

DWMP Website Research

A WaterTalk research report prepared for United Utilities
November 2020

Background, approach and summary

Research background

The Drainage and Wastewater Management plan (DWMP) is a document that all water and sewerage companies are required to publish. It is a long term strategic document that sets out how wastewater and drainage networks will be managed, extended, improved and maintained to ensure that they are robust and can deliver against future pressures including climate change and population growth.

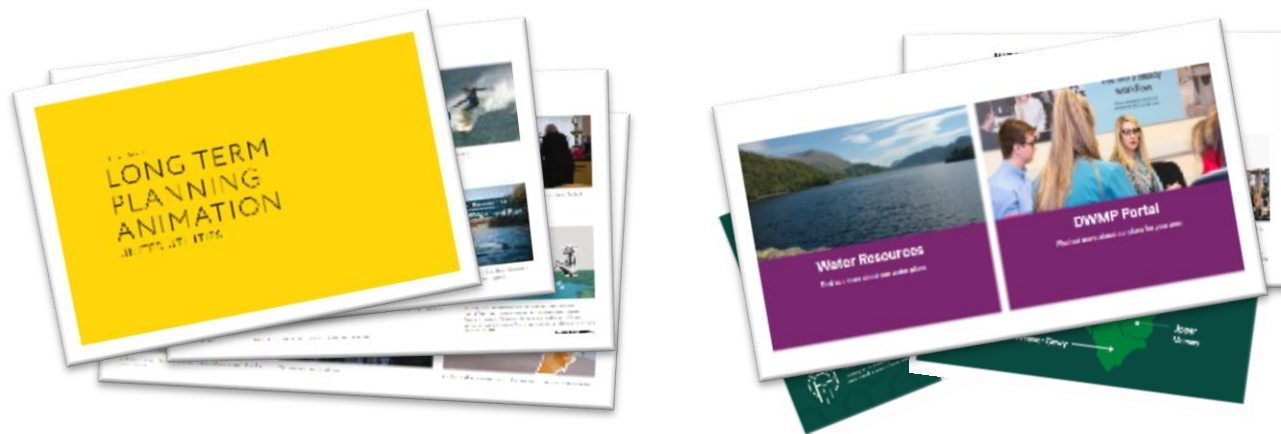
UU has a duty to engage customers in their plans, and is currently developing an online information resource for customers where they can learn about any risks and work being undertaken in the areas in which they live, as well as further information on planned work and specific topics of interest such as pollution and flooding risks.

In advance of the further development and launch of these online resources, UU wished to engage with customers to solicit their views on how content and delivery of this resource may be optimised.

Research objectives and approach

The overall objectives of the research are to:

- Understand attitudes, level of engagement and understanding of drainage and wastewater;
- Explore what type of content customers are interested in reading about their local area;
- Explore preferences of look and feel of the website, format of content
- Explore customer feedback on mock-ups of the website, video content and preferences of format for proposed content.



What we did:

A quantitative survey and a two day pop up community



Survey was conducted between 10th – 13th November 2020 with 1,229 customers



The community took place between Tuesday 17th November and Wednesday 18th November 2020

39 Community Members (19 Males, 20 Females, and a spread of regions to represent the North West)

Customer profiles (quant) – who was in our sample?



Only a small minority claim to know a lot about drainage and wastewater; however around 2 in 3 customers feel they have some knowledge of the subject



Agree that they “really value my local natural environment”



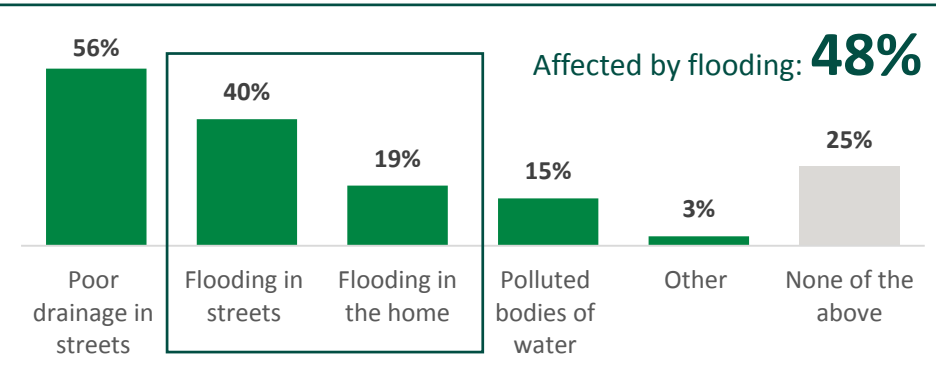
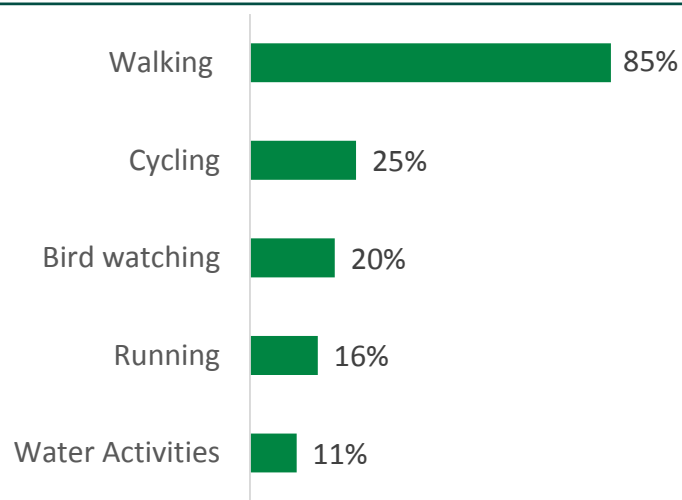
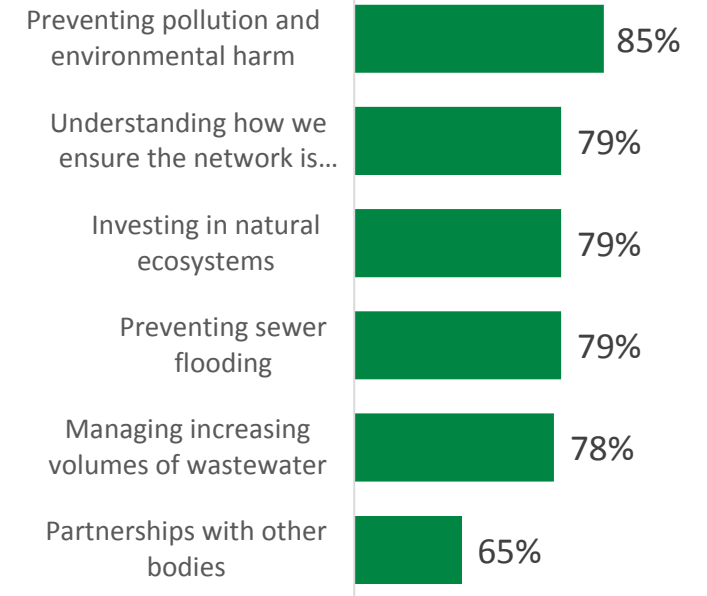
Customers report being most interested in learning more about preventing pollution and environmental harm



87% Have engaged in an outdoor activity in the last 12 months



3 in 4 customers report having been personally affected by drainage and wastewater issues; with close to half experiencing a flooding issue



Executive overview

Executive overview: customer engagement and content requirements

1

Drainage and wastewater is an important issue for the region with many being personally affected by flooding in the past

Those who haven't been personally affected are aware that excess rainfall and flooding are a risk to the North West

60% feel more positive about United Utilities after hearing about DWMP so it is a good message to share with customers

2

People's motivation for looking at DWMP fall into four areas:

- They are actively engaged in local environmental causes and want to know more about the impact DWMP has on this
- They are actively engaged in their local community and want to ensure there are measures in place to protect this
- They are looking to make a purchase or invest in the area and want to know about the likelihood of flooding
- They are immediately concerned about where they live (e.g. overflowing drains, bad smells etc.)

