

Collaborative customer research steering group(s) meeting

14 March 2022

ofwat

CCW

The voice for water consumers
Llais defnyddwyr dŵr

Agenda

Welcome

Actions from last meeting

ODI rates research: Overview of design and analysis methodology

ODI rates research: Cognitive interviews overview

Anonymisation, dataset and other issues raised by companies

ODI rates research fieldwork - tender process, timescales and next steps

Next steps





Actions from last meeting

Actions from 14 February 2022 meeting

Action	Update
CCW/Ofwat to share final Performance Commitment research report as soon as possible.	Expected publication in April. Will share final report with steering group members.
Ofwat will consider whether the approach to generating ODI rates should be i) included in the draft methodology and/or ii) developed in the context of the collaborative customer research steering group.	Ongoing consideration by Ofwat. The steering group will be kept informed as thinking develops.
Ofwat/CCW to develop a brief to enable customer service staff to i) understand that the fieldwork is underway and ii) encourage customers to participate.	Ongoing – to be provided in advance of fieldwork
Ofwat/CCW to share draft fieldwork materials as soon as possible e.g., covering letter for PAF sampling approach.	Ongoing – to be provided when possible
All companies were invited to approach Ofwat/CCW if more specific discussion is needed on key points.	Ongoing





**ODI rates research:
Overview of design and
analysis methodology**

ODI rates research: Overview of design and analysis methodology

Accent/PJM Economics presentation





ODI rates research: Cognitive interviews overview

ODI rates research: Cognitive interviews overview

Accent/PJM Economics presentation





**Anonymisation, dataset
and other issues raised by
companies**

Definitions

- **Pseudonymised data**
 - a dataset from which all personal identifiers (e.g., name, or address), have been removed such that an individual cannot be identified directly from the dataset itself
 - Pseudonymised data contains personal data and is therefore subject to GDPR law
- **Anonymised data**
 - Personal identifiers have been removed
 - Respondents cannot be identified indirectly through the use of other data
 - No 'key' to personal identifiers
 - No ability to match to other data (e.g., water company PSR register, Facebook)

Proposal

- The agency appointed to conduct the research fieldwork will anonymise the dataset
- This dataset will be shared with companies, Ofwat, CCW and the agent appointed by Ofwat to conduct analysis and modelling
- Questionnaire changes will be made to ensure collected data is used

Main variables impacted

- Postcode
- Age
- Dimensions of vulnerability
- Household income
- Household composition
- Bill amount

For each of these variables an anonymised dataset will provide less granular data than the equivalent pseudonymised dataset

Ofwat and CCW consider the anonymised dataset to be sufficient to meet our needs

Questionnaire

- One company asked for the question on housing tenure to be retained
- Another suggested an additional question for NHH respondents on their uses of water

Ofwat/CCW response

- We have decided not to retain the question on tenure as it adds to the identification risk and empirical evidence from PR19 ODI rates research suggests that there were not big differences in estimates, by tenure
- We have included the question on uses of water

Incentive payments

- Many companies questioned the incentive strategy of offering a £5 incentive to complete the survey and increasing this to £10 in the reminder.

Ofwat/CCW response

This incentive strategy is:

- allowable under the law, the MRS Code of Conduct and the Code of Conduct for Official Statistics
- transparent and fair
- a cost-effective approach
- now common practice in agencies and across government (inc. e.g., ONS, Ipsos MORI).

Proposal

- We will trial two sets of incentives in the pilot: £10 in both the initial letter and reminder (if required) and £5 in the initial letter and £10 in the reminder (if required).
- We will decide on which incentive strategy to use following the pilot and communicate this decision to the successful bidder.

Project Steering Group

Some companies questioned the need for a separate Steering Group.

Ofwat/CCW response

A separate Steering Group is required for the research and to distinguish from the wider remit of the existing Steering Group, which also has non-company stakeholder members.

Proposal

There will be a separate Steering Group for this contract.

We will endeavour to do what we can to reduce administrative burden (e.g., convene the Project Steering Group immediately before/ after the collaborative research steering group(s) meetings)

