

# Stimulus

## Section III: Introduction to United Utilities

# 16

## water companies in total

### Water and wastewater companies

ANH: Anglian Water  
WSH: Dwr Cymru  
HDD: Hafren Dyfrdwy  
NES: Northumbrian Water  
SVE: Severn Trent Water  
SBB: South West Water  
SRN: Southern Water  
TMS: Thames Water  
UUV: United Utilities Water  
WSX: Wessex Water  
YKY: Yorkshire Water

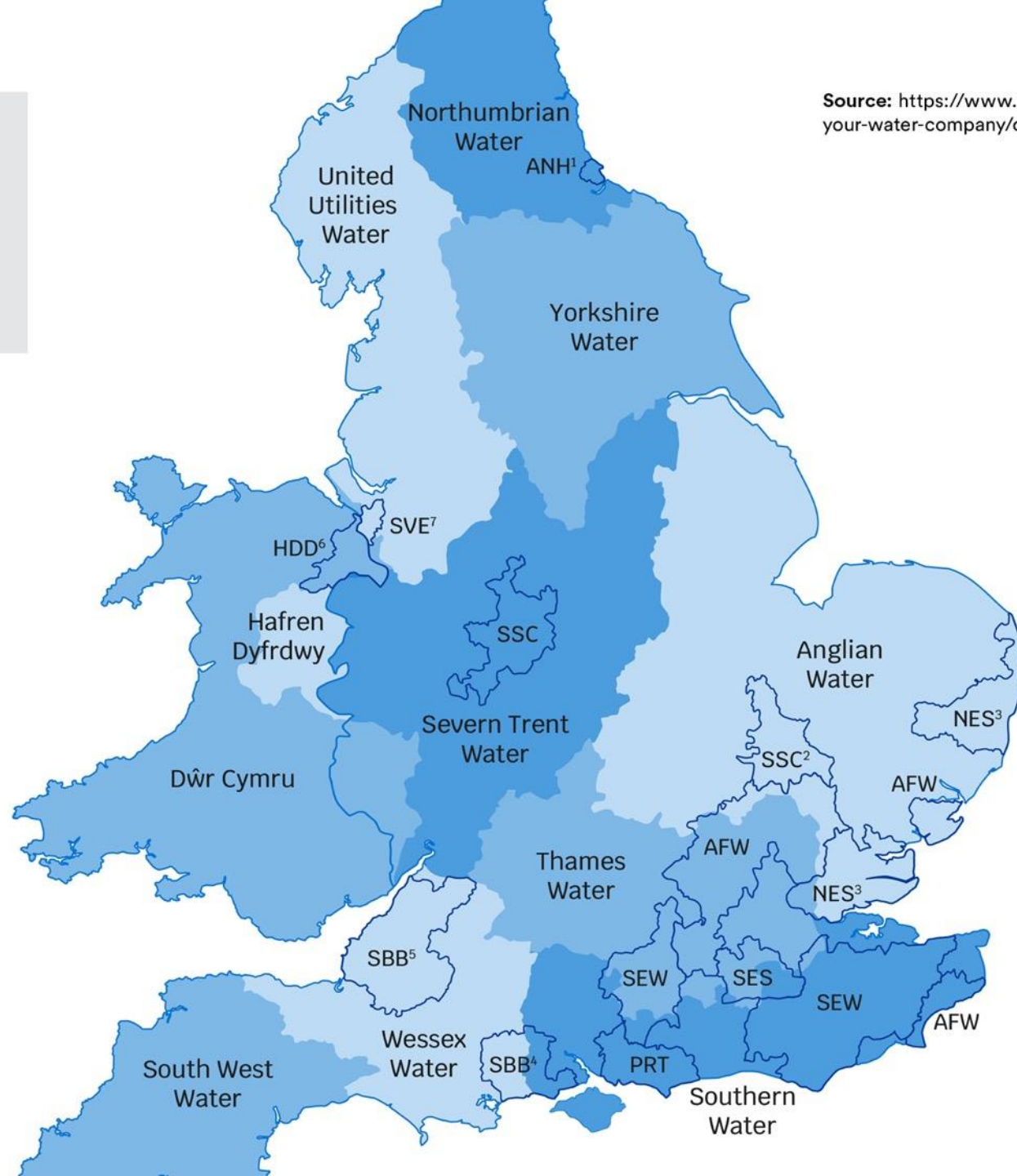
### Water only companies

AFW: Affinity Water  
PRT: Portsmouth Water  
SEW: South East Water  
SSC: South Staffs Water  
SES: SES Water

### Key

1. Water services provided under the Hartlepool Water name.
2. Water services provided under the Cambridge Water name.
3. Water services provided under the Essex & Suffolk Water name.
4. Water services provided under the Bournemouth Water name.
5. Water services provided under the Bristol Water name.
6. Hafren Dyfrdwy provides water services only in this area.
7. Severn Trent Water provides water services only in this area.

Source: <https://www.ofwat.gov.uk/households/your-water-company/contact-companies>



# United Utilities: the North West region

**3 million**  
household customers



**200,000**  
businesses



**830mm**  
rainfall each year, higher  
than the UK average



**34%**  
of the region is National  
Park, Area of Outstanding  
Natural Beauty or Sites  
of Specific Natural Interest



**7.4m**  
population, expected to grow  
significantly in the next 25 years



**5,000**  
people are directly  
employed by United Utilities



**88**  
water treatment works



**566**  
wastewater treatment works



**22,700**  
North West jobs connected  
to United Utilities work





# Non-household customers: water wholesalers & retailers

United Utilities are your water wholesaler, but you are likely to have another company as your water retailer.

## Wholesalers vs. retailers

Since April 2017, businesses, charities and public sector organisations in England have been able to change the company providing their water and sewerage retail services (as they are able to with energy) or negotiate a better deal with their existing service provider. Retailers provide bills, customer services and read any water meters at this site. United Utilities still works to ensure the quality and continuity of your water supply and sewerage services, so your business is still a customer of these services.

