

Willingness To Pay – outcomes

Recruitment screeners, discussion guides and stimulus for the following qualitative research elements.

- Household customer workshops
- Non household customer workshop
- Vulnerable customer depths

The quantitative surveys are appended to the main report.

Business plan
2025-2030



Wessex Water
YTL GROUP

FOR YOU. FOR LIFE.

Wessex Water – General Household Customers Recruitment Criteria

General Criteria for **all** groups:

- Recruit **7 per workshop session**
- In total 3 x 3 hour workshop group discussions conducted via Zoom
- All to be Wessex Water customers (area map <https://www.wessexwater.co.uk/corporate/the-company/about-us>)
- Mix of male / female
- Mix of those who are metered and unmetered in each session
- All to have internet access, a computer, laptop or tablet with camera
- All comfortable to undertake group discussions with 5-7 other people via an online video call

Specific criteria for each focus groups

Group One – Pre-family lifestage

Moderator: Nick How

Date: Wednesday 19th January 2022

Time: 6.30pm – 9:30pm

Criteria:

- Age 18-30 years old
- Most to be responsible for paying the water bill
- One or two to be future bill payers i.e. all living at home with parent(s) and not responsible for paying utility bills
- All to ABC1 social grade
- All to live in a city (e.g. Bath, Salisbury or Bristol)

Group Two – Family lifestage

Moderator: Richard Bryan

Date: Thursday 20th January 2022

Time: 6:30pm – 9:30pm

- Family lifestage i.e. all to have children under 16 living at home
- Mix of those with pre-school, Primary aged and Secondary aged children living at home
- All responsible for paying their household water bill
- All to be C2DE social grade
- All to live in towns (e.g. Yeovil, Taunton, Devizes, Weymouth, Poole, Swanage, Bridport)
- At least one to live in a coastal location

Group Three – Post-family lifestage

Moderator: Georgina Culliford

Date: Thursday 20th January 2022

Time: 6:30pm – 9:30pm

- Age 55-75 years old
- Post family lifestage i.e. none to have children under 16 living at home
- All responsible for paying their household water bill
- All to be C2DE social grade
- All to live in rural areas (e.g. Wiltshire, Somerset, Dorset)
- At least two to live in a coastal location

Stake02-9015 – General Household Customers

Workshop Recruitment Questionnaire

Good morning/afternoon/evening I am working on behalf of Qa Research and we are recruiting for a discussion group. We are looking for people to take part in research on behalf of Wessex Water.

The research is exploring people's understanding of what the water company does, how they can more clearly explain and communicate different aspects of what they do to the general public and what aspects are considered to be the most important.

Could you spare a few minutes to answer a few questions?

1. **First of all, do you work in any of the following: market research, marketing, public relations, journalism or for an water company?**

Yes No *if yes, thank & close*

2. **Can I just check do you live within the Wessex Water area? (use map if needed)**

NB: ok if they live within Bristol or Bournemouth area and only get their wastewater services from Wessex Water – and their drinking water from Bristol or Bournemouth Water

Yes No *if no, thank & close*

3. **Are you responsible for paying the water bill in your household?**

Yes
No, I still live at home and a parent pays the water bill *see group 1 – future bill payers*
No *if no, thank & close*

4. **Which best describes you?**

I am aged 18-30 years and have no children
I am a parent with children under 16 living at home
I am aged 55-75 years old and have no children under 16 living with me at home

Future bill payers = still living at home and aged 18-30
Pre-family = aged 18-30 years old and have no children at home
Family lifestage = have at least one child aged under 16 living at home
Post family/ empty nestor = aged 55-75 years old and have no children under 16 at home

See criteria for each group

4a. **Only ask family lifestage** **Which age category or categories best describes you child / children?**

Pre-school (aged 0-5 years old)
Primary school age
Secondary school age

Can code in multiple age groups – recruit a mix of those with pre-school, Primary & Secondary age children

5. **Could you tell me the occupation of the chief wage earner in your household? (if retired what was your / their occupation before retirement)**

.....
.....

(CODE) A B C1 C2 D E

See criteria for each group - either ABC1 or C2DE

6 **How would you describe where you live?**

City

Town

Rural (e.g. small village, hamlet, countryside or coastal)

Group 1 to all live in a City

Group 2 to all live in a Town

Group 3 to all live in a rural area (countryside or coastal locations)

7. **Do you live on or near the coast?**

Yes *At least 1 in group 2 and 2 in group 3 to live in a coastal location*

No

8. **Is your property on a water meter?**

Yes, metered *(Recruit a min of 2 per group)*

No, unmetered *(Recruit a min of 2 per group)*

Don't know

9. **Gender:**

Male Female *recruit a mix*

Technical questions

10. **Do you have a personal computer or laptop or tablet with a working webcam and high-speed internet access that you can use to participate in the online discussion group via Zoom?**

Yes

No *if no, thank & close*

Recruiter NB – we will be showing visual stimulus and sharing information so a mobile phone screen will be too small

11. **Do you have access to a good broadband connection at home?**

Yes

Sometimes *if sometimes, thank & close*

No *if no, thank & close*

12. **How confident are you in participating in a group discussions with 5-6 other people via an online video call on Zoom?**

- Very nervous / unconfident *if unconfident thank & close*
Quite nervous / unconfident *if unconfident thank & close*
I can manage / relatively confident
Quite comfortable / confident
Very comfortable / confident

We will be holding an online workshop discussion group lasting up to 3 hours with **5-7** people on the ????
_____ [day and time], to which you are invited to attend. As a thank you, you will be given **£80** for taking part.

The purpose of the discussion is to discuss and help Wessex Water understand customers priorities and how best to clearly communicate information to customers.

13. **Would you like to attend?** Yes No *If 'No' Thank and Close*

Thank you for agreeing to participate. So that I can send you an invitation and details I will need to collect some personal details.

14. **Qa will contact you by telephone prior to the group to check that you are still happy to attend and to validate the recruitment in accordance with our quality control procedures; can you confirm you are happy for us to do this?**

Yes No

If no, explain to confirm attendance a contact telephone number is needed, if refused, thank and close.

15. **Personal details**

Title: _____ First name: _____ Surname: _____

Address: _____ Postcode: _____

Home telephone number: _____ Work telephone number: _____

Email: _____

Convenient time to call: _____

Household Customers Qual Workshop discussion guide

NOTE

This script provides a guide for the research and wherever possible the moderator will seek to keep questions in order. However, feedback from the audience may require him to adjust the nature of the questions and the sequence of questioning.

Section 1 Introduction 5 mins

- Who I am and Qa
- Explain nature of research:
 - Confidential
 - No right or wrong answers
 - Recording the session – any objections?
 - Workshop format – we want you to help us develop and improve the information which will ultimately be used in a survey to ensure customers like yourselves understand what they are being asked to make a choice about
 - Last up to 3 hours – but we will have a comfort break in the middle
 - How Zoom will work during the session
- Each participant to introduce themselves:
 - Who's at home with you
 - Length of time lived in Wessex Water region
 - Type of property live in (e.g. flat, semi, detached)
 - Is your property metered or unmetered
 - How perceive your level of water usage – high, average or low

Section 2 Background & warm-up – relationship with Wessex Water 10 mins

MODERATOR TO EXPLAIN THAT WESSEX WATER PROVIDE DRINKING WATER & SEWERAGE / WASTEWATER SERVICES TO HOUSEHOLDS ACROSS THE REGION BUT IN BRISTOL & BOURNEMOUTH THE DRINKING WATER PART IS PROVIDED BY BRISTOL OR BOURNEMOUTH WATER AND WESSEX WATER PROVIDE THE WASTE WATER SERVICES – ELSEWHERE WESSEX WATER ARE RESPONSIBLE FOR BOTH PARTS.

