

United Utilities Sewer Overflows

JOB NUMBER: 5136

PROJECT:
Sewer Overflows Qual Research
Pop-Up Community

DISCUSSION GUIDE VERSION: v9

DATE:
14/04/2021



Project Timings (Qual)

- | | |
|-----------------------------------|-------------------------------------------|
| • Kick off | Tuesday 23 rd March |
| • Community DG submitted to UU | Friday 9 th April EOB |
| • Community DG signed off by UU | Thursday 22 nd April |
| • Pop-up community set-up | Friday 23 rd April PM |
| • Pop-up community live | 26 th – 29 th April |
| • Focus group DG submitted to UU | Wednesday 14 th April |
| • Focus group DG signed off by UU | Friday 30 th April |
| • Analysis and reporting: | Ongoing from 30 th April |
| • Draft report delivered: | Monday 17 th May |
| • Final report delivered: | Friday 21 st May |

Pop-Up Community - Core Objectives

- Explore level of engagement and understanding of sewer overflows;
- Explore how much of an issue the topic sewer overflows and them causing flooding plus environmental impacts really is in the day to day experience of customers – taking into account different customer groups (community/ environmental/ economic and reactive; business owners; future bill payers)
- Understand customer opinions on what actions should be undertaken by United Utilities to reduce the impact of sewer overflows;
- Explore customers' expectations regarding investments, time and potential disruption when addressing the problem – to be discussed in more depth in focus groups

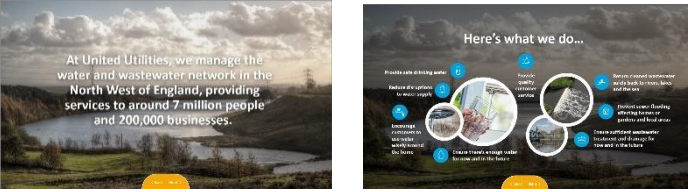
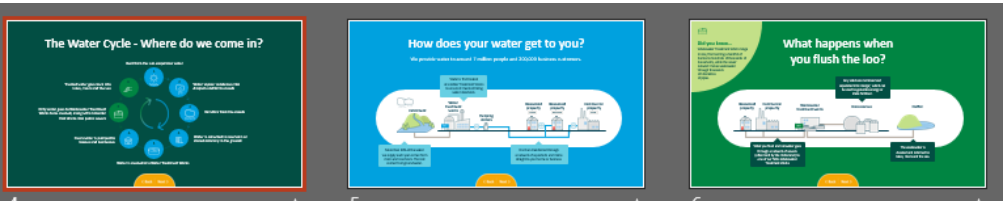
Discussion guide

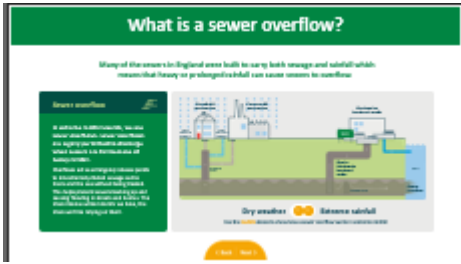
Task details	Text
<p>Title: Welcome! Day: 1 Allocation: all Task type: Welcome screen as they login</p>	<p>Hi everyone and welcome to your new community!</p> <p>There will be four days' worth of activities, posted between Monday 26th and Thursday 29th April.</p> <p><i>Remember everyone who takes part and completes all the tasks and follow up questions will receive the full reward.</i></p> <p>If you are new here, click the 'Get started' button, then enter the email address we used to invite you. Next, you will be asked to complete a few profile questions, along with your password. NOTE: the second time you log in, enter your email address and your password. You might want to bookmark this page for future use.</p> <p>This community is designed to be very informal, there are no right or wrong answers; we simply appreciate your honesty.</p> <p>Over the next few days we'll be posting new activities for you, so please remember to come back and check in. We'll also be asking some additional questions which we'd like you to respond to. You'll get an email notification if that is the case.</p>
<p>Title: Getting to know you Day 1.1 Allocation: All Task type: Group discussion</p>	<p>Objective: Welcome participants to the community</p> <p>Welcome to day one of our four-day community...</p> <p>To start off, we would like to get to know you a little better.</p> <ul style="list-style-type: none"> • Please introduce yourself, where you live, and who you live with • How long you been with United Utilities and what has your experience been like with them so far? • How much water do you think you tend to use at home and how has this changed over the last few months?
<p>Title: general understanding of sewer overflows business owners Day 1.2 Allocation: Business owners Task type: Individual blog</p>	<p>Objective: establish a base line knowledge of the topic; What is their current knowledge of Sewer Overflows and what is their source of information?</p> <p>Tell us a bit about your business and how involved you are in managing utilities and looking after the property</p> <p>Has your business ever been affected by flooding? If so, how? What happened and what changes have you made to your business since this happened?</p>


