

# A warm welcome: meet the United Utilities team



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Customer  
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# Our plan for Cumbria

# Introducing United Utilities

## Providing our services

- **7 million** customers and over **200,000** businesses
- **86** water treatment works
- **43,000** km of water pipes
- **79,000** km of wastewater pipes
- **584** wastewater treatment works
- Supporting **over 22,500** skilled jobs across the region

## Focus on the North West's five counties

Building our plan for Cheshire, Cumbria, Greater Manchester, Lancashire and Liverpool City Region, delivering outcomes for people in the places where they live.



## Who owns us and what is their role?

- Listed company, owned by thousands of shareholders
- Investors include pension funds, individual shareholders and employees
- Provide funds so we can invest to improve services for customers and the environment
- Since privatisation, this model has supported over £20bn of investment in services to customers and the environment
- In the 2020–25 period shareholders are funding £140m of affordability schemes

# Introducing United Utilities



## How we are currently performing

- Our best ever performance on customer service scores
- Delivered 83% of our commitments in 2022/23
- Best ever performance on reducing leakage
- Industry-leading 4 star rating in Environment Agency's assessment
- 39% reduction in number of storm overflow operations since 2020
- We had no serious pollution incidents last year
- Helped over 330,000 customers with affordability support since 2020
- £280m package of affordability support with half funded by shareholders

# Building a plan for the North West

**7.3 million people** and **200,000 businesses**

**Industrial heritage** and Victorian infrastructure

Rainy, hilly region so water stored mainly in **reservoirs**

**12% of households** affected by water poverty

**29 designated bathing waters**

**34%** of land in the region has environmental protection

Annual water runoff **28% more** than rest of country

**54%** of sewer system is combined, with **2,200 storm overflows**

## Challenges facing our region

**A growing population**

**1 million more people** over the next 25 years

**Climate change**

**More severe rainfall events**

**Diverse communities**

**Differing levels of prosperity** across the region's communities

**Growing expectations**

**Environmental requirements** driving unprecedented levels of investment over next 30 years



# Understanding what's important for Cumbria

Cumbria welcomes an additional **47 million visitors** every year



With two national parks, two World Heritage Sites and various national nature reserves and Areas of Outstanding Natural Beauty, we recognise the need to **work in partnership** to deliver multiple benefits around **biodiversity, water quality, landscape recovery and habitat restoration**



Over a third of the North West's water originates here. We need to ensure our assets are **resilient to drought and flooding**

We support **10,600** customers through **affordability schemes** and **21,300** people with additional needs through Priority Services



Cumbria is home to **Britain's Energy Coast** where **5.6%** of the nation's electricity is generated. Our infrastructure is critical in supporting this and the growing 'green energy' sector



Over **500,000 hectares of land across Cumbria is farmed** – we work with farmers to develop sustainable catchment management methods

We recognise our part in creating a **prosperous economy** and **creating jobs** to deliver development while minimising the impact on the environment

**18% of the region's storm overflows** are in Cumbria. We're bringing forward investment so we can start work on improving many of these sooner

# This is what you told us is important

We've been listening and discussing what you tell us are your priorities now and for the future

**70,000**  
household  
customers

**2,000**  
non-household  
customers

**95**  
research  
projects since  
2020

These are the areas you've said matter most and we should be addressing



Great quality water every time you turn on the tap



A step change in the outcomes we deliver for the environment, in particular storm overflows



Reduce the amount of leakage



Support vulnerable customers



Ensure the North West is a great place to live and work



Spend money wisely and efficiently

# Between 2025–30 we propose to invest more than £13 billion

This proposed investment would improve services and the environment in ways that matter most to you:

Less water  
quality issues

**>50%**  
improvement\*

Less  
leakage

**>20%**  
improvement\*

Less service  
interruptions

**>40%**  
improvement\*

Less  
pollution

**>30%**  
improvement\*

Less internal  
sewer flooding

**>30%**  
improvement\*

Reduced impact  
storm overflows

**c.60%**  
improvement\*

\*% performance improvement from 2021/22 to 2030; for storm overflows it is a 2020 baseline

We propose to do more in other areas you said also mattered:

