



WELCOME

Business Plan 2025-2030



#We'reDoingThis

The regions we serve

4
National Parks
10 million
visitors

30
shellfish
waters

10
Areas of
Outstanding
Natural Beauty

151
bathing
beaches

860
miles
of coastline

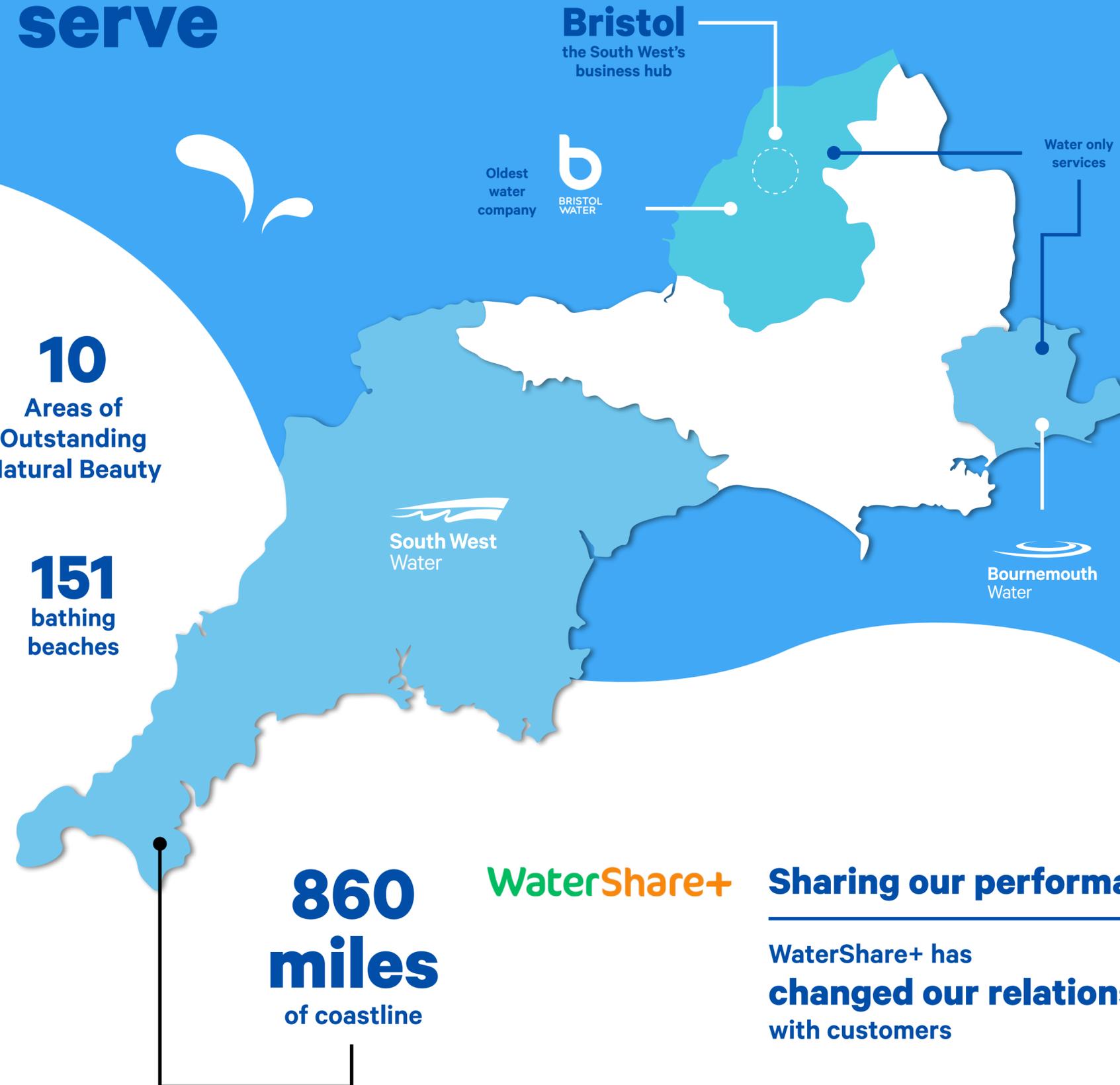
WaterShare+

Sharing our performance

WaterShare+ has
changed our relationship
with customers

Serving
c. 3.5
million
residents
and
over 100,000
businesses

c. 3,000
employees



Your water
your say



Your Water Your Say



We've listened to more than 200,000 customers about what matters - and reflected this in our plans

"If there's any way to increase protection of the environment, I don't see why you would turn it down."

"You don't need to go abroad, it's just as beautiful here."

"Because it's a service which everybody has to have, and it has to be affordable for everybody."

"Companies have a social responsibility to show that they're trying to make improvements."

"All houses should be metered - we can all save water if we wanted."