3

Their interest will determine what information they want from the DWMP

Those more focused on topics external to themselves (community and environmental) want detailed information on what is being done, and how they can personally make a difference

Those more focused on how they are personally impacted want more factual and real time information that is relevant to their specific area

Executive overview: Reactions to creatives

4 The video storyboard tested well with positive reactions to both the look and feel as well as the content

The only minor suggested improvements are to make some imagery less clichéd (e.g. images of the planet), increase visibility of statistics and keep language simple / jargon-free

5 The webpages require a number of improvements to make it suitable for customers including:

- Simplifying the language and removing any industry / corporate wording
- Improving the imagery to make it more relevant and appealing (i.e. more images of the local area rather than office scenes)
- Including more interactive elements such as an interactive map where they can search for locally relevant information

6 The final execution will require clear navigation and interactive tools


Although customers only saw a lo-fi prototype, the navigation is not thought to be intuitive and some predict that they would struggle to find what they are looking for.

Ensuring that clickable content is obvious and that navigation buttons are clear is important

Attitudes and level of engagement

Drainage and wastewater is an important topic for the area due to high awareness of flooding risks


There is concern about localised flooding and pollution and many are interested to learn what is being done to tackle this



Pollution

I am concerned about river pollution but a lot of work has been done on storm water management in our area (Preston). I think that this has definitely improved local flooding due to under capacity sewers and hopefully the extra storage from underground tanks will have reduced the frequency of discharges to rivers.

Male 55+ Lancashire



Poor infrastructure

The council are also trying to push through planning for a further 200 houses on the opposite side of the road. We have a drainage system that was put in during Queen Victoria's reign. I can only see disaster ahead. I am trying not to pass any political comment but it's very hard seeing what our inept and radical Council are in the process of doing and this will affect our water supply, our drainage and our safety.

Female 55+ Greater Manchester



Climate Change

I feel that due the change in climate that managing drainage and waste water is going to become an increasing challenge and an issue that is going to cause further destruction in the near and distant future.

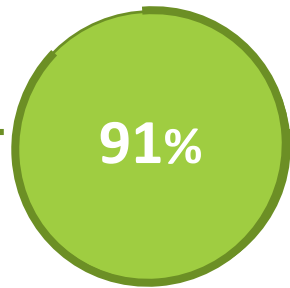
Female 35-54 Greater Manchester

Customers place high value on the local natural environment and believe it's essential that UU care for it

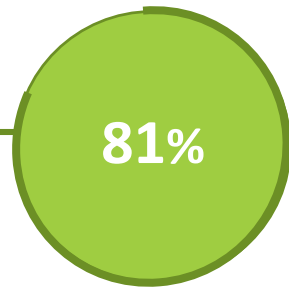
Environmental Perceptions (% Strongly/slightly agree)



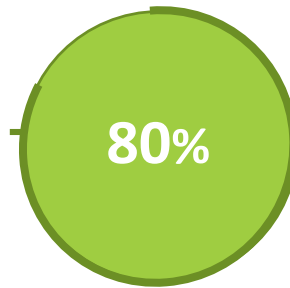
I think it's essential that United Utilities do everything they can to take good care of the natural environment they operate in



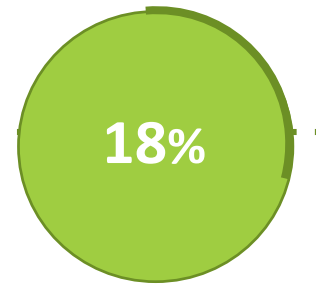
I really value my local natural environment



I often make use of green spaces / countryside in my local area



I like spending time close to the water, such as the sea, rivers, lakes and reservoirs



I spend time volunteering to conserve and protect my local area

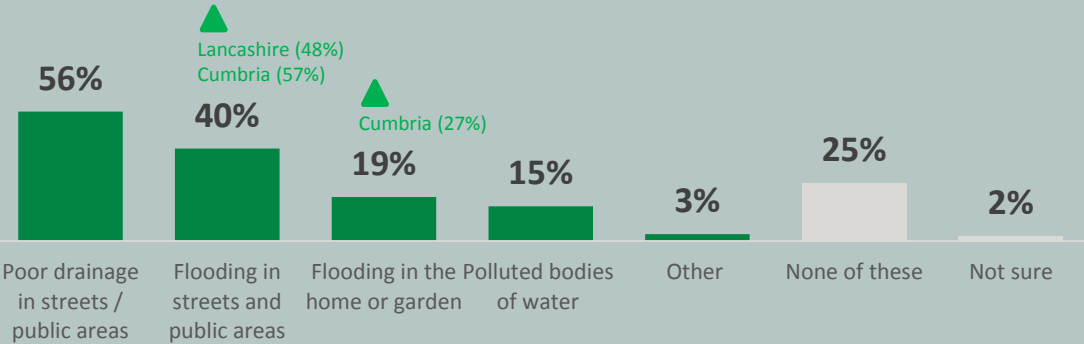
71% of customers are engaged with their local area (those agreeing with at least four of these five statements)

▲ ▼ Significant difference at 95% CI

Many customers have been affected by drainage and wastewater issues, leading to interest in additional information and support

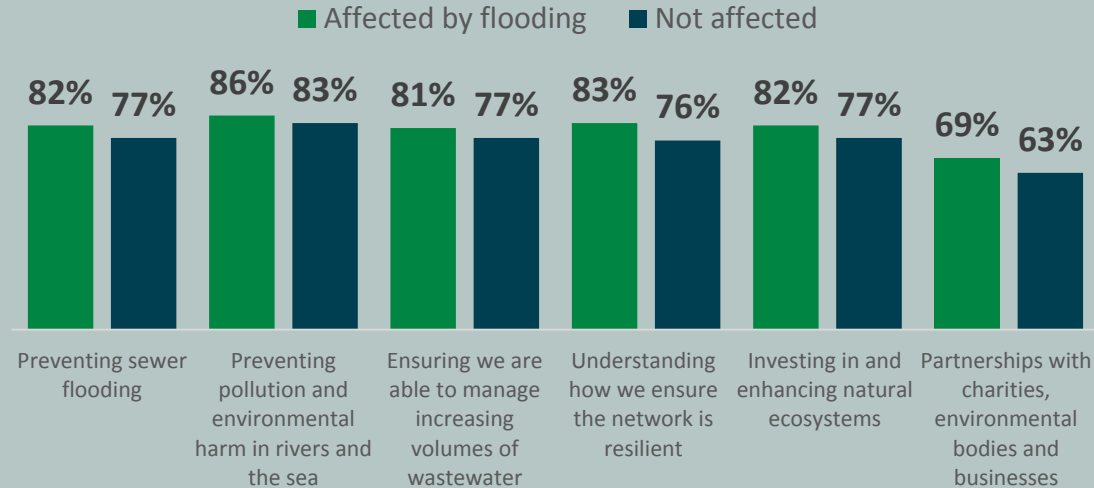
73% of customers report having been affected by some form of drainage or wastewater issues, most commonly poor drainage in public areas

Drainage and wastewater issues customers have been affected by



Interest in hearing about drainage and wastewater isn't exclusive to those who've been affected – we see an appetite for the topic among those not affected

Interest in hearing more about drainage and wastewater management



Customers who have experienced drainage and wastewater issues are more likely to feel engaged with their local area

Q3 - Which, if any, of these drainage and wastewater management issues have you ever personally been affected by? Q8 - Which of the following drainage and wastewater management issues in your local area would you be interested in hearing more from United Utilities about? Base: All respondents (n=1,229)

▲ ▼ Significant difference at 95% CI

People's motivation for searching drainage and wastewater topics will determine what information and level of detail they're looking for

Are proactively searching for the benefit of their surrounding area

Are searching for information that is relevant to them and their immediate situation

Environmental



Will be looking to educate themselves on what they can do to protect the local environment

Community



Are looking for information that will ensure their local community is protected

Economic



Will proactively look for information relating to personal property likely triggered by a financial decision

Risk



Will only look for information when there is a potential threat to personal interests



Those with an environmental focus tend to be more altruistic and will look for what they can do to help

What they think

They believe that everyone has a responsibility to protect the natural environment and to understand what personal action they can take to prevent pollution of natural spaces at a local level

What they feel

Genuine concern about the environment and what it means for the future of their local area. They have noticed changes to weather patterns and more frequent issues impacting on the natural environment

True fishermen really care for the environment and think of themselves in a small way as custodians of the countryside
Male 55+ Greater Manchester

What they say

The increased risks to flooding and pollution caused by excess water is a shared responsibility and it is up to everyone to do their bit to prevent future events

