



UU NHH WATER EFFICIENCY VISITS SURVEY

QUESTIONNAIRE

06/01/23

SECTION 5: SCREENING

ASK ALL

S1. LOCATION. In which county or counties does your organisation have sites (for example, offices, shops/stores, warehouses, restaurants, cafés, pubs or similar premises)?

MULTI CODE

IF NECESSARY, PROMPT WITH LIST. MUST CODE ONE OF 'CUMBRIA', 'LANCASHIRE', 'MERSEYSIDE', 'GREATER MANCHESTER', OR 'CHESHIRE' TO CONTINUE. (FOR ONLINE RESPONDENTS, WILL SHOW FULL LIST OF ENGLISH COUNTIES)

Cheshire	1	
Cumbria	2	
Greater Manchester	3	
Lancashire	4	
Merseyside	5	
None of these	99	CLOSE, EXCLUSIVE

ASK ALL

S1b. NUMBER OF PREMISES. How many sites does your business operate from in the North West?

SINGLE CODE. READ OUT:

0 – I operate completely from home	1	CLOSE
1 site only	2	
2 sites	3	
3 sites	4	
4 sites	5	
5 sites	6	
More than 5 sites	7	

ASK ALL

S2. RESPONSIBLE FOR DEALING WITH WATER. Which of the following best describes your level of responsibility for managing the supply or use of water and wastewater services at your organisation's property?

SINGLE CODE. READ OUT:

Solely responsible / the main person responsible	1	CONTINUE
Partially responsible / one of several people responsible	2	CONTINUE
Bill payer / administrator of the account	3	CONTINUE
I am not responsible at all	4	CLOSE

ASK ALL

S3. WATER RETAILER.

For context, business customers have both a water wholesaler and a water retailer.

United Utilities is the water wholesaler to the North West of England. As a wholesaler, it maintains the water pipe networks, manages the physical supply of water, and treats your wastewater and returns it to the environment.

Water retailers buy water and wastewater services from the wholesaler and provide retail services such as meter reading, billing, and customer services.

If you know it, who is your water retailer?

SINGLE CODE, READ OUT:

ADSM	1	
Business Stream	2	
Cambrian	3	
Castle Water	4	
Clear Business Water	5	
ConservAqua	6	
Everflow Water	7	
First Business Water	8	
Olympos Water	9	
Self Supply	10	
SES Business Water	11	
Smarta Water	12	
Source for Business	13	
The Water Retail Company	14	
Veolia	15	
Water 2 Business	16	
WaterPlus	17	
Waterscan	18	
Wave	19	
Yu Water	20	
Other (Please specify)	98	
Not sure / can't say	99	

ASK ALL

S4. INDUSTRY. What industry does your business operate in?

*SINGLE CODE, DO NOT READ OUT, IF MENTION SOMETHING NOT ON LIST ASK IF OFFICE BASED
ENSURE A SPREAD OF INDUSTRY TYPES*

Education	1	
Retail	2	
Hotel / holiday accommodation	3	
Pubs and Bars	4	
Restaurants / Cafés / Other eating	5	
Sports / recreation	6	
Hairdressers	7	
Health	8	
Manufacturing	9	
Office-based work	10	
Other industry (please specify)	99	

ASK IF WORK IN THE EDUCATION SECTOR (S4=1)

S5. TYPE OF EDUCATIONAL INSTITUTION. You said you work in education. What type of school or educational institution do you work for?

SINGLE CODE. READ OUT:

Nursery or early years	1	
Primary school	2	
Secondary school	3	
College or university	4	
Other type of school or educational institution (please specify)	99	O/E

ASK IF WORK IN HOTEL (S4=3)

S6. TYPE OF HOTEL. And specifically what type of hotel or holiday accommodation?

