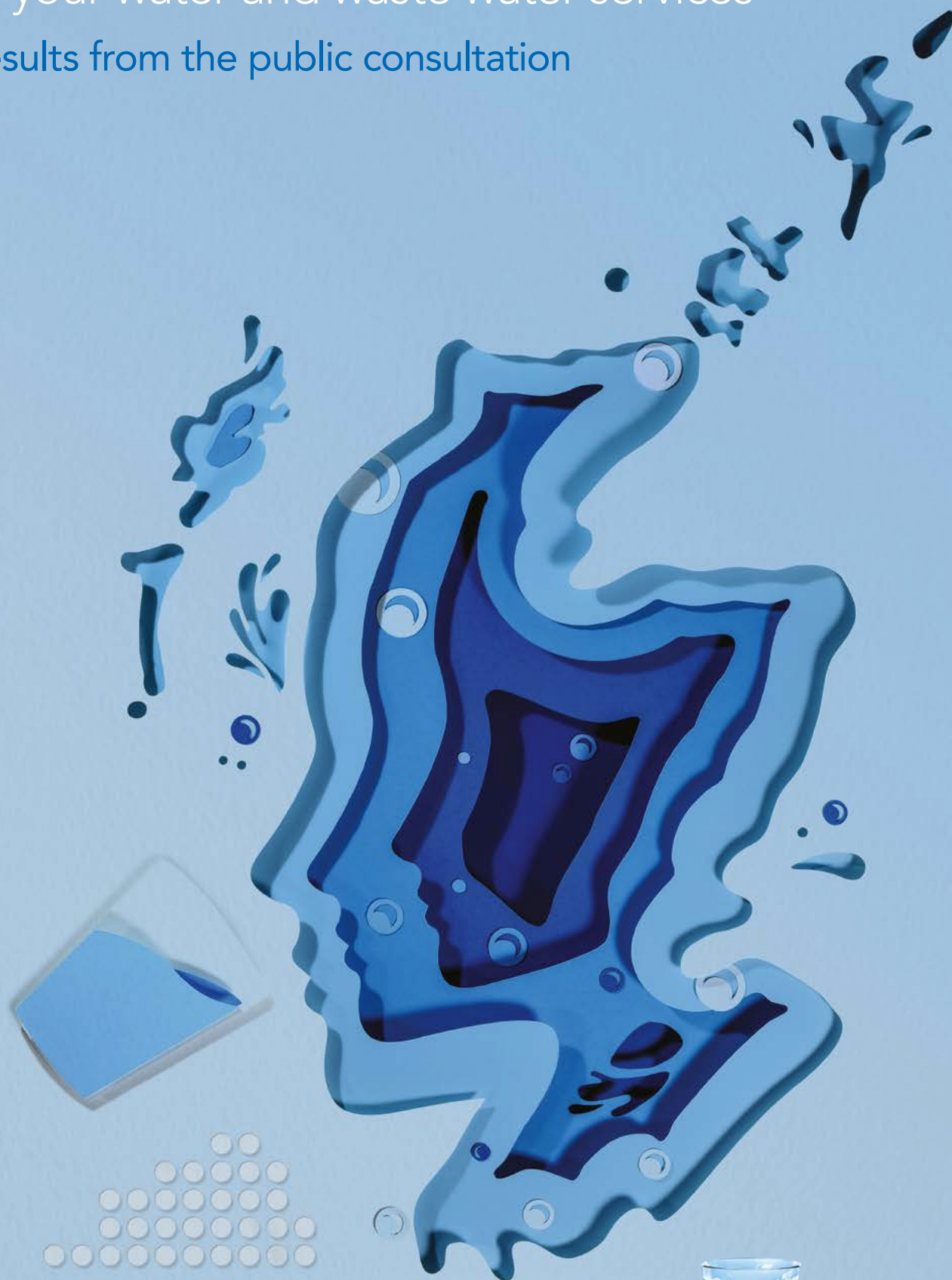


# Shaping the future

of your water and waste water services

Results from the public consultation



Outcome Report



**Scottish  
Water**  
Trusted to serve Scotland

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# 1 Purpose

This paper summarises the outcomes of the 2018 Scottish Water public consultation ‘Shaping the future of your water and waste water services’ and how the insights from stakeholders and customers will be used to shape the format of the final Strategic Projections and the Strategic Plan (published in 2019).

# 2 Background

The purpose of the Strategic Projections consultation, published under the banner of 'Shaping the future of your water and waste water services' was to raise awareness of the opportunities and challenges the water industry in Scotland will face to the middle of the century and understand the level of stakeholder and customer support for our long term ambitions to address these.

The public consultation phase for the Strategic Projections began on 28th February 2018 and lasted for 6 months. This is beyond the minimum recommendation of 12 weeks taken from Scottish Government guidance on public consultations.

We engaged with Police Scotland to understand how they carried out their successful consultation "Policing 2026" which attracted 1,700 responses and was of a similar strategic nature to the Strategic Projections. We also engaged with Welsh Water whose 'Have your say campaign' attracted circa 20,000 responses. We also considered what had made our 2013 Strategic Projections engagement and consultation process successful, which had attracted over 900 responses through various channels and formats.

The consultation was launched through an online tool called 'Citizens Space', with press and social media coverage used to encourage customers to respond, 2,317 stakeholders were also directly contacted and invited to

take part in the consultation through Citizens Space. To ensure we reached customers who don't normally respond to consultations, particularly younger customers, we attended a series of events over the summer; details of these can be found in Annex 1. We also undertook the consultation with employees through various internal Scottish Water events to understand if their views differed from those of our customers. Two sets of questions were established for the online consultation and public events (Annex 2).

We set a target of a total of 10,000 responses to the consultation (a ten-fold increase from the 2013 consultation).

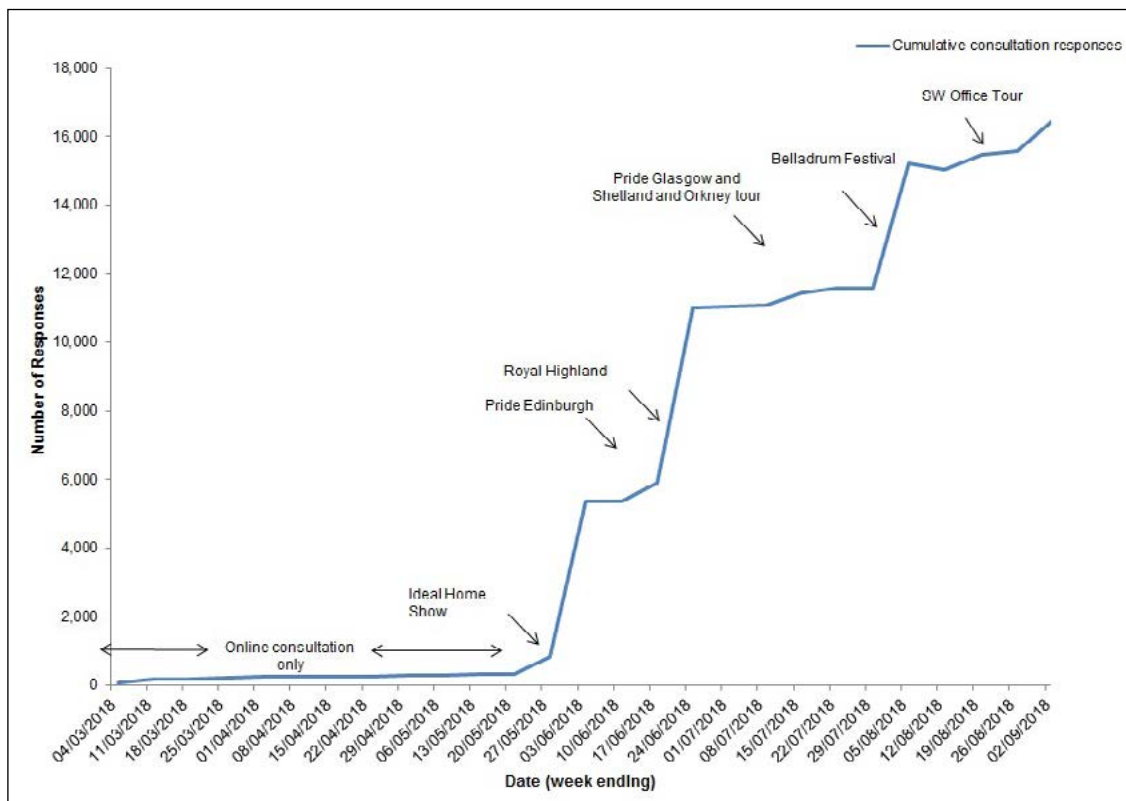
This report focuses analysis on the responses received online or through events, 12 stakeholders chose to respond to the consultation via email. A summary of their feedback is provided in section 5 of this report.

