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| Title: Yorkshire Water A&A Video Group Guide (Households + Future Bill Payers)Author: Sarah Fixter/Chris HaydonInternal Client: Naveed Majid/Donna HildrethVersion: 2Last updated: 31/08/2023 |
| **Method:**4 x online video groups (Households)2 x online video groups (Future Bill Payers)90 minutes each6-8 participants in each**Audience:**Two groups:1. Yorkshire Water customer households

Groups to be split as follows:2 x 18-44 (1 x ABC1, 1 x C2DE)2 x 45+ (1 x ABC1, 1 x C2DE)2) Yorkshire residents, aged 16-34 but not currently bill payers  |

***Notes on the guide***

*We keep session guides flexible to allow the conversation to progress naturally and allow moderators to respond/direct as needed.*

*We have included an objective at the start of each section to show what we intend to get out of this part of the session, with notes/prompts written as a guide rather than a script for the moderator.*

*Black text = main prompts*

*Red text = moderator notes/follow up prompts*

**Session overview**

**Pre-group Task:**

*Share background to the plan and ask respondents to read through it and consider the information it contains - for each slide make a note of their initial reactions. How did it make them feel about YW, and the process for developing the plan? Was there anything that surprised them about it/that was new info?*

**90-minute session**

**Section 1:** Intro, housekeeping (3 mins)

**Section 2:** Warm up (7 mins)

**Section 3:** Yorkshire Water – Background to the Business Plan (15 mins)

**Section 4:** The Business Plan itself (20 mins)

**Section 5:** Performance Commitments (25 mins)

**Section 6:** Initial plan review (5 mins)

**Section 7:** Bill Impacts (10 mins)

**Section 8:** Final plan review (5 mins)

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| **TIME** | **QUESTIONS** [+ prompts] | **AIMS** |
| 0 – 3 | Bound by MRS guidelines; session is confidential and anonymous.Being recorded for analysis purposes and possibly to be used in internal presentations.Paid incentive for taking part.No right or wrong answers so be as honest and detailed as you can.Clients viewing in background Subject today is Yorkshire Water’s proposed Business Plan that you’ve all had the chance to review. | Introductions, scope and ground rules. |
| 3 – 10 | So, just to get to know you a little, can you tell me about yourself and your household – so maybe whereabouts in the region you live, who you live with / what your house is like.And did everyone get a chance to read through the Business Plan background information that we shared with you? [NOT encouraging debate at this point, just checking they’ve done the pre-read [**FOR FUTURE BILL PAYERS**: what is their current involvement in paying household bills if any/what are their thoughts about when they will / might have to pay their water bills, do they perceive them as likely to be expensive/inexpensive, why? [**FOR CURRENT BILL PAYERS**: what is your current awareness of/involvement in paying your water bills? Before we get into the detail of the plan, can you tell me on a scale of 1 to 10 your perception of Yorkshire Water. Where 0 = poor and 10 = excellent. What would improve this score? Use chat to capture scoresWhy do you say that? What caused this perception? Would you describe your bill at VFM? What score would you give it out of 10 where 1 is extremely satisfied with VFM and 10 is extremely satisfied with VFM. Why did you give that score]Use chat to capture scores | Warm up |
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| **Background to the Business Plan** Before the group, we sent you some information to read about the process Yorkshire Water went through when developing their business plan, and some of the things they needed to take into account. |
| 11-14 | - How did you feel when you read this information?- Did any of it come as a surprise?- Was any of it new to you? If so, what?- Did you understand everything? (if no, what didn’t they understand?) | Gauge overall mood / impact of contextual info |
| 15-17 | How aware are you of Ofwat and their role in the price review process?Did you know that Yorkshire Water goes through this type of process when developing their plans?Does knowing that YW don't set their own targets, etc make a difference to how you feel about them?How do you feel about the engagement process that YW has been through with customers? Are they surprised/does it make them feel positively towards YW? | Awareness of price review process |
| 18-21 | How did you feel about the information about storm overflows specifically?[plan context slide 2 can be shown here if needed]What was your previous awareness in relation to storm overflows and their role?Anything new/surprising in relation to this? | **Storm overflow awareness/impact of info** |
| 22-25 | Did any of the information you read change your views on Yorkshire Water or the process they have to go through when creating their plans at all?Has it changed your opinion on value for money? What words would you use to describe the background to the Business Plan process? | Summarise |
| **The Business Plan itself** |
