

ICR Byatt
Director General



Office of Water Services
Centre City Tower
7 Hill Street
Birmingham B5 4UA

Ref: MD42

21 November 1990

To Managing Directors of:
Water Companies and Water and Sewerage Companies

Dear Managing Director,

LEAFLET MAILING

Yorkshire Water has generously offered to mail out the OFWAT leaflet "Paying for Water - a time for decisions" with their bills in the spring.

Whilst this will give us great insight into what Yorkshire customers want it is perhaps an opportunity which should be offered to all customers. I know the CSCs are very keen to involve everyone in the consultation exercise.

I am writing, therefore, to ask if you also would be willing to send out our leaflet with your own bills.

We would propose providing a smaller, lighter leaflet to fit in envelopes roughly 6" x 4". This would outline the main options and ask customers to tick some simple questions and return a "tear off" slip to us.

If we are to move in this direction then decisions need to be made quickly. I would be grateful if you could let me have your decision by the end of next week - 30 November.

I attach a separate sheet for completion if you are able to help us to reach all your customers.

Yours sincerely,

ICR Byatt

ICR BYATT



QUESTIONNAIRE ON OFWAT LEAFLET MAILING WITH BILLS

1. What size envelope do you use for your bills?

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2. What are the earliest and latest dates for despatch of your unmeasured bills?

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3. When would you need to receive OFWAT leaflets for inclusion with bills?

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4. How many unmeasured bills do you send out - ie. how many leaflets would you need?

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5. If a water only company do you bill on behalf of the sewage undertaker?

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6. Are there any restrictions on paper weight?

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7. Are there any restrictions on the way the leaflet must be folded?

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8. Do you include any other stuffers in the envelopes eg from paying advertisers?

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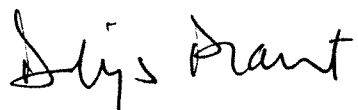
PLEASE RETURN TO:

DILYS PLANT
HEAD OF INFORMATION
OFWAT
CENTRE CITY TOWER
7 HILL STREET
BIRMINGHAM
B5 4UA

BY 30 NOVEMBER 1990

If the leaflet will not be suitable for your needs then I am afraid we will not be able to provide an alternative. However, I hope that there will only be a few of you who will be in this situation. Obviously any help in distributing our existing leaflets through your offices etc would be appreciated.

I look forward to hearing from you.

A handwritten signature in cursive script that reads "Dilys Plant".

Dilys Plant
Head of Information