# 3 Response Data Analysis

## 3.1 Total Number of Responses

The total number of responses received, both online and at events, by Friday 31st August 2018 was 16,465. The cumulative number of responses by week of the consultation is shown in Figure A.

**Figure A: Response Tracker by week**



The response numbers are comprised of:

- 541 from the online consultation
- 1,557 from Scottish Water events
- 14,367 from public events (Ideal Home Show, Scottish Youth Parliament, SNP conference, Pride Edinburgh, Pride Glasgow, Royal Highland Show, Island tour, Belladrum Festival and rural tour)

The demographic of the three main events (the Royal Highland Show, Ideal Home Show and Belladrum Festival) was predominantly ABC1 and 2, with 23% of visitors to the Royal Highland Show being C2. We also received 508 responses at the Pride events in Glasgow and Edinburgh and 316 during our Highlands and Islands tour to ensure we engaged with a wider demographic of customers.

# 3 Response Data Analysis

## 3.2 Customer vs. Stakeholder Response Rate

As expected, the majority of responses through the consultation period came from individual customers (99.7%) (Table 1).

**Table 1: Customer vs. stakeholder response rate**

Individual/Organisation	No of responses	% of responses
Individual	16,420	99.7%
Organisation	37	0.2%
Not answered	8	0.0%
<b>Total</b>	<b>16,465</b>	<b>100%</b>

Included in the stakeholder groups who responded:

- 13 identified as Community Councils
- 9 identified as Councils
- 1 identified as a flood action group

## 3.3 Geographical Representation of Our Customer Base

An awareness objective of the consultation was to 'maximise awareness of the Consultation with customers across the breadth of Scotland, including rural and Highland/Island communities'.

### Location of responses (World scale)

Responses were received from across Scotland (92%) and further afield, including England, Europe and the rest of the world (Table 2). This illustrates views were sought from residents of Scotland/permanent consumers of our service and those who are potentially temporarily consuming our services as part of leisure/holiday activities.

**Table 2: Location of Consultation Responses**

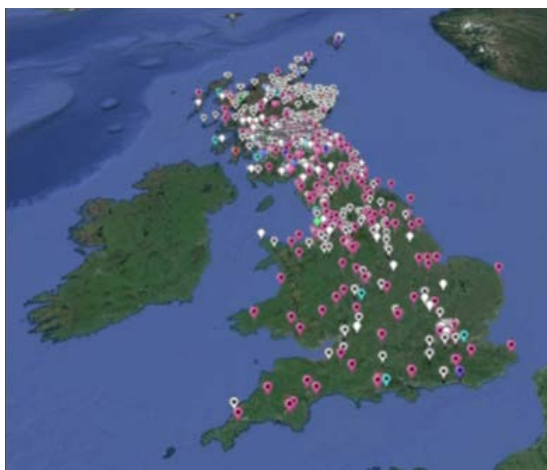
Location	No. of responses	% of responses
Scotland	14,698	89%
Rest of UK	969	6%
Rest of Europe	27	0.2%
Rest of world	9	0.1%
Blanks	481	3.0%
Unknown/Error	281	1.7%

# 3 Response Data Analysis

## 3.4 Location of Responses (UK level)

Figures B and C illustrate the home postcode of customers who responded at public events or via the online consultation at Scotland and UK level

**Figure B**



**Figure C**



Figure C illustrates that whilst a large proportion of responses came from the central belt, customers and stakeholders across the more rural areas of Scotland and the Highlands and Islands have responded - both through the online consultation and public events (namely Belladrum Tartan Heart Festival and through the Highlands and Islands roadshow). A total of 2,148 responses were received from across the Highlands and Islands (IV, ZE, KW and HS postcodes).

Detailed analysis of the responses from across five geographical areas of Scotland (based on postcode data - Annex 3) has been completed (Section 3.5) to understand if there are regional differences to the consultation results received.

Responses were received from all 32 Scottish Council areas, and split relatively evenly in comparison to the relative populations of the Council areas. The highest number of responses by Council area were in Edinburgh, Glasgow and Inverness; most likely as a reflection of presence at the following events; Ideal Home Show (Glasgow), Royal Highland Show (Edinburgh) and Belladrum Festival (Inverness).

## 3 Response Data Analysis

### 3.5 Key Findings Based Upon Region

Largely there were no significant regional variations in results. The only significant variation was in the views of customers in the Highlands and Islands in comparison to the wider customer base, as demonstrated through response from the Island tour compared to other events.

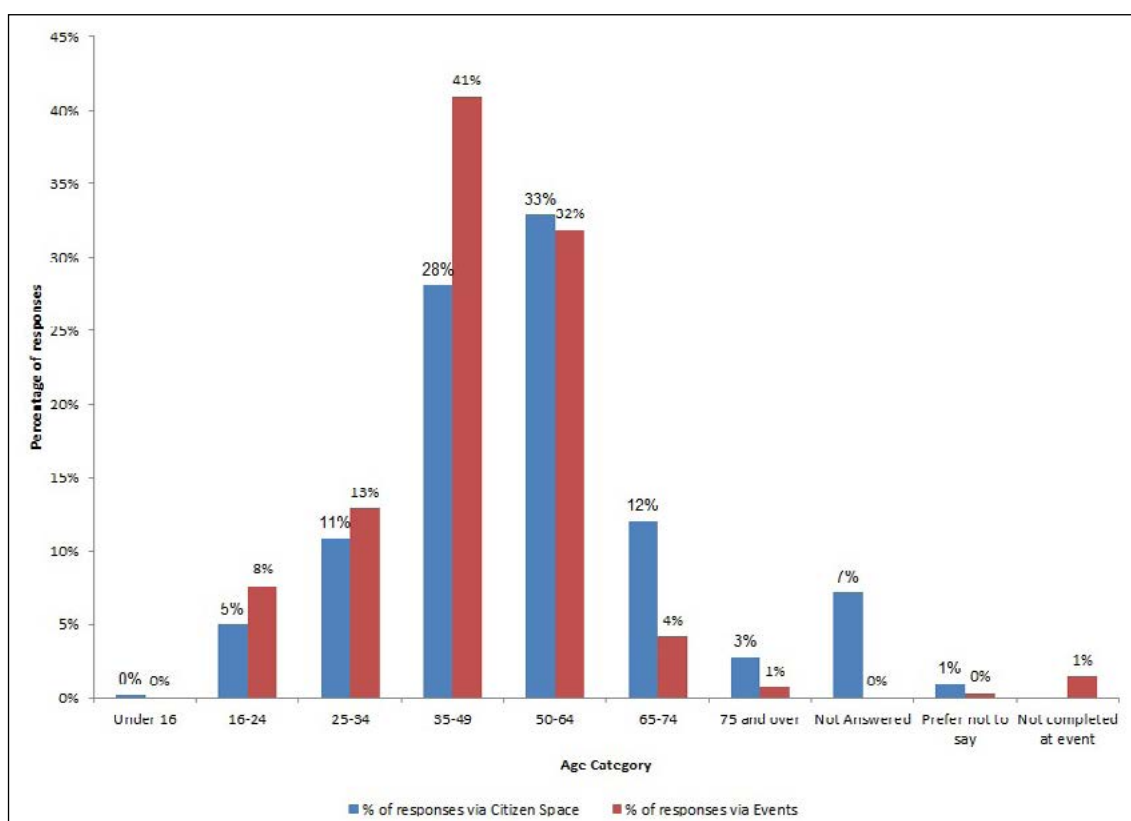
The most significant variations from the Island tour questions are in regard to which ambition is more important, with greater emphasis on delivering high quality great tasting drinking water (61% in comparison to 50% across all event respondents) and less emphasis on protecting and enhancing Scotland's water environment (15% in comparison to 30% across all event respondents). A slightly higher percentage of respondents fully believed Scottish Water to be doing the right thing for people, businesses and communities (82% in comparison to 73% across all event respondents).

