

Minutes of Meeting 7 – 17th May 2017

Attendees

Peaches Golding OBE	Chair	Keith Hutton	Bristol Water (BW)
Tony Denham	Deputy Chair	Ben Newby	Bristol Water
Jeremy Hawkins	Report Writer	Sue Clarke	Bristol Water
Dr Mark Taylor	Natural England (NE)	Dani Emerson	Bristol Water
Jeremy Bailey	Environment Agency (EA)	Jamie Angelinetta	Bristol Water
Alison Sleightholm	Western Power Distribution (WPD)	Lucy Farrow	Dialogue by Design (DBD)
Dr Tabinda Rashid-Fadel	University of the West of England (UWE)	Michelle Ashford <small>part</small>	Bristol Water
Dr Danielle Wain	University of Bath (UB)	Alex Smethurst <small>part</small>	Bristol Water
Luke Hasell	The Story Group		

Apologies

Sue Evans	Citizens Advice (CA)	Prof. Chad Staddon	University of the West of England (UWE)
Chris Giles	Avon Wildlife Trust	Cllr Robert Cleland	North Somerset Council (NSC)
Alex Hastings	Independent (AH)	Cllr Mhairi Threlfall	Bristol City Council (BCC)
Michael Barnes	Consumer Council for Water (CCW)	David Wilson	Duchy Home Farm (DH)

Minutes

1. In camera session before main meeting	
Minutes are confidential and not published.	
2. Outstanding actions, minutes and challenge log	
The Chair welcomed everyone to the meeting.	
The minutes from Meeting No. 6 were accepted.	
The Actions from Meeting No 6 were reviewed (a status report was handed out). All actions had been completed and/or included in the Challenge Log (and are now subject to	

Minutes of Meeting 7 – 17th May 2017

<p>regular monitoring).</p> <p>The Deputy Chair reported that the latest summary of the Challenge Log had been emailed to members. Of the 382 challenges in total, 204 had been cleared, 72 had resulted in changes to BW’s policies or documents, 3 had resulted in no further action and 103 remain outstanding and will be subject to ongoing monitoring.</p> <p>BW suggested a slide showing the Challenge Log status would be useful at every meeting. The Deputy Chair agreed and will ensure this happens.</p>	<p>Action: Deputy Chair</p>
<p>3. Chair’s report</p>	
<p>The Chair presented her report on a series of slides covering: Preparations for PR19 (customer preferences); BW ambition and PR19 (Regulators’ views); Customer Engagement activities and Key Dates for the Business Plan and the BWCP’s work.</p> <p>The Chair said she’d met BW’s new CEO (Mel Karam). She had noted his ambition to make BW the best water company. The Chair had also noted BW’s good SIM score juxtaposed with its ‘prescribed’ status in Ofwat’s view and what this might mean and where can the customer experience be improved. She considers this relies on a depth of knowledge of customers (and what they want) ,educating customers on issues such as drought and identifying what BW has responsibility for and what the customer responsibility is. She noted the BWCP’s Away Day on 12 July as an opportunity to explore these issues. The Chair is also presenting a paper on Corporate Responsibility to the BW Board in July.</p> <p>BW said that Mel Karan had intended to attend this meeting of the BWCP as he sees the role of the Panel to be very important. However he had to conduct important staff briefings today but intends to attend the next meeting.</p> <p>The Chair notes that Regulators have high ambition for PR19. Ofwat is interested in shifting performance frontiers noting that some companies already achieve 30% better performance than others. Service should be personalised to customers through better dialogue between companies and customers and by moving forward and co-creating the future together. DWI is viewing water quality to be beyond just what is drunk. Quality should be considered from source to sea and environmental damage caused by water abstraction and drought, not just by pesticides. The BWCP needs to think about all of this and ask the right questions of BW’s customer engagement and consider whether the right sort of investment is being planned and funded.</p> <p>The Report Writer asked whether the BWCP will be involved between draft and final determinations at PR19. BW replied that they will be.</p> <p>BW reported that they have recently participated for the first time in an ICS survey covering all its activities and had achieved a score 83.6 (versus 74.4 utility sector average), just off a ‘distinction’. It was noted by all present that this is a very good achievement.</p>	
<p>4. Customer engagement update</p>	