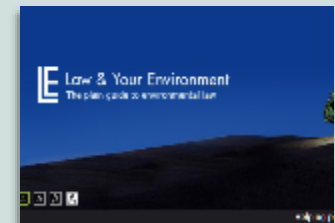
What they do

They may be likely to be members of a local group that is connected to the environment (e.g. fishing club) or will be actively involved in lobbying local government and officials to make changes



Are likely to be members of local environmental groups

Will search more widely for solutions to local environmental issues





Those with a community focus will also be altruistic but their main concern is people and infrastructure

What they think

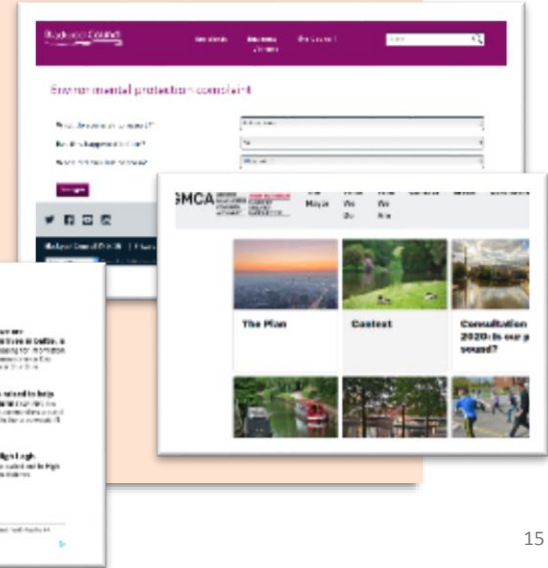
They believe that not enough is being done to protect homes and businesses in the area and that most flooding and pollution could be avoided if there was proper investment

What they feel

Worried about the future of their communities if flooding becomes more frequent. What will happen to communities if they are left defenceless?

I have seen the devastation caused to my neighbouring streets and properties especially in the early part of 2020 when this was devastating. Female 35-54 Greater Manchester

Most used local government sites to find information as well as local news sites



What they say

Local government and companies like United Utilities need to do more to secure the correct funding and implement infrastructure to protect communities

What they do

They are likely to follow local government updates and be aware of what is happening locally. Some attend council meetings or are actively involved in local government



People looking to invest in or protect their properties / businesses want targeted information relevant to them

What they think

What are the risks of investing in a particular area? Have there been incidents in the past and how likely is it that there will be problems in the future?

What they feel

They are likely to be quite rational about the information they are collecting with little emotion. They may feel reassured if they are looking to invest in an area that looks low risk

*I did some basic research when buying this property around 4 years ago. We did a flooding enquiry on the Environmental Agency website
Female 35-54 Derbyshire*

What they say

They want a practical tool that helps them search an area for historical incidents and future risks. Ideally they would like to be able to search the exact area (i.e. a specific road)

What they do

Look for targeted information on a specific area (i.e. a specific road) that contains facts and statistics to help them make a decision.

Are likely to use sites that include localised data such as the Environmental Agency





The risk group are unlikely to search for information until there is a pressing need



What they think

Wastewater and drainage is not their responsibility and it is up to United Utilities and government to provide solutions

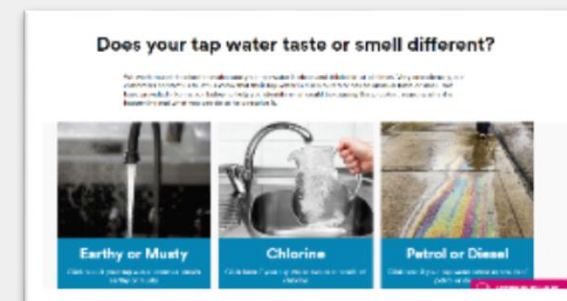


What they feel

Very little unless there is an imminent risk to their personal interests. (e.g. that there are flood warnings or obvious problem with the drains)

*I believe I'd only look into this if there was an issue near where I live – such as leaks, bad smells, news articles. **Female 18-34 Derbyshire***

Are likely to look at United Utilities for updates or will check social media



What they say

They believe they pay their taxes and bills for companies and government to protect them from these risks



What they do

Until there is an immediate need, they do not take any action to educate themselves on the risks or what they can do to lessen their impact

What information do people want about drainage and wastewater?

Engagement in and knowledge of drainage and wastewater issues

Environmental

Proactive about taking care of their local environment

Those who are interested in local environmental issues want information about what action is being taken to lower risks of floods and pollution, how to spot and report issues and what action they can take to reduce their personal impact

Community

Proactive about protecting their community

Those who are community-minded want information about what actions are being taken to lower risk, what plans are in place to further safeguard homes and businesses and who is responsible for ensuring that action is taken

Economic

Wanting facts to help them make decisions

Those who are looking at areas to invest in want localised information as well as easy to understand facts and statistics so they can evaluate the risks


Reactive

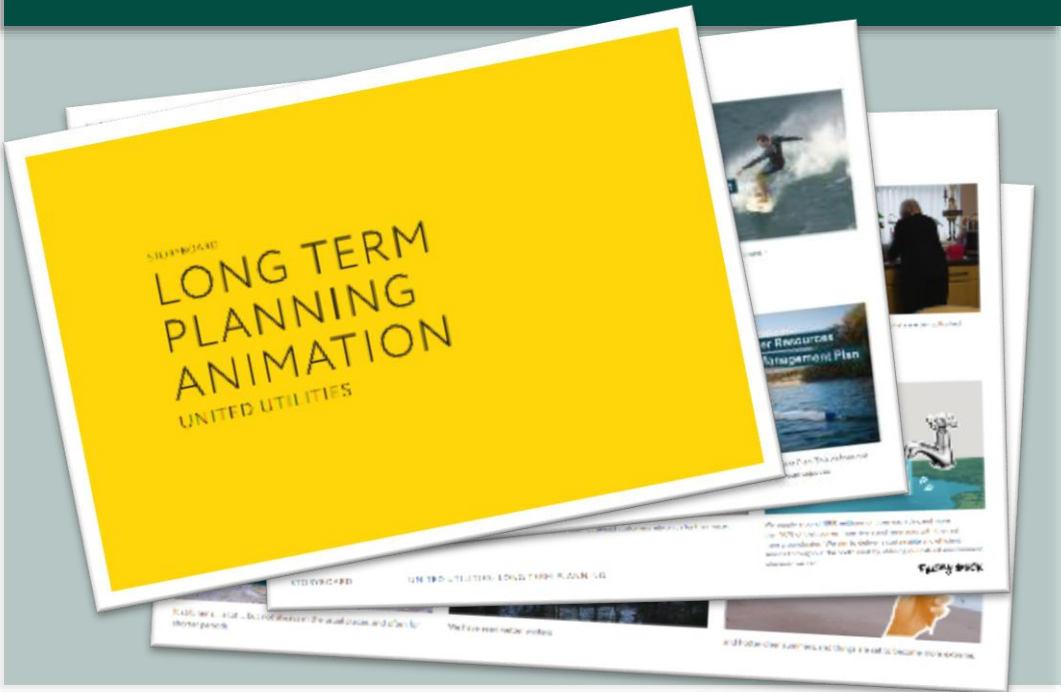
Want to know what's happening now

Those who do not take an interest until there is an issue are also looking for localised information but they want real time feeds letting them know what is happening now and what action is being taken

DWMP materials

Recap: Customers were asked to give feedback on early versions of a video storyboard and lo-fi static DWMP webpages

 The storybook is largely well received with engaging graphics and content



Whereas the webpages are thought to be too corporate and technical to be used by a customer



STORY BOOK

REVISIONED LONG TERM PLANNING ANIMATION UNITED UTILITIES

STORYBOARD

1. Climate Change
2. Higher Charges
3. Bill Reduction
4. Tap to Save Water
5. Water Wastes
6. Tap to Save Water

STORYBOARD

1. Smart Meters
2. Smart Meters
3. Smart Meters
4. Smart Meters
5. Smart Meters
6. Smart Meters

STORYBOARD

1. Smart Meters
2. Smart Meters
3. Smart Meters
4. Smart Meters
5. Smart Meters
6. Smart Meters

STORYBOARD

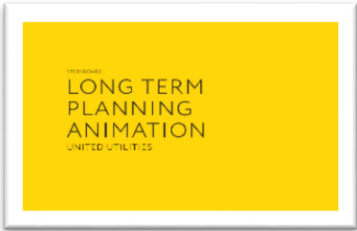
1. Smart Meters
2. Smart Meters
3. Smart Meters
4. Smart Meters
5. Smart Meters
6. Smart Meters

