

PR19 Customer Challenge Group – Research Methodology Sub-Group

Meeting number: 10

Meeting Date: 30th May 2018

Paper No: 1

Agenda No: 2

Title: Minutes from the last meeting, Challenge Log and Action Log

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What is this paper about:	Minutes from the last Sub-Group meeting. Challenge Log and Actions from previous Sub-Group meeting.
Action needed from the CCG:	The Chair is seeking the Sub-Group's approval that the previous meeting minutes are a true and fair reflection of the meeting. The Chair is seeking the Sub-Group's views on the updated Challenge Log and Action Log.

Notes of Meeting No.9 of the South East Water CCG Customer Research Sub-Group

25th April 2018, South East Water, Head Office, Snodland.

Present:

- Zoe McLeod (Chair)
- Leslie Sopp (Independent – research and insight)
- Mairi Budge (MB) (Independent – research and behaviour change) via Zoom
- Oliver Martin (OM) (SEW – Head of Regulation and Strategy)
- Alison Lee (AL) (SEW – Economic Regulation Manager)
- Nicola Blake (NB) (SEW – Regulatory Programme Controller)
- Jane Gould (JG) (Create 51)
- Jo East (JE) (ICS)

Apologies:

- Karen Gibbs (KG) (CCW)
- Laura Rafferty (LR) (SEW)
- Jo Osborn (JO) (SEW)

Notetaker: Julia Gorman (JFG) (SEW)

Agenda Item no.	Notes and Actions
1. Introduction	Julia Gorman was introduced to the group she will be supporting NB with the admin.
2. Declaration of Interest	The Sub-Group had no interests to declare at this meeting.
3. Minutes and actions from the last meeting	<p>The Sub-Group agreed the minutes from the previous meeting.</p> <p>Action: NB to update action list on minutes from the 5th March meeting with owners.</p> <p>Action: Challenge Log and Action Log to be review and updated by ZM.</p>
4. WRMP update	<p>JE provided a high level update of the WRMP research, a full debrief will be shared at the June meeting. Eight focus groups were carried out, split between the two company regions. Attendees included young people who were future bill payers.</p> <p>Before the focus groups the attendees were given a pre-task and had to have a cognitive assessment carried out before moving on to the focus group stage of the research. The group felt that the pre-tasks worked well, however, there was a need to ensure any detailed pictures are clearer in future sessions. The attendees seemed to understand the main issues to some degree. Members of the CCG attended six of the eight sessions. There was a general sense that customers in principle supported taking steps to reduce the risk of water cuts, but that many did not engage with the concept of the materiality of the shift from 1 in 100 to 1 in 200, but faced with the bill implications were happy to support. Consequently there was general support for 1 in 200 drought restrictions when presented with the bill impacts, however, the Sub-Group thought that customers struggled to understand the change in risk.</p>

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	<p>At the Crowborough event most attendees had been affected by the recent freeze/thaw interruption. Customers commented that they felt the incident had been managed well and the feedback was positive. ZM asked if it made customers think more about their usage of water. OM asked for this to be pulled out in the WRMP reports. ZM asked if the freeze /thaw incident had made customers think more about their usage of water or affected the attendees' view of resilience. JG confirmed it had made them appreciate water and the quantity normally available. There was no mention of compensation from the attendees.</p> <p>Action: JE reported on the general outcomes from the meetings, these will be presented in detail in the WRMP update paper at June meeting.</p> <p>LS noted attendees were surprised at how low current leakage was, but not focused on the planned changes. They considered leakage in comparison with the cost of a cup of coffee, which was a useful way of looking at it. ZM noted the younger attendees were much less tolerant of restrictions. This was particularly true for one group. The sub-group questioned how many were part of the 'Me Myself and I' segment.</p> <p>Action: JE to check the segmental split of the Maidenhead focus group and feedback to the Sub-Group on this.</p> <p>It was also noted that some of the elderly were not able to carry the two litre water bottles, which were given out during the freeze/thaw event as they were too heavy. This will be added to the lessons learnt report by SEW.</p> <p>Next steps will be the recruitment and completion of the in-depth interviews (by phone). ZM noted that those customers without internet access had not seen some of the pre-task materials. Also some commented that they did not know what the leakage images were showing them.</p> <p>ZM noted that the impact of being without water was explored very well. It was not clear that customers fully understood what going from 1: 100 to 1:200 drought restrictions actually meant to start with but this was probed by the facilitator. Presentation of rota cuts was very good and helped with understanding this issue.</p> <p>Action: Thought will have to be given on how drought restrictions can be presented in the questionnaire.</p> <p>Action: It was suggested that more could be done on presenting the volume of leakage in terms that could be visualized by customers e.g. number of bath loads etc.</p> <p>Action: Need to spend time on the wording of questions for the survey.</p> <p>Workshops were able to cover this well and provide further explanation if required, but questionnaire won't have this ability</p>
5. Social Tariff and PSR research	AL set out the proposal to try to understand how much customers would be willing to contribute in addition to the current social tariff cross subsidy and whether there is a willingness to pay to fund us increasing the number of customers on the PSR.

