

## People Panel session X (Festive Quiz)



### Topline results v1 – Festive Quiz - December 2022

#### Overview of People Panels

Beginning in March 2022, Explain has delivered monthly People Panel groups with one Employee group and four customer groups: Northumbrian, Essex, Suffolk, and Young. The materials for each round were collaboratively created between NWG and Explain.

The topics covered throughout 2022 have been:

- **(1) Induction** (7 – 16 March 2022)
- **(2) Scenarios and personas** (21 – 31 March 2022)
- **(3) Metrics and targets overview** (4 – 13 April 2022)
- **(4A) Metrics and targets [Part 1 of 2]** (25 April – 11 May 2022)
- **(4B) Metrics and targets [Part 2 of 2]** (16 May – 25 May 2022)
- **(5) Affordability** (20 – 29 June 2022)
- **(6) DWMP [Part 1 of 2]** (1 – 10 August 2022)
- **(7) DWMP [Part 2 of 2] \*** (5 – 14 September 2022)
- **(8) Project 2: Asset Health and Public Value** (3 – 12 October 2022)
- **(9) Bespoke measures** (31 October – 9 November 2022)

*\*Please note **Drainage Wastewater Management Plan 'DWMP [Part 2 of 2]'** was held only with Employee, Northumbrian, and Essex panel groups, due to revision of information as part of the wider DWMP project. A thorough explanation has been provided in the separate DWMP full report.*

Each of these rounds had different aims and objectives aligned to ensure that customers views were accounted for within the PR24 planning process and provided a means of ensuring some of the more complex conversations necessary within the PR24 planning process could be managed in a deliberative manner.

#### People Panel attendees

One session was conducted with all four customer panellist groups for the **Festive Quiz** on **Monday 12<sup>th</sup> December**. The number of attendees for this session was as follows:

People Panel #X	Total no. of attendees	'Defining the Future'
Northumbrian	12	1
Essex	12	3
Suffolk	10	3
Young	10	1
<b>PP9X total:</b>	<b>44</b>	<b>8</b>

To complete the quiz, the 44 panellists were split into four breakout groups as follows:

Breakout group	Total no. of attendees	Northumbrian	Essex	Suffolk	Young
Group #1 - Kirsty	10	1	1	5	3
Group #2 - Holly	11	4	3	2	2
Group #3 - Becky	12	4	3	2	3
Group #4 - Jeni	11	3	5	1	2
	<b>44</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>10</b>

### Overview of 'festive quiz' session

This 'festive quiz' session was held with all customer panellists as an opportunity to give thanks to them for attending the sessions to date. To start the session, panellists were presented with an overview of the topics to date, whilst highlighting the impact their views have had.

The quiz was designed to involve six questions based on the water industry and, specifically, Northumbrian Water and Essex & Suffolk Water, as well as one bonus festive question for fun.

This report provides a topline overview of the findings across the People Panel 'festive quiz' session, with results and discussions around each question provided, to show the panellists' reflection on the various topics.

### Overview of festive quiz results

The results below do not include the festive bonus question which added points based on naming Santa's nine reindeer. Questions answered correctly by a group are indicated by 'y', for yes, and questions answered incorrectly are indicated by 'n', for no.

Breakout group	Q1 - PR	Q2 - litres	Q3 - bathing	Q4 - sewer	Q5 - DWMP	Q6 - bespoke	Total /16
Group #1 - Kirsty	n	y	y	n	y	4/5	7
Group #2 - Holly	n	n	y	y	y	5/5	8
Group #3 - Becky	n	n	n	n	y	3/5	5
Group #4 - Jeni	n	n	y	n	n	5/5	7
Correct answers	0/4	2/4	3/4	1/4	3/4	n/a	

## Reasons underpinning festive quiz answer choices

### Question 1: What does the PR in PR24 stand for?

**Answer: Price Review** (Other options: Priority Review, Public Review, or Policy Review)

**0 of 4 groups answered correctly, with all groups opting for 'Policy Review'**

In groups #1 and #2, 'policy review' was thought to be the answer across participants.

In group #3, there were mixed responses from participants, but a vote taking place had five participants select 'policy review' as an answer.

