

# Future Customer Panel

## BOARD MEETING 1: 14<sup>th</sup> October 2022

Ethan  
Marika  
Antonia  
Zalia  
Harvey

## TEAM Fratton Park

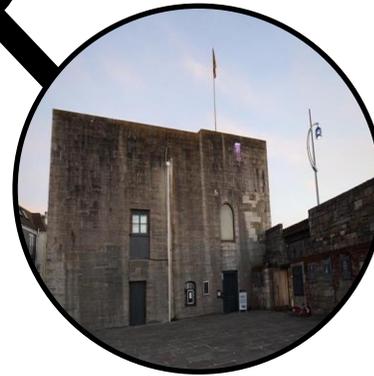
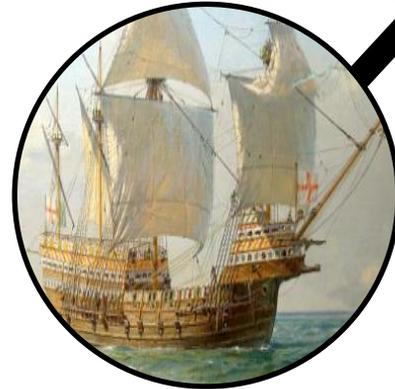


## TEAM Spinnaker Tower

Emma  
Chester  
Jess  
Samuel  
Henry

Ella  
Priyanka  
Connor  
Thomas  
Poppy

## TEAM Mary Rose



## TEAM Square Tower

Charlie  
Oskar  
Abigail  
Daniel  
Eva



## Introduction to the Blue Marble team



Evie



Emma



Oscar



# AGENDA

Meet and greet	9.30
Welcome & plan for the morning	9:45 – 10
Ice-breaker	10 – 10:15
'Speed-immersion'	10:15 – 11:30
Comfort break	11:30 – 11:45
Group discussion	11:45 – 12:45
Lunch	12:45 – 1:30
Short (creative) task	1:30 – 2:00
Briefed on core task	2:00 – 2.30
Team plan task	2:30 – 3:45
Re-group & depart	4:00

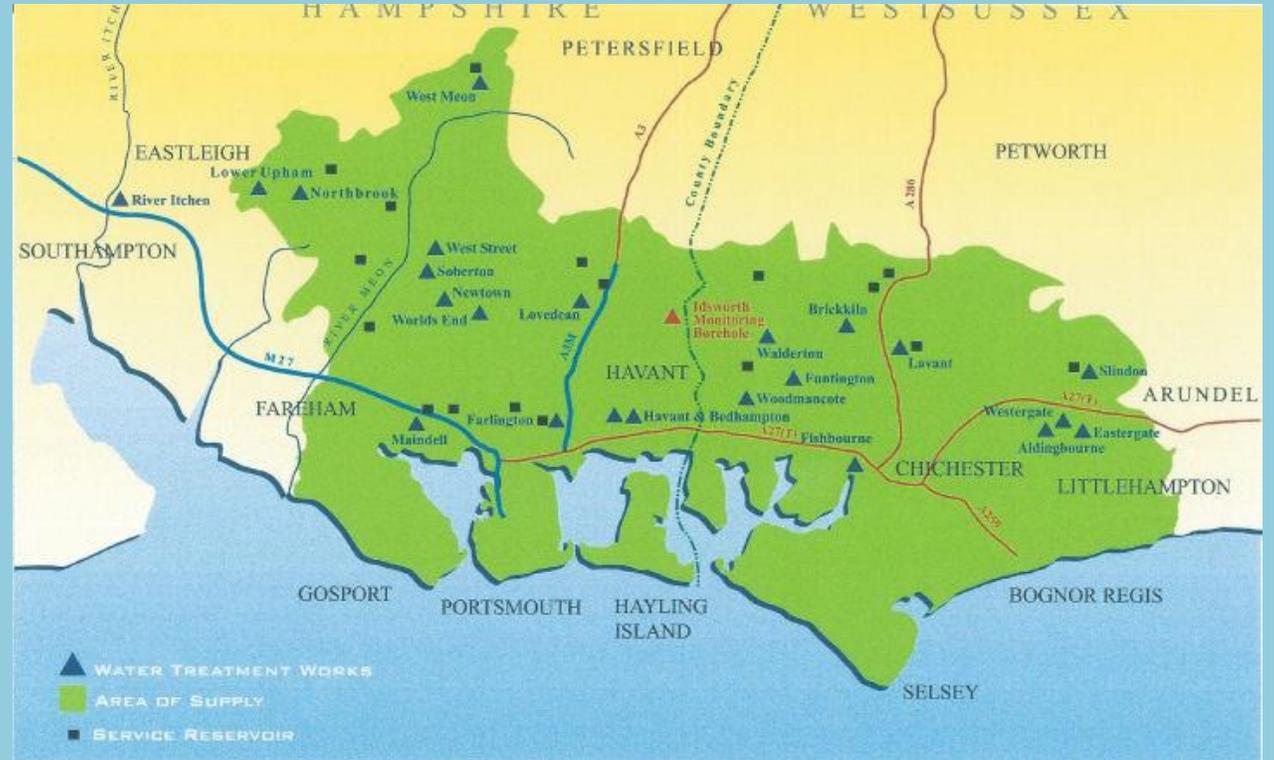


## Introduction to the Young People's Panel



Chris Milner  
*Chief financial officer*

# THE WATER MARKET IN ENGLAND AND WALES



**Portsmouth Water**

- Supplies water to a domestic population exceeding 698,000 people.
- As well as many businesses, industries and large defence establishments.