# 3 Response Data Analysis

## 3.6 Age Representation of Our Customer Base

Figure D illustrates the age profile of customers who responded at events or via the online consultation; indicating customers of all generations engaged with Shaping the Future.

**Figure D: Shaping the future consultation - Age profile of responses (Events and Online comparison)**



### Key points to note on age are:

The use of both an online platform for responses and public events allowed more inclusive demographic coverage of our customer base. The online consultation platform attracted more responses from the over 50 age categories in comparison to events, which attracted audiences from 16 upwards. The majority of the customer responses fell within the 35-64 age categories

(61% on the online platform and 73% from the events).

Particular activities to ensure we captured the views of a younger generation of customers were engagement externally with Young Scot and the Scottish Youth Parliament to explore opportunities, and internally with the Scottish Water internal diversity and inclusion forum – NxtGen – for people early in their careers.

# 4 Key Findings

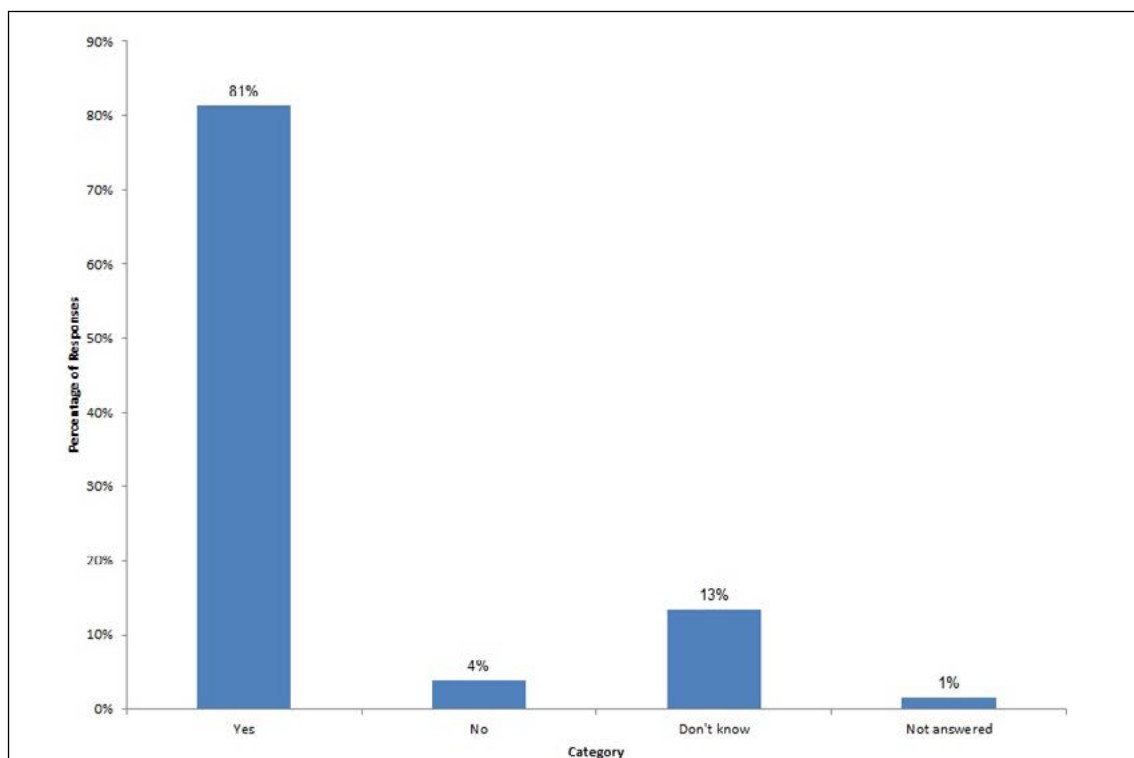
## 4.1 Accessibility of the Shaping the Future Document

Do you feel that our Shaping the Future document is presented in a clear and understandable way?

This question was asked via the online consultation and at some internal events only, as these were the only groups who would have opportunity to review the document before responding.

The shorter format for the Shaping the Future document had been widely praised by stakeholders prior to publication. Figure E illustrates that our customers agreed with this positive view, with 81% indicating that the document is presented in a clear and understandable way.

**Figure E: Shaping the future consultation: Do you feel that our Shaping the Future document is presented in a clear and understandable way?**



## 4 Key findings

Only 10% of respondents provided a further 'free text' responses, and 55% of these were positive. Only 40 respondents explicitly stated in 'free text' comments that they did not believe the format was clear and understandable. Analysis of the free text comments are summarised in Table 3.

**Table 3: Accessibility of the Shaping the future document**

General 'feeling'	No of responses	% of comments received
Positive	58	55%
Negative	40	38%
Needs more information	8	8%
<b>Total</b>	<b>106</b>	<b>100%</b>

Of the 40 negative views expressed these were with regards to:

- The length/accessibility/language of the document
- Clarity of message
- Lack of coverage of environmental impacts sufficiently
- Demonstrating support of our ambitions by actions

### Points for consideration

Positive comments to be used to shape the final Strategic Projections and the Strategic Plan are:

- Easy to follow and well structured
- Clear and precise
- Good mix of words and graphics/infographics

The following changes to the format of the final Strategic Projections or the Strategic Plan as a result of the consultation could be considered:

- If possible we should review the length of the document to see whether it can be shortened as there were some comments it was too long.
- We should evaluate the format of any material provided on the web to ensure it is an appropriate length and meets all accessibility needs.

## 4 Key findings

### 4.2 Challenges and Opportunities

To what extent do you feel we have identified the main challenges and opportunities for the water industry and for water customers in Scotland over the next 25 years?

This question was asked via the online consultation only. Figure F illustrates that 82% of our customers and stakeholders partially or fully agreed with the opportunities and challenges we identified (based around themes of economic and regulatory uncertainty, climate change, changes to

Scotland's population, digital transformation, the Hydro Nation programme, the circular economy and natural capital) with many positive 'free text' comments indicating agreement - as long as Scottish Water remains flexible to respond to uncertainty in the future.

**Figure F: Shaping the future consultation: To what extent do you feel we have identified the main challenges and opportunities for the water industry and for water customers in Scotland over the next 25 years?**