SINGLE CODE. READ OUT:

Hotel	1	
Holiday / caravan park	2	
Tourist / short stay accommodation e.g. bed & breakfast, apartments	3	
Other type (please specify)	99	O/E

ASK IF WORK IN SPORTS / RECREATION (S4=6)

S7. TYPE OF SPORTS / RECREATION. And specifically what type of sports or recreation?

SINGLE CODE. READ OUT:

Leisure centre	1	
Gym	2	
Swimming pool	3	
Community centre / Club house	4	
Golf course / Racecourse / Stadiums	5	
Football / Cricket / Rugby grounds	6	
Bowling green / Tennis club	7	
Other type (please specify)	99	O/E

ASK IF WORK IN HEALTH (S4=8)

S8. TYPE OF HEALTH. And specifically what area of health?

SINGLE CODE. READ OUT:

Hospital	1	
Care Home	2	
Medical / Dental / Veterinary Practice	3	
Other type (please specify)	99	O/E

ASK ALL

S9. BUSINESS SIZE (NUMBER OF EMPLOYEES). How many people are permanently employed by your organisation in the UK?

SINGLE CODE. IF NECESSARY, READ OUT:

1-9	1	
10-49	2	
50-249	3	
250+	4	
Don't know	5	

ASK ALL

S10. IMPORTANCE OF WATER IN ORG. Which of the following options apply to you, in relation to the supply of water to your organisation? Water is vital for...

MULTI CODE, READ OUT:

...the manufacturing process which is essential to the running of our organisation (e.g. to power machinery, agricultural production etc.)	1	
...the supply of services our organisation provides (e.g. cleaning services etc.)	2	
...an ingredient or part of the product or service your organisation provides (e.g. food or drink, chemical, cosmetics manufacturer etc.)	3	
...normal domestic use for our customers [IF THEY WORK IN A SCHOOL (S5=1-4): students] and employees (e.g. customer [IF THEY WORK IN A SCHOOL (S5=1-4): student] toilets, supply of drinking water)	4	
None of the above	5	EXCLUSIVE

ASK ALL

S11. ROLE / SENIORITY. Which of the following best describes your current job level?

SINGLE CODE, READ OUT:

Managing Director / Owner / Proprietor	1	
Board Director	2	
Senior Manager	3	
Middle Manager	4	
Junior Manager	5	
Admin Support	6	
Other	7	

SECTION A: GENERAL WATER EFFICIENCY QUESTIONS

We would now like to ask you more about the importance of sustainability and water efficiency within your organisation.

ASK ALL

A1. SUSTAINABILITY TARGETS. Does your organisation have any of the following What, if any, sustainability targets or initiatives does your business have?

MULTI CODE. DO NOT READ OUT: RESPONSES AVAILABLE AS PROMPT

Using less water	1	
Using less energy	2	
Recycling (turning items into raw materials so they can be used again)	3	
Using non-toxic or less-toxic substances	4	
Minimising or reducing waste	5	
Buying energy efficient items	6	
Investing in renewable energy	7	
Purchasing electric or low emissions vehicles	8	
Educating your customers [IF THEY WORK IN A SCHOOL (S5=1-4): students] about responsible consumption	9	
Engaging your employees to be more conscientious	10	
Other sustainability targets or initiatives (please specify)	11	O/E, FIXED
We don't have any sustainability targets or initiatives	12	FIXED
Don't know	99	FIXED LAST, EXCLUSIVE

ASK ALL

A2. AMOUNT OF WATER BUSINESS USES. How much water does your organisation use? If possible, please check your latest bill, or provide your best estimate.

If you have more than one site or location, please answer about all your sites or locations in the North West.

SINGLE CODE. READ OUT:

Up to 5 m ³ per month (less than a household would use)	1	
5 - 15 m ³ per month (about the same as a household)	2	
15 - 50 m ³ per month (more than a household)	3	
50 - 100 m ³ per month (significantly more than a household)	4	
100 m ³ + per month (high volume user)	5	
Don't know	6	

ASK IF *NOT* 'DON'T KNOW' (A2=1-5) AT PREVIOUS

A3. AMOUNT OF WATER BUSINESS USES - ESTIMATE? Was your previous answer based on consumption data from your bill/meter readings, or was it an estimate?