# FACTS ABOUT PORTSMOUTH WATER



Portsmouth Water treats & supplies 178 million litres of water a day



It employs 262 people in the region



It has been serving the Portsmouth area since 1857



It uses 21 water sources: 1 group of springs, 1 river and 19 borehole sites



It looks after 3,380km of underground pipes

# WATER COMPANIES HAVE 'ASSETS'



# WATER COMPANIES HAVE 'PARTNERS'



**ENVIRONMENTAL BODIES**



**HOUSEHOLDERS (LIKE YOU) WHOSE EVERYDAY ACTIONS IMPACT THE NETWORK**



**FLOOD PREVENTION AGENCIES**



**FARMERS AND LAND OWNERS WHOSE ACTIVITIES MAY CONTAMINATE RIVERS AND STREAMS**



# REGULATING THE WATER INDUSTRY



Regulates environmental impact of water industry



Reviews company performance and sets bills



Department for Environment Food & Rural Affairs

Setting policy and law



Ensures water is clean and healthy to drink



Represents customer interests



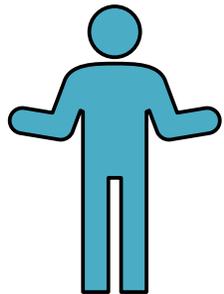
Regulates environmental impact of water industry

# Ice breaker

10 – 10:15

TEAM \_\_\_\_\_

**Question 1** As a team, make a guess about how much water we use....



Guestimate many litres of water an individual uses on average per day



Guestimate many litres of water an average household uses per day

*Then hand the form in...*

## Question 2 How much water do we all use per day...

TEAM \_\_\_\_\_

Add name	1 _____	2 _____	3 _____	4 _____	5 _____	6 _____	TOTAL of each item (people, runs, baths, showers, flushes)	TOTAL water usage
Number of people in household								
Dishwasher runs per day x 18 litres per run (if per week $\cdot / \cdot 7$ )								Total number of dishwasher runs x <b>18 litres</b>
Washing machine runs per day x 50 litres per run (if per week $\cdot / \cdot 7$ )								Total number of washing machine runs x <b>50 litres</b>
Baths taken per day x 80 litres per bath (if per week $\cdot / \cdot 7$ )								Total number of baths x <b>80 litres</b>
Showers taken per day x 50 litres per shower								Total number of showers x <b>50 litres</b>
Toilets flushed per day x 5 litres per flush								Total number of flushes x <b>5 litres</b>
Additional usage for miscellaneous (cooking, cleaning, washing up, hand washing): add 30 litres per person per day								Total number of people x <b>30 litres</b>

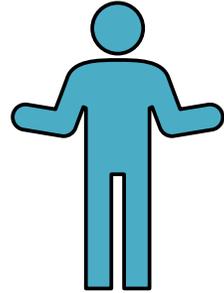
**TOTAL TEAM WATER USAGE =**

**TOTAL USAGE PER PERSON =**

**TOTAL USAGE PER HOUSEHOLD =**



## Typical water usage



On average, one person uses **160** litres of water per day



And the average household uses **380** litres of water per day

# 'SPEED-IMMERSION' EXERCISE AND TASK

## Introduction to the Portsmouth Water team



Emma Camm  
Water Quality Manager



Simon Deacon  
Catchment & Environment  
Manager



Ben Sydenham  
Network manager



Lianne Riggs  
Water Resources and Water  
Efficiency lead

## GROUP TASK:

- Meet senior leaders at Portsmouth Water
- Quiz them about the challenges they face in their area of the organisation...
- ...and how these will affect the next generation of customers (you!)



**Make notes in preparation for the feedback discussion**



## General questions you might like to ask...

- In what ways does **your area of responsibility** at Portsmouth Water **affect me/my family** as customers?
- What are the **big challenges** that Portsmouth Water faces in the **future**? (what keeps you awake at night...)?
- How is your area of the business going to **address these challenges**?



What are the top 3 challenges your generation want Portsmouth Water to address – **and why?**

1. ...
2. ...
3. ...



# COMFORT BREAK

11:30 – 11:45





Evie



Emma



Oscar

Marika  
Emma  
Henry  
Connor  
Oskar  
Zalia  
Charlie

Ethan  
Poppy  
Chester  
Thomas  
Abigail  
Eva

Antonia  
Jess  
Ella  
Harvey  
Daniel  
Priyanka  
Samuel

# LUNCH

12:45 – 1:30

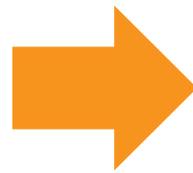


# SHORT TASK

12:45 – 1:30

Keeping the VISION in mind...

