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 & warm up 5 mins**

* Who I am and Qa
* Explain nature of research:
  + Confidential
  + No right or wrong answers
  + Recording the session – any objections?
  + Purpose – impact of Covid-19 pandemic and **what your organisation and those you represent need from YW going forward**
  + Last up to 60 mins
* Can you start by explaining….
  + Organisation you work for and what it does?
  + Who your org represents and how?
  + What your role and responsibilities are?

**Section 2 Yorkshire Water 5 mins**

What are the first thoughts that spring to mind when you see or hear the words Yorkshire Water?

* Explore what and why

Describe the ways in which Yorkshire Water features as part of:

* Your role
* Your organisation
* The people you/your organisation represents

Overall, how satisfied are you with the services Yorkshire Water provides?

* To your organisation
* To the people you/your organisation represents
* Why is this?
* How about during the Pandemic?

**Section 3 Covid impact 15 mins**

INTERVIEWER TO ASK Ps TO ANSWER QUESTIONS BY THINKING ABOUT THEIR ORGANISATION AND THOSE THEY REPRESENT RATHER THAN PERSONAL OR PRIVATE EXPERIENCES

When you see or hear the words Covid-19 pandemic what comes to mind?

* Why do you say this?

Thinking about your business/organisations and those you represent, what words would you use to describe the Covid-19 pandemic and why?

What (if anything) was the **best thing/most positive** about the Covid-19 pandemic why?

* What impact is it having now?
* How have they adapted to this?
* What impact might it have in the medium/long term

What (if anything) would you say was the **worst/most challenging thing** about the Covid-19 pandemic for your organisation and those you represent? Why do you say this?

* What impact is it having now?
* How have (org/those represented) adapted to this?
* What impact might it have in the medium/long term?

Any new or **differing priorities** as a result of the Covid-19 pandemic? Has anything become more or less important? (org, and those represented)

Moving on to thinking about **water use specifically** - during the pandemic, have you noticed any change in this for those you represent?

And, do you foresee any changes going forward?

*Prompt with the following if required….*

* At home
* During leisure time
* At work
* Ability to pay bill
* Water saving attitudes/behaviours i.e. *recycling, reusing, using less*

**Section 4 Change factors and future 10 mins**

REMIND Ps, ALWAYS THINKING ABOUT ORG AND THOSE THEY REPRESENT…

Looking ahead, how do you **feel about the future** in general?

* Optimistic / positive
* Pessimistic / negative / concerned
* Mixed
* Why?

Why do you feel this way? Any particular triggers?

What are the **positive things short or long term you see in the future**? How do you feel about these?

What **challenges** do you see in the future?

How concerned are you about these (very, somewhat, not on my radar)?

How far away is the impact of these challenges? Very distant (6 years and beyond)? Medium term (3 to 5 years) Or near future (next year or two)

If not mentioned above - exploration of whether the following areas are having an impact…?

* Covid -19
* Future pandemics
* Climate change
* Current cost of living crisis
* War in Ukraine
* Government performance
* Pending global recession
* Supply shortages (cooking oil, petrol etc)
* Increasing customer expectations (incl. Increased need to digitise)
* Population growth
* Increased operating costs (incl. Energy)
* Technology advancements
* More stringent Environmental legislation
* Changing political landscape
* Focus on reducing environmental impact (e.g. net zero)
* Employment skill gaps
* Any other big challenges now we’ve discussed this list?

Probe for which will have the most impact on their org/the people they represent in the **short term**, which will have the least – how, why?

To what extent will these factors impact org/the people they represent in the **long term** – how/why?

**Section 5 YW challenges & priorities 25 mins**

Yorkshire Water are in the process of preparing their business plan for 2025 to 2030, part of this process means they also have to think about the long term, up to 2050.

They will be doing lots of research with business customers and stakeholders over the next couple of years to inform short, medium and long term plans and investments.

**SHOWCARD 2** (APPENDIX 2) SCREEN SHARE LIST OF **PRIORITIES**, GAIN VIEWS

Showcard 2 reveals the list of investment areas that Yorkshire Water needs to prioritise in order to best meet the needs and preferences of their customers.

