

Notes of Meeting No.6 of the South East Water CCG Customer Research Sub-Group
6th February 2018, Conference calls.
Present for call 1:

Zoe McLeod (Chair)
 Karen Gibbs (KG) (CCW)
 Leslie Sopp (Independent – research and insight)
 Mairi Budge (MB) (Independent – research and behaviour change)
 Janet Hill (JH) (Swale Borough Council)
 Adrienne Margolis (AM) (Household Customer)
 Penny Shepherd (PS) (CCW)
 Alison Lee (AL) (SEW)
 Nicola Blake (NB) (SEW)
 Jo Osborn (JO) (SEW)

Present for call 2:

Zoe McLeod (Chair)
 Karen Gibbs (KG) (CCW)
 Lee Dance (LD) (SEW)
 Jo Shippey (JS) (SEW)
 Alison Lee (AL) (SEW)
 Nicola Blake (NB) (SEW)

Apologies:

Jane Gould (JG) (Create 51)
 Oliver Martin (OM) (SEW)

Agenda Item no.	Notes and Actions
1st Conference call - Societal Impact, responsible business.	
1. Introduction	The Sub-Group introduced themselves to the new members attending the meeting. Apologies were received from MB and JG.
<p>The Group started the call by discussing what a responsible business is. JO produced a presentation showing ideas from Business in the Community (BITC) for the discussion. There was good support in the group for the ideas that came through from BITC. In particular the first point which encourages businesses to identify those <u>material issues</u> that are of greatest importance to both commercial success and key stakeholders and the long-term benefit to society.</p> <p>The BITC is designed for external stakeholders so the CCG encouraged South East Water to develop into their own language.</p> <p>The Sub-Group encouraged SEW to recognise their unique position as the provider of an essential service.</p> <p>Action – JO to discuss the identification of material issues, taken from the ideas from BITC, at the Responsible Business Steering Group and develop these into South East Water's approach.</p>	

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	<p>1st Conference call - Societal Impact, responsible business.</p> <p>The Group then looked at some of the insights from customers and stakeholders that the Company already has available.</p> <p>The slides showed the findings from customer workshops (slides with pyramid diagrams of hygiene/enhance/delight) where customers discussed their priorities. JO explained that there seemed to be a noticeable increase in societal issues (e.g. education, community projects, protection against terrorism) as customers began to think of enhancing factors or more long-term future thinking.</p> <p>AM raised the concern that the pyramid diagrams had a strong water focus as came out of the focus groups. She encouraged the importance of ensuring that ideas can bubble up without a steer.</p> <p>The Sub-Group said it was important not to overly restrict the scope of the discussion and to enable new ideas to be generated. JO explained that the way the workshop run by Sensemaking has been planned it would enable this as it is starting at wider societal level. The idea is not to start with a water lens. The research and workshops should involve the community helping to define the impact of any of the societal issues raised.</p> <p>Zoe felt that the information already from customers was useful and should be explored further in the research. Suggested looking at media coverage too - such as recent plastics/nationalisation coverage.</p> <p>SEW should demonstrate better their awareness of responsible business activities such as regulation – For example how the organisation is ensuring suppliers are also held to account when it comes to the modern slavery act.</p> <p>It was noted SEW hadn't included mention of automation or artificial intelligence - what impact will that have to the business?</p> <p>Recommended SEW look at things in two ways:</p> <ol style="list-style-type: none"> 1. Impact on the company of society 2. Company's impact on the communities it operates <p>Action – JO to discuss with Sensemaking and the steering group to ensure we allow a) Encourage new ideas b) Allow ideas that don't focus just on water, though recognising that some water-related boundaries would be required and c) Include some of the issues already raised in other research e.g. around plastics, apprenticeships, drinking water fountains, in the research d) Capture the issues above.</p> <p>Action – JO to contact WaterUK to see if they are recording key media issues to compare against her own list.</p> <p>Action – JO to check that AI/Automation is included in stimulus material for workshop.</p> <p>Key message was ensure that the company focuses on what is material to them. Also what might that be in the future.</p> <p>The Group looked at the 'would like to meet' slide which showed results of a question raised at a SEW Open Day – asking customers to think about society and our role in it and JO asked for feedback on how SEW could make it more business as usual and robust for the future.</p>

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1 st	<p>Conference call - Societal Impact, responsible business.</p>
	<p>JO explained that the Company had trailed this at an open day and so with a select but not diverse audience but did get some interesting ideas and feedback shown. The Company would like to be able to make this part of ongoing engagement – how do SEW make it robust?</p> <p>It was recommend that the wording on the worksheet be changed to be. “WLTM a company who” rather than a “water company who”.</p> <p>Important for the company to consider the way they frame the question as this can influence the answer. It is important SEW is consistent with language used and different audiences if we are to replicate this at other opportunities.</p> <p>It was also recommended that it may be worthwhile to actually try using both forms of words – so sometimes “WLTM a company who” and sometimes “WLTM a water company who”. Sometimes SEW may want to have a more "water focus" to their thinking.</p> <p>Was also discussed whether there may be an easier question than “WLTM a company who” to ask.</p> <p>Action – JO to take this away and do further work to develop an approach SEW can easily implement.</p>
	<p>The Group looked at the list of ESG (Environment, Social, Governance) activities currently underway in the business. PS reminded SEW that Governance is usually about Corporate Governance so to be careful about which options are placed in under the different categories.</p> <p>Planning policy/Agricultural policy should be under environment. Paying taxes is a social issue.</p> <p>It was discussed that putting things into boxes is difficult and that this needs to infiltrate the whole business as a culture change.</p> <p>JO explained that the ESG grid was an initial start and the idea is SEW’s framework will evolve through the steering group, workshops and the work with Sensemaking. But the comments in the document outlined are also helpful to ensure we think about how to make a simple framework for the business to use - while also recognising that there are many connections.</p> <p>Action – JO to feed this back through Sensemaking and the steering group.</p>
	<p>The Group discussed the framework and scope of the responsible business work in general.</p> <p>There was discussion around how best to show the connections between the different societal impacts and activities. It was recognised by the group that it is difficult as so many links between impacts that putting into boxes doesn't always tell the full story. A suggestion was made about creating a venn diagram approach so that you can see the connections and overlap.</p> <p>JO mentioned a diagram she had seen at the sustainability conference the previous week which showed how the UN Sustainable Development Goals interconnect which may be a way of displaying.</p> <p>The Sub-Group said South East Water will need to focus on what is really important to the business. SEW won't be able to do everything.</p> <p>KG asked how SEW ensuring that they understand if customers want a responsible business. How will customers influence this?</p>

