

Strategic Direction – research materials

Contains research materials for the following elements of the Strategic Direction research:

Intergenerational insights

Customer roadshows

Vulnerable customers

Business workshops

Colleague workshops

Retailer depths

Expert groups

Survey

Business plan
2025-2030



Wessex Water
YTL GROUP

FOR YOU. FOR LIFE.

Quotas/group structure – INTERVIEWER SECTION

Research - Intergenerational Groups 6 x 90 mins						
Group Number	1	2	3	4	5	6
Water Company	Wessex Water	Wessex Water	Wessex Water	Bristol Water	Bristol Water	Bournemouth Water
Sewerage Supply	Wessex Water	Wessex Water	Wessex Water	Wessex Water	Wessex Water	Wessex Water
Parents SEG	AB	C1C2	DE	AB	DE	C1/C2
Children 14-21	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2
Parent(s)	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2
Grandparent(s)	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2
Locations	Coastal or Farming Communities	Coastal or Farming Communities	Coastal or Farming Communities	Coastal or Farming Communities	Coastal or Farming Communities	Coastal or Farming Communities
Date	Wednesday, 23-Jun-21	Wednesday, 23-Jun-21	Wednesday, 23-Jun-21	23rd or 24th TBC	23rd or 24th TBC	23rd or 24th TBC
Moderator	Nancy Curzon	Nancy Curzon	Nancy Curzon	Rachel Risely	Rachel Risely	Hannah Jeffery

- **Groups 1, 2 and 3 are DUAL SUPPLY CUSTOMERS ONLY**
- **Groups 4 and 5 are WASTE ONLY/WATER SUPPLIED BY BRISTOL WATER**
- **Group 6 is WASTE ONLY/WATER SUPPLIED BY BOURNEMOUTH WATER**
- **Recruit minimum 3 and Maximum 6 for each event**
- SEG will relate to the parents – i.e.: middle generation.
- We need children (suggest 14 -21 Future Bill Payers),
- We need Parent(s) (singular if single parent household) and grandparent(s).
- **Preference for main group session is GARDEN and Zoom as an alternative option if weather/travel an issue for recruits**
- **Will require all recruits to have access to the internet/email as postal is not a feasible option**

Introduction

Q1. Good morning/afternoon/evening. My name is and I am calling from RITE ANGLE. Please could I speak to the person responsible, either solely or jointly, for paying your household's water bill?

- **IF "NO" TRY AND PERSUADE ELSE THANK & CLOSE**
- **IF "CALL BACK" PLEASE RECORD DATE AND TIME OF APPOINTMENT ON ACCIS, THANK AND CLOSE**
- **IF "YES" PLEASE PROCEED TO SCREENING SECTION**

WHEN SPEAKING TO APPROPRIATE CONTACT CONTINUE WITH SCREENING

Screening

Good morning/afternoon/evening. My name is from RITE ANGLE and I am carrying out research for Wessex Water – they are keen to hear views from household customers which to help inform future planning.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

We're looking to recruit family groups to participate in a discussion lasting up to 90 minutes with one of our interviewers at a convenient time. Each family member over the age of 16 would get £40 for participating and we're particularly looking to speak to families with multiple generations that include grandparents, parents and young adult or older teenage children. Not everyone has to live in the same household BUT should all be Wessex Water Customers

The main stage of the research will take the form of a group discussion with 3 generations from your family, either in home or via an online group discussion for approx. 75-90-minutes.
The household online discussion will comprise as many as the household as possible including your children (aged between 16-25, Parent(s) and grandparent(s))

Each household member over the age of 16 will receive £40.

In addition, before the group discussion we will kindly ask the main household members to complete a series of 'homework' tasks. You will be paid £10 for this extra task.

If 3 family members (one of each category) in the HH Total - £105 plus up to £30 pre task incentive.
If 6 family members (one of each category) in the HH Total - £210 plus up to £60 pre task incentive.

Can I just ask you a couple of questions to check that you are all eligible to take part in this research?

INTCHECK. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded.

INTCHECK2. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn't safe – we need to call back later GO TO APPT SCREEN

Q2. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes
No **THANK AND CLOSE**

Q3. Do you or any of your close family work or have worked in the last X months/ yr in the Water Industry or Market Research professions?

Yes **THANK & CLOSE**
No

Q4. Have you ever participated in a market research group discussion? **IF YES, PROBE WHEN**

Yes, in last six months **THANK & CLOSE**
Yes, between 6 months and 2 years ago
over 2 years ago **GO TO Q7**
no **GO TO Q7**

TWO THIRDS OF RECRUITS MUST HAVE NEVER BEEN TO A GROUP DISCUSSION BEFORE

Q5. How many groups have you been to in that period?

One
2-3
More than 3 **THANK & CLOSE**

Q6. What was the subject matter of the groups you attended? **PROBE AND WRITE DOWN**

IF WATER INDUSTRY THANK & CLOSE

Q7. What is the job title of the main income earner of your household? - **PARENT SEG REQUIRED ONLY.**

- **IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE**
- **IF MANAGER/EXECUTIVE: ASK FOR INDUSTRY SECTOR, NUMBER OF EMPLOYEES IN COMPANY AND MANAGEMENT STATUS**
- **IF RANK/GRADE (CIVIL SERVANT, NURSING, MILITARY, NAVY, POLICE ETC.) RECORD RANK/GRADE SPECIFICALLY**
- **IF PENSIONERS: ASK IF STATE (GRADE "E") OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)**
- **IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE "E"), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)**

CODE SEG

- A **GROUPS 1 & 2 ONLY**
 - B **GROUPS 1 & 2 ONLY**
 - C1 **GROUPS 2 & 6 ONLY**
 - C2 **GROUPS 2 & 6 ONLY**
 - DE **GROUPS 3 & 5 ONLY**
- Not stated **THANK & CLOSE.**

CHECK QUOTAS FOR DEPTHS AND GROUPS

Q8. Who supplies clean water services to your home? This is the clean water that is delivered into your home (comes out of your taps and used in your toilets, washing machines, etc) and not the wastewater (or sewerage) that is taken away from your home.

- Wessex Water **(DUAL SUPPLY GROUPS) – GROUPS 1,2 and 3 ONLY**
- Bristol Water **GROUPS 4 and 5 ONLY**
- Bournemouth Water **GROUP 6 ONLY**
- Other **THANK & CLOSE**

Q9. Who supplies your wastewater (sewerage) services to your home?

- Wessex Water
- Other **THANK & CLOSE**

PLEASE NOTE FIRST PART OF THEIR POSTCODE:

Q10. Including yourself, how many people in your immediate Family Group: Thinking parents/grandparents and children

	Record number here
70 years old or older	
Between 17 and 69 years old	
Between 5 and 16 years old	
Between 0 and 4 years old	

Q11. Which of the following statements most closely applies to your use of water in your household?

READ OUT

1. I don't know how much I use and I don't think about it.
2. I don't know how much I use but I am conscious about it.
3. I'm careful about how much I use to keep my bill down.
4. I'm careful about how much I use because I don't want to waste water.

Q12. How strongly do you agree or disagree that the following statements apply to you. Please respond on a scale of 1 to 5 where 1 = strongly disagree and 5 = strongly agree for each of the following three statements. **INTERVIEWER – read out each separately for three individual responses.**

1. I am conscious of the world around me and want to look after it for future generations.
2. I'm happy to pay a bit more for products and services that are environmentally friendly.
3. I consider the impact of my actions on the environment.

Q13. To which of these ethnic groups do you consider you belong to?

WHITE

1. British
2. Irish
3. Any other White background

MIXED

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

ASIAN OR ASIAN BRITISH

8. Indian
9. Pakistani
10. Bangladeshi

11. Any other Asian background

BLACK OR BLACK BRITISH

12. Caribbean

13. African

14. Any other Black background

CHINESE OR OTHER ETHNIC GROUP

15. Chinese

16. Any other ethnic group

17. Prefer not to say.

Q14. Do you have a water meter at your home?

Yes – requested one

MEASURED

Yes – was already installed when I/we moved in

MEASURED

Yes – water company installed/I/we did not request

MEASURED

No

UNMEASURED

Don't know

AIM FOR A MIX

Q15. I am going to ask you now about how much you pay your water company. Which of the following bands best describes the total annual bill of your household?

Over £600 per year (for water and sewerage) **HIGH USER**

Between £400 and £600 per year (for water and sewerage) **AVERAGE USER**

Less than £400 per year (for water and sewerage) **LOW USER**

Don't know/Prefer not to say **ASK TO ESTIMATE**

AIM FOR A MIX

Q16. What method do you typically use to pay your household water bill?

Online by debit or credit card

Direct debit

Bank transfer

Over the phone / automated phone line

Cash or cheque by post

Other – please specify

Q17. **INTERVIEWER TO Record number of:**

Adults who will take part: _____

Children AGED 14+ who will take part: _____

GO TO INVITATION

Invitation: Group (Zoom or F2F) discussion

Thank you for answering those questions. Would you be willing to attend a face to face interview in your home for Wessex Water to help inform their future planning? The group will be held in accordance with the Code of Conduct of the Market Research Society and due to current social distancing measures will need to be in your garden. In the event of rain, we will hold the discussion online via zoom, we will confirm format 24 hours in advance. The group will last around 90 minutes. All participants will receive an incentive to thank them for their time.

Each household member over the age of 16 will receive £40.

Each household member under the age of 16 will receive £25.

If 3 family members (one of each category) in the HH Total - £120 plus up to £30 pre task incentive.

If 6 family members (one of each category) in the HH Total - £240 plus up to £30 pre task incentive.

Yes **PROCEED TO PRE-TASK AND/OR DATA COLLECTION AND SHARING CONSENT**

No **THANK AND CHECK IF HAPPY FOR A ZOOM CALL INSTEAD. IF NO TO ZOOM AS WELL THANK AND CLOSE.**

ASK ALL: PRE-TASK

TELL PARTICIPANT ABOUT PRE-TASK: Before the main group discussion there is a small 'warm up' task for you to do using a mobile based app platform called LIVEMINDS.

You will receive an email invitation to join this platform and will be provided with an account and log in details to access these short tasks. *These will look at what's important to you personally and within your wider community, what you want from a water company and types of brands you admire.*

Each family member who completes the task on the app will get an additional £10 incentive payment. If you are unable to download an app or a member of your family is please let us know and we can email or post the task instead.

NOTE DOWN EMAIL ADDRESS/HOME ADDRESS IF NEEDED

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q18. DATA COLLECTION & SHARING CONSENT

For data privacy purposes I just need to let you know that the group discussion will be video recorded, to ensure accuracy and for analysis purposes. Footage will not be used externally and is purely to support analysis.

The group will be audio recorded for analysis purposes and to ensure accuracy.

The group will be held in accordance with the Code of Conduct of the Market Research Society and any views you express during the discussion will be treated with complete confidence and will not be attributed to you personally.

In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK

Yes **CONTINUE WITH DETAILS**

No **[Click here and type HOLD IN RESERVE or THANK AND CLOSE]**

Q19. The Online Zoom group discussion will take place on:

Date	Time	Place
[Click here and type date]	[Click here and type time]	[Click here and type venue name] [Click here and type venue address]

Would you be able to attend? reassure & persuade

IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:

Great, thanks. I'll just take a few details, and will let you get on with your day. We will send you more information by [[Click here and type letter/email](#)] shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

Q2. 1 Finally, thank you for your help so far. And would you be willing to be invited to take part in other similar research for Wessex water?

- Yes
- No

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of lead participant, then complete the following confirmations.

Recruiter Confirmations

RECRUITER – **VERY IMPORTANT** – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

Q20. **IS THE PARTICIPANT CLEAR ABOUT THE PRE-TASK & DID THEY SAY THEY WOULD DO IT?**

Clear
Will do

MRS DECLARATION

Q21. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

RQ NUMBER (ON PARTICIPANT LIST): URN:

Interviewer name: Interviewer no: Date: Time:

Checked (SUPERVISOR ONLY – USE RED TO FILL IN)

Quality controlled by on

RECRUIT	<input type="checkbox"/>
RESERVE	<input type="checkbox"/>

 Added to participant list/log on by Are you sure? Y / N
 If depth, executive informed by email on by Acknowledged by exec? Y / N

Confirmation letter/email (SUPERVISOR ONLY – USE RED TO FILL IN)

Confirmation sent via by on by (initials)
IF CONFIRMATION SENT BY EMAIL, PHONE & CHECK IF RECEIVED A FEW MINUTES AFTER EMAIL SENT:
 Has email been received? Call made on by (initials) .

Confirmation call (SUPERVISOR ONLY – USE RED TO FILL IN)

IF 24 HRS AHEAD OF GROUPS/DEPTHS – THEN UPDATE STATUS ON LIST OR LOG OF PARTICIPANTS FOR MODERATOR/EXEC
 Confirmation call made on (date and time): on by
 PRE TASK STATUS (IF APPLICABLE): OUTCOME:

I hereby confirm that I have read again the date, time and all other venue details needed for the participant to attend the group/take part in the depth interview and ensured that they had all this information available and diarised. Signed:

Contact details for (F2F or Zoom) Groups – INTERVIEWER SECTION

PARTICIPANT NAME	<input type="text"/>		
ADDRESS (only if postal confirmation needed)	<input type="text"/>		
LANDLINE TELEPHONE NUMBER	<input type="text"/>	MOBILE	<input type="text"/>
EMAIL ADDRESS (read back and double-check)	<input type="text"/>		
Anything else? (taxis, parking to reimburse, dietary requirements, probs, misc.)	<input type="text"/>		

RECRUIT	<input type="checkbox"/>
RESERVE	<input type="checkbox"/>

 IF RESERVE, DON'T PUT THROUGH AS "1. CONTINUE" ON ACCIS – EXPLAIN WHY IN RESERVE BELOW PLEASE:

Call back by: at (time)

IF RESERVE TO BE CALLED BACK BY A CERTAIN TIME, PLEASE SCHEDULE AS DEFINITE APPOINTMENT ON ACCIS

Quotas/group structure – INTERVIEWER SECTION

Research - Intergenerational Groups 6 x 90 mins			
Group Number	1	2	3
Water Company	Wessex Water	Wessex Water	Wessex Water
Sewerage Supply	Wessex Water	Wessex Water	Wessex Water
Parents SEG	AB	C1C2	DE
Children 14-21	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2
Parent(s)	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2
Grandparent(s)	Min 1 - Max 2	Min 1 - Max 2	Min 1 - Max 2
Locations	Coastal or Farming Communities	Coastal or Farming Communities	Coastal or Farming Communities
Date	Wednesday, 23-Jun-21	Wednesday, 23-Jun-21	Wednesday, 23-Jun-21
Moderator	Nancy Curzon	Nancy Curzon	Nancy Curzon

- **Groups 1, 2 and 3 are DUAL SUPPLY CUSTOMERS ONLY**
- **Recruit minimum 3 and Maximum 6 for each event**
- SEG will relate to the parents – i.e.: middle generation.
- We need children (suggest 14 -21 Future Bill Payers),
- We need Parent(s) (singular if single parent household) and grandparent(s).
- **Preference for main group session is GARDEN and Zoom as an alternative option if weather/travel an issue for recruits.**
- **Will require all recruits to have access to the internet/email as postal is not a feasible option.**

Introduction

Q1. Good morning/afternoon/evening. My name is and I am calling from RITE ANGLE. Please could I speak to the person responsible, either solely or jointly, for paying your household's water bill?

- **IF "NO" TRY AND PERSUADE ELSE THANK & CLOSE**
- **IF "CALL BACK" PLEASE RECORD DATE AND TIME OF APPOINTMENT ON ACCIS, THANK AND CLOSE**
- **IF "YES" PLEASE PROCEED TO SCREENING SECTION**

WHEN SPEAKING TO APPROPRIATE CONTACT CONTINUE WITH SCREENING

Screening

Good morning/afternoon/evening. My name is from ACCENT and I am carrying out research for Wessex Water – they are keen to hear views from household customers which to help inform future planning.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

We're looking to recruit family groups to participate in a discussion lasting up to 90 minutes with one of our interviewers at a convenient time. Each family member over the age of 16 would get £40 for participating and we're particularly looking to speak to families with multiple generations that include grandparents, parents and young adult or older teenage children. Not everyone has to live in the same household BUT should all be Wessex Water Customers

The main stage of the research will take the form of a group discussion with 3 generations from your family, either in home or via an online group discussion for approx. 75-90-minutes.
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Can I just ask you a couple of questions to check that you are all eligible to take part in this research?

INTCHECK. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded.

INTCHECK2. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn't safe – we need to call back later GO TO APPT SCREEN

Q2. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes
No **THANK AND CLOSE**

Q3. Do you or any of your close family work or have worked in the last X months/ yr in the Water Industry or Market Research professions?

Yes **THANK & CLOSE**
No

Q4. Have you ever participated in a market research group discussion? **IF YES, PROBE WHEN**

Yes, in last six months **THANK & CLOSE**
Yes, between 6 months and 2 years ago
over 2 years ago **GO TO Q7**
no **GO TO Q7**

TWO THIRDS OF RECRUITS MUST HAVE NEVER BEEN TO A GROUP DISCUSSION BEFORE

Q5. How many groups have you been to in that period?

One
2-3
More than 3 **THANK & CLOSE**

Q6. What was the subject matter of the groups you attended? **PROBE AND WRITE DOWN**

IF WATER INDUSTRY THANK & CLOSE

Q7. What is the job title of the main income earner of your household? - **PARENT SEG REQUIRED ONLY.**

- **IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE**
- **IF MANAGER/EXECUTIVE: ASK FOR INDUSTRY SECTOR, NUMBER OF EMPLOYEES IN COMPANY AND MANAGEMENT STATUS**
- **IF RANK/GRADE (CIVIL SERVANT, NURSING, MILITARY, NAVY, POLICE ETC.) RECORD RANK/GRADE SPECIFICALLY**
- **IF PENSIONERS: ASK IF STATE (GRADE "E") OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)**
- **IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE "E"), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)**

CODE SEG

- A GROUPS 1 ONLY
- B GROUPS 1 ONLY
- C1 GROUPS 2 ONLY
- C2 GROUPS 2 ONLY
- DE GROUPS 3 ONLY

Not stated **THANK & CLOSE.**

CHECK QUOTAS

Q8. Who supplies clean water services to your home? This is the clean water that is delivered into your home (comes out of your taps and used in your toilets, washing machines, etc) and not the wastewater (or sewerage) that is taken away from your home.

- Wessex Water **(DUAL SUPPLY GROUPS) – GROUPS 1,2 and 3 ONLY**
- Bristol Water **THANK & CLOSE**
- Bournemouth Water **THANK & CLOSE**
- Other **THANK & CLOSE**

Q9. Who supplies your wastewater (sewerage) services to your home?

- Wessex Water
- Other **THANK & CLOSE**

PLEASE NOTE FIRST PART OF THEIR POSTCODE:

Q10. Including yourself, how many people in your immediate Family Group: Thinking parents/grandparents and children

	Record number here
70 years old or older	
Between 17 and 69 years old	
Between 5 and 16 years old	
Between 0 and 4 years old	

Q11. Which of the following statements most closely applies to your use of water in your household?

READ OUT

1. I don't know how much I use, and I don't think about it.
2. I don't know how much I use but I am conscious about it.
3. I'm careful about how much I use to keep my bill down.
4. I'm careful about how much I use because I don't want to wastewater.

Q12. How strongly do you agree or disagree that the following statements apply to you? Please respond on a scale of 1 to 5 where 1 = strongly disagree and 5 = strongly agree for each of the following three statements. **INTERVIEWER – read out each separately for three individual responses.**

1. I am conscious of the world around me and want to look after it for future generations.
2. I'm happy to pay a bit more for products and services that are environmentally friendly.
3. I consider the impact of my actions on the environment.

Q13. To which of these ethnic groups do you consider you belong to?

WHITE

1. British
2. Irish
3. Any other White background

MIXED

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

ASIAN OR ASIAN BRITISH

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

BLACK OR BLACK BRITISH

12. Caribbean

- 13. African
- 14. Any other Black background

CHINESE OR OTHER ETHNIC GROUP

- 15. Chinese
- 16. Any other ethnic group

- 17. Prefer not to say.

Q14. Do you have a water meter at your home?

- Yes – requested one **MEASURED**
- Yes – was already installed when I/we moved in **MEASURED**
- Yes – water company installed/I/we did not request **MEASURED**
- No **UNMEASURED**
- Don't know

AIM FOR A MIX

Q15. I am going to ask you now about how much you pay your water company. Which of the following bands best describes the total annual bill of your household?

- Over £600 per year (for water and sewerage) **HIGH USER**
- Between £400 and £600 per year (for water and sewerage) **AVERAGE USER**
- Less than £400 per year (for water and sewerage) **LOW USER**
- Don't know/Prefer not to say **ASK TO ESTIMATE**

AIM FOR A MIX

Q16. What method do you typically use to pay your household water bill?

- Online by debit or credit card
- Direct debit
- Bank transfer
- Over the phone / automated phone line
- Cash or cheque by post
- Other – please specify

Q17. INTERVIEWER TO Record number of:

- Adults who will take part: _____
- Children AGED 14+ who will take part: _____

GO TO INVITATION

Invitation: Group (Zoom or F2F) discussion

Thank you for answering those questions. Would you be willing to attend a face to face interview in your home for Wessex Water to help inform their future planning? The group will be held in accordance with the Code of Conduct of the Market Research Society and due to current social distancing measures will need to be in your garden. In the event of rain, we will hold the discussion online via zoom, we will confirm format 24 hours in advance. The group will last around 90 minutes. All participants will receive an incentive to thank them for their time.

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If 3 family members (one of each category) in the HH Total - £120 plus up to £30 pre task incentive.

If 6 family members (one of each category) in the HH Total - £240 plus up to £30 pre task incentive.

Yes **PROCEED TO PRE-TASK AND/OR DATA COLLECTION AND SHARING CONSENT**

No **THANK AND CHECK IF HAPPY FOR A ZOOM CALL INSTEAD. IF NO TO ZOOM AS WELL THANK AND CLOSE.**

ASK ALL: PRE-TASK

TELL PARTICIPANT ABOUT PRE-TASK: Before the main group discussion there is a small 'warm up' task for you to do using a mobile based app platform called LIVEMINDS.

You will receive an email invitation to join this platform and will be provided with an account and log in details to access these short tasks. *These will look at what's important to you personally and within your wider community, what you want from a water company and types of brands you admire.*

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NOTE DOWN EMAIL ADDRESS/HOME ADDRESS IF NEEDED

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q18. DATA COLLECTION & SHARING CONSENT

For data privacy purposes I just need to let you know that the group discussion will be video recorded, to ensure accuracy and for analysis purposes. Footage will not be used externally and is purely to support analysis.

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In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK

Yes **CONTINUE WITH DETAILS**

No **[Click here and type HOLD IN RESERVE or THANK AND CLOSE]**

Q19. The Online Zoom group discussion will take place on:

Date	Time	Place
[Click here and type date]	[Click here and type time]	[Click here and type venue name] [Click here and type venue address]

Would you be able to attend? reassure & persuade

IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:

Great, thanks. I'll just take a few details, and will let you get on with your day. We will send you more information by [Click here and type letter/email] shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

Q2. 1 Finally, thank you for your help so far. And would you be willing to be invited to take part in other similar research for Wessex water?

- Yes
- No

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of lead participant, then complete the following confirmations.

Recruiter Confirmations

RECRUITER – VERY IMPORTANT – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

Q20. **IS THE PARTICIPANT CLEAR ABOUT THE PRE-TASK & DID THEY SAY THEY WOULD DO IT?**

Clear
Will do

MRS DECLARATION

Q21. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Accent



Reviewing Strategic Direction and Social Purpose **Intergenerational Insights**

Accent
Tel +44 (0)20 8742 2211
July 2021
3493

FOR YOU. FOR LIFE.
Wessex Water
YTL GROUP 

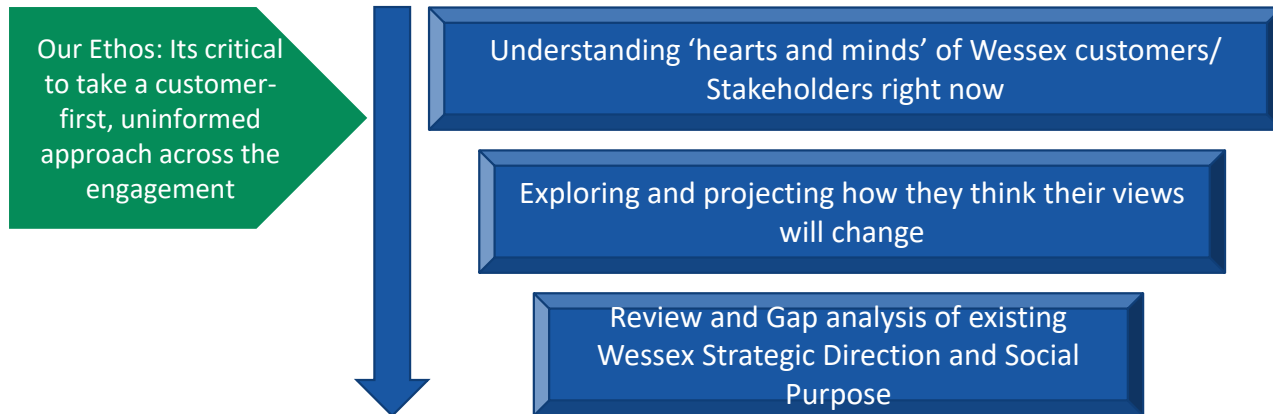
THE BRIEF

Wessex Water’s long term plan needs to be rooted in customers and stakeholders current views and priorities

In anticipation of future technological, social, economic and environmental changes, Wessex Water are reviewing their **Social Purpose** and **Strategic Direction**.

Wessex Water aim to be a ‘world leading water and sewerage company’ whilst continuing to meet customers’ increasing expectations in a sustainable and affordable way.

Engagement with a range of customers and stakeholders will ensure that their Social Purpose and Strategic Direction align with customer and stakeholder long term priorities - it will also feed into PR24



- Snapshot of their lives
- Customer POV on what matters to them
- Exploring the big topics - Political, Economic, Social, Technology
- Identifying who they admire/why
- Understanding how this relates to Wessex Water
- Exploring their horizon
- Loose projections through guided future

Social Purpose outlines the reason why Wessex Water do what they do.



Strategic Direction sets out what Wessex Water aim to deliver for customers, wider society, and the environment over the next 25 years. First published in 2016.



APPROACH OVERVIEW

Iterative phases of research creating depth of insight

1

Immersive Review and Inception Meeting – Desk research of research already conducted by Wessex Water and other relevant published sources (including CCW best practice engagement, guidelines, all the Water company submissions and CCG submissions, and OFWATs responses, the OFWAT consultation which Accent were invited to comment on) to identify gaps and learn from best practice. Results of this will be shared at the inception meeting and used to inform subsequent engagement.

2

Expert Co-creation – Formation of an **expert panel** comprised of a core group of internal key thinkers (i.e.. Emerging thinkers), industry experts (i.e.. Environmental experts) to review at a top level the broad themes of the current Strategic Direction document, identify potential areas to update, and provide suggestions on how to measure and communicate performance to different audiences

3

Inter-generational ethnography – In home immersion session with different generations from the same family to tease out and debate broad priorities and expectations, identify any amends and explore different motivations.