IF NEEDED – BRISTOL WATER & WESSEX WATER SEND OUT A JOINT BILL TO CUSTOMERS.

What are the first words which spring to mind when you see or hear the words Wessex Water?

- Explore what and why

Overall, how satisfied are you with the services you receive from Wessex Water?

- Explore reasons for answer

Has anyone had any reason to contact Wessex Water over the last few years?

- Explore what and why



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SKILL02-9015 Understanding WW PR24 attributes

- Satisfaction with the outcome

How often do you pay your water bill (e.g. weekly, monthly, 6 monthly, in one go etc)?

- Explore why

Do you know how much your current water bill is?

- Why / why not

MODERATOR TO EXPLAIN IF BILL IS UNKNOWN THAT THE AVERAGE DOMESTIC HOUSEHOLD BILL FOR WATER AND SEWERAGE IF UNMETERED IS £426 WHICH IS £35.50 PER MONTH.

Would you describe your water bill as value for money?

- Explore why / why not
- Explore what making comparisons with

Section 3 Developing the survey attributes 110 mins

MODERATOR TO EXPLAIN PURPOSE OF THE RESEARCH & WHAT LOOKING TO ACHIEVE FROM THE SESSION ...

Every 5 years all water companies have to submit a business plan to Ofwat (the government regulator who oversees the water industry) which will set out performance targets for Wessex Water for various service areas and what it will cost customers.

Wessex Water will be sending out a survey to ask a large and representative sample of customers what aspects they want the water company to do the same, more or less of.

The research today will help ensure that the description of different areas Wessex Water could invest in are clear and understandable to the general public.

We will therefore be showing you descriptions of different aspects of what Wessex Water does and getting you to review and amend these if needed to ensure they are clear and make sense to someone reading them in a survey and being asked what they want the water company to do.

For each aspect we will show you two descriptions an A and a B – each one is trying to communicate the same thing but in a different way.

The aim is to explore and understand how much the descriptions make sense, and whether A or B is better than the other and then gain your view on how the description could be improved.

When you look at each, as I said earlier, think about if you were doing a survey and you saw that description, what would you think?

There are 10 different areas we will look at – taking each in turn to explore if the words make sense and how to best explain each area clearly to customers.



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SKILL02-9015 Understanding WW PR24 attributes

The ultimately goal is to make each description as customer friendly and clearly understandable as possible.

- Does anybody have any questions about what I've said?
- Anything not make sense?

USING **SHOWCARDS ON SCREEN** GO THROUGH EACH OF THE 10 ATTRIBUTES IN TURN USING SCREEN SHARE AND ASK FOR EACH ONE:

Review the title, the descriptions and the numeric expressions used:

- Anything that is confusing?
- Does it make sense? Why or why not?
- What is this trying to tell you?
- Any words or phrases that you think the general public may struggle to understand?
- Pick some specific key words and ask participants to explain what they understand by them
- Is there a better way to explain it?
- Any changes to make the description clearer to understand for customers?
- To what extent do the numbers / units of measurement used help or hinder your understanding?
- To what extent do the visuals (if shown) help or hinder?

From what you have read how likely are you to be willing to pay more to achieve the changes suggested?

- Explore why or why not
- *moderator to note if the answers show an understanding of the attribute or not*

MODERATOR TO THEN SHOW VERSION A & B SIDE BY SIDE

Preference for A or B?

- Exploring why
- Does either A or B make more sense than the other or does it need a complete re-write?
- Which one A or B sounds more likely to happen?
- Does A or B make you feel more worried or concerned than the other?

Improve the description:

- How could the description be improved to make it easier to understand?
- What to remove
- What to change
- What needs to be added

MODERATOR TO GO THROUGH EACH ATTRIBUTE IN TURN – HAVE A COMFORT BREAK AFTER DOING 4-5 OF THEM.



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Section 4 How to communicate risk numerically

10 mins

MODERATOR TO SHOW DIFFERENT NUMERIC EXAMPLES AND EXPLORE WHICH ARE MOST AND LEAST UNDERSTANDABLE

Which of these suggests a higher chance of the event happening?

- Percentages - The chances of a customer experiencing this issue in any one year is 2.5%
- Fractions – $1/40^{\text{th}}$ of all customers experience this issue in any one year
- Ratios – 10 in every 400 customers experience this issue in any one year
- Numbers – 70,000 in 2.8 million customers will experience this issue every year
- Ratio – The risks of experiencing this issue in any one year is 25 out of 1000 customers

Which do you feel is the easiest one to understand?

Which do you feel is the most difficult one for people to understand?

Section 5 Using images to communicate the attributes

10 mins

MODERATOR TO SHOW A FEW EXAMPLES OF THE ATTRIBUTE SHOWCARDS ALREADY SEEN BUT WITH IMAGES USED ALONGSIDE.

What difference does the inclusion of an image make?

- Help understanding
- Causes confusion

How well does each possible image relate to the issue?

- Explore why or why not
- Any changes needed

What works better photographs or graphic?

In the final questionnaire which will mainly be completed online should images be used?

- Explore if on none, on all or just on some of the descriptions?

Section 6 Customer priorities

25 mins



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USE A **SHOWCARD** WITH ALL 10 INVESTMENT AREAS ON – exploring why

Having looked at and discussed all 10 Investment Areas we are interested to know which ones you feel are the most down to the least important ones for Wessex Water to focus on.

- For each Investment Area do you consider this to be;
 - very important – a key priority
 - quite important
 - less of a priority but still important
 - irrelevant – should not be a focus
- What makes the very important aspects differ from those considered less important?
- If anything deemed as irrelevant – explore why
- If anything deemed as less of a priority – explore why
- Any aspects missing which you feel should be added to this list of what Wessex Water should focus on?

ASK THE NEXT QUESTIONS IN TURN, GIVE PARTICIPANTS TIME TO THINK AND THEN GO ROUND AND ASK EACH INDIVIDUALLY. USE POLLING TOOL IF POSSIBLE

If you had to choose YOUR TOP 3 aspects – which would you consider to be the most important three Investment Areas to focus on?

- Explore why these

DO THE SAME FOR THIS QUESTION.

If you had to choose ONE aspect – what would you consider to be the most important Investment Area to focus on?

- Explore why this one

How easy or difficult was it to make your choices?

Section 5 Summary

10 mins

From the different aspects shown, any surprises over what Wessex Water does?

What would be your key advice for Wessex Water to ensure any descriptions they use in a survey are clearly understandable to the general public?

If using numbers to explain the risk of something happening or the changes any investment or lack of would have use percentages, fractions, ratios, the actual number or some other way?



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SKILL02-9015 Understanding WW PR24 attributes

Would using visuals and images alongside the written descriptions be a help or hinderance in making the survey more understandable?

Any other feedback / comments or advice?

Thank and close



Version A - 1

Providing a reliable water supply

The issue: Every year some customers will experience a supply interruption.

Current situation: The average length of time lost per customer is 6 minutes and 10 seconds for interruptions that last over three hours.

