

## **Note of PR24 collaborative customer research steering group meeting**

**09 May 2022**

### **1. Actions from last meeting**

The steering group(s)' action log was shared with the meeting papers and key actions outlined at the meeting. All actions are complete or ongoing.

### **2. ODI rates research: Overview on the methodology and results of the pilot**

Accent and PJM Economics set out the findings of the pilot, the approach used to select respondents and the advantages of the approach. This was explained for both the household sample, and the non-household sample. The demographics of the sample groups was discussed, as was the process of completing the survey.

Ofwat explained their peer review with the role of Professor Stephane Hess, outlining his feedback and the process of review between the two parties.

Ofwat then proposed an extension to the pilot, based upon the results of the first pilot, and comments from Stephane Hess. This included three options, which were explained, with the repiloting option being chosen by Ofwat/CCW.

**Action:** Ofwat/CCW/Accent/PJM will consider whether to repilot the original design, with revised pivots as part of the second pilot.

Steering group members also raised questions about the use of certain service failures as questions in the pilot, and the samples chosen for the pilot. In particular, demographic concerns were raised and noted by Ofwat/CCW/Accent/PJM.

### **3. ODI rates research: Methodology Revisions**

Accent/PJM presented the proposed changes to the methodology following the initial pilot. The options for changes were presented, and compared to the original methodology. Steering group members raised questions on the practicalities of the changes, and how the changes would fix the issues highlighted with the first pilot.

### **4. ODI rates research: Proposal for the Second Pilot**

Ofwat presented the proposal for a second pilot, confirming the timescales for the fieldwork contract, how this impacts the second pilot, as well as the future impacts on mapping exercises and water companies' work.

Steering group members raised questions about contingency plans if this second pilot was also unsatisfactory. A question was also raised regarding water companies' access to the provisional ODI rates.

## 5. Next steps

Ofwat and CCW outlined the key next steps for the collaborative research approach including sharing the pilot report and cognitive testing report, sharing the revised questionnaire and attributes with companies, sharing the contractual documents for fieldwork, and conducting the second pilot.

The next steering group meeting will be on 13th June 2022.

Ofwat and CCW also took this opportunity to thank companies for all of their input to date and recognised that all parties in the collaborative research are working to very short deadlines.