4

Enhancement - perceptions of Strategic Direction and Social Purpose, including the enhancements suggested during the expert co-creation phases and intergenerational ethnography. Tailored engagement channels to reach different audiences, with an opportunity to draw learnings from each phase and make refinements for subsequent engagement. A unique focus for each audience according to their degree of specialism. Preferences for communication channels, now and in the future, discussed:

- a) Workshops with industry stakeholders
- b) Retailer depths
- c) Online workshops with business customers
- d) Employee road shows
- e) Customer road shows and in home depths with vulnerable customers

5

Quantification – Online and telephone quantification of priority areas with uninformed domestic customers, citizens and business customers, informed domestic customers and employees. Confirmation of how to communicate progress

6

Final refinements – expert panel reconvened to debate research findings and suggested actions

7

Action Planning Workshop to disseminate results

DETAILED METHODOLOGY:

Six qualitative intergenerational groups (grandparents, parents and young people)

Sessions rooted in home-work exercises via LiveMinds platform

01

- Pre-Work Exercises
- Life highs/lows
- Future focus
- Water consciousness
- Best in Class brands

02

- Digital and In-Home Sessions
- Big themes
- Life context
- Implications for Wessex Water
- Brief review of proposed social purpose



THE SAMPLE:

Coverage of Wessex dual service and sewage only areas



Group	Location	Customer Type
1	Bristol, Suburban	C2DE
2	Bristol, Rural	ABC1
3	Bournemouth	C2DE
4	Wiltshire	ABC1
5	Wiltshire	ABC1
6	Devizes, Rural	C2DE

Some differences observed in social grade with higher SEG grandparents displaying stronger concerns about the environment

To enable a 'blank sheet of paper' approach, the first part of the presentation focuses on *What Matters to Wessex Water* families outside of water to provide context for the Strategic Direction and Social Purpose

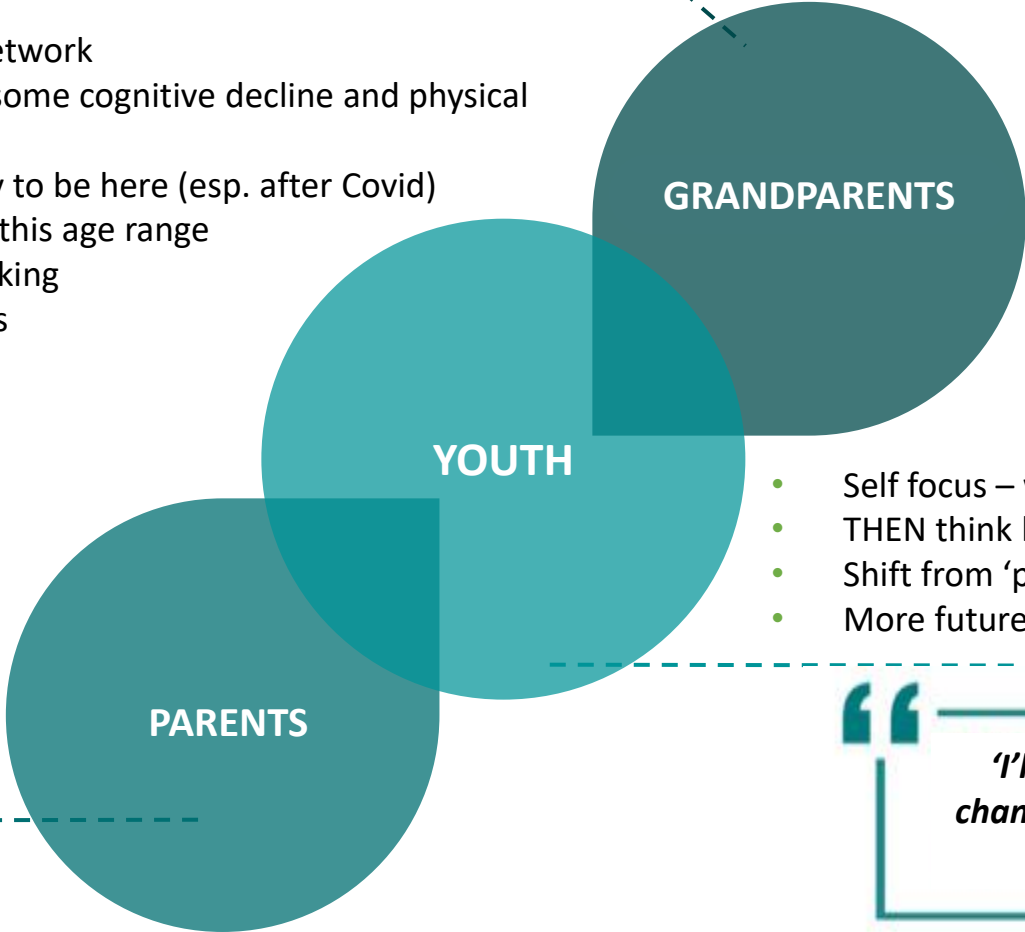


FIRST, AN INTERGENERATIONAL OBSERVATION:

Young people are the centre of every family universe

- Settled and secure
- Grateful for family support/network
- Health issues dominate with some cognitive decline and physical illness evident
- 'Had their time' and feel lucky to be here (esp. after Covid)
- SEG differences prominent in this age range
 - AB = embrace new thinking
 - C2DE = old school views

'I think about the future for the young ones'
Grandparent



- Focus is on children's well being
- Present and future
- Negotiating new territory as children become independent
- Negotiating emotions of empty nesting and relinquishing control

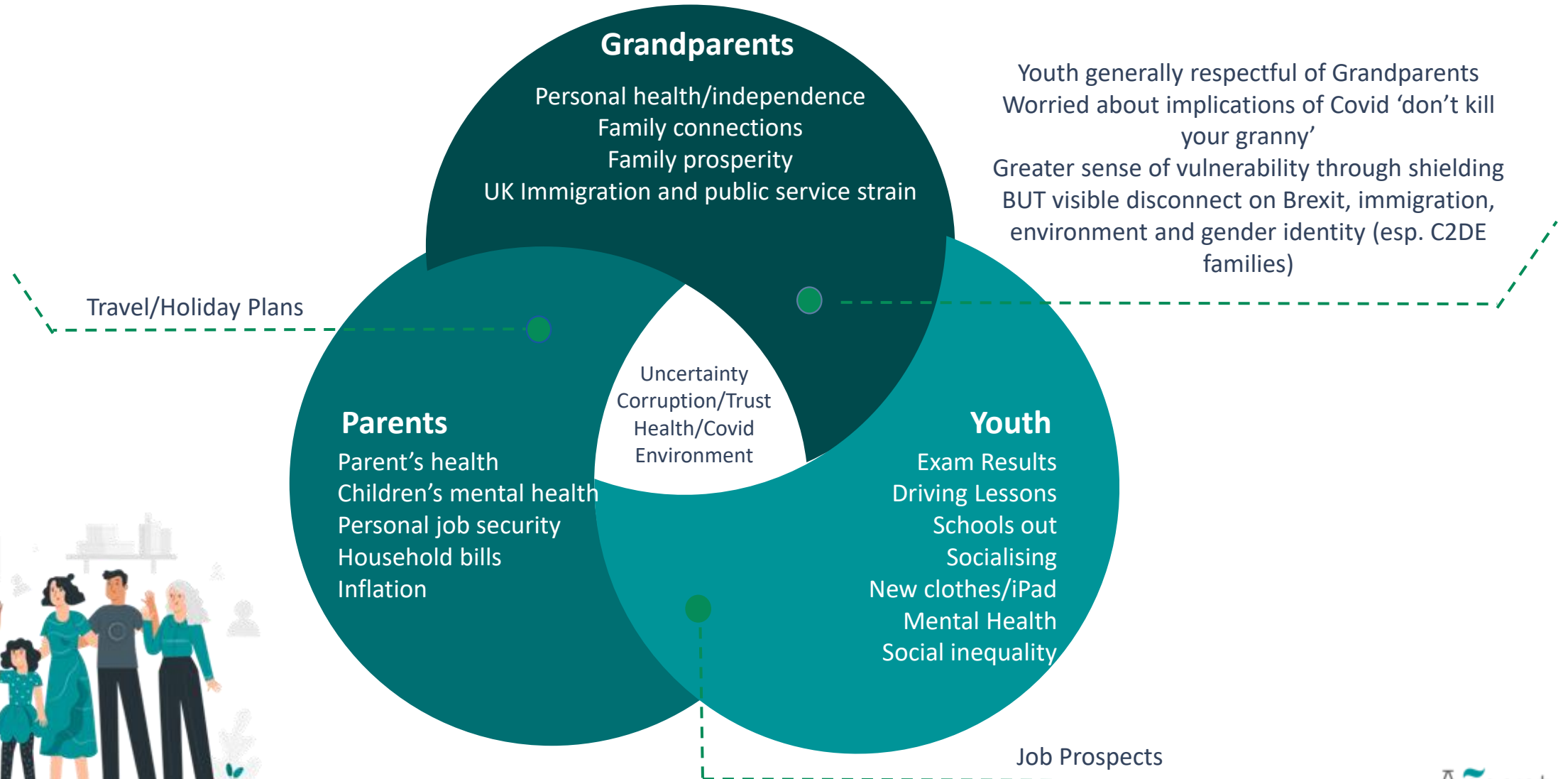
- Self focus – what's going to happen for me
- THEN think big picture
- Shift from 'present tense' focus with Youth
- More future concerns e.g. Covid, jobs, exams

'I just worry they won't be able to afford a house together'
Parent

'I'll worry about climate change after I've graduated'
Youth

WHAT MATTERS TO WESSEX FAMILIES:

Concerns outweigh positives with common themes of economic uncertainty, political/corporate mistrust, environmental issues and the ongoing impact of Covid



MORE ON THE BIG THEMES:

All aware of 'environmental issues' but mixed levels of belief and action across and within families



What they think about the Environment

- Big environmental stories cutting through for everyone
 - Changing weather patterns
 - Localised flooding
 - Heatwave in Canada
- Environmental influencers are on the radar e.g. David Attenborough/Greta
 - Some engage/others dismissive
- Focus tends to be on issues outside of water
 - Plastics in the ocean
 - Single use plastics
 - Net Zero by 2050

Examples of what they do

- Recycle weekly (everyone)
- Litter pick on beaches (grand parents/parents)
- Buy second-hand e.g. visit charity shops for clothes (youth)
- Upgraded recycling strategy for their business e.g. pay for private companies (Business)



Despite environmental awareness, there is a disconnect between belief in bigger environmental issues and action on water saving/security

INTERGENERATIONAL DIFFERENCES:

Some 'environmental tension' within families



Youth

- Educated at school about climate change
- Understand the complexity of issues
- Aware this is *their future* being discussed
- HOWEVER, behaviour doesn't always reflect attitudes e.g. buying fast fashion, 20 minute showers



Parents

- Learning from their children, work policies, changes to recycling rules, listening to news agenda
- Most appear to embrace the issue and take small actions



Grand Parents

- Splits amongst AB and C2D families in this small qualitative sample
- Higher SEG – embrace issue, concern for future generations, read around subject, take action
- Lower SEG – challenge issue, unconvinced, climate change is cyclical, disproportionate media response

Well, it will be our generation that lives through it in the future

Devizes, Youth

I worry about the microplastics and impact on the beaches

Bristol, Parent

Greta Thunberg annoys me...she tells you to cut down and then you see her on a plane. I didn't listen to her

Bournemouth, Grand Parent

Implications for SDS/SP: Expect environmental promises but want to see these play out at local level with examples they can relate to

MORE ON THE BIG THEMES:

Economic uncertainty is an immediate issue for parents - pressure on household bills



- Brexit then Covid = escalates uncertainty
- Financial pressure on businesses (3 families run businesses/self employed)
- Lack of job prospects/security
- Limited ability for children to earn money and be financially independent
- Stagnant salaries
- Fear over household bills spiralling

Work isn't busy at the moment (Covid) I don't really know what will happen workwise ...I'm self employed and I can't really plan anything till this is over.
Bournemouth, Parent

We've just had the toughest 18 months for the business – we need to focus on us
Bristol, Parent

Council tax and other utilities are going up but our salaries are staying the same
Chippenham, Parent

We live in a rural area and people can't get work as there are limited opportunities
Devizes, Parent

Implications for SDS/SP: Looking for affordable, stable water bills NB. Focus here was more on them/family than others; less social conscience than expected and will observe how this plays out in Roadshows

MORE ON THE BIG THEMES:

Mistrust of politicians, media and big corporations exacerbated over Lockdown



- Perceived mismanagement of Covid and Lockdown fuelled criticism
- Hancock hypocrisy and backhanders elevate sense of injustice
- Brexit – are we better or worse off?
- Large corporations get away with tax
- Fake news

You want companies to be transparent
Devizes, Parent

You can't trust anyone anymore
Bristol, Grand Parent

MORE ON THE BIG THEMES:

Despite excitement over relaxation of restrictions, concerns about long term implications of Covid are real

Covid Optimism

Vaccine success

Chance to socialise with friends and family

Opportunity for family to provide stronger support

Prospect of travel/holidays

Higher likelihood of driving lessons

Stability of schools

Covid Concerns

Fear that new wave of Covid could force further shielding/isolation

Financial pressure

Ongoing economic impact on jobs/income

Skill shortage due to shift in jobs


Impact of lockdown on mental health & education



Implications for SDS/SP: Focus on how Wessex Water will facilitate 'good health' is important

BEST IN CLASS BRANDS:

Primary reason for brand choice unrelated to environment or social conscience



- Quality product/range
- Longevity of brand
- Brand expertise and visibility
- Top customer service (multi-channel)
- Influencers
- Fashionable/current
- Affordable (minority of brands)
- Sustainable (minority of brands)



- Quality product/range
- Frictionless service
- Speedy delivery and fulfilment
- Brand expertise and visibility
- Top customer service (multi-channel)
- VFM
- Brand trust
- Progressive
- Innovators

Implications for SDS/SP: Expect leading customer service across touchpoints (digital, telephone), brand expertise and influence, continual innovation

Second part of presentation focuses on what this means for Wessex SDS and Purpose



WATER USAGE:

Range of responses and contradictory attitudes and behaviour observed

Don't think much about water usage
(More Youth/Parents)

Do think about water usage
(More Grand-Parents)

Largely unconscious

Use hosepipe in the summer
Wash up with running water
Leave tap on while washing face

Mindful but.....

Turn tap off while brushing teeth
Shower for 20 minutes!

Highly conscious

Mindful of flushing/drains
3-minute showers/2 songs
Proactive water saving strategies in place
Reuse tumble dryer water
Turn shower off while shampooing
Boil just enough water

Defiant

Pay for what is used
No water shortages

Guilty

Feel could do more
Dislike waste
Embarrassed about behaviour

Anna M said 3 days ago via mobile

I would say I am on the middle shade, but leaning more towards the lighter blue. I rarely drink water as I tend to drink more juice, etc, but I shower around 20mins every other day and I sometimes have baths. When I clean my teeth I turn off the tap as I know that that will save some water, however when I wash my face I leave the tap running until I have finished with the face wash. I do think about my water usage, but not as much as maybe I should. When making meals that involve gravy, we often use the water from vegetables that were boiled for the gravy rather than putting it down the drain and using other water. When I get a glass of water from the tap I always finish it, but sometimes I might chuck some of it down the sink without a second thought.

NB: No water butts across our families!

Implications for SDS/SP: Majority just not engaged enough with the water conversation to commit to water conservation.
Opportunity for more communications and water hacks to promote behavioural change

WHAT THEY KNOW ABOUT WESSEX WATER:

Starting point = not very much knowledge about Wessex Water



- Monopoly market = no switching/no thinking
- Lower bill than other utilities
- Infrequent bills



- Limited 'relationship' with Wessex Water
- Unsure of Wessex Water responsibilities beyond – clean water, sewage, beach/river water quality, billing

'We get a communication once a year'

"They offer discounts for large families"

'I've never thought about them, I don't know even know how much I pay'


SOME BACKGROUND MATERIALS SHARED:

Information about Wessex Water key facts/responsibilities

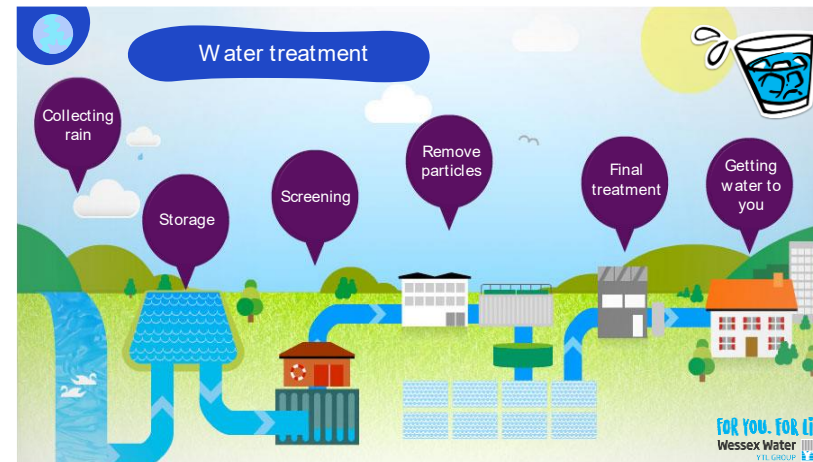
The English water market

Wessex Water

- Supplies water to 1.3 million customers
- Supplies sewerage services to 2.7 million customers every day



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Wessex Water

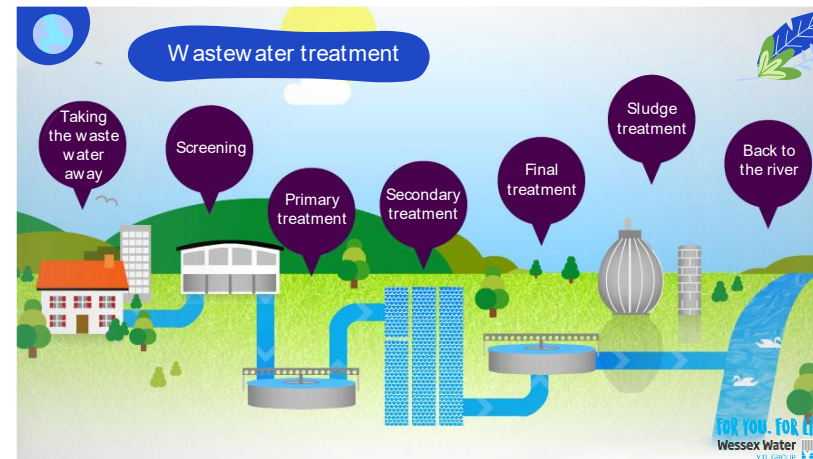


Facts about Wessex Water

- Wessex Water treats & supplies 280 million litres of water a day
- It removes & treats 470 million litres of sewage a day
- It looks after 7,200 miles of water mains and 22,000 miles of sewer pipes
- Wessex gets the highest customer service scores in the industry according to the regulator (Ofwat)
- It employs 2,200 people in the region
- The Environment Agency assess Wessex to be a "leading" water company for environmental performance



FOR YOU. FOR LIFE.
Wessex Water



Interesting and informative but feels quite generic – local examples might make this feel more relevant to individuals and ensure greater ownership of issues

FUTURE VIEWPOINT:

Storyboards and Gestalt exercises used to project forward – 2031 and beyond

POLITICS

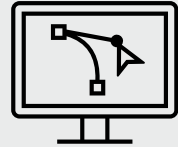


Post Brexit Britain is unknown
Cynical about future
Politicians remain untrustworthy
Fear of more power/control
Upheaval of political landscape
Local/community focus

Greater transparency
Brand visibility
Bill breakdown
More local engagement
NB. no discussion about
renationalisation

*'I want them to shout louder
about what they do' Devizes,
Parent*

TECH



Digitalisation of services
Electric cars
Automated appliances
Improved technology

Smart meters
Meters for waste
Filtration of sewage
New pesticides

ENVIRONMENT



Net Zero/new targets
Using green energy
Increased climate change
Threat of water scarcity

Universal metering
Desalination solutions
National water grid
Water transfers
Partnerships with utilities
Partnerships with farmers

*'I worry about water shortages
even though I do my bit' Bristol,
Grandparent*

HOUSING/ SOCIETY



Population growth
Affordability crisis
High property prices
Lack of social housing
Greener housing policies

Affordable bills
Partnerships with
housebuilders
Rainwater tanks

*'I get distracted in the shower! I
need them to make overuse an
outrage' Bristol, Youth*

FOOD/DRINK/LEI SURE



Plant based diets
Responsible farming
Mindful water consumption
River water/sea swimming

Education/incentives
re water conservation
Water/sewage quality

Future
Projections

Implications
for Wessex

WHAT WE WANT FROM WESSEX FOR SDS (2031, 10 years time):

Activity/Result/End Benefit model used – will build on this with insights from Customer Roadshows

Input (Activity)	Output (Result)	Outcome (End Benefit)	Hygiene/Enhancing
Purification/filtration of water	Clean/safe drinking water	Health, convenience	Hygiene
Infrastructure investment/fix pipework	Reduce leakage	Affordable bills, environmental, trust	Hygiene
Capture/store water e.g. build reservoirs	Meet supply/demand	Continued supply, health, convenience	Hygiene
Multiple customer service channels Invest in technology	Good customer satisfaction	Good company to be with, trust	Hygiene
Work with farmers	Improve river water quality	Environment, local community, recreation	Hygiene
Sewage seepage/filtration	Improve river/beach quality	Environment, local community, recreation	Hygiene

WHAT WE WANT FROM WESSEX FOR SDS (2031, 10 years time):

Activity/Result/End Benefit model used – will build on this with insights from Customer Roadshows

Input (Activity)	Output (Result)	Outcome (End Benefit)	Hygiene/Enhancing
Control usage through smart meters or price packages	Meet supply/demand	Continued supply, environmental, affordable bills (for some), control	Enhancing
Educate schools/customers about water conservation	Reduce consumption Less wastage	Affordable bills, environmental	Enhancing
Work with partners to reduce microplastics	Improve sea water quality	Environment, local community	Enhancing
Coordinating with partners e.g. utilities, local authorities	Less duplication of resources	Less community disruption, affordable bills	Enhancing
Encourage/enable water recycling Promote water butts	Less sewer pressure	Environment, affordable bill	Enhancing
Advertising/communications about WW local activities, about bill breakdown e.g. TikTok, Influencers	Improve brand visibility	Trust, transparency	Enhancing
Use sewage to generate energy	Lower carbon footprint	Environment	Enhancing
Water softeners In-home water purification taps	Less limescale	Convenience, longevity of appliances	Enhancing

Observation: lack of focus on social responsibility/vulnerable people outside of their friends and family

RESPONSE TO SOCIAL PURPOSE:

Neutral-positive response from families so far

Neutral =

Generic company/business
Bit uninspiring
More future focus
More local focus
Recognition of rural geography
No sense of 'my water company'



Positive =

Context is positive e.g. Wessex achieve customer service scores, Wessex are leading on environment
Purpose fits with 'what matters' now
Aims are high level/strategic

'It doesn't feel unique to Wessex Water and is this what they see as future' Wiltshire, parent

'This feels like it's on the right track but is it ambitious enough' Devizes, youth

'I feel quite proud to be part of that' Bristol, parent

RESPONSE TO SOCIAL PURPOSE:

Some sense that this needs to be braver/more ambitious and talking about innovation

Our purpose is to improve public health, and enhance the environment, creating value for the people we serve

Focus on health reflects current and projected mood
BUT 'Public health' feels limiting and should be more about physical/mental health/well being

Focus on environment chimes with 'What Matters' to them at high level and specific outputs e.g. climate change/net zero AND improving river water

Whets appetite for how this will be achieved

Confusion around the 'creating value' statement – how will Wessex deliver this

What's missing? Addressing economic concerns, leading customer service, innovation

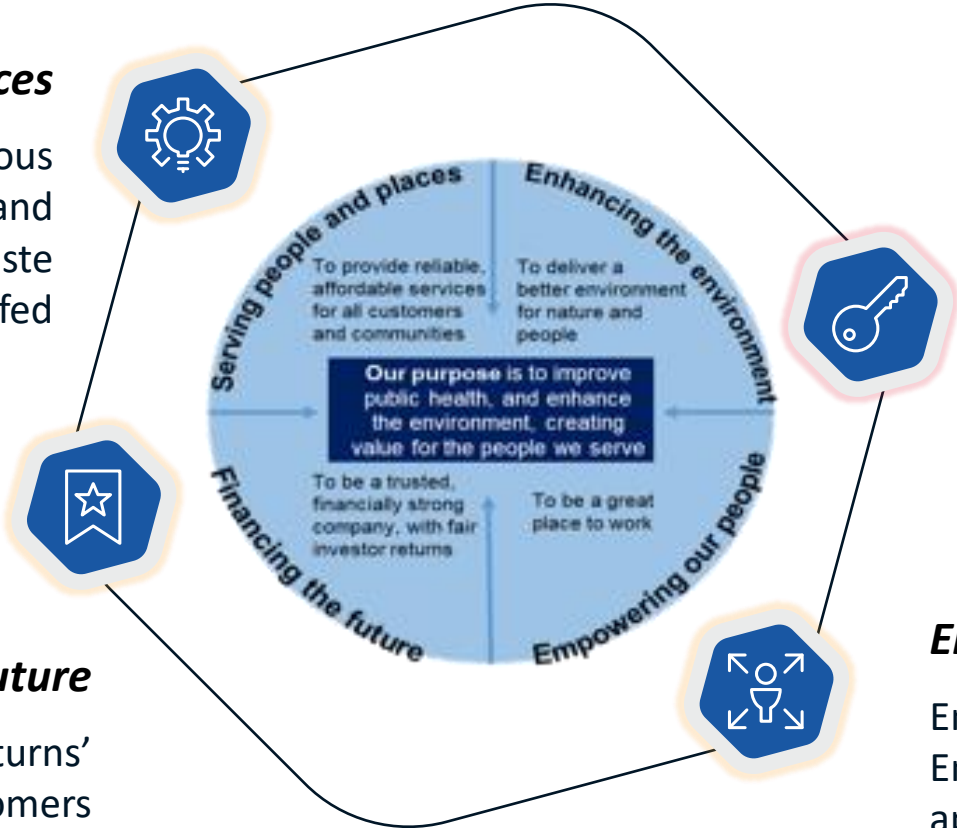


RESPONSE TO SOCIAL PURPOSE:

Four aims cover core areas: Need to build and develop this throughout Roadshows

Serving People & Places
Affordable bills are critical, continuous supply in light of supply/demand challenges, good customer service, waste services that are future proofed

Enhancing the Environment
Net zero is good but want to see more specific mentions of beach/river quality, wildlife preservation, community focus



Financing the Future
Important and good to see 'fair returns' but removed from customers

Empowering our People
Encouraged to see positive focus as Employer; potential to support local apprenticeships and jobs, employment opportunities

Next Steps



- Next fieldwork businesses, stakeholders, retailers and customer roadshows
- Big Themes have been taken through to News Room Roadshow exercise
- Future Vision used to develop Future Film for Roadshows
- Social Purpose to be explored and developed further in Roadshows

- Emerging 'hygiene' outputs and outcomes focus on:
 - Clean/safe water for life/health
 - Robust infrastructure to ensure affordable bills
 - Reliable supply managing changing supply/demand
 - Working with partners to improve environment/community
 - Ensuring river/beach quality through sewage management
 - Ensuring good customer experience from a trustworthy company

Thank you



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Draft Discussion Guide**Welcome & warm up****10 mins (10)**

Introductions

Thanks for doing all the tasks on LiveMinds and allowing us to visit you in-home today/tonight (or online if appropriate) to conduct this family discussion

Explain independent and exploratory nature of research (conducted in accordance with the Code of Conduct of the Market Research Society (MRS) and also with the Data Protection Act, with whom Accent is registered)

Tell the family that we are undertaking this research for Wessex Water who are their Water/Wastewater/Water & Waste water company

Reassure that there are no right or wrong answers and we are only interested in your individual opinions which may vary across the family – we are keen to see this so please don't feel you have to agree!

Explain that we will be looking for input on Wessex Water's future plans and we are starting from a blank sheet of paper so don't feel constrained – there really are no wrong answers

We would like to start off by finding out who we have here in the family and the relationship

- First name
- Who lives in the house
- How close do others live (young people/grandparents)
- One more hour in the day – what would you do with it (ice breaker and gets creative juices flowing!)

Understanding your life**10 mins (20)**

At the beginning, we are keen to review some of the information that you put onto the first LiveMinds task and discuss that a little and see how things differed across the family

Task One

- Review of positives/negatives exercise
- Show positives/negatives
- What's making you feel positive about these things right now
- What's driving these worries
- Is there anything that could be done to address the concerns
- How is it different for young people, parents, grand-parents

Let's think about what you have said and what it means for Wessex Water

What does this mean for when you are dealing with service companies like utilities – how does your bigger life issues affect what type of service you expect from them

Moderator note – do not prompt: this could be financial worries, environmental concerns, fear of technology, need for certainty, education

Note for Wessex Team – we expect themes around environmental issues and social issues to arise from this section and will explore where they are on that spectrum e.g. recycler/reuser. We will probe around how their values/hopes and concerns impact on what they need from the Wessex plan for the next 20 years (outside of ‘clean water’)

Your brands

10 mins (30)

Tell us about the brands you chose – Showcard of the brands they put onto LiveMinds

Task Four

- Why did these brands make the cut
- What do they do for you that’s so good
- What do they stand for that makes you connect with them
- What are the qualities they have
- Note: are the brands selected for environmental/social reasons and explore why
- Tell us where there are differences across the family in the brands you connect with
- Tell us where are similarities

Now let’s use this to think about Wessex Water and what kind of brand/company they are They are in the process of putting their plan together for the next twenty five years (up to 2050)

What can they learn from the brands that you love

Where should their focus be

Note for Wessex Team – as above, we expect themes from around environment/social to emerge. We will probe around shopping types

Type of Water User

10 mins (40)

We want to understand more about your water usage – how you use water in the house for drinking/bathing/flushing - your attitudes and behaviour

Task Three

- Discuss where each were on the water spectrum
- Explore differences between behaviour and attitude e.g. do they say they are water conscious but behaviour indicates otherwise

- Moderator Note for context: Water usage has gone up from 138 litre on average pppd to 152 litres (14 litre increase) since the Pandemic
- Who do they think uses the most water, on average - why
- Are there differences in what each of them put down the drain or flushes
- What's driving this response to water
- Where are their differences/similarities across the family

If we think about Wessex Water and what they need to include in their future plans to reflect the way that you and your family feel and use water

Where should the focus be

What do they need to concentrate on

Moderator note – do not prompt: This could be about controlling usage e.g. meters, tariffs that reward/penalise, transparency of bills, advice/education, company profile

Wessex Water Priorities – Now and Future

20 mins (60)

- What do you think are Wessex Water's key areas of responsibility
- Each of you name five things you think they should be focusing on right now

We would like to show you some information about Wessex Water to show you the scope of their operation and what they are responsible for

- Show presentation charts (*note for Wessex Water: this shows the water and waste side of the business to ensure customers think about both*)
- Does anything surprise you about this
- What do you think about when you see what they do
- What would you like them to do/carry on doing/stop doing
- Where should their focus be
- How does this differ between you

Now we want to take on a journey to the future!! Corridor exercise – walk down a corridor with lots of different years written on the door. We go in room 2031 what do you see, what is your vision of the world, what will you be doing, where will you be, what are your hopes/dreams (use LiveMinds Task Two) – how is this different for each of you

Use this 2031 vision to set the scene further.....

You are just waking up in the spring of 2031. Your Internet of Things bedroom opens solar powered e-windows and plays gentle music while your smart lighting displays a montage of beachfront sunrises from your recent vacation.

Your shower uses very little water or soap. It recycles your grey water and puts the excess heat back into your home's integrated operating system. While you dress, your artificial intelligence (AI) assistant shares your schedule for the day and plays your favourite tunes.

You still start your day with caffeine but it comes from your IoT refrigerator which is capable of providing a coffeehouse experience in your home. A hot breakfast tailored to your specific nutritional needs (based on chemical analysis from your trips to the "smart toilet") is waiting for you in the kitchen.

When it's time to leave, an on-demand transport system has three cars waiting for you, your partner and your kids. On the road, driverless cars and trucks move with mathematical precision, without traffic jams, routine maintenance or road rage. Accident rates are near zero.