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	<p>LS asked if we should check acceptance of the current amount and possible increase. OM noted that South East Water were not intending to re-testing current level but that this could be explored to find out if there was greater willingness to pay for either financial or social support.</p> <p>Challenge: Explore higher amounts in WTP for social support. Separate out WTP for priority services register type services and financial support.</p> <p>MB asked about focus of those who are recipients of the schemes and those who are non-recipients. OM confirmed and noted that some questions would relate to financial help and some to non-financial help.</p> <p>MB asked what the maximum presented increase would be? OM advised about £4 per year. MB asked about the value/cost effectiveness of doing this further research, if the value is so low and if SEW already have some research covering customer Willingness to Pay (WTP) for this area.</p> <p>OM advised that the latest research was from five years ago and therefore we should re-test this as views had likely changed in that time.</p> <p>Action: OM to review top limit for bill increase, but thought £4 is probably the maximum increase that would want to test.</p> <p>OM asked if the proposed increase should be presented as an increase per year or per month.</p> <p>ZM suggested presenting the increase in line with frequency of most bills was reasonably but that they could trial different approaches, e.g. 6 monthly or monthly based on direct debits. LS agreed.</p> <p>ZM confirmed she agreed with proposed starting point of no reduction, only options which increased the amount of support, as this was in line with the Government's expectations that all water companies should have a social tariff.</p> <p>ZM asked about transient vulnerability and how this affects their WTP. OM noted that the focus groups will cover this. ZM noted that in the WRMP focus groups most people had not thought about what might make them vulnerable and did not really think about people's additional needs. However, their attitudes changed when a series of possible scenarios were presented to them. The presentation and questions the social tariff work would need to be considered carefully as to not emotionally lead the customers.</p> <p>MB again put the challenge of whether this research was cost beneficial. OM noted that this research was required by Ofwat to justify any increase to a company's social tariff.</p> <p>Action: OM to identify how much of an average bill relates to the social tariff and include how many customers in vulnerable situations are helped by the scheme.</p> <p>Action: All to review the final proposal and provide feedback by 04/05/18.</p>

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	<p>OM asked if the group was happy with using Accent. LS considered it was too late to retender.</p> <p>Action: OM to review what other companies have done and how this compares.</p> <p>OM and AL advised that Accent have already undertaken research for other companies. ZM questioned how the group could ensure innovation in Accent’s approach, as they are so established in this work. The Group disappointed for example that the business research they did, did not appropriately consider what segmentation would be meaningful for the company.</p> <p>AL commented that Accent have introduced a new method of approaching customers who do not regularly participate by undertaking surveys within the community for areas with lower social grades. AL confirmed the work won’t be commissioned until the group agrees with the methodology. LS thought the approach appears ok. Did not agree with the proposed removal of SEW and CCG representative from the groups. All agreed SEW should not to attend, but CCG members should as they are independent from SEW.</p>
<p>6. Corporate reporting and transparency research</p>	<p>SEW reported that the Brand Edge proposal for responsible business will be circulated shortly, similar format proposed to the resilience workshops.</p> <p>OM informed the group that the focus would be on what and how customers wanted financial information presented. For example, they weren’t intending to explore what customers thought were fair returns for companies or bosses pay.</p> <p>The Sub-Group called for SEW to tackle some of the more contentious issues e.g. ‘fat cats’ pay; tax havens alongside presentational aspects. All felt it would be valuable to position the corporate reporting within the context of the companies’ wider responsible business research. This would directly address issues raised in the media and political climate.</p> <p>Challenge: to tackle contentious issues that matter to customers in the financial transparency research.</p> <p>All agreed that the challenges to improve the research and related changes made outside of the meeting should be collated and recorded.</p> <p>This should be rolled out for all papers and applied retrospectively. ZM questioned whether the company should consider consulting customers on acceptable levels of profits.</p> <p>OM identified that Ofwat sets a lot of these in the final determination and are therefore outside of the company’s control. SEW would like to focus on what customers would like to see, to help with transparency and improve customer trust and confidence. SEW also wanted to draw out how much more confidence each of the proposed changes would give.</p> <p>ZM asked if this was just a PR exercise. OM advised that SEW genuinely wants to improve the ability of the customers to be able to make informed judgements of the company and if customers feel they can’t judge, what would they need to be able to do so or who would they want to assess the company on their behalf.</p>

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	<p>The Group proposed that the workshops could be used to cover more than just corporate information. OM confirmed SEW needs to test if customers are interested in these corporate issues. LS/ZM agreed it would be good to start with a review of responsible business.</p> <p>LS suggested a breakdown of the attendees into small groups and have short sessions on individual topics, as this was likely to get much better engagement. OM agreed this was a good idea and will discuss with Brand Edge.</p> <p>Action: OM to discuss breakout style workshop with Brand Edge and to add responsible business issues to the topic guide.</p> <p>LS suggested presenting extremes of views to grab the attendees' attention and get them thinking. Need to set out what the options and possible outcomes are.</p> <p>OM thought there was some really good input from the Sub-Group and suggested this discussion be continued in a separate meeting to agree an approach. All agreed co-creation with the CCG would be good. ZM asked to see the extremes that would be considered.</p> <p>Action: AL to arrange a two-hour meeting with Brand Edge, Dave from Sensemaking and to invite all CCG members.</p>
<p>7. Bill profile research discussion</p>	<p>AL referred to proposed questions to be used and that the question on resilience is quite long. The intention is to get the customers to rank the options. LS asked what the format will be AL advised it will be via postal service. LS noted that it would be harder for customers to prioritise in a post survey than it is online. AL agreed, but noted that a postal survey would help reach more customers that would not be able to access an online survey. Customers will be directed to online survey they can undertake if they wish to.</p> <p>LS will review the one page summary and advise on the legal issues relating to the use of a prize draw in the terms and conditions.</p>
<p>8. Research update</p>	<p>Supercharge research</p> <p>AL advised that there had been a good up take up of Supercharge research. 1,697 in total of which 1,340 were via Accent email and 345 were gained through hall tests by Springboard going to local shopping centres. 50,000 emails were sent, and 5 days of shopping centre hall tests, including a Saturday. Accent and Alison received 68 contacts with minor issues which all have now been resolved. There was a good demographic range of people reached with a wide range of occupations and age.</p> <p>Action: A debrief will be held in mid-May and this will include a comparison with the stated preference survey.</p> <p>Action: ZM noted that at the joint suppliers events SEW had presented a range of different research findings and highlighted the differences and reasons for them. This was very good and should be considered when triangulating findings. JE to review with LD and see how this can be used in the quant research.</p>

