Customer engagement channel summary

Customer engagement so far has included 501,591 engagements with customers plus exposure of our plans and intention to consult on them to the equivalent of 8.5m people. The following scale articulates the type and depth of engagement of each channel.

1	2	3	4	5
Brand awareness	Business awareness and education	Support given for an element of investment	Committed to behaviour change	Choice made between investment options
Typically this will be through media or through presence at events	This is mostly one way, and would involve us pushing messages out, rather than two way engagement, complaints are placed here as its transactional	This level starts to become a more two-way conversation, and involves some detail on a specific question	Customers would have engaged to the point of understanding their impact and being prepared to contribute	This is in depth engagement about several aspects of our plan. It might involve trade offs, or detailed discussions for example in focus groups

These engagements can be broken down by type of channel, and the depth of the engagement. We have categorised each channel as targeted, business as usual (and further into existing BAU and new BAU developed as part of the PR19 engagement strategy), and valuation. The depth of engagement is included below and the definition is shown at the end of this appendix. We have included engagement at a level two and above in the count of engagements driving our business plan.

Engagement Type	Engagement Depth				
	2	3	4	5	Total
Targeted	95,777	69,503	2,517	12,834	180,631
BAU total	222,039	2,578	0	27,467	252,084
BAU (existing channel)	*222,039*	*787*	*0*	*3,850*	*226,676*
BAU (new channel)	*0*	*1,791*	*0*	*23,617*	*25,408*
Valuation	64,526	74	0	4,276	68,876
Total	382,342	72,155	2,517	44,577	501,591

Each of the channels we have used is set out below. We have highlighted in the 'output' column where we have provided the report of the engagement with our business plan as an annex, but for the avoidance of doubt all annexes and supporting information are available on request.

	Channel	Primary methodology (incl depth)	Supplier	Geographical spread	Sample strategy[i]	Representation	Vulnerabilities	Output	Depth
1.	**Segmentation January 2017**	Quantitative research	Allto Consulting	Random across region including Hartlepool	1000 – Anglian region 200 – Hartlepool region Quota based, ONS stats for our region	Representative of customer base	Yes, 13% self identified, 21% deemed	Six customer segments set out in PowerPoint report and eight golden questions	5
2.	**Customer world focus groups January 2017**	Focus groups	Given London	Six towns within the Anglian region	44 chosen to represent AW segments	Targeted segments	One group with vulnerabilities, one group with English as a second language	Key insights set out on PowerPoint report	5
3.	**Co-creation workshops March 2017**	Qualitative in depth, co-creation	Given London	Four towns within the Anglian region and one in Hartlepool	60 – Anglian region 15 - Hartlepool chosen to represent AW segments	Targeted segments including one group recently suffering 2-4 day outage	Information not captured for this work	Key insights set out in PowerPoint report with ideas pack. Separate Horncastle outage report	5
4.	**H2OMG - visitors August 2017**	Count of visitors	The Forum, Norwich	Based in Norwich with visitors from across the region	*32,973* self selecting	Not captured	Not captured	PowerPoint report setting out findings	1
5.	**H2OMG - engagements August 2017**	Voting – water wheel Survey – magnet maze Pledges – beat the bog Survey – testing the water Voting – info desk Conversations	Spring, 12 Degrees	Based in Norwich with visitors from across the region (map available)	1,100 733 823 1,678 1,012 15,479	Not captured except for segments in testing the water	Not captured	PowerPoint report setting out findings	4 5 4 3 5 2
6.	**H2OMG – Social media August 2017**	Reach Engagement	-	Region wide but focused on East Anglia	*346,599* 24,206	Not captured	Not captured	PowerPoint report setting out findings	1 2-5