STORYBOARD

1. Smart Meters
2. Smart Meters
3. Smart Meters
4. Smart Meters
5. Smart Meters
6. Smart Meters

STORYBOARD

1. Smart Meters
2. Smart Meters
3. Smart Meters
4. Smart Meters
5. Smart Meters
6. Smart Meters



Storybook Overview: The storybook successfully communicates the environmental challenges and United Utilities’ plan

Overall, customers feel the storybook is **engaging and interesting** with many noting the relevance of the content – a majority said they’d be likely to watch the final video

Key Message
Customers understand the key message to be **challenges of environmental changes and how United Utilities plan to help**

UU are telling us that they are conscious that climate change and the increase in population and the things we do are having an impact on wastewater and drainage. They are reassuring the customer that they have strategic plans in place

Female, 18-34 Greater Manchester

Content
Customers feel that the video outlines the information at a high level, however additional detail may be sought through another medium (i.e. through the subsequent webpages)

I don't think this video goes into any detail about specific plans but I guess if it's just an introduction and then the full plans are also published then that is wholly adequate

Female, 35-54 Greater Manchester

Imagery
There is a positive response to the imagery used which is thought to be bright, colourful and engaging – a similar look and feel could be used on the subsequent web pages

I think it’s bright, colourful and definitely not dull, I found myself drawn to actually look at the pictures

Female, 35-54, Unknown

Opening the storybook with climate change is seen to be a good way to grab attention

1 Climate change is an important topic and a good place to start



Climate change is a global issue,

2 Images of the planet can feel slightly 'generic' and overused



but have you noticed how things

"1, 2, 31 - planet images a little hackneyed."
Female, 35-54, Unknown



are changing in the North West?

3 Focussing in on the local area makes the story feel relevant

like the first few slides 1-6 I especially like slide 3 as it gets your attention that this is about your local area.
Female, 35-54, Unknown

Found the first half more interesting, highlighting the changes we are experiencing and making you think about the changing climate and the effect we are having on it
Female, 55+, Lancashire

4 Good level of detail on slides 3-6 without being overwhelmed with data



It still rains... a lot... but not always in the usual places, and often for shorter periods.

5 Weather and seasonal changes grabbed customers attention



We have seen wetter winters



and hotter drier summers, and things are

6 Clear indication of why the water management plan needs to be in place (slides 1-12)

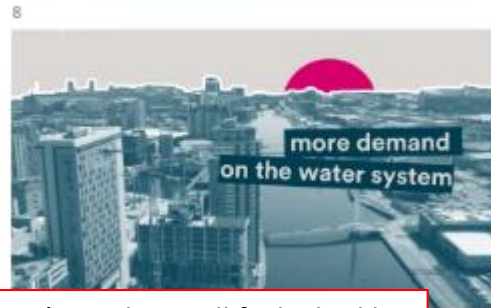
Why water management needs to change due to changes in the world and our area. It gives information about how many people rely on water and how much is needed.
Female, 35-54, Unknown

Customers feel inspired to change their behaviour when presented with key facts and statistics

7 - 8 'Northern Powerhouse' adds context and helped bring the storybook to life

7-8 Some customers feel this could be interpreted as Manchester-centric

10 Some customers feel this statistic could be brought to life with a clearer image of a population



'Northern Powerhouse'... makes it all feel a bit like it's all focused on Manchester region.
Male, 18-34, Cumbria

9 - 11 Customers can see their own personal impact

Slides 9 - 11: they make you think about your role in it, gives you a social consciousness
Female, 18-34, Greater Manchester



12 Stats are impactful and give scale to the issue



12 Could statistic be put into context (i.e. how many swimming pools/baths)?

STORYBOARD

UNITED UTILITIES: LONG TERM PLANNING

FUZZY DUCK

Information on rainfall and drainage is new knowledge for many and is presented in an engaging way

12 - 18

Clearly explain why a drainage plan is needed



It all needs planning for, because if we don't manage these risks,



we could be faced with more frequent water shortages, flooding and environmental impacts.



By understanding the long term impacts on our systems and holistically looking at the catchments we work in,

18 Raises the issue of how to maximise and take advantage of rainfall which was met with interest

Slide 12 and 18 go into specifics for the need for a drainage plan so are quite useful.

Male, 35-54, Greater Manchester



we can work to enhance natural ecosystems in the North West.



predict and prevent problems before they occur and discover more efficient and sustainable ways of working.



So, as rain falls less often but in far larger amounts, we need to plan for two critical things.

Interesting as it highlights that strategy has to be about how to maximise and take advantage of that rainfall in our systems

Male, 35-54, Greater Manchester

16 Enhancing the natural ecosystem is a cause some customers feel passionately about

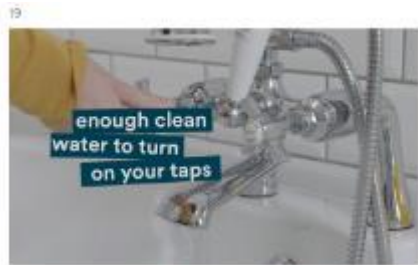
Something I feel very strongly about and it is imperative that sufficient investment is made in this area. A healthy eco-system is not just about the environment but contributes to an efficient water and drainage system.

Male, 55+, Greater Manchester

Bringing in information about UU's plan to cope with the challenges was found to be thought provoking and interesting

21 Some customers feel the image of the surfer isn't fitting as the sport is not linked to the area

I think the least interesting is the bringing it back to the environment with the surfer (slide 21) as it seems random/like it doesn't fit.
Male, 18-34, Cheshire



19 Firstly, how do we make sure that there's enough clean water ready when you turn on your taps?



20 And secondly, how do we make sure that we have the capacity to cope with the amount of sewage coming in



21 and send it safely back to the environment -

23 Introduction of 5 year plan and the strategy behind it is reassuring – especially as so much planning is done this far in advance



22 Whether that's from your toilet flushing or from rain that comes off your roof and roads.



23 We produce several plans every five years, to get us ready for the future.



24 The first is our Water Resources Management Plan. This defines our strategy to achieve a sustainable plan for water supplies.

Customers feel that the steps for each of the plan are broken up well and are clearly defined

23-30 Interesting and useful to know the actual names of the plans being implemented

23-30 Most useful would be the names of the plans -although it doesn't have any links as yet- I would imagine that you could then click on these sections of the video to go to the plan that you want to know more about.
Male, 35-54, Cumbria

28 Interesting to know how UU are working with regional partners to make the plan work

I think the most interesting part is how United Utilities are working with our regional partners to make the plan work in collaboration (slide 28).
Male, 18-34, Cheshire



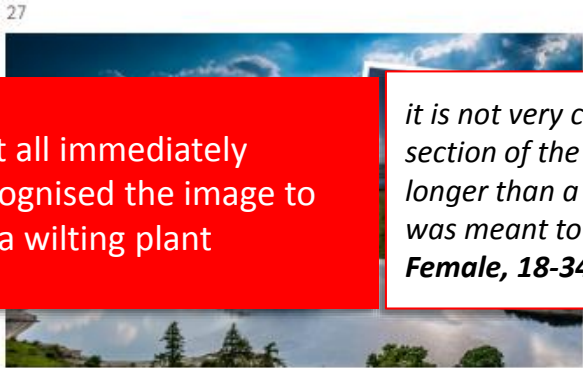
25 We have the right amount of water to meet demand



26 ensuring that our supply is resilient to challenges, like if we were to experience a drought.

26 Not all immediately recognised the image to be a wilting plant

it is not very clear what the 'orangey' section of the picture was. It took me longer than a moment to realise it was meant to be a wilting plant.
Female, 18-34, Cumbria



27 The second plan is our regional water resources management plan.



29 This plan is our Drainage and Wastewater Management



30 This plan focuses on the future of environmental water quality.

24 Clear to understand and broken down the steps well

27
29 Slides 24, 27 and 29: they are easy to understand - you have broken the steps down.
Female, 18-34, Greater Manchester

A stronger ending is suggested to inspire customers such as using more engaging images and avoiding jargon such as 'stakeholder'

STORYBOARD

31

It's clear this slide is related to the opening sequence however image could be more engaging



... plan together with organisations that have interests and responsibilities relating to drainage, flooding and protection of the environment.