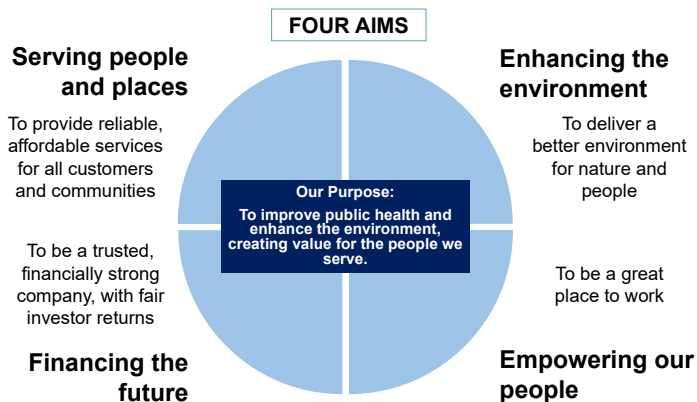
- Imagine this world
 - is this what you think things will be like
 - what do you imagine will be happening in 10 years time e.g. economy, environment, employment, water security
- Think about living in 10 years time
- What do we want from our service providers at this time
- What will we want them to deliver for us
- What about Wessex Water – what will you want them to be focusing on
- What are the five big dreams for Wessex Water
 - CORE - In 2031, I expect Wessex Water to.....
 - ABOVE AND BEYOND - IN 2031, I would want Wessex Water to
 - How will this change in 2040

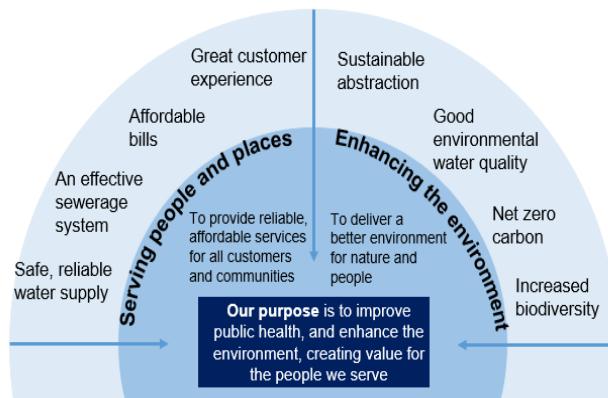
Summary of purpose and focus

10 mins (70)

Last thing for today is we would like you to take a look at this slide which summarises Wessex Water's purpose and their key areas of focus for the next 25 years

Moderator note: 4 Quadrant purpose





- Overall thoughts
- +/-
- How much does this fit with your own thoughts today
- Anything missing
- How do you feel about this – excited, bored, reassured, worried
- What does this make you think about Wessex Water – responsible, forward thinking, innovative, regressive, focused on right/wrong things, brave, cautious

Vox Pop

5 mins (75)

Final Vox Pop for each participant – three things Wessex Water MUST include in their future plan

Thank and Close

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Wessex Water
YTL GROUP



Intergenerational Stimulus Pack

your say  your future

Let's go!



Pro & cons

	Generation 1	Generation 2	Generation 3
Positives			

	Generation 1	Generation 2	Generation 3
Negatives			



What are the shared qualities

FOR YOU. FOR LIFE.

Wessex Water
YTL GROUP



Key take away

	Generation 1	Generation 2	Generation 3
Five things that Wessex Water should focus on right now			
Work back to end benefit for the customer i.e. if they say leakage ask how it will benefit them/community/environment			



FOR YOU. FOR LIFE.

Wessex Water

YTL GROUP



INTRODUCTION TO WESSEX WATER

your say  your future

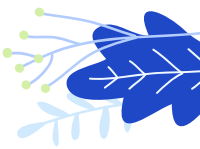
Let's go!

FOR YOU. FOR LIFE.

Wessex Water

YTL GROUP



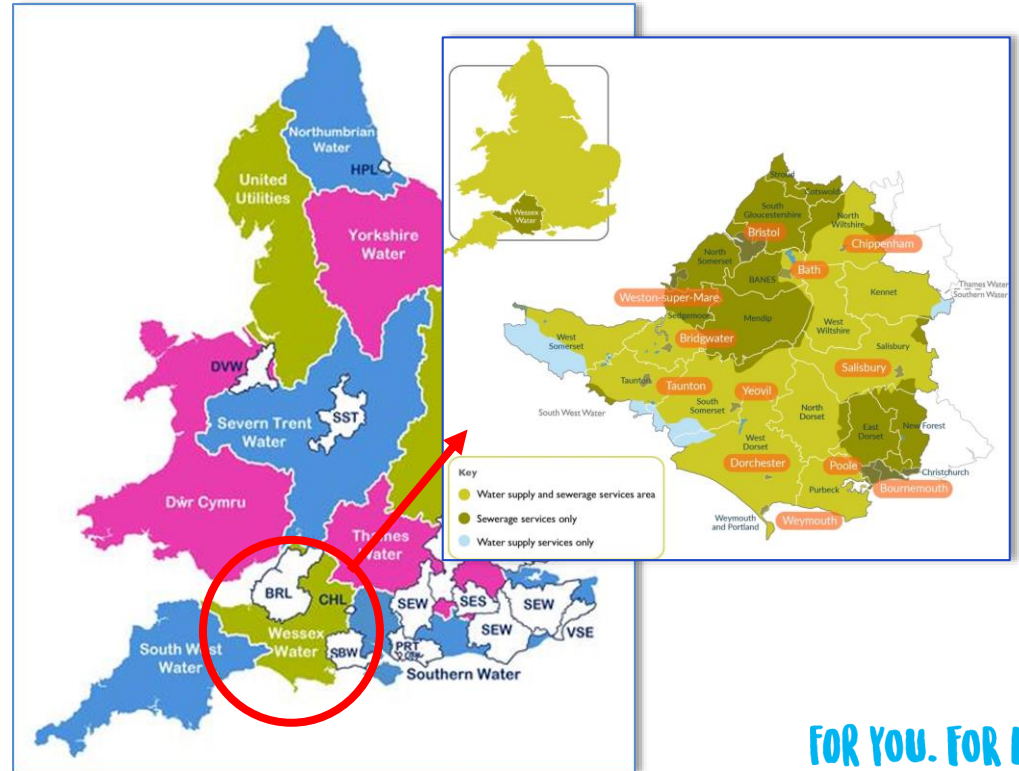


The English Water Market

Wessex Water

Supplies water to 1.3 million customers

Supplies sewerage services to 2.7 million customers every day



Facts about Wessex Water

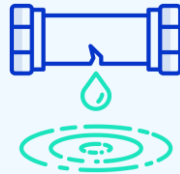
Wessex Water treats & supplies 280 million litres of water a day



Wessex gets the highest customer service scores in the industry according to the regulator (Ofwat)



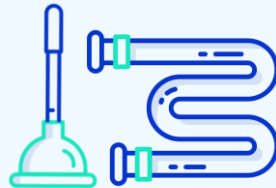
It removes & treats 470 million litres of sewage a day



It employs 2,200 people in the region



It looks after 7,200 miles of water mains and 22,000 miles of sewer pipes



The Environment Agency assess Wessex to be a “leading” water company for environmental performance



Water treatment



Collecting rain

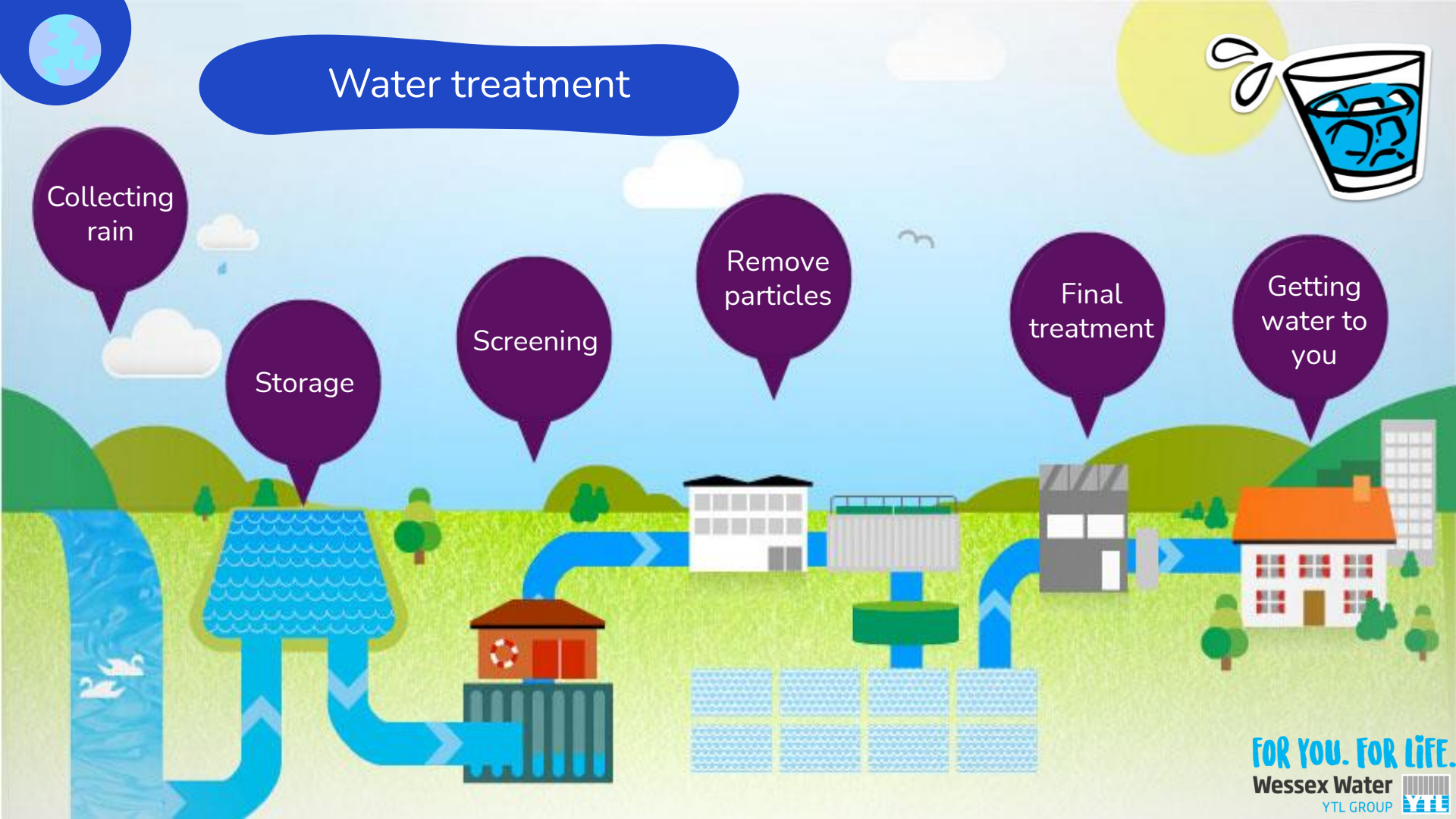
Storage

Screening

Remove particles

Final treatment

Getting water to you



Wastewater treatment

Taking the
waste
water
away

Screening

Primary
treatment

Secondary
treatment

Final
treatment

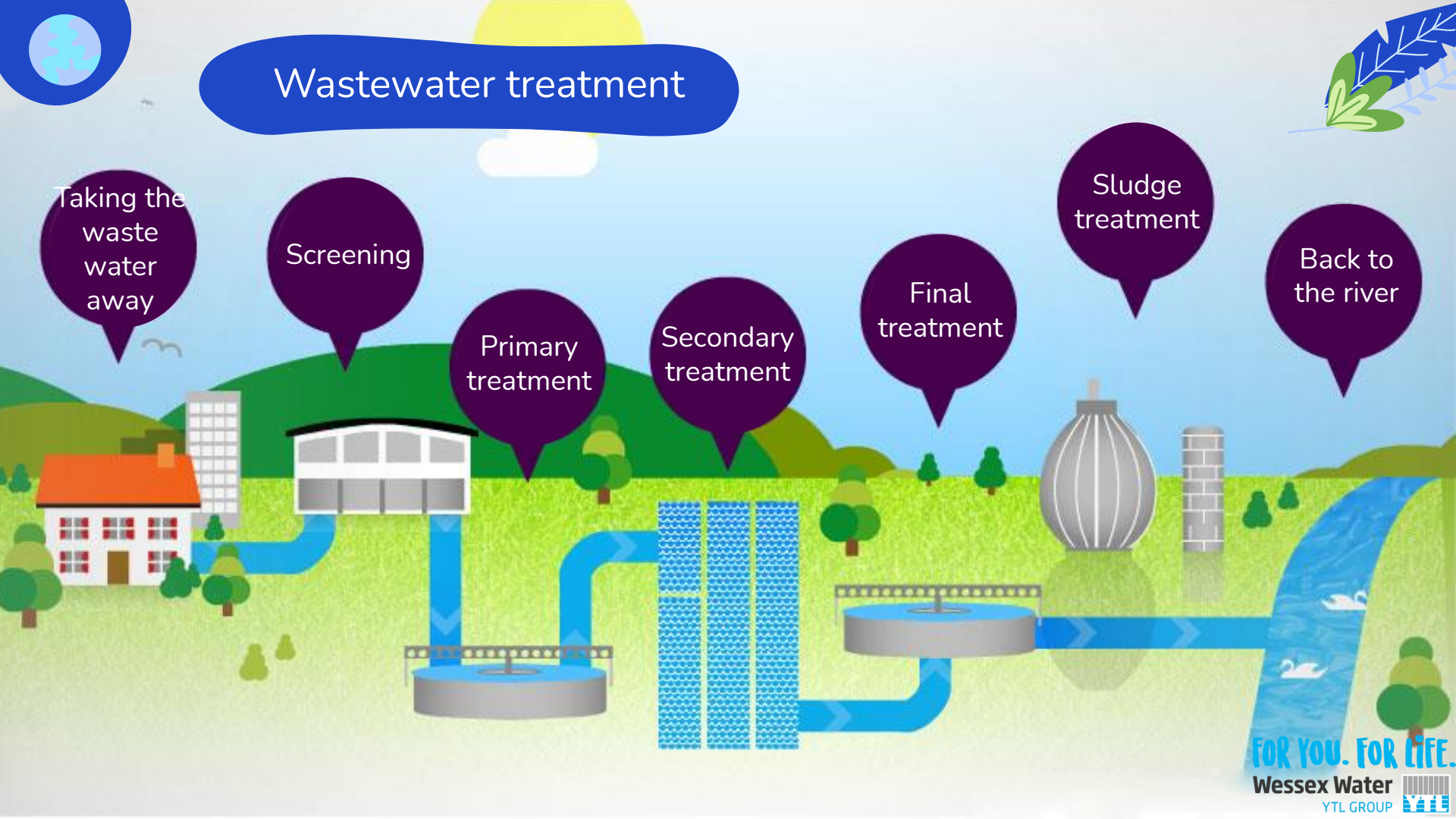
Sludge
treatment

Back to
the river

FOR YOU. FOR LIFE.

Wessex Water

YTL GROUP



FOUR AIMS

Serving people and places

To provide reliable, affordable services for all customers and communities

To be a trusted, financially strong company, with fair investor returns

Financing the future

Enhancing the environment

To deliver a better environment for nature and people

To be a great place to work

Empowering our people

Our Purpose:
To improve public health and enhance the environment, creating value for the people we serve.





Wessex water

A YTL company

For you
for life

Your say, your future

Gender	Even mix	Even mix	Even mix	Even mix
Locations	Bournemouth	Bristol	Taunton	Salisbury
Date	Monday 19 th July 2021	Wednesday 21 st July 2021	Thursday 22 nd July 2021	Monday 26 th July 2021
Time	5.45pm – 9pm	5.45pm - 9pm	5.45pm - 9pm	5.45pm - 9pm

- All must be WW customers – all to be water bill payers (with the exception of FUTURE CUSTOMERS)
- Future Customers (**Minimum 3 under 19 and Minimum 3 aged 19-25**)
- Rural and urban customers will need to be represented – although we will have some flex on this in Bristol as we’d like to be in a city centre location for this one.
- Ethnic minority and faith group quotas will be set to reflect the local populations.
- **Will require all recruits to have access to the internet/email as postal is not a feasible option.**

Introduction

Q1. Good morning/afternoon/evening. My name is and I am calling from Rite Angle. Please could I speak to the person responsible, either solely or jointly, for paying your household’s water bill?

- **IF “NO” TRY AND PERSUADE ELSE THANK & CLOSE**
- **IF “CALL BACK” PLEASE RECORD DATE AND TIME OF APPOINTMENT ON ACCIS, THANK AND CLOSE**
- **IF “YES” PLEASE PROCEED TO SCREENING SECTION**

WHEN SPEAKING TO APPROPRIATE CONTACT CONTINUE WITH SCREENING

Screening

Good morning/afternoon/evening. My name is from RITE ANGLE and I am carrying out research for Wessex Water – they are keen to hear the views of household customers to help inform their future plans.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of a 3 hour group discussion, for which you would be paid £70 were you able to assist. You will also receive an additional £15 for completing a homework task online before attending the group. Can I just ask you a few questions to check that you are eligible to take part in this research?

This call may be recorded for quality control purposes.

NOTE TO INTERVIEWER: SAMPLE SOURCE IS: #sourcetext#

INTCHECK. INTERVIEWER: PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded

INTCHECK2. INTERVIEWER: PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn’t safe – we need to call back later **GO TO APPT SCREEN**

Q2. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third

party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes

No **THANK AND CLOSE**

Q3. Do you or any of your close family work or have worked in the recent past in the water industry or Market Research professions?

Yes **THANK & CLOSE**

No

Q4. Have you ever participated in a market research group discussion? **IF YES, PROBE WHEN**

Yes, in last six months **THANK & CLOSE**

Yes, between 6 months and 2 years ago

over 2 years ago **GO TO Q7**

no **GO TO Q7**

TWO THIRDS OF RECRUITS MUST HAVE NEVER BEEN TO A GROUP DISCUSSION BEFORE

Q5. How many groups have you been to in that period?

One

2-3

More than 3 **THANK & CLOSE**

Q6. What was the subject matter of the groups you attended? **PROBE AND WRITE DOWN**

IF WATER INDUSTRY THANK & CLOSE

Q7. What is the job title of the chief wage earner of your household or, if you are the chief wage earner, your own job title?

- **IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE**
- **IF MANAGER/EXECUTIVE: ASK FOR INDUSTRY SECTOR, NUMBER OF EMPLOYEES IN COMPANY AND MANAGEMENT STATUS**
- **IF RANK/GRADE (CIVIL SERVANT, NURSING, MILITARY, NAVY, POLICE ETC.) RECORD RANK/GRADE SPECIFICALLY**
- **IF PENSIONERS: ASK IF STATE (GRADE "E") OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)**
- **IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE "E"), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)**

CODE SEG

A

- B
- C1
- C2
- DE
- Not stated **THANK & CLOSE**

CHECK QUOTAS FOR GROUPS

Q8. Who supplies clean water services to your home? This is the clean water that is delivered into your home (comes out of your taps and used in your toilets, washing machines, etc) and not the wastewater (or sewerage) that is taken away from your home.

- Wessex Water **GROUPS 3 and 4**
- Bristol Water **GROUP 2**
- Bournemouth Water **GROUP 1**
- Other **THANK & CLOSE**

Q9. Who supplies your wastewater (sewerage) services to your home?

- Wessex Water
- Other **THANK & CLOSE**

PLEASE NOTE FIRST PART OF THEIR POSTCODE:

--	--	--	--

Q10. How old are you?

--	--

CODE AGE GROUP BELOW

- Under 19 **(Minimum 3 for Future)**
- 19-25 **(Minimum 3 for Future)**
- 25-54
- 55 or older
- Refused

PLEASE NOTE FUTURE CUSTOMER MUST BE AGED BETWEEN 16-25 (Minimum 3 under 19 and 3 =19-25)
CHECK QUOTAS FOR OTHER GROUPS

Q11. Are you...

- Male
- Female
- Prefer to self-identify
- Prefer not to say

CHECK QUOTAS FOR GROUPS

Q12. To which of these ethnic groups do you consider you belong to?

WHITE

1. British
2. Irish
3. Any other White background

MIXED

4. White and Black Caribbean

5. White and Black African
6. White and Asian
7. Any other Mixed background

ASIAN OR ASIAN BRITISH

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

BLACK OR BLACK BRITISH

12. Caribbean
13. African
14. Any other Black background

CHINESE OR OTHER ETHNIC GROUP

15. Chinese
16. Any other ethnic group

17. Prefer not to say.

Q13. What is your employment status?

- Working full-time (30+ hours a week)
- Working part-time (8-29 hours a week)
- Not working – looking for work
- Not working – not looking for work
- Student at college **RECRUIT AS FUTURE CUSTOMER**
- Student at university **RECRUIT AS FUTURE CUSTOMER**
- Retired
- Retired unpaid voluntary work
- Looking after family/home
- Other (type in)

Q14. IF Q13=1 OR 2: Is this your first job?

- Yes **RECRUIT AS FUTURE CUSTOMER AND GOTO Q18**
- No

Q15. Do you have a water meter at your home?

- Yes – requested one **MEASURED**
- Yes – was already installed when I/we moved in **MEASURED**
- Yes – water company installed/I/we did not request **MEASURED**
- No **UNMEASURED**
- Don't know

AIM FOR A MIX

Q16. I am going to ask you now about how much you pay your water company. Which of the following bands best describes the total annual bill of your household?

- Over £600 per year (for water and sewerage) **HIGH USER**
 - Between £400 and £600 per year (for water and sewerage) **AVERAGE USER**
 - Less than £400 per year (for water and sewerage) **LOW USER**
 - Don't know/Prefer not to say **ASK TO ESTIMATE**
- AIM FOR A MIX**

Q17. What method do you typically use to pay your household water bill?

- Online by debit or credit card
- Direct debit
- Bank transfer
- Over the phone / automated phone line
- Cash or cheque by post
- Other – please specify

Q18. Which of the following statements most closely applies to your use of water in your household?

READ OUT

1. I don't know how much I use and I don't think about it.
2. I don't know how much I use but I am conscious about it.
3. I'm careful about how much I use to keep my bill down.
4. I'm careful about how much I use because I don't want to waste water.

Q19. How strongly do you agree or disagree that the following statements apply to you. Please respond on a scale of 1 to 5 where 1 = strongly disagree and 5 = strongly agree for each of the following three statements. **INTERVIEWER – read out each separately for three individual responses.**

1. I am conscious of the world around me and want to look after it for future generations.
2. I'm happy to pay a bit more for products and services that are environmentally friendly.
3. I consider the impact of my actions on the environment.

GO TO INVITATION

Invitation: Group F2F discussion

Q20. Thank you for answering those questions. Would you be willing to attend a focus group we are holding for Wessex Water to help inform their future plans? There will be about 15 other people just like yourself. The group will be held in accordance with the Code of Conduct of the Market Research Society. The group will last around 3 hours. All participants will receive a total of £85, which includes the £15 pre-task incentive to thank them for their time.

Yes **PROCEED TO TEXT BELOW**

No **THANK AND CLOSE**

Social distancing measures will be in place at the venue to ensure everyone's safety. Please note, the session may move to an online zoom session if restrictions extend past 19th July, however, we will give you plenty of notice if this is the case.

ASK ALL: PRE-TASK

TELL PARTICIPANT ABOUT PRE-TASK: Before the main group discussion there is a small 'warm up' task for you to do using a mobile based app platform called LIVEMINDS.

You will receive an email invitation to join this platform and will be provided with an account and log in details to access these short tasks. *These will look at what's important to you personally and within your wider community, what you want from a water company and types of brands you admire.*

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q21. DATA COLLECTION & SHARING CONSENT

The group may be joined by representatives of Wessex Water, so they can watch the discussion and learn as much from it as possible from it. They will not participate in the discussion.

The group will be audio recorded for analysis purposes and to ensure accuracy.

The group will be held in accordance with the Code of Conduct of the Market Research Society and any views you express during the discussion will be treated with complete confidence and will not be attributed to you personally.

In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK

Yes **CONTINUE WITH DETAILS**

No **[Click here and type HOLD IN RESERVE or THANK AND CLOSE]**

Q22. The group discussion will take place on: **VENUES LOCATIONS TBC**

Group	Location	Event Date	Group Time	Moderator	Venue Status	Venue Address
1	Wessex Water - Taunton	Thursday, 22-Jul-21	5.45-9pm	Nancy, Rachel & Hannah	Prov ONLY USE AS REFERENCE	Museum of Somerset, Taunton Castle Castle Green Taunton Somerset TA1 4AA
2	Wessex Water - Chippenham/Bath or Salisbury TBC (somewhere in the east of Wessex Water's dual supply area)	Monday, 26-Jul-21	5.45-9pm	Nancy, Rachel & Hannah	Prov ONLY USE AS REFERENCE	Bailbrook Hotel - Everleigh Avenue, London Road, BA1 7JD
3	Bristol Water - Bristol	Wednesday 21 st July	5.45-9pm	Nancy, Rachel & Hannah	Prov ONLY USE AS REFERENCE	Holiday Inn Filton Bristol - Filton Rd, Winterbourne, Bristol BS16 1QX
4	Bournemouth Water - Bournemouth	Monday, 19-Jul-21	5.45-9pm	Nancy, Rachel & Hannah	Prov ONLY USE AS REFERENCE	Mercure Hotel - Meyrick Road Bournemouth, BH1 3DL

Would you be able to attend? reassure & persuade

IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:

Q23. Please ensure that you bring some proof of identity with you (such as a driving licence, credit card, utility bill or passport) as we will need to see that in order to issue you with the £85 incentive. Payment will be made via BACS following the groups discussion to limit cash handling.

Great, thanks. I'll just take a few details, and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of participant, then complete the following confirmations.

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Recruiter Confirmations

RECRUITER – VERY IMPORTANT – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

Q24. **IS THE PARTICIPANT CLEAR ABOUT THE PRE-TASK & DID THEY SAY THEY WOULD DO IT?**

Clear

Will do

MRS DECLARATION

Q25. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

INTERVIEWER: PLEASE ENSURE YOU REMOVE THIS PAGE BEFORE RETURNING THIS RECRUITMENT QUESTIONNAIRE TO ACCENT

PROPERTY NAME OR NUMBER	
2 ND LINE OF ADDRESS	
TOWN/VILLAGE	
POSTCODE	

RQ NUMBER (ON PARTICIPANT LIST): URN:

Interviewer name: Interviewer no: Date: Time:

Checked (SUPERVISOR ONLY – USE RED TO FILL IN)

Quality controlled by on

RECRUIT	<input type="checkbox"/>
RESERVE	<input type="checkbox"/>

 Added to participant list/log on by Are you sure? Y / N
 If depth, executive informed by email on by Acknowledged by exec? Y / N

Confirmation letter/email (SUPERVISOR ONLY – USE RED TO FILL IN)

Confirmation sent via by on by (initials)
IF CONFIRMATION SENT BY EMAIL, PHONE & CHECK IF RECEIVED A FEW MINUTES AFTER EMAIL SENT:
 Has email been received? Call made on by (initials) .

Confirmation call (SUPERVISOR ONLY – USE RED TO FILL IN)

IF 24 HRS AHEAD OF GROUPS/DEPTHS – THEN UPDATE STATUS ON LIST OR LOG OF PARTICIPANTS FOR MODERATOR/EXEC
 Confirmation call made on (date and time): on by
PRE TASK STATUS (IF APPLICABLE): **OUTCOME:**
 I hereby confirm that I have read again the date, time and all other venue details needed for the participant to attend the group/take part in the depth interview and ensured that they had all this information available and diarised. Signed:

Contact details for F2F Groups – INTERVIEWER SECTION

PARTICIPANT NAME	<input type="text"/>		
ADDRESS (only if postal confirmation needed)	<input type="text"/>		
LANDLINE TELEPHONE NUMBER	<input type="text"/>	MOBILE	<input type="text"/>
EMAIL ADDRESS (read back and double-check)	<input type="text"/>		
Anything else? (taxis, parking to reimburse, dietary requirements, probs, misc.)	<input type="text"/>		

RECRUIT	<input type="checkbox"/>
RESERVE	<input type="checkbox"/>

IF RESERVE, DON'T PUT THROUGH AS "1. CONTINUE" ON ACCIS – EXPLAIN WHY IN RESERVE BELOW PLEASE:

 Call back by: at (time)
IF RESERVE TO BE CALLED BACK BY A CERTAIN TIME, PLEASE SCHEDULE AS DEFINITE APPOINTMENT ON ACCIS

Quotas/group structure – INTERVIEWER SECTION

Group Number	4
SEG	4 x AB 4 x C1C2 4 x DE 6 x Future Customers
Age	x 6 Future must be 16-25 (min 3 x under 19 & min 3 (19-25) 6 x 25-54 6 x 55+

Gender	Even mix
Locations	Salisbury
Date	Monday 26 th July 2021
Time	5.45pm - 9pm

- All must be WW customers – all to be water bill payers (with the exception of FUTURE CUSTOMERS)
- Future Customers (**Minimum 3 under 19 and Minimum 3 aged 19-25**)
- Rural and urban customers will need to be represented.
- Ethnic minority and faith group quotas will be set to reflect the local populations.
- **Will require all recruits to have access to the internet/email as postal is not a feasible option.**

Introduction

Q1. Good morning/afternoon/evening. My name is and I am calling from Accent. Please could I speak to the person responsible, either solely or jointly, for paying your household's water bill?

- **IF "NO" TRY AND PERSUADE ELSE THANK & CLOSE**
- **IF "CALL BACK" PLEASE RECORD DATE AND TIME OF APPOINTMENT ON ACCIS, THANK AND CLOSE**
- **IF "YES" PLEASE PROCEED TO SCREENING SECTION**

WHEN SPEAKING TO APPROPRIATE CONTACT CONTINUE WITH SCREENING

Screening

Good morning/afternoon/evening. My name is from Accent and I am carrying out research for Wessex Water – they are keen to hear the views of household customers to help inform their future plans.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of a 3 hour group discussion, for which you would be paid £60 were you able to assist. You will also receive an additional £15 for completing a homework task online before attending the group. Can I just ask you a few questions to check that you are eligible to take part in this research?

