

Our strategic priorities

Addressing affordability and delivering for customers



Contents

Executive summary	3
Overview	4
Our bill	8
Affordable bills for all	12
Delivering for customers	30

ON OUR
FRONT
COVER...



Mani Pena Ragno

Billing Resolution

Mani is a Quality Assessor in the Quality and Assurance Team, whose role is to develop South West Water agents by giving feedback on how they handle customer calls and their contact with customers on social media.

Mani feels part of a 'big family' at SWW. She loves building relationships with people across the business, to help them build better relationships with customers and with each other.

Executive summary

Our last business plan was focused on putting customers at the heart and centre of our New Deal. Five years on and much has changed in the lives of our customers and what matters most.

Climate change impacts on water quality and resilience and fixing storm overflows, didn't feature on the priority list for services and in the minds of customers. Neither did the global pandemic, the shock waves that followed, and today's cost of living crisis.

In addition, we have welcomed new customers from Bristol Water and the Isles of Scilly where we have already been able to reduce debt and ensure bills are kept as low as possible, and have plans to invest significantly to improve services and infrastructure.

Running a water company is a privilege, given customers can't choose their provider. Our New Deal achieved a first in the sector, to change the nature of the relationship customers have with their local water company, putting them in control and building a socially responsible business model, where customers become shareholders. Circa 90,000 customers, four times the number of institutional shareholders, now have a direct say in how their water company is run with the support of an independent WaterShare+ Customer Advisory Panel, who ensure we are held to account for performance. That's the equivalent of 1 in 14 households.

It also means in the run up to developing this business plan, we have had more direct feedback and engagement than ever before, and we have listened to the views of more than 250,000 customers. With double the levels of investment, in tackling the issues that matter most to customers, this plan has received overwhelming support from customers that we should invest more, and where levels of support for tackling the key challenges in our region are upward of 90%.

It's also a plan where we have seen a step change in the willingness to pay, up from £10-£15 in our last plan to £50, although we remain focused on keeping inevitable rises as low as possible, and whilst investment levels are doubling, bills won't.

On average bill increases will start at £2 a month in 2025 moving to £9 a month by 2030 compared with 2025.

Our plans will:

- **Tackle the biggest challenges head on, creating c.2,000 direct job, and investing £2.8bn in the region**
- **Deliver our largest ever package of support to help those struggling to pay, and doubling down on our commitment to ensure we have zero customers in water poverty in our region**
- **Introduce fair charging for customers through new tariffs, and continuing to encourage water efficiency**
- **Ensure more customers have a stake and a say in their local water company with our unique WaterShare+ scheme, with an ambition to have 1 in every 10 customers as shareholders.**

Our purpose

Bringing water to life – supporting the lives of people and the places they love for generations to come



Overview

Water is essential to life. Nowhere is this more apparent than in our region – we are surrounded by the sea, and our rainfall provides us with the main source our drinking water.

Our seas, beaches and rivers deliver boundless benefits to the health and wellbeing of the countless people who use them. That’s why we know it is essential to get our plans right.

To develop our plans, we have listened to the feedback, insight and challenge of more than 250,000 of our customers, with 30,000 directly engaged on our plans for 2025-2030. We have incorporated what is important to everyone in our plans, reflecting change in the areas customers and communities want.

We have also built into our plans the need to address the challenges we face, from population growth and increased demand to the changing climate and its impact on the performance of our operations.

However, while we need to demonstrate change, we also need to balance this with keeping water bills affordable for all. Our plan will focus on the things our customers have told us are most important – things like reducing pollution, protecting nature and achieving net zero – while limiting the impact on our customers’ bills and charging a price that is fair.

Investing to tackle challenges head on

We are tackling the biggest challenges head on: storm overflows and pollution, water resources and drinking water quality, climate change and environmental improvements. Our plans double investment over the next five years to make continued improvements that will safeguard our water supply and services and protect the environment. However, with investment comes pressure on bills, and we are conscious of the need to keep bills affordable.

Making improvements that matter to our customers

We are focusing our work and investment on our customers priorities, including reducing the use of storm overflows, reducing pollution, protecting our local environment, resilient water supplies and working towards achieving net zero.

To deliver this strategic priority, we will invest £17m between 2025 and 2030. We will create c. 50 jobs directly and across our supply chain.

Across South West Water, Isles of Scilly, Bournemouth and Bristol	
YOU SAID	WE’VE PRIORITISED
Clean, safe water supplies Resilience to extreme weather Reduce leakage	1 Water quality & resilience
Prevent sewer flooding Reduce reliance on storm overflows Prevent pollution Protect bathing water quality	2 Storm overflows & pollutions
Boost nature and wildlife Protect rivers	3 Net zero & environmental gains
Excellent customer service and responsiveness	4 Addressing affordability & delivering for our customers



"I think out of all of my utilities SWW is the best one in terms of affordability."

Devon Inland 20 to 50



"No one should be struggling with water bills"

Female, ABC1, 18-45

We will continue to **help all of our customers** out of **water poverty** by **2030**

Keeping bills affordable now

Our current bill for South West Water is lower now in real terms than it was a decade ago. This is bolstered by initiatives such as WaterShare+ and Stop the Drop, which give customers money off their bills and incentivises lower water usage.

At the same time, we have sustained our investment programme, building on the foundations we put in place with initiatives like Clean Sweep, to upgrade and maintain our assets. This has helped us to continue to improve not only the quality of our drinking water but also the health of our rivers and seas. 99.97% of our water samples meet the stringent drinking water standards required by our regulator, the Drinking Water Inspectorate, and 100% of our bathing waters meet water quality standards set by the Environment Agency, including 99% being rated as good or excellent. This compares to 28% when South West Water was formed.

Keeping bills affordable in the future

However, with an ageing infrastructure, a growing population and the need to protect the environment we share, we need to increase our investment. This means striking a balance between charging a price customers think is fair and affordable while meeting the needs of our customers and the environment.

We have taken a five step approach to ensure bills are as low as possible and affordable for all. This means we:

1. Have prioritised and phased investment to reflect what customers think is important
2. Commit to delivering the best value plan that is at the forefront of efficiency
3. Will charge fairly for the services we offer
4. Are supporting efficiency and smart meters, to put customers in control of their bills
5. Are offering our largest ever package of affordability support at over £200 million.

Our bills

74% of customers across our region find our plans acceptable and that they support the level of investment we are proposing as well as the bills we will need to charge.

On average, a water and sewerage bill in the South West (Devon, Cornwall and the Isles of Scilly) will rise to £51 a month by 2030, excluding £50 government contribution. Average bills in the Bristol Water area will rise by £3 to £20 per month, and for Bournemouth Water customers by £3 a month to £14 by 2030.

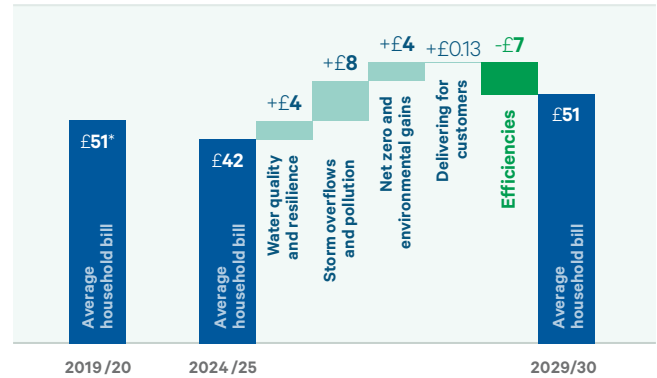


South West Water

At £620 (£570 including GC £50) by 2030, the average bill for household customers living in our South West Water region represents a 22% increase in real terms (before inflation) from 2025. However, with continued reductions in bills over the last three years, bills will be the same in real terms as they were in 2019/20.

2029/30 average household bill per month

South West Water



* in today's prices and excluding GC £50

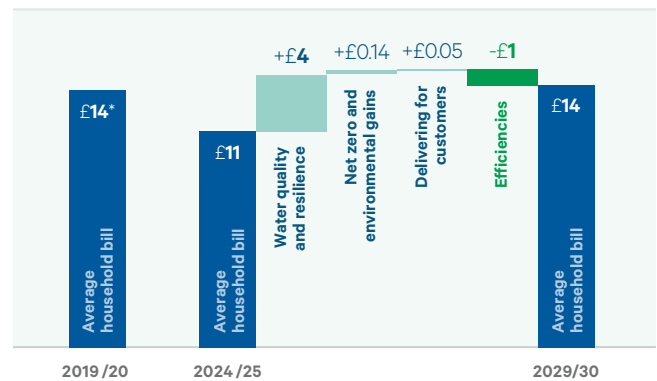


Bournemouth Water

At £167 by 2030, the average bill for household customers living in our Bournemouth region represents a 22% increase in real terms from 2025. Whilst this is an increase from 2024/25, as with South West Water, at £14 a month, the bill reflects the same bill in real terms, as in 2019/20.