Smart meters to  
help reduce usage  
and lower bills



**670,000**  
new smart  
meters

Reduce the  
chances of a  
hosepipe ban



**Halve the chance of  
hosepipe ban or other water  
restrictions in dry weather**

Carbon reduction  
to improve the  
environment



**40%**  
reduction  
in emissions

More  
affordability  
support



**£500m for support with  
bills – more than any  
other water company**

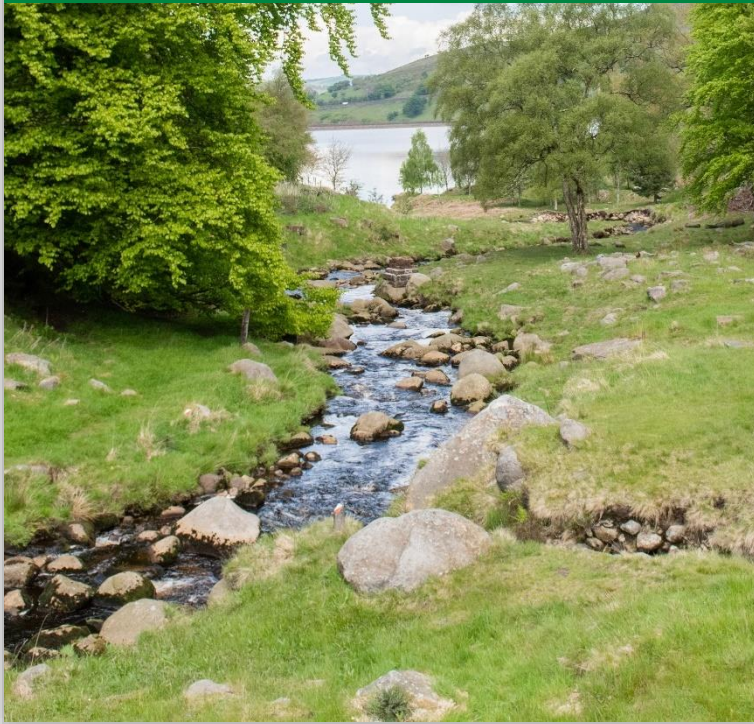


# Water makes the North West...

**Stronger**



**Greener**

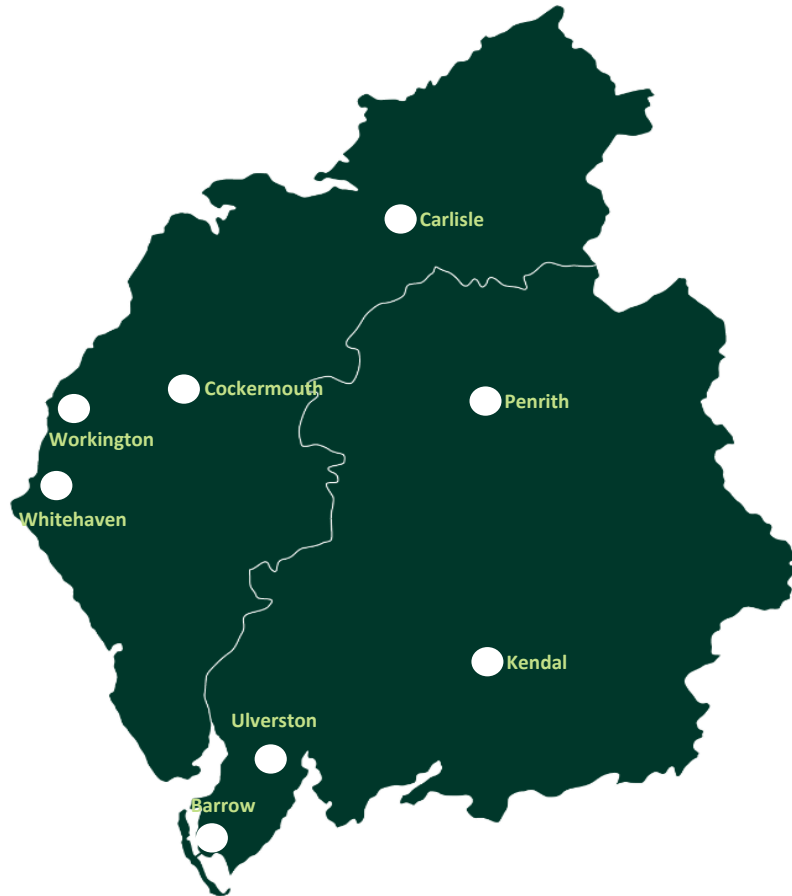


**Healthier**



# Our proposed plan for making Cumbria stronger

We deliver an essential service, help customers in vulnerable situations, invest in local communities, and support jobs and the economy, giving the North West resilience in a changing world.