"As a tourist economy, the bathing water has to be perfect."

Your water

your say



Our plans tackle the biggest challenges we face head on

Water quality and resilience



Storm overflows and pollutions



Climate change – net zero 2030



Customer affordability



Water quality and resilience

What we're doing

You said



1. Continue providing clean, safe drinking water



2. Stop wasting water



3. Invest in reservoirs and water resources

Your water

your say

Customers will see

Clean water whenever you turn on your taps



Support for customer leaks



Water efficiency devices and rainwater harvesting



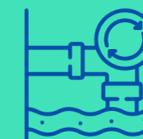
New water resources – 50 million litres per day



Leakage below 10% on our pipes



Isles of Scilly: Desalination across the islands: 80% increase in resources



“Shouldn't we build reservoirs. Why not open another one if we get a lot of rainfall here?”

Cornwall customer

Storm overflows and pollution

What we're doing

You said



1. To swim safely at our beaches



2. Prevent pollution

Your water

your say

Customers will see

Safe to swim at bathing waters all year round



98.5% wastewater treated by 2030



Sampling programme to rebuild trust in bathing waters



Transparent information on water quality



Sewage treatment facilities for the first time on the Isles of Scilly



Zero serious pollutions



“It’s crucial to be able to reduce pollution and reduce overspill in the seas and around the coast”

SWW Customer, Female, SEG DE, Aged 31-35

Net zero and environmental gains

What we're doing

You said



1. To look after our environment and wildlife



2. Protect rivers

Your water

your say

Customers will see

An independent environmental panel



Operational net zero by 2030



146,500 hectares upstream thinking



Investment in renewable energy



Green first approach



1,000 smart ponds initiative



Planting 300,000 trees



You said:
"It's important for future generations"
HH Bristol

Addressing affordability and delivering for our customers

What this means for your monthly bill

Water & wastewater services



2024/25 £42

Water quality & resilience

£4

Storm overflows & pollution

£8

Net Zero & Environmental Gains

£4

Delivering for Customers

13p

Efficiencies

-£7

2030 £51

We provide the water service in these areas



2024/25 £11

Water quality & resilience

£4

Net Zero & Environmental Gains

14p

Delivering for Customers

5p

Efficiencies

-£1

2030 £14



2024/25 £17

Water quality & resilience

£4

Net Zero & Environmental Gains

17p

Delivering for Customers

6p

Efficiencies

-£1

2030 £20

Your water
your say

*Amount shown in today's prices before inflation. **South West Water figures exclude the current £50 contribution from the government towards water services.

Addressing affordability and delivering for our customers

What we're doing

You said



1. Fair Bills



2. Support for customers who need it



3. Keep bills affordable



4. Good customer service

Your water

your say

Customers will see

Over 500,000 smart meters



Tailored support for all



Water usage data available to support water efficiency



No one living in water poverty



Fair charges



Automatic help through enrolment in support schemes



“No one should be struggling with water bills”
Female, ABC1, 18-45

Rebuilding trust through action

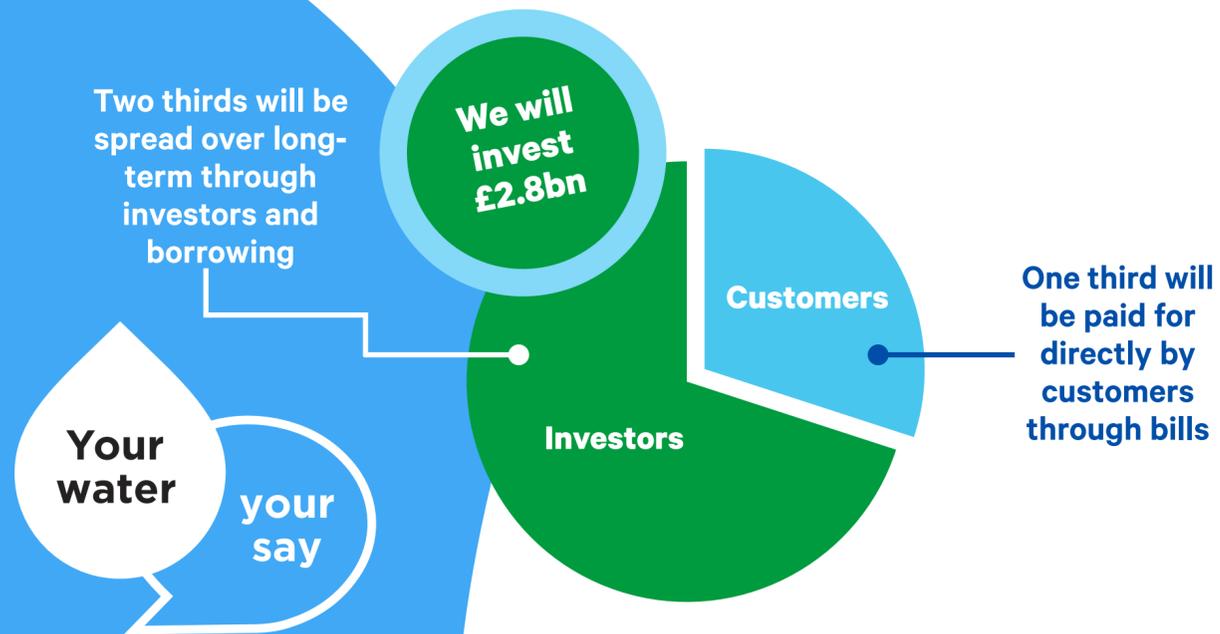
“Who is paying for improvements – customers shouldn’t pay again improvements you should have delivered”

