



Young People's Panel

Final report
25th November 2019



- Twenty-one sixth formers from the Wessex Water region attended the 2019 Young People's Panel
- Two meetings took place at Wessex Water's HQ



Profile of candidates

- Gender mix
- Mainly school year 13
- From 15 schools across the region



Pre-task prior to attending

- Imagine the world in 2050, what is the world like? What is different and what has triggered this?



Day 1: September 24th 2019

- Full day of tasks designed to immerse the panellists in the world of Wessex Water
- Briefed on a future business challenge before working in teams to prepare for the second meeting



Day 2: November 5th 2019

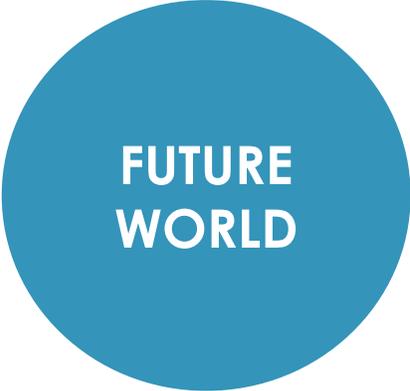
- Four teams presented back to judging panel
- Instagram task
- Question time with senior Wessex Water staff



School survey

- Online survey distributed to participating schools
- 703 responses

- Backwell Sixth Form
- Beaminster School
- Gordano School Sixth Form
- Hardenhuish School
- Holyrood Academy
- Kings School Bruton
- Nailsea Comprehensive School
- Parkstone Grammar School
- Ralph Allen School
- Sexey's School
- St Augustines Catholic College
- St Brendan's Sixth Form college
- The New Sixth St Gregory's Bath
- Thomas Hardy sixth form
- Wells Cathedral School



FUTURE WORLD

What does the world in 2050
look like to those born in c.2002?



TODAY

How are Future Customers feeling
about the world today?

- General optimism
- Social media
- Environmental views
- Generational perspective
- Water in their lives



CORE TASK

Ideas to develop a water
efficient, waste savvy smart
home of the future in a
sustainable community



**FUTURE
WORLD**

What does the world
in 2050 look like to
those born in c.2002?



FUTURE
WORLD

YPP tasked to imagine the future world via a pre-task exercise before the meetings – then build on **themes** in their teams



Technology

- AI replacing humans: high unemployment / greater productivity
- VR widely used (e.g. therapy); sub-dermal VR
- Greater integration of smart technology
- TV obsolete
- No physical money

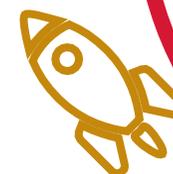


Ephemeral experiences & artificial intelligence

Transport

- Electric vehicles the norm
- Fewer cars (electric won't replace all petrol)
- New ways to travel: under water, flying (hover boards), low-orbit space travel

More (public) transport away from the roads



FUTURE WORLD



Population growth

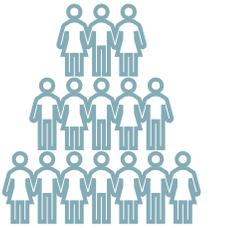
- Over-crowding
- Housing shortages
- No more small villages (overpopulation)



Living in large metropolises

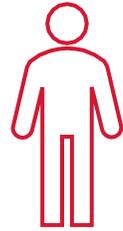
Societal shifts

- Scarce resources (despair?): growth of religion & communities
- Greater divisions / extremism
- World of instant gratification i.e. no patience, no 'real communication'



Today's challenges driven to the extreme

FUTURE
WORLD



Humans

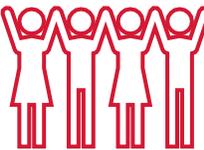
- Fish-tank babies (replacing in-belly pregnancies)
- Designer babies; altered DNA
- Children growing up faster (looks; responsibility)

Test-tube humans propelled into adulthood

Delocalised relationships enabled by advanced technology

Social networks

- Transmitting memories & feelings directly, no more emojis
- Internet friends grouped by interests (replace organic contacts)



FUTURE
WORLD



Water

- More droughts
- More flooding
- Higher sea levels
- More brackish water upstream
- Instant wastewater management; sewage to drinking

**Innovative solutions
meets bigger challenges**

**Natural resources and
unpredictable weather**

Planet Earth

- Oil runs out
- Desertification; water shortages
- Loss of the rain forest
- Loss of wildlife/ many species
- More natural disasters





TODAY

How are Future Customers feeling about the world today?

- General optimism
- Social media
- Environmental views
- Generational perspective
- Water in their lives



TODAY

An optimistic cohort in 2019 – in spite of continuing uncertainty in the world around them.



2019 cohort looking ahead

- Looking forwards to next stage of life: getting beyond (stressful) school year, excited about the future – for most this means university
- Exciting in sense of new technologies / jobs
- Building up work experiences
- Managing distractions: social life, pubs, social media
- Independence will bring change: managing money, new friendships, responsible for e.g. own washing
- Some experiencing financial realities: car insurance, petrol

The world is interesting right now; lots of industries are booming and constantly moving...having that be my future is [exciting]

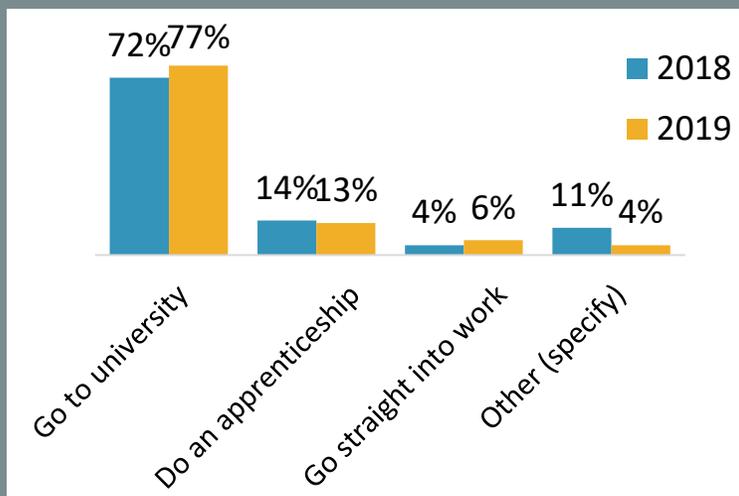
A microcosm of an uncertain & divided UK?

- Political uncertainty (Brexit) – divisions within age group; 'Groundhog Day' conversations
- Climate strikes and protests
- Sense some battle-weariness / cynical
 - Question if protests change anything
 - Feel under-informed (by schools) on current affairs
 - Polarised / extreme views – and indifference
 - Who to believe? What is fact?
- Potentially positive if Brexit is bringing young people into politics

We are preparing for our future based on what we know now, but we don't know what is going to happen



