***Deliberative event discussion guide (v2)***

**NOTE**

This script provides a guide for the research and wherever possible the moderator will seek to keep questions in order. However, feedback from the audience may require him to adjust the nature of the questions and the sequence of questioning.

**Section 1 Introduction to all 5 mins**

* Thank them for coming
* Introduce Yorkshire Water and explain role of Qa
* Observers from Yorkshire Water moving around the room, hear to listen but not involved directly in discussions
* Structure of discussion
  + 85 minute table discussions
  + 15 minute break – drink and a sandwich
  + 80 minute table discussion
* Explain nature of research:
  + Confidential
  + No right or wrong
* Point out where refreshments, facilities and fire exits are

QA TO EXPLAIN NATURE OF EVENING

* Explain nature of research:
  + Audio / photographs – any objections?
* Incentives at the end of the sessions
* Explain tonight looking at customers views about Yorkshire Water and what customers want Yorkshire Water to prioritise going forward. All the information will help inform the company's business planning.

**Section 2 Table introductions 5 mins**

* Respondents to introduce themselves:
  + Name
  + Length of time lived in Yorkshire Water region
  + What do you like about living in the area

It's been quite a different time for us all over the last couple of years; can you share with us what has shone through for you during this time or something that you’ve discovered that you love? Could be, for example, amazing customer service or a new way you spend your time or more time doing something you enjoy?

**Section 3 Perceptions of and relationship with Yorkshire Water 10 mins**

Overall, how satisfied are you with the current water and waste water services you receive from Yorkshire Water?

* Explore reasons for answer

Any reason to contact Yorkshire Water over the last few years?

* Explore what, why and outcome

Any positive or negative experiences with the performance of Yorkshire Water in regards to the service you have received or your bills?

* Explore what, why and outcome

How would you describe the relationship you have with Yorkshire Water?

* Explore why

**Section 4 Expectations from big companies and organisations 20 mins**

MODERATOR TO EXPLAIN WE ARE GOING TO TAKE A STEP BACK FROM YORKSHIRE WATER AND TALK ABOUT BIG COMPANIES AND ORGANISATIONS IN GENERAL TO START WITH.

What makes a big business, corporation or organisation one which behaves well in a way that you would want or expect from big business?

SORT CARD EXERCISE – APPENDIX LIST 1 [PLUS ANY IDEAS GENERATED ABOVE]

How important are each of the following in terms of how you want big businesses, corporations and organisations to behave?

* Group them into essential, nice to have & not important
* Explore reasons for placing factors in each of the groupings
* Explore what these factors mean to customers?
* How should the factors deemed essential be demonstrated

Anything missing to add?

* Where would you group this factor and why

Which big companies / organisations do you feel act in the positive way you want such businesses to behave?

* Who
* Why - what do they do which is positive

Which big companies / organisations do you feel generally act in the opposite way you want such businesses to behave?

* Who
* Why - what do they do which is negative

How does YW compare?

Is there anything YW could do to increase its positioning?

**Section 5 Customer views & understanding of challenges faced by YW 15 mins**

QA TO PRESENT INFORMATION SLIDES TO ALL OUTLINING KEY CHALLENGES YW FACE

ASK ALL COLLECTIVELY any questions to clarify any of this information? (NOT your opinions on it which we will ask for in a minute) … YW STAFF TO ANSWER ANY QUESTIONS

RETURN TO TABLE DISCUSSION

USING PAGE 6 on the HANDOUTS

Reactions to the challenges presented on slides – exploring why?

* Any questions
* Anything new that you were not aware of
* Anything surprising
* Anything you feel is missing

Anything which has impacted you directly / someone you know?

Which of these challenges should take top priority over the next few years?

* Explore which and why

Which of these challenges can wait to be resolved?

* Explore which and why

Are there any challenges listed which you do not feel Yorkshire Water should be concerned with?

* Explore which and why

Who has the responsibility to tackle these challenges?

* Why?
* Anyone else?

How could they be tackled most effectively do you think?

* Probe for partnership working

To what extent does seeing and discussing all these challenges make you more sympathetic and tolerant towards Yorkshire Water?

**Section 6 Customer priorities for Yorkshire Water part 1 15 mins**

MODERATOR TO EXPLAIN IN THIS HALF WE WILL EXPLORE WHAT ACTIONS & ACTIVITIES YOU FEEL SHOULD BE A PRIORITY FOR YORKSHIRE WATER WHEN THEY ARE PULLING TOGETHER A NEW BUSINESS PLAN GOING UP TO 2030.

YOU WILL SEE A RANGE OF ACTIVITIES, SOME WHICH AS A WATER COMPANY THEY HAVE TO DO AND OTHERS WHICH MAY BE SEEN AS ADDED VALUE –

SORT CARD EXERCISE – – APPENDIX 2

In terms of priorities to deliver on over the next 5-10 years - where would you place each of the following?

* Group into very important - high priority, medium priority, nice to have but can wait – lower priority and irrelevant – not important or don’t know

**STOP FOR A REFRESHMENT BREAK FOR 10 - 15 MINUTES**

**Section 7 Customer priorities for Yorkshire Water part 2 60 mins**

RETURN TO PRIORITY EXERCISE.

