

### 'In the Flow' Structured task plan

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Version: 4

Last Updated: 15/03/21

#### Method:

Online survey

#### Sample:

All members of the In the Flow community

Overall quota: 200

### EMAIL INVITE FOR [ALL]

#### EMAIL

**Subject: Take part in our next stage of research!**

Hi ^username^,

We hope you're well and that you've enjoyed taking part in our activities so far.

We'd love for you to get involved in the final stage of the research – an online survey to recap all that we've been talking about so far, and to get your final verdict on what you think United Utilities should prioritise going forwards.

It should take about 10 minutes to complete.

If you've completed all of the previous mini-activities, this is the last one you need to complete to qualify for the £50 reward.

[<Click here to take part>](#)

All the best,

The In the Flow team



## REMINDER EMAIL INVITE FOR [ALL WHO HAVE NOT TAKEN PART YET]

### EMAIL

**Subject: There's still time to take part in our final stage of research**

Hi ^username^,

We recently emailed you to tell you that our final stage of research is now live, and there's still time for you to take part!

It's an online survey aimed at understanding your overall thoughts on what we've been discussing so far, and to hear what you think United Utilities should be prioritising going forwards.

Just click on the link to take part – it should take about 10 minutes.

If you've completed all of the previous mini-activities, this is the last one you need to complete to qualify for the £50 reward.

[<Click here to take part>](#)

All the best,

The In the Flow team

### ONLINE SURVEY

Page break: Yes

Title: Info

Question type: Info

Question Text:

Thanks for clicking through!

In the mini-activities you've taken part in so far, we've been asking for your views on various water and waste water initiatives that United Utilities are considering to help tackle the long-term challenges we face for water in our region.

This survey brings everything to a head to get your final verdict on everything we've been discussing so far, and what you think United Utilities should prioritise going forwards.

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Page break: Yes

Title: HV1 Stream Segment

Question type: Single Select

Question text: HIDDEN VARIABLE

Instruction text:

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open
DWMP	1	<input type="checkbox"/>	<input type="checkbox"/>
WRMP	2	<input type="checkbox"/>	<input type="checkbox"/>

Page break: Yes

Title: q1 Prior awareness

Question type: Single Select Grid

Question text:

To begin with, it'd just be useful to get a sense of how much you knew about each of the following **before** taking part in this research project...

Instruction text: *Please select one option for each*

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open
The water cycle	1	<input type="checkbox"/>	<input type="checkbox"/>
How water is supplied to homes/businesses in the North West	2	<input type="checkbox"/>	<input type="checkbox"/>
What happens to wastewater	3	<input type="checkbox"/>	<input type="checkbox"/>
The role individuals have to play with water use/demand	4	<input type="checkbox"/>	<input type="checkbox"/>
Who United Utilities are and what they do	5	<input type="checkbox"/>	<input type="checkbox"/>
The long-term challenges for water in the region	6	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
I had a very good understanding of this	1	<input type="checkbox"/>
I had a fairly good understanding of this	2	<input type="checkbox"/>
I didn't know much about this	3	<input type="checkbox"/>
I knew nothing about this	4	<input type="checkbox"/>
I'm not sure	5	<input type="checkbox"/>

Page break: Yes

Title: q2 Rank - challenges

Question type: Rank Sort

Question text:

Below is a list of longer-term challenges that we're facing when it comes to water and wastewater.

We'd like you to rank them to show which you think are the greatest problems/challenges.

Instruction text: *Click or drag each item into a rank position. So, you'd put the greatest challenge or problem in position 1, the next in position 2, and so on.*

Randomisation: Randomised

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open
Climate change / extreme weather	1	<input type="checkbox"/>	<input type="checkbox"/>
Population growth	2	<input type="checkbox"/>	<input type="checkbox"/>
The amount of water people use	3	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining the network, minimising leakage	4	<input type="checkbox"/>	<input type="checkbox"/>
Dealing with sewer blockages	5	<input type="checkbox"/>	<input type="checkbox"/>
The removal and treatment of wastewater	6	<input type="checkbox"/>	<input type="checkbox"/>
Urbanisation and reduction of green spaces	7	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
1	1	<input type="checkbox"/>
2	2	<input type="checkbox"/>
3	3	<input type="checkbox"/>
4	4	<input type="checkbox"/>
5	5	<input type="checkbox"/>

6	6	<input type="checkbox"/>
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Page break: Yes

Title: Q3 Points – areas of focus

Question type: Slider

Question text:

The various initiatives we've been exploring fall into three broad categories: **supply**, **demand**, and **capacity**.