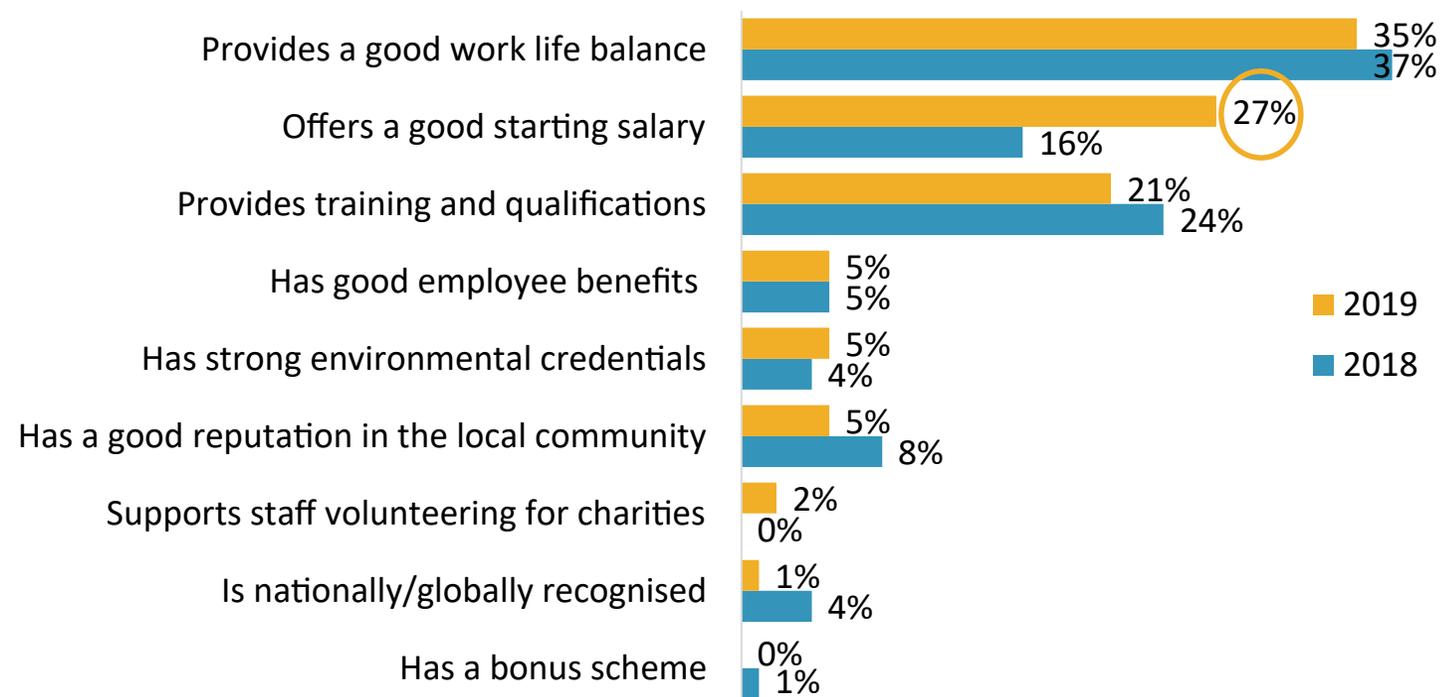
The majority of sixth formers are planning on going to university – consistent with 2019



A good work-life balance remains most important to this generation – but salary level is of increasing priority

An employer that....

Most important year on year



Q5: When thinking about your future work life, which of the statements below is the **most important** when considering an employer?

TODAY

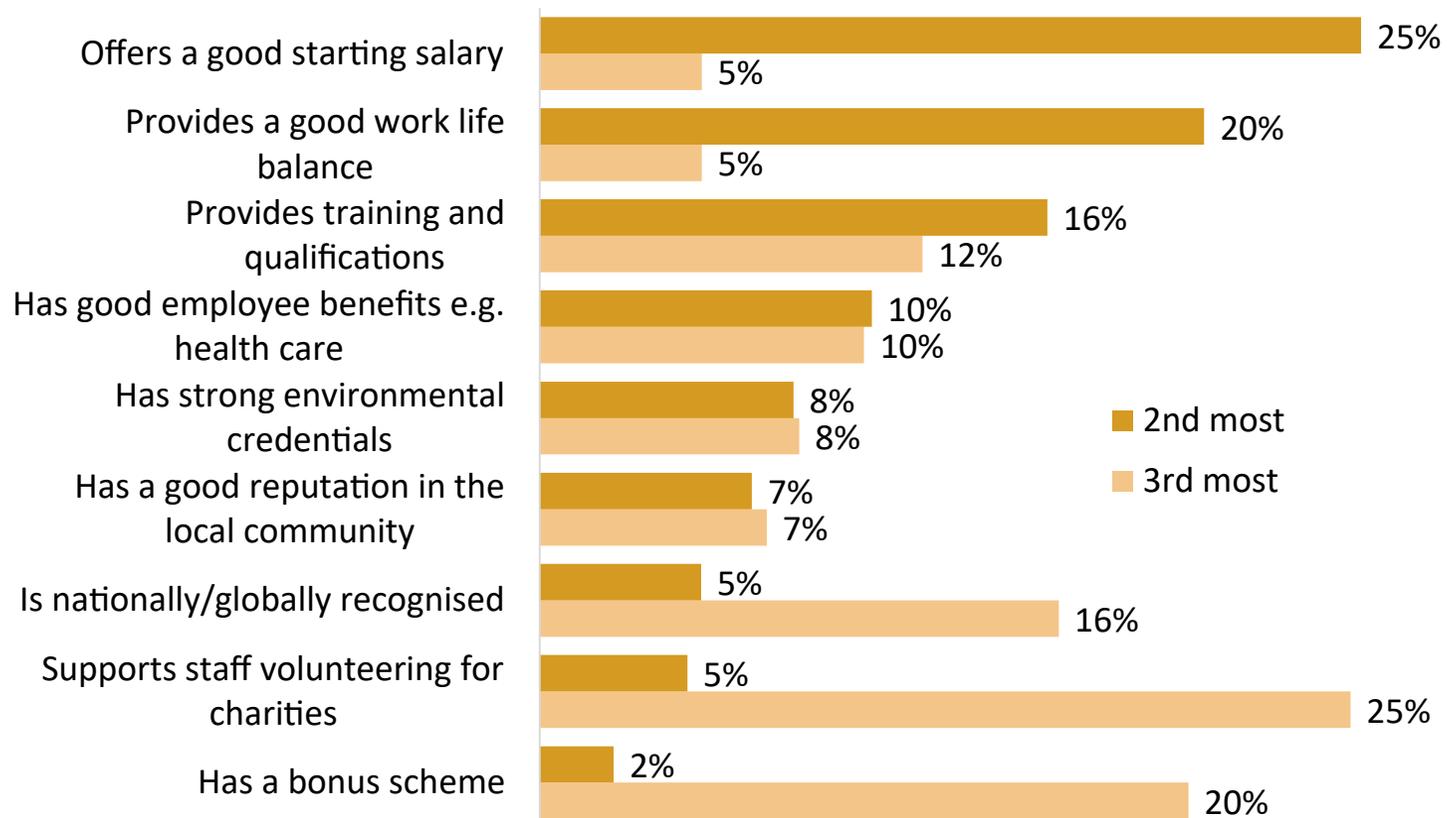
Starting salary is also the highest ranking secondary factor.



Opportunities for staff volunteering is also important.

An employer that....

2nd / 3rd most important 2019



Q5: When thinking about your future work life, which of the statements below is the **second / third important** when considering an employer?

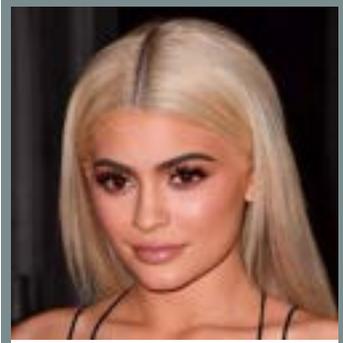
Who are the dominant influencers in 2019?



Lil Pump and the Gucci gang



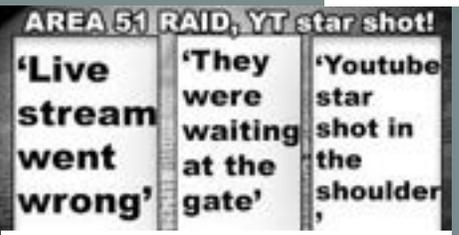
Billie Eilish



Kylie Jenner



Tekashi 6ix9ine



Youtubers

A reflection of the teen mindset: a spectrum of influencers...

