

United Utilities (8857)
WINEP Scenario Testing Research
Online Focus Group Discussion Guide (90 minutes)

Screening data gathered prior to interview:

- All are joint or sole payers of household bills
- Gender (mix)
- Age (25-70 years)
- SEG (Group 1: ABC1; Group 2: C2DE)
- UU region: range
- Urban/rural/coastal
- Whether they have a water meter (mix)
- How environmentally conscious they are: mix
- How frequently they visit rivers, lakes, reservoirs or the sea in the North West: mix
- Perceptions of satisfaction and trust with United Utilities: mix

(I) Introduction		5 mins
Brief explanation of the purpose of the research	<p><i>Moderator to explain the nature of the research;</i></p> <ul style="list-style-type: none"> • I work for a company called DJS Research. We are an independent market research company and today we are working on behalf of United Utilities, the water supplier for the North West of England. • Today we're going to be talking about how they make decisions when it comes to future investments, which they would like to have your views on. • MRS code of conduct, no right or wrong answers • Incentive: £40 • Brief explanation about audio/video recording • Introduce any client observers 	
Introductions	<p><i>Moderator to invite respondent(s) to introduce themselves;</i></p> <ul style="list-style-type: none"> • Would you mind telling me a bit about yourself: name, who you live with, what you do for a living, approx. water bill, what you like doing in your spare time 	

(2) Warm up and views of United Utilities & Value		15-20 mins
To understand customers spontaneous views towards UU and their perceptions of value	<p><i>I'd like to first focus on what United Utilities actually do...</i></p> <ul style="list-style-type: none"> • Who can tell me what United Utilities does <p>SHOW SLIDE 1: OUTLINE OF WHAT UU DOES</p> <ul style="list-style-type: none"> • Does this coincide with what you would have thought? Any surprises? • Anything you don't understand? <p>[QUICKLY RUN THROUGH VIEWS OF UU MORE GENERALLY]</p> <p>Now I'd like to discuss how you feel about United Utilities...</p> <ul style="list-style-type: none"> • How satisfied would you say you are with them? <p>GO AROUND THE GROUP, EACH GIVING A SCORE WITH 0 BEING NOT AT ALL SATISFIED AND 10 BEING EXTREMELY SATISFIED...</p>	

	<ul style="list-style-type: none"> • What is it that makes you feel satisfied or dissatisfied? <p>Keep hold of these scores, we'll need them later</p> <ul style="list-style-type: none"> • How trustworthy do you perceive United Utilities to be using a scale of 0 being not at all and 10 being completely...COLLECT SCORES FROM THE GROUP • What is it that makes United Utilities trustworthy/untrustworthy? <p>Next, I'd like to talk a little bit about value.</p> <ul style="list-style-type: none"> • To what extent would you say that your water and sewerage bill is good value for money? Please use a scale of 0-10 again, where 0 is not at all and 10 is excellent value. • Why is it good/not good value? • What does it mean when people say, 'Something is good value'? And this can be anything - any product, any service. • Give me some examples of what you think gives or has given you 'good value' in the past. • Is good value the same as good value for money? Do you differentiate these in your minds at all? If so, how? • So, in what ways do United Utilities provide value? When you pay your bill, what do you think the money is being spent on? <p>SHOW SLIDE 2: WHAT BILL PAYERS' MONEY IS SPENT ON</p> <ul style="list-style-type: none"> • And how could they provide better value? • When United Utilities are making investment decisions such as building a new pipeline or a new reservoir, what are the most important things you think they should consider when making these decisions? NOTE DOWN FOR LATER
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(3) Introducing value-based decision making	15 mins
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<p>To gently introduce the concept of value-based decision making</p>	<p><i>I'd now like to take this a bit closer to home and for you to think about how you make decisions when it comes to big investments.</i></p> <p><i>I'd like you to all imagine that you've won £10,000 on the lottery. Tell me what you're going to do with it..</i></p> <p>MODERATOR: ALLOW PARTICIPANTS TO TALK FOR A COUPLE OF MINUTES</p> <p><i>OK, I'm going to rein you in a bit now. You have your lottery win; you have no debt and you have to spend it on one or more of the following. We realise that you may not all own your own property but there are plenty of options.</i></p> <p>SHOW SLIDE 3: HOUSE (6 CAPITALS REMOVED)</p> <p>MODERATOR: LET PARTICIPANTS SPEND 5-10 MINUTES SAYING HOW THEY'D SPLIT IT AND THEIR MOTIVATIONS FOR THIS. IF NOT MENTIONED PROBE WITH E.G. IS IT COMMUNITY BASED, NATURE BASED ETC.</p> <ul style="list-style-type: none"> • Great! We'll come back to this shortly.
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(4) Explaining the Six Capitals framework	40 mins
<p>Explaining the 6 Capitals framework, the importance of the 6 capitals and support for the model</p>	<p><i>There are more similarities than you'd think between this and the way that United Utilities makes decisions when making investments</i></p> <p><i>There are broadly six areas which they consider. These are:</i></p> <p>SHOW SLIDE 4 CAPITALS</p> <p>MODERATOR TALK THROUGH THE SLIDE.</p> <ul style="list-style-type: none"> • Any questions? • What are your thoughts on this? • Would you expect United Utilities to take into account anything else? <p>KEEP SLIDE 4 UP: Taking our earlier example...</p> <p>Using the example of travel – which of these factors I've just shown you do you think align with travel? Why is that?</p> <p><i>Moderator: Travel has social aspects because it gives you more experience of other places and cultures and the opportunity to meet new people. You may improve your knowledge as you're learning about other countries and cultures. Your holiday will hopefully help you feel good – improving your wellbeing. Depending on how you travel though it may have a negative impact on the environment</i></p> <p>SHOW SLIDE 5: HOUSE (6 CAPITALS – REVEALED)</p> <p>MODERATOR TALK THROUGH THE SLIDE.</p> <p><i>Taking another example, investing in solar panels may negatively impact you financially at first but should make you money in the long-run on heating and hopefully the value of your property. This may improve your wellbeing too?</i></p> <p><i>If you invest in education/training you can improve your skills with the potential in the future to earn more money and thereby a chance of higher wellbeing.</i></p> <p><i>Now DIY could be a positive or negative when it comes to safety so depending on the investment the 6 different factors can go up or down.</i></p> <p>MODERATOR ALLOW PARTICIPANTS TO LOOK AT THE SLIDE AND THEN ASK: Do you understand this? Any questions?</p> <p><i>OK, now we all understand this way of decision making let's use a United Utilities example. How about a sewer.</i></p> <p>Imagine there is a cracked sewage pipe in your area which looks like it might break soon.</p> <p>SHOW SLIDES 6 & 7: REPAIRING OR REPLACING THE SEWERAGE PIPE</p> <p>MODERATOR TALK THROUGH EACH SLIDE. AFTER EACH ASK:</p> <ul style="list-style-type: none"> • Any questions?