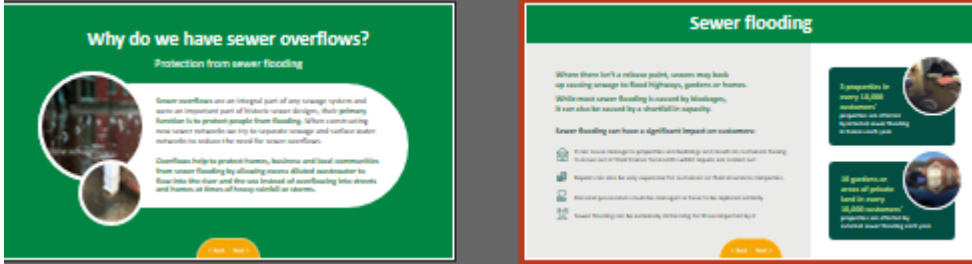
	<ul style="list-style-type: none"> • If no, what do you think the risk is for you or your business to be affected by flooding? <p>Sequence to new task with same name</p> <p>This community is about sewer overflow systems – Over the next few days we will be giving you information on this topic and asking for your opinions but to start with we would like to find out what you already know. This is not a test so please don't be tempted to look up any information to answer the following questions – it's fine to not know anything at all.</p> <ul style="list-style-type: none"> • Tell us in your own words what you currently know about the UK sewer network and the use of sewer overflows specifically in your local area. <ul style="list-style-type: none"> ○ Have you read or seen any information about this? • What do you think sewer overflows do and where did you get your information from? • If you have never considered this before then where might you look for information and in what might prompt you to look? <p><i>MODERATOR PROBES: Find out their thoughts and feelings on the topic – if they have existing knowledge, then where does this come from? Establish a base line of understanding</i></p>
<p>Title: general understanding of sewer overflows future bill payers Day 1.2 Allocation: Future bill payers Task type: Individual blog</p>	<p>Objective: establish a base line knowledge of the topic; What is their current knowledge of Sewer Overflows and what is their source of information?</p> <p>Tell us a bit about your thoughts on how you use water in your home – do you think about the way water is used in your home?</p> <p>We would now like to talk about your opinion about sewer overflows and how much of an issue this is from your point of view.</p> <p>Sequence to new task with same name</p> <p>This community is about sewer overflow systems – Over the next few days we will be giving you information on this topic and asking for your opinions but to start with we would like to find out what you already know. This is not a test so please don't be tempted to look up any information to answer the following questions – it's fine to not know anything at all.</p> <ul style="list-style-type: none"> • Tell us in your own words what you currently know about the UK sewer network and the use of sewer overflows specifically in your local area. <ul style="list-style-type: none"> ○ Have you read or seen any information about this? • What do you think sewer overflows do and where did you get your information from?


	<ul style="list-style-type: none"> If you have never considered this before then where might you look for information and in what might prompt you to look? <p><i>MODERATOR PROBES: Find out their thoughts and feelings on the topic – if they have existing knowledge, then where does this come from? Establish a base line of understanding</i></p>
<p>Title: general understanding of sewer overflows environmental Day 1.2 Allocation: Environmental Task type: Individual blog</p>	<p>Objective: establish a base line knowledge of the topic; What is their current knowledge of Sewer Overflows and what is their source of information?</p> <p>We understand that you take part in activities that help the environment – what sort of things do you do?</p> <p>How important are natural waterways to you and your life – how do you make use of them/enjoy them? Do you do anything to protect them?</p> <p>Sequence to new task with same name</p> <p>This community is about sewer overflow systems – Over the next few days we will be giving you information on this topic and asking for your opinions but to start with we would like to find out what you already know. This is not a test so please don't be tempted to look up any information to answer the following questions – it's fine to not know anything at all.</p> <ul style="list-style-type: none"> Tell us in your own words what you currently know about the UK sewer network and the use of sewer overflows specifically in your local area. <ul style="list-style-type: none"> Have you read or seen any information about this? What do you think sewer overflows do and where did you get your information from? If you have never considered this before then where might you look for information and in what might prompt you to look? <p><i>MODERATOR PROBES: Find out their thoughts and feelings on the topic – if they have existing knowledge, then where does this come from? Establish a base line of understanding</i></p>
<p>Title: general understanding of sewer overflows community Day 1.2 Allocation: Community Task type: Individual blog</p>	<p>Objective: establish a base line knowledge of the topic; What is their current knowledge of Sewer Overflows and what is their source of information?</p> <p>We understand that you have experienced flooding to your property or the local area in the past – please tell us what happened to you and what impact that has had on you and your family</p> <p>Do you do anything differently as a result of this flooding?</p> <p>Sequence</p> <p>This community is about sewer overflow systems – Over the next few days we will be giving you information on this topic and asking for your opinions - but to start with we would like to find out what you already know.</p>

