



QaResearch

Dear resident

Over the next few weeks, we will be holding discussion groups with local residents on behalf of Thames Water. The purpose of these sessions is to gather insights that will help shape the design of the proposed White Horse Reservoir site, with a particular focus on the recreational, leisure, and community amenities that could be developed as part of the project.

For this we are seeking the views of a wide range of local residents from the villages and towns around the proposed White Horse Reservoir site to better understand what those living near the proposed White Horse Reservoir might want (or not want).

Information about the proposed reservoir can be found here:

<https://www.thameswater.co.uk/about-us/regulation/strategic-water-resource-solutions/white-horse-reservoir-in-oxfordshire>

Those taking part in the discussion groups will receive a shopping voucher which can be used on the high street or online, as a thank you for giving up their time.

The discussion groups will be in person, with each session lasting two hours. The sessions will be friendly, conversational and led by a researcher from Qa Research. No previous knowledge about the proposed development is needed.

If you are interested in potentially taking part in one of these discussion groups, please complete a recruitment questionnaire which will collect various details so we can invite a broad mix of people to join the discussion.

If more than one person in your household would be interested in taking part, each person will need to complete a separate recruitment questionnaire.

The recruitment questionnaire which asks 8 short questions, can be accessed either by typing the link below into your web browser or scanning the QR code overleaf.

<https://surveys.qaresearch.co.uk/ReservoirDiscussionGroupRecruitmentSurvey.asp>

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If you don't have online access but are interested in potentially taking part, you can call our helpline on 0800 995 6031 and leave an answerphone message saying you are calling about the White Horse Reservoir discussion groups, and leave your name and telephone number so we can potentially call you back and run through the recruitment questionnaire. Please note we may or may not contact everyone, depending if and when sessions are filled up.

Qa Research is an independent market research agency. Further details about Qa Research can be found on <https://www.qaresearch.co.uk/>

Regards

Nick How
Research Director
Qa Research

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. You can read more about how any Personal Data is protected and securely stored here: <https://www.qaresearch.co.uk/privacy/>

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

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