**Chart

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**Activity Guide**

**Yorkshire Water**

**A&A Businesses**

**FG Screener**

Markets:   
**UK**

**A picture containing person, dessert

Description automatically generated**Human8 Team:   
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**Donna Hildreth**

**Naveed Majid**

**Jenna Spence**

Date:   
**18/08/2023**

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**PROJECT DETAILS**

*Fill in information below.*

|  |  |
| --- | --- |
| **Research Approach** | |
| Data Collection Source(s): | Fieldwork partner (e.g. SSI, GMI, Instantly,...) |
| Questionnaire Length: | Less than 5 minutes |
| Project Type: | Focus Group screener |
| **Market, languages and Translations** |  |
| Markets & Languages per market: | UK only |
| **Sample Spec** |  |
| **2x 90 MINUTE FOCUS GROUP SESSIONS (w/c 28 August 2023)**  **Sessions 1 + 2:** 6-8 x Yorkshire based business representatives, Yorkshire Water customers, participant is responsible for/involved in paying bill   * Spread of business sizes * Range of business types * Spread of water uses – essential to business operations or more of a domestic role * Operate and use water in Yorkshire Water region * Involved in decisions on utility bill and suppliers and involved with water bill payment * All to be senior managers or business owners  |  |  |  | | --- | --- | --- | | Session 1 | Thursday 7th August  5.30pm | 6-8 x Yorkshire business owners/employees, responsible in some way for Yorkshire water bill | | Session 2 | Thursday 7th August  7.30pm | 6-8 x Yorkshire business owners/employees, responsible in some way for Yorkshire water bill | | |
| **Sample Screening** *(estimated incidence rate if known…%)* |  |
| Visual / Auditory Limitation allowed: | No |
| Sector Screening *(i.e. marketing, research, food, manufacturing…):* | Businesses using Yorkshire Water  Participant involved in bill payment |

**PROJECT OBJECTIVES AND BACKGROUND INFORMATION**

*Fill in information below.*

|  |  |  |
| --- | --- | --- |
| **Background Business Objective** *(i.e., why is the research being done, what decisions are being made on the back of it, what’s led to research being part of the solution & what’s the business need for the research?)* | | |
| YW want to test the entirety of our business plan with customers to determine its acceptability and affordability across different customer groups. This includes all the investment they plan to make in the next 5 year period from 2025-2030 as well as the impact it will have on customer’s bills. | | |
| **Research Objectives** *(i.e., what’s the research addressing, what behaviour is it hoping to understand in people, what decisions are being made on the back of the results that could not otherwise be made?)* | | |
| * What do customers think of what our plan will achieve (the big performance improvement areas)   + How supportive are customers of these big performance improvement areas? Anything missing/not going far enough? * What are customers thoughts on our vision and outcome? * How supportive are customers of our business plan overall? * How supportive are customers of each individual Performance Commitment (PC) target? * How important are each of the PC targets to our customers? * Do they think we should be doing more in any areas? Which ones?   + What targets should we be aiming for?   + When should we aim to achieve them? * Is the bill affordable to customers? Why? / Why not? * Is the plan acceptable? Why? / Why not? | | |
| **Key Project Timings** | | |
| **Project Stage** | **Timings** | **Responsible** |
| Screener shared | **14/08/2023** | **Human8** |
| Screener edits shared | **16/08/2023** | **Yorkshire Water** |
| Updated screeners shared | **17/08/2023** | **Human8** |
| Screeners signed off | **18/08/2023** | **Human8** |
| **Project Cost** | | |
| **£13,950 (2 groups, 90 minutes, 6-8 participants including incentives)** | | |

**ABOUT THE PROJECT**

*NB. Supporting text on all questions in the grey boxes is for internal use.*

* The purpose of this research is to understand how current Yorkshire Water business customers feel about the business plan Yorkshire Water have put together for the next five years
* Each of the online focus groups (Zoom) will last for 90 mins
* Aim for 8 participants per group
* All businesses need to be based in Yorkshire Water region and be Yorkshire Water customers
* All participants should have some responsibility for paying the Yorkshire Water bill and involvement in decisions about utility bills in general
* Mix of business sizes and types
* The online groups will take place in w/c 4th September
* Participants will be paid a cash incentive for their participation
* Participants will be asked to read and consider come information before the groups

All participants must agree to GDPR statements listed at the end of this document

***Email/Invite Introduction:***

*We have been commissioned by Yorkshire Water, which is the water and wastewater provider for the Yorkshire region, to conduct research into their future plans for the service they provide including pricing and investment.*

*Since April 2017, businesses, charities and public sector organisations in England have been able to change the company providing their water and sewerage retail services (as they are able to with energy) or negotiate a better deal with their existing service provider. Retailers provide bills, customer services and read any water meters at this site. Yorkshire Water still works to ensure the quality and continuity of your water supply and sewerage services, so your business is still a customer of these services.*

*We are looking for people to take part in a research focus group that will last around 90 minutes.*

**RECRUITMENT QUESTIONNAIRE**

1. Question text: Firstly, please could you let us know, is your business run from business premises or from somewhere else, e.g. a home residence or a mobile business?