	<p>This is not a test so please don't be tempted to look up any information to answer the following questions – it's fine to not know anything at all.</p> <ul style="list-style-type: none"> • Tell us in your own words what you currently know about the UK sewer network and the use of sewer overflows specifically in your local area. <ul style="list-style-type: none"> ○ Have you read or seen any information about this? • What do you think sewer overflows do and where did you get your information from? • If you have never considered this before then where might you look for information and in what might prompt you to look? <p><i>MODERATOR PROBES: Find out their thoughts and feelings on the topic – if they have existing knowledge, then where does this come from? Establish a base line of understanding</i></p>
<p>Title: general understanding of sewer overflows Day 2.3e Allocation: Economic/reactive Task type: Individual blog</p>	<p>Objective: What are their thoughts on their role in this topic so far?</p> <p>This community is about sewer overflow systems – Over the next few days we will be giving you information on this topic and asking for your opinions but to start with we would like to find out what you already know. This is not a test so please don't be tempted to look up any information to answer the following questions – it's fine to not know anything at all.</p> <ul style="list-style-type: none"> • Tell us in your own words what you currently know about the UK sewer network and the use of sewer overflows specifically in your local area. <ul style="list-style-type: none"> ○ Have you read or seen any information about this? • What do you think sewer overflows do and where did you get your information from? • If you have never considered this before then where might you look for information and in what might prompt you to look? <p><i>MODERATOR PROBES: Find out their thoughts and feelings on the topic – if they have existing knowledge, then where does this come from? Establish a base line of understanding</i></p>
<p>Title: Intro UU Day 1.3a Allocation: All Task type: Group discussion</p>	<p>Objective: Introduce and gather feedback on how UU currently operates</p> <p>Over the next few days, we will be giving you information about United Utilities and Sewer Overflow systems.</p> <p>We are going to start by first looking at United Utilities and what they do.</p>

	<p>Insert STIMULUS – Slides as picture stimulus only</p>  <p>Please feedback your overall impression of United Utilities.</p> <ul style="list-style-type: none"> • What did you already know and what was new or surprising? <p>Probe for: Did they know what UU are doing and how large the network is? Was there any new information? What are their views on UU and what they do?</p>
<p>Title: Information Water Life Cycle Day 1.3b Allocation: All Task type: Individual blog in open ended survey format</p>	<p>Objective: To give participants an overview of the water life cycle</p> <p>Now we're going to take a closer look at the water life cycle and how United Utilities is involved. We are going to show you some information developed to explain United Utilities' involvement in the natural water life cycle, the process of water sourcing and purification.</p> <p>We would like to find out what you think of the content and what, if anything, is new to you.</p>
	<p>Insert STIMULUS – Video format (produced from animated presentation)</p> 
	<p>[Open ended survey format – aesthetics]</p> <ul style="list-style-type: none"> • Please summarise in a few sentences what the information was telling you. • Tell us your thoughts on the information was telling you – was there anything new or interesting or were you already aware of all of this? • How easy was it to understand? Is there anything unclear/confusing? Tell us about that <p><i>Probe for: Does this give them any additional thoughts on what UU actually do? Do they understand that managing the water supply is not a simple process (Previous research customers do not always appreciate what's involved)?</i></p>

