**Title: Yorkshire Water customer research focus group in Ripon**

Good Afternoon

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.

Water companies are currently part way through their five-year business plan for 2020 to 2025. They have service level targets, called ‘performance commitments’, in every five year business plan. These targets are based on what customers have previously told companies they would like them to do in research such as this, and on Ofwat’s assessment of what companies should deliver. These targets cover a wide range of the different services that water companies provide.

All water companies have been asked to undergo customer research with household and business to help inform their business plan, priorities and pricing from 2025-2030.

We are conducting a 3 hour focus group, taking place at 6pm at a venue in the Ripon area on the 6th June. Light refreshments will be provided. As a thank you for your time you will receive £100.

We do hope you will be interested in being part of this research and we are sure you will find it an enjoyable experience. Market research such as this is not associated with selling, we are interested only in your views and opinions, and everything you say will remain confidential; our client only receives the results of the research in a summary format.  Let me reassure you that no names will be passed on to any third parties. (If respondents have any concerns please provide them with a freephone number to ring The Market Research Society - 0500 396 999).

If you are interested in taking part or have any questions please email [abrightman@djsresearch.com](mailto:abrightman@djsresearch.com) or call us on 01663 761 691.