

South East Water Customer Challenge Group

Research methodology sub group

Meeting #2

24th August 2017, 10am – 3.30pm

Attendees: Zoe McLeod, Leslie Sopp, Karen Gibbs, Penny Shepherd, Janet Hill, Adrienne Margolis, Jane Gould (Create 51), Rob Sheldon (Accent) and SEW

Venue:

Holiday Inn Maidstone/Sevenoaks, London Road, Wrotham Heath, Sevenoaks, Kent TN15 7RS

Agenda

| Item | Paper No. | Presenter | Time |
|--|-----------|---|-------|
| 1. Welcome & introduction | | Zoe McLeod | 10:00 |
| 2. Engagement session (see page 2 for more information) | Paper 1 | Jane Gould (Create 51) | 10:15 |
| Lunch | | | 12:45 |
| 3. Willingness to pay | Paper 2 | Rob Sheldon (Accent) Paul Metcalfe (PJM economics) | 13:15 |
| 4. Private session | Verbal | CCG members | 15:00 |

Zoe has provided an outline of how she would like to frame the engagement session and discussions:

Engagement session

- Scope to include vulnerable customers, WRMP, drought plan and highlight business customers
- Six sections - put on the walls (*relevant* succinct high-level information from the report pulled out to populate these).
- Next to each section's information a blank sheet of paper/post-it notes available to add information

Section 1 - At a very high level - Business planning and regulatory requirements

- Relevant business planning requirements
- SEW's high level statutory duties of relevance to customer engagement
- PR19 and environmental performance commitments (the things you have to do e.g. on leakage, low pressure)
- The proposed areas of bespoke performance commitments e.g. on vulnerability
- The role of engagement around these e.g. customers can't decide whether the Company becomes more water efficient but can influence how this is achieved

The Group:

Ask questions/feedback observations

The Aim:

This is so we can understand see how SEW's engagement approach links back to your wider business planning and statutory duties

Section 2: Purpose of research, engagement and Insight

Information on walls

- High level aims of SEW's research and insight
- High level aims of SEW's engagement

Underneath this - what are the specific research questions you want answered and why?

e.g. Acceptable levels of leakage

e.g. willingness to pay for social support etc

e.g. views on the best approaches to drought management

The Group

Questions/observations

Aim

This is so we can clearly understand what SEW is trying to achieve with your broad approach and we can think about the appropriateness of each engagement activity/research method to your research questions (see section 5). It will enable us to understand and consider where there may be need for further research or there may be gaps. The Group may also be able to help clarify the SEW's narrative on this.

Section 3 - SEW's current evidence base - what do you already know about your customers (this is probably the summary pages from your insight documents)

Information on walls - questions answered by SEW

- What is SEW's ongoing engagement/touch points - what does the data from that tell you about your customers - e.g. from your newsletter, satisfaction surveys, workshops, EFG etc
- What other learning do you have about your customers e.g. their wants, needs, priorities, references - how does it help answer your purpose questions below. e.g. publicly, market data, feedback from charities/politicians?
- What does it tell the Company about the views of different segments?
- What do you see as the strengths and weaknesses of different sources of information? the value of their use?
- Where does the Company see the gaps?

The Group

- To consider - does the Company have a good understanding of the gaps?/views on wider gaps
- What do the Group see as the strengths and weaknesses of the research and engagement approaches
- Observations and questions

Aim

This will help us understand the logic of SEW's approach - is it strategic and proportionate?

We may also be able to help inform some of the questions above - this may help the Company think about where you need additional research or possible triangulation

Section 4: Engagement lessons learnt (pull out key areas from the report)

Information on walls

- What are your lessons learnt on *engagement*? (i.e. how have you honed your engagement activities based on learning of what works and doesn't work)
- How has your approach been informed by them?
- How has your approach built on your previous work?

Aim

This will help us understand the degree to which SEW has learnt lessons from previous engagement and how you have applied those lessons learnt to your current engagement plan

Rupika mentioned previously about the value of the 'continuation of your approach' so it shows that you have built on your learning from PR14 with your segmentation.

Section 5: Engagement approach/research methodology selected

Questions for the Company:

- Overview - What are your proposed bespoke research methods - high level?
- Overview - What are your proposed bespoke engagement approaches?
- For each - who is your target audience?
- What question from section 2 or gap in section 3 is each engagement approach seeking to answer
- Why was this approach selected over and above other approaches?
- Where do you see potential for co-creation?

The Group

- What are the strengths and weaknesses of each approach - quality of each approach - where might you need further 'triangulation'/wider research to cross-reference findings?
- Which areas would lend themselves to co-creation?

Aim

- To understand why SEW have selected the approaches you have and to understand where you see the gaps which need addressing
- Ofwat is keen to see an iterative approach. A key concern from the Group is that SEW has insufficient time built into the engagement approach for triangulation/double checking findings.

Section 6 - The overall engagement timeline on the wall - including where SEW has allowed time for iteration, further triangulation, co-creation and challenge of any emerging hypothesis

Aim

So we can clearly where the Company is on its project planning timelines/see the engagement approach ahead and have confidence and hold the Company to account on the timeline. As noted this is a key concern of Ofwat's and of the CCGs.

We are keen to understand how the WRMP/Drought plan link up with the wider engagement approach and how this is built into the timeline. I believe Lee had some ideas around this.