



Assure - Essential Saver Tariff Research

Co-Creation Workshop Findings

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Georgina Culliford

Alice Masterson



Co-creation stage to assess overall impact and improve the tariff



Study aim

Provide SSC with a broad and deep level of insight into customers' attitudes, experiences and behaviours to inform a successful delivery of the Assure – Essential Saver trial

Objectives

of Co-Creation Workshop



Reflect on impact particularly on behaviour changes around water use, impact on finances and perceptions of SSC



Inform and improve the future customer journey of Assure Essential Saver or a similar tariff

Methodology of entire project

QUALITATIVE

Phase 1: 'engaged' cohort
15x recruits

1a: Behavioural insights interview (x15)
1b: Communications review interview (x15)
1c: Diary exercises (approx. 5 x15) - pre & mid
All remote: online, telephone, text, post

Phase 2: main trial cohort
8x recruits

2a: Qualitative interview (x8)
All remote: online, telephone

Phase 3: main trial & 'getting it right'
12x recruits

3a: Co-creation workshop (x1)
All remote: online

QUANTITATIVE

Pre-trial survey: main trial cohort

Online survey, up to 1000 participants

Optional extra: 25x telephone top-up

Mid-trial survey: main cohort

Online survey, up to 1000

Optional extra: 25x tel top-up

Post-trial survey: main trial cohort

Online survey, up to 1000 participants

Optional extra: 25x telephone top-up

Optional extra: triangulation analysis with customer data (meter readings & bills)

BEHAV. SCIENCE

A. Develop behavioural framework
B. Advise on communications
C. Inform questions for quant and qual

C. Inform questions quant & qual
D. Interpret results (cognitive bias)

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E. Provide recommendations for future

Sample and methodology

- Participants were recruited from the pool of customers on the Assure Essential Saver tariff. They were invited to take part via telephone and supplied with key information about the research via email.
- Quota targets were set to achieve a diverse sample based on different characteristics, such as household makeup, water company, concern over bills and water usage, as well as the extent to which they had participated in the research programme so far.
- Despite confirmation calls taking place, only 7 participants attended the workshop. See the recruited and achieved sample in the table.
- The workshop took place on Tuesday 3rd March from 5.30-7.45pm via Zoom. All participants were offered technical assistance to join.
- As a co-creation workshop, participants took part in full-group discussions as well as breakout groups that included practical activities on how the tariff should be designed. Three SSC colleagues attended to answer questions and observe the workshop.
- A discussion guide and stimulus deck were produced and signed off by SSC, which were also reviewed by a challenge colleague; an abridged version of this is found in the appendix.
- Questions and analysis were designed to uncover cognitive biases as part of the ongoing behavioural framework for this project, which throughout the report are referenced in highlighted blue boxes.

Quota	Recruited Sample	Attended Sample
Household size		
1-2	7	5
3+	5	2
Group – SSC assigned		
1	2	3
2	4	2
3	3	2
Water supplier		
Cambridge	6	2
South Staffs	6	5
Health condition		
Yes	6	4
No	6	3
Attitude to paying bills		
Never struggle	3	2
Concerned about future	5	3
Sometimes struggle	4	2
Always struggle	0	0
Survey complete		
Yes	8	4
No	4	3
Total	12	7

Attitudes to bills, water & environment

1



Comparison to other utilities usage and waste

Workshop participants discussed their water bills in comparison to other utilities:

- **The urgency of the water bill varied:** recent water bill increases had caused some concern, but rent, food, and council tax were often more pressing for participants. Gas and electric bills in particular were seen as more unstable due to global politics.
- **However, water is becoming increasingly front of mind:** water is becoming more expensive, and therefore of greater concern to customers.
- **Other areas of waste are more visible:** in terms of water waste, energy and food were seen as higher priority. For example, food waste involves actually putting something in the bin and seeing the waste and food is paid for upfront, whereas water is easy to take for granted. People trust that they turn the tap on and water comes out, a feeling exacerbated by recent heavy rainfall.
- **More incentivised to save energy:** several participants had different energy tariffs for different times of the day that encourages them to be mindful of their usage, and found it easier to track energy via smart meters. All felt that smart metering is effective in empowering the customer to track and adapt their own household usage.
- **Active interest in smart water meters:** however, if there is capability for smart metering, the customer interest is there to be more engaged with water usage.