Influencers: youth culture

- Dark themes: gang violence, killing/murder; drugs and sex, prison (boys)
- Glorifying drug dealing
- You Tubers: millions of views; influencing the mob; opportunities to fame & fortune for young people
- Beauty icons (girls)

Influencers: creating change

- Technology
- Environment
- Equality
- Animal rights



Elon Musk



Chrissy Teigen



David Attenborough



Greta Thunberg



Emma Watson



Brian May

Social media remains central to their lives (with isolated exceptions)

TODAY

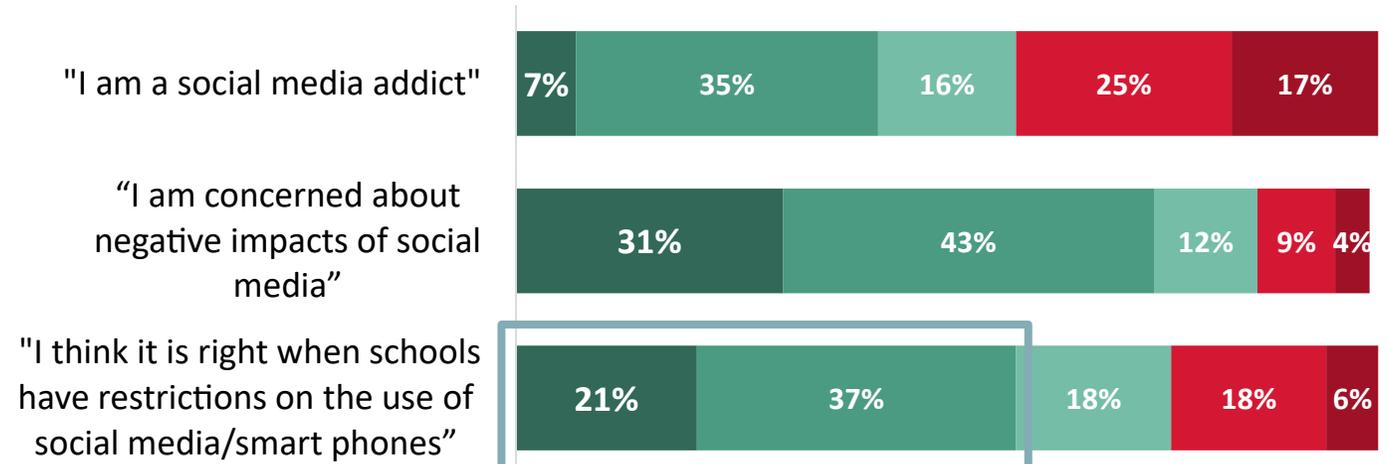
I kind of wish it didn't exist sometimes: If we'd never had it we wouldn't miss it

I had a real obsession with Snapchat so I deleted everything and now I don't have any social media. I don't miss it

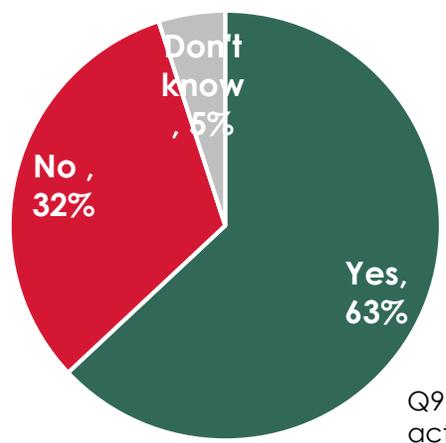
I had no tech in Africa for a whole month. I felt so much happier without it

As in previous years, nearly 2 in 3 have taken a break from social media, while still 2 in 5 identifying as an 'addict' and 3 in 4 expressing concerns about the impact. All of which are leading to higher acceptance of school restrictions than 2018 survey.

■ Agree strongly ■ Agree slightly ■ Neutral/don't know ■ Disagree slightly ■ Disagree strongly



Q10: How strongly do you agree or disagree with the following statements? (703)

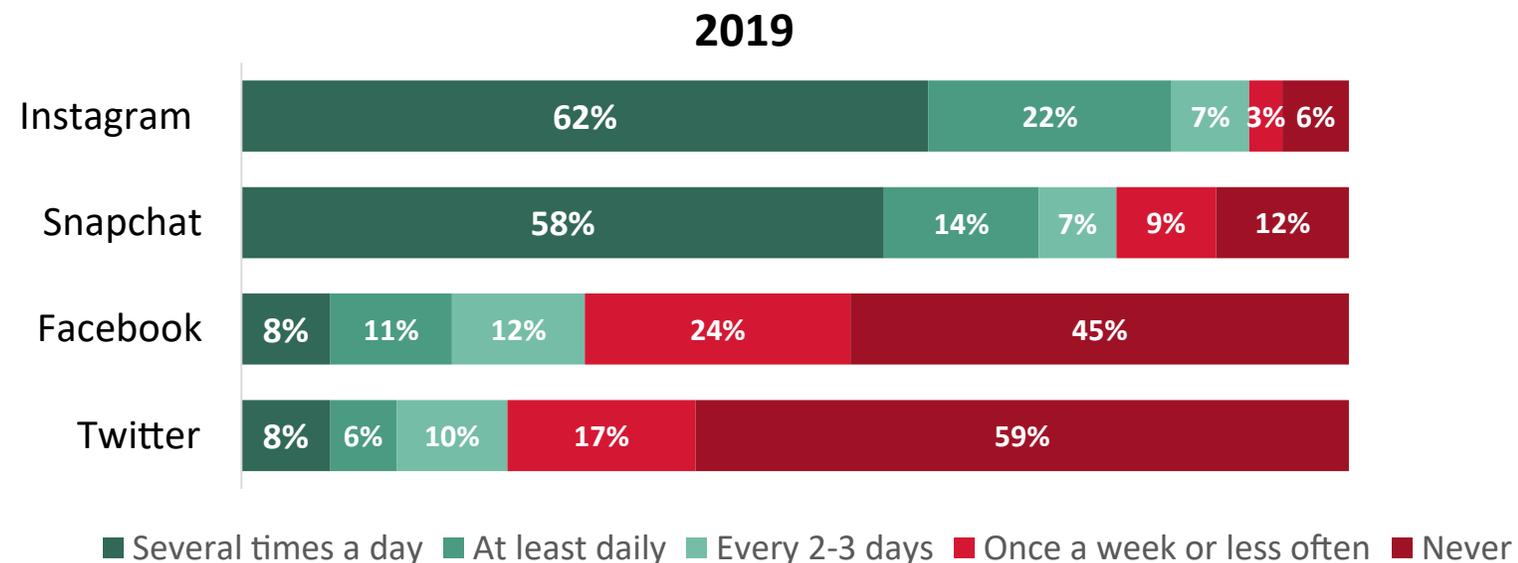
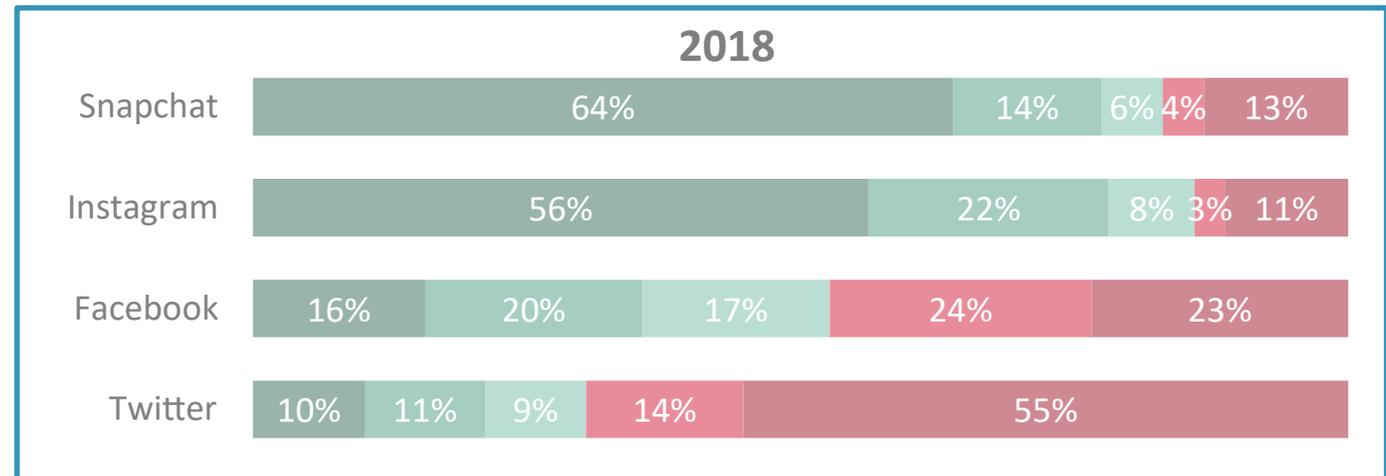


Taken a break from social media

Q9: Have you ever taken a break from using social media generally i.e. actively chosen not to use it for a period of time? (703)

Instagram has taken over Snapchat as this generation's primary social media channel.

