

YV ICG Feedback

Date	Project Name	Document	Comments	Actions
13/09/2022	Customer Priorities Research	Research Guides	<p>*A2 is it accurate to say UU protects gardens and local area from being affected by sewer flooding. The company's performance shows it doesn't do this for all properties and areas</p> <p>*It prevents homes being affected by sewer flooding.....again not 100%</p> <p>*D4 What does this mean please "Using higher Water charges in certain circumstances to encourage customers to be more water efficient "....new to me</p> <p>*D4 & 5 Can we again say preventing homes and businesses from being flooded.....because we don't prevent all</p> <p>*Stim E Should priority 11 read more like providing opportunities not activities</p>	
22/04/2022	Rainfall Management	Research Guides	<p>*Slide title Urbanisation and Development - Not sure what second picture is showing - is it no permeability in paved spaces...if so a little more description is needed</p> <p>*Separating sewers - Don't understand what the next untitled slide with vehicles going through flood water is trying to say</p> <p>*Incentivising SuDs - Are we building up expectations here that just can't be afforded or possible demand managed. I question suggesting UU could arrange for partner to undertake works and cover cost or proportion of cost.....is it realistic to offer this as a possible solution.</p>	
26/04/2022	Rainfall Management	HH Stimulus	<p>*Slide 2 - 1. Could the text in the boxes be simplified?</p> <p>2. Also is there any significance re the colour scheme blue and green, re the bullet points, if so a key is required.</p> <p>3. Ideally make sure the colour coding remains constant throughout the presentation.</p> <p>4. Finally it may be helpful to make clearer the role of rainwater, and wastewater in providing UU customers with drinking water.</p> <p>*Slide 4 - 1. Is there a reason for making a distinction in the diagram between metered and non metered HH property?</p> <p>2. What is the meaning of the red square re the HH properties? Use a Key:</p> <p>*Slide 5 - 1. Not sure that the customer will understand the terms Bioresources and Outfall, consider making link clearer.</p> <p>2. Not sure if the artwork re Bioresources and Outfall would be understood by customers? Consider making it clearer.</p> <p>*Slide 6 - 1. Is this about potential issues to UU or to UU's customers?</p> <p>2. Would flooding of properties etc, not be a potential issue here?</p> <p>*Slide 7 - 1. Nice diagrams, but this slide appears to be particularly complicated, for what is a relatively simple issue. Consider simplifying it.</p> <p>*Slide 8 - 1. I like the use of a clear heading here indicating what the slide is about. Consider using this approach re the latter slide.</p> <p>*Slide 9 - Consider providing a bit more explanation / signage re the blocked up pipe. Or just use a picture of a large fatberg</p> <p>*Slide 10 - Could some sort of visual stimulus of a garden paved over, and one with grass and flowers be used here? May be adding also a sentence around biodiversity advantages too?</p> <p>*Slide 11 - 1. What does an increase of 3% to 7% actually mean for customers? 2. Also worth noting that 3-7% is more than doubling existing sewer flooding?</p> <p>*Slide 12 - 1. Reservoirs?, CRT, UU..</p> <p>*Slide 14 - 1. Would there also be additional direct impact to customers properties who have a combined system, re separating rainwater and wastewater pipework?</p> <p>2. Also red lines signify? Key required?</p> <p>*Slide 15 - 1. I am not sure how effective this slide is in terms of what it is trying to communicate</p> <p>*Slide 20 - 1. Out of interest how would this be checked / regulated, is it worth mentioning?</p> <p>2. Also are there any issues re type of plastics used, linked to the emerging issue of microplastics?</p> <p>*Slide 23 - 1. What about the costs of materials, and maintenance, and measurement of reduced water to UU's network?</p> <p>*Slide 24 - 1. Health and wellbeing benefits?</p> <p>2. Key for red boxes?</p> <p>*Slide 25 - 1. Could you add where All Saints Primary School is here, as per the other photos?</p>	
26/04/2022	Rainfall	NHH Stimulus	<p>*Slide 4 - 1. In this slide consider mentioning hard surface in terms of the grounds of an organisation, e.g the car park etc. so it reveals more about the art of the possible re good design of their hard services to encourage more permeable surfaces.</p> <p>*Slide 6 - 1. Interesting to add their customers / stakeholders / contractors here?</p> <p>*Slide 10 - 1. More detail re the business, location and perhaps benefits gained by that particular business. Currently pictures not impactful, and use less text. Just use the one picture for each type of SuDS</p> <p>*Slide 11 - . Are these figures specifically for NHH?</p> <p>*Slide 12 - 1. Does this bit re wastewater bill also apply to HH customers, or something similar? If so why is it not included in the HH stim?</p> <p>2. Arguably SuDS installation would lead to a reduction in water bills, due to using less water, and hence less effluent requiring treatment?</p> <p>3. May be helpful to explain what Grasscrete is?</p> <p>*Slide 15 - 1. What is the significance of the red boxes? Suggest use of Key</p> <p>*Slide 16 - 1. Perhaps use this format re photos for the earlier slide (10) of SuDS examples.</p> <p>2. But it is still difficult to make out the before and after re retrofitting on these pictures.</p> <p>*Slide 17 - 1. It feels like this slide should come before all the information, already given re SuDS?</p>	
