Engagement summary

Pennon Youth Board – future customers

South West Water

Objectives

To understand the thoughts of future customers on water, bills, the environment, sector challenges, and their plans for the future.

Format	**Quantitative online survey**
Households (number)	274 online survey 46 in workshops
Non households (number)	
Vulnerable customers	✓
Future customers	274
Retailers	
Stakeholders	
South West Water	✓
Bournemouth Water	✓
Bristol Water	✓

Impact on our plan and ways of working

This gives a broad insight into future customer perceptions of the water industry and will be used in our digital customer experience strategy.

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

Key messages – what matters most

What we did

- Hosted 46 sixth formers from 27 schools across four events in person across Pennon Group's regions alongside a post-event school survey completed by 274 students.

What matters most

- Students preoccupied with exams, balancing their time commitments, the impacts of Covid and the cost of living crisis
- University was the most popular short-term future plan, with more worried about the long-term (financial prospects, housing ladder)
- Students collectively saw themselves as more environmentally conscious as their parents however this did not always impact their actions
- Students were more likely to worry about saving energy than they were water, largely due to the greater cost of energy
- Sewage and water quality were the key concern for most students, alongside the cost of bills.
- Apps and websites are compatible with phones and easy to navigate
- General support for helping customers understand consumption and water conservation
- Bills should be presented in a clear, signposted manner – found current bill fronts to be unintuitive.

Are there differing views ?

- Students in more remote areas such as Truro were the most pessimistic about the next 10 years, with 61% negative of their chance of getting on the housing ladder, 42% negative about financial prospects, and 13% negative about employment prospects. Truro respondents worried about being priced out of the area on housing, having to move away to find higher paying jobs
- Those who lived closer to water e.g., Truro and Exeter were more likely to see water quality as a key challenge and therefore more open to changing their behaviour
- Cornish respondents were more receptive to encouraging responsible tourism given higher volume of tourists visiting Cornwall compared to the other locations.

Next steps

The priorities helped our plans for our customer strategy for Pr24.

Date March 2023 Supplier Blue Marble