<p>Title: Information Sewer Overflows Day 1.4 Allocation: All Task type: Group discussion</p>	<p>Objective: Introduce Sewer Overflows and gather feedback on the infographic</p> <p>Sewer overflows are something that has been a topic of discussion for United Utilities and subject matter experts in this area. We would like to talk to you about sewer overflows and understand your views in depth to help inform their current and future strategy.</p> <p>We would like you to look at the following information that could be used to inform customers how sewer overflows work.</p>
	<p>Insert STIMULUS - Video format (produced from animated presentation; make sure to show the switch)</p> 
	<p>Now that you have seen the information please tell us:</p> <ul style="list-style-type: none"> • In your own words - what was the information about? • What (if any) information is new to you? Is there anything unclear or missing? • How do you feel after reading this? Does this matter to you personally? If so why? <p><i>Probe – How well informed about sewer overflows are the participants? Does the topic matter to them at all? Does the infographic help to understand the problem? Do they believe that they are impacted by this? (This is meant to be a first impression – day two is dedicated to in-depth information about sewer overflows and their impact on the environment when spilling)</i></p>
<p>Title: Combined network Day 1.5 Allocation: All Task type: Group discussion</p>	<p>Objective: What are their thoughts on a combined sewer network and how that impacts spills from sewer overflows</p> <p>This is the last task of the day.</p> <p>We would like you to understand how having a combined sewer network impacts spills from sewer overflows.</p> <p>Insert STIMULUS - Video format (produced from animated presentation) – Show picture stimulus as an addition after video</p>

	
	<p>For the information given, please</p> <ul style="list-style-type: none"> • What do you think the (dis-)advantage of a combined vs. separate sewer network? <ul style="list-style-type: none"> ○ What are your thoughts on the number of combined sewers in the North West? Is this surprising? Expected? • What are your thoughts on why we have overflows? • How does the combined sewer network impact your view of overflows? <p>This is the last activity for today – come back tomorrow for more activities.</p>
<p>Title: Understanding of sewer overflows and being affected Day 2.1 Allocation: All Task type: Individual blog</p>	<p>Objective: What are their first thoughts on overflows and how they protect them from flooding</p> <p>Welcome to day 2</p> <p>We would now like to give you more information about sewer overflows and how they protect from flooding.</p>
	<p>Insert STIMULUS – Slides as picture stimulus only</p> 
	<ul style="list-style-type: none"> • What are your thoughts on sewer overflows after reading this information? <ul style="list-style-type: none"> ○ What have you learned? ○ How does this information impact your view of sewer overflows? • How much of an issue do you think sewer flooding is in your opinion? How often do you imagine these flooding's happen and how many people are affected by these?

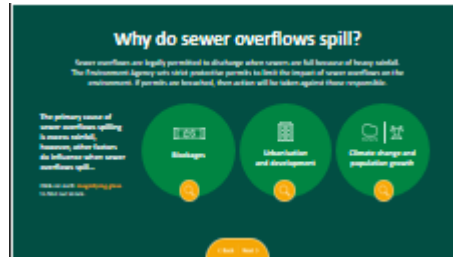
	<ul style="list-style-type: none"> ○ Have you been personally impacted by sewer flooding? If yes, what exactly happened and what impact has it had on you? ○ If no, what do you imagine it would be like to be impacted by sewer flooding? How well do you think you would recover from the experience? <p><i>Probe for: From the first tasks, how informed are they now? How does the knowledge about flooding impact participants views on sewer overflows? Use answers for later probes when discussing any objections to spills or costs for improvements</i></p>
	
	<p>Sequenced - Here are some facts and figures about internal and external sewer flooding in a year</p> <p>For the statistics shown, tell us</p> <ul style="list-style-type: none"> ○ What are your thoughts on these numbers? ○ Would you have thought there is more/ less of an impact on peoples' lives by sewer flooding?
<p>Title: Reasons for spills - 1 Day 2.2 Allocation: All Task type: Group discussion</p>	<p>Objective: Gauge understanding and feelings towards sewer flooding and causes</p> <p>For this activity we would like to understand your thoughts on overflow spills – Spilling is the term given to when overflow systems are overwhelmed by rainwater and need to discharge into rivers or the sea in order to prevent water flowing back up into households/businesses causing flooding</p> <p>We would like you to have a group discussion about your thoughts on overflow spills, why you think they occur, how you feel about them happening where you live/work and who should be doing what to prevent them</p> <p><i>Listen for: what are their interpretations before seeing in depth information, do they feel responsible? Do they think it is for someone else to prevent? What is their knowledge and how do they talk about the topic?</i></p>

Title: Reasons for spills - 2
Day 2.3
Allocation: All
Task type:
Individual blog

Objective: Gauge understanding and feelings towards sewer flooding and causes; their thought on their part in reducing the number of spills

Now we would like you to take a closer look at the top three reasons for sewer overflow spills.

Insert STIMULUS – Slide as picture stimulus only



Please tell us:

- What are your first thoughts – do these reasons match your discussion or did you have other causes in mind?

