

Dear [NAME],

Thank you once again for agreeing to participate in United Utilities' Business Plan 2025-2030 Research.

Please watch the short video found on the below link before attending your appointment, to give you some background to the business plan you will be discussing.

[https://www.djsresearch.co.uk/videos/videolinks/UU\\_Our\\_Plan\\_AAT2.mp4](https://www.djsresearch.co.uk/videos/videolinks/UU_Our_Plan_AAT2.mp4)

Please also find [two/three] documents attached to this email. These are:

- An overview to the background to the research (document '1'). This talks you through:
  - The geography covered by United Utilities
  - An overview of what United Utilities does and its part in the water cycle
  - Background information to the reason for this research
  - Information about how United Utilities' performance is measured by Ofwat, the water industry regulator, and the Consumer Council for Water
  - Six charts outlining United Utilities' performance in comparison with other water companies across England and Wales
  - A breakdown of how each pound received from household water customers in the North West region is used by United Utilities
- A summary of United Utilities' business plan for 2025-2030 (document '2'). This talks you through:
  - United Utilities' wider aims for the 2025-2030 period
  - The company's commitments to ten specific areas of customer service
  - An overview of the wider legal commitments that United Utilities must address within its plan

Please read through the materials before your session, and have a think about your initial reactions to the information provided. However, please don't be concerned if there are any areas that are not clear, or if there are bits you don't remember. We will spend some time at the beginning of the session reviewing the materials and discussing any questions you might have.

**Before the session, you will receive a very short questionnaire about your water bills. Please complete this and return it to us before the session.**

If you would like an audio described version of any of the attached documents, please let us know by replying to this email and we will organise that for you.

If you have any questions at all, please contact DJS Research at [mprince@djsresearch.com](mailto:mprince@djsresearch.com) or by calling us on 01663 767 857 and saying that you are calling about the 'United Utilities Affordability and Acceptability Research'.

Many thanks,

Matt Prince  
Associate Director  
DJS Research