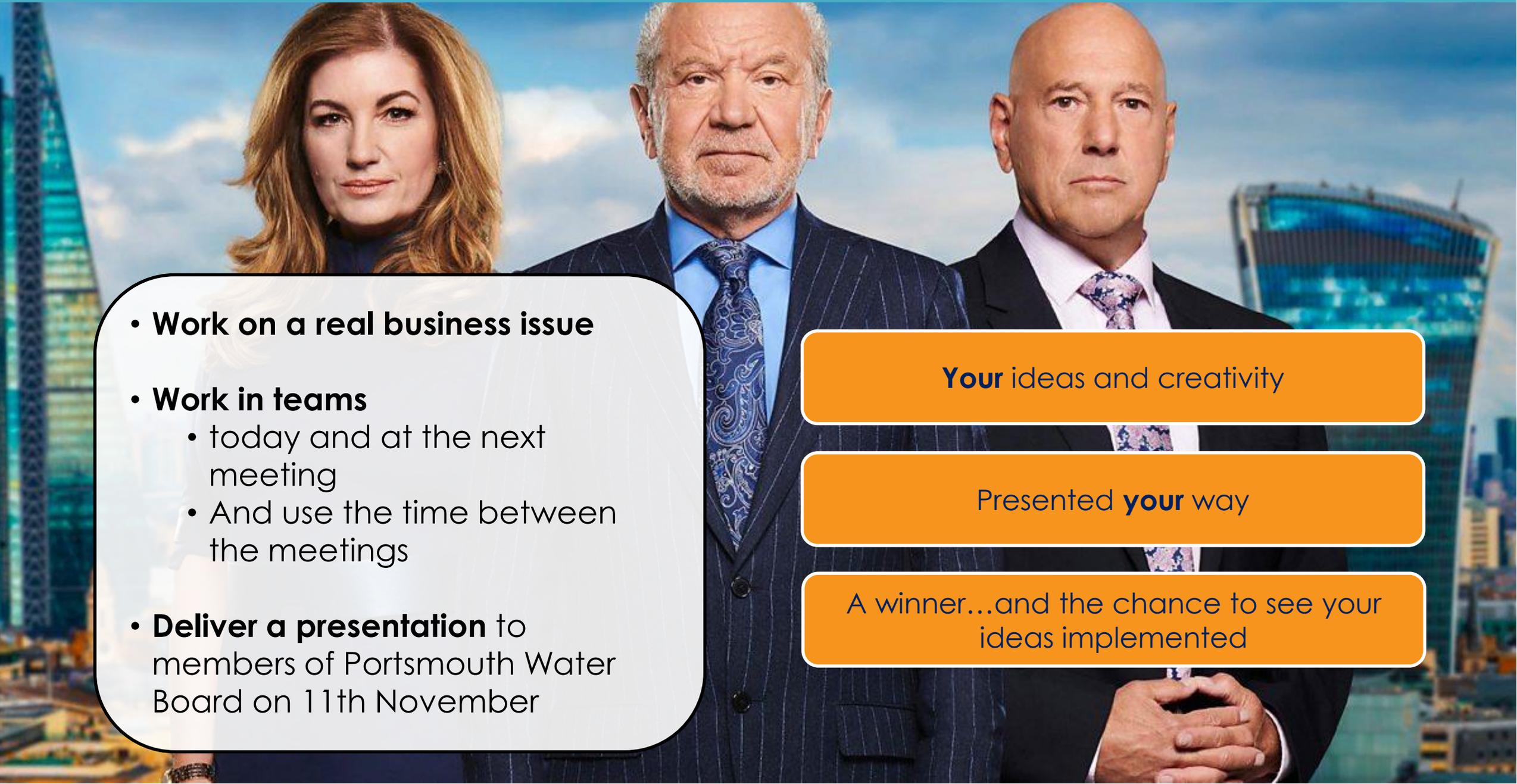
Check out Portsmouth Water's public facing communications



# 3 stars and 3 wishes



# TASK BRIEFING



- **Work on a real business issue**
- **Work in teams**
  - today and at the next meeting
  - And use the time between the meetings
- **Deliver a presentation** to members of Portsmouth Water Board on 11th November

