
Appendix:

YKY11_The Yorkshire

Forum for Water

**Customers summary of
engagement and log of
challenges**

Navigating this document



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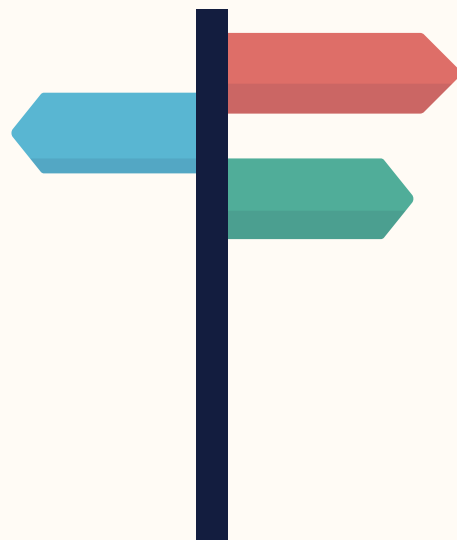
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More detail on this subject can be found in [Chapter 6: Customer and stakeholder engagement](#)



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1. The Yorkshire Forum for Water Customers

1.1 About the Yorkshire Forum for Water Customers

The Yorkshire Forum for Water Customers (the Forum) is an independent group of customer and stakeholder representatives.

Brought together by Yorkshire Water under the guidance of the Independent Chair to support the company to manage its business in the best interests of its customers.

If you would like to contact the Forum about Yorkshire Water's performance or about the Forum, please email -theforum@yorkshirewater.co.uk

The purpose of the Forum is to provide on-going challenge on Yorkshire Water's customer commitments and provide independent assurance to the Board of Yorkshire Water on the quality and use of customer research in Yorkshire Water's 20205-2030 business plan.

In preparation for the price review, the Forum has challenged Yorkshire Water to ensure its business plan fairly reflects customers' views gained from quality customer engagement. It has provided independent challenge on:

- the quality of customer engagement; and
- the extent to which the results of this engagement are driving our decision making and being reflected in our business plan.

The Forum has provided a report to the Board of Yorkshire Water, providing independent assurance on the quality of customer research and that customers' views have been taken account of in the development of the 2025-2030 business plan, long-term delivery strategies and strategic planning frameworks for water resources and drainage and wastewater.

The Forum's report has also been submitted to Ofwat and has been published on the Forum section of the Yorkshire Water website.

Yorkshire Water is grateful to the Forum members for their time and effort in helping us shape our approach to engagement, their involvement allowed us to elevate our research undertakings with every challenge and advice imparted. We can't thank members enough.

1.2 Engagement timeline

Throughout the Price Review preparation period the Forum have been engaged with regularly and extensively on our customer research. Below outlines a timetable of discussion with the Forum. This does not include the extensive engagement that has taken place via email.

Table 1. Yorkshire Forum for Water Customers Engagement Timeline

Date (design agency – use month only)	Engagement topic with The Forum
17 September 2020	Presentation: Customer behaviour changes during Covid-19
21 January 2021	Presentation: PR24 and Covid-19 engagement updates
16 December 2021	Presentation: PR24 Collaborative Customer Research and update on expected guidance for PCs and ODIs
20 October 2022	Presentation: Customer research update – summary of expectations and guidance
17 November 2022	Presentation: Customer research update – approach to ODI rates and release date for final methodology
23 February 2023	Presentation: Update on Affordability & Acceptability research timeline

25 April 2023	Email: Introduction of new Head of Insight Team and sharing of Affordability & Acceptability draft stimulus for review
15 May 2023	Email: Customer research update (corporate strategy research report for review) and invitation to view Affordability & Acceptability qualitative research dates
18 May 2023	Email: Affordability and Acceptability Discussion guide, pre-task and stimulus for review
25 May 2023	Email: Vulnerability & Affordability recruitment criteria and discussion guide for review
22 June 2023	Presentation: Update on Affordability & Acceptability research timeline and affordability and vulnerability research
28 June 2023	Affordability and Acceptability Stage 1 Research Debrief
17 July 2023	Email: New project update – WaterSupport Enhancement Research
19 July 2023	Presentation of Results: Affordability and Vulnerability Research Debrief
20 July 2023	Presentation: Update on Affordability & Acceptability research timeline and affordability and vulnerability research
26 July 2023	Email: Shared bill profiles testing questionnaire
28 July 2023	Email: Shared Long-Term Delivery Strategy testing questionnaires and affordability and acceptability testing questionnaires.
17 August 2023	Presentation: Update on Affordability & Acceptability and other research programme

1.3 Evidence of challenge

Actions and challenges were captured through minutes and emails. Below is a link to the Forum’s challenge log where challenges and subsequent actions are recorded.

Table 2. Log of Yorkshire Forum for Water Customers Challenges on PR24 Engagement

Date	Who	Project	Category	Challenge	Decision / Action	Outcome
15/01/2020	Forum (from minutes)	C-MEX	Draft Consultation	YW believes that it is inappropriate to provide email addresses as this would affect the customer experience. The forum asked YW to liaise with the Customer Research team to see if there is any research available to back up the company's view.	Customer Research Team approached for response.	Action marked as complete 19/03/2020.
18/06/2020	Forum (from minutes)	APR	APR Draft Evaluation Customer Research	The Forum expressed their appreciation for the changes as they had also received the same feedback from customers.	No action required.	No outcome required.
17/9/2020	Forum (from minutes)	Customer behaviour changes during Covid-19	Quant and Qual report	The Forum asked for examples of how these results are feeding into PCs and business as usual.	The company advised that it has received a lot of customer contact when teams were on site completing essential works, such as leaks. The company reassured customers that precautions were being taken regarding Covid-19 and government rules and essential works had to be maintained.	No outcome required.
17/9/2020	Forum (from minutes)	Customer behaviour changes during Covid-19	Quant and Qual report	The Forum asked if the business is adopting any new technology.	The company took an action to provide the Forum with an update.	No outcome required.
17/9/2020	Forum (from minutes)	Customer behaviour changes during Covid-19	Quant and Qual report	The Forum queried an increase in vulnerability and customers struggling to pay bills as well as the company noticing challenges in paying bills.	The company explained changes in Q1 payment holidays and expectation of greater debts once furlough schemes unwound.	No outcome required.