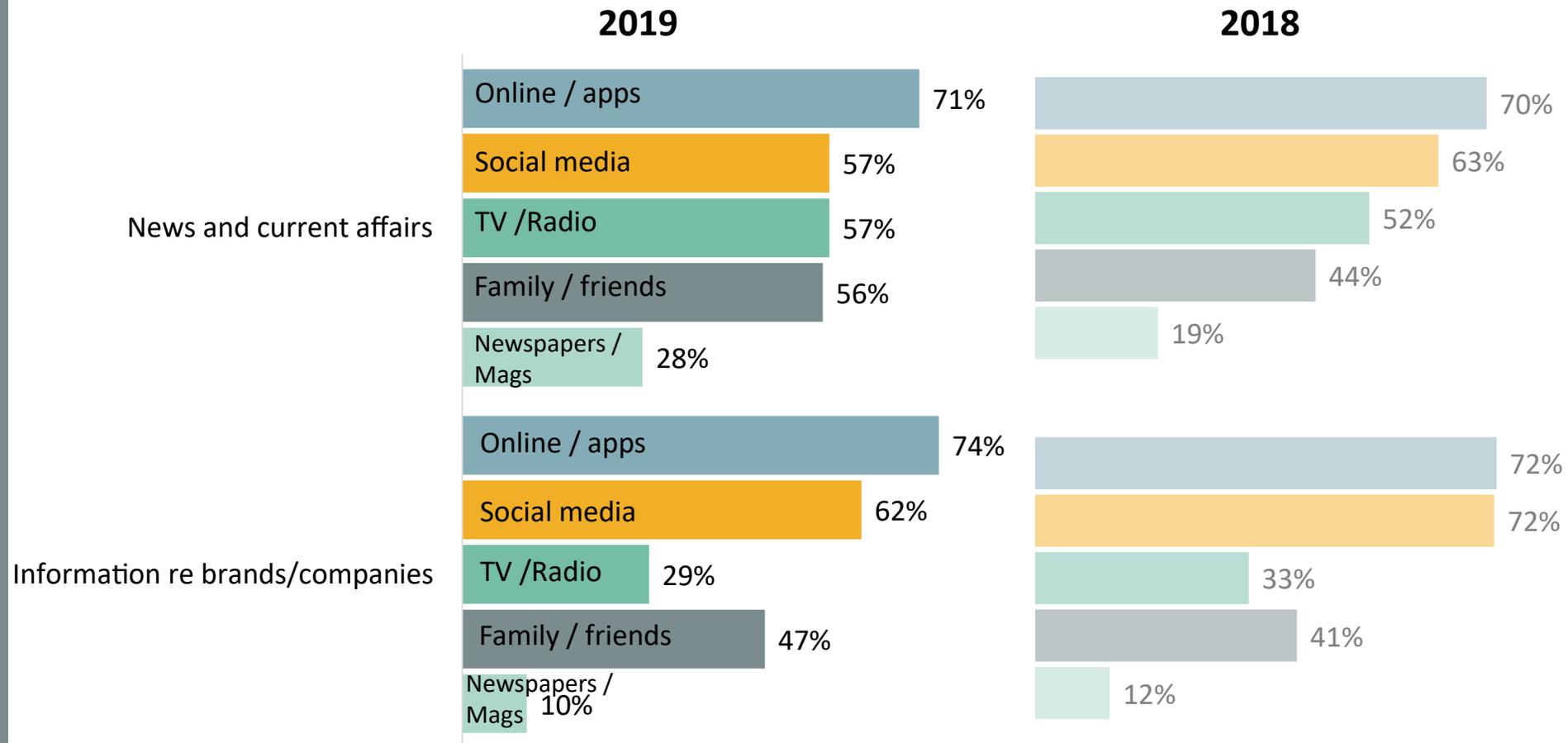
- Instagram has recently adapted more features and functions (e.g. stories, close friends)





Online is still the primary source of information for this generation, but print is making a return as a source for news and current affairs.

Is social media is waning during the era of 'fake news' and misinformation?



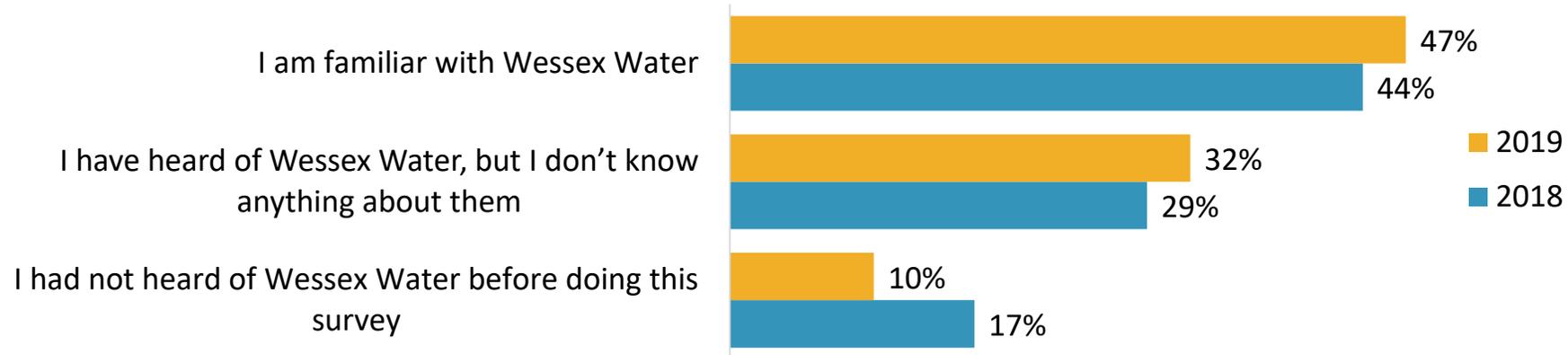
Q7: So thinking about where you get various types of information from, where do you go to get information on a) news and current affairs b) information about brands / companies? Base: All respondents (703)

What do future customers know about Wessex Water?

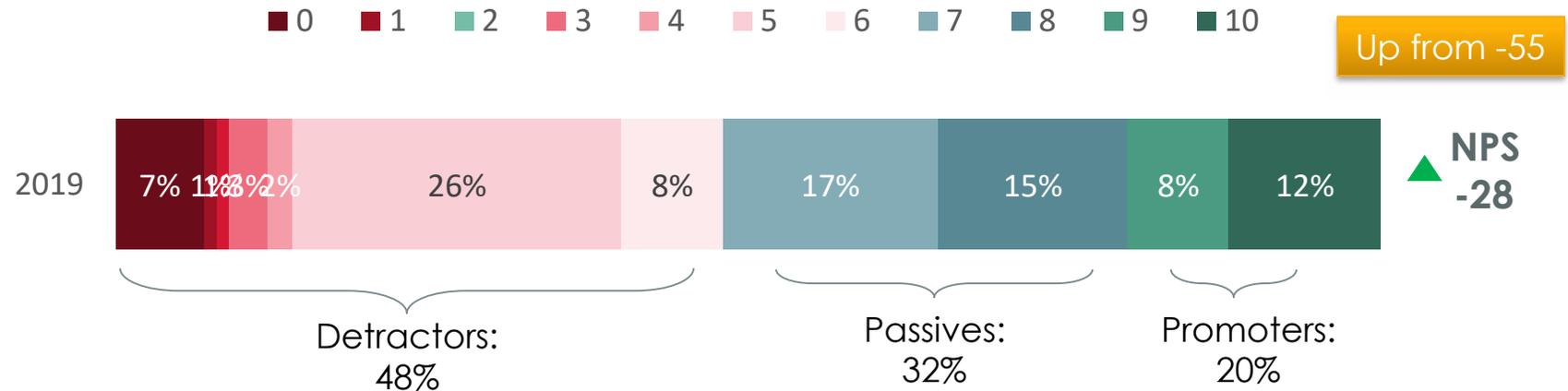
Wessex Water
YTL GROUP



Awareness of Wessex Water is slightly higher this year, but a third of teens still know nothing but the company name



Teens are more likely to describe Wessex Water as 'a good company' this year: Only half of views show a negative tendency with a third indifferent and a fifth positive.