Let's look at blockages in more detail...

Insert STIMULUS – Video format (produced from animated presentation)







After you have looked at the information and watched the short video tell us

- What are your first thoughts?
- How much of an issue do you think this is where you live? Is this something that might affect your local community?
- What do you think the solutions are? Who needs to act and what do they need to do?
- What do you think you can do to help prevent these blockages?
 - What are you already doing?
 - Is there anything that you could be doing more?

Now we are going to look more closely at Urbanisation and development.

Insert STIMULUS – Video format (produced from animated presentation)

	
	<p>Please tell us:</p> <ul style="list-style-type: none"> • What are your first thoughts? Anything new or surprising? • How much of an issue do you think this is where you live? Is this something that might affect your local community? • What do you think the solutions are? Who needs to act and what do they need to do?
	<p>And now we are going to look at Climate change and population growth</p>
	<p>Insert STIMULUS – Video format (produced from animated presentation)</p> 
	<p>Please tell us</p> <ul style="list-style-type: none"> • What are your first thoughts? Anything surprising or new? • How much of an issue do you think this is where you live? Is this something that might affect your local community? • What do you think the solutions are? Who needs to act and what do they need to do? • What do you think you can do to help? <ul style="list-style-type: none"> ○ What are you already doing? ○ Is there anything that you could be doing more?
	<p>[After all causes have been explored show three main causes in one form and ask]</p> <ul style="list-style-type: none"> • Which one of these causes do you think has the biggest impact on sewer overflow spills and why?
<p>Title: Reasons for spills - 3 Day 2.4 Allocation: All</p>	<p>Objective: Gather thoughts and feelings about spills and who is responsible for preventing these</p> <p>Now that you have seen the information, we would like you to have a group discussion on what you have learnt</p>

<p>Task type: Group discussion</p>	<p>In your discussion you could think about ...</p> <ul style="list-style-type: none"> • Who you think is responsible for preventing spills? • What, in your opinion, are the solutions? • Is a solution necessary or do you think that this is a workable system to prevent flooding? • What do you think individuals should be doing to help prevent spills? • What do you think businesses and officials should be doing to prevent spills? • ALSO what do you think the impacts of overflows are? <p>This is the last task for today – come back tomorrow for some more activities</p> <p><i>Moderator: Encourage discussion and probe on what they think the impact of overflows are</i></p>
<p>Title: UU addressing spills Day 3.1 Allocation: All Task type: Individual blog (sequenced)</p>	<p>Objective: Thoughts on what UU are doing to address spills</p> <p>Welcome to day three – to start with we will be following up your discussion by showing you what UU are currently doing to address the issues you discussed</p> <p>Please have a look at the following information.</p>
	<p>Insert STIMULUS - Slide as picture stimulus only</p> <div style="display: flex; justify-content: space-around;">   </div>
	<p>Please tell us,</p> <ul style="list-style-type: none"> • How does this information fit with your expectations for United Utilities in preventing spills? • What are your thoughts on the number of overflow mechanisms in the North West? • In 2020 the average sewer overflow in the North West discharged an equivalent of 5 times each month – What are your thoughts on this statistic? <p><i>Moderator: Probe for- Did this impact their view on sewer overflows?</i></p>
<p>Title: Impact of Overflows</p>	<p>Now we are going to talk about the impact of sewer overflows</p>

Day 3.2
Allocation: All
Task type:
 Individual blog
 (sequenced)
 Rotate order
 shown

Before we show you the information, tell us what you think the main impact of sewer overflows might be?

SEQUENCE TO NEW TASK SAME NAME

Now we will show you the three main potential impacts of sewer overflows and would like you to answer a few questions about each.

Insert STIMULUS – Slide as picture stimulus only



Please tell us:

- What are your first thoughts – do these reasons match your discussion yesterday or did you have other impacts in mind?

We are going to look at “The environment and water quality” first

Insert STIMULUS – Slide as picture stimulus only (please rotate)



Please tell us:

- What are your first thoughts? Anything surprising or new?
- How important is this for your personally?
- How much of an issue do you think this is where you live? Is this something that might affect your local community?
- How do you think this might affect you?
- Will this information make a difference to you now that you're aware or not so much?

Probe for: How much did they know about these impacts, how much had they thought about them before, how might this impact their personal life/business/community? Will they do anything now that they have this information?

