

UU / 8322

Rainwater Management Community

Online Community Tasks (7 days)

The following tasks will be programmed onto the Recollective online community platform. The purpose of this document is to agree the exercises and wording.

Throughout the duration of the community, Moderators will engage with respondents by adding comments and asking additional questions/probes.

DAY 1

TEXT INTRODUCTION – POSTED ON THE HOME PAGE:

Hello and welcome from Alex and Grace, your community moderators!

Thank you for agreeing to take part in our online community. We are an independent research agency called DJS Research and we are running this research on behalf of United Utilities.

If you need any help or have any questions, please feel free to [email us directly](#) - or send a direct message through this platform.

How will the community work?

Tasks will be made available to complete every day and you will be notified when new tasks are available. Each day includes several tasks and should take you around 5-10 minutes in total per day. You can complete several tasks in one sitting, or spread them out over the day. We will also have some further questions for you - we're really interested in what you have to say - and towards the end of our time together you will be able to chat directly with other community members should you wish.

You can log on and complete tasks and respond to questions at any time of the day, but please log on daily from **xxxx** up to and including **xxxx**.

Every day you will see new tasks appear on the **Activities** page. **You must complete all the tasks in order to receive your 'thank you' incentive.**

What are we talking about?

The purpose of the research is to gather the views of people living in the North West. We'd like to explore your views, desires and points of view around rainwater management. We obviously get a fair bit of rain in the North West and the question is, how can rainwater best be managed moving forwards! Your views, alongside subject matter experts and other stakeholders, will be used to help us better understand how to manage rainwater and how to engage with our customers.

The team at United Utilities will be able to see your responses but they won't know any personal details about you – unless you choose to share them on here. Anything you share or upload will be used solely for the purpose of this research project and will not be made public in any way.

There are no right or wrong answers, we are just interested in YOUR views, opinions and ideas. Please be honest and open. If you have any questions just let us know.

We look forward to hearing from you!

Alex and Grace

Task 1: Introductions

Rationale: Get to know each respondent and allow them to get used to the community platform. To get respondents to start thinking about themselves, contextualise findings and to start thinking about the topic area.

Settings: Text

1a) Introducing yourself

We'd like to get started by giving you the opportunity to introduce yourself. It would be great to hear:

- Your first name
- Your age
- Who lives at home with you (if anyone – including pets!)
- If you are working, what do you do?

You can use the text box provided below, or do a short video message, whichever you prefer.

1b) Introducing where you live

As the week progresses, we will be exploring your views on rainfall management. To add some context to these discussions, it would be really useful to hear a little about where you live:

- Whereabouts in the North West are you – by the seaside, in a town, or perhaps out in the countryside?
- What's the best thing about where you live?

Please use the text box provided below, or do a short video message, whichever you prefer.

1c) Introducing the home environment

And then a little about your home environment:

- What sort of property do you live in – a flat, or maybe a house?
- Do you have any outdoor space – perhaps a driveway or a garden?
- How big is your outdoor space – the size of a tennis court? Perhaps less or even more?
- What is the surface of your outdoor space – maybe grass or paving?

Please use the box provided below and if possible, upload a photo of your outdoor space.

1d) Experience of rainwater issues

Finally, can we just check, have you ever experienced any rainwater problems (for example flooding)? If so, please use the box below to tell us a little about the problem(s) you have experienced.

Task 2: Introducing United Utilities

2a) Awareness of United Utilities services

Rationale: To understand people's levels of awareness surrounding United Utilities' services.

Settings: Drag and drop randomised list

We'd like to begin our discussions by understanding a bit more about the services you think United Utilities provide.

You will see a number of services on screen here. Please sort this list of services into those that you think United Utilities provide and those that you think they don't.

Using your mouse, please "drag and drop" the service into a box depending on whether you think it is a service provided by United Utilities, or not. Alternatively, you can "right click" the card and select the desired box from the list.