Investing £36m at Carlisle WwTW to meet nutrient requirements and unlock development at St Cuthbert Garden Village

Partnerships at 9 sites to deliver benefits on land in the Penrith and Eden areas

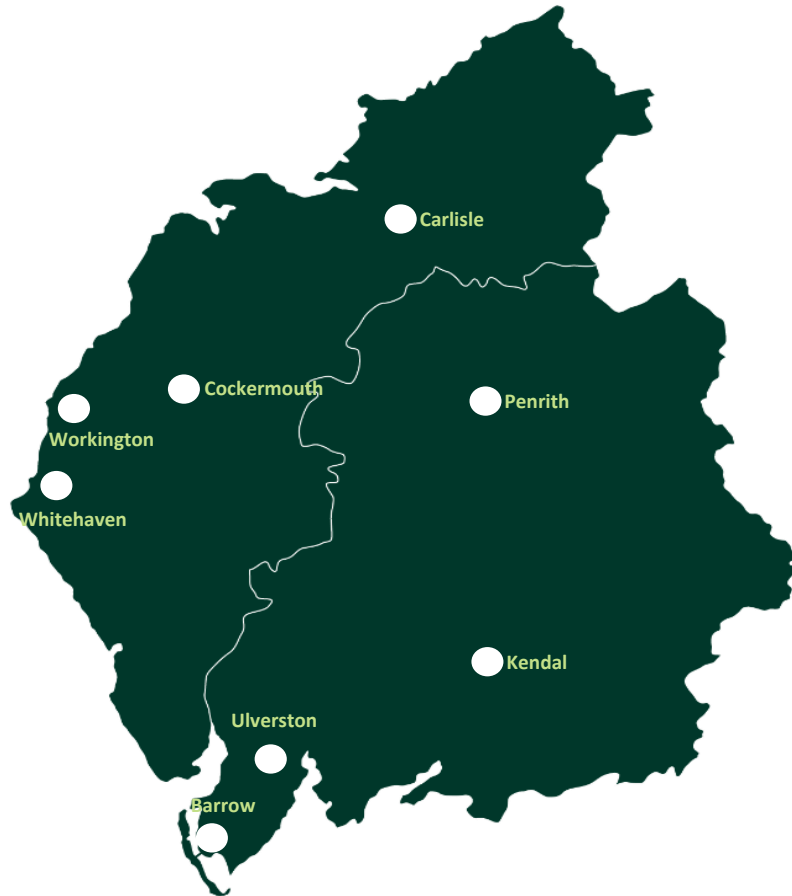
Helping homes and businesses save 9 million litres of water and money too

Helping more people to pay their bills through an 80% increase in support

Future investment will unlock more high quality jobs

# Our proposed plan for making Cumbria greener

We protect and enhance urban and rural environments, and adapt to the challenges of climate change, allowing people, wildlife and nature to thrive, making the North West a better place to live now and for the future.



Investing £1.4 billion to improve water quality by improving 151 storm overflows, protecting 319 km of rivers and enhancing 8 bathing and 4 shellfish waters

91 overflow schemes will involve natural solutions

Spending £37m to return Crummock Water, Chapel House reservoir and Overwater to a more natural state

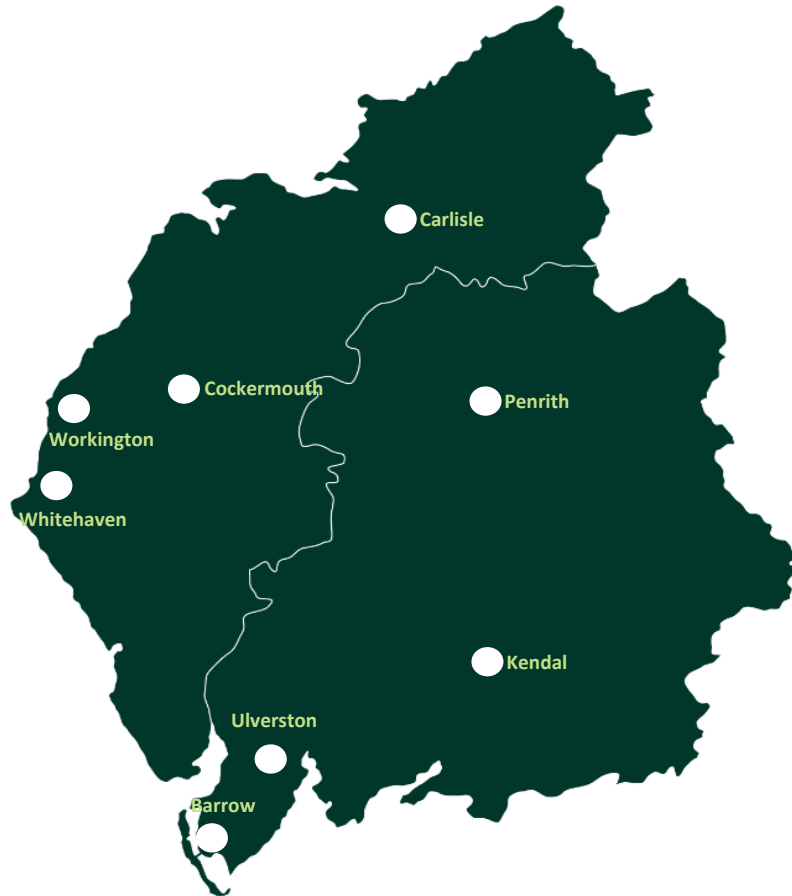
Helping fish and eels at Haweswater Reservoir

Reducing litter on river banks at 62 sites

Enhancing 21km<sup>2</sup> of land including peatland restoration and biodiversity improvements

# Our proposed plan for making Cumbria healthier

We provide great quality water that people love to drink, safely remove and recycle used water, whilst taking care of beautiful landscapes in the North West every day.