Agenda Item no.	Notes and Actions
	<p>ZM suggested that schematics are good way of presenting information. ZM asked if SEW had kept track of all the changes made following CCG comments on the reserach. As agreed about these would be collated and included in the cover sheet for all papers.</p> <p>Action: Challenges and related changes to the research approach should be collated and recorded in the one page summary for old and new research pieces of work.</p> <p><u>ODI research</u></p> <p>AL presented that 58 interviews have been undertaken. The survey is currently 15 minutes long, as opposed to the planned 10 minutes which resulted in 20 customers dropping out during the main part of the survey. ZM asked if this is the right tool for the purpose. AL considers this is still the best option, but with a slimmed down front message duration.</p> <p>Results presented by AL:</p> <ul style="list-style-type: none"> • 85% agree that customers should pay based on the service that they receive • 59% supported more of the interruptions compensation going to those directly affected • 24% supported SEW not receiving financial benefit for exceeding stretching target on supporting customers in vulnerable situations • 59% thought there should be rewards if SEW exceeded their target and with this being invested into relevant schemes <p>Non-household customer (nHH) survey will be the same, with minor tweaks.</p> <p>ZM highlighted concerns about the quality of engagement with NHH sector and queried if the stated approach would be sufficient. She reported at the joint suppliers’ forum this had been recognised as a problem faced by a number of companies.</p> <p>ZM recognised SEW’s primary duty in relation to public health but said that some customers may welcome local businesses being protected from water cuts during shortages if it supported local jobs, the economy, employment or meant that businesses didn’t go bust. The company has not consulted on this. The company should explore protection to stop business being overly impacted especially water dependent firms.</p> <p>Action: OM/AL to review issue raised and whether future research can be amended to pick up any potential gap.</p> <p>OM advised that an overall review will be undertaken to show where it affected the Business Plan and how many times an issue comes up. This will Identify issues and if more questions are required to cover this area.</p>
8. AOB	None
9. Private session	The Sub-Group discussed progress by the company and concerns about the condensed timescale.

Summary of actions

Action	Owner
NB to update Action List on minutes from the 5 th March to make clear who owns each action.	NB
Challenge Log and Action Log to be review and updated by ZM and AC.	ZM
WRMP - JE reported on the general outcomes from the meetings, these will be presented in detail in the WRMP update paper at June meeting.	LD/JE
WRMP - JE to check the segmental split of the Maidenhead focus group and feedback to the Sub-Group on this.	JE
WRMP - Thought will have to be given on how drought restrictions can be presented in the postal questionnaire.	LD/JE
WRMP – It was suggested that more could be done on presenting the volume of leakage in terms that could be visualized by customers – e.g. number of bath loads etc.	LD/JE
WRMP - Need to spend time testing the clarity of wording of questions for the survey.	LD/JE
Social Tariff - OM to review top limit for bill increase, but thought £4 is probably the maximum increase that would want to test.	
Social Tariff - OM to identify how much of an average bill relates to the social tariff and include how many customers in vulnerable situations are helped in the topic guides	OM
Social Tariff - All to review the proposal and provide feedback by 04/05/18.	ALL
Social Tariff - OM to review what other companies have done and how this compares.	OM
Corporate reporting - OM to discuss breakout style workshop with Brand Edge and to add responsible business issues to the topic guide.	OM
Corporate reporting - AL to arrange a two hour meeting with Brand Edge, Dave from Sensemaking and to invite all CCG members.	AL
Supercharge - A debrief will be held in mid-May and this will include a comparison with the stated preference survey.	AL
Supercharge - ZM noted that at the joint suppliers events SEW had presented a range of different research findings and highlighted the differences and reasons for them. This was very good and should be considered when triangulating findings. JE to review with LD and see how this can be used in the quant research.	JE
ODI research - OM/AL to review issues raised and whether future research can be amended to pick up any potential gap	OM/JE
General - Challenges and related changes, should be collated and recorded in the one page summary for old and new research pieces of work.	OM/NB

Challenge
Explore higher amounts in WTP for social support. Separate out WTP for priority services register type services and financial support.
To tackle contentious issues that matter to customers in the financial transparency research.

