

**8322 United Utilities  
Rainfall Management**

**In-depth telephone interview discussion guide (60 minutes)**

<b>(I) Introduction</b>		<b>5-10 mins</b>
<b>Brief explanation of the purpose of the research</b>	<p><i>Moderator to explain the nature of the research;</i></p> <ul style="list-style-type: none"> <li>I work for a company called DJS Research, we are an independent market research company and we are working on behalf of United Utilities</li> <li>We are talking to households and businesses to understand their views around rainwater management.</li> </ul> <p><i>Moderator to reassure respondents about confidentiality / GDPR compliance</i></p> <ul style="list-style-type: none"> <li>Feedback will be summarised into a report along with other research, we won't pass names/specific details of who we have spoken to back to our client</li> <li>There are no right and wrong answers; we are just interested in your views.</li> <li>Brief explanation about audio/video recording information (as appropriate) – we may use anonymised quotes &amp;/or audio clips in our report to illustrate the research findings for our client, but these will not be attributed to your personally</li> </ul>	
	<p><i>Moderator to invite respondent(s) to introduce themselves;</i></p> <ul style="list-style-type: none"> <li>Please can you briefly explain to me what your organisation does and your role within the organisation?</li> <li>Tell me about the site where you're based. How many people work there? How much outdoor space is there? Can you describe it to me.</li> </ul>	

<b>(II) About United Utilities</b>		<b>5 mins</b>
<b>Awareness of United Utilities' Services</b>	<p>Can you tell me which company bills your organisation for water services?</p> <p>And which of the following services is your organisation billed for?</p> <ul style="list-style-type: none"> <li>Water</li> <li>Wastewater</li> </ul>	

	<ul style="list-style-type: none"> <li>• Surface water drainage</li> <li>• Trade effluent removal</li> </ul> <p>Can you explain to me what services xx [their retailer] provides and what services United Utilities provides?</p> <p><b>SHOW SLIDE 1:</b> These are the services United Utilities provides. Are there any surprises? Is there anything missing?</p>
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<b>(III) Wastewater, Rainfall and Sewers</b>		<b>10 mins</b>
<b>Introducing wastewater</b>	<p>As we've just discussed, United Utilities removes your organisation's wastewater and treats it before safely returning it to the environment.</p> <p>Wastewater is made up of two main things.</p> <ol style="list-style-type: none"> <li>1. Sewage: used or 'dirty' water from homes and businesses</li> <li>2. Rainwater: that is rainwater that run off our roofs and paved areas and into our sewers</li> </ol>	
<b>Understanding sewers</b>	<p>Sewage and rainwater can be removed by:</p> <ul style="list-style-type: none"> <li>- Combined sewers</li> <li>- Separate sewers</li> </ul> <p>Can you explain to me the difference between the two?</p> <p>In essence, combined sewers become overwhelmed more easily than separate sewers. Take a look at <b>SLIDE 2</b> which explains the difference between the two.</p> <p>What factors can you think of which will put more pressure on the region's network of sewers?</p> <p><b>SHOW SLIDES 3 (Sewer misuse) 4 (Urbanisation) and 5 (Climate Change)</b></p> <p>With continued urbanisation, development, climate change and population growth it is anticipated that this will lead to more excess rainfall and...</p> <ul style="list-style-type: none"> <li>• <i>A higher likelihood of drains being unable to cope with the amount of rainwater</i></li> <li>• <i>A higher risk of sewer spills / flooding</i></li> <li>• <i>A higher risk of water becoming polluted</i></li> <li>• <i>Higher costs for water companies, due the increased demand on local wastewater services</i></li> </ul>	

	<p>Thus, rainfall management will present greater challenge in the future.</p> <p>How concerned are you personally about this issue on a scale of 0 (not at all concerned) to 10 (extremely concerned)?</p> <p>And how about your organisation? How concerned is your organisation about it? Can you quantify this? Is budget allocated to it? Is it on the agenda?</p>
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<b>(IV) Responsibility for effective management</b>	<b>10 mins</b>
	<p>SHOW SLIDE 6: We would like you to consider if you think these individuals and organisations have a role in managing rainwater in the North West.</p> <ul style="list-style-type: none"> <li>- All those living a household</li> <li>- The household owner</li> <li>- Businesses</li> <li>- United Utilities</li> <li>- Local Council</li> <li>- Local Planning Authority</li> <li>- Highways Authority</li> <li>- Environment Agency</li> <li>- Local community</li> </ul> <p>Which do you consider to have a key role? Some role? No role?</p> <p>Specifically, can you explain a little about why you placed businesses where you did? What makes you think this and what role do you expect businesses to play? What specifically has your organisation done, if anything to manage excess surface water? What has driven you to do this?</p> <p>And can you explain a little about why you placed United Utilities where you did? What makes you think this and what role do you expect United Utilities to play?</p>