2029/30 average household bill per month

Bournemouth Water



* in today's prices

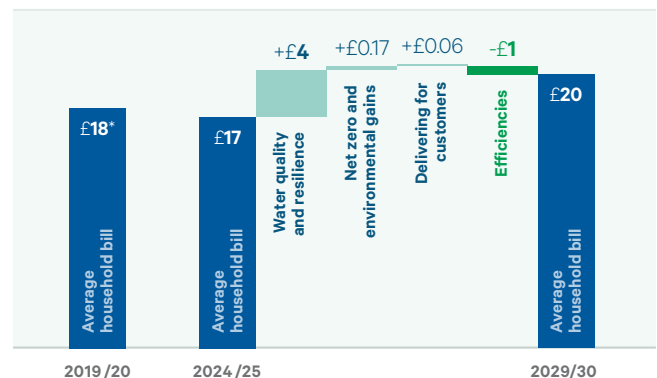


Bristol Water

At £242 by 2030, the average bill for household customers living in our Bristol Water region represents a 18% increase in real terms from 2025. With prices reducing in real terms, the average bill increase since 2019/20 is smaller, at only £2 additional per month for customers.

2029/30 average household bill per month

Bristol Water



* in today's prices

“Cost is going to be an issue for a lot of people, but if you don’t pay for it, it’s never going to improve. It needs to improve for future generations”
Male, C2DE, Age 18-45, SWW



Fair charging through new tariffs

While customers are telling us that our plan is the right plan, they are still concerned about ensuring bills are affordable. We also know that customers want the bills they receive to be fair.

We will test new ways of charging to ensure tariffs are charged to be reflective of the challenges of our region, including high visitor numbers, impacting peak summer demand for water.

Our revenue is capped by the regulator, and so we don’t benefit from changes in tariffs and charging structures. However, we know it is important to customers that their charges are fair, and the service they receive represents value for money. With increasing focus on water resources, climate change and affordability, it is also important that we conserve water, only using the water that is needed across our region, and that tariffs incentivise careful use of water.

As a result, updating our tariffs, to ensure they are fair, as well as benefitting those using less water is vital. We are proposing to trial new charges that:

- **Charge fairly for peak summer demand, including the impact visitors to the region have on the capacity of our water resources**
- **Spread the cost of wastewater improvements fairly across all those that use our network**
- **Give customers control over their water consumption by allowing them to influence their bill**
- **Support all customers in only using the water they need.**

Ultimately, we want to give customers a choice on the tariff they pay for the service they receive. This will help customers use water wisely and ensuring customers feel their bill represents great value for money.

Supporting those who need extra help

Even with efficient delivery and fair charges, we recognise that any increase in bills will put pressure on some households, so we are going further to make sure these customers get the help and support they need.

We are:

- **Doubling down on our commitment to ensure none of our customers are in water poverty in our region**
- **Proposing our largest ever package of support of over £200m to help those who are struggling to pay, including providing proactive transfers onto support tariffs where needed.**

Delivering for our customers

As bills increase, we recognise that expectations of our service will increase, and we need to make sure we meet these expectations. In an ever-changing world, with businesses increasingly providing an always available, digital experience, we want to provide a similarly responsive and tailored service that aligns with our customers' needs and expectations.

Our customer and digital vision looks at how we deliver our services. We aim to provide a service that makes life easy and helps all those who use it understand what we are doing, the progress we are making and how they are charged for services.

We are looking not just at our peers but also other sectors to see what best practice looks like, and to ensure we learn and challenge ourselves to do more and deliver better across our regions.

As a provider of a critical service to all those who live and work in our region, which grows by 10 million with the visitors to the South West, we recognise the need to provide an inclusive service for all – not just those who are digitally enabled. We have a comprehensive plan for supporting those with additional needs and will deliver consistently to those customers who need extra care.

Our customers, your business

We have a unique structure, through our WaterShare+ scheme, which gives customers the chance to either own a share in our business or receive a reduction in their water bills. To date, we have shared £38m with customers through shares or bill reductions, and 1 in 14 households in the South West are now shareholders.

We are looking to increase this to 1 in 10 by 2030 so that more customers have a stake in our business.

Our WaterShare+ Customer Advisory Panel is also unique, with independent panel members hosting meetings in public, inviting customers to join them to scrutinise our performance and challenge our plans, directly with our executive team. We commit to continuing this open and transparent approach, giving customers visibility of and access to data and progress, and the opportunity to hold us to account.

Engaging with our customers and communities

Our customer and community engagement programme has been extensive. From WaterShare+ to community outreach and engagement, and formal research, we have listened and learned from customer feedback, views and perspectives.

We will build on this strong foundation to continue our two-way engagement through:

- **Community engagement and outreach enabling us to explain our plans and ensure we phase our investment to reflect your priorities.**
- **Improving our communications by providing information and updates through newsletters, websites and face-to-face discussions.**
- **Focusing on those who may need additional support such as our elderly and rural communities, working with partners to ensure we engage with the hardest to reach.**

We have worked hard to build a plan for change, that delivers for customers and is affordable for all. With 74% of customers agreeing that our plan is the right one, we are excited to be sharing our plan for change.

78% of customers

prefer an increase in bills to start sooner, spreading the increases across different generations of bill payers



Our bill

“Keeping them as low as possible for customers is important, but also, we do want to see improvements.”

Cornwall Inland
51 to 75

Our bills today are just £1.30 a day on average for a water and sewerage bill in South West Water and less than 60p per day for Bristol or Bournemouth’s water-only bills.

We are proud of the work we have done to keep bills low, despite the challenges of high peak demand for water and our responsibility to look after a third of the UK’s bathing waters, and maintain high drinking water standards. However, we recognise that the increased investment required to deliver the services customers need and want will lead to an uplift in bills.

Customers have said we need to move forward with investment quickly, not leave it to the future – so we have already made a start, making improvements to our wastewater network through our WaterFit programme as well as having already increased water resources in Devon and Cornwall by 12% and 25% respectively. And our plans for 2025-2030 reflect ongoing focus to deliver the improvements customers value and want.

Given this need for change, we are proposing that our combined water and sewerage bills for South West Water will increase by around £9 a month (excluding inflation) by 2030. For Bristol and Bournemouth this will be £3 a month.

Customers’ views on our plans and proposed bills

74% of customers found our overall plans to be acceptable, having scrutinised the proposed investment plans as well as the consequential increase in bills. However, we recognise that in a cost-of-living crisis any increase in bills is challenging.

Almost one third (32%) of our household customers say that they struggled to pay at least one of their household bills (some, most or all of the time) in the last year. It is therefore unsurprising that half of customers feel that bill increases will be difficult to afford.

This was relatively consistent across our regions, with 47% of Bournemouth and 50% of South West Water and 49% of Bristol Water customers thinking bills would be hard to pay.

The ease of paying the proposed bill is higher for our non-household customers: a similar number of these customers told us that the proposed bill increases will be easy to pay (34%) as difficult (38%).

Despite concerns about bill affordability, 69% of those struggling to pay support our plan. More than half (58%) of those struggling to pay would still prefer an increase in bills to start sooner, recognising the value the plan delivers, and spreading increases across different generations of bill payers rather than starting later and passing costs onto future generations.

For those who find our bills unacceptable and/or unaffordable, for many concerns are less around what our plans deliver, or of the bill value itself. Rather they are tied in with the perception that water companies are making too much profit or are paying out too much in dividends.

We want to reassure customers that our returns – the money we pay to shareholders and lenders – are set by our economic regulator, Ofwat. Ofwat allows a return, calculated by expert advisors using market data, to ensure it is fair and appropriate. We also have a dividend policy that ensures any dividends paid are closely linked to our performance and outcomes, so if we do not perform, dividends will reduce.

However, we recognise that with the focus on the sector, we need to do more than ever to engage with our customers to explain what we are doing and rebuild trust across our region. We will do that through greater communication and engagement with customers and talk more about this in our customer delivery plans.

Supporting customers who need extra help

For some customers, any bill increase will be unaffordable and they will need support to pay their bills.

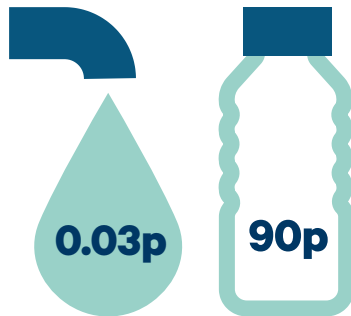
We made a commitment in our previous plans to ensure that by 2025 we had eradicated water poverty across South West Water and Bournemouth Water, and that no customers in Bristol Water's region live in water poverty. With increases in bills, and conscious that our region faces low-income levels, we are doubling down on this commitment, ensuring that none of our customers will be in water poverty by 2030.