CUSTOMER CHALLENGE GROUP ACTION LOG

REF	FUNCTION	DESCRIPTION	OWNER	DATE RAISED	DEADLINE	COMPLETE	COMMENTS
A0016	Engagement Sub-Group	The Company agreed to update the draft terms of reference and circulate a 'tracked change' version to the Chair by the end of June 2017.	OM	15/06/2017		Yes	
A0017	Engagement Sub-Group	LS to send comments on slide 8 of paper 3 through via email to the Sub-Group.	LS	15/06/2017		Yes	Research graphic explains what research methods chosen and why
A0018	Engagement Sub-Group	The Company to confirm who owns the IP of the App that is being developed for the pre-task exercise.	AL	15/06/2017		Yes	Not relevant as no significant IP involved
A0019	Engagement Sub-Group	The Company to request information from Accent about their current client base and how they ensure any conflicts of interest are managed with other clients and SEW work.	AL	15/06/2017		Yes	Sent via email 17/01/18
A0020	Engagement Sub-Group	LD to circulate UKWIR guidance	LD	15/06/2017		?	Check with CCG - no longer required
A0021	Engagement Sub-Group	The Company to consider how the community can be involved in creating solutions as part of the engagement activity.	AL/LD	15/06/2017		Yes	Part of co-creation discussions
A0022	Engagement Sub-Group	The Company to confirm which stakeholders will be included in the inception meeting proposed in the research.	AL/LD	15/06/2017		Yes	Part of co-creation discussions
A0023	Engagement Sub-Group	LD to include in his update to the next CCG meeting - What the Company hopes to have at the end of this engagement? - How this information will be used?	LD	15/06/2017	06/09/2017	Yes	Covered in WRMP update to CCG in November
A0024	Engagement Sub-Group	MB suggested that phase 2 community groups could include an outside view – potentially some of the expertise of the EFG. The Company confirmed they would review this suggestion.	LD	15/06/2017		Yes	
A0025	Engagement Sub-Group	Members to send dates of any holiday in the next few months – NB to collate into spreadsheet.	NB	15/06/2017		Yes	
A0026	Engagement Sub-Group	Front sheets on all proposals to show which point on the engagement programme the proposal is relating to.	AL	15/06/2017		Yes	
A0042	Engagement Sub-Group	JG to reword the objective shown in Section 2 of the report	JG	24/08/2017		Yes	
A0043	Engagement Sub-Group	Session with CCG members to go through the Experian data to use group knowledge to use the data to the best advantage, and help specify the requirements for the 'customer insight hub'.		24/08/2017		Yes	Data presentation made to Vulnerability Sub Group in November - check whether this should be issued to full CCG
A0044	Engagement Sub-Group	Add to graphic as to where the company thinks co-creation is and is meant by it.		24/08/2017		Yes	Part of co-creation CCG note and new approach to co-creation of vulnerability strategy
A0045	Engagement Sub-Group	The Group should write what it means when it says co-creation and co-delivery to enable the Group and the Company to compare meanings.		24/08/2017		Yes	
A0046	Engagement Sub-Group	Share Willingness to pay research proposal to the Research Sub-Group for comment.		24/08/2017		Yes	
A0047	Engagement Sub-Group	AL to send out a survey to book the next meeting date.	AL	24/08/2017		Yes	
A0075	Engagement Sub-Group	SEW to add audience and intention of document to future papers.	JG	06/10/2017		Yes	Will be included in each cover note.
A0076	Engagement Sub-Group	Research findings report to be shared with the whole CCG Group.	AL	06/10/2017		Yes	Email sent 20/11/17
A0077	Engagement Sub-Group	Sub-Group to provide further comments via email to JG.	Sub-Group	06/10/2017		Yes	Discussed at main CCG Meeting
A0078	Engagement Sub-Group	JG to update report with comments from Sub-Group.	JG	06/10/2017		Yes	
A0079	Engagement Sub-Group	JG to update graphic to include KG suggestion	JG	06/10/2017		Yes	