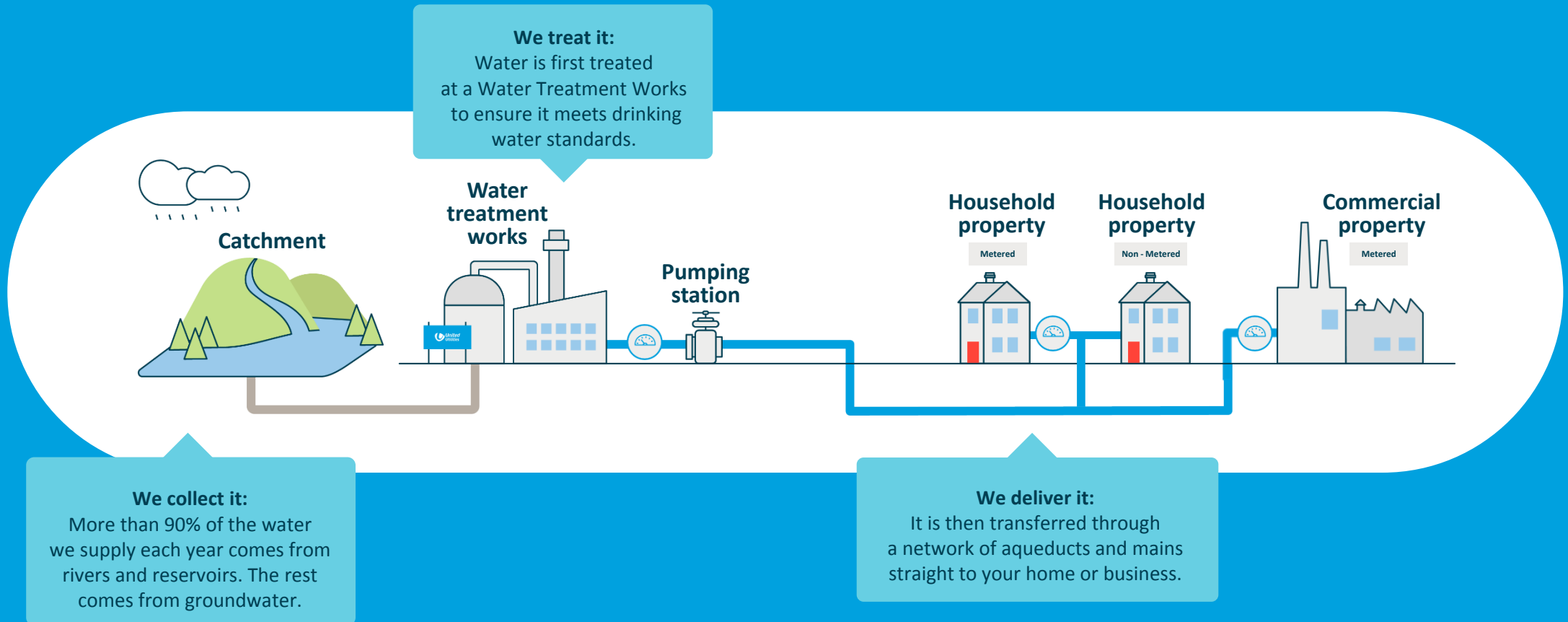
## In England, eligible businesses can choose their water retailer

“In England, eligible businesses can choose their retailer for both water and/or wastewater services. If you are a water bill payer and operate a business, charity, or public sector organisation out of non-household premises, you can choose from any of the retailers licensed to provide retail services.”

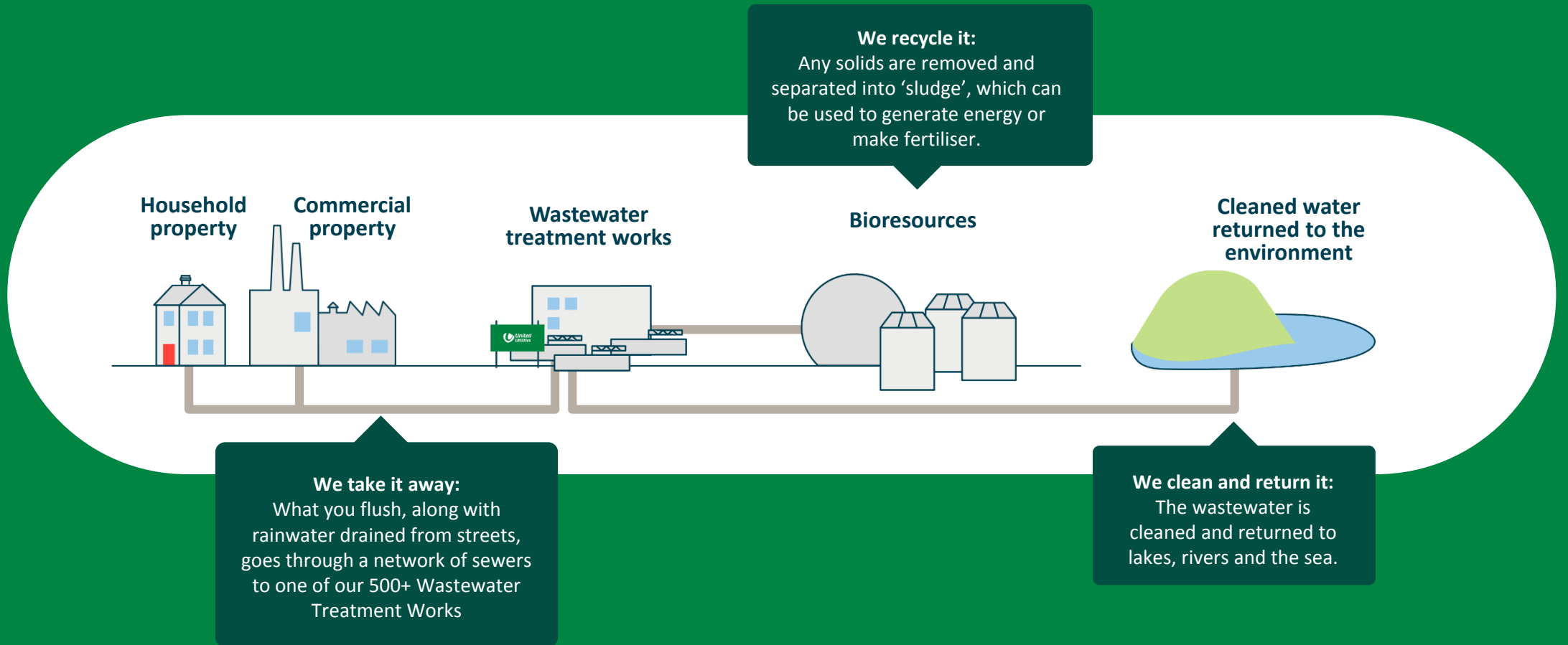
### Consumer Council for Water

(<https://www.ccwater.org.uk/businesses/water-retailers>)

# How does your water get to you?



# How is wastewater taken away?



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## Section V: Longer-term picture to 2050

# So... what's the problem?

We need to ensure that customers have a reliable supply of clean drinking water and that wastewater leaves our treatment works clean, but there are pressures due to:



Population growth  
in the North West



Climate change

Climate change is predicted to cause drier summers, which will affect our water supplies, but the frequency of heavy rainfall and storms has increased and is also predicted to increase further, which could cause sewers to flood onto land and in homes or could leave the system before it's been fully treated and enter lakes, rivers, and the sea.