32



By working with other partners and stakeholders to plan for the future now,

33



We can lead the way in sustainable and resilient growth in our towns and cities.

32 'Stakeholders' is felt to be too vague and customers were unsure of why this was important

The least useful thing is probably the mention of 'stakeholders' - who are they? What level of involvement do they have? Are they critical to the message or does 'partners' do the job as it is **Female, 18-34, Cumbria**

I see that slide 31 is related to slides 1 and 2 but again I don't find that an interesting slide and it might be more engaging to see wildlife being rescued from climate emergencies.
Female, 55+, Merseyside



It will allow us to manage the risks, mitigating and adapting to climate change, with robust infrastructure.

35



By planning together, we can deliver improvements that benefit the communities we live and work in now and in the future.

36



If you want to get involved you can find out more about our plans. Link in the description below.

36 Call to action resonated for those most engaged

In summary...

Success....

- It is thought provoking and educational informing customers of new information
- It communicates the scale of the problem well but also reassures them that there is a plan
- It has an engaging look and feel with great use of images

Improvements....

- Some of the imagery is not clear (e.g. the wilting flower) or potentially cliched (e.g. the planet)
- Some of the stats could be more powerful if related to a better image (e.g. population)
- Some jargon (such as stakeholder) could be removed

Water Resources
Find out more about our water plans

Wastewater Treatment

Internal Sewer Flooding Risk
Assessing the risk of internal sewer flooding as a result of a storm, blockages or a surge of sewage.

Pollution Risk
Assessing the risk of pollution incidents from wastewater assets.

Storm Overflow Performance Risk
Assessing the risk of overflow from our sewer network spilling too frequently.

Wastewater Treatment

Wastewater management plan
Flushing or from rain that comes off the roof and is sent safely back to the environment. We're addressing present challenges for how we're planning for this through our Wastewater Management Plan. This video explains the challenges we face and how we're planning to address them. Watch this video.

How has the plan been produced:

- What is our ambition for the long term?**
Strategic Context
- Where do we have current concerns?**
Risk Based Catchment Screening, December 2019
- Where might changes cause issues to arise in the future?**
Baseline Risk and Vulnerability Assessment
- How can we prepare for these changes?**
Options Development and Draft DWMP published June 2022
- What matters most to our customers and stakeholders?**
Programme Appraisal and Draft DWMP published June 2022

Water Resources
Waver Wampool
Derwent
South West Lakes
Lune
Kent
Wyre
Douglas
Alt Crossens
Mersey Estuary
Weaver Goway
Eden and Es
Ribble
Irwell
Upper Mersey

Title Page: The title page imagery and language does not clearly communicate drainage and wastewater

Key take-out

A number of customers are unclear on what the DWMP section is about – the water resources image and text are felt to be more relevant

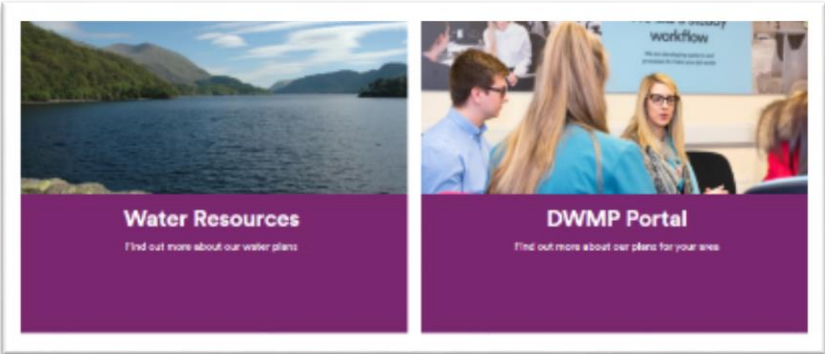
Customers clicking through the DWMP portal expected to be taken to a page with more detailed regional information about their local plan

Language

Some are unsure what is meant by DWMP. Using the acronym makes it sound too official and not for customers

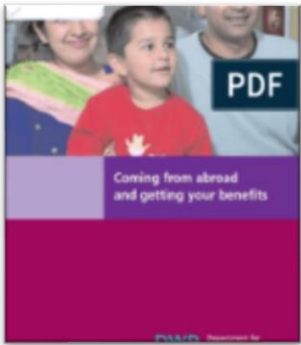
Imagery

The DWMP portal image is considered to be too 'corporate' which some find off-putting. It is also thought to have a similar look to the DWP communications



Using the DWMP abbreviation on the title page is not a good idea. Most people will not relate that abbreviation to the Management Plan and it, along with the picture, make it look extremely formal and uninviting.
Male, 18-34, Greater Manchester

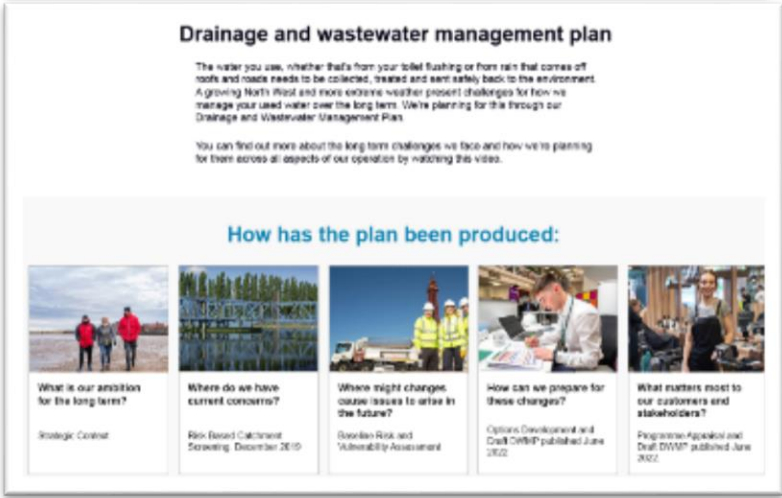
Find the DWMP one very boring and title reminds me of DWP. Doesn't make me want to know more at all, but would probably be most interesting as its about local plans.
Female, 55+, Lancashire



Introductory Page: Although the look and feel is as expected, the images and headings are not engaging and feel too corporate

Key take-out

The descriptive paragraph at the top clearly sets up the page – the overall design is clear and easy to follow but images and headings are fairly generic and not engaging



Section headings

Behind each of the sections customers would expect a further detailed breakdown of information; based on the headings and text some customers wondered how customer facing these reports would be

The title of each is ok, but names of reports underneath are too jargon for average person, give the impression of serious reports that will only make sense to water industry experts not the general public..

Female, 55+, Greater Manchester

Additional information

The majority of customers feel the information is what they'd expect to see. However, some wanted an **additional box that was specifically about their region** and what they could do to help

What are the risks and challenges in this area and what are you wanting to achieve and how are you planning to go about doing it.

Female, 35-54, Cheshire

'North West Catchments': resonated as a medium for presenting information as it details localised relevant information

Key take-out

Using the catchments makes the information feel relevant and personalised

48% of customers feel that DWMP should be displayed as an interactive map



Usability

Currently customers feel it could be **hard to tell which catchment area they fall into**

Some call for the ability to click through / hover mouse over catchment areas to pull up localised information

I don't even know if I could find my local place. I'm in Manchester - would it be Irwell?
Female, 18-34, Greater Manchester

Information

Customers liked the idea of being able to click into the map for additional information – with more details on water, what UU are doing in the local area, planned works, specific risks being dealt with.

I would like to see information on what I could do to help? What others are doing in my local area? What United Utilities are doing in my local area? Are there any major projects planned EG any large roadworks.
Male, 18-34, Lancashire

'Water Plan' infographic: the design of the page is well received due it it's clarity; however the language should be less formal

Key take-out

Clear distinction on areas focused on with relevant icons and brief description

30% of customers feel that DWMP should use infographics /diagrams

Design

Overall infographic is well designed with a good colour scheme and clear layout

Content

Some of the language is too technical

More case-studies or real life examples would help bring the information to life



I like the simplicity of infographics if everything is working well. The colours are interesting
Male, 35-54, Cumbria

“... when read properly some to is quite baffling- what is internal sewer flooding , wastewater treatment works quality compliance failure?.
Female, 55+, Lancashire

In summary...

Success....