CUSTOMER CHALLENGE GROUP ACTION LOG

REF	FUNCTION	DESCRIPTION	OWNER	DATE RAISED	DEADLINE	COMPLETE	COMMENTS
A0080	Engagement Sub-Group	JG to add a column to the dashboard to show how the information will be used in the business and who in the business will have sight of it.	JG	06/10/2017		Yes	
A0081	Engagement Sub-Group	JG to include qualitative statistics in an update to the dashboard.	JG	06/10/2017		Yes	
A0082	Engagement Sub-Group	JG to think of ways to incorporate horizon scanning and societal measures in a new part of the dashboard.	JG	06/10/2017		Yes	
A0083	Engagement Sub-Group	SEW speak to Richard Lavender about segments.	OM	06/10/2017		Yes	
A0084	Engagement Sub-Group	OM to send Sub-Group the SIC (Standard Industrial Classification) codes that sit below the SME segment.	OM	06/10/2017		Yes	Sent via email 17/01/18
A0085	Engagement Sub-Group	OM to send a list of businesses included within the segments.	OM	06/10/2017		Yes	Sent via email 17/01/18
A0086	Engagement Sub-Group	OM to discuss breaking down the SME segment further with KS.	OM	06/10/2017		Yes	SME's can be split by consumption band. Approach discussed with R.Lavendar and agreed we would not split SME's at this point but keep this under review.
A0087	Engagement Sub-Group	OM and AL to discuss CCWater report with Accent.	OM	06/10/2017		Yes	Accent completed the CCWater research into NHH segmentation. Accent have reviewed the segments from that research and have confirmed that they are in line with our proposed segments.
A0088	Engagement Sub-Group	WTP materials and non-household segments as soon as possible to whole CCG.	AL	06/10/2017		Yes	Included in November CCG meeting
A0089	Engagement Sub-Group	The earlier discussed engagement paper and graphic should also be sent out with the papers for the next CCG meeting.	AL	06/10/2017		Yes	Included in November CCG meeting
A0090	Engagement Sub-Group	ZM draft note to group to say they should expect the above.	ZM	06/10/2017		Yes	
A0092	Engagement Sub-Group	AL to talk to Accent regarding clearer definitions of terms around vulnerable customers/hard to reach	AL	06/10/2017		Yes	Sent via email 25/01/18
A0093	Engagement Sub-Group	OM to follow up with LD on WRMP engagement - group expressed real concerns about the lack of visibility on the engagement programme around this.	OM	06/10/2017		Yes	Included in November CCG meeting
A0094	Engagement Sub-Group	NB to chase LD on outstanding paper for the CCG.	NB	06/10/2017	01/11/2017	Yes	
A0135	Engagement Sub-Group	SEW to circulate a short research specification for the vulnerability engagement work in particular the co-design work so that Leslie and Mairi can put it round their networks to identify people with appropriate skills.	OM	23/11/2017		Ongoing	On agenda for January 2018 sub-group meeting
A0136	Engagement Sub-Group	LS and MB to share with SEW any thoughts they have on triangulation experts.	CCG	23/11/2017		Yes	
A0137	Engagement Sub-Group	SEW to include a glossary of terms in the triangulation document	JG	23/11/2017		Yes	Included in the Engagement Strategy which encompasses triangulation.
A0138	Engagement Sub-Group	SEW to find out Accent's credentials on deliberative work	AL	23/11/2017		Yes	information received from Accent under review by SEW. File saved in the folder (see action A0019) Sent to CCG in Jan 18.
A0139	Engagement Sub-Group	ZM to talk to Richard Lavender at the Chamber of Commerce on his views on segmentation of NHH beyond water consumption.	ZM	23/11/2017		Yes	RL view feed into NHH engagement research. RL feed back on obs from NHH focus groups.

CUSTOMER CHALLENGE GROUP ACTION LOG

REF	FUNCTION	DESCRIPTION	OWNER	DATE RAISED	DEADLINE	COMPLETE	COMMENTS
A0139	Engagement Sub-Group	SEW to explore with Supercharge if they can include the potential bill figure on a SEW looking bill/frequency of a person's bills so as close to real life feeling as possible.	OM	23/11/2017		Yes	To be discussed at Research Sub-Group on 3rd January. Doesn't fit with the rest of the design of the website.
A0140	Engagement Sub-Group	Sub-Group members to try and download/log on to Zoom.	CCG	23/11/2017		Yes	
A0149	Engagement Sub-Group	SEW to add a key for the words in italics.	OM	03/01/2018		Yes	Updated Engagement Overview presented to full CCG in Jan 18.
A0150	Engagement Sub-Group	SEW to review the positioning of the communications plan.	OM	03/01/2018		Yes	Updated Engagement Overview presented to full CCG in Jan 18.
A0151	Engagement Sub-Group	SEW to review the positioning of the horizon scanning.	OM	03/01/2018		Yes	Updated Engagement Overview presented to full CCG in Jan 18.
A0152	Engagement Sub-Group	SEW to review directional flows of the arrows.	OM	03/01/2018		Yes	Updated Engagement Overview presented to full CCG in Jan 18.
A0153	Engagement Sub-Group	SEW to review wording for wider societal deliverables.	OM	03/01/2018		Yes	Updated Engagement Overview presented to full CCG in Jan 18.
A0154	Engagement Sub-Group	SEW to review graphic to try and clarify the circularity of the process.	OM	03/01/2018		Yes	Updated Engagement Overview presented to full CCG in Jan 18.
A0155	Engagement Sub-Group	SEW to update a key terms document and include the document with every meeting's paper packs	NB	03/01/2018		Yes	Included in the Engagment Stragey Document
A0156	Engagement Sub-Group	SEW to add key customer data on to the engagement dashboard.	LH	03/01/2018		Yes	
A0157	Engagement Sub-Group	ZM to think about the crossover of data from both Sub-Groups.	ZM	03/01/2018			will explore potential as sub-groups are on the same day for overlap/ joint session.
A0158	Engagement Sub-Group	SEW to add introduction section showing where SEW have come from, the journey so far, how it has shaped the engagement strategy, the benefit of the experience to date and why they have taken the customer centric approach we have	JG	03/01/2018		Yes	Engagement Strategy updated but needs CCG sign off
A0159	Engagement Sub-Group	SEW to review text regarding 'purpose of this document' to include SEW role as a provider of essential service.	JG	03/01/2018		Yes	Engagement Strategy updated but needs CCG sign off
A0160	Engagement Sub-Group	SEW revise wording of sections 2.1 and 2.3 to make this more authentic and inspiring – outlining the true value of engagement and why this is important to SEW.	JG	03/01/2018		Yes	Engagement Strategy updated but needs CCG sign off
A0161	Engagement Sub-Group	Bullet point 2.1 suggested amendment of "our employees recommend us as a good place to work" to be "great place to work"	JG	03/01/2018		Yes	Engagement Strategy updated but needs CCG sign off
A0162	Engagement Sub-Group	Customer participation section – explain what co-creation and co-delivery mean to us, in our language to reduce the use of the terms co-creation and co-delivery	JG	03/01/2018		Yes	Engagement Strategy updated but needs CCG sign off
A0163	Engagement Sub-Group	In some sections give examples of what is meant – e.g. what we've done and what we think we might do	JG	03/01/2018		Yes	Engagement Strategy updated but needs CCG sign off
A0164	Engagement Sub-Group	SEW to review the use of the word legitimacy to ensure consistent meaning and to review the paper generally to ensure plain English or any jargon explained	JG	03/01/2018		Yes	Engagement Strategy updated but needs CCG sign off
A0165	Engagement Sub-Group	More visual summaries for quick reference	JG	03/01/2018		Yes	Engagement Strategy updated but needs CCG sign off
A0166	Engagement Sub-Group	Sub-Group will be providing more detailed comments over the next couple of weeks	Sub-Group	03/01/2018			
A0167	Engagement Sub-Group	Move CCG circle to 'Our Regulators and Statutory consultees ring in the rain drop diagram on page 11.	JG	03/01/2018		Yes	Engagement Strategy updated but needs CCG sign off
A0168	Engagement Sub-Group	SEW to send out Willingness to Pay attributes paper to Sub-Group and Rupika.	NB	03/01/2018		Yes	Email sent 03/01/18 16:00
A0169	Engagement Sub-Group	Sub-Group members to confirm if they would like to partake in the testing of the Supercharge game.	Sub-Group	03/01/2018			