Q17: Which of the following reflect your views about Wessex Water? Base: All respondents (703)

Q18: Imagine someone you know asks your views on Wessex Water, how likely would you be to describe it as a good company? Base: All respondents (703)



The winning idea

Instagram post exercise highlights what resonates with their generation and would grab their attention:

- Humour
- Short, pithy captions
- Relevant / timely
- Memes
- Confrontational / political
(...not all suitable for the Wessex Water brand)



TODAY



Greta Thunberg addressed the UN Climate Action Summit the day before the YPP groups

They raise awareness but they are not actually doing anything (about XR)

People just attend to post on Instagram

A new environmental urgency and protest movement has been a feature of the last year. YPP 2019 gives an insight into complex views and feelings about their generation's role.

- Top of mind – very current and important issue
- Confusion about urgency: *'some people argue our generation is screwed, others argue we are not...'*
- Greta receives mixed views: some saying they 'love Greta' - some questioning her target (UN); others non-committal
- Concerns about Extinction Rebellion using the wrong tactics
- Minority have attended school strike – some cynical about motives/hypocrisy of others

Some new habits forming, but aware and open about disconnect between their attitudes and behaviours

- Cutting down meat
- Conscious fashion ASOS Monki; H&M Conscious
- Cycle to school
- Recycling more at home and at school

But

- Big/sacrificial changes are hard
- Strong view that governments and companies need to adapt

TODAY

I had a go at my dad when he said Greta Thunberg was stupid for going by boat. My dad is wrong about a lot of things.

Grandparents....a lot of them don't care...it is literally not their problem

My mum is so good she literally doesn't use any plastic or anything; she's better than me



Generational differences are not clear cut

- Environmental beliefs and actions – hard to draw out themes
 - Some feel 'in accord' with their parents
 - Some feel parents are *more* aware and active...others would say the reverse
 - Some subtle differences in behaviours e.g. parents not wasting food; teens more careful about single-use plastic
- Economic difference: perceive Gen X (parent generation) as more 'capitalist' than their Gen Z offspring?
 - They see themselves growing up in an age where consumerism can't carry on
- Some are keen to paint a realistic view of their generation: contesting 'received wisdom' or stereotypes

The older generation are more capitalist than us. They think of themselves rather than the environment

We should be a generation that is more open-minded but people are set in their opinions

We struggle to listen to each others points. As a generation we are stubborn

TODAY

Don't put the responsibility on us!



▶ A generation that is acutely aware of the urgency of climate change - but appear reluctant to take on the burden of environmental responsibilities

- They might admire Greta – but they are not Greta
- They didn't create the problem
- They don't want to be making all the sacrifices
- They want corporations to act

Our generation is perceived as environmental but we take for granted that someone else (in our generation will do it) so individually we don't have to

We might be more aware but we are not necessarily willing to change our lifestyles

We don't want to give up luxury

Are we the environmental generation? To some extent: but we still use Starbucks while preaching about single use plastic

Our generation is not mentally capable of solving it. We are down too big a hole.

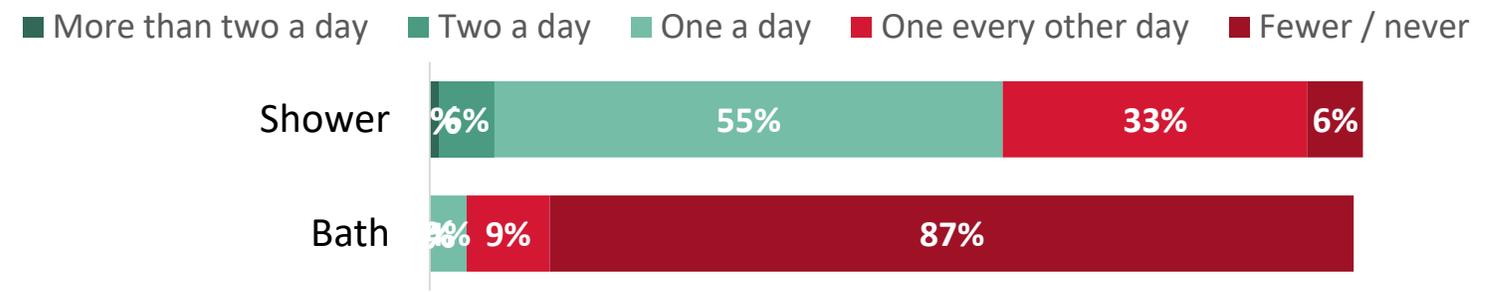
How do attitudes shape water behaviour?

TODAY

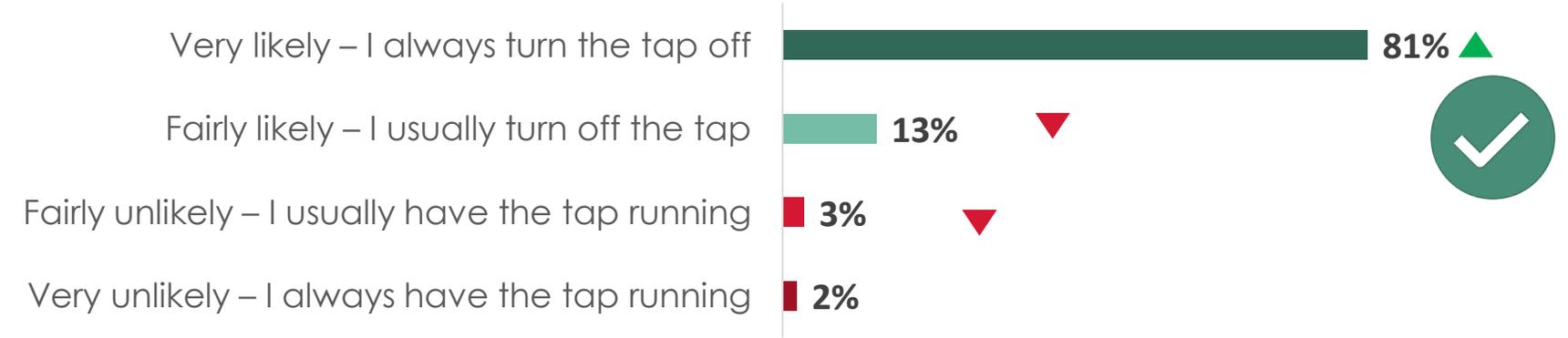
Showers and turning the tap off appear to be normal behaviours



As before, showering daily is the norm for this generation / their life stage. Save water messages may be most effective on best shower practice (e.g. how long; turning on and walking off)



Accuracy of self-reported data in question still; but confidence in following 'the right behaviour' is growing highlighting that turning off the tap whilst brushing has become a social norm



Q11: Now thinking about the way you use water, over the last few weeks, on an average day how many showers have you taken?
 Q12: Thinking back over the last few weeks, on an average day how many baths have you taken? Base: All respondents (703)
 Q13: When cleaning your teeth, how likely are you to turn the tap off when cleaning your teeth? Base: All respondents (703)

TODAY

Parents with meters clearly trying to moderate teen excesses. Though some see their parents as the wasteful ones...



