

South Staffs Water
Customer Challenge group (CCG) Customer Research Task group
Minutes

13th June 2013
WTP Results

Attendees:

David Wurr	Consumer Council for Water
Greg Marshall	Environment Agency
Amanda Borrmann	Project manager ICS
Scott Reid	Technical Director, ICS
Rachel Barber	Customer Services Director South Staffs Water
Matthew Lewis	Regulation Director, South Staffs Water
Caroline Cooper	South Staffs Water
Jared McGivern	South Staffs Water

Apologies

Colin Greatorex	CCG Deputy Chair and Lichfield Councillor
Elinor Cordiner	Principal Inspector, Drinking Water Inspector

1. Welcome and Introductions

Rachel welcomed everyone to the meeting and informed the group of the resignation of Ralph Tennant from the CCG and the Task Group. Rachel confirmed the purpose of the meeting was for ICS to share the Willingness to Pay results and how this will data would be used in the Investment Optimisation Tool (IO Tool) to help inform the Company's investment priorities.

2. Willingness to Pay Research (WTP)

Scott delivered a presentation to the group outlining the results of the WTP Research.

During the presentation the CRTG raised the following:

Could ICS provide a breakdown of customers who have indicated the current bill is too much or slightly too much what their priorities are and socio demographics.

ICS to update slides 18 and 19

WTP plus values of unit of service charges per unit of service charge explanation update. Update slide separating our business/s house.

Greg raised a question as to whether pollution incidents are prioritised. ICS confirmed that it was not comparable due to metric not being the same. This is just pure value not comparable.

It was noted that there was a mistake on page 20 as it should read 29 as unexpected.

It would be useful when the results are shared at the full CCG that a handout showing current service v's maximum for the package be provided.

3. Investment Optimisation (IO) Tool

Caroline and Jared delivered a presentation outlining the IO Tool and how the WTP results would be used to help derive the investment priorities.

David raised a question as to whether Ofwat were familiar with this approach. Caroline confirmed they were.

David suggested that it would be worthwhile that the full CCG were aware of the tool and its utilisation. Rachel confirmed that this would be included at the June CCG meeting.

David and Greg asked for a full copy of the report and the peer review when completed.