Our plan includes over £200m of affordability support through discounted tariffs, water efficiency measures and metering, and we set out more on how we will deliver this in our plan.

"I think it's a genuine concern for a lot of people at the moment. It's a completely changed the way we have to save and spend money each month."

Devon Coastal
25 to 50

The price for **two litres** of **water** in the UK from the **tap** is **0.03p** compared with **90p** for branded **bottled water**.¹



Affordable bills for all

We are committed to charging bills that are both affordable and fair. We need to make record investments to increase resilience to the effects of climate change and a growing population. We need to continue to deliver clean, safe water, and to treat wastewater flow efficiently and effectively every day. Over 90% of customers recognised investment was needed to protect the environment.

We need to do all of this while also keeping bills low. To help balance these competing priorities, we have taken a five-step approach:

1

Prioritise and phase investment to reflect what customers think is important

2

Deliver the best value plan that is at the frontier of efficiency in our sector

3

Charge fairly for the services we offer

4

Support water efficiency and smart metering to put customers in control of their bills

5

Offer our largest ever package of support for those who are struggling to pay

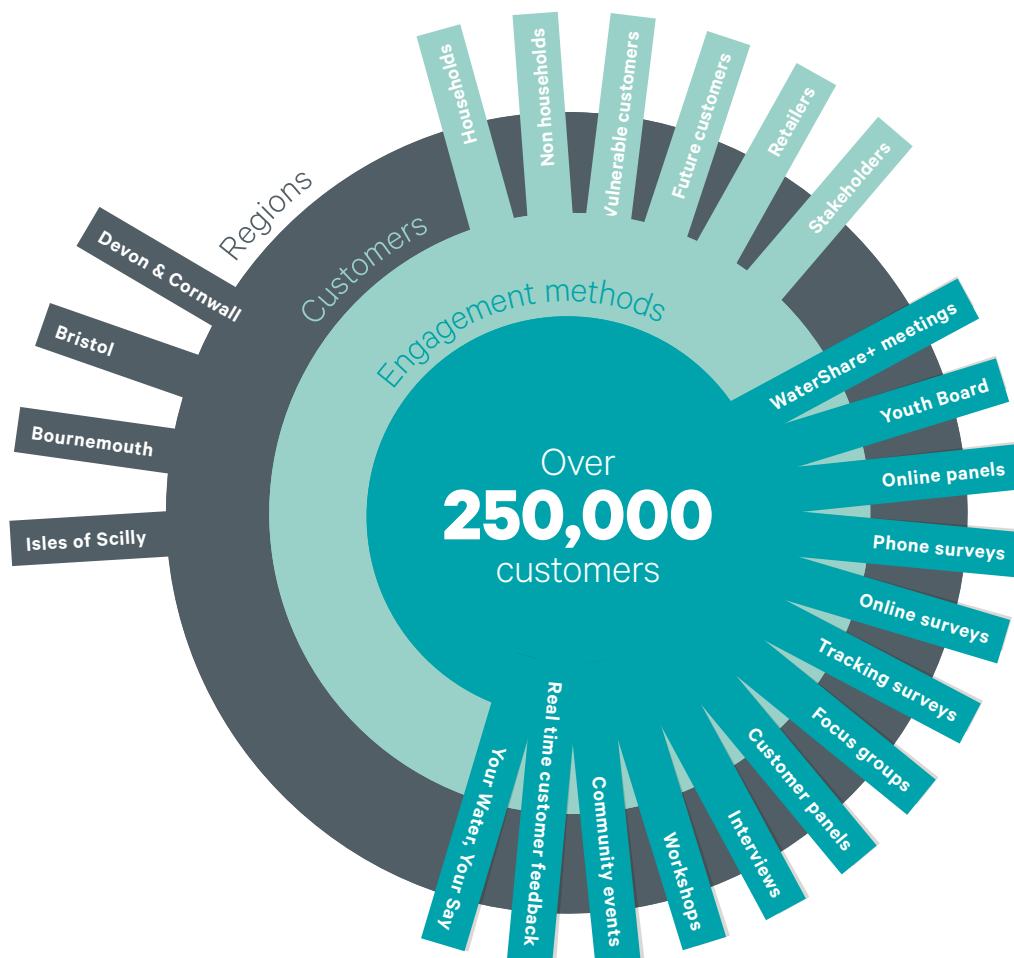
We set out more on each of these steps below. We will also challenge ourselves to find innovative and inclusive ways to keep bills low, through schemes like WaterShare+ or through water saving initiatives like Stop the Drop in Cornwall.

1

Prioritise and phase investment to reflect what customers think is important

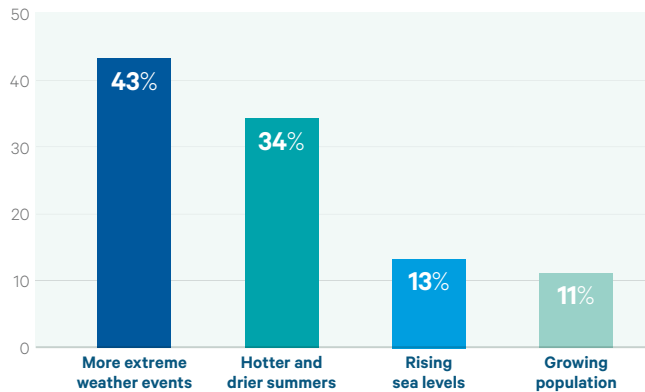
In 2021 we began our journey to find out more about the things that matter to our customers. During our research we spoke to more than 250,000 customers through WaterShare+, community events, customer research and ongoing feedback on our services. This feedback has helped inform and inspire our plan for 2025-2030.

Customer engagement



“The main concern is the tourists... That’s when the water scarcity also develops so that is going to be a challenge which we need to face.”
Female, ABC1, 18-45

Challenges facing SWW that will have the biggest impact on services



Through our research, we know that customers feel that growing numbers of people living in and visiting the region is one of the biggest issues that we face¹. This was followed closely by the hotter, drier summers that we will experience due to climate change. We understand these issues impact on the services we provide and we need to focus our investment to meet these future challenges.

Customers also told us that drinking water quality is their number one priority. The vast majority of customers tell us they are happy with what they currently receive and are not surprised that 99.97% of water quality meets the stringent standards – rightly so, water quality is seen as world class. We are expected to fix local issues as we find them, such as discoloured water or lead pipes, but overall, this is an area customers overwhelmingly recognise we perform well in and we must protect the best for the future.

As a result, customers believe we should moderate how much investment we make in drinking water, as we already provide an excellent service. However, they are concerned about the presence of lead in customer pipes and would like us to focus our investment here rather than wider water quality improvements.

“During the summer, when we get a lot of holidaymakers coming down into Cornwall and Devon and places like that, that puts bigger stresses on the water supply.”
Male, ABC1, Age 65+, SWW

They are concerned about if we are investing in new reservoirs, to reducing leakage and in the capacity of the sewerage system, particularly in light of the growing population and climate change. These are the areas they feel we need to work at pace to deliver improvements. As a result, improvements to wastewater discharges and water resources are ranked as the most urgent areas of investment. We have reflected this in our long-term plans, accelerating new sources in our WRMP and putting forward plans to address storm overflow discharges by 2040.

In some areas, meeting statutory obligations and legal requirements drives significant investment needs. For areas like pollution and storm overflows, we have prioritised and phased our investments to ensure we work quickly to reduce the impact of our assets on bathing water quality. We know this is an area communities feel passionately about and we will continue to work with these communities to understand and respond to concerns. Current legal and regulatory requirements demand improvements are made by 2050; we are looking to make all improvements needed to our storm overflows by 2040, a decade earlier than required.

Customers would like us to focus on environmental improvements that directly impact the local area rather than the wider environment (in other words, local beaches and habitats). Outside the direct impact of our wastewater network, these improvements should be driven in part by national or global programmes (for example, net zero) and we have moderated our investment to reflect these views.

We know customers want us to invest and improve our services, making them fit for the future. However, when we invest it affects who pays for the work – whether it is the current or future generation of bill payers. We have engaged with these groups to understand their different concerns and priorities, and have taken into account the balance between investing now, with an increasing impact on bills, or phasing it into the future to defer the impact on to future bills. With affordability of bills critical for customers, this has been a key consideration for us.

78%
of households prefer an increase in bills to start sooner

22%
prefer an increase in bills to start later

73%
of our customers accept our plan

“It’s important for future generations”

HH Bristol

We have heard that intergenerational fairness is a key priority of our customers, who want to pass on a resilient infrastructure to the next generation². Our research and engagement shows that customers and stakeholders do not want to see short-term cuts in investment at the expense of future generations, viewing this as a false economy. They believe we need to act now, especially around bathing water quality, and this is therefore reflected in our plan.