17/9/2020	Forum (from minutes)	Customer behaviour changes during Covid-19	Quant and Qual report	The Forum asked if there are lessons learnt from research now which will feed into the next survey, and how research will be undertaken for the next price review.	The company advised they will look for more innovative ways to engage with customers in the future in light of covid and changing customer expectations around being around people.	No outcome required.
17/9/2020	Forum (from minutes)	Customer behaviour changes during Covid-19	Quant and Qual report	The Forum also asked if there is research regarding customer behaviours and changes regarding wastewater.	The company advised that it will add questions regarding wastewater to the next survey.	Questions were added to follow-up research.
18/12/2021	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research update	The Forum queried if Ofwat are setting the national and long-term research agenda, and if companies are setting their local agenda.	The company advised Ofwat are setting the base provision of service for the next five years and expect companies to set the long-term ambition and delivery, and anything outside of the core activity, companies must submit a clear well evidenced business case. It was noted that Ofwat may apply zero weighting to company own research.	No outcome required.

18/12/2021	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research update	The Forum queried the estimate of total number of customers in these [Ofwat] workshops, or any organisations involved.	The company instructed that there has been a desk exercise by Ofwat, taking all the company evidence predominantly from PR19, and from companies who have done priorities research for PR24, and this has informed where Ofwat are with their consultation. There has been more focus on quantitative research at present to help achieve consistency and comparability of results.	No outcome required.
18/12/2021	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research update	The Forum asked how the Ofwat workshops benefit Yorkshire Water customers, or does it have more benefit to Ofwat?	The company advised it firstly benefits Ofwat because of the comparability difficulties experienced in previous price reviews regarding variances in data across companies. The Forum noted they would like to see how this develops over time.	No outcome required.

18/12/2021	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research update	The forum queried Ofwat's commentary on Ofwat stating it is not appropriate for collaborative research to cover PC levels.	The company advised that Ofwat have said the research won't inform the levels that support the PCs, but it is the reward and penalty of the ODIs, however, this may level out. The company are monitoring this.	No outcome required.
18/12/2021	Forum (from minutes)	PR24 Collaborative Customer Research	Common PC and ODI research update	The Forum queried the use of external bodies due to tight turnarounds.	The Company advised that Ofwat have a research agency called Yonder, to deliver the common PC work, for the ODIs rates research they have commissioned Accent market research, and they have an economic representative to support the activity.	No outcome required.
18/12/2021	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research update	The company are working with Ofwat regarding the governance of the collaborative research, and the national steering group in England & Wales. Every water company is a member of the group and will meet monthly. Other bodies, such as CCW and the Environment Agency (EA) are involved. The Forum queried the reference to consumer groups, and if there will be any representation from CCGs.	The company advised there has been no mention of a CCG chair representative, the company will feedback in the New Year to Ofwat.	Company confirmed that a ICG representative is present at the monthly meeting

17/03/2022	Forum (from minutes)	PR24 Collaborative Customer Research	ODI Consultation	The Forum highlighted a point following the latest DWMP discussion that customers recognised a further amount of money (£19) from the figures presented which allows for additional potential. Customers expressed where the company is off track whether it is delivering requirements within DWMP. The Company clarified there are aspects that will contribute to DWMP which the Company are investing in. If aspects of DWMP are brought into PR24 PCs and ODIs this is where rewards or penalties will hit, however the Company are currently doing more than what is expected to achieve a target in several years' time. The Forum challenged that this is all being done within the performance commitment and highlighted customers' observation of the company having extra money as a reward outside of the performance commitment to improve on this, as a point to be considered by the company.	The company confirmed this is where customer engagement comes in to understand what level of performance customers want, as well as what has greater benefits in terms of environmental impacts.	No outcome required.
17/03/2022	Forum (from minutes)	PR24 Collaborative Customer Research	ODI Consultation	Forum member stated an observation regarding unintended consequences from the approach of the new collaborative approach. The Forum has asked for clarity from Ofwat on how the output of research is considered given what happened in PR19 where views of customers were overridden by Ofwat's economic modelling. The Forum expressed the necessity of Ofwat's engagement with customers to be demonstrated and whether the Company will be considering too.	The company confirmed it can make this point stronger in their response. Company to provide an update on ODI Consultation in summer 2022.	ODI update provided in November 2022.
19/05/2022	Forum (from minutes)	Valuing Water and Impact of Covid	Stakeholder Depth Interviews	Company Admin requested confirmation for which Forum members wish to take part in the Company research from Lindsey Botha and whether there are any questions	Company Admin (Naila Hussain) to follow up with members who would like to be a part of the research, provide an update on the progress of the	Impact of Covid research was undertaken in June 2022 and Valuing Water Research was undertaken in October 2022.

					research after liaising with Lindsey.	
20/06/2022	Forum (from minutes)	Customer Valuation - WTP	Quant and Qual report	A summary plan of points of engagement for the Customer Forum on the PR24 Programme was presented. The Forum requested to have an earlier look at Willingness to Pay rather than the proposed date in December as that is a key area.	Company to look at bringing the Willingness to Pay update to the Forum earlier than December (Head of Insight Team).	Report delivered in December 2022.
21/07/2022	Forum (from minutes)	DWMP Research	Quant and Qual report	Forum member highlighted there is consistent message coming from customers that sewer flooding comes first, river water quality second and followed by bathing water quality. It would be good to remain consistent on that as it has prevalent for a long time, as there is a clear customer message on priorities and willingness to pay.	No action required.	No outcome required.
21/07/2022	Forum (from minutes)	DWMP Research	Quant and Qual report	Forum member asked whether next round of consultation will be focus group based or traditional survey.	Company confirmed this was via traditional survey route which was circulated to Forum.	No outcome required.
20/10/2022	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research update	Forum member questioned to what extent will Ofwat use the results from the surveys and to what extent will Ofwat intervene themselves to determine the weighting given to each. Highlighted there was a problem with price review previously where customers were communicating something different to Ofwat, and do we know whether Ofwat will intervene again or listen to customers.	Company clarified the analysis Ofwat carried out will provide them with that value, how they interpret that value and what relevant waiting Ofwat apply is within their choice. The company have regular sessions with Paul Metcalf to understand what is being done, the	No outcome required.