SINGLE CODE. READ OUT:

My answer was based on consumption data from my bill/meter readings	1	
My answer was an estimate	2	

ASK ALL

A4. IMPORTANCE OF WATER EFFICIENCY TO BUSINESS. Considering all your organisational priorities, how important is water efficiency on a scale of 1 to 10? 1 being low and 10 being high.

SINGLE CODE

Low										High
1	2	3	4	5	6	7	8	9	10	

ASK ALL

A5. LEVEL OF WATER EFFICIENCY ACTION. And how would you rate your organisation on how much action you've taken to save water in the past 5 years, on a scale of 1 to 10? 1 being 'No action' and 10 being 'Significant action'.

SINGLE CODE

No action										Significant action
1	2	3	4	5	6	7	8	9	10	

ASK ALL

A6. WATER EFFICIENCY MEASURES. What actions, if any, has your organisation taken in the past 5 years to save water?

MULTI CODE. RANDOMISE. DO NOT READ OUT: PROMPT IF NECESSARY

Customer [IF THEY WORK IN A SCHOOL (S5=1-4): Student] engagement activities	1	
Employee [IF THEY WORK IN A SCHOOL (S5=1-4): Staff] engagement activities to change water use behaviours	2	
Installing water efficient systems e.g. drip irrigation, rainwater harvesting, water reuse	3	
Installing new water efficient appliances and fittings e.g. aerated taps, low flush toilets, efficient dishwashers or washing machines	4	
Retrofitting water saving devices to existing appliances or fittings e.g. tap aerators, toilet cistern displacement devices	5	
Fixing plumbing leaks e.g. dripping taps, leaking toilets	6	
Using more water efficient materials that use less water	7	
Other water efficiency actions (please specify)	98	O/E, FIXED
We haven't taken any water efficiency actions	99	FIXED, EXCLUSIVE

ASK ALL

A7. INTEREST IN LEARNING MORE ABOUT HOW TO SAVE WATER. To what extent are you interested in learning more about what your organisation could do to save water?

SINGLE CODE. READ OUT:

Not at all interested	1	
Not interested	2	
Interested	3	
Very interested	4	

ASK IF CODE 3 OR 4 AT A7

A8b. INTEREST IN LEARNING MORE ABOUT HOW TO SAVE WATER. If you were trying to reduce your water consumption (further), which of the following would you consider doing?

MULTI CODE. RANDOMISE. READ OUT:

Seek out specialist help from your water wholesaler (United Utilities)	1	
Seek out specialist help from your water retailer	2	
Seek out specialist help from an independent expert or consultant	3	
Analyse the data we have available on water usage and make a plan	4	
Compare our consumption to organisations like ours	5	
Fix plumbing leaks e.g. dripping taps, leaking toilets	6	
Retrofit water saving devices to existing appliances or fittings e.g. tap aerators, toilet cistern displacement devices	7	
Install water efficient appliances and fittings e.g. aerated taps, low flush toilets, efficient dishwashers or washing machines	8	
Install water efficient systems e.g. drip irrigation, rainwater harvesting	9	
Employee [IF THEY WORK IN A SCHOOL (S5=1-4): Staff] engagement activities to change water use behaviours	10	
Customer [IF THEY WORK IN A SCHOOL (S5=1-4): Student] engagement activities	11	
Install more sophisticated metering/monitoring	12	
This isn't something we would currently do	99	FIXED LAST, EXCLUSIVE

ASK ALL

A9. LINK BETWEEN SAVING WATER AND SAVING ENERGY. Eliminating waste and reducing water use could save your organisation money on their water bill, and if you are reducing the hot water that your organisation uses this could help reduce your energy bills too.

Before today, to what extent were you aware of this link between saving water and saving energy, on a scale of 1 to 10? 1 being 'Completely unaware' and 10 being 'Completely aware'.

