

Future Customer Panel

BOARD MEETING 1: 14th October 2022

Ethan
Marika
Antonia
Zalia
Harvey

TEAM Fratton Park

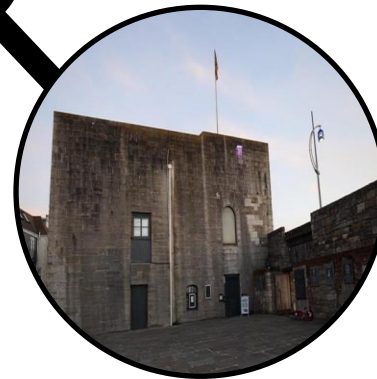


TEAM Spinnaker Tower

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

4

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



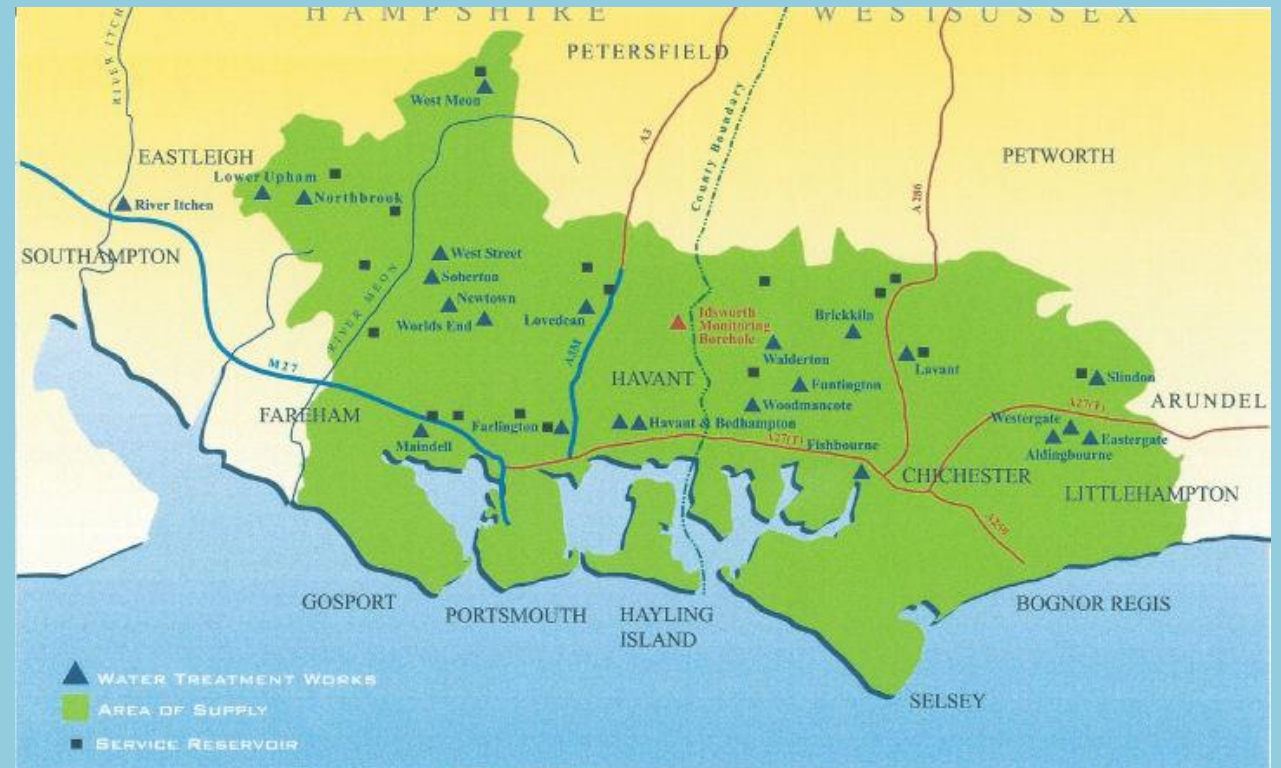
Introduction to the Young People's Panel



Chris Milner
Chief financial officer

THE WATER MARKET IN ENGLAND AND WALES

6



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

7



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'