					company will provide feedback into how it is undertaken however whether this is taken on board is by the choice of Ofwat.	
20/10/2022	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research update	Forum member highlighted that many surveys undertaken by Ofwat have highlighted roadwork delays as a key public concern, yet this does not seem to be present in preliminary commitments.	Company suggested this may be in the detail of an individual PC.	No outcome required.
20/10/2022	Forum (from minutes)	PR24 Collaborative Customer Research	Update on Affordability and Acceptability research	The methodology applied was postal survey. Letters sent to random selection of households in region. 300 completed surveys are targeted for Yorkshire. Forum member challenged whether this is enough and that 300 was not particularly accurate or representative. Additional concern that postal surveys are not representative demographically.	Company acknowledged a risk with national surveys, which can't cover as many customers. Company explained that Ofwat have been keen to ensure sample is representative of each region's make up. Forum member (Kursh Siddique) interested to see where the survey samples in Bradford have come from, Company member Head of Insight Team can provide the BD postcode.	Company provided postcode analysis.

20/10/2022	Forum (from minutes)	PR24 Collaborative Customer Research	Update on Affordability and Acceptability research	Forum questioned the company regarding their level of confidence in the approach being used.	The company confirmed the approach is untested and has not been used before, however this is recognised by all companies and Ofwat, although Ofwat wanted something innovative to push for a national level. The way it is undertaken however follows research principles, although postal surveys can be time consuming and expensive. To move away from the previous approach, it does carry a risk which Ofwat recognises.	No outcome required.
20/10/2022	Forum (from minutes)	PR24 Collaborative Customer Research	Update on Affordability and Acceptability research	Forum member queried regarding the cost associated with postal surveys.	The Company funded £45k for their part so there has been a level of investment. The forum highlighted there may be cheaper methods of doing this. The company confirmed that the postal route can be costly, and the response rate is around 2%. The forum further pointed out there could there be	No outcome required. Mandated research approach.

					better ways of investing this.	
20/10/2022	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research - challenge sessions	The forum asked for clarification on the definition of an open challenge session.	The company responded that the open challenge sessions will have the opportunity to have EA, CCW, Ofwat, customers, stakeholders to join.	No outcome required.
20/10/2022	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research - challenge sessions	Forum chair requested for Customer Research Update from Head of Insight Team to be as a standard agenda item.	Insight is a standard agenda item	No outcome required.
17/11/2022	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research - ODI Research update	A Forum Member asked whether Ofwat are directing The Company in how customer research is undertaken.	Company replied that based on the Ofwat guidance on the ODI's rates, Ofwat do not expect companies to undertake their own research in this area.	No outcome required.
17/11/2022	Forum (from minutes)	PR24 Collaborative Customer Research	Ofwat mandatory research - ODI Research update	A Forum Member raised a question regarding the least-cost and best-value plans. With several of the least-cost items being in the WINEP, it is only now becoming apparent how expensive it is, and how valid that information is.	The Company confirmed that other companies also raised a similar point, and Ofwat's guidance on this was for companies to look at how much material discretion here may be and consider that as part of a best value. However, The	No outcome required.

					Company may be expecting some formal feedback depending on what the guidance states. The Forum expressed concern on this creating tension because it underpins every other decision that must be made around the plan, as this is something which Ofwat and Defra need to address.	
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	I think slides 9 – 12 on the pc's [comparative performance] will be particularly difficult, as the vast majoring will not make any sense. Do you need to include all of these? If so then I think there needs to be an explanation, which sadly won't help with the amount of information the reader is required to take in.	Due to slides 9-12 being prescribed guidance from Ofwat they could not be removed, so they were moved to the back of the stimulus information as additional information rather than mandatory reading in the homework task.	Pre-task updated with amends.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 3: Move Sewerage collection & Treatment box next to the water box.	Sewerage collection & treatment box moved closer to Drinking water slide. Adjustments were limited due to slide design.	No outcome required.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 3: Delete information around Managing £1bn of water bills as unsure what it means.	The information was rewritten to talk about £1bn of investment,	Pre-task updated with amends.

					rather than bill management, to improve comprehension.	
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 19: "Insert slide after slide 3." Whereas slide 3 covers what YW does and how much investment it manages, slide 19 goes on to explain more specifically how revenue is managed. It was felt that these slides should be positioned together for a more comprehensive overview.	The company and research agency did not feel it was appropriate to move financial information to mix with the company services and performance section. The pre-task information was split into more distinct sections for ease of reading, allowing customers to be better informed of the scale of YW's services and their performance, before introducing the information of how customer bills factor into this. However, this move was actioned in the larger focus group stimulus, where the greater number of slides provided more context for the pre-task.	Pre-task updated with more structured chapters to make the information easier to read and focus group stimulus pack amended.

26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 4: Change 'develop their services...' to 'improve their services...'? - This slide gives information on 5-year plans. By suggesting that services are developed during this time, it does not make it as clear that these developments are improvements. The suggested wording is more explicit.	The company opposed the change of wording as it matched Ofwat's published information on improving long-term services.	No outcome required.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 13: Highlight YW bar in the x axis as just bolding the graph label doesn't stand out enough. - This slide compares leakage across water companies with YW mixed in.	To make the YW data stand out more, the data was highlighted with a white box to make it stand out.	Pre-task updated with amends.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 19: Change slide title to 'This is what your bill pays for...'. - This slide shows a breakdown of revenue, and the title change would make it more relevant to the customer.	For even greater relevance and specificity, the title was changed to 'The average household spends £1.23 per day on water and wastewater services, this is how its broken down...'	Pre-task updated with amends.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 19: Change 'We get...' to 'Customers pay...' in red box. - The red box on the slide talks about the investment of customer bills, so changing the wording makes this more explicit and relevant to the customer.	Removed the red box completely to accommodate improved title.	No outcome required.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 19: Remove 'our' and replace with 'your'. This suggestion is to move away from a title speaking about 'our revenue' and make it more about customer bills.	For even greater relevance and specificity, the title was changed to 'The average household spends £1.23 per day on water and wastewater services, this is how its broken down...'	Pre-task updated with amends.