What could change: More investment for example in using technology to identify water bursts, repairing bursts more quickly and undertaking more ongoing maintenance work would reduce the average duration per customer of any interruption to the water supply.

Version B - 1

Reducing the chance of a lengthy water supply interruption

The issue: Every year a certain number of households in the Wessex Water region experience their water supply being cut-off for more than 3 hours due to planned or unplanned maintenance work such as repairing burst pipes.

Current situation: The chances of your water supply being cut-off for more than 3 hours at a time in any one year is 1.578% or 1 in 65 properties.

What could change: More investment would reduce the chances of any lengthy interruptions happening.

Version A - 1

Providing a reliable water supply

The issue: Every year some customers will experience a supply interruption.

Current situation: The average length of time lost per customer is 6 minutes and 10 seconds for interruptions that last over three hours.

What could change: More investment for example in using technology to identify water bursts, repairing bursts more quickly and undertaking more ongoing maintenance work would reduce the average duration per customer of any interruption to the water supply.

Version B - 1

Reducing the chance of a lengthy water supply interruption

The issue: Every year a certain number of households in the Wessex Water region experience their water supply being cut-off for more than 3 hours due to planned or unplanned maintenance work such as repairing burst pipes.

Current situation: The chances of your water supply being cut-off for more than 3 hours at a time in any one year is 1.578% or 1 in 65 properties.

What could change: More investment would reduce the chances of any lengthy interruptions happening.

Version A - 2

Improving water quality

The issue: Occasionally the quality of water does not achieve the standards set.

Current situation: Wessex Water has a comprehensive water quality monitoring programme including at treatment works, reservoirs, and customer taps to make sure it is wholesome, safe, and compliant with the standards set down by the Water Supply (water quality) Regulations.

The score is calculated based on the significance, cause, and the number of customers affected. Over the course of the year these individual incident scores are then added together to give a total score for the year. The average annual score for Wessex Water was 1.12 (compared to an industry average of 2.41, best of 0.1, and a worst of 7.11 in 2020).

What could change: Investing more will increase resilience in this area, reducing the risk of future failures.

Version B - 2

Water quality

The issue: To ensure the water we supply every day meets the quality standards set by the Water Supply Regulations.

Current situation: Wessex Water regularly tests the water quality. Out of the circa 29,000 tests carried out per year, around 25 tests fail, with over 50% of the failures due to domestic plumbing and service pipe issues rather than Wessex Water.

What could change: Investing more will mean reducing the likelihood of future failures.

Version A - 2

Improving water quality

The issue: Occasionally the quality of water does not achieve the standards set.

Current situation: Wessex Water has a comprehensive water quality monitoring programme including at treatment works, reservoirs, and customer taps to make sure it is wholesome, safe, and compliant with the standards set down by the Water Supply (water quality) Regulations.

The score is calculated based on the significance, cause, and the number of customers affected. Over the course of the year these individual incident scores are then added together to give a total score for the year. The average annual score for Wessex Water was 1.12 (compared to an industry average of 2.41, best of 0.1, and a worst of 7.11 in 2020).

What could change: Investing more will increase resilience in this area, reducing the risk of future failures.

Version B - 2

Water quality

The issue: To ensure the water we supply every day meets the quality standards set by the Water Supply Regulations.

Current situation: Wessex Water regularly tests the water quality. Out of the circa 29,000 tests carried out per year, around 25 tests fail, with over 50% of the failures due to domestic plumbing and service pipe issues rather than Wessex Water.

What could change: Investing more will mean reducing the likelihood of future failures.

Version A - 3

An effective sewerage system

The issue: Some customers experience internal and/or external sewage flooding, which can be distressing for them and harmful to the environment.

Current situation: Around 170 residential and non-residential properties each year experience an internal flooding incident – defined as the escape of water from the sewerage system which enters a building or passes below a suspended floor, ranging from a high level in a toilet to raw sewage in a living room. Just over 2,000 properties experienced external flooding, defined as flooding within the grounds of a property.

What could change: Investing more in extra sewerage capacity, using technology to identify and respond to issues more quickly and working with customers to reduce sewer blockages will reduce the impact of sewage flooding.

Version B - 3

Internal & External Sewer flooding

The issue: Every year some customers experience sewage flooding on or in their property.

Current situation: Around 0.013% (1 in 7,700) of properties each year experience an internal flooding incident – defined as the escape of water from the sewerage system which enters a building, and 0.16 (1 in 625) of properties experience external flooding – sewage outside the home but within the boundary of their property such as the garden.

What could change: Investing more in infrastructure, technology and education will help reduce the impact of internal or external sewage flooding.

Version A - 3

An effective sewerage system

The issue: Some customers experience internal and/or external sewage flooding, which can be distressing for them and harmful to the environment.

Current situation: Around 170 residential and non-residential properties each year experience an internal flooding incident – defined as the escape of water from the sewerage system which enters a building or passes below a suspended floor, ranging from a high level in a toilet to raw sewage in a living room. Just over 2,000 properties experienced external flooding, defined as flooding within the grounds of a property.

What could change: Investing more in extra sewerage capacity, using technology to identify and respond to issues more quickly and working with customers to reduce sewer blockages will reduce the impact of sewage flooding.

Version B - 3

Internal & External Sewer flooding

The issue: Every year some customers experience sewage flooding on or in their property.

Current situation: Around 0.013% (1 in 7,700) of properties each year experience an internal flooding incident – defined as the escape of water from the sewerage system which enters a building, and 0.16 (1 in 625) of properties experience external flooding – sewage outside the home but within the boundary of their property such as the garden.

What could change: Investing more in infrastructure, technology and education will help reduce the impact of internal or external sewage flooding.

Version A - 4

Affordable bills

The issue: For some customers the cost of their water bill accounts for more than 5% of their disposable income, after housing costs, which can mean it is a struggle to afford the bill.

Current situation: It is estimated that around 80,000 customers currently spend more than 5% of their disposable income on their water bill.

What could change: More investment would mean Wessex Water could provide water saving advice and financial support to customers who are spending more than 5% of their income, after housing costs, on their water bill. This will be subsidised by other customers each paying a little more.

Version B – 4

Helping financially vulnerable customers

The issue: Due to financial hardship some customers struggle to pay their water bill.

Current situation: Around 6.5% of customers currently struggle to pay their water bill.

What could change: Investing more would mean more customers experiencing financial hardship and challenges in paying their water bill could be helped through water saving advice and financial support.

Version A - 4

Affordable bills

The issue: For some customers the cost of their water bill accounts for more than 5% of their disposable income, after housing costs, which can mean it is a struggle to afford the bill.

Current situation: It is estimated that around 80,000 customers currently spend more than 5% of their disposable income on their water bill.

What could change: More investment would mean Wessex Water could provide water saving advice and financial support to customers who are spending more than 5% of their income, after housing costs, on their water bill. This will be subsidised by other customers each paying a little more.

Version B - 4

Helping financially vulnerable customers

The issue: Due to financial hardship some customers struggle to pay their water bill.

Current situation: Around 6.5% of customers currently struggle to pay their water bill.

What could change: Investing more would mean more customers experiencing financial hardship and challenges in paying their water bill could be helped through water saving advice and financial support.

Version A - 5

Great Customer Experience

The issue: To ensure customer satisfaction with the service provided by Wessex Water is high.