Instruction text: Select all that apply

Page break: Yes

Title: Q1  
Question type: Single Select

Randomisation: None

Implementation QID: Q1

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| Business premises | 1 |  |  |  |  |
| No fixed business premises (e.g. van / home residence) – If so, what is your business? | 2 |  |  |  |  |
| Don’t know | 3 |  |  |  |  |

*Note – If select 2, but their business is one where water is important (such as a window cleaner) we may consider them for the groups*

**Info Text:** We’re only looking to speak organisations with business premises today, so we won’t take up any more of your time.

Page break: Yes

Title: ClosingThanksPremises

Question type: Info

Implementation QID: ClosingThanksPremises

Filter / routing information: if Q1 does not = precode 1

Other potential instructions: No

1. Question text: Does your company currently have a premises in the Yorkshire Water Region? (Note: Yorkshire Water operate across Yorkshire and the Humber)

Instruction text: Select all that apply

Page break: Yes

Title: Q2  
Question type: Single Select

Randomisation: None

Implementation QID: Q2

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| Yes | 1 |  |  |  |  |
| No | 2 |  |  |  |  |
| Don’t know | 3 |  |  |  |  |

**Info Text:** We’re only looking to speak organisations based in Yorkshire today, so we won’t take up any more of your time.

Page break: Yes

Title: ClosingThanksRegion

Question type: Info

Implementation QID: ClosingThanksRegion

Filter / routing information: if Q2 does not = precode 1

Other potential instructions: No

1. Question text: Which parts of the Yorkshire Water region does your company have premises in?

Instruction text: Select all that apply

Page break: Yes

Title: Q3  
Question type: Multi Select

Randomisation: None

Implementation QID: Q3

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| North Yorkshire | 1 |  |  |  |  |
| West Yorkshire | 2 |  |  |  |  |
| South Yorkshire | 3 |  |  |  |  |
| East Riding | 4 |  |  |  |  |
| None of these | 5 |  |  |  |  |
| I’m not sure | 6 |  |  |  |  |

1. Question text: Are you solely or jointly responsible as the decision maker for your organisation’s water and sewerage service at any of its premises in the Yorkshire region?

Instruction text: Please select one

Page break: Yes

Title: Q4  
Question type: Single Select

Randomisation: None

Implementation QID: Q4

Filter / routing information: No

Other potential instructions: **Screen out those not involved in water bill**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes, I am | 1 |  |  |  |
| No, I am not | 2 |  |  |  |
| Unsure | 3 |  |  |  |

**Info Text:** We’re only looking to speak to those who handle the company’s water bill, so we won’t take up any more of your time today.

Page break: Yes

Title: ClosingThanksBillPay

Question type: Info

Implementation QID: ClosingThanksBillPay

Filter / routing information: IF Q4=CODE 2 OR 3 (NOT BILL HANDLER)

Other potential instructions: No

1. Question text: Approximately how many employees does your organisation have working in the Yorkshire region?

Instruction text: Please select one.

Page break: Yes

Title: Q5  
Question type: Single Select

Randomisation: None

Implementation QID: Q5

Filter / routing information: No

Other potential instructions:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| 1-9 employee | 1 |  |  |  |
| 10-49 employees | 2 |  |  |  |
| 50-99 employees | 3 |  |  |  |
| 100-249 employees | 4 |  |  |  |
| 250+ employees | 5 |  |  |  |
| Don’t know | 6 |  |  |  |

**RECRUIT A MIX**

1. Question text: And what is the main industry of your business working in the Yorkshire region?

Instruction text: Please select one.

Page break: Yes

Title: Q6  
Question type: Single Select

Randomisation: None

Implementation QID: Q6

Filter / routing information: No

Other potential instructions: **Screen out people working in the water industry (Q4=5)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Agriculture, Forestry and Fishing | 1 |  |  |  |
| Mining and Quarrying | 2 |  |  |  |
| Manufacturing | 3 |  |  |  |
| Electricity, gas, steam and air conditioning supply | 4 |  |  |  |
| Water supply, sewerage, waste management and remediation activities | 5 |  |  |  |
| Construction | 6 |  |  |  |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 7 |  |  |  |
| Transportation and storage | 8 |  |  |  |
| Accommodation and food service activities | 9 |  |  |  |
| Information and communication | 10 |  |  |  |
| Financial and insurance activities | 11 |  |  |  |
| Real estate activities | 12 |  |  |  |
| Professional, scientific and technical activities | 13 |  |  |  |
| Administrative and support service activities | 14 |  |  |  |
| Public administration and defence; compulsory social security | 15 |  |  |  |
| Education | 16 |  |  |  |
| Human health and social work activities | 17 |  |  |  |
| Arts, entertainment and recreation | 18 |  |  |  |
| Other service activities (Please Specify) | 19 |  |  |  |

**RECRUIT A MIX**

**Info Text:** We’re only looking to speak to who work in certain industry sectors today, so we won’t take up any more of your time today.