26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 20: The graphic should illustrate the service failure e.g. some pollution on the beach. - For context, this slide talks about the areas requiring improvement. Each area is depicted by an icon for ease of reading, but only the leakage icon truly depicted the failure that required investment.	Due to time available and design availability graphics were not updated.	No outcome required.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 21: The blue box appears to be saying that customers are paying for the fact you are missing the supply interruption target.	A note was added to slides to explain to customers that they would not have to pay for failures	Pre-task updated with amends.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 21: 'The yellow box doesn't tally with slide 14.' For context, the information in the yellow box shows how we rank against other water companies for supply interruption performance. This should match the graph depiction on slide 14 but doesn't.	On review, slide 14 was contradictory and confusing. It was updated to display matching information more coherently.	Pre-task updated with amends.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 22: 'Number of companies doesn't tally with slide 15.' For context, the information in the in question shows how we rank against other water companies for water appearance, taste and smell performance. This should match the graph depiction on slide 15 but doesn't.	On review, slide 15 was contradictory and confusing. It was updated to display matching information more coherently.	Pre-task updated with amends.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 24: 'It seems odd that you blame the weather in the previous slide, but it hasn't affected performance here.' For context, failure to meet target for internal sewage flooding was explained by storms and exceptional rain; however, this information was not used when informing customers about the external sewer flooding performance.	Additional context only required to explained failures to meet targets. Interval sewer flooding required explanation, but internal sewer flooding targets were successful.	No outcome required.

26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 26: Big white box - reported, not reporting. This was a simple grammatical update.	Typo amended	Pre-task updated with amends; however, these slides were later removed to reduce the amount of information and prevent dropouts linked to reading fatigue. Information moved to stimulus pack as additional information for the focus groups.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 26: Big white box - simplify the paragraph. It looks like you are making excuses. 'Regulatory changes' means very little. For context, this box explains why we have not met our performance targets for pollution of rivers and bathing water but is not easy to read.	Amended information to improve explanation of what was missed, what we expect to achieve and how we plan to meet our 2030 target. Mention of weather was removed to focus more on comparative performance with other water companies.	Pre-task updated with amends; however, these slides were later removed to reduce the amount of information and prevent dropouts linked to reading fatigue. Information moved to stimulus pack as additional information for the focus groups.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 27: 'Jargon heavy words, like 'drivers'. I would remove WINEP from the blue text.' For context, the blue text talks about the environmental obligations, which is clearly about WINEP. Overuse of the acronym makes the text less easy to read.	Text simplified to talk about our obligations of the programme (no mention of drivers). The acronym WINEP was removed from the obligations explanation to improve ease of reading.	Pre-task updated with amends; however, these slides were later removed to reduce the amount of information and prevent dropouts linked to reading fatigue. Information

						moved to stimulus pack as additional information for the focus groups.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 27: Label dark blue box 'What we will do'? - The paragraphs talking about the obligations of WINEP (blue text) and how we will meet them (dark blue box) are not clearly signposted.	Actioned	Pre-task updated with amends; however, these slides were later removed to reduce the amount of information and prevent dropouts linked to reading fatigue. Information moved to stimulus pack as additional information for the focus groups.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 28: Edit text in dark blue box to bullet points. For context, this is a text heavy slide about WINEP.	Bullet points included as well as imagery to improve interest and readability of slide design.	Pre-task updated with amends; however, these slides were later removed to reduce the amount of information and prevent dropouts linked to reading fatigue. Information moved to stimulus pack as additional information for the focus groups.

26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 29: Can you use a graphic? - For context, storm overflows slide is another text heavy slide.	All enhancement area slides (slides 27-29) were text heavy, so images were added to all to improve slide designs in a consistent way.	Pre-task updated with amends; however, these slides were later removed to reduce the amount of information and prevent dropouts linked to reading fatigue. Information moved to stimulus pack as additional information for the focus groups.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 30: What does retail bill mean? - For context, this slide explains the proposed Least Cost Plan.	Amended to call the 'retail bill', the 'average household bill'.	Pre-task updated with amends; however, these slides were later removed to reduce the amount of information and prevent dropouts linked to reading fatigue. Information moved to stimulus pack as additional information for the focus groups.
26/04/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	Slide 30: Dark blue boxes should be a table. - For context, this was a slide design preference around how to display the different proposed financial support packages.	Slide was not amended as original design more in keeping with the rest of the slide deck.	No outcome required.
11/05/2023	Chris Griffin	Affordability and Acceptability	Qual research groups	I was really hoping to get to the Doncaster event, which is in my neck of the woods, but just can't find a way to make it. Will any of the events be recorded?	Groups were not recorded as qual groups had brake out sessions and recordings would be	No outcome required.

						inaudible. Qualitative findings will be shared on conclusion of research.	
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15/05/2023	Customer Forum	Affordability and Acceptability	Methodology	<p>YW proposed relaxing the research approach with regards to Ofwat's guidance to the letter. This was based on recruitment difficulty and dropouts following delivery of an extensive pre-task. There was acceptance from the forum and no feedback to challenge the changes.</p> <p>The Head of Insights recommended:</p> <ol style="list-style-type: none"> 1. we will avoid sending future customers pre-task information prior to the workshops. This is because we have failed to secure future customers cognitive interviews. Whilst our aim was to secure two cognitive interviews with future customers, four interviews were secured in total and all four cancelled or failed to show up to their interviews once they received the extensive pre-reading/homework materials. 2. we will avoid sending customers in circumstances, which may make the vulnerable, the comparative information bar charts (6 charts). This was seen as information overload and not the most relevant/interesting information given customers can't chose their supplier. Customers will still be shown this information in the workshop/in-depth interviews. 3. we will showcase the proposed plans as a least cost plan with options. Our plan was to present a 'least cost' plan only given the affordability challenges in the region; however, we feel it only right (despite the significant increase in bills to deliver statutory obligations) that customers should still have an element of choice. So instead of presenting a second entire plan, we will list the 'options' and present the benefits of each as well as the costs of each individually and judge if customers would like to pay for this additional investment over and above the 'least cost' plan. 	The Forum agreed with the proposal	<p>Explanations of what parts of the guidance were failed and why, were included in the final report.</p> <p>No action required</p>
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22/05/2023	Steve Grebby	Affordability and Acceptability	Least cost plan 2-pager	Page 2 title: To shorten and make the tile easier to read, remove reference to additional investment (already implied), and change wording to 'Areas of our Least Cost Plan which we must do that will lead to an increased bill'.	Title amended on page 2 to match the suggestion.	Stimulus updated with amends.
22/05/2023	Steve Grebby	Affordability and Acceptability	Least cost plan 2-pager	Page 2: For WINEP summary in grey boxes - avoid terms like statutory (say legal) and drivers (say something else, maybe requirements?).	Text amended to simplify.	Stimulus updated with amends.
22/05/2023	Steve Grebby	Affordability and Acceptability	YW stimulus pack plan (HH)	Slides look really good – mostly very text heavy, could it be broken down more?	Included information required by regulator. Graphics and imagery were added throughout to balance the slides for readability.	No outcome.
22/05/2023	Steve Grebby	Affordability and Acceptability	YW stimulus pack plan (HH)	Slide 6: Dividends and profit need to be made clear.	An explanation of profits was added to the slide notes to be voiced as part of the focus group. Profit was included within the 23p graphical grouping for service improvements but was not possible to update on the slide in time for the research.	Notes added to slide 6 for moderator to reference during focus groups.
22/05/2023	Steve Grebby	Affordability and Acceptability	YW stimulus pack plan (HH)	Slide 30: Add new title for clarity - Helping customers who are struggling to pay their bills.	Title changed to 'Helping customers who are struggling to pay their bills'.	Stimulus updated with amends.
22/05/2023	Steve Grebby	Affordability and Acceptability	YW stimulus pack plan (HH)	Slide 31: Could these costs be added to slide 28 in some way to illustrate the impact over the Least cost	Slide 28 could not be altered without overcrowding and making it difficult to read. Keeping the slide very clear so	No outcome required.