CUSTOMER CHALLENGE GROUP ACTION LOG

REF	FUNCTION	DESCRIPTION	OWNER	DATE RAISED	DEADLINE	COMPLETE	COMMENTS
A0170	Engagement Sub-Group	Sub-Group members to confirm which resilience focus group they will be attending.	Sub-Group	03/01/2018		Yes	
A0171	Engagement Sub-Group	SEW to update A0136 to close.	NB	03/01/2018		Yes	
A0172	Engagement Sub-Group	Sub-Group members to inform JO if they would like a ticket to the conference on the 17 th January.	Sub-Group	03/01/2018		Yes	
A0203	Engagement Sub-Group	JO to discuss these at the Responsible Business Steering Group and develop these into South East Water's approach.	JO	06/02/2018		Ongoing	Meeting since held with some CCG members, shareholders, SEW and Sensemaking to discuss our strategy. Meeting due in April and TOR to be confirmed
A0204	Engagement Sub-Group	JO to discuss with Sensemaking and the steering group to ensure we allow new ideas and don't focus on water and include some of the above comments into our approach.	JO	06/02/2018		Yes	The workshop was run very much to have ideas about society in general rather than water. Feedback has been very positive and plan to develop further
A0205	Engagement Sub-Group	JO to contact WaterUK to see if they are recording key media issues to compare against her own list.	JO	06/02/2018		Ongoing	Request sent
A0206	Engagement Sub-Group	JO to check that AI/Automation is included in stimulus material for workshop.	JO	06/02/2018		Yes	There was a slide about changing technology. Also the session was run so that people could raise this as a further issue to be considered by the group.
A0207	Engagement Sub-Group	JO to take this away and do further work to develop an approach we can easily implement.	JO	06/02/2018		Ongoing	These are all related to developing the responsible business strategy and will feed as this develops
A0208	Engagement Sub-Group	JO to feed this back through Sensemaking and the steering group.	JO	06/02/2018		Ongoing	These are all related to developing the responsible business strategy and will feed as this develops
A0209	Engagement Sub-Group	JO to take these thoughts away to the steering group to ensure how we demonstrate customer support of being a responsible business.	JO	06/02/2018		Ongoing	These are all related to developing the responsible business strategy and will feed as this develops
A0210	Engagement Sub-Group	JO to develop a way to demonstrate the interconnections as part of the framework.	JO	06/02/2018		Ongoing	These are all related to developing the responsible business strategy and will feed as this develops
A0211	Engagement Sub-Group	SEW to share the feedback questionnaires given to customers at engagement events with the Sub-Group for review and comment.	JS	06/02/2018			
A0212	Engagement Sub-Group	SEW to circulate stakeholder meeting list to the Sub-Group to enable members to attend and observe.	JS	06/02/2018			
A0235	Engagement Sub-Group	To update the list of the evidence and insight from Stage 1 that will feed into the Stage 2 evidence base for triangulation.	JG	05/03/2018	31-Mar	Yes	Final inputs of some 3rd party research (via horizon scanning). ICS assisting SEW with workshop framework for Stage 2.
A0236	Engagement Sub-Group	To articulate how SEW will understand if WTP is low because customers expect a high level of service in that area already e.g. water quality - taste and odour and discolouration rankings were low for the WTP survey when previous and current research suggests these are always high priorities for customers.	AL	05/03/2018			