Our customers think our plan is good for future generations – in fact, this is the biggest reason customers gave for supporting our proposed plan in our qualitative Affordability and Acceptability research, where we were able to dig deep and explore in-depth with customers to understand their views about our proposals³. 78% of households feeling able to answer the question prefer an increase in bills to start sooner, spreading increases across different generations of bill-payers, and only 22% prefer an increase in bills to start later, putting more of the increases onto younger and future bill-payers. This support is clear across all regions and segments, with even support from those struggling to pay at 68%.

Customers were generally highly supportive of the need for investment, with those accepting the plan citing that it was a good plan for future generations and focuses on the right things. Those rejecting the plan felt that water companies should pay for more from their profits, or that profits are too high. We recognise the need to communicate more with customers about these elements of our organisation, and our unique WaterShare+ model will allow for increasing transparency and challenge around issues such as executive pay and dividends, to ensure we rebuild trust with our customers and communities.

We have though had to make difficult decisions about the work we need to do and how far and fast we need to do it. For example, we removed a large proportion of the investment required around carbon reduction from our enhancement plan, but retained the same targets for ourselves. This means that we will look to fund this investment from additional efficiencies made elsewhere in our plan.

We’ve also looked at all areas of plan to get the phasing and speed of change right; from leakage to storm overflows, from investment in lead pipes to rolling out smart meters, we have performed detailed work to ensure the pace and cost of investment is balanced and appropriate, delivering what is needed in the right timeframes and with an impact on bills that is carefully managed.

Our plan reflects a balance between delivery of outcomes with affordability. We have reached this position after several phases of testing with customers to help us make tough choices on what to include in our AMP8 plan and what to defer to subsequent AMPs.

With 74% of customers now accepting our plan, we believe it reflects the right investment to deliver the changes customers wants, in a timescale they support.

2 Quant Priorities research – customer appetite for change and bill impacts

3 AAT Qual report reference



With 74% of customers now accepting our plan, we believe it reflects the right investment to deliver the changes customers wants, in a timescale they support.

2

Deliver the best value plan that is at the frontier of efficiency in our sector

We aim to be at the forefront of the sector when it comes to cost efficiency. We will continue to improve on our current good levels of cost efficiency and to challenge ourselves to deliver as efficiently as possible a value-for-money plan.

We developed our investment needs based on asset modelling, legal and regulatory requirements and extensive testing of customer and stakeholder views. We utilised outputs from existing strategic frameworks (WRMP, WINEP, DWMP, DWI submission).

We developed best value solutions for our investment needs, utilising best practice techniques to estimate the costs and benefits of a range of options. We then constructed our programme based on meeting legal requirements and taking into account customer and stakeholder views.

Our cost proposals have also been developed in partnership with our supply chain. They reflect detailed, bottom-up costings that have then been challenged individually to ensure they reflect best cost options and are priced at levels that are individually efficient.

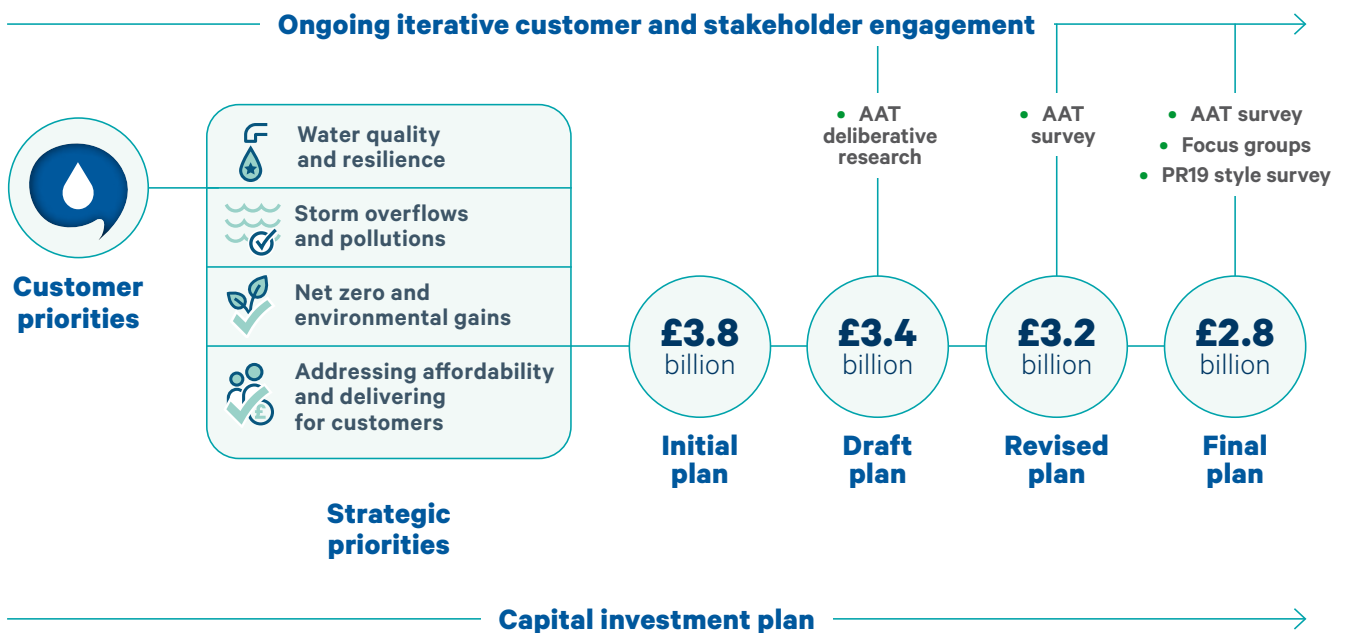
While each project is based on detailed, project specific costing, we have also taken a top-down approach to ensure our overall plan is efficient. For us to lead efficient delivery across the sector, we have imposed a 12% cost reduction on our overall programme so that we deliver improvements for less. This means customers are only paying an efficient price for the services they receive and that we are at risk – not customers – if we cannot deliver at this level.

We built our initial programme bottom up from all the investment needs identified by our investment planners. At £3.8bn and up to a c.50% bill increase, we recognised that this programme was not affordable or financeable. Our Executive Team undertook a detailed, line by line review of our programme to test the urgency of investment, the value for money provided by individual investments and to challenge the costs.



This resulted in a net reduction to the programme of £400m and a draft plan that we tested with customers as a next step.

This testing – as well as all the other research – shows that customers are generally highly supportive of the need for outcomes of the plan, with those accepting the plan citing that it was a good plan for future generations and focuses on the right things.



Customers overwhelmingly want to see the investment. However, bill increases were a concern and we have taken further steps to ensure a plan that is both acceptable and affordable.

We looked again to ensure that without impacting on the outcomes of the plan, we were delivering a plan that was affordable. This included:

Challenging the scope of solutions – testing different options to ensure that we pick best value investment to meet the requirements we face, so we can be sure that we are not gold plating our investments.

Looking at the timing of investment to ensure that we consider low regrets investment first. This has included considerable working with regulators to ensure that our plans align with requirements and targets, phasing backwards lower priority and unaffordable investment where possible.

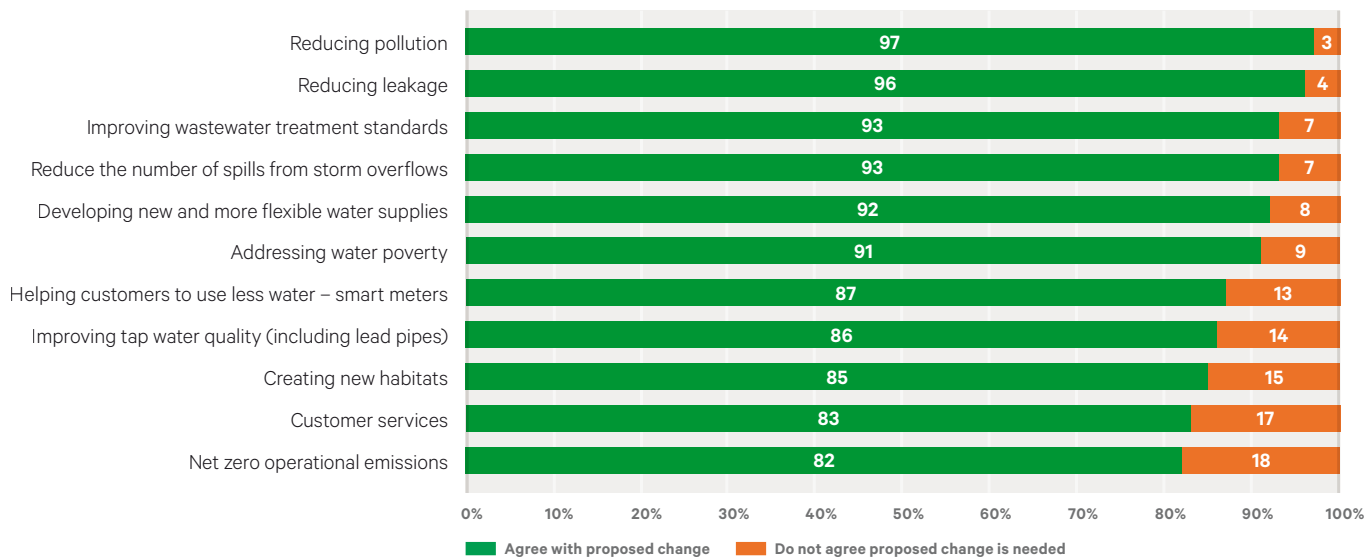
Applying very challenging efficiencies to the programme – we have ensured stretching efficiency targets are met saving £1 in every £8 spent, reflecting that we need to be fair around what costs we bear ourselves, and what we charge customers.