Mapping task and finish group

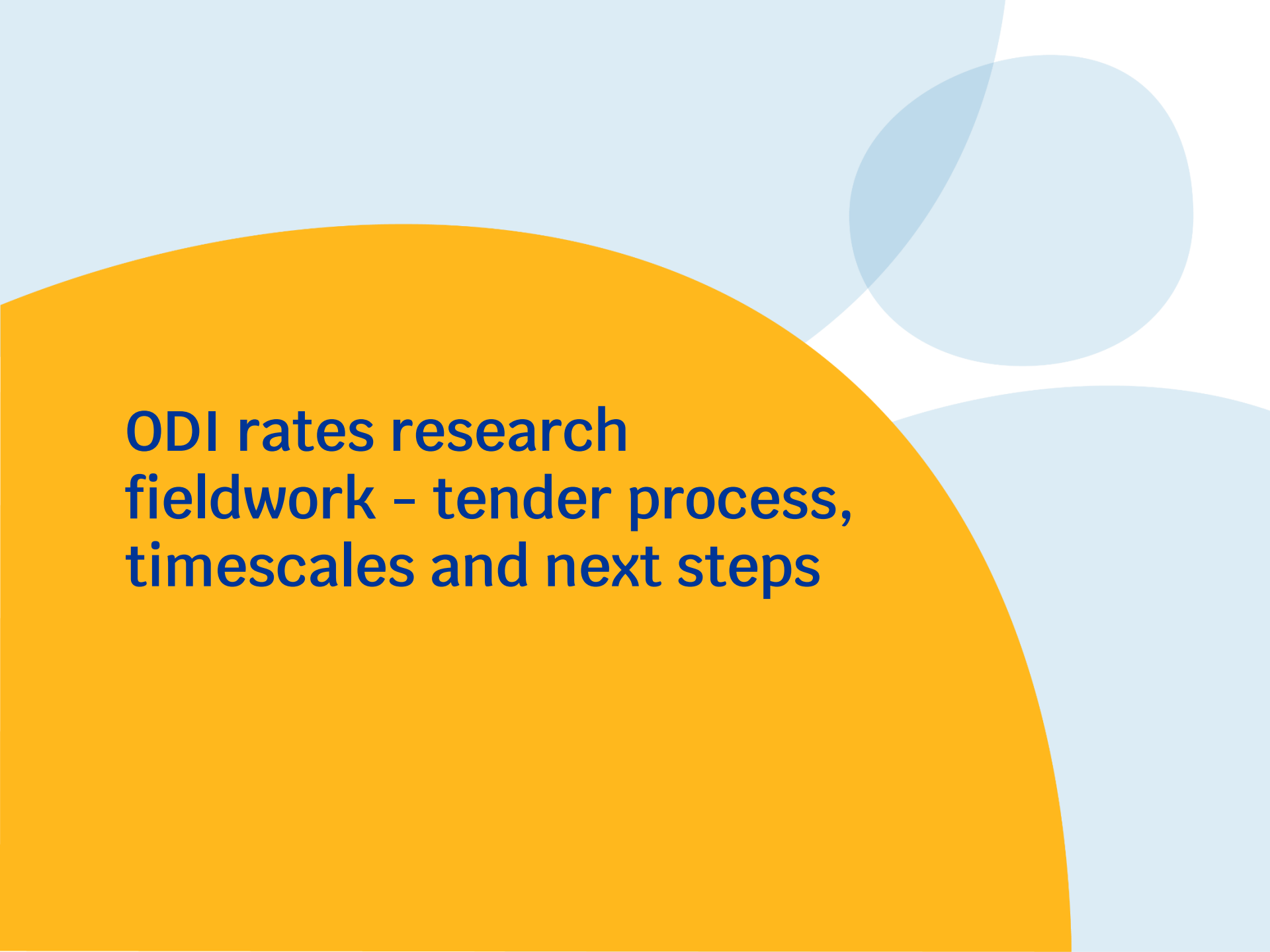
Paramatisation of mapping

- Our methodology for this ODI rate research involves the mapping of service incident issues into ODIs, as set out in Accent/PJM's stage 1 report, for example:
- ODIs for leakages, per capita consumption and business demand will be derived from monetised valuations of (outputs of the ODI rates research) of the impact of:
 - A hosepipe ban
 - Emergency drought restriction
 - Low flow in river
- Derivation depends on the quantitative relationship between them, for example:
 - The impact of a defined (ML/day) decrease in supply, or increase in demand on the likelihood of each of the incidents happening
 - The number of households/ivers impacted.

Company involvement

- For some of the mapping, we believe that the estimation of required parameters can best be done the relevant expert body. For example, DWI for mapping relating to drinking water quality
- For a small number of others, particularly the example given above, water companies are best placed to produce estimates and we think there may be benefit in setting up a task and finish group to determine a consistent methodology.





**ODI rates research
fieldwork - tender process,
timescales and next steps**

Company involvement in bid evaluation

One company suggested that company representatives should be included in the selection panel and that companies should validate and approve the preferred bidder.

Ofwat/CCW response

This is not practicable or desirable due to:

- the extremely constrained timescale for the evaluation; and
- the fact that bringing together an evaluation panel from multiple organisations will undoubtedly introduce additional legal risk to the procurement process.

Proposal

- Panel will comprise of two members each from Ofwat and CCW
- Evaluation will take place intensively just before Easter
- Companies will be advised of the number of bidders and the identity of the successful tenderer.
- The reason for appointing the successful tenderer will be that it has been identified as the most economically advantageous tenderer using the award criteria and scoring criteria that have been made available to the companies.

Company Feedback – ITT, Collaboration Agreement and Order Form

Updated versions of the ITT, Collaboration Agreement and Order Form will be shared with companies soon after this meeting.

A covering email will accompany the documents setting out how key issues raised by companies have been addressed.

Companies will be asked to notify us of any red flags in the document.

We are aiming to issue the ITT by Wednesday of this week.



Design of methodology

- Mid-March to mid-April – piloting
- Mid-March/April – Mapping task and finish group
- Early May – finalisation of research materials and stage 2 report

Fieldwork

- w/c 14 March – Issue ITT
- Mid April – bid evaluation
- Early May – work commences with appointed agency
- End July – survey dataset ready for sharing with companies

Analysis and Modelling

- Timing tbc – Issue of ITT
- August/September – analysis and modelling

December – initial ODI rates



Next steps

Next steps

Issue ITT for ODI rates research fieldwork

Communication about mapping task and finish group

Share academic peer reviews of ODI rates research methodology

Affordability/acceptability testing – next meeting

Publication of common PCs final report – April

Potential CCW ITT for Welsh language cognitive testing and translation

