

# Customer consultation on the 2019/2020 & 2020/2021 Yorkshire Water Assurance Plan

March 2020



# Navigating this document

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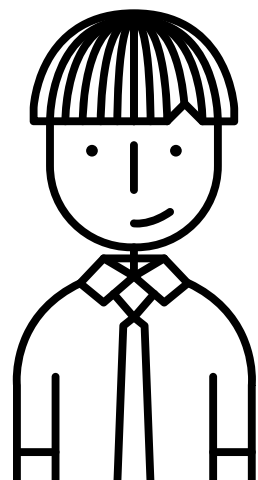
The contents page is linked to every section within this document. Clicking on a specific section will instantly take you to it.

- 1 Click on the contents button to return to the contents page.
- 2 The back button returns you to the last page you visited.
- 3 This button takes you to the previous page.
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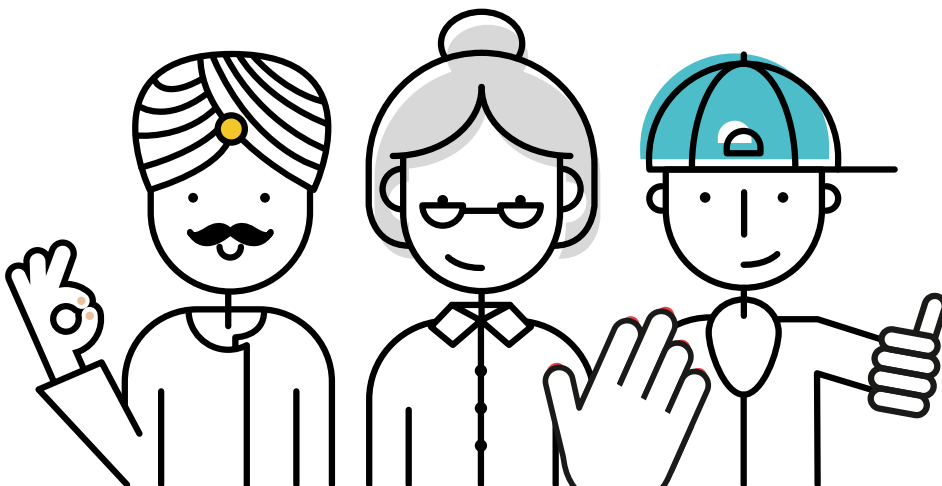
There are also many other clickable links within this document which we've made easy to spot by underlining and highlighting them in **blue**. If you click on one of these links, but then wish to navigate back to the page you were viewing previously, simply click the **'Back'** button at the top of the page.

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# 1. Introduction

# Introduction



## **We asked our customers what they thought of the assurance plan we wrote for 2019/2020 and 2020/2021.**

We care about what our customers think and want to make sure that we do the best we can for them. We want everyone to be able to trust the information that we publish. Our aim is to be completely transparent.

In this document you can read what feedback we received and what we have done to make our assurance plan better.

You can read the assurance plan [here](#).

**If you have any feedback on the assurance plan, you can contact us in the following ways:**

**Email:** [publicaffairs@yorkshirewater.co.uk](mailto:publicaffairs@yorkshirewater.co.uk)

Sending comments via our website link:  
[yorkshirewater.com/contactus](https://yorkshirewater.com/contactus)

**Facebook message us** @yorkshirewater

**Or posting them to us:**

Assurance Plan Consultation Regulation  
Department,  
Yorkshire Water,  
Western House,  
Western Way,  
Buttershaw,  
Bradford,  
BD6 2SZ

# 2. The consultation

# The consultation



**Each November, we publish a draft assurance plan which describes our approach to assurance and the level of assurance that we will carry out on our publications for the coming year.**

We then publish our final assurance plan in March, but before we publish the final version, we gather feedback through a consultation on how we can improve.

**Our consultation included;**

- Feedback from our customer forum, the Yorkshire Forum for Water Customers
- Survey published on the online community called Your Water which consists of over 1,000 customers

Our consultation asked customers to let us know how they feel about the look of the assurance plan as well as the content.

**The consultation focuses on our:**

1. Assurance principles.
2. Risk assessment approach to assurance.
3. Targeted areas of assurance.

Gathering customer feedback has helped us improve the information we provide and helped our customers trust our publications.

