

Objectives

To explore our Retailers’ views on how the market currently works, their experiences with South West Water, and their priorities for business planning with regard to PR24.

Format	Qualitative Interviews
Households (number)	
Non households (number)	9
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	✓
South West Water	✓
Bournemouth Water	✓
Bristol Water	✓

Impact on our plan and ways of working

This study provides Insight Into how retailers perceive both South West Water and the wider retail water market. It also highlights areas where retailers want South West Water to change and Improve.

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

Key messages – what matters most

What we did

- Qualitative interviews with 9 retailers In July 2023

What matters most

- Retailers felt the market was improving but could go further still
- Retailers felt that wholesalers could be more proactive at dealing with issues important to them, such as protecting the environment and securing water resources
- Retailers want to see improvements with data quality and unread, they are better in some regions and worse in others
- Overall, retailers are telling us that their customers want low prices, accurate and timely bills, and a good quality service with minimal hassle and good customer service
- Due to a lack of price competition, Retailers are competing on service quality
- They all felt they had a good working relationship with South West Water.
- Retailers want improved data, continued smart meter rollout, and collaboration to reduce in water demand

Are there differing views?

- There were mixed reactions to the new Br-Mex measure, with concerns raised around the subjectivity of the measure

Next steps

We will continue to ensure a good relationship with our Retailers, continued focus on accurate data and meter reads. We are planning to roll out smart metering to all regions from 2025.

Date July 2023 Supplier Turquoise