- Use of maps suggest that people will be able to search for localised information
- Infographics are clear and easy to understand at a glance

Improvements....

- Corporate and technical language is off-putting, sometimes difficult to understand and doesn't feel inclusive
- Images are not engaging or always related to the topic
- Ensure that navigation is intuitive in the final version with clear clickable areas

Conclusions and next steps

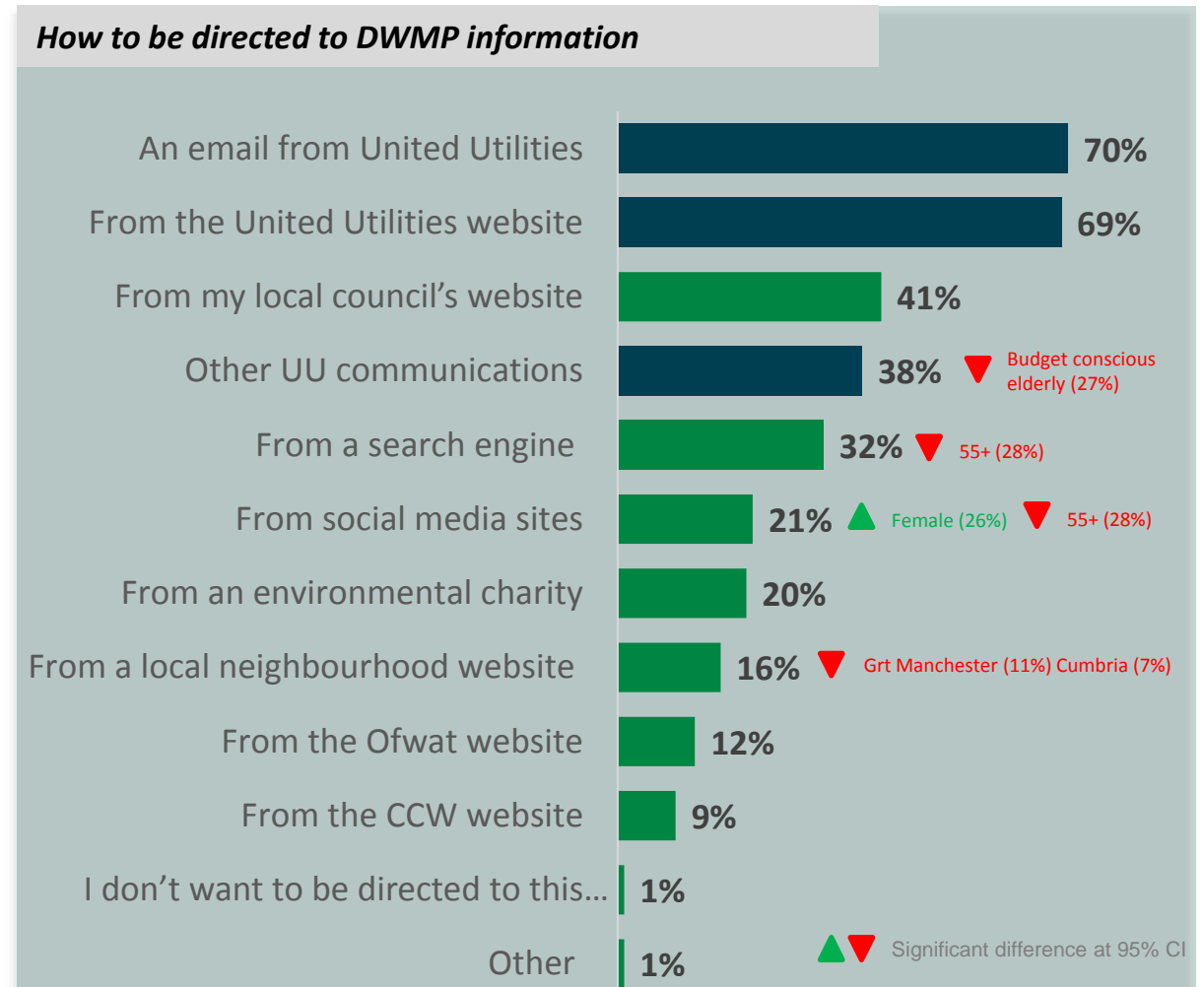
There is interest in learning about drainage and wastewater from United Utilities

- United Utilities are thought to be well placed to talk and educate people on this topic
- **60%* felt more positive** towards United Utilities after learning about the DWMP
- Therefore, promoting the information could help to increase satisfaction as well as inform more people of what is being done at a local level to reduce risks



95% of customers would expect to be driven to the site by UU material – with an email from UU or redirect from UU site having the strongest impact on driving customer traffic

*Q6 - Knowing now that United Utilities is creating a Drainage and Wastewater Management Plan (DWMP) for improving and maintaining drainage and wastewater systems in your local area, how does this affect your opinion of United Utilities, if at all? Base: All respondents (n=1,229)



Q14 - How would you expect to be directed to a website providing information about the drainage, wastewater and environmental risks and improvements in your local area? Base: All those likely to visit the website for more information on DWMP (n=793)

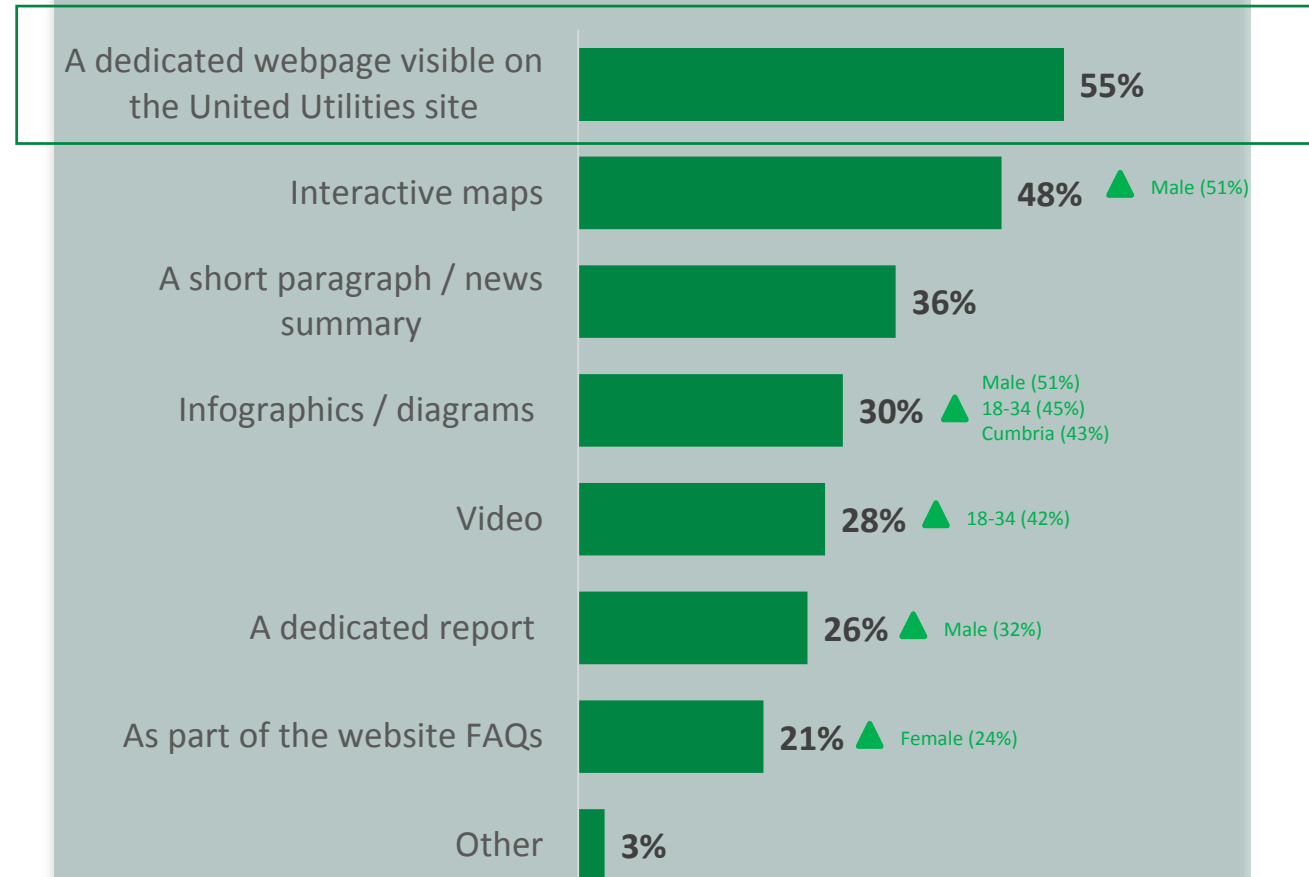
Around 2 in 3 customers claim to be likely to visit the UU website to find out more about DWMP, with over half claiming that DWMP should have a dedicated webpage