Current situation: Wessex Water is currently rated the top water & sewerage company in England and Wales.

What could change: Greater investment in staff training, new technology and community engagement will help further increase levels of customer experience and ensure all customers, whatever the situation, can access and use our services when they need them.

Version B - 5

Increasing customer satisfaction

The issue: To provide excellent levels of customer service.

Current situation: Wessex Water is currently rated the top out of 11 water & sewerage companies in England and Wales in terms of customer satisfaction.

What could change: Investing more will help Wessex Water provide even higher levels of customer service.

Version A - 5

Great Customer Experience

The issue: To ensure customer satisfaction with the service provided by Wessex Water is high.

Current situation: Wessex Water is currently rated the top water & sewerage company in England and Wales.

What could change: Greater investment in staff training, new technology and community engagement will help further increase levels of customer experience and ensure all customers, whatever the situation, can access and use our services when they need them.

Version B - 5

Increasing customer satisfaction

The issue: To provide excellent levels of customer service.

Current situation: Wessex Water is currently rated the top out of 11 water & sewerage companies in England and Wales in terms of customer satisfaction.

What could change: Investing more will help Wessex Water provide even higher levels of customer service.

Version A - 6

Sustainable abstraction

The issue: To achieve a balance between abstracting water from rivers and streams to provide for customers' water needs, whilst doing this in an environmentally sustainable way to also protect the environment.

Current situation: The parameters under which Wessex Water can abstract water is determined by the Environment Agency - over time, customer demand increases and we have to hand back licences, or portions of licences, for example, to maintain the river flows.

The Environment Agency determines how much water we can abstract without adversely impacting the environment and other technical requirements. Our licence compliance is 97.6%, excluding technical breaches. Over time, we have to hand back licences, or portions of licence, to maintain the river flows and improve the environment.

What could change: Further investment in areas such as water efficiency, metering, leakage reduction, and new water sources to allow us to meet increasing demand alongside licence reductions to support the environment.

Version B - 6

Taking water out of rivers & streams

The issue: To achieve a balance between taking water out of rivers and streams to provide water for customers, whilst doing this in a way to also protect the natural environment.

Current situation: The amount of water and where it can be taken from is licenced by the Environment Agency. We are currently 97.6% compliant with these licences.

What could change: Greater investment in working with customers to reduce water consumption at home and in the workplace e.g. metering, , water efficiency, and water re-use, whilst also reducing leakage and creating new water sources, would result in less water needing to be taken from rivers and streams.

Version A - 6

Sustainable abstraction

The issue: To achieve a balance between abstracting water from rivers and streams to provide for customers' water needs, whilst doing this in an environmentally sustainable way to also protect the environment.

Current situation: The parameters under which Wessex Water can abstract water is determined by the Environment Agency - over time, customer demand increases and we have to hand back licences, or portions of licences, for example, to maintain the river flows.

The Environment Agency determines how much water we can abstract without adversely impacting the environment and other technical requirements. Our licence compliance is 97.6%, excluding technical breaches. Over time, we have to hand back licences, or portions of licence, to maintain the river flows and improve the environment.

What could change: Further investment in areas such as water efficiency, metering, leakage reduction, and new water sources to allow us to meet increasing demand alongside licence reductions to support the environment.

Version B - 6

Taking water out of rivers & streams

The issue: To achieve a balance between taking water out of rivers and streams to provide water for customers, whilst doing this in a way to also protect the natural environment.

Current situation: The amount of water and where it can be taken from is licenced by the Environment Agency. We are currently 97.6% compliant with these licences.

What could change: Greater investment in working with customers to reduce water consumption at home and in the workplace e.g. metering, , water efficiency, and water re-use, whilst also reducing leakage and creating new water sources, would result in less water needing to be taken from rivers and streams.

Version A - 7

Wastewater pollution

The issue: The environment is affected by a small number of wastewater pollution incidents a year.

Current situation: There were 4 serious or significant wastewater pollution incidents last year and 83 minor ones.

What could change: More investment could be made in educating customers, including businesses, about what not to put down the drain, with more proactive surveying and monitoring of the sewers to identify and rectify problems. There could also be an increase in maintenance and repair of sewers identified as high risk of causing problems. All of which would reduce the risk of wastewater pollution incidents happening.

Version B - 7

Pollution incidents

The issue: A small number pollution incidents occur each year.

Current situation: Each year there are just under 100 pollution incidents in the Wessex Water area.

What could change: Greater investment in areas such as educating customers about what to and not to put down the drain, along with more maintenance, repair and monitoring of sewers, will reduce the number of these incidents.

Version A - 7

Wastewater pollution

The issue: The environment is affected by a small number of wastewater pollution incidents a year.

Current situation: There were 4 serious or significant wastewater pollution incidents last year and 83 minor ones.

What could change: More investment could be made in educating customers, including businesses, about what not to put down the drain, with more proactive surveying and monitoring of the sewers to identify and rectify problems. There could also be an increase in maintenance and repair of sewers identified as high risk of causing problems. All of which would reduce the risk of wastewater pollution incidents happening.

Version B - 7

Pollution incidents

The issue: A small number pollution incidents occur each year.

Current situation: Each year there are just under 100 pollution incidents in the Wessex Water area.

What could change: Greater investment in areas such as educating customers about what to and not to put down the drain, along with more maintenance, repair and monitoring of sewers, will reduce the number of these incidents.

Version A - 8

Environmental water quality

The issue: Chemicals and fertilisers from agriculture, pollution from industry and discharges from waste water treatment works can all impact the health and resilience of waterbodies in the Wessex Water region.

Current situation: There is a significant amount of nitrogen and phosphorous in our region's waterbodies; We would need to reduce our share of this by 40% (alongside all other parties) to bring all these waterbodies to good ecological status.

What could change: Further investment would improve the environmental water quality of inland and coastal waters. This would benefit nature and wildlife by reducing the levels of phosphorus and nitrogen in the water.

Version B - 8

River and coastal water quality

The issue: Nutrients such as phosphorous and nitrogen have a negative impact on river and coastal water quality.

Current situation: The levels in some places are much higher than they should be.

What could change: Greater investment would result in more actions to improve the river and coastal water quality. This would benefit nature and wildlife by reducing the levels of nutrients in the water.

Version A - 8

Environmental water quality

The issue: Chemicals and fertilisers from agriculture, pollution from industry and discharges from waste water treatment works can all impact the health and resilience of waterbodies in the Wessex Water region.

Current situation: There is a significant amount of nitrogen and phosphorous in our region's waterbodies; We would need to reduce our share of this by 40% (alongside all other parties) to bring all these waterbodies to good ecological status.

What could change: Further investment would improve the environmental water quality of inland and coastal waters. This would benefit nature and wildlife by reducing the levels of phosphorus and nitrogen in the water.

Version B - 8

River and coastal water quality

The issue: Nutrients such as phosphorous and nitrogen have a negative impact on river and coastal water quality.

Current situation: The levels in some places are much higher than they should be.

What could change: Greater investment would result in more actions to improve the river and coastal water quality. This would benefit nature and wildlife by reducing the levels of nutrients in the water.

Version A - 9

Net Zero Carbon

The issue: Providing clean drinking water and processing wastewater requires energy and activities which generate carbon emissions.

Current situation: Wessex Water emits 109 ktCO₂e of operational carbon per year (which is equivalent to the carbon footprint of 11,600 people in the UK).

