

UU – Customer Listening

Viewed focus group discussion guide (1.5 hour group, 2.5 hours in total)

The schedule for group 4 (youth):

- 14.30-15.00: Arrival and UU team briefing by Boxclever
- 14.45-15.00: Customers arrive
- 15.00-15.30: Boxclever moderators run the discussion
- 15.30-16.00: Customers depart and Boxclever moderators facilitate a discussion amongst stakeholders about what they've found most interesting etc

The schedule for groups 1, 2, 3, 5, 6 (adults):

- 17.00-17.30: Arrival and UU team briefing by Boxclever
- 17.15-17.30: Customers arrive
- 17.30-19.00: Boxclever moderators run the discussion
- 19.00-19.30: Customers depart and Boxclever moderators facilitate a discussion amongst stakeholders about what they've found most interesting etc. A chance for vox pop recording

1. Introductions (10 minutes)

The first few minutes will be spent introducing the session, explaining the format and answering any participant queries

Introduction to the research

- Thank them for coming to the session
- A few things to say, before we start asking you questions and showing you things:*
- Explain we work for an independent research agency
 - We have been asked by United Utilities to conduct some customer research on their behalf to understand customers' views of their local area and the environment and to get opinions on some of United Utilities ideas for the future. The work we're doing here with you and people in other locations in the North West will be taken into account alongside other customers, stakeholders and subject matter experts
 - Moderator introduces Boxclever moderators and UU attendees
 - Moderator introduces the format of the session - moderators leading a discussion on water and the environment, with others chipping in here and there or at the end
 - No right/wrong answers – don't hold back! UU staff members have come to hear your open and honest views and experiences

	<ul style="list-style-type: none"> • Phones off / on silent • We'll be collecting video – remind that the film is for research purposes only and may be shared with our client, its regulator (Ofwat), Local Authorities, The Consumer Council for Water and The Environment Agency to help them understand consumers like yourself. The film clips will not be published and will remain confidential • 1.5 hour session (for customers) • Any questions at this point?
Warm-up	<ul style="list-style-type: none"> • Tell me a bit about you, how you spend your time at the moment and about anyone you might have with you at home, whereabouts you live and how you feel about the area etc

2. Context (10 mins)


This section will warm participants up and

Water context	<ul style="list-style-type: none"> • How do you feel about how much water you use and your water bill? <ul style="list-style-type: none"> ○ How, if at all, has COVID19 changed how you use water / your water bill / how you feel about your water bill? ○ How, if at all, has the cost of living increase and squeeze on many household budgets changed how you use water / your water bill / how you feel about your water bill? • How would you describe United Utilities and the services they provide? <ul style="list-style-type: none"> ○ Which words and phrases spring to mind? <ul style="list-style-type: none"> ▪ What does United Utilities do? ▪ What's its role in our society? ○ If United Utilities were a celebrity / car / animal / meal, who / what would it be and why? • How does United Utilities compare to other utility providers (i.e. gas, electric companies)? • What do we want and need from United Utilities? <ul style="list-style-type: none"> ○ What expectations do we have of them? ○ What is the single most important thing they must get right?
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3. Environment views and experiences (15 mins)

Here, we'll look hear spontaneous thoughts on, and experiences of, environmental issues in the North West