	Channel	Primary methodology (incl depth)	Supplier	Geographical spread	Sample strategy[i]	Representation	Vulnerabilities	Output	Depth
7.	**H2OMG – Traditional media August 2017**	Reach	Archant Mustard TV	East Anglian media outlets	*3,286,622*	Not captured	Not captured	PowerPoint report setting out findings	1
8.	**Acceptability research (phase 1) May 2017**	Quantitative research	Accent	Random across region including Hartlepool	979 – HH Anglian region 50 – HH Hartlepool 498 – NHH Anglian region Quota based, latest census data	Representative of customer base	Income and receipt of benefits	Findings set out by segment in PowerPoint report	5
9.	**Acceptability research (phase 2) January 2018**	Quantitative research	Accent	Random across region including Hartlepool	945 – HH Anglian region 50 – HH Hartlepool 500 – NHH Anglian region Quota based, latest census data	Representative of customer base	Income and receipt of benefits	Findings set out by segment in PowerPoint report **Included as an annex**	5
10.	**Acceptability research (phase 3) April 2018**	Quantitative research	Accent	Random across region including Hartlepool	1000 Dual supplies 200 Cambridge W 200 Essex and Suffolk W 200 Hartlepool W 500 NHH customers	Representative of customer base, and different service types	Identified and reported separately	Findings set out by segment in PowerPoint report **Included as an annex**	5
11.	**Vulnerability research May 2017**	Ethnographic depths	Accent Community Research	In-home interviews around the region including Hartlepool	40 – Anglian region 4 – Hartlepool representing various types of vulnerability,	Focus on vulnerability	100% representation	Joint report setting out recommendations plus two detailed reports	5
12.	**Community Ambassadors September 2017 and on-going**	Face to face engagement, using clickapads to capture poll results	-	Random across region including Hartlepool	524 as at May 18, all Anglian region to date	Self selecting community groups	Not captured, will be some representation in some groups	Spread sheet setting out poll results	3

	Channel	Primary methodology (incl depth)	Supplier	Geographical spread	Sample strategy[i]	Representation	Vulnerabilities	Output	Depth
13.	**Online community May 2017 and on-going**	Qualitative research	Incling	Random across Anglian region (map available)	23,610 as at May 18, from a periodically refreshed 500 participant base	Self selecting, segments roughly correspond to AW segments	20% with someone in their household with a disability, 2% always and 24% sometimes have difficulty paying	PowerPoint reports including qual insight, polls and quotes for each topic **Several reports Included as annexes**	5
14.	**The Bus June 2017**	Poll boxes Online quiz	Given London	18 locations in Anglian region (map available)	7,009 self selecting 443 self selecting	Not captured	Not captured	Slides in CEF update	3 4
15.	**Community ODI research Quarterly 2015 - 2018**	Quantitative research	Allto	Random across region including Hartlepool	3,661 - Anglian 637 – Hartlepool Quota based, ONS stats for our region	Representative of customer base	22% of respondents deemed	Topline results report each quarter plus detailed presentation covering the three years	2
16.	**Education takeaways May 2017**	Homework for Primary school children	-	Random across Anglian region	106 – 53 responses containing a child and their responsible adult's replies	Future customers	Not captured	Spread sheet setting out responses	3
17.	**Customer Board January 2018 and on-going**	Meetings with the Customer Board	-	Members are from across the region	7 (intended 8 but one dropped out)	Selected from the online community after application		Minutes	5
18.	**Strategy review – co-creation September 2017**	Focus group – based on how to engage with customers	Given London	Peterborough (Wadenhoe)	6 from Peterborough area	Small sample, not representative	Not captured	Second phase engagement programme	5
19.	**Complaints and Operational job analysis**	Collation of internal stats on inbound channels and topics	-	Random across Anglian region	216,841 – Anglian region	Customers with a complaint, not representative	Not captured		2