8



WATER COMPANIES HAVE 'PARTNERS'

9



**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**



THE WATER CYCLE

REGULATING THE WATER INDUSTRY

11



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



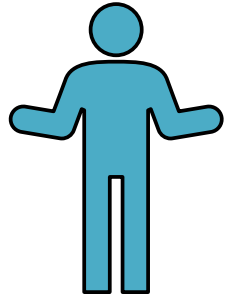
Regulates
environmental
impact of water
industry

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 18 litres
Washing machine runs per day x 50 litres per run (if per week $\cdot / \cdot 7$)								Total number of washing machine runs x 50 litres
Baths taken per day x 80 litres per bath (if per week $\cdot / \cdot 7$)								Total number of baths x 80 litres
Showers taken per day x 50 litres per shower								Total number of showers x 50 litres
Toilets flushed per day x 5 litres per flush								Total number of flushes x 5 litres
Additional usage for miscellaneous (cooking, cleaning, washing up, hand washing): add 30 litres per person per day								Total number of people x 30 litres

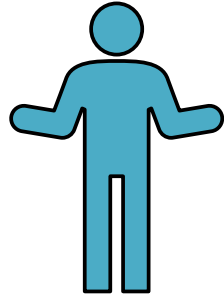
TOTAL TEAM WATER USAGE =

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

Marika
Emma
Henry
Connor
Oskar
Zalia
Charlie



Emma

Ethan
Poppy
Chester
Thomas
Abigail
Eva



Oscar

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



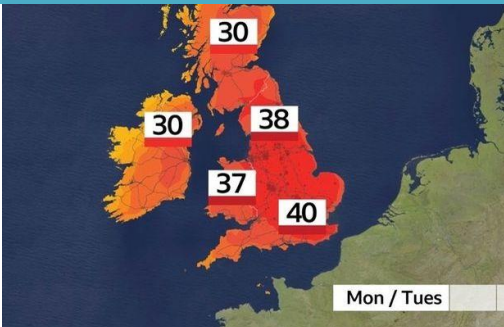
TASK BRIEFING

- **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

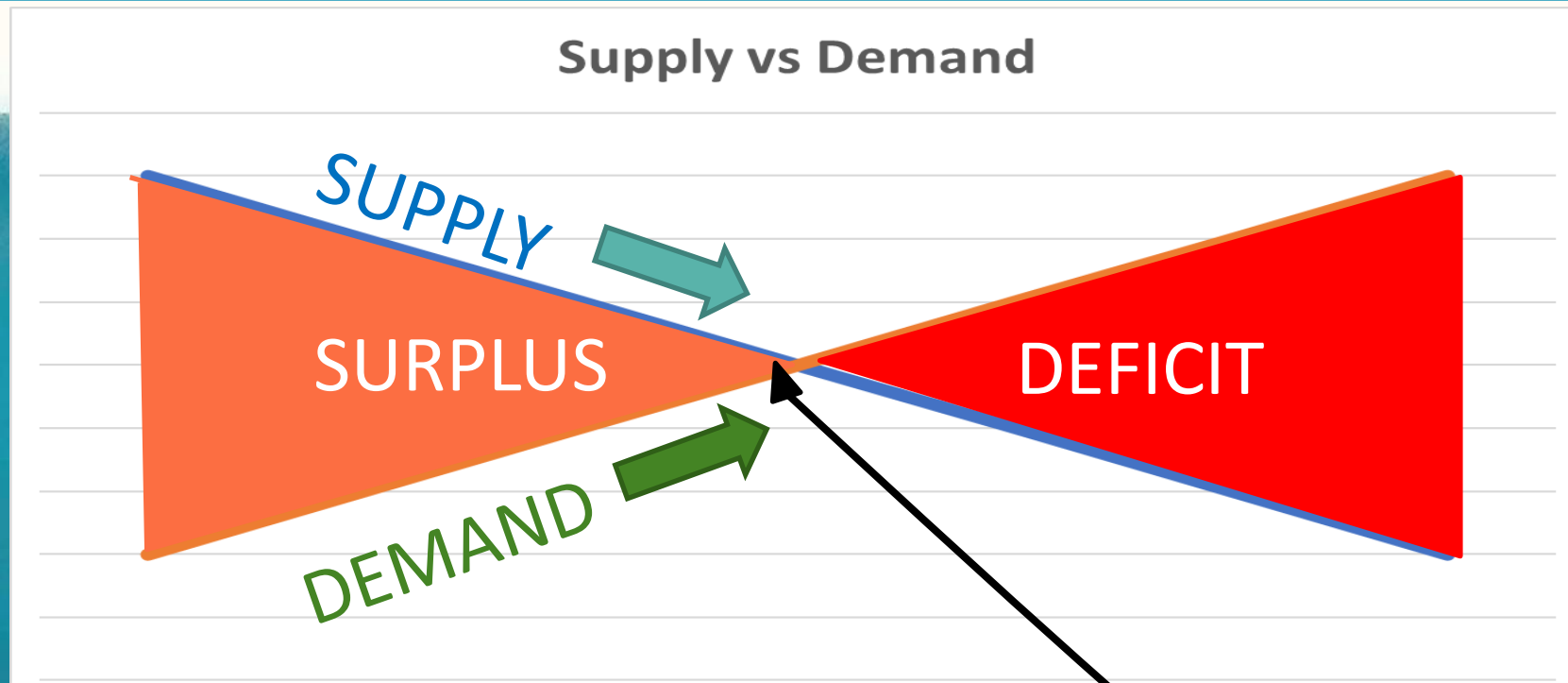
Water resources in the UK are significantly depleted

