

Portsmouth Water – Future Customer Panel 2022

Group discussion guide – 1 hour

Panellists to be split into 3 mini groups, with 6-7 panellists per group. Blue Marble moderators to conduct group discussions in separate rooms, all groups to be recorded.

Introduction (15 minutes) 11:45

Moderator introduction: *purpose of session to get to talk in more detail about a couple of other issues.*

- *conversation will be audio recorded but will remain confidential and anonymous*
- *encourage all to participate, feel free to disagree – all viewpoints are interesting*

Warm up exercise: *We'd like to get to know each other within our group a bit better*

- *Working around the room, tell us your name, school, plans for after school (uni, gap year, working or an apprenticeship?)*
- *As a warm up: do you have brothers or sisters? If so, are you the oldest/youngest/middle child? What's the big advantage for you of being the oldest/youngest/middle/only child?*

Mind mapping exercise:

- *What's it like being a 6th former today? What are the key things which come to mind when you think about how things are for you today?*
- *Probes:*
 - *school/college life*
 - *hobbies/interests/work experience*
 - *wider world – politics, economic situation*
- *Overall how optimistic or pessimistic do you feel – and why?*

FLIPCHART *Capture key points from discussions. Moderator to work with group to summarise the key themes emerging*

Company values (15 minutes) 12:00

We want to now discuss your views on companies

- *Can you all think of a company that you admire for whatever reason?*
- *Around the table, share examples of these companies – and why you admire them?*
- *What values and ethos are these companies displaying?*

Companies are often known for their values or vision e.g. environmental stance; innovation/pioneering spirit; customer care; community focus; being a disruptor or challenger

- *Can you think of any other examples of companies that have these values?*
- *From what you know so far, what values or vision would you want Portsmouth Water to convey?*

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Vision statement (20 minutes) 12:10

We would now like to show you Portsmouth Water's vision.

MODERATOR SHOW 1 SLIDE AT A TIME

For each slide:

- What appeals here?
- What aspects don't you like/don't follow?

Then summarise

- **All complete emoticon sheet**
- Then summarise: what impressions are you left with about PW?
- As customers of the future, what aspects of the vision do you think they should communicate to your generation?
- What advice would you give PW before they finalise the way they are talking about their vision

Consultation (10 minutes) 12:35

The final exercise is to complete their online consultation about the vision that we've just been talking about.

<https://www.portsmouthwater.co.uk/pr24-survey/>

Show link and ask them to complete

Thank and close 12.45