- "I think priority review because it's all about businesses... so, you've got to prioritise what the business wants" – Group 3*
- "But then they also review the prices that customers are paying, the prices that they like customers are paying" – Group 3*
- "I'd say public review" – Group 3*

In group #4, four participants shared their view that the answer was 'policy review', with no participants contesting this suggestion.

### Question 2: How many litres of water per day does the average NW/ ESW customer use?

**Answer: 158 litres** (Other options: 70 litres, 95 litres, or 120 litres)

**1 of 4 groups answered correctly, with the remaining groups opting for '120 litres' after discussion included the possibility of '95 litres' as an option.**

In group #1, the correct answer of 158 litres was decided by the majority of participants.

In group #2, 120 litres was agreed upon by most participants, though some participants thought the answer would be a lower amount of 95 litres. One participant highlighted that they hoped the answer wasn't 158 litres as they considered this to be a lot of water.

- "From what I remember, it was an awful lot more than we thought... 120 is probably about right, you know? Hopefully, it's not 158 because I remember thinking 'well that's an awful lot' but 120 is still a lot like, isn't it?" – Group 2*

In group #3, most participants thought the answer was '120 litres', though some thought this would be 95 litres.

In group #4, three participants thought the answer would be 120 litres. This was challenged by two participants who felt that 120 litres may be too high, and it may instead be 95 litres, however other participants confirmed that they also thought the answer was 120 litres.

### Question 3: How many bathing water's in NW's region are classed as good or excellent?

**Answer: 32 out of 34** (Other options: 30 out of 32, 30 out of 34, or 34 out of 36)

**2 of 4 groups answered correctly, with two groups thinking there were 36 bathing waters overall**

In group #1, participants correctly agreed upon the answer of '32 out of 24' bathing waters being classed as good or excellent.

In group #2, one participant recalled that there was a difference of two bathing waters which weren't classed as good or excellent. Discussion led participants to agree on the correct answer.

*"I seem to remember that... there's a difference of two. So, I was torn between A and C, which people maybe have a bit better memory than me. So, I think we'll go with C" – Group 2*

In group #3, three participants thought the answer was 34 out of 36, and this view wasn't contested.

In group #4, there were mixed views on what the answer would be.

*"34 out of 36, I don't know" – Group 4*

*"30 out of 34?" – Group 4*

### Question 4: When was the first sewer in England built?

**Answer: Victorian times (1837 – 1901)** (Other options: Medieval Times 1066-1485, Edwardian Times 1901-1910, or Roaring Twenties 1920s)

**1 of 4 groups answered correctly, with all other groups thinking the first sewer was built in medieval times. It was then clarified that the question had meant 'modern' sewage system.**

In group #1, opinions were split between five participants voting Medieval, four voting Victorian, and one voting Edwardian.

In group #2, most participants thought the answer was 'Victorian' times.

*"Looks like Victorian times" – Group 2*

*"[It would] be somewhat recent, medieval just used to put it on the streets" – Group 2*

*"Some of the assets that they've got at the moment were built in 18 something and hadn't been adjusted since then. Remember that bit?" – Group 2*

In group #3, three participants thought the answer was 'Victorian' and this wasn't contested.

*"Victorian" – Group 3*

“Yeah, I think we always said Victorian” – Group 3

“Yeah a) Victorian, I think” – Group 3

In group #4, there was some discussion of Roman’s building the first sewer system.

“Victorian” – Group 4

“I think it was Medieval. Before the 1900s” – Group 4

“The Romans built the sewers, didn’t they?” – Group 4

#### Question 5: What does DWMP stand for?

*Answer: Drainage and Wastewater Management Plan (No multi-choice options provided)*

**3 of 4 groups answered correctly, with one group answering ‘Drainage Water Management Plan’**

Groups #1 and #2 correctly recalled what the acronym DWMP represented.