Likelihood of visiting a United Utilities website to find out more about drainage and wastewater risks and improvements in local area



Customers who are engaged with their local area show significantly greater propensity to visit such a website compared to the less engaged (68% vs 56% respectively)

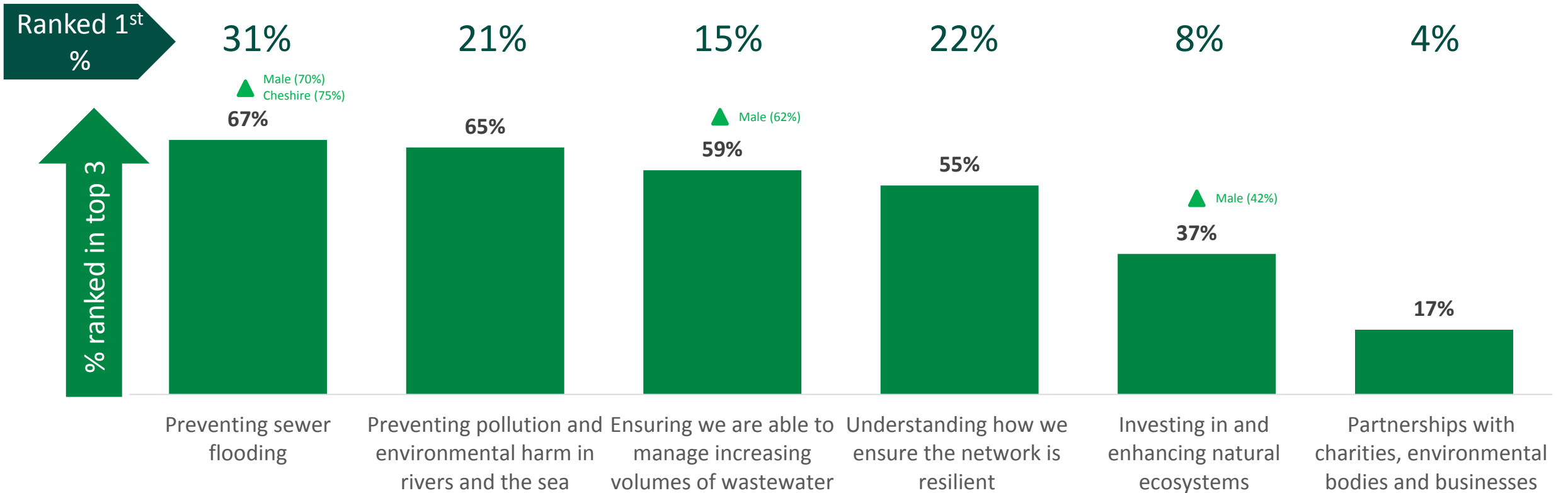
How DWMP should be displayed



▲ ▼ Significant difference at 95% CI

Customers want UU to prioritise the prevention of sewer flooding and water pollution. Partnerships with other organisations is lowest on the agenda

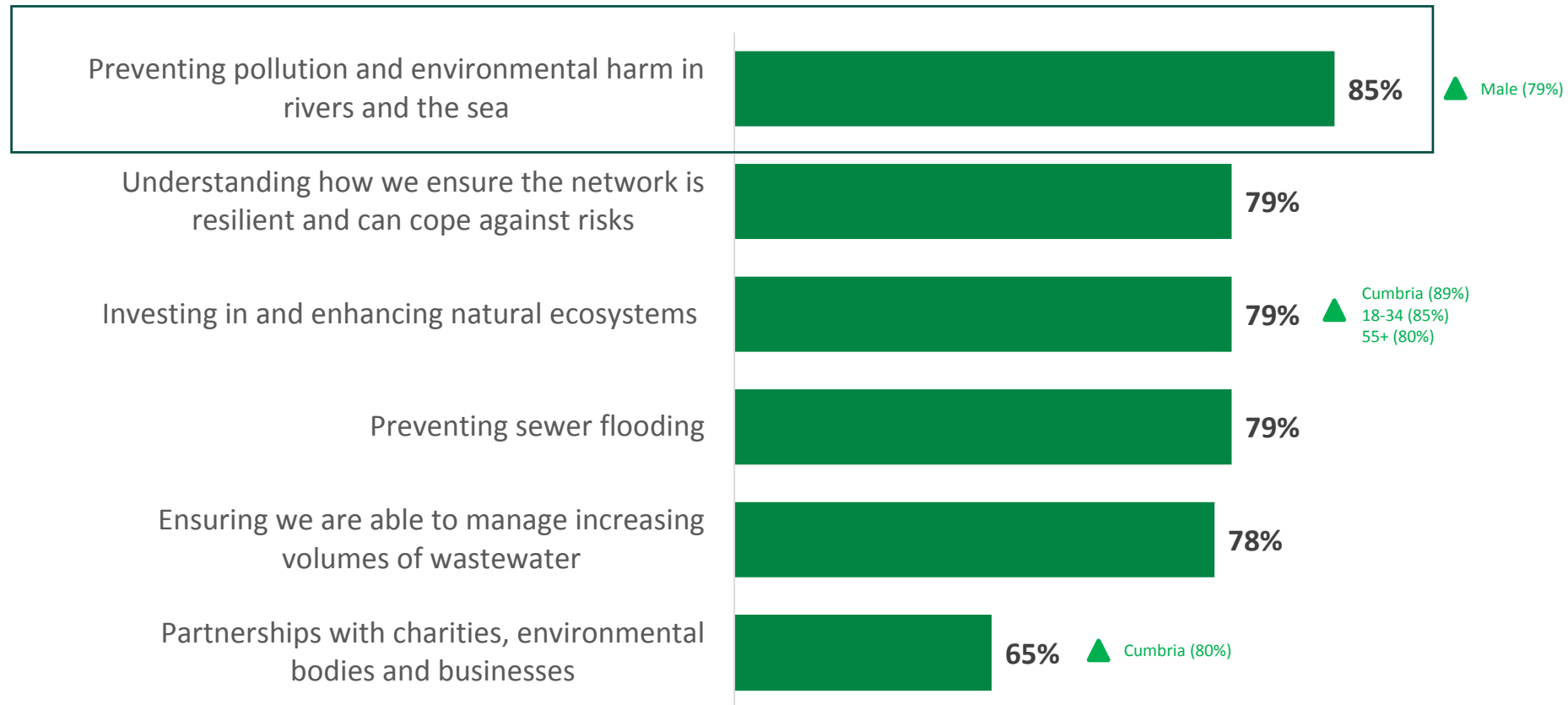
Prioritisation of issues in local area (ranked in top 3)



