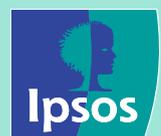


SR27 Deliberative Research

Phase 1 Stimulus Appendix



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1. Cohort 1 - Phase 1 Workshop - Discussion Guide

Water Services in Scotland: Strategy, Funding and Pricing

Discussion guide V3

Session 1: Wednesday 5th March 2025, 6-9pm

Group of 60-65 participants, with 6 pre-assigned break-out groups (of 6-7 participants each)

Overarching objectives:

- To introduce participants to the overall research process and ensure they understand the aims, their role, and what will happen with the findings.
- To support participants' learning, so that they understand how water services are provided and paid for in Scotland, Scottish Water's current aims and challenges, and key aspects of the current long-term strategy (including an overview of SRC27-33).
- To hear participants views on what aspects of the strategy are most important to them, and general views on charges.

Time allocated	Discussion structure	Objectives	Questions and materials
17.30 – 17.50	Set-up: Facilitators check in 20 mins	Ensure technology is set-up correctly before participants enter the room	Chair, facilitators and tech team only <ul style="list-style-type: none"> • Test link, mics and cameras. • Test who has the host/co-host function and ensure it is allocated to the right team member(s) for assigning break out rooms. • Make all facilitators co-hosts. • Change screen name to NAME – Org – Chair/Facilitator. Check everyone is on the WhatsApp group for facilitation team to be able to ask questions <ul style="list-style-type: none"> • Facilitators, speakers and observers allowed in early and asked to change screen name • Meanwhile tech support is assigning participants who are in the waiting room, facilitators, experts and observers to break-out rooms.
17.50-18.00	Participant check-in 10 mins	Enable participants to get settled and resolve any tech issues	Participants log into the online session <ul style="list-style-type: none"> • Participants encouraged to join the Zoom session early to check in and check their video/mic. • Participants encouraged to get a pen and paper and get settled somewhere quiet.

Time allocated	Discussion structure	Objectives	Questions and materials
			<ul style="list-style-type: none"> Register as people join and change screen names as necessary to first name and first initial of surname (e.g. Jane S).
18.00 – 18.15	Welcome, introductions and context setting 15 mins	To welcome and orientate participants, enabling them to settle in and providing a sense of safety	<p>Ipsos Chair to welcome everyone to the dialogue: <i>Participants allocated to break-out groups, but not put in them.</i></p> <ul style="list-style-type: none"> Chair welcomes participants to this first workshop on how water and waste water services in Scotland are delivered, and how we pay for it. Explains overall aims of the research, what their participation will involve, and the role that the public will play. Highlights what the end goal is i.e. to help inform Scottish Water's business plan and decisions around future charges. Explain SRC27 process and how this research is informing this, and how valuable their role is: <p>“In Scotland, the majority of households receive their water and wastewater services from Scottish Water. There are also a number of other organisations involved in making decisions about what service we receive and how much we pay for it. I'll mention some of them in a second, but you will learn more about them as we go along.</p> <p>“Decisions about our service and the amount we pay are made during a process called the Strategic Review of Charges. This happens around every six years and is conducted by the independent economic regulator WICS (The Water Industry Commission for Scotland). The review sets the maximum prices that Scottish Water can charge customers, aiming to ensure that prices are fair and based on the actual cost of providing the service. We will be referring to this process as SRC27 for short. You will hear more about this throughout this research.</p> <p>Consumer Scotland's role in this process is to ensure that the views of consumers' are reflected in Scottish Water's Business Plan and that affordability issues have been taken into consideration when setting water charges. and that decisions about where to invest reflect what is most important to Scottish Water's customers.</p> <p>That is where you come in. Your role is to help make sure that the views of customers are listened to as part of the review. Your views will inform Scottish Water's business plan, which sets out what it is going to do and when.</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>So that is why you are all here, and that is also why the research is taking place over next 18 months so that you can provide feedback as the plans are developed. We'll show you how this process will play out in more detail, but before we do that, we're pleased to introduce Gail Walker from Consumer Scotland who will say a bit more on how your contributions will be used..."</p> <ul style="list-style-type: none"> • Provides summary of overall process (i.e. number of future workshops and online community) and today's agenda (including time of breaks and finishing time). Explain that today's session will mostly be about listening and learning and encourage participants to jot down their thoughts and questions, explaining that there will be a Q&A towards the end. Encourage participants to grab a pen and paper, or a device that they can jot notes down on if they wish. • Explains who is here – our group of participants representing people from across Scotland, Ipsos facilitators, presenters, and any observers. • Housekeeping, ground rules – mention that plenary sessions will be recorded so keep camera off if don't want to be visible during that. Reminder to only have first name and first letter of surname showing. • Provide assurances around the scope of the research and confidentiality
18.15 Move to pre-allocated break-out rooms			
18.15 – 18.35	Break-out group introductions and warm-up discussion 20 mins	To allow participants to meet others and warm up / explore top-of-mind perceptions of water services.	<p>NOTE FOR FACILITATOR – if participants query why phases 2 and 3 of the research are not guaranteed to go ahead, refer to this line provided by Consumer Scotland:</p> <p>"It is due to the way the project is set up which reflects how Consumer Scotland is funded. In short Consumer Scotland is committed to delivering all three phases of research over the next 18 months or so, but the final decision to proceed to the next phase can only be taken after the preceding phase is completed. We (Ipsos) will keep you posted and will be in touch as soon as we can to confirm this and provide more details."</p> <p>IF NEEDED – reassure participants that their participation is voluntary and they are free to withdraw at any time.</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>Break-out group introductions Facilitator welcomes participants, thanks them for their participation and introduces themselves. Collects permission/consent for recording.</p> <p>START RECORDING</p> <ul style="list-style-type: none"> • Please briefly tell everyone your first name, what part of Scotland you live in, and what you're hoping to get out of taking part in these sessions <ul style="list-style-type: none"> ○ Check if any concerns or questions • We'll start by thinking about water and wastewater services. • Take a pen and paper, and note down 2 or 3 words that spring to mind when you think about water in Scotland <ul style="list-style-type: none"> ○ Let's go round and see what everyone put, and why • How much do you feel you know about your water supply? • How about what happens to waste water when it leaves your home – how much do you feel you know about that? • What do you think of the water and wastewater services we have in Scotland? • What, if anything, have you heard about water or wastewater in Scotland recently? <ul style="list-style-type: none"> ○ What about outside of Scotland? • What do you know about Scottish Water? What do you think their role is? <p>Facilitator thanks participants, and acknowledges we will now move to plenary to see the first presentation.</p> <p>PAUSE RECORDING (IF OBS ALLOWS)</p>
18.35 Move to plenary			

Time allocated	Discussion structure	Objectives	Questions and materials
18.35 – 18:45	<p>Learning Stage</p> <p>Presentation 1: Water and wastewater services in Scotland SLIDES 1-5</p> <p>10 mins</p>	<p>Presentation to inform participant learning</p>	<ul style="list-style-type: none"> • Plenary presentation 1 (live) • Presenter: Fiona Templeton, Customer Excellence Manager, SW. Scotland’s Water Service <ul style="list-style-type: none"> ○ How water and wastewater services are provided in Scotland. ○ Scottish Water’s role, with some key numbers. E.g. Scottish Water is publicly owned, serving over 5 million people living in 2.5 million households, and over 150,000 businesses. Responsible for reservoirs, pipework (up to boundary with private property), sewers and treatment works → 1.49bn litres of water supplied daily, 229 water treatment works, 1,838 waste water treatment works. ○ How you pay for your water and wastewater services, and how your money is spent. ○ How water is paid for (briefly outlining current charges against council tax bands) ○ Regulation of the industry and the industry stakeholders involved in that
18.45 Move to break-out rooms			
18.45 – 19.00	<p>Reflections</p> <p>15 mins</p>	<p>To enable participants to reflect and gather initial views, and form any questions</p>	<p>Break-out discussions</p> <p>RESUME/CHECK RECORDING</p> <p>Facilitator explores with participants and shares slides on screen if needed:</p> <ul style="list-style-type: none"> • What stood out to you from that presentation? Why? • Is anything surprising to hear, or new to you? [IF NEEDED, PROMPT BY EXPLORING REACTIONS TO THE MAIN TOPICS OF THE PRESENTATION] • [If not mentioned spontaneously]: What do you think about how water is paid for in Scotland? <ul style="list-style-type: none"> ○ Had you thought much about this before today? ○ Did the breakdown of charges by council tax band surprise you, or was it what you expected?

Time allocated	Discussion structure	Objectives	Questions and materials
			<ul style="list-style-type: none"> ○ Has anything you heard in that presentation changed your view? • What did you think of how money is spent? <ul style="list-style-type: none"> ○ Had you thought much about this before today? ○ Has anything you heard in that presentation changed your view? • [IF TIME/not mentioned already] Was the explanation of Scottish Water's role what you expected? [Refer to previous discussion] <ul style="list-style-type: none"> ○ Before today, were you aware that Scottish Water is publicly owned? ○ What do you think about this? • What questions would you like to ask the presenter? [prioritising if necessary/if time. Facilitator to keep a note for Q&A later and reassure participants that any questions not answered in the session will be submitted to Scottish Water afterwards and responses will be shared with them over email/online community] <p>PAUSE RECORDING (IF OBS ALLOWS)</p>
19:00-19:15 Break			
19:15 Stay in Plenary			
19:15 – 19:30	Learning Stage Presentation 2: Water and wastewater services in Scotland SLIDES 6-13 15 mins	Presentation to inform participant learning	Plenary presentation 2 (live) <ul style="list-style-type: none"> • Presenter 2: Kes Juskowiak, Director of Transformation, Challenges and Current Performance <ul style="list-style-type: none"> ○ Scottish Water's main challenges (e.g. climate crisis, population change, ageing assets) ○ Scottish Water's current performance in relation to: <ul style="list-style-type: none"> ▪ Service ▪ Net zero targets ▪ Quality, supply and demand ▪ Pollution and flooding ▪ Replacing and repairing assets ▪ Infrastructure projects

