***General customer online focus group discussion guide***

**NOTE**

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?
* Last up to 90 mins
* How Zoom will work during the session
* Each participant to introduce themselves:
  + Who’s at home with you
  + Length of time lived in Yorkshire Water region
  + Is your property metered or unmetered
  + How perceive your level of water usage – high, average or low
* Explain nature of the research - looking at customers views about Yorkshire Water who provide drinking water & sewerage / wastewater services to all households and businesses across the region and what customers want Yorkshire Water to prioritise going forward. All the information will help inform the company's business planning.

**Section 2 Perceptions of and relationship with Yorkshire Water 10 mins**

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

* Explore what and why

Overall, how satisfied are you with the current water and waste water services you receive from Yorkshire Water?

* Explore reasons for answer

Any reason to contact Yorkshire Water over the last few years?

* Explore what, why and outcome

How would you describe the relationship you have with Yorkshire Water?

* Explore why

Would you describe your water bill as value for money?

* Explore why / why not
* Explore what making comparisons with

**Section 3 Customer views & understanding of challenges faced by YW 10 mins**

QA TO PRESENT SAME SUMMARY BACKGROUND INFORMATION SLIDES AS DEVELOPED BY YW FOR THE DELIB EVENTS TO GIVE A BACKGROUND ON YW, WHAT IT DOES AND OUTLINING KEY CHALLENGES YW FACE

Reactions to the challenges presented – exploring why?

* Any questions
* Anything new that you were not aware of
* Anything surprising
* Anything you feel is missing
* Anything which has impacted you directly / someone you know?

Which of these challenges should take top priority over the next few years?

* Explore which and why

Which of these challenges can wait to be resolved?

* Explore which and why

Which of these challenges should be primarily resolved by someone else rather than Yorkshire Water?

* Explore which, by who and why

**Section 4 Customer priorities for Yorkshire Water 60 mins**

MODERATOR TO EXPLAIN WE WILL EXPLORE WHAT ACTIONS & ACTIVITIES YOU FEEL SHOULD BE A PRIORITY FOR YORKSHIRE WATER WHEN THEY ARE PULLING TOGETHER A NEW BUSINESS PLAN GOING UP TO 2030.

WHAT WE ARE INTERESTED IN HERE ARE THE AREAS IN WHICH THEY COULD DO EITHER MORE, THE SAME OR LESS IN – AND WHICH DO YOU FEEL THEY SHOULD BE FOCUSSING ON OVER THE NEXT 5-10 YEARS.

WE WILL SHOW YOU A RANGE OF DIFFERENT FACTORS AND GET YOU TO FIRST LET US KNOW IF THESE MAKE SENSE AND ARE UNDERSTANDABLE TO THE GENERAL PUBLIC AND THEN GET YOU TO DECIDE HOW MUCH OF A PRIORITY EACH FACTOR SHOULD BE FOR YORKSHIRE WATER TO FOCUS ON.

TAKING EACH PRIORITY IN TURN.

To what extent do you think this brief description would be understandable to the general public:

* Does it make sense - why or why not
* What is this trying to tell you
* What might cause any confusion or misunderstanding
* Is there a better way to explain it – if so how
* Any additional information needed to make the description clearer to understand

In terms of priorities to deliver on over the next 5-10 years - where would you place this one?

* Very important - high priority
* Medium priority
* Nice to have but can wait – lower priority
* Irrelevant – not important
* Don’t know
* Explore reasons why [time limited so target certain key factors]

Are there any priorities or areas missing you would want Yorkshire Water to do something about?

What about ‘resilience’?

* Explore reaction and thoughts around that word, what does it mean to customers?
* Is it covered?
* Should it be highlighted separately?

ONCE REVIEWED ALL PRIORITIES - EXPLORE IN GENERAL TERMS

What makes all the activities deemed a high priority more important than any of the others?

* Explore what these factors have in common

Which of these potential actions & activities would have the biggest impact on you and your family?

* Explore which and why

Which of these potential actions & activities would have the biggest positive impact on Yorkshire as a whole?

* Explore which and why

Are any of these areas going above and beyond what you would expect from Yorkshire Water?

* Explore which and why (or why not)

Given some of the priorities identified may mean that more money is needed to enable the changes outlined, would you be willing to pay more to help achieve this?

* Why or why not
* And if so, how much more?

**Section 5 Summary 5 mins**

Which of the actions & activities would you put in the top 5 things Yorkshire Water should be looking to prioritise over the next 5-10 years?

* Explore why these

Is there anything else you feel Yorkshire Water should know or be aware of when putting their business plans together?

Thank and close