Page break: Yes

Title: ClosingThanksBillPay

Question type: Info

Implementation QID: ClosingThanksBillPay

Filter / routing information: IF Q6=CODE 5 (work in water industry)

Other potential instructions: No

1. Question text: Which of the following best describes your role within the organisation?

Instruction text: Select one

Page break: Yes

Title: Q7  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: Q7

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Business owner | 1 |  |  |  |
| Senior management | 2 |  |  |  |
| Middle management | 3 |  |  |  |
| Lower management | 4 |  |  |  |
| Other | 5 |  |  |  |

**AIM FOR BUSINESS OWNERS/SENIOR MANAGERS WHERE POSSIBLE**

1. Question text:

We are recruiting for some focus groups for Yorkshire Water. During the focus group session, we’ll explore Yorkshire Water’s business plan. Whilst you may not pay Yorkshire Water directly, as a business you will receive water and wastewater services from them and therefore, you should have a say on their plans for the next business planning period 2025-2030.

This would be an online video group with around 6-7 other people and a moderator. Someone from Yorkshire Water may also attend the groups to listen to the feedback first-hand. The video group would take place via Zoom and will last for 90 minutes. You will need a working microphone, camera, and speakers to take part in this group. You will also need to read some information on a screen so a laptop/computer is preferable. .

Ahead of the groups we’ll also have a pre-task for you to complete. This involves reading through some information about how Yorkshire Water have gone about developing their business plan for the next 5 years, and some of the things they have taken into consideration. We’ll provide you with more information nearer the time.

Everyone who completes the pre-task and the online video group would receive £TBC as a thank you for your time.

Is this something you would like to take part in?

Instruction text: Select one

Page break: Yes

Title: Q8  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: Q8

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes, I’d like to get involved | 1 |  |  |  |
| No thanks, this one’s not for me | 2 |  |  |  |

**Info Text:** Ok then, that’s all we had to ask you today.

Page break: Yes

Title: ClosingThanks

Question type: Info

Implementation QID: ID here

Filter / routing information: If Q8 = code 2

Other potential instructions: No

1. Question text: Great! Please let us know below which (if any) of the following times/dates you would be available to take part in our video group.

Instruction text: Please select all that apply.

Page break: Yes

Title: Q9  
Question type: Multi Select Grid

Randomisation: None

Implementation QID: Q9

Filter / routing information: If Q8 = CODE 1

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open |
| Thursday 7th August - 5.30pm | 1 |  |  |
| Thursday 7th August - 7.30pm | 2 |  |  |
| Neither | 3 |  |  |
|  |  |  |  |

1. Question text: Thank you for your interest. Which of the below statements are you happy to consent to?

Instruction text: Select one for each option.

Page break: Yes

Title: Q10  
Question type: Single Select Grid

Randomisation: None

Implementation QID: Q10

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open |
| I am happy to take part in an online video group | 1 |  |  |
| I consent to completing a pre-task prior to the focus group | 2 |  |  |
| I consent to the video group being recorded. The recording will be kept by Human8 for 90 days | 3 |  |  |
| I consent to the recording of this interview being shared with Yorkshire Water for internal viewing. The recording will be kept by Yorkshire Water for up to 5 years. | 4 |  |  |
| I consent to Human8 using quotes from this video group in their presentation that they will present to Yorkshire Water | 5 |  |  |
| I consent to Human8 using video clips from this video group in their presentation that they will present to Yorkshire Water | 6 |  |  |
| I consent to video clips from the interview being kept by Yorkshire Water | 7 |  |  |
| I consent to Yorkshire Water using video clips from the interview for internal/regulatory reporting – not for external use | 8 |  |  |

|  |  |  |
| --- | --- | --- |
| Scale options | Precodes | Fix |
| Yes | 1 |  |
| No | 2 |  |

**Hidden Question**: GDPR Consent

Page break: Yes

Title: GDPR Consent  
Question type: Hidden Variable

Randomisation: None

Implementation QID: GDPR Consent

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Consent to all | 1 | IF Q10 = 1 FOR **ALL** ANSWERS |  |
| Doesn’t consent to all | 2 | IF Q10 ≠ FOR ANY ANSWERS |  |

1. Question text:

Thanks for your input today – final question! As mentioned, Yorkshire Water have to submit a business plan every 5 years to the industry regulator Ofwat. This plan details all the work and investment Yorkshire Water plan to make in the upcoming 5 year period from 2025-2030

Based on this, what are some of the areas/topics you might expect Yorkshire Water to include in their business plan?

Instruction text:

Page break: Yes

Title: Q11  
Question type: Essay

Implementation QID: Q11

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

**Info Text:** Thanks for taking part, that’s all we had to ask you today. We’ll be in touch with more information later this week if you’re selected to take part.

Page break: Yes

Title: ClosingThanks

Question type: Info

Implementation QID: Q11

Filter / routing information: No

Other potential instructions: No