

# Your Water, Your Say

7<sup>th</sup> November 2023

Securing your water future



# Who you will hear from today



**Andy Willicott**  
Managing Director



**Mumin Islam**  
Head of Price Review



**Heidi Knapton**  
Director of  
Customer Delivery



**Natalie Akroyd**  
Director of Quality  
and Environment

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# About us

We are part of the South Staffordshire Plc group of companies

We operate  
Cambridge Water and  
South Staffs Water



We have been a successful, privately-run business for 170 years. We have never been in public ownership

We are regulated by Ofwat, the Environment Agency and the Drinking Water Inspectorate



We provide clean water to more than 1.7 million people and 42,500 businesses every day. We do not take away and treat waste water

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# Our supply areas

## 1 South Staffs Water

Serve 1.4 million people across 1,500 km<sup>2</sup>

Supply approx. 565,000 homes and 34,000 business properties

6,200 km of pipes

Supply c.310 million litres water per day

Wastewater services provided by Severn Trent Water



## 2 Cambridge Water

Serve 350,000 people across 1,175 km<sup>2</sup>

Supply approx. 140,000 homes and 9,000 business properties

2,500 km of pipes

Supply c.80 million litres water per day

Wastewater services provided by Anglian Water

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# Our customers' priorities

## In our plans, customers and stakeholders want us to...

balance our ambitions with bill affordability

focus on fairness and collective responsibility to meet the challenges we face

put concern for the environment at the heart of our plans

make sure customers who need extra help are protected

make sure water bills remain affordable for all





# Our plan 2025-2030

# Our vision for 2050 – Key themes and ambitions

Exceeding our customers' expectations and ending water poverty



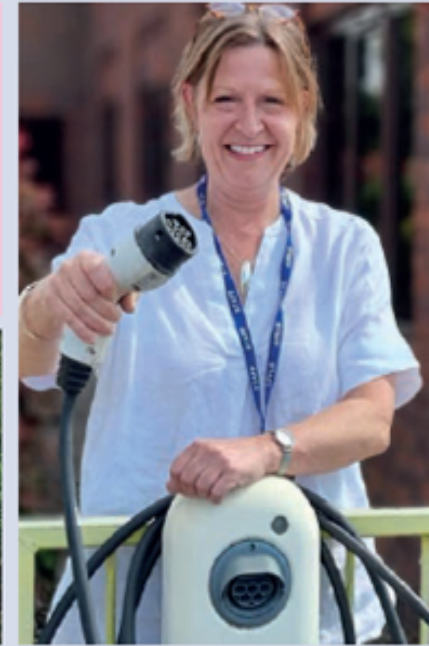
Protecting and enhancing the environment to ensure sustainable water supplies and flourishing local habitats

Providing a high-quality water supply to customers through resilient services



Supporting people in our communities and helping them to thrive

Adapting to climate change as a safe, efficient and sustainable business



Our plan for the five years from 2025 to 2030 is about securing the water future for customers, communities and the environment. This means delivering the services our customers want and are willing to pay for. It also means leaving the environment in a better state for future generations.

Invest **£40 million** to ensure excellent water quality and reliable assets

Sector-leading package of performance commitment targets

Invest **£19 million** to enhance and protect the environment

Achieve **76% metering coverage** by 2030

Deliver our **net zero ambitions**

Develop alternative water sources, including a **new reservoir** in our Cambridge region

Deliver ambitious leakage reductions – **20%** in our Cambridge region and **15%** in our South Staffs region



**£819 million** – the total value of our plan

Provide financial support to **60,000 customers** a year

Roll out an innovative **essential use tariff**

Reach **35,000 pupils** with our education outreach programme

Increase **community support** for customers who need the most help



**£218** – the typical bill customers will pay by 2030

Launch a **water efficiency scheme** for non-household customers

**Community hub**  
Introduce a 'Help when you need it' scheme for customers in vulnerable circumstances



# You said, we did



Our customer views are vital in building our business plans, and we had feedback from 92,000 of you through:

- Focus groups
- Ongoing conversations with customers through bespoke panels
- Day to day customer feedback surveys

Your feedback covered all areas of our plan, and three common areas of concern were:

- Protecting our environment
- The transition to water meters for all
- Supporting our vulnerable customers

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# Protecting our environment

## You said:

We were not going far enough to protect the environment in the regions we abstract water from, including the precious chalk streams in Cambridge.