# United Utilities' longer-term plan for 2050

## Managing increased water demand in the North West

Leakage reduction of 50% by 2050 from 2017-18 level

Reduce household consumption to 110 litres per person, per day by 2050

## Substantially reducing sewer overflows

Reducing local harm to biodiversity from combined sewer overflows by 2050

Reducing spills from combined sewer overflows to no more than an average of 10 spills per overflow by 2050

## Improving river water quality

Investing in better 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

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## Section VI: Recap on the pre-task information

# Water companies measured on the amount of water lost due to leaks from water mains and pipes.

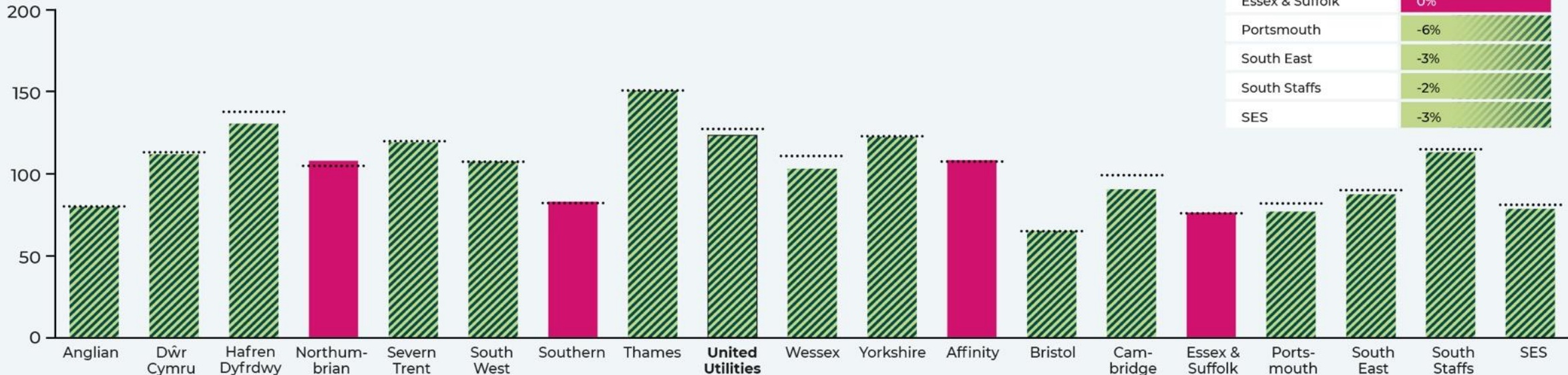
Number of litres lost per day per property served.  
(A lower number is better.)

Company performance against targets.  
(A lower percentage is better.)

- ..... Target number for water lost due to leaks
-  Performing at or better than target
-  Performing poorer than target

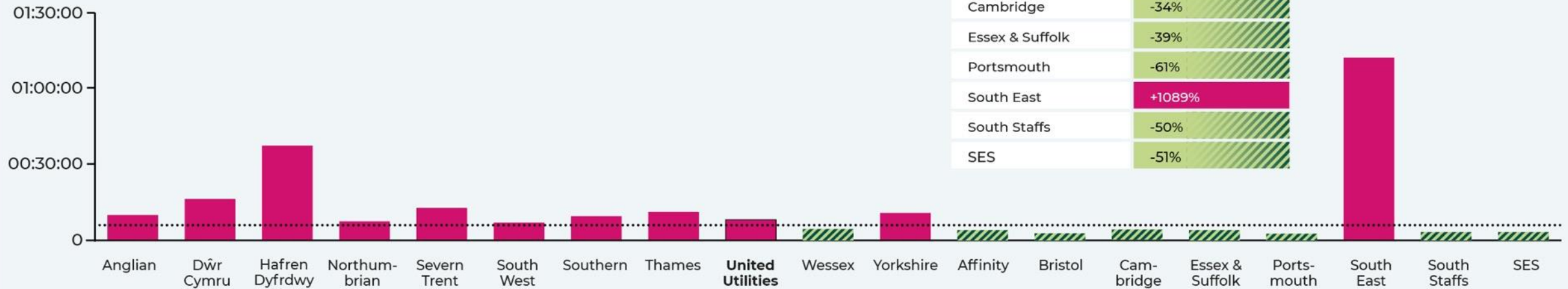
This bar chart and table include information from United Utilities.

Company	Performance against target
Anglian	-1%
Dŵr Cymru	-1%
Hafren Dyfrdwy	-5%
Northumbrian	+3%
Severn Trent	-1%
South West	0%
Southern	+1%
Thames	0%
<b>United Utilities</b>	<b>-3%</b>
Wessex	-7%
Yorkshire	-1%
Affinity	+1%
Bristol	0%
Cambridge	-9%
Essex & Suffolk	0%
Portsmouth	-6%
South East	-3%
South Staffs	-2%
SES	-3%



# Water companies measured on the length of time properties are without water.

Duration without water for more than 3 hours by minutes per property. **(A lower bar / number is better.)**



Company performance against targets. **(A lower percentage is better.)**

Company	Performance against target
Anglian	+61%
Dŵr Cymru	+166%
Hafren Dyfrdwy	+514%
Northumbrian	+19%
Severn Trent	+107%
South West	+11%
Southern	+54%
Thames	+81%
<b>United Utilities</b>	<b>+31%</b>
Wessex	-31%
Yorkshire	+74%
Affinity	-39%
Bristol	-59%
Cambridge	-34%
Essex & Suffolk	-39%
Portsmouth	-61%
South East	+1089%
South Staffs	-50%
SES	-51%

- ..... Target number for time properties are without water
- Performing at or better than target
- Performing poorer than target



# Water companies measured on the number of customer contacts regarding the appearance, taste and smell of tap water.

Number of customer contacts received regarding incidents, per 1,000 customers. **(A lower number is better.)**

**NB:** Severn Trent and Hafren Dyfrdwy did not have comparable performance targets published.  
\* including Cambridge Water.