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MRS Code of Conduct
Calls being recorded

INTCHECK2. INTERVIEWER: PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn't safe – we need to call back later **GO TO APPT SCREEN**

Q2. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes

No **THANK AND CLOSE**

Q3. Do you or any of your close family work or have worked in the recent past in the water industry or Market Research professions?

Yes **THANK & CLOSE**

No

Q4. Have you ever participated in a market research group discussion? **IF YES, PROBE WHEN**

Yes, in last six months **THANK & CLOSE**

Yes, between 6 months and 2 years ago

over 2 years ago **GO TO Q7**

no **GO TO Q7**

TWO THIRDS OF RECRUITS MUST HAVE NEVER BEEN TO A GROUP DISCUSSION BEFORE

Q5. How many groups have you been to in that period?

One

2-3

More than 3 **THANK & CLOSE**

Q6. What was the subject matter of the groups you attended? **PROBE AND WRITE DOWN**

IF WATER INDUSTRY THANK & CLOSE

Q7. What is the job title of the chief wage earner of your household or, if you are the chief wage earner, your own job title?

- **IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE**
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- **IF PENSIONERS: ASK IF STATE (GRADE "E") OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)**
- **IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE "E"), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)**

CODE SEG

AB Minimum 4

C1C2 Minimum 4

DE Minimum 4

Not stated **THANK & CLOSE.**

CHECK QUOTAS FOR GROUPS

Q8. Who supplies clean water services to your home? This is the clean water that is delivered into your home (comes out of your taps and used in your toilets, washing machines, etc) and not the wastewater (or sewerage) that is taken away from your home.

Wessex Water
Other **THANK & CLOSE**

Q9. Who supplies your wastewater (sewerage) services to your home?

Wessex Water
Other **THANK & CLOSE**

PLEASE NOTE FIRST PART OF THEIR POSTCODE:

--	--	--	--

Q10. How old are you?

--	--

CODE AGE GROUP BELOW

Under 19 **(Minimum 3 for Future)**
19-25 **(Minimum 3 for Future)**
25-54
55 or older
Refused

PLEASE NOTE FUTURE CUSTOMER MUST BE AGED BETWEEN 16-25 (Minimum 3 under 19 and 3 =19-25)
CHECK QUOTAS FOR OTHER GROUPS

Q11. Are you...

Male
Female
Prefer to self-identify
Prefer not to say

CHECK QUOTAS FOR GROUPS

Q12. To which of these ethnic groups do you consider you belong to?

WHITE

1. British
2. Irish
3. Any other White background

MIXED

4. White and Black Caribbean
5. White and Black African
6. White and Asian
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ASIAN OR ASIAN BRITISH

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

BLACK OR BLACK BRITISH

- 12. Caribbean
- 13. African
- 14. Any other Black background

CHINESE OR OTHER ETHNIC GROUP

- 15. Chinese
- 16. Any other ethnic group

- 17. Prefer not to say.

Q13. What is your employment status?

- Working full-time (30+ hours a week)
- Working part-time (8-29 hours a week)
- Not working – looking for work
- Not working – not looking for work
- Student at college **RECRUIT AS FUTURE CUSTOMER**
- Student at university **RECRUIT AS FUTURE CUSTOMER**
- Retired
- Retired unpaid voluntary work
- Looking after family/home
- Other (type in)

Q14. **IF Q13=1 OR 2:** Is this your first job?

- Yes **RECRUIT AS FUTURE CUSTOMER AND GOTO Q18**
- No

Q15. Do you have a water meter at your home?

- Yes – requested one **MEASURED**
- Yes – was already installed when I/we moved in **MEASURED**
- Yes – water company installed/I/we did not request **MEASURED**
- No **UNMEASURED**
- Don't know

AIM FOR A MIX

Q16. I am going to ask you now about how much you pay your water company. Which of the following bands best describes the total annual bill of your household?

- Over £600 per year (for water and sewerage) **HIGH USER**
- Between £400 and £600 per year (for water and sewerage) **AVERAGE USER**
- Less than £400 per year (for water and sewerage) **LOW USER**
- Don't know/Prefer not to say **ASK TO ESTIMATE**

AIM FOR A MIX

Q17. What method do you typically use to pay your household water bill?

- Online by debit or credit card
- Direct debit
- Bank transfer
- Over the phone / automated phone line
- Cash or cheque by post
- Other – please specify

Q18. Which of the following statements most closely applies to your use of water in your household?

READ OUT

1. I don't know how much I use and I don't think about it.
2. I don't know how much I use but I am conscious about it.
3. I'm careful about how much I use to keep my bill down.
4. I'm careful about how much I use because I don't want to waste water.

Q19. How strongly do you agree or disagree that the following statements apply to you. Please respond on a scale of 1 to 5 where 1 = strongly disagree and 5 = strongly agree for each of the following three statements. **INTERVIEWER – read out each separately for three individual responses.**

1. I am conscious of the world around me and want to look after it for future generations.
2. I'm happy to pay a bit more for products and services that are environmentally friendly.
3. I consider the impact of my actions on the environment.

GO TO INVITATION

Invitation: Group F2F discussion

Q20. Thank you for answering those questions. Would you be willing to attend a focus group we are holding for Wessex Water to help inform their future plans? There will be about 15 other people just like yourself. The group will be held in accordance with the Code of Conduct of the Market Research Society. The group will last around 3 hours. All participants will receive a total of £75, which includes the £15 pre-task incentive to thank them for their time.

Yes **PROCEED TO TEXT BELOW**

No **THANK AND CLOSE**

Social distancing measures will be in place at the venue to ensure everyone's safety. Please note, the session may move to an online zoom session if restrictions extend past 19th July, however, we will give you plenty of notice if this is the case.

ASK ALL: PRE-TASK

TELL PARTICIPANT ABOUT PRE-TASK: Before the main group discussion there is a small 'warm up' task for you to do using a mobile based app platform called LIVEMINDS.

You will receive an email invitation to join this platform and will be provided with an account and log in details to access these short tasks. *These will look at what's important to you personally and within your wider community, what you want from a water company and types of brands you admire.*

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q21. DATA COLLECTION & SHARING CONSENT

The group may be joined by representatives of Wessex Water, so they can watch the discussion and learn as much from it as possible from it. They will not participate in the discussion.

The group will be audio recorded for analysis purposes and to ensure accuracy.

The group will be held in accordance with the Code of Conduct of the Market Research Society and any views you express during the discussion will be treated with complete confidence and will not be attributed to you personally.

In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK

Yes **CONTINUE WITH DETAILS**

No **[Click here and type HOLD IN RESERVE or THANK AND CLOSE]**

Q22. The group discussion will take place on: **VENUE TBC**

Location	Event Date	Group Time	Moderator	Venue Status	Venue Address
Wessex Water – Salisbury	Monday, 26-Jul-21	5.45-9pm	Nancy, Rachel & Hannah	TBC	TBC

Would you be able to attend? reassure & persuade

IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:

Q23. Please ensure that you bring some proof of identity with you (such as a driving licence, credit card, utility bill or passport) as we will need to see that in order to issue you with the £75 incentive. Payment will be made via BACS following the groups discussion to limit cash handling.

Great, thanks. I'll just take a few details, and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of participant, then complete the following confirmations.

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Recruiter Confirmations

RECRUITER – **VERY IMPORTANT** – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

Q24. IS THE PARTICIPANT CLEAR ABOUT THE PRE-TASK & DID THEY SAY THEY WOULD DO IT?

Clear

Will do

MRS DECLARATION

Q25. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Draft LiveMinds Script

Hello and welcome to our Wessex Water research community!

Thanks so much for agreeing to be part of this important piece of research. In mid-July, we are holding a series of Customer Roadshows and you have agreed to attend and join in 'the big conversation' with some other Wessex Water Customers.

Before you attend we would like you to complete five tasks on this LiveMinds platform. The tasks are designed to be short and simple and you will be paid for completing all of them.

Please complete before 9th JULY 2021 and if you have any questions please contact our team at omar.shareef@accent-mr.com.

We look forward to meeting you.

Nancy, Rachel and Hannah

TASK ONE This is your life

Imagine you are writing to a penpal in the North and he asks you ***what are the things you are feeling positive*** about right now AND ***what things are worrying*** you - this is about life in general and not just about your water

TASK TWO Future proofing your world

We would like to understand about the things that ***really matter*** to you:

- A) in your community
- B) the wider region

So, imagine that you have an opportunity to make some investment in A) your community and B) the wider region to ensure positive future change. What would you invest in? What would you make better because it matters to you?

TASK THREE

Responsible Brands

For this next exercise, we would like you to nominate a company that you feel behaves and acts 'responsibly'.

Please write the name of the 'responsible company' below AND give us three reasons why they get your nomination.

TASK FOUR

We are not sure how much you already know about Wessex Water. We've found that some people know quite a bit about them and others know very little!

To make sure everyone starts at the same point, please take a read through the 'About Wessex Water' info below – this will help you complete the final TASK FIVE.

TASK FIVE

Your Wessex Water

Last task before we meet up. We'd like you to think ahead to 2031 when we'll all be 10 years older and wiser!!

As a Wessex Water customer OR future customer, what would be the three things you would want them to focus on at that time

You can either do this as a quick video task and upload it OR write in the three things below

FINAL PAGE

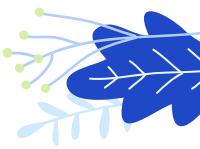
That's it!!

Thanks so much for all your hard work so far.

We'll see each of you at the Roadshows.

Wessex Water

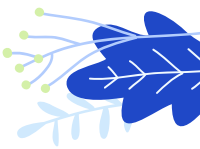
Roadshow Pack



Welcome to Wessex Water Roadshows

Welcome/We are Wessex	6pm-6.15pm
Room 1 – News Room	6.15pm-6.55pm
Room 2 – Future Room	7pm-7.40pm
BREAK	7.40pm-8pm
Room 3 – Purpose Room	8pm-8.40pm
Final session	8.45pm-9.00pm



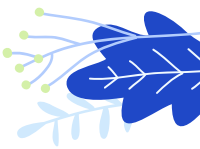


The English Water Market

Wessex Water

Supplies water to 1.3 million customers





The English Water Market

Supplies sewerage services to 2.7 million customers every day





Welcome to Wessex Water Roadshows

Wessex Water treats & supplies 280 million litres of water a day



Wessex gets the highest customer service scores in the industry according to the regulator (Ofwat)



It removes & treats 470 million litres of sewage a day



It employs 2,200 people in the region



It looks after 7,200 miles of water mains and 22,000 miles of sewer pipes



The Environment Agency assess Wessex to be a “leading” water company for environmental performance



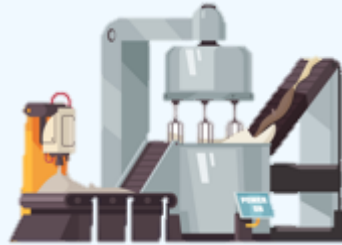
Our Partners



Environmental
bodies



Householders
(like you) whose
everyday actions
impact the
network



Industrial sites
who may draw
water from or
release water
into rivers



Flood prevention
agencies



Farmers and land
owners whose
activities may
contaminate rivers
and streams

Working together!

Water treatment process



Collecting rain

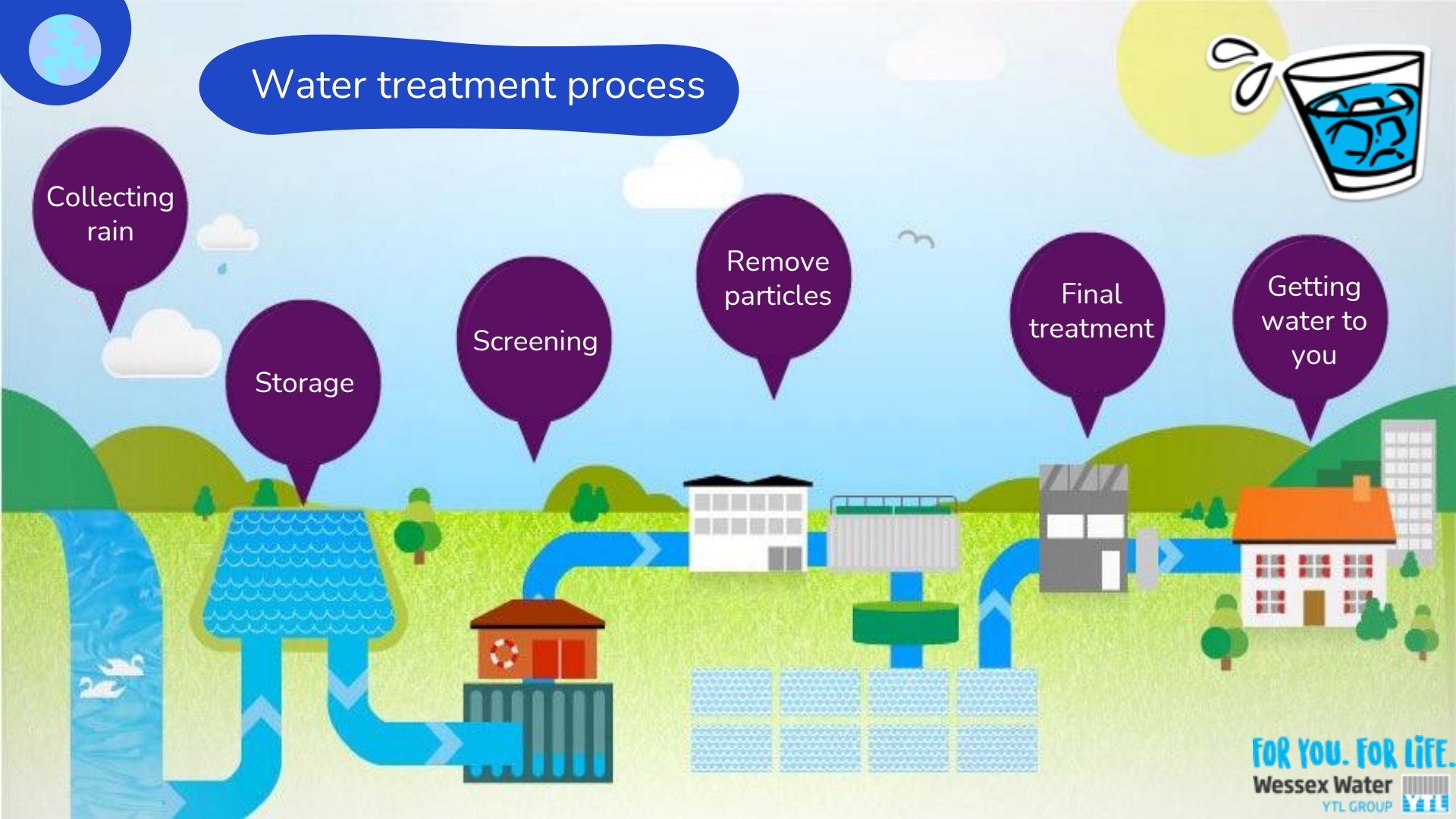
Storage

Screening

Remove particles

Final treatment

Getting water to you



Wastewater treatment process

Taking the waste water away

Screening

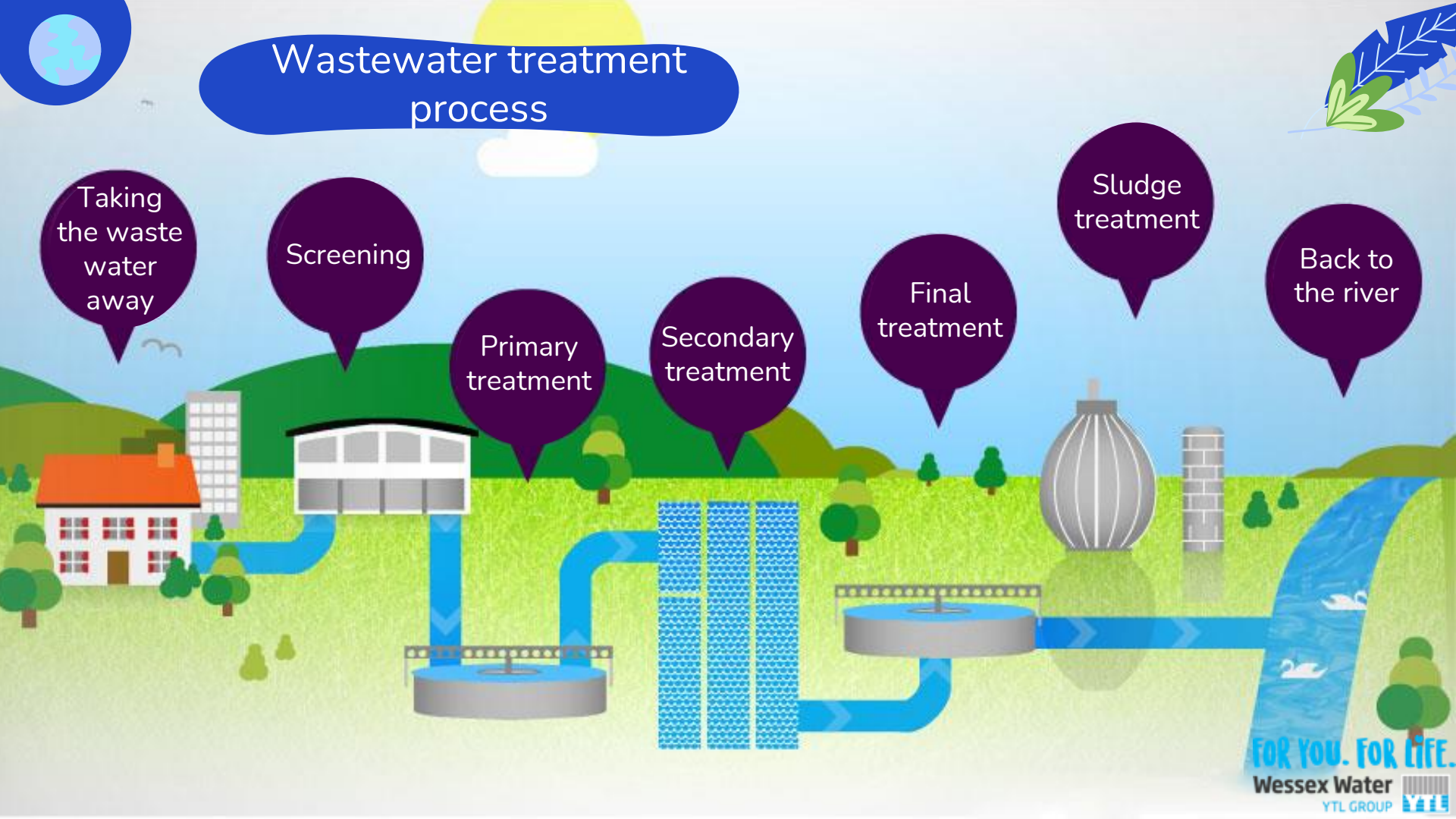
Primary treatment

Secondary treatment

Final treatment



Sludge treatment

Back to the river



Wessex water is regulated

By a number of organisations



To make sure the water you get is
the best it can be!



Environment Agency

Regulates environmental impact of water industry



Setting policy and law



Represents customer interests



Reviews company performance and sets bills



Ensures water is clean and healthy to drink



Regulates environmental impact of water industry

Regulating the water industry



Room One

News Room

challenges Exercise - Implications for

Wessex Water

NEWS HEADLINES

Note to Wessex Water – headlines represent key challenges that have come from the intergen and expert work



WESSEX WATER NEWS

BREAKING NEWS FROM YOUR WATER PROVIDER

DATE



FOR YOU. FOR LIFE.
Wessex Water
YTL GROUP







Room Two

Future Room

Outcomes Exercise - Implications for

Wessex Water



https://www.canva.com/design/DAEjWOEecfs/xzwZUHTB9O0Pt7t0-EnVSQ/watch?utm_content=DAEjWOEecfs&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

WHAT WESSEX WATER SHOULD BE FOCUSING ON FOR THE NEXT 25 YEARS

Input

- Actions / Activities

Output

- What happens / Results

Outcome

- End benefits (to customers, society or the environment)

Room Three

Logo Room

Best in class exercise – learnings for
the social purpose

BRAND BOARD



Note to Wessex Water – brand logos will be updated when we see what comes out of LiveMinds. These have come from intergen work





Our Purpose:

**To improve public health and
enhance the environment,
creating value for the people we
serve.**



**Serving people
and places**

.....

.....

.....

.....

.....

.....

FOUR AIMS

**Enhancing the
environment**

.....

.....

.....

.....

.....

.....

Our Purpose:
To improve public health and
enhance the environment,
creating value for the people we
serve.

**Financing the
future**

**Empowering
our people**

RQ NUMBER (ON PARTICIPANT LIST): URN:

Interviewer name: Interviewer no: Date: Time:

Checked (SUPERVISOR ONLY – USE RED TO FILL IN)

Quality controlled by on

RECRUIT	
RESERVE	

 Added to participant list/log on by Are you sure? Y / N
 If depth, executive informed by email on by Acknowledged by exec? Y / N

Confirmation letter/email (SUPERVISOR ONLY – USE RED TO FILL IN)

Confirmation sent via by on by (initials)
IF CONFIRMATION SENT BY EMAIL, PHONE & CHECK IF RECEIVED A FEW MINUTES AFTER EMAIL SENT:
 Has email been received? Call made on by (initials) .

Confirmation call (SUPERVISOR ONLY – USE RED TO FILL IN)

IF 24 HRS AHEAD OF GROUPS/DEPTHS – THEN UPDATE STATUS ON LIST OR LOG OF PARTICIPANTS FOR MODERATOR/EXEC
 Confirmation call made on (date and time): on by
PRE TASK STATUS (IF APPLICABLE): **OUTCOME:**
 I hereby confirm that I have read again the date, time and all other venue details needed for the participant to attend the group/take part in the depth interview and ensured that they had all this information available and diarised. Signed:

Contact details for Telephone/Face-to-Face/Zoom Depths – INTERVIEWER SECTION

PARTICIPANT NAME		JOB TITLE	
COMPANY NAME		EMAIL	
TELEPHONE NUMBER		MOBILE	
PREFERRED INTERVIEW DATE		TIME	
EXECUTIVE ASSIGNED	CHOICE A <input type="text"/>	CHOICE B <input type="text"/>	
EXTRA COMMENTS	<input type="text"/>		
ADDRESS DETAILS FOR ANY INCENTIVE TO BE SENT (IF APPLICABLE)	<input type="text"/>		

Quotas/group structure – INTERVIEWER SECTION

- 10 x vulnerable customer depths
 4 x in-home
- 2 x Bournemouth (late morning/lunchtime/early afternoon (19th July, morning, lunchtime, early afternoon)
 - 2 x Wessex dual – looking at the map maybe Dorchester/Yeovil/Bath (late morning/lunchtime/early afternoon (22nd July – late morning, lunchtime or early afternoon)
 - 2 x mobility issues
 - 2 x over 75s

2 x Bristol (lunchtime/afternoon 21st July – ideally these would take place at the same venue as the workshop OR be in short taxi/walking distance from the venue)

- 2 x literacy issues/concerns (digitally excluded)

4 x zoom/phone (ideally afternoon of 20th or 23rd July)

- 2 x covid vulnerable
- 2 x social grade E – school aged children at home

Introduction

Q1. Good morning/afternoon/evening. My name is and I am calling from Riteangle. Please could I speak to the person responsible, either solely or jointly, for paying your household's water bill?

- **IF "NO" TRY AND PERSUADE ELSE THANK & CLOSE**
- **IF "CALL BACK" PLEASE RECORD DATE AND TIME OF APPOINTMENT ON ACCIS, THANK AND CLOSE**
- **IF "YES" PLEASE PROCEED TO SCREENING SECTION**

WHEN SPEAKING TO APPROPRIATE CONTACT CONTINUE WITH SCREENING

Screening

Good morning/afternoon/evening. My name is from RITE ANGLE and I am carrying out research for Wessex Water – they are keen to hear the views of household customers to help inform their future plans.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of an interview, for which you would be paid £35 were you able to assist. Can I just ask you a few questions to check that you are eligible to take part in this research?

This call may be recorded for quality control purposes.

NOTE TO INTERVIEWER: SAMPLE SOURCE IS: #sourcetext#

INTCHECK. INTERVIEWER: PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded

INTCHECK2. INTERVIEWER: PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn't safe – we need to call back later **GO TO APPT SCREEN**

Q2. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes
No **THANK AND CLOSE**

Q3. Do you or any of your close family work or have worked in the recent past in the water industry or Market Research professions?

Yes **THANK & CLOSE**

No

Q4. Have you participated in a market research depth interview in the past six months?

Yes **GO TO Q5**

No **GO TO Q6**

Q5. What was the subject matter of the interview? **PROBE AND WRITE DOWN**

IF WATER SECTOR THANK & CLOSE

Q6. What is the job title of the chief wage earner of your household or, if you are the chief wage earner, your own job title?

- **IF SELF-EMPLOYED: ASK IF MANUAL/NON-MANUAL, SKILLED/QUALIFIED OR NOT, NUMBER OF EMPLOYEES – THEN LOOK UP SELF EMPLOYED TABLE**
- **IF MANAGER/EXECUTIVE: ASK FOR INDUSTRY SECTOR, NUMBER OF EMPLOYEES IN COMPANY AND MANAGEMENT STATUS**
- **IF RANK/GRADE (CIVIL SERVANT, NURSING, MILITARY, NAVY, POLICE ETC.) RECORD RANK/GRADE SPECIFICALLY**
- **IF PENSIONERS: ASK IF STATE (GRADE “E”) OR PRIVATE/OCCUPATIONAL PENSION (GRADE ON PREVIOUS OCCUPATION)**
- **IF UNEMPLOYED: IF MORE THAN 6 MONTHS AGO (GRADE “E”), IF LESS THAN 6 MONTHS AGO (GRADE ON PREVIOUS OCCUPATION)**

CODE SEG

A

B

C1

C2

DE

Not stated **THANK & CLOSE**

CHECK QUOTAS FOR DEPTHS

Q7. Who supplies clean water services to your home? This is the clean water that is delivered into your home (comes out of your taps and used in your toilets, washing machines, etc) and not the wastewater (or sewerage) that is taken away from your home.

Wessex Water

Bristol Water

Bournemouth Water

Other **THANK & CLOSE**

Q8. Who supplies your wastewater (sewerage) services to your home?

Wessex Water
Other **THANK & CLOSE**

PLEASE NOTE FIRST PART OF THEIR POSTCODE:

--	--	--	--

The next questions are about you and your household. You do not have to answer any questions you don't want to, but it's really helpful for us to understand about you and your situation. By asking these questions we can make sure we speak to a wide range of people and ensure services meet everyone's needs.

Q9. What is your total annual household income? **READ OUT**

SINGLE CODE

1	Up to £5000	LOW INCOME
2	£5,001 - £10,000	
3	£10,001-£15,000	
4	£15,001-£20,000	
5	£20,001-£30,000	
6	£30,001-£40,000	
7	£40,001-£50,000	
8	£50,001-£60,000	
9	£60,001-£70,000	
10	£70,001-£80,000	
11	More than £80,000	
12	Prefer not to say	

Q10. These days a lot of people are struggling to pay their household bills. Which of the following best describes how affordable you find your water bill and other household bills? Please remember, this research is entirely confidential and that it is only by talking to people in debt, or struggling to pay their bills, that change can be influenced.

I always pay my water bill, and other household bills, on time	
I always pay my water bill on time, but sometimes struggle, or am late, paying other bills	STRUGGLING
I sometimes pay my water bill late	STRUGGLING
I often find it difficult to pay my water bill on time	IN DEBT
I am rarely, or never, able to pay my water bill on time	IN DEBT
Prefer not to answer	

Q11. Do any of the following apply to you, or anyone in your household? **READ OUT**

MULTI CODE

Visual impairment	VULNERABLE CIRCUMSTANCES
Hearing impairment	
Speech impairment	
Learning difficulty	
Developmental condition	
Living with dementia	
Mental health condition	
Difficulty understanding English	
Mobility impairment	
Serious/chronic long-term illness	
Medical equipment that is reliant on electricity	

Other illness, health problem or disability that limits your daily activities or the work you can do	
Aged 75 or over	
Recovering from hospitalization	
New baby in the house	
Single parent with children under 5 years old	
Covid vulnerable	
None of the above	
Prefer not to say	

RECRUIT MIX

MAX 3 PER AREA WHERE *ONLY* VULNERABILITY IS AGED 75 OR OVER

Q12. Have you used the Internet via a computer, tablet or smartphone in the last 3 months?

1	No	DIGITALLY EXCLUDED
2	Yes	
9	Prefer not to answer	

Q13. (IF YES) Which of the following best describes you?

SINGLE CODE

1	I feel very confident about using the internet	
2	I feel quite confident about using the internet	
3	I don't feel confident about using the internet	DIGITALLY EXCLUDED
4	I would rather not use the internet at all	DIGITALLY EXCLUDED
9	Prefer not to answer	

Q14. Which of these items do you have in your home and that are available for you to use?

1	Smartphone	
2	Tablet	
3	Laptop or desktop computer	
4	None of the above	DIGITALLY EXCLUDED

IF QUALIFY AS DIGITALLY EXCLUDED, RECRUIT FOR VENUE INTERVIEW

Q15. Which of these ethnic groups do you consider you belong to?

