

NHH Depth Discussion Guide

Section 1: Re-cap on Introductions & the Customer Advisory Panel (5 mins – slides 2 & 3)

Reminder of self and Blue Marble – independent market research company who run research on behalf of organisations.

Reminder of data protection – this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes.

Session duration: 45 minutes in total, finishing promptly by [INSERT TIME].

Introductions: Let's start by you telling me a bit about yourself:

Note for interviews with businesses: Intro to focus on information about their business (where they are based, sector, size etc.) and throughout the conversation moderator to remind participants to share their views from a business perspective.

- Nature of business
- Nature of your role

I'd now like to recap on **some information** about this research programme and its aims.

As we have already mentioned, you are part of **Portsmouth Water's Customer Advisory Panel** of domestic, business and future customers, acting as representatives of Portsmouth Water's wider customer base. The aim of this important research programme is to get your **feedback and thoughts** on Portsmouth Water's strategy and plans as it works towards the future.

This is now the second session that we are running as part of this panel. The panel will get together for **another 2 times** (so a total of 4 times across this research project) during the early stages of 2023. We will keep you informed regarding exact timings.

As we have discussed, Water companies are required to make **long-term (25 year+) and short-term plans** (5 year 'to do' list) that outline their priorities, how they will invest customers' money, and how they will aim to maintain or improve the service they provide.

During our sessions we will be looking at **Portsmouth Water's long term 25-year strategy** as well as its **short term 5-year business plans** for this period.

Section 2 - Recap on outcomes from CAP 1 (5 min – slides 4 - 6)

I want us now to remind ourselves of what came out from the first session of the Customer Advisory Panel.

In the previous session we discussed **the reasons behind Portsmouth Water's long term planning (why)**, **how PW is going to achieve its plans**, and **what specifically it is going to do to achieve each of these plans**.

We shared with you information that explained the **challenges** that Portsmouth Water is facing now and in the future, including the **impact of changes to our climate, the needs of**

the environment, a growing population, and increasing customer expectations – and its **plans** for addressing these challenges.

We then discussed how **urgently** we wanted **these plants being implemented**, whether they have to happen **immediately**, are part of an **ongoing effort**, or more long-term plans, and **how ambitious** we thought they are.

I want to show you now a **broad summary** of how the plans were prioritised across the sessions we ran as part of the first stage of the Customer Advisory Panel.

- What are your thoughts on this?
- Do you have any concerns from your point of view as a business?
- Is there anything you don't feel comfortable with?

Section 3 – Exploring options for Portsmouth Water's plans (30 min – slides 7-19)

I would now like to show you **some options** related to Portsmouth Water's long term plans. For each plan, I will present you with some information that explains **where PW are now, what they want to achieve, and why**. I will then show you three potential options for implementing this plan, which include information on **timings, level of investment required and potential impacts** on customers' bills. Please note that costs are indicative at this stage.

For each plan presented, moderator to read out information on the slide and ask:

Context & PW's long-term ambition:

- What are your thoughts on this?
- How do you feel as a business about Portsmouth Water's long term objective for this plan?
 - How, if at all, ambitious do you think it is?
- From your view as a business, how, if at all, important you think it is that PW achieve this objective? Why?

Options:

- What are your thoughts on the different options presented here?
- What are the positives of each option? And what about the negatives?
- What would be the impact of each option – for customers, businesses, and for the service?
- Which option do you prefer as a business, and why?
- Which option do you think would be acceptable by other customers more broadly? Why?

Now that you have seen all of the options for the different plans that PW have, I would like us to populate this slide together, thinking about **how** we would **prioritise each plan**, in terms of opting for its high/medium/low option, thinking about the **level of investment**, as well as the **pace of investment** it would involve. I want you to think about what are your priorities from the perspective of your business.

Summary (5 min – slide 20)

- What **questions or concerns** do you have based on everything we have discussed today?

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- Is there **anything else** you would like to say to Portsmouth Water before finishing?

Thanks and close