26/04/2022	Rainfall	Discussion Guide	<p>*Is it worth mentioning that the research may help them to think about how they might manage rainwater more effectively, help with their climate change strategies, and help to reduce their water bills?</p> <p>*Is there also something here about mentioning climate change, i.e. the bigger picture, and the things NHH's are already doing, the 3 R's (Reduce, reuse, recycle), and how this fits into what UU is doing re climate change?</p> <p>*Provide some further information here re 'what appropriately designed means, i.e. what stds?</p> <p>*Do you feel that participants are given enough information on the 2 options to make an informed decision, particularly re concrete measures?</p>	
26/04/2022	Rainfall	Recollective Guide	<p>*Slide 2 - Really 5- 10 minutes only?</p> <p>Does this sentence contradict itself. Consider making it clearer.</p> <p>*Slide 3 - Does this sentence contradict itself. Consider making it clearer.</p> <p>Would it be helpful in this section to ask if the participant has any experience re rainwater and the problems it can cause e.g. flooding? In previous UU research (if I remember correctly), this was a significant factor effecting an individuals response</p> <p>*Slide 6 - See notes in stimulus re 'prevent' sewer flooding, Slide 2.</p> <p>*Slide 17 - So the age of the sewer network does not present a key challenge?</p> <p>Consider making the underlined text stand out more by highlighting etc</p> <p>*Slide 19 - Would it be useful to include, local community, or community in this list? I note this is mentioned later on.</p> <p>*Slide 23 - If questioning how 'innovative', it is important to ensure that the definition of innovative is given, it is often misunderstood.</p> <p>*Slide 25 - I think it would be helpful to emphasise the other benefits, not just cost. In fact consider mentioning the social / natural capital benefit matrix which UU is starting to use,. Also an ideal opportunity to mention climate change more here too.</p> <p>*Slide 27 - How long is the participant meant to be spending each day on this. I think the 5-10 minute estimate given in the introduction is definitely underestimated, and needs reassessing.</p> <p>*Slide 29 - Is there an underlying assumption that the customer does not have their own personal motivation e.g a 'doing their bit for climate change' or to reduce flooding issues in this Guide. (Or indeed saving money through using less water and producing less wastewater?) Is there evidence to suggest this is the case, i.e. no personal motivation?</p> <p>1 and 4 of the incentives are one offs. UU would rightly benefit from the installation of SuDS, by customers, re a reduction in flows to its network? Effectively a customer with a meter, by introducing SuDS, would potentially benefit long term, re a permanent reduction in their water bill and the wider benefits of SuDS. So arguably the focus should not just be on the incentives listed.?</p>	

08/10/2022	Customer Priorities Research	Questionnaire	<p>*Slide 19 - This could include just receiving a bill as described here. Is that what you want to capture?</p> <p>*Slide 20 - This may not apply if the contact has just been something received from UU May not have received any customer service just a bill or messaging.</p> <p>*Slide 21 - The poster above – would it be better to say what “UU aims to provide” the respondent may feel the company has failed to do one or some of the things listed</p> <p>*Slide 22 - This could be seen to imply there is no current treatment and it will be introduced. Perhaps some wording about ‘improving performance’ would help.</p> <p>Are the last two priorities distinct enough ? perhaps more clarification of difference is needed Given the infrequency of hosepipe bans is some background context needed?</p> <p>*Slide 29 - Need to flag this would be in addition to inflation. Would it be better to talk about ‘adding to the bill’ as other factors will determine whether the bill increases or decreases and by how much.</p> <p>*Slide 37 Why 1-7 ? this is an unusual scale and at odds with others in the survey. Consider re-wording priorities around returning treated sewage back to the environment to make this more distinct.</p>	
03/10/2022	Customer Priorities Research	Questionnaire	<p>*General - is there may be an opportunity in the questionnaire to make it clearer re the years this survey focuses on 2025 -2030, the agreed initiatives UU are working on now, and when these initiatives were originally agreed, linked to the Price Review window</p> <p>*Slide 10 - Does the customer get any warning that they need to give their age, before the ‘CLOSE’?</p> <p>*Slide 19 - Consider having a set the context at the beginning re the screening of customers, where you add the importance to you re age.</p> <p>*Slide 24 - Is it possible to explain why these 3 issues are ranked together first, in a bit more detail, e.g water priorities, could read ‘water demand priorities. The same applies to the other rankings below</p> <p>*Slide 27 - Do customers need a reminder here of UU’s existing priorities up to 2025 Does each screen provide a reason as to why the options are grouped together, on that particular screen?</p> <p>*Slide 29 - Is this the first time the term ‘investment initiatives’ has been used. Consider using the same simpler terms/ language as used earlier in the questionnaire, (see Ranking Section), or just use initiatives.</p> <p>*Slide 31 - Might be easier to just put the year 2016? Note we are actually asking them to consider almost 10 years on 2025 -2030 in this survey?</p> <p>*Slide 34 - Picture and choices below appear a little confusing, consider selecting a picture which shows all of the written choices below.</p> <p>*Slide 35 - Is the term third sector still used? Worth considering adding the environmental sector, (which is a growing sector).</p>	