- Provide safe drinking water to homes and businesses
- Reduce disruptions to water supply
- Encourage customers to use water wisely around the home
- Ensure there's enough water for now and in the future
- Provide quality customer service
- Return cleaned wastewater safely back to rivers, lakes and the sea
- Prevent sewer flooding affecting homes or gardens and local areas
- Ensure sufficient wastewater treatment and drainage for now and in the future
- Provide gas and electricity services to homes and businesses
- Provide household waste and recycling collection services
- Lead in the responsibility for managing the risk of flooding
- Ensure development meets local housing needs whilst protecting and enhancing the environment
- Operate, maintain and improve the highways network
- Maintain a strategic overview of flooding and coastal erosion

Service provided by United Utilities	Service <u>not</u> provided by United Utilities
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2b) Ensuring understanding of United Utilities' services

Rationale: To inform and plug any gaps that may exist in people's understanding surrounding United Utilities' services.

Settings: Text and showcard

Please take a moment to review and familiarise yourself with the information on the following showcard. This showcard details a list of the services that United Utilities provides.

INSERT SHOWCARD AND LIST OF SERVICES (SLIDE 1&2)

DAY 2

Task 3: The Water Cycle

Rationale: To inform people on what the water cycle is.

Settings: Text and showcard

3a) Learning about the Water Cycle

Now we have confirmed our understanding on the services United Utilities provides, we are going to spend a bit of time thinking about how United Utilities is involved at different points in the Water Cycle.

By the term "Water Cycle," we are referring to the process of water constantly moving around the Earth, being recycled over and over again.

Have a look at the showcard below to see a summary of this fascinating process.

SHOWCARD: SLIDE 3

3b) United Utilities and the Water Cycle

Settings: Mark up

Please take a minute to look at the showcard again, and then mark-up where and how you think United Utilities is involved in the cycle.

Mark up exercise.

3c) Confirming on United Utilities' involvement in the Water Cycle

After exercise complete display showcard of water cycle displaying all the points UU are involved in.

United Utilities are involved at stages 4 to 8 of the Water Cycle. Some further information is included in the showcards below.

SHOWCARD: SLIDE 4 & 5

Task 4: Introducing wastewater & rainfall management

Rationale: To help participants understand what goes into sewers and to get an initial measure on whether customers are aware of the potential issue of too much rainwater entering the sewage system.

Settings: Open text box

4a) Introducing wastewater

From learning about the Water Cycle, we know that United Utilities takes your wastewater or dirty water away and treats it before safely returning it to the environment.

Wastewater is made up of two main things:

1. Sewage: used or 'dirty' water from homes and businesses

2. Rainwater: that is rainwater that run off our roofs and driveways and into our sewers

Settings: Poll

4b) Introducing rainfall management

Now that you know that both sewage and rainwater go into our sewers, do you consider there is a need to manage the amount of rainwater that goes into our sewers?

- Yes
- No
- Don't know

Settings: Open

Can you tell us a little more about what makes you think this – why do we need or not need to manage the amount of rainwater going into our sewers?

4c) Introducing potential issues of excess rainfall

Having thought about whether you think there is a need to manage the amount of rainwater that goes into our sewers. What issues, if any, do you think can be caused by too much rainwater in our sewers?

Too much rainwater in our sewers can contribute to problems such as those detailed below.

SHOWCARD 6

4d) Discussing importance of rainfall management

Rationale: To understand how important consumers perceive it is to address the issue both personally, and more generally.

Settings: Grid

Now we've raised some of the issues that can occur due to too much rainwater in our sewers, please take a moment to have a think about whether you consider it is important to manage the amount of rainfall that goes into our sewers.

Please rate each of the following statements depending on how much you agree or disagree:

- Too much rainwater is an important issue to resolve for me personally.
- Too much rainwater is an important issue to resolve for my wider local community.

Scale: Strongly agree, agree, disagree, strongly disagree

Please tell us in as much detail as possible why you responded in this way, especially where (if) you have strongly agreed or disagreed?

Task 5: Responsibility for rainfall management

Rationale: To understand consumers' views surrounding responsibility for rainwater management at this relatively uninformed stage.