Time allocated	Discussion structure	Objectives	Questions and materials
19.30 – 19.45	Reflections 15 mins	To enable participants to reflect and gather initial views, and form any questions	<p>RESUME/CHECK RECORDING</p> <p>Break-out discussions</p> <p>Facilitator explores with participants and shares slides on screen if needed::</p> <ul style="list-style-type: none"> • What stood out to you from that presentation? Why? • Is anything surprising to hear, or new to you? [IF NEEDED, PROMPT BY EXPLORING REACTIONS TO THE MAIN TOPICS OF THE PRESENTATION, E.G. CHALLENGES FACING SCOTTISH WATER AND CURRENT PERFORMANCE] • How do you feel about the challenges facing Scottish Water and the industry? <ul style="list-style-type: none"> ○ Had you thought much about these issues before? [Refer back to any new issues mentioned at the beginning of the breakout] • And how do you feel about Scottish Water’s current performance? <ul style="list-style-type: none"> ○ Is there anything you feel Scottish Water has done/is doing well? ○ Is there anything you feel Scottish Water has done/is doing poorly? ○ What areas (if any) do you think Scottish Water should focus on? • What questions would you like to ask the presenters? [prioritising if necessary/if time. Facilitator to keep a note for Q&A later] <p>PAUSE RECORDING (IF OBS ALLOWS)</p>
19.45 Plenary			
19.45-20.00	Feedback followed by Q&A 15 min	Q&A	<p>Feedback followed by Q&A in panel-style.</p> <p>Chair to facilitate feedback, with each facilitator feeding back two key points from discussions.</p> <p>Q&A session, with facilitators each asking the top question from their break-out group or calling on participants to.</p>

Time allocated	Discussion structure	Objectives	Questions and materials
20.00 Stay in Plenary			
20.00-20.15 (20.20)	Learning Stage 2 Presentation 3: Funding and Pricing for water in Scotland 15-20 mins SLIDES 14-20	Presentation to inform participant learning	Plenary presentation Presenter: Wendy Kimpton, Director for Strategy & Regulation, SW. Presentation: Looking to the future <ul style="list-style-type: none"> The financial picture – showing what investment is needed to support Scottish Water’s ambitions and address its challenges over the longer term The funding model - How the investment needed could be paid for (showing the role of customer charges within the bigger picture – e.g. that it makes up 90% of funding to invest in maintaining and improving services) Context for future pricing decisions – what is SR27, how it fits into LTS and what needs to be considered when the industry sets new prices Areas of requirement & choice in SR27. Future pricing options –For context, explaining how this has worked in previous review periods (e.g. price rises in SR21) and setting out the plan for SR27 / recapping on how participants will inform this over the course of the dialogue...
20.15 (20.20) Move to break-outs			
20.15 – 20:30 (20.20 – 20.35)	Reflections on funding and pricing presentation 15 mins	Reflect on presentation content around different pricing options and generate questions for the speakers	Break-out discussions RESUME/CHECK RECORDING We have the opportunity now to reflect on the presentation and to ask questions. Facilitator explores with participants and shares slides on screen if needed: <ul style="list-style-type: none"> What stood out to you from that presentation? Why? Is anything surprising to hear, or new to you? [IF NEEDED, PROMPT BY EXPLORING REACTIONS TO THE MAIN TOPICS OF THE PRESENTATION]

Time allocated	Discussion structure	Objectives	Questions and materials
			<ul style="list-style-type: none"> • What did you think of the areas that Scottish Water could focus on? • Based on what you've heard this evening, are there areas that you think Scottish Water should focus on? <ul style="list-style-type: none"> ○ Is there anything you want to see them do more of? ○ Or anything you want to see them do less of? • Do you have any reflections on the overall investment and funding picture? <ul style="list-style-type: none"> ○ What did you think of how the money is spent? ○ Is there anything that you agree or disagree with? ○ [If time] What did you think of how prices have increased more recently? • [If time] In summary, what do you think are the most important things that Scottish Water need to consider when setting pricing for this next review period? <ul style="list-style-type: none"> ○ What would you want to know about these future pricing options? • What questions would you like to ask the presenter? <ul style="list-style-type: none"> ○ Is there anything you're still not sure about? ○ Is there anything you'd like to hear more about in the next session? ○ Who would you like to hear from next? <p>Facilitator to prepare top question (with a back-up). Encourage volunteers to ask question on behalf of group (but if nobody is comfortable doing this, do not put them under any pressure – facilitator can ask the question in this case). Before leaving breakout room, facilitator to save down chat (if used).</p> <p>STOP RECORDING</p>
20:30 (20.35) Break 5 mins			
20:35 (20.40) Plenary			
20:35 – 20.50	Feedback followed by Q&A	Q&A	Feedback followed by Q&A in panel-style.

Time allocated	Discussion structure	Objectives	Questions and materials
(20.40 – 20.55)	15 min		<p>Chair to facilitate feedback, with each facilitator feeding back two key points from discussions.</p> <p>Q&A session, with facilitators each asking the top question from their break-out group or calling on participants to.</p>
20.50 (20.55) Stay in plenary			
20.50 – 21:00 (20.55 – 21.00)	Summary and close 5-10 mins	To orientate participants and encourage continued engagement	<p>Chair to close the day:</p> <ul style="list-style-type: none"> • Brief overview of what has been covered • Brief overview of what to expect in later workshops (and reiterating plans for confirming details on this) • Encourage participants to speak to family and friends and see if they have similar/different views on the key issues • Reminder of incentives process <p>Thank participants and close</p> <p>Note facilitators and tech support will only leave once all participants have left, and all facilitators can encourage participants to come off mute, wave and say goodbye by doing so.</p> <p>Facilitators to make a note of any questions raised in group discussions that weren't addressed in the Q&A sessions ready to share with research team.</p>

2. Cohort 1 – Phase 1 Workshop – Stimulus slides from Scottish Water



Who we are and what we do

Scottish Water is **publicly owned**.
 We **provide water to and remove waste water** from homes and businesses across Scotland.
 We serve over **5 million people** living in 2.5 million households, and over **150,000 businesses**.
 We are custodians of Scotland's water resources and maintain things like **reservoirs, pipework, sewers & treatment works**. We are responsible for the **network of pipes** up to the boundary of your property.

229 water treatment works	30,586 miles of water pipes
1.49bn litres of water supplied daily	2.64m households
160,736 business premises	33,982 miles of sewer pipes
	1.07bn litres of waste water treated daily
	1,838 waste water treatment works



How you pay for your water and wastewater services?

Council Tax Band	Water Supply (per year)	Waste Water Collection (per year)	Combined Services (per year)	Combined Services (per month)
Band A	£168.60	£195.66	£364.26	£30.36
Band B	£196.70	£228.27	£424.97	£35.41
Band C	£224.80	£260.88	£485.68	£40.47
Band D	£252.90	£293.49	£546.39	£45.53
Band E	£309.10	£358.71	£667.81	£55.65
Band F	£365.30	£423.93	£789.23	£65.77
Band G	£421.50	£489.15	£910.65	£75.89
Band H	£505.80	£586.98	£1,092.78	£91.07

Household customers

- Charges are collected alongside council tax, and are typically based on council tax band
- Around half of customers are eligible for some form of discount

Business customers

- Pay through a Licensed Provider; they provide billing and day to day customer service
- Usually linked to a water meter or the business property rateable value

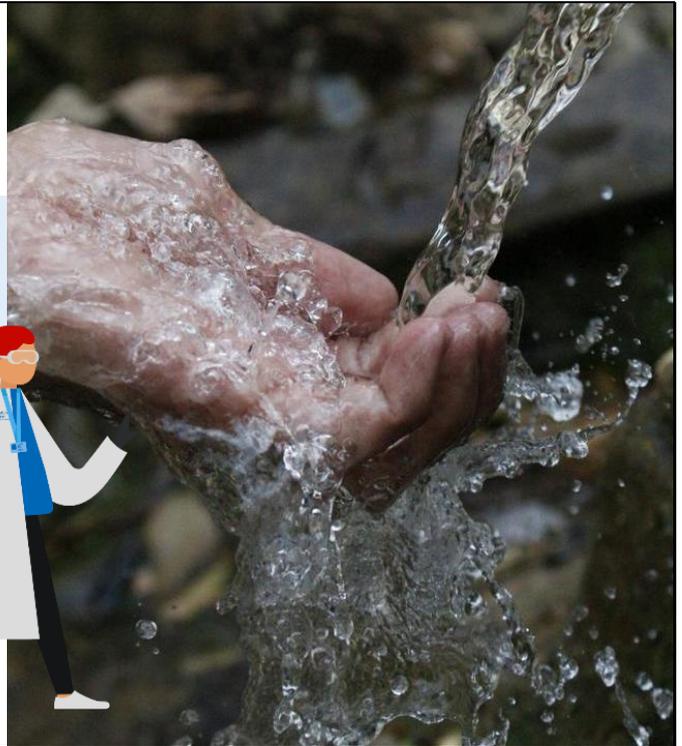
Where does your money go?

Value on tap

For every £1 that Scottish Water spends – here's what you get:



Break



Scottish Water
Trusted to serve Scotland

Our Current Performance



Scottish Water
Trusted to serve Scotland

The challenges we face

<p>Changing Climate</p> 	<p>The changing climate is bringing extreme weather, record-breaking heatwaves, droughts, storms, and floods that have put increasing pressure on Scotland’s water and waste water systems.</p>
<p>Population Change</p> 	<p>Scotland’s overall population continues to grow, and there is a shift in population from west to east. The number of households has also increased, as more people are now living alone.</p>
<p>Ageing Assets</p> 	<p>Many of our assets are over 100 years old – and many others were installed in the 1970s, 80s and 90’s as we responded to changes in legislation. These assets have served us well, but they are coming up to an age where they need to be upgraded or replaced.</p>

CM1



SERVICE EXCELLENCE

GOING BEYOND NET ZERO CARBON EMISSIONS

On track to meet the goal of Net Zero Emissions by 2040.