WHITE

1. British
2. Irish
3. Any other White background

MIXED

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

ASIAN OR ASIAN BRITISH

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

BLACK OR BLACK BRITISH

12. Caribbean
13. African
14. Any other Black background

CHINESE OR ANOTHER ETHNIC GROUP

15. Chinese
16. Any other ethnic group
17. Prefer not to say

Q16. How old are you? **CODE AGE GROUP BELOW**

18-34

35-40

40-54

55-74

75 or older

Refused

RECRUIT FOR DEPTH. GO TO INVITATION

Invitation: Face-to-face depth

Q17. Thank you for answering those questions. If you are willing to take part in our survey we would like one of our interviewers to visit you and conduct an interview lasting about 60 minutes. Our interviewer could visit you at home on Tuesday 20th July. Would you be able to take part in our survey? All participants that participate in this research will receive £35 to thank them for their time. **PERSUADE AND REASSURE.**

Yes, PROCEED

No IF BUSINESS INTERVIEW CHECK TO SEE IF THEY CAN RECOMMEND A COLLEAGUE INSTEAD; THANK AND CLOSE

READ OUT: If for any reason you find you unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place? My telephone number is [If ETU use this number] 0131 220 8770. Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

Postal confirmation	TAKE PARTICIPANT'S FULL DETAILS AND SEND THEM WRITTEN CONFIRMATION; THEN CALL 24 HOURS PRIOR TO THE INTERVIEW TO CHECK THEY ARE STILL ABLE TO KEEP THE APPOINTMENT. IF NOT, EITHER RESCHEDULE AND ENTER DETAILS BELOW OR MAKE ALL EFFORTS TO REPLACE THEM.
Email confirmation	IF CONFIRMATION HAS TO BE MADE VIA EMAIL, PLEASE PHONE AFTER SENDING THE EMAIL TO CONFIRM THAT IT HAS BEEN RECEIVED. YOU SHOULD STILL CALL 24 HOURS PRIOR TO THE INTERVIEW TO CHECK THEY ARE STILL ABLE TO KEEP THE APPOINTMENT. IF NOT, EITHER RESCHEDULE AND ENTER DETAILS BELOW OR MAKE ALL EFFORTS TO REPLACE THEM.

Invitation: Depth (Telephone/Zoom)

Q18. Thank you for answering those questions. We would be grateful if you could spare a further 60 minutes to take part in a telephone/zoom depth interview. Would you be able to take part in our research? **PERSUADE AND REASSURE.**

Yes **PROCEED TO DATA COLLECTION AND SHARING CONSENT**

No **THANK AND CLOSE**

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q19. DATA COLLECTION & SHARING CONSENT

The interview will be audio recorded for analysis purposes and to ensure accuracy.

The audio recording will remain confidential to Accent.

The interview will be held in accordance with the Code of Conduct of the Market Research Society and any views you express during the discussion will be treated with complete confidence and will not be attributed to you personally.

In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK

Yes **CONTINUE WITH DETAILS**

No **[Click here and type HOLD IN RESERVE or THANK AND CLOSE]**

Q20. The interview will take place on:

Date	Time	Place
[Click here and type date]	[Click here and type time]	[Click here and type venue name]
		[Click here and type venue address]

Would you be able to attend? reassure & persuade

IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:

Q21. Please ensure that you bring some proof of identity with you (such as a driving licence, credit card, utility bill or passport) as we will need to see that in order to issue you with the £35 incentive. This will be issued via BACS payment to reduce cash handling for safety.

Great, thanks. I'll just take a few details, and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of participant, then complete the following confirmations.

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Recruiter Confirmations

RECRUITER – VERY IMPORTANT – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

MRS DECLARATION

Q22. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

INTERVIEWER: PLEASE ENSURE YOU REMOVE THIS PAGE BEFORE RETURNING THIS RECRUITMENT QUESTIONNAIRE TO ACCENT

PROPERTY NAME OR NUMBER	
2 ND LINE OF ADDRESS	
TOWN/VILLAGE	
POSTCODE	

Welcome and Warm Up

5 mins (5)

- Hello (again) and welcome to the Zoom session
- Explain independent and exploratory nature of research (conducted in accordance with the Code of Conduct of the Market Research Society (MRS) and also with the Data Protection Act, with whom Accent is registered)
- Thank you so much for your input in the last project we did for Wessex. Please know that there are no right or wrong answers and we are only interested in your opinion on the materials we share with you
- This session will last around 60 minutes
 - Recap on first name, household and water usage
 - Any questions/ reassurances before we start?

Understanding Drainage and Wastewater

10 mins (10 mins)

Let's start with a recap on some of the basics

- What do you understand by drainage and wastewater? What is important to get right?
- What do you see as the biggest challenges for Wessex Water in this area in relation to drainage and wastewater?
- Have you experienced any issues yourself – **explore briefly**
- Let's make sure we are clear on some of the terminology – what do you understand about each of the following and what do you think are the main challenges with regard to DWMP
- What do you understand by Surface Water?
- What about Groundwater?
- What about sewage and wastewater?

SHOWCARDS 1-3

- Any questions? Anything unclear? How new is this information?

Introducing the DWMP

10 mins (20 mins)

06. Run through **SHOWCARDS 4-8**
07. How clear?
08. Anything surprising/new?
09. Why do you think the DWMP is important?
10. Any other thoughts before we go into the detail?

Let's have a look at some possible solutions under the four different areas: Surface Water Management, Combined and foul sewer systems, Wastewater management and Customer Side Management

SHOWCARDS 1-4

For each of the four sections

- How clear?
- Anything surprising/new?
- Why do you think the DWMP is important?
- Any other thoughts before we go into the detail?

Once have explored understanding and comprehension of GOs.

- What GOs would you prioritise here?
- Why this?
- What are the benefits?
- How do you imagine this working?
- Any drawbacks? Concerns?
- What else do you want to know about them to help you make a decision?
- How could we improve the language used/descriptions of these?

- Let's talk through GOs you would reject here here?
- Why this?
- What are the drawbacks?
- How could this be improved to make it a priority – if at all?

Summary and close

5 mins (60 mins)

- Overall what is the main thing you would personally ask Wessex Water to prioritise in their DWMP – short term and longer term?
- Any other thoughts

Thank for your all your hard work!

Hello

Thanks so much for agreeing to be part of this important piece of research. In mid-July, we are holding a series of focus groups and you have agreed to attend and join in 'the big conversation' with some other Wessex Water Business Customers on **12th July at 630pm.**

Before you attend we would like you to complete two quick tasks. Please complete before **12th July 2021** and email your responses to Yasamin Mehraj at Accent (Yasamin.mehraj@accent-mr.com)

We look forward to meeting you.

Nancy, Rachel and Hannah

TASK ONE

Future proofing your world

We would like to understand about the things that ***really matter*** to you and your business:

- A) in your community
- B) the wider region

So, imagine that you have an opportunity to make some investment in A) your community and B) the wider region to ensure positive future change.

What would you invest in? What would you make better because it matters to you and your business?

TASK TWO

Your Wessex Water

Next we would like you to think ahead to 2031 when we'll all be 10 years older and wiser!!

As a Wessex Water business customer what would be the three things you would want them to focus on at that time?

Please remember that Wessex Water are the company that take away your business' wastewater and, in some areas, provide your business with clean water.

However, another company, a water retailer, will look after other services related to your business water needs such as meter reading and billing.

That's it!! Thanks so much for all your hard work so far.

3493 Wessex Water SDS – Business Workshop

Welcome & warm up

10 mins (10)

Introductions

Thanks for agreeing to participate in the discussion today

Explain independent and exploratory nature of research (conducted in accordance with the Code of Conduct of the Market Research Society (MRS) and also with the Data Protection Act, with whom Accent is registered)

Tell the participants that we are undertaking this research for Wessex Water who are their Water/Wastewater/Water & Waste water company – this is the wholesale company that provide the clean water and waste water services but you will have a different retail company that sends your bills through, deals with the billing and customer enquires

Clarify with customers if they are not aware of the market separation: Wessex Water is your water wholesaler that means they are responsible for supplying your business with water, treating your wastewater and planning these services for the future to ensure they can continue to do this in a sustainable way into the future. Your water retailer is responsible for dealing with billing and any queries on your services. They may also refer to us if you need help with leaks etc...

Tell everyone that we are undertaking this research with a range of current and future household customers, businesses, retailers, stakeholders and employees

The focus of today's meeting is to review Wessex Water's Purpose and Strategic Direction in terms of what they aim to deliver for customers, wider society and the environment over the next 25 years so we want to have that long term framework in mind during the discussion.

Explain that we are starting from a blank sheet of paper so don't feel constrained – there really are no wrong answers

We would like to start off by finding out who we have here in the Zoom Room and a bit about your Business

- First name
- What business do you run/work for
- Number of employees
- How long the business has been running
- Your business planning process – short, medium, long term approach
- *Who is your Retailer – the company that bills you for your water*
- One more hour in the day – what would you do with it (ice breaker and gets creative juices flowing!)

Understanding your Business life

10 mins (20)

Before we get into the detail of the Strategic Direction, we would like to understand a bit about what the Business is feeling positive and negative about right now. We did this task with our household customers as it helps to understand the wider context.

- Let's do a quick round the room
 - What's making you feel positive right now
 - What's worrying you
 - What about if you think to the future – timeline exercise
 - 5 years, 10 years, 15 years, 20 years
 - Where do you think the focus will be at these future milestones
 - ◆ how do you think these positives and negatives will have changed for the business
 - ◆ do you think they will be the same themes as now or different
 - Let's think about what you have said and what it means for Wessex Water
 - ◆ What do your positives/concerns mean for customers when dealing with service companies like utilities
 - ◆ How do these business themes affect what type of service you expect from them

Moderator note – do not prompt: this could be financial worries, environmental concerns, fear of technology, need for certainty, education

Note for Wessex Team – we expect themes around environmental issues and social issues to arise from this section for Businesses. We will probe around how their values/hopes and concerns impact on what they need from the Wessex plan for the next 25 years (outside of 'clean water') We will also probe around tech; we will listen to the customer service aspects if arise but will be mindful of Wessex Water's wholesaler role

Your brands

10 mins (30)

We want to understand a bit about what kind of brands and other businesses in your sector you admire and why – we have asked our household customers this question too.

We will then combine those that the other customers mentioned with your choices AND use those to think about what type of brand you want Wessex Water to be, in the future, and why.

- So let's start off by asking what brands or company in your sector you all admire
 - Which company/brand
 - Why do you admire them
 - What qualities do they have that make them special
 - Show list that customers talked about – any surprises/thoughts/overlap

- Now we will think about what you want Wessex Water to be for the next 25 years (up to 2050) – NB. remember what you thoughts would be your business challenges at this point in the future
- What can Wessex Water learn from the brands that you love – please think here about their role as a wholesaler responsible for supplying your business with water, treating your wastewater and planning these services for the future to ensure they can continue to do this in a sustainable way
 - What do you think Wessex Water should stand for
 - What do you think they should concentrate on for their strategic direction
 - Refer to anything they think they will be focusing on for their business and see if there are parallels
 - What would make you most proud as a Wessex Water customer
 - Note: are the brands selected for environmental/social reasons and explore why

Type of Business Water User

10 mins (40)

We want to understand more about your water usage in the Business and your attitudes to water

- How do you use water in the Business (think about Clean and Waste Water functionality)
- How has this changed over the past few years
- How do you expect this to change in the future
- Imagine that the Wessex region was experiencing a drought and there were calls for households and business to reduce usage
 - How would you feel about doing this
- What could you do to modify your usage
- How conscious are you of your business water use (clean and waste), other environmental policies e.g. recycling, net zero
 - What changes have you seen (pandemic has meant lower usage for some businesses)
- Explore differences between behaviour and attitude e.g. do they say they are conscious but behaviour indicates otherwise
- What's driving this response to environmental conscience

If we think about Wessex Water and what they need to include in their future plans to reflect the way that your Business uses water

Where should the focus be

What do they need to concentrate on

Moderator note – do not prompt: This could be about controlling usage e.g. meters, tariffs that reward/penalise, transparency of bills (these are retailer issues but could be mentioned), advice/education, company profile

Wessex Water Priorities – Now and Future

20 mins (60)

As we said at the beginning, we are looking at a blank sheet of paper approach to this work so please tell us what you need Wessex Water to do and how it will benefit you

- What do you want Wessex Water's to be focusing on (clean and wastewater)
- How would this benefit you as a customer – keep pushing for final end benefit outcome

Now we would like to show you some information about Wessex Water to show you the scope of their operation and what they are responsible for – this may or may not change what you want them to do

- Show presentation charts (*note for Wessex Water: this shows the water and waste side of the business to ensure customers think about both*)
- Does anything surprise you about this
- What do you think about when you see what they do
- What would you like them to do/carry on doing/stop doing
- Where should their focus be
- How does this differ between your businesses/organisations

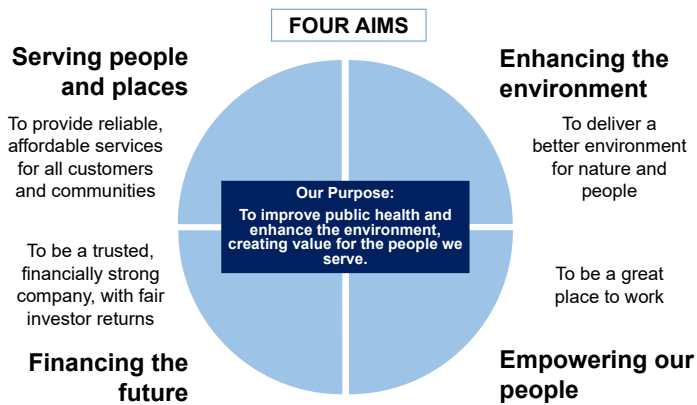
- The Strategic Direction timeframe is long term so we are keen to stretch thinking to the next 10 years (2031) and then to 2050 (this is a point of reference we have found people have due to net zero targets)
 - Think about 10 years time, what would you expect Wessex Water to be focusing on
 - What about in 20 years plus, does this change and if so, how

Summary of purpose and focus

20 mins (80)

Last thing for today is we would like you to take a look at this slide which summarises Wessex Water's purpose and their key areas of focus for the next 25 years

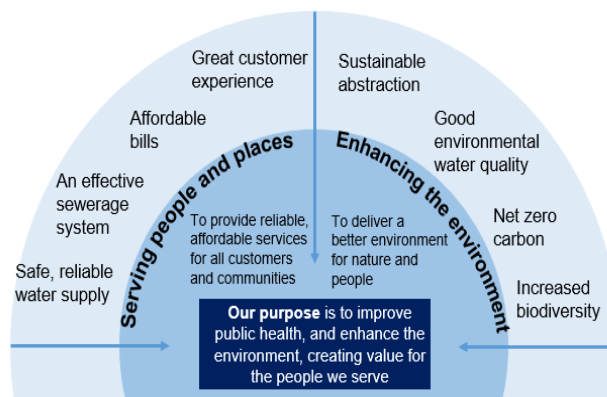
Moderator note: 4 Quadrant purpose



- Overall thoughts on the purpose
 - +/-
 - How much does this fit with your own thoughts today
 - Anything missing
 - How do you feel about this – excited, bored, reassured, worried
 - What does this make you think about Wessex Water – responsible, forward thinking, innovative, regressive, focused on right/wrong things, brave, cautious
- Overall thoughts on the four aims laid out
 - +/-
 - How much does this fit with your own thoughts today
 - Anything missing
 - How do you feel about this – excited, bored, reassured, worried
 - What does this make you think about Wessex Water – responsible, forward thinking, innovative, regressive, focused on right/wrong things, brave, cautious
- Now think about what you said you wanted Wessex Water to do and how they would benefit your business
 - How do they fit in with these aims
 - Where would they sit



- Final cross reference with what Wessex Water are proposing
- What do you think
- Where do they match your thinking
- What do you think is missing here



Thank and Close

FOR YOU. FOR LIFE.

Wessex Water

YTL GROUP



INTRODUCTION TO WESSEX WATER

your say  your future

Let's go!

FOR YOU. FOR LIFE.

Wessex Water

YTL GROUP

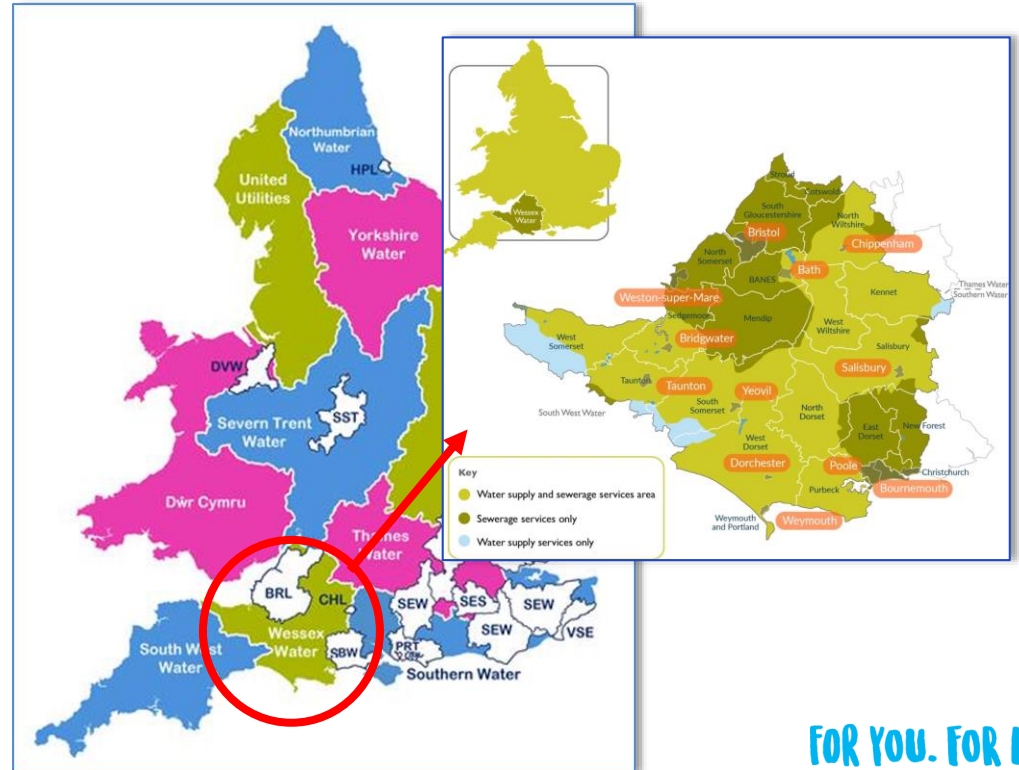


The English Water Market

Wessex Water

Supplies water to 1.3 million customers

Supplies sewerage services to 2.7 million customers every day



Facts about Wessex Water

Wessex Water treats & supplies 280 million litres of water a day



Wessex gets the highest customer service scores in the industry according to the regulator (Ofwat)



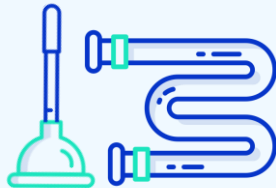
It removes & treats 470 million litres of sewage a day



It employs 2,200 people in the region



It looks after 7,200 miles of water mains and 22,000 miles of sewer pipes



The Environment Agency assess Wessex to be a “leading” water company for environmental performance



Water treatment



Collecting rain

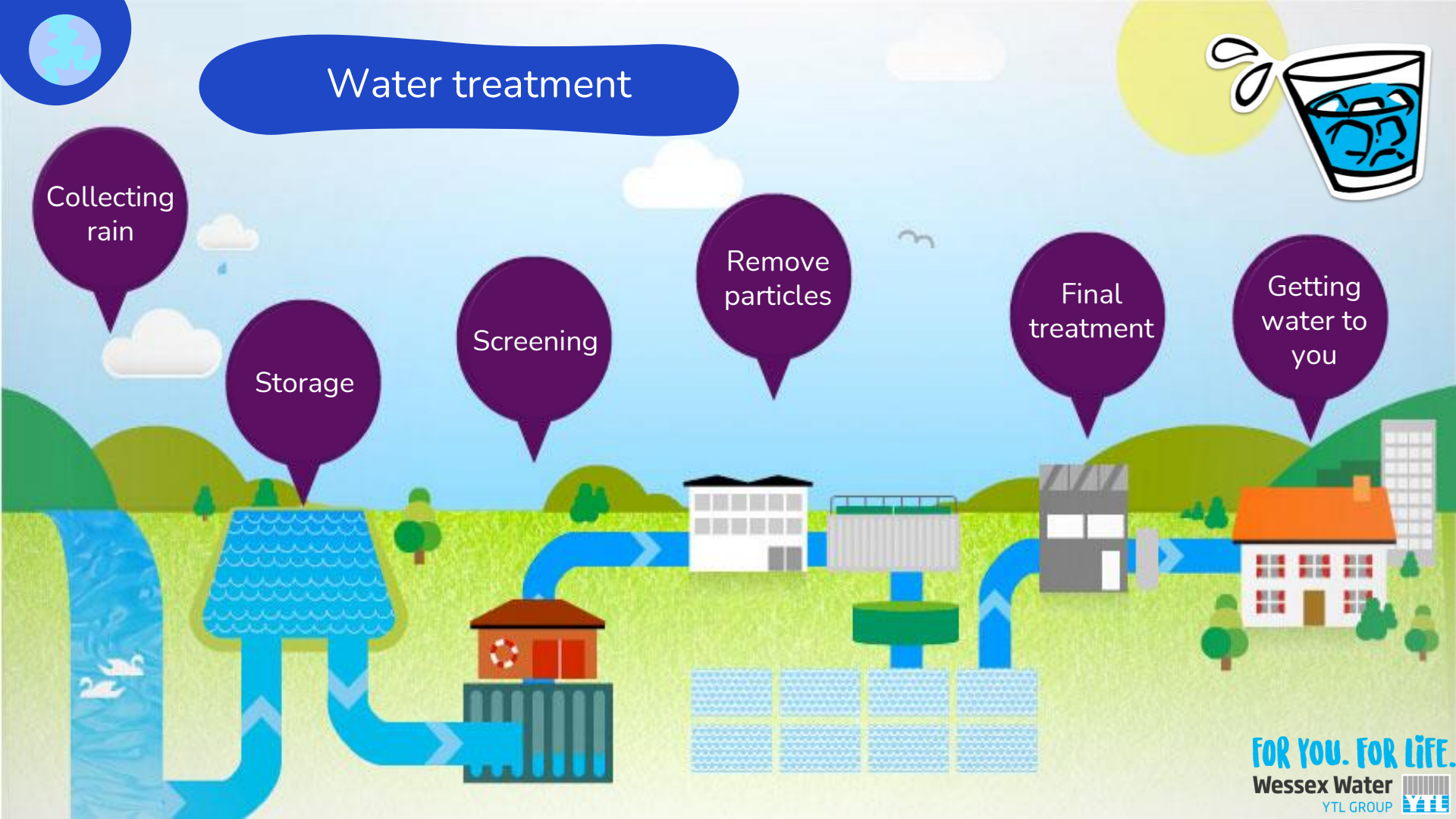
Storage

Screening

Remove particles

Final treatment

Getting water to you



Wastewater treatment

Taking the waste water away

Screening

Primary treatment

Secondary treatment

Final treatment

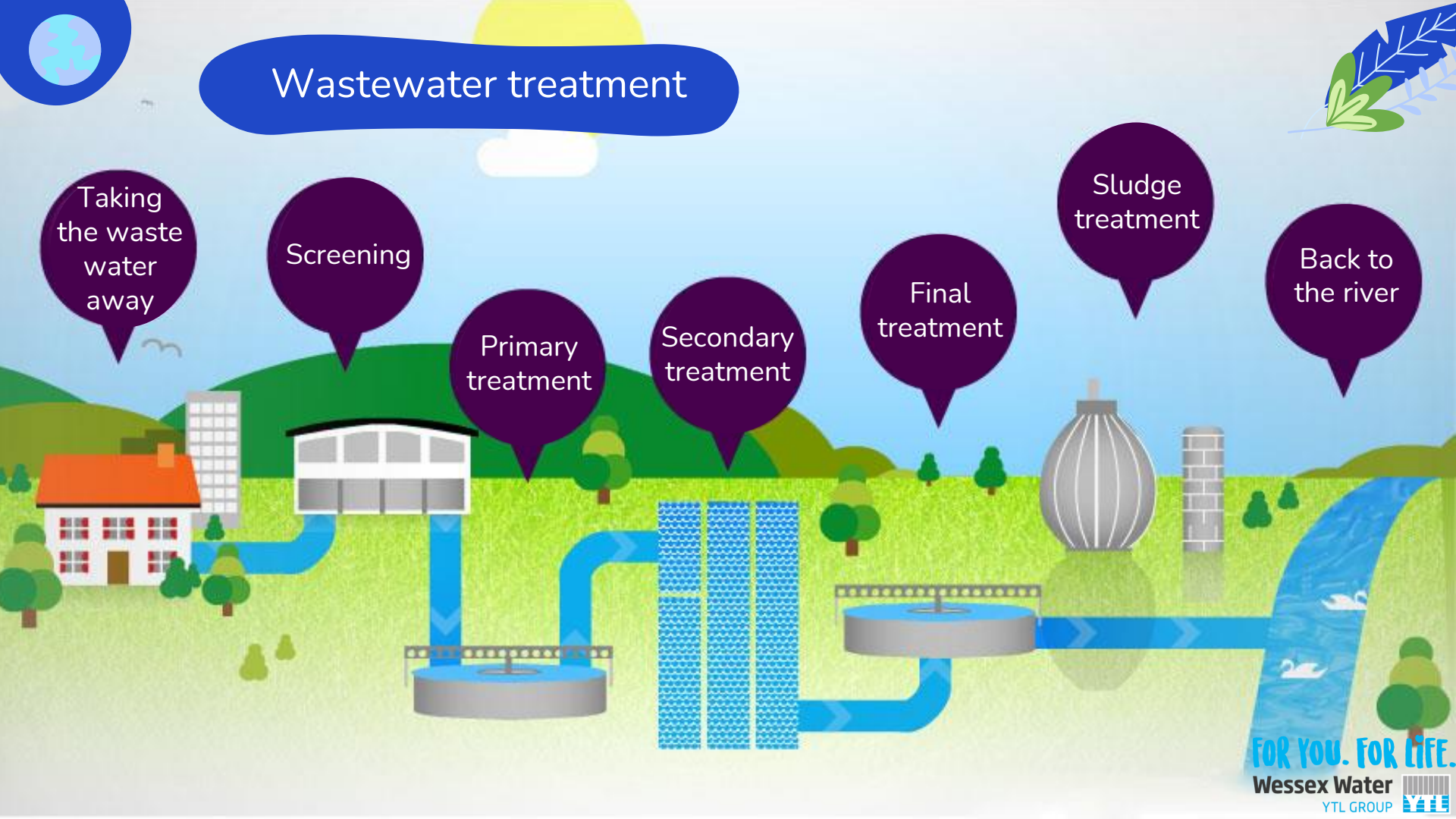
Sludge treatment

Back to the river

FOR YOU. FOR LIFE.

Wessex Water

YTL GROUP



FOUR AIMS

Serving people and places

To provide reliable, affordable services for all customers and communities

To be a trusted, financially strong company, with fair investor returns

Financing the future

Enhancing the environment

To deliver a better environment for nature and people

To be a great place to work

Empowering our people

Our Purpose:
To improve public health and enhance the environment, creating value for the people we serve.





Wessex water

A YTL company

For you
for life

Your say, your future

Welcome & warm up

10 mins (10)

- Introductions
- Thanks for agreeing to participate in the discussion today
- Explain independent and exploratory nature of research (conducted in accordance with the Code of Conduct of the Market Research Society (MRS) and also with the Data Protection Act, with whom Accent is registered)
- Tell everyone that we are undertaking this research with a range of current and future household customers, businesses, retailers, stakeholders and employees
- The focus of today's meeting is to review Wessex Water's Purpose and Strategic Direction in terms of what they aim to deliver for customers, wider society and the environment over the next 25 years so we want to have that long term framework in mind during the discussion. You will know a bit about the SDS already as this was circulated before the meeting
- As colleagues, you will have a unique viewpoint – you will be responsible for delivering the plan, you may have interaction with customers and therefore have insight on what they want AND as colleagues that are probably also customers, you will have informed views on what you think the company should achieve
- Reassure that there are no right or wrong answers and we are only interested in your individual opinions which may vary across different staff members – we are keen to see this so please don't feel you have to agree! Explain that we are starting from a blank sheet of paper so don't feel constrained
- Reassure that individual comments will not be passed back to Wessex Water. This is a safe environment to express how colleagues feel and how that impacts on the future SDS and Purpose

We would like to start off by finding out who we have here in the Zoom Room and a little about your role at Wessex Water

- First name
- Your job role/responsibilities
- How long have you worked for Wessex Water
- One more hour in the day – what would you do with it (ice breaker and gets creative juices flowing!)

Understanding your work mindset

20 mins (30)

Before we get into the detail of the Strategic Direction, we would like to understand a bit about what you are feeling positive and negative about right now – this can be inside OR outside of work. We did this task with customers as it helps to understand the wider context.

- Let's do a quick round the room
 - What's making you feel positive right now
 - What's worrying you
 - Fast forward 25 years – how do you think these positives and negatives will have changed
 - Customers talked about the following topics/themes (**Slide One in Pack**)
 - Let's think about what you and the customers have said and what it means for Wessex Water

- What does this mean for customers when dealing with service companies like utilities
- How do the bigger life issues affect what type of service you expect from them

Note for Wessex Team – we want to be able to see if the starting point for staff and customer and big picture themes are the same or different

Wessex Water Brand and Ambition

25 mins (55)

We asked your customers, what kind of brands they admire and why - we would like to ask you the same question. We will then combine those that the customers mentioned with your choices AND use those to think about what type of brand you want Wessex Water to be, in the future, and why.