I think I'm more conscious about wasting food. I think it's because you see it, don't you? But with water, I don't know. Obviously I put the dishwasher and the washing machine on as low as you can. But I'm more sort of wary of wasting food. – Two-person household



Statement rating: financial and bill attitudes

Participants rated this financial statement between 1 (strongly disagree) and 5 (strongly agree):



I am trying to minimise my household bills, including water

Three respondents ranked their agreement at 5, and four ranked their agreement at 4.

Financial motivation is the primary reason driving tariff uptake.

Recent water bill increases have impacted on perception of affordability.

Participants were expecting the tariff discount to be noticeable and immediate.

Water bills are not the always most pressing concern, but any discount is welcome.

No respondents fully agreed that they do not think about their water bill.

Salience: customers are drawn to what feels relevant to them, and the financial incentive of the tariff is the primary point of salience.

Statement rating: low-waste mindset

Participants rated this low-waste statement between 1 (strongly disagree) and 5 (strongly agree):



It's wrong to waste all resources, including water

Five respondents ranked their agreement at 5, and two ranked their agreement at 4.

Not wasting resources was particularly important to participants.

Some also had a low-waste mindset concerning things like clothes and electricity.

Family participants also cited the importance of imparting this mindset to children.

Food wastage especially concerned participants and is more visible than water.

Especially for older participants, this mindset has been ingrained for years.

Altruism and fairness: low-waste was also had an altruistic angle, with participants viewing unnecessary waste as a bad thing. However, visible leaks in the road impact on customer perception of what SSC are doing to cut waste, especially when customers are asked to reduce usage.

Statement rating: environmental water conservation

Participants rated this environmental statement between 1 (strongly disagree) and 5 (strongly agree):



I am worried about there being enough water for future generations

Three respondents ranked their agreement at 3, and four ranked their agreement at 4.

Participants are conscious of existing climate change pressures on water supply.

Participants feel some concern about water supply for children/grandchildren.

Environmental concerns were less prominent overall than low-waste and financial.

They mentioned comms about drying reservoirs and hosepipe bans.

However, with all the pressing current issues, future water supply is not top of mind on a daily basis.

Altruism: people like to be seen to do the right thing for society, and there is awareness of the importance of reducing water use for the environment.

Statement rating: willingness to reduce water

Participants rated these water use statements between 1 (strongly disagree) and 5 (strongly agree):

I have reduced my water use as far as I am willing or able to

Two respondents ranked their agreement at 5, and four ranked their agreement at 4 and one at 3 (neutral).

Many participants felt they were doing enough already, although discussions revealed there were likely additional water saving measures they could take but were not aware of

Some households had disabilities or mental health conditions that meant water was a key comfort – these were less willing to restrict usage

The difference between the statements suggests barriers come from capabilities and not a lack of willingness

Water brings a lot of comfort to my household and I don't want to restrict it

Salience and fairness: in order to change their behaviour, households must feel the request to use less water is relevant to them and aimed at them, and for households with disabilities, the 'ask' must be seen as reasonable within their capabilities.