EXPLORE REASON FOR GROUPINGS

* In terms of priorities to deliver on over the next 5-10 years - Explore if any descriptions are confusing or unclear
* Allow groups to review prioritisation, discuss, move
* Explore reasons for placing in each of the groupings

Are there any priorities missing – areas you would want Yorkshire Water to do something about?

What makes the activities deemed a high priority more important than any of the others?

* Explore what these factors have in common

Which of these potential actions & activities would have the biggest impact on you and your family?

* Explore which and why

Which of these potential actions & activities would have the biggest positive impact on Yorkshire as a whole?

* Explore which and why

Are any of these areas going above and beyond what you would expect from Yorkshire Water?

* Explore which and why (or why not)

Which of the actions & activities would you put in the top 5 things Yorkshire Water should be looking to prioritise over the next 5-10 years?

* Explore which and why

MODERATOR TO SUMMARISE THAT THE GROUP HAS CONSIDERED THE CHALLENGES AND HAVE SPENT TIME REVIEWING THE PRIORITIES AND THIS FINAL PART IS ABOUT CONSIDERING A 25 YEAR STRATEGY FOR YORKSHIRE WATER.

If you were leading Yorkshire Water, and tasked with developing the 25 year strategy, what do you think should be the priorities?

* What do you think would be the most important things to achieve?

And now, considering in some cases this may mean that more money is needed to enable the change, thinking now as a customer, would you be willing to pay more to help achieve this?

* Why or why not
* And if so, how much more?

Is there anything else you feel Yorkshire Water should know or be aware of when putting their business plans together?

**Section 8 Feedback from the tables 10 mins**

TABLE TO AGREE ON TOP 5 PRIORITIES FOR YORKSHIRE WATER’S LONG TERM STRATEGY

MODERATORS OR A SELECTED RESPONDENT TO FEEDBACK TO THE ROOM THE FINDINGS FROM EACH TABLE.

HAND OUT INCENTIVES.

Thank and close

**APPENDIX**

**SORT CARD EXERCISE – APPENDIX LIST 1**

Transparency / openness

Corporate Social Responsibility

Excellent customer service

Green credentials

Ethics

Making a significant difference in the region or area they operate in

Doing more in society beyond their core business

Community minded

Responsiveness

Becoming carbon neutral by 2030

Providing value for money

Investing profits in future improvements

Reliability

Customer satisfaction

Trust to do right by me as a customer

Trust to behave properly and responsibly

Respect

Communicating – telling customers what they are doing

Reputation

Helping customers who are struggling financially

Protect and enhance the environment

Treat their employees well

**SORT CARD EXERCISE - APPENDIX LIST 2**

Prevent interruptions to the supply of water (e.g. planned works, burst pipes, leaks and outages) that cause problems ranging from low pressure to no water

Providing good and constant water pressure

Providing water that tastes and smells good, and is not discoloured

Providing water that is safe to drink

Preventing leaks from Yorkshire Waters pipe network

Preventing the likelihood of restrictions on water use incl. hosepipe bans in a drought, restricting non-essential use for businesses

Treating waste water sludge for energy production / fertiliser rather than put in landfill

Preventing homes and businesses from being affected by sewer flooding

Preventing gardens and public spaces from being affected by sewer flooding

Treating waste water to a high standard to ensure bathing beach waters remain safe to swim in

Treating waste water to high standard to ensure river waters and the plants and animals that rely on good quality river water are not negatively impacted

Preventing accidental pollution of rivers or streams (e.g. sewage leaks) from Yorkshire Waters sewage pipes

Providing a level of customer service which customers expect e.g. queries resolved quickly

Limiting the disruption caused by our water network and treatment facilities (e.g. minimising odour, flies, noise, traffic)

Ensure that land owned by Yorkshire Water is conserved, restored or enhanced to improve plant and animal life biodiversity

Providing public access to our land, reservoirs and rivers for recreational use (e.g. walks, cycling, watersports)

Ensuring there is enough water to meet demand now, and in the future

Providing appropriate sewer capacity and pumping capabilities to cope with flood events

Providing financial help and support to those who are struggling to pay their water bill

Providing support to those in vulnerable circumstances (e.g. disabilities, medical conditions, difficulty communicating etc.)

Supporting customers to reduce their water use

Helping to prevent blockages and pollution through a communication programme which educates customers on the impact of incorrect disposal of wipes and fats

Reducing the use of sewerage outflows. Outflows are designed to help prevent local flooding and treatment works flooding by discharging excess untreated wastewater directly in to nearby streams or rivers during heavy rainfall

Reduce and offset carbon emissions to achieve a 'net zero' position by 2030

Work in partnership with other organisations (e.g. EA, City Councils) on common goals such as flooding to pool resources, funding and better outcomes for customers

Repairing pipes that are prone to leakage

Reducing the number of sewer collapses which cause an impact on service to customers or the environment

Improving the level of service customers experience whether they contact us or not. This is an Ofwat survey for all 17 companies in the water industry, YW always aim to be in the top half of companies for customer experience and satisfaction