Monday 24th May 2021

**Workshop 16 HH**

Dear ,

Thank you for agreeing to be interviewed as part of our study on behalf of Northumbrian Water. You will receive an incentive of £70 for two, 75 to 90 minute online focus groups and a further £10 for undertaking a short online exercise prior to the workshop and after the workshop. You will only receive the additional £10 if the online tasks are completed. The whole incentive will be paid after your attendance of the second group.

**The online focus groups sessions will occure on the following days and times...**

**Session 1 – Monday 14th June 2021 at 20:15**

**Session 2 – Monday 21st June 2021 at 20:15**

**The Groups will be online using Microsoft Teams. If you do not have Microsft Teams installed, a link will be sent to you. It is also common research practice to recruit one or two extra respondents to allow for illness and people dropping out on the day. In the instance that everyone turns up, we will only take a maximum of 8 respondents. If you are asked to leave at this point you will be given half of the original incentive value. These people are chosen on a random basis.**

For any research discussion such as this, the people that are interviewed must be a representative cross-section of the population that the survey is designed to cover. You may have been invited because you live in a certain area or, because of the type of job you do or, because you use a particular product or service. At no time, during the course of this research, will you be asked to purchase anything.

Information given to interviewers is strictly confidential; your name and address is only required so that, if necessary, we can verify that an interview has taken place. Unless your explicit permission has been asked and granted, the name of yourself and your family will never be disclosed to anyone in any circumstances whatsoever.

If you have any queries or comments please contact us at the address given or contact the Market Research Society,15 Northburgh Street, London, EC1V 0AH, Tel: 0207 490 4911.

If for any reason you will no longer be available, please contact us on **01271 337100.**

We look forward to meeting you.

Yours faithfully,



Mark Harvey  
**Joint Managing Director**