

## Loughborough University Institutional Repository

---

# *Serving all urban consumers - a marketing approach to water services in low- and middle-income countries: Book 2 - Guidance notes for managers*

This item was submitted to Loughborough University's Institutional Repository by the/an author.

**Citation:** SANSOM, K. ... et al, 2004. Serving all urban consumers - a marketing approach to water services in low- and middle-income countries: Book 2 - Guidance notes for managers. Loughborough: WEDC, Loughborough University.

**Additional Information:**

- This record is made up of 20 files. Individual chapters and the complete pdf are available to download from the record.

**Metadata Record:** <https://dspace.lboro.ac.uk/2134/30757>

**Version:** Published

**Publisher:** WEDC, Loughborough University

**Rights:** This work is made available according to the conditions of the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0) licence. Full details of this licence are available at: <https://creativecommons.org/licenses/by-nc-nd/4.0/>

Please cite the published version.

## Chapter 10

### References and Bibliography

Blokland, M., Saade L. and Pieter van Dijk M., (2003) *'Institutional Arrangements for Municipal Wastewater and Sanitation' with case studies from Argentina, India, Mexico, Philippines, South Africa, Switzerland and Zambia'*, IMO,

Brassington F and Pettitt S, *'Principles of Marketing'*, Second Edition, Financial Times/Prentice Hall. 2000

Brocklehurst C., and Evans B.(2001) *'Serving Poor Consumers in South Asian Cities'*, The Water and Sanitation Program-South Asia, India

Buckley R. and Caple J. , (1995) *The Theory and Practice of Training*, Kogan Page Ltd., London, UK

Chary V.S, (2000) *Change Management Forum Background Note*, unpublished report, Administrative Staff College of India, Hyderabad.

Coates, S., Sansom, K.R., Kayaga, S.M., Chary S, Narender A. and Njiru, C., and. (2004) *Serving All Urban Consumers: A marketing approach to water services in low and middle-income countries. Book 3- PREPP - Utility consultation with the urban poor*, WEDC, Loughborough University, UK.

Coates S., Sansom K.R. and Kayaga S.M, *'Customer relations management: Part A: Introduction for urban water and sewerage authorities in developing countries'*, WELL paper, (task no. 514a), WEDC, 2001.

Coates S., Sansom K.R. and Kayaga S.M, *'Customer relations management: Part B: Draft customer services guidelines for Tanzanian Urban water utilities'*, WELL paper, (task no. 514b), WEDC, 2001

Coates S. Sansom K.R., Kayaga S. *'PREPP - improving utility watsan services to low-income communities'* , Paper presented at the 27th WEDC Conference, Lusaka, Zambia, August 2001.

Collingnon B., M.Vezina, *'Independent water and sanitation providers in African Cities'* Water and Sanitation Program, April 2000

Collingnon B. '*Restructuring the Water Services in port Au Prince Shanty Towns*' Waterfront, issue 11, UNICEF, USA

Cook, R. (1992), '*Aspects of Customer Service*' ITC magazine, March-April, pp10-12.

Cullivan, D.E. et al (1988) *Guidelines for Institutional Assessment for Water and Wastewater Institutions*, WASH Technical Report No. 37, USAID, Washington.

DFID, (1998) '*Guidance Manual on Water Supply and Sanitation Programmes, (Institutional perspectives section pp 118 - 156)*', WELL, UK

DFID (2003) *Promoting institutional and organisational development*, Department for International Development, London, UK

Economist (2002) 'How to save 1m children a year', *The Economist*, 6 July.

Farnham, David, and Horton, Sylvia; *Managing the new public services*, 2nd Edition, Macmillan Press Ltd, ISBN 0-333-66435-3; 1996

Franceys R.W.A.F and Sansom K.R (1999), '*The Role of Government in Adjusting Economies: Paper no. 35 - India Urban Water Supply*', DFID, University of Birmingham.