Take a few minutes to look through them.

* Which ones stood out as most important and why?
* Any that were potentially less important, perhaps mid ranged and why?
* Any that were of low importance or not necessary?
* Are there any you would group as a cluster – why those?
* I’d now like you to try and select a top 5 - why these 5 ?

How easy / hard was that to do? Any you grappled with that nearly made the top 5? Why?

Just to wrap up, looking to the future, what (if any) are the main hopes or expectations that you would like Yorkshire Water to deliver for those you represent?

**Section 6 Vox pop 2 mins**

EXPLAIN NEED FOR VOX POPS AS PART OF THE PROJECT AND GAUGE INTEREST AND WILLINGNESS TO PARTICIPATE. IF SO THEN….

Thanks for agreeing to take part in the vox pop.

When you’re ready I’m going to ask you three questions….

1) Following the Covid-19 Pandemic what is the main thing that has impacted your organisation / those you represent and why?

2) From the perspective of your organisation and those you represent - how do you feel about the future and why?

3) What words spring to mind when you think of Yorkshire Water and what hopes or expectations do you have about what Yorkshire Water delivers for your organisation and those you represent?

Are you happy for Qa to share this vox pop with Yorkshire Water as part of the report?

*Thanks and close*

**APPENDIX 1**

**Challenges**

1. Covid -19
2. Future pandemics
3. Climate change
4. Current cost of living crisis
5. War in Ukraine
6. Government performance
7. Pending global recession
8. Supply shortages (cooking oil, petrol etc)
9. Increasing customer expectations (incl. Increased need to digitise)
10. Population growth
11. Increased operating costs (incl. Energy)
12. Technology advancements
13. More stringent Environmental legislation
14. Changing political landscape
15. Focus on reducing environmental impact (e.g. net zero)
16. Employment skill gaps
17. Any other big challenges now we’ve discussed this list?

**APPENDIX 2**

**Priorities**

1. **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**
2. **Providing good and constant water pressure**
3. **Providing water that tastes and smells good, and is not discoloured**
4. **Providing water that is safe to drink**
5. **Preventing leaks from Yorkshire Waters pipe network**
6. **Preventing the likelihood of restrictions on water use incl. hosepipe bans in a drought, restricting non-essential use for businesses**
7. **Treating waste water sludge for energy production / fertiliser rather than put in landfill**
8. **Preventing homes and businesses from being affected by sewer flooding**
9. **Preventing gardens and public spaces from being affected by sewer flooding**
10. **Treating waste water to a high standard to ensure bathing beach waters remain safe to swim in**
11. **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**
12. **Preventing accidental pollution of rivers or streams (e.g. sewage leaks) from Yorkshire Waters sewage pipes**
13. **Providing a level of customer service which customers expect e.g. queries resolved quickly**
14. **Limiting the disruption caused by our water network and treatment facilities (e.g. minimising odour, flies, noise, traffic)**
15. **Ensure that land owned by Yorkshire Water is conserved, restored or enhanced to improve plant and animal life biodiversity**
16. **Providing public access to our land, reservoirs and rivers for recreational use (e.g. walks, cycling, watersports)**
17. **Ensuring there is enough water to meet demand now, and in the future**
18. **Providing appropriate sewer capacity and pumping capabilities to cope with flood events**
19. **Providing financial help and support to those who are struggling to pay their water bill**
20. **Providing support to those in vulnerable circumstances (e.g. disabilities, medical conditions, difficulty communicating etc.)**
21. **Supporting customers to reduce their water use**
22. **Helping to prevent blockages and pollution through a communication programme which educates customers on the impact of incorrect disposal of wipes and fats**
23. **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**
24. **Reduce and offset carbon emissions to achieve a 'net zero' position by 2030**
25. **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**
26. **Repairing pipes that are prone to leakage**
27. **Reducing the number of sewer collapses which cause an impact on service to customers or the environment**
28. **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**