

Loughborough University Institutional Repository

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

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

Citation: COATES, S. ... et al, 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. Loughborough: WEDC, Loughborough University.

Additional Information:

- This record is made up of 17 files. Individual chapters and the complete pdf are available to download from the record.

Metadata Record: <https://dspace.lboro.ac.uk/2134/30837>

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.

Part 2

PREPP

PREPP: summary**Introduction and overview**

PREPP - Participation-Ranking-Experience-Perception-Partnership is a consumer consultation process primarily developed for use with low-income residents in informal settlements. PREPP provides a rapid means of getting information about these consumer's experience and perceptions about water services, together with an expression of their preferences for new or alternative service options.

PREPP techniques and tools

Topic area	Tool used to facilitate
Knowledge of local low-income area(s)	Observation walk
Existing experiences (sources, supply and coping strategies)	Water ladder & probing
Existing preferences (exploration by type)	Household voting, group probing and discussion
Consumer perceptions (of the utility)	Questions and probing
Service option preferences (existing options compared to new)	Costed option ranking Pocket chart voting
Self-assessed household expenditure	Household income charts

Facilitating PREPP

Guidelines are based on a single PREPP session comprising one female and one male focus group facilitated by the suggested team

Under each step there is:

- A summary of the topic area and tools used
- Indication of who is involved
- Indication of timing
- A list of required resources
- A step-by-step guide to facilitation
- Examples of recording formats
- An indicative list of questions

Planning PREPP focus group sessions

Planning is an essential part of PREPP and its importance cannot be over-emphasized. Planning will ensure that the decision to use PREPP is clear. The number and location of PREPP sessions need to be agreed and planned in advance with relevant stakeholders.

Analysing PREPP

PREPP data has to be analysed and interpreted. This is an essential stage that requires management. The process will involve some basic quantitative analysis and qualitative interpretation. Although PREPP provides data that can be presented in a statistical way its main reporting value is found in combining this with its unique qualitative information.

Presenting and using PREPP data

At the planning stage thought will have been given to why PREPP is being used and what is hoped for as a result. Once the data has been recorded and analysed it can be presented in the form of tables, graphs and commentary. This information can then be used during presentations to management, to support proposals and investment plans and as part of strategic decision-making exercises. Above all, the information should not be used in isolation - the strength of PREPP is that the data can provide evidence of demand and this must be addressed in the context of business planning and forecasting.

Training of PREPP teams

PREPP facilitation requires good communication and organization skills. The PREPP team has to be both familiar with the use of participatory tools and techniques and able to understand the reasons for using PREPP. For this reason choosing and training the right team is important. It is also useful to have clear terms of reference (TOR) for the team.

As a minimum training should include:

- An overview of the utility's strategy for water supply in low-income areas
- A discussion about low-income consumers: poverty and vulnerability
- PREPP tools and techniques: theory and application
- The PREPP process and focus group facilitation
- Working in a team
- Reporting and analysis requirements