SINGLE CODE

Completely unaware										Completely aware
1	2	3	4	5	6	7	8	9	10	

SECTION A(2): WATER EFFICIENCY VISITS – EXPLAIN PROPOSITION

We would now like to ask you about a potential new service offered to customers in the United Utilities service area in conjunction with your water services retailer.

EXPLAIN PROPOSITION:

1. As a business that receives your water supply from United Utilities, you would be offered a free evaluation of your organisation's water efficiency
2. You would book a suitable date and time for this to take place
3. It would be carried out by a plumber or plumbers depending on the size of the business
4. The time it takes depends on the size of the organisation and the potential for water saving. A primary school takes on average ½ day and a secondary school takes on average 1 day
5. It does not require supervision unless the business chooses to do so
6. There is no charge for this - United Utilities benefits from reduced water usage. This will help ensure they have an adequate supply of water to meet customer needs now and in the future, whilst also protecting the environment

The idea is to identify minor leaks and areas where water is being wasted within your organisation.

Eliminating waste and reducing water use could save your business money on their water bill and reduce your energy bills too if you are using hot water. A small trial with 60 schools resulted in average estimated savings of approximately 5,000 litres per day per school. It could also contribute to any wider sustainability goals your business might have.

Minor leaks will be repaired including leaking taps, toilets, and urinals. If the organisation consents, water saving devices can also be installed where appropriate, such as tap aerators, displacement bags in cisterns, shower heads/regulators and urinal controls.

Based on these findings we believe a shop could save around 600l/day, a hotel 5,900l/day and a leisure centre 6,900l/day.

United Utilities benefits from reduced water usage by businesses, as it means more water is available to meet customer needs now and in the future, so it is considering offering a free evaluation of business water efficiency. They will arrange for a plumber or plumbers (depending on business size) to visit your premises for approximately ½ to 1 day and identify minor leaks and areas where water is being wasted in your organisation.

Minor leaks, including taps, toilets and urinals, will be repaired as part of the visit, and if the business consents, water saving devices such as tap aerators, displacement bags in cisterns and urinal controls will be installed where appropriate.

There would be no cost to your business and as a result you could benefit from lower water bills, and potentially lower energy bills too if you use hot water.

SECTION D: EXPERIENCE OF WATER EFFICIENCY VISITS (EDUCATION SECTOR)

ASK IF SELECTED WORK IN A SCHOOL/COLLEGE/UNIVERSITY AT S5

D1. OFFERED A WATER EFFICIENCY VISIT. Earlier you said you work in a school, college, or university.

Working with the Department for Education, water suppliers in your region have already undertaken 60 water efficiency visits to schools, colleges, and universities. Have you been offered a water efficiency visit?

SINGLE CODE. READ OUT:

Yes	1	
No	2	
Not sure	3	

ASK IF SELECTING YES AT D2

D2. PARTICIPATED IN WATER VISIT OR NOT. And did you participate in the water efficiency visit you were offered?

SINGLE CODE. READ OUT:

Yes	1	
No	2	
Not sure	3	

ASK IF SELECTING YES AT D2

D3. HOW THEY FOUND THE VISIT. How did you find the visit on a scale of 1 to 10? 1 being 'Not useful at all' and 10 being 'Very useful'.

SINGLE CODE

Not useful at all										Very useful
1	2	3	4	5	6	7	8	9	10	

ASK IF SELECTING YES AT D2

D4. REASONS FOR PARTICIPATING. Which of the following reasons explain why you chose to participate in the water efficiency visit?

MULTI CODE, READ OUT:

To save money	1	
To save water	2	
To save energy	3	
To help achieve our environmental/sustainability goals	4	
To avoid potentially damaging leaks	5	
Because the Department for Education recommended it	6	
Other reasons (please specify)	98	O/E

ASK IF SELECTING NO AT D2

D5. REASONS FOR NOT PARTICIPATING. Which of the following reasons explain why you chose not to participate in the water efficiency visit?