What could change: Investment would help achieve operational net zero carbon emissions before 2030. Actions would include changing vehicles to electric, increasing the use and generation of renewable energy and using low carbon technologies to treat and reducing gas emissions such as methane from sewerage and sludge treatment.

Version B - 9

Greenhouse gas emissions

The issue: Providing water and sewerage services requires energy and activities which generate carbon emissions.

Current situation: Wessex Water has reduced its carbon emissions by 25% over the last 4 years.

What could change: By investing more money, actions could be accelerated to achieve being carbon neutral by 2030.

Version A - 9

Net Zero Carbon

The issue: Providing clean drinking water and processing wastewater requires energy and activities which generate carbon emissions.

Current situation: Wessex Water emits 109 ktCO₂e of operational carbon per year (which is equivalent to the carbon footprint of 11,600 people in the UK).

What could change: Investment would help achieve operational net zero carbon emissions before 2030. Actions would include changing vehicles to electric, increasing the use and generation of renewable energy and using low carbon technologies to treat and reducing gas emissions such as methane from sewerage and sludge treatment.

Version B - 9

Greenhouse gas emissions

The issue: Providing water and sewerage services requires energy and activities which generate carbon emissions.

Current situation: Wessex Water has reduced its carbon emissions by 25% over the last 4 years.

What could change: By investing more money, actions could be accelerated to achieve being carbon neutral by 2030.

Version A - 10

Biodiversity

The issue: Our actions have an impact on the region's biodiversity.

Current situation: DEFRA has a metric to calculate the region's biodiversity. We want to help improve this score in the Wessex Water region.

What could change: Money could be invested in specific projects to boost wildlife and the environment, such as wetlands, which would have a net positive impact on biodiversity.

Version B - 10

Supporting nature & wildlife

The issue: Helping support nature and wildlife.

Current situation: We want to help improve the Wessex Water region's biodiversity.

What could change: Greater investment would pay for more projects and nature-based solutions all of which would have provide greater support for nature and wildlife.

Version A - 10

Biodiversity

The issue: Our actions have an impact on the region's biodiversity.

Current situation: DEFRA has a metric to calculate the region's biodiversity. We want to help improve this score in the Wessex Water region.

What could change: Money could be invested in specific projects to boost wildlife and the environment, such as wetlands, which would have a net positive impact on biodiversity.

Version B - 10

Supporting nature & wildlife

The issue: Helping support nature and wildlife.

Current situation: We want to help improve the Wessex Water region's biodiversity.

What could change: Greater investment would pay for more projects and nature-based solutions all of which would have provide greater support for nature and wildlife.

Wessex Water – Non Household Business Customers Recruitment Criteria

General Criteria for **all** groups:

- Recruit **6-7 per workshop session**
- In total 2 x 3 hour workshop group discussions conducted via Zoom
- All to run a business within the Wessex Water area (area map <https://www.wessexwater.co.uk/corporate/the-company/about-us>)
- All to have internet access, a computer, laptop or tablet with camera
- All comfortable to undertake group discussion with others via an online video call

Specific criteria for each focus groups

Group Four – Non Household business customers based in a city or town

Moderator: Nick How

Date: Tuesday 25th January 2022

Time: 6.30pm – 9:30pm

Criteria:

- Decision maker within the business
- All businesses to be city or town based
- All to have business premise separate to their own home
- Maximum of 2 sole traders
- Minimum of 2 businesses to have more than 250+ employees
- Majority of businesses to be SME's
- Mix of business sectors
- Mix of geographic locations within the Wessex Water area

Group Five – Non Household business customers based in a rural, small town or rural coastal location

Moderator: Richard Bryan

Date: Tuesday 25th January 2022

Time: 6.30pm – 9:30pm

Criteria:

- Decision maker within the business
- All businesses to be rural, rural town or rural coastal based
- All to have business premise separate to their own home
- Maximum of 2 sole traders
- Majority of businesses to be SME's
- Mix of business sectors
- Mix of geographic locations within the Wessex Water area

Stake02-9015 – Non Household Business Customers Workshop Recruitment Questionnaire

Good morning/afternoon/evening I am working on behalf of Qa Research and we are recruiting for a discussion group. We are looking for people to take part in research on behalf of Wessex Water.

The research is exploring people's understanding of what the water company does, how they can more clearly explain and communicate different aspects of what they do and what aspects are considered to be the most important.

Could you spare a few minutes to answer a few questions?

1. **First of all, do you work in any of the following: market research, marketing, public relations, journalism or for an water company?**

Yes No *if yes, thank & close*

2. **Is your business premise located within the Wessex Water area? (use map if needed)**

NB: ok if they live within Bristol or Bournemouth area and only get their wastewater services from Wessex Water – and their drinking water from Bristol or Bournemouth Water

Yes No *if no, thank & close*

3. **Which best describes your role and responsibilities within your business?**

Owner / CEO / Managing Director
Senior Management
Middle management *if yes, thank & close*
Employee *if yes, thank & close*

4. **How many staff do you employ?**

None – sole trader
1-10
11-50
51-249
250+

Recruit a mix of size based on number of employees

Maximum of 2 sole traders in each group

Group Four (City & Town based) at least two businesses with more than 250+ employees

See criteria for each group

- 4a. *Only ask sole traders* **Do you work from home or is your business premise based elsewhere?**

Work from home – no other business premise *if yes, thank & close*
Have separate business premise from my home

5. **How would you describe the location of your business premise?**

- City
- Large town
- Small town
- Rural (e.g. small village, hamlet, countryside or coastal)

Group 4 to all have business premise in a city or large town

Group 5 to all have business premise in a small town or rural locations

6. **Where within the Wessex Water region is your business based?**

_____ *recruit a mix of geographic locations*

7. **Which type of business / organisation do you work for?**

- Retailers
- Financial or legal services
- Transportation
- Farming, agriculture, fishing and forestry
- Manufacturing, construction and production
- Entertainment, heritage, attractions
- Health care
- Food production
- Other (please specify)

_____ *recruit a mix of different types of business*

Technical questions

8. **Do you have a personal computer or laptop or tablet with a working webcam and high-speed internet access that you can use to participate in the online discussion group via Zoom?**

- Yes
- No *if no, thank & close*

Recruiter NB – we will be showing visual stimulus and sharing information so a mobile phone screen will be too small

9. **Do you have access to a good broadband connection at home?**

- Yes
- Sometimes *if sometimes, thank & close*
- No *if no, thank & close*

10. **How confident are you in participating in a group discussions with 5-6 other people via an online video call on Zoom?**

- Very nervous / unconfident *if unconfident thank & close*
Quite nervous / unconfident *if unconfident thank & close*
I can manage / relatively confident
Quite comfortable / confident
Very comfortable / confident

We will be holding an online workshop discussion group lasting up to 3 hours with **5-7** people on Tuesday 25th January – starting at 6:30pm and lasting up to 3 hours (there will be a comfort break in the middle), to which you are invited to attend. As a thank you, you will be given **£125** for taking part.

The purpose of the discussion is to discuss and help Wessex Water understand business customers priorities and how best to clearly communicate information to customers.

11. **Would you like to attend?** Yes No *If 'No' Thank and Close*

Thank you for agreeing to participate. So that I can send you an invitation and details I will need to collect some personal details.

