



BRISTOL
WATER



Future**Focus**Research
Innovation and Insight

Priority Services Register (PSR) Survey 2023 Final Report

March 2023

Prepared by:
Future Focus Research

It's what we're made of.



It's what we're made of.

Objectives and Methodology

Objectives

- The main objective of the survey was to establish satisfaction with the service provided by Bristol Water amongst customers receiving vulnerability assistance, and understand their needs, and factors affecting satisfaction.
- Specifically the survey collected information on :
 - customer satisfaction
 - awareness of PSR register
 - method used to sign-up
 - contact with Bristol Water
 - complaints
 - affordability of bill

Methodology

- A survey of 500 Bristol Water vulnerable customers was carried out across all 5 categories of Vulnerability Need Codes from the Priority Services Register (PSR). Please note that people can sign up to more than one service.
- Interviews were undertaken by telephone using sample records provided by Bristol Water, and were of approximately 5 minutes’ duration.
- Quotas were set to reflect the overall proportion signed up for each category, in order to achieve a representative sample (see table below) Please note customers can sign up from more than one category.

	% signed up for service	Target no. interviews	Actual no. interviews
Communication	16	80	81
Mobility	42	210	208
Supply	22	110	138
Other	51	255	270
Security	54	270	274

- Customers were selected for interview at random within each category.

Methodology (continued)

- No quotas were set on age and gender and were left to fall out naturally within the sample. Achieved interviews were as follows:

Gender	% interviews	No. interviews
Male	38	191
Female	61	307
Prefer not to say	0	2
Total	100	500
Age		
18-34	11	57
34-54	17	87
55+	70	350
Prefer not to say	1	6
Total	100	500

- Fieldwork was conducted during February 2023.
- This is the third year for the survey to be conducted and therefore trend data will increase with time.

Headline Summary

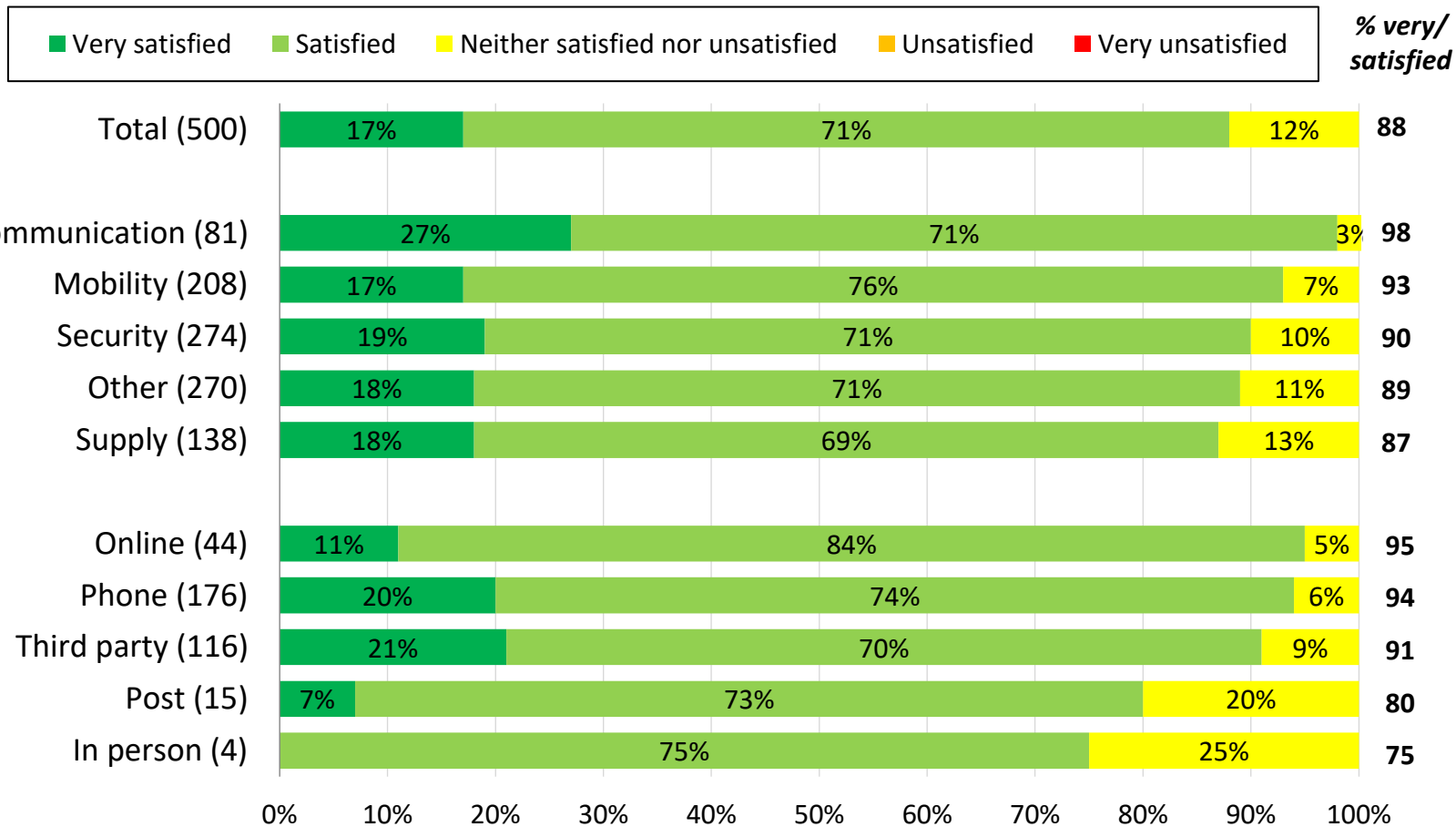
- 88% were satisfied with the service they received through the PSR (88% in 2022).
- PSR customers first heard of the PSR through friends/family (39%), followed by letter/post (25%), information on bill (13%), support worker/group (12%) and Bristol Water staff member (12%).
- Just 16% had contacted Bristol Water and 99% agreed that their needs were met when contacting Bristol Water (82% in 2022).
- Just 5% had had a complaint with Bristol Water in the last 12 months. 83% rated the service received from Bristol Water as very good or good (89% in 2022).



Research Findings

It's what we're made of.

Overall, how satisfied are you with the services you receive through the PSR?