We have also updated our policies around dividends and executive pay, whilst testing the financial resilience of the business. These policies have been tested with our WaterShare+ Customer Advisory Panel.

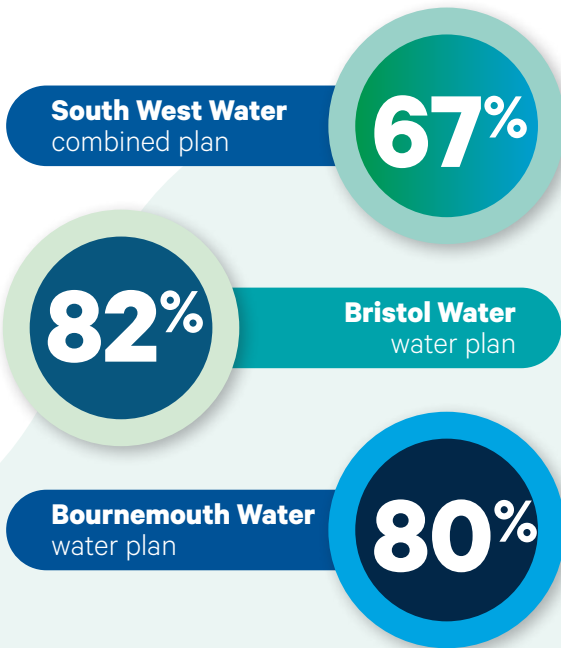
2

Deliver the best value plan that is at the frontier of efficiency in our sector continued

Support for the proposed initiatives in the plan



The testing of our final £2.8bn plan showed that overall, customers feel it is the right plan, with the right focus for change. Bill increases are challenging, and customers are concerned about affordability of bills in the context of a cost of living crisis and with over a third of customers already struggling to meet the cost of household bills. However, customers also say they want investment to start now, and that it should not be deferred such that the costs are left to future generations.



We also tested the enhancement areas and overall plan – in a survey style aligned to what we did in PR14 and PR19. This covered the South West Water region only.

Overall, of those expressing a preference, **the overwhelming majority of customers support our proposed business plan. 74% of customers tell us that our proposed business plan acceptable – this includes the investments and bill impacts proposed.**

The level of support is even higher amongst non-household customers at 76%.

3

Charge fairly for the services we offer

Our bills are based on tariffs and charges across our customer base. We aim to make charges fair and reflective of the costs to provide our services.

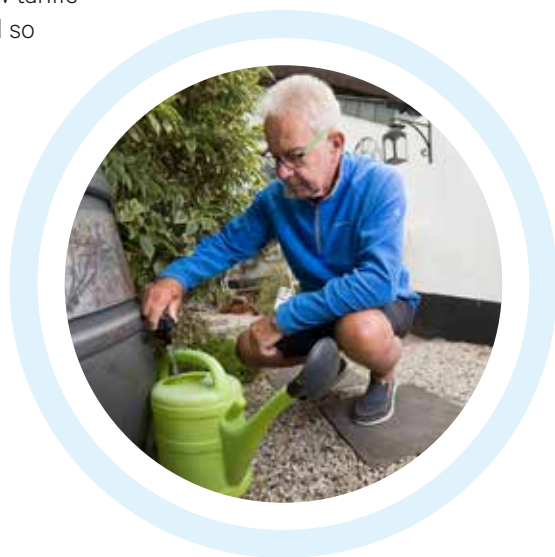
Customers have told us they feel they are paying a premium for the high peak summer demand we experience when visitors come into the area. They've also said they understand using tariffs to incentivise water efficiency could help customers to use less water and make bills more affordable.

Storm overflows are a key component of our investment programme, with more than £750m of our programme targeted on making improvements, including separate surface water drainage. We need to ensure that sewage and surface water drainage charges are set at the right level to reflect the high level of investment in this area.

With other services, such as energy or mobile phones, customers have a choice of both the provider they use and the tariff they choose. Customers may not be able to switch to another water provider, but ultimately, we want customers to be able to choose a tariff that works for them.

We are looking at how we can use introduce new tariffs that provide different choices for customers and so that customers feel their bill better reflects the service and benefits they are receiving.

We will run pilot schemes to understand what works well and what customers consider to be fair ways of charging and billing for our services. During these pilots, we will ask customers to consider:



- **Environmental tariffs** – which reflect the higher cost of peak summer demand, and encourage customers to use less water in the summer months, but provide discounts over the winter when there is less pressure on water resources
- **Rebalancing of charges** – to reflect some of the unique challenges we face as a region, and ensure the costs are spread fairly across the right customers; for example, those associated with increasing waste water investment is reflected fairly across those who use surface water drainage and waste water services, and that the costs of investing in additional capacity in the summer months is reflected in properties which may not be occupied all year round.

88%

of customers feel that “fair” means paying for what you use and having water charges that reflect the costs of what you use

We want customers to feel their bill is fair, and that they have a choice in how they are charged – as they would do in other sectors. We will be looking at how we engage with customers and communities to test and learn from trials of new charges to build a refreshed suite of tariffs that is appropriate to today’s challenges.

We also recognise that customers are anxious that new tariffs will not benefit them, and are reluctant to change from what they know. We will look to engage with both individual customers and communities as part of the process to reassure, explain and support them, providing choice rather than enforcing change. We will also engage with those communities that are asking for change to work with them to ensure our tariffs and charges reflect their input and responds to their concerns and challenges around our existing position.

To ensure we also support water efficiency, reducing water consumption over the long term, we will also consider how we best support lower bills through extra support such as water saving devices and advice, benefitting both individuals and the environment.

We also recognise that for different customers, different options will need considering; whether it is individual household customers in Bristol, Bournemouth, Devon, Cornwall or the Isles of Scilly, or whether it is businesses, retailers and developers, we need to ensure we have the right charges reflecting fair outcomes for all. We will engage with and support all these customers to ensure we have fair charging across our region.

4

Support water efficiency and smart metering to put customers in control of their bills

We know customers want bills that are not just fair but also accurate. Metering is the key to charging accurate bills as well as supporting customers with understanding their water usage.

We are now taking metering one step further, rolling out smart meters to all our customers over the next 15 years. While existing meters provide periodic information on usage, smart meters go further providing regular, detailed information about water consumption.

This helps customers understand their water usage, supports them to only use the water they need and puts them in control of their bills.

Our experience over the periods of drought in 2022 and 2023 demonstrated how important the environment is to customers, highlighted the role everyone can play in protecting it, and showed that customers respond where they can see that lowering water consumption leads to lower bills.

Our customer research into smart metering also told us that:

The majority of customers expressed positivity towards smart meters

Customers agreed that they deliver more accurate billing, help to detect leaks and put customers in control of their own usage

Smart meters show how much customers are spending and help to reduce consumption

As a result, smart meters are beneficial to both customers and us.

Our smart meter programme

We have been installing AMR meters – first generation smart meters – since 2015, and are now moving to install AMI meters – that provide more information and data to customers directly – since 2022. We are on track to have over 350,000 smart meters installed by 2025. We have already started to roll out smart metering in North Devon and Cornwall, and are looking to extend this across all our region with a commitment to deliver half a million smart meters by 2030.

Area	Smart metering programme to start	Expected completion
Bournemouth	2025	2030
Colliford	2025	2035
Roadford	2025	2035
Wimbleball	2025	2035
Bristol	2025	2040

“Smart meters would be a great one to go ahead with and identifying leaks so that you can report it yourself.”
 SWW Cornwall 20-45

All new meters across all areas will be smart meters – whether household or business customers. For businesses, having timely, accurate information on their water usage is more and more critical – helping them understand how they can reduce usage and therefore bills, and often impacting not only water bills but energy bills, where hot water is one of the main drivers for energy consumption.

For 2025-2040, we will continue and broaden this rollout across the region setting ourselves the following targets:

All Bristol, Bournemouth, Roadford and Colliford customers will have a smart meter by 2040

We will identify and replace older meters so that accurate, timely bills are available for all.