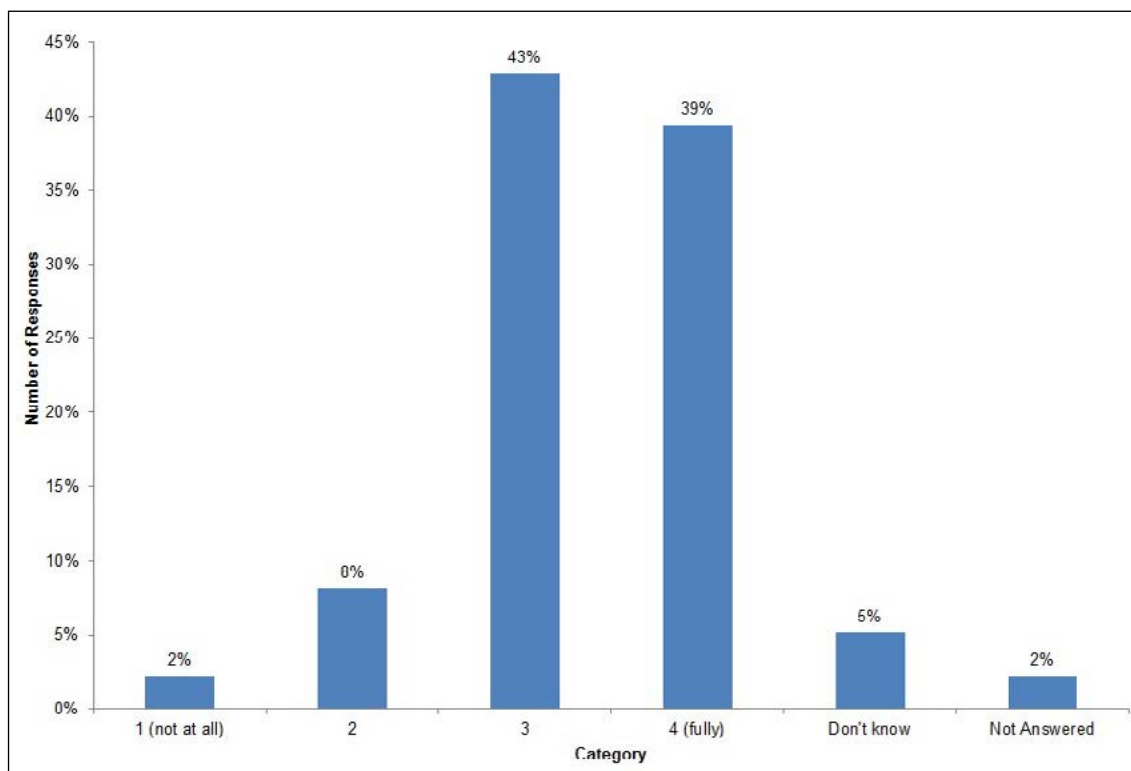


Table 4 summarises the 154 verbatim comments received, with environmental issues (climate change, surface water management, resilience/network connectivity) and water treatment processes (chemical usage, innovations and chloramination) being identified as areas which customers and stakeholders would like to hear more about.

## 4 Key findings

**Table 4: To what extent do you feel we have identified the main challenges and opportunities for the water industry and for water customers in Scotland over the next 25 years? (Tell us more comments)**

Groupings	No of responses	% of comments received
Positive - as long as SW flexible to respond to uncertainty	31	20%
Another challenge - Environmental	16	10%
Another challenge - Water treatment (including chloramination)	11	8%
Positive - Clear message	9	6%
Groupings: More detail required on ambitions	8	5%
Another challenge - Other	8	5%
Another challenge - Flooding	5	3%
Another challenge - Private Supplies	5	3%
Another challenge - Rural communities	5	3%
Another challenge - Ageing assets	5	3%
Brexit	5	3%
Another challenge - Finances	4	3%
Infrastructure	4	3%
Not ambitious enough	4	3%
Another challenge - Customer priorities	3	2%
Another challenge - Water usage	3	2%
Another challenge - Leakage	3	2%
Another challenge - People	3	2%
Nationalisation	3	2%
Planning	3	2%
Positive – other	2	1%
Ungrouped	14	9%
<b>Total number of comments</b>	<b>154</b>	<b>100%</b>

## 4 Key findings

A supplementary question was asked via the online consultation only; allowing free text comment. These responses were collated and grouped (Table 5).

**Table 5: Which challenges and opportunities are most important to you?**

Verbatim comments	No of responses	% of comments received
Climate Change / Sustainability / Protecting the environment	175	23%
Water Quality	129	17%
Resilience	66	9%
Keeping customer prices low	58	8%
Flooding	48	6%
Supporting growth of Scotland's economy	30	4%
Existing Service Levels	25	3%
Other	25	3%
Ageing assets	23	3%
Value for money	22	3%
Investment levels	22	3%
Public Engagement / Communication / Education	17	2%
Public ownership	17	2%
Customer Service	12	2%
Interruptions to supply	11	1%
Rural vs. urban needs	11	1%
Circular economy	11	1%
Leakage	10	1%
Politics / Brexit	9	1%
Water conservation	8	1%
Other	20	6%
<b>Total number of comments</b>	<b>749</b>	<b>100%</b>

## 4 Key findings

The three challenges and opportunities which our customers and stakeholders indicated are most important to them were:

- 23% of responses indicated climate change/sustainability/protecting the environment (including resource efficiency, renewables and surface water management)
- 17% indicated water quality (including maintaining current service standards)
- 9% of responses indicated resilience.

### Points for consideration

The following changes to the final Strategic Projections or the Strategic Plan as a result of these findings could be considered:

- Further information could be provided on the actions Scottish Water is taking to protect and enhance the wider environment. This could include surface water management approaches and increased detail on delivering sustainable services.
- Further information could be provided on resilience approaches to securing supplies for the longer term.
- Ensure sufficient focus on drinking water quality as this is an element of key priority for respondents.

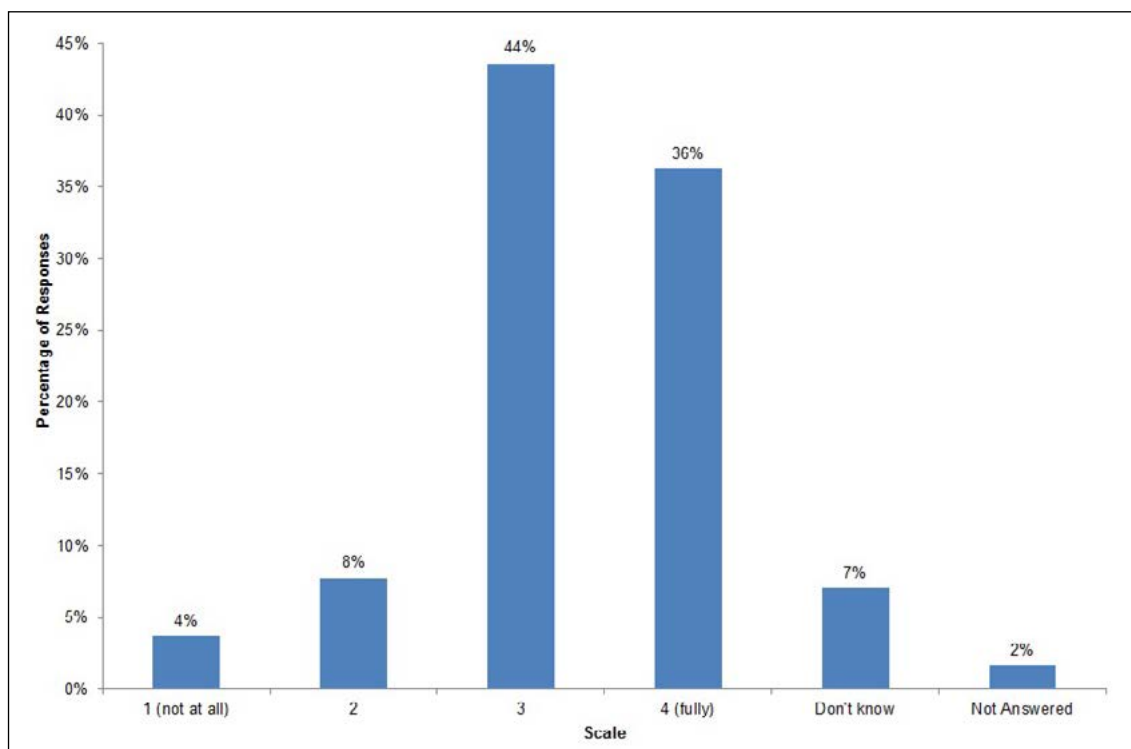
## 4 Key findings

### 4.3 Ambitions

To what extent do you feel that our long-term ambitions will deliver a service that will meet the needs of future customers, businesses and communities across Scotland?

This question was asked via the online consultation only, Figure G illustrates that 80% of our customers partially or fully agreed with the 3 long term ambitions we set out within the document.

**Figure G: To what extent do you feel that our long-term ambitions will deliver a service that will meet the needs of future customers, businesses and communities across Scotland?**



Comments were received from 132 respondents and built on the generally positive view of us held by our customers and stakeholders and the fact that the ambitions are grounded in the reality of today (cognisant of household budgets, the environment and society) but also reflecting our longer term aspirations and capital intensive industry.

Key themes coming through were:

- 21% of free text comments indicated our customers explicitly stated that they believe

Scottish Water has the balance right to deliver service needs

- 4% of free text comments related to concerns over whether flood risk was being fully addressed (linked to limits on funding and engagement with flood risk communities)
- 4% of free text comments related to customers encouraging Scottish Water to listen to customers and communities.