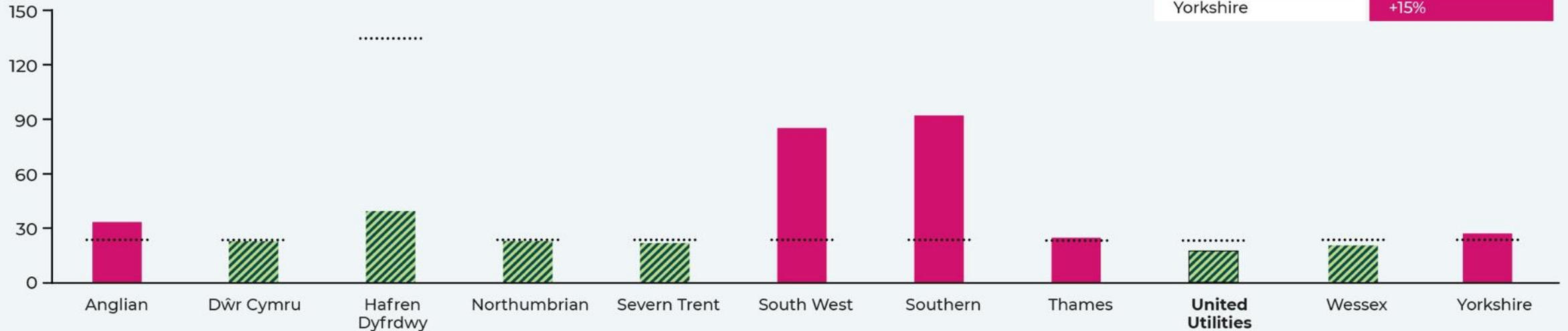
Company performance against targets. **(A lower percentage is better.)**

- .... Target number for customer contacts
- ▨ Performing at or better than target
- Performing poorer than target
- Do not have a target

This bar chart and table include information from United Utilities.

# Water companies measured on the number of incidents of pollution of rivers and streams.

Number of incidents per 10,000km of sewer.  
**(A lower bar / number is better.)**



..... Target number for pollution incidents

Performing at or better than target

Performing poorer than target

**NB:** Hafren Dyfrdwy does not have a common target in line with the other water companies due to the small size of its sewerage system.

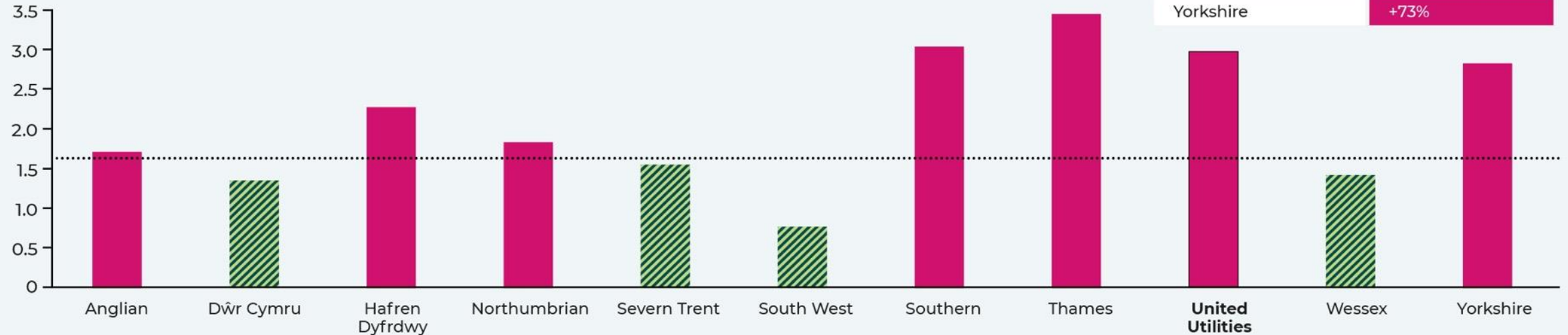
Company performance against targets.  
**(A lower percentage is better.)**

Company	Performance against target
Anglian	+42%
Dŵr Cymru	-4%
Hafren Dyfrdwy	-71%
Northumbrian	-3%
Severn Trent	-8%
South West	+265%
Southern	+294%
Thames	+5%
<b>United Utilities</b>	<b>-25%</b>
Wessex	-13%
Yorkshire	+15%

# Water companies measured on incidents of sewage flooding properties.

Number of properties affected, per 10,000 properties.  
**(A lower number is better.)**

- ..... Target number for incidents of sewage flooding properties
-  Performing at or better than target
-  Performing poorer than target



Company performance against targets.  
**(A lower percentage is better.)**

Company	Performance against target
Anglian	+5%
Dŵr Cymru	-17%
Hafren Dyfrdwy	+39%
Northumbrian	+12%
Severn Trent	-5%
South West	-53%
Southern	+86%
Thames	+111%
<b>United Utilities</b>	<b>+82%</b>
Wessex	-13%
Yorkshire	+73%



# Water companies measured on incidents of sewage flooding gardens or outbuildings.

Number of properties affected, per 10,000 properties.  
**(A lower number is better.)**

..... Target number for incidents of sewage flooding gardens/outbuildings

 Performing at or better than target

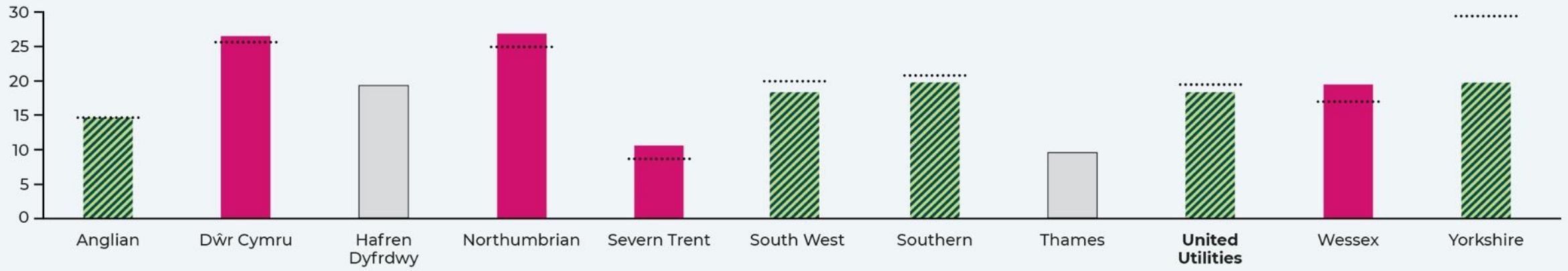
 Performing poorer than target

**NB:** external sewer flooding is not measured by all Water and Sewerage companies, Hafren Dyfrdwy and Thames do not include this as a performance measure.

This bar chart and table include information from United Utilities.