[INSERT IMAGE]

<b>Supply</b> Making sure there's enough water when you turn on your taps	<b>Demand</b> Understanding how customers use water and how we can make this more sustainable	<b>Capacity</b> Making sure we can cope with the sewage produced and send it safely back to rivers
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When it comes to initiatives that will have most positive impact longer-term, generally, where do you think the focus should be?

*Show us how important you think each of these areas are, by allocating 100 points across them.*

*The more points you give to an area, the more important you think it is.*

*You can spend zero or all the points on just one focus area.*

Instruction text: *Drag the slider to a point on the scale for each one.*

Randomisation: Randomised

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix
Supply	1	<input type="checkbox"/>
Demand	2	<input type="checkbox"/>
Capacity	3	<input type="checkbox"/>

Page break: Yes

Title: Q4 Ease of understanding solutions

Question type: Swiping

Question text: Here are the list of all of the initiatives again.

Now we'd like to know whether you found each one **clear & easy to understand**.

*Swipe right if you did, left if you didn't.*

*Again, you can remind yourself of each of them here. [<link to PDF full version>](#)*

Instruction text:

Randomisation: Randomise

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes
Transferring water in from other areas	1
Taking water from the sea	2
Taking water from surface waters (rivers, reservoirs)	3
Taking water from underground	4
Managing the land to improve water quality	5
Increasing capacity (increasing the amount of water that the treatment works can process)	6
Reusing water (treating to a higher standard rather than returning it to rivers and seas)	7
Drought permits and orders	8
License trading (buying or selling water abstraction licence rights)	9
Receiving alternative water supplies in drought	10
Leakage and water losses (reducing the amount of raw water that is lost)	11
Water Meters	12
Managing demand through Fees, Tariffs and charges	13

Promoting water efficiency (offering water saving devices)	14
Increase capacity (sewers and wastewater treatment)	15
Seasonal adaptation of wastewater treatment	16
Educating customers to change behaviour	17
Transferring sewage to other areas	18
Reducing stormwater from getting into the sewer	19
Using technology to control sewers and monitor for problems	20
Install sewer flooding protection at home	21
Working with other organisations to reduce demand for water and pressure on the sewer system	22

Scale options	Precodes
Yes, it's clear and easy to understand	1
No, it's not	2

Page break: Yes

Title: Q5 - Emoji Attribution DWMP

Question type: Emoji Attribution

Question text:

We'd now like to get your final thoughts on each of the initiatives that relate to **drainage** and **wastewater**.

Pick emojis and drag them onto the image to show us how you feel about the initiatives that have stood out for you (whether good or bad), telling us why you picked those emojis.

Increasing capacity (sewers and wastewater treatment)

Managing demand through Fees, Tariffs and charges

Using technology to control sewers and monitor for problems

Managing the land to improve water quality

Installing sewer flooding protection at homes

Promoting water efficiency (offering water saving devices)

Seasonal adaptation of wastewater treatment

Transferring sewage to other areas

Educating customers to change behaviour

Reducing stormwater from getting into the sewer

Working with other organisations to reduce demand for water and pressure on the sewer system

*You can remind yourself of the full detail of the initiatives here. [<link to PDF full version>](#)*

Instruction text: *You can pick up to 15 emojis and you can use the same emoji more than once.*

Randomisation: None

Implementation QID: ID here

Filter / routing information: All in DWMP Stream (HV1=1)

Other potential instructions: No

Page break: Yes

Title: Q6 DWMP ranking

Question type: Rank Sort

Question text:

Looking at all of the initiatives that relate to **drainage** and **wastewater**, what do you think the priorities should be?