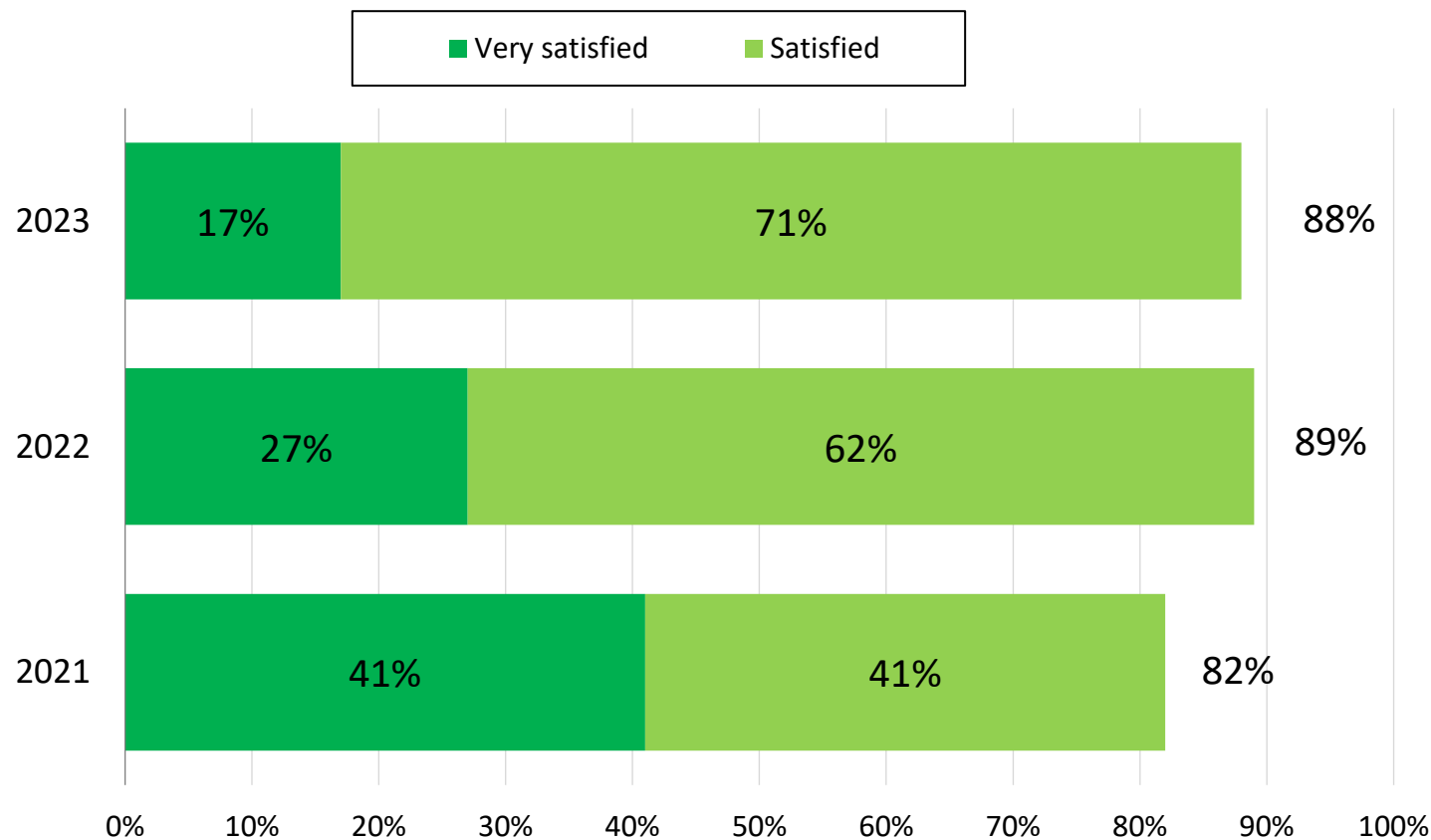


- Overall 88% were satisfied with the service they received through the PSR.
- There was little variation in satisfaction between the different categories of vulnerability need and the different methods of signing up.

Base: Shown in ()

Overall, how satisfied are you with the services you receive through the PSR?

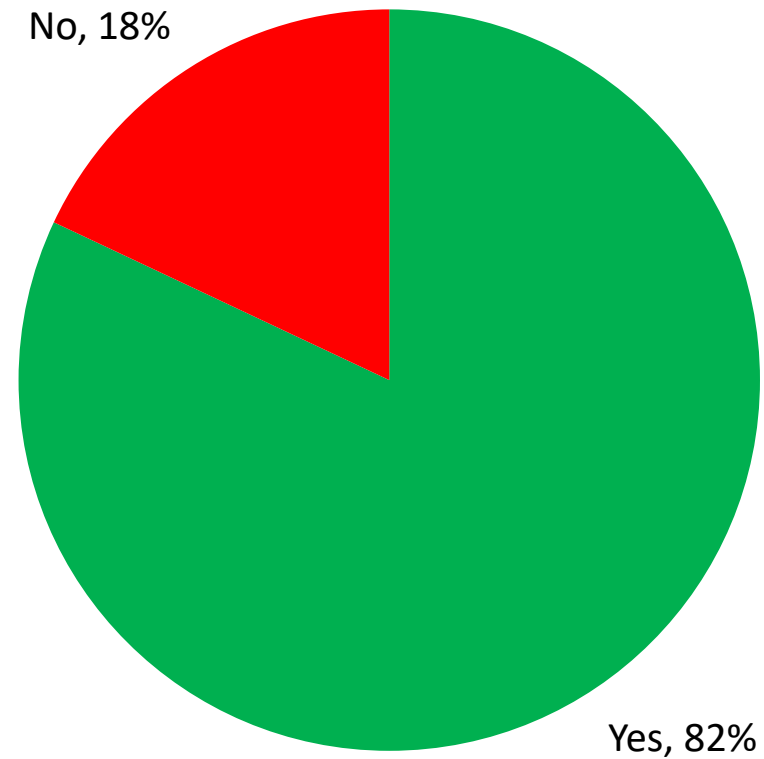
Trend data



- Overall satisfaction with the service received through the PSR remains consistent with 2022 at 88%. Although it is worth noting that the percentage very satisfied decreased from 41% in 2021 to 27% in 2022 and further to 17% in 2023.