Company performance against targets.  
**(A lower percentage is better.)**

Company	Performance against target
Anglian	+0%
Dŵr Cymru	+3%
Hafren Dyfrdwy	N/A
Northumbrian	+8%
Severn Trent	+22%
South West	-8%
Southern	-5%
Thames	N/A
<b>United Utilities</b>	<b>-6%</b>
Wessex	+15%
Yorkshire	-33%



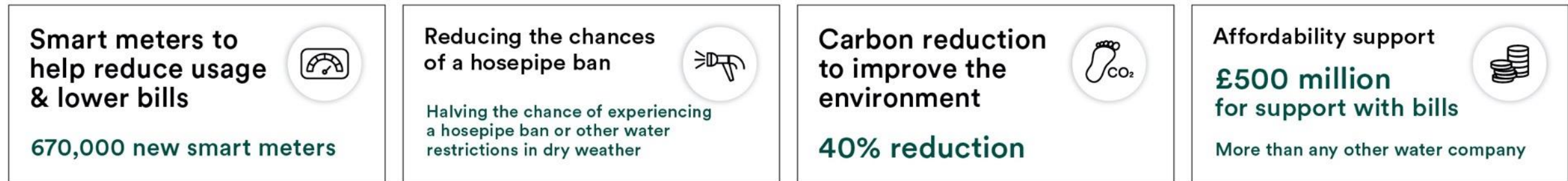


# Service improvements

United Utilities targets for 2030



## Voluntary improvements set by United Utilities: targets for 2030



# Stimulus

Section VII: Focus on  
the shorter-term  
picture (business plan)

## A STRONGER NORTH WEST:



Proactively protecting our service against future challenges like climate change

- Investing £150m in pipes that are fit for the future
- Employing an inclusive and diverse workforce with 5,700 jobs
- Investing now to reduce the future impact of storms on the network...
- ...reducing the likelihood of future water restrictions
- Providing optional smart meters to help customers reduce water usage and bills. Smart meters also help towards detecting leaks and reducing wastage to protect the environment

## A GREENER NORTH WEST:



Reducing water wastage and protecting and enhancing the North West's nature and ecosystems

- Reducing water wastage by 25% on our network and reducing usage
- Significantly reducing sewage water spills into water courses by 39%
- Investing in green, sustainable infrastructure that improves the lives of our communities in the long-term
- Protecting 200km of cleaner rivers to promote biodiversity and wildlife
- Planting a million trees
- Investing £162m to reduce carbon emissions by 40% through upgrading to processes with lower emissions and using renewable energy sources

## A HEALTHIER NORTH WEST:



Proving additional social benefits to North West communities

- Continuing to provide great quality drinking water across the North West
- Restoring six coastal water areas in the North West used for wild swimming and water sports
- Restoring peatland and ecosystems for 500 hectares of land (equivalent to 700 football pitches)
- Leading the utility sector on supporting vulnerable customers with services tailored to their health needs
- Providing £500m of support to households so those struggling to pay have a discounted water bill. This is the largest amount of support ever offered by any water company



# Wider statutory responsibilities

## Environmental laws:

The services that water companies provide must comply with environmental laws in England and Wales, as well as UK or Welsh Government policy.

All water companies have a programme of work to meet these laws, including a Water Resources Management Plan (WRMP) and the Water Industry National Environment Programme (WINEP). These include:

- Reducing pollution of seas and rivers by sewage overflows.
- Not taking too much water from rivers and the ground.
- Making sure there is enough water available to protect the natural environment as well as providing a public water supply.
- Treating water and wastewater to a standard that does not harm the natural environment.

All water companies must produce a Water Resources Management Plan every 5 years which forecasts water supply and demand over a minimum period of 25 years.

Water companies must also meet legal requirements for the quality and safety of drinking water and protect reservoirs, treatment works and other sites to ensure they are safe and secure.

## Storm overflow infrastructure:

When there is too much rainfall for sewers to handle, storm overflows allow rain water, mixed with sewage, to escape into a separate pipe which eventually flows into a river or the sea.

This helps to reduce the risk of properties being flooded with sewage.

There are around 15,000 storm overflows in England, of which 2,191 are in the United Utilities region.

Each company (in England) has a target set by Government to reduce the use of storm overflows:

- By 2035, water companies will have: improved all overflows discharging into or near every designated bathing water; and improved 75% of overflows discharging to high priority sites
- By 2050, no storm overflows will be permitted to operate outside of unusually heavy rainfall or to cause any adverse ecological harm

## Drainage & wastewater:

The Environment Act requires sewerage companies to produce Drainage and Wastewater Management Plans, which are set over at least 25 years. The plans consider how things like climate change and population growth affect current and future capacity of sewage and rainwater drainage networks. The plans require a lot of collaboration between sewerage companies and other organisations which work around flood risk, and river management.

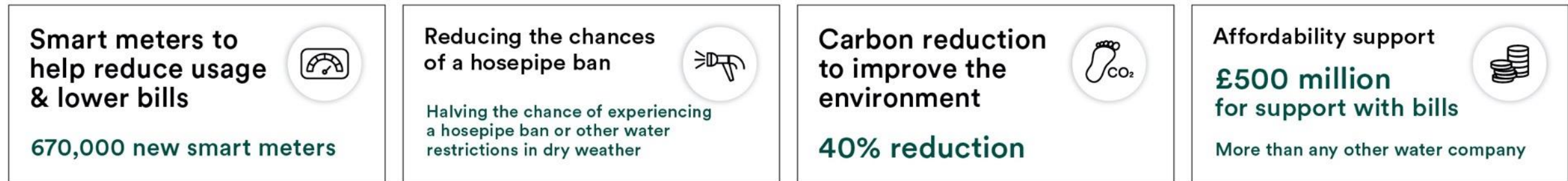


# Service improvements

United Utilities targets for 2030



## Voluntary improvements set by United Utilities: targets for 2030



# Reducing the amount of water leakage

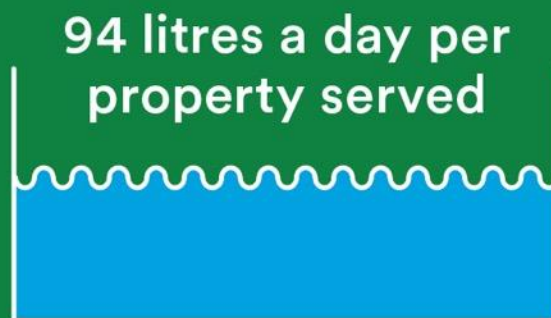


Leaks can affect customers directly if their water supply is affected. They are sometimes unnoticed if underground. But leakage is often seen in the media and has a cost to people on their bills and a cost to the environment.