## We will do more to:

### 1. Reduce demand for water

So we can take less water taken from our environment. We are:

- **Reducing network leakage faster** than our statutory requirements
- **Fitting over 150,000 new meters** to manage and understand water usage
- **Trialling a new charging structure** that incentivises water saving

### 2. Develop new supply options

To meet growing demand in Cambridge without impacting the environment we are developing two new sources of water:

- **Grafham transfer** to provide 26 megalitres per day by 2032
- **Fens Reservoir** to provide 44 megalitres per day by 2037

### 3. Restore our environments

We recognise our responsibility and obligation:

- **Introducing river restoration measures** at 7 chalk streams in Cambridge
- **Offering grants to local environmental projects** through PEBBLE and SPRING
- **Targeting a 20% improvement in biodiversity** in both regions.

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# The move to water meters for all

## You said:

You were worried about the moving to paying based on metered charges as part of our universal metering programme.



## We will support you throughout the process:

### 1. Before you switch

- **Communicate clearly** before we fit your meter
- **Share with you** why we need universal metering, and the benefits
- **Go further for customers** who need extra help

### 2. During the switch

- **Provide on the ground support** for customers who want to talk to us
- **Share** water saving advice, explanations of bill changes and how to contact us

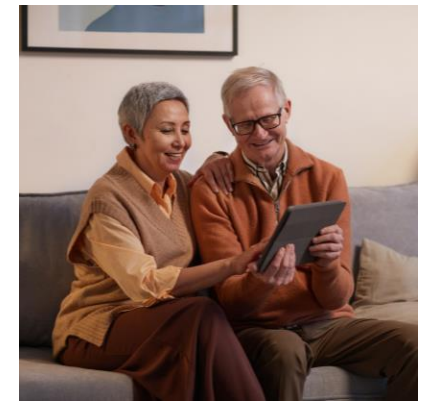
### 3. After you switch

- **You will have 2 years** before your bill will be based on your meter readings
- **Identify if your bill will increase**, and talk to you about it
- **Provide extra financial support** for those who need it

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# Supporting customers who need extra help



## You said:

You were already struggling to pay your bills and were worried about managing further bill increases.

## We will provide help when you need it by:

### 1. Offering financial support

To customers struggling to pay their water bill.

- **60,000 supported** via our discounted Assure Tariff
- **Trial a new innovative tariff** to offer discounts on essential use.

### 2. Going the extra mile

By offering tailored support to our customers based on their needs

- A new **Extra Help Team** trained in providing tailored support.
- Capture **the differences in circumstances** between customers, to **proactively engage** with on support available for them.