- What are your thoughts on this?

SHOW SLIDE 8: SEWER BOARD REPORT

I'd now like to promote you to the Board of United Utilities. We have summarised the elements you need to take into account when deciding what to do with the sewer. I'd like you to spend some time discussing the pros and cons of each solution and what your preferred solution is and why. But before you do it, please note down which 3 factors are most important to you personally.

MODERATOR LISTEN TO THE DISCUSSION & NOTE THE FOCUS THE GROUP MAKES ON EACH OF THE CAPITALS AND PROBE INTO THEIR CHOSEN SOLUTION

- If you all had to rank the 6 different factors in terms of importance, when decision making, how would you rank them? Please put your rankings in the chat.
- Are there any other factors that you feel United Utilities should be bringing into this decision?
- Do you agree that UU should be including the impact on the environment and society into decisions? Why?

I'd like to take us through one more example; this one is sustainable drainage systems.

SHOW SLIDE 9 OUTLINE OF SUSTAINABLE DRAINAGE SOLUTIONS

There is a need to reduce the number of spills to 10 spills or less per year to reduce harm to local waterways. There are different ways United Utilities can address this target.

SHOW SLIDES 10 & 11: STORAGE TANKS AND SUDS

MODERATOR TALK THROUGH EACH SLIDE. AFTER EACH ASK:

- Any questions?
- What are your thoughts on this?

SHOW SLIDE 11: SUDS BOARD REPORT

Here is another Board Report. Once again, I'd like you to spend some time discussing the pros and cons of each solution and what your preferred solution is and why. But before you do it, again please note down which 3 factors are most important to you.

MODERATOR LISTEN TO THE DISCUSSION & NOTE THE FOCUS THE GROUP MAKES ON EACH OF THE CAPITALS AND PROBE INTO THEIR CHOSEN SOLUTION

- If you all had to rank the 6 different factors in terms of importance, when decision making, how would you rank them? Please put your rankings in the chat.

	<ul style="list-style-type: none"> • Are there any other factors that you feel United Utilities should be bringing into this decision? <p>Moderator: The reason we have got you here today is because United Utilities is moving towards all decision-making being shaped around a model called the 6 capitals. To what extent do you support United Utilities this move? Vote in poll.</p> <p>GO ROUND THE GROUP</p> <ul style="list-style-type: none"> • How did you vote? • What is it that makes you feel this way? • What factors would you say are important to you personally that you would like United Utilities to bring into their decisions?
(6) Wrap up	5-10 mins
<ul style="list-style-type: none"> • Earlier, I asked you to rate United Utilities in terms of satisfaction, trust and value for money. Following this discussion, I'd like you to rate them again. Has what we've discussed changed your scores at all? GO ROUND THE GROUP AND CHECK WITH EACH PERSON AND IF THERE IS A CHANGE EXPLORE WHY. • Are there any other comments that you would like to add? • Is there anything further that you would like to know about what we have been talking about today? <p style="text-align: center;">Thank and close.</p>	