



BRISTOL
WATER

CCW Affordability Review

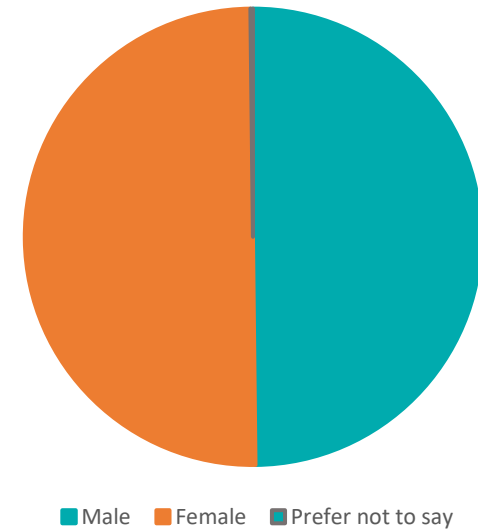
Online Panel

bristolwater.co.uk

Introduction

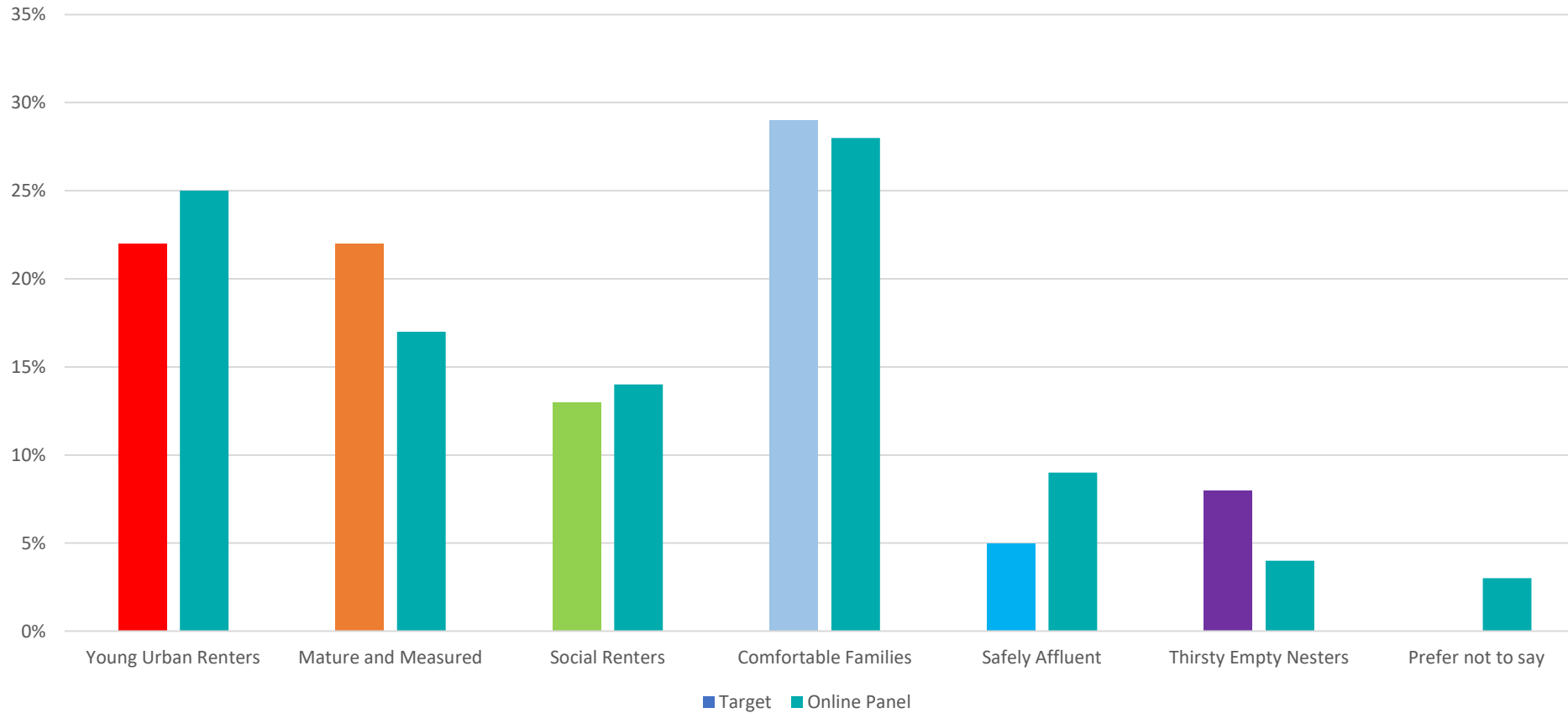
- An invitation to take part in the survey was issued to panel members
- The invitation to the survey was sent to all panel members on 24/11/2020 with a reminder being sent on 04/12/2020
- A total of 556 customers completed the survey
- 117 other customers started but did not complete the survey
- 85 customers unsubscribed from the Online Panel