**Your** ideas and creativity

Presented **your** way

A winner...and the chance to see your ideas implemented



## A perfect storm: climate change and population growth

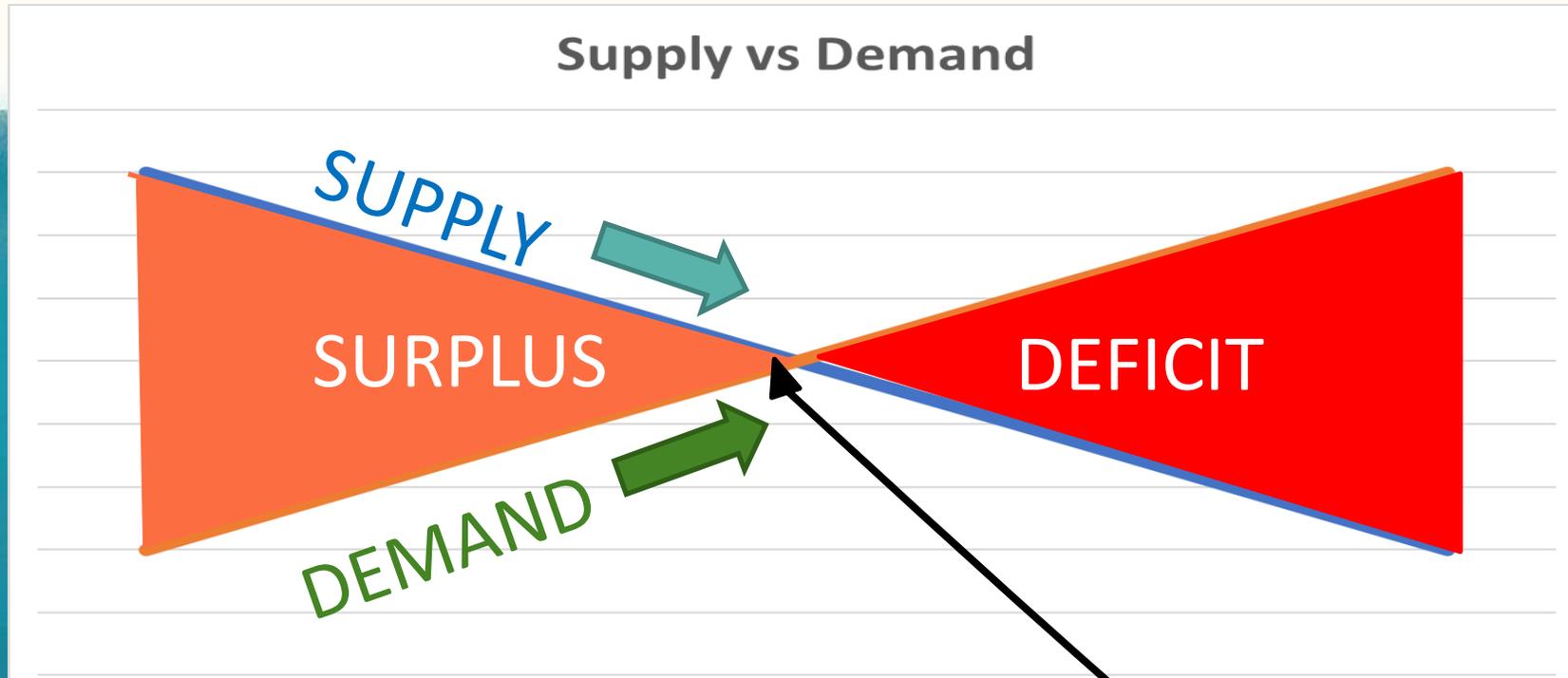
### **Water resources in the UK are significantly depleted**

- The South East is an area of water stress, experiencing more droughts than any other region in the UK
- Exacerbated in recent years by:
  - A succession of dry winters
  - Heatwaves in 2020 and 2022