12. **Qa will contact you by telephone prior to the group to check that you are still happy to attend and to validate the recruitment in accordance with our quality control procedures; can you confirm you are happy for us to do this?**

Yes No

If no, explain to confirm attendance a contact telephone number is needed, if refused, thank and close.

13. **Personal details**

Title: _____ First name: _____ Surname: _____

Address: _____ Postcode: _____

Home telephone number: _____ Work telephone number: _____

Email: _____

Convenient time to call: _____

Non-Household Business Customers Qual Workshop discussion guide

NOTE

This script provides a guide for the research and wherever possible the moderator will seek to keep questions in order. However, feedback from the audience may require him to adjust the nature of the questions and the sequence of questioning.

Section 1 Introduction

10 mins

- Who I am and Qa
- Explain nature of research:
 - Confidential
 - No right or wrong answers
 - Recording the session – any objections?
 - Workshop format – we want you to help us develop and improve the information which will ultimately be used in a survey to ensure customers like yourselves understand what they are being asked to make a choice about
 - Last up to 3 hours – but we will have a comfort break in the middle
 - How Zoom will work during the session
- Each participant to introduce themselves:
 - Who work for and sector business is involved in
 - Role and responsibilities within the company
 - Size of company – number of staff
 - Single or multiple business premise
 - Length of time operated in Wessex Water region
 - How perceive your level of water usage – high, average or low

Section 2 Background & warm-up – relationship with Wessex Water

10 mins

MODERATOR TO EXPLAIN THAT WESSEX WATER PROVIDE DRINKING WATER & SEWERAGE / WASTEWATER SERVICES TO CUSTOMERS ACROSS THE REGION BUT IN BRISTOL & BOURNEMOUTH THE DRINKING WATER PART IS PROVIDED BY BRISTOL OR BOURNEMOUTH WATER AND WESSEX WATER PROVIDE THE WASTE WATER SERVICES – ELSEWHERE WESSEX WATER ARE RESPONSIBLE FOR BOTH PARTS. SINCE 2017 BUSINESSES HAVE BEEN ABLE TO CHOOSE THE RETAILER TO BUY WATER FROM – THE RETAILERS ARE RESPONSIBLE FOR BILLING, ANY ENQUIRIES AND CUSTOMER SERVICE BUT THE PHYSICAL INFRASTRUCTURE AND PROCESSING OF WATER IN THE REGION AND INVESTMENT IN THIS IS UNDERTAKEN BY WESSEX WATER.

What are the first words which spring to mind when you see or hear the words Wessex Water?

- Explore what and why

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SKILL02-9015 Understanding WW PR24 attributes

Overall, how satisfied are you with the services you receive from Wessex Water and / or your water retailer?

- Explore reasons for answer

Has anyone had any reason to contact their retailer or Wessex Water over the last few years?

- Explore what and why
- Satisfaction with the outcome

Do you know how much your current water bill is?

- Why / why not

Would you describe your businesses water bill as value for money?

- Explore why / why not
- Explore what making comparisons with

Section 3 Developing the survey attributes

120 mins

MODERATOR TO EXPLAIN WHAT LOOKING TO ACHIEVE FROM THE SESSION ...

Every 5 years all water companies have to submit a business plan to Ofwat (the government regulator who oversees the water industry) which will set out performance targets for Wessex Water for various service areas and what it will cost customers.

Wessex Water will be sending out a survey to ask a large and representative sample of customers what aspects they want the water company to do the same, more or less of.

The research today will help ensure that the description of different areas Wessex Water could invest in are clear and understandable.

We will therefore be showing you descriptions of different aspects of what Wessex Water does and getting you to review and amend these if needed to ensure they are clear and make sense to someone reading them in a survey and being asked what they want the water company to do.

For each aspect we will show you two descriptions an A and a B – each one is trying to communicate the same thing but in a different way.

The aim is to explore and understand how much the descriptions make sense, and whether A or B is better than the other and then gain your view on how the description could be improved.

When you look at each, as I said earlier, think about if you were doing a survey and you saw that description, what would you think?

There are 10 different areas we will look at – taking each in turn to explore if the words make sense and how to best explain each area clearly to customers.

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SKILL02-9015 Understanding WW PR24 attributes

The ultimately goal is to make each description as customer friendly and clearly understandable as possible.

- Does anybody have any questions about what I've said?
- Anything not make sense?

USING **SHOWCARDS ON SCREEN** GO THROUGH EACH OF THE 10 ATTRIBUTES IN TURN USING SCREEN SHARE AND ASK FOR EACH ONE:

Review the description:

- Anything that is confusing?
- Does it make sense? Why or why not?
- What is this trying to tell you?
- Any words or phrases that you think the general public may struggle to understand?
- Pick some specific key words and ask participants to explain what they understand by them
- Is there a better way to explain it?
- Any changes to make the description clearer to understand for customers?
- To what extent do the numbers / units of measurement used help or hinder your understanding?
- To what extent do the visuals (if shown) help or hinder?

From what you have read how likely are you to be willing to pay more to achieve the changes suggested?

- Explore why or why not
- *moderator to note if the answers show an understanding of the attribute or not*

MODERATOR TO THEN SHOW VERSION A & B SIDE BY SIDE

Preference for A or B?

- Exploring why
- Does either A or B make more sense than the other or does it need a complete re-write?
- Which one A or B sounds more likely to happen?
- Does A or B make you feel more worried or concerned than the other?

Improve the description:

- How could the description be improved to make it easier to understand?
- What to remove
- What to change
- What needs to be added

MODERATOR TO GO THROUGH EACH ATTRIBUTE IN TURN – HAVE A COMFORT BREAK AFTER DOING 4-5 OF THEM.

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Section 4 How to communicate risk numerically

10 mins

MODERATOR TO SHOW DIFFERENT NUMERIC EXAMPLES AND EXPLORE WHICH ARE MOST AND LEAST UNDERSTANDABLE

Which of these suggests a higher chance of the event happening?

- Percentages - The chances of a customer experiencing this issue in any one year is 2.5%
- Fractions – $1/40^{\text{th}}$ of all customers experience this issue in any one year
- Ratios – 10 in every 400 customers experience this issue in any one year
- Numbers – 70,000 in 2.8 million customers will experience this issue every year
- Ratio – The risks of experiencing this issue in any one year is 25 out of 1000 customers

Which do you feel is the easiest one to understand?

Which do you feel is the most difficult one for people to understand?

Section 5 Using images to communicate the attributes

10 mins

MODERATOR TO SHOW A FEW EXAMPLES OF THE ATTRIBUTE SHOWCARDS ALREADY SEEN BUT WITH IMAGES USED ALONGSIDE.

What difference does the inclusion of an image make?

- Help understanding
- Causes confusion

How well does each possible image relate to the issue?

- Explore why or why not
- Any changes needed

What works better photographs or graphic?

In the final questionnaire which will mainly be completed online should images be used?

- Explore if on none, on all or just on some of the descriptions?

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Section 6 Customer priorities

30 mins

USE A **SHOWCARD** WITH ALL 10 INVESTMENT AREAS ON – exploring why

Having looked at and discussed all 10 Investment Areas we are interested to know which ones you feel as a business operating in the region are the most down to the least important ones for Wessex Water to focus on.