Really mixed views (1,2,2,3,3,4,5) and higher agreement is from households with disabilities

Attitudinal statements suggest foundation for mindful water use

- Based on the responses to the attitudinal polling statements, participants showed evidence of attitudes that support mindful and positive water usage behaviours.
- For example, there was broad agreement that water should be treated carefully and not wasted, and some agreement that conserving water for future generations is a concern.
- On top of this, the majority of participants were looking to reduce their water bill, suggesting saving money is a keen motivator.
- The statements probed whether participants had any household barriers that affected whether they were willing or able to reduce their water usage, which looked to unpack findings from previous research waves: that some customers believe they are already doing all they can to save water, and that 'other people' are the problem. It also looked to understand if there are emotional limits to reducing water, based on the comfort it brought to households.
- Findings suggested a mixed picture here, with some unwillingness to restrict based on comfort, but mainly the majority believe there is no more they can do.
- Overall, this suggests the underlying attitudes are supportive of the goals of the tariff, but that the current customer cohort may not believe they can make much of an impact in terms of water behaviours; this is discussed further in the next section.
- An additional note is that the same attitude statements were asked after the group to see if there was any change after discussion – but no notable change in views was observed.



Water-saving behaviours

2



Behaviour changes and barriers to reducing water usage

Participants discussed the changes they had made to water use on the tariff:

- **Little tweaks easier than big changes:** most of the behaviour changes reported by participants tended to be small changes focused on reducing and reusing. This is particularly the case where there may be familial conflict, e.g., shower length.
- **Some larger changes were mentioned:** one participant had invested in fixing leaky shower and taps, more money upfront, but cheaper in the long run.
- **Some changes primarily concerned reducing:** for example, saving washing up until the end of the day, stopping using a hosepipe, or keeping a jug of water in the fridge to avoid running the tap until it gets cold.
- **Other changes primarily had to do with reuse:** particularly with leftover drinking water that can be used for pets and plants, or collecting rainwater for the garden.

Barriers – family dynamics

There are challenges in encouraging the whole household to get on board with water-saving behaviours, and the avoidance of conflict can lower **motivation**.

Barriers – necessity and hygiene

Water is a necessity and there are red lines around hygiene, and in some cases, comfort. Some have disabilities that require higher use of water, impacting **capability**.

Barriers – (perceived) low use

Some customers do not feel that they cannot cut down much more, so don't have **opportunity**. More unique or creative tips might catch their interest.



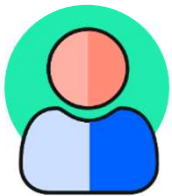
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Here's what some customers are saying about claimed changes in behaviour:

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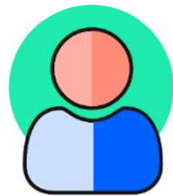
It's hard for my husband because he's very much got OCD, so he's like, 'that's [dishes] sitting there, it needs to be done.' And I'm like, 'no, don't do it.' And I just think, 'right, I'll go and do that once and then that's made a change.' And my son doesn't touch it anyway, so it makes no odds to him.

Three-person household



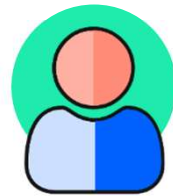
We try to be mindful, but sometimes it's easier to put the dishwasher on. It's nice to have a hot shower in the evening on a cold day. I love my garden, I've stopped using the hosepipe, but I do like to water my flowers.

Two-person household



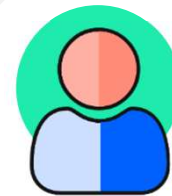
I think I can pay for it at the moment, so I'm going to enjoy it. It's terrible.

Two-person household



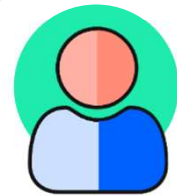
Because of my disability, when I have a shower, I have to use more water because of my mobility. So, you know, because I can't really stand for long, Or if I have to take a bath, then obviously I'm using a lot more water.

One-person household



So my daughter, I say to her, 'you've been in there 12 minutes, the bathroom's full steam.' And then you step back and say, 'she's learning, let her grow.' There are things that you have to say, 'this is part of life, I can't change these things.'

Four-person household



Behavioural science implications of reducing water usage

Changing water usage patterns involves some **compromise** and **balance**, and can be looked at through the lens of the COM-B model and cognitive biases

Key factors in COM-B impact **ability** and **willingness** to reduce water use; some are **more easily overcome** than others

- **Capability** – disabilities, household size, assumptions about doing all they can already
- **Opportunity** – limited feedback on water use, already saving water, not making link between water and energy
- **Motivation** – not saving money on the tariff, not willing to reduce some behaviours (emotional link), not clear on environmental reason to save water, not clear on which activity actually saves water (e.g. dishwasher vs dishes)

The activities where customers appear most unwilling to reduce water use are either ones that have **capability limitations** or where there is an **emotional significance** attached to the activity.