“Profits should be invested into improving infrastructure and assets before dividends and bonuses are paid or customer bills are increased”

“What can water companies do to overcome their credibility issue?”

Doubling Investment
whilst keeping bills flat over 10 years

WaterShare+
Customer Advisory Panel
Over 90,000 customers as shareholders:
Target 1 in 10 customers holding shares.



Our plans What we're doing



£2.8 billion investment plan
2025-30

Resilience to a drought
worse than 1 in 200 year event

Creating over
2,000 jobs with 1,000 apprenticeships
– a 50% increase in workforce

Over 100,000 households
to receive financial support

£3 per month
for water only customers

Average bill increase of
£9 per month
by 2030

Maintain
highest quality
drinking water

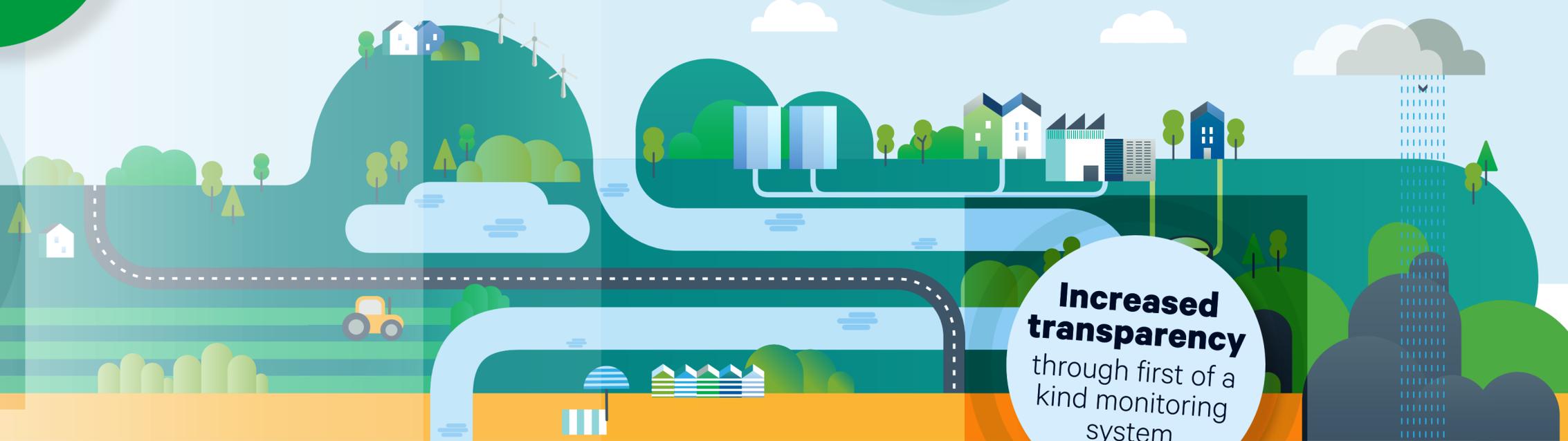
Tackling 100%
of storm overflows at bathing waters

Increased transparency
through first of a kind monitoring system

Your water
your say

Leakage <10%
on our pipes

#We'reDoingThis



Q&A



We'd love to hear more from you tonight

- Are we going fast enough?
- What would you like to see more of, or less of, in your area?

Next steps after this meeting

We will take your views on board and keep talking with our regulators, stakeholders and customers to get the plan right.

Our next open customer forum meeting will be held on 11th December 2023, hosted by our independent WaterShare+ Panel, who represent the interests of customers across our region.

Register at southwestwater.co.uk/about-us/watershareplus





Following the ‘Your Water, Your Say’ sessions, Ofwat would like to offer our customers and stakeholders a further opportunity to directly give your views and comments about our business plan.

Ofwat intends to use this information alongside other evidence when making its decisions on our plan.

<https://www.ofwat.gov.uk/regulated-companies/price-review/2024-price-review/your-water-your-say/your-water-your-say-survey/>