	Channel	Primary methodology (incl depth)	Supplier	Geographical spread	Sample strategy[i]	Representation	Vulnerabilities	Output	Depth
20.	**Ofwat SIM surveys**	Quantitative research by Ofwat	Allto	Random across region including Hartlepool	900 – selected batches of customers who have contacted us	Customers who have contacted AW between 2016 -17 Q1 and 2017-18 Q2	Not captured	SIM survey results	2
21.	**Social polls December 2017**	Two polls on Facebook and Twitter	-	Across region – some may not be customers	1,262 Self selected	Not representative	Not captured	Poll results	3
22.	**Social media analysis February 2018**	Analysis of seven online channels for insight about Anglian Water	Linkfluence	Across region – some may not be customers	*26,300* self selected	Not representative	Not captured	Report setting out insights gained from social	1
23.	**H2O Lets Go!**	Footfall at on the ground events Pledge cards Be the Boss Digital plan Social polls Social media reach Social media engagement Video views Traditional media reach Brand exposure hours BH Weekend video	Given London	14 locations including Hartlepool for the electric van, quiz respondents random across the region including Hartlepool.	13,325 – footfall around the van and the events 151 pledges 5,016 participants *2,610 views* 11,277 votes *776,410 reach* 25,333 likes, shares, clicks 57,570 views *4,043,800* *5,996 hours* 9,403 views and clicks	Self selected from people at the van location	Not captured	Powerpoint report setting out aims and findings, and engagement numbers	2 4 5 1 3 1 3 2 1 1 2
24.	**Vulnerability focus groups April 2018**	Focus groups	Community Research	Six groups across the Anglian region and one in Hartlepool	43 – Anglian region 9 - Hartlepool	Targeted groups focused on specific vulnerabilities	This is the focus of this work and several vulnerabilities represented	Report setting out insights gained and recommendations for Anglian to consider	5

	Channel	Primary methodology (incl depth)	Supplier	Geographical spread	Sample strategy[i]	Representation	Vulnerabilities	Output	Depth
25.	**Retailers May 2018**	Interviews	-	A retailers licence covers Anglian and Hartlepool regions	5 of the 21 with a licence in our region	Mix of retailer types including incumbent and new entrant	Not applicable	Minutes from meetings	3
26.	**ODI and RORE May 2017**	Quantitative research	ICS	Random across Anglian region	602	Quota based, representative of our region	14% of respondents supported through WaterSure, 32% had disability in household	Key findings set out in Powerpoint report <u>**Included as an annex**</u>	5
27.	**Lead pipe replacement survey**	Pilot in Norwich asking affected properties to contribute 50% of replacement costs	-	Norwich	600	Limited to Norwich targeting properties with lead pipes	Not recorded	Note from the lead strategy team	3
28.	**Future customer workshops October 2017**	Focus group	-	Three towns in our Anglian region	25 secondary school pupils	Future customers	Not recorded	Workshop notes	3
29.	**Focus groups stage 2 December 2017**	Focus groups	Given London	Anglian and Hartlepool regions	21 from three towns in Anglian region 9 from Hartlepool	Mix of ages and circumstances Daventry customers recruited from those suffering recent outage	Not recorded	Key insights set out in PowerPoint report with ideas pack. Separate Daventry outage report	5
30.	**Future customer workshops February 2018**	Workshops	-	Northampton	56 year 11 students	Future customers	Not recorded	Workshop notes	3

	Channel	Primary methodology (incl depth)	Supplier	Geographical spread	Sample strategy[i]	Representation	Vulnerabilities	Output	Depth
31.	**Main stage WTP survey September 2017**	Quantitative stated preference research	ICS and Eftec	Random across region including Hartlepool	11 – cognitive interviews 30 – 2 hall tests 109 – pilot DCE 157 – pilot BWS 750 – HH main DCE study Anglian region (combined services & sewerage only) 150 – HH main DCE study Hartlepool region 453 – HH main BWS study Anglian region (combined services) 448 – NHH customers Anglian region (combined services & sewerage only) 52 – NHH customer Hartlepool region	Quota based, representative of our region		Detailed report setting out findings supported by a number of appendices	5
32.	**Second stage water resources WTP survey September 2017**	Quantitative stated preference research	ICS and Eftec	Random across Anglian region	19 – cognitive interviews 31 – 2 hall tests 200 – pilot 1,008 – HH main DCE survey 408 – NHH main DCE survey 16 – post survey focus groups	Quota based, representative of our region	Not recorded	Detailed report setting out findings supported by a number of appendices	5
33.	**Subjective wellbeing analysis November 2017**	Wellbeing Valuation to assess the impact of flooding & roadworks on reported wellbeing	Simetrica	Random across Anglian region	64,526 respondents included within calculations	Respondents to Annual Population Survey (APS) – UK wide continuous household survey (ONS). Assumed to be representative	Not recorded	Report setting out effect of flooding and traffic incidents on customers wellbeing **Included as an annex**	2

