



Post Task

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Water for the North West

Hello again!

Thank you again for your participation and engagement throughout our last discussion about United Utilities and their future ambitions. We really appreciate your help with this important piece of research!

Ahead of the next call, we would like you ask two friends or family members from **different generations** (e.g. parent/grandparent/child etc.) what their priorities are for the ambitions and how they would like to see investment allocated.

Exercise 1: Ask your chosen family member / friend to choose which investment option they would pick for each ambition (we have included the options you chose for your groups, but please don't share these with them until after they have made their decision)

Exercise 2: We would like you and your family member / friends to think about the balance of responsibility amongst current and future customers for paying for investments for each ambition (ie, Option 1 = invest now, and Option 2 = invest in the future)

Exercise 3: Please reflect on the conversations you have had with your family / friends and tell us a little bit about your discussions and their priorities

Information pack: We have also sent you a pack with the different house scenarios, a summary slide of the six ambitions and a short description of what investment would look like to help remind yourself and for you to use when talking to family / friends.

If you have any questions, please feel free to get in contact with **Katie Jones** - katie.x.jones@pwc.com (+44 7967 707174). Thanks again!



Exercise 1: Investment options

We would like to understand **what your friends and family think about the six ambitions** and which investment options they would choose!

We would like you to speak with **two friends and family members from different generations**. Show them the future scenarios and the ambitions summary, and get them to think about what options they would choose for investment (between option 1, 2 or 3).










We have included your choices from the group but please don't share this with your family or friends until they have completed the task.



United Utilities investment options



Your previous answers...

Ambitions	Option 1	Option 2	Option 3
Drinking Water Quality: Taste, Smell and Appearance	4 complaints about taste, smell or odour per 100,000 people by 2050 	2 complaints about taste, smell or odour per 100,000 people by 2050	Less than 1 complaint about taste, smell or odour per 100,000 people by 2050
Drinking Water Quality: Removal of Lead Pipes	All lead pipes removed by 2070 	All lead pipes removed by 2060	All lead pipes removed by 2050
Maintaining our Pipes and Pumps	Some investment today to keep pipes and pumps at the current standard. (High future costs i.e. major failure likely)	2 complaints about taste, smell or odour per 100,000 people by 2050 (Moderate future costs i.e. occasional failure) 	Less than 1 complaint about taste, smell or odour per 100,000 people by 2050 (Low future costs i.e. failures rare)
Sewer Flooding	Customers risk experiencing sewer flooding occurring once every 30 years.	Customers risk experiencing sewer flooding occurring once every 40 years. 	Customers risk experiencing sewer flooding occurring once every 50 years.
Water Usage and Efficiency: Leakage Reduction by 2050	Reduce leakage by 50% by 2050 	Reduce leakage by 55% by 2050	Reduce leakage by 60% by 2050
Water Usage and Efficiency: Consumption Reduction by 2050	Reduce customer consumption to 110 litres per person per day by 2050	Reduce customer consumption to 110 litres per person per day by 2037	Reduce customer consumption to 85 litres per person per day by 2050 
Carbon Net Zero	United Utilities to reach net zero by 2050.	United Utilities to reach net zero by 2045. 	United Utilities to reach net zero by 2040.
Social Value: Jobs and Affordability	Continue to support ~200,000 customers who struggle to pay bills and be a reliable employer in the North West (NW)	Extend affordability schemes to reduce number of customers in water poverty and increase employment opportunities in NW	Incorporate actions in option 1 and 2 as well as supporting the NW economy through investment in technology and infrastructure 
Social Value: Recreational access	Continue to offer access to 65 reservoirs in the NW for United Utilities customers	Go above to provide more facilities and opportunities for different types of water and land based activities for customers 	Build on options 1 and 2 by working with other organisations and communities to improve access to United Utilities land

Lower increase in water bills

Higher increase in water bills

United Utilities investment options



Family / Friend 1: About them (name, age, relationship to you):

Ambitions	Option 1	Option 2	Option 3
Drinking Water Quality: Taste, Smell and Appearance	4 complaints about taste, smell or odour per 100,000 people by 2050	2 complaints about taste, smell or odour per 100,000 people by 2050	Less than 1 complaint about taste, smell or odour per 100,000 people by 2050
Drinking Water Quality: Removal of Lead Pipes	All lead pipes removed by 2070	All lead pipes removed by 2060	All lead pipes removed by 2050
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Social Value: Jobs and Affordability	Continue to support ~200,000 customers who struggle to pay bills and be a reliable employer in the North West (NW)	Extend affordability schemes to reduce number of customers in water poverty and increase employment opportunities in NW	Incorporate actions in option 1 and 2 as well as supporting the NW economy through investment in technology and infrastructure
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Lower increase in water bills

Higher increase in water bills

United Utilities investment options



Family / Friend 2: About them (name, age, relationship to you):

Ambitions	Option 1	Option 2	Option 3
Drinking Water Quality: Taste, Smell and Appearance	4 complaints about taste, smell or odour per 100,000 people by 2050	2 complaints about taste, smell or odour per 100,000 people by 2050	Less than 1 complaint about taste, smell or odour per 100,000 people by 2050
Drinking Water Quality: Removal of Lead Pipes	All lead pipes removed by 2070	All lead pipes removed by 2060	All lead pipes removed by 2050
Maintaining our Pipes and Pumps	Some investment today to keep pipes and pumps at the current standard. (High future costs i.e. major failure likely)	2 complaints about taste, smell or odour per 100,000 people by 2050 (Moderate future costs i.e. occasional failure)	Less than 1 complaint about taste, smell or odour per 100,000 people by 2050 (Low future costs i.e. failures rare)
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Lower increase in water bills

Higher increase in water bills

Exercise 2:

We would like you and your family to think about the **balance of responsibility amongst current and future customers for paying for investments**. We are keen to hear your thoughts on this again to see if anything has changed now that you have had more time to reflect.