Now please have a look at “Smell and aesthetics of the natural environment”

Insert STIMULUS – Slide as picture stimulus only (please rotate)



Please tell us:

- What are your first thoughts? Anything surprising or new?
- How important is this for you personally?
- How much of an issue is this in your opinion?
- Have you experienced impact on smell and aesthetics of the natural environment in your local area? And if yes, have you thought about how this happened and how it could have been prevented?
- How much of an issue do you think this is where you live? Is this something that might affect your local community?
- How do you think this might affect you?
- Will this information make a difference to you now that you're aware or not so much?

Moderator Probe for: How much did they know about these impacts, how much had they thought about them before, how might this impact their personal life/business/community? Will they do anything now that they have this information?

Now please have at “Recreational water use”.

Insert STIMULUS – Slide as picture stimulus only (please rotate)



Please tell us:

- What are your first thoughts? Anything surprising or new?
- How important is this for you personally?
- Do you use recreational water or bathing water (e.g. fishing, open water swimming etc.)?
- How much of an issue is this impact for your personal life or in your local area and why?

	<ul style="list-style-type: none"> • Will this information make a difference to you now that you're aware or not so much? <p><i>Probe for: How much did they know about these impacts, how much had they thought about them before, how might this impact their personal life/business/community? Will they do anything now that they have this information?</i></p>
<p>Title: Impact of Overflows Day 3.3 Allocation: All Task type: Group discussion</p>	<p>[After all impacts have been explored show all impacts in place and ask]</p> <p>Now that you have seen the information, we would like you to have a group discussion on what you have learnt</p> <p>In your discussion you could think about ...</p> <ul style="list-style-type: none"> • Which of these impacts is most important to you personally and your community? • Are some impacts more important than others? If so why? • How important it you think it is to find out about what United Utilities are doing in your local area in regard to overflows • Any other thoughts about what information is new or surprising and what impact that might have on you in the future <p><i>Probe for:</i></p> <ul style="list-style-type: none"> • <i>How important is each impact really and why? Are some more important than others or are they all equally important?</i> • <i>What kind of additional information would participants need and like to see contributed by United Utilities and how much would they like to know about how UU are dealing with these problems?</i>
<p>Title: What are the solutions Day 3.4 Allocation: All Task type: Individual blog -</p>	<p>Objective: How do they imagine overflow spills can be tackled?</p> <p>This is the last task of the day – tomorrow we will be looking at some options to tackle the issues you have read about</p> <p>Before you see these, we would like to know how would you imagine the impacts of sewer overflows could be tackled? What would you do?</p> <p>Please specify:</p> <ul style="list-style-type: none"> ○ What would be the benefits of your idea? ○ What could be the drawbacks? <ul style="list-style-type: none"> • Would you treat all overflows the same or would you have more of a targeted approach? Tell us the reasons for your approach <p>This is the last activity for today, come back tomorrow to discuss ideas on what could be done to reduce the impacts of sewer overflow spills.</p>

Title: What are the solutions
Day 4.1
Allocation: All
Task type:
Individual blog

Today is the last day of the community. We will be looking at some options to reduce the impact of spills

We are going to show you four different options - please take your time to read through the ideas and let us know what you think.

When you read the ideas, we want you to consider how these would work in reality - United Utilities will of course be investing heavily in this as a company. However, you as a customer might be affected through additional costs in your water bill and/or disruption to your community if building work is required.

We will therefore be asking you to weigh up the pros and cons and which solution you think would provide the best outcome – there are no right or wrong answers so please feel free to be honest

(Show all four ideas on rotation)

Option yellow: Reduce the number of spills

Currently overflows spill around 5 times a month in the North West. We could reduce the number of these spills by:

- Increasing the size of our sewers through construction of storage tanks to hold excess wastewater and rainfall
- Increasing the amount of wastewater we can treat at our wastewater treatment works by expanding the sites or adding new treatment options
- Separating the rainfall and sewage in our combined sewer system by creating separate sewage networks
- Investing in sustainable drainage solutions to enhance the amount of rainfall naturally soaked up by the environment, greenery and trees.

Benefits:

- Reducing spills would positively impact the environment and reduce the amount of waste found in rivers or riverbanks.
- This option can be targeted to prioritise the worst performing overflows or ones that are having more of an impact on our customers
- This option may improve water quality in some cases, but not all.

Drawbacks:

- The types of spills recorded can vary, from small spills to larger ones. Larger spills have more of an impact on water quality as the wastewater is less diluted by rainwater. Therefore, reducing spills may only have a positive impact on water quality in certain circumstances and does not guarantee an improvement.
- This option will likely involve investing in new infrastructure which can take long periods of time to delivery and cause disruption to customers with noise and roadworks whilst new pipes etc are being installed.
- Due to the likely construction involved, this option has a high carbon footprint and in the short term construction can have environmental impacts which would need to be mitigated.