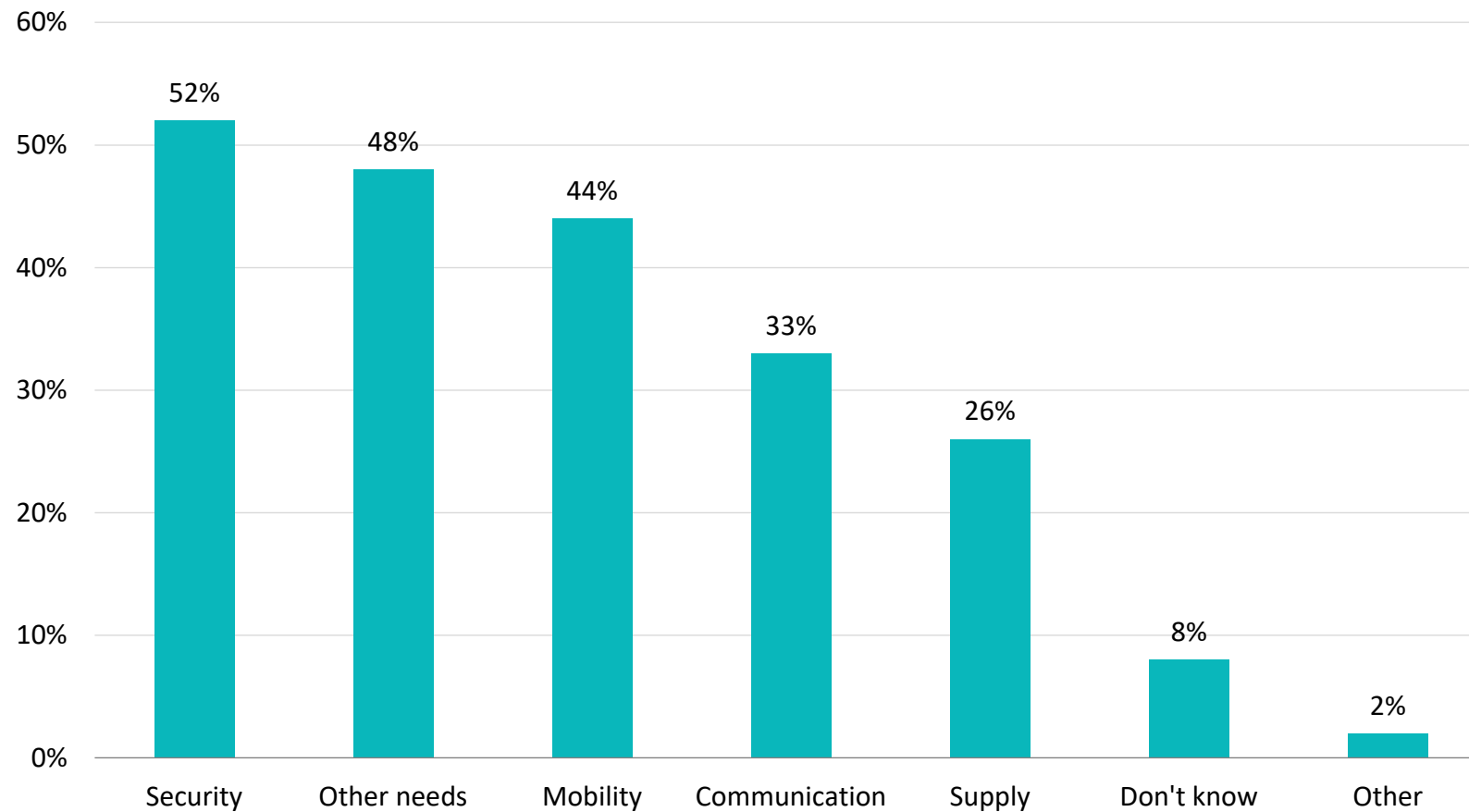
Base: 500

Before today's call, were you aware that you were on Bristol Water's Priority Services Register?



- 82% were aware that they were on the PSR register.

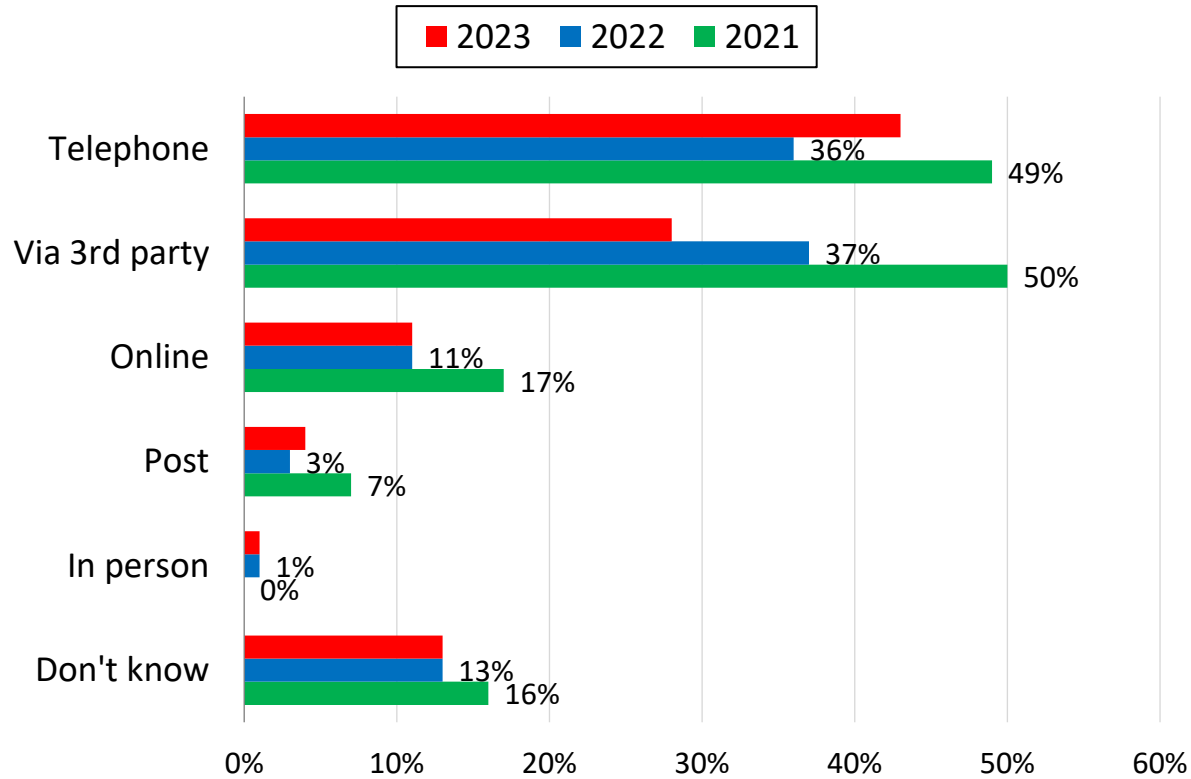
PSR Service signed up for



- Most people were aware what service they had signed up for, with many naming more than one service.
- Just 8% were unaware

Base: 410 (those who knew they were on the PSR Register)