- The survey took on average 6 minutes to complete
- The survey was incentivized by the inclusion of a double prize draw for £200

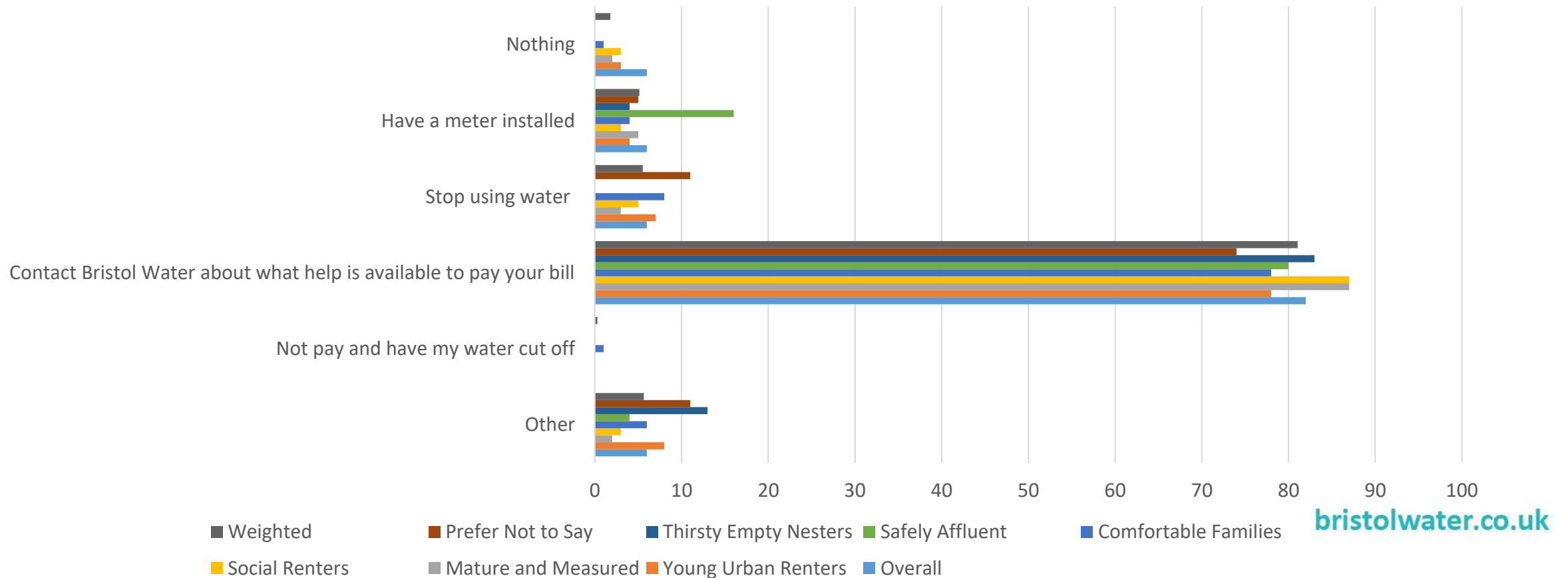