					customers could easy understand the customer bill impact of the entire least cost plan was particularly critical to the research, whereas slide 31 is a breakdown of specific optional investment costs.	
22/05/2023	Steve Grebby	Affordability and Acceptability	HH Deliberative Session Discussion Guide (v1)	3 hours with preparation is a very long time, are you planning to use video? Could work here e.g. Northern PowerGrid business plan development etc https://www.youtube.com/watch?v=Sn4B3tH-9nI&pp=ygUSbm9ydGhlcm4gcG93ZXJncmlk	We have not prepared a video for this Ofwat research due to time constraints, but there will be a break and light refreshments during the sessions, to break-up the time and improve engagement throughout.	No outcome required.
22/05/2023	Steve Grebby	Affordability and Acceptability	HH Deliberative Session Discussion Guide (v1)	How will additional Storm overflow spending that has been announced feed into the discussion?	Stimulus is provided during the sessions via the YW stimulus pack plan, supplied for review alongside this questionnaire. Storm overflow costs are included on slide 31.	No outcome required.
22/05/2023	Steve Grebby	Affordability and Acceptability	Pre-task Information	It's OK but could be a pre-session video.	We have not prepared a video for this Ofwat research due to time constraints, but we are preparing a video to test in later research proposed to	Company shared objectives and related materials of YW's independent Affordability and Acceptability

					understand how acceptability might change with greater information provided. More information will be provided at a later date.	research in August 2023.
07/06/2023	Steve Grebby	Affordability and Acceptability	Focus group feedback	Some of the slides were quite crowded and difficult to read so it may be worth spreading the information over two or three slides. Highlighting the performance target may help with the Red Amber Green comment to show where you were close to hitting it and where you weren't.	Red and green outlines were included to signify if targets were met or not. Text on slides showing targets was reduced to make the slide less crowded and easier to read.	Stimulus updated with amends.
14/06/2023	Jamie Ashton	Affordability and Acceptability	YW stimulus pack plan (HH)	DJS Research submitted the following change to the research: The sessions are proving very long and some of content is holding up the pace and leaving little time at the end for the most important aspect of the discussion. The lengthiest bit is the comparative graphs – the feedback is that customers don't have a choice of provider so if another water company is providing a better service in another part of the country, what benefit is it to them? Also, this information is shared in advance with the homework task. I wonder if you would support us skimming over this area rather than delve into each one in detail? We can ask customers their thoughts on the comparative graphs at a high level, any surprises/disappointments as a collective and to use follow up questions to cover this area? Jamie stated that this change was fair and understandable.	Comparative information – to negate the fact that we will loosely cover the slides, we have an upfront slide which shows that YW is a 'lagging behind' company, also on each of the PC slides we show our position on the 'league table' and finally these slides are shared in advance in the homework task, so this is covered in a number of places.	Pre-task slides updated.

14/06/2023	Jamie Ashton & Kursh Saddique	Affordability and Acceptability	YW stimulus pack plan (HH)	<p>YW commented: Vulnerable customer dropouts – DJS have no problem recruiting our vulnerable customers however, they are experiencing large numbers of dropouts after customers receive the homework tasks, this is mainly no-shows. Would you support us not sending the homework task in advance to these customers, like you did with the future bill payers?</p> <p>Jamie said: I'm not so sure. If they haven't done the homework, they won't be prepared. Maybe the homework is sent with a message to advise if support is needed call us?</p> <p>Kursh Saddique: Providing the pre-task as optional rather than removing it was supported.</p>	<p>Thank you for raising this we don't want to disadvantage our vulnerable customers. In this case, given your feedback, we will send the homework task with a note that outlines what will be discussed during the interview, they can feel free to read it in advance if they wish, if not they will go through it in the interview anyway. We will also say DJS will be on hand to answer any questions or talk them through the homework task in advance, if needed.</p>	Vulnerable customer pre-task updated.
18/06/2023	Dave Merrett	Affordability and Acceptability	YW stimulus pack plan (HH)	<p>Thanks for these. I have had a look at the slides and notice that the inset comparative performance charts in slides 12-17 have very small print and are difficult to read. Could you squeeze the bar spacing on the main chart so you can expand the inset charts down to make the text on it more readable? Also, on the following slide the measures info text is small too.</p>	<p>Thank you for your feedback. I agree the comparative bar chart slides are very difficult to read, however, this is prescribed content, and these graphs were provided by Ofwat to use in the research. We and others have provided feedback on this to Ofwat, hopefully when we get to the Stage 2 survey, they will amend these or</p>	Slides updated for stage 2 research.