Spending £42m to maintain supplies from the Haweswater Aqueduct into Cumbrian communities and ensure great quality drinking water

Investing £622m to improve treatment of used water at 86 WwTW

Managing sites to ensure they are freely accessible in some of Cumbria's most beautiful countryside: Haweswater, Thirlmere and Ennerdale

Ensuring safety at reservoirs to protect health and wellbeing

# And planning for the longer term – by 2050

Ensuring we've got the right infrastructure for a growing population and that our water and wastewater services are resilient to the impacts of climate change are key to our long-term strategy over the next 25 years

## Managing increased water demand in the North West

Reduce leakage by 50%

Water usage down to 110 litres, per person/day

## Substantially reducing the impact of storm overflows

Reduce harm to biodiversity from storm overflows by 2050

Reduce storm overflow operation – no more than average of 10 per overflow

## Improving river water quality

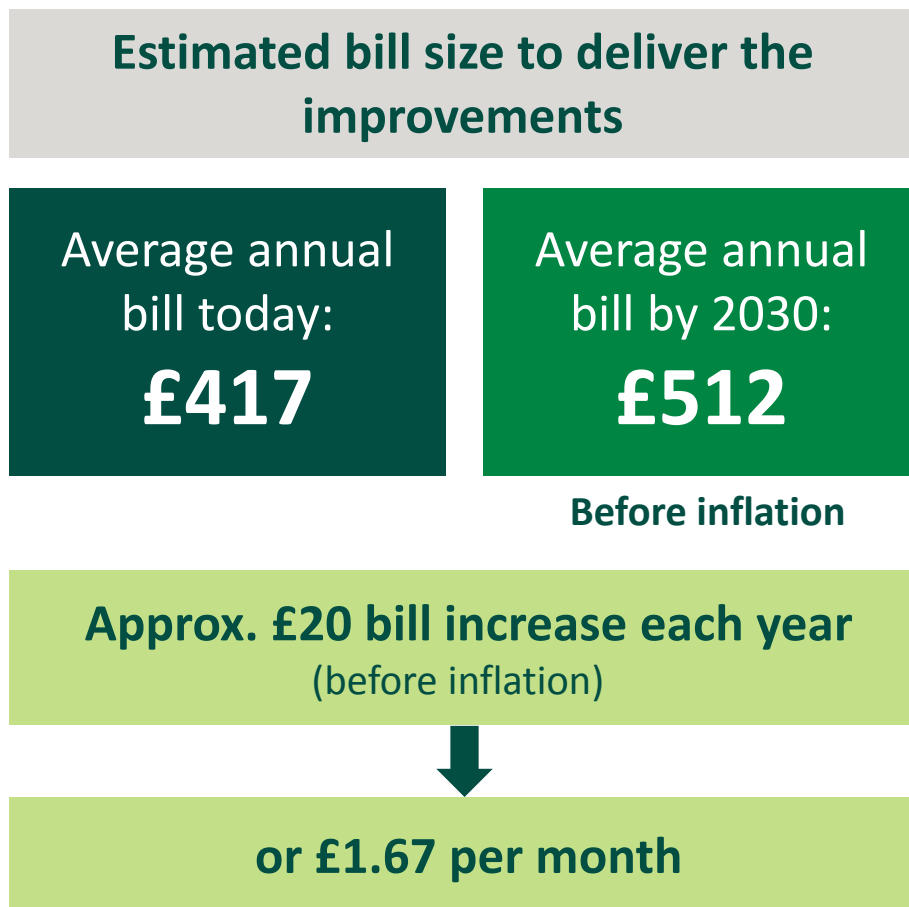
Enhanced treatment of sewage to reduce harmful impacts on rivers by 80% by 2037

## Achieving net zero greenhouse gas emissions

Net zero greenhouse gas emissions by 2050

# What these proposals would cost – impact on your bill

Our proposed plan will mean the average cost to you would be around £1.40 per day by 2030





**We have plans for each of the North West's five counties,  
making Cheshire, Cumbria, Greater Manchester,  
Lancashire and Liverpool City Region  
stronger, greener and healthier.**