- So let's start off by asking what brands you all admire
 - Which company/brand
 - Why do you admire them
 - What qualities do they have that make them special
 - Show list that customers talked about (note to Wessex Water – these are the brands from the intergenerational work) **(Slide Two in Pack)**
 - any surprises/thoughts/overlap
- This Strategic Direction and Social Purpose work is future focused so now we will think about what you want Wessex Water to be for the next 25 years (up to 2050)
- What can they learn from the brands that you love
 - What associations do you want customers to have with Wessex Water
 - How should customers feel when they deal with Wessex Water
 - What do you think Wessex Water should stand for
 - What would make you most proud as an employee/recommend Wessex Water
 - Note: are the brands selected for environmental/social reasons and explore why

Note for Wessex Team – we expect themes from around environment/social to emerge and will probe accordingly

A Review of the Current SDS

60 mins (115)

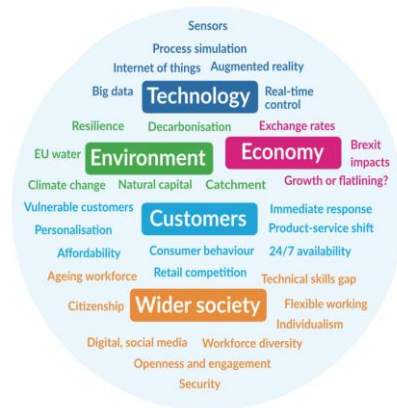
Now we've talked about where you think the brand vision should be for Wessex Water, let's look at the current SDS and see how this fits with your future view. We circulated the current SDS to you before this meeting and we want to review the key areas with you now. We will cover three key areas today:

- Challenges
- Overall company purpose
- Outcomes (this is the Priorities section but we have focused on the final outcome)

Challenges (15 Minutes):

- What challenges do we think Wessex Water will face in the next 25 years
- What are the key trends, pressures and opportunities that will impact on their strategic direction (note some of these may have been discussed in the personal hopes/concerns section)

- In the previous SDS, the challenges were seen as (show the challenges outlined in the circle – **Slide 3 in pack**)



- What do we think
- Are these right
- Do they need updating at all
- How – what comes off/what should go on
- What’s missing

Purpose and aims (i.e. inner circles) (15 Minutes):

- Some of the team at Wessex Water have been reviewing the company purpose – indeed some of you may have been involved in the process so far (check whether anyone has been)
- They start with the WHY... “Why do we do what we do? Why does our company exist? Why do we get out of bed every morning? And why should anyone care?”
- There is a set of global and national issues that inform their priorities, which flow down to the water sector and then Wessex Water. These include climate and biodiversity crises, COVID-19, the digital revolution, Brexit, and the government’s 25 Year Environment Plan.
- Wessex Water’s purpose is “To improve public health and enhance the environment, creating value for the people we serve.” (**Slide 4 in Pack**)

From their purpose, flow their aims:

- Serving people and places
- Enhancing the environment
- Empowering our people
- Financing the future

This is all set out in the diagram below:



■ Purpose

- Views on this
- How relevant for the next 25 years for Wessex Water
- Any changes you might suggest

■ Aims

- Views on these four aims
- How relevant for the next 25 years
- Any changes you might suggest

Outcomes – people, places and environment (30 Minutes):

- The four aims are all supported by outcomes that Wessex will deliver.
- When Wessex Water did this five years ago they looked at these as the outcomes (put old ones on screen – **Slide 5 in Pack**)
 1. Affordable bills for all our customers along with wiser and more efficient use of our services
 2. An exceptional service experience which is inclusive and accessible to all customers
 3. Water leakage reduced in a sustainable way so it becomes an unimportant issue for customers and the environment
 4. Safe, wholesome and pleasant drinking water which complies with mandatory standards and supports the wellbeing of our customers and communities
 5. High quality, reliable and secure services to customers and the environment in the face of acute shocks and gradual stresses
 6. The risk of sewerage flooding is kept to a minimum

7. Watercourses in good condition, with our abstractions, discharges and runoff maintained within sustainable environmental levels.
8. Achieving carbon neutrality in the long term and generating our own renewable energy.
9. High standards of bathing water quality that all can enjoy
10. Individuals, households and community groups that are engaged with their local water environment and actively supporting the delivery of our aims.

- But are these the right outcomes? Why / why not?
- Now look at the top of this circle **Slide 6 in Pack**: what should they focus on for the top half of the circle (people, places, and the environment)?
- [Note that the bottom half is not about outcomes, but things Wessex does to enable delivery of the outcomes for people, places, and the environment]



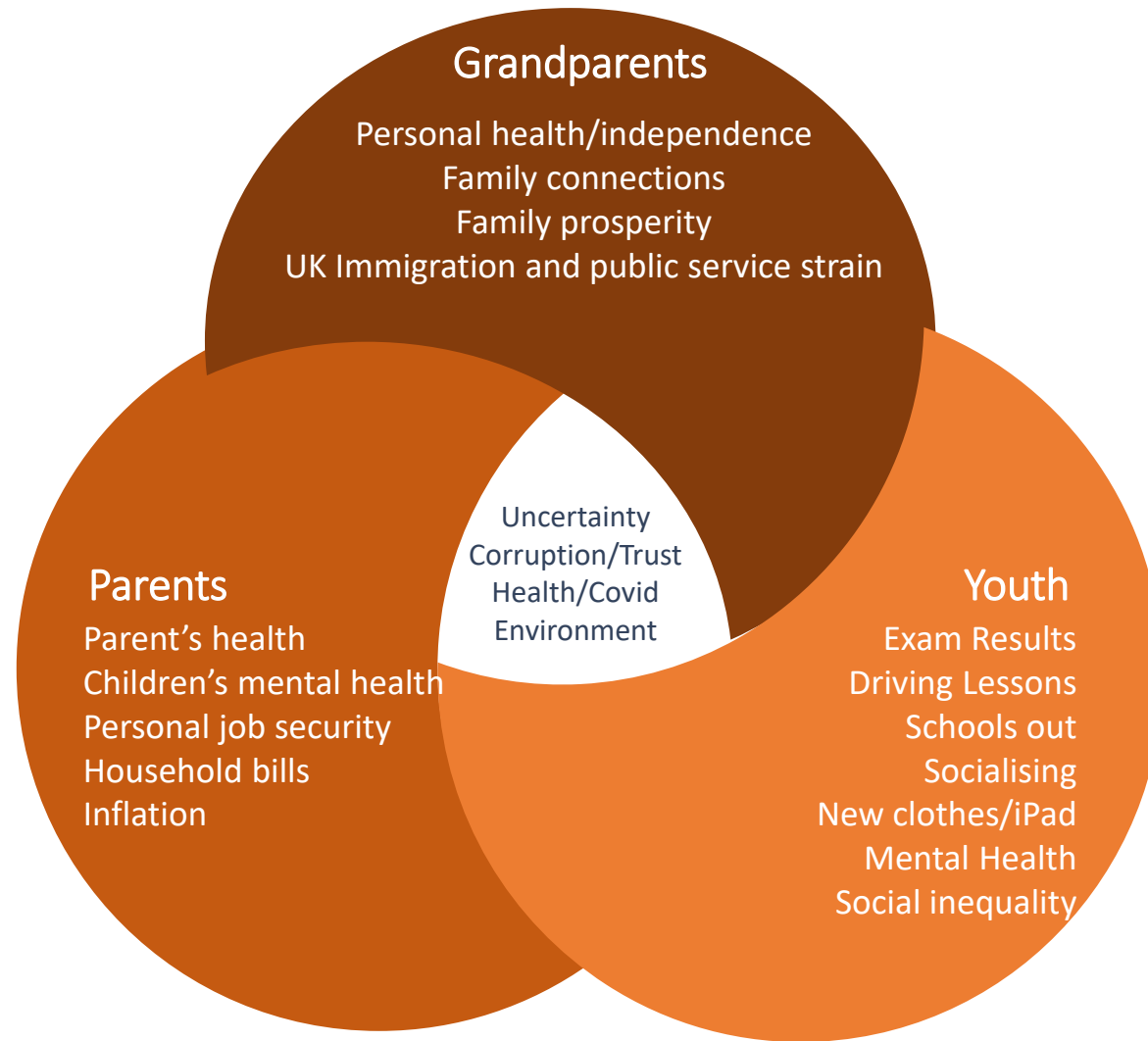
- Now show **Slide 7 in the pack**. This is what has come from work Wessex Water has done so far with its customers and other stakeholders including some colleagues
- But are these the right outcomes? Why / why not?
- If colleagues talk about leakage and why it is no longer included as an outcome, explain that there is a shift in focus (**Slides 8-12** in the pack for moderator reference and to share if helpful to explanation). Reducing leakage will still be an activity that Wessex Water do by repairing water mains, etc but this is shifting to a more outcome based approach e.g. sustainable abstraction from the environment



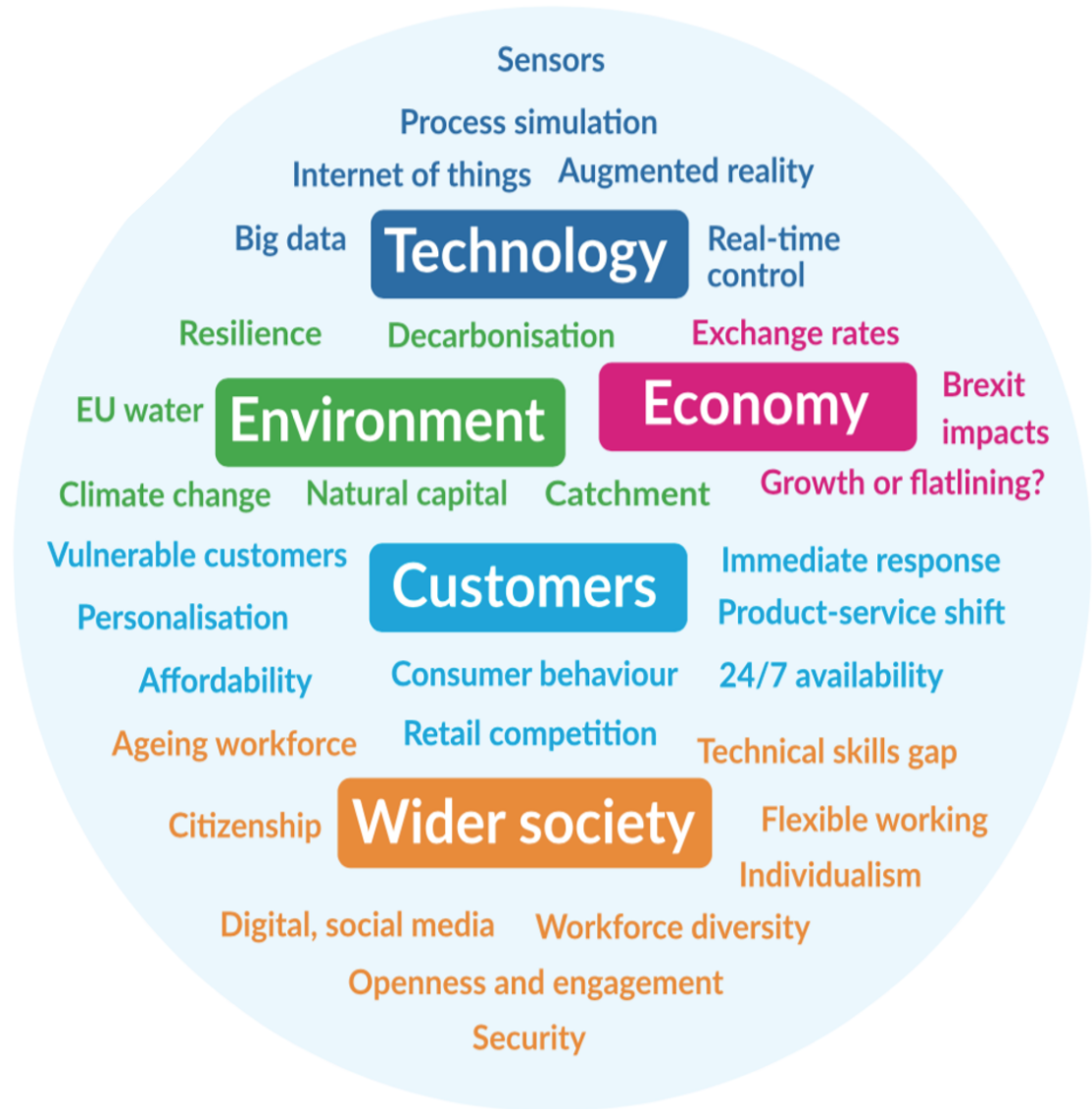
Final Thoughts and Next Steps


5 mins (120)

- Any other comments to feed into the SDS
- Thank everyone for their valuable input






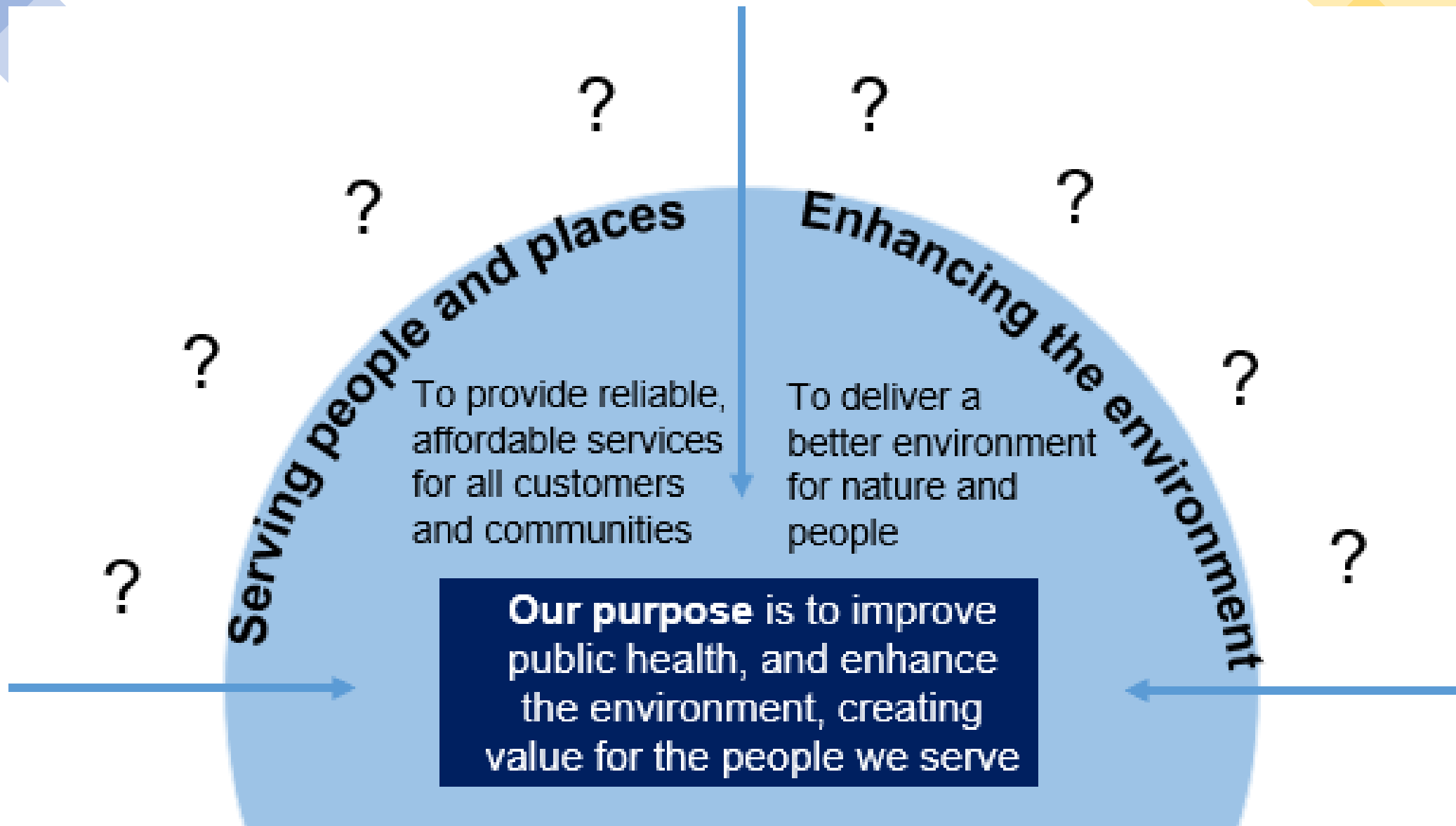




Our purpose is to improve
public health, and enhance
the environment, creating
value for the people we serve



1. Affordable bills for all our customers along with wiser and more efficient use of our services
2. An exceptional service experience which is inclusive and accessible to all customers
3. Water leakage reduced in a sustainable way so it becomes an unimportant issue for customers and the environment
4. Safe, wholesome and pleasant drinking water which complies with mandatory standards and supports the wellbeing of our customers and communities
5. High quality, reliable and secure services to customers and the environment in the face of acute shocks and gradual stresses
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8. Achieving carbon neutrality in the long term and generating our own renewable energy.
9. High standards of bathing water quality that all can enjoy
10. Individuals, households and community groups that are engaged with their local water environment and actively supporting the delivery of our aims.





What really matters to customers, communities, and the environment?

Regulation currently limits the ability of water companies to make the world a better place because it focuses on:

Inputs not outcomes

- focuses on and incentivises inputs (e.g. water mains repairs) and outputs (e.g. leakage), rather than outcomes (e.g. sustainable water abstraction from the environment)

Just water companies

- focuses too narrowly on just water companies, and restricts partnership working (e.g. with farmers or house builders)

Low risk approaches

- disincentivises innovation and step-changes through its use of regulatory mechanisms that limit risk and return

Nature and climate emergencies are not going to be fixed with more of the same

The sector made huge improvements over the last 30 years but traditional solutions are now inefficient and make small gains.



Asset based solutions



Catchment based solutions



Nature based solutions

Better value for money could be achieved by incentivising the outcome

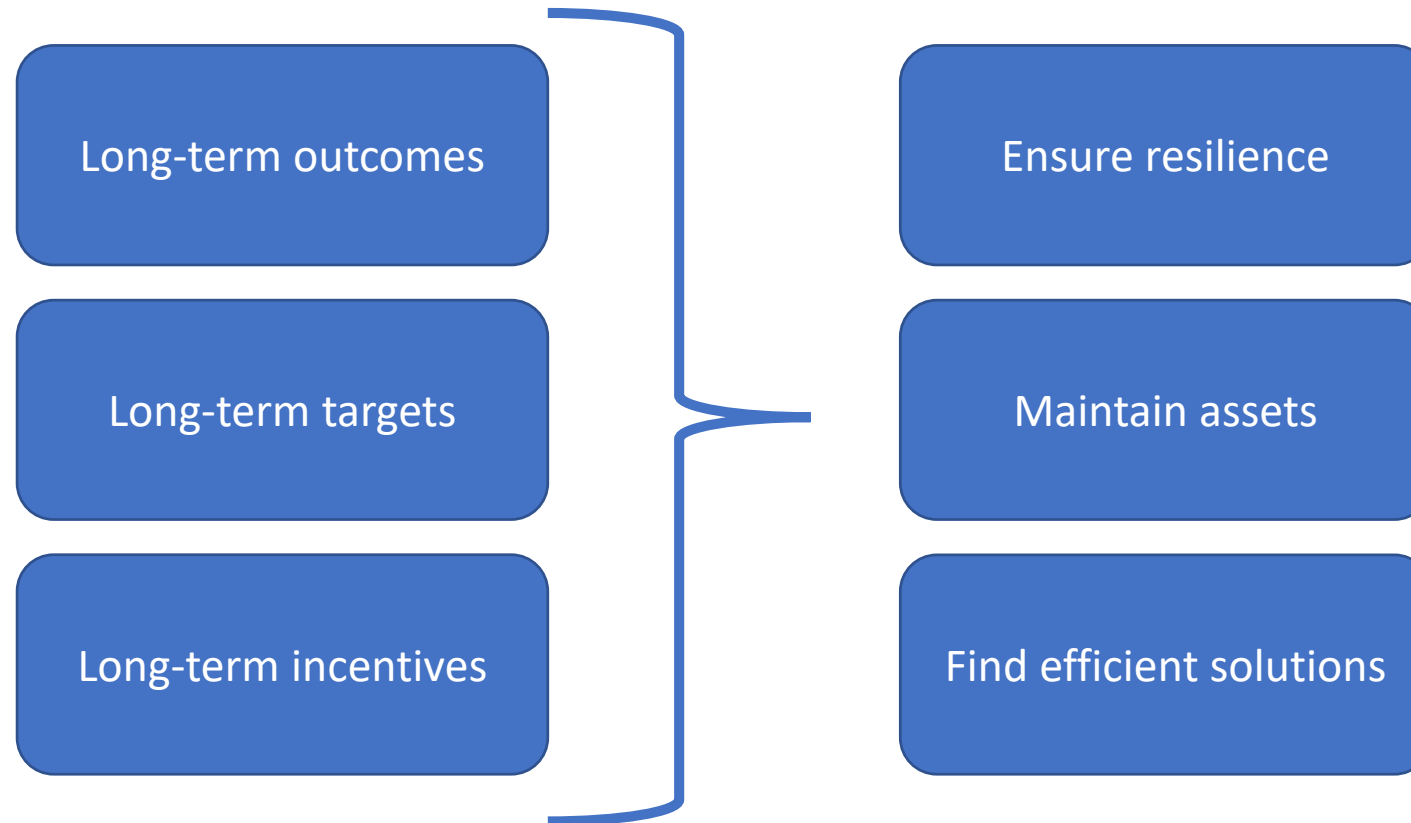
Enable, encourage, and incentivise companies to do the right thing

- All sectors should be paying their fair share in helping to improve the environment
- We should work:
 - on a river catchment scale (e.g. the Bristol Avon catchment),
 - with catchment partners (e.g. farmers, local authorities, house builders),
 - through a catchment market (e.g. trading credits in carbon or biodiversity)

Then the water sector could
deliver a lot more for a lot less

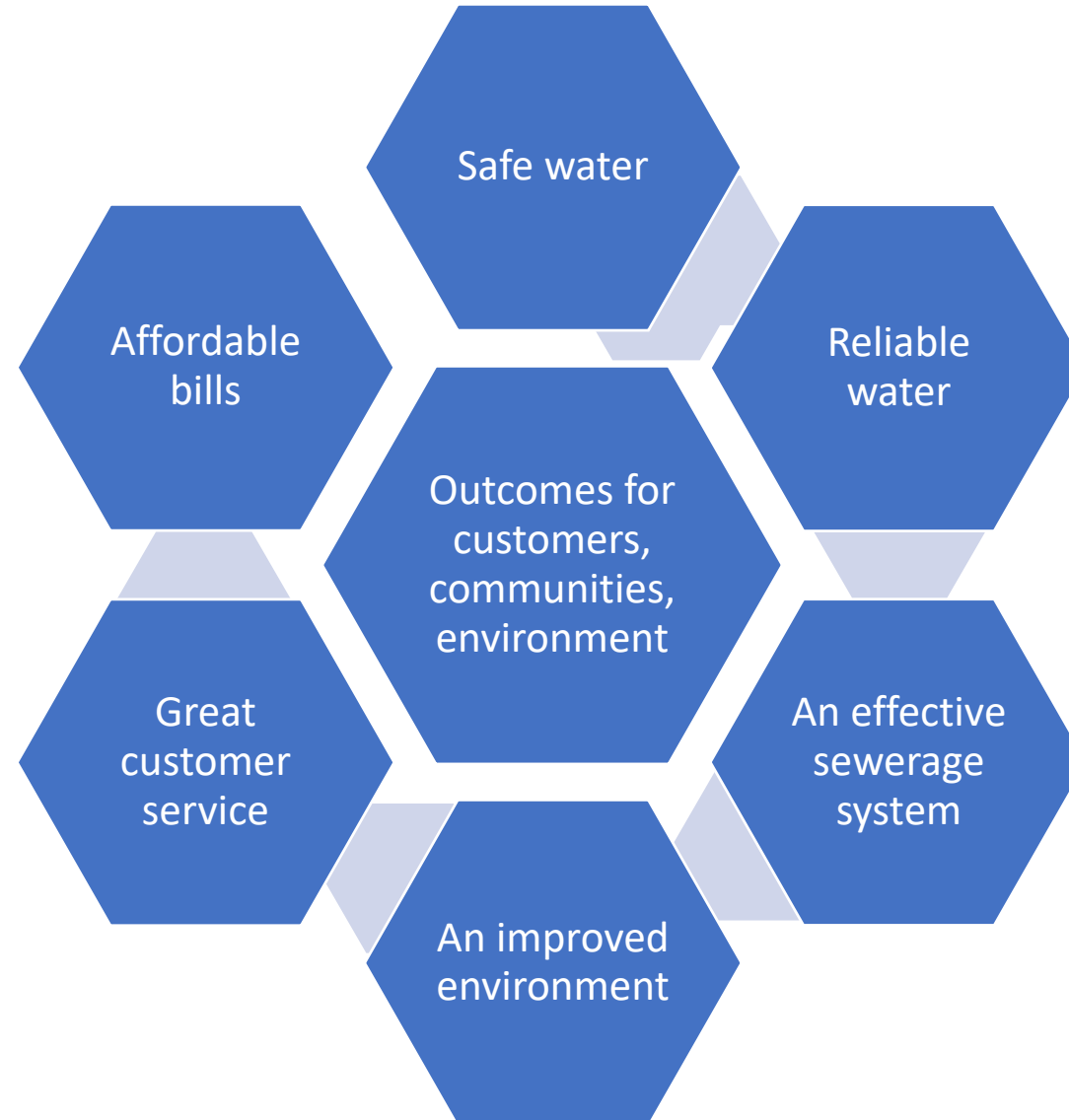
Get the basics right and the detail looks after itself

With the right long-term regulatory system, the sector will – by definition – be resilient, take care of its assets, and be efficient.



What outcomes really matter to customers, communities, and the environment?

We expect they are something like...



Introduction

Q1. Good morning/afternoon/evening. My name is and I am calling from RITE ANGLE. Please could I speak to the person responsible, either solely or jointly, for paying your organisation's water bill?

- IF "NO" TRY AND PERSUADE ELSE THANK & CLOSE
- IF "CALL BACK" PLEASE RECORD DATE AND TIME OF APPOINTMENT ON ACCIS, THANK AND CLOSE
- IF "YES" PLEASE PROCEED TO SCREENING SECTION

WHEN SPEAKING TO APPROPRIATE CONTACT CONTINUE WITH SCREENING

Screening

Good morning/afternoon/evening. My name is from RITE ANGLE and I am carrying out research for Wessex Water. In anticipation of future technological, social, economic and environmental changes, Wessex Water are reviewing their Purpose and longer-term Strategic Direction. They are keen to hear the views of business customers to help inform their future plans

Wessex Water are the company that take away your businesses waste water and, in some areas, provide your business with clean water. However, another company, a water retailer, will look after other services related to your business water needs such as meter reading and billing.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of an online workshop lasting up to 90 minutes, for which you would be paid £65 were you able to assist. You will also receive an additional £10 for completing a homework task before attending the group. Can I just ask you a few questions to check that you are eligible to take part in this research?

This call may be recorded for quality control purposes.

NOTE TO INTERVIEWER: SAMPLE SOURCE IS: #sourcetext#

INTCHECK. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded

INTCHECK2. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn't safe – we need to call back later GO TO APPT SCREEN

Q2. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes
No **THANK AND CLOSE**

Q3. Do you or any of your close family work or have worked in the recent past in the water sector or Market Research professions?

Yes **THANK & CLOSE**

No

Q4. Is your organisation billed directly for the water it uses or is this included in your organisation's rent?

Billed directly

Included in rent **THANK AND CLOSE**

Q5. Do you have decision making responsibility over the water bill or any water-related matters?

Yes

No **THANK & CLOSE**

Q6. Which company provides your business with clean water?

Wessex Water

Bristol Water

Bournemouth Water

Other or don't know **THANK & CLOSE**

Q7. Which company supplies wastewater (sewerage) services to your business?

Wessex Water

Other or don't know **THANK & CLOSE**

Q8. How many employees does your organisation have in the UK?

Less than 10

11-100

101-249

250 – 499

500-999

1,000 or more

RECRUIT FOR A MIX

Q9. And what business sector best defines the core activity of your company?

- 1 Agriculture, Forestry and Fishing (code A)
- 2 Mining and Quarrying (code B)
- 3 Manufacturing (code C)
- 4 Energy or water service & supply (Codes D, E)
- 5 Construction (code F)
- 6 Wholesale and retail trade (incl. motor vehicles repair but not hairdressing) (CODE G)
- 7 Transport and storage (code H) (Freight, taxis, airlines, bus, rail and warehousing, post offices)
- 8 Hotels & catering, accommodation and food service activities (Code I)(pubs, restaurants)
- 9 IT and Communication (code J) (Computer, media, publishing, software, IT consultancies)
- 10 Finance and insurance activities (code K) (banking, insurance) and real estate activities (code L) (selling/renting properties/conveyancing/property law)

Business services : Professional, scientific and technical activities (code M) (architecture, accountancy, consulting, engineering, PR, advertising, veterinary, legal of anything except property law,) and Admin and support services (code N)

- 11 (cleaning, gardening, employment agencies, office services, leasing and renting of anything but properties)
- 12 Government (code O), education (code P) (schools, universities) and health (hospitals, doctors) and social work (code Q), charities)
- 13 Arts, entertainment and recreation (code R) (Libraries, theatres, museums, zoos, sport centres, fitness)
- 14 Other service activities (code S) (Trade Unions, Churches, Repair services, Funeral-related services, Hairdressers)

RECRUIT FOR A MIX

-
- Q10. How much do you agree or disagree that on a day to day basis, your organisation depends on its water supply and sewerage services (e.g. removal and treatment of used/waste water) in order to operate?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

RECRUIT FOR GROUP. GO TO INVITATION

Invitation: Group (Zoom) discussion

Q11. Thank you for answering those questions. Would you be willing to attend an online workshop we are holding for Wessex Water to help inform their future plans? There will be about 5 other people just like yourself. The group will be held in accordance with the Code of Conduct of the Market Research Society. The group will last around 90 minutes. All participants will receive £65 to thank them for their time, plus an additional £10 for completing the pre-task.

- Yes **PROCEED TO PRE-TASK**
- No **THANK AND CLOSE**

ASK ALL: PRE-TASK

TELL PARTICIPANT ABOUT PRE-TASK: We will send some information about Wessex Water for you to read before attending. You will receive an additional £10 for completing this task.

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q12. DATA COLLECTION & SHARING CONSENT

For data privacy purposes I just need to let you know that the group discussion will be video recorded, to ensure accuracy and for analysis purposes. Footage will not be used externally and is purely to support analysis.

The group will be audio recorded for analysis purposes and to ensure accuracy.

The group will be held in accordance with the Code of Conduct of the Market Research Society and any views you express during the discussion will be treated with complete confidence and will not be attributed to you personally.

