	✓ ✓
More/longer showers/baths (relaxation and boredom)	✓	
More people at home		✓ ✓
More cleaning		✓
More clothes washing (e.g. hygiene concerns & more exercise)		✓
Gardening		✓

- | | | |
|--|---|--|
| <p>1 Covid-19 pandemic has heightened worries and concerns about immediate future (exams, University) and longer term e.g. job prospects</p> |  | <p>As a local employer, is there an opportunity for Bristol Water to respond?
E.g. promote apprenticeship scheme</p> |
| <p>2 Environmental issues are at the forefront of the minds of this generation</p> |  | <p>Opportunity for Bristol Water to be environmental leaders in its social purpose activities</p> |
| <p>3 In light of recent movements such as Black Lives Matter, equality, inclusivity and antidiscrimination is also hugely important for this age group</p> |  | <p>Bristol Water is expected to treat its staff well, fairly and without discrimination</p> |
| <p>4 Young people feel looked down upon by society and not listened to (e.g. not of voteable age)</p> |  | <p>As part of Bristol Water's social purpose is there a way for creating a forum to enable young people to feel listened to?</p> |
| <p>5 Finally, future customers expect active engagement. Bristol Water must communicate and engage with them in a way that resonates</p> |  | <p>Opportunity for Bristol Water to be more visible to this age group via e.g. social media, community events and activities</p> |

Overall, future customers welcome Bristol Water's social purpose activities

Appendix

N.B Blue Marble Research initially (pre Covid-19) invited students from 36 schools and colleges from across the Bristol Water region to participate – 40 applied. All were then invited to take part in the revised online approach. 18 panellists from 9 schools agreed to take part in this years online panel.

Badminton School	North Bristol
Brimsham Green School	South Gloucestershire
Bristol Cathedral Choir School	Central Bristol
Colston Girls Sixth Form	Central Bristol
Gordano School	North Somerset
King Alfred School Sixth Form	Somerset
Redland Green School	Bristol
St Bede's Catholic College	Bristol
V6 Sixth Form	Bristol

- 6x male, 12 female
- All Year 13 students
- Studying a range of subjects: English Literature; Design and Technology; Business Studies; Spanish; Politics; Maths; Religious Studies; Drama; Classical Civilisation; Biology; Photography; French

Them and their world

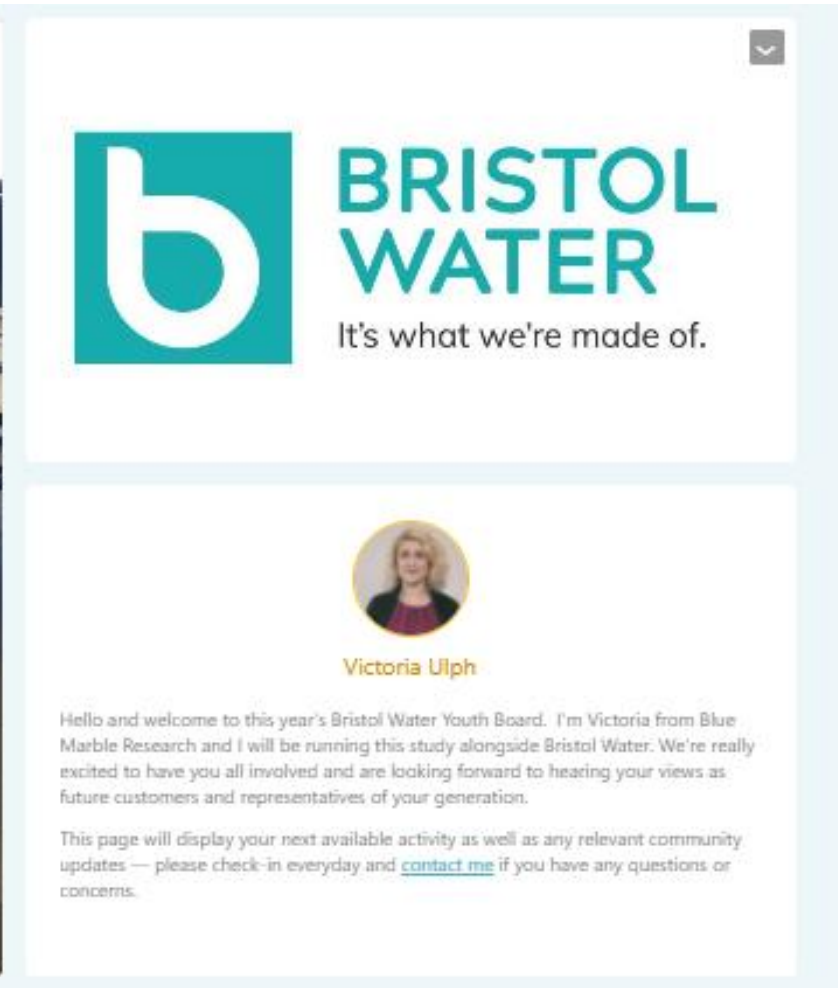
- Day 1: Introduce yourself
- Day 2: What is important to you and your generation?
- Day 3: Where do you see yourself in 10 years' time?
- Day 4: What will the world look like in 10 years' time?

Service needs and expectations in general

- Day 5: How should companies behave?

Water sector / Bristol Water specific

- Day 6: What do you know about Bristol Water?
- Day 7: Becoming a water customer for the first time
- Day 8: What type of company should Bristol Water be?
- Day 9: The impacts of Covid-19
- Day 10: Catch-up on tasks



Screen shot of the online portal landing page which included a briefing video from Bristol Water and Blue Marble

The screenshot shows the 'Overview of tasks' page. At the top, there are tabs for Home, Activities, Discussions, and Summary. Below the tabs, there's a filter for 'Expired' with a dropdown set to '10' and a '2' icon. There are also buttons for 'Activity Sequence' and 'View Responses'. The main content is a grid of six task cards, each with a thumbnail image, a title, and a date range. Each card has a downward arrow icon in the bottom right corner.

