

***Confirmation: Online Focus Group via Zoom on behalf of Yorkshire Water***

Dear Name of interview participant

Thank you for agreeing to take part in a focus group for this project, details of which are below.

Date: **Wednesday 18th May 2022**

Time: **6PM – 7.30PM**

Meeting ID: see below – with web link to access session

***Please see overleaf for further information on joining the Zoom session***

This research is being carried out by Qa Research, an independent market research company, on behalf of Yorkshire Water. The purpose of the focus group is to discuss and help understand what customers think about Yorkshire Water, and what they want them to prioritise going forward.

Including yourself there will be up to 6 people participating in the focus group. The group will be led by Georgina Culliford who is an experienced researcher from Qa Research.

The focus group will last for no longer than 90 minutes.

You may be shown written materials and information on screen during the session, so please ensure that you have your glasses with you if needed.

The session will be audio and video recorded to ensure that the researcher can write accurate notes about the discussion afterwards. The recording will only be used for this purpose and will never leave our offices or be shared with Yorkshire Water. Your contributions will stay anonymous at all times. Whilst we may use quotes from the recording of our discussion, we will never use your name when we report our findings.

As a ‘thank you’ for taking part you will receive £50, which will be paid directly into your bank account via BACS, in the days after the focus group. You will be contacted by a colleague from Qa Research a few days before your scheduled group, who will collect your bank details for this payment and answer any questions you might have about taking part in the research.

We look forward to speaking with you and hearing your views.

**Joining meetings through Zoom**

Thank you for agreeing to take part in this research. The discussion will be taking place using **Zoom**, an online video communication tool.

If you have not used Zoom before, joining the meeting is very straight forward and can be done by clicking the meeting link below from your computer. When you first join the meeting, you will be held in a virtual ‘waiting room’. The Qa researcher will add you to the main room to start the group at your specified time slot.

To make sure the interviewer can see and hear you, please make sure your camera and microphone are working and switched on (they should already be). Try to find somewhere in your home that is quiet, where you will not be disturbed, and that has a good internet connection.

A video guide of how to join a Zoom meeting can be found [here](https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting).

If you have time, try clicking the meeting link below before the meeting to test out (and download, if necessary) the software. You will not be able to join the meeting beforehand, but you will get a feel for how it will work. We recommend that you join the meeting five minutes before the scheduled start time to allow for any problems and so we can begin promptly.

Please contact [moderator] if you have any difficulties.

[Zoom link]

**About social and market research:**

Genuine social or market research never tries to sell you goods or services. It only wants to find out your opinions. Qa Research abides by the Code of Conduct of the Market Research Society\* and operates to these professional standards.

All the information that you give will be held in the strictest confidence and we guarantee your anonymity.

If you have any questions about this research or the arrangements for the group, please call Natalie Hardcastle at Qa Research on 01904 632039.

\* <https://www.mrs.org.uk/pdf/MRS-Code-of-Conduct-2019.pdf>