MULTI CODE. RANDOMISE. READ OUT:

We're already using as little water as we can	1	
We want to be able to use as much water as we want	2	
Water efficiency is not a priority for my school / college / university	3	
The effort makes it not viable	4	
It's not a requirement from the Department for Education	5	
It would have been difficult to do the visit during teaching hours	6	
We forgot about it or didn't follow up on it	7	
We couldn't see the benefit in doing it	8	
Other reasons (please specify)	98	O/E

SECTION B: WATER EFFICIENCY VISITS – OVERALL RESPONSE

ASK ALL

B1a. EASE OF UNDERSTANDING. To what extent do you agree or disagree that the idea of a water efficiency visit is easy to understand?

SINGLE CODE. READ OUT SCALE:

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
1	2	3	4	5

ASK IF NOT AGREE STRONGLY AT B1a

B1b. FURTHER INFORMATION REQUIRED. What additional information do you need?

OPEN. PROBE FULLY

ASK ALL

B2. OVERALL OPINION OF THE PROPOSITION. What is your overall opinion of the idea of free water efficiency visits as described previously, on a scale of 1 to 10? 1 being 'Extremely poor' and 10 being 'Excellent'.

SINGLE CODE

Extremely poor										Excellent
1	2	3	4	5	6	7	8	9	10	

ASK IF NOT SELECTING YES AT D2 (HAVEN'T TAKEN PART IN A VISIT)

B3a. INTEREST IN THE PROPOSITION. How interested are you in having a water efficiency visit?

SINGLE CODE. READ OUT:

Not interested	1	
Interested	2	
Very interested	3	

ASK IF NOT AT ALL / NOT INTERESTED AT B3a

B3b. REASONS FOR NOT BEING INTERESTED IN PROPOSITION. In your own words, why are you not interested in having a water efficiency visit?

OPEN. PROBE FULLY

ASK IF QUITE / VERY INTERESTED AT B3a

B3c. REASONS FOR BEING INTERESTED IN PROPOSITION. In your own words, why are you interested in having a water efficiency visit?

OPEN. PROBE FULLY

ASK IF NOT SELECTING YES AT D2 (HAVEN'T TAKEN PART IN A VISIT)

B4a. DRIVERS OF INTEREST IN PROPOSITION. Which of the following reasons, if any, would motivate you to have a water efficiency visit?

MULTI CODE. RANDOMISE. READ OUT:

To save money	1	
To save water	2	
To save energy	3	
To help achieve our environmental/sustainability goals	4	
To avoid potentially damaging leaks	5	
Other reasons (please specify)	98	O/E
Nothing would motivate us to have a water efficiency visit	99	FIXED LAST, EXCLUSIVE

ASK IF MORE THAN ONE CODED AT PREVIOUS

B4b. MAIN DRIVER OF INTEREST IN PROPOSITION. And what is the main reason that would motivate you to have a water efficiency visit?

SINGLE CODE. READ OUT OPTIONS CODED AT PREVIOUS. IF ONLY ONE CODED, AUTO-CODE AS MAIN DRIVER AND SKIP QUESTION

ASK ALL

B5. PERCEPTIONS OF THE PROPOSITION. How much do you agree or disagree with the following statements about water efficiency visits?

As a reminder, a water wholesaler provides water and wastewater services to retailers, whereas a water retailer provides services such as meter reading and billing to business customers.

SINGLE CODE FOR EACH. ORDER AS SHOWN. READ OUT STATEMENTS AND SCALE:

I trust our water wholesaler (United Utilities) to deliver water efficiency visits	1	
I trust our water retailer to deliver water efficiency visits	2	
I trust United Utilities in conjunction with our water retailer to deliver water efficiency visits	3	
It's clear to me why this is a free service	4	
It's clear to me why United Utilities or our water retailer would offer this service	5	

Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
1	2	3	4	5

ASK ALL

B6. RESPONSIBILITY FOR FIXING ISSUES. If a plumber identified any issues, would you prefer that they fixed these (for example, fixing leaking taps, toilets and urinals, or fitting water saving devices, at no cost to you), or would you prefer to handle the fix of any issues yourself?