Segmentation

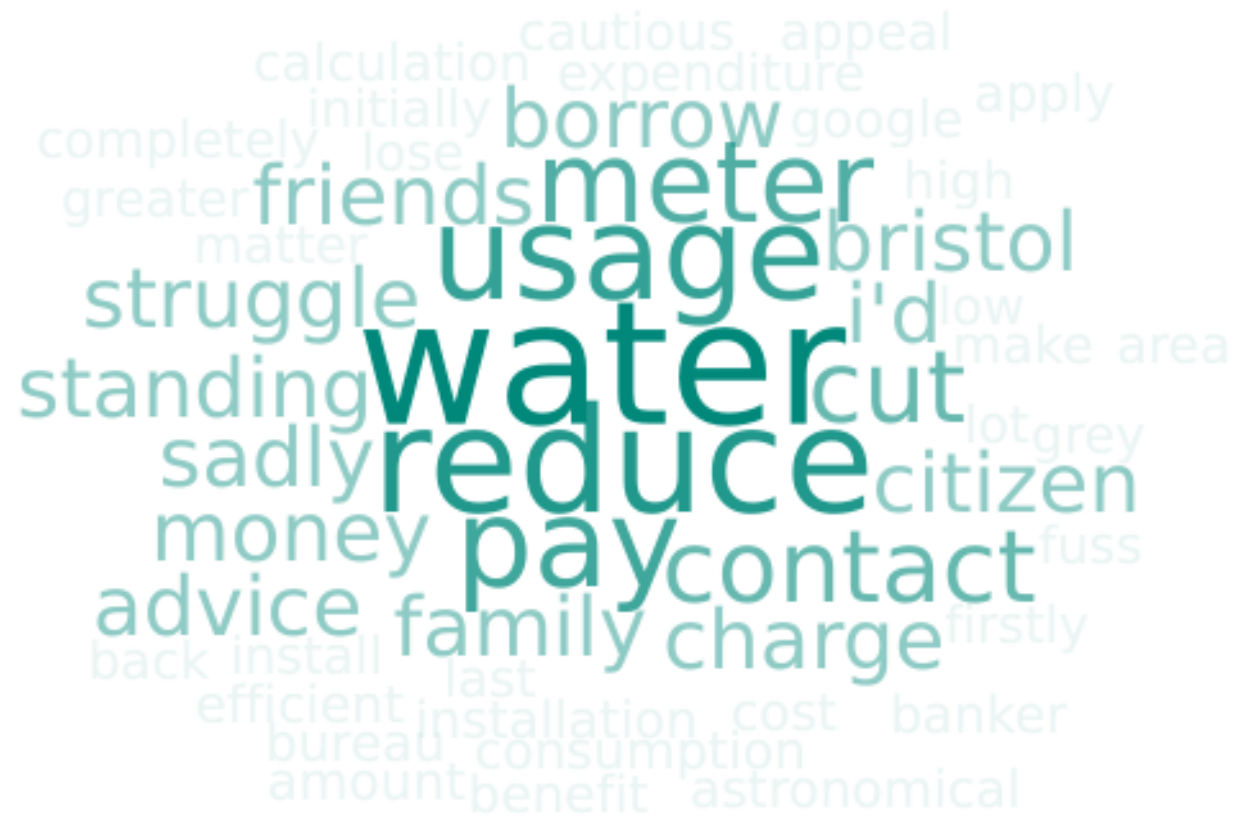
Segmentation of Customers



If you were struggling to pay for your water bill, what course of action would you take?