Franceys, R., (1997) *Private Waters? - A Bias Towards the Poor*. Unpublished Position Paper on Private Sector Participation in the Water and Sanitation Sector: Issues for the Department for International Development, United Kingdom

Gould J. and Nissen-Peterson E., (1999), '*Rainwater catchment systems for domestic supply*', Intermediate Technology Publications, London.

Grosh M. and P. Glewwe *Designing Household Survey Questionnaires for Developing Countries: Lessons from 15 Years of the Living Standards Measurement Study. Volumes 1, 2, and 3.*, The World Bank, Washington DC, (2000).

Heskett, James L. (1986) *Managing in the service economy*; Harvard business school press, Boston, Massachusetts, ISBN 0-87584-130-9.

Howard, A.G., (2002), *Water quality surveillance - a reference manual*, WEDC, Loughborough University, UK

Howard, G.; Bartram, J. (2003). Domestic water quantity, service level and health. Geneva, Switzerland: World Health Organisation (WHO), [http://www.who.int/water\\_sanitation\\_health/Documents/domesticwater/domestwatertoc.htm](http://www.who.int/water_sanitation_health/Documents/domesticwater/domestwatertoc.htm)

Inocenia, A. (2002) '*Manila Water and Sewerage Concessions*', in A. Weitz, and R. Franceys, *Beyond Boundaries: Extending services to the urban poor*, Asian Development Bank, 2002.

Israel A. (1987) '*Institutional Development - Incentives to Performance*' World Bank, 1987

## REFERENCES AND BIBLIOGRAPHY

Jones, Peter, (Ed.) (1989) *Management in service industries*, Pitman Publishing, Longman Group UK Limited, London, ISBN 0-273-02953-3, 1989.

Kamalie A. (2001), *Marketing and service differentiation of the Water and Sewerage Authority*, Lesotho, MSc thesis at IHE, Delft, The Netherlands

Katko, T S: *Paying for water in developing countries*, Tampere university of technology, Tampere, 1991

Kayaga, S.M., 2002. *The Influence of Customer Perceptions of Urban Utility Water Services on Bill Payment Behaviour: Findings from Uganda*, PhD Thesis, WEDC, Loughborough University.

Kayaga S. and Sansom K.R., (2004), *Serving All Urban Consumers Book 5 - Sample Strategic marketing plan for water services in Kampala city, Uganda*, WEDC, UK

Kline Weinrich N. (1999), *Hands-on social marketing - a step by step guide*, Sage Publications, London.

Lyonnais des Eaux, (now Ondo, Suez), (1998), *'Alternative solutions for water and sanitation in areas with limited financial resources'*, Paris.

Mugisha, S., (2000) *Organisational Behaviour and Performance: PPP in Watsan Services, Uganda*. Unpublished MSc Thesis, IHE-Delft, The Netherlands.

McDonald M.(1989) *'Marketing plans: how to prepare them, how to use them'* second edition, Oxford, UK

Narender A., Chary V.S and Sansom, K.R., (2004), *Serving All Urban Consumers Book 6 - Sample Strategic Marketing Plan for Water Services in Guntur* WEDC: <http://www.lboro.ac.uk/wedc/projects/psd/>.

Narender A., Chary V.S and Coates S., (2002), *'Testing of PREPP Methodology in Guntur'*, unpublished working paper, ASCI/WEDC.

Njiru, C. and Sansom, K.R., (2004). *Serving All Urban Consumers Book 4 - Sample Strategic Marketing Plan for Water Services in Mombasa and Coast Region of Kenya*. WEDC, UK

Obel-Lawson E., and B.K. Njoroge, (1998) *'Small Service Providers make a Big Difference'* - Field Note Number 5, UNDP-World Bank, Water and Sanitation Program, Nairobi, Kenya

Revels C., (2002) *Business planning for small town water supply*, paper presented at the Addis Ababa Conference on Water Supply and Sanitation (WSS) Services for Small Towns and Multi-Village Schemes, Ethiopia, Water and Sanitation Program, World Bank.