					<p>remove them altogether as it was the least interesting piece of the research for our customers, on top of being quite difficult to understand and read.</p> <p>I have noted your point on the size of the text on the measures on the PC charts, I'll ensure this is amended.</p>	
19/06/2023	Kursh Siddique	Affordability and Acceptability	Focus group feedback	<p>Suggestion/Observation</p> <ol style="list-style-type: none"> 1. The term "homework" could be better phrased, it reminds you of school and of something you never looked forward to. 2. Limited information given to the panel for them to make an informed decision, an example of which was the bathing water improvements without the costing information been given. Information relating to improvement costings was given as a daily figure making it look more acceptable. 3. I was introduced as a YW representative which may have made it more difficult for the panel to critically reply to questions, I did correct the event coordinator and explained my position, which resulted in more open responses. 4. Recently I had a visit at my home from a water quality inspector, he explained that he was from an impartial independent company and therefore not bias in any way to YW. When I asked him who paid his wages, he replied YW, to which I asked him isn't it then a conflict of interest and could that not be seen as being wrong. The relevance of this 	<p>Thank you Kursh for taking the time to provide this very detailed feedback on the session.</p> <p>Since the last session is tonight, I will take this onboard as we prepare for the stage 2 quantitative study. Just to let you know, the focus group you attended was specifically our future customers session hence the little variation customer types. Apologies, I realised I didn't inform you of this prior to your session, a lesson learned for next time.</p>	No outcome required.

				<p>information is in relation to feedback below.</p> <p>5. I think we should have mentioned YW's last year annual profit, for them to have a better understanding of where the company is and I think that would also have made a big difference in their responses.</p> <p>6. I think the questions for phasing options in price increase needs to be rethought, if the option is someone pays now or you will pay more in the future, I think there is no choice.</p>		
10/07/2023	Andrew White	WaterSupport Enhancement	Review of previous Social Tariff questionnaire for improvement	Info 4: When presenting social tariff information, it's worth mentioning here that all water companies operate these tariffs.	Added to the questionnaire	No outcome required.
10/07/2023	Andrew White	WaterSupport Enhancement	Review of previous Social Tariff questionnaire for improvement	Question 04: Regarding where we ask if customers is they agree with paying a contribution towards those that need financial support - "I always advise against asking this in principle. People tend to assume the cross subsidy will be higher and are more likely to respond negatively. Once they have put themselves in the 'no' box it is harder to move them away from this even when amounts are more modest than assumed."	Feedback taken on board and question amended to a scale question	No outcome required.
10/07/2023	Andrew White	WaterSupport Enhancement	Review of previous Social Tariff questionnaire for improvement	Question 05: After providing further information around the increased numbers of customers who are expected to need support into the future and asking the acceptability of expanding social tariff support - "Again it is better to get decisions based on actual information rather than in principle."	Feedback taken on board and question amended to the questionnaire based on this	No outcome required.
10/07/2023	Andrew White	WaterSupport Enhancement	Review of previous Social Tariff questionnaire for improvement	Info 5: Where we mention that YW contribute £2m to WaterSupport - "It will be helpful to talk about all the help YW is providing and the financial contribution being made."	Updated the questionnaire with additional information based on this feedback	No outcome required.

10/07/2023	Andrew White	WaterSupport Enhancement	Review of previous Social Tariff questionnaire for improvement	Info 5: It's unclear how much customers currently contribute to financial support. It is important here to be transparent about the current level of cross subsidy.	Updated the questionnaire with additional information based on this feedback	No outcome required.
10/07/2023	Andrew White	WaterSupport Enhancement	Review of previous Social Tariff questionnaire for improvement	Question 07: Asks about willingness to pay across a range of potential contributions to support extending the social tariff. Andrew proposed that it would be good to include related benefits for each cost, and that a decent number of price points will be helpful in ensuring sufficient data points. Range of prices were not included for review.	Updated the questionnaire with additional information based on this feedback	No outcome required.
10/07/2023	Andrew White	WaterSupport Enhancement	Review of previous Social Tariff questionnaire for improvement	Just an observation that most companies use a range of acceptable to unacceptable including a 'Don't mind' (counted as supportive) and 'Don't Know' (counted as negative). Could this type of scale be introduced to the questions?	Feedback taken on board and question amended to a scale question	We added neither/nor to the questionnaire, Andrew literally meant adding 'I don't mind' as the mid-scale point which is classed as 'support' by CCW. However, our results were conclusive that the vast majority of customers who selected 'neither/nor' were supportive of the contribution.

18/07/2023	James Copeland	WaterSupport Enhancement	Draft questionnaire	The Company proposed additional WaterSupport research as previous social tariff research was out of date, given it was taken during a time when energy bills were initially threatening to surge beyond control (resulting in low support from customers to pay towards increasing the support) as well as the £2 contribution that was tested being much lower than contributions from other water companies. Kursh said: "Agree further customer research would help, but how do we plan to triangulate the two parts of research. It would also be useful to see how customers views have changed and if they have, what could the impacts be to other research."	This is a very valid point and one we are considering, as well as triangulating our value with others in the industry for fairness too! We will keep you posted on this. Thank you for supporting the undertaking.	Both waves of the social tariff research were included in YW's PR24 Triangulation programme and are the customer contributions to social tariffs from other companies
19/07/2023	Kursh Siddique	WaterSupport Enhancement	Draft questionnaire	It was a great presentation earlier today and excellent detail. Could you please send me contact details for Richard Bryan, I would like to discuss some personal business with him.	Details provided.	No outcome required.
19/07/2023	Kursh Siddique	WaterSupport Enhancement	Draft questionnaire	I would just like to suggest if we could track postcodes and ethnicities to make sure we are reaching a wide audience.	Postcode was added to the questionnaire	Data was weighted by Age, Gender and Region, Social Class and IMD. This was to represent the Yorkshire population and ensure that the most vulnerable postcodes were captured.
19/07/2023	Steve Grebby	WaterSupport Enhancement	Questionnaire	Question 05: For clearer sentiment when asking if customers are happy to pay towards the social tariff, change the term 'not prepared' to 'unwilling' in the set answers.	Amend has been incorporated.	Question 05 text has been updated.