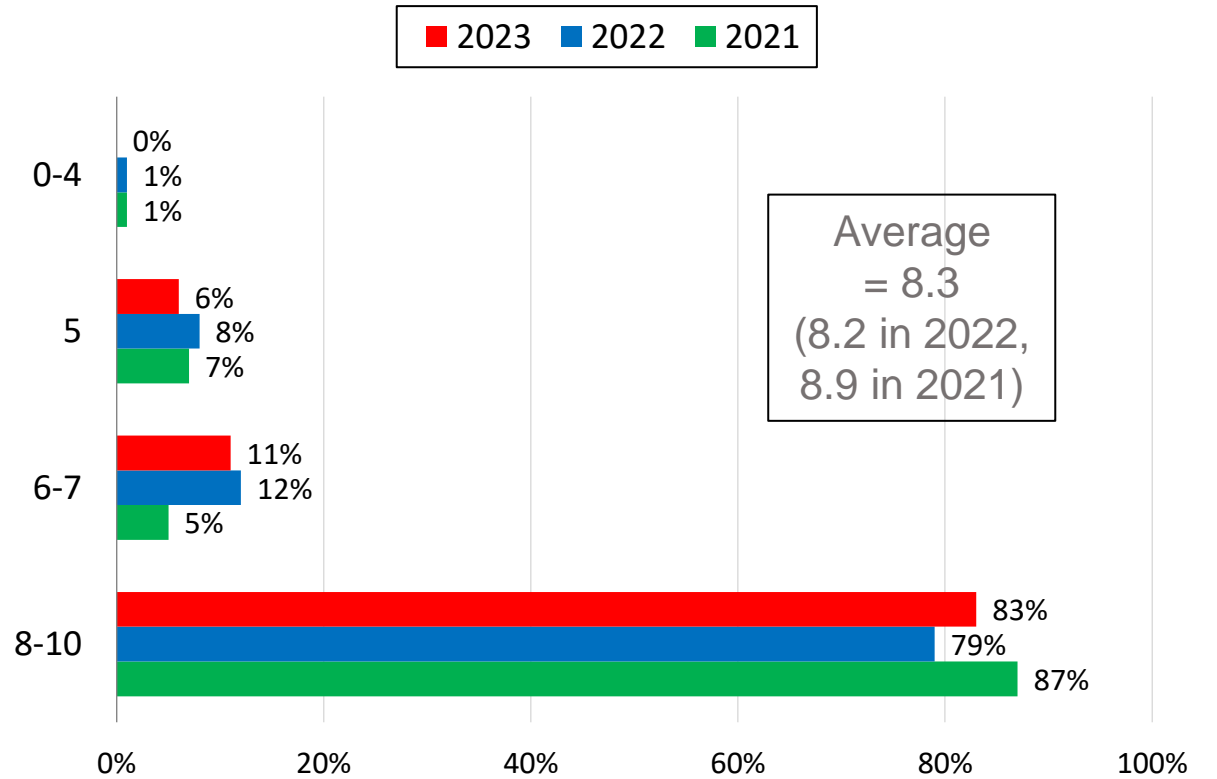
Methods used to sign up to PSR



- Popular methods were via telephone (43%) and 3rd party (28%)

Base: 410 (those who knew they were on the PSR Register)

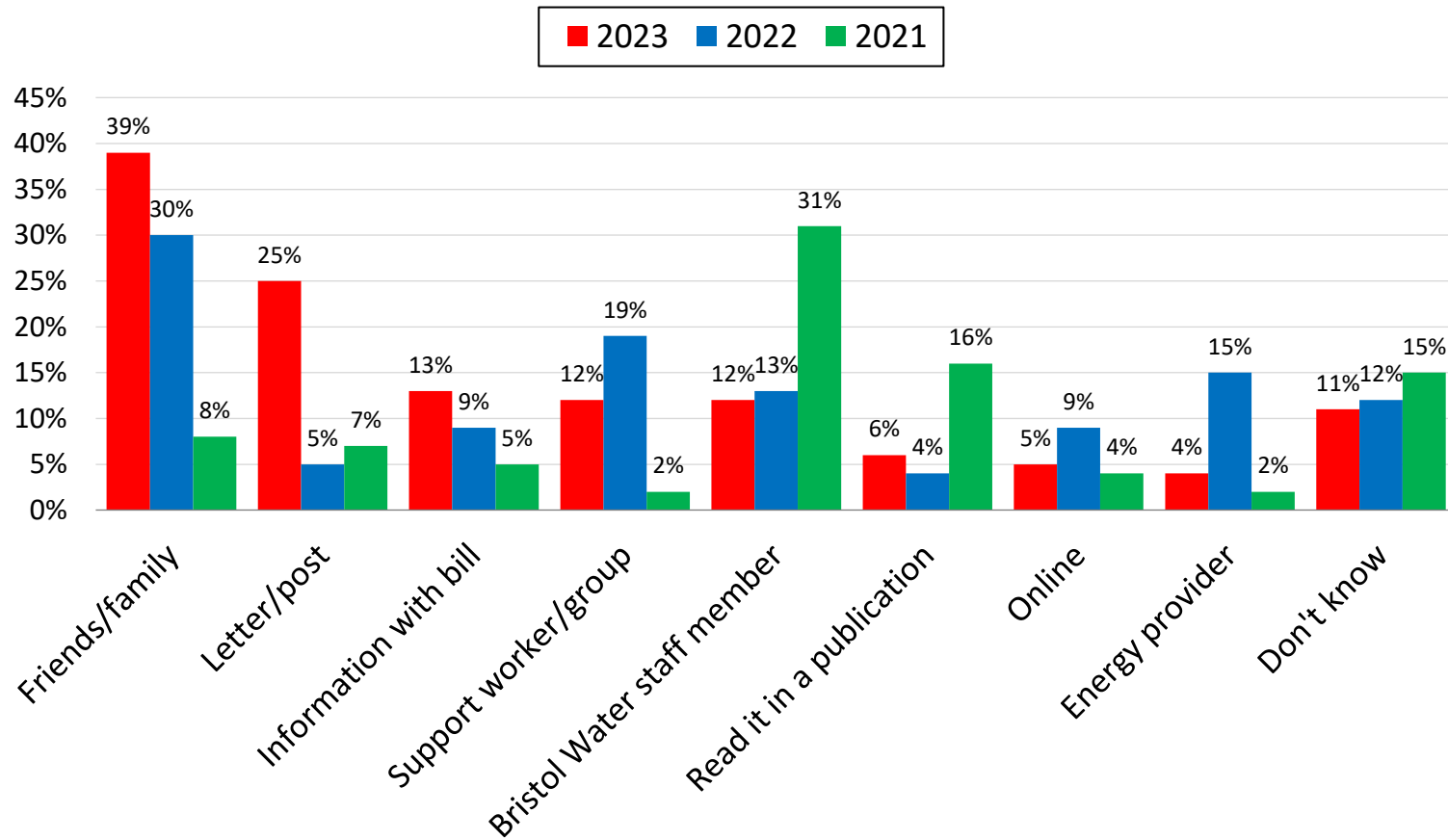
Ease of signing up to PSR



- Most people found the process of signing up easy (83% - 8 - 10 – 79% in 2022).