Sage R., (2000) *'Meaningful Relations'* Water Services, UK.

Sansom, K.R., Franceys, R., Njiru, C. and Morales-Reyes, J. (2003), *Contracting Out Water and Sanitation Services: Volume 1, Guidance Notes for Service and Management Contracts in Developing Countries*, WEDC, Loughborough University, Loughborough.

Sansom, K.R., Franceys, R., Njiru, C. and Morales-Reyes, J. (eds) (2003), *Contracting Out Water and Sanitation Services: Volume 2, Case Studies and Analysis of Service and Management Contracts in Developing Countries*, WEDC, Loughborough University, Loughborough.

Sansom, K.R., Kayaga, S.M., Franceys, R.W.A.F, Njiru, C., Coates, S. and Chary, S. (2004) *Serving All Urban Consumers: A marketing approach to water services in low and middle-income countries. Book 1 - Guidance for government's enabling role*, WEDC, Loughborough University, UK.

Sansom, K.R., Coates, S., Njiru, C. and Franceys, R., "Strategic Marketing to Improve Both Water Utility Finances and Services to Poor Urban Water Consumers", Discussion Paper, WEDC, Loughborough University, 1999.

Skivington, P., (1997) *Risk Assessment for Water Quality Management* (p.9). Water Research Commission Project No. TT 90/97. Pretoria: South Africa.

Sohail, M. et al (2004) Series of publication on: *PPP and the Poor*. WEDC, Loughborough University, UK.  
<http://www.lboro.ac.uk/wedc/projects/ppp-poor/index.htm>

Thomas P. and Green G (1993), *Rainwater quality from different roof catchments*, Water, Science and Technology, Vol 28, No.3/5.

Tremolet S. and Browning, S. (2002) *The interface between regulatory frameworks and partnerships - Public, private and civil society partnerships providing water and sanitation partnerships to the poor*. Business Partners for Development - BPD (<http://www.bpd-waterandsanitation.org>).

Vargas, M. (2002) *Incentives for utilities to serve the urban poor, El Alto, Bolivia*, R. Franceys (ed). IHE for WSSCC, Geneva.

Water and Sanitation Program (WSP) and PPIAF, (2002) *New Designs for Water and Sanitation Transactions - Making Private Sector Participation Work for the Poor*, WSP, Washington D.C., USA.

Water Utilities Partnership, (2000) *Performance indicators of some African water supply and sanitation utilities*, WUP, Cote D'Ivoire.

Water Utility Partnership (WUP) Africa (2003) *Better water and sanitation for the urban poor - good practice from Sub-Saharan Africa*, WSP and WUP, Cote d'Ivoire.

Wedgwood A. and Sansom K.R. *Willingness to pay surveys - a streamlined approach - Guidance notes for small town water services*, WEDC, Loughborough University, Loughborough, 2003

## REFERENCES AND BIBLIOGRAPHY

Wilson, RMS & Gilligan, C; (1997), *Strategic Marketing Management.*, 2nd Edition, Butterworth-Heinemann, UK

Whittington and Swarna (1994): "*The economic benefits of potable water supply projects to households in developing countries*", Staff paper No. 53, Department of Environmental Sciences and Engineering, University of North Carolina at Chapel Hill.

Whittington D., (1992) '*Possible adverse effects of increasing block water tariffs in developing countries*' Economic development and cultural change', USA.

Whittington, D (1997) *Administering Contingent Valuation Surveys in Developing Countries*, World Development 1997

WHO, '*Financial Management of Water Supply and Sanitation*', (1994) WHO, Geneva.

WHO and UNICEF, '*JMP Global Water and Sanitation Assessment*' (2000), WHO, Geneva.

World Bank (1997) '*Toolkits for Private Participation in Water and Sanitation*', World Bank, Washington DC.

