

A taxonomy of mobilisations: exploring the nature, extent and effectiveness of public engagement across the UK water sector

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Why do we need to study mobilisations?

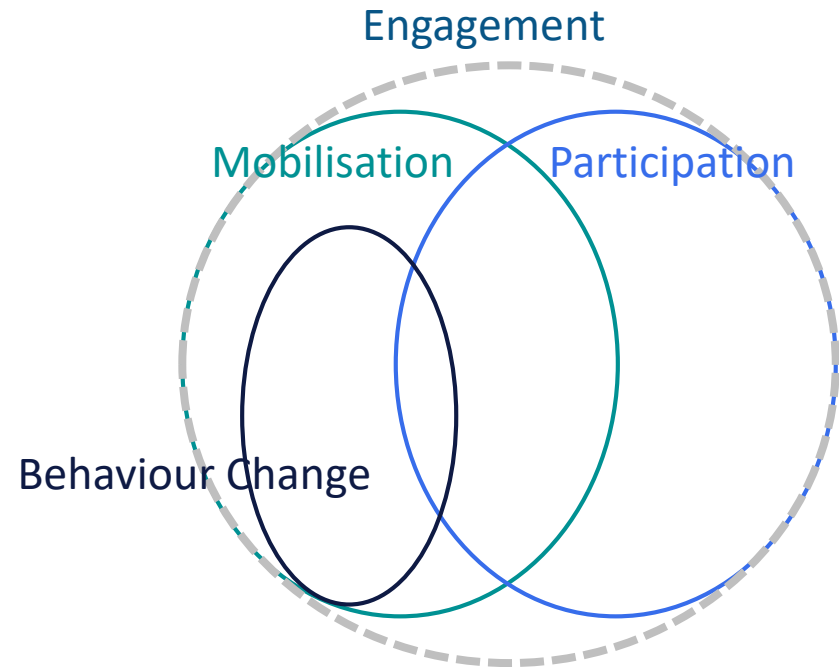


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- Climate change, population growth, changing consumption patterns (Defra, 2017)
- From passive costumers to active participants (Ofwat, 2017)
- Shift to more collaborative service delivery

Mobilisation = governance innovation in water management

- Engagement where publics are asked to take action to improve water services or the environment
- Already implemented across the UK water sector and they are likely to increase in ambition and number
- Despite this, little is known about the nature, extent and effect of water mobilisation



The **aim** of the research is to map mobilisations across the water sector, to explore their nature and extent, and to identify the benefits they provide in terms of a more efficient and less environmental harmful water service

How can mobilisations be understood?

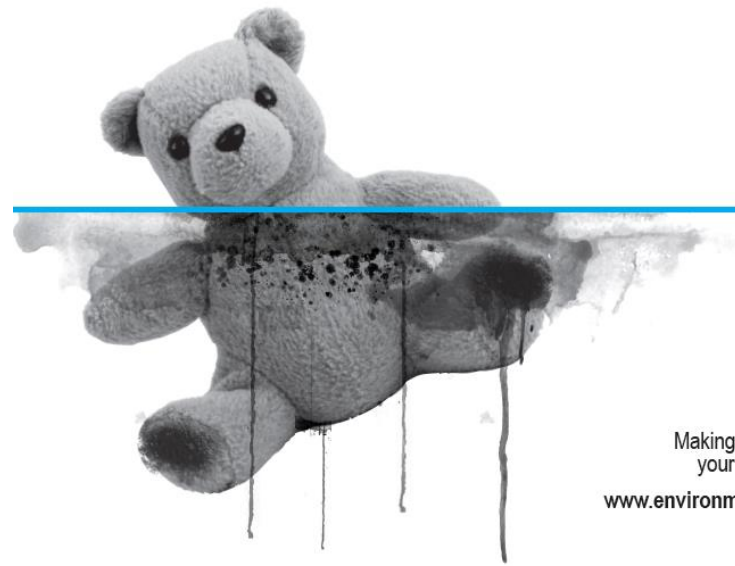
From a utility perspective:

- Improve efficiencies

From a governance literature perspective:

- Responsibilised publics
- (re)Distributions of risk
- Participating publics

HOME, SWEET HOME?



**FLOODS
DESTROY
BE PREPARED**



Making a flood plan could help protect
your family and home from flooding

www.environment-agency.gov.uk/floodplan

© Environment Agency

Who mobilises?