Base: 355 (those who knew they were on the bristolwater.co.uk PSR Register and knew which method they used to sign up)

How respondents first heard of the PSR

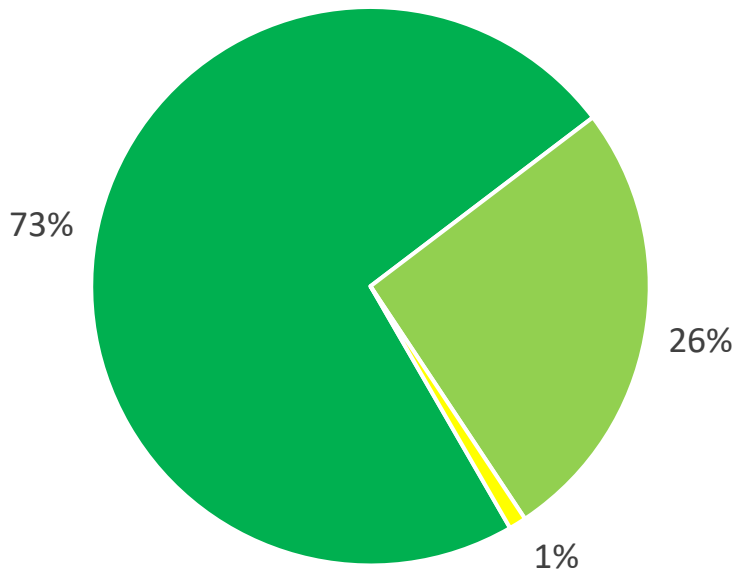
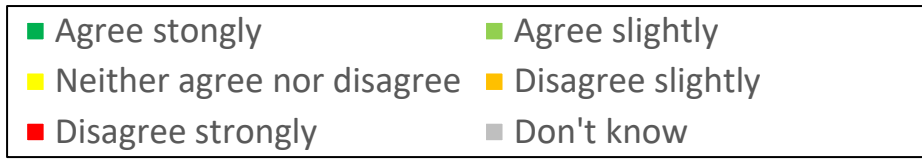


- PSR customers first heard of the PSR through friends/family (39%), followed by letter/post (25%), information on bill (13%), support worker/group (12%) and Bristol Water staff member (12%).

Base: 500

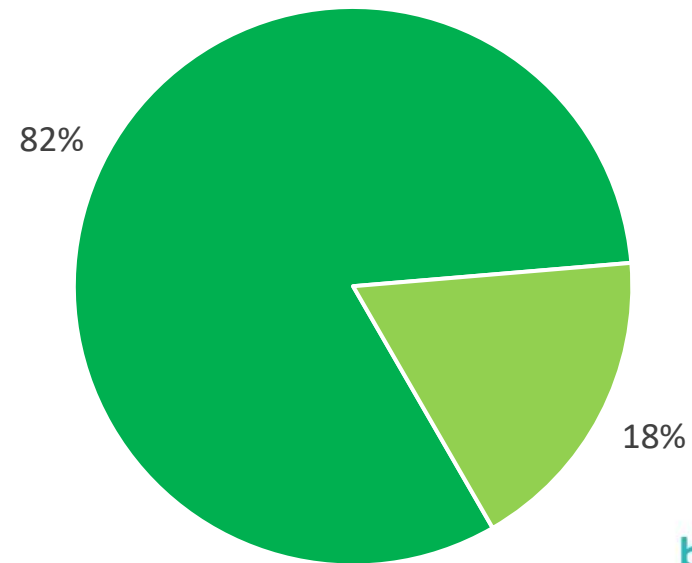
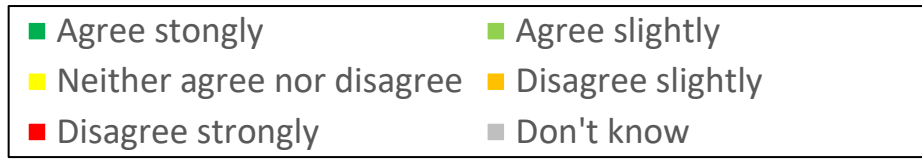
Contact with Bristol Water

- Just 16% had contacted Bristol Water (16% in 2022).
- Most (99%) agreed that their needs were met when contacting Bristol Water (82% in 2022).



Base: 81*

- Just 2% had received a visit from Bristol Water (5% in 2022).
- Everyone agreed that their needs were met when visited by Bristol Water (100% in 2022).