Option Blue: Reduce impact on water quality and the environment

Recent data has identified 47 river stretches in the North West (out of 499) where sewer overflows are having or believe to be having an impact on the water quality and therefore may impact upon the wildlife that depend on these waterbodies. Run-off from farmland can also have an impact on water quality.

We could target sewer overflows that are having a negative impact on water quality and introduce solutions to prevent this impact to water quality. The options chosen will depend on the location and impact of the sewer overflow but could include:

- Increasing the amount of wastewater we can treat at our wastewater treatment works by expanding the sites or adding new treatment options
- Preventing farmland run-off, which can include pesticides, entering the rivers
- Increasing the size of our sewers through construction of storage tanks to hold excess wastewater and rainfall
- Investing in sustainable drainage solutions to enhance the amount of rainfall naturally soaked up by the environment, greenery and trees

Benefits:

- This will deliver measurable improvements in river water quality in the North West
- Both nature-based and man-made solutions can be considered to reduce the impact on water quality
- Many of the actions for improving river water quality will also reduce the number of spills from the sewer overflows that are having an impact on water quality.

Drawbacks:

- This option was target overflows which are having an impact on water quality so other spills in the North West would still occur
- This option will likely involve investing in new infrastructure and cause disruption to customers with noise and roadworks whilst new pipes etc. are being installed.
- Due to the likely construction involved, this option has a high carbon footprint and in the short term construction can have environmental impacts which would need to be mitigated.

Option Teal: Reduce aesthetic impact of overflows (litter and odour)

Sometimes overflows will spill because the sewers have become blocked due to wipes or other materials being flushed down the drain or during heavy rainfall. When storm water contains unwanted items this can cause impacts to the water environment and affect our enjoyment of these natural amenities and beauty spots as litter is visible in the waterways and river banks. We try to encourage customers to only flush the 3 P's (pee, poo and paper) to prevent blockages and litter entering the sewers.

We can install barriers on the overflow pipe, which we call screens. Screens trap this unwanted litter and stop the litter from entering the watercourse when an overflow spills. Some screens are static and look like a mesh barrier, others are powered and use technology to sift out the litter and waste.

Benefits:

- Improves the aesthetics of rivers and the natural environment
- Prevents plastics in the sewers entering the watercourse and breaking down into micro plastics which could harm wildlife
- Can be targeted in priority areas and could be installed quite quickly

Drawbacks:

- This will not affect the number of overflow spills and will not have an impact on water quality
- Screens can sometimes become blocked with wipes and rags which are unsightly
- Screens often need to be maintained and cleaned which isn't always possible for all overflows, as some are not safe to access the site.
- Screening does not have an impact on the root of the problem – items being put down the toilet or drains which cause blockages. It can be hard to change behaviour around this and will take time and continuous messaging

	<p>Option Indigo: Reduce risk of users of recreational waters becoming unwell due to overflows</p> <p>In the North West there are 29 designated Bathing Waters these are mostly on the coast like Blackpool, Morecambe and Southport but we also have 4 inland bathing waters on Windermere. Along with rain runoff from farmland used for livestock grazing, spills from overflows can contain bacteria which could make bathers unwell <u>outside</u> these designated bathing waters.</p> <p>We could target areas where customers would like to swim recreationally to reduce spills from overflows in this area. For these areas, we would reduce spills to 3 times a year.</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Reduced frequency of spill will reduce the number of times bacteria, which could make users unwell, are released into the water • Reducing spill frequency may also have water quality benefits • It will reduce the visual impact from overflows as with less frequent spills there will be less frequent discharge of sewer waste • There may be the opportunity for green solutions which may also improve wildlife or to separate the rain water from the sewage in the local area to reduce spills <p>Drawbacks:</p> <ul style="list-style-type: none"> • Digging up roads to put in improvements could be very disruptive to the local area • In some areas, a solution may not even be possible if the size of what is needed is too large • It could take a long time for this to be done, improvements would not be seen quickly. • There is potentially a lot of construction involved, this option also has a high carbon footprint and in the short term construction can have environmental impacts. <p>[Put in survey format]</p> <ul style="list-style-type: none"> • What are your thoughts about this idea? • What do you think about the benefits? • What do you think about the drawbacks? • What do you think this will cost United Utilities and you as a customer? • How much of a disruption will this cause (e.g. how long will it take)? • Would you be willing to accept these disruptions and costs? Why or why not?
<p>Title: Which option is best? Day 4.2 Allocation: All Task type: Ideas storm</p>	<p>Objective: How do they feel about the different options and how do they articulate this</p> <p>[Show all ideas together]</p> <p>Quick ranking exercise</p> <p>Now that you have seen all four options please rank them in order of which one you think it the best on to carry forward to the least and then tell us why you ordered them in this way</p> <p>[RANKING QUESTION FOLLOWED BY OPEN ENDED QUESTION]</p> <p>We would now like you to tell us in more detail about the option that you think is the best one to carry forward – Write a letter to your fellow community members and UU and tell them why you think your chosen option is the best one and why you have discounted the others –</p>