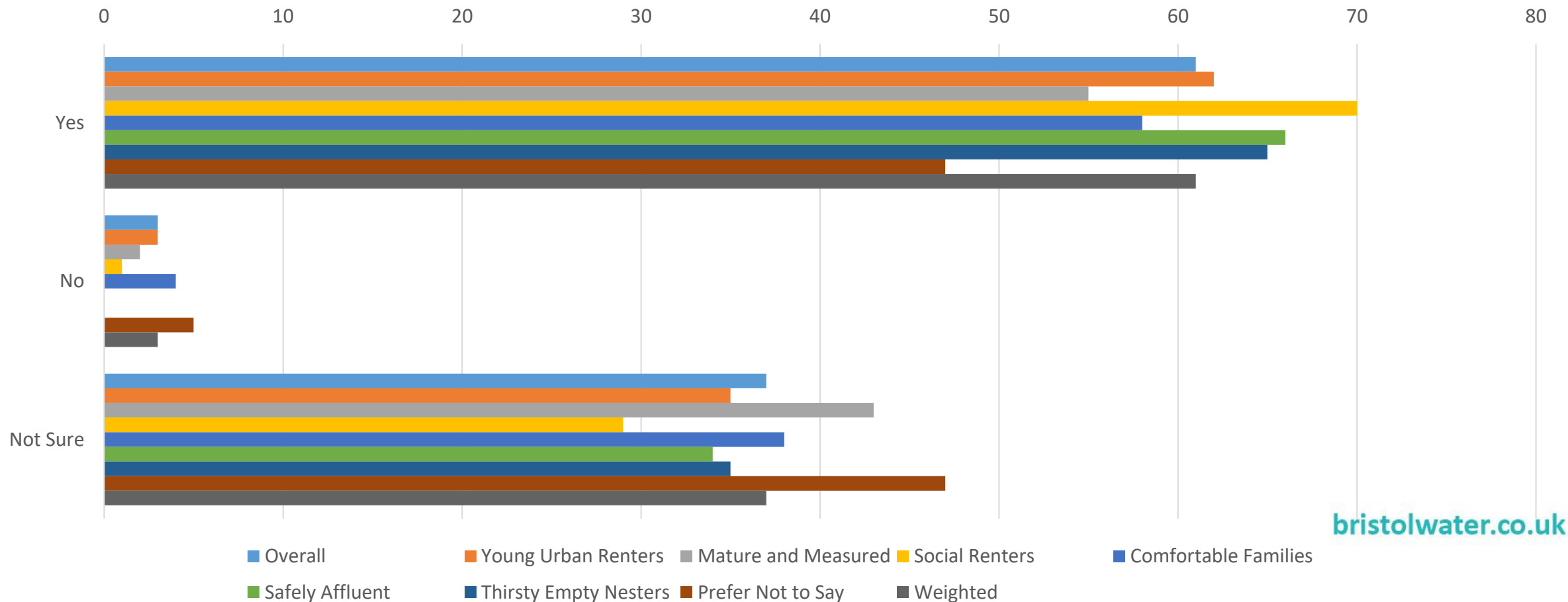
Question 1: Other text



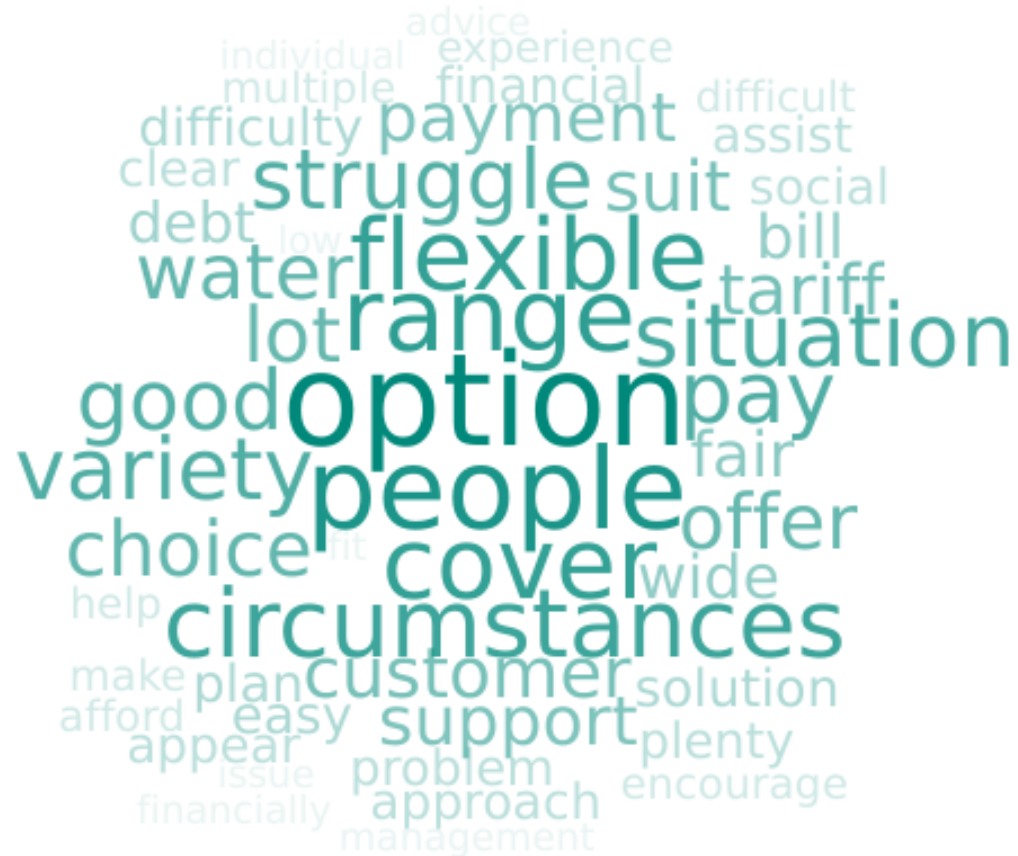
Question 1: Other text

Comment	Occurrence
Reduce usage	13
Reduce other expenditure	2
Rateable value too high	2
Seek help from family/friends	5
Seek help from an external organisation/charity	2
Pay when I can/as much as I can	2
More use of grey water	1

Do you think our current approach to help those who are struggling to pay their bills is working well?



Those who said yes...What do you think works well about these social tariffs?



Those who said “Yes”...What do you think could be improved?

Strategies should NOT lead to related consumers relying on a dependency culture

Make water billing more fair by charging the standing charge according to usage

Attach an educational campaign in order to qualify

All houses and businesses should be fitted with a water meter

Make it clearer to all customers that they are available and how people are eligible

