

Research pre-task

Introduction

Thank you for taking part in this research project. Please complete this short task in the order presented and send it back 48 hours before the research session. There are no right or wrong answers, and it should take no more than 10-15 minutes.

- 1) What do you know about your water and wastewater supplier? (United Utilities)

- 2) What are your expectations of your water and wastewater supplier?

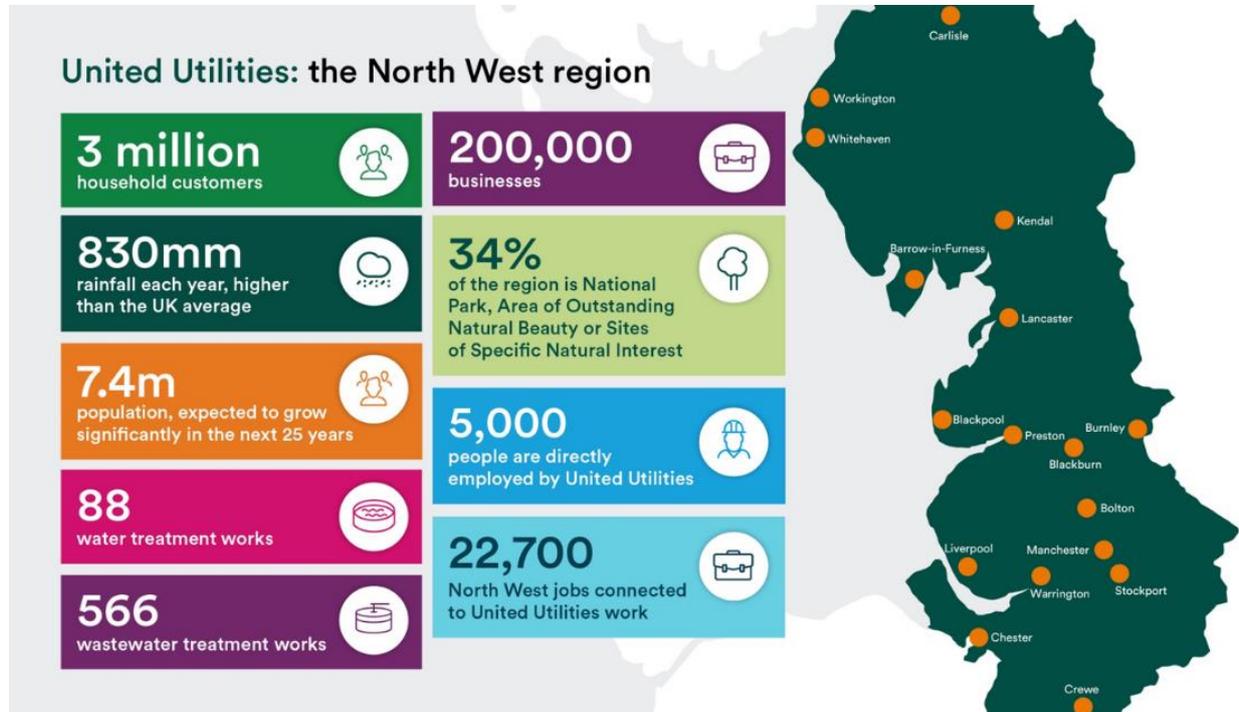
- 3) What do you think the main focus should be for water and wastewater suppliers in general?

- 4) United Utilities is responsible for **supplying** water to and **removing** wastewater from all homes and businesses connected to mains water and sewerage across the North West.

When you think of United Utilities, what would you list as their main responsibilities as an organisation? What comes to mind first (we're just interested in your gut reaction so no need to google it!)

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The information on these next two pages are an overview of United Utilities as an organisation and the role it plays in the North West region