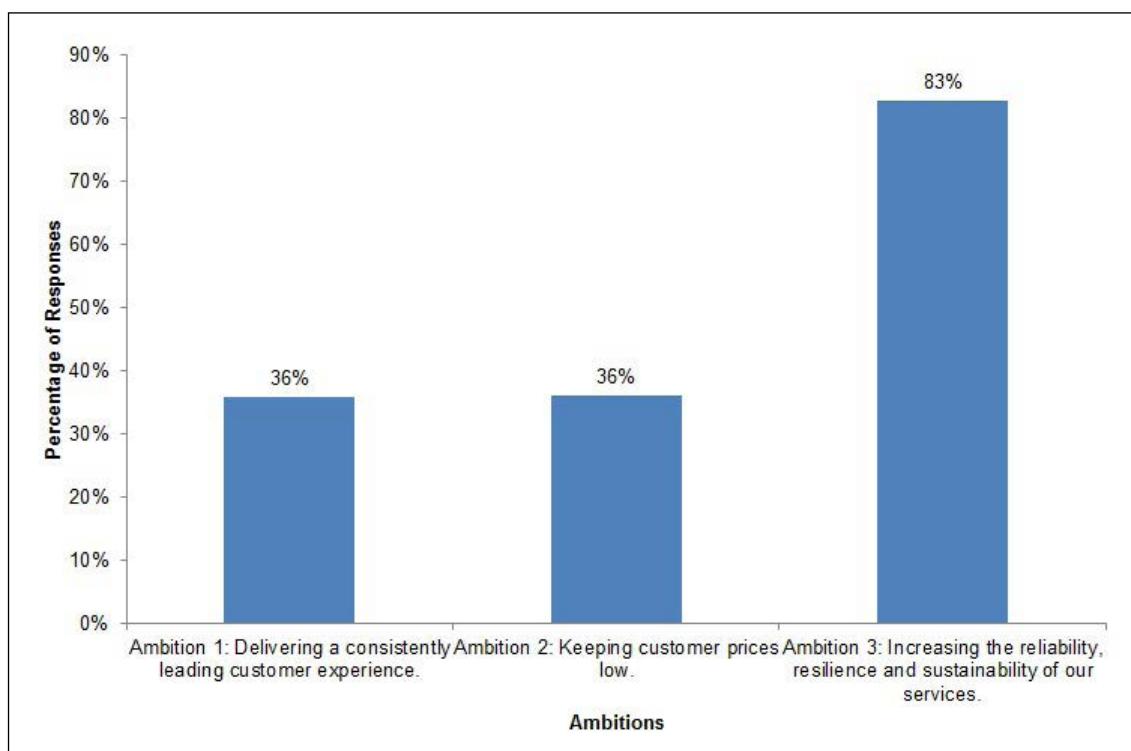
## 4 Key findings

### Which ambitions are the most important to you?

This question was asked via the online consultation. Figure H illustrates customer support for the 3 ambitions are:

- Delivering a consistently leading customer experience: **36%**
- Keeping customer prices low: **36%**
- Increasing the reliability, resilience and sustainability of our services: **83%**

**Figure H: Which ambitions are the most important to you?**



Overwhelming customer and stakeholder support can be seen for our ambition relating to 'Increasing the reliability, resilience and sustainability of our services'; over double the support than for either of the other ambitions.

## 4 Key findings

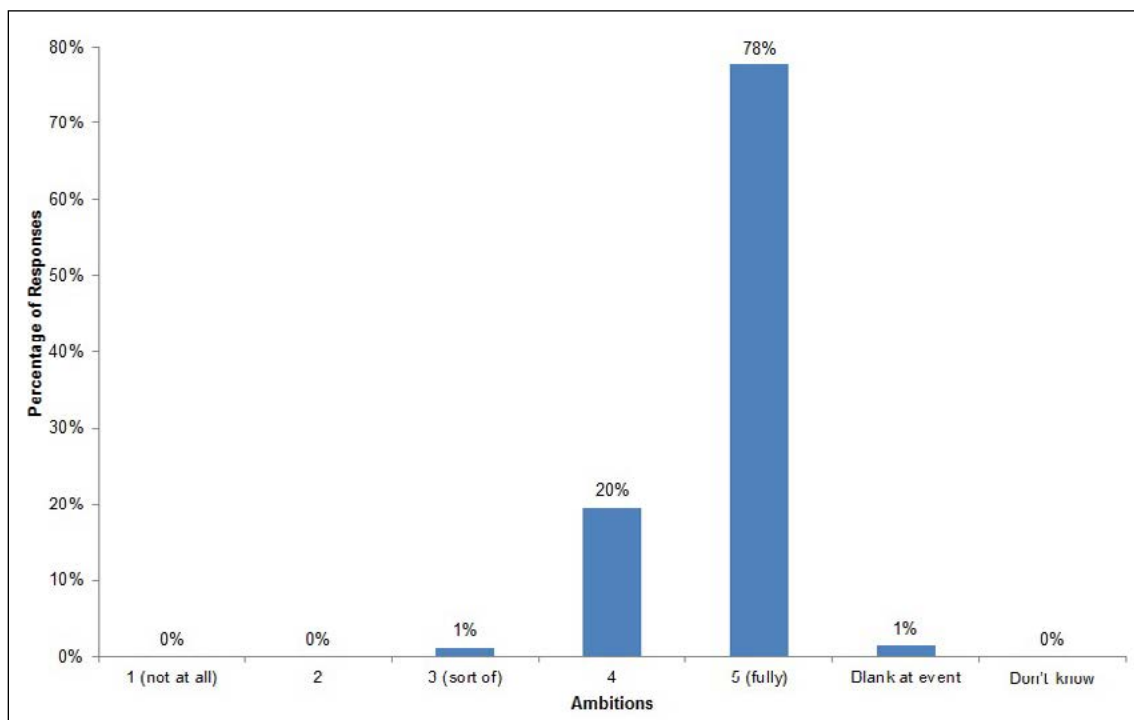
We have identified the five things we will concentrate on over the next 20 to 30 years.

Do you agree these should be our focus?

1. Delivering a consistently leading customer experience
2. Keeping customer prices low
3. Delivering high quality great tasting drinking water
4. Protecting and enhancing Scotland's water environment
5. Being a sustainable business, supporting the growth of Scotland's economy

This question was asked via public events only. Overwhelmingly 98% of customers who responded as part of the public events were either partially or fully in support of the five focus areas (Figure I).

**Figure I: We have identified the five things we will concentrate on over the next 20 to 30 years. Do you agree these should be our focus?**



Very few additional free text comments were received (16); but these have been analysed and were grouped mainly into:

- Water quality being the highest priority (3)
- Upgrading infrastructure (2)
- Prices being too high (2)

## 4 Key findings

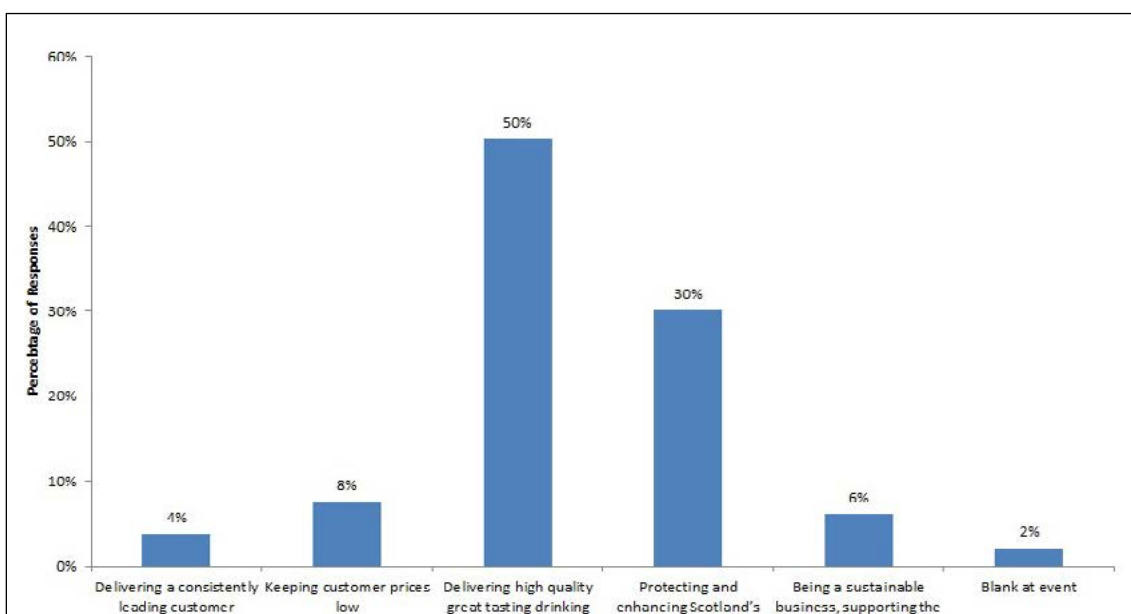
### Which is most important to you?