19/07/2023	Steve Grebby	WaterSupport Enhancement	Questionnaire	<p>Question 06: repeat of question 03 at code 4. Remove term 'a little' from code 4 as this is vague and subjective.</p> <p>Q03 To what extent, if at all, would you be willing to contribute an additional...to help around...more customers to receive support through the WaterSupport social tariff?</p> <p>Q06, statement 4 (for agreement): I'm happy to contribute a little to support those who are struggling to afford their bills.</p>	<p>Re the 'happy to contribute' question, this was more around sentiment towards contributing to social tariffs as opposed to pounds and pence, does that make sense? Do you think I should reword to make that clearer?</p> <p>Steve responded: Yes, that's fine. Perhaps say in principle I am happy to contribute? I still think "a little" is a bit leading and will mean different things to different people though.</p>	<p>Q6 code 4 wording updated to: I'm happy with the principle of contributing something to support social tariffs and those who are struggling to afford their bills.</p>
19/07/2023	Steve Grebby	WaterSupport Enhancement	Questionnaire	<p>Question 02 (Household bills section): change question to: What are the main reasons you find it difficult to pay your current water and sewerage bill?</p> <p>Original Q02: You said that it is difficult to afford to pay your current water and sewerage bill. Why do you say that? Please provide as much detail as possible.</p>	<p>Amend has been incorporated.</p>	<p>Question Q02 of household section (later referred to as Q9) has been updated.</p>
19/07/2023	Steve Grebby	WaterSupport Enhancement	Questionnaire	<p>Will the bot prevention trap impede visually impaired customers?</p>	<p>The company will notify the agency to ensure that visually impaired customers are not excluded.</p>	<p>The bot prevention trap was updated to make it more accessible to visually impaired customers and face-to-face</p>

						interviews were added to be more inclusive.
26/07/2023	Andrea Cook	Billing profile research	Questionnaire	Happy with what you propose.	Thanked.	No outcome required.
27/07/2023	Dave Merrett	Billing profile research	Questionnaire	<p>Question 12: In response to a bar graph showing the potential trends for bill increases over time, where the graph does not indicate the bill amounts but how fast a bill could potentially increase over time.</p> <p>Dave said: "I've had a look at this and wonder if you aren't going to run into trouble with omitting the actual bill figures on the graph, or not at least giving some sense of the rises people are talking about. It will generate a trust issue with some that you've not put the figures. What are you signing up to? and in terms of the absence of figures on the choice being asked, if the step increase for a flat profile is say 5%, I might think fine - not worth the hassle of the others, but if that was 25% or £100 a month, starting next year, a rather different issue."</p>	I will add a note for customers that the current understanding of the cost to customers is a rise in the region of 25%. Hopefully this will contextualise without adding the figures to the chart as I think without context the bill increases may appear very unfair.	Question 12 supporting information updated.
27/07/2023	Dave Merrett	Billing profile research	Questionnaire	<p>Question 12: The non-linear rising line option also looks odd - I assume fixed percentage increases rather than fixed (constant) price increases each year. Would it be better to go for the latter, so you have a straight line, not one accelerating even faster at the end? Further issue will be how is this going to work for people who don't understand graphs at all?</p> <p>Comment refers to steeper positive trend of the Rising bill line. If there is a consistent percentage increase each year, then as the bill rises the jump in cost will increase more quickly towards 2030; however, this assumption was a misread of the axis, which is £ rather than %.</p>	We updated the survey to include a table of rises	No outcome required.

27/07/2023	Dave Merrett	Billing profile research	Questionnaire	Question 12: On the same card you reference Ofwat having the final say - needs a bit more so people understand who / what Ofwat is.	Amended	No outcome required.
27/07/2023	Dave Merrett	Billing profile research	Questionnaire	Question 12: More haste, less speed. The text also attributes the costs to the Government's increased environment ask. Whilst we know that it is the biggest cost pressure it's not the only one. Think we need to phrase more circumspectly and avoid playing into blame games please.	Amended to account for feedback	No outcome required.
27/07/2023	Andrea Cook	Billing profile research	Questionnaire	Question 12: In regard to explaining that cost increases are driven by the environmental programme, it is the only explanation of cost increase, so Dave wanted to give a more balanced view of why bills would go up. James Said: "Agree on the need for balance proposed by Steve."	Amended	No outcome required.
27/07/2023	James Copeland	Billing profile research	Questionnaire	It's always the case, but customer research is critical to the plan so keep up the good work. One question I have is how we can capture digitally excluded customers in this research as they may be more finically challenged and give valuable insight into bill profiles. Sorry if this is covered.	Response: Unfortunately, due to timings we cannot commit to including these customers in the research, however, we know our community is heavily weighted with financially vulnerable customers (33% as of July) and customers with other vulnerabilities in the household (41% as of July). No more challenge from the Forum based on this response	No outcome required.

27/07/2023	Kursh Siddique	Billing profile research	Questionnaire	I understand that you are in a very tight time slot, and everyone has to move in accordance to time restraints, but I am in agreement with Dave and James. The very people we need to be helping are the ones we are leaving behind; digital exclusion shouldn't mean we don't find other methods to engage. With regards to omitting bill values from questionnaire is in my opinion not giving the customer a true understanding of the financial impact this increase may have on them.	No more challenge from the Forum based on this response that the community is overrepresented on financial and other vulnerabilities	No outcome required.
27/07/2023	Steve Grebby	Billing profile research	Questionnaire	Question 12: Agree with others that the bill amounts need to be added on the slide to give an impression of what the graph rends mean for cost.	Bill values added to the graph and table	No outcome required.
27/07/2023	Steve Grebby	Vulnerability and Affordability	Discussion guide	Question 12: Change wording to: Given the cost-of-living challenges faced by customers, Yorkshire Water would like to understand which bill option would be the most manageable for customers. The 3 options cover a 5-year period, they are as follows: Option 1: spread the cost evenly over the 5-year period. This represents a step up in bills form 2025 but the bill remains the same beyond this up to 2030 (blue "average" line in illustration below). Option 2: spread the cost to reflect the money that Yorkshire Water are spending on improvements during that time – this will be a slightly smaller step up in bills in 2025 and a slight increase across the 5-year period up to 2030 (yellow "natural" line in illustration below) Keep other options the same.	Amend has been incorporated.	Question 12 supporting information updated.
29/07/2023	Kursh Siddique	Long-Term Delivery Strategy	Questionnaire	I have previously suggested for the WaterSupport Enhancement research that postcode information should be recorded as opposed to regional, the diversity of customers is much easier to register and to make sure we have a good spread.	The survey invite will be sent to a customer panel and the YW online community, meaning that all responses were encouraged and	No outcome required.