	Channel	Primary methodology (incl depth)	Supplier	Geographical spread	Sample strategy[i]	Representation	Vulnerabilities	Output	Depth
34.	**Environmental viewpoints analysis September 2017**	Q analysis – quantifying subjectivity	UEA	Specific to a river system in Norfolk	62 river users in Norfolk	Targeted to river users in Norfolk	Not recorded	Report setting our five view points	3
35.	**Macroeconomic analysis October 2017**	Gross Value Added (GVA) analysis of the impact on businesses from severe water restrictions	NERA	Across Anglian region	12 in-depth interviews with NHH customers	Targeted to NHH sectors who would experience reduction in GVA	Not recorded	Report setting out the conclusions from the in-depth interviews	3
36.	**Valuation Completion Report – Focus Groups December 2017**	Focus groups to review findings from previous studies (PR14 and PR09)	ICS and eftec	Peterborough & Kettering	32 (8 in each of the 4 focus groups)	Targeted with range of gender, age and SEG	Not recorded	Write up in the valuation completion report **Included as an annex**	5
37.	**CCWater research report – water matters**	Quantitative research	CCWater	Random across Anglian region	2,800 (in seven annual waves of 400)	Representative, each year from 2012-13 to 2017-18	Not recorded	Report published on CCWater website	5
38.	**CCWater research report – water matters**	Quantitative research	CCWater	Random across Hartlepool region	1,050 (in seven annual waves of 150)	Representative, each year from 2012-13 to 2017-18	Not recorded	Report published on CCWater website	5

Outline plan consultation – questions, channels and responses

	Focus groups – vulnerable customers	Acceptability research	Online community	Be the boss	Stakeholders	Retailers	ODI Research
	Community Research	**Accent**	**Incling**	**Given**	**Public Affairs team**	**WSC**	**ICS**
Customer numbers							
Anglian region	44	1400 HH + 500 NHH	500	4971	378 – not region specific	5 - Not region specific	602
Hartlepool region	9	200	-	45			-
Investment							
WRMP and WINEP – invest now or later to mitigate climate change risk and protect the environment	There was most support for a middle of the road approach to investment, keeping a balance between taking some action and keeping cost rises under control.	55% of customers support investing now rather than later. No significant difference between segments.	There was support, with customers feeling reassured that we were planning for the future for both climate change and environmental protection.	There was high support for both investing now to mitigate the climate change risk (64%) and to protect the environment (72%).	Minimal direct feedback, Chair of Cambridge requested meeting to discuss.	No, retailers' priorities are different. Priorities expressed were around security of supply, resilience and metering.	No
Maintenance							
Prioritisation between the asset health related aspects of maintenance	No	1 Burst water mains 2 Sewer collapses 3 Treatment works compliance 4 Unplanned asset outages 5 External sewer flooding 6 Low pressure	1 Burst water mains 3= Sewer collapses and external sewer flooding 4 Treatment works compliance 5 Low pressure 6 Unplanned asset outages	1 Burst water mains 2 Treatment works compliance 3 Sewer collapses 4 Unplanned asset outages 5 External sewer flooding 6 Low pressure	No	No	1 WQ compliance 2 External sewer flooding 4= Sewer collapses and mains bursts 5 Treatment works compliance 6 Low pressure 7 Unplanned asset outages
ODIs and RORE							
27 ODIs, package and detail of each one	No	Yes, split into five groups of similar measures.	Yes, split into five groups over two weeks so each ODI had attention from a sub-group	No	Yes, as set out in the outline plan	Mixed views on retailer satisfaction ODI – most thought good service should be provided anyway and should not need an incentive.	Focus on major financial ODIs