Settings: Open response

With the impact of excess rainfall now highlighted and a need for rainfall management identified, we would now like you to have a think about who you consider would be responsible for ensuring that rainwater is managed effectively.

Please enter as few or as many people or organisations as you think may be involved into the box below.

Settings: Open response

What is it that prompted you to include the response you did – why these people or organisations?

DAY 3

Task 6: Combined sewers

6a) Understanding of sewers

Rationale: To understand people's views on combined sewers, and to educate.

Settings: Grid

We are going to begin the task today by considering two different types of sewers.

How familiar are you with each of the following types of sewers?

- Combined sewer
- Separate sewer

Scale: Very familiar, quite familiar, not very familiar, not at all familiar

Settings: Poll

Do you think there is a difference between combined and separate sewers in terms of effectiveness?

- Yes
- No
- Don't know

Settings: Showcard + single response

We have included some information to show how properties within the United Utilities region connect to the sewer system.

This also explains the difference between combined and separate sewers. One of the things that makes combined sewers unique is that they can become overwhelmed more easily than separate sewers. Take a look at the below to understand why and also to learn about Combined Sewer Overflows – the in-built safety release valves designed to relieve pressure on combined sewers.

Please take some time to familiarise yourself with this information.

SHOWCARD (slide 7 & 8)

6b) Impacts on the sewer network: rainwater

Rationale: To understand awareness of the factors that can impact the sewage network.

From looking at the Water Cycle, we know that sewage and rainwater are the only two things that should go into the sewage network.

The only sewage that should enter the sewage network is the three P's: pee, poo and toilet paper. Anything else can actually clog up the sewer system and cause problems...if sewers become blocked, there is less space for rainwater and increased risk of flooding.

Please take a moment to review the images for potential issues.

SHOW IMAGES OF FAT BERGS, ROADS FLOODED/BLOCKED DRAINS (slide 9)

6c) Impacts on the sewage network: unprompted awareness

Rationale: To understand what can impact on rainwater management, wastewater capacity and UU's sewer network.

Settings: Open response

Other than putting the wrong things (i.e. anything other than the three P's) into the sewer system, what other factors can you think of that might impact on the ability of the sewage system to function properly?

Specifically, can you think of anything that would contribute to increased demand on the system i.e. increased volumes of rainwater entering the system, at greater speed?

Rationale: To see whether consumers consider the factors that could make managing wastewater capacity and the sewer network more of a challenge in the future.

Thinking to the future, do you think that managing rainwater and the sewer network will become more or less of a challenge, or stay the same?

Settings: Poll response

- More of a challenge
- Stay the same

- Less of a challenge

Settings: Open response

Please tell us a little about why you think this about the future - what factors did you consider?

6d) Impacts on the sewage network: prompted awareness

Rationale: To educate on what can impact on rainwater management, wastewater capacity and UU's sewer network.

Settings: Scale

Thank you for considering what factors you consider would impact on a sewer's ability to function probability.

We would just like to take a few moments to ensure awareness and understanding. Other than sewer misuse, the two key areas that present a challenge to managing the network are:

- Urbanisation and development (slide 10)
- Climate change (slide 11)

6e) To understand the level of concern

Rationale: To understand how concerned consumers are on each of the issues, both personally and more generally.

Please score the issues by how concerned you feel personally about each of these issues from 0 "no concern at all", to 10 "very concerned".

- Urbanisation and development
- Climate change and population growth

Settings: Open response

Please tell us why you have scored the issues in the way that you have, particularly commenting if and where there are issues you are particularly concerned about.

Settings: Scale

We would like you to repeat the exercise, but this time please consider how concerned you feel more generally for your wider local area about each of these issues from 0 "no concern at all" to 10 "very concerned".

- Urbanisation and development
- Climate change and population growth

Settings: Open response

Can you tell us a little about why you responded this way, particularly if there are any differences?

With continued urbanisation, development, climate change and population growth it is anticipated that these areas will present greater challenge in the future.