In group #3, the initial suggestion of ‘domestic’ ‘water’ management plan was discussed until the correct answer was reached as an agreement between the participants

“Is it a domestic water management plan?” – Group 3

“I’d say drainage wastewater management plan” – Group 3

Group #4, however, decided on the answer ‘Drainage Water Management Plan’

#### Question 6: Can you name all five bespoke measures?

*Answer: (1) Repeat sewer flooding, (2) Sewer blockages, (3) Visible leak repair, (4) Interruptions to supply between 1 and 3 hours, (5) Interruptions to supply greater than 12 hours (No multi-choice options provided)*

**2 of 4 groups answered all five bespoke measures correctly, with two groups missing out ‘sewer blockages’ and another group additionally missing out ‘visible leak repair’**

All five bespoke measures were remembered by group #2 and #4, whilst group #1 correctly remembered four of the five bespoke measures, and group #3 remembered three of the measures.

In group #1, ‘sewer blockages’ was forgotten by participants.

In group #3, both ‘sewer blockages’ and ‘visible leak repair’ were forgotten by participants.

- *"It was the recurrence of flooding. So, if an area's been flooded once... does it get flooded again?" – Group 3*
- *"So, one about the recurrence of flooding and one about sewage" – Group 3*
- *"There were two lengths of interruptions like one for one, like less than two hours. And then one that was like longer" – Group 3*

Group #4 recalled the five bespoke measures as a collective group.

- *"There was one about leaks as well... the word visible leak repair time" – Group 4*
- *"There was one about sewer flooding... Repeat sewer flooding" – Group 4*
- *"There was one about the water supply being interrupted for over 12 hours" – Group 4*
- *"There was one about sewer blockages as well" – Group 4*
- *"There was another one which said something about just interruptions between like one and three hours rather than like days on end" – Group 4*

When recollecting the five bespoke measures, some participants included suggestions of measures related to 'response times', 'customer service', and the 'environment', which related to the common measures applicable to all water companies rather than the bespoke measures.

- *"The customer service" – Group 4*
- *"Was there not one about response times?" – Group 3*
- *"What about an environmental one?" – Group 3*

## Conclusions

Whilst 'PR24' was understood to be the business plan, participants couldn't recall that PR meant 'Price Review'

Most participants (3 of 4 groups) thought 95-120 litres of water was used per average customer, less than the correct 158 litres

Most participants recalled the acronym of DWMP, and all groups recalled this was in relation to 'Drainage' and wastewater management

Most participants recalled the five measures; with all groups recalling more than half of the measures, and two groups recalling all five

Sewer blockages was the bespoke measure forgotten by some groups

Overall, it was clear that participants had retained some key information that had been shared with them over the People Panels groups

# Appendices

## Appendix A – PowerPoint Presentation

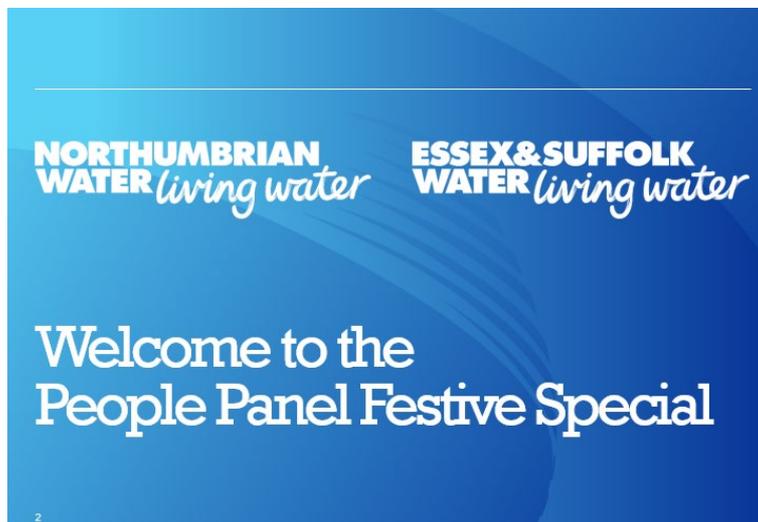
### AGENDA

**MODERATOR TIMINGS – 1 HOUR TOTAL 6.30 – 7.30PM**

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#### Session

- 6.30 – 6.40pm: Intro + thank you from Elaine and Lucy (10mins)
- 6.40 - 7pm: Festive quiz in breakouts (20 mins)
- 7 – 7.20pm: Reveal answers & winners (20 mins)
- 7.20 – 7.25pm: Reveal which group won
- 7.25pm: Thank you, closing poll (5 mins)



### TODAY WE WILL...

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1. Review what we've discussed in all of our People Panel sessions to date
2. Have a quiz
3. Be merry

3

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**THANK YOU!!!**



4

## REVIEW OF ALL SESSIONS

### WHAT HAVE WE COVERED? INTRODUCTION TO NW AND ESW'S ROLE



7

**WHAT HAVE WE COVERED?**  
**FOUR SCENARIOS AND FOUR PERSONAS**

What will life be like in 2050?