- 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

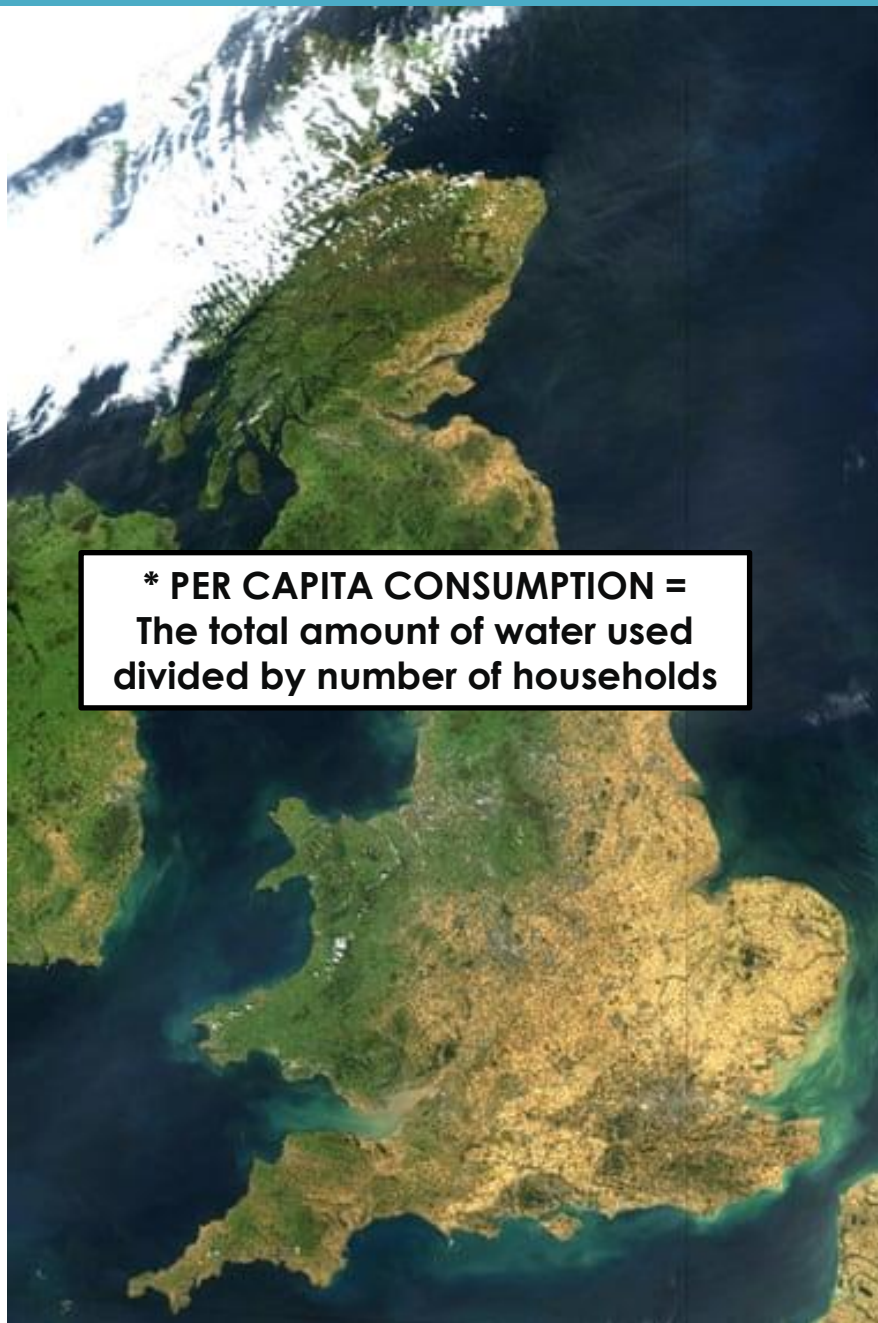
- Growing population and more housing
- Changing habits: we use more





