

Wessex Water Young People's Panel 2023

Project proposal



BLUE MARBLE



The Wessex Water Young People's Panel (YPP) has become established as an annual event to engage with future customers.

It has delivered real benefits in the form of service innovations which have subsequently been adopted.

Furthermore, it has generated useful PR and provided an opportunity to engage with a large number of secondary schools and sixth form colleges right across the region.

Objective: To bring the views of future customers into the heart of the business

- To understand mindset & expectations of future customers
- To provide a forum for future customers to deliberate on long term company plans
- To look for innovative solutions to a real business problem
- To engage with the community, enabling schools to participate in future decision-making



For students and schools, they value:

- High quality work experience: learning about a local business and a national industry and meeting senior leaders in an activity based programme
- Educational enrichment: having a real challenge to work on; an opportunity to pitch and present ideas to a senior team; meeting and working with new people



We will work collaboratively to design the activities to meet your business objectives – to include business plan related questions, and other ‘business as usual’ objectives.

Reflecting the increasing levels of interest in the YPP, we will maintain the larger panel size

- We will recruit up to 30 panellists from across the region, anticipating one or two ‘drop outs’ nearer the date
- This will be supplemented with a schools’ survey (which last year yielded over 500 responses)

We will engage with schools in the ‘community connectors’ programme:

- Specifically including schools in the Chippenham and Bridport towns when we engage with 50+ schools and 6th form colleges in the region
- Coordinating our approach with Wessex Water staff in these specific areas

We hope that CCW wish to collaborate again this year:

- This was a positive addition to the YPP adding a whole-industry dimension
- We will happily coordinate with CCW would like to include have specific areas of interest from their People in the Environment programme

We will add new/adapted elements as discussed:

- An additional screening process to help us to allocate students into balanced teams
- An additional online meeting between the 2 events for Wessex Water staff to offer support and guidance to their presentations



An icebreaker that highlights personality types

- We will source or develop a means to (self) identify team roles
- This will enable students to allocate work more effectively in their core task activity

A core task that informs and validates future priorities and strategy

- Creating a manifesto for change that Future customers would like Wessex Water to adopt
- Emphasising what actions they would prioritise in their role as 'the Department for the Future'

Future customer temperature check

- As we do each year, we will learn about their perspective on the economy, politics, influencers and trends
- Specifically on the impact of the cost of living on this cohort

Reinventing industry language

- We will work with future panellists to create an 'urban' or everyman lexicon of water industry terminology and jargon

Additional objectives

- There is scope to add additional objectives as we finalise the design of the 2 days
- These might relate to current industry topics, gaps in Future customer feedback on the business plan or CCW areas of interest



We will follow the same face to face process as previous years: details of the running order for the day and the detailed briefing pack for the core task will be prepared in collaboration with Wessex Water. As previously, we will recruit from as many schools as possible, selecting pupils to work in teams with people from a range of other schools.



Day 1: immersion - 12th September

Time	Activity
9.15 am	Panellists arrive, sign in, name badges, team allocation, GDPR consent
9.30 – 10	Welcome & ice breaker
10 – 10.45	First immersion exercise
11 – 11.45	Speed immersion carousel Rotated with office & control centre tour
12-12.45	Second immersion exercise
1-1.45	NETWORKING LUNCH
1.45 – 2.15	Core task briefing
2.15-3.30	Teams working on core task
3.30 – 4.00	Thanks, goodbye, see you in November

Interim steering meeting

Online call with each team with Wessex Water and Blue Marble

Day 2: pitches – 7th November

Time	Activity
9.15	Panellists arrive, sign in, name badges, GDPR consent Welcome back
9.30 – 10.30	Teams finalising core task Regroup
10.45 – 12.30	Team presentations
12.30 – 1.15	NETWORKING LUNCH
1.15 – 2.30	Group discussion
2.30 – 3.30	Interactive exercise (new industry lexicon)
3.30 – 4.00	Core task feedback and winners awarded Final comments, thanks and goodbye



Project timetable

Date	Activity	Blue Marble action	Wessex Water action
End of May	Update application form	Update letter, application form, evaluation criteria	
End May/June	Engage schools in YPP scheme; open applications	Using database of local schools/colleges contacts	Update website and include application link. Wider social media activity
Early July (before end of term)	Evaluation	Select panellists Despatch award emails	
Early July	Planning meeting	Prepare full agenda	Consider 2022 objectives and core task topic Enlist colleagues, finalise timings/diaries
August	Develop content	Develop all materials	Approve all materials
Early September	Finalise Board Meeting 1 preparations	Send out briefing pack/pre-task to all panellists	All final arrangements: parking spaces, refreshments etc
September 12 th	Board Meeting 1	Facilitation	Participation at given points
October	Interim steering meeting with each group	Prepare agenda and facilitate	Participation in the session
October	School's survey	Design and launch survey	Sign off questionnaire pre programming
October	Development of Board Meeting 2 content	Develop all material for Board Meeting	Approve materials Final arrangements (refreshments etc)
November 7 th	Board Meeting 2	Facilitation	Participation at given points Judging panel
End November	Report	Integrated report of key findings from both Board Meetings and school survey	Face-to-face meeting to discuss findings





Blue Marble Research Ltd

www.bluemarbleresearch.co.uk

01761 239329