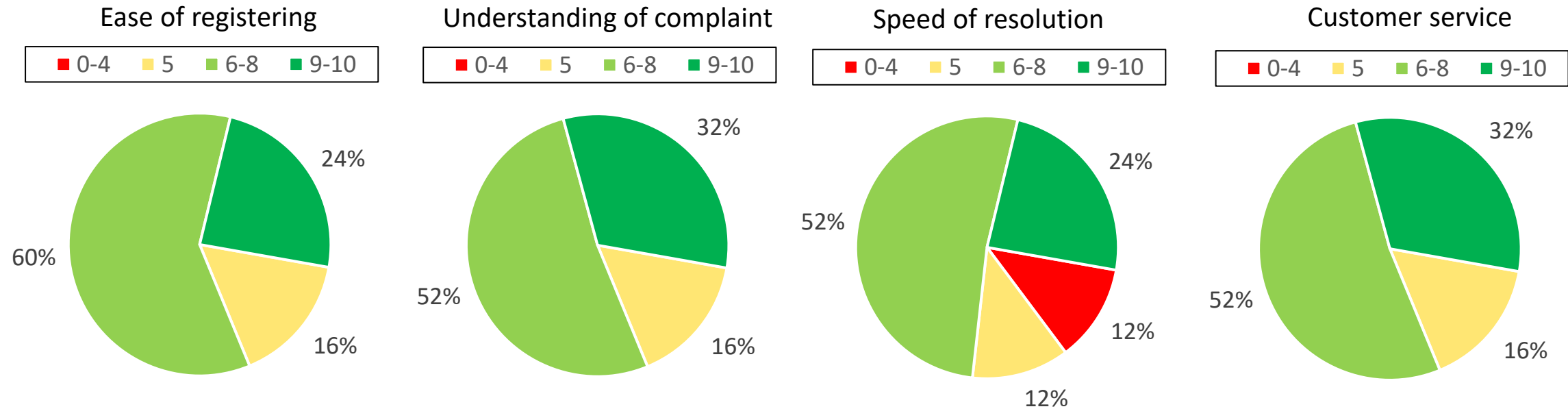


Base: 11*

* needs to be treated with caution due to the small base size

Complaints

- Just 5% had had a complaint with Bristol Water in the last 12 months

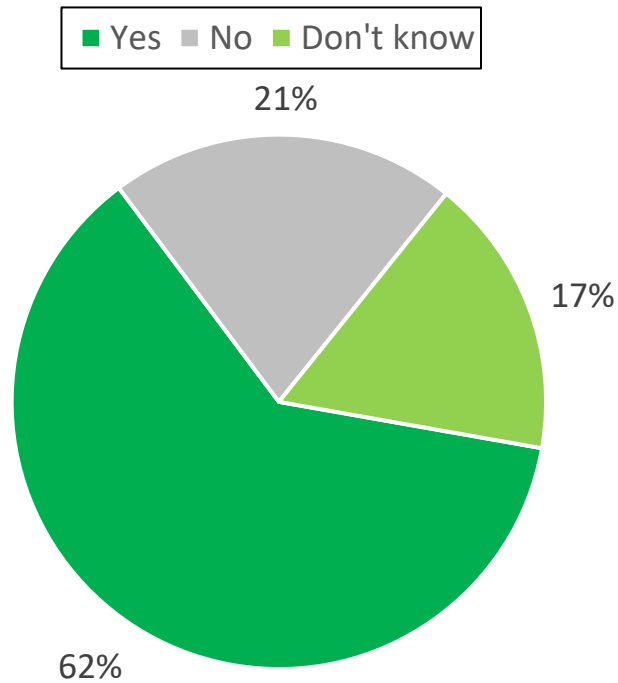


- Although this need to be treated with caution due to the small base size (25 respondents), most were positive about how their complaint was handled (green - positive, red – negative)

Base: 25

Currently registered on PSR with energy provider?

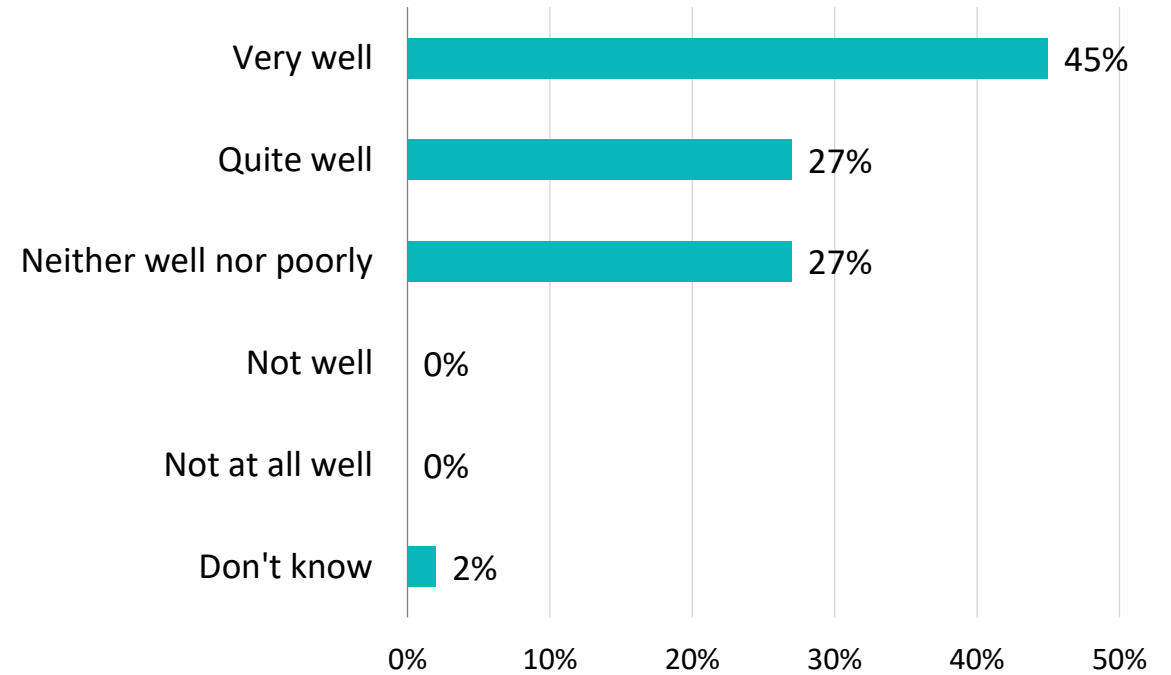
- 62% were also on the PSR register with their energy provider (54% in 2022).



Base: 500

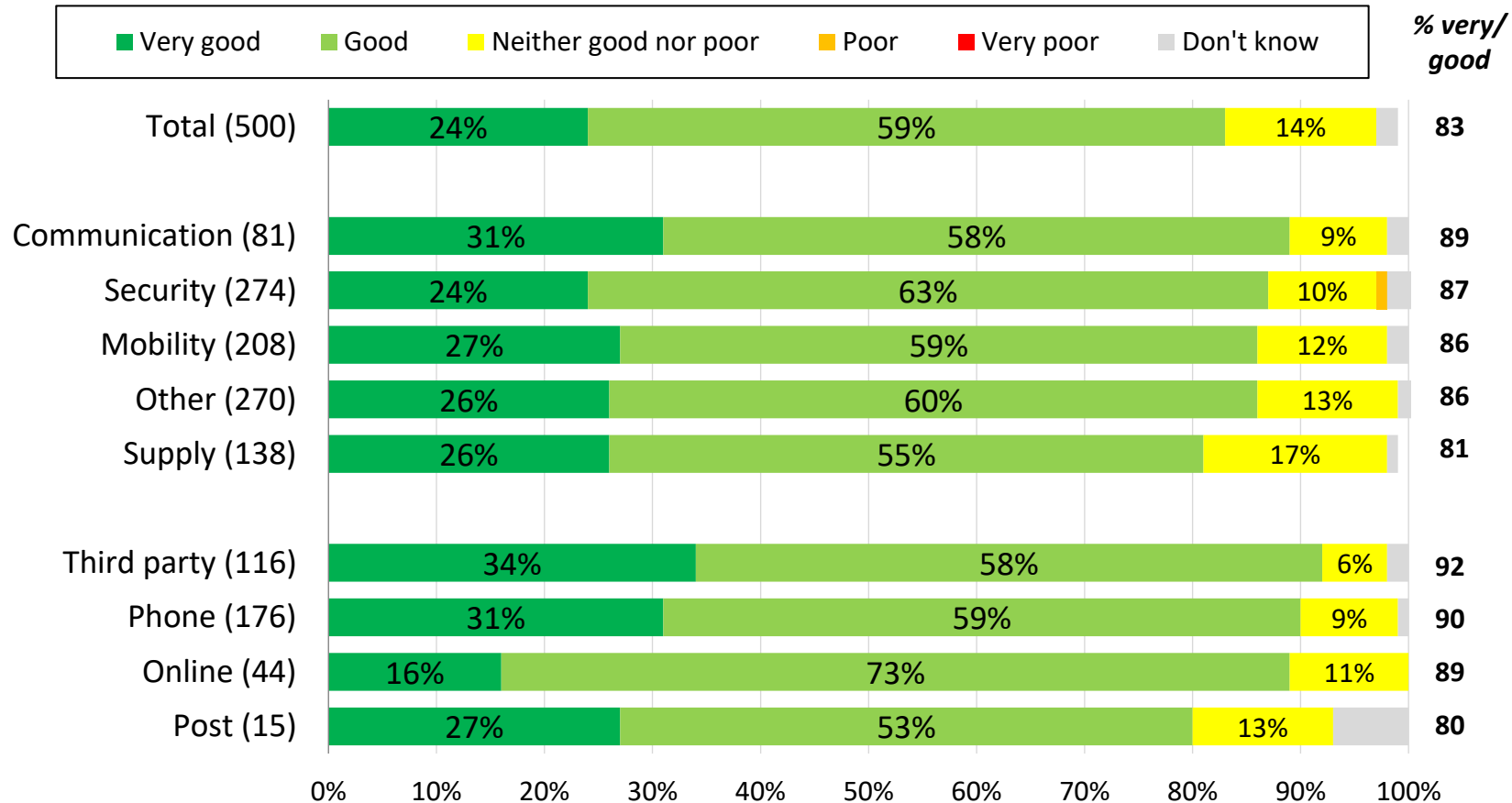
How well does Bristol Water compare with energy provider?