"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



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)

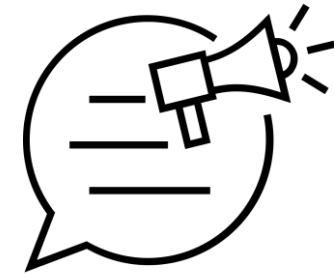


- ✓ Nudges (like shower timers) shape habits
- ✓ Retrofits e.g. shower heads make it effortless to save water
- ✓ Immediate impact

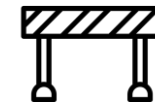


- ✗ People not aware that they can save water
- ✗ People don't know about e.g. **Get Water Fit** (and if they do, don't return to monitor or update challenges)



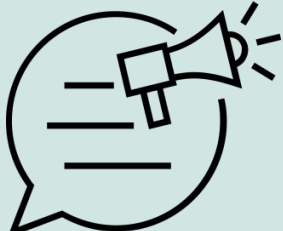
Communications



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

WHAT DO WE WANT YOU TO DO?

TEST THE STRATEGY & ASSUMPTIONS

Desk research task



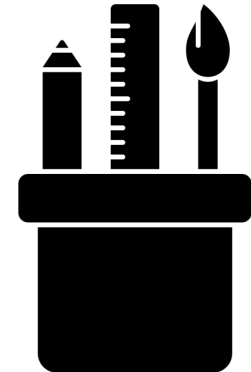
Will smart meters lead to behaviour change?

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?

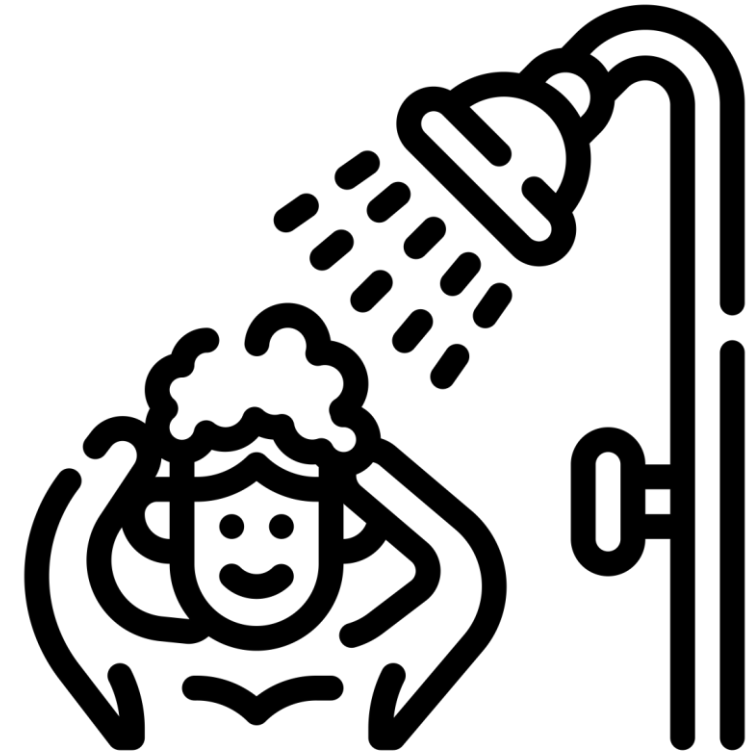


WHAT DO WE WANT YOU TO DO?

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?

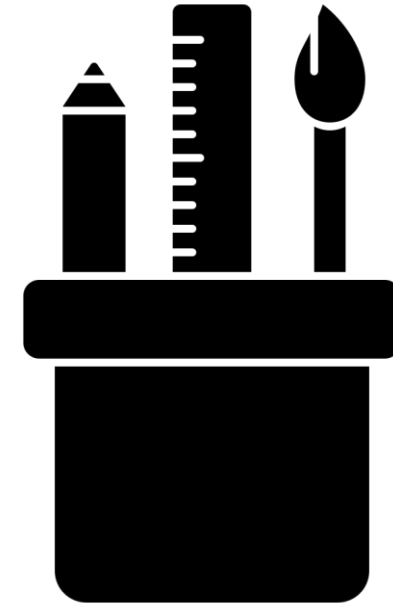


TEST THE STRATEGY & ASSUMPTIONS

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?





Do

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

- 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



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*



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 11th.**
 - 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 11th.** (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

Panellists to be split into 3 mini groups, with 6-7 panellists 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 6th 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

a 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

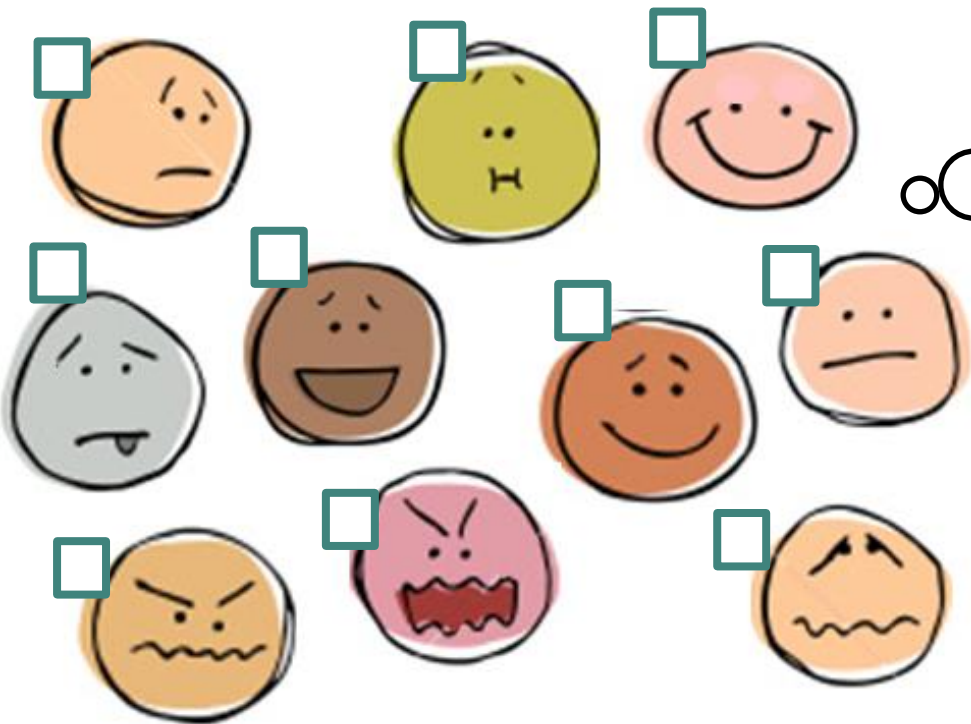
The final exercise is to complete their online consultation about the vision that we've just been talking about.

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?

