

**South Staffs Water Customer Challenge Group – Customer Research Task
Group**

Conference Call, 2pm, August 22nd, 2013

Taking part:

Rachel Barber	South Staffs Water, Customer Services Director
Steve Morley	South Staffs Water, Compliance Director
Barbara Julye	South Staffs Water, Head of Customer Engagement
Annalise Lister	Cambridge Water
Steve Grebby	Consumer Council for Water/Cambridge Local Water Forum
Rachel Talbot	Citizens Advice Bureau/ Cambridge Local Water Forum
Colin Greatorex	Lichfield District Council/SSW Customer Challenge Group
Gemma Domican	Consumer Council for Water/ SSW Customer Challenge Group
Jean Swanson	Cambridge City Council/ Cambridge Local Water Forum
Steve Morley	South Staffs Water, Compliance Director
Nigel Borrell	Countryside Properties/ Cambridge Local Water Forum
Bernard Crump	Consumer Council for Water/ SSW Customer Challenge Group
Richard Thompson	Environment Agency/ Cambridge Local Water Forum
Lisa Gahan	ICS Consultancy
Amanda Borrmann	ICS Consultancy

The purpose of the conference call was to look at the proposed pilot questionnaire on acceptability in detail and agree or amend questions.

Lisa Gahan outlined that the questionnaire would usually take about 20 minutes to go through (with respondents being told it would take up to 25 minutes) and would cover both the South Staffs and Cambridge regions.

In answer to a question from Colin Greatorex on how geographical representation was established, Lisa said postcodes are supplied and a quota is set for how many questionnaires are wanted from each area.

Annalise Lister pointed out that the questionnaire appears to refer to SSW only, and asked if phrases such as “your water” and “your bill” could be used instead. This change was agreed to.

On information about price rises, inflation is included. Steve Grebby felt the figures were confusing and that inflation should be left out. However, others thought this made the figures more transparent. Lisa Gahan said that ICS have used 3% as an assumed inflation figure. It was agreed the questions should say “if inflation is 3% this would be the effect...”

Question 26 on further proposals includes the use of £500k to help vulnerable customers, while question 28 is about a social tariff. Steve Grebby felt the terminology was confusing. It was agreed that the questions need to be clear on the difference between social tariffs and vulnerable customers. It was further agreed that the question on social tariffs should be amended to make it clear that a social tariff would be funded by customer bills.

Amanda Borrmann said that ICS is working with SSW to ensure they have interpreted the draft business plan properly. Rachel Barber said the company would confirm whether everything had been correctly interpreted on Tuesday.

The show cards and questionnaire for the main survey are to be completed by the end of next week. The pilot study will then follow with the launch of the main survey in early September.

Amanda Borrman said views from the pilot will be shared during a conference call on Thursday of next week.

Rachel Barber said she would feedback tomorrow on some factual changes that are needed.