- 72% said that BW compares very or quite well with their energy provider (85% in 2022).



Base: 311 (those who signed up to PSR with energy provider)

Overall, how would you rate the service you receive from Bristol Water?

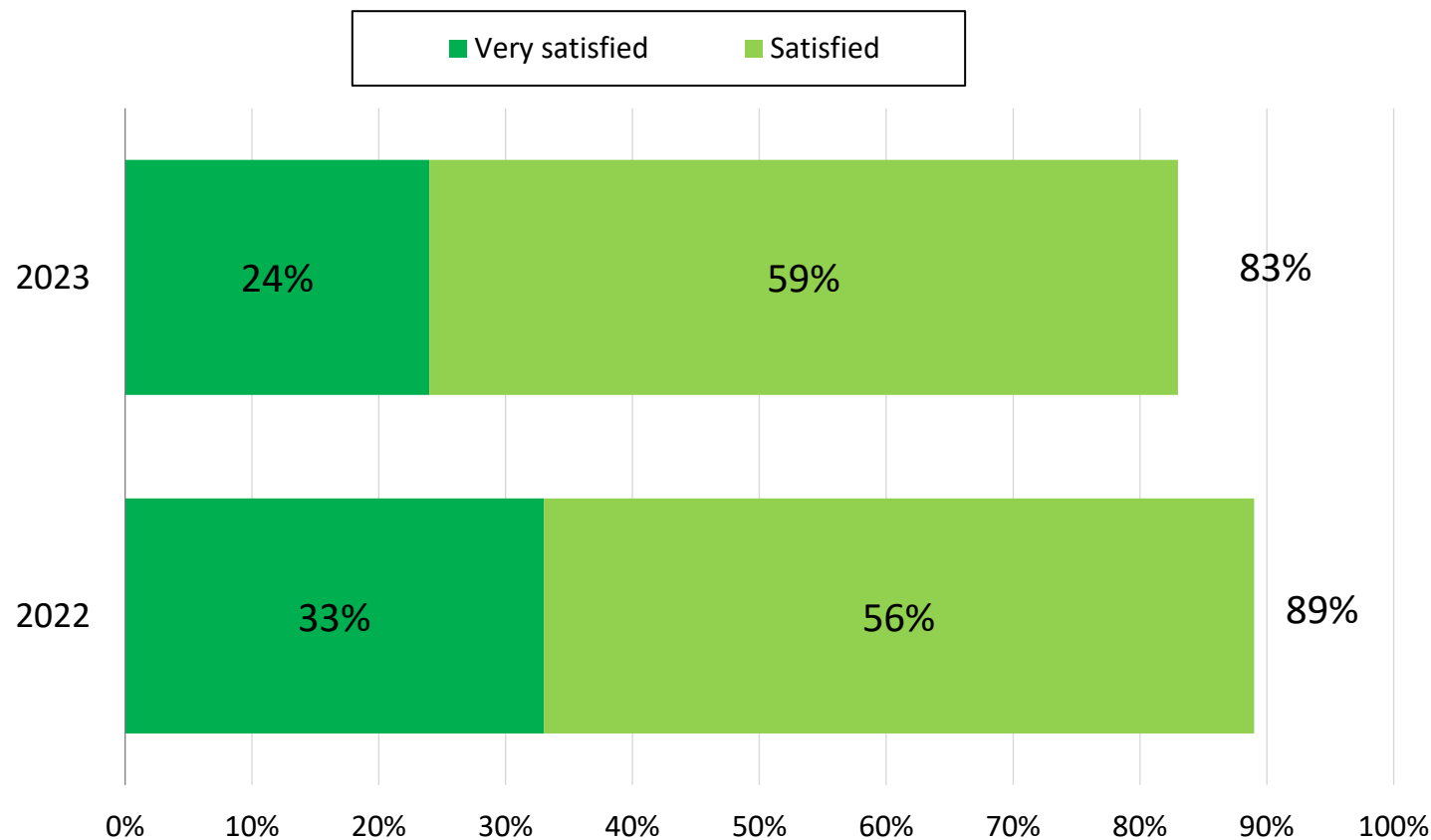


- Overall 83% rated the service received from Bristol Water as very good or good.
- There was little variation in how the service was rated between the different categories of vulnerability need and the different methods of signing up.

Base: Shown in ()

Overall, how satisfied are you with the service you receive from Bristol Water?

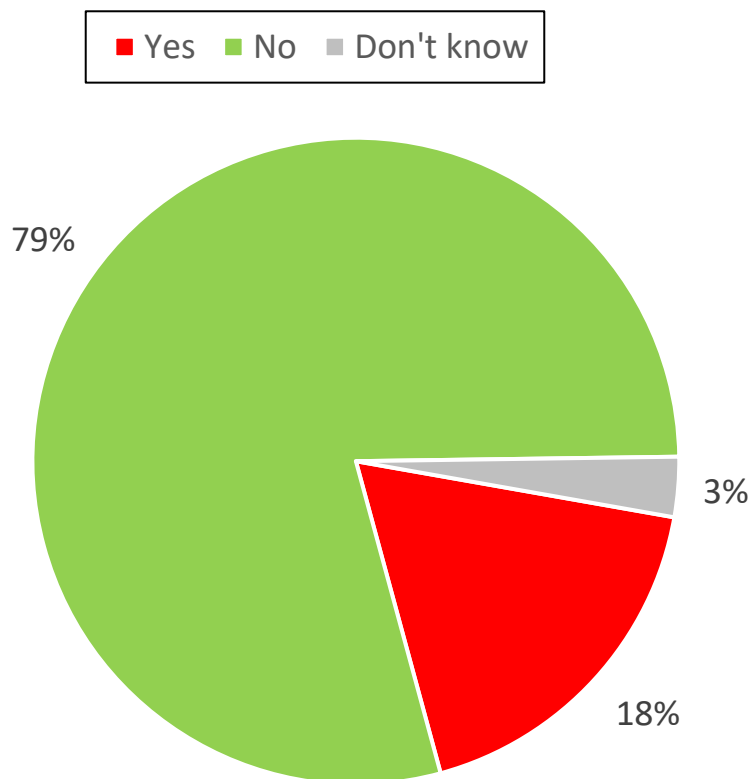
Trend data



- Overall satisfaction with the service received is lower than in 2022 – falling from 89% to 83%.