09/09/2021	Customer Priorities Research	Stimulus	<p>**In this way, TUB resilience can be improved from a 5% chance each year to a 2.5% chance. I wondered if there was a clearer way to express this – avoiding use of the word resilience and also explaining what the 5% and 2.5% risks mean in practice (ie 1 in 20 years to 1 in 40 years).</p>	
15/09/2021	Customer Priorities Research	Research Guides	<p>*I am still a little concerned however, about the PCC point.... I can't see why we are jumping straight to a question about differential charging in work on priorities, presumably reducing Pcc is one of the potential Priorities. Maybe this question is for the wtp stage of research..... would you pay more if you use over x water. I don't recall any discussion on this option or others (apart from meters and asking people to save water) as a way of reducing pcc, as this throws up all kind of questions. Should we have something on this as an agenda item or discuss when we look at under performance on this measure. My comment about opportunities rather than activities was just that UU don't give activities more like opportunities, but I take your point</p>	
13/09/2021	Customer Priorities Research	Customer Discussion Guide	<p>*1. Slide 1 - consider linking nos to something more tangible eg. 56,00 hectares = x no. of football pitches</p> <p>*2. Slide 2 - Is there a reason for the different shades of blue?</p> <p>*1. - Good that UU team is explaining role of UU re water supply;</p> <p>*2. Water Usage and Previous Experience: consider asking about flooding link to using impermeable resurfacing of gardens and drives.</p> <p>*3. Typo I think final slide 4th point should it be 'out' rather than 'on'</p>	
10/01/2022	Sewer Flooding Valuation Research	Questionnaire	<p>*Are there any pictures of houses with sewer flooding to show ?</p> <p>*Question 12 C1 do you think period products is the right term, how about being more specific eg nappies, tampons, sanitary towels, incontinence pads</p> <p>*Question 13 - Proving who has blocked difficult and they'll know that</p> <p>*The potential £50 a day finefor whatthe length of time drain is blocked</p> <p>*Difficult to get sensible response to this question without more information on how catch misusers and how fine is administered , ie through the company, Court etc</p>	
11/01/2022	Sewer Flooding Valuation Research	Questionnaire	<p>*Slide 4 - Re: Screenout: Consider saying ‘Thank You’, and not ‘Thanks’, when screening out it sounds perhaps less harsh, and more friendly?</p> <p>*Slide 13 - Is it the case that the customers will know whether the incidences are, or are not, related to one another?</p> <p>*Slide 17 - Will customers understand what a release point is? Is there an opportunity to provide a simple definition of what sewer flooding actually is, and to distinguish it from the other types of flooding. Arguably sewer flooding is the worst type of flooding, as in sewage, and all that that can entail.</p> <p>*Slide 18 - Is there an opportunity to provide a simple definition of what sewer flooding actually is, and to distinguish it from the other types of flooding. Arguably sewer flooding is the worst type of flooding, as in sewage, and all that that can entail.</p> <p>*Slide 26 - See my earlier comment, re types of flooding, consider putting this information earlier in the survey.</p> <p>*Slide 30 - A question that sprung to mind here, is that if 50% of blockages are caused by customer abuse, what % of the remaining 50% could be allocated to UU, and do UU currently, or in the future intend to pay increased compensation to the customers involved re repeat sewer flooding? Consider providing some of this detail here.</p> <p>*Slide 31 - See my earlier comment above, re UU and its compensation to customers when it is at fault.</p> <p>*Slide 32 - A nice simple explanation of why the profiling is required for this research, would be helpful here.</p> <p>*Slide 40 - Out of interest do the customers taking part, get any feedback re the final results? This could help customers engagement re UU and the role they can play re improving the service they receive.</p>	
11/01/2022	Sewer Flooding Valuation Research	Repeat Sewer Flooding Valuation and Proposal	<p>*1. It will be interesting to see the difference in results re the customers who have, and those who have not experienced sewer flooding, and repeat sewer flooding. (It is good to see the question which allows customers to share their experience, in their own words).</p> <p>*2. I would welcome further information /discussion perhaps in the next CESG re UU plans / intentions re the possible penalizing of customers for repeat sewer flooding abuse.</p> <p>*3. Trade offs: how UU consider actual severity /impact, of sewer flooding and repeat sewer flooding, on e.g.schools, highways, care homes or hospitals, and the evidence, historical or otherwise.</p> <p>*4. Does the sample of customers include representation of the Diversity within the NW region?5. Finally I was wondering, in the UU Research Brief, is the line “UU removing and treating wastewater behind the scenes”, a return to the ‘silent service’ term previously used by UU?</p>	
