

# Drought Management Bristol Water

## Objectives

To test the new Drought Management Plan to the Customer Forum and gather insight to inform demand-side action. To discuss how Customer Forum members think Bristol Water should manage drought, and the perception of our operations during the dry hot summer of 2022.

Format	Focus Groups
Households (number)	27
Non households (number)	
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	✓

## Impact on our plan and ways of working

The research insights will be used to inform future communication strategies, ensuring effective addressing of customer concerns and fostering informed decision making about sustainable water resource management.

The BRL region was different to SWW where TUBS were in place in 2022/23. We also did research in SWW to ask customers about the impact of the drought.

## Topics

Storm overflow	Drinking water quality	✓
Water resources ✓	Net zero/ climate change	✓
Nature	Affordability	

## Key messages – what matters most

### What we did

- A 90-minute Zoom session was conducted with a mix of Bristol Waters's customer segments
- The online session had a mix of presentations and breakout groups to discuss different aspects of drought management
- During the session, participants were asked how they think BRL managed the effects of heat wave in summer and what actions they took to reduce their water use.
- Their opinions on specific demand-side measures that are taken at different stages of drought management were recorded and they were asked whether BRL should take further measures to reduce demand.

### What matters most

- Participants were positive about Bristol Water's management of water during summer heat wave. Some felt there could have been more communication about the topic.
- Members were knowledgeable about conserving water, and most were already taking steps to reduce water use
- Members were largely supportive of demand side measures, particularly restraint measures, and more formal bans were also supported to an extent
- Participants said more education should be prioritised to avoid bans and conserve water more generally
- Most participants felt that leakage was important and should be prioritised in times of 'business as usual'

### Are there differing views?

- A few participants questioned why domestic customers would need to change behaviour before businesses. Others could see the economic advantages of businesses being able to operate as usual
- Some acknowledged the significance of conserving water during severe droughts, but concerns were raised that people might still waste water by running taps until clear.

### Next steps

- We used the feedback that we need to improve our communication on how scare water is, and not wait to enhance this when water resources are more at risk due to dry weather. Our Every Drip, Every Drop campaign is in place and is the strategy we have to help educate customers to reduce their water usage.

Date November 2022 Supplier Traverse

**Reference: Bristol Water Customer Forum Drought Management, November 2022**