25% improvement



Performance  
in 2021/22



Target  
for 2030

## How do United Utilities say they will do this?

We are investing £150m in our pipes and pumps including upgrading 300km of water mains to reduce the chances of pipes leaking.

We are also investing in improved leakage monitoring technology and smart water meters to help spot leaks on our network and customers homes and businesses early.



# Reducing interruptions to your water supply



If a water supply is interrupted without warning for more than three hours, it will not be possible to draw water from the taps or flush the toilet; it may be necessary to buy bottled water.

Duration without water for more than 3 hours by minutes per property

7 mins 58 secs



Performance  
in 2021/22

4 mins 22 secs



Target  
for 2030

45%  
improvement

How do United Utilities say they will do this?

We are investing £150m in our pipes and pumps including upgrading 300km of water mains, improving our water treatment processes and installing innovative network monitoring technology. This will reduce the number of times your water supply is interrupted. We are also upgrading our power to reduce interruptions to service in the event of a storm or natural disaster.



# Reducing the number of water quality issues customers experience

Tap water may look discoloured or taste/smell different to usual. Although still safe to drink, people may prefer bottled water as a precaution until it returns to normal.

1.79 complaints per 1,000 properties



Performance in 2021/22

0.7 complaints per 1,000 properties



Target for 2030

61% improvement



## How do United Utilities say they will do this?

We are investing £150m in our pipes and pumps including upgrading 300km of water mains, improving our water treatment processes and installing innovative network monitoring technology.

This will prevent issues with taste, smell or appearance of drinking water and help United Utilities spot and fix issues before they occur.

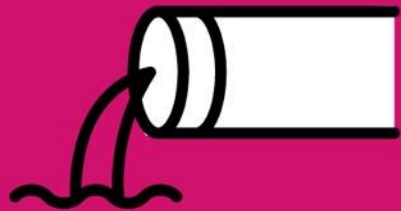
# Reducing the number of pollution incidents



Discharges from sewage treatment or networks can affect rivers and bathing waters. This can have a minimal effect on the river ecology or a major effect depending on the scale.

17.71 incidents per  
10,000km of sewers

11.21 incidents per  
10,000km of sewers



Performance  
in 2021/22



Target  
for 2030

**How do United Utilities say they will do this?**

Discharges from sewage treatment or networks can affect rivers and bathing waters and have an effect on river quality.

We plan to invest £3 billion for better treatment of sewage and to increase the capacity of our 49,000km sewer network to reduce the chances of pollution incidents occurring.



# Reducing the number of properties affected by sewer flooding inside their property

An escape of sewage inside properties is highly inconvenient, disruptive and a potential health risk. In bad cases, people need to move out of their properties while things are put right.

2.98 events per  
10,000 properties



Performance  
in 2021/22

1.91 events per  
10,000 properties



Target  
for 2030

36%  
improvement



How do United Utilities  
say they will do this?

We know having your property flooded with sewer flooding is unacceptable.

**We are investing to:**

- Increase our sewer capacity and upgrading sewers so they are stronger and can hold more water and waste
- Deliver sustainable drainage solutions, as less rainfall entering sewers reduces the likelihood of them overflowing
- Install improved monitoring technology to identify and fix problems before they occur.



# Reducing the number of properties affected by sewer flooding outside their property

An escape of sewage into gardens or access points to people's properties is inconvenient and unpleasant and can restrict access.

18.71 events per 10,000 properties



Performance  
in 2021/22

13.67 events per 10,000 properties



Target  
for 2030

27%  
improvement



## How do United Utilities say they will do this?

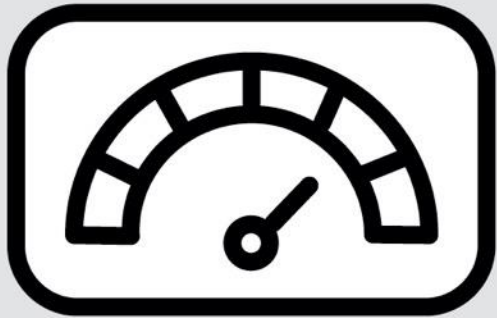
We know having your garden and other outside areas flooded with sewer flooding is unacceptable.

### We are investing to:

- Increase our sewer capacity and upgrading sewers so they are stronger and can hold more water and waste
- Deliver sustainable drainage solutions, as less rainfall entering sewers reduces the likelihood of them overflowing
- Install improved monitoring technology to identify and fix problems before they occur.

# Smart metering

Smart meters are water meters that give both you and United Utilities a live and accurate read-out of a property's water usage. This means you can see how much water you've been using, which can help customers to reduce their usage and lower bills.



**670,000**  
new smart meters  
in homes and  
businesses

Target for 2030



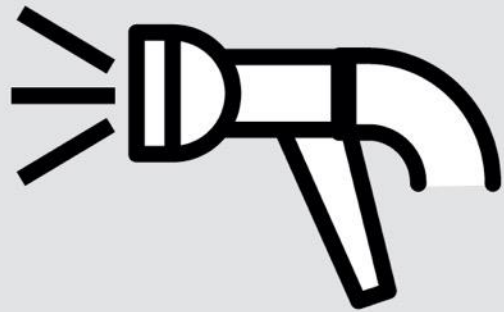
## How do United Utilities say they will do this?

We are investing in replacing current meters with smart meters which can be remotely read. This enables homes and businesses to have greater visibility of their usage data, leading to reduced usage and reduced bills. Smart meters also help us detect leakage in the network, and proactively detect other network issues so they can be prevented before customers experience them. All of this contributes to reducing water wastage and protecting the environment and our natural resources.



# Halving the chance of experiencing a hosepipe ban between 2025-2030

Hosepipe bans are introduced when United Utilities' water reserves in reservoirs start to run low.



## Halving the chance

Target for 2030



How do United Utilities say they will do this?

We are investing in improving water treatment processes and investing in new water sources to help us be more resilient in times of dry weather.

This will enable us to halve the chances a customer would experience a hosepipe ban or water restrictions now and in the future.



# Carbon reduction to improve the environment

This relates to the carbon emissions generated by United Utilities in the process of providing its services.

**40%**  
reduction

**Target for 2030**



## How do United Utilities say they will do this?

£162m invested to improve treatment of sewage by using processes with lower emissions and moving away from fossil fuels by increasing our renewable energy sources.

We will also create woodland through planting a million trees and ensure key peatland and ecosystems are restored to protect the environment.

# Affordability support

Under the proposed plan, United Utilities would assign £500m towards a fund for struggling bill payers.



**£250**  
million

Performance  
in 2021/22



**£500**  
million

Target  
for 2030



**How do United Utilities say they will do this?**

We are investing to ensure there is a support package of £500m to provide discounted bills to customers who are struggling to pay for their water.