CUSTOMER CHALLENGE GROUP ACTION LOG

REF	FUNCTION	DESCRIPTION	OWNER	DATE RAISED	DEADLINE	COMPLETE	COMMENTS
A0237	Engagement Sub-Group	SEW to provide the CCG with a list of postcode areas that face particular problems or contentious issues e.g. persistently low pressure, unpopular infrastructure proposals. This is so that the CCG can pay particular scrutiny to the engagement undertaken in these areas.	AL	05/03/2018			
A0238	Engagement Sub-Group	SEW to provide information on their research provider procurement - how and why they have chosen each research provider to provide assurance to the CCG that this has been well considered.	AL	05/03/2018		Yes	Included on one page documents
A0239	Engagement Sub-Group	The Sub-Group would like Accent to give an honest self-assessment of the NHH research and what they thought was achieved in 90 minutes.	AL	05/03/2018			Further clarification required on this Action. The scope of the work was shared with the CCG and Accent have delivered on this brief.
A0240	Engagement Sub-Group	SEW to request online response data from the WTP research.	AL	05/03/2018		Yes	Response: A combination of three recruitment methods, online, telephone and face to face were undertaken to obtain a total of 1,114 interviews with household customers. This comprised with a total of 792 online interviews, 246 telephone interviews and 76 face to face interviews.
A0241	Engagement Sub-Group	SEW to share text in the Supercharge game with the Sub-Group.	AL	05/03/2018		Yes	Sent to Research methodology subgroup 27/3/18
A0242	Engagement Sub-Group	One page summary as to the methodology and sampling rationale for different parts of the forward look on the research programme.	AL	05/03/2018		Yes	
A0268	Engagement Sub-Group	NB to update action list on minutes from the 5 th March meeting with owners.	NB	27/03/2018		Yes	
A0269	Engagement Sub-Group	ICS to review pre task materials and how these could be expanded to cover more information for deliberative work.	ICS	27/03/2018			Pre-tasks developed to allow respondents to consider issues related to the specific topics, in turn enabling them to develop their thoughts in the groups
A0270	Engagement Sub-Group	The Company is to share with the Sub-Group the types of vulnerable customers that would be contacted for a telephone survey.	AL	27/03/2018			TBC – relates to WRMP in-depth interviews
A0271	Engagement Sub-Group	ZM asked JO to flag where in the perceptions paper she specifically would welcome comments from CCG (note to go with papers)	JO	27/03/2018		Yes	Paper updated ready for the main CCG
A0300	Engagement Sub-Group	NB to update Action List on minutes from the 5 th March to make clear who owns each action.	NB	25/04/2018		Yes	
A0301	Engagement Sub-Group	Challenge Log and Action Log to be review and updated by ZM and AC.	ZM	25/04/2018			
A0302	Engagement Sub-Group	WRMP - JE reported on the general outcomes from the meetings, these will be presented in detail in the WRMP update paper at June meeting.	LD/JE	25/04/2018			Ongoing
A0303	Engagement Sub-Group	WRMP - JE to check the segmental split of the Maidenhead focus group and feedback to the Sub-Group on this.	JE	25/04/2018			1st group – 18-45, ABC1, 'Me, myself, I' & 'Not on my radar'. 2nd group – 46+, C2DE, 'In the dark' & 'Keeping it simple'
A0304	Engagement Sub-Group	WRMP - Thought will have to be given on how drought restrictions can	LD/JE	25/04/2018			Ongoing

CUSTOMER CHALLENGE GROUP ACTION LOG

REF	FUNCTION	DESCRIPTION	OWNER	DATE RAISED	DEADLINE	COMPLETE	COMMENTS
A0305	Engagement Sub-Group	WRMP – It was suggested that more could be done on presenting the volume of leakage in terms that could be visualized by customers – number of bath loads etc.	LD/JE	25/04/2018			Ongoing
A0306	Engagement Sub-Group	WRMP - Need to spend time testing the clarity of wording of questions for the survey.	LD/JE	25/04/2018			Ongoing
A0307	Engagement Sub-Group	Social Tariff - OM to review top limit for bill increase for financial support and PSR support as customers may have different WTP for each	OM	25/04/2018			This will be covered in the Social tariff research approach.
A0308	Engagement Sub-Group	Social Tariff - OM to identify how much of an average bill relates to the social tariff and include how many customers in vulnerable situations are helped in the topic guides	OM	25/04/2018			
A0309	Engagement Sub-Group	Social Tariff - All to review the proposal and provide feedback by 04/05/18.	ALL	25/04/2018			
A0310	Engagement Sub-Group	Social Tariff - OM to review what other companies have done and how this compares.	OM	25/04/2018			
A0311	Engagement Sub-Group	Corporate reporting - OM to discuss breakout style workshop with Brand Edge and to add responsible business issues to the topic guide	OM	25/04/2018		Yes	
A0312	Engagement Sub-Group	Corporate reporting - AL to arrange a two hour meeting with Brand Edge, Dave from Sensemaking and to invite all CCG members to consider how best to approach this. There should be a strong focus on more deliberative engagement.	AL	25/04/2018			
A0313	Engagement Sub-Group	Supercharge - A debrief will be held in mid-May and this will include a comparison with the stated preference survey.	AL	25/04/2018			
A0314	Engagement Sub-Group	Supercharge - ZM noted that the SEW presentation of different research findings at the joint water company event was very good. JE to review with LD and see how this can be used in the quant research.	JE	25/04/2018			JE to check with LD
A0315	Engagement Sub-Group	ODI research - OM/AL to review issue raised and whether future research can be amended to pick up any potential gap	OM/JE	25/04/2018			
A0316	Engagement Sub-Group	General - Challenges and related changes, should be collated and recorded in the one page summary for old and new research pieces of work.	OM/NB	25/04/2018			