Base: 500

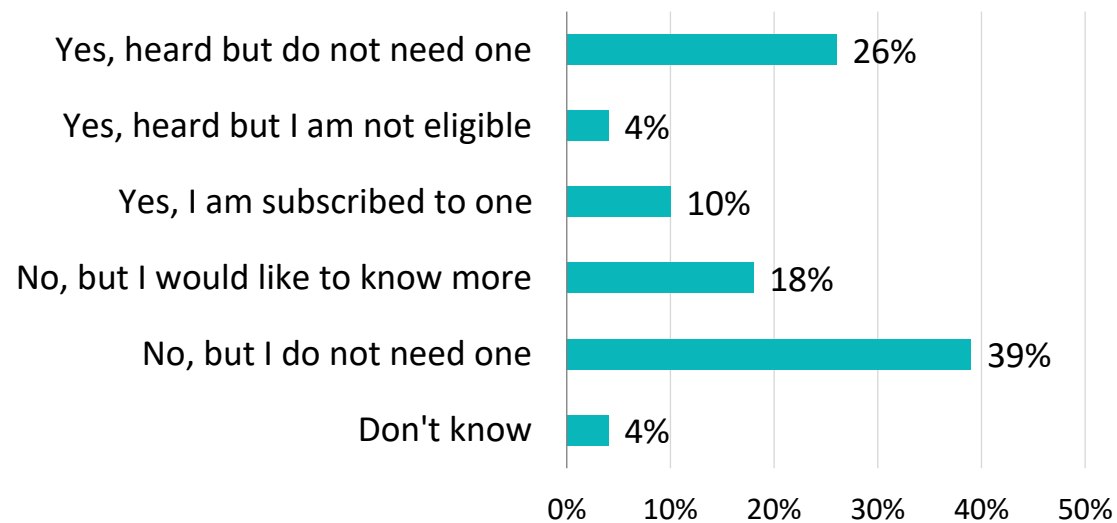
During the last year, have you been concerned about being able to afford your water bill?



- 18% have been concerned about paying their bill in the last year

Are you aware of or are you on any of our low rate tariffs for customers who are struggling to afford their bill

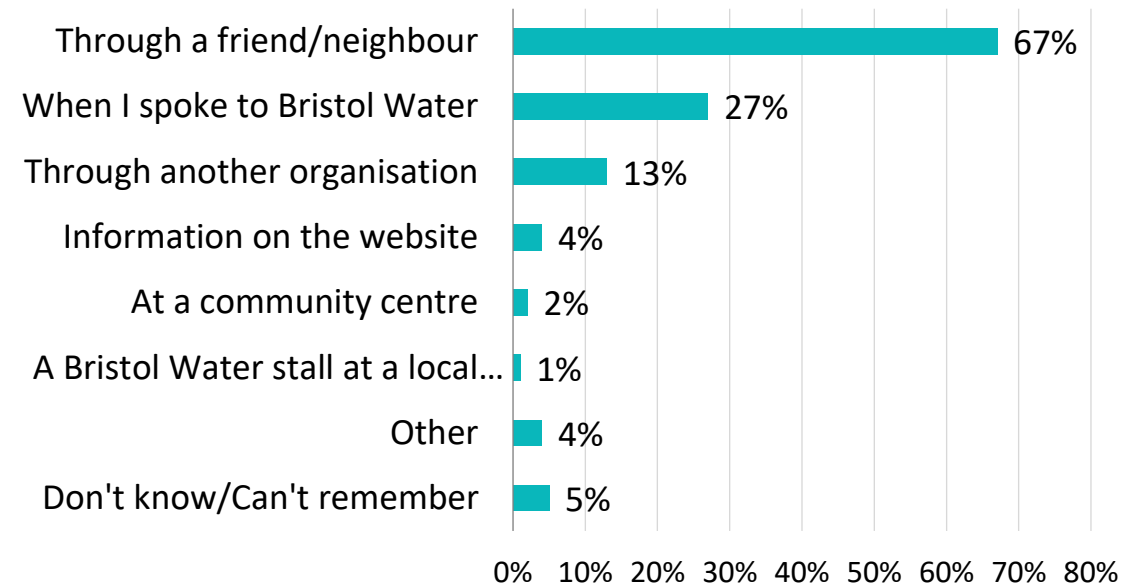
- 40% said that they were aware of the low rate tariffs



Base: 500

How did you find out about the low rate tariffs?

- Most people (67%) had heard of the low rate tariffs through a friend/neighbour



Base: 198 (those who were aware of low rate tariffs)



Summary

Summary

- 88% were satisfied with the service they received through the PSR (88% in 2022).
- 82% were aware that they were on the PSR register.
- Most people were aware what service they had signed up for, with many naming more than one service. Just 8% were unaware
- Popular methods were via telephone (43%) and 3rd party (28%).
- Most people found the process of signing up easy (83% - 8 -10 – 79% in 2022).
- PSR customers first heard of the PSR through friends/family (39%), followed by letter/post (25%), information on bill (13%). support worker/group (12%) and Bristol Water staff member (12%).
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- Just 2% had received a visit from Bristol Water. Everyone agreed that their needs were met when visited by Bristol Water (100% in 2022).
- Just 5% had had a complaint with Bristol Water in the last 12 months.
- 62% were also on the PSR register with their energy provider (54% in 2022).
- 72% said that Bristol Water compares very or quite well with their energy provider (85% in 2022).
- 83% rated the service received from Bristol Water as very good or good (89% in 2022).
- 18% have been concerned about paying their bill in the last year.
- 40% said that they were aware of the low rate tariffs, and those who were aware had heard of the low rate tariffs through a friend/neighbour (67%).

**Research conducted by:
Future Focus Research**



**On behalf of:
South West Water Ltd trading as Bristol Water**

Future Focus Research is a Market and Social Research company in England, Wales and Northern Ireland with offices in Bristol, Cardiff and Belfast.

Established in 1983 we have nearly 40 years experience in helping Public and Private sector organisations with their research requirements. We provide a full range of quantitative and qualitative research services.

We have been working consistently with Bristol Water since 2010 on a range of market research projects.

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bristolwater.co.uk