▲ ▼ Significant difference at 95% CI

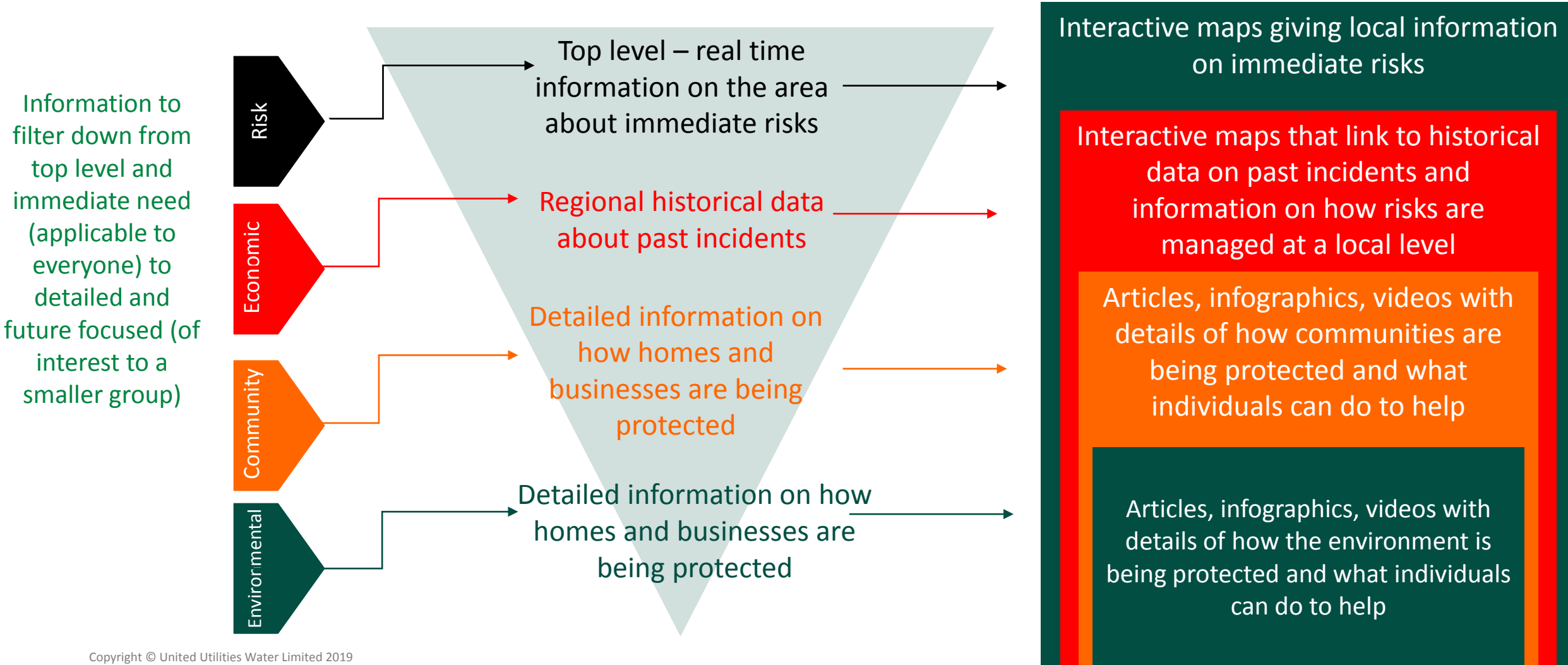
Preventing sewer flooding and ensuring network resilience are priority improvements, customers are more interested in hearing more about pollution prevention

Drainage and Wastewater issues interested in hearing more about



▲ ▼ Significant difference at 95% CI

The DWMP site needs to inform four different levels of interest from customers that meets their level of engagement and need



An engaging look and feel, clear language and interactive tools will help to encourage more interest in the subject

Imagery

Ensure to use relevant images to help support the text – the look and feel of the video storyboard is liked and many would like to see this theme used throughout the section

Content and language

Simple language should be used throughout so as not to exclude anyone who wishes to learn. Anything that sounds too 'corporate' risks alienated customers who wish to get a better understanding of this topic

Navigation

Although customers only saw a low-fi prototype, the navigation is not thought to be intuitive and some would find it difficult to find what they are looking for. Ensuring that clickable content is obvious and that navigation buttons are clear

Interactive tools

Being able to interact and personalise information makes the site more useful and there is much interest in having interactive maps and tools included in the final version

Appendix

Prioritisation of issues in local area (issues ranked as top 3 priority)

Prioritisation of issues in local area (ranked in top 3)

% ranking issue in top 3	Upper Mersey	Mersey Estuary	Irwell	Douglas	Ribble	Weaver/Go wy	Alt/Crossens	Wyre	Lune	Eden and Esk	Kent/Leven	Derwent (NW)	South West Lakes	Waver_Wa mpool
	(n=228)	(n=220)	(n=175)	(n=94)	(n=93)	(n=79)	(n=72)	(n=41)	(n=31)	(n=29)	(n=28)	(n=22)	(n=18)	(n=1)
Preventing sewer flooding	68%	63%	68%	67%	60%	76% ▲	71%	78%	68%	69%	68%	45%	67%	100%
Preventing pollution and environmental harm in rivers and the sea	61%	69%	59%	68%	75% ▲	59%	64%	66%	71%	69%	68%	77%	61%	100%
Ensuring we are able to manage increasing volumes of wastewater	61%	57%	60%	59%	58%	66%	60%	56%	71%	52%	54%	59%	67%	100%
Understanding how we ensure the network is resilient and can cope against risks	57%	48%	61%	53%	49%	57%	51%	49%	61%	66%	54%	68%	61%	
Investing in and enhancing natural ecosystems	36%	43% ▲	33%	33%	44% ▲	29%	39%	27%	26%	34%	39%	32%	33%	
Partnerships with charities, environmental bodies and businesses	18%	20%	19%	20%	13%	13%	15%	24%	3%	10%	18%	18%	11%	

Low base sizes

▲ ▼ Significant difference at 95% CI

Drainage and wastewater issues customers are interested in hearing more about

Drainage and Wastewater issues interested in hearing more about

Drainage and wastewater issue interested in hearing more about	Upper Mersey	Mersey Estuary	Irwell	Douglas	Ribble	Weaver/Go wy	Alt/Crossen s	Wyre	Lune	Eden and Esk	Kent/Leven	Derwent (NW)	South West Lakes	Waver_Wa mpool
	(n=228)	(n=220)	(n=175)	(n=94)	(n=93)	(n=79)	(n=72)	(n=41)	(n=31)	(n=29)	(n=28)	(n=22)	(n=18)	(n=1)
Preventing sewer flooding	79%	75%	78%	79%	77%	85%	69%	78%	87%	83%	79%	77%	94%	
Preventing pollution and environmental harm in rivers and the sea	84%	84%	81%	85%	87%	84%	81%	90%	94%	83%	89%	95%	89%	100%
Ensuring we are able to manage increasing volumes of wastewater	75%	75%	80%	80%	82%	78%	75%	78%	94%	86%	75%	73%	83%	100%
Understanding how we ensure the network is resilient and can cope against risks	67%	65%	57%	60%	67%	71%	57%	66%	68%	79%	82%	86%	72%	100%
Investing in and enhancing natural ecosystems	79%	79%	75%	80%	74%	84%	72%	83%	84%	90%	82%	95%	94%	
Partnerships with charities, environmental bodies and businesses	78%	76%	75%	84%	77%	81%	79%	83%	87%	83%	86%	86%	89%	100%

Low base size

▲ ▼ Significant difference at 95% CI

Quant sample profile

Total	Unweighted	
	Count	%
Gender		
Male	759	62%
Female	468	38%
Unknown	2	0%
Age		
18-34	100	8%
35-54	273	22%
55+	856	70%
Region		
Cheshire	181	15%
Cumbria	97	8%
Greater Manchester	460	37%
Lancashire	268	22%
Merseyside	216	18%

Total	Unweighted	
	Count	%
Water meter		
Measured	769	63%
Unmeasured	453	37%
Unknown	7	1%
Segment		
Budget conscious elderly	214	17%
Comfy mid-life est. families	194	16%
Families getting by	66	5%
Fin. Secure empty nesters	175	14%
Hard pressed families	41	3%
Indebted singles	34	3%
Struggling single pensioners	45	4%
Tech. dependent young families	118	10%
Unknown	342	28%

Quant sample profile

Total	Unweighted	
	Count	%
Strategic Planning Area		
Alt/Crossens	72	6%
Derwent (NW)	22	2%
Douglas	94	8%
Eden and Esk	29	2%
Irwell	175	14%
Kent/Leven	28	2%
Lune	31	3%
Mersey Estuary	220	18%
Ribble	93	8%
South West Lakes	18	1%
Upper Mersey	228	19%
Waver_Wampool	1	0%
Weaver/Gowry	79	6%
Wyre	41	3%
Unknown	98	8%

The WaterTalk panel

- Water Talk is an online community designed to reflect the views of those in the North West who have access to the internet (circa 90% of the population)
- Customer panels typically provide a deeper level of engagement with customers than ad-hoc pieces of research
- It provides rapid research access to UU customers
 - This can provide fast and cost effective feedback on a wide range of issues
- Where appropriate, work is supported with other methodologies and samples to represent those not present on WaterTalk
- Nearly 8,000 UU customers are on the panel:
 - 3,600 have taken part in a research activity in the last 6 months

To find out more about using the WaterTalk panel to meet your business needs, please contact **Shy Sharma**:



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