- For each Investment Area do you consider this to be;
 - very important – a key priority
 - quite important
 - less of a priority but still important
 - irrelevant – should not be a focus
- What makes the very important aspects differ from those considered less important?
- If anything deemed as irrelevant – explore why
- If anything deemed as less of a priority – explore why
- Any aspects missing which you feel should be added to this list of what Wessex Water should focus on?

ASK THE NEXT QUESTIONS IN TURN, GIVE PARTICIPANTS TIME TO THINK AND THEN GO ROUND AND ASK EACH INDIVIDUALLY.

If you had to choose YOUR TOP 3 aspects – which would you consider to be the most important three Investment Areas to focus on?

- Explore why these
- What difference would these make to your business
- What difference would these make to the region

DO THE SAME FOR THIS QUESTION.

If you had to choose ONE aspect – what would you consider to be the most important Investment Area to focus on?

- Explore why this one

How easy or difficult was it to make your choices?

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Section 7 Summary

10 mins

From the different aspects shown, any surprises over what Wessex Water does?

What would be your key advice for Wessex Water to ensure any descriptions they use in a survey are clearly understandable to business customers if completing a survey with these in?

If using numbers to explain the risk of something happening or the changes any investment or lack of would have should they use:

- Percentages (e.g. 5% chance per year)
- Fractions (e.g. 1/20th chance per year)
- Ratios (e.g. 1:20 chance per year)
- Some other way or a mix of these?

Would using visuals and images alongside the written descriptions be a help or hinderance in making the survey more understandable?

Any other feedback / comments or advice?

Thank and close

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Wessex Water – Household VULNERABLE Customers IDI Recruitment Criteria

General Criteria for **all** participants:

- Recruit **12 vulnerable customers**
- Up to 75 minutes per interview conducted on Zoom or via the telephone if do not have internet access

- All to be Wessex Water customers (area map <https://www.wessexwater.co.uk/corporate/the-company/about-us>)
- Mix of male / female
- Mix of those who are metered and unmetered in each session
- Mix of those living in urban and rural areas

- All comfortable to undertake discussions via an online video call
- Can be assisted by a relative or friend if not comfortable
- Can be recruited by snowballing a relative who knows someone who fits the criteria

Specific criteria

- o **4 x** long term health condition (including disability)
- o **4 x** very low income (e.g. dependent on benefits, are in or have experienced water debt)
- o **4 x** elderly aged 75+ living alone

Across the 12 depth interviews up to 5 to be digitally excluded i.e. they have very limited or no access to the internet for whatever reason.

Stake02-9015 – Vulnerable Household Customers

Individual Depth Interview Recruitment Questionnaire

Good morning/afternoon/evening I am working on behalf of Qa Research and we are recruiting participants to take part in a number of individual conversations and discussions on behalf of Wessex Water.

The research is exploring people's understanding of what the water company does, how they can more clearly explain and communicate different aspects of what they do to the general public and what aspects are considered to be the most important.

Could you spare a few minutes to answer a few questions?

1. **First of all, do you work in any of the following: market research, marketing, public relations, journalism or for an water company?**

Yes No *if yes, thank & close*

2. **Can I just check do you live within the Wessex Water area? (use map if needed)**

NB: ok if they live within Bristol or Bournemouth area and only get their wastewater services from Wessex Water – and their drinking water from Bristol or Bournemouth Water

Yes No *if no, thank & close*

3. **Are you responsible for paying the water bill in your household?**

Yes
No *if no, thank & close*

4. **Which of the following applies to you? (can tick more than one category)**

- | | | |
|---|--------------------------|--|
| a. I am disabled | <input type="checkbox"/> | <i>fits long term health condition</i> |
| b. I have a long-term health condition | <input type="checkbox"/> | <i>fits long term health condition</i> |
| c. I am aged 75 or older and live alone | <input type="checkbox"/> | <i>fits elderly 75+</i> |
| d. I am wholly dependent on state benefits for my income | <input type="checkbox"/> | <i>fits very low income</i> |
| e. It is a struggle to pay utility bills such as the water bill | <input type="checkbox"/> | <i>fits very low income</i> |
| f. I am on Universal Credit and or Income support | <input type="checkbox"/> | <i>fits very low income</i> |
| g. I regularly have to use a food bank | <input type="checkbox"/> | <i>fits very low income</i> |
| h. I struggle to afford the essentials such as food and heating | <input type="checkbox"/> | <i>fits very low income</i> |
| i. None of these apply to me | <input type="checkbox"/> | <i>fits very low income</i> |

5. **What access do you have to using the internet?**

- | | | |
|---|--------------------------|-------------------------------|
| None | <input type="checkbox"/> | <i>fit digitally excluded</i> |
| Very limited | <input type="checkbox"/> | <i>fit digitally excluded</i> |
| Occasion access – outside but not at home | <input type="checkbox"/> | <i>fit digitally excluded</i> |
| Regular access – outside of my home | <input type="checkbox"/> | |
| Regular access – at home | <input type="checkbox"/> | |

Recruit up to 5 participants who are classed as digitally excluded

6 **How would you describe where you live?**

- City
Town
Rural (e.g. small village, hamlet, countryside or coastal)

Recruit a mix

7. **Is your property on a water meter?**

- Yes, metered
No, unmetered
Don't know

Recruit a mix who are metered and unmetered

8. **Gender:**

- Male Female *recruit a mix*

Technical questions

9. **Do you have a personal computer or laptop or tablet with a working webcam and high-speed internet access that you can use to participate in an online interview via Zoom?**

- Yes *if yes, send them the invitation for a Zoom meeting*
No

Recruiter NB – we will be showing visual stimulus and sharing information so a mobile phone screen will be too small

10. ***If no to a laptop or table and internet access* – can we post you information which we would want you to look at and talk about in the interview and would you be happy to do the discussion via the telephone?**

- Yes *if yes, send them the invitation for a telephone interview along with the paper stimulus*
No *if no, thank & close*

We will be holding interviews lasting up to 60 minutes between Wednesday 19th February and Friday 28th February – these will be done during the day and evening for which you are invited to participate. As a thank you, you will receive **£60** for taking part.

The purpose of the discussion is to discuss and help Wessex Water understand customers priorities and how best to clearly communicate information to customers.

I just need to let you know that the interview would be recorded by the researcher. This is to make sure they can write accurate notes about the discussion. The recording is only used for that purpose and will never leave Qa's offices and will only be shared with the client for research purposes.

We will be showing some written materials and getting your reactions to the language used, to check if these are understandable and make sense. If you want or need, you can invite a friend or family to sit in the interview and assist (although they won't be paid anything for joining in).

[Vulnerable Household Customers Qual depths recruitment Script v1.doc](#)

11. **Would you like to take part?** Yes No *If 'No' Thank and Close*

Thank you for agreeing to participate. So that I can send you an invitation and details I will need to collect some personal details.

12. **Qa will contact you by telephone prior to the interview to check that you are still happy to attend and to validate the recruitment in accordance with our quality control procedures; can you confirm you are happy for us to do this?**

Yes No

If no, explain to confirm attendance a contact telephone number is needed, if refused, thank and close.

15. **Personal details**

Title: _____ First name: _____ Surname: _____

Address: _____ Postcode: _____

Home telephone number: _____ Work telephone number: _____

Email: _____

Convenient time to call: _____

Vulnerable Household Customers Qual Depth discussion guide

NOTE

This script provides a guide for the research and wherever possible the moderator will seek to keep questions in order. However, feedback from the audience may require him to adjust the nature of the questions and the sequence of questioning.