04/07/2022	Smart Metering Research	Research Guides	<p>*1.I did not understand whether the smart meter would enable the customer to keep track themselves of their water consumption, (similar to the energy meters), i.e. without the need to use a computer or phone to see there water use. Or whether the meter was something, which only UU would be able to access, and then provide this information to the customer?</p> <p>*2. I was not clear what the term ‘ Bill through the water meter’ meant. How would this differ re those customers who already have meters?</p> <p>*3. I felt that the research leant towards the customer being reliant on UU taking responsibility for reducing the individual customers water consumption, via its monitoring of their water consumption; rather than encouraging the customer to become more engaged with their meter and their own water consumption, (i.e. more like the energy smart meters).</p>	
29/05/2022	WRMP Acceptability Testing	Research Guides	<p>*Summary slides - Installing smart metres this won't reduce leaks as suggested but detect them</p> <p>*Inflation - I think bearing in mind CPI and RPI are over 10% putting a 3% example is not giving current situation</p> <p>*Smart meters do we explain anywhere difference between water meters out in pavements and smart meters , who would install them, at what if any is the cost to householder and where they'd be placed in the home as this has been seen to be a customer concern in the past.</p>	
24/05/2022	WRMP Acceptability Testing	Proposal	<p>*Just one question what is the reference to using 12 year olds in the research considerations section? It is not an easy topic to do research on. Would look forward to seeing the detail in due course</p>	

13/08/2021	Sewer Overflow	Research Guides	<p>*Slide 6 - Did you know = link thousands of miles of sewer network to something more visual e.g. distance to the moon and back!! (Note: mention of toilets in slide 3 – would link to this slide well)</p> <p>*Slide 3 - Wastewater slide could be more explicit i.e. flushing toilet etc. Not sure whether many would understand diagram / pictures for wastewater.</p> <p>*Slide 4 - Consider making it clearer that rainwater needs to be cleaned before consumption. (I often here people ask why should we pay for water when it comes for free from the sky)</p> <p>*Slide 5 - Will customers understand the term 'catchment', & what a pump station does re the diagram; consider adding a little more detail re both.</p> <p>*Slide 8 - 'which means that', consider removing these works. They don't really add anything and could be read as nothing can be done to improve the situation. Also the 'extremely diluted sewage', could imply that there is not a problem re sewer overflows. (Which clearly is not the case as revealed later on in the presentation).</p> <p>*Slide 9 - Consider introducing the concept of surface water earlier on in the presentation, and distinguishing it from wastewater, e.g. slide 4, 5, or 6. Also 'this is likely to result in a greater no. of spills from CSO's in the NW'. Is this not actually the case, i.e. a norm in the NW? Could some actual data / comparison re UU's performance nationally be provided here?</p> <p>*Slide 10 - This slide appears to repeat the 2 earlier slides 8 & 9?</p> <p>*Slide 11 - May be worth adding to the list: (a) possible increase in insurance, or difficulty getting insurance; (b) impacts on health and wellbeing (rather than extremely distressing); and (c) difficulty selling ones house, or decrease in house value</p> <p>*Slide 14 - Great re educating on blockage prevention,</p> <p>*Slide 16 - Urbanisation, could it be written in a similar way to slide 14, so customers can see clearer that they may have a role to play.</p> <p>*Slide 18 - Climate Change and population growth...(Typo 'if')</p> <p>*Slide 20 - Links to my comment re slide 8 above. Consider including in slide 8 something about impact albeit 'extremely diluted sewage'. Re number of times the average storm overflows, consider adding something about the importance of the strength of the overflow, not just the no. of times it overflows a month.</p> <p>*Slide 21 - This links into my comment above: i.e. impact not just related to no. of times a sewer overflows.</p> <p>*Slide 23 - States 9-10% (if I've got the maths right), of rivers are believed to be impacted by sewer overflows. The paragraph 'when sewer overflows spill.....' could be read as making light of this fact</p> <p>*Slide 25 - Does the 40% of overflows having a screen, imply that 60% require a screen? A bit more information hear would be</p>	
05/03/2021	Asset Health	Research Guides	<p>*1. Was there a difference between the different age groups?</p> <p>*2. Was there a difference between the different income streams? (As it appeared that the customers with a lower income tended to budget and plan more?).</p> <p>*3. During the two research sessions Tayo attended (Groups 1 and 3), she is concerned that the customers appeared to differ on the final solutions re the scenarios proposed, but the debrief appeared to suggest they all agreed on the same option for each scenario?</p>	
05/03/2021	Asset Health	Research Guides	<p>Quant data:</p> <p>* How might the research impact on UU's thinking on the importance of environment and climate change to it's customers?</p> <p>* How might the research impact on UU's design of its assets, re end of life scenarios, and environmental and sustainable impacts?</p>	
30/07/2022	Bioresource Pathways	Research Brief	<p>*Initial reflection is that the research will benefit from a strong framing re. balancing the need for environmental action with managing bills and the cost of living.</p> <p>*The mention of 'trade-offs' seems to be very much in the right space and will be interesting to explore.</p> <p>*If we are asking customers about different things UU can do with Bioresources, what are the criteria by which they would prefer one option or another?</p>	*Criteria created through pros and cons, and points within survey question