DAY 4

Task 7: Responsibility for effective management

Rationale: Semi-prompted awareness and to understand whether it is expected that United Utilities have a role to play.

7a) Roles and responsibilities

Settings: Drag and Drop

Please take a moment to review the list of individuals and organisations below.

We would like you to consider if you think these individuals and organisations have a role in managing rainwater in the North West.

Please move the individuals and organisations into the appropriate box depending on your thoughts.

- All those living in the household
- The household owner
- Business owners

- United Utilities
- Local Council
- Local Planning Authority
- Highways Authority
- Environment Agency
- Local community

No role

Some role

A key role

Settings: Open

Specifically, 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?

Settings: Image review & mark up

Here is a list of the key organisations and their actual roles when it comes to managing rainwater. You can leave any comments you wish by clicking on each of the organisations.

INSERT SHOWCARD ON RESPONSIBILITIES (slide 12)

Rationale: Before solutions are shown, to understand how willing customers are to act personally and what they perceive the potential barriers to doing so might be.

7b) Awareness of potential personal involvement

Do you consider there would be anything you personally could do to help manage rainwater at your property?

Setting: Poll

- Yes
- No
- Don't know

Settings: Open

Can you tell me a little bit about what makes you think that – what do you think you could do or why don't you think there is anything you can do?

Settings: Open

Can you think of any potential barriers that would stop you from acting personally?

Of these potential barriers, what would you consider to be the greatest barrier?

Task 8: How to address the problem

Rationale: To inform on UU's potential options

Settings: Image review

We've now learnt lots about rainwater and the problems it can cause. Next, we're into problem solving!

We'll tell you about some of the solutions to the problems we've talked about previously. Then you can let us know how you feel about them.

There are a range of options that United Utilities could take when looking to better manage rainwater. These fall into three broad types which are shown below:

- Concrete solutions
- Separating Sewers
- Sustainable drainage solutions

Have a look at these three broad categories and then click next so that we can start to really understand your views!

INSERT SHOW CARD: What are the options to managing rainwater? **(slide 13)**

8a) Separating sewers

Rationale: To understand customers' views on a concrete option

Settings: slider

INSERT SEPERATING SEWERS SHOWCARD (slide 14)

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.

Having taken a moment to review the information showing the three solutions, please use the slider to show how supportive you would be of implementing the following two solutions in your community:

- Concrete solutions
- Separating sewers

Scale: Not at all supportive (0) to Very supportive (10)

Settings: open

What are the key reasons you considered in your response?

DAY 5

Task 9: Deep dive into SuDS (unprompted)

Rationale: To understand customers' views on the SuDS to remove surface water

Settings: Video review to educate

In the last exercise you looked at the separating out of sewers, which is a Concrete Solution. Now, we're going to look at Sustainable Drainage Solutions in detail.

First thing to do, sit back and relax as you watch this video. At the end of it, you'll understand exactly what Sustainable Drainage Solutions are and what they can do.

INSERT SuDS VIDEO (slide 14 placeholder) AND OF BENEFITS AND DRAWBACKS ONCE WATCHED (slide 15)

9a) View on SuDs

Rationale: To understand customers' views on the actions customers can take to remove surface water

Settings: Image review to educate

We asked you in a previous task whether you felt individual households have a role to play in managing rainwater. Well, it turns out there is a lot that you and your community can do!

Below are a number of options, all of which can contribute to sustainable drainage at your homes and in your communities.

(Slide 16)

Please move the slider to show how supportive you are of these solutions.

Scale: Not at all supportive (0) to very supportive (10)

9b) Likelihood to install property level SuDs (unincentivised)

Rationale: To understand customers' likelihood to install property-level SuDS unincentivised

Settings: drag and drop

Here are those options again, but this time with typical examples of the costs, effectiveness, effort to source and install and subsequently maintain each of them.

We would now like you to indicate how likely **you personally would be to install each solution**, taking into account all the information you have been provided with (i.e. the costs, effectiveness, benefits, maintenance levels etc).

