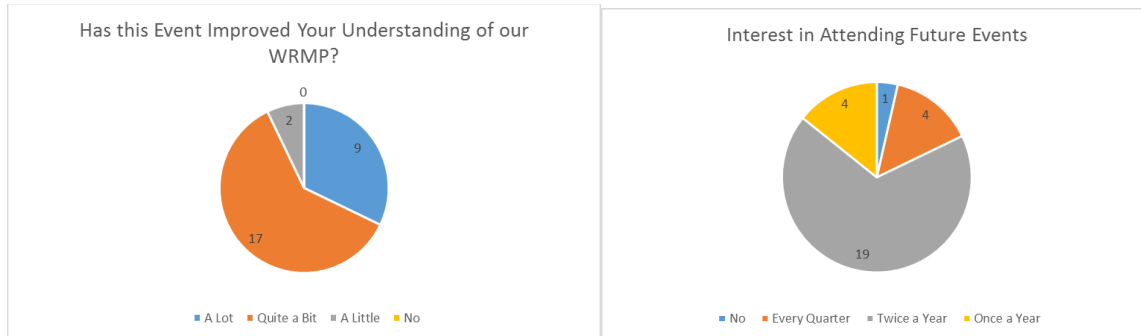


WRMP Workshop 10/4/17 Feedback Report

Summary



33 stakeholders attended our Water Resources Management Plan workshop on 10th April 2017. 218 pieces of feedback were reviewed across the 4 main topics of: engagement, slider tool, demand and abstraction. These have been summarised and split into categories as seen below:

Engagement

Balance between trade-offs:

- Trade-offs can be portrayed too simplistically, we should not assume that customers really understand options – immediate trade-offs are difficult for customers to engage with.
- Intergenerational issues - it should not be presented as a choice of costs now or costs later – pushing costs onto future generations may lead to permanent future environmental damage.
- Take into affordability and social issues as well as environmental.

Customer Understanding:

- Do customers understand the issues enough to find the right balance? We need to start with the full story – what the water sector is, how it's funded, what the bill impact is etc. Otherwise engagement will be built on misconception about how the water sector operates.
- More information needs to be provided on price context i.e. how does it compare to other water companies?
- Need to change customers understanding of metering .i.e. it is not a bad thing – customers changing their attitudes
- Growth challenge – linking the growth in housing need to water need – this should be a key message to customers
- Keep messages in the 'what's in it for me' way, give messages in way they can relate to. i.e. no complicated/technical language, units or acronyms.

How to reach the right people:

- H2 target people who are impacted most by loss of water or flooding.
- Does our current research cover a broad enough base of customers?
- Be clear on who customers are and how population will change in the future – finding balance across the population.
- Need to understand customer's drivers to change behaviour. Do we understand how our customer needs varies across supply region?
- Start a three way conversation with developers and customers about water efficiency measures in the new homes.

Retail Competition:

What will the effect of NHH retail competition be? Different approach needed for NHH and HH customers – different issues and different drivers.

Demand

Customer Behaviour:

- Customer's understanding is the biggest issue.
- Work with bathroom/plumbing industry to stop influencing purchase of high flow goods, get better labelling for white good products and bathroom products - develop a national water efficiency rating scheme like for energy products
- Barriers include legacy, retro fitting water efficiency products is expensive, customer habit, fear of change, lack of awareness, perception that water is infinite resource, willingness to engage will vary across region/communities/religious communities etc
- Lack of understanding of what is in it for them. Our drivers needs to be understood.
- Water too cheap for customers to care about efficiency. They need to understand the full picture and future impacts.

Messages to Customers:

- Tailor messages to different community types, clearly articulate benefits and savings for customers
- H2 interact with communities – through partners, multimedia, link to blue print for water etc
Use partnership working to get message across so not always coming from big corporate image
- Balance between soft and hard approaches (info vs regulation)
- Social experiment – one family with and one without much water – televise
- Lack of public awareness that there is a need to do something different.
- Seasonal pricing to make costs more reflective to water resources pressures?
- Can we target people when they are more prepared to make a change e.g. moving house/new bathrooms etc
- Create apps to visualise water savings
- Target whole household – adults and kids
- Consistent approach across the company

Environmental Leadership:

- Are we doing enough on our own sites – lead by example.
- Make our water saving actions more visible – better PR.
- Must be seen to do our bit/fair share.
- Improve partnership working

New Builds:

- Build good relationships with housing associations and developers
- Have water reuse in all new builds - make standard through planning conditions
- Incentivise developers

Reward Tariffs:

- Reward increase in water efficiency, reward could go to community/CaBA/DMA rather than individuals – community incentive
- H2 incentivise NHH to reduce demand. Reward uptake of new water saving technologies. Have water efficient business awards?
- Smarter tariffs – higher rates on high demand days

Smart Metering:

- Use of smart metering, meters will be easy way for customers to understand what's going on and how much they're using (edf example).
- Supply Pipe adoption – generally felt that this was a good idea – we need to think carefully about where to place the meter – needs to be external to detect supply pipe leakage but an internal meter is visible to the customer – maybe there could be a link from an external to an internal point? Or maybe its back to the information that is provided to the customer?
- Target big water users

Abstraction

Barriers:

- Navigational channels need to be kept open
- Farming/other abstractors
- Ecological needs
- Flooding issues
- Security of licence
- Any water quality trends?
- Fisheries/eel protection and passes
- Perception from public about us digging across countryside
- Planning issues and cost – upgrade existing rather than build something new
- More work with affected stakeholders eg anglers to get them on board.
- Damage to our existing stakeholder relationships due to conflicting issues i.e. increased water abstractions and loss of biodiversity
- Long term sustainability

Future Challenges:

- How will rivers flows change in future as a result?
- What will secondary economic impacts on tourism and recreation be?
- Watch Out- If compulsory metering was to go ahead control and accurate metering would be critical

Opportunities:

- Improve the landscape of disused industrial land which would have secondary community benefits.
- A chance to improve the customers understanding of the water resource challenges facing the company.
- A chance to improve our working relationship with other stakeholders e.g. rivers trusts and wildlife trusts. Use new schemes to demonstrate to the public that future resource management is a partnership between us and them into the future.
- Improved resilience

- Need to work closely with landowners, work with drainage boards, are we joined up between our various schemes? Welsh gov need to be engaged, partnership working

Additional Storage:

- Could we manage our reservoirs differently or increase their capacity? Could we share our storage with other water users?
- New abstraction points with storage facilities would provide more flexibility
- Utilise wetlands for WQ treatment etc
- Quarries for winter abstraction and storage; Tame valley, Leyton, bayston hill Haughmond hill.

Trading

- How does this fit in with other water company plans? Work together with other water companies.
- Should we look at bigger opportunities to enable trading?
- Greater need for central/macroscale planning of nationally significant water resources – national strategy needed

Other options:

- Hydro/de sal options
- Look at multifunctional use and joint land owner use opportunities e.g. river to become wildlife corridor and flood defence?
- Aquifer storage and recovery?
- Could we incorporate any renewable energy schemes?
- Catchment management for flooding?
- Increase abstraction before flood events