Red line activities can vary by household, but the most common activities linked to emotions and disabilities are baths and showers, as these can support things like neurodivergent routine and regulation, pain management, stress reduction.

When considering which areas to suggest reducing water use in, it may be effective to consider which have the most obstacles, and which are 'quick wins' with minimal barriers.



Quick wins not often related to COM-B limitations include emotion-neutral activities like:

- Turning tap off when cleaning teeth
- Shorter or eco wash functions on laundry / dishwasher
- Only filling kettle with water you need
- Reusing excess water to e.g. water plants
- Fitting water saving devices (awareness is low for this one, and effort slightly higher)

Practical barriers

3



Lack of smart metering is a significant barrier to reducing use

Participants discussed how infrequent meter reads are impacting their tariff experience:

- **Inconsistency without smart metering:** customers reported meters read once or twice a year, some may not have had one yet, and some received estimated bills.
- **Necessity of accurate, traceable metering:** there is a feeling that the tariff is not meeting the need it looks to fill at the moment without smart metering – customers need accurate bills to assess progress and some cannot access their own meters.
- **Openness to smart metering:** various energy meters have had a positive impact on participants and they expressed desire for something similar for water.
- **Potential for impact on behaviour:** participants found that energy smart meters keep energy use top of mind, and that promotional initiatives such as cheaper energy at night impact on how they use it, empowering and motivating them to cut down.
- **Opposite is true without tracking:** not being able to assess own usage or receive regular meter reads can lead to disengagement with the process/tariff.
- **Comparative cost of water:** energy costs are more volatile and expensive than water, meaning they feel more urgent. However, as water bills increase, there is demand for a more effective method of tracking water use, such as smart metering.

Relativity: tariff customers need a method of comparing their water use and subsequent savings across the course of the tariff.

Empowerment: without being able to actively track water use, it is difficult for customers to feel empowered to make a difference.



Billing has been inconsistent, causing confusion around financial impact

- **Understanding was strong:** generally, participants demonstrated a good understanding of how the tariff works and where the discount is applied.
- **Experiences of discounts varied:** whilst some saw reduced bills and were thus happy, for some it took longer, did not happen at all, or was offset by other increases.

Expectations

Participants expected to see immediate reductions. They also expected that they would not receive estimated bills on the tariff.



Reality for some

For some, direct debits stayed the same which caused confusion. General increases and billing errors meant some bills rose.



Impact

When expectations were not met, participants felt disappointment and this lowered their motivation to reduce usage.

Relativity: people think in relative rather than absolute terms. When there is not a clear previous price and updated price with the tariff for customers to compare, they have no yardstick against which to compare its impact.

Fairness: where participants have put in effort to reduce water use, they perceive unfairness when this is not rewarded quickly.



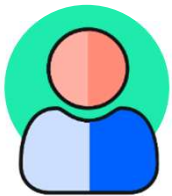
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Here's what some customers are saying about their experience with billing and metering:

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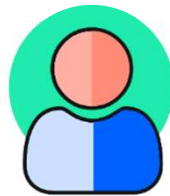
Although I was being charged less my direct debit didn't change. And the whole point, to me, of a tariff that's going to help somebody on a low income is that you see an instant monthly assistance with your outgoings. So it really disappointed me in that.

Four-person household



I would say for me personally, it did as it said on the tin. My direct debit amount did come down within a couple of months of it starting.

One-person household



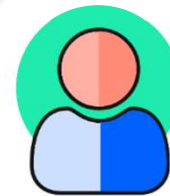
I go out at the end of every month and do a gas and electric reading, and then I send it off online, and within a few minutes I've got my updated bill, and it tells me how much is still in my account.