Ranked:

- **1st UK water company** for customer satisfaction*
- **2nd in UK utilities sector** for customer satisfaction*
- **1st for overall service as a wholesaler****

27,723 tCO2e Cumulative emissions reduction in the last three years equivalent to 18,000 return flights from London to New York

42GWh of on-site self-generated renewables

316 hectares of peatland restored in water catchments last year

94.2%

Customer Satisfaction Year to Date

22,085

Customers on Priority Service Register




*UK Customer Satisfaction Index, Institute of Customer Service, July 2024
 **Retailer Measure of Experience, Turquoise Thinking, August 2024

CM1



Scotland's tap water remains a source of national pride

Water quality



- On average we carry out **1 quality test every 2 minutes** on the water we supply to our customer's taps
- The Drinking Water Quality Regulator (DWQR) independently monitors the testing process

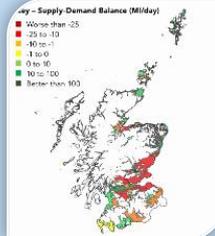
Supply Interruptions

Interrupted Supply of Drinking Water



- Last year around **5,600 properties were left without water** for more than six hours without being notified first
- This happens when water pipes unexpectedly break, or when other assets such as pumps break

Supply-demand balance

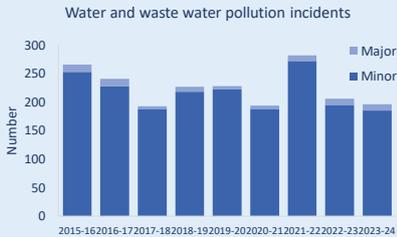


- The "Supply-Demand Balance" is the difference between **water we have available** and **how much customers are using**
- When it does not rain for long periods there is not enough water in the right places to meet customer's needs



Scotland's rivers and seas improve, and our communities are protected from flooding

Pollution Incidents



- **Pollution** happens when the contents of our sewers escapes into the environment.
- Last year, many incidents were due to **blockages** causing sewage pipes to overflow, which is more likely to happen during **prolonged and heavy rainfall**.
- We are also seeing an increase in pollution caused by the **assets getting older**.

Waste Water Compliance



- **96.2% waste water compliance** (final effluent discharges consistently meeting license conditions)

Flooding

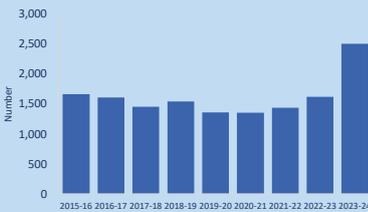


- When **sewers get blocked** or overwhelmed by rain water, they can overflow and the contents can escape into customer's properties through **toilets and other plumbing**.



Repairing and replacing our assets

Sewer Collapses

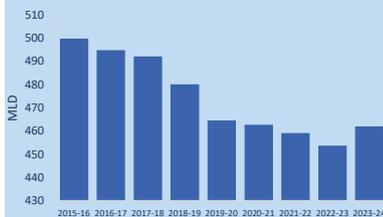


Sewer Pipes

- Last year we recorded **2,501 broken sewer pipes**



Annual Leakage Levels



Leakage

- The amount of water that we lost from **leaking water pipes** rose slightly last year.
- We have more than **halved** how much water lost from leaky pipes every day **since 2006**





Recent projects

One of Scotland's biggest critical infrastructure investors

£6bn
2021-27

£1.02bn
In 2023/24

430
SUPPLY CHAIN PARTNERS – MOST BASED IN SCOTLAND



Invercarnie Water Treatment Works (£60m)



Winchburgh Wastewater Treatment (£35 m)



Ayrshire Resilience Project (£120m)



Monitoring sewer overflows in seas/ rivers (up to £50m)

Q&A





Scottish Water
Trusted to serve Scotland

How Scottish Water Plans for the Future

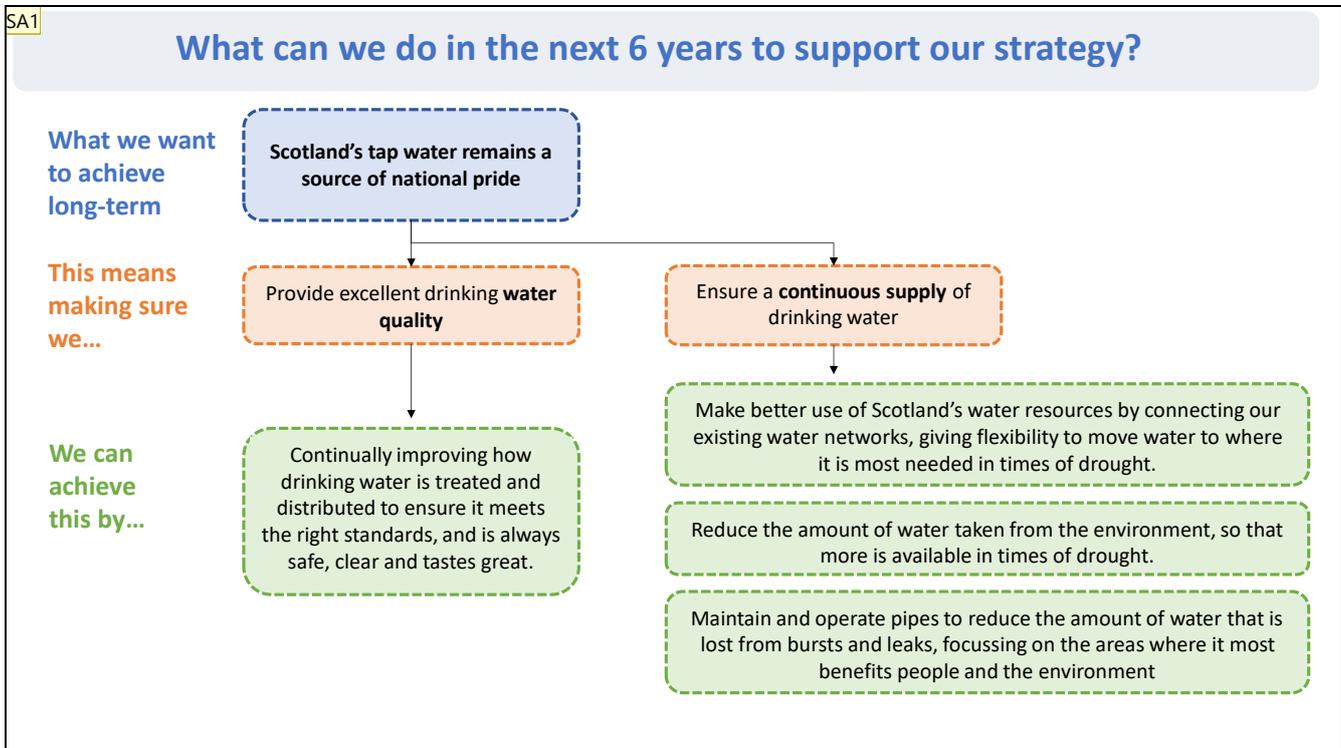
The **25-year strategy** sets out what we want to deliver for customers, communities and the environment

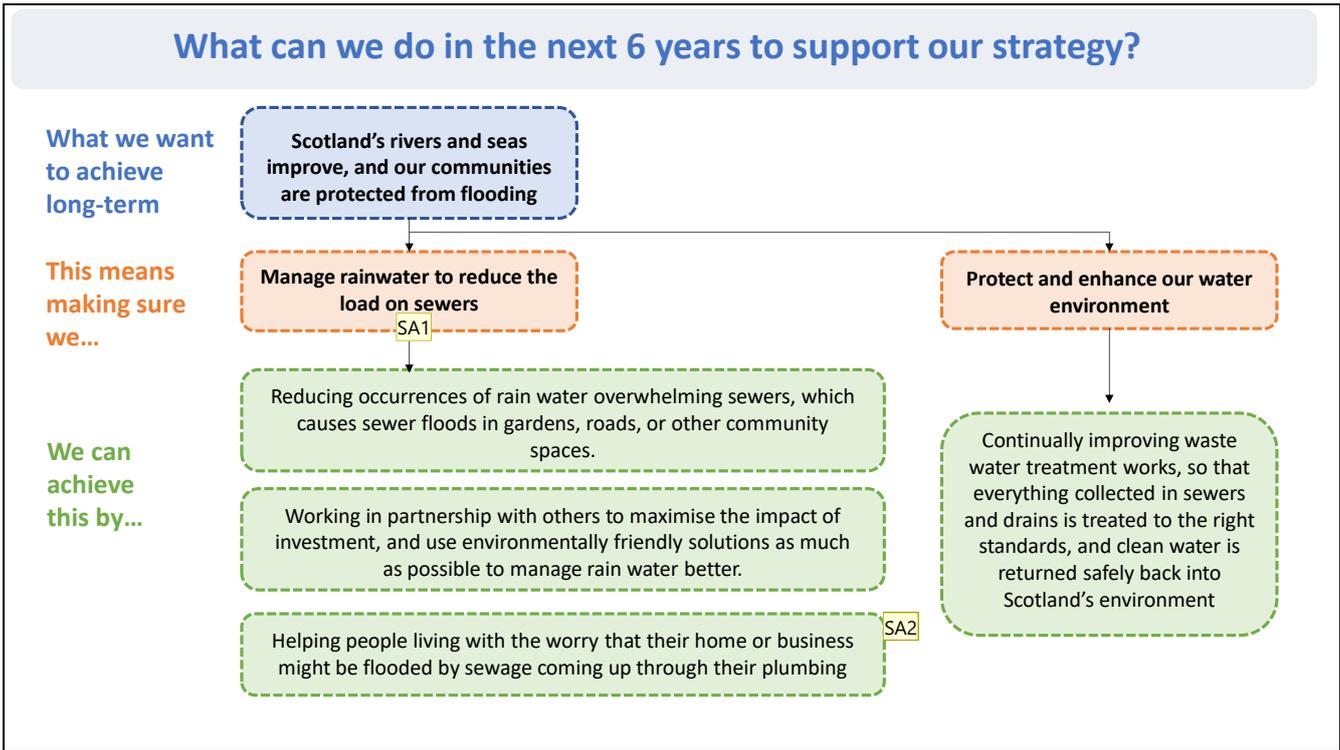
The **6-year business plans** to deliver what we have set out in the Long-Term Strategy