Working with debtors to pay back some debt and not write it off at other’s expense

Comment	Occurrence
More promotion/proactive communication/increase awareness	69
More easily accessible/reduce options to increase accessibility	8
Removal of social tariff system	1
Education on water usage	11
Make RV/SC relate to usage	2
Work with other companies who customers are struggling to pay	2
Metering options	4
Links to other agencies who help people	3
Additional tariffs (Self-employed, carers, working families)	3
Do not promote debt write off	3
Government policies	1
Water usage should be capped	2
Make water cheaper	2

Those who said “No” ...

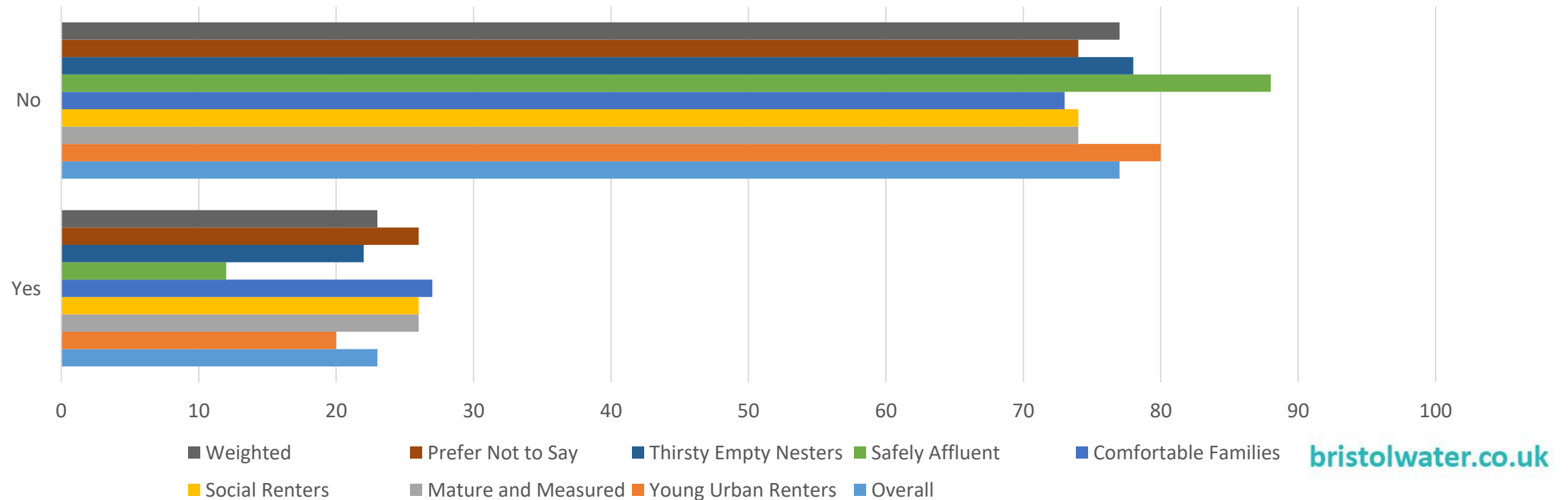
Comment	Occurrence
Better promotion	6
Private companies should not be providing support	2
People should not be let off the responsibility of paying	1
Adding single carers of people on PC to PC eligibility	1
Make process easier	1
Education on the cost of providing water	1
Single occupancy discount for those not on a meter (similar to council tax)	1