Section 1 Introduction 3 mins

- Thank for taking part
- Explain who Qa are

- Explain nature of research:
 - Confidential
 - No right or wrong answers
 - Recording the session – any objections?
 - Last up to 60 minutes

- First we would like to find out a bit more about you:
 - Length of time lived in Wessex Water region
 - Type of property live in (e.g. flat, semi, detached)
 - Is your property metered or unmetered
 - Who if anyone lives at home with you
 - How perceive your level of water usage – high, average or low

Section 2 Background & warm-up – relationship with Wessex Water 5 mins

MODERATOR TO EXPLAIN THAT WESSEX WATER PROVIDE DRINKING WATER & SEWERAGE / WASTEWATER SERVICES TO HOUSEHOLDS ACROSS THE REGION BUT IN BRISTOL & BOURNEMOUTH THE DRINKING WATER PART IS PROVIDED BY BRISTOL OR BOURNEMOUTH WATER AND WESSEX WATER PROVIDE THE WASTE WATER SERVICES – ELSEWHERE WESSEX WATER ARE RESPONSIBLE FOR BOTH PARTS.

IF NEEDED – BRISTOL WATER & WESSEX WATER SEND OUT A JOINT BILL TO CUSTOMERS.

What are the first words which spring to mind when you see or hear the words Wessex Water?

- Explore what and why

Overall, how satisfied are you with the services you receive from Wessex Water?

- Explore reasons for answer

Have you had any reason to contact Wessex Water over the last few years?

- Explore what and why
- Satisfaction with the outcome

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SKILL02-9015 Understanding WW PR24 attributes

How often do you pay your water bill (e.g. weekly, monthly, 6 monthly, in one go etc)?

- Explore why

Do you know how much your current water bill is?

- Why / why not

MODERATOR TO EXPLAIN IF BILL IS UNKNOWN THAT THE AVERAGE DOMESTIC HOUSEHOLD BILL IF UNMETERED IS £426 WHICH IS £35.50 PER MONTH.

Would you describe your water bill as value for money?

- Explore why / why not
- Explore what making comparisons with

Section 3 Developing the survey attributes

30 mins

MODERATOR TO EXPLAIN PURPOSE OF THE RESEARCH & WHAT LOOKING TO ACHIEVE FROM THE SESSION ...

Every 5 years all water companies have to submit a business plan to Ofwat (the government regulator who oversees the water industry) which will set out performance targets for Wessex Water for various service areas and what it will cost customers.

Wessex Water will be sending out a survey to ask a large and representative sample of customers what aspects they want the water company to do the same, more or less of.

The research today will help ensure that the description of different areas Wessex Water could invest in are clear and understandable to the general public.

We will therefore be showing you descriptions of different aspects of what Wessex Water does and getting you to review and amend these if needed to ensure they are clear and make sense to someone reading them in a survey and being asked what they want the water company to do.

For each aspect we will show you two descriptions an A and a B – each one is trying to communicate the same thing but in a different way.

The aim is to explore and understand how much the descriptions make sense, and whether A or B is better than the other and then gain your view on how the description could be improved.

When you look at each, as I said earlier, think about if you were doing a survey and you saw that description, what would you think?

There are 10 different areas we will look at – taking each in turn to explore if the words make sense and how to best explain each area clearly to customers.

The ultimately goal is to make each description as customer friendly and clearly understandable as possible.

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SKILL02-9015 Understanding WW PR24 attributes

- Any questions about what I've said?
- Anything not make sense?

USING **SHOWCARDS ON SCREEN** or ASK TO GET OUT THE PACK SENT TO THEM IN THE POST
GO THROUGH EACH OF THE 10 ATTRIBUTES IN TURN AND ASK FOR EACH ONE:

REVIEW EACH DESCRIPTION:

Review the title, the descriptions and the numeric expressions used:

- Anything that is confusing?
- Does it make sense? Why or why not?
- What is this trying to tell you?
- Any words or phrases that you think the general public may struggle to understand?
- Pick some specific key words and ask participants to explain what they understand by them
- Is there a better way to explain it?
- Any changes to make the description clearer to understand for customers?
- To what extent do the numbers / units of measurement used help or hinder your understanding?
- To what extent do the visuals (if shown) help or hinder?

From what you have read how likely are you to be willing to pay more to achieve the changes suggested?

- Explore why or why not
- *moderator to note if the answers show an understanding of the attribute or not*

MODERATOR TO THEN SHOW VERSION A & B SIDE BY SIDE

Preference for A or B?

- Exploring why
- Does either A or B make more sense than the other or does it need a complete re-write?
- Which one A or B sounds more likely to happen?
- Does A or B make you feel more worried or concerned than the other?

Improve the description:

- How could the description be improved to make it easier to understand?
- What to remove
- What to change
- What needs to be added

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Section 4 Customer priorities

10 mins

USE A **SHOWCARD** WITH ALL 10 INVESTMENT AREAS ON – exploring why

Having looked at and discussed all 10 Investment Areas we are interested to know which ones you feel are the most down to the least important ones for Wessex Water to focus on.

- For each Investment Area do you consider this to be;
 - very important – a key priority
 - quite important
 - less of a priority but still important
 - irrelevant – should not be a focus
- What makes the very important aspects differ from those considered less important?
- If anything deemed as irrelevant – explore why
- If anything deemed as less of a priority – explore why
- Any aspects missing which you feel should be added to this list of what Wessex Water should focus on?

If you had to choose YOUR TOP 3 aspects – which would you consider to be the most important three Investment Areas to focus on?

- Explore why these

If you had to choose one aspect – what would you consider to be the most important Investment Area to focus on?

- Explore why this one

How easy or difficult was it to make your choices?

Section 5 How to communicate risk numerically

5 mins

MODERATOR TO SHOW DIFFERENT NUMERIC EXAMPLES AND EXPLORE WHICH ARE MOST AND LEAST UNDERSTANDABLE

Which of these suggests a higher chance of the event happening?

- Percentages - The chances of a customer experiencing this issue in any one year is 2.5%
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SKILL02-9015 Understanding WW PR24 attributes

- Fractions – 1/40th of all customers experience this issue in any one year
- Ratios – 10 in every 400 customers experience this issue in any one year
- Numbers – 70,000 in 2.8 million customers will experience this issue every year
- Ratio – The risks of experiencing this issue in any one year is 25 out of 1000 customers

Which do you feel is the easiest one to understand?

Which do you feel is the most difficult one for people to understand?

Section 6 Using images to communicate the attributes

5 mins

MODERATOR TO SHOW A FEW EXAMPLES OF THE ATTRIBUTE SHOWCARDS ALREADY SEEN BUT WITH IMAGES USED ALONGSIDE.

What difference does the inclusion of an image make?

- Help understanding
- Causes confusion

How well does each possible image relate to the issue?

- Explore why or why not
- Any changes needed

What works better photographs or graphic?

In the final questionnaire which will mainly be completed online should images be used?

- Explore if on none, on all or just on some of the descriptions?

Section 7 Summary

2 mins

From the different aspects shown, any surprises over what Wessex Water does?

What would be your key advice for Wessex Water to ensure any descriptions they use in a survey are clearly understandable to the general public?

Would using visuals and images alongside the written descriptions be a help or hinderance in making the survey more understandable?

Any other feedback / comments or advice?

Thank and close

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