SINGLE CODE. READ OUT:

I would prefer they fixed any issues	1	
I would prefer to fix any issues ourselves	2	

ASK IF NOT SELECTING YES AT D2 (HAVEN'T TAKEN PART IN A VISIT)

B7. BARRIERS TO PROPOSITION. In your own words, are there any issues or barriers that would stop you from having a water efficiency visit?

OPEN. PROBE FULLY

SECTION C: WATER EFFICIENCY VISITS – PRACTICALITIES

We would now like to ask you about the practicalities of having a water efficiency visit and how they should be communicated.

ASK ALL

C1. WHEN THE VISIT WOULD TAKE PLACE. If you had a water efficiency visit, when would be the best time to do it?

SINGLE CODE, READ OUT:

When the business [IF THEY WORK IN A SCHOOL (S5=1-4): school] is closed	1	
Within normal business [IF THEY WORK IN A SCHOOL (S5=1-4): school] hours	2	

ASK ALL

C2. COMMUNICATION PREFERENCES. How would you like United Utilities/your water retailer to communicate with you about water efficiency visits or water saving advice?

MULTI CODE. RANDOMISE. READ OUT:

Mail (post)	1	
Email	2	
Industry events	3	
Webinars	4	
Another way (please specify)	98	O/E
None of these	99	FIXED LAST, EXCLUSIVE

ASK ALL

C3. AUDIT VS. VISIT. 'Water efficiency visits' is just one possible name for the service we've been asking about. Here are some alternative names. Please let us know which one is your favourite and which one is your least favourite.

MULTI CODE – 2 MAX (1 MOST / 1 LEAST), READ OUT:

Water efficiency visit	1	
Water efficiency audit	2	
Water efficiency checkup	3	
Water efficiency optimisation	4	
Water efficiency upgrade	5	

ASK IF NOT SELECTING YES AT D2 (HAVEN'T TAKEN PART IN A VISIT)

C4a. TRUSTED BODIES TO PARTNER WITH. Here are some bodies that represent your sector. If United Utilities/your water retailer were to partner with them, would you be more or less likely to participate in a water efficiency visit?

SINGLE CODE PER . TAILORED LISTS PER SECTOR (TO BE CONFIRMED)

Education	The Department of Education	
Retail	British Retail Consortium	British Independent Retailers Association
Hotels	UK Hospitality	
Pubs and Bars	British Beer & Pub Association (BBPA)	
Restaurants / Cafés / Other eating	UK Hospitality	
Sports / recreation	The governing body for a particular sport e.g. The Football Association, British Athletics, England Boxing	
Hairdressers	The National Hair & Beauty Federation (NHBF)	
Health	The NHS	
Manufacturing	Make UK: The Manufacturers' Organisation	

Less likely	No difference	More likely
1	2	3

ASK IF NOT SELECTING YES AT D2 (HAVEN'T TAKEN PART IN A VISIT)

C4b. OTHER TRUSTED BODIES TO PARTNER WITH. And are there any other bodies that United Utilities/your water retailer could partner with to make you more likely to participate in a water efficiency visit?

OPEN END

SECTION E: FURTHER RESEARCH

ASK ALL

E1. PARTICIPATION IN QUAL. And finally, would you be interested in taking part in a further interview on this subject?

The interview would last 1 hour. It would be completed over a video call platform such as Teams or Zoom, at a time convenient to you. And as a thank you, you will be personally paid £100.

SINGLE CODE

Yes, I'm interested in taking part	1	
No, I'm not interested in taking part	2	

IF YES, RECORD CONTACT DETAILS (NAME, EMAIL ADDRESS, PHONE NUMBER)

THANK AND CLOSE