Helping customers take control of their bills

To support our customers in better understanding and managing their usage, we will accompany the roll out of smart meters with the development of customer friendly journeys and customer oriented data on their usage. We will provide this through new engagement tools on our customer portal and ensure that we also provide water-saving tips, give customers to their bill when they want to see it, and empower them to take steps to reduce their usage.

We will pilot engagement tools such as gamification to encourage customers to reduce their usage and understand how they compare with others nearby.

As outlined above, smart meters provide a host of benefits including:

- Reducing consumption
- Fixing leaks faster
- Charging of accurate, affordable and fair bills.

We will continue to share any financial outperformance through our **WaterShare+ scheme**



4

Support water efficiency and smart metering to put customers in control of their bills continued

Fixing leaks faster

Not only do smart meters put customers in control of their usage, but they also actively help identify if there is a leak on customers’ pipes. Identifying leaks early helps to fix them quickly, cut water waste and means customers only pay for the water they use. We will strive to use the technology available to detect changes in pressure quickly which could indicate the early start of a leak.

Our leakage team is on hand to offer support and advice, and we are continuing to offer free fixes for leaks on customer properties that meet our criteria.

We know identifying a leak can be a stressful time, and we will offer additional support for vulnerable customers when finding and fixing leaks.

Reducing consumption

Using the data we collect from smart meters, we will be better able to support those customers with high usage but no leaks by offering advice on where savings could be made – for example, providing free water butts, water efficiency devices or home visits.

We will also continue with and improve upon our community fund, which supports water-saving projects and initiatives like the Heathfield Allotment Trust which harvested rainwater for gardeners to use rather than bringing it from home.

We are always aware that for some, meters can cause stress and that those under financial pressures may use meters to identify what they can afford and restrict their water use to stay within their means. This may result in them not using the water they need. We will continue our vital work to identify customers who may be avoiding essential water use water because they can’t afford to and ensure they receive the help they need.

Charging accurate and fair bills

Smart meters will provide timely data on consumption to customers when they want to see it. By linking the smart meters to the billing systems it will provide real time information on the bill, allowing a better understanding for the customer of their water usage and what it is costing them.



Case study

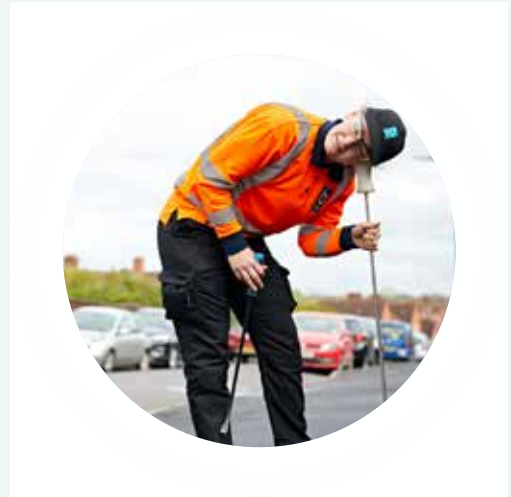
Providing additional support to customers who need it with private leaks

For customers who need additional support with fixing a private leak, including those on our Priority Services Register we tailor the service to help identify and repair the leak as quickly as possible.

This includes support with finding the leak, dedicated help from our customer service team and help where we can to repair the leak or fit a new supply.

"I must say an excellent service for people with disabilities. This Company should be a flagship to getting it right."

Bristol Water, 'X' feed
(Previously Twitter)



Case study

Stop the Drop

As part of a drive to increase water efficiency and protect our resource in the South West Water region during the 2002 drought we launched a first of its kind customer incentive scheme in November 2022. We asked everyone in Cornwall to come together to help Stop The Drop in reservoir levels, providing a £30 reduction in bills if Colliford Reservoir reached 30% storage capacity by 31 December 2022, from a starting point of 15%. The campaign showed that customers reduced their household consumption by an average of 5% during the campaign, with the reservoir reaching 30% full ahead of the target date.

Using our online customer panel, we undertook a post event research survey. Most customers surveyed were aware of the water saving measures proposed, with 76% of customers making further water use changes as a result of the campaign. Of those that reported taking water efficiency steps as a result of the initiative, 93% said they were sustaining those changes going forward.

This feedback confirmed that the messaging around Stop the Drop was effective for customers and has allowed us to build on this with our follow up campaign, across both Devon and Cornwall, Save Every Drop.

76%
of customers who were aware of Stop the Drop reported making further changes to reduce their water usage



5

Offer our largest ever package of support for those who are struggling to pay

We are always looking for new and innovative ways of reducing bills for all. However, our focus also remains on those who may be struggling to pay, which is why we have announced our largest ever package of support of over £200m by 2030. This includes:

Proactive auto-enrolment of customers onto tariffs to remove them from water poverty.

Affordability toolkits to give customers flexibility in how they receive support.

Taking a water-efficiency-first approach.

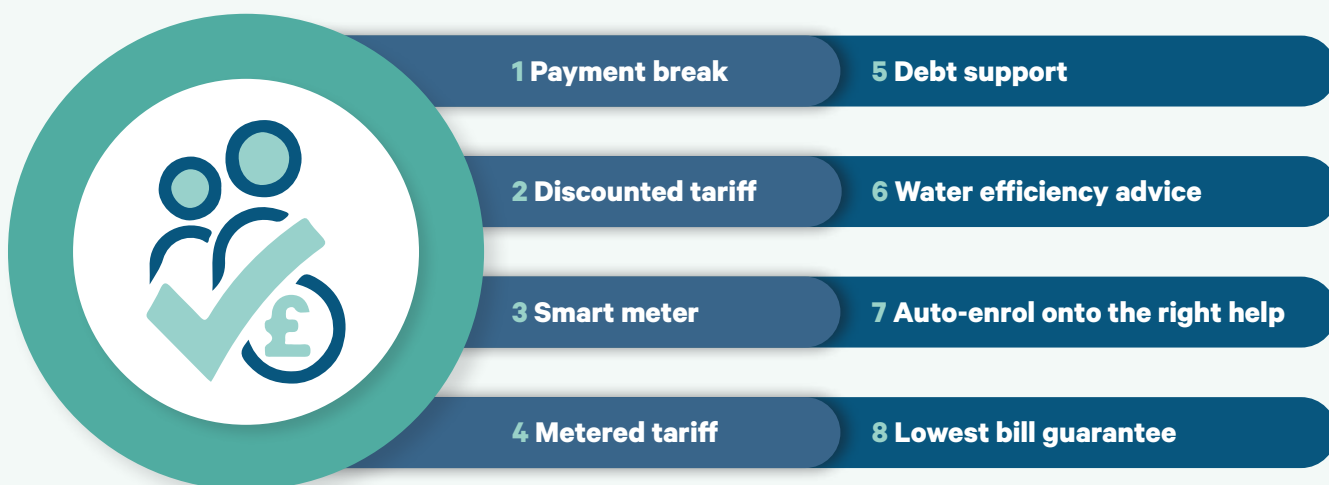
Working with partners to ensure we engage with and support customers.

To achieve our target of eradicating water poverty by 2030, we have worked with CACI and ICS to develop a water poverty model, supported by an extensive suite of data, which allows us to identify to high levels of probability those who are in water poverty and in need of our support.

Using this tool, we have already identified those in water poverty and begun to auto-enrol these customers onto support tariffs. In the South West Water area, we auto-enrolled 8,000 customers onto our WaterCare tariff in 2022-23 with more customers set to benefit to 2025 and beyond.

Our approach to helping those in water poverty is supported by our affordability toolkit. The toolkit comes with a range of options to help customers lower their water bill, including switching to a metered tariff, payment breaks, water efficiency advice and home visits, low tariffs and help with debt. Between 2025-2030 we are planning to help customers across all regions lower their bills through our tailored affordability support.

Our affordability toolkit



We are acutely aware that while increasing water bills is critical in helping us invest in our services, any rise in cost will put an unbearable pressure on some households. As such, we remain committed to supporting all those who are at risk of being in water poverty across our region. This means achieving 0% water poverty in our region by 2030 and remaining steadfast in our aim to support everyone who needs it.

0%
water
poverty

From 2020-2030 we are more than doubling the number of customers on a support tariff, rising from 45,000 in 2020 to over 100,000 in 2030. Our detailed forecasts show this number will increase further, predominantly in the South West Water area, by 2030 and we will look to support all those customers at risk of being in water poverty.

Customers in our South West Water region currently receive a £50 contribution from the government towards their water services and 88% of customers strongly believe this contribution should continue. With this level of support from customers, and the material difference it makes to affordability, we have assumed for the purposes of our water poverty modelling, that the contribution will continue to 2030. This has a consequential impact on the level of assistance and support assumed in our modelling.