### **The demand for water is also increasing**

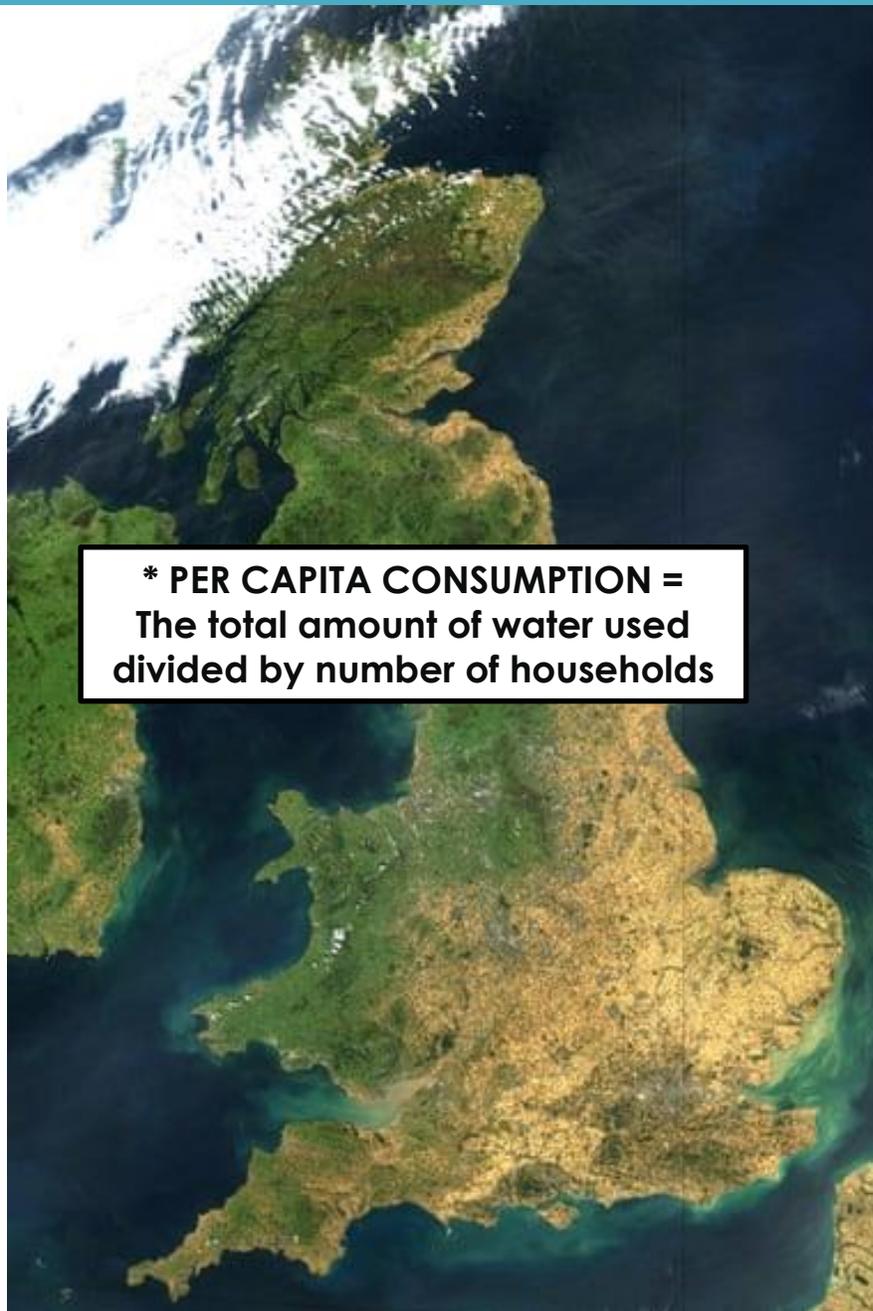
- Growing population and more housing
- Changing habits: we use more





*"The point at which, unless we take action to change things, we will not have enough water to supply our needs"*  
(CEO of Environment Agency).

**WE ARE  
HERE**



**\* PER CAPITA CONSUMPTION =**  
The total amount of water used  
divided by number of households

The industry, in managing its supplies of water, needs to reduce \*per capita consumption (PCC) from national average of 142 litres per day to **110 litres by 2050**

**With a PCC of 160 litres per day, Portsmouth Water customers use more water than in other areas...**

- Having a water meter results in lower use but only 30% of households are metered
- Bills are relatively cheap here so there isn't a strong financial incentive to opt for a meter
- Behaviour change during the pandemic has led to continued higher water use
  - Habits change: more people gardening and working from home
  - Higher demand during the 2020 and 2022 heatwaves



## Smart meters



- ✓ Behaviour change
- ✓ Data driven targeted interventions (high consumption alerts)
- ✓ Leak detection
- ✓ Immediate impact



- ✗ Fear of bills going up
- ✗ Like using without £ worry
- ✗ Energy smart meters have not paved the way

## Interventions and Devices (incl. Get Water Fit)

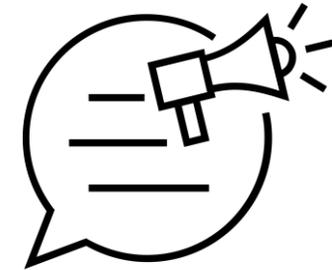


- ✓ Nudges (like shower timers) shape habits
- ✓ Retrofits e.g. shower heads make it effortless to save water
- ✓ Immediate impact

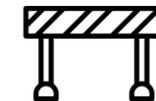


- ✗ People not aware that they can save water
- ✗ People don't know about e.g. **Get Water Fit** (and if they do, don't return to monitor or update challenges)

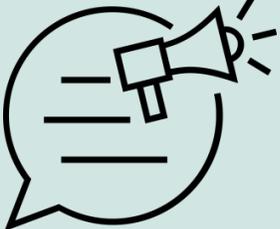
## Communications



- ✓ Can reach everyone
- ✓ Change mindset about water use over time
- ✓ Can give lots of messages (get a meter, take shorter showers, Get Water Fit etc.)



- ✗ Not all campaigns work
- ✗ Takes time to have impact
- ✗ Harder to tell if it is working
- ✗ What are the best messages?