<b>(V) Addressing the problem</b>	<b>20 mins</b>
<b>SUDs</b>	<p>There are a range of options that United Utilities could take when looking to better manage rainwater. These fall into three broad types as shown on SLIDE 7, concrete solutions and sustainable drainage solutions.</p> <p><b>SHOW SLIDE 8</b></p> <p>At present United Utilities are more likely to install concrete solutions but looking towards the future, may potentially look to use a combination of options and not just one over the other. Therefore, United Utilities would like to further understand your views on each of the options.</p> <p>Having taken a moment to review the information showing the three solutions, what are your thoughts on:</p> <ul style="list-style-type: none"> <li>- Concrete solutions</li> <li>- Separating sewers</li> </ul> <p>The other option we saw was Sustainable Drainage Solutions, please have a look at these further slides for some more information:</p> <p><b>SHOW SuDS VIDEO SLIDE 8 &amp; 9</b></p> <p>Which direction do you think that United Utilities should be taking? <b>ASK RESPONDENT FOR PROPORTIONS.</b> Why is this?</p> <p>It's not just United Utilities who can introduce sustainable drainage solutions, businesses and households can too. Were you aware that this is something businesses can do?</p> <p><b>I'm now going to show you a range of sustainable drainage solutions businesses can implement.</b></p> <p>For each option, we would like you to indicate how supportive you are of each solution as a way of managing rainwater, which if any your organisation has implemented already and any you would not consider and why.</p> <p><b>SHOW SLIDE 10</b></p> <p>Here are those options again <b>SHOW SLIDE 11</b> but this time with typical examples of the costs, effort to source and install and subsequently maintain each of them attached.</p> <p>We would now like you to indicate how likely <b>your organisation would be to install each solution</b>, taking into account all the information you have been provided with (i.e. the costs, effectiveness, ease of installation,</p>

	<p>maintenance levels etc).</p> <p>Please use the scale:</p> <p>We already are/very likely/quite likely/neither likely nor unlikely/quite unlikely/very unlikely/certain we won't.</p> <p>Why you would be unlikely to install the solutions you mentioned – what are the barriers? What is putting you off? <b>PROMPTS:</b> incentives not big enough, lack the capital, lack the expertise, lack info regarding the discounts. <b>PROBE INTO COST IF A BARRIER:</b> You say cost is a barrier, what would the cost need to be?</p>
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<b>(VI) Incentivising businesses</b>	<b>20 mins</b>
	<p>Do you have any thoughts on what United Utilities could do to help encourage or entice businesses to install SuDs?</p> <p>Are you aware of the opportunity to receive a discount on your charges for installing more permeable surfaces on your site?</p> <p>How did you find out about it? Has your organisation used it?</p> <p>IF NOT AWARE SHOW SLIDE 12</p> <p>What are your thoughts? Would this be of interest to your organisation? Are there any barriers?</p> <p>Are you aware of the installing SuDs solutions discount?</p> <p>How did you find out about it? Has your organisation used it?</p> <p>IF NOT AWARE SHOW SLIDE 13</p> <p>What are your thoughts? Would this be of interest to your organisation? Are there any barriers?</p>
<b>Understanding how much assistance NHH customers would need</b>	<p>Please imagine you decide to go ahead and implement a Sustainable Drainage solution. How confident would you in your role feel:</p> <ul style="list-style-type: none"> <li>- Deciding which solution to install in order to have the biggest impact on managing rainwater on your site</li> <li>- Paying for the solution</li> <li>- Managing the purchase of the solution</li> <li>- Finding the labour to install the solution</li> <li>- Managing the installation</li> <li>- Maintaining the solution on an ongoing basis</li> </ul>

	<p>Please use the scale: Very confident, quite confident, quite unconfident, not at all confident</p> <p>Imagine you decide to install each of the solutions. For each solution, please consider if you think you would need support and what kind of support</p> <p>SHOW SLIDE 14</p>
<p><b>Retrofitting SuDs</b></p>	<p>Something United Utilities could do to help businesses is to retrofit SuDS.</p> <p>Below is a summary of this process, along with some advantages and disadvantages.</p> <p>What are your thoughts on this? Is it something your organisation would be interested in? Why? Why not?</p> <p><b>SHOW SLIDE ON RETROFITTING SuDS SLIDE 15 &amp; 16</b></p>

<p><b>(VI) PRIORITISATION</b></p>	<p><b>5 mins</b></p>
	<p>Earlier you were shown the three broad categories of solutions available to better manage rainwater. These are shown again below.</p> <p>SHOW SLIDE 7</p> <p>We would like you to tell us the amount of time and resources you would prefer United Utilities to spend on each of the following approaches:</p> <ul style="list-style-type: none"> <li>- Concrete solutions</li> <li>- Separating sewers</li> <li>- Sustainable drainage solutions</li> </ul> <p><b>Scale: 0-100% across the three approaches</b></p> <p><i>Settings: poll</i></p> <p>So of these three measures, which do you think United Utilities should be encouraging customers to install?</p> <ul style="list-style-type: none"> <li>- Concrete solutions</li> <li>- Separating sewers</li> <li>- Sustainable drainage solutions</li> </ul> <p>Why do you consider this option should be the priority?</p>

**Thank & Close**