**Yorkshire Water – Covid Impact Research**

**Non-Household Focus Groups – Recruitment Criteria**

General Criteria for ***all*** groups:

* Four online focus groups in total
* Each to be 90 minutes long
* Recruit 6 participants per group
* All **not** to have been significantly negatively affected by the pandemic, but to have experienced some change in other ways (positive or negative) such as increasing amount of online business, working from home more, increase in income
* All must be owners or senior decision makers within the business
* Mix of sectors
* Mix of business sizes (micro/small - 1 to 49 employees; medium - 50 to 249 employees; and large - 250 employees or more)
* Mix of water dependent and not dependent

Specific criteria for each focus group:

**Group One – Tuesday 17th May – 6:15pm to 7:45pm**

* All based in **West** Yorkshire
* All **water dependent** i.e. water plays a significant role in the production or delivery of the service and/or product provided by the business e.g. food manufacturing, farming or use in customer services

**Group Two – Tuesday 17th May – 8:00pm to 9:30pm**

* All based in **East** Yorkshire
* None are water dependent i.e. water **does not** play a significant role in the production or delivery of the service and/or product provided by the business e.g. food manufacturing, farming or use in customer services

**Group Three – Wednesday 18th May – 6:15pm to 7:45pm**

* All based in **South** Yorkshire
* All **water dependent** i.e. water plays a significant role in the production or delivery of the service and/or product provided by the business e.g. food manufacturing, farming or use in customer services

**Group Four – Wednesday 18th May – 8:00pm to 9:30pm**

* All based in **North** Yorkshire
* None are water dependent i.e. water **does not** play a significant role in the production or delivery of the service and/or product provided by the business e.g. food manufacturing, farming or use in customer services