Strategy	Target	Assumption re water reduction: overall reduction of 8.5 megalitres per day
<p><b>Smart meters</b></p> 	<ul style="list-style-type: none"> <li>• Universal – every household to be metered by 2040</li> <li>• Provide monthly water use data</li> <li>• Target households with increasing consumption</li> </ul>	<ul style="list-style-type: none"> <li>• 5ML (60% of reduction)</li> </ul>
<p><b>Devices to help &amp; Get Water Fit</b></p> 	<ul style="list-style-type: none"> <li>• Get Water Fit: an online tool offering free devices and advice to save water (and money if metered) <a href="https://www.getwaterfit.co.uk/#/">https://www.getwaterfit.co.uk/#/</a></li> <li>• Achieve 25k registrations per year</li> <li>• (Improve return traffic to the site)</li> </ul>	<ul style="list-style-type: none"> <li>• 0.4ML (5% of reduction)</li> </ul>
<p><b>Communications</b></p> 	<ul style="list-style-type: none"> <li>• Broadcast communications seen by 25% of Portsmouth Water customer base</li> <li>• (Portsmouth Water has 700k customers)</li> </ul>	<ul style="list-style-type: none"> <li>• 2.1 ML (25% of reduction)</li> </ul>

# WHAT DO WE WANT YOU TO DO?

## TEST THE STRATEGY & ASSUMPTIONS

### Desk research task



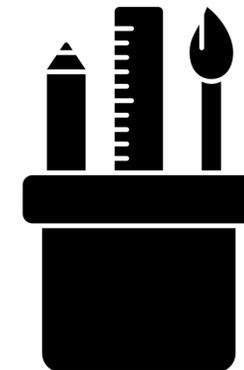
Will smart meters lead to behaviour change?

### Experiential task



How effective will the devices be?

### Creative task



What messages would you lead with?

**Then provide your team's assessment on PWs assumptions**

Which would you prioritise – why?

Are the ambitions too high / low / about right why?



# WHAT DO WE WANT YOU TO DO?

## TEST THE STRATEGY & ASSUMPTIONS

**1**

### Will smart meters lead to behaviour change? [Desk research task]

- Find out how effective energy smart meters have been
- What can Portsmouth Water learn from the energy smart meter roll out
- What will Portsmouth Water need to do to ensure smart meters lead to a significant part of the usage reduction e.g.
  - What type of usage data will motivate people to save water?
  - What interventions or alerts from Portsmouth Water will be effective?
  - How will they keep customers motivated to use the smart meter?



### Your team's assessment on PWs assumptions

Is universal metering by 2040 a realistic target

Is 5ML a realistic target? Too high / low / about right?



# WHAT DO WE WANT YOU TO DO?

## TEST THE STRATEGY & ASSUMPTIONS

### 2 How effective will the devices be? [Experiential task]

- You will all take home a showerhead, tap insert kit, save a flush bag and leaky loo strip.
- Try these out (with your family) and find out what difference they make to habits in the home
- Complete Get Water Fit
  - What works well
  - What works less well
  - Consider why people don't engage/return to the site – and what could be done to encourage return visits
- Ultimately, what will Portsmouth Water need to do to maximise the effectiveness of GWF and the devices



### Your team's assessment on PWs assumptions

Is 25k registrations a realistic target? Too high / low / about right?

Will this achieve 5% of the demand reduction target?



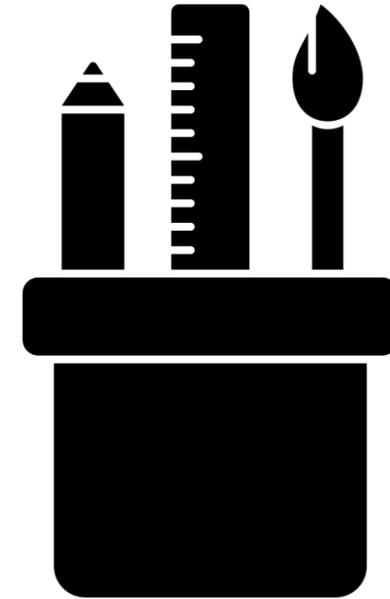
# WHAT DO WE WANT YOU TO DO?

## TEST THE STRATEGY & ASSUMPTIONS

3

### What messages would you lead with? [Creative task]

- Develop a social media campaign that customers would respond to
- Designed to make people think about water differently - and the way we use it
- It needs to have impact and relevance
- Ultimately it needs to help Portsmouth Water achieve its water reduction aims.



### Your team's assessment on PWs assumptions

Is a campaign seen by 25% of the region's population a realistic target? Too high / low / about right?

Will this achieve 25% of the demand reduction target?



# Dos and don'ts for a winning presentation



## Do

- ✓ Introduce your team
- ✓ Give an overview of your presentation upfront
- ✓ Demonstrate that you have worked together
- ✓ Show your evidence



## Don't

- ✗ Rush through it – *but keep it concise (and in time)*
- ✗ List disjointed ideas – *tell a story*
- ✗ Assume knowledge from the judging panel – *not all will have attended Day 1*

- 10 minute presentation
- Pitch with clear arguments why your team's ideas will succeed for Portsmouth Water
- Be prepared to answer questions from the judges



# Next steps

- Spend time today planning the task and assigning roles: **you have some time today and will have a further 1 hour on November 11<sup>th</sup>.**
  - Work out **how you** and your team will **keep in touch** during the next few weeks so that you are prepared for the pitch
  - You choose **how** you want **to present...** slides, film, performance...!
  - **Nominate a communication lead** who will keep in touch with your Blue Marble point of contact between now and the next event
  - We will **check in via a Zoom call between now and Nov 11<sup>th</sup>.** (date to be arranged with each team)



- ✓ **Do you have everyone's contact details (email / phone)?**
- ✓ **Have you agreed how you are going to work together?**
- ✓ **Who will be your lead contact for Blue Marble?**

# Group discussion guide



Portsmouth Water – Future Customer Panel 2022  
Group discussion guide – 1 hour

Panelists to be split into 3 mini groups, with 6-7 panelists per group. Blue Marble moderators to conduct group discussions in separate rooms, all groups to be recorded.