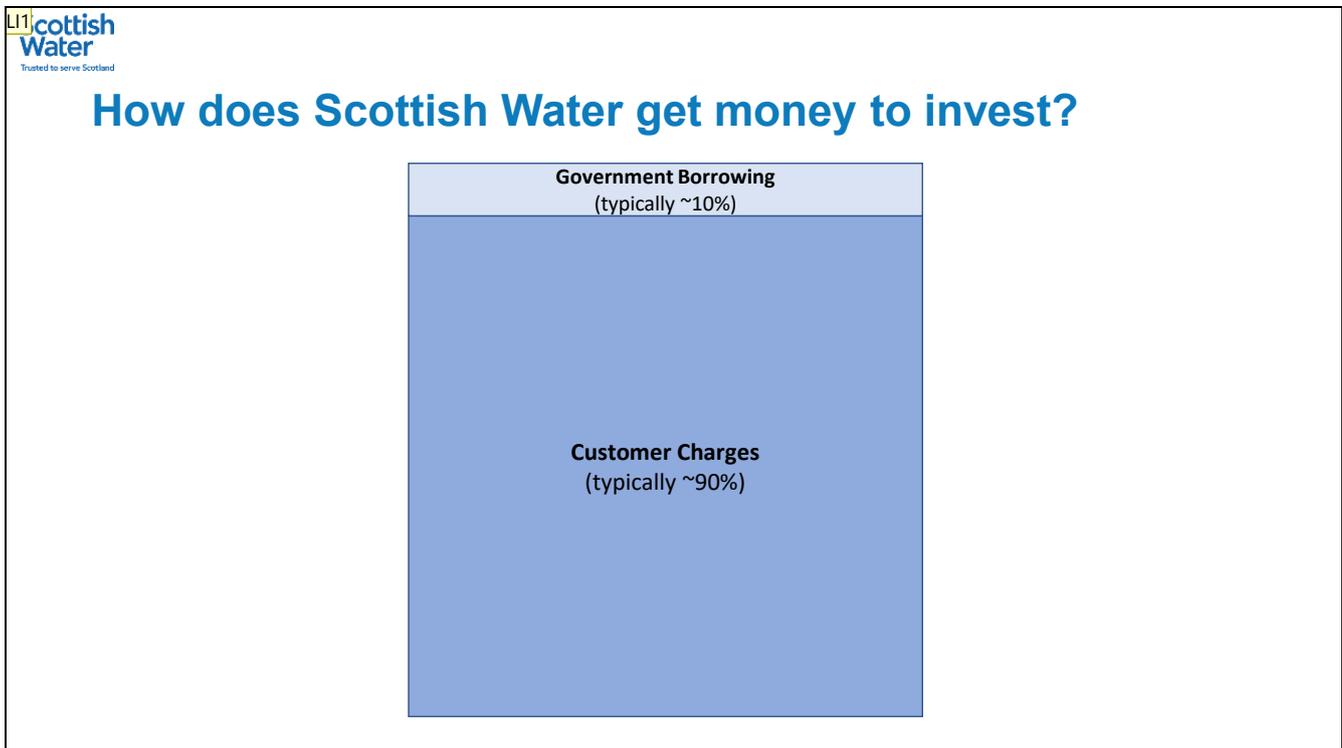
- Business Plan development is overseen by the Water Industry Commission for Scotland (WICS) as the economic regulators.
- It determines what needs to be done to maintain or improve service and how much we charge customers for our services.

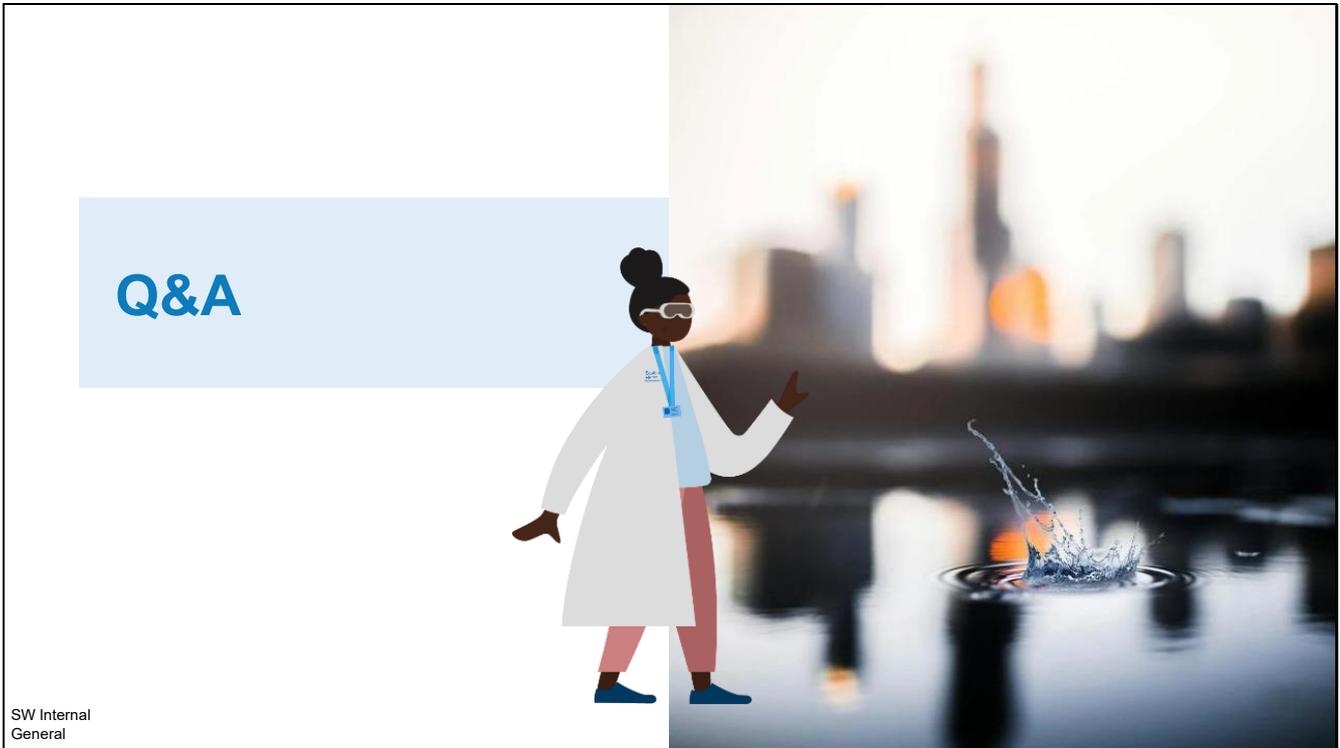
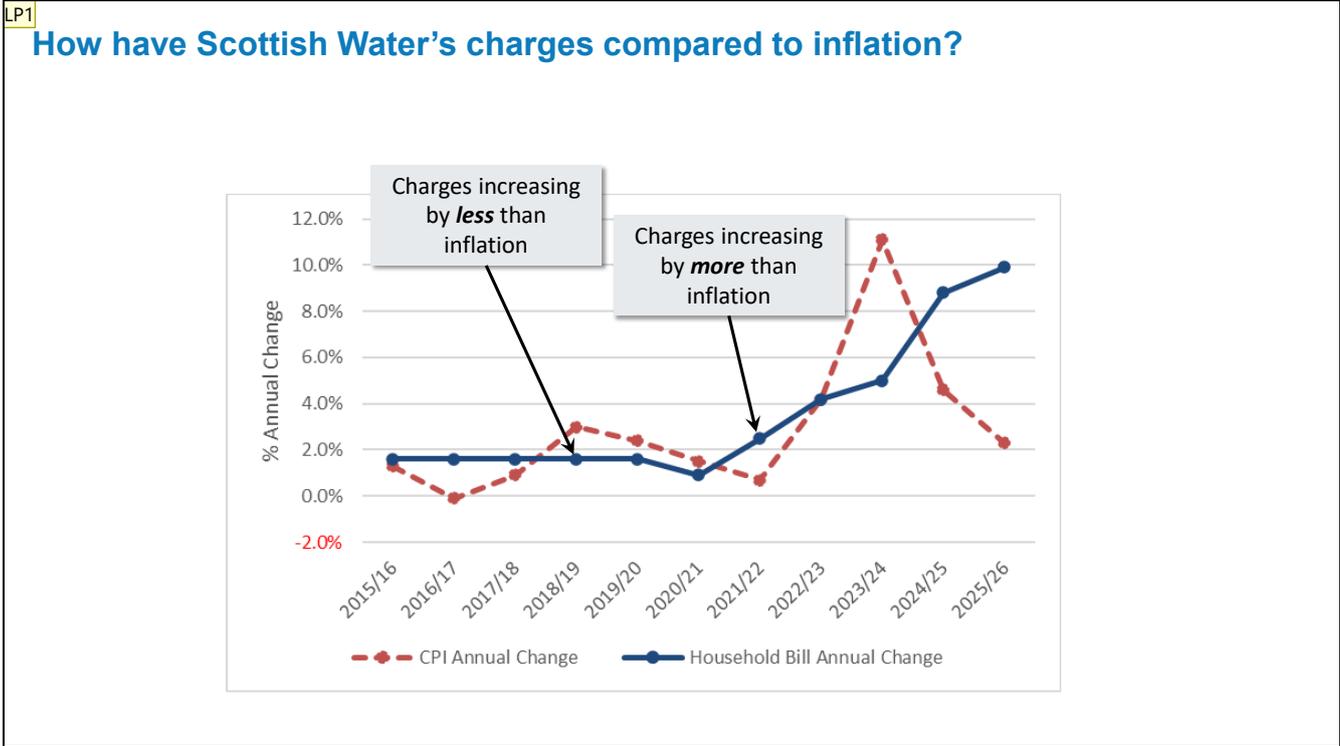
One of the most important parts of the process is making sure that we listen to our customers – and that we incorporate their needs and expectations into our Plan.

