

Vision and Purpose Focus Groups

Objectives

To explore customers' views of SWW's purpose and proposed four priorities for all operational areas.

Format	Focus Groups
Households (number)	49
Non households (number)	
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 customers perceive SWW's aims and objectives, and how they are communicated.

Topics

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

Key messages – what matters most

What we did

- Qualitative focus groups with 49 Individuals, testing SWW and other water companies purpose statements, as well as testing of SWW's priorities
- Tested the concept of 'our shared vision' and support for customer 'asks'

What matters most

- Customers prefer 'straight to the point' statements relating to high-quality water, the environment, and long-term community benefits
- When presented on its own, the purpose statement received a negative reception, with customers highlighting the importance of sub-text to the purpose statement
- Positivity to the purpose statement increases as customers learn more about SWW's range of activities.
- Long, clichéd, and vague purpose statements are unpopular
- Customers support including 'customer asks' in the ambition statements

Are there differing views?

- Customer views towards the purpose statement is generally divided between positive and neutral, with some negative

Next steps

This feedback was used to develop our Strategic Direction to 2050 - to make sure this is a document customers can read.

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