Please click to rank the initiatives in order, from most to least important.

Again, you can find the full version of each initiative here. [<link to PDF full version>](#)

Instruction text: *Click or drag each item into a rank position.*

Randomisation: Randomised

Implementation QID: ID here

Filter / routing information: All in DWMP Stream (HV1=1)

Other potential instructions: No

Answer options	Precodes	Fix	Open
Increasing capacity (sewers and wastewater treatment)	1	<input type="checkbox"/>	<input type="checkbox"/>
Managing the land to improve water quality	2	<input type="checkbox"/>	<input type="checkbox"/>
Seasonal adaptation of wastewater treatment	3	<input type="checkbox"/>	<input type="checkbox"/>
Educating customers to change behaviour	4	<input type="checkbox"/>	<input type="checkbox"/>
Managing demand through Fees, Tariffs and charges	5	<input type="checkbox"/>	<input type="checkbox"/>
Promoting water efficiency (offering water saving devices)	6	<input type="checkbox"/>	<input type="checkbox"/>
Transferring sewage to other areas	7	<input type="checkbox"/>	<input type="checkbox"/>
Reducing stormwater from getting into the sewer	8	<input type="checkbox"/>	<input type="checkbox"/>
Using technology to control sewers and monitor for problems	9	<input type="checkbox"/>	<input type="checkbox"/>
Installing sewer flooding protection at homes	10	<input type="checkbox"/>	<input type="checkbox"/>
Working with other organisations to reduce demand for water and pressure on the sewer system	11	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
1	1	<input type="checkbox"/>
2	2	<input type="checkbox"/>
3	3	<input type="checkbox"/>
4	4	<input type="checkbox"/>
5	5	<input type="checkbox"/>
6	6	<input type="checkbox"/>
7	7	<input type="checkbox"/>
8	8	<input type="checkbox"/>
9	9	<input type="checkbox"/>
10	10	<input type="checkbox"/>
11	11	<input type="checkbox"/>

Page break: Yes

Title: Q7 - Emoji Attribution WRMP

Question type: Emoji Attribution

Question text:

We'd now like to get your final thoughts on each of the initiatives that relate to managing water resources.

Pick emojis and drag them onto the image to show us how you feel about the initiatives that have stood out for you (whether good or bad), telling us why you picked those emojis.

Transferring water from other areas	Managing the land to improve water quality	License trading (buying or selling water abstraction licence rights)
Taking water from the sea	Increasing capacity (increasing the amount of water that the treatment works can process)	Receiving alternative water supplies in drought
Taking water from surface waters (rivers, reservoirs)	Reusing water (treating to a higher standard rather than returning it to rivers and seas)	Leakage and water losses (reducing the amount of raw water that is lost)
Taking water from underground	Drought permits and orders	Water meters
Fees, Tariffs and charges	Promoting water efficiency (offering water saving devices)	

You can remind yourself of the full detail of the initiatives here. [<link to PDF full version>](#)

Instruction text: *You can pick up to 15 emojis and you can use the same emoji more than once.*

Randomisation: None

Implementation QID: ID here

Filter / routing information: All in WRMP Stream (HV1=2)

Other potential instructions: No

Page break: Yes

Title: Q8 WRMP ranking

Question type: Rank Sort

Question text:

Looking at all of the initiatives that relate to managing **water resources**, what do you think the priorities should be?

Please click to rank the initiatives in order, from most to least important.

*Again, you can find the full version of each initiative here. [<link to PDF full version>](#)*