SW Internal Commercial 16









3. Cohort 2 - Phase 1 Engagement - Discussion Guide

Water Services in Scotland: Strategy, Funding and Pricing

Discussion guide for cohort 2 (based on WS1 guide V3) – Session 1

Time allocated	Discussion structure	Objectives	Questions and materials
10 mins group 5 mins interview	Welcome, introductions and context setting	To welcome and orientate participants, enabling them to settle in and providing a sense of safety	<p>Welcome to session:</p> <ul style="list-style-type: none"> Hello and welcome to our first session together. We really appreciate you giving up time today/this evening. My name is NAME and I am from Ipsos, we are the independent research agency who are running this research. I am going to spend the first 5/10 minutes explaining why we are here and what you can expect from this session. <p>You have been invited along to take part in some research about our water and wastewater services in Scotland. The research is being carried out for Consumer Scotland.</p> <ul style="list-style-type: none"> You are part of a group of around 100 people who are taking part in this research. You will take part in some group/one-to-one discussions, like this one. During the sessions you will learn more about the topic, and then have a chance to share your opinions. By doing that, you will help to inform decisions about our water and wastewater services and how they charged for. In a moment I will talk you through how these sessions are going to run and what to expect tonight. But first I want to share a bit of background about the topic we will be discussing and the reason we are carrying out this research. <p>Background</p> <ul style="list-style-type: none"> “In Scotland, the majority of households receive their water and wastewater services from Scottish Water. There are also a number of other organisations involved in making decisions about what service we receive and how much we pay for it. I’ll mention some of them in a second, but you will learn more about them as we go along. Decisions about our service and the amount we pay are made during a process called the Strategic Review of Charges. This happens around every six years and is conducted by the independent economic regulator WICS (The Water Industry Commission for Scotland). The review sets the maximum prices that Scottish Water can

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>charge customers, aiming to ensure that prices are fair and based on the actual cost of providing the service. We will be referring to this process as SRC27 for short. You will hear more about this throughout this research.</p> <ul style="list-style-type: none"> • Consumer Scotland’s role in this process is to ensure that the views of consumers’ are reflected in Scottish Water’s Business Plan and that affordability issues have been taken into consideration when setting water charges. and that decisions about where to invest reflect what is most important to Scottish Water’s customers. • That is where you come in. Your role is to help make sure that the views of customers are listened to as part of the review. Your views will inform Scottish Water’s business plan, which sets out what it is going to do and when.” <p>Practicalities</p> <ul style="list-style-type: none"> • We’ll be meeting a few times over the coming months. In our first session today/tonight we will introduce the topic that we will be exploring, explain some key concepts and to start setting out the issues for discussion. In later sessions we’ll get into more detailed learning and discussion about Scottish Water’s business plan. We are not absolutely certain about the timings of the sessions, or if we will need to meet one or two more times, but we will be keeping you up to date as we go along. • We will also be running an online community – so that is like a social media page but it has been set up just for you. And we will use that to share information that you will find useful, and to post some questions and exercises for you to look at. • Everything that is said in these sessions remains confidential. That means the your names, or anything that might identify you, won’t be shared or included in any of the reports that we produce. I will record the session, so that we can capture everything you say. The recording is stored securely and not shared outside of the research, and is securely destroyed at the end of the project. • If you can please keep your camera on, it helps us get to know each other better. And finally, if you lose connection or drop off, just try and retrace your steps – we will still be here. • Any questions? • I am going to turn the recorder on now. START OBS RECORDING
10 mins group	Break-out group introductions	To allow participants to meet others and warm up	<p>NOTE FOR FACILITATOR – if participants query why we don’t yet know how many more meetings we’ll be having, refer to this line provided by Consumer Scotland: “It is due to the way the project is set up which reflects how Consumer Scotland is funded. In short Consumer Scotland is committed to delivering two more phases of research over the next 18 months or so, but the final</p>

Time allocated	Discussion structure	Objectives	Questions and materials
10 mins interview	and warm-up discussion	(if in group) / explore top-of-mind perceptions of water services.	<p>decision to proceed to the final phase can only be taken after the preceding phase is completed. We (Ipsos) will keep you posted and will be in touch as soon as we can to confirm this and provide more details.”</p> <p>IF NEEDED – reassure participants that their participation is voluntary and they are free to withdraw at any time.</p> <ul style="list-style-type: none"> • Please briefly tell everyone your first name, what part of Scotland you live in, and why you decided to take part in this research. • [IF ONE-TO-ONE INTERVIEW] Please tell me a bit about yourself, like where you live and what interested you about this research? • We’ll start by thinking about water and wastewater services. What one word springs to mind when you think about water in Scotland? <ul style="list-style-type: none"> ○ What do you think of the water and wastewater services we have in Scotland? • How much do you feel you know about your water supply? <ul style="list-style-type: none"> ○ What about what happens to waste water when it leaves your home – how much do you feel you know about that? • What, if anything, have you heard about water or wastewater in Scotland recently? <ul style="list-style-type: none"> ○ What about outside of Scotland? • [If time] What do you know about Scottish Water? What do you think their role is?
5 mins	Learning about Water and wastewater services in Scotland	Information to support participant learning	<ul style="list-style-type: none"> • Moving on, can I check if you have watched the YouTube recording that we sent in advance? <p>SHARE SCREEN, SLIDES 1-5 IF ALL SAY <u>YES</u></p> <ul style="list-style-type: none"> • Great, I will ask you some questions about that in second, and I have brought up on screen the information here again to refer to. As you know, it shows some information about Scottish Water, the organisations that are in the water industry, how you pay for your water and wastewater services, and where you money goes. <p>IF ANY SAY <u>NO</u>, OR IF THEY NEED A REMINDER: That’s fine, I will briefly talk through the information for you.</p> <p>SLIDE 1: I will give you an introduction to Scottish Water and the service it provides.</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>SLIDE 2: Scottish Water cares for and pipes the nation’s water and safely removes and treats waste water, providing a service that is essential to everyday life for household and business customers, communities and the environment.</p> <p>It serves over 5 million customers and supplies the length and breadth of the country: from large cities to remote islands. And to make sure water is there for everyone, it has an extensive pipe network in place, with over 60,000 miles of water mains and sewer pipes. If we laid them end to end, they would wrap around the world twice.</p> <p>There are some key numbers on the slide which I won’t go over again, but they give an idea of the scale of Scottish Water’s work. One number that jumps out at me is that SW supplies 1.49 billion litres of water every day in Scotland – which is enough to fill nearly 600 Olympic sized swimming pools.</p> <p>On average each person in Scotland uses around 180litres of water a day – that is higher than anywhere else in the UK.</p> <p>Scottish Water is publicly owned. It works for the people of Scotland and cares for water on behalf of the nation. It provides services for and supports Scottish households and businesses, schoolchildren learning about the water environment, young people seeking apprenticeships and career opportunities, and visitors passing through who use Top Up Taps.</p> <p>SLIDE 3: Scottish Water has a lot of responsibility, but there are of course more organisations that make up the water industry. There are a number of regulators and stakeholders that are closely monitoring everything that Scottish Water does and when it does it each day.</p> <p>SLIDE 4: So how do you pay for the services provided by Scottish Water? Payment is somewhat invisible and taken alongside your Council Tax by your Council. The slide shows the annual and monthly charges for each council tax band.</p> <p>It is important to note that around 50% of customers are entitled to a discount in what they pay, in the same way that they are entitled to discounts on Council Tax – examples being single occupancy and students discounts.</p> <p>SLIDE 5:</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>As a public sector organisation money goes largely into the services that Scottish Water provides. For the most part your money is split 3 ways – day to running costs, reactive repairs and maintenance and then finally that strategic investment – builds of new assets that communities might need.</p> <p>The final much smaller slice of the money goes back to the Scottish Government with regards to interest on borrowing.</p>
<p>10 mins group</p> <p>5-10 mins interview</p>	<p>Reflections</p>	<p>To enable participants to reflect and gather initial views, and form any questions</p>	<ul style="list-style-type: none"> • What stood out to you from that information? Why? • Is anything surprising to hear, or new to you? • [If not mentioned spontaneously]: What do you think about how water is paid for in Scotland? <ul style="list-style-type: none"> ○ Had you thought much about this before today? ○ Did the breakdown of charges by council tax band surprise you, or was it what you expected? ○ Has anything you heard in that presentation changed your view? ○ What did you think of how money is spent? • What did you think of Scottish Water’s role? Is it what you expected?] <ul style="list-style-type: none"> ○ Before today, were you aware that Scottish Water is publicly owned? ○ What do you think about this? • Is there anything you’re not sure of at this stage? Gather questions and explain that these will be passed onto Scottish Water and responses shared back with them in due course.
<p>20 mins group</p> <p>10-15 mins interview</p>	<p>Learning about Water and wastewater services in Scotland and reflections</p>	<p>Information to inform participant learning and gathering initial views</p>	<p>SHARE SCREEN – SLIDE 6</p> <p>Moving on, I am going to talk you through the next topic, which is about the challenges facing Scottish Water to deliver water services, and how it’s currently performing...</p> <p>SLIDE 7</p> <p>There are three main challenges that Scottish Water highlight (<u>read through text on screen</u>).</p> <p>PAUSE AND ASK</p> <ul style="list-style-type: none"> • Does anything stand out to you here? • Is there anything that surprises you or is new to you?