Two-person household



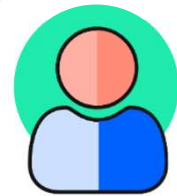
[I wonder] if there's a way of the utility provider linking some sort of smart account. If it's not quantifiable and you can't see it, it just falls off the radar because life's busy, isn't it?

Four-person household



I hoped it would reduce my monthly direct debits and it hasn't. I haven't noticed any difference. I'm not sure if I'm using more than 75 litres a day or not. Also, my meter is only read once a year.

Two-person household



Communications

4



SSC need to be a strong 'messenger' and trusted source

Participants discussed how communications from South Staffs Water and Cambridge Water can help support the tariff to be more successful in the future:

- **Visible leaks erode trust and demotivate:** participants are open to doing their bit, but major leaks can demotivate – customers aren't always aware of the complexity of the water systems and the work and investment needed to maintain them.
- **Customers want to know water companies are doing 'their bit':** they are keen to hear about positive steps by water companies to improve infrastructure and reduce bills, for example.
- **Participants open to free water-saving devices:** several have made use of Save-a-Flush devices, water butts, and aerating showerheads and feel SSC could promote GetWaterFit more visibly.
- **SSC can support customers through clear water saving tips:** the next slide explores how these comms can be most successful by drawing on cognitive biases.

Messenger effect: the messenger is as important as the message. If trust in SSC is eroded, the impact of the message of the tariff will not be as strong.

Fairness: as well as financial reward, customers want to know that the company is also mindful of water use and where they can avoid waste.

Empowerment: providing free water-saving devices empowers customers to make changes by making it easier and more convenient.

*Be more, I'll say, transparent of what you're putting back in. Like, you ask for the different ways people pay and the price of water going up and stuff like that. What are you putting back into the area, the region that you're supplying? Because at the end of the day, people are putting money in, what are you putting back in to, especially in the cost-of-living crisis, what are you doing to help us reduce our bills? It's all fair and good giving us tips and such, but it has to be realistic of what can you do also, not just what we can do.
– One-person household*

How to frame water saving tips based on cognitive biases

Suggestion on water saving tips	Cognitive bias	Supporting quote
Realistic and reasonable suggestions that suit the majority of households	Fairness	People don't like inequity and unfairness, so tips must feel realistic and fair to households.
Focus on a single tip (easy to do and supports low attention)	Decision paralysis	An excess of information - particularly too many choices - can leave individuals overwhelmed, leading to an inability to act.
Give a short list of water saving tips to choose from (more chance of relevance)	Saliency	We are drawn to what is novel and seems relevant to us. A short list may have at least one tip that is relevant to the different range of household circumstances.
Simple, clear, use images and icons – assume it will be scanned, not fully read	Simplification / ambiguity aversion	People don't like ambiguity and seek clarity and simplicity – the more clear and visual the tip, the easier to process.
Frame tips as suggestive, not directive	Autonomy	Psychological need to be masters of our own actions. Being told what to do feels like a violation of autonomy.
Linked to money saving, not 'lectured' about the environment	Incentives / blame avoidance	Monetary incentives is the main motivation for applying, so lean into this rather than 'blaming' for environmental challenges.
Limit frequency to avoid overload, unless opted in to a concerted 'challenge' in which case regular reminders could work	Information avoidance	When faced with too much data, people often disengage completely rather than sorting through it. This is a defensive mechanism to reduce cognitive load and avoid the stress associated with making decisions.
Overcome assumption of 'I already do all I can' by suggesting uncommon or lesser known tip to pique interest	Dunning-Kruger effect 'you don't know what you don't know'	Individuals with limited knowledge can overestimate their behaviours or competence. Some may assume they are doing all they can, when there are actually other ways to save water.