	<p>Think about:</p> <ul style="list-style-type: none"> • Which of these options is the best solution from your point of view and why? • Why you think it's worth the cost – or why you think it's the most cost effective • Which one you think will have the best outcome vs the any disruption it may cause <p>Once you have finished your argument you can read other people's views and will be able to comment –</p> <p>It would be great if you could discuss your different viewpoints and see if your opinions are changed by reading other people's points of view.</p> <p>MODERATOR: Important to encourage debate and facilitate discussion – look to see which ones are the least popular and encourage discussion about why they have been discounted, probe to see if members have considered the consequences and thought about what the outcomes of their chosen option would mean for them and their community</p>
<p>Title: Lower impact solutions Day 4.3 Allocation: All Task type: Individual blog - ROTATED</p>	<p>Objective: Evaluate lower impact solutions</p> <p>There are two other options that could be considered.</p> <p>Please have a look at these two additional ideas and answer some questions regarding these.</p> <p>(1) Putting up signs near to well used recreational waters to let people know that after heavy rain contact with water could make them unwell</p> <p>(2) Spill monitoring – information in real time to an app which tells you if there have been any recent spills from overflows to the recreational waters which could make you unwell. Individuals can check before they enter the water and make an informed decision</p> <p>Please answer for both options:</p> <ul style="list-style-type: none"> • What are your thoughts about this idea? What are the benefits and drawbacks? • How much of an impact would this idea have on you and your community?
<p>Title: Final discussion Day 4.4 Allocation: All Task type: Group discussion</p>	<p>We would like to finish this community with a final discussion.</p> <p>Think about what information you have seen over this research and what helped you to understand the risks and impacts of sewer overflow spills vs what was unhelpful. As a group we would like you to discuss how important that matter is to you and why.</p> <p>Include in your discussion</p>

	<ul style="list-style-type: none"> • Anything you have learnt during the last few days? • Have you changed your opinions at all over the last few days? • What do you think are the most important next steps to be taken? • What do you think United Utilities should do to reduce the impact of sewer overflow spills? Which actions should be taken? • How should United Utilities tell your customers about what they are doing? • How should they communicate with customers about these issues and solutions? <p>Do comment on each other and join in the conversation.</p> <p>Moderator – <i>understand what participants have found most memorable or useful to know vs what they have not, have they changed their minds over the course of the community? Have they learnt anything new and do they plan to make any changes to their behaviour as a result?</i></p>
<p>Title: Research experience Day 4.5 Allocation: All Task type: Poll</p>	<p>Please answer a few questions around your research experience with us.</p> <p>Insert POLL</p> <p>Q1: It has been good taking part in this research and sharing my views on this topic</p> <p>Q2: It is important that United Utilities ask customer’s views on these issues</p> <p>Q3: It is difficult for customers to give informed opinions on these issues</p> <p>Q4: I feel I understood the issue and the information presented to me</p> <p>Q5 (open answer): Is there anything else you would like us to know that you did not like about this research – please tell us why?</p> <p><i>Scale options for Q1-4: strongly agree to strongly disagree + not sure</i></p>
<p>Thank you and incentives information</p>	<p>Thank you for taking part in our research. The community will remain open until 11pm on Friday 30th April so you are free to return and continue the conversation but there are no more activities to complete.</p> <p><u>What happens next</u></p> <p>The feedback you have given us will be used to help United Utilities think about how they should tackle these important issues in the future - so we very much appreciate you taking part.</p> <p>Everyone who has completed all the tasks in this research will receive the full reward.</p> <p>We hope you have enjoyed giving your feedback and have found this topic interesting</p> <p>Best wishes Graham, Jess and Jodie</p> <p>[No response needed]</p>