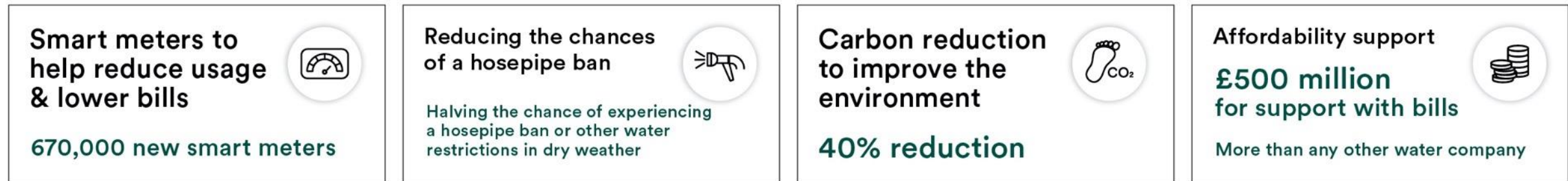
This is the largest support package of any water company.

# Service improvements

United Utilities targets for 2030



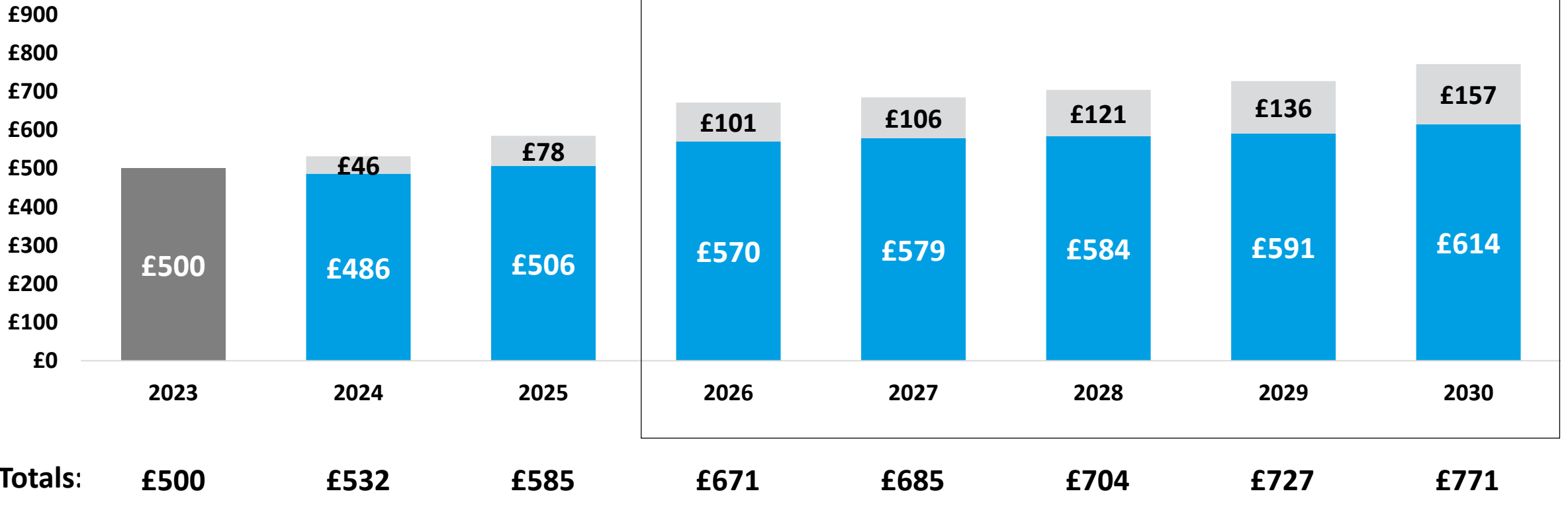
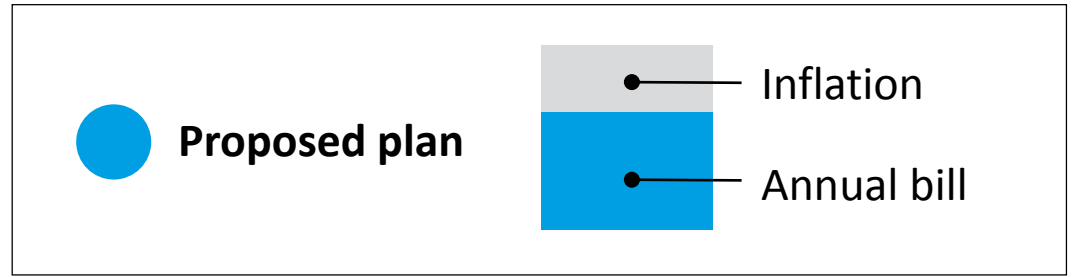
## Voluntary improvements set by United Utilities: targets for 2030