However, in qualitative discussions, few claim to be actively water conscious: we hear about long showers and / or multiple showers per day among this age group

I like long showers but dad doesn't like it as we have a meter

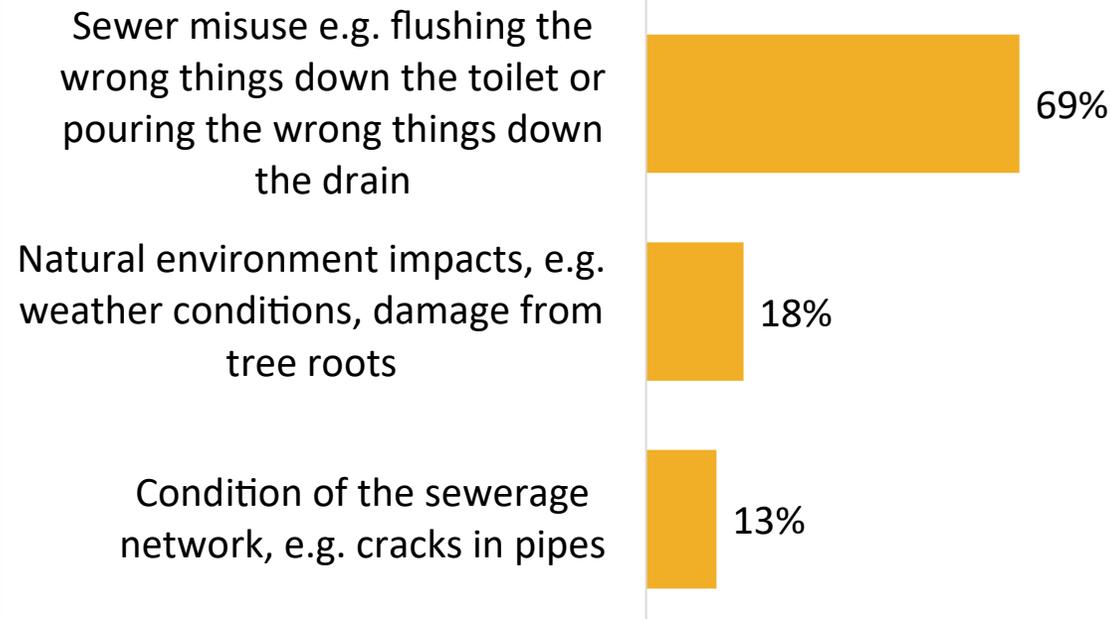
He [dad] hates spending money and after we got the water meter fitted he was on it

My dad uses so much water to wash up, it's ridiculous. The other day he filled the whole washing up bowl to wash like one knife!

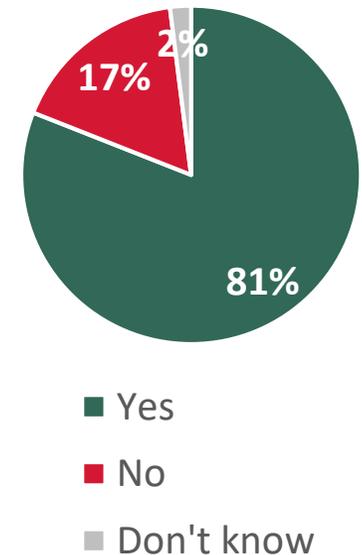
My parents have just got a hot tub, it's so much water with a shower before and after and filling it'

The majority recognise 'human error' as the main cause for sewer flooding. Far fewer associate with natural impacts.

Reasons for flooding



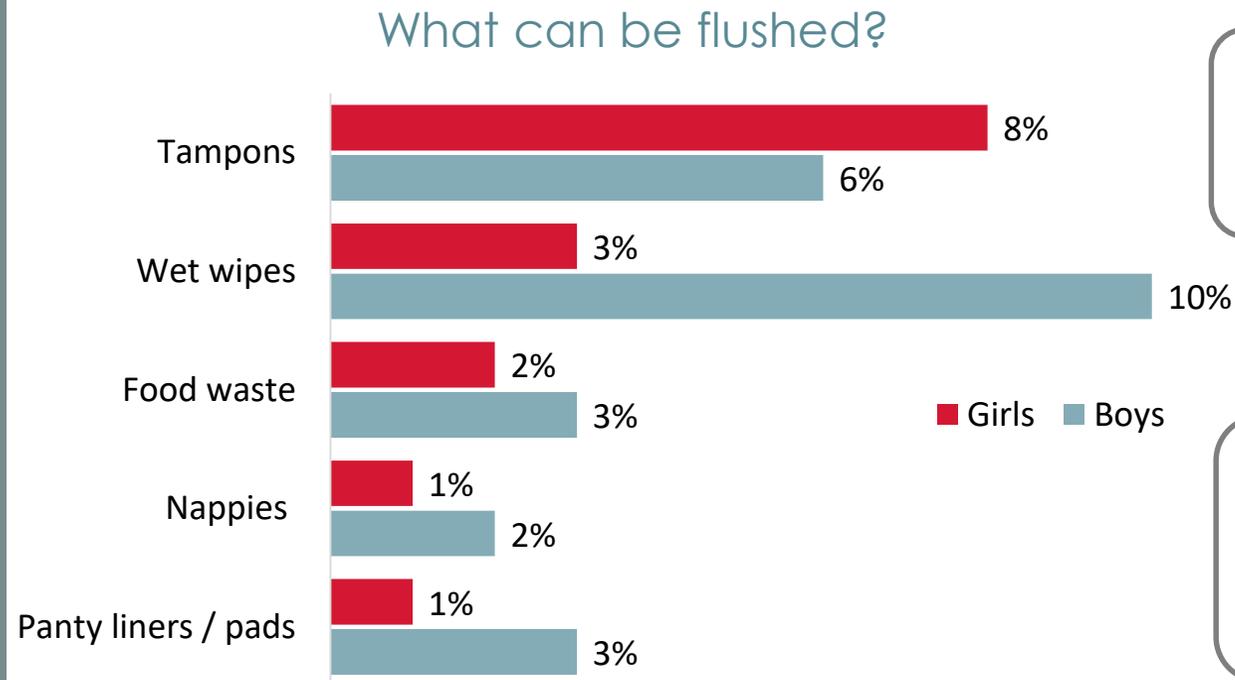
Four in 5 claim to have a kitchen caddy for their food waste.



Q14: Now thinking about other aspects of water services...What do you think is the main reason for sewage flooding?

Q16: Does your household have a food waste bin in the kitchen? Base: All respondents (703)

...yet 8% of girls still don't know not to flush tampons and 10% of boys think it's ok to flush wet wipes (though less likely to be user this may not be an issue)



'I'd been flushing them (tampons) until there was a big blockage and my dad told me'

I've been flushing cotton buds, wipes everything, I hadn't thought about it until today. It just goes away, like a bin

Q15: Which of the items below do you think should be flushed down the toilet? Tick all that apply. Base: All respondents (703)



Qualitative insight suggests wider confusion: it is not always obvious not to flush tampons:

- Tampons look bio-degradable (more so than sanitary towels which have more plastic)
- Not always a bin – what choice do you have?
- Few believe they have actively been told not to flush tampons: more signalled by bins in public loos
- Little signposting in school toilets



Ideas to develop a water efficient, waste savvy smart home of the future in a sustainable community



Core task: meeting of 2 worlds

CORE TASK



Following a day's immersion and a full briefing presentation on the business problem behind the core task, 4 teams prepared solutions and presented to the judging panel.

Investigate existing smart solutions and concepts for sustainable communities

- Research approaches taken and why
- Key results (Use pictures, graphs, quotes to bring your findings to life)
- **What this news means for Wessex Water**

Develop a water efficient and waste savvy smart home in a sustainable community

- Identify how your findings from part 1 have fed into your approach for tackling part 2
- Be clear about specifically which solution you will implement, what it means for the home and for the wider community
- Provide examples of potential partnerships, e.g. tech companies, academics, other specialists for development
- Provide examples of campaigns or interventions that you would design to drive take-up of the new technology.