For each of the ambitions, please select one of the following options. Then ask your family/friends to do the same before you show them your answers.

- **Option 1:** Make additional investments to 'future proof' now so that fewer problems arise in the future. An increase in bills would start sooner, spreading increases across different generations of bill payers
- **Option 2:** Invest less in 'future proofing' now and tackle any future issues as and when they arise. The increase in bills would start much later (i.e. years down the line) and would cost more to fix










Please select a box and change its colour to indicate your choice - any further thoughts or questions can be written in the notes section at the bottom of the slide.












Exercise 2: How we pay for investments

Ambition		Option 1: Additional investments now to 'future proof' so fewer problems arise in the future. Bills would be spread across different generations	Option 2: Invest less in 'future proofing' now, tackle issues when they arise. Increase in bills starts much later (years down the line) and costs more to fix
	Maintaining Pipes and Pumps	<input type="checkbox"/>	<input type="checkbox"/>
	Water quality: Drinking Water Quality	<input type="checkbox"/>	<input type="checkbox"/>
	Water quality: Lead Pipe Removal	<input type="checkbox"/>	<input type="checkbox"/>
	Carbon Net Zero	<input type="checkbox"/>	<input type="checkbox"/>
	Sewer Flooding	<input type="checkbox"/>	<input type="checkbox"/>
	Social Value: Providing Green Space	<input type="checkbox"/>	<input type="checkbox"/>
	Social Value: Jobs / Support	<input type="checkbox"/>	<input type="checkbox"/>
	Water Usage: Consumption	<input type="checkbox"/>	<input type="checkbox"/>
	Water Usage: Leakage	<input type="checkbox"/>	<input type="checkbox"/>

Exercise 2: How we pay for investments

Ambition		Option 1: Additional investments now to 'future proof' so fewer problems arise in the future. Bills would be spread across different generations	Option 2: Invest less in 'future proofing' now, tackle issues when they arise. Increase in bills starts much later (years down the line) and costs more to fix
	Maintaining Pipes and Pumps	<input type="checkbox"/>	<input type="checkbox"/>
	Water quality: Drinking Water Quality	<input type="checkbox"/>	<input type="checkbox"/>
	Water quality: Lead Pipe Removal	<input type="checkbox"/>	<input type="checkbox"/>
	Carbon Net Zero	<input type="checkbox"/>	<input type="checkbox"/>
	Sewer Flooding	<input type="checkbox"/>	<input type="checkbox"/>
	Social Value: Providing Green Space	<input type="checkbox"/>	<input type="checkbox"/>
	Social Value: Jobs / Support	<input type="checkbox"/>	<input type="checkbox"/>
	Water Usage: Consumption	<input type="checkbox"/>	<input type="checkbox"/>
	Water Usage: Leakage	<input type="checkbox"/>	<input type="checkbox"/>

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Ambition		Option 1: Additional investments now to 'future proof' so fewer problems arise in the future. Bills would be spread across different generations	Option 2: Invest less in 'future proofing' now, tackle issues when they arise. Increase in bills starts much later (years down the line) and costs more to fix
	Maintaining Pipes and Pumps	<input type="checkbox"/>	<input type="checkbox"/>
	Water quality: Drinking Water Quality	<input type="checkbox"/>	<input type="checkbox"/>
	Water quality: Lead Pipe Removal	<input type="checkbox"/>	<input type="checkbox"/>
	Carbon Net Zero	<input type="checkbox"/>	<input type="checkbox"/>
	Sewer Flooding	<input type="checkbox"/>	<input type="checkbox"/>
	Social Value: Providing Green Space	<input type="checkbox"/>	<input type="checkbox"/>
	Social Value: Jobs / Support	<input type="checkbox"/>	<input type="checkbox"/>
	Water Usage: Consumption	<input type="checkbox"/>	<input type="checkbox"/>
	Water Usage: Leakage	<input type="checkbox"/>	<input type="checkbox"/>

Exercise 3:

We would now like you to reflect on the conversations you have had with your family / friends and summarise your discussions and their priorities.

Please complete the 3 questions on the next page and let us know if there were any differences in opinions across the different generations spoken to.



Exercise 3: Reflection and summary

Overall, what did your family/friends prioritise and why?

Which ambitions did they think needed immediate investment and why?

What differences in opinion emerged between you and your friends/family?

Thank you and talk soon!

Thank you so much for taking the time to complete this exercise booklet and for reaching out to family and friends to get their opinions too.

We will be using this booklet during the follow up interview so please make sure that you have it to hand for the session.

Please can we ask that you **email the completed exercise booklet back to us before the follow up interview** so we can look at your comments ahead of the call. Please can you send the booklet to:

samuel.david.watkins@pwc.com

If you have any questions, please feel free to get in contact with **Katie Jones** - katie.x.jones@pwc.com (+44 7967 707174).

Thanks again and talk soon!