Time allocated	Discussion structure	Objectives	Questions and materials
			<ul style="list-style-type: none"> • How do you feel about these challenges facing Scotland’s water? <ul style="list-style-type: none"> ○ Had you thought much about any of these issues before today? [Refer back to earlier discussion if applicable] <p>SLIDE 8 Moving on...</p> <p>Scottish Water is a publicly owned company and the only provider of mains water and wastewater services in Scotland, but it still compares its performance to other water companies across the UK. These are some figures on their recent service performance. Now, everyone will have their own views and experiences of their water service, but this is the overall picture. According to the UK Customer Satisfaction Index in 2024, it was ranked 1st for customer satisfaction compared with other water companies, and 2nd when it comes to utilities overall (Octopus energy was ranked 1st).</p> <p>Scottish Water was also ranked 1st for overall service as a wholesaler, which means among business service users, and that was again very recently, in 2024. Scottish Water has a 94.2% customer satisfaction rate. Scottish Water also has a growing customer priority register, which has more than doubled in the last few years to 22,085. The Priority Service Register is for customers with additional needs or support requirements, for example people with disabilities or health conditions. By being registered, Scottish Water can prioritise these customers in the event of any disruptions.</p> <p>Scottish Water is also taking steps to help Scotland achieve its overall target of reaching net zero carbon emissions by 2040 (this is a goal that has been set by the Scottish Government). These are some of the ways in which Scottish Water is taking action – reducing its emissions, using renewable energy sources, and restoring peatland.</p> <p>SLIDE 9 Making sure Scotland’s tap water remains a source of national pride is very important to Scottish Water. And they have provided us with some information as to how they’ve gone about this.</p> <p>On water quality, 1 quality test is carried out every 2 mins on average, and the quality is assessed by an independent regulator. As you can see, Scottish Water was rated at 99.92% in 2023 which was among the top ranked in the UK.</p> <p>There have of course been interruptions, so that’s bursts that happen in the network and disrupt the supply of drinking water. The chart in the middle shows how quickly Scottish Water have dealt with these. In most cases, water supply has been restored within 12 hrs, in a small number of cases this was within 24hrs, and more exceptionally it’s taken over 24 hours. In 2021-22 you can see a bigger chunk of orange/grey there,</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>and that’s to do with when Storm Irwin hit and there were power outages in the northeast. More recent storms haven’t caused as much disruption because of upgrades that Scottish Water have made since then.</p> <p>Looking more long-term, Scottish Water have to consider the Supply-Demand-Balance, which is the difference between water that is available and how much customers are using. When it doesn’t rain for a long time, this reduces water supply. With the challenges we looked at previously – climate change and the population moving west to east, this can put increasing pressure on supply/demand. The areas highlighted in red are where Scottish Water expect water to be under most pressure, and so that’s where they might focus on connecting water pipes, seek the help of customers to reduce use, and to reduce leakage from pipes.</p> <p>SLIDE 10 Another focus for SW is ensuring that Scotland’s rivers and seas improve, and that communities are protected from flooding. So this is about reducing pollution, treating waste water properly and minimising the risk of flooding.</p> <p>Pollution happens when the contents of our sewers escapes into the environment. Last year, many incidents were due to blockages causing sewage pipes to overflow, which is more likely to happen during prolonged and heavy rainfall. SW are also seeing an increase in pollution caused by the assets getting older. The vast majority of pollution incidents are minor and caused by things like wet wipes clogging up pipes. More major incidents are much less frequent (last year there were 15 in total) which can be caused by heavy rainfall and flash flooding. SW work to keep those numbers down as much as possible by working with customers to influence behaviour (i.e. encouraging customers not to flush wet wipes down the toilet) but also by improving assets so that they can cope better with extreme weather events.</p> <p>We looked at water quality compliance on the previous slide, and wastewater is also something that is monitored independently of SW (by SEPA). SW’s compliance here is 96.2%, meaning that wastewater which returns to the environment is meeting the standards expected.</p> <p>Finally, there’s flooding, which is when sewers get blocked or overwhelmed by rain water, causing them to overflow and the contents to escape into peoples’ homes. The chart here shows the number of homes that were at risk of internal sewer flooding over the last few years. As you can imagine, this is a horrible thing to happen to people, and so is a top priority for SW - they make continual improvements to assets to get homes off this risk list. But of course over time, as assets age, new properties are added to the risk list, so it’s an ongoing challenge for SW.</p> <p>SLIDE 11 Looking now at repairing and replacing assets, so that’s keeping the pipes working. SW replaced over two and a half thousand broken sewer pipes last year which, as you can see, was a big increase compared to previous years. The chart below shows the amount of water lost because of leaking water pipes. As you can</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>see, this has declined over time although it rose a bit last year. SW have dedicated teams using the latest technology to firstly find leaks, which can be up to 6 metres underground, and then dig up/repair the pipes.</p> <p>SLIDE 12 Here are some recent projects that Scottish Water have invested in across Scotland. These are large projects worth over £6bn over the last 6 years. Some examples including upgrading existing water treatment works, building new ones like this one in Winchburgh, projects designed to protect water supply in certain areas like this one in Ayrshire, and investing in monitoring overflows into rivers.</p> <p>Overflows are a key part of the waste water network that stops homes and streets flooding. SW have delivered 1500 monitors to date and there's a map and a portal online so customers can see exactly what's happening with overflows, whether they're spilling and where/how long for. You can read more about all these projects on the SW website.</p> <p><u>PAUSE AND ASK</u></p> <ul style="list-style-type: none"> • Does anything stand out to you here? • Is there anything that surprises you or is new to you? • How do you feel about Scottish Water's current performance? <ul style="list-style-type: none"> ○ Is there anything you feel Scottish Water has done/is doing well? ○ Is there anything you feel Scottish Water has done/is doing poorly? ○ What areas (if any) do you think Scottish Water should focus on? • Is there anything you're not sure of at this stage? Gather questions and explain that these will be passed onto Scottish Water and responses shared back with them in due course.
<p>30 mins group</p> <p>18-20 mins interview</p>	<p>Learning about funding and pricing for water in Scotland</p>	<p>Information to inform participant learning and gathering initial views</p>	<p>SHARE SCREEN – SLIDES 13-21</p> <p>SLIDE 13 Now on to our final topic, which is about how Scottish Water is looking to the future through its long term strategy. As before, I'll pause every so often to ask you what you think.</p> <p>SLIDE 14</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>Scottish Water has just published its long-term strategy for public consultation – this sets out what it wants to deliver over the next 25 years. But a lot can change over 25 years, so Scottish Water sets out shorter 6-year business plans, which set out the detail of what it is going to do, and how it is going to do it, including how much it charges customers.</p> <p>At the moment it is making plans for 2027 to 2033 – that is the Strategic Review of Charges 2027, which I mentioned at the start. And listening to customer’s views is an important part of that process.</p> <p>SLIDE 15 So Scottish Water is working towards 3 outcomes over the next 25 years, these are set out here but to summarise:</p> <ol style="list-style-type: none"> 1: The first is about making sure we continue to treasure our tap water and that it remains a source of national pride 2: The second is about waste water service, making sure we continue to protect Scotland’s environment, and that sewer networks are managed in ways that protect us from flooding. 3: The third is about making sure that Scotland’s economy flourishes – making sure that the new homes and new or growing businesses can use the service. <p>The Long-Term Strategy sets out four steps to deliver those outcomes:</p> <ul style="list-style-type: none"> • First step - Working in partnership with others to achieve outcomes more efficiently • Second – Making sure that SW is being as efficient as possible, innovating, and making the best use of technology- • Third – Reducing the strain on assets, by making sure they are not having to do more than they have to do. • And then the final step is to seek the funding needed to deliver investments to maintain the services we all rely on. <p>All together this means ensuring that the cost to customers is as low as possible whilst still ensuring a high quality reliable services for current and future generations while protecting and enhancing the natural environment.</p> <p>In the next few slides I will take you through what areas Scottish Water might be able to invest in over the next 6 years.</p> <p>SLIDE 16 For drinking water, there are 2 key areas Scottish Water can invest in:</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>First, Scottish Water has strict legal standards that drinking water has to meet, including making sure it tastes and smells good. So Scottish Water can invest in treatment works to make sure that they are up to the task.</p> <p>It can also invest to make sure that drinking water is available 24/7, which is increasingly difficult as we experience climate change. This means ensuring water pipes are connected and big enough, so that water can move from areas where there is plenty of water to areas where there isn't enough, especially in times of drought. It can also work to take less water from the environment, leaving more spare to be used in times of drought. This can be through working with homes and businesses to help them use less water and investing to reduce water lost from bursts and leaks.</p> <p>SLIDE 17 The next outcome is about waste water.</p> <p>Lots of people don't know that SWs sewer pipes handle lots of rainwater, in addition to what is drained from your sinks, baths and toilets. Climate change is changing rainfall patterns, which makes it more challenging for our sewers to safely accommodate their contents. When sewers get overwhelmed in this way, the dirty water has to spill out somewhere, which can be in people's home, internal sewer flooding - or through drains outside, external sewer flooding</p> <p>Scottish Water can invest in environmentally friendly ways to stop rainwater entering sewers – slowing down the flow by keeping it in ponds or other green spaces. It can invest to make the network of sewer pipes larger where it is needed. And it can target investment to help people who have experienced an internal sewer flood before, and are living with the worry that it might happen again.</p> <p>It can also invest in waste water treatment works – making sure that they are large enough, and up to date enough, for the dirty water that they collect to be treated to the right standards, turning it into clean water that can be safely returned to Scotland's environment.</p> <p>SLIDE 18</p> <p>Our third outcome might seem small in comparison to the rest, but is really important. Although we might not think about it very often, having taps, sinks and toilets that work is a basic necessity for a new home – people can't move in until they are in place. And new businesses can't open, or old businesses expand, without having access either.</p> <p>Scottish Water continually invests to make sure that our water and waste water pipe networks, and the water and waste water treatment works that they are connected to, are big enough and in the right place at the right time to support new homes and expanding businesses. All of which helps Scotland's economy to grow.</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>SLIDE 19 So you can see here all those areas brought together. And all this is underpinned by looking after and operating the assets that Scottish Water already has, shown on the grey box at the bottom of this slide.</p> <p><u>PAUSE AND ASK</u></p> <ul style="list-style-type: none"> • Does anything stand out to you from what you just heard? • Is there anything that surprises you or is new to you? • What do you think of the areas that Scottish Water could focus on to achieve their long-term strategy? • What do you think Scottish Water should focus on? <p>SLIDE 20 Moving on...So you've seen what might be invested in, but where does the money come from?</p> <p>You can see that the vast majority of funding comes from customers. Which is why it is so important that Scottish Water understands how you feel about the plans.</p> <p>SLIDE 21 Just like any household or business, what Scottish Water can get for their money is different every year – this is caused by inflation. Inflation is the rate at which prices for goods and services generally rise over time, essentially meaning your money buys less as prices increase.</p> <p>You can see on the graph that inflation – shown on the red line - didn't vary much between 2015 and 2021 – and Scottish Water's charge increase – shown on the blue line - was roughly the same. So for those years, Scottish Water's spending power didn't really change, as the amount of money it was receiving was keeping pace with inflation.</p> <p>In the following years, you can see a lot more variation. When charges are below inflation, just like any household, Scottish Water's money does not go as far, and when charges are above inflation it is able to go a lot further. This means that thinking about the effects of inflation in relation to changes in customers bills is always an important part of the 6 –year business planning process.</p>

Time allocated	Discussion structure	Objectives	Questions and materials
			<p>As you hear more about Scottish Water’s plan over the course of this research, you will hear about how changes in your bills over the next 6 years can affect how quickly and how well it can meet the challenges, and deliver its long term outcomes for customers, communities and the environment.</p> <p><u>PAUSE AND ASK</u></p> <ul style="list-style-type: none"> • Does anything stand out to you from what you just heard? • Is there anything that surprises you or is new to you? • What do you think of the overall funding picture and what needs to be paid for? <ul style="list-style-type: none"> ○ Is there anything you agree or disagree with? • [IF TIME] What do you think of how prices have increased more recently? • Thinking about everything we’ve been discussing, what do you think are the most important things that Scottish Water need to consider when setting pricing in this next review period? <ul style="list-style-type: none"> ○ As you will get the chance to see these prices as Scottish Water develops their plan, is there anything you think it would be useful to know about them beforehand?
<p>5 mins group</p> <p>2-3 mins interview</p>	<p>Summary and close</p>	<p>Encourage continued engagement</p>	<ul style="list-style-type: none"> • We are almost finished, so thank you very much for your input. Before we wrap up I just want to explain what happens next. <p>As I said at the start, tonight was mostly about introduction and learning about the topic. When we next speak, we will get into more detailed discussions about what might be in Scottish Water’s business plan, so we will be looking at that in detail. That next meeting is likely to be in October, so we will be in touch with you to confirm the date and time – so bear with us on that. It will be on Zoom again, so we will use the same details to contact you about that.</p> <p>Before that though, we will be in touch about the online community. That will be starting soon, so we will contact you with instructions about how to get on.</p> <ul style="list-style-type: none"> • Between now and then I would just encourage you to speak to some other people – family, friends – about what you learned tonight, and ask if they have any similar or different views. • Your payment for this evening will be arranged by Fieldmouse, who got in touch with you at the start. • Thank participants and close

Time allocated	Discussion structure	Objectives	Questions and materials

4. Cohort 2 – Phase 1 Engagement – Stimulus Slides from Scottish Water



Scottish Water
Trusted to serve Scotland

Who we are and what we do

Scottish Water is **publicly owned**.
We **provide water to and remove waste water** from homes and businesses across Scotland.
We serve over **5 million people** living in 2.5 million households, and over **150,000 businesses**.
We are custodians of Scotland's water resources and maintain things like **reservoirs, pipework, sewers & treatment works**. We are responsible for the **network of pipes** up to the boundary of your property.