Those who said “Not sure” ...

Comment	Occurrence
More promotion/proactive communication/increase awareness	48
More easily accessible/reduce options to increase accessibility	8
Individual assessment/support	7
Help for those working but still struggling/impacted by COVID	6
Smart meters/compulsory meters	6
Make bills as low as possible	5
Education on water usage	5
Links to other agencies who help people	3
Tariff for single occupants	1
Remove baths/high water usage systems	1
Video explanation for customers unable to read	1
Should not be supporting everyone as this may not encourage low water usage and money management	1
Competition in the water industry	1
None/Not sure/Not enough experience	97



Are there any gaps in the current arrangements which means that some households are missing out on help?





Those who said there were gaps...

Comment	Occurrence
Help for those in financial hardship but not in debt	33
More promotion/proactive communication/increase awareness	26
Make sure promotion is not just online	8
Linked tariff for those who are on PSR and have additional water needs	5
There will always be gaps	5
Datasharing/collaboration with debt advice agencies to help support as many as possible	3
Compulsory metering	1
Water should be provided by government	1
Water bills should be reduced	1
Weekly bill	1
Discounts for those who pay on time	1



How do you think the water industry could better promote affordability schemes to increase awareness and uptake?

Comment	Occurrence
More promotion/publicity – raising awareness in all customers	74
Promotion through online media – company websites and social media accounts	64
Providing information on bills	60
Proactive engagement with customers who may be struggling	39
TV advertising	38
Postal correspondence	35
Working with external agencies – CAB, JobCentre, Foodbanks	31
Email correspondence	21
More use of 'media'	13
Local newspapers	8
Posters – doctor surgeries, bus stops, day centres	7

Continued...

Comment	Occurrence
Centralised Government advertising and signposting	6
Compulsory/Smart metering	5
Education on reducing water usage	5
Promotion through company magazine	5
Radio advertising	5
Home visits to those struggling	3
Information on welcome/new customer letter	2
Promotion through Martin Lewis (and Money Saving Expert website)	2
Utilising company assets for promotion – company vans	1
Promotion on PayZone receipts to target those who are more likely to struggle	1
Produce video guides to support (BSL and for those unable to read)	1
System should be driven by a fund contributed to by large water using companies	1



Can you think of any strategies or approaches from companies, fields or sectors outside of the water industry which should be considered in improving the current arrangements for helping those struggling to pay their bill?

Comment	Occurrence
Water industry should be working with external organisations (i.e., energy sector, councils, debt advice agencies, banks)	32
Companies should raise the awareness of support available	5
Target education environments to ensure future users are aware of financial management and water usage	3
Schemes should be funded by companies who use large amounts of water (i.e., swimming pool companies, manufacturers, agriculture)	3
Schemes should be fully funded by the water company	3
Offer payment of bills on a weekly/pre-payment plan	3
Education should be provided on reducing water usage	2
This should be a Government issue not a water company issue	2
Products should come with water efficiency ratings similar to electrical items	2

Continued...

Comment	Occurrence
Charity organisations should be able to collect donations specifically towards water bills	1
Water companies should reduce the need for schemes through making efficiencies	1
Should offer mortgage style payment breaks	1
Should provide the personal support that debt advice centre/agencies give	1
Should provide advice on the same level as debt advice agencies	1
There should be one centralised space for advice and support – currently too dissolved between companies, government, charities and debt advice agencies	1



**BRISTOL
WATER**

It's what we're made of.

bristolwater.co.uk