Challenge Log

Item	Raised by	Date Raised	Subject Matter	Comment/ Feedback/ Challenge	Response	Status (Open/Closed)
29	Sub-group	15-Jun-17	Research Methodology sub-group	SEW should consider all customer segments, in their research approach including customers in vulnerable situations, else may be left with gaps in engagement at the end.	This will be considered as part of the vulnerability strategy.	Closed
30	Sub-group	15-Jun-17	Research Methodology sub-group	Accent to demonstrate their credentials on deliberative work and engaging customers with additional needs.	SEW will ask Accent for evidence of other work undertaken. Sent to CCG in Jan 18.	Closed
31	Sub-group	15-Jun-17	Research Methodology sub-group	SEW to demonstrate how it is meeting the needs of non-tech savvy customers e.g. are their paper options for customers who don't feel comfortable using Apps? How inclusive is the App? /Are you doing home visits to reach some groups?	Paper versions of any pre-task material were issued to customers who did not have access to the App. Depth interviews being undertaken at different stages of the research programme where appropriate.	Closed
32	Leslie Sopp	15-Jun-17	Research Methodology sub-group	SEW to explore the potential to use research to create enduring engagement communities.	To be included in overall engagement strategy.	Closed
33	Zoe McLeod	15-Jun-17	Research Methodology sub-group	SEW to demonstrate how planning to engage/have engaged with business customers.	SEW to develop separate programme for business customer research as appropriate. - SEW presented NHH strategy to engagement sub-group on November 23rd.	Closed
34	Leslie Sopp	15-Jun-17	Research Methodology sub-group	Explore piloting the approach at 3 hours rather than 2.5 or 5 and do at weekends. Risk that current approach is shoe horned research into SEW schedule rather than what will deliver the best outcome.	Approach to focus groups amended to pick up this challenge.	Closed
35	Sub-group	15-Jun-17	Research Methodology sub-group	Consider peer review on the WTP research.	Peer reviewed has been completed. Results to be shared with research sub-group	Closed
54	Sub-group	24-Aug-17	Research Methodology sub-group	Trial different ways of presenting packages.	Agreed. Qualitative research to be conducted on 2nd and 6th November.	Closed
65	Sub-group	06-Oct-17	Research Methodology sub-group	SEW to explore how people see their societal role as monopoly provider of an essential service.	Link to challenge 43.	Closed
66	Sub-group	06-Oct-17	Research Methodology sub-group	SEW to validate non-household segments.	NHH segments discussed with research sub-group and Richard Lavendar. Confirmed that research programme will progress with proposed segments and be reviewed regularly to determine if segments needs to be altered (e.g. SME segment to be split into smaller segments).	Closed
67	Sub-group	06-Oct-17	Research Methodology sub-group	Map non-household stakeholder groups - for engagement.	This will be included in stakeholder mapping.	Open
72	Sub-group	23-Nov-17	Research Methodology sub-group	SEW to provide an overview of the engagement strategy - not just the research element e.g. what are the overarching aims of your engagement.	Covered as part of overall engagement strategy and graphic - presented to CCG in Jan 18.	Closed
73	Sub-group	23-Nov-17	Research Methodology sub-group	SEW to articulate/map the research questions wanted in triangulation to address (this was an issue also raised at the away day on engagement)	Part of triangulation update to CCG.	Open
74	Sub-group	23-Nov-17	Research Methodology sub-group	SEW to test the resilience materials and terms before wider rollout - the group welcomed the previous testing on the WTP materials and felt that was really useful.	Resilient customer research underway. Topic guides shared with research sub-group in advance.	Closed

Challenge Log

Item	Raised by	Date Raised	Subject Matter	Comment/ Feedback/ Challenge	Response	Status (Open/Closed)
75	Sub-group	23-Nov-17	Research Methodology sub-group	SEW to review its approach to NHH engagement and provide rationale for proposed methodology.	Covered in regular updates to research sub-group.	Closed
76	Sub-group	23-Nov-17	Research Methodology sub-group	SEW to find out how Supercharge ensure independent usability and inclusivity testing of their web tools.	User acceptance testing with customers carried out in Jan 18. SEW have confirmed to CCG sub-group that design of website will be based on maximum functionality of the game element. If customers involved in research need additional support this will be highlighted in the research.	Closed
90	Sub-group	05-Mar-18	Research Methodology sub-group	SEW to demonstrate how they selected the attributes for inclusion in the WTP research. The Sub-Group want to have confidence that the company is not imposing a restricted set of choices around attributes on customers.		Open
91	Sub-group	05-Mar-18	Research Methodology sub-group	SEW should break down the findings of their WTP and explore if those areas that have persistent problems e.g. low pressure, poor quality water have different WTP. If so they can then explore how they might seek to address this. There is a risk with relying on averages which overlooks the fact that certain groups of customers may face persistent problems.		Open
92	Sub-group	05-Mar-18	Research Methodology sub-group	To draw out in the findings those customer priorities/views that have changed since the research conducted for PR14 and to demonstrate how these are to be reflected in the business plan.		Open
93	Sub-group	05-Mar-18	Research Methodology sub-group	SEW to provide further information on how SEW estimated 95% of its NHH customer base was covered by the research. SEW to provide information on the characteristics of its businesses and the final segmentation approach used. (The CCG will not be able to establish if the NHH research is reaching who it needs to without this information).		Open
94	Sub-group	05-Mar-18	Research Methodology sub-group	The Sub-Group challenged the company to articulate where their segmentation approach would overlay on the research outlined and how that would then be applied to the business plan.		Open
118	Sub Group	25-Apr-18	Research Methodology sub-group	Explore higher amounts in WTP for social support. Separate out WTP for priority services register type services and financial support.		
119	Sub Group	25-Apr-18	Research Methodology sub-group	to tackle contentious issues that matter to customers in the financial transparency research.		