01/08/2022	Bioresource Pathways	Research Brief	*Only question would be are you planning to do questions before and after the face to face workshop. i.e. 'aware' v's 'not aware' to see how much difference this makes to any willingness to pay.	*Initial questions on customer knowledge added to beginning of topic guide
19/08/2022	Bioresource Pathways	Stimulus	<p>*Making sure we are probing to ensure people are spotting that certain pathways have an impact on river water quality and others don't</p> <p>*Adding more context – ultimately changes in regulation mean we can't carry on the same as we have been doing as this impacts river water quality. Some of the pathways are new technologies, not tried and tested and more expensive, so why would customers choose them? Need context that these are more future focused options. It is possible to invest in immediate options that work for the short term but have an eye on these longer term options. Essentially investigating it alongside a more tried and tested solution. Do customers want us to do this? Need to ask in a non-leading way by adding context.</p> <p>*Pros and cons diagram wasn't easy to understand (changed already)</p>	<p>*Added considerations into topic guide, as well making sure river water pros/cons are clear in the pathways</p> <p>*Pros/cons table already amended</p>
24/08/2022	Bioresource Pathways	Stimulus	<p>*It is incredibly hard to try and explain Bioresources in a 3 hours workshop, in a way that enables participants to make informed decisions on complicated solutions going forward.</p> <p>*I did not find the material in particular engaging, as I felt in many cases it was more complicated than needed.</p> <p>*I felt the material was not very easy to understand.</p> <p>*I felt there was too much material in there for a 3 hour session. Consider reducing the number of activities, to enable more reflection and discussion.</p> <p>*Note my comment re CSO's in Topic Guide, (i.e. Water arguably is so topical at the moment so issues such as CSO's, and others hitting the headline where relevant consider including).</p> <p>*Also note wording re: - a. 'UU Prevent sewer flooding'..... - b. 'UU ensures sufficient wastewater treatment and drainage.....CSO issues..'</p> <p>*Pathways Script: issues, re microplastics could be the next 'big issue' to hit headlines, and/or heavy metals etc on land. How will this be considered in the decision making process?</p> <p>*Pros and Cons: Incineration, possible air pollution issues etc not considered, Need to ensure that the way incineration is presented could not be seen as biased.</p> <p>*It would be interesting to see if OFWAT / CCW has conducted or is planning to conduct any national research on Bioresources,, and if so how this compares with UU,s research.</p>	<p>*Provided figures to help customers understand the scale of sewage and sludge processed by UU (e.g. 160 Olympic sized swimming pools a year).</p> <p>*Amended wording on Slide 8 (thing we use/don't use in sludge) to add clarity.</p> <p>*Provided images of sludge stockpile on farms to add to customer understanding of storage issues.</p> <p>*Provided more context on the meaning and timescales of the regulation changes and are sending this out before the group and reiterating it during the session. We've cut down a lot of the in depth information and provided a more high level view which contains the actual impact on the Bio resources pathways.</p> <p>*Added more information on the difference between pellets and Biochar, as well as potential benefits.</p> <p>*Facilitating an exercise on the trade-offs between priorities (e.g. carbon vs river water quality) before introduction of pathways to understand customer preferences.</p> <p>*Changed 'Carbon footprint' to 'Carbon footprint and air pollution' to encompass emissions in the pros and cons and made this more clear for incineration</p> <p>*Added 'also known as Net Zero' to the explanation of Carbon Net Zero.</p> <p>*Added a discussion point around how the participants feel about micro plastics when talking about the unusable components of sludge.</p> <p>*Added a note for the moderator regarding CSOs and potential impact on Bio resources in case this comes up spontaneously in discussion.</p> <p>*Added further information on the separation of water and sludge, and the following thickening process.</p> <p>*The session ran out of time and we didn't have time to show the pros and cons ranking and the potential bill impacts. We have shortened the beginning to allow more time to address pathways and ask questions about the trade-offs.</p> <p>*Decided to pre-task some of the UU educational content to free up some time, including what UU does and how the sewage system works.</p> <p>*Removed slide/discussion on 'Definitions of emissions, pollutants, and by-products' as didn't add any value to the conversation.</p>
08/09/2022	Bioresource Pathways			
02/09/2022	Disengaged Customers	Research Materials	* I wondered if you'd considered adding in a control group of social housing tenants where the council or housing association landlord collects water rates alongside their rent? This would compare/contrast how similar groups of people behave and also show the de/merits of landlords collecting water rates?	*For this piece of research we are looking to target customers who we deal with directly and our propositions can have direct impact on. Any learning from this will be built into the campaign work we undertake with our social housing partners to promote the affordability schemes we have for customers.