INSERT SHOWCARD OF COMPONENTS with info attached (slide 17)

Please drag and drop each one into the box that most closely matches how you feel about each solution.

- Swales
- Rain Gardens
- Soakaways
- Permeable paving
- Green roofs
- Water butts
- Smart water butts

Certain that I will
Very likely
Quite likely
Neither likely nor unlikely
Quite unlikely

Very unlikely
Certain that I won't

For those, if any, that you said you were certain or likely to personally install, what is it that motivates you to install these solutions?

ROUTING: ALL THOSE UNLIKELY/CERTAIN THAT THEY WON'T

Settings: Fill in the blanks

What, if any, barriers you have to installing each of the solutions?

- Swales
- Rain Gardens
- Soakaways
- Permeable paving
- Green roofs
- Water butts
- Smart water butts

DAY 6

Task 10: Deep dive into SuDS incentivisation (unprompted)

Rationale: To understand how UU could incentivise customers to act and shed light on what it would take to boost likelihood of installation through incentivisation (unprompted)

Settings: Sentence completion and closed question

United Utilities is keen to understand what they could do to boost the chances that as many customers as possible install some or all of these solutions.

First, we'd like you to have a think about if there is anything you think United Utilities could do to help encourage you to install some of the solutions you've been shown.

You are going to be shown each option and then below it, two sentences. We would like you to complete these sentences.

INSERT EACH OPTION ONE AT A TIME

Sentence to complete: I would **consider** installing this option if [INSERT HERE]

Sentence to complete: I would **definitely** install this option if [INSERT HERE]

Task 11: Deep dive into SuDS incentivisation (prompted)

Rationale: To understand what it would take to boost likelihood of installing through incentivisation (prompted)

Settings: Poll

Thanks for your thoughts on all the things that would encourage you to install some of the options we've been talking about.

We would now like to explore five specific incentives that United Utilities could offer in order to encourage you to install these solutions.

Incentive #1 (of 5)

The first option we'd like you to consider is the option to be entered into a prize draw. Please take a moment to review this option in more detail.

INSERT INCENTIVE SHOWCARDS (Slide 18)

How likely are you to install each SuD option with the incentive to enter a prize draw?

GRID. SHOW EACH SOLUTION WITH EACH INCENTIVE

Certain that I will
Very likely
Quite likely
Neither likely nor unlikely
Quite unlikely
Very unlikely
Certain that I won't

Settings: open

What are the key thoughts behind your response – in particular, what is that you like or dislike about this incentive option? That makes you certain you will or will not install a particular SuD option?

Incentive #2 (of 5)

We'd now like you to repeat the same exercise, but this time considering the option of a small discount being applied to your bill for a few years. Please take a moment to review this option in detail and then for each SuD rate how likely you are to install it as a result of a small discount?

INSERT INCENTIVE SHOWCARDS (Slide 19)

GRID. SHOW EACH SOLUTION WITH EACH INCENTIVE

- Certain that I will
- Very likely
- Quite likely
- Neither likely nor unlikely
- Quite unlikely
- Very unlikely
- Certain that I won't

Settings: open

What are the key thoughts behind your response – in particular, what is that you like or dislike about this incentive option? That makes you certain you will or will not install a particular SuD option?

Incentive #3 (of 5)

Again, please repeat the same exercise, but this time considering the option of a community reward. Please take a moment to review this option in detail and then for each SuD rate how likely you are to install, with the incentive of a community reward?

INSERT INCENTIVE SHOWCARDS (Slide 20)

GRID. SHOW EACH SOLUTION WITH EACH INCENTIVE

- Certain that I will
- Very likely
- Quite likely
- Neither likely nor unlikely
- Quite unlikely
- Very unlikely
- Certain that I won't

Settings: open

What are the key thoughts behind your response – in particular, what is that you like or dislike about this incentive option? That makes you certain you will or will not install a particular SuD option?

Incentive #4 (of 5)

Please repeat the same exercise, but this time considering the option of a United Utilities installation service. Please take a moment to review this option in detail and then for each SuD rate how likely you are to install, with the incentive of a United Utilities Service?