	Focus groups – vulnerable customers	Acceptability research	Online community	Be the boss	Stakeholders	Retailers	ODI Research
Leakage	Strong support for leakage incentive except in Hartlepool (although more related to question positioning).	Included in the 27, no specific questions on the enhanced reward.	The scale of the ambition delights customers as this is an area for real concern. There is a lack of recognition about customer supply pipe leakage. Support for enhanced reward as long as its around £4.	75% of customers support the leakage enhanced reward, which rises to 78% once given the full bill context	Included in the 27	Good support for Anglian to continue to push the frontier for leakage – although one retailer said this should only be if economic to do so.	Good support for financial reward, 60% strongly or tend to agree that it is suitable for enhanced reward
Vulnerability	Support for the strategy tempered with concern that help was going to the right people. Focus should be in telling customers about the help already available. Support for ODI and panel, suggested customers like them should form part of the panel.	High agreement to support vulnerable customers (95% gave high or medium importance), lowest support for Panel approach for ODI (71% high or medium importance). Other measures between 95% and 71% support.	Support for the principle of helping vulnerable customers, but some question over the 'arbitrary' number of customers to add to the PSR. Some pushback over concessionary tariffs, but broad support.	Customers could vote for any of the following measures: Staff training 3,561 votes Customer support 3,559 votes Promoting what's available 1,767 votes Building partnerships with others 2,600 votes 9% of customers either skipped this question or selected none of the options.	Included in the 27	No	Supporting vulnerable customers voted third most important out of 13 when asked if there should be financial incentives
Resilience	No	% population with a single supply target rated as stretching by 78% of participants. 81% think population at risk target in a drought is stretching.	Some questions over the aim to reduce risk of severe restrictions in a drought to zero.	No	No	Views not expressed on resilience ODI although resilience mentioned by several retailers as a key priority.	Resilience of single supplies eighth most important out of 13

	Focus groups – vulnerable customers	Acceptability research	Online community	Be the boss	Stakeholders	Retailers	ODI Research
Asset Health	No	Included in the 27, no separate ranking carried out.	Support was gained for each of the asset health measures.	No	Included in the 27	No	Asset health measures have support to be financial, when asked to compare asset health with service, slight bias towards service but shows both are important
Principle of rewards (CCWater)	Not an area for focus for this work but views expressed in a couple of groups that they were surprised customers had to pay more for better service.	No	No	No	No	No	Support for principle of financial rewards Both service measures and asset health measures have support to be financial Support for sewer flooding and leakage for enhanced rewards, at average rate of 164%
ODI bill impact (total)	Yes, £20 was provided as context but was not a focus for the groups.	Yes, £20 was provided as context	Yes,£20 was provided as context	No	No	No	No
RORE range via bill impact	No	No	No	No	No	No	RORE ranges of between 1 and 4% tested, natural compromise between 2 and 3% Mixed views on cap and roll over of RORE

	Focus groups – vulnerable customers	Acceptability research	Online community	Be the boss	Stakeholders	Retailers	ODI Research
Financeability							
RCV run off rate	No	No	23% pay more now to help future customers 71% everyone pays for what they use, when they use it 6% pay less now and leave more for future customers to pay	No	No	No	No
Bill profiles							
Three profiles at flat, +2.5 and +5 (Hartlepool bespoke)	+2.5% most strongly supported, some support for flat bills in the context of affordability, minority in some groups strongly in favour of +5% as they felt we needed to act now rather than later.	81% uninformed and 87% informed affordability of the highest profile at +5% Hartlepool customers more likely to say bills are affordable – they had a lower bill profile.	63% voted for +5% profile 25% voted for +2.5% profile 12% voted for flat profile Rationale most often cited was that it's not a lot of money for quite a lot of benefit.	Initial votes were 51% voted for +5% profile 33% voted for +2.5% profile 16% voted for flat profile After the opportunity to switch, votes were 48% voted for +5% profile 34% voted for +2.5% profile 19% voted for flat profile	Yes in the Outline Plan	No as the profiles are HH (although they will see the outline plan). Mixed views expressed on wholesale tariffs, with some accepting they encourage water efficiency 'but not in the right way'.	No

[i] Sample strategy counts the number of interactions with customers. In a lot of cases that is the same as the number of customers, but in some, for example the online community, the same customers will engage on a variety of topics. Italicised numbers rating 1 on the depth scale are not counted in the overall engagement number, and are reported as an awareness number.