- Day 1 - Introductions (October 12 - 13, 18 (94%))
- Day 2: What's important to you and your generation? (October 13 - 14, 18 (94%))
- Day 3: Where do you see yourself in 10 years' time? (October 14 - 15, 18 (94%))
- Day 4: What's your favourite... (October 15 - 16, 18 (94%))
- Day 5: How should companies act and behave? (October 16 - 17, 18 (94%))
- Day 6: What do you know about Bristol Water? (October 17 - 18, 18 (94%))

Overview of tasks

The screenshot shows the 'Day 2 tasks' page. At the top, there are tabs for Home, Activities, Discussions, and Summary. Below the tabs, there's a link for 'All Activities' and a title for 'Day 2: What's important to you and your generation?'. There are buttons for 'Preview Activity' and 'Activity Options'. A progress bar shows '94%' completion, with '18 of 19 Responses Received'. Below the progress bar, there are six task cards, each with a list icon and a title. The first card is titled 'What are you looking forward to in the next 12'. The second card is titled 'What are you concerned about in the next 12'. The third card is titled 'What are you feeling optimistic /'. The fourth card is titled 'Life in 5 years' time'. The fifth card is titled 'Life in 5 years' time'. The sixth card is titled 'What are you feeling optimistic/pessi'. Below the task cards, there's a button for 'important to'.

Day 2 tasks

The screenshot shows the 'Creative task: create a series of mood boards *' page. At the top, there are tabs for Home, Activities, Discussions, and Summary. Below the tabs, there's a title for 'Creative task: create a series of mood boards *' and a button for 'Task Set'. The main content is a video player showing a woman with blonde hair. A play button icon is visible in the top left corner of the video player.

Briefing video



Elena Nikou Oct 19, 2020 7:01 AM

I liked the posts on Bristol Water's Instagram page about water saving plants because it is relevant (helping to save water) and interesting! Also, I feel like more people around my age seem to be interested in house plants at the moment so if these posts are promoted and reach more people my age it could make Bristol Water more popular/relevant with my age group!



Adam Shelper Oct 19, 2020 12:15 PM

Yes, perhaps some sort of free plant scheme with water saving advice would be good



Add Comment



Poppy Sheppard Oct 19, 2020 11:31 AM

I think a lot of what Bristol Water is already doing is relatively beneficial and already has positive impacts on people, communities and the environment. I think it is really important for the company to continue developing into a more sustainable and environmentally friendly organisation. Bristol Water need to continue to listen to customer feedback and suggestions for improvement. They should aim to work alongside other organisations and the community in order to improve their services.

The performance of Bristol Water could be helped by the staff properly knowing exactly what the services that Bristol Water provide are and everything that the company offers. It is important to support and continue to work alongside charities and organisations in order to improve the public face and performance of the company.

The company should communicate clearly with staff and customers. They should continue to collect customer feedback and act upon this feedback at all times. They should recognise and reward valuable contributions made by both staff and customers. The company should aim to promote a team atmosphere in the workplace and not discriminate against anyone. They should attempt to eradicate and improve on things that are currently major global issues (e.g. mental health awareness, race equality, discrimination). This should first be attempted within the organisation and then once it has been proved successful, the company can expand these strategies and use or develop them for the wider community or even help improvements of these issues on a global scale. (In our school I am part the sixth form eco group, and in year 12 we tried to promote recycling first within the sixth form and then in the long term the group aims to do this within the wider school - this is the technique that Bristol Water should use in order to act upon current issues regarding race equality and mental health etc.).

I think it is important that Bristol Water work alongside organisations that attempt to improve on the current issues on a global scale such as climate change and supporting the environment as well as social charities and groups who focus on people and their wellbeing (including mental health charities such as young minds and race equality groups such as Black Lives Matter.)

View all 13 comments



Poppy Sheppard Oct 22, 2020 6:22 PM

Yes. I think that would be a great idea. Branded Bristol Water reusable bottles could be a great way of encouraging more environmentally friendly attitudes. I think some form of reward card for using your own reusable bottle is a good idea and then when you do this a certain number of times you get a discount or free drink from certain cafés and restaurants. 😊



Katie McSherry Oct 19, 2020 11:15 PM

I believe that it would be very beneficial for Bristol Water to encourage everyone to learn about environmental / water sustainability- especially young children, as they are the most easily influenced. BW could hold more activities in schools to show younger people what it means to be an ethical business, including fun activities such as testing the pH of water or testing it for bacteria. Generally, younger people take to interactive activities, rather than seminar type talks, so it would be very beneficial if they can get involved, and really understand what goes into making Bristol Water safe and reliable.



Elena Nikou Oct 20, 2020 11:24 AM

Definitely agree with the interactive activities for younger people! It is more likely that they will remember what they've been taught and makes learning fun too 😊



Maia Bailey Oct 20, 2020 1:39 PM

I think that reaching out to young people in schools is a great way to get them to contribute towards a more sustainable future and bridge the gap between different generations. Bristol Water could get involved in events like the Bristol Education Partnership Climate Challenge, where school children work together with environmental organisations to come up with nature projects to take back to their schools- things like introducing vegetable gardens, small ponds and wildflower meadows.



John Gompels Oct 22, 2020 6:05 PM

My nephew is 4 and him and his friends love to play with water and learn using water activities. I am sure Bristol Water could work with really young kids and teach them about why we need to not waste water when washing our hands or something similar?



Add Comment



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