In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK

- Yes **CONTINUE WITH DETAILS**
- No **[Click here and type HOLD IN RESERVE or THANK AND CLOSE]**

Q13. The online Zoom workshop will take place on:

Date	Time	Place
------	------	-------

Monday 12 th July 2021	6.30pm	
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Would you be able to attend? reassure & persuade
IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:

Great, thanks. I'll just take a few details, and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of participant, then complete the following confirmations.

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Recruiter Confirmations

RECRUITER – VERY IMPORTANT – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

MRS DECLARATION

Q14. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

INTERVIEWER: PLEASE ENSURE YOU REMOVE THIS PAGE BEFORE RETURNING THIS RECRUITMENT QUESTIONNAIRE TO ACCENT

PROPERTY NAME OR NUMBER	
2 ND LINE OF ADDRESS	
TOWN/VILLAGE	
POSTCODE	

Introduction

Q1. Good morning/afternoon/evening. My name is and I am calling from RITE ANGLE. Please could I speak to the person responsible, either solely or jointly, for paying your organisation's water bill?

- IF "NO" TRY AND PERSUADE ELSE THANK & CLOSE
- IF "CALL BACK" PLEASE RECORD DATE AND TIME OF APPOINTMENT ON ACCIS, THANK AND CLOSE
- IF "YES" PLEASE PROCEED TO SCREENING SECTION

WHEN SPEAKING TO APPROPRIATE CONTACT CONTINUE WITH SCREENING

Screening

Good morning/afternoon/evening. My name is from RITE ANGLE and I am carrying out research for Wessex Water. In anticipation of future technological, social, economic, and environmental changes, Wessex Water are reviewing their Purpose and longer-term Strategic Direction. They are keen to hear the views of business customers to help inform their future-plans.

Wessex Water are the company that take away your business' wastewater and, in some areas, provide your business with clean water. However, another company, a water retailer, will look after other services related to your business water needs such as meter reading and billing.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

The research will take the form of an online workshop lasting up to 90 minutes, for which you would be paid £65 were you able to assist. You will also receive an additional £10 for completing a homework task before attending the group. Can I just ask you a few questions to check that you are eligible to take part in this research?

This call may be recorded for quality control purposes.

INTCHECK. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded.

INTCHECK2. **INTERVIEWER:** PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn't safe – we need to call back later GO TO APPT SCREEN

Q2. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes
No **THANK AND CLOSE**

Q3. Do you or any of your close family work or have worked in the recent past in the water sector or Market Research professions?

Yes **THANK & CLOSE**

No

Q4. Is your organisation billed directly for the water it uses or is this included in your organisation's rent?

Billed directly.

Included in rent **THANK AND CLOSE**

Q5. Do you have decision making responsibility over the water bill or any water-related matters?

Yes

No **THANK & CLOSE**

Q6. Which company provides your business with clean water?

Wessex Water

Bristol Water

Bournemouth Water

Other or don't know **THANK & CLOSE.**

Q7. Which company supplies wastewater (sewerage) services to your business?

Wessex Water

Other or don't know **THANK & CLOSE.**

Q8. How many employees does your organisation have in the UK?

Less than 10

11-100

101-249

250 – 499

500-999

1,000 or more

RECRUIT FOR A MIX

Q9. And what business sector best defines the core activity of your company?

- 1 Agriculture, Forestry and Fishing (code A)
- 2 Mining and Quarrying (code B)
- 3 Manufacturing (code C)
- 4 Energy or water service & supply (Codes D, E)
- 5 Construction (code F)
- 6 Wholesale and retail trade (incl. motor vehicles repair but not hairdressing) (CODE G)
- 7 Transport and storage (code H) (Freight, taxis, airlines, bus, rail and warehousing, post offices)
- 8 Hotels & catering, accommodation and food service activities (Code I)(pubs, restaurants)
- 9 IT and Communication (code J) (Computer, media, publishing, software, IT consultancies)
- 10 Finance and insurance activities (code K) (banking, insurance) and real estate activities (code L) (selling/renting properties/conveyancing/property law)
- 11 Business services : Professional, scientific and technical activities (code M) (architecture, accountancy, consulting, engineering, PR, advertising, veterinary, legal of anything except property law,) and Admin and support services (code N) (cleaning, gardening, employment agencies, office services, leasing and renting of anything but properties)

- Government (code O), education (code P) (schools, universities) and health (hospitals, doctors) and social work (code Q), charities)
- 12
- 13 Arts, entertainment and recreation (code R) (Libraries, theatres, museums, zoos, sport centres, fitness)
- 14 Other service activities (code S) (Trade Unions, Churches, Repair services, Funeral-related services, Hairdressers)

RECRUIT FOR A MIX

Q10. How much do you agree or disagree that on a day-to-day basis, your organisation depends on its water supply and sewerage services (e.g., removal and treatment of used/wastewater) in order to operate?

Strongly agree.

Agree

Neither agree nor disagree

Disagree

Strongly disagree.

RECRUIT FOR GROUP. GO TO INVITATION

Invitation: Group (Zoom) discussion

Q11. Thank you for answering those questions. Would you be willing to attend an online workshop we are holding for Wessex Water to help inform their future plans? There will be about 5 other people just like yourself. The group will be held in accordance with the Code of Conduct of the Market Research Society. The group will last around 90 minutes. All participants will receive £65 to thank them for their time, plus an additional £10 for completing the pre-task.

Yes **PROCEED TO PRE-TASK**

No **THANK AND CLOSE**

ASK ALL: PRE-TASK

TELL PARTICIPANT ABOUT PRE-TASK: We will send some information about Wessex Water for you to read before attending. You will receive an additional £10 for completing this task.

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q12. DATA COLLECTION & SHARING CONSENT

For data privacy purposes I just need to let you know that the group discussion will be video recorded, to ensure accuracy and for analysis purposes. Footage will not be used externally and is purely to support analysis.

The group will be audio recorded for analysis purposes and to ensure accuracy.

The group will be held in accordance with the Code of Conduct of the Market Research Society and any views you express during the discussion will be treated with complete confidence and will not be attributed to you personally.

In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK.

Yes. **CONTINUE WITH DETAILS**

No **[Click here and type HOLD IN RESERVE or THANK AND CLOSE]**

Q13. The online Zoom workshop will take place on:

Date	Time	Place
Monday 12 th July 2021	6.00pm or 6:30pm (Please advise)	Online via Zoom

Would you be able to attend? reassure & persuade

IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:

Great, thanks. I'll just take a few details and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

Please contact us on 020 8742 2211 if you have any queries about your incentive. Thank you.

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of participant, then complete the following confirmations.

Recruiter Confirmations

RECRUITER – VERY IMPORTANT – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

MRS DECLARATION

Q14. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

WHEN SPEAKING TO THE CORRECT PARTICIPANT REPEAT TEXT ABOVE & CONTINUE:

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

This call may be recorded for quality control purposes.

NOTE TO INTERVIEWER: SAMPLE SOURCE IS: #sourcetext#

INTCHECK. INTERVIEWER: PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded

INTCHECK2. INTERVIEWER: PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE AND/OR WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn't safe – we need to call back later GO TO APPT SCREEN

Q1. The research will take the form of a 60 minute zoom or telephone depth interview. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at www.accent-mr.com/privacy/.

Do you agree to proceeding with the interview on this basis?

Yes
No **THANK AND CLOSE**

Invitation: Depth (Telephone/Zoom)

Q2. Thank you. Would you prefer to attend a zoom or telephone interview?

Zoom **PROCEED TO DATA COLLECTION AND SHARING CONSENT**
Telephone **PROCEED TO DATA COLLECTION AND SHARING CONSENT**
Neither **THANK AND CLOSE**

ASK ALL: DATA COLLECTION AND SHARING CONSENT

Q3. DATA COLLECTION & SHARING CONSENT

[IF ZOOM] The Zoom interview will be video recorded, to ensure accuracy and for analysis purposes.

[IF TELEPHONE] The telephone depth will be audio recorded for analysis purposes and to ensure accuracy.

The recording will remain confidential to Accent. In our reporting of the findings from this research everything that you say will be confidential and will be reported in grouped format only.

Please confirm that is OK

Yes [CONTINUE WITH DETAILS](#)

No [\[Click here and type HOLD IN RESERVE or THANK AND CLOSE\]](#)

Q4. The interview will take place week commencing 12th July. Please confirm when will be suitable for you to attend the interview?

Date	Time	Place
[Click here and type date]	[Click here and type time]	[Click here and type venue name] [Click here and type venue address]

Would you be able to attend? reassure & persuade

IF PARTICIPANT AGREES, CONFIRM DATE, TIME, LOCATION then continue:

Great, thanks. I'll just take a few details, and will let you get on with your day. We will send you more information by email shortly with details of the next steps.

If for any reason you find you are unable to attend, please could you let me know as soon as possible so that we can invite someone else to take your place?

RECRUITER: Please ensure you have filled in the cover page of the RQ, including email address and mobile number of participant, then complete the following confirmations.

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Recruiter Confirmations

RECRUITER – VERY IMPORTANT – PLEASE TICK TO CONFIRM YOU FULLY READ OUT THE DATA SHARING AND CONSENT QUESTION, AND THAT IT MADE SENSE TO BOTH YOU AND THE PARTICIPANT.

Yes

MRS DECLARATION

Q5. I confirm that this interview was conducted under the terms of the MRS Code of Conduct and is completely confidential

INTERVIEWER'S SIGNATURE:

THANK PARTICIPANT FOR THEIR HELP IN THIS RESEARCH

Draft Discussion Guide (60 Minutes)**Welcome & warm up****5 mins (5)**

Introductions

Thanks for agreeing to participate in the interview today

Explain independent and exploratory nature of research (conducted in accordance with the Code of Conduct of the Market Research Society (MRS) and also with the Data Protection Act, with whom Accent is registered)

Explain that we are undertaking this research for Wessex Water

We are undertaking this research with a range of current and future customers, stakeholders and employees – and with Water Retailers like yourselves

The focus of today's interview is to review Wessex Water's Purpose and Strategic Direction in terms of what they aim to deliver for customers, wider society and the environment over the next 25 years so we want to have that long term framework in mind during the discussion.

Explain that we are starting from a blank sheet of paper so don't feel constrained – there really are no wrong answers

We would like to start off by finding out a bit about you and the water retailer that you represent today

- Name
- Water retailer
- Role and responsibilities in the organisation

Understanding the Key challenges for Water Retailers 10 mins (15)

Before we get into the detail of the Strategic Direction, we would like to understand a bit about what the key challenges for you as a Water Retailer are right now. We did this task with our household/business customers as well as it helps to understand the wider context.

- What are the key challenges facing the water industry
- How have those challenges changed over the past 5 years
- How do you imagine they will change in the next 10/20 years
- What about your business as Water Retailer
 - what are the key challenges
 - what are the positives right now
 - what are the negatives
- Let's think about what you have said and what that means for Wessex Water when they are developing their strategic direction – what do they need to do

Different Water Companies (wholesalers)

10 mins (25)

We want you to think about the different water companies (wholesalers) that you deal with and understand who is doing things right and who needs to improve

- Focus on water companies (wholesalers) across industry
- Key learnings – Best in Class
 - What are they doing
 - Why do you feel they are BIC
- Focus on Wessex Water
 - +/-
 - Improvements

Wessex Water Priorities – Now and Future

10 mins (35)

As we said at the beginning, Wessex Water are reviewing their Strategic Direction and Social Purpose and we are looking at a 'blank sheet of paper approach' to this work so please tell us what you need Wessex Water to do and how it will benefit you as a water retailer

- What do you want Wessex Water to be focusing on (clean and wastewater)
- How would this benefit you as a water retailer – keep pushing for final end benefit outcome
- Thinking now about that long-term future focus
 - CORE - In 2031, I expect Wessex Water to.....
 - ABOVE AND BEYOND - IN 2031, surpassing expectations
 - How will this change in 2040
- What could you do as a Water Retailer to work better with Wessex Water

Summary of purpose and focus

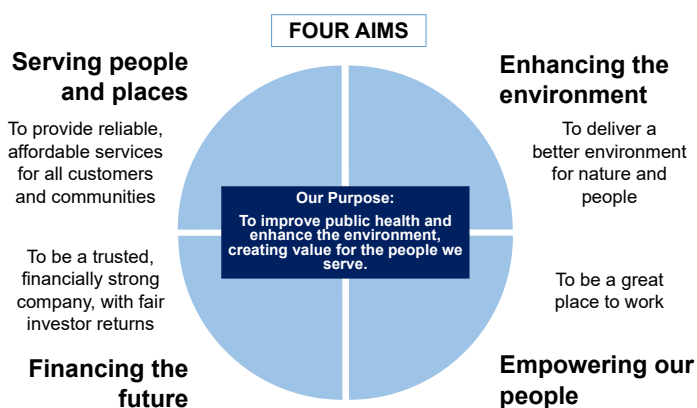
20 mins (55)

Wessex Water has been reviewing its purpose for the next 25 years. They start with the WHY... "Why do we do what we do? Why does our company exist? Why do we get out of bed every morning? And why should anyone care?"

There is a set of global and national issues that inform their priorities, which flow down to the water sector and then Wessex Water. These include climate and biodiversity crises, COVID-19, the digital revolution, Brexit, and the government's 25 Year Environment Plan.

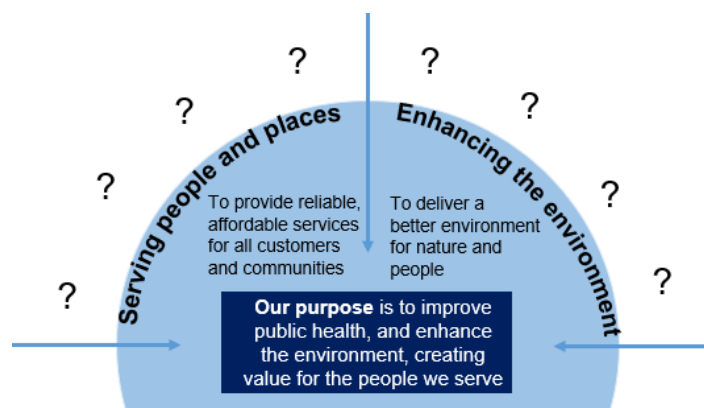
- Wessex Water’s purpose is “To improve public health and enhance the environment, creating value for the people we serve.”
- From their purpose, flow their aims:
 - Serving people and places
 - Enhancing the environment
 - Empowering our people
 - Financing the future
- This is all set out in the diagram below

Moderator note: 4 Quadrant purpose



- Purpose
 - Views on this
 - How relevant for the next 25 years for Wessex Water
 - What’s missing for you as Water Retailer
 - What update, if any, is required
- Aims
 - Views on these four aims
 - How relevant for the next 25 years
 - What’s missing for you as a Water Retailer
 - What update, if any, is required
- How do you feel about this – excited, bored, reassured, worried
- What does this make you think about Wessex Water – responsible, forward thinking, innovative, regressive, focused on right/wrong things, brave, cautious
- The four aims are all supported by outcomes that Wessex will deliver.

- When Wessex Water did this five years ago they looked at these as the outcomes (put old ones on screen)
 1. Affordable bills for all our customers along with wiser and more efficient use of our services
 2. An exceptional service experience which is inclusive and accessible to all customers
 3. Water leakage reduced in a sustainable way so it becomes an unimportant issue for customers and the environment
 4. Safe, wholesome and pleasant drinking water which complies with mandatory standards and supports the wellbeing of our customers and communities
 5. High quality, reliable and secure services to customers and the environment in the face of acute shocks and gradual stresses
 6. The risk of sewerage flooding is kept to a minimum
 7. Watercourses in good condition, with our abstractions, discharges and runoff maintained within sustainable environmental levels.
 8. Achieving carbon neutrality in the long term and generating our own renewable energy.
 9. High standards of bathing water quality that all can enjoy
 10. Individuals, households and community groups that are engaged with their local water environment and actively supporting the delivery of our aims.
- But are these the right outcomes? Why / why not?
- What should they focus on for the top half of the circle (people, places, and the environment)?
- [Note that the bottom half is not about outcomes, but things Wessex does to enable delivery of the outcomes for people, places, and the environment]
- Put top half of the circle on the screen so can see and read through



I think we need to follow the diagram above with the one that shows the outcomes that we've got to so far i.e. without the Q marks like in the other

DGs? Agree – seems to be a section missing where we say what we've got and ask for their views???

Thank and Close

5 mins (60)

- Any questions
- Anything to add
- 3 things you want Wessex Water to include in that Strategic Direction for the next 25 years

Introduce and explain we will be chairing today's session which will last around 80 to 90 minutes.

Explain that they have been invited along today as 'DWMP Experts' who have knowledge of the industry, are forward thinking individuals and that they may have some thoughts on future challenges and priorities for the sector which will be very helpful to hear.

Explain that, apart from this session, we will be running sessions with household, business customers and future customers to get their input.

The focus of today's meeting is to gain your views on how Wessex Water can work with stakeholders as part of the partnership projects that will be developed as part of the DWMP. The plan specific issues relating to the development of Wessex DWMP so we want to have that long term framework in mind during the discussion

Participants introduce themselves

5 mins

- Invite everyone to introduce themselves
- Name, job responsibility, relationship with Wessex Water (if any)
- What experience do they feel they can bring to the discussion

Trends, Challenges

20 mins (25)

- Trends
 - What are the key trends, pressures and opportunities that Wessex Water will need to consider when developing their 25 year strategic plan to improve drainage and environmental water quality?
 - Explore short/medium/long term trends
 - Any conflict between these trend
 - Any conflict with Wessex Water's areas of responsibility
- Challenges
 - And are there any specific challenges that will have an impact on the plan development
 - What challenges?
 - How will these impact on WW and their DWMP
 - How will this impact on the plan?
 - How can Wessex overcome these challenges?
 - Now thinking about the four catchment plan areas (Bristol Avon, Dorset, Hampshire Avon, Somerset – share maps if necessary) – are there any specific challenges/issues related to the specific areas that Wessex Water need to consider?
 - What?
 - How could these be addressed?

- What are the key problems that need to be addressed:
 - For the whole Wessex Water area
 - Are there any different problems in each catchment area?

- Specifics on challenges: Explain that Wessex have worked through previous stakeholder feedback which identified a number of challenges and we want to spend some time focussing on a few of these:
 - Resources
 - Assessment management
 - Modelling (integrated catchment model)
 - What's stopping that happening
 - Storm overflows

- Taking all of these challenges/problems into consideration what do you think are the best/most suitable options that Wessex Water should develop:
 - Think about things Wessex Water can encourage customers to do
 - And what they need to do themselves

- Specifics on solutions/opportunities. Explain that Wessex have worked through previous stakeholder feedback which identified a number of solutions/opportunities
 - If you had to select 2 or 3 of these as ones which you'd like Wessex to focus on, which would you select
 - Why
 - What would be the impact?

- We now want to focus on a small number of these solutions/opportunities to understand a bit more about:
 - What you would envisage your organisations role being
 - What do you envisage each party doing to allow this to happen

Final Thoughts and Next Steps

10 mins (80)

- Any other comments to feed into the DWMP?
- Any other comments to feed into the next engagement events (customer groups/quantitative survey)

- We will be in touch with you to let you know the timings for the next session – there is a final session arranged for SDS on 14th September to review findings
- Likely to be end September when we have the quantitative results from DWMP work to share with you
- Thank you very much.

Wrap and Close

SYSTEM INFORMATION:

DELETE IF ONLINE Interviewer number:**DELETE IF ONLINE** Interviewer name:

Date:

Time interview started:



TELEPHONE: NHH

Good morning/afternoon/evening. My name is from Accent and I am carrying out research for Wessex Water. In anticipation of future technological, social, economic, and environmental changes, Wessex Water are reviewing their long-term strategic direction. They are keen to hear the views of business customers to help inform their future plans.

Wessex Water are the company that take away your business' wastewater and, in some areas, provide your business with clean water. However, another company, a water retailer, will look after other services related to your business water needs such as meter reading, customer services and billing.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

Can I just ask you a couple of questions to check that you are eligible to take part in this research?

This call may be recorded for quality control purposes.

NOTE TO INTERVIEWER: SAMPLE SOURCE IS: #sourcetext#

INTCHECK. INTERVIEWER: PLEASE CONFIRM YOU HAVE ADVISED THE PARTICIPANT OF:

MRS Code of Conduct
Calls being recorded

INTCHECK2. INTERVIEWER: PLEASE CONFIRM YOU HAVE ASKED AND CHECKED THAT THE PARTICIPANT IS **NOT** TAKING THE INTERVIEW ON A MOBILE DEVICE WHILE DRIVING OR OPERATING EQUIPMENT

Yes, it is safe for the participant to proceed
No, it isn't safe – we need to call back later GO TO APPT SCREEN

FACE TO FACE: HOUSEHOLD

Good morning/afternoon/evening. My name is from Accent and I am carrying out research for Wessex Water – they are keen to hear the views of household customers to help inform their future plans.

The research is being conducted under the Market Research Society Code of Conduct, which means that any answers you give will be treated in confidence.

We appreciate the time you'll spend giving your feedback for Wessex Water. As a thank you we'd like to provide you with a £5 incentive.

Can I just ask you a couple of questions to check that you are eligible to take part in this research?

ONLINE INCLUDING EMPLOYEES

Thank you very much for agreeing to complete this on-line survey which is being conducted by Accent, on behalf of Wessex Water. The closing date for completion of this survey is Monday 13th September 2021.

ADD FOR EMPLOYEES: As an employee you have an unique perspective on what you think Wessex Water's purpose and priorities should be – we're really keen to hear your views. We'll be asking you the same questions that other customers are asked – don't worry if you're not a customer though, just answer how you would for the company that does provide your water services.

DO NOT SHOW TO EMPLOYEES: We will just ask you a couple of questions to check that you are eligible to take part in this research.

SHOW ALL: Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society. If you would like to confirm Accent's credentials type Accent in the search box at: <https://www.mrs.org.uk/researchbuyersguide>.

IF MOBILE DEVICE SHOW: This survey is best undertaken on a tablet or a PC. If you do use a smartphone you can switch between desktop mode and mobile mode at any time by clicking the button at the bottom of the screen.

Looking after your data

Q1. **ASK ALL:** Looking after your data: any data collected over the course of this interview that could be used to identify you will be held securely and will not be shared with any third party (including Wessex Water) unless you give permission (or unless we are legally required to do so). Our privacy statement is available at <https://www.accent-mr.com/privacy-policy/>.

Do you agree to proceeding with the interview on this basis?

Yes

No **THANK AND CLOSE DP NOTE THANK AND CLOSE MESSAGE FOR HOUSEHOLD AND EMPLOYEES SHOULD READ:**
"THANK YOU FOR TAKING THE TIME TO ANSWER THOSE QUESTIONS. WE'RE SORRY BUT ON THIS OCCASION WE ARE LOOKING FOR OTHER TYPES OF CUSTOMERS. HOWEVER, IS THERE ANYTHING YOU WOULD LIKE TO TELL US ABOUT WESSEX WATER BEFORE WE CLOSE THE SURVEY?"

About you

Q2. **ASK CAPI ONLY. OTHERS GO TO Q6**Error! Reference source not found.: **In line with government guidelines we have a few questions to check your Covid-19 status.** Are you or anyone you have been in close contact with currently experiencing any flu-like symptoms or other Covid-19 symptoms?

INTERVIEWER NOTE: THIS WOULD INCLUDE HIGH TEMPERATURE AND/OR LOSS OF SENSE OF TASTE OR SMELL

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines survey. Thank you for your time

No

Q3. Have you or anyone you have been in close contact with been diagnosed with Covid-19 within the past two weeks, and not subsequently tested negative

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines. Thank you for your time

No

Q4. Are you someone who is defined as either Clinically Extremely Vulnerable or Clinically Vulnerable?
INTERVIEWER NOTE: THEY WILL HAVE BEEN INFORMED OF THIS STATUS EARLY ON IN LOCKDOWN

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines. Thank you for your time

No

Q5. Are you currently shielding to protect yourself from Covid-19 or caring for someone else who is especially vulnerable to Covid-19?

Yes **THANK AND CLOSE** On this occasion we will not be able to continue with the survey due to Covid-19 guidelines. Thank you for your time

No

Q6. **ASK ALL EXCEPT EMPLOYEES, CUSTOMER SAMPLE AND EXCEPT FUTURE FOCUS PANEL GO TO Q11:** Now thinking about your employment, are you currently in paid employment? (including being self-employed)

Yes

No **ONLINE / CAPI GO TO Q11**

Q7. **ASK IF Q6= 1:** How much involvement, if any, do you have in managing the water bills for the organisation you work for?

I solely or jointly manage the bills **GO TO Q8**

I don't have any involvement in the bills **GO TO Q11**

Q8. **ASK IF Q7=1** Are you a sole trader working from home and with no separate business premises?

I am a sole trader and have no separate business premises **GO TO Q11**

I work in a separate business premises **GO TO Q9**

HH = CODE 2 AT Q6 OR CODE 2 Q7 OR CODE 1 AT Q8

NHH = CODE 2 AT Q8

Q9. **ASK NHH ONLY:** How many sites does your organisation have in the UK?

- One site
- More than one site
- Don't know

Q10. ASK IF Q9 = 1 Is this site **ASK IF Q9=2-3** Are any of these sites in any of the areas shaded light or dark green in the map below? **NOTE TO INTERVIEWER** - Can be either light or dark green



Yes **CODE AS NHH**

No **CODE AS HH, SHOW TEXT BELOW AND THEN GO TO Q11** Error! Reference source not found.

Don't know **CODE AS HH, SHOW TEXT BELOW AND THEN GO TO Q11**

IF CODES 2 OR 3 We would like you to respond to this survey as a household customer of Wessex Water

Q11. ASK HH & EMPLOYEES ONLY: Are you the person, or one of the people, in your household who pays the water bills at home? **SINGLE CODE**

I have complete responsibility for payment

I share responsibility for payment with others in my household

I have no responsibility, but I know it is paid by my landlord and included in my rent

I have no responsibility for payment and I don't know who pays the bills

Other - please tell us what

Don't know **THANK & CLOSE**

Q12. ASK HH ONLY: Do you or any of your close family work in market research or for a water company (including working for Wessex Water)? **SINGLE CODE**

Yes **THANK & CLOSE (NOT FOR WW EMPLOYEES)**

No

Q13. ASK HH & EMPLOYEES ONLY: Who supplies clean water services to your home? This is the clean water that is delivered into your home (comes out of your taps and used in your toilets, washing machines, etc) and not the wastewater (or sewage) that is taken away from your home.
ASK NHH: Which company provides your organisation with clean water?

Wessex Water

Bristol Water
Bournemouth Water
Other **THANK & CLOSE HH. LEAVE OPEN FOR WW EMPLOYEES**

HH QUOTAS:
350 Wessex
175 Bournemouth Water
175 Bristol Water

Q14. Who supplies your wastewater (sewage) services to your [if HH] home [if NHH] organisation?

Wessex Water
Other

NHH: GO TO MAIN QUESTIONNAIRE

Q15. **ASK HH & EMPLOYEES ONLY:** Which ONE of the following best describes the occupation of the main income earner in your household? If you or the main income earner are self-employed please tick the option that most relates to the type of work you/they do for the company(s) you/they work for.

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director in a large organisation 200+ employees, top level civil servant/public service employee etc.)
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director of small organisation, middle manager in large organisation, principal officer in civil service/local government etc.)
Supervisor; clerical; junior managerial administrative or professional (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)
Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, Bus Driver, paramedic, HGV driver, pub/bar worker etc.)
Semi or unskilled manual worker (e.g. Caretaker, Park keeper, non-HGV driver, shop assistant etc.)
Student
Unemployed or not working due to long-term sickness
Casual worker – not in permanent employment
Full-time carer of other household member
Fully retired **GO TO Q16**
Rather not say **THANK AND CLOSE**

Q16. **IF Q15=10 (RETIRED). OTHERS GO TO Q18:** Does the main income earner have a state pension, an occupational or private pension or both?

State only
Occupational or Private only
Both

Q17. **IF Q16 = PRIVATE OR BOTH. OTHERS GO TO Q18:** How would you describe the main income earner's occupation immediately before retirement?

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director in a large organisation 200+ employees, top level civil servant/public service employee etc.)
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director of small organisation, middle manager in large organisation, principal officer in civil service/local government etc.)
Supervisor; clerical; junior managerial administrative or professional (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)

Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, Bus Driver, paramedic, HGV driver, pub/bar worker etc.)
Semi or unskilled manual worker (e.g. Caretaker, Park keeper, non-HGV driver, shop assistant etc.)
Student
Unemployed or not working due to long-term sickness
Casual worker – not in permanent employment
Full-time carer of other household member
None of these

Q18. SEG: CODE AS FOLLOWS:

IF **Q15**= 1 or 2; SEG = AB

IF **Q15**= 3; SEG = C1

IF **Q15**= 4; SEG = C2

IF **Q15**= 5-9; SEG = DE

IF **Q15**= 10 and **Q16**= State only; SEG = DE

IF **Q15**= 10 and **Q16** = Private only OR Both and **Q17** = 1 or 2; SEG = AB

IF **Q15**= 10 and **Q16** = Private only OR Both and **Q17** = 3; SEG = C1

IF **Q15**= 10 and **Q16** = Private only OR Both and **Q17** = 4; SEG = C2

IF **Q15**= 10 and **Q16** = Private only OR Both and **Q17** = 5, 6, 7, 8, 9; SEG = DE

Q19. Which of the following age groups do you fall into? Are you... SINGLE CODE

18 to 24

25 to 29

30 to 34

35 to 44

45 to 49

50 to 64

65 to 74

75 or over

Prefer not to say

Q20. Are you:

Male

Female

Prefer to self-identify / Other

Prefer not to say

Q21. Do you have a water meter at your home?

Yes – I/we asked to have one installed

Yes – it was already in the property when I/we moved in

Yes – I/we had to have it fitted, but I/we didn't really want it installed

No – and I/we are not interested in getting one

No – but I/we are considering getting one

No – I/we had one, but decided to switch back

Don't Know

EMPLOYEES GO TO Q28

The next questions are about you and your household. You do not have to answer any questions you don't want to, but it's really helpful for us to understand about you and your situation. By asking these questions we can make sure we speak to a wide range of people and ensure services meet everyone's needs.