229 water treatment works	30,586 miles of water pipes
1.49bn litres of water supplied daily	2.64m households
160,736 business premises	33,982 miles of sewer pipes
	1.07bn litres of waste water treated daily
	1,838 waste water treatment works

The infographic features a central diagram showing a water treatment plant, a house, and a business premises connected by pipes. The statistics are arranged around this central image.



How you pay for your water and wastewater services?

Council Tax Band	Water Supply (per year)	Waste Water Collection (per year)	Combined Services (per year)	Combined Services (per month)
Band A	£168.60	£195.66	£364.26	£30.36
Band B	£196.70	£228.27	£424.97	£35.41
Band C	£224.80	£260.88	£485.68	£40.47
Band D	£252.90	£293.49	£546.39	£45.53
Band E	£309.10	£358.71	£667.81	£55.65
Band F	£365.30	£423.93	£789.23	£65.77
Band G	£421.50	£489.15	£910.65	£75.89
Band H	£505.80	£586.98	£1,092.78	£91.07

Household customers

- Charges are collected alongside council tax, and are typically based on council tax band
- Around half of customers are eligible for some form of discount

Business customers

- Pay through a Licensed Provider; they provide billing and day to day customer service
- Usually linked to a water meter or the business property rateable value

Where does your money go?

Value on tap

For every £1 that Scottish Water spends – here's what you get:



Our Current Performance





The challenges we face

<p>Changing Climate</p> 	<p>The changing climate is bringing extreme weather, record-breaking heatwaves, droughts, storms, and floods that have put increasing pressure on Scotland’s water and waste water systems.</p>
<p>Population Change</p> 	<p>Scotland’s overall population continues to grow, and there is a shift in population from west to east. The number of households has also increased, as more people are now living alone.</p>
<p>Ageing Assets</p> 	<p>Many of our assets are over 100 years old – and many others were installed in the 1970s, 80s and 90’s as we responded to changes in legislation. These assets have served us well, but they are coming up to an age where they need to be upgraded or replaced.</p>



SERVICE EXCELLENCE



Ranked:

- **1st UK water company** for customer satisfaction*
- **2nd in UK utilities sector** for customer satisfaction*
- **1st for overall service as a wholesaler****

94.2%

Customer Satisfaction
Year to Date

22,085

Customers on Priority
Service Register

*UK Customer Satisfaction Index, Institute of Customer Service, July 2024
**Retailer Measure of Experience, Turquoise Thinking, August 2024

GOING BEYOND NET ZERO CARBON EMISSIONS

On track to meet the goal of Net Zero Emissions by 2040.

27,723 tCO₂e Cumulative emissions reduction in the last three years equivalent to 18,000 return flights from London to New York

42GWh of on-site self-generated renewables

316 hectares of peatland restored in water catchments last year



Howden Waste Water Treatment Works, Selkirk





Scotland's tap water remains a source of national pride

Water quality



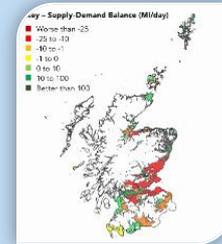
- On average we carry out **1 quality test every 2 minutes** on the water we supply to our customer's taps
- The Drinking Water Quality Regulator (DWQR) independently monitors the testing process

Supply Interruptions



- Last year around **5,600 properties were left without water** for more than six hours without being notified first
- This happens when water pipes unexpectedly break, or when other assets such as pumps break

Supply-demand balance

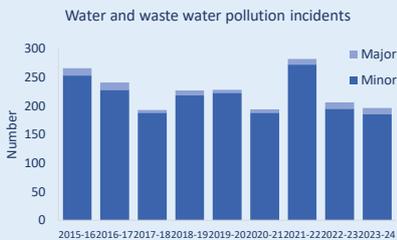


- The "Supply-Demand Balance" is the difference between **water we have available** and **how much customers are using**
- When it does not rain for long periods there is not enough water in the right places to meet customer's needs



Scotland's rivers and seas improve, and our communities are protected from flooding

Pollution Incidents



- Pollution** happens when the contents of our sewers escapes into the environment.
- Last year, many incidents were due to **blockages** causing sewage pipes to overflow, which is more likely to happen during **prolonged and heavy rainfall**.
- We are also seeing an increase in pollution caused by the **assets getting older**.

Waste Water Compliance



- 96.2% waste water compliance** (final effluent discharges consistently meeting license conditions)

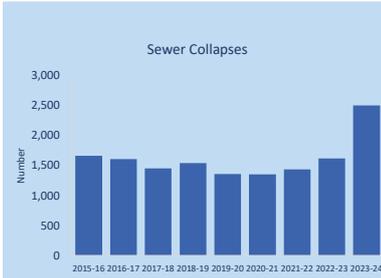
Flooding



- When **sewers get blocked** or overwhelmed by rain water, they can overflow and the contents can escape into customer's properties through **toilets and other plumbing**.



Repairing and replacing our assets



Sewer Pipes

- Last year we recorded **2,501 broken sewer pipes**



Leakage

- The amount of water that we lost from **leaking water pipes** rose slightly last year.
- We have more than **halved** how much water lost from leaky pipes every day **since 2006**



Recent projects

One of Scotland's biggest critical infrastructure investors

£6bn
2021-27

£1.02bn
In 2023/24

430
SUPPLY CHAIN PARTNERS – MOST BASED IN SCOTLAND

			
Invercarnie Water Treatment Works (£60m)	Winchburgh Wastewater Treatment (£35 m)	Ayrshire Resilience Project (£120m)	Monitoring sewer overflows in seas/ rivers (up to £50m)

**Scottish
Water**
Trusted to serve Scotland

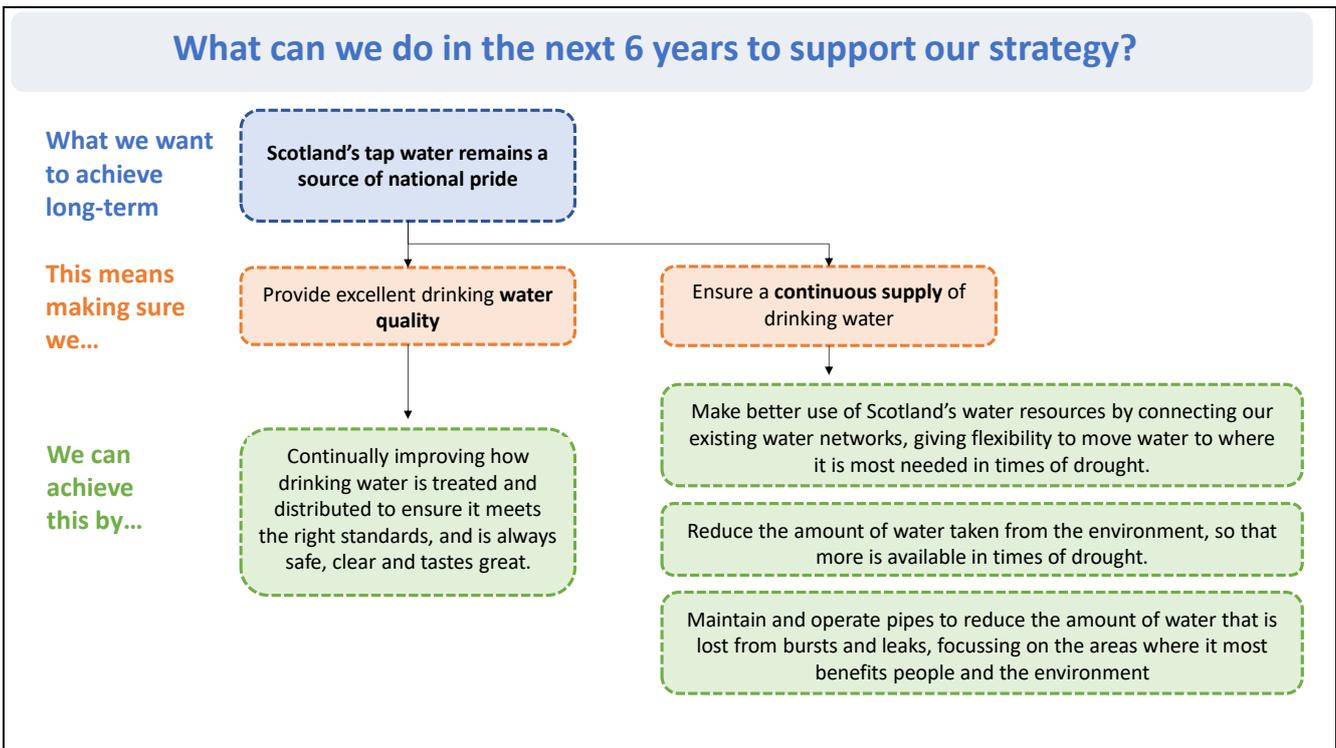
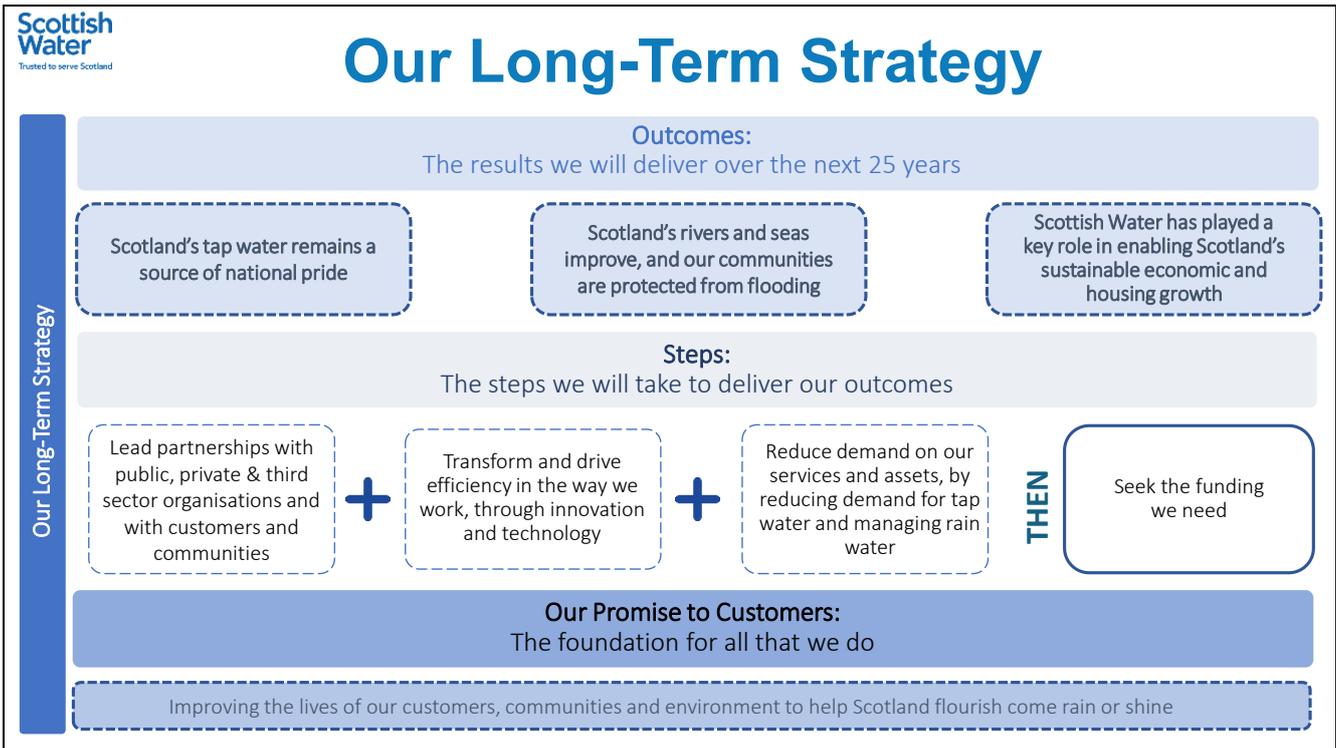
Looking to the Future