INSERT INCENTIVE SHOWCARDS (Slides 21)

GRID. SHOW EACH SOLUTION WITH EACH INCENTIVE

- Certain that I will
- Very likely
- Quite likely
- Neither likely nor unlikely
- Quite unlikely
- Very unlikely
- Certain that I won't

Settings: open

What are the key thoughts behind your response – in particular, what is that you like or dislike about this incentive option? That makes you certain you will or will not install a particular SuD option?

Incentive #5 (of 5)

Finally one last time, but this time considering the option of a United Utilities installation service with discount. Please take a moment to review this option in detail and then for each SuD rate how likely you are to install, with the incentive of a United Utilities Service with discount?

INSERT INCENTIVE SHOWCARDS (Slides 22)

GRID. SHOW EACH SOLUTION WITH EACH INCENTIVE

- Certain that I will
- Very likely
- Quite likely
- Neither likely nor unlikely
- Quite unlikely
- Very unlikely
- Certain that I won't

Settings: open

What are the key thoughts behind your response – in particular, what is that you like or dislike about this incentive option? That makes you certain you will or will not install a particular SuD option?

Task 12: To understand how much assistance customers would need

Rationale: To determine whether customers would require assistance by asking how confident they would be in each aspect of the SuD installation.

Please imagine you decide to go ahead and implement a Sustainable Drainage Solution. How confident would you feel in personally:

- Deciding which solution to install in order to have the biggest impact on managing rainwater
- Paying for the solution
- Managing the purchase of the solution
- Finding the labour to install the solution
- Managing the installation
- Maintaining the solution on an ongoing basis after it has been installed

Settings: Scale, grid

Scale: Very confident, quite confident, quite unconfident, not at all confident

Rationale: To determine whether customers would be more / less confident depending on what SuD it is.

Please take a moment to remind yourself of the different types of SuDs.

INSERT SOLUTIONS SHOWCARD (as previous slide 16 & 17)

Settings: Poll, Grid

Imagine you decide to install each of the solutions. For each solution, please consider if you think you would need support on each of the same aspects.

Where you think you may need further assistance i.e. you wouldn't be able to complete that aspect without help, please tick the grid.

- Swales
- Rain Gardens
- Soakaways
- Permeable paving
- Green roofs
- Water butts

- Smart water butts
- Paying for the solution
- Managing the purchase of the solution
- Finding the labour to install the solution
- Managing the installation
- Maintaining the solution on an ongoing basis

DAY 7

Task 13: Deep dive into retrofitting SuDS

Rationale: To understand customers' views on retrofitting SuDS to remove surface water

Settings: Image mark up

Just as there are things that individuals and communities can do when it comes to SuDS to better manage rainwater, there are things United Utilities and its partners can do too.

One of these is to retrofit SuDS into the public realm or to private properties.

Below is a summary of this process, along with some advantages and disadvantages. You can click on the image to leave any thoughts you have on this approach.

INSERT SHOWCARD OF RETROFITTING SuDS (slide 23 & 24)

Settings: slider

Please move the slider to show how supportive you are of this solution.

Scale: Not at all supportive (0) to very supportive (10)

Settings: open

What are the key reasons you considered in your response?

Task 14: Prioritisation

Rationale: To understand customers' views towards how much time and resources they would prefer UU to spend across SuDS vs concrete solutions

Earlier you were shown the three broad categories of solutions available to better manage rainwater. These are shown again below.

INSERT SHOWCARD 13

We would like you to tell us the amount of time and resources you would prefer United Utilities to spend on each of these three approaches.

Settings: slider

Please move the slider to show the proportion of time and resources you would like them to spend on each.

Scale: 0-100% across the three approaches

Settings: poll

So, of these three measures, which do you think United Utilities should be prioritising their time and resources towards?

- Concrete solutions
- Separating sewers
- Sustainable drainage solutions

Settings: open

Why do you consider this option should be the priority?