

30th June 2020
Meeting of the Customer Forum
Virtual meeting

Attendees and in attendance

Agnes Robson (AR)	Chair	
Jo Dow (JD)	Member	
Rachel Bell (RB)	Member	
Andrew Faulk (AF)	Member	
Bob Wilson (BW)	Member	
Stuart Housden (SH)	Member	
Mairi Macleod (MM)	Member	
Tom May (TM)	Member	
Sue Walker (SW)	Member	
Sam Ghibaldan (SG)	Director	
Rachael Picken (RP)	Customer Forum Support Manager	
Fraser Stewart (FS)	Customer Forum Research Support	

1. Apologies

There were no apologies.

2. Declaration of interest

None declared.

3. Actions from the 11th June 2019 meeting

There were no outstanding actions from the 11th June session.

4. Stakeholder Advisory Group (Chair, Director)

The Chair and Director updated the Forum on the discussion at the Strategic Advisory Group (SAG) meeting on the 22nd June 2020.

5. Internal discussion: Transformation Plan

A paper scoping out the Forum's potential expectations of the Transformation Plan had been circulated prior to the meeting.

The Director introduced the paper and invited comments from the Forum. In discussion the following points were made:

- It was important that being customer-centric was, alongside net zero, a primary driver of transformation and that this should include Scottish Water delivering wider public benefit and demonstrating proactive leadership in areas such as innovation.
- In particular, there was agreement that:
 - measures of success in becoming customer centric should include customers' perspectives on that;
 - the description of what would constitute a customer centric business was a suitable basis for discussion;
 - that the document provides a good reflection of what is important to the Forum.

The Forum agreed the paper as a basis for discussions with Scottish Water.

The rest of this item was taken in private.

The first formal meeting with Scottish Water around the Transformation Plan is 1st July 2020. The next steps are to be explored with Scottish Water, including the potential need for a Minute of Agreement. A meeting is arranged for the end of August with the CEO to agree the expectations of the Forum with regards to the Transformation Plan.

6. Internal discussion: RP&I

Two sessions have been held with Scottish Water to cover OPA and CEM measures for SR21. A further session on metrics related to net zero is planned for July 2020. The Forum noted that it welcomes the progress being made in the area of RP&I.

A draft response from the Forum was circulated prior to the meeting for discussion.

The Chair introduced the paper and invited comments from the Forum. These included:

- The Forum considers it important that public (and not just customer) perception of the company should be part of its performance measurement.
- The Stakeholder CEM (opinion formers) and public perception measures could be separate items. A more appropriate name for would be Stakeholder Perception Measure.
- The Forum fully supports the proposal to include stakeholder views, and the decision to define the term 'stakeholder' relatively broadly. It recognises the complexity of a precise definition. The Forum is concerned that there should be clear criteria for inclusion in the stakeholder register to ensure they legitimately represent an interest group or community.
- That there would be benefit in there being an additional Public Perception Measure, as measure of the extent to which SW as a company thought to be "doing the right thing" in the public space and is meeting their needs, expectations and aspirations. This would be distinct from **customer** experience measures and the two should not be conflated.

- The Forum agrees that specific measures will be required for the CEMs, but also considers it important that qualitative evaluation should sit alongside specific metrics. It recognises that this will be challenging and a learning process.
- A Community engagement metric is required to reflect the transformation expected in this area.

7. Internal discussion: RCG Review

A draft final report for the Independent Operational Review of the Research Coordination Group (RCG) had been circulated. Members with comments were asked to contribute those so the Forum could respond by the 8th July deadline.

8. Any other business

AF noted an interest in understanding more with how Scottish Water serve worst-served customers and asked for a specific session with Scottish Water on this. RB and SW have expressed an interest in attending such a discussion. Other Forum members are welcome to attend.

Meeting Closed.

Date of next meeting: 20th July 2020.

-----END-----