This question was asked via public events only.

The greatest support from our customers who responded as part of the public event consultation was in two of the focus areas covered under the ambition relating to increasing the reliability, resilience and sustainability of our service:

- Delivering high quality great tasting drinking water: 50%
- Protecting and enhancing Scotland's water environment: 30%

**Figure J: Which is most important to you? 1. Delivering a consistently leading customer experience 2. Keeping customer prices low 3. Delivering high quality great tasting drinking water 4. Protecting and enhancing Scotland's water environment 5. Being a sustainable business, supporting the growth of Scotland's economy.**



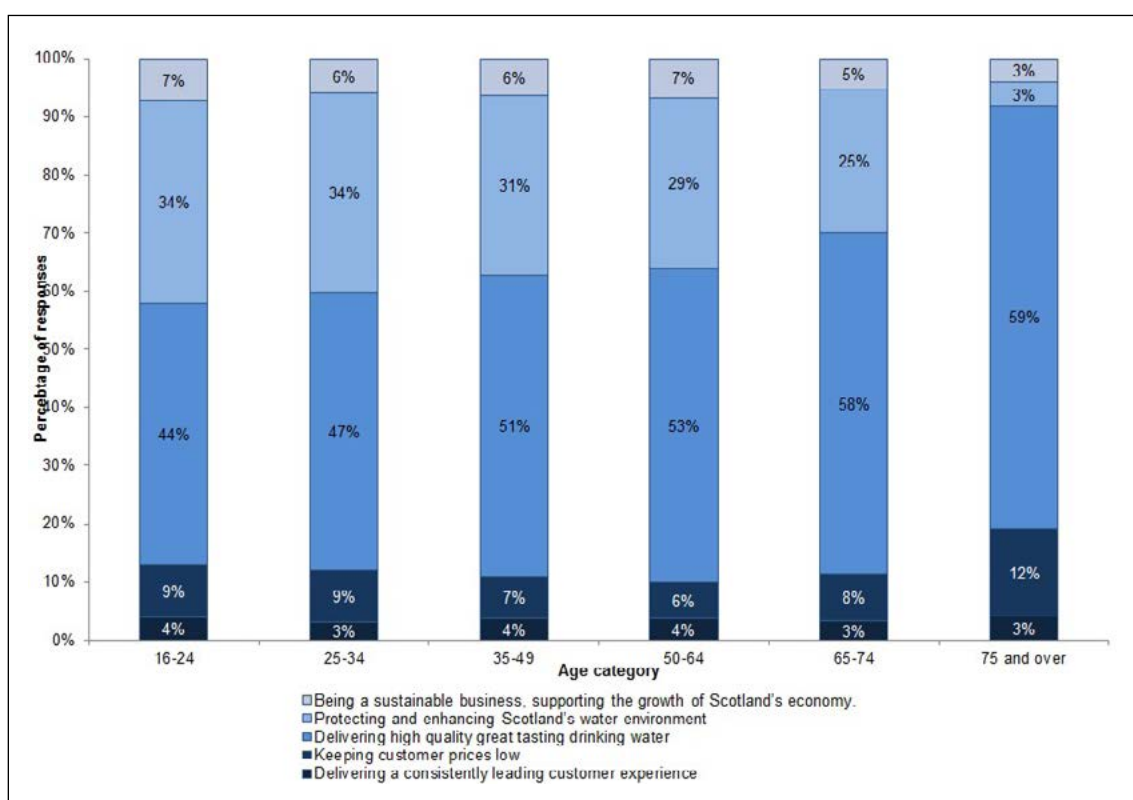
This feedback from the public events directly correlates with the online consultation feedback - indicating wider customer support for increasing the reliability, resilience and sustainability of our services and the strategic issues addressed within it.

Variations can be seen within different age demographics (Figure K) with:

- Greater importance placed on keeping customer prices low (Ambition 2) by the age category 75 and over in comparison to younger age profiles: 12% compared to 9%
- Protecting and enhancing Scotland's water environment (Ambition 3) of greater importance for younger age categories in comparison to older age categories: 34% for 16-25 year olds compared to 3-25% for over 65 year olds.

## 4 Key findings

Figure K: Which is most important to you? (Split by age category)

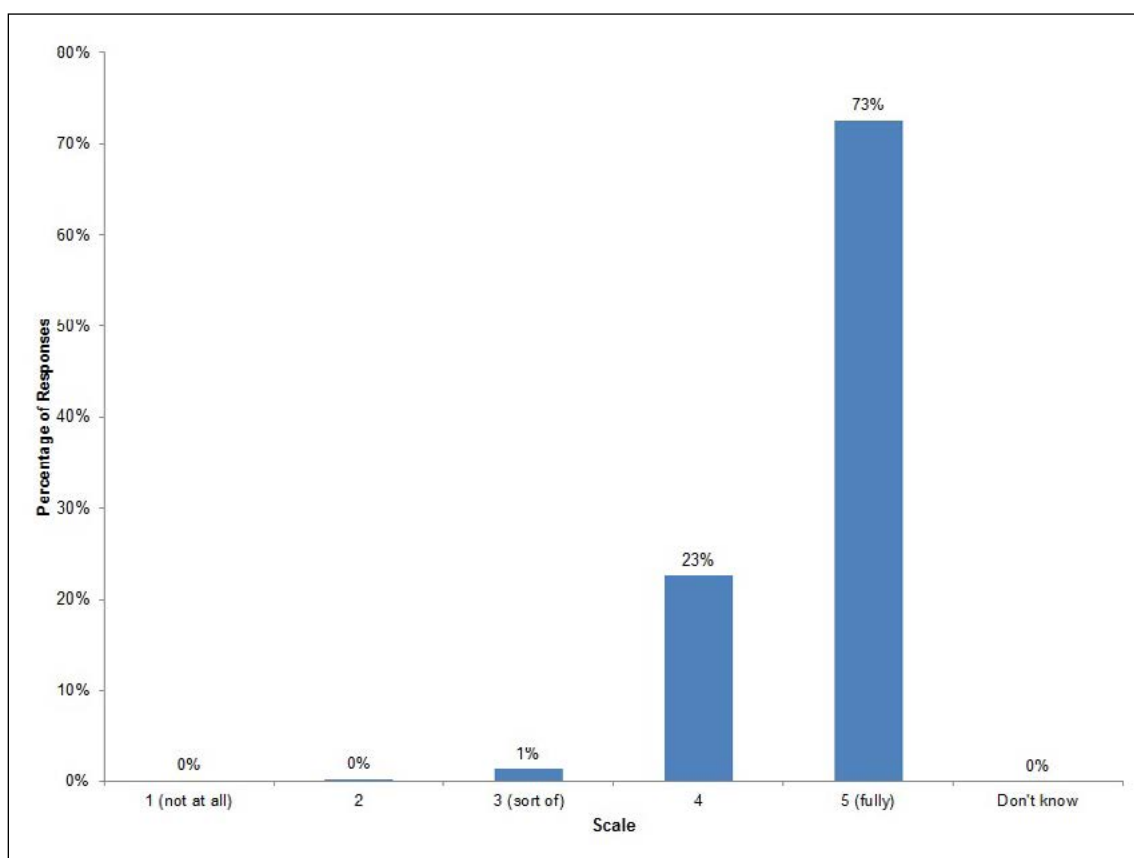


## 4 Key findings

### Are we doing the right thing for people, businesses and communities?

This question was asked via public events. 96% of customers who responded as part of the public events either partially or fully believe Scottish Water is doing the right thing for people, businesses and communities (Figure L).

**Figure L: Based on the video watched are we doing the right thing for people, businesses and communities?**



There is very little variation in the support for Scottish Water by age category, between 98-99% of customers in all age categories either partially or fully believe Scottish Water is doing the right thing for people, businesses and communities. This indicates the ambitions meet the needs of both current and future customers.