Q22. What is your total annual household income before tax from all revenue sources (e.g. employment, rental properties, etc.)? IF CATI: **READ OUT**

SINGLE CODE

1	Up to £5000	LOW INCOME
2	£5,001 - £10,000	
3	£10,001-£15,000	
4	£15,001-£20,000	
5	£20,001-£30,000	
6	£30,001-£40,000	
7	£40,001-£50,000	
8	£50,001-£60,000	
9	£60,001-£70,000	
10	£70,001-£80,000	
11	More than £80,000	
12	Prefer not to say	

Q23. These days a lot of people are struggling to pay their household bills. Which of the following best describes how affordable you find your water bill and other household bills? Please remember, this research is entirely confidential and that it is only by talking to people in debt, or struggling to pay their bills, that change can be influenced.

I always pay my water bill, and other household bills, on time	
I always pay my water bill on time, but sometimes struggle, or am late, paying other bills	STRUGGLING
I sometimes pay my water bill late	STRUGGLING
I often find it difficult to pay my water bill on time	IN DEBT
I am rarely, or never, able to pay my water bill on time	IN DEBT
Prefer not to answer	

Q24. Do any of the following apply to you, or anyone in your household? IF CATI: **READ OUT**

MULTI CODE

Visual impairment	VULNERABLE CIRCUMSTANCES
Hearing impairment	
Speech impairment	
Learning difficulty	
Developmental condition	
Living with dementia	
Mental health condition	
Difficulty understanding English	
Mobility impairment	
Serious/chronic long-term illness	
Medical equipment that is reliant on electricity	
Other illness, health problem or disability that limits your daily activities or the work you can do	
Aged 75 or over	
Recovering from hospitalisation	
New baby in the house	
Single parent with children under 5 years old	

Covid vulnerable	
None of the above	
Prefer not to say	

Q25. CAPI and CATI only Have you used the Internet via a computer, tablet or smartphone in the last 3 months?

1	No	DIGITALLY EXCLUDED
2	Yes	
9	Prefer not to answer	

Q26. Which of the following best describes you?

SINGLE CODE

1	I feel very confident about using the internet	
2	I feel quite confident about using the internet	
3	I don't feel confident about using the internet	DIGITALLY EXCLUDED
4	I would rather not use the internet at all	DIGITALLY EXCLUDED
9	Prefer not to answer	

Q27. Which of these items do you have in your home and that are available for you to use?

1	Smartphone	
2	Tablet	
3	Laptop or desktop computer	
4	None of the above	DIGITALLY EXCLUDED

GO TO MAIN QUESTIONNAIRE

Q28. **EMPLOYEES:** Which directorate do you work for at Wessex Water? **SINGLE SELECT, NOT ROTATE**

- Finance & Regulation
- Operations
- Engineering & Sustainable Delivery
- Retail & Commercial
- Chief executive's office (People, Legal & estates, Communication and community, Environmental futures)
- Information technology
- Other (please specify)
- Prefer not to say

Q29. Do you have any managerial responsibilities in your current role?

- Yes
- No

Q30. Are you primarily field/site based or office based?

- Field/site based
- Office based (including working from home)

Q31. Is your role directly customer facing?

Yes
No

Thanks, we're now ready to move on

Thank you for those background details about you and your household. We can now move onto the main part of the questionnaire will take about 20 minutes to complete.

ONLINE: For convenience you can stop and return to complete the questionnaire as many times as you wish before you submit it, although once submitted you will not be able to enter again.

DP – IF Q13=4 OTHER, GO TO Error! Reference source not found.
IF EMPLOYEE GO TO Q37

We would like to start by asking you a few questions about your experiences of Wessex Water.

Q32. How satisfied would you say you are with the **overall service** provided by Wessex Water? When giving your answer, please think about all aspects of the service they provide. CATI AND CAPI INTERVIEWER INSTRUCTION PLEASE ANSWER ON A SCALE OF 0 TO 10 WHERE 0 IS EXTREMELY DISSATISFIED AND 10 IS EXTREMELY SATISFIED

- 0. Extremely dissatisfied
- 1.
- 2.
- 3.
- 4.
- 5. Neither satisfied nor dissatisfied
- 6.
- 7.
- 8.
- 9.
- 10. Extremely satisfied
- 11. Don't know

Q33. How much do you **trust** Wessex Water? CATI AND CAPI INTERVIEWER INSTRUCTION: PLEASE ANSWER ON A SCALE OF 0 TO 10 WHERE 0 IS I DON'T TRUST THEM AT ALL AND 10 IS I TRUST THEM COMPLETELY

- 0. I don't trust them at all
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10. I trust them completely
- 11. Don't know

Q34. How satisfied are you with the **value for money** of the services you receive?

Very dissatisfied
Fairly dissatisfied

Neither satisfied nor dissatisfied
Fairly satisfied
Very satisfied
Don't know

Q35. Have you experienced any of the following in the last 3 years? MULTICODE

Had to raise a query about your water/sewage bill
Had to raise a query about a water meter or installing a meter
Needed to raise a customer service complaint
Discolouration of water coming out of your tap
A change to the taste and/or smell of your tap water
A problem relating to limescale in the water – such as a failure of an appliance, or stained taps/showerheads
A temporary loss of water supply - for more than one hour
A leak in the underground pipe that supplies water to your property from the mains pipe
Low water pressure
Flooding from a burst pipe
Internal sewer flooding
External sewer flooding (such as in your garden or a public place)
A hosepipe ban
Traffic disruption caused by water/sewage works
Other (please specify) DO NOT ROTATE
I haven't experienced any of these DO NOT ROTATE

Q36. When was the last time you contacted Wessex Water either via telephone or any other method of contact? Other methods could include writing a letter or email, their website live chat or speaking to someone face-to-face. SINGLE CODE

Within the last six months
Six to twelve months ago
Between one and two years ago
Between two and three years ago
Over three years ago
Have contacted them before but can't recall how long ago
Never contacted them
Don't know

Understanding what's important to you

Q37. We'd like to understand what's important to you so please think about the services you receive from Wessex Water and then tell us the one thing you particularly want them to focus on doing over the next 25 years. Please try and write in as much information as possible as this will really help Wessex Water understand what's important to their customers, now and in the future.

What's your number one priority

Q38. And what would be the benefit to you if Wessex Water delivered against your number one priority?

Q39. Now imagine that they have met your number one priority or have plans to do so shortly. What else do you want them to focus on over the next 25 years? Again, please try and write in as much information as possible as this will really help Wessex Water understand what's important to their customers, now and in the future

What's your number two priority

Q40. And what would be the benefit to you if Wessex Water delivered against your second priority?

About Wessex Water

Before we ask you some more questions, we would like to tell you more about Wessex Water.

Please read carefully through the following information. Please note that you will be unable to move on until the information is read. But there is no maximum time so please don't feel you need to rush!

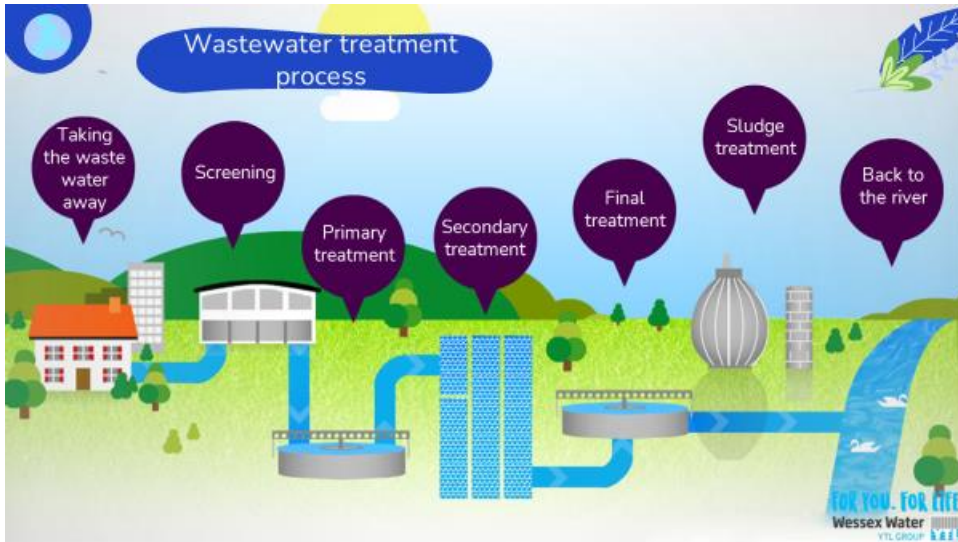
DP: 5 SECONDS PER SLIDE
SHOWCARD B FOR CATI AND CAPI

Facts about Wessex water

- Wessex Water treats & supplies 280 million litres of water a day
- It removes & treats 470 million litres of sewage a day
- It looks after 7,200 miles of water mains and 22,000 miles of sewer pipes
- Wessex gets the highest customer service scores in the industry according to the regulator (Ofwat)
- It employs 2,200 people in the region
- The Environment Agency assess Wessex to be a "leading" water company for environmental performance

FOR YOU. FOR LIFE.
Wessex Water
VTL GROUP





Wessex water supports a number of projects in the communities it serves

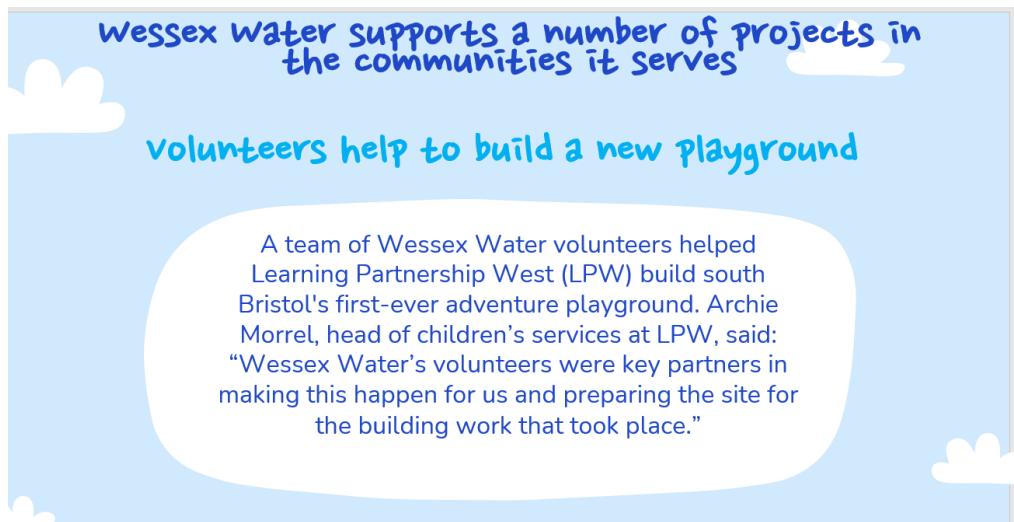
Supporting a food delivery service for people in Bournemouth

Through its Community Fridge project, the Townsend Community Association has been providing food parcels and hot meals to people who require support in Bournemouth. The current pandemic has affected the lives of many people in the area, so the charity is playing a vital role in ensuring families don't go hungry. Earlier in the year, Wessex Water provided the charity with funding to support this project, helping it to deliver more food parcels and hot meals to residents.

Wessex water supports a number of projects in the communities it serves

Dorset Mind: Improving wellbeing through ecotherapy

Dorset Mind supports the mental wellbeing of people in the area through a variety of one-to-one and group services. With the help of our funding, the charity will replicate a recent gardening ecotherapy project, called The GAP Project, in four other areas across Dorset. Wessex Water's funding will help them to expand The GAP Project, which will allow more people in the area to take part in gardening activities. This will help to improve the mental wellbeing of those taking part by providing them with the opportunity to connect with others while maintaining allotments



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Earlier in the summer Wessex Water conducted focus groups with range of different customers who identified a number of areas they want the company to focus on, now and in the future (over the next 25 years). These can be grouped into three broad areas:

Serving every customer, by doing things such as:

- Delivering safe, quality drinking water
- Providing a continued, reliable water supply
- Providing high quality customer service so that any customer can easily access their services and support
- Ensuring bills are fair and affordable for all
- Keeping the sewage service working

Protecting and enhancing the environment, by doing things such as:

- Reducing the amount of water taken from local habitats
- Improving ecosystems and increasing biodiversity
- Reaching net zero by 2040
- Protecting and improving river and beach water quality

Serving Wessex Water’s communities, by doing things such as:

- Improving the impact on local communities for example volunteering to support community schemes
- Improving customers’ perceptions of the value of water

We’re now going to show you more detail on each of these broad areas.

DP – ROTATE CUSTOMER/ENVIRONMENT/COMMUNITIES

NOTE ROTATE SCREEN FOR TABLET & MOBILE

Serving every customer

This section is focused on: ***Serving every customer***

Protecting and enhancing the environment

Serving Wessex Water’s communities

DP: SHOW MESSAGE ABOVE ON ALL PAGES OF THIS SECTION

Customers identified a number of different activities that they would like to see Wessex Water undertake in order to ensure they deliver the basics well over the next 25 years. Some of these Wessex Water may be doing already and some which might be new.

Customers want Wessex Water to do the following (and for each have suggested activities required to achieve them):

Deliver safe, quality drinking water.

- High quality purification/filtration of water to remove chemicals
- Regular testing of water
- Protection of their assets (such as treatment plants, network of pipes, etc) from external threats including the threat of a cyber attack ⓘCYBER THREATS
- Innovation and research into new technologies in water treatment works and distribution systems

Provide a continuous, reliable water supply.

- Engaging with all customers to help reduce the amount of water they use
- Rewarding customers for reducing the amount of water they use
- Metering for all customers with a safety net for those who may struggle to pay including elderly or large families
- Building more storage/capture facilities such as reservoirs or desalination plants to maintain supplies in a changing climate

Ensure bills are fair and affordable for all.

- Cheaper tariffs and support for customers in the most vulnerable situations
- Rewarding customers for reducing the amount of water they use
- Encouraging and enabling grey water recycling ⓘGREY WATER
- Fixing pipes in the network and reducing leakage ⓘFIXING LEAKS LEADS TO LOWER BILLS

Keep the sewage service working.

- Educating customers on what can and cannot be flushed/put into the sewage system
- Working with partners (farmers, builders, etc) to reduce microplastics, build eco houses, reduce the use of pesticides, etc

Provide high quality customer service.

- Ensure customers can contact Wessex Water through a channel of their choice (telephone, online, in person, etc)
- Improve speed of query resolution and ensure staff have the tools to deal with all contacts first time
- Local customer contact centre
- Invest in technology to improve the service experience for example include the use of video calling so customers could show a leaking pipe

NEW PAGE:

Customers identified the following priorities they want Wessex Water to focus in order to ensure they serve every customer:

- Delivering safe, quality drinking water
- Providing a continued, reliable water supply
- Ensuring bills are fair and affordable for all
- Keeping the sewage service working
- Providing high quality customer service so that any customer can easily access their services and support

Q41. Is there anything missing from this list that you would like Wessex Water to deliver over the next 25 years?

Yes – please write in as much information as you can:

No

Q42. And would you exclude any of these?

Yes – delivering safe, quality drinking water

Yes – providing a continued, reliable water supply

Yes – bills that are fair and affordable for all

Yes – keeping the sewage service working

Yes - Provide high quality customer service

No – I would include them all

Protecting and Enhancing the Environment

Serving every customer

This section is focused on: ***Protecting and enhancing the environment***

Serving Wessex Water's communities

DP: SHOW MESSAGE ABOVE ON ALL PAGES OF THIS SECTION

Customers identified a number of different activities that they would like to see Wessex Water undertake in order to ensure they protect and enhance the environment. Some of these Wessex Water may be doing already and some which might be new.

Customers want Wessex Water to do the following (and for each have suggested activities required to achieve them):

Reduce the need to take water away from local habitats.

- Fixing pipes and reducing leakage
- Metering to help reduce the amount of water used by each customer
- Innovation and research into new technologies to maintain water in local habitats in good condition
- Education in schools/with customers about water conservation

Protect and improve river and beach water quality.

- Improve drainage and storm overflow systems
- Stop sewage leakage or sewage seepage
- Work with farmers and the Environment Agency to avoid fertilisers and pesticides entering rivers and other water sources

Improve nature/wildlife (improving eco systems and increasing biodiversity).

- Incentivise farmers to work with less environmentally damaging pesticides

- Work in partnership with local environment trusts to enhance nature and wildlife in and around local habitats

Reach net zero by 2040.

- Use sewage to generate energy
- Develop biosolid fertiliser - **Biosolids** are solid organic matter recovered from a sewage treatment process that can be used as fertiliser, rather than animal manure traditionally used
- Encourage the use of paperless bills

NEW PAGE:

Customers identified the following priorities they want Wessex Water to focus in order to protect and enhance the environment::

- Reducing the amount of water taken from local habitats
- Improving ecosystems and increasing biodiversity
- Reaching net zero by 2040
- Protect and improve river and beach water quality

Q43. Is there anything missing from this list that you would like Wessex Water to deliver?

Yes – please write in as much information as you can:

No

Q44. And would you exclude any of these?

Yes – reducing the need to take water away from local habitats

Yes – protecting and improving river and beach water quality

Yes – improving nature/wildlife (improving eco systems and increasing biodiversity)

Yes – reaching net zero by 2040

No – I would include them all

Serving Wessex Water’s communities

Serving every customer

Protecting and enhancing the environment

This section is focused on: ***Serving Wessex Water’s communities***

DP: SHOW MESSAGE ABOVE ON ALL PAGES OF THIS SECTION

Customers identified a number of different activities that they would like to see Wessex Water undertake in order to enhance the value they add to the communities they serve. Some of these Wessex Water may be doing already and some which might be new.

Customers want Wessex Water to do the following (and for each have suggested activities required to achieve them):

Engage with local communities to ensure they have a positive impact.

- Co-ordinate with partners (such as utilities, local authorities) to reduce disruption caused by works and reduce flooding on local roads
- Invest in community projects (eg: public water “top up” points to reduce single use plastics, supporting food banks, etc)

- Sponsor volunteer days to clean rivers/beaches

Improve customers' perceptions of the value of water.

- Smart meters, practical devices, education on the value of water
- Education programmes for schools and customers about water conservation - or saving water
- Promote the use of water butts

NEW PAGE:

Customers identified the following priorities they want Wessex Water to focus in order to ensure they serve their communities:

- Improving the impact on local communities for example volunteering to support community schemes
- Improving customers' perceptions of the value of water

Q45. Is there anything missing from this list that you would like Wessex Water to deliver?

Yes – please write in as much information as you can:

No

Q46. And would you exclude any of these?

Yes – improving the impact on local communities

Yes – improving value of water perceptions

No – I would include them all

Wessex Water's Purpose and Aims

Q47. Taking customer feedback on board, the team at Wessex Water have been doing some work on their core purpose. This sets out at a high level what they do and what they seek to deliver:

Our purpose is to improve public health, and enhance the environment, creating value for the people we serve

How strongly does this reflect what you would expect a company like Wessex Water to stand for?

DP: RESPONSE CODES 1=10 (1= DOESN'T MATCH AT ALL /10=VERY CLOSELY MATCHES)

CATI AND CAPI INTERVIEWER INSTRUCTION: PLEASE ANSWER ON A SCALE OF 1 TO 10 WHERE 1 IS **DOESN'T MATCH AT ALL** AND 10 IS **VERY CLOSELY MATCHES**

Q48. **IF CODES 1=5 ASK: OTHERS GO TO "YOUR ATTITUDES TOWARDS WATER AND THE ENVIRONMENT":** How could this purpose statement be improved?

Your attitudes towards water and the environment

Q49. How strongly do you agree/disagree with the following:

ROTATE

I try to control the amount of water I use

The quality of river and coastal waters is better now than it was 10 years ago
My water supply and sewage services are something I take for granted
Water will become a scarcer resource in our country in the future
I am concerned about the quality of the drinking water I receive
I should do more to save water and reduce the amount of water I use
I would be willing to change my habits to reduce my water usage
I don't worry about how much water I use
I'm concerned about the quality of water in the rivers in our local area
We're losing the battle when it comes to climate change
I don't really think about what happens to the wastewater I flush down the loo and wash down the plughole

Finally, a bit more about you

DP FOR FUTURE FOCUS PANEL ADD: We understand that we don't usually ask the following questions, however, for this piece of research, we need to, for further analysis of the results. Your responses will be completely confidential and not attributed to you personally, however, you may skip any question you do not feel comfortable answering.

**DP: Q50-Q60 PLEASE ALLOW NO ANSWER
NHH GO TO Q57**

~~Q50. Do you receive any of the following social security payments? MULTICODE CATI: READ OUT~~

~~**CATI: INTERVIEWER:** If they say they don't receive any benefits before you finish reading out the list, stop reading and code as "None of these"~~

~~Attendance Allowance
Carer's Allowance
Child Tax Credit
Council Tax Benefit
Disability Living Allowance
Housing Benefit
Income Support (or similar such as Employment and Support allowance)
Jobseeker's Allowance
Pension Credit
Universal Credit
Working tax credit
None of these **NOT WITH ANY OTHER CODE**
Prefer not to say **NOT WITH ANY OTHER CODE CATI: DO NOT READ OUT**~~

~~DP MOVE TO AFTER Q53~~

Q51. To which of these ethnic groups do you consider you belong to?

WHITE

1. British
2. Irish
3. Any other White background

MIXED

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

ASIAN OR ASIAN BRITISH

- 8. Indian
- 9. Pakistani
- 10. Bangladeshi
- 11. Any other Asian background

BLACK OR BLACK BRITISH

- 12. Caribbean
- 13. African
- 14. Any other Black background

CHINESE OR OTHER ETHNIC GROUP

- 15. Chinese
- 16. Any other ethnic group
- 17. Prefer not to say **CAPI: DO NOT READ OUT**

Q52. Thinking about all the people who live with you at your home, how many people, including yourself, fall into the following age groups: **SINGLE CODE ONLINE:** For each age group, please select the option that applies to you. If there are no people in your household belonging to a certain age group, please select 'zero' for it.

Up to 5 years 0..... 1..... 2..... 3..... 4..... 5+
6 to 15 years 0..... 1..... 2..... 3..... 4..... 5+
16 to 65 years 0..... 1..... 2..... 3..... 4..... 5+
Over 65 years 0..... 1..... 2..... 3..... 4..... 5+

Prefer not to say **CATI: DO NOT READ OUT**

Q53. What type of property do you live in? **SINGLE CODE**

- Flat
- Terraced house
- Semi-detached house
- Detached house
- Bungalow
- Maisonette

Q50. Do you receive any of the following social security payments? **MULTICODE CATI: READ OUT**

CAPI: INTERVIEWER: If they say they don't receive any benefits before you finish reading out the list, stop reading and code as "None of these"

- Attendance Allowance
- Carer's Allowance
- Child Tax Credit
- Council Tax Benefit
- Disability Living Allowance
- Housing Benefit
- Income Support (or similar such as Employment and Support allowance)
- Jobseeker's Allowance
- Pension Credit
- Universal Credit
- Working tax credit
- None of these **NOT WITH ANY OTHER CODE**

Prefer not to say **NOT WITH ANY OTHER CODE CAPI:DO NOT READ OUT**

Q54. ~~Do you or anyone in your household have a long term illness, health problem or disability which limits your daily activities or the work you can do?~~

MULTI ALLOWED FOR 1 AND 2

Yes, myself	DISABILITY
Yes, someone in my household	
No	
Prefer not to say	

Q55. ~~Do you or anyone in your household suffer from any long term illness or condition that significantly affects your water requirements? For instance, needing to use extra water for bathing, laundry or anything that impacts on your water usage?~~

SINGLE CODE

Yes, myself	HIGH WATER NEED
Yes, someone in my household	
No	
Prefer not to say	

Q56. DO NOT ASK EMPLOYEES: Are you on WaterSure, a Wessex Water Restart scheme, a Wessex Water low rate tariff or another special tariff from your water company that helps towards the cost of your water bill?

SINGLE CODE

No	
Watersure	
Wessex Water Restart scheme	
Wessex Water low rate tariff	
Another special tariff	
Don't know	
Prefer not to say	

Q57. ASK NHH ONLY (HH GO TO Q60): And now thinking about the organisation you work for. How many employees does your organisation have in the UK?

- Less than 10
- 11-100
- 101-249
- 250 – 499
- 500-999
- 1,000 or more

Q58. ASK NHH ONLY: And what business sector best defines the core activity of your company?

- Agriculture, Forestry and Fishing (code A)
- Mining and Quarrying (code B)
- Manufacturing (code C)
- Energy or water service & supply (Codes D, E)
- Construction (code F)
- Wholesale and retail trade (incl. motor vehicles repair but not hairdressing) (CODE G)
- Transport and storage (code H) (Freight, taxis, airlines, bus, rail and warehousing, post offices)
- Hotels & catering, accommodation and food service activities (Code I)(pubs, restaurants)

IT and Communication (code J) (Computer, media, publishing, software, IT consultancies)
Finance and insurance activities (code K) (banking, insurance) and real estate activities (code L) (selling/renting properties/conveyancing/property law)
Business services : Professional, scientific and technical activities (code M) (architecture, accountancy, consulting, engineering, PR, advertising, veterinary, legal of anything except property law,) and Admin and support services (code N) (cleaning, gardening, employment agencies, office services, leasing and renting of anything but properties)
Government (code O), education (code P) (schools, universities) and health (hospitals, doctors) and social work (code Q), charities)
Arts, entertainment and recreation (code R) (Libraries, theatres, museums, zoos, sport centres, fitness)
Other service activities (code S) (Trade Unions, Churches, Repair services, Funeral-related services, Hairdressers)

Q59. ASK NHH ONLY: How much do you agree or disagree that on a day-to-day basis, your organisation depends on its water supply and sewage services (e.g., removal and treatment of used/wastewater) in order to operate?

- Strongly agree.
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree.

~~**Q60. WATH:** Thank you for taking the time to give your feedback. We would like to send you a £5 incentive as a thank you for your time. Please can you let us know your email address, so that we can email this to you. We will send the voucher out by the end of September 2021.~~

~~Email address:~~

~~If you have any queries about your incentive, please contact us on 020 8742 2211.~~

~~INTERVIEWER INSTRUCTION: IF RESPONDENT HAS NO EMAIL ADDRESS~~

~~Please can you let me know a postal address we can send this to?~~

~~Postal address:~~

Q61. CAPI AND NHH ONLY: Thank you. Would you be willing to be contacted again if we need to clarify any of the answers you have given today? And would you be willing to be invited to take part in other research for Wessex Water?

- Yes, for both clarification and further research
- Yes, for clarification only
- Yes, for further research only
- No

ALL EXCEPT EMPLOYEES: Please keep a look out for the Wessex Water customer magazine in the Autumn and on the Wessex Water website if you'd like to find out how the company has used the insight from the views you and others have shared during this research project.

EMPLOYEES: Please keep a look out on Source Intranet, the Wessex Water customer magazine in the Autumn and on the Wessex Water website if you'd like to find out how the views you and others have shared during the research project are being used.

Q62. FUTURE FOCUS PANEL ONLY: Finally, please can you confirm your email address?

Email address:

ONLINE AND EMPLOYEE: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential.

CATI/CAPI: Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential. If you would like to confirm my credentials or those of Accent, please call the MRS free on 0800 975 9596.

CAPI: HAND OVER THE THANK YOU SLIP.

Please can I take a note of your name and where we can contact you for quality control purposes?

Name: [CATI: DP, IMPORT FROM ID]

Telephone: [CATI: DP, IMPORT FROM TELNUMBER]

Interviewer Confirmation

I confirm that this interview was conducted under the terms of the MRS code of conduct and is completely confidential

Yes

No

SYSTEM INFORMATION

Time interview completed:

INTERNAL USE ONLY: [Click here](#)

Online only	<input type="checkbox"/>				
CATI only	<input type="checkbox"/>		(DP: add QAX)		
CAPI/Tablet	<input type="checkbox"/>		(BCQs:) QAZ2	Paper showcard? Y <input type="checkbox"/> N <input type="checkbox"/>
CATI recruit for online/field	<input type="checkbox"/>		(BCQs:) QAZ3	
Field recruit for online/CATI	<input type="checkbox"/>		(BCQs:) QAZ1	
Recruit only (ie for qual)	<input type="checkbox"/>				

Grid style for mobiles: [click here for example](#)

GM 1 to force mobiles to show grid (for small grids)
GAR 1 to show vertical text for answer headings
GAR 2 to show vertical text for answer headings on mobile devices only

Questionnaire Style (default is 7): [Click here for details](#)

Choose base format:	Choose variations:
Accis3 <input type="checkbox"/>	Question and answer fonts (full list: https://fonts.google.com/) <input type="text"/>
Accis4 <input type="checkbox"/>	Header font <input type="text"/>
Accis5 <input type="checkbox"/>	Tick box style (1-6) <input type="checkbox"/>
Accis6 <input type="checkbox"/>	Next/previous button style (1-3) <input type="checkbox"/>
Accis7 <input type="checkbox"/>	Font colour (use HEX code http://html-color-codes.info/#HTML_Color_Picker) # <input type="text"/>
Accis8 <input type="checkbox"/>	

Other colours: Note that CLR1 and CLR6 change a number of different elements (to easily keep the colours consistent)

CLR1 # <input type="text"/>	Progress bar border, progress colour, button colour
CLR2 # <input type="text"/>	Progress bar background colour
CLR3 # <input type="text"/>	Page background colour
CLR4 # <input type="text"/>	Header background colour (if different from CLR1)
CLR5 # <input type="text"/>	Header font colour
CLR6 # <input type="text"/>	Border colour for selected checkbox and checkbox border colour when hovered over (if different from CLR1)
CLR7 # <input type="text"/>	Background colour for selected checkbox (if different from CLR1)
CLR8 # <input type="text"/>	Tick/circle colour for selected checkbox