					limited quotas could be set. We will ensure that vulnerable and financially vulnerable are represented as subgroups.	
30/07/2023	Andrea Cook	Billing profile research	Questionnaire	Question 12: Similarly, to other members of the customer forum, Andrea supported providing the bill values on a graph that showed different potential trends for bill increases.	Bill values added to the graph and table	Question 12 supporting information updated.
30/07/2023	Andrea Cook	Long-Term Delivery Strategy	Questionnaire	<p>Question 37: Following research agency suggestion to deviate from Ofwat guidance as mapping all alternate pathways was too much information to cover. The agency suggested a compromise was to inform customers that YW will stop and re-evaluate at a number of points across the 25-year period and asking customers what the triggers to re-evaluation should be.</p> <p>Andrea's response: Happy with what you propose, including the suggested compromise.</p>	The Company deviated from guidance and, with approval from the Customer Forum, incorporated the agency suggestion into the questionnaire.	Question 37 supporting information updated.
31/07/2023	Chris Griffin	Long-Term Delivery Strategy	Questionnaire	<p>The questions are well engineered and thought through. I don't have a word I could say to improve them.</p> <p>I would just sound a note of caution about the slides though and encourage you to reduce the reading age for them. Many of them are quite tough to understand for example "Trunk Main Conditioning" and "investing in predictive intelligence systems".</p>	Amend has been incorporated.	Text was simplified across slides.
31/07/2023	Andrea Cook	Long-Term Delivery Strategy	Questionnaire	Agree with Steve's comment on reading age.	Amend has been incorporated.	Text was simplified across slides.

01/08/2023	Steve Grebby	Long-Term Delivery Strategy	Questionnaire	<p>Question 37: Following research agency suggestion to deviate from Ofwat guidance as mapping all alternate pathways was too much to cover. The agency suggested a compromise was to inform customers that YW will stop and re-evaluate at a number of points across the 25-year period and asking customers what the triggers to re-evaluation should be.</p> <p>Steve's response: I am inclined to agree with your agency.</p>	The Company deviated from guidance and, with approval from the Customer Forum, incorporated the agency suggestion into the questionnaire.	Question 37 supporting information updated.
01/08/2023	Steve Grebby	Long-Term Delivery Strategy	Questionnaire	<p>Question 36: I still think the graph needs bills but not every year so perhaps every 5 years. Some may prefer the table, but it is difficult to read so perhaps highlight the 5th year.</p>	Amend has been incorporated.	Question 36 graph updated.
01/08/2023	Steve Grebby	Long-Term Delivery Strategy	Questionnaire	<p>Question 34: Question 34 is confusing. The table below says that the bill average per year 2025-30 will be £537. Will they be given the average bill for 2024-25 as a starting point so they can see a £ increase in 2025?</p>	Amend has been incorporated.	Question 34 supporting information updated.
01/08/2023	Dave Merrett	Ofwat Affordability & Acceptability Testing	Questionnaire	<p>Re the first A&A questionnaire, there are ranking questions at 19, 23 & 31. These will give ranks for the particular clusters, but how are you to judge a ranking within one cluster relative to the others?</p>	YW were following Ofwat guidelines, unfortunately this is not possible in this current format	No outcome required.
01/08/2023	Dave Merrett	Ofwat Affordability & Acceptability Testing	Questionnaire	<p>Also, because I couldn't access the linked graph I can't comment on those, but wonder how responders will keep track of the cumulative impact of the individual item costs versus the main bills - should there be a summary at the end, before Q31?</p>	YW were following Ofwat guidelines, unfortunately this is not possible in this current format	No outcome required.

01/08/2023	Dave Merrett	Long-Term Delivery Strategy	Questionnaire	<p>Question 37: Following research agency suggestion to deviate from Ofwat guidance as mapping all alternate pathways was too much to cover. The agency suggested a compromise was to inform customers that YW will stop and re-evaluate at a number of points across the 25 year period and asking customers what the triggers to re-evaluation should be.</p> <p>Dave's response: On the LTDS, agree with you to avoid overcomplications on the alternative pathways section, which is conjectural - suspect people will struggle with that final graph showing alternative pathways too.</p>	The Company deviated from guidance and, with approval from the Customer Forum, incorporated the agency suggestion into the questionnaire.	Question 37 supporting information updated.
01/08/2023	Dave Merrett	Long-Term Delivery Strategy	Questionnaire	Question 34: On the bill graph, support what you've done putting the figures in a separate table, subject to Steve's comments in his e-mail.	No response required.	No outcome required.
22/08/2023	James Copeland	YW's Independent Affordability & Acceptability Testing	Questionnaire (video)	Thank you for this. Just looking at the excellent video – at the beginning your talk about “strive to achieve” then go one to talk about “we will deliver/achieve...”, could this cause come confuse?	We couldn't do anything with this...but also because it's about our ambition for 25 years we were comfortable with this	No outcome required.
23/08/2023	Steve Grebby	YW's Independent Affordability & Acceptability Testing	Questionnaire	Stimulus document: I like the video and just a couple of minor points from me. The font in the stimulus document is difficult to read. I would also keep to the same order of outcomes as in the video for consistency.	The outcomes were shown in a random for fairness	No outcome required.

21/09/2023	Andrea Cook	Social Tariff Research	Feedback	<p>Following the discussion at today's Forum meeting re: social tariff research and subsequent challenge from CCW, I have amended the wording to reflect the Forum's position.</p> <p>Yorkshire Water undertook research with a broadly representative sample of customers across the Yorkshire and the Humber region. The Forum is satisfied that the methodology and research design was developed and delivered via independently commissioned research. However, the Forum is aware that CCW has challenged the way in which the company has interpreted the findings and hence the level of contribution customers are willing to pay. As a result of this, the Forum has challenged how Yorkshire Water will triangulate insight from previous social tariff research and other companies social tariff customer contributions to ensure customer views remain robust and representative.</p>	All parties agreed the wording	No outcome required.
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