## 4 Key findings

### Points for consideration

The consultation outcomes for the questions related to the 'Ambitions' and 'Doing the right thing' can be summarised as:

- Strong customer and stakeholder emphasis on the reliability, resilience and sustainability of our services - both from the volume of responses received via public events, internal events and the online consultation
- Greater emphasis on 'Keeping customer prices low' by the oldest age demographic
- Greater emphasis on 'Protecting and enhancing Scotland's water environment' by younger age categories
- Strong belief across all customers and stakeholders that Scottish Water is doing the right thing for people, businesses and communities.

The following changes to the final Strategic Projections or the Strategic Plan as a result of these findings could be considered:

- The importance of the reliability, resilience and sustainability of our services and the strategic issues addressed within it.

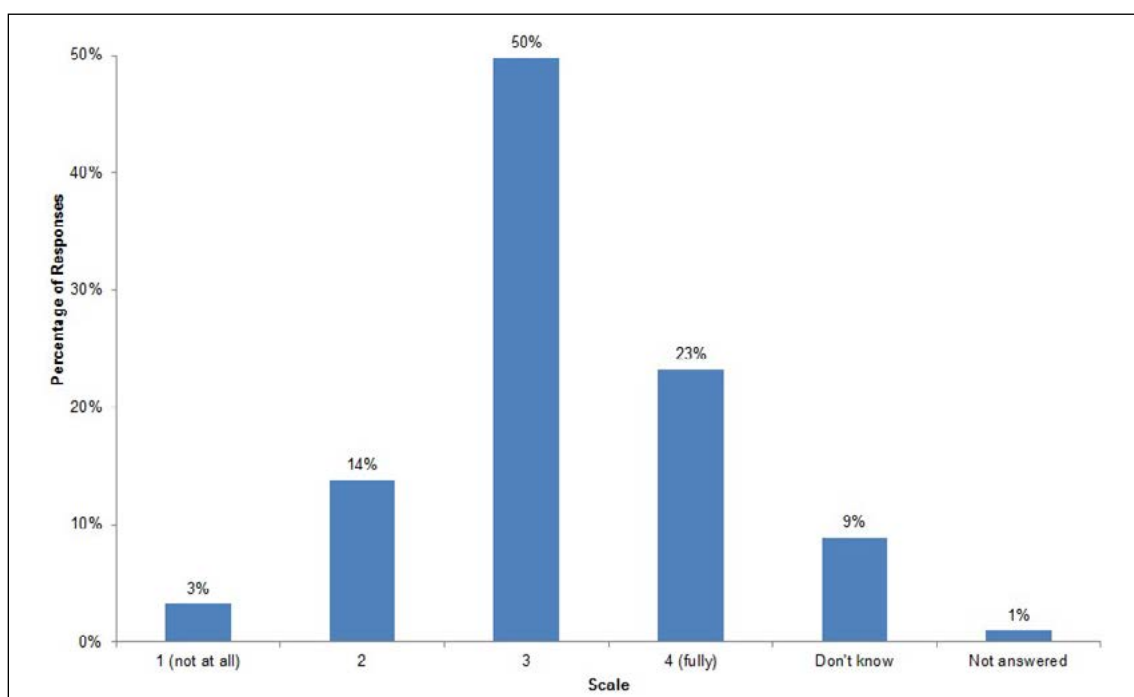
## 4 Key findings

### 4.4 Prices

To what extent do you feel we are proposing the right balance between investment and customer prices?

This question was asked via the online consultation only. 73% of our customer and stakeholder responses were either partially or fully supportive of the balance Scottish Water are looking to achieve between investment and customer prices (Figure M).

**Figure M: To what extent do you feel we are proposing the right balance between investment and customer prices?**



Customers were asked to provide comments to support their response, 155 'free text' comments were received. These have been analysed and grouped into key themes:

- 18% of comments were positive- indicating that we have achieved the right balance between investment and customer prices (e.g. "Spot on. It is important to invest for the future whilst paying attention to how day to day costs can be managed"; "I know that compared to other water companies Scottish Water charges are one of the lowest and that there is significant investment happening across Scotland I think it is pretty good.")
- 15% of free text comments indicated that striking a balance/addressing all needs will be challenging and it isn't clear how it will be achieved (e.g. "It's hard to say as you can't improve things without charging extra for them but it is striking that balance which is the difficult part"; "always a tricky issue and only the future will dictate whether this can be achieved")

## 4 Key findings

- 14% of free text comments indicated an increase in charges would be acceptable ("The value for money is very good but perhaps investment and improvements could be accelerated by a modest increase in charges"; comments pointed to concern over prices being overly low at the expense of quality of service and proper investment in assets, slight increases in prices to accommodate adaptation to climate change, improved standards and capacity growth would be acceptable, acceptable to pay more to address environmental aspects and resilience)
- 14% of free text comments indicated more investment was needed ("I think there should be more investment to ensure that we are being responsible with the environment and still delivering water", and to focus on long term environmental sustainability, addressing lead in the network, investing for reliable services in the future)
- 9% of free text comments indicated that the issue of balancing investment vs. customer prices was too complex or they didn't have enough information to be able to answer this question fully.

### Please tell us about any additional views you have on our proposals for balancing the rate of improvement with keeping prices low

This additional free text question was asked via the online consultation only. Note: There was some overlap with some free text comments and themes coming through as part of the previous question regarding prices.

The main themes coming through from customer and stakeholder comments (197) were:

- 23% of free text comments were positive - indicating that we have achieved the right balance between investment and customer prices (e.g. If Scottish Water can keep prices low through efficiencies and prioritisation, while making improvements this would be an achievement to be praised and appreciated by customers, appreciation of current service levels)
- 20% of free text comments indicated that the issue of balancing investment vs. customer prices was unclear/not agreed with (e.g. the need to ensure that prices sufficiently cover the requirements to maintain a high quality service)
- 8% of free text comments indicated that a greater focus on community engagement / education/partnerships would be beneficial (e.g. The refill and cycle campaigns were positively referenced at all public events)
- 8% of free text comments indicated an increase in charges would be acceptable (e.g. referencing other services/utility prices increasing, concern over service levels, future proofing service)
- 6% of free text comments raised questions over efficiency/innovation within Scottish Water (e.g. interest payments, PFI costs, innovative approaches to network management, extracting value from waste)
- 2% of free text comments indicated charges were too high (e.g. vulnerable customers).

## 4 Key findings

### Points for consideration

The following changes to the final Strategic Projections or the Strategic Plan as a result of these findings could be considered:

- Further clarity on current customer prices (to address the lack of clarity about the balance of investment vs. prices)
- Greater transparency around how Scottish Water will aim to balance investment vs. prices and maintain/improve service levels
- Greater detail on efficiency and innovation practises within Scottish Water
- Greater detail on how we support vulnerable customers.

### 4.5 Miscellaneous Learning Points/Key Messages

Below some of the key messages from the Shaping the Future consultation are highlighted which were not directly related to any of the questions asked, but form a useful reference point for discussion:

- Public ownership model: 25 comments were received which supported the Scottish Water ownership model. A small number of comments referred to Scottish Water shareholders, indicating that the current model is not fully understood by all customers
- Emphasis on community engagement, education and partnership approaches. There were a number of comments received (17), which support Scottish Water approaches to working with communities and other stakeholders. Further engagement opportunities suggested were on water efficiency, transparency on how choices are made, explaining the background to drinking water and waste water provision and treatment and greater engagement with flood risk communities. The refill and cycle campaigns were positively referenced at all public events.

# 5 Stakeholder Feedback

Twelve stakeholders also responded to the consultation by email, they included three regulators and eight local authorities. The following regulators responded:

## **Drinking Water Quality Regulator (DWQR)**

Expressed the importance of drinking water quality; provided reference to the revised directive and additional costs; expressed understanding of the capital maintenance challenge; and requested coverage of the Network Information Systems Directive.

## **Scottish Environment Protection Agency (SEPA)**

Suggest that sustainability should be a core goal in all ambitions, not just as part of reliable and resilient services; made reference to circular economy and partnership working.

## **Citizens Advice Scotland (CAS)**

Described the wider public benefit that Scottish Water provide; place importance on communities and an engagement strategy; and the need to do something for customers on private supplies.