## Introduction (15 minutes) 11:45

**Moderator introduction:** purpose of session to get to talk in more detail about a couple of other issues.

- conversation will be audio recorded but will remain confidential and anonymous
- encourage all to participate, feel free to disagree – all viewpoints are interesting

**Warm up exercise:** We'd like to get to know each other within our group a bit better

- Do you have brothers or sisters? If so, are you the oldest/youngest/middle child? What's the big advantage for you of being the oldest/youngest/middle/only child?

**Mind mapping exercise:**

- What's it like being a 6<sup>th</sup> former today? What are the key things which come to mind when you think about how things are for you today?
- Probes: school/college life; hobbies/interests; wider world – politics, economic situation

**FLIPCHART** Capture key points from discussions. Moderator to work with group to summarise the key themes emerging

## Company values (15 minutes) 12:00

We want to now discuss your views on companies

- Can you all think of a company that you admire for whatever reason?
- Around the table, share examples of these companies – and why you admire them?
- What values and ethos are these companies displaying?

Companies are often known for their values or vision *e.g.* environmental stance; innovation/pioneering spirit; customer care; community focus; being a disruptor or challenger

- Can you think of any other examples of companies that have these values?

- From what you know so far, what values or vision would you want Portsmouth Water to convey?

## Vision statement (20 minutes) 12:10

We would now like to show you Portsmouth Water's vision.

MODERATOR SHOW 1 SLIDE AT A TIME

For each slide:

- What appeals here?



Portsmouth Water – Future Customer Panel 2022  
Group discussion guide – 1 hour

- What aspects don't you like/don't follow?

Then summarise

- All complete [emoticon](#) sheet
- Then summarise: what impressions are you left with about PW?
- As customers of the future, what aspects of the vision do you think they should communicate to your generation?
- What advice would you give PW before they finalise the way they are talking about their vision

## Consultation (10 minutes) 12:35

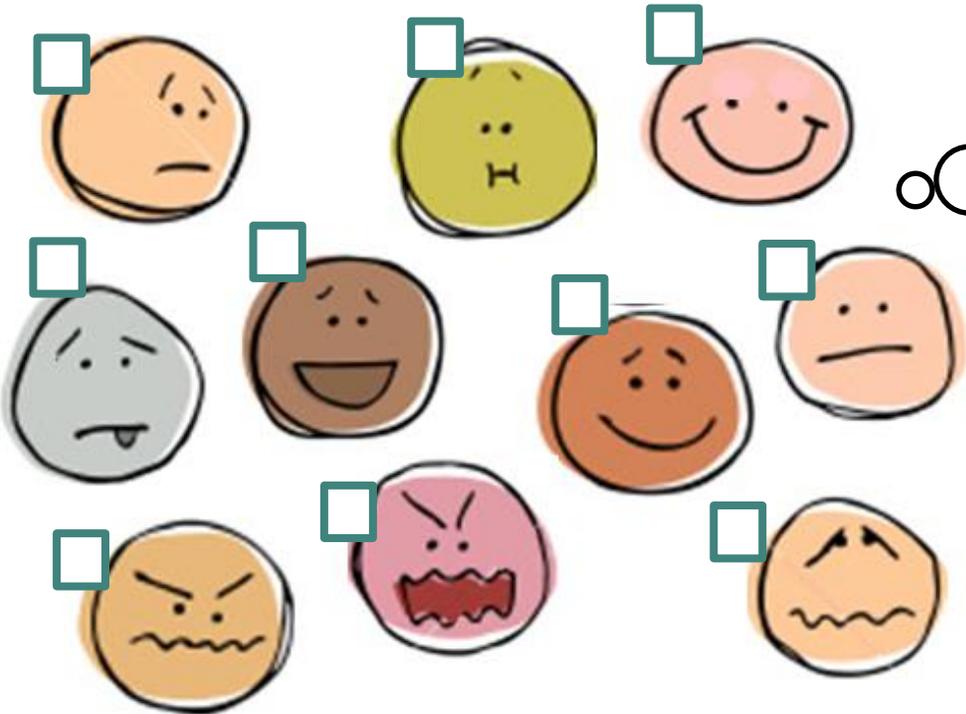
The final exercise is to complete their online consultation about the vision that we've just been talking about.

