***Household Customers Focus Group Discussion Guide***

This script provides a guide for the research and wherever possible the moderator will seek to keep questions in order. However, feedback from the audience may require him to adjust the nature of the questions and the sequence of questioning.

**Section 1 Introduction 5 mins**

* Who I am and Qa
* Explain nature of research:
	+ Confidential
	+ No right or wrong answers
	+ Recording the session – any objections?
	+ Purpose – impact of Covid-19 pandemic on YW customers
	+ Last up to 90 mins
	+ Format – no talking over each other, moderator may interject, open questions & activities
* Each participant to introduce themselves:
	+ Who’s at home with you
	+ Length of time lived in Yorkshire
	+ Metered or unmetered?
	+ What’s the best thing about where you live and why?

**Section 2 Yorkshire Water 5 mins**

What are the first thoughts that spring to mind when you see or hear the words Yorkshire Water?

* Explore what and why

Overall, how satisfied are you with the services you receive from Yorkshire Water?

* Explore reasons for answer
* How about during the Pandemic?

**Section 3 Covid impact 25 mins**

When you see or hear the words Covid-19 pandemic what comes to mind?

* Why do you say this?

**ACTIVITY:** MODERATOR HAND OUT POST IT NOTES AND PENS AND ASK THEM TO USE A1 SHEET

Using the post it notes, I’d like you to write individual words on each one that sum up your experience of the Covid-19 pandemic. It can be anything at all, just things that quickly come to mind.

Stick them on the A1 sheet in the middle of the table as you write them. Try and do up to 5 separate words/post its. Keep to one or two words rather than sentences per post-it note as we’re going to talk them through in a moment.

ALLOW A FEW MINUTES, THEN ASK ALL TO EXPLAIN WHAT THEY PUT AND WHY?

Let’s have a look at what you put down, why did you use these words? What do they say about your experiences?

What (if anything) would you say was the **worst/most challenging thing** about the Covid-19 pandemic and why?

What (if anything) was the **best thing/most positive** about the Covid-19 pandemic why?

**Before you came here tonight, we asked you to do a homework task where you had to think about the main things that had changed for you during the pandemic.**

We’re not going to go through everything you did in the task as we will be analysing it separately, but I’d like to hear about the main things that changed for you.

Prompt for a mix of positive and negative examples

* What were things like before this change?
* What caused the change?
* What impact is it having now?
* Has it had any impact on you as a person/your spirit?
* What impact might it have in the medium/long term future?
* How does this make you feel?
* To what extent are you adapting to this? How?

Any new or **differing priorities in life**? Has anything become more or less important?

**Section 4 Water usage 10 mins**

Moving on to thinking about water specifically - During the pandemic did you…

* Use more, less or the same volume of water than before March 2020?
* What type of usage changed?
* Did you adopt any new or different needs to use water – what are they, why?

And thinking about the future….

* Do you think your usage is likely to increase/decrease or stay the same going forwards?

(If not mentioned) what about your use of water for the following before and during the pandemic, and now looking to the future (use less/more/the same and for future – how change and why)….?

* Laundry
* Dish washing – by hand or dishwasher
* Shower (gym/leisure centre use v home)
* Bath
* Watering the garden
* Paddling pools
* Cooking
* Medication
* Other

(If not mentioned) for those that worked from home during the pandemic, to what extent have you continued to do this?

How long is this likely to continue for?

What about the rest of your household?

How is that affecting your water use?

**Section 5 Change factors and future 40 mins**

How do you **feel about the future** in general?

* Optimistic / positive
* Pessimistic / negative / concerned
* Mixed
* Why?

What are the positive things short or long term you see in the future?

How do you feel about these?

What challenges do you see ahead?

How concerned are you about these (very, somewhat, not on my radar)?

How far away is the impact of these challenges? Very distant (10-20 years)? Or near future (next year or two)?

What has led you to, or is making you, feel this this way? Why do you think you feel this way?

(If not mentioned above) to what extent are the following areas having an impact on how you feel about the future?

1. Covid -19
2. Climate change
3. Current cost of living crisis
4. War in Ukraine
5. Government performance
6. Pending global recession
7. Supply shortages (cooking oil, petrol etc)

**ACTIVITY**: SHOW IMPACT AREAS. ASK Ps TO CONSIDER ON SCALE OF 1 TO 5 EXTENT TO WHICH EACH FACTOR IS IMPACTING HOW THEY FEEL ABOUT THE FUTURE. Ps TO USE POST IT NOTES TO WRITE SCALE NUMBER THEN STICK ON EACH FACTOR. THEN DISCUSS **WHY** PUT DOWN AND EXTENT TO WHICH EACH IS A **POSITIVE OR NEGATIVE IMPACT?**

1 = No impact at all

2 = Minor impact

3 = Small but noticeable impact

4 = Noticeable impact

5 = Significant impact

I am now going to show you a **range of life factors** and I want you to tell me how you feel about them now.

SHOW LIST OF FACTORS ON INDIVIDUAL A4 CARDS AND PROBE VIEWS…

* How do you feel about [factor]
* Any different behaviours or actions you have taken in relation to this since the start of the pandemic? What, why?
* What impact is this having on you/your family/community?
* Any lasting changes relating to this – what, how, why?
* What are you doing to deal with these changes?
* What is driving why you feel this way about [factor] (e.g covid-19, climate change, cost of living, etc.)

FACTORS

1. Health: mental / physical / resilience
2. Social life
3. Working life
4. Travel / leisure time
5. Finance / cost of living
6. Trust: towards authorities / big companies / information sources
7. Your home/family life
8. Local community / living in Yorkshire
9. Nature / environment / sustainability
10. Water Usage

Are there any areas you think we have missed/not covered? (add and explore and write on a separate blank sheet for Ps to see)

I’d now like you to give each of these a score (including any new ones added), on a scale of 1 to 5 relating to how you’re feeling about them over the next year or two

1 = feel mostly positive

2 = slightly more positive than negative

3 = neutral (neither positive or negative)

4 = a little concerned / worried

5 = very concerned / worried

**ACTIVITY**: ASK Ps TO USE POST-IT NOTES TO SCORE EACH FACTOR AS A 1 TO 5 THEN DISUCSS REASONING

Why have you scored these factors in this way? Explore the concerns, then the neutral themes THEN the areas of **positivity** and probe for reasoning

We’re nearly at the end of the session. Just to wrap up, what’s the one thing from the last couple of years that will have a **lasting positive change on your life and why?**

Thinking about all we have talked about today, looking to the future, do you have any hopes or expectations about what Yorkshire Water deliver for you?

**Section 6** **Summary**  **1 mins**

ASK ONE OR TWO Ps TO STAY BACK TO UNDERTAKE A VOX POP

*Thank and close*

**Section 7 Vox pop 4 mins**

Thanks for agreeing to take part in the vox pop. In a moment I will start the camera and run it for up to 1 minute.

When the camera starts, I’d like you to answer the following:

1) Following the Covid-19 Pandemic what is the main thing that has impacted you most and why?

2) How do you feel about the future and why?

3) What words spring to mind when you think of Yorkshire Water and what hopes or expectations do you have about what Yorkshire Water delivers for you?