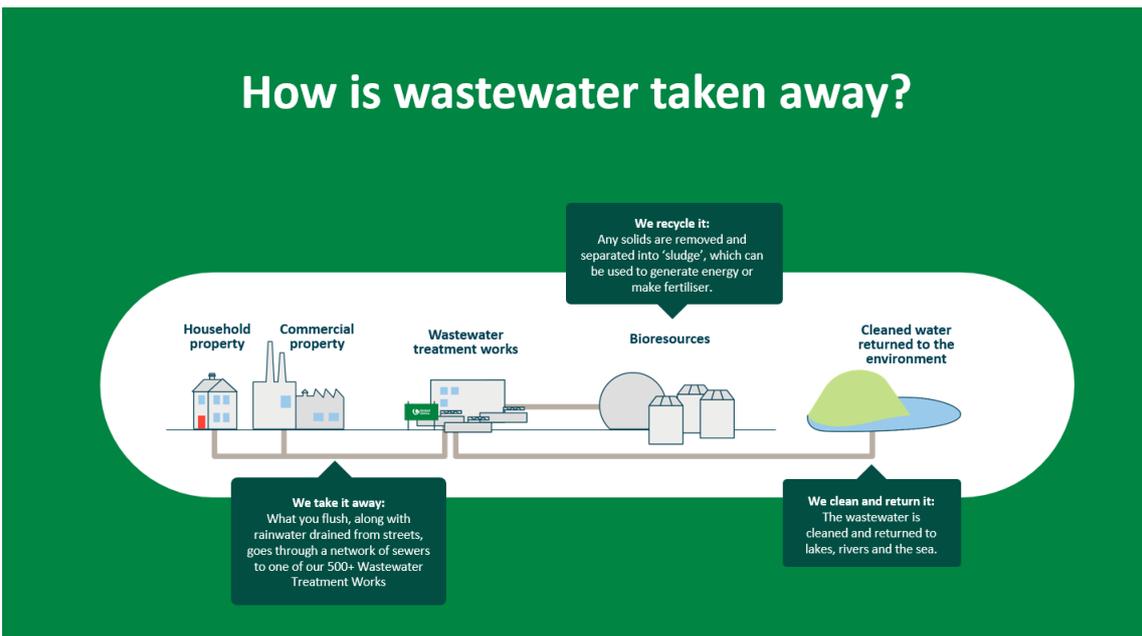
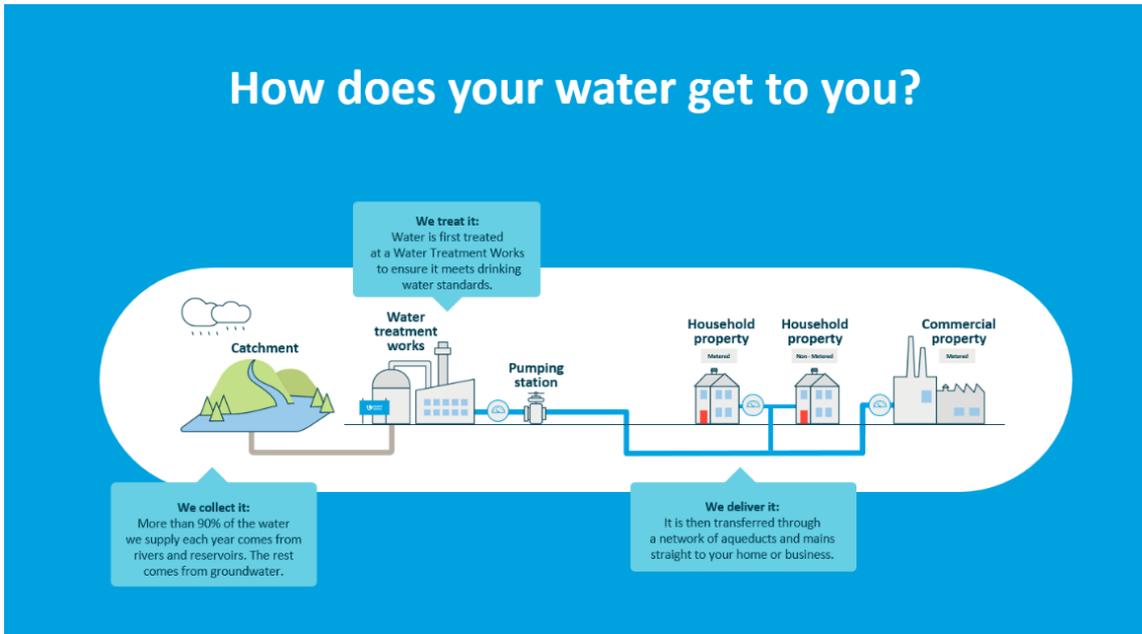


Here's what we do...

- Provide safe drinking water
- Provide quality customer service
- Reduce disruptions to water supply
- Encourage customers to use water wisely around the home
- Ensure there's enough water for now and in the future
- Return cleaned wastewater safely back to rivers, lakes and the sea
- Prevent sewer flooding affecting homes or gardens and local areas
- Ensure sufficient wastewater treatment and drainage for now and in the future



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5) Based on this information, is there anything that surprised you at all? Are there any elements that you didn't realise United Utilities would be responsible for?

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- 6) Can you think of any challenges United Utilities might face in the future, which could impact on your experience and expectations as a customer?

- 7) And can you think of any challenges United Utilities might face in the future, that are unique to the North West region specifically?

- 8) ***And finally - a thought experiment: imagine yourself in the future...***

Take 1 minute to think ahead to 2030

1. How old are you? How old are the other members of your household?
2. Would you be living in the same place with the same people?
3. What would you be doing with your time?
4. What would the main similarities and differences be?
5. Would you be dependent on other people – or would other people be dependent on you?

How do you think your household's water and waste water needs might be different in 2030?