Instruction text: *Click or drag each item into a rank position.*

Randomisation: Randomised

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open
Transferring water from other areas	1	<input type="checkbox"/>	<input type="checkbox"/>
Taking water from the sea	2	<input type="checkbox"/>	<input type="checkbox"/>
Taking water from surface waters (rivers, reservoirs)	3	<input type="checkbox"/>	<input type="checkbox"/>
Taking water from underground	4	<input type="checkbox"/>	<input type="checkbox"/>
Managing the land to improve water quality	5	<input type="checkbox"/>	<input type="checkbox"/>
Increasing capacity (increasing the amount of water that the treatment works can process)	6	<input type="checkbox"/>	<input type="checkbox"/>
Reusing water (treating to a higher standard rather than returning it to rivers and seas)	7	<input type="checkbox"/>	<input type="checkbox"/>
Drought permits and orders	8	<input type="checkbox"/>	<input type="checkbox"/>
License trading (buying or selling water abstraction licence rights)	9	<input type="checkbox"/>	<input type="checkbox"/>
Receiving alternative water supplies in drought	10	<input type="checkbox"/>	<input type="checkbox"/>
Leakage and water losses (reducing the amount of raw water that is lost)	11	<input type="checkbox"/>	<input type="checkbox"/>
Water meters	12	<input type="checkbox"/>	<input type="checkbox"/>
Fees, Tariffs and charges	13	<input type="checkbox"/>	<input type="checkbox"/>
Promoting water efficiency (offering water saving devices)	14	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
1	1	<input type="checkbox"/>
2	2	<input type="checkbox"/>
3	3	<input type="checkbox"/>
4	4	<input type="checkbox"/>
5	5	<input type="checkbox"/>
6	6	<input type="checkbox"/>
7	7	<input type="checkbox"/>



8	8	<input type="checkbox"/>
9	9	<input type="checkbox"/>
10	10	<input type="checkbox"/>
11	11	<input type="checkbox"/>
12	12	<input type="checkbox"/>
13	13	<input type="checkbox"/>
14	14	<input type="checkbox"/>

Page break: Yes

Title: Q9 Underpinning factors

Question type: Button Single Select Grid

Question text:

There are various things that people might consider when looking at the different initiatives and weighing up how much of a priority they should be.

How important do you think each of the following are for considering these initiatives?

Instruction text: *Please select one button for each option*

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open
The impact on me as an individual customer	1	<input type="checkbox"/>	<input type="checkbox"/>
The impact they'll have on the region as a whole	2	<input type="checkbox"/>	<input type="checkbox"/>
Ensuring value for money / cost effectiveness	3	<input type="checkbox"/>	<input type="checkbox"/>
Whether they are low carbon or have other environmental benefits	4	<input type="checkbox"/>	<input type="checkbox"/>
Looking at ways to work with partner agencies (e.g. local authorities) to deliver benefits	5	<input type="checkbox"/>	<input type="checkbox"/>
Fixing the root cause (vs. allowing things to happen and mitigate impact)	6	<input type="checkbox"/>	<input type="checkbox"/>
Ways to help educate the public and change behaviour	7	<input type="checkbox"/>	<input type="checkbox"/>
Using new technology to deliver benefits	8	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
Very important	1	<input type="checkbox"/>
Fairly important	2	<input type="checkbox"/>
Not very important	3	<input type="checkbox"/>
Not important at all	4	<input type="checkbox"/>

Not sure	5	<input type="checkbox"/>
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Page break: Yes

Title: Q10 Overall priorities

Question type: Card Sort Single

Question Text:

To round things off, we'd like to get your final verdict on all of the initiatives we've looked at across both managing water resources and drainage/wastewater management.

Please place each one into the three different groups based on how you feel about them...

- Very acceptable (i.e. this is a priority for future investment from United Utilities)
- Moderately acceptable (i.e. this is important, but not as much of a priority)
- Unacceptable (i.e. this isn't important and should not be a priority for United Utilities).

Again, you can find the full version of each initiative here. [<link to PDF full version>](#)

Instruction text: *Place each card into a group.*

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open
Transferring water in from other areas	1	<input type="checkbox"/>	<input type="checkbox"/>
Taking water from the sea	2	<input type="checkbox"/>	<input type="checkbox"/>
Taking water from surface waters (rivers, reservoirs)	3	<input type="checkbox"/>	<input type="checkbox"/>
Taking water from underground	4	<input type="checkbox"/>	<input type="checkbox"/>
Managing the land to improve water quality	5	<input type="checkbox"/>	<input type="checkbox"/>
Increasing capacity (increasing the amount of water that the treatment works can process)	6	<input type="checkbox"/>	<input type="checkbox"/>
Reusing water (treating to a higher standard rather than returning it to rivers and seas)	7	<input type="checkbox"/>	<input type="checkbox"/>
Drought permits and orders	8	<input type="checkbox"/>	<input type="checkbox"/>
License trading (buying or selling water abstraction licence rights)	9	<input type="checkbox"/>	<input type="checkbox"/>