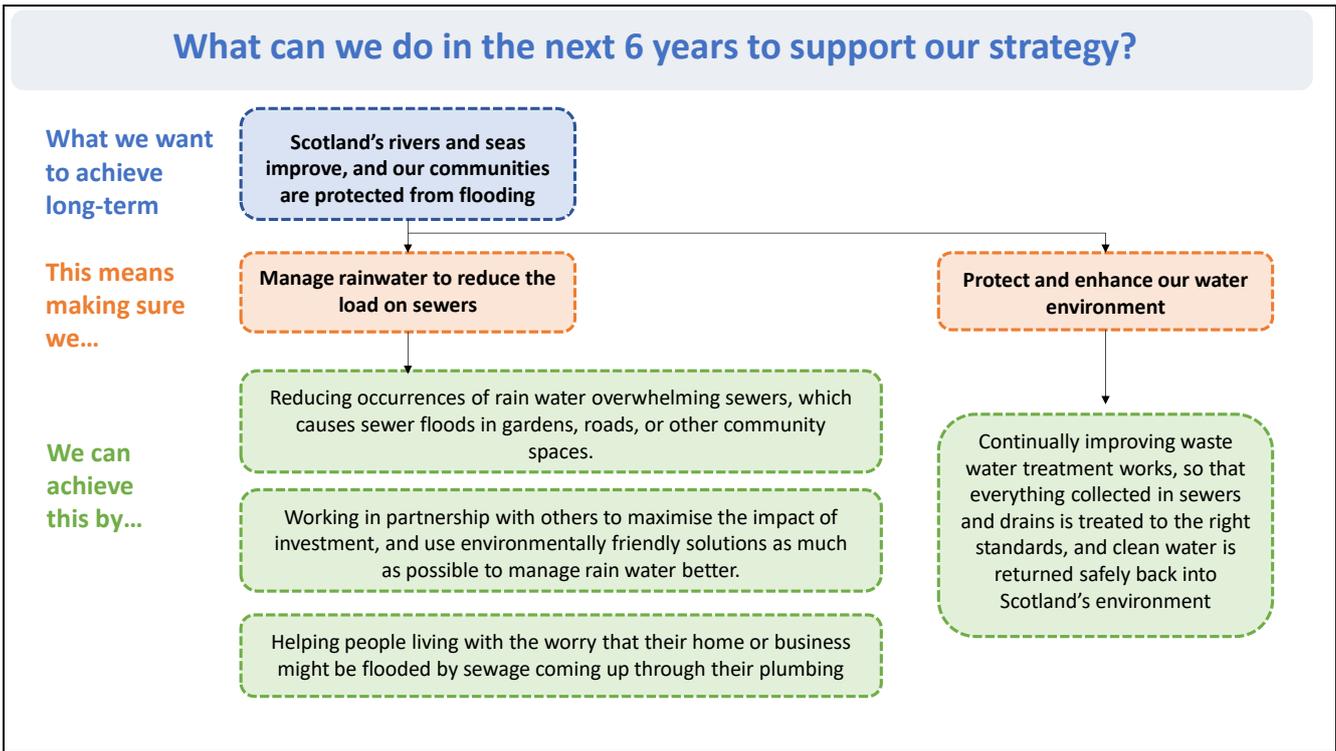


**Scottish
Water**
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Looking to the Future







What can we do in the next 6 years to support our strategy?

What we want to achieve long-term

Scotland's tap water remains a source of national pride

Scotland's rivers and seas improve, and our communities are protected from flooding

Enabling Scotland's sustainable economic and housing growth

This means making sure we...

Provide excellent drinking water quality

Ensure a continuous supply of drinking water

Manage rainwater to reduce the load on sewers

Protect and enhance our water environment

Supporting economic growth and connecting new customers

We can achieve this by...

Continually improving how drinking water is treated and distributed to meet the right standards, and is always safe, clear and tastes great.

Connecting up water networks to move water to where it is needed in times of drought.

Reduce sewer flooding outdoors caused by rain water overwhelming sewers.

Continually improving waste water treatment works, so that clean water is returned safely back into Scotland's environment.

Being ready to connect new businesses and properties to our networks.

Leave more water in the environment for use in times of drought.

Use environmentally friendly solutions as much as possible to manage rain water.

Reduce of water lost from leaking pipes where it's most needed.

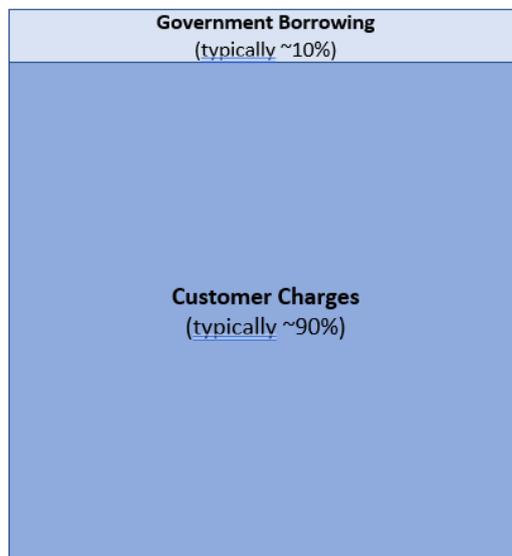
Helping people who are worried about repeat sewer flooding indoors.

Supporting all of this through...

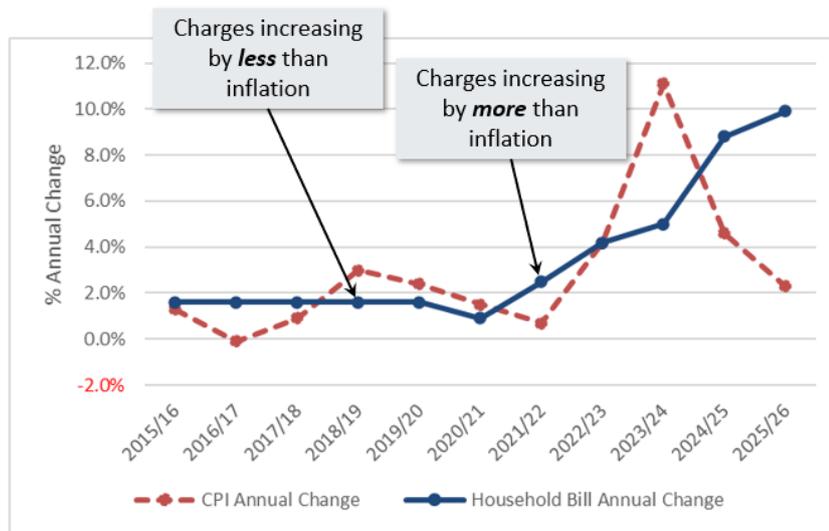
- Maintaining and operating assets to protect service levels, ensuring future generations inherit well looked after and future-proof assets:
- Building new or replacement assets to withstand the rapid effects of the climate change and to last for 60-100 years.
 - Accelerate the replacement of water pipes laid in the 1960's and 70's that we now know will burst earlier than planned.



How does Scottish Water get money to invest?



How have Scottish Water's charges compared to inflation?



Our standards and accreditations

Ipsos' standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.



ISO 20252

This is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos UK was the first company in the world to gain this accreditation.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001

International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) and the UK Data Protection Act 2018 (DPA)

Ipsos UK is required to comply with the UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA). These cover the processing of personal data and the protection of privacy.



HMG Cyber Essentials

Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet. This is a government-backed, key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessed and validated for certification in 2016.



Fair Data

Ipsos UK is signed up as a "Fair Data" company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of data protection legislation.

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