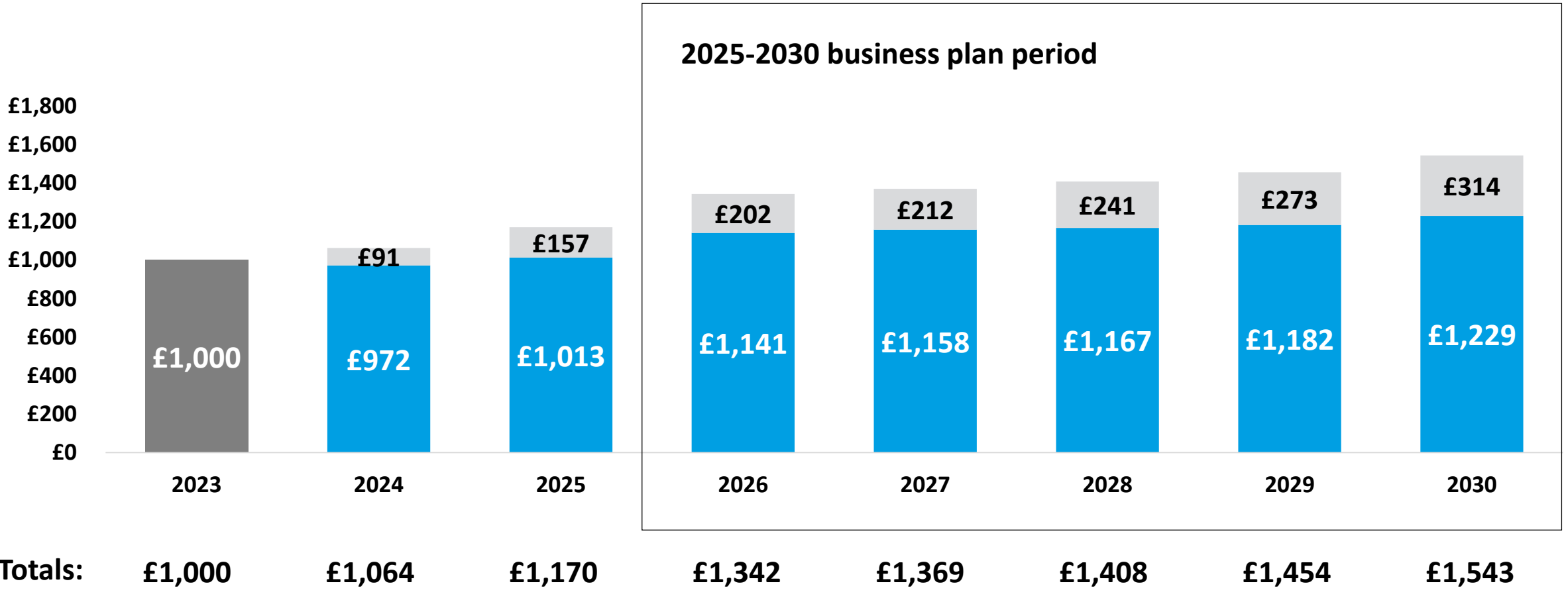
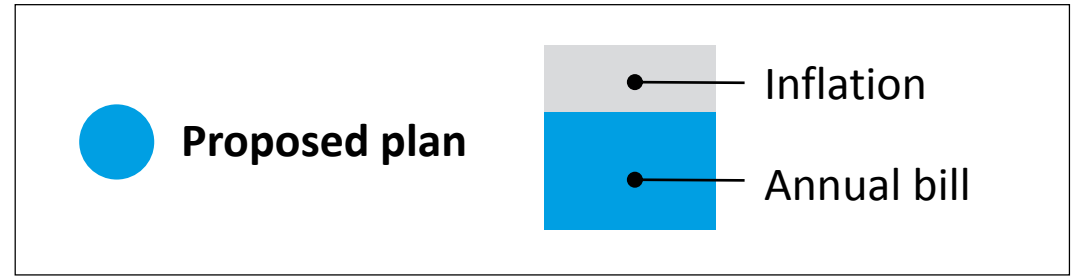
# Proposed plan: annual bill impact

Non-household £500 current bill example,  
£/property



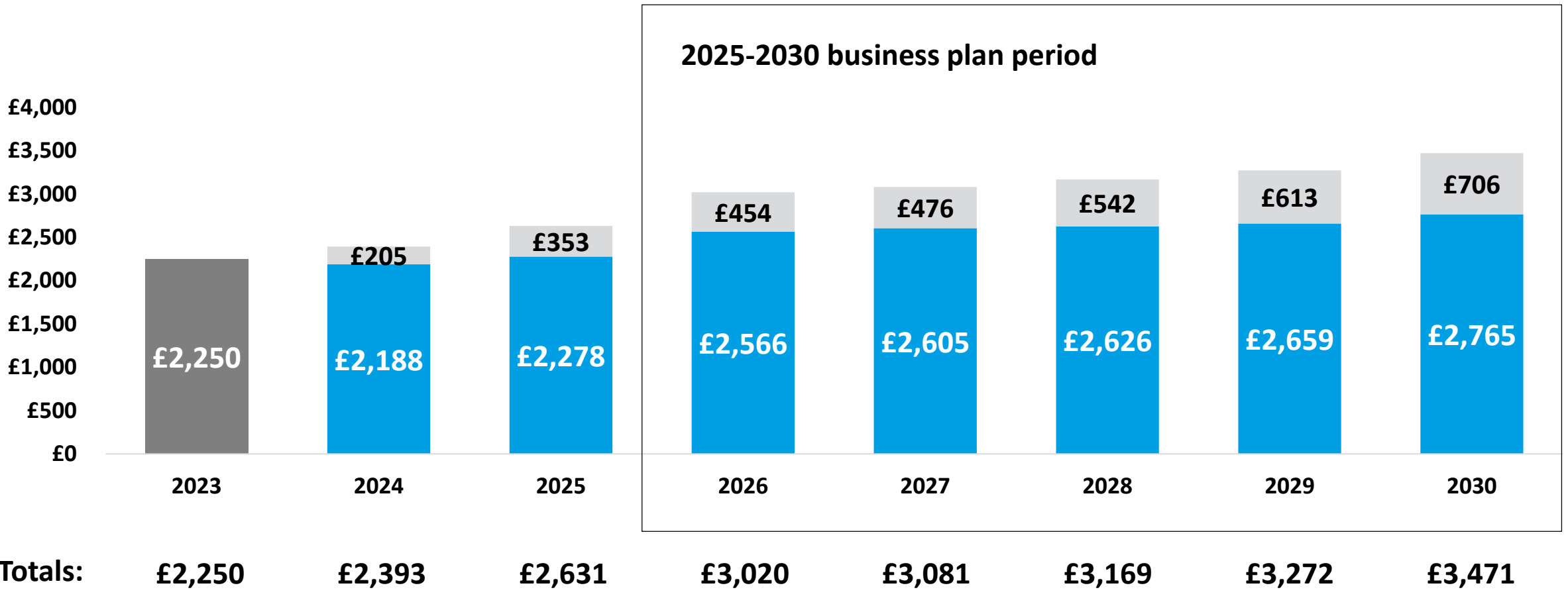
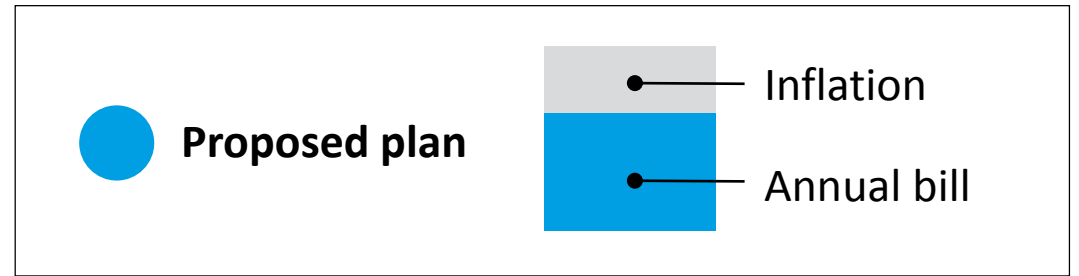
# Proposed plan: annual bill impact

Non-household £1,000 current bill example,  
£/property



# Proposed plan: annual bill impact