Receiving alternative water supplies during droughts	10	<input type="checkbox"/>	<input type="checkbox"/>
Leakage and water losses (reducing the amount of raw water that is lost)	11	<input type="checkbox"/>	<input type="checkbox"/>
Water Meters	12	<input type="checkbox"/>	<input type="checkbox"/>
Managing demand through Fees, Tariffs and charges	13	<input type="checkbox"/>	<input type="checkbox"/>
Promoting water efficiency (offering water saving devices)	14	<input type="checkbox"/>	<input type="checkbox"/>
Increase capacity (sewers and wastewater treatment)	15	<input type="checkbox"/>	<input type="checkbox"/>
Seasonal adaptation of wastewater treatment	16	<input type="checkbox"/>	<input type="checkbox"/>
Educating customers to change behaviour	17	<input type="checkbox"/>	<input type="checkbox"/>
Transferring sewage to other areas	18	<input type="checkbox"/>	<input type="checkbox"/>
Reducing stormwater from getting into the sewer	19	<input type="checkbox"/>	<input type="checkbox"/>
Using technology to control sewers and monitor for problems	20	<input type="checkbox"/>	<input type="checkbox"/>
Installing sewer flooding protection at home	21	<input type="checkbox"/>	<input type="checkbox"/>
Working with other organisations to reduce demand for water and pressure on the sewer system	22	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
Very acceptable (i.e. this is a priority for future investment from United Utilities)	1	<input type="checkbox"/>
Moderately acceptable (i.e. this is important, but not as much of a priority)	2	<input type="checkbox"/>
Unacceptable (i.e. this isn't important and should not be a priority for United Utilities).	3	<input type="checkbox"/>

Page break: Yes

Title: Q11 Reasons for top ratings

Question type: Essay

Question text:

And finally, please tell why you believe these initiatives should be the top priority for future investment from United Utilities.

Instruction text:

Implementation QID: ID here

Filter / routing information: ALL RATING 1+ INITIATIVE AS VERY ACCEPTABLE (Q10 scale 1=1-22)

Other potential instructions: List initiatives rated very acceptable (Q10 scale option 1)

Page break: Yes

Title: q12 Views on taking part

Question type: Button Single Select Grid

Question text: That completes our final activity on the community, thank you again for sharing your views.

Before we finish, we're keen to hear how you've found taking part in this research and sharing your views on the various water/wastewater initiatives and what the long-term priorities should be.

Let us know how much you agree or disagree with the following...

Instruction text: Select one button for each option

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open
It's been good taking part in this research and sharing my views on the various initiatives	1	<input type="checkbox"/>	<input type="checkbox"/>
It's important that United Utilities ask for customer's views on these issues	2	<input type="checkbox"/>	<input type="checkbox"/>
It's difficult for customers to give an informed opinion on these issues – its best leaving to the experts	3	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
Strongly agree	1	<input type="checkbox"/>
Slightly agree	2	<input type="checkbox"/>
Slightly disagree	3	<input type="checkbox"/>
Stronlgy disagree	4	<input type="checkbox"/>
Not sure		

Page break: Yes

Title: Q13 Future Research Opt-In

Question type: Button Single Select

Question text:

Would you be interested in taking part in future research for United Utilities once their long-term plans for water and wastewater in the region are more refined?

*We would simply keep a note of your preference and contact you by email when the opportunity arises.*

Instruction text: Click on a button to select.

Randomisation: Randomised

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Yes please	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No thanks	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page break: Yes

Title: Info

Question type: Info

Question Text: And that's all! Thanks for all your input.

Please click below to return to the In the Flow community homepage.

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: Redirect to In the Flow community.