Presentation highlights

Team Yellow

Task

1

Investigate existing smart solutions / sustainable communities

- Researched existing Wessex Water campaigns; including previous YPP material
- Identified key issues of wastage and appliances, tools and gadget to combat these
- Used behavioural theory to identify ways of engaging with customers through and app

Task

2

Develop a water efficient and waste savvy smart home in a sustainable community

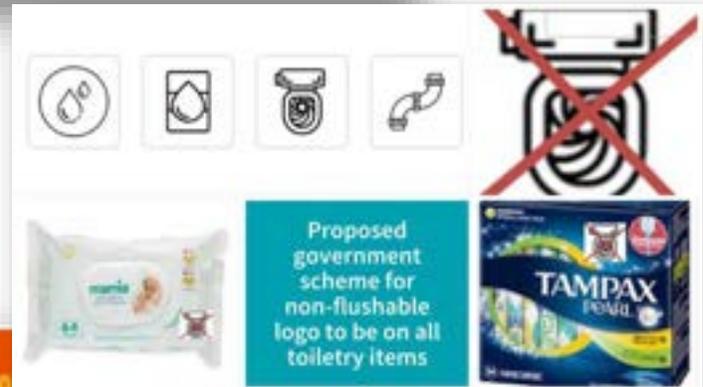
Provide [information], don't nudge

- App providing information on where water is wasted and what it costs consumers
 - Intended to lead to behaviour change (invest in eco devices)
 - Competitive leader boards for water usage
- Free leaky loo strips to all customers, annually
- Non-flushable logo (legislation)
- Fines and incentives for non-sustainable behaviour, as people are irrational

OUR APPLICATION



- Our application will clearly show each household's water efficiency each day
- The current banners from the website will also show on the app's homepage
- Sections on the competition leaderboard, a breakdown of where you use the most water, and a place to report any issues
- A way to access your account and pay bills



Presentation highlights



Team Green

Task
1

Investigate existing smart solutions / sustainable communities

- Creative thinking, desk research
 - Identified further smart gadgets
 - Highlighted features of a sustainable community
- Conducted a survey

Task
2

Develop a water efficient and waste savvy smart home in a sustainable community

- AI and community engagement**
- 'Genius' meters using new AI which adjusts to customer behaviours
 - Drain filters
 - 'Sustainable systems', e.g. waterless toilets, bag showers
 - Identified industry partners for sustainable systems
 - Comms campaign 'save water today to let kids play', based on survey insights
 - Discussed benefits to Wessex Water



Presentation highlights

Team Blue

Task 1

Investigate existing smart solutions / sustainable communities

- Researched smart home features and identified smart communities (Watton Village, Bridport)
- Reflected on reasons to save water; identified 'problem areas' of waste water in the house
- Compared Wessex Water bills to other regions
- Drew on behavioural theory
- Survey among 6th formers to measure appeal of their ideas and importance of water saving

Task 2

Develop a water efficient and waste savvy smart home in a sustainable community

- Household app & community greywater**
- Family / household app – presenting a detailed wireframe of functionality
 - Custom advice; HH usage summary; personal progress & rating
 - Identified a local app developer to partner with
 - Greywater storage with community overflow installed by Wessex Water

The collage includes several slides:

- Research and Statistics:** A slide with a blue header. It lists facts such as 'In the UK every person uses roughly 150 liters of water a day' and 'UK has less available water per person than most other European Countries'. It also includes a pie chart titled 'Average water use in households'.
- Wessex Water App:** A blue slide with text: 'Accessible - Most people have mobile phones', 'Cheap - Long-term cost and environmental benefits', 'Drives community - Competition will kick towns, cities and counties', and 'Changes mindsets - Using economic nudges will come around the house for the better'.
- Possible Collaborations:** A blue slide listing 'HIVE The international smart home firm' and 'nuvola A local app and website development company'.
- Community Statistics:** A white slide with a table header: 'Household Statistics', 'Community Statistics', 'Karl Myle'. It features a 'Your Household Summary' pie chart and a table with rows for 'Compared to last month you have used...' and 'This gives you a rating of...'. The table contains blank lines for data entry.
- Smart Home Advice:** A small blue box with text: 'The app will give advice to users to or how to save water, some examples are: Turn off the taps, Shorter showers, Always wash a full load, Get a low-flow toilet, Eat less meat, Reduce food waste, Time your gardening'. Below it, another box says: 'There will be a rating system (e.g. 1-10) that will show when customers have made substantial progress. This may be implemented to the Community Statistics page.' A third box says: 'This app will give each household an overview of the progress they've made over a certain timescale (this may not be changeable in settings to switch between days, weeks and months)'.

Presentation highlights

Team Red

Task

1

Investigate existing smart solutions / sustainable communities

- Desk research on historical water usage
- Understanding reasons for increase (societal & psychological) & influence of regular metering on behaviour
- Research with future and current customers (18-25; 30-50 year olds)
- Drawing on success stories (e.g. 'sweat coin')

Task

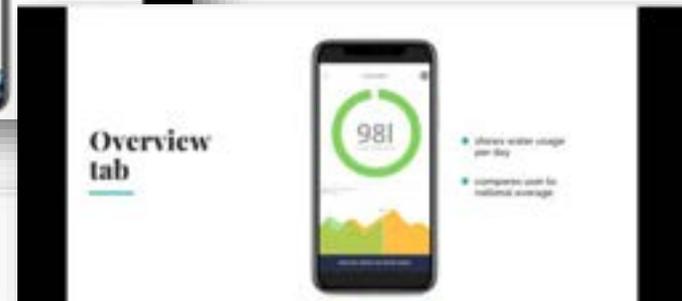
2

Develop a water efficient and waste savvy smart home in a sustainable community

Feedback & charitable incentives app

Splash App

- *Feedback*: smart meter readings showing daily usage and comparing national average; tracking usage day-by-day
- *Rewards*: earning coins for water / environmental charity purpose
- *Education*:
 - blog posts 'Twitter-style' with relevant environmental content (targeting young people)
 - Simulation game + quiz



Presentations overview summaries

Drawing on behavioural theory to identify effective ways to behaviour change through industry and governmental intervention and creating community engagement through competitive smart meter dashboard and implementing existing WW resources

Comprehensive strategy developed using consumer insights, incorporating emerging technologies, innovation and community engagement with a thorough understanding of smart homes and connected communities

Detailed concept of a household app and a greywater community network developed with local partners in mind and tested with a survey of other future customers

Visual app concept featuring smart meter usage feedback, a charitable rewards scheme and educational resources including a simulation game and quiz built on desk research and verified with survey findings

Core task: what are the insights and opportunities?

Focus on the 'pull factors'

- Technological: engaging, interactive, accessible
- Rewards/incentives
- Easy to do / low customer barrier

Overcome barrier

- Smart meters required to provide data feeding into the apps



Common themes



Smart meters

Taken for granted by future customers; where usage is captured (metered); the expectation is to interact with your own customer (usage) data (in real time!)