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	<p>JO said that the Company want to ensure customers are consulted in this but that it's just as important that we think as a business about wider society too. But that we can see customer interest in us being a responsible business in the pyramid diagrams.</p>
	<p>Penny made the point that there are two reasons for this work. The business and its shareholders need to know it is a responsible business, but also for customers too.</p>
	<p>AM said to turn it on its head – why wouldn't a customer want you to be a responsible business?</p>
	<p>Action – JO to take these thoughts away to the steering group to ensure how we demonstrate customer support of being a responsible business</p>
	<p>Action – JO to develop a way to demonstrate the interconnections as part of the framework</p>
	<p>As these slides were sent late not everyone may have received them in time to review.</p>
	<p>The Group discussed the stakeholder workshop and whether it should only be stakeholders or a combination of stakeholders and customers. LS said it may be hard to get both customers and stakeholders to the same level of understanding as a starting point.</p>
	<p>Group felt that having organisations like Ofwat, EA was not necessary as they have a strong voice through other means and as it was important to get beyond existing public interest voices. Questions raised included how SEW can get more "leading edge thinkers" in the room</p>
	<p>Other suggestions: include supply chain in the sessions and also a couple of energy companies. One member raised a concern that elected councillors may their own agenda and won't give a customer viewpoint (very self-selecting group).</p>
	<p>AM warned about trying to do too much in the workshop.</p>
	<p>Action – JO to discuss the workshop approach following the feedback with Dave McCormick.</p>
	<p>Action – All – if any further feedback on the stimulus material or workshop approach - if you think any key topics missing please let JO know.</p>

Agenda Item no.	Notes and Actions
2nd Conference call – dWRMP Engagement.	
1. Introduction	<p>The Sub-Group introduced themselves to the new members attending the meeting. Apologies were received from MB and JG.</p>
	<p>The group was not quorate for this call and given the time constraints KG and ZM fed back high level comments. LD and JS discussed the materials provided to the Sub-Group. ZM commented that the material presented gave the impression of the Company giving information to people rather than research questions to get results from.</p>

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2nd Conference call – dWRMP Engagement.	<p>ZM suggested that engagement before the plan was submitted was less than what was done for the last WRMP.</p> <p>LD clarified that the approach taken this time was consistent with previous WRMPs and that the 12 week consultation period will be used to raise awareness and seek feedback from customers and stakeholders through media campaigns, exhibitions, website and further customer research – he reminded we are asking customers to give their views on our proposed plan and ask that they help shape the final plan through the consultation. Further customer research is planned during the consultation period also, that will test the acceptability of the plan with specific customer groups. LD argued if this was all completed ahead of publishing the plan and consultation period then potentially the consultation itself would serve no purpose as it is intended to.</p> <p>LD reminded that the 12 week consultation offered local communities the opportunity to hear what work had been completed since the last plan. It offers an important continuation of the relationships and journey SEW is taking with local communities, particularly those affected by, and wishing to have a say and ongoing dialogue about the long lead type schemes etc. that will impact them directly. Local communities recognised this approach and found it helpful as it mirrors local plan approach, i.e. sets out need, options and the Company’s proposals, then asks for comments and feedback, and their comments are recorded and must be responded to under a statutory process. This provided reassurance that their views will be captured and considered accordingly.</p> <p>Action: SEW to share the feedback questionnaires given to customers at engagement events with the Sub-Group for review and comment.</p> <p>Action: SEW to circulate stakeholder meeting list to the Sub-Group to enable members to attend and observe.</p> <p>KG asked the Company if business customers were being included, the Company responded that they were trying to get these customers included.</p>

Summary of actions

Action	Owner
JO to discuss the identification of material issues, taken from the ideas from BITC, at the Responsible Business Steering Group and develop these into South East Water's approach.	
JO to discuss with Sensemaking and the steering group to ensure we allow a) Encourage new ideas b) Allow ideas that don't focus just on water, though recognising that some water-related boundaries would be required and c) Include some of the issues already raised in other research e.g. around plastics, apprenticeships, drinking water fountains, in the research d) Capture the issues above.	
JO to contact WaterUK to see if they are recording key media issues to compare against her own list	
JO to check that AI/Automation is included in stimulus material for workshop.	
JO to take this away and do further work to develop an approach SEW can easily implement.	
JO to feed this back through Sensemaking and the steering group.	
JO to take these thoughts away to the steering group to ensure how we demonstrate customer support of being a responsible business.	

JO to develop a way to demonstrate the interconnections as part of the framework.	
JO to discuss the workshop approach following the feedback with Dave McCormick.	
All – if any further feedback on the stimulus material or workshop approach - if you think any key topics missing please let JO know.	
SEW to share the feedback questionnaires given to customers at engagement events with the Sub-Group for review and comment.	
SEW to circulate stakeholder meeting list to the Sub-Group to enable members to attend and observe.	