### 3. Thinking wider than water

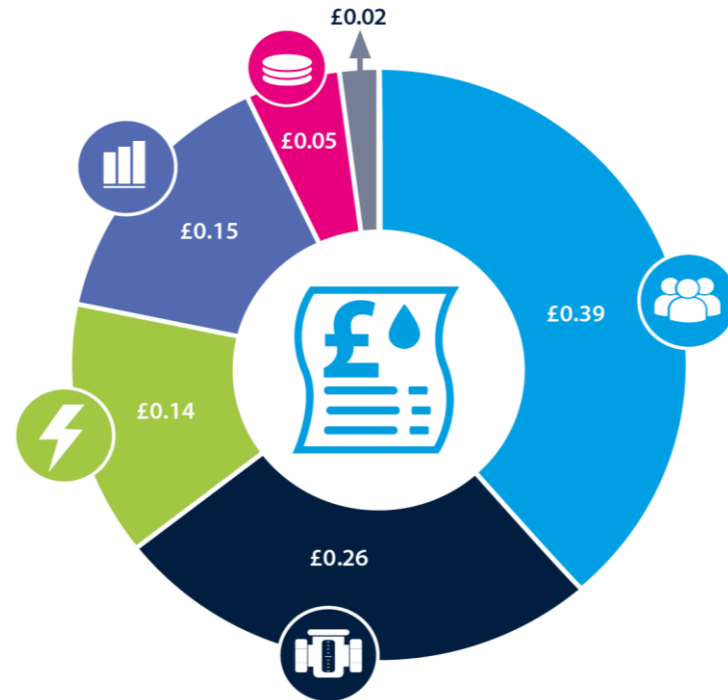
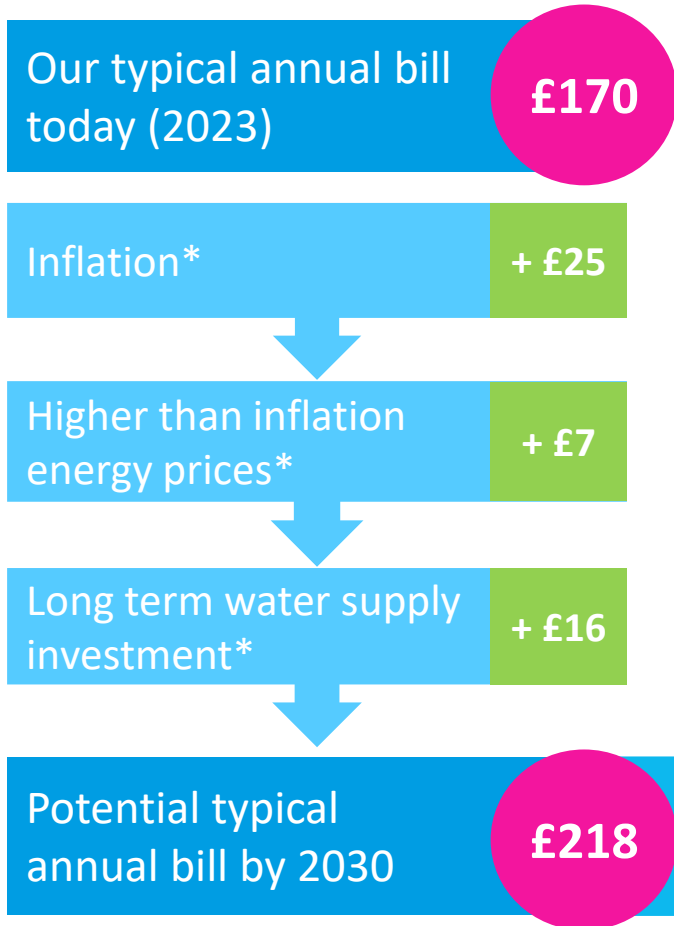
We will engage with organisations outside the water industry to ensure we offer holistic support for customers who need extra help.

- Working with other sectors for a **'tell us once' approach and holistic home visits** e.g. partnership with Energy
- **Integrate with communities** using insight from third parties and local charities

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# What this means for our customers



## Potential bill impact by 2030 Breakdown of where every £1 goes

- Opex (people costs, materials and contractors)
- Investing in our assets
- Energy costs
- Financing costs, rates and other taxes
- Return to shareholders
- Performance incentives

**We are a clean water only company**

\*please note these bill impact numbers could be subject to change and does not include Fens reservoir costs at this stage

Potential typical annual bill by 2030 **£218** still less than **£20 a month** per household by 2030

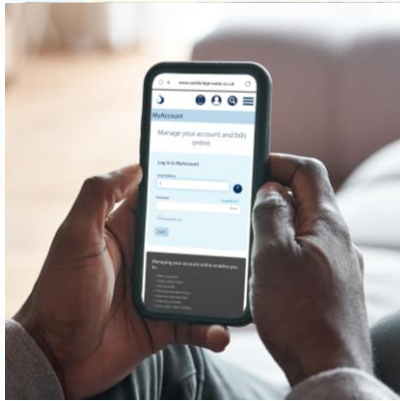


70% of customers in our research study told us our proposed investment plan and the associated bill increase to deliver it **“is acceptable”**

When asked about the proposed affordability, 35% of customers perceive that their clean water bills will be **“difficult”** to pay from 2025



**A local and community driven focus**



**A plan that protects and enhances the environment**

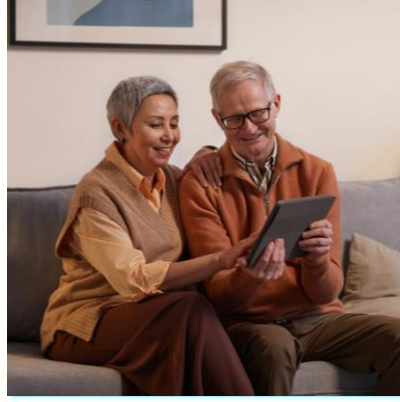


**Right people providing the right service and innovating for the future**



**A resilient and reliable water supply for generations to come**

**Affordable bills, backed by excellent support and service**



# Our big picture



Link - [Your water, your say survey - Ofwat](#)