05/09/2022	Disengaged Customers	Research Materials	<p>*Opening script sounds fine, I'm just wondering if an hour is too long and whether this will skew the results as the interviewees will just want to get it over with.</p> <p>*UU is asking for some very personal data, have you considered whether the interviewees will be willing to talk to strangers in such detail?</p> <p>*Have UU considered speaking to the services that support disengaged, rehabilitated and at risk as well?</p> <p>*Payment of £20? Is this cash or voucher? I think you need to be careful of cash incentives as it can be classed as income. In addition, there may be some moral considerations to make around risk.</p>	<p>*The interview is quite dynamic with lots of questions and conversation so this will keep the customer engaged. BritainThinks have advised that in their experience, 60 minutes is quite a standard in-depth interview length, and they find that most participants engage really well and have a lot to say in an hour. The struggle is more finishing on time than the opposite!</p> <p>*Throughout the process, the agency have been reiterating that everything the customer says is in confidence and that they are independent of UU. BritainThinks have advised that for the personal data, they'll reassure them but people are usually very happy to talk about their personal lives with them, thanks in part to the reassurances they give and sensitive moderation style. We also find the types of people who don't feel comfortable talking about their lives in detail don't usually sign up.</p> <p>* We did consider involving them in the research but felt that we already are in constant touch with those organisations and get feedback on our approach all the time. We also have the affordability and vulnerability panel where we have regular discussions with a range of organisations on our approach etc. The focus needed to be on direct customer feedback.</p> <p>* In terms of the incentive, we know that there can be concern about payment impacting on benefits, which BritainThinks make clear to participants when we recruit them. We will offer a voucher option if participants are concerned about this. BritainThinks do a lot of research with low-income and vulnerable groups and find that paying cash is fine (if they don't want to be paid via voucher) – re the moral considerations. To clarify, we are paying £50 for the main interview, and then £20 for the post-task/follow up interview.</p>
06/09/2022	Disengaged Customers	Research Materials	<p>*An interesting piece of work. I've been through the papers carefully and generally think it's good and thorough, but worry about keeping people interested for this length of survey, albeit they are one to one with the interviewer.</p> <p>*I wonder if people understand open banking...do you think it needs more description including that it doesn't give UU access to their account anything that is done is with their consent</p> <p>*Another question is on Priority Services and I am not sure of the link here. The scheme is to help vulnerable and elderly people and is the research suggesting that if they are on the register they can get extra help and advice.....I'm not sure. I wouldn't like the scheme being thought of as something to do with debt, as it could put people off registering. Can you explain to me and in the survey what this means please, what are hippy suggesting?</p> <p>*Presumably we are paying people to take part in this survey, rather than crediting their water account with the payment? Could it be a credit to their account or would that affect take up?</p> <p>*How much is the incentive payment please?</p> <p>*I particularly like the idea of reducing number of help schemes for people who can't pay. I would be very interested in what may be being proposed here because I am sure everyone would want more simplified systems that cover various eligibilities.</p> <p>*A thorough piece of work which YV will clearly want to watch carefully and review the outcomes.</p>	<p>*As above, the interview is quite dynamic with lots of questions and conversation so this will keep the customer engaged. BritainThinks have advised that in their experience, 60 minutes is quite a standard in-depth interview length, and we find that most participants engage really well and have a lot to say in an hour. The struggle is more finishing on time than the opposite!</p> <p>* This has been noted and we will add further explanation on open banking.</p> <p>* This has been noted and we will further explanation on how the priority service link will work.</p> <p>* We have taken advice from BritainThinks to not credit people's accounts for a variety of reasons including take up and data protection as United Utilities will not know who has taken part. In addition to this, in the official regulations for administering incentives from the Market Research Society, there are rules about not offering client goods or services as incentives and that the research supplier (or sub-contractors) should administer the delivery of incentives to participants (as opposed to the client).</p> <p>*£50 for the main interview, and then £20 for the post-task/follow up interview.</p>
09/09/2022	Disengaged Customers	Research Materials	<p>*I thought following the last UU research project on this topic, it was agreed that some thought would be given to changing the terminology re 'Disengaged' customers? Is this still the case? Other terms to consider changing would be: 'rehabilitated', and 'engaged'</p> <p>* Consider making the stimuli, more stimulating. Using images etc, to really capture the customers imagination and attention, and helping to keep them more engaged. For example you could comment on the numbers of UU customers you have already helped to pay their bills.</p>	<p>*The customers themselves would not be exposed to these terms. For internal use, this has been taken up with the billing team.</p> <p>*Wording reduced and images added</p>
