

**United Utilities- LTDS Ambition Testing  
Follow Up Discussion Guide**

Discussion Plan Overview: 15 minutes		
Introduction	Purpose of section: To put respondents at ease, introduce the research and United Utilities, and allow the participants to introduce themselves.	1-2 mins
Reflections on Friends & family perspective	Purpose of this section: To explore what friends and family thought of the 6 ambitions, which investment options they would choose and from who/when the investment needs to happen	10 mins
Their considered / reflective opinions	Purpose of section: To understand their reflections on their views / investment priorities expressed in the initial interview after discussing with friends/family	2-3 mins
Summary and close	Purpose of section: To get closing comments and thank the participant for their time	1-2 mins

Overall objectives of research:

- Understand customers' views, long term priorities and expectations from United Utilities.
- Explore and gauge customer perceptions of United Utilities' identified ambitions, view future plans and expectations against a variety of backdrops, including United Utilities' Future Scenarios.
- Explore how perceptions, priorities, views and expectations vary across customer segments.
- Evaluate customers' views on intergenerational fairness, focusing on the balance of responsibility for paying for investment between current and future customers.

Aims of this interview:

- To gauge the wider views from family and friends on the 6 ambitions and their investment priorities
  - To understand from different generation of customers friends/family the views and preferred approach to future investment, and if this should be paid for by current customers or future customers
- To obtain reflective views on the 6 ambitions and revisit how United Utilities should prioritise investment

Introduction	Purpose of section: To put respondents at ease, reintroduce the research and ask the participant about themselves.	1-2 mins
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Re explain the purpose and operation of the session;

- Re-introduce self, PwC Research, who we are and what we do.
- Topic of discussion – As you know, we’re conducting research on behalf of United Utilities - who are responsible for water and wastewater services in the North West. The research will be used to help them better understand how they can best provide services for all customers, as part of United Utilities long-term delivery strategy. This long-term delivery strategy is a requirement of Ofwat, the national regulator of the water sector in England and Wales, which requires water companies to set out their plans for the next 25 years, and how they will deliver them in a range of plausible futures.
- ***The purpose of this follow up interview is to hear your reflective views of the 6 ambitions, revisit how you think United Utilities should prioritise investment and gauge what you learned of the wider views of friends and family on the 6 ambitions. It’s also really important to understand how different generations (friends/family) feel about this; is this something they feel we should be dealing with now/more urgently or something that can be dealt with later.***

Reassurances:

- Purely research, no selling or marketing involved, no right / wrong answers, importance of honesty
- Confidentiality of personal details
- Audio/video recording – why, uses and permission
- Reminder of confidential nature of research
- Any questions or concerns?

Reflections on Friends & family perspective	Purpose of this section: To explore what friends and family thought of the 6 ambitions, which investment options they would choose and from who/when the investment needs to happen	10 mins
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Moderator to explain that we want to talk about what their friends and family thought about the 6 ambitions and options / choices within these.

Moderator to ask the respondent to refer to the post task exercise

- So, firstly, who did you talk to - and why them?
- What were their overall thoughts on the ambitions and the future scenarios?
- Can you talk me through their choices/priorities and whether these needed immediate investment or down the line?
  - Which ambitions did they give the most investment to? And why?
    - Is there a reason they didn’t invest / invested less in certain ambition(s)?
  - Which ambitions did they feel needed more immediate investment and which were less of an immediate priority? Why was that?
  - How did opinion differ between different generations? In what ways/areas/ambitions?
  - How did these opinions match/contrast with your own views expressed in the session?
    - Where did you agree?

- Where did you disagree?
- Did anyone win the debate? If no, why not? If yes, what argument won out?

Their considered thoughts	Purpose of section: To understand their considered views of the 6 ambitions and their investment priorities	2-3 mins
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**Moderator to show the respondent their choices from the session**

- Having had time to reflect, and after speaking to friends and family, has anything changed in terms of your priorities and levels of investment?
  - Why have some ambitions become more / less important?
- Going right back to how you felt before these sessions, what impact did the future scenarios (positive and negative) have on your views about what United Utilities need to prioritise investing in?
- How has your opinion changed about the urgency of investing (if at all)? Where/which ambitions have you changed your views about during this process?

Summary and close	Purpose of section: To get closing comments and thank the participant for their time	1-2 mins
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**Moderator to thank participant(s) for their responses**

- Do you have any final comments you'd like to share?

**Thank and close**