**John (Middle-aged, Newcastle)**  
 John lives with his wife and two children in their three bedroom terrace home in Gosforth, Newcastle. John has an average income, working in IT support and his wife works in sales. John is currently working from home but his company plans for him to return at least part time.



**Chloe (Young adult, Ashington)**  
 Chloe lives in Ashington, a town now seeing economic decline, with a reduction in public services. Chloe works in administration at the local GP practice. She lives in a terraced house she inherited from her grandmother with a lodger.



**Asha (Early 30s, Gateshead)**  
 Asha and her partner live with their 3 year old in a rental property on a post war estates in Gateshead. Asha was furloughed from her job in hospitality during the Covid-19 pandemic, before being made redundant. Her partner is self employed as a delivery driver for a food delivery service.



**Mary (Mid 40s, Brentwood)**  
 Mary works in management for a major food retailer in Brentwood, Essex. Mary joined the company on their graduate scheme before the 2008 crash and has worked her way to a regional management position. She lives in a suburban detached home with her partner and two cats.



**Richard (Retired, Southwold)**  
 Richard and his wife moved to a detached house in Southwold after their adult children left home and he retired. Richard frequently travels abroad where travel restrictions allow and is a prominent member of the local golf club.

8

**WHAT HAVE WE COVERED?**  
**PRIORITIES FOR 2050**

<p><b>Deliver world class customer service</b>                  Measured through customer satisfaction surveys and a target will be set on our performance</p>	<p><b>Ensure water services are supplied to all customers at a reasonable cost</b>                  Measured by the proportion of our customers in water poverty*</p>	<p><b>Reduce the 'wastage' of water through a reduction in leakage*</b>                  Measured in the proportion of water that leaks from our pipes.</p>
<p><b>Reduce the amount of water used by our customers to improve water resources* across our regions</b>                  Measured in the average number of litres of water used per person</p>	<p><b>Ensure a continuous supply of water to promote customer confidence and trust.</b>                  Measured in the number of interruptions to the water supply that our customers experience</p>	<p><b>Eradicate sewer flooding* in the home as a result of our assets and operations</b>                  Measured in the number of sewer flooding incidents our customers experience.</p>
<p><b>Promote confidence in our drinking water by delivering high-quality water</b>                  Measured by testing our customer's water supply and measuring the number of issues identified.</p>		

9

**WHAT HAVE WE COVERED?**  
**LEVELS OF AMBITION**

# POLL VOTE

How ambitious would you like Northumbrian Water to be in their measure of 'delivering world class customer service'?

<p><b>Reduced target</b></p> <p>Achieve an NPS score of +70</p> <p>By 2035</p> <p>Maintain to 2050</p>	<p><b>Target in line with current commitment</b></p> <p>Achieve an NPS score of +70</p> <p>By 2030</p> <p>Maintain to 2050</p>	<p><b>More ambitious target</b></p> <p>Achieve an NPS score of +75</p> <p>By 2030</p> <p>Maintain to 2050</p>
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13

**WHAT HAVE WE COVERED?**  
**AFFORDABILITY**

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- Though we aren't an energy supplier, we are one of your utility providers and one of the services which your household has to pay a bill for
- The affordability of our bill is important to us and to our bill payers
- As you've heard in previous sessions, we have an ambitious goal to eradicate water poverty in our regions (customers spending more than 3% of their income after housing costs on their water bill)
- It's also important to us to understand how our customers are feeling, and what life is like for those in our regions, including how these things might change over time
  - We might look to pick this conversation back up with you again at a later time too