How to present billing information for greatest impact

- Once more regular or accurate metering data is available, there are opportunities to present this differently on the bill, or on a portal / app.
- The purpose of different presentations could impact the effectiveness against some of the tariff aims, particularly in increasing perceived **affordability** if they clearly recognise how much the tariff has saved them.
- Since the main reason to sign up to the tariff is to reduce bills, and this is the key metric by which customers decide if their expectations have been met, this means that a clear discount by extension supports **SSC's brand reputation**.
- Customers were presented with a range of ways to present the Assure Essential Saver discount:

Bill 1 was too simplistic

Bill 1

Your bill for water services
from 12th October 19 to 14th April 20 for 1 Sample Road

If you want to find out more about South Staffordshire Water why not visit our new website at www.south-staffs-water.co.uk
Your charges are explained on the next page.

Payments received since last bill:	£167.70
Total water charge:	£140

Bill 2

Your bill for water services
from 12th October 19 to 14th April 20 for 1 Sample Road

If you want to find out more about South Staffordshire Water why not visit our new website at www.south-staffs-water.co.uk
Your charges are explained on the next page.

Payments received since last bill:	£167.70
Essential water use charge (60% discounted):	£40
Non-essential water use charge (full price):	£100
Total water charge:	£140

Bill 3

Your bill for water services
from 12th October 19 to 14th April 20 for 1 Sample Road

If you want to find out more about South Staffordshire Water why not visit our new website at www.south-staffs-water.co.uk
Your charges are explained on the next page.

Payments received since last bill:	£167.70
Total water charge:	£200
Assure Essential Saver discount:	-£60
Total water charge:	£140

Some customers appreciated the splitting of discounted and non-discounted water use

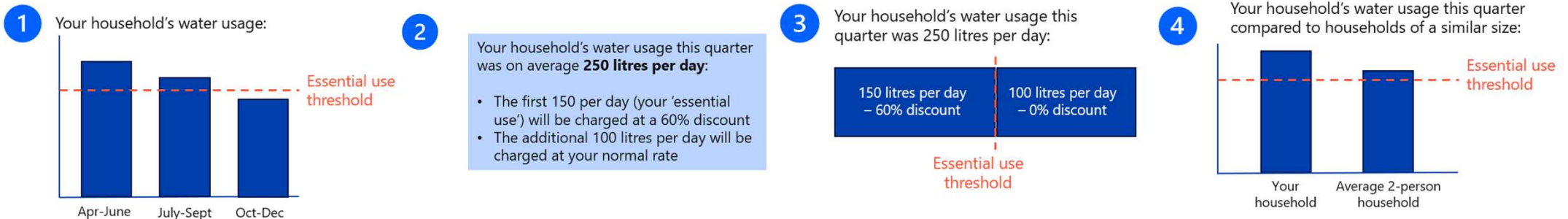
'Non-essential' was not received well as a description

👍

Most popular feature was the red discount as it feels tangible

How to present billing information for comprehension and motivation

- Bill presentation could also support **reduced water use and behaviour change**. Currently, customers don't have enough regular, accurate information about their water use to be empowered to make a change. For those who do try to reduce their usage, it can be disheartening not to know whether this is making an impact, and motivation can wane.
- Customers were presented with a range of ways to show their water usage. Interestingly, there was no overwhelming preference, illustrating the need for future portals or app displays to have a choice in display.
- Out of the four choices shown below, the most popular was number 1, but there were positive comments on all 4.
 - Number 1 was seen as helpful in tracking progress both against a household's historical usage and against the essential use threshold, and would only get more helpful over time (i.e. compare to the same seasons in the year before) or if more granular data was available (i.e. monthly, weekly).
 - Number 2 and 3 were most helpful in explaining the tariff structure, but less so about empowering households with information about their water use.
 - Number 4 was motivating to some participants, as it would incur the relativity cognitive bias looking to benchmark against others, but some households did not like this as their household circumstances (e.g. disabilities) made them unlike the 'average household' and therefore it wasn't helpful to compare.