| We are going to show you a video outlining YW's vision for their plan and the outcomes they want to deliver to achieve this. In this video you will also see the big improvement areas that YW plan to deliver. Please note this is not the entire business plan, we will look at other aspects of the plan in a little bit including detailed targets. **SHOW VIDEO AND ALLOW TIME TO REFLECT****ASK RESPONDENTS TO JOT DOWN A FEW THOUGHTS AS THEY WATCH** **ALSO HAVE A 1 SLIDE SUMMARY AVAILABLE IF NEEDED FOR DISCUSSION AFTERWARDS]** |
| 26-38 | Based on what you have just seen, how do you feel about Yorkshire Water's vision, outcomes and improvement areas?[If doesn’t emerge naturally probe for views on the vision and the 6 outcomes specifically]So, let’s try to summarise any positive or negative points about what you’ve seen. Firstly, in what ways do you feel positive about the plan?[Probe where relevant on – is it clear? is it what you would expect? anything that positively surprised you? does it feel realistic?]Are there any things you feel are positive, or that you feel positive about?And are there any things you feel are negative, or that you feel negative about?[Probe where relevant on – is it clear? is it what you would expect? anything that surprised you? does it feel realistic?] | Comprehension and stand out points from the video |
| 39-42 | Is there anything missing that you would expect it to include? What sorts of things are missing?Do the initiatives/targets outlined cover the main areas you would expect? What else would you like/expect to see? | Customer priorities / anything they think is being avoided |
| 43-45 | Do you trust Yorkshire Water to deliver what you’ve seen in the video?Why/why not?What could be done to increase your trust in Yorkshire Water’s delivery of the plan? | Integrity / believability of plan |
| **Performance Commitments** |
| **SHOW EACH SET OF PERFORMANCE COMMITMENTS ON SCREEN IN TURN AND ASK GROUP TO READ AND CONSIDER/MAKE A NOTE OF ANY THAT THEY DON'T AGREE WITH OR DON’T FEEL GO FAR ENOUGH** **The order of the performance commitments will be rotated across the groups.**  |
| 46-7071-75 | **For each set of PCs, ask the following:**How do you feel about the performance commitments for this area overall?Positive/neutral/negative – probe on reasons for thisAre there any specific performance commitments that you don't agree with or don't feel goes far enough in terms of the targets outlined?Why do you say that?**Initial plan review** Now you’ve seen the entire plan in terms of delivery, vision and big improvement areas where Yorkshire Water hope to achieve, how do you feel about the plan? What are the positives? What are the negatives? Any missing? Anything not as you expected? | Identify any real positives or negatives in the PCsTo understand plan perceptions before seeing cost impact |
| **Bill Impact** |
| **Show bill impact information on screen:** Achieving all our targets and undertaking our biggest environmental programme yet from 2025-2030 will cost £8.6 billion overall. As a result, the average annual bill will increase from 2025-2030, a proportion of which will be due to inflation. The average annual bill will be £537 (£45 per month) from 2025-2030, an increase of 25% from the current average annual bill which is £426 (£36 per month). In addition to this, there will be an increase due to inflation, which is out of Yorkshire Water’s control. The figures below estimate how much bills may increase during this time as a result: We have asked our customers the best and most manageable way to pay for the plan across the 5-year planning period and they have opted for a flat bill increase across the 5-year period (as opposed to a rising increase across the period). The average bill during this time period can be broken down as follows (excluding the impact of inflation):• Costs to maintain and improve our services - £485.14 on average or 90% of the bill• Enhancement cost – this includes new statutory requirements - £45.34 on average or 8% of the bill• Customer-supported enhancements - £6.52 on average or 1% of the bill• Total: £537/£45/month on average **Note: Moderator will also have access to the more detailed breakdown if needed, either to show on screen or respond to queries/provide more detail** |
| 75 – 80  | How do you feel about this?Do you understand why bills will need to increase in this way?How do you feel this will impact you personally?Is it affordable?What is their emotional reaction to it, if any? Angry, worried?For future bill payers, look out for signs of how able they are to understand this impact/how meaningful or tangible it feels to them. | Gauge reactions  |
| **EXPLAIN THE DECISION THAT NEEDS TO BE MADE ABOUT SPREADING THE INCREASES BETWEEN CURRENT AND FUTURE BILL PAYERS:****As already explained, long-term investment by Yorkshire Water will require an increase in customer bills. Bills could increase in different ways over time. For example, there could be increases now for current bill payers, or bigger increases in the longer term, meaning that the immediate impact will be lower but future bill payers will see a bigger increase.** |
| 80 – 85  | What are your views on this?What approach do you think Yorkshire Water should take? Why do you say that? | Comprehension and feelings on spread of cost |
| **Summary** |
| 85 – 90  | How do you feel about the plan overall?Is it acceptable to you? Why/why not?What would make the plan more acceptable? Any closing notes for Yorkshire Water?  | Overall response – has plan perception changed after bill impact?  |
|  | **THANK AND CLOSE** |  |