11

**WHAT HAVE WE COVERED?**  
**DWMP**

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12

**WHAT HAVE WE COVERED?**  
**ASSET HEALTH AND PUBLIC VALUE**

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13

**WHAT HAVE WE COVERED?**  
**BESPOKE MEASURES**

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- There are **two** different types of performance measure:

Common  
measures

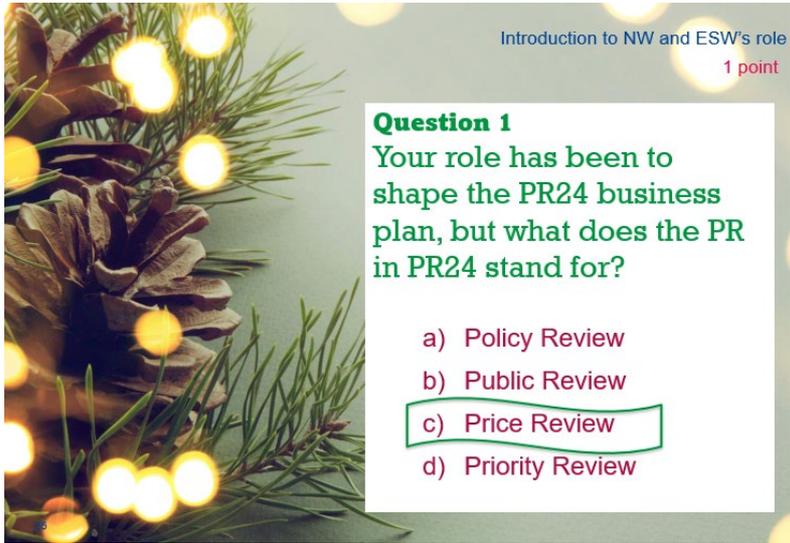
Bespoke  
measures

14



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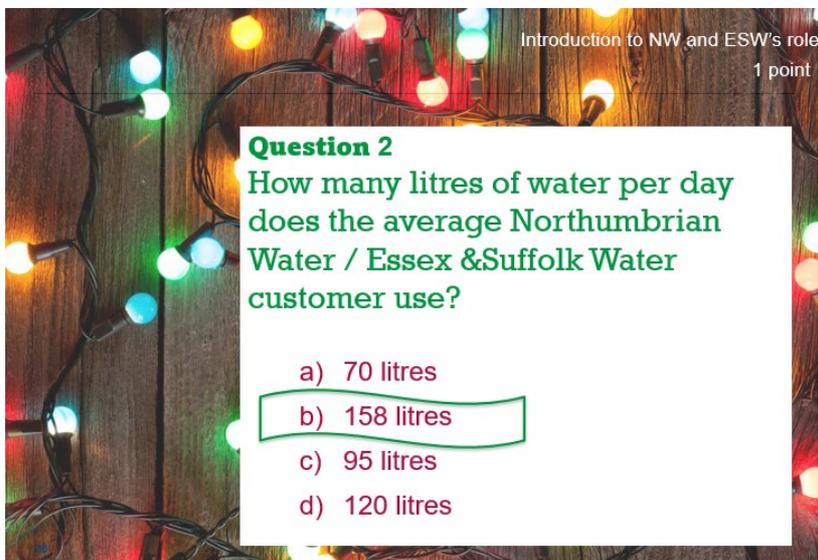
**FESTIVE QUIZ-  
ANSWERS REVEALED**