09/09/2022	Disengaged Customers	Discussion Guide	<p>* No mention of customers currently in difficulty with their bills</p> <p>* Is there a nicer way to say this [I have a lot of questions to get through], where concern is for customer rather than researcher finishing on time? Or reduce the no. of questions.</p> <p>* Recordings will not be seen by any UU staff?</p> <p>*Section 1: Consider referring back to purpose of experiment i.e. helping UU customers.</p> <p>*Section 1 Q2: Consider combining these 2 questions to a combined list, as am not sure there is a separate li division re "personal level"? Also it cuts down on the no. of questions.</p> <p>* Section 2 Q3: Is there an 'and why this method?' missing here?</p> <p>*Section 3: Would a question here about 'what bills do you tend to pay first and why?' Be helpful</p> <p>*Section 4: Would it be helpful in this section to have a question re 'How helpful, they found UU's response when they did reach out?'</p> <p>*Section 5: Consider adding engagement to help their customers?</p> <p>*Wrap up: Consider making this aim: i.e. 'engagement to better meet the needs of our customers' More prominent throughout this research.</p>	<p>*Added</p> <p>*We usually position this as concern for the participants' time, so I will amend the writing to reflect this</p> <p>*No they will not for these initial interviews, but UU staff will be able to see footage from the follow-up interviews if the participant has consented.</p> <p>*Added</p> <p>*We have combined as agree there will be crossover between the questions, and this cuts down on questions.</p> <p>*For some questions we find it works better to have them talk us through what they use it for, to get at the 'why'</p> <p>*This will be explored as part of the conversation about prioritisation / comparison to other bills in this section, but we've added in an explicit question to ensure it's covered.</p> <p>*Added</p> <p>*We feel this wording makes sense for a direct question like this - it's easier to say what would be helpful for yourself than for a typical customer</p>
09/09/2022	Disengaged Customers	Stimulus	<p>* Payment plan rounding: What does a small impact on the amount paid mean, can you give an example of the amount?</p>	<p>*Added</p>
15/08/2022	Smart Metering Research			
21/09/2022	Smart Metering Research (Quantitative)	Research Materials	<p>1 Intro 4 should you explain what a digital water meter is alongside the picture of meter when UU provide stimulus that's mentioned here.</p> <p>2 Q17 what additional benefits are digital water meters providing v ordinary meters. Seems to indicate ordinary meters don't provide fair and accurate billing etc as listed in 1 - 5. Can the plus points be better explained.</p>	<p>**Added description alongside the picture as part of the stimulus.</p> <p>* Q17 - all the points have been updated to reflect this, no longer states fair and accurate billing the responses are much more descriptive. "</p>

22/09/2022	Smart Metering Research (Quantitative)	Research Materials	<ul style="list-style-type: none"> * Has someone timed the 15 minute taken to complete the questionnaire? * Invite email - Consider adding why UU include e Bill Payers here * I do have a question perhaps not for this research, re enabling HH customers to see their own water consumption on an easily accessible device well designed for inside the house, a bit like the energy smart meters. This would put more onus on the customer to be actively engaged in their water use, rather than relying on UU using some form of communication to inform them of their water use. * HH/FBP - Q5 - What is the relevance of this question? Is the installation not free? * HH/FBP - Q8 intro - Consider adding something about the results of this scheme currently for UU customers. * HH/FBP & for NHH - Q14 - Is there a difference in the term 'smart water meter', and 'digital water meter'? (Refer back to your earlier definition given for smart equipment (Q11)). These 2 terms seemed to be applied to water meters and could cause confusion? My understanding of a smart meter is as per the Wikipedia definition i.e. an electronic device that records information such as electric energy. The smart meters communicate this information to the consumer for greater clarity of consumption behaviour, and suppliers for system monitoring and customer billing. * Am I correct that the original concept was that the customer would be directly able to see their consumption, using a display /monitor in their home. Is this now no longer the case? * Is there any research re use of such home consumption monitors by customers versus, information provided by the supplier digitally by, email or letter etc to its customers? * HH/FBP - Q20 - UU fix the leak? * NHH - screener survey S3 - Consider not using acronyms * NHH Q10 - Is this a UU fix Service? * NHH Q14 - Is this a question for NHH when it is referring to 'digital meters in homes'? 	<ul style="list-style-type: none"> * We have timed and tested within the team and the research agency will ensure it is within the 15 minute time within the scripting and testing. * We did include an explanation but it felt like it distracted from the emphasis of the survey, decided to keep the invite email simple and engaging to encourage responses. * We have included questions in relation to this, Q19 asks would they be interested in; Your households' water consumption data via an interactive app or smart device. * Q5 - removed the option and added a statement into the question stating installation is free. * Q8 - has been removed, the options for this have been incorporated into different questions, incentivising is in Q15 and tariffs is in Q17. * The term digital meter has been removed from both versions of the survey and we now only refer to them as smart water meters, throughout the survey and within the stimulus. This is was the preferred option in the qualitative piece and also avoids confusion. * We are testing this specifically within Q19 but we also ask about water consumption data being easily available in a number of questions. * We haven't found any research which compares devices vs letter. We have just included questions on this within the State of the Nation survey. A key finding from that most have used the in-home display to check how much it costs use specific appliances. However, the stress of knowing how much energy is being used prevents more frequent use. * Amended the wording on question and in the response. How would you want United Utilities to support you on potential small leaks in your home? Please select all that apply. E.g. leaky loos, find and fix the leak for a small fee * NHH - screener survey S3 - Full titles have been added in. * NHH Q10 - Reworded this question – added in the Frequent business water checks, included a note on charge. * NHH Q14 - This has been updated to reflect businesses, now states the replace 200k end of life non-domestic meters.