Affordability toolkit support	Unit	2019-2020	2020-2025	2025-2030	% difference
Number of customers benefiting through support tariffs	Nr	44,653	90,057	107,696	20%
Financial assistance by £ of our support tariffs	£m		£68.50	£166.0	116%
Financial assistance by £ of our debt support	£m		£9.40	£15.5	63%
Benefit Entitlement Checks*	£m		£1.50	£0.5	
Lowest bill guarantee – targeted metering	£m		1.7	£12.1	610%
Community funds	£m		£0.5	£0.5	0%
Total value of support	£m		81.60	£194.60	

* Modelling for affordability toolkit support assumes the continuation of GC £50 for customers

In addition to this support, we will continue to use our WaterShare+ scheme and schemes similar to Stop the Drop which can enable lower bills for all customers, not just those struggling to pay. We are forecasting to have provided over £66 million this five year period through WaterShare+ and Stop the Drop and are expecting our WaterShare+ incentive mechanism to provide over £40 million of support to customers to 2030. We will continue to offer water efficiency devices which can help lower water bills for all metered customers.

Delivering for our customers

As bills increase, we recognise that expectations of our service will increase, and we need to make sure we meet these expectations. In an ever-changing world, with businesses increasingly providing an always available, digital experience, we want to provide similarly responsive, tailored service that aligns with our customers' needs and that they feel represents value for money.

We also recognise that as the sole provider of a critical service, we must ensure that we serve all our customers, and meet all their needs. Our customer service and experience must always be reliable, consistent and inclusive.

We have built a customer experience strategy that is focused on ensuring we provide this service. At its heart, we have undertaken to:



Serve – Provide excellent customer service to all our customers, supported by effortless, automated customer journeys.



Conserve – work with our customers to help care for the environment, leading behaviour change.



Care – supporting all our customers and ensure inclusive, consistent services.



Share – build trust by proudly showing who we are and what we are doing. Working with customers, communities and partners through purposeful engagement to learn.

Our vision & principles

Grow trust by delivering excellent customer service, supporting our customers at every moment.

Be proactive and communicate clearly with our customers.

Be focused and achieve more by doing less.

Be data driven and targeted in our efforts.

Be human and make it targeted and personal at every opportunity.

Be advocates and live our brands and values.

Be proud and be loud about our positive impact.

Strategic objectives



Serve

Make customer journeys effortless, automated and seamlessly flow across channels by developing a digital backbone.



Conserve

Care for our environment by engaging with customers and leading behavioural change, supporting a smarter future.



Care

Make it easy to pay clear and fair bills. Proactively support any customer who needs help to pay and avoid or escape debt.



Share

Build trust by proudly showing who we are and what we are doing. Support our community through purposeful engagement and listening to our customers.

Measuring success



C-MeX (Index)



D-MeX (Index)



BR-MeX (Index)



Per capita consumption (l/h/d)



Customers in water poverty (%)



Vulnerability assistance (%)



BS ISO 22458



Serve

Consistency is the cornerstone of exceptional customer service and we aim to deliver a fair, reliable and responsive service to all of our customer groups, across all of our regions. We aim that every interaction, regardless of who a customer speaks to, meets or surpasses expectations. This also means identifying the ‘worst served’ customer experience, learning from it and improving what we do.

We have developed a customer and digital vision of how we want customers to experience our organisations and engage with our services. This will help to provide a service, both digitally and face to face, to customers across all areas that is responsive and easy to use. We are planning investment between now and 2030 to support this digital vision. We see a future where digital innovation enhances our service delivery, underpinned by the latest technological advancements. Whether you are a household, a business, a developer or a visitor to our beautiful region, we want to be able to provide relevant, always available information that is tailored to your needs.

Our household customers have differing needs and interests; we will provide them with a variety of channels by which to engage with us, depending on their preferences. However they choose to engage, all our interactions will be supported by an efficient digital backbone, that allows quicker, more responsive service supported by clear and timely communications.

We also know that developers in our region have growing expectations and want to receive better value for money. They want service on time, at a good price and with clear communication. Our digital vision, combined with consistent customer service, will achieve a reliable service that our developers need, communicating clearly with them on progress.

Our business customers and their retailers also want us to deliver on our promises, on time and to keep them informed as we deliver. These objectives are key to our customer vision. We will continue to provide a tailored, individual relationship with our retailers, seeking their feedback and proactively updating them on their key priorities, including changes to our charges, operational events and water efficiency support. We will continue to strive to deliver a consistent, reliable service, for their customers.



Not only does our customer and digital vision provide an external, digital window into our services, but also it extends deep into the organisation. From an operational perspective, leveraging data and technology will streamline internal processes, enabling us to operate with greater efficiency and agility. This optimised efficiency will translate into improved service delivery, reduced response times and proactive issue resolution. The result is a more resilient and responsive organisation that can better serve its diverse customer base. This will also ensure our investment in digital platforms does not just benefit those who are themselves digitally enabled, but also all those who use our services.

It will also feed into our open data strategy, continuing our journey to be transparent on our performance, our progress and our impact as an organisation, and sharing this with our customers and communities.

In essence, our customer and digital vision is more than a technological aspiration: it is a pledge to transform customer service, making it not only more efficient but also more customer-centric. By weaving data and technology into the fabric of our operations, we are poised to offer an outstanding customer experience, regardless of the brand or region with which customers engage.

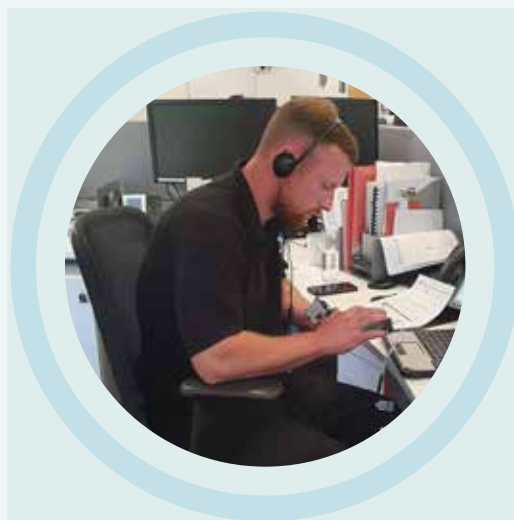
Case study

Bristol Water – video calling pilot

The pilot is testing if we can enhance our triage process in our customer contact centre to remove Field Operative visits for leaking company stop taps.

- It tests using video calling across the customer journey to make it more efficient.
- It measures customer satisfaction, Service Level Agreement (SLA) time and number of visits.
- We have found the video call has allowed customer jobs to be allocated to the right person and the right time more effectively.
- The pilot is key to our longer term customer strategy and efficiency drives within our operational teams to see if we can find new ways to working to reduce the SLA time and improve customer experience in the long run.

As of September 2023, following several iterations of the pilot, we are confident we can move this into business as normal activity.





Conserve

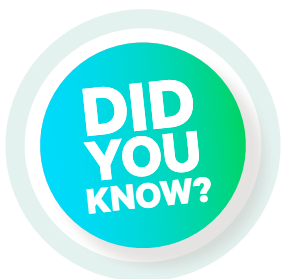
We rely on the water cycle to provide clean, safe drinking water to all our customers, and we return treated wastewater to the rivers and seas around us. As a result, we are acutely conscious of our responsibility to protect and conserve our environment, and act as stewards of our precious resources for future generations.

With the increasing challenge of climate change, as well as a growing population, we agree with customers that conserving our environment is key. To do this we must make sure to only take from the environment the water that we need, and to protect the environment to which we return treated wastewater.

We must also help customers to use only the water they need by supporting them in reducing their consumption and identifying leaks on customer pipes quickly. We also need to ensure everyone is aware of the impact on our network and our environment from the misuse of our sewers – from flushing only what should be flushed down the toilet to helping identify misconnections, customers can also help ensure we are protecting our environment and reducing the risk of pollutions.

We have set out already our proposals around smart metering, and how we will help customers to reduce water consumption, reducing the impact of water supply on the environment at the same time, as well as allowing customers to take control of their bills. We will support this with campaigns and engagement to provide water-saving hints and tips to all our customers, and to promote water-efficiency devices.

Our research on water resilience shows that our business customers are more reluctant to prioritise water efficiency due to their business needs. Throughout the drought we have engaged with businesses, including the tourism industry, to reduce water usage. We will continue to build on this going forward, with supporting efficient water use by businesses one of our core performance commitments.



Half of pollutions are caused by blockages and wet wipes are a leading cause of blockages.



Our priorities include:

- **Targeting local businesses and retailers to encourage them to use water carefully while supporting them to run strong, resilient businesses.**
- **Addressing tourism and peak summer demand by engaging with businesses most reliant on this trade, helping them to reduce demand and delivering the right information and support so they can be water efficient whilst growing and developing their businesses to strengthen our local economy.**

We will also look at how we can change behaviours around sewer misuse – for example, by leading the call for banning wet wipes, working in partnerships with local councils (as we did with Newquay Council) to identify misconnections, and to better support understanding of what should and should not be flushed down the toilet.