# 3. Your feedback



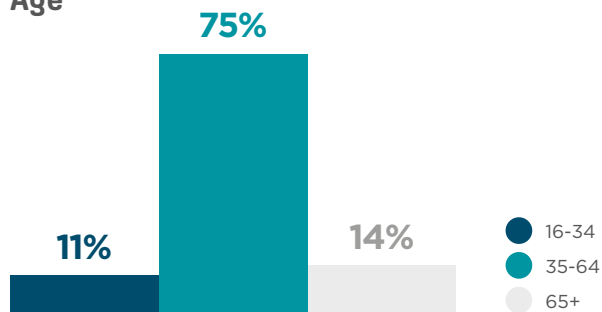
# Your feedback



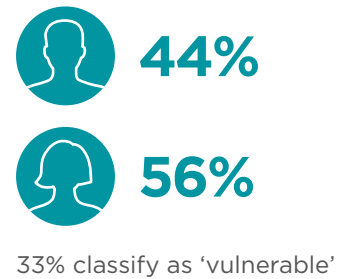
## Who did we receive feedback from?

186 respondents

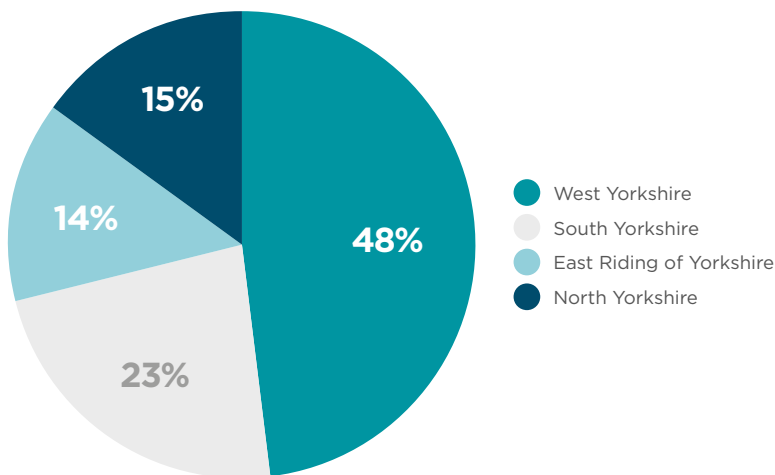
### Age



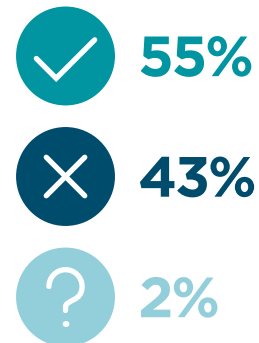
### Gender



### Region



### Water meter?



You can read a full summary of all the feedback received [here](#).

# 4. Improvement opportunities

# Improvement opportunities



Based on the feedback that we were given, we have identified areas of improvement and made changes.

|                 | Our customers said   | What we did  |
|-----------------|--|--|
| <b>Language</b> | <ul style="list-style-type: none"> <li>The explanation of what assurance is could be clearer.</li> <li>We used too much jargon for simple subjects.</li> </ul>   | <ul style="list-style-type: none"> <li>Reviewed all the explanations in our assurance plan and made sure they were easier to read.</li> <li>The team who write and publish our documents have also taken part in Plain English training.</li> <li>Added context to areas where our explanations may be quite technical.</li> </ul> |
| <b>Look</b>     | <ul style="list-style-type: none"> <li>There are certain areas of the plan where white text over a coloured background makes it difficult to read.</li> </ul>  | <ul style="list-style-type: none"> <li>Changed colour schemes in the areas our customers said were difficult to read.</li> </ul>   |
| <b>Content</b>  | <ul style="list-style-type: none"> <li>The assurance principles were good, but they could be streamlined to remove some padding.</li> <li>Customers would not want to read the amount of information within the assurance plan.</li> </ul> | <ul style="list-style-type: none"> <li>Made sure that we are clear and concise about what we want to achieve using plain English techniques.</li> <li>Created a summary document with a customer friendly overview of important information.</li> </ul>  |

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