<p>Spontaneous experiences and views of the local environment</p>	<p><i>Private response exercise: I want everyone to take a few minutes to reflect upon and write down for themselves what you see as being the top environmental priorities for your local area or for the North West more broadly. Once you've had a chance to do think about what needs to be protected or improved individually, we'll hear from a few people and discuss your thoughts</i></p> <ul style="list-style-type: none"> • How does pollution (<i>at a general level</i>) make you feel? <ul style="list-style-type: none"> ○ Anxious? Angry? Indifferent? ○ Is it something you even think about? • What's your perception of the scale of pollution in the North West? <ul style="list-style-type: none"> ○ How significant is it? ○ How much time and money do you think United Utilities spends on tackling water pollution? • What should be the environmental priorities for the North West or for your local area? <ul style="list-style-type: none"> ○ What issues are you aware of / have you experienced? ○ What needs to be protected or improved? ○ Why is this important? <ul style="list-style-type: none"> ▪ What are the impacts? • Who is responsible (or should be responsible) for taking care of the environment, for investing time and money in it? <ul style="list-style-type: none"> ○ <i>Ranking exercise (either on the table, wall or floor) In order to understand what role you think United Utilities should be playing I want us to rank a few actions. We can do this however we like – there might a single action we feel is the most important or we might look to gold, silver, bronze or crucial vs less important etc etc.</i> <p>How important is it for United Utilities to:</p> <ol style="list-style-type: none"> 1. Protect river health? 2. Protect wildlife and biodiversity? 3. Prevent pollution to the environment? 4. Reduce leakage? 5. Prevent sewer flooding? 6. Encourage customers and industry to be water efficient 7. Invest in sustainable solutions and technology? 8. Keep bills low? 9. Support customers on low incomes or in vulnerable circumstances?
<p>Rivers</p>	<ul style="list-style-type: none"> • <i>If not already covered:</i> How do you feel about the region's river health? <ul style="list-style-type: none"> ○ How important is river health / condition? ○ What role do you think United Utilities is playing in river health or should be playing? ○ Which river actions should United Utilities prioritise? <ul style="list-style-type: none"> ▪ Reduce litter? ▪ Improve conditions for wildlife? ▪ Protect the quality of water (cleanliness) ▪ Provide a greater number of bathing areas?

	<ul style="list-style-type: none"> ▪ Others?
<p>4. Responses to UU plans (45 mins)</p>	
<p><i>In this section, we'll discuss UU's plans for environmental action</i></p>	
<p>Explanation</p>	<p><i>We're going to look at and discuss 4 goals/aims United Utilities has come up with for improving river health and recreation across the 56,000+ acres of land it owns and looks after on behalf of the North West. We'll take each in turn and then consider them as a set of 4. We'll do the same thing each time – I'll hand out the idea, give you a chance to consider it by yourself and then we'll discuss the idea as a group.</i></p> <p><i>Repeat this process 4 times:</i></p> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 20px;">  </div> <ol style="list-style-type: none"> 1. Ensuring our operations progressively reduce harmful impacts on river health 2. Being open and transparent about our performance and our plans 3. Making rivers beautiful and supporting others to improve and care for them 4. Creating more opportunities for everyone to enjoy rivers and waterways </div> <p><i>Once everyone has had a chance to consider the idea, ask:</i></p> <ul style="list-style-type: none"> • How easy or difficult is it to understand this goal? • Does this feel impactful / ambitious enough? • Which specific parts stood out most to you? • Any questions / concerns? • Anything to change or add to this? • If United Utilities fulfils what's written here, how would it make you feel about them?
<p>Voting</p>	<ul style="list-style-type: none"> • Now we've considered the 4 goals, I want everyone to vote for their top idea and then we'll hear why you've chosen what you've chosen
<p>Overall</p>	<ul style="list-style-type: none"> • How do you feel about these goals as a set of 4, working in combination? <ul style="list-style-type: none"> ○ Impactful and ambitious enough? ○ Anything missing? ○ How would you want United Utilities to keep customers updated / about our plans and progress? <ul style="list-style-type: none"> ▪ Which would you want to be informed about?

Discussion guide

	<ul style="list-style-type: none">▪ Which channels would be most suitable?
5. Round-up and Q&A (10 mins)	
<i>In this section, we'll close the session with customers</i>	
Summary	<ul style="list-style-type: none">• Of all the things we've discussed today, what's been the most? What does United Utilities need to take away from this session?
Q&A	<ul style="list-style-type: none">• Moderators will invite stakeholders viewers to ask any final questions

Thank and close