Conclusions and recommendations

5



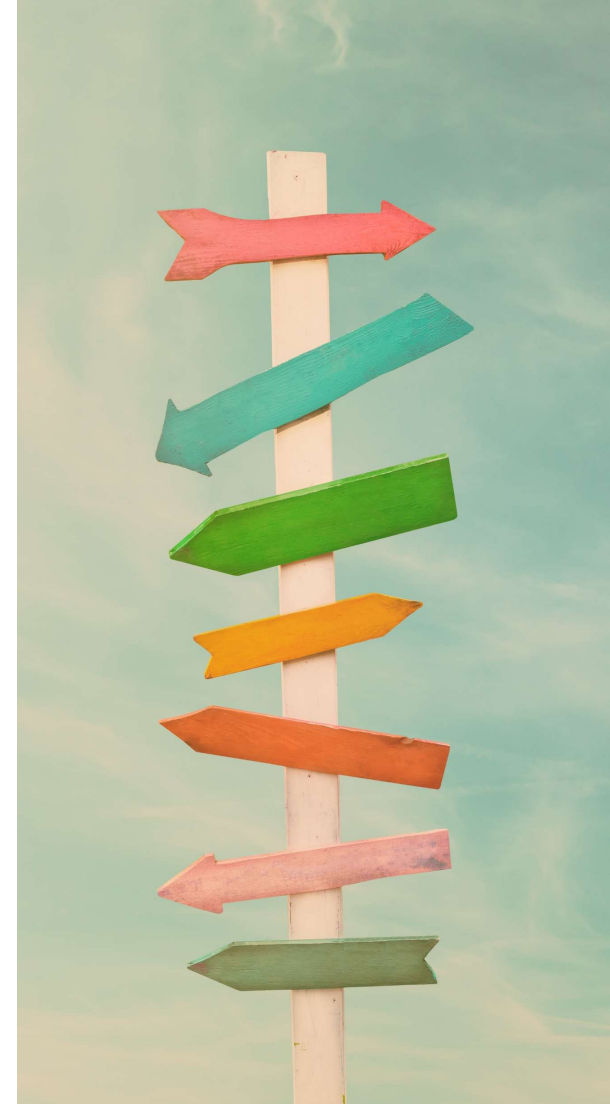
Key conclusions

- **The Assure Essential Saver tariff has great potential;** there is clearly appetite from customers to reduce their water bills and many expressed an openness to changing behaviours (within reasonable limits).
- **Conceptually, customers in the group accepted and understood the tariff structure** and the idea of linking household consumption to different priced tariffs in order to reduce bills. This is a familiar concept due to experiences with other utilities such as energy.
- However, without regular feedback on usage (through smart metering or regular meter reads), the **tariff isn't working as intended as customers cannot have an accurate understanding** of their water usage, or if they are above or below the 'essential use' threshold. Meter self-reads are not effective as very few can access their meter.
- This also means that the discount is not being applied to bills instantly, but rather can take many months to receive the first bill, and this does not always lead to a reduction in direct debit payments. **This is not in line with customer expectations.**
- The lack of feedback on water use and the delayed billing has had a **negative impact on customer experience of the tariff. It can affect their motivation and willingness to engage** with the aims of the tariff, as well as cause frustration at SSC for the misaligned expectations.
- Until smart metering capabilities are in place, the tariff cannot be effective in the way it was intended, and it is advisable to pause this tariff until then.
- If SSC considers a discount tariff linked to water usage in the future, there are several recommendations on how to make it most effective (see next slide).



Recommendations for future tariff

- Introduce smart metering capabilities, or highly enhanced meter reads for customers on the tariff.
- When more regular meter reading data is available, create a customisable portal for viewing usage and bills to satisfy the range of preferences in how to present information.
- Consider a slightly higher income threshold, perhaps only for larger households, as currently there are relatively few larger households on the tariff despite being a cohort who would benefit financially and also have higher water use.
- Consider whether the 'essential use' water threshold could take into account household capabilities linked to disabilities and mental health.
- Position the tariff as a way to keep bills down rather than using too much environmental messaging, as financial savings is the main motivator.
- Ensure there is a quick or immediate impact on direct debit payments and bills, and that expectations for when bills will change are very clear.
- Position water saving tips as suggestive, not directive – and focus on areas that are achievable and not linked to emotions.
- Communicate how SSC are contributing to the water-saving effort as well, making the tariff feel like a collaboration and not all on the customer's shoulders.
- Consider app-based reminders mimicking energy tip reminders (e.g. economy 7).