The following Local Authorities responded:

**East Ayrshire Council**

**The City of Edinburgh Council**

**Orkney Islands Council**

**Argyll and Bute Council**

**North Ayrshire Council**

**Glasgow City Council**

**Aberdeenshire Council**

**West Dunbartonshire Council**

**North Lanarkshire Council**

In summary Local Authorities made reference to current issues such as development planning and maintaining road infrastructure; and the need to address flooding, charging and private supplies



# Shaping the Future – Points for consideration

It is suggested that:

- The consultation is viewed as successful, achieving well over the target of 10,000 responses (with 16,465 responses received), and a good number of online responses.
- The points for consideration outlined in this document are used to shape the final Strategic Projections and the Strategic Plan.

# Awareness objectives for Shaping the future of your water and waste water services

The following awareness objectives were established for the 2018 consultation:

## 1. To maximise awareness of the Consultation with organisations and key stakeholders across the breadth of Scotland.

We will do this by:

- Engaging with key stakeholders (WICS, SEPA, DWQR, CAS) on the Strategic Projections document prior to publication
- Contacting all identified key and interested stakeholders at CEO level (52)
- Contacting all Council CEOs (32)
- Providing copies to all Council Members Services for reference/record (32)
- Contacting all Health Board CEOs (32)
- Attending x3 political conferences (SNP, Conservative and Labour)
- Utilising local contacts to promote the consultation period (>100)
- Offering the opportunity for feedback sessions with key stakeholders during the consultation phase.

## 2. To maximise awareness of the Consultation with customers across the breadth of Scotland, including rural and highland/island communities:

We will do this by:

- Contacting all Councillors (1184)
- Contacting all Community Councillors (830)
- Contacting all MPs (59)
- Contacting all MSPs (129)
- Inclusion in SW MP/MSP newsletter for circulation in March 2018
- Attending public events: including Pride Glasgow, Pride Edinburgh, Belladrum Festival, Ideal Home Show and the Royal Highland Show
- Have a local presence in public locations in rural and highland and island communities including the community centre/swimming pool in Orkney and the shopping centre in Shetland
- Ensuring the consultation is accessible to all customers by:
  - Taking advice from the Customer Forum on the consultation format and questions
  - Providing a digital platform which is accessible by laptop or mobile device
  - Utilising various media/digital communication channels - including social media
  - Providing hard copies to those customers who request, including large print copies for the visually impaired customer
  - Ensuring all online/video/vlog content has subtitles for hard of hearing customers
  - Providing forums for face-to-face engagement opportunities
  - Providing a dedicated email and postal address for queries
  - Filtering contacts through the Contact Centre to provide a 24/7 service.

### 3. To maximise awareness of the Consultation with young customers across the breadth of Scotland

We will do this by:

- Engaging with Young Scot to explore opportunities
- Engaging with the Scottish Water internal inclusion and diversity group – NxtGen - a forum of people early in their careers.

### 4. To maximise awareness of the Consultation with Business customers across the breadth of Scotland

We will do this by:

- Offering presentations to all Licensed Providers (LPs) prior to the Strategic Projections draft publication
- Contacting all LP CEOs (27)
- Using the Scottish Water LP newsletter.

### 5. To raise awareness of the Consultation with harder to reach customers across the breadth of Scotland:

We will do this by:

- Engaging with Citizen Advice Scotland (CAS) on the Strategic Projections prior to launch
- Contacting the Scottish Council for Voluntary Organisations (SCVO)
- Following up with CAS on providing materials to be distributed in their bureaux
- Engaging with Scottish Water internal inclusion and diversity groups (including the Carers Forum, Disability Forum, LGBT and Allies network and NxtGen network where appropriate).

# Questions used in Shaping the future of your water and waste water services

## Online consultation questions

1. Do you feel that our Shaping the Future document is presented in a clear and understandable way?

(Yes/No/Don't know)

(Free text)

2. To what extent do you feel we have identified the main challenges and opportunities for the water industry and for water customers in Scotland over the next 25 years?

(1 not at all- 2- 3- 4 fully – Don't know- Not answered)

3. Which challenges and opportunities are most important to you?

(Free text)

4. To what extent do you feel that our long-term ambitions will deliver a service that will meet the needs of future customers, businesses and communities across Scotland?

(1 not at all- 2- 3- 4 fully – Don't know- Not answered)

(Free text)

5. Which ambitions are the most important to you?\* (Tick all that apply)

Ambition 1: Delivering a consistently leading customer experience

Ambition 2: Keeping customer prices low

Ambition 3: Increasing the reliability, resilience and sustainability of our services

(Free text)

6. To what extent do you feel we are proposing the right balance between investment and customer prices?

(1 not at all- 2- 3- 4 fully – Don't know- Not answered)

(Free text)

7. Please tell us about any additional views you have on our proposals for balancing the rate of improvement with keeping prices low

(Free text)

### App/Event questions

#### 1. App question 1 (all customers):

We have identified the five things we will concentrate on over the next 20 to 30 years.

- Delivering a consistently leading customer experience
- Keeping customer prices low
- Delivering high quality great tasting drinking water
- Protecting and enhancing Scotland's water environment
- Being a sustainable business, supporting the growth of Scotland's economy

**Q1** – "Do you think these should be our focus?" (1-5 smiley faces + don't know)

**Q1a** – "What do you think we should do differently?" (Option for free text)

#### 2. App question 2 (all customers):

**Q2** – "Tap the one most important to you and watch the short video." – Picks one of 5 videos.

#### 3. Customer watches video

#### 4. App question 3

**Q3** - Based on what Erin has just told you, are we doing the right thing for people, businesses and communities?

**Q3a** – "What do you think we should do differently?" (Option for free text)

If customer picks the sad faces:

**Q3b** – Do you have any further comments? (Option for free text)

5. Once all customers have answered all questions they will then be asked to fill out the personal detail questions:

- Age
- First part of postcode

#### 6. END

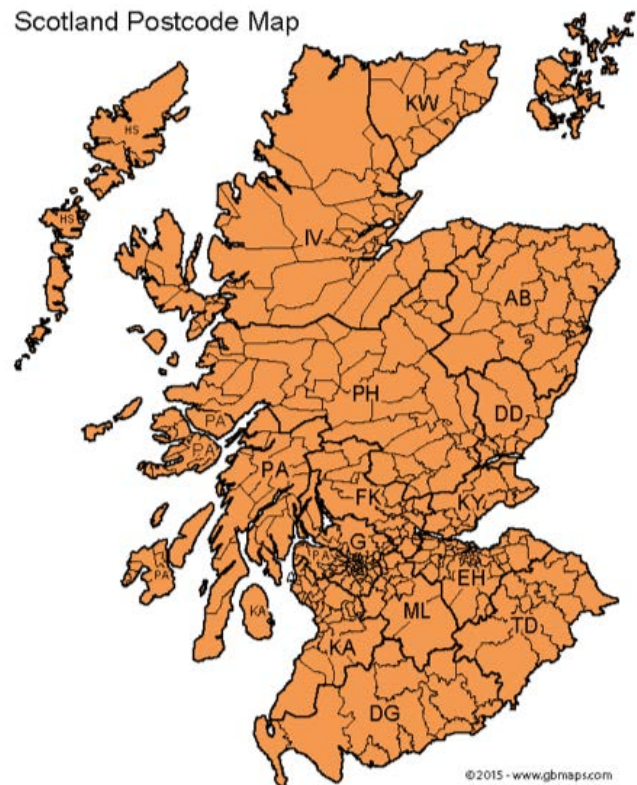
### Geographical Analysis of responses

Detailed analysis of the responses from across geographical areas of Scotland (based on postcode data) has been completed to ensure we are responding to the needs of all customers with no geographical bias.

This includes:

- Highlands and Islands (event data, Islands and Highlands tour and online analysis) - postcodes HS, IV, KW, ZE
- Scottish Borders (events) - postcodes TD and DG
- West analysis (events) - postcodes PA, G, ML, KA
- East analysis (events) – postcodes EH, KY, DD, AB
- Central analysis (events) - postcodes PH, FK

The map illustrates the postcode areas used.





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\* We record all calls for quality and training purposes.