If you see pollution:

- Take photos if possible
- Phone the Environment Agency pollution hotline
- If it looks like sewage report to Yorkshire Water
- If you have time, let FoBB know,

Mobilisation

Northumbrian Water Group



Nature:

- Schemes implemented to address a particular issue often when technical fixes are inadequate - not formally seen as a strategic management process

Benefits:

- Despite being issue driven, success reported mainly related to 'relationship building' and 'getting to know their publics'
- Direct benefits demonstrated but evidencing change through mobilisation can be challenging

Mobilisation

Northumbrian Water Group

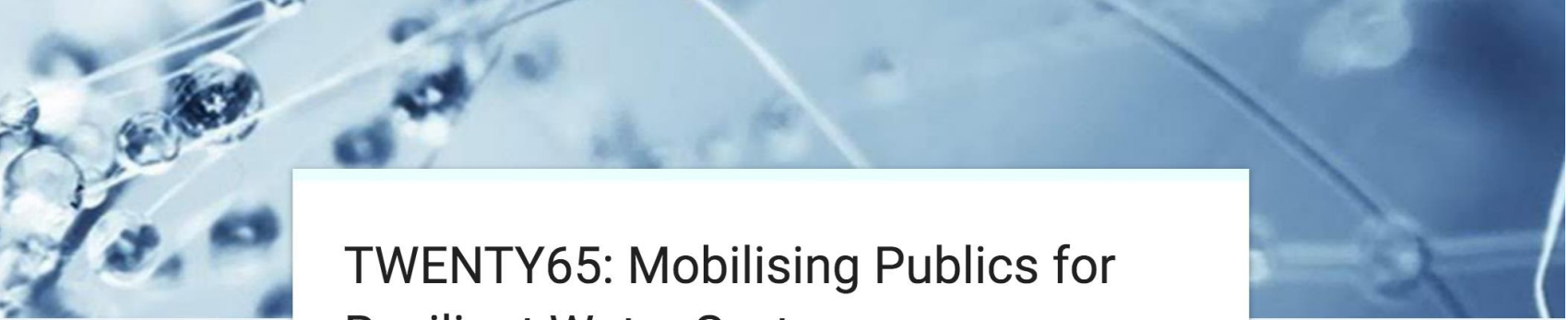
Roles and responsibilities:

- Collective and distributed: 'doing the right thing 'understanding impacts of your actions'



Learning:

- Mobilisation schemes mostly operated in isolated teams prohibiting learning across the utility and the wider sector
- Plans for more joined up strategic mobilisations could provide a more coherent approach to process, messages communicated and lessons learnt



TWENTY65: Mobilising Publics for Resilient Water Systems

Thank you for following the link to the 'mobilising publics' survey. Your participation is invited because we understand you are involving the public in helping to build a better water system. We are very excited to learn more about this work and hope that you will be willing to spend some time providing us with information - we estimate that you will need between 15 and 20 minutes to answer our questions. PLEASE NOTE THAT ANSWERS CANNOT BE SAVED AND COMPLETED AT A DIFFERENT TIME.

WHO ARE WE? This research is part of the TWENTY65 project carried out about by research from Sheffield University and Manchester University. The project website is: <https://twenty65.ac.uk/research-themes/enhancing-water-services-through-mobilisation>

WHAT DO YOU MEAN, 'MOBILISING PUBLICS'? 'Mobilising publics' means working with a group of 'the public' to encourage them to act differently or change their practices with a view to making a better water system. For example, you might be encouraging people to use less water, harvest rainwater, organising volunteers to report on riverine pollution incidents, or supporting farmers to reduce the risk of pesticide contamination of a river or groundwater.

WHAT IS THE SURVEY FOR? The survey aims to map schemes for mobilising publics across the UK, wherever they come from. We want to explore their nature and extent, and to identify the benefits they provide in terms of a more efficient and less environmentally harmful water service.

Taxonomy of mobilisation schemes across the UK water sector



Why is a database useful?

Enables learning across projects, utilities and organisations

- what do effective mobilisations look like?

Highlight the extent and importance of mobilisations

- Celebrate effective partnerships

Evaluation of what they include and what is missing








- What issues are not covered?
- What publics are not engaged?

Indicates what is going on in comparison to policy aspirations and priorities

- How can mobilisations inform strategic direction and wider water policy?

Water Mobilisation projects across UK Water Utilities

- Mobilisation projects
- Sewer flooding
- Water efficiency
- Plastic Pollution
- Water Quality
- Flooding

 Soak it up	 Yorkshire likes a binner!	 Natural Flood Management (NFM) solutions
 Slug Pellets Alternatives	 Rainwise	 Pesti-wise
 Every Drop Counts	 Water Rangers	 Love your Drain
 ConnectRight	 Refill Northeast	 H2O Hero
 NATURAL WATER. OUR FUTURE. COURTESY	 United Utilities flow smoother	



Mobilising Publics Survey:

help us map public engagement across the UK water sector by
adding your project



Are you involved in a project where you encourage members of the public to act or change their water related practices?

Inform our research by adding your project to our survey at twenty65.ac.uk and click the link:

MOBILISING PUBLICS SURVEY

Future research activities

- Continue to roll out the mobilisation survey to build the taxonomy
- Identify case study locations to look at mobilisations across water organisations
- Identify case study mobilisation schemes for an in-depth understanding of how publics are mobilised and what benefits they bring

- Recommendations for how mobilisation schemes can become more effective