Reflection on findings and method

Key caveats

- Only 7 participants turned up to the group. Low attendance led to limited Cambridge representation and limited larger household representation.
- Having followed up with participants on reasons for non-attendance, the main reasons were forgetting (despite a confirmation call in the 1 or 2 days before) or mitigating circumstances due to vulnerability. Regarding the forgetting, in the future a day-of text message could be sent out to ensure the group is top of mind.

Feedback form responses

- All participants rated all statements as 'strongly agree' or 'agree':
 - I enjoyed taking part in the workshop
 - The workshop was well organised and structured
 - I understood the purpose of the workshop and how my feedback would be used
 - I understood the questions I was asked and so found it easy to give my feedback

Feedback form quotes

- "I enjoyed the group discussions and hearing everyone's opinions about the tariff and water usage in general."
- "Due to the duration, there should be a half way break gap for 5-10 minutes to go to the toilet or grab a drink."
- "I enjoyed the whole experience. Everybody taking part was polite and informative, It was interesting ,and some good ideas were put forward"
- "The time and duration of the workshop. Maybe on the weekends' afternoon."

Appendix – content of co-creation group (1)

Reflections on tariff

- Establishes context in which decisions are made and habits are embedded
- In the COM-B framework it identifies factors that affect capability and opportunity for change
- Working patterns impact on water use: when are they in?
- Understanding finances helps to understand motivations and whether water bill reduction is a priority
- Interaction with water bill affects capability: do they check the bill and has that impacted behaviour?

Motivation for being part of the tariff

- Explores the “motivation” element of COM-B: people are far more likely to respond to communications if they see it as relevant to them and their situation

Attitudes and behaviour changes

- Explores customer attitudes towards finances, a low-waste mindset, the environment, and their willingness to reduce water use, identifying levels of capability, opportunity, and motivation and impact on behaviour – COM-B
- Comparisons with attitudes towards and usage of gas and electricity – do they differ? What role does energy smart metering and price volatility play? What lessons are there here for water-saving behaviours?
- Explores changes made to behaviour – where are people managing to cut down? What specifically prompted them to start these behaviours? Have any of these messages come from SSC? Are they small tweaks or fundamental changes? Where in the house is it easiest or most difficult to make changes?
- What are the barriers to cutting down? What does this mean for the tariff?

Appendix: content of co-creation group (2)

Communications preferences

- Explores the level of acceptance of different communications channels and style to inform comms
- Two previous examples – one suggestive and one directive – which is more effective?
- Do customers respond more to environmental or financial messaging?
- How do customers feel about being asked to save water?

Ideal tariff structure

- Helps to inform the direction for the tariff going forward – what should stay the same in the future? What should change?
- Explores how customers feel about the essential use threshold, the application process, the information received, and eligibility

Presentation of bills

- Explores which ways of presenting the discounted bill will have the greatest impact
- Informs approach to communicating the discount – are visual or text-based presentations most effective?
- Is it useful to compare with other households of a similar size? Is a full breakdown of the discount helpful?

Final comments

- Important that the research is seen as fair and worthwhile
- Provides an opportunity for participants to share their concerns
- Shows that SSC are prepared to listen and learn

Qa Research
Merchant House
11a Piccadilly
York
YO1 9WB

01904 632039
info@qaresearch.co.uk



Qa Research is a trading name of QA Research Ltd, UK registered, company registration number 3186539 & registered address is 5 Merus Court, Meridian Business Park, Leicester, Leicestershire, England, LE19 1RJ

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Approved by: Georgina Culliford

Authors: Georgina Culliford, Alice Masterson

Comments to: georgina.culliford@qaresearch.co.uk

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