Show link and ask them to complete

## Thank and close 12.45

**PRIVATE RESPONSE FORM**

**Q1: Tick an emoticon that best describes how you feel towards Portsmouth Water's Vision. You can choose more than one if you have mixed emotions**



**Q2: Why have you chosen those emoticons? How are you feeling about Vision for Portsmouth Water?**

**Q3: What words or phrases would you use to describe the Vision?**



## PRIORITY 1:

**Secure sustainable water supplies for our customers, which protect and enhance our environment in a changing world.**

1

“We’ll be at the frontier of regional resilience. Our new reservoir will provide a reliable, resilient source of water. This will allow us to take less water from sensitive environments and share more with our neighbours”.

2

“Universal smart metering means customers will have access to the information they need to make sustainable water efficiency decisions”.

3

“We’ll use artificial intelligence to pinpoint exactly where leaks are on our network – and work with customers to find and fix leaks in their homes and businesses”.

4

“Our future is one where we’re investing in nature and catchments – putting the natural environment at the heart of our decision making”.

5

“Solutions will be co-created, co-funded and co-delivered with stakeholders like farmers, landowners and community groups – bringing benefits to local environments, biodiversity and water quality.”



### How we'll get there

- 1 Provide enhanced regional drought resilience by bringing Havant Thicket reservoir into service on schedule by 2029.
- 2 Reduce leakage by 50% by 2040, 10 years ahead of government's expectation.
- 3 Deliver universal domestic smart metering by 2040.
- 4 Assure no customers will experience restrictions on their water use, even in a severe drought.



## PRIORITY 2:

Be at the frontier of delivering high-quality, resilient, net zero services – for our customers, environment and region.

1

“Customers will still experience the same reliable service, but with significant improvements to our resilience, responsiveness and a lower environmental impact”.

2

“We’ll generate more energy than we need from our operations and assets, and export this to our local communities. All our vehicles will be zero emissions –embracing the latest technology”.

3

“All our pipes will be free from lead and we’ll work with customers to help identify and remove it from the pipes at their properties”.

4

“We’ll modernise how we provide high-quality water by minimising our use of chemicals and energy and improving the resilience and sustainability of our services”.

5

“We’ll be using Artificial Intelligence to ensure all our maintenance is proactive and preventative, rather than reactive – lowering operational costs and increasing the life of our assets”.



### **How we'll get there**

**1**

Ensure all schools and homes to have access to water with no exposure to lead by 2050.

**2**

Become fully carbon neutral.

**3**

Maintain our leadership position: lowest burst numbers, best interruption performance and low leakage.



## PRIORITY 3

Co-create solutions which deliver our customers', communities', and stakeholders' priorities.

1

"Our customers will think of saving water in the same way they think of recycling – as second nature."

2

"They will choose to do this as part of a collective effort to protect the environment for future generations because they feel a sense of connection and ownership and trust us to deliver."

3

"Our customers will have the tools and information they need to do this through our smart metering programme and improved digital channels".

4

"We'll work with large water users, particularly local market gardeners, to co-create markets for non-potable water, enabling more sustainable irrigation practices".

5

"Customers will always be able to access the support we offer – when and how they need it."

6

No vulnerable customers will be without water for longer than an afternoon, as we'll have a detailed understanding of who they are and how best to reach them.



### **How we'll get there**

**1**

Ensure our customers will have a choice of tariffs based on their needs, priorities and ability to help the environment.

**2**

Be consistently recognised as one of the best customer service providers in the country and maintain the lowest level of complaints in the industry.

**3**

100% of our customers will know where their water comes from and their impact on the environment.



## Affordable water for all. Always.

- 1 “We will ensure customers share in our success and either reinvest our rewards in customers’ priorities or to reduce bills in the future”.
- 2 “We’ll have a much closer connection with our customers, meaning we also understand them significantly better”.
- 3 “We’ll use artificial intelligence to pinpoint exactly where leaks are on our network – and work with customers to find and fix leaks in their homes and businesses”.
- 4 “We’ll create a hub where customers in vulnerable circumstances will have access to flexible, tailored, holistic support whenever they need it”.
- 5 “We will have a range of social tariffs that help our most vulnerable customers”.
- 6 “Smart metering means we’ll be able to identify changes in water use quickly, accurately and offer proactive support and advice.”
- 7 “We will make the right investments at the right time, balancing the needs of customers and the environment with our understanding of how efficiently we can deliver.”



### How we'll get there

- 1 Our bills will continue to be the lowest in the UK.
- 2 Water poverty will be eliminated by 2030 and we will share our success with the rest of the industry as part of a UK-wide strategy.
- 3 Always strive to be the most efficient water company in England and Wales, keeping customers' bills as low as we can.

# Pre-task

Part of what you will be doing during the Future Customer Panel is working on a project about how we use water. Before the first day we would like you to do a little preparation

## Does your home have a water meter?

### IF YES

1. If possible, find out where it is and take a photo of the meter showing the current meter read
2. If there is a bill handy, see how the meter readings are displayed on the bill.
3. Does your home also have an energy Smart Meter? Y/N
4. If so, how useful does your family find your energy smart meter?

### IF NO

1. Find out what the bill payer(s) in your household think about meters?
2. Have they chosen not to have a meter – if so why is this?
3. Does your home have an energy Smart Meter? Y/N How useful does your family find your energy smart meter?