Introduction to NW and ESW's role  
1 point

**Question 1**  
Your role has been to shape the PR24 business plan, but what does the PR in PR24 stand for?

- a) Policy Review
- b) Public Review
- c) Price Review
- d) Priority Review



Introduction to NW and ESW's role  
1 point

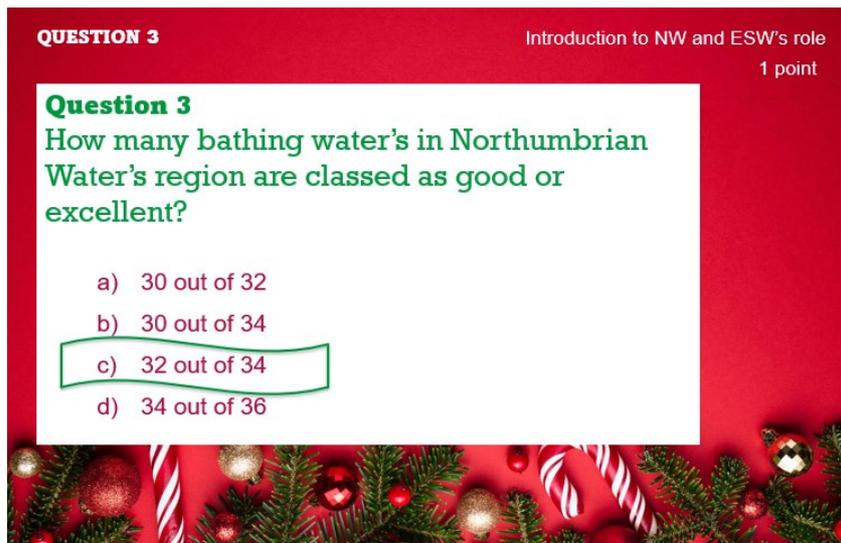
**Question 2**  
How many litres of water per day does the average Northumbrian Water / Essex & Suffolk Water customer use?

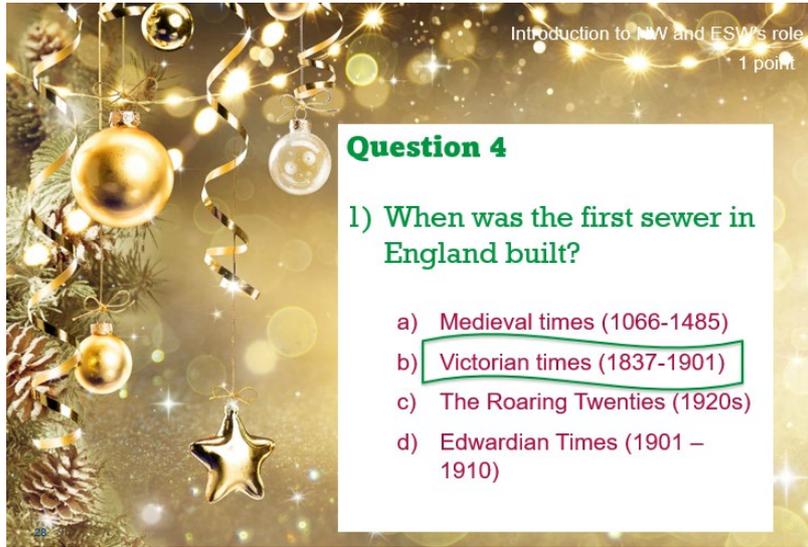
- a) 70 litres
- b) 158 litres
- c) 95 litres
- d) 120 litres

**QUESTION 3** Introduction to NW and ESW's role  
1 point

**Question 3**  
How many bathing water's in Northumbrian Water's region are classed as good or excellent?

- a) 30 out of 32
- b) 30 out of 34
- c) 32 out of 34
- d) 34 out of 36





Introduction to NW and ESW's role  
1 point

**Question 4**

1) When was the first sewer in England built?

- a) Medieval times (1066-1485)
- b) Victorian times (1837-1901)
- c) The Roaring Twenties (1920s)
- d) Edwardian Times (1901 – 1910)



Introduction to NW and ESW's role  
1 point

**Question 5**

1) What does 'DWMP' stand for?

Drainage and Wastewater Management Plan



Introduction to NW and ESW's role  
1 point

**Question 6**

1) At our last People Panel sessions we presented five bespoke measures to you, can you name all five?

- 1. Repeat Sewer Flooding
- 2. Sewer blockages
- 3. Visible Leaks
- 4. Interruptions to supply 1-3 hours
- 5. Interruptions to supply greater than 12 hours

**Question 7**  
Santa has nine reindeer.  
Can you name them all?

- 1) Dasher
- 2) Dancer
- 3) Prancer
- 4) Vixen
- 5) Comet
- 6) Cupid
- 7) Donner
- 8) Blixen
- 9) And of course...  
Rudolph!

Introduction to NW and ESW's role  
9 points



**AND THE WINNING TEAM IS...**

Out of 25 points...



32

**THANK YOU...**