One-third of all leaks are on customer properties.



Care

Providing effortless customer experience and tailored care to those who need it the most is vitally important to us. As a provider of an essential service, we take additional responsibility to understand which customers need additional support, and that we have efficient processes in place to deliver on the service we have promised.

We are expecting to see a significant increase in the number of households registered with us on the priority services register (PSR) by 2030. We have set ourselves a target of 25% of our household customers being registered with our priority services, to ensure we are setting an ambitious target of reaching customers who need help. The target is informed by the demographics and customer segmentation we have for the region, as well looking to other industries to understand the scale of support offered by others.

It is important for all customers who need the additional support to be registered with us. This enables us to provide efficiently the service they need, especially during a service outage. Our data shows us that we have higher than the national average of elderly, rural and digitally excluded communities, which has shaped our target. It's crucial that we reach these people and explain the services we can offer, then deliver on our promises to provide those services. That is why we have committed to provide relevant, tailored services for our vulnerable customers including (but not limited to) those services set out in the table opposite.



BSI has created a new Kitemark scheme, formulated using the best practice and requirements of some of the UK's leading regulatory bodies, Ofgem, Ofwat and FCA. Nine cross-sector organisations have achieved the certification.

Across our region we will achieve and maintain the new Kitemark BS ISO 22458 by 2025 and hold it through to 2030.

The Kitemark covers topics such as the identification and inclusive design, as well as the adoption of AI and data collection.



Accessibility and communication channels

We will continue to provide an accessible website for all our customers, as well as BSL translation service, and translation into other languages.

Support during supply interruptions

We will ensure we prioritise those with the greatest medical need, such as those with medical dependency on water, or in rural conditions, the need to deliver higher levels of bottled water to individual households, rather than through distribution points.

Improved customer journeys

We will ensure we have high quality, fully accessible digital journeys, but also retain empathetic, 'warm voice' contact channels, such as telephone, so our customers can choose those most suitable for them.

Robust staff training, policies and customer promises

We will be training our staff, both in our customer services team and in our operational and support teams, to ensure they are alert for customers who may need support, and that they provide a safe and reassuring presence – for example, when attending customer homes to resolve operational issues. We will refresh our customer promise with specific commitments for customers who need additional support.

Giving greater focus to the communication of the services we provide to those with specific needs, increasing awareness which we recognise to be lower than we would like

We will use our partners and continual insight to test the effectiveness of our community work up to 2030.



We have acknowledged we need to rebuild trust with our customers. Providing an empathetic, tailored service that delivers extra care for those who need is a core pillar in our strategy and will allow us to further engage with our customers on the right channels.

We have committed to achieving and maintaining the new BSI Inclusive Service Provision across all our region as an independent way to ensure we are innovating in this area. We will continue to look for ways in which we can develop our service further, and demonstrate clearly to customers that we are committed to delivering high quality, inclusive service for all.

Providing excellent customer care is an ongoing journey and we will look for ways to continually challenge thinking, build on achievements and make progress. We will use innovative schemes like WaterShare+ and our community outreach to ask what we're doing well and where we need to improve. With challenge comes change so we look forward to speaking to more of those out in our communities. Together, we can build an excellent service that provide the very best care for those who need it most.

Providing excellent
**customer
care**
is an ongoing journey





Share

As outlined above, we have many challenges to face and not least of those is the need to rebuild trust back with our customers and communities.

We also know that when we engage and share our stories, people are often surprised at how much we do to support our customers, to protect our environment, and to make a difference to the communities we serve.

We need to better share our story, and to do this we need to make a step change in the way in which we engage with our customers and respond to the questions and concerns they may have.

Our investment in new digital platforms will help us to more easily and readily share of information and updates, as well as tailor communications to the things people want to hear – for example, sharing data and insight to assure customers we are listening and responding to them.

We see our launch of WaterFit Live, providing near real time information on the operation of storm overflows near bathing water beaches in Devon and Cornwall, as the starting point for greater transparency around our performance and the start of our journey around open data.

We have stepped up our face-to-face engagement with MPs, councils, community groups and local residents to answer questions, manage concerns and listen to priorities for where, when and what we invest in to improve performance, which has resulted in greater engagement and a deeper understanding of frustrations. We will continue this journey, providing reliable, timely and accurate information to our customers about the impact of our network.

Our investment in modernising our digital customer platforms will also give us access to sound data. This is fundamental to supporting our journey towards becoming more transparent with stakeholders and communities, and allowing them to analyse our data and understand our performance. We will work with partners, stakeholders and communities to understand what information and data they want, and how we can be innovative in the way in which data allows us to engage with others, providing opportunities to rebuild trust and enhance our service.

We are also looking to expand our communication across a range of channels – social media, newsletters, partners and community outreach – to proactively share our story.

“Everyone, locals and visitors expect to be well informed, especially now we live in a digital world so that we can make our own decisions. Therefore the increased transparency created through WaterFit Live is welcomed, it will invite.”





WaterShare+

WaterShare+

Our WaterShare+ model is unique. It allows customers to own shares in our parent company, Pennon Group (giving them a share in their local water company) or giving them a credit on their bill. By becoming a shareholder, customers have a formal say in our operations and can hold our executive team to account.

It also increases transparency and openness. We host WaterShare+ meetings where we invite customers to discuss, debate and challenge our executive team on performance.

These public meetings see independent and expert panel members joining customers to review how we are performing against our plans, and give attendees the opportunity to raise questions and challenges around priorities and concerns.

The WaterShare+ meetings provide a fantastic opportunity for two-way communication: customers learn more about what's happening across all of our regions – Bournemouth, Bristol and Devon, Cornwall and the Isles of Scilly – while we hear first-hand what our customers want and need from their business.

This year, we have also started to hold additional meetings in person, giving customers an opportunity to interact with our Executive Team and WaterShare+ Customer Advisory Panel members face-to-face.

In our July 2023 meeting we shared our emerging plans and heard from customers about their concerns and how they would like us to prioritise the investment. More than 100 customers from diverse backgrounds (household customers, business owners, retired customers, interested groups such as SAS and others) registered their interest for our July 2023 in-person meeting, with 37 joining us on the day.

Thanks to WaterShare+ 1 in 14 of our households in the South West are now shareholders, giving them a vote in the running of our business and ownership of their local water company. We are committed to continuing this scheme, increasing both the number of customers who are shareholders to 1 in 10, as well as the value of existing holdings. We will continue to share any financial outperformance through WaterShare+.



Quarterly customer meeting
Bristol, 2023

Working with communities

Our community teams already engage with a wide variety of stakeholders, community groups and activists, who are all as passionate about their region as we are.

We understand how important it is to explain what we are doing and how we are progressing on our plans. With this in mind, and recognising that not all our customers are digitally enabled and able to access our online tools, we are looking to extend our community engagement. With Clean Sweep, we talked to local communities to explain the work we were doing, why we were doing it and how it would impact on them. We are planning similar engagement, through pop-up or face-to-face events across the region, talking to customers about our plans, our investment and other critical topics, such as our support for vulnerable customers and our financial support tariffs.

We are excited about establishing a physical presence in our communities, allowing them to understand that we are part of their communities, that our people both live and work in the region we share, and are as passionate as customers are about making a difference. We know customers are interested in what we are doing – that they want to understand how we are driving change, what our investment will achieve, and how we can work together to make a difference. Ensuring we respond to this interest, sharing our stories and our work, will be core to our customer engagement over the coming months and years.

Case study

WaterFit Live

WaterFit Live has created an additional arm for our community engagement work. It provides community stakeholders with near real-time data they need to build a more informed and current understanding of their local water environment. At the same time, it creates another route into the business for valuable community and customer feedback around our performance and planned investment at local beaches.

Through #YourBeachYourSayOurInvestment community and environment groups and local councils have a been invited to talk to us about the beaches that they know and care about. Through these meetings, our customers are able to articulate their investment priorities, which helps to inform our decision-making as well as create opportunities for richer conversations and deeper relationships.

We have seen particular engagement with communities in Exmouth and Sidmouth (see case study panel). Through WaterFit Live we are gaining a better understanding of local priorities and gaining insight into how the platform is delivering.

Feedback received from customers and communities about the function and scope of WaterFit Live, the information we provide and the format we provide it in, continues to loop back into the WaterFit Live roadmap, so that the platform continues to be as useful and valuable as it can be for those using it.

Our aspiration and commitment over the next two years is for WaterFit Live to become the single, go-to resource for customers and communities seeking information about storm overflows in their local water environment. Feedback so far is that communities and customers value having access to near real-time data that tells them when one of our storm overflows is active. We hope that by sharing this information for every one of our storm overflows, we will see community and customer engagement grow significantly.





We're doing this

South West Water Limited
Peninsula House, Rydon Lane, Exeter EX2 7HR
Registered in England No 02366665
This document is available in different formats.