Apps

Preferred channel for receiving messages (nudges, alerts) and managing behaviour and consumption. Proposed app concepts imply the existence of accessible smart meter data



Cheap fixes

Recognising the barriers of behaviour change, future customers have identified easy, cheap (for customers), but effective tools to improve wastewater or leakages



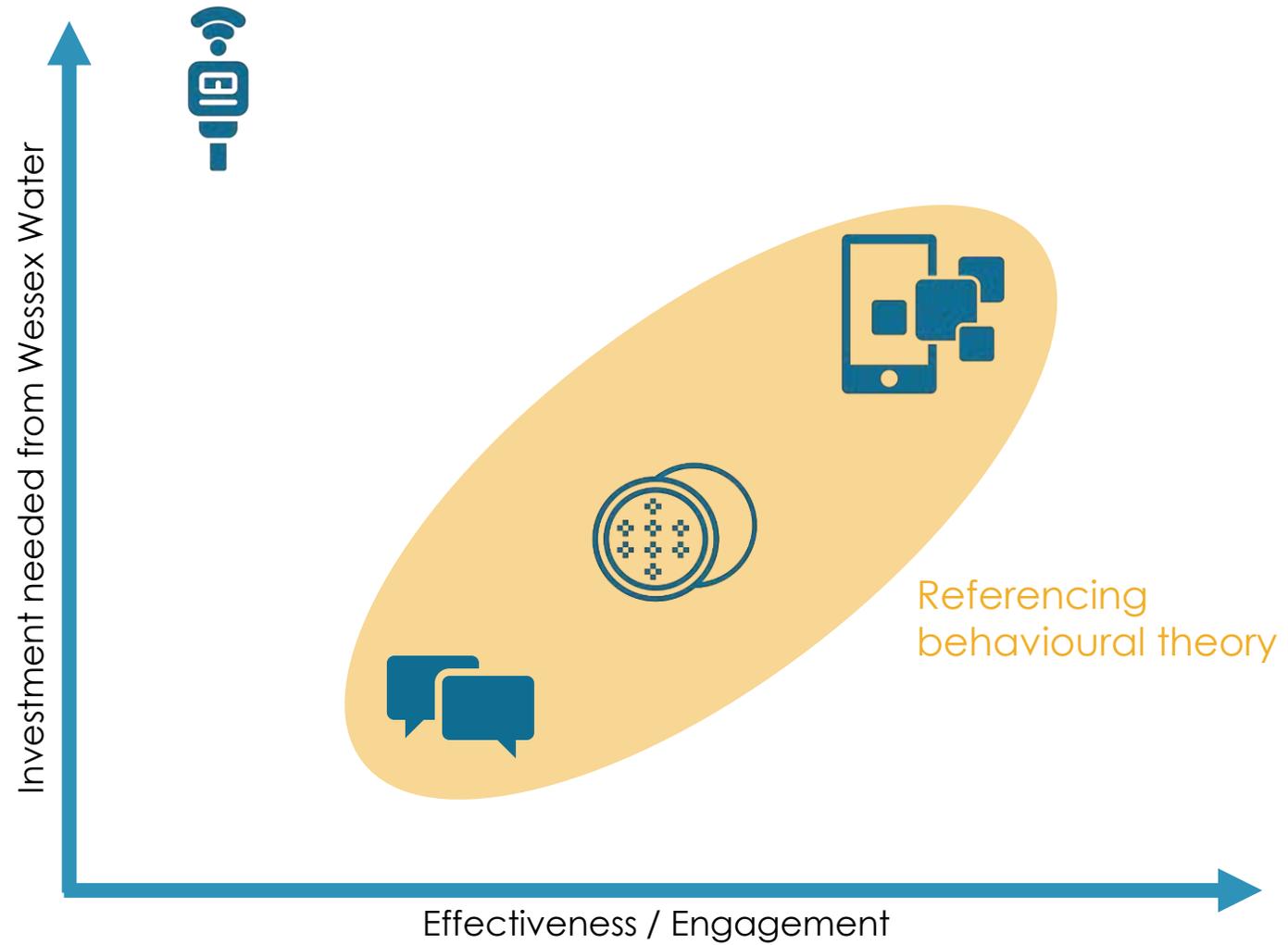
Campaign messaging

Feature in some ideas but are supplementary to future change. Focal point is preservation for future (younger than them) generations

Core task: what are the insights and opportunities?

Key insight

Smart meters are a given and an app is expected as a customer interface to make use of the smart meter data





Reflections on the day
Implications for Wessex
Water



Reflections on the day – 1

Excellent

Ave 8.9

Score (21 panellists)	
10	6
9	8
8	5
7	2
6	-
5	-
4	-
3	-
2	-
1	-
0	-

Terrible

Very positive experience for all the panellists



Really well organised with a variety of different tasks, which were engaging and informative.

Very nice atmosphere, where everyone felt comfortable to state their opinion.

Very nice people, nice vibe. No one was judgemental

Given a great insight into Wessex Water's operation

Plenty of opportunities to meet new people and work with everyone

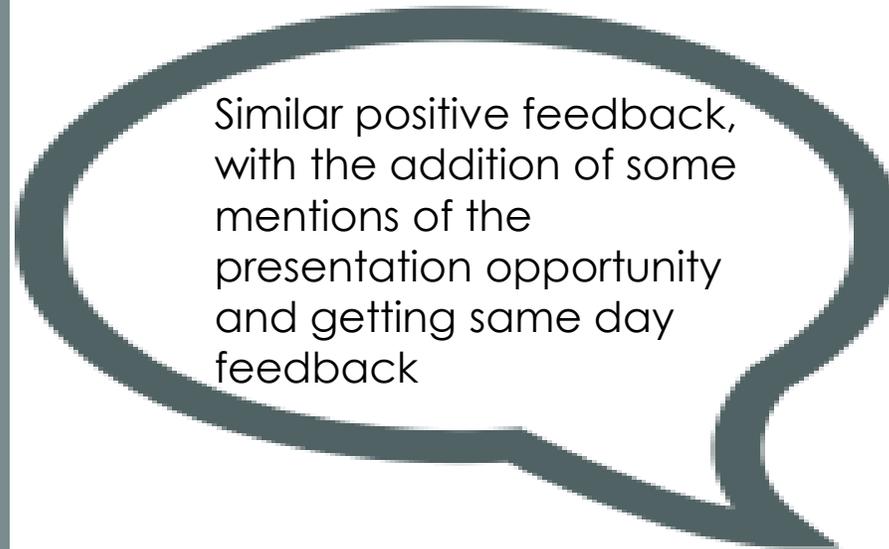
Nice to get an insight into the business and understand what the company offer and how it looks to the future

I have learnt a lot more about the business and how much they value our opinions



Reflections on the day – 2

...continued through the second day



Presentation opportunity



Excellent

Score (19 panellists)

10 1

9 12

8 6

7 -

6 -

5 -

4 -

3 -

2 -

1 -

0 -

Ave 8.7

Terrible

Reflections on the day

If anything, panellists were left wanting more time with Wessex Water after Day ; and the main let-down on Day 2 were technical difficulties during the presentations

How could the day be improved?

Recommendation – Day 1	Mentions
<ul style="list-style-type: none"> • More time 'speed dating' / with WW staff 	5
<ul style="list-style-type: none"> • More time with other panellists / outside of team • Explain value of (pre-)task 	3
<ul style="list-style-type: none"> • More time on core task 	2
<ul style="list-style-type: none"> • Invite more people • Larger groups • More info on company • Transport instructions • Talk about pathways into careers at / similar to WW • A morning break • More time in focus group • Ice breaker 	1

Recommendation – Day 2 / overall	Mentions
<ul style="list-style-type: none"> • Prepare for tech issues / resolve WiFi issues 	4
<ul style="list-style-type: none"> • Learn about careers at WW • Wider / better brief • More time on core task • Equal team size 	3
<ul style="list-style-type: none"> • More time with WW staff 	2
<ul style="list-style-type: none"> • Introduction to WW / what they do • Later start for far travellers • Make task instructions less wordy • Magnetic name badges 	1

YPP 2019: insight into future customer perspectives

- All the ideas for 'smart communities' centred on an App connected to smart water meters
 - Neither (we understand) are near-term (2020-25) initiatives for Wessex Water which might surprise future customers
- Climate change and environmental action is the issue of their generation – but they do not want to take responsibility for it: instead a strong emphasis on innovation and legislation
 - Review the balance of communications: behaviour change vs. corporate image (as an innovator, environmental champion)
- Social media is the route to this generation but the strategy (platform, message and tone) will need to be different to current comms
- While reassuring, self-reported data on 'good' water behaviour may mask more wasteful habits
- A quick win: potential for better communication (in school cloakrooms) about tampon flushing (link comms to period poverty?)





Blue Marble Research Ltd

www.bluemarbleresearch.co.uk

01761 239329