30/09/2022	DWMP Acceptability Testing	Research Materials	<ul style="list-style-type: none"> * It looks like the £2.54 is the middle option on each slider is that how it is? * UU water supplier for NW but then narrative mentions waste water should the water supplier reference include that UU deal with waste water also * Why are journalists, people in advertising PR etc excluded * Why do we want to know how many hours they've been online * Changing climate. A growing population will also increase water demand 	<ul style="list-style-type: none"> * Yes correct * Amended * For this survey, we will allow those working in journalism, advertising and PR, but we will continue to exclude Market research and water industry. It's standard practice to exclude some/all of these groups depending on the nature of the research. This is because we do not want to reveal any sensitive information relevant to the study to groups which might have a commercial incentive to exploit this, and because these groups are more familiar with surveys/the subject matter which might bias their responses or cause them to game the survey. * This is in order to gauge whether the participant is digitally excluded as these questions will be asked in person in door to door recruitment. * Added
05/10/2022	DWMP Acceptability Testing	Research Materials	<ul style="list-style-type: none"> * My general comment is that the research appears to dampen down some of the 'ambitions' in UU's original brief such as: <ul style="list-style-type: none"> - 'finding sustainable cost effective solutions' - 'supporting local communities through partnerships and employee contributions' - 'developing infrastructure in response to climate, population and lifestyle changes' Is this intentional, because it would appear to be bias? * I find the slides generally difficult to understand. The first paragraph is key for the customer to understand each of the 6 options, and arguably is where the focus should be. The following 2 paragraphs are generic to each of the 6 slides, consider locating under each specific diagram * Consider making the first paragraph clearer, relating it to household wastewater and surface water * Is it worth mentioning the average age of the sewer system, or would this be adding bias? 	<ul style="list-style-type: none"> * At the beginning of the discussion guide, we have given customers a brief overview of challenges we face, but as we are looking for unbiased view, we want to avoid providing too much leading information. In addition to this, we have constraints on what we can show customers due to the volume of content. The aim was to keep the sliders as light as possible to maintain engagement. There is existing research on these areas in the DWMP/WRMP Immersive research, which signals that customers support the ambitions of the plan. In this second stage of the research, we are looking to evaluate the customers' preferred level of investment. * We have requested to enlarge the first description, and the impacts descriptions will be hidden behind a pop up – customers will just have to click on them for a reminder. This will make the sliders a lot easier to understand with a lot less text present. These sliders are also currently undergoing cognitive testing, which will highlight any visual or understanding issues before going out into fieldwork. * Amended. * We have decided not to add information regarding the age of the pipes (in particular 'Victorian era') to avoid any potential bias with customers overly concerned that the pipes are too old and will need replacing over fixing. We refer to maintaining assets in the 'structural failures' section at the beginning of the guide which will highlight to customers that UU continue to maintain the pipes to 'deal with these challenges'.
05/10/2022	DWMP Acceptability Testing	Questionnaire	<ul style="list-style-type: none"> * Will customer associate 'water supplier' with 'managing wastewater'? * Are prospective customers told they need to go through screener questions to see if they fit the specific criteria for the research etc? * What are the reasons for the screen out routings in S01 and S01a? * Does this question not exclude the Future Bill Payers? * Is the proportion of metered to non metered participants, the same as in the proposal, i.e. (37% metered, 63% unmetered?) If yes could you explain why this is split. * Could there be a question re creation of new habitats here, linked to UU's key 'environment' area. This could be helpful re considering the design of future solutions. * What about sewer flooding outside property boundary? * Is there an assumption here that someone who encourages friends/colleagues to be more environmentally conscious, are indeed environmentally conscious themselves? * Consider stating that climate change is already causing drier summers etc, and the prediction is for this to continue. (The nation already spends billions on designing new flood alleviation systems to cope with forecasted increased flooding, and has done so arguably for decades now). * Is it can cause, or does cause? * Consider putting the six different ways here. 	<ul style="list-style-type: none"> * Amended * Added in Info1 * It's standard practice to exclude some/all of these groups depending on the nature of the research. This is because we do not want to reveal any sensitive information relevant to the study to groups which might have a commercial incentive to exploit this, and because these groups are more familiar with surveys/the subject matter which might bias their responses or cause them to game the survey. 1a) This is in order to gauge whether the participant is digitally excluded as these questions will be asked in person in door to door recruitment * The FBP will have a different script and we're targeting them via a separate panel * We have had recently updated figures from the WRMP research - we will be aiming for a sample of 47% metered as representative of NW region * Added * Added * Yes it assumes that they are more actively than passively environmentally conscious * Added * Amended * I'm not sure this will help as they won't mean much without the definitions. I'd suggest they wait until they've seen the slides.
13/10/2022	Bioresource Pathways			