Minutes of Meeting 7 – 17th May 2017

<p>BW presented a series slides on its current and future customer engagement activities. The same slides were presented to the BWCP Customer Research Sub-Group (CRSG) at its April 2017 meeting and its views have been minuted and sent to Panel members.</p> <p>The following points were raised discussed by the Panel:</p> <p>It was noted that the priorities identified differed across the three groups used for the recent qualitative research.</p> <p>The Deputy Chair asked whether environmental or other priorities (that may not arise automatically) were specifically tested in the qualitative research. DbyD said that such priorities were inconsistent across the results so far and that it's BW's intention to probe environmental issues further and a methodology is being prepared.</p> <p>NE asked if all three groups were treated in the same way. BW replied they were (the Chair attended one group, the Report Writer another). Could EA and NE see the questions used? BW said the focus groups were small and the company did not prompt discussions around environment. BW wishes to involve EA/NE in the deliberative research on the environmental issues currently in preparation deliberative research. EA and NE welcomed this</p> <p>UWE (TR-F) asked if BW had sense checked the priorities of customers identified so far as it is important to know your customers and their expectations from the outset. DbyD agreed that it's essential to get this right. In the focus groups, customers were asked what do they expect from a water company. The details of the qualitative research and the results are included in a report from the exercise circulated to the CRSG. The Deputy Chair requested that this report could go to all Panel members. BW agreed to do this.</p> <p>There was discussion prompted by NE and EA about the use of language in research activities and the risk of leading responses form customers, particularly on environmental and resilience issues.</p> <p>The Panel then discussed the role of the CRSG and the BWCP and the best mechanisms for communication between them and whether NE and EA should join the CRSG. WPD notes a tension between what's happening at Panel meetings and at CRSG meetings. EA needs a proper feedback channel from the CRSG. BW suggested the need for the CRSG to feedback at each Panel meeting. The Deputy Chair said this had been done up to now. The Chair and Deputy Chair agreed to consider whether the feedback process could be improved and will report back to the Panel.</p> <p>The Chair said that the Panel will need to know more about triangulation and how it will be undertaken. This has been raised as a challenge in previous meetings. BW will share its methodology in due course and reported that it is waiting for the segmentation analysis to come through.</p> <p>The Chair enquired about the forthcoming customer affordability assessment. BW replied that it is a desk-based review about what it currently known about affordability.</p>	<p>Action: Include in Challenge Log</p> <p>Action: BW</p> <p>Action: Include in Challenge Log Action: BW</p> <p>Action: Chair & Deputy Chair</p>
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Minutes of Meeting 7 – 17th May 2017

<p>The Deputy Chair enquired about progress of the stated preference research being undertaken by Accent jointly with Wessex. BW said that Stage 1 is almost completed. The Stage 2 (water resources) design is almost ready to sign off (this is not being done with Wessex). The design will be sent to the Panel next week for comment. EA and NE are particularly keen to see this. BW subsequently sent this to the Panel on 19.05.17 and EA replied with its thoughts and challenges by email in the same day.</p>	<p>Action: BW</p>
<p>The Chair noted that the Phase 1 research by Accent was commissioned before the Panel had the opportunity to look at it. She has concerns that the research into the recreational value of BW’s assets and its water didn’t take into account visit, painting, being outside, relaxing, birdwatching, etc. The questions used were framed around active use (sailing, fishing) rather than wider benefits and how BW intend to include these in its research.</p>	<p>Action: Include in Challenge Log</p>
<p>The EA and NE would like to see the overall engagement strategy and framework presented in a simple table or diagram to show all the components of the customer engagement framework and their purpose and linkage and associated attributes. This would be a very useful reference for the Panel. BW agreed and will prepare it and include it in the presentation pack from now on and will keep it up to date.</p>	<p>Action: Include in Challenge Log</p>
<p>BW reported that its Resilience workshops are planned for 10, 11 and 17 June 09.30 – 16.00). Panel members are very welcome to observe/participate if they wish. Panel members should let BW know if they wish to attend.</p>	<p>Action: All Panel members</p>
<p>The Chair asked how BW had devised its evaluation checklist. DbD said it had referred to Ofwat’s requirements, used an evaluation specialist and tested it with BW’s senior water resources management. The Chair asked if BW had looked outside the water sector. DbyD said its evaluations specialist has experience of other sectors.</p>	<p>Action: Include in Challenge Log</p>
<p>WPD asked if the company’s customer engagement framework will capture the results, and record what was used and what was rejected as a result of the research. DPD said this was helpful suggestion and will consider it.</p>	<p>Action: Include in Challenge Log</p>
<p>The Deputy Chair asked if there were now additional activities to add to the research framework, eg WRMP, ODIs and Bad Debt? BW replied that a piece of research in the autumn is planned. The WRMP is a staged process. It will consult the public in December on what has been decided. There is a two-month window in the framework for acceptability testing but no specific detail has been prepared yet.</p>	
<p>The Chair asked is there a point when wider education of customers starts, eg on metering and whether the company has wider strategic education activity planned. The Chair would like to see a strategic communications strategy. The customer has to know enough about assets, environment, climate change and public health and what these mean to be able to contribute to the planning process. EA added the importance of bringing customers up to a level so they can make informed decisions. The WRMP contains lots of options. EA wondered what journey BW is taking its customers on (to make informed decisions)? BW agreed were good challenges and it needs to think about use of existing communication channels, eg social media, print, focussed interviews. BW</p>	<p>Action: Include in Challenge Log</p>

Minutes of Meeting 7 – 17th May 2017

<p>suggested it would review the purpose and use of Watertalk to perhaps include more educational articles.</p>	
<p>5. Metering update</p>	
<p>Michelle Ashford joined the meeting.</p> <p>Jamie Angelinetta gave a slide presentation on BW’s meter installation project.</p> <p>BW reminded the Panel of the AMP6 ODI for meter installation and that BW had made a slow start but now aims to meet the target for 2020. Feedback and challenge from the Panel influenced this decision. The presentation provided information on:</p> <ul style="list-style-type: none"> • Project overview • Performance Commitment • Key drivers • Project Structure • Customer views • CCWater work and report on Southern Water’s metering project • Selective metering – change of occupier • Meter Options Initiative – Beat The Bill campaign (as an alternative to universal metering) being piloted on 1,000 properties <p>The Deputy Chair asked about complaint numbers relating to BW’s metering strategy, whether complaints might increase as a result and whether BW would be tailoring its response accordingly. BW replied that a lot of proactive work with customers had been done and that so far complaints had not increased significantly. Complaints would be analysed as time goes on in order to assess whether any changes to the metering strategy were needed.</p> <p>The Deputy Chair asked if BW is still providing a free repair service on the customer’s side of the supply pipe. BW confirmed that it is.</p> <p>The Deputy Chair asked if BW was certain that the Wessex Water sewage component of BW’s customers’ bills would be cheaper as a result of metering. BW said no but it is the customers’ choice to stay on meter if they wish.</p> <p>The Chair asked how BW will be measuring the results and experiences of the metering project and how it makes a good customer engagement campaign. BW needs to capture the associated customer contacts. BW agreed to think about this.</p>	<p>Action: Include in Challenge Log</p> <p>Action: Include in Challenge Log</p>

Minutes of Meeting 7 – 17th May 2017

<p>The Chair would like to see the results of the metering project presented to the Panel at the next meeting. BW said the Panel would be updated on metering in December.</p> <p>BW mentioned that universal metering is one option in its WRMP. BW will bring this to the BWCP for information and challenge in due course.</p> <p>EA said that the way BW had informed the Panel about its metering strategy was effective. EA suggested the same approach would be very useful if used for the WRMP as well. BW agreed to do this at the next meeting in July.</p>	<p>Action: BW</p> <p>Action: BW</p> <p>Action: Include in Challenge Log</p>
<p>6. Comparative performance</p>	
<p>Alex Smethurst joined the meeting and presented a series of slides summarising the performance benchmarking BW has undertaken using data obtained from the Discover Water website. There are only a certain number of water supply and customer metrics that are comparable across the industry and BW had to adjust some of its data to be comparable with others.</p> <p>The Report Writer mentioned that, whilst BW’s data has been independently assured, other companies’ data may not have been and so should be considered in this context.</p> <p>The Chair asked for clarification of the arrows BW had used to illustrate its change and rate of change in performance over the last three years. BW attempted to explain but agreed the presentation could be clearer.</p> <p>The Report Writer noted that BW is using this comparative information in its internal management reporting and asked if it had any intention to share it with its customers as a way of informing them of its position in the industry. BW replied that it has yet to consider this.</p> <p>An error was noted to one the axis of one of the graphs presented at the meeting. ‘Worst’ should be ‘Best’. BW to amend.</p> <p>The Report Writer asked if there were currently any industry comparative metrics for resilience and environment. BW replied that there were not but that it is Ofwat’s intention to devise common indicators on Resilience but this is not likely to happen in the short term.</p> <p>NE asked whether the Biodiversity Index was comparable with other companies. BW replied that not all companies use this metric.</p> <p>BW noted that the way the Discover Water groups its metrics, eg “About Your Drinking Water’, ‘Water to your Tap’, ‘Customer Satisfaction’, ‘Looking at the Money’ and ‘Protecting the Environment’ could be an effective way to present the Business Plan. The Panel agreed.</p>	<p>Action: Include in Challenge Log</p> <p>Action: Include in Challenge Log</p> <p>Action: BW</p> <p>Action: Include in Challenge Log</p>
<p>7. In camera session after main meeting</p>	



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