

South Staffordshire Water
Customer Challenge Group (CCG) Customer Research Task Group
Minutes
Friday, 26th October, 2012

Attendees:

Colin Greatorex	CCG Deputy Chair and Lichfield Councillor
Matthew Lewis	Finance and Regulation Director South Staffs Water
Rachel Barber	Customer Operations Director, South Staffs Water
Barbara Julye	Head of Customer Engagement, South Staffs Water
David Wurr	Consumer Council for Water
Alan Roe	Environment Agency
Ralph Tennant	Federation of Small Businesses
Paul Le Masurier	MVA Consultancy

Apologies:

Jacky Atkinson	Drinking Water Inspectorate (DWI)
Ray White	Walsall CAB

1. Welcome and Introductions

Barbara Julye welcomed everyone to the meeting and explained that since the last meeting, Colin Greatorex has been nominated as chair of the CCG Customer Research Task Group.

2. Report Findings

The Customer Service Priorities and WTP Report from MVA was circulated for information. Paul Le Masurier presented the findings of the research.

During discussion, several members raised questions and observations regarding some aspects of the survey and associated documentation around the following areas:

- Number of business respondents was 108, slightly below the target of 100 online interviews and 15 qualitative interviews - Paul Le Masurier confirmed a total of 5,000 business customers were contacted.
- David Wurr highlighted the need for future Willingness to Pay (WtP) research to obtain customers' WtP on both water and sewage services in the context of Severn Trent Water.
- EA sought clarification of the rationale for offering a reduction in 'Environmental Pollution' as this service level is a statutory requirement – Paul Le Masurier stated this was to show customers' viewpoint and priorities.
- The chair asked for colours red and green to be changed to ensure accessibility for any respondents who have colour blindness
- It was also noted that there was inconsistent terminology and the wrong descriptors were contained within the report.

In response, Paul Le Masurier confirmed that it would be possible to make amendments to the survey presentation.

After further discussion, the task group accepted the survey summary subject to the amendments made as discussed and noted.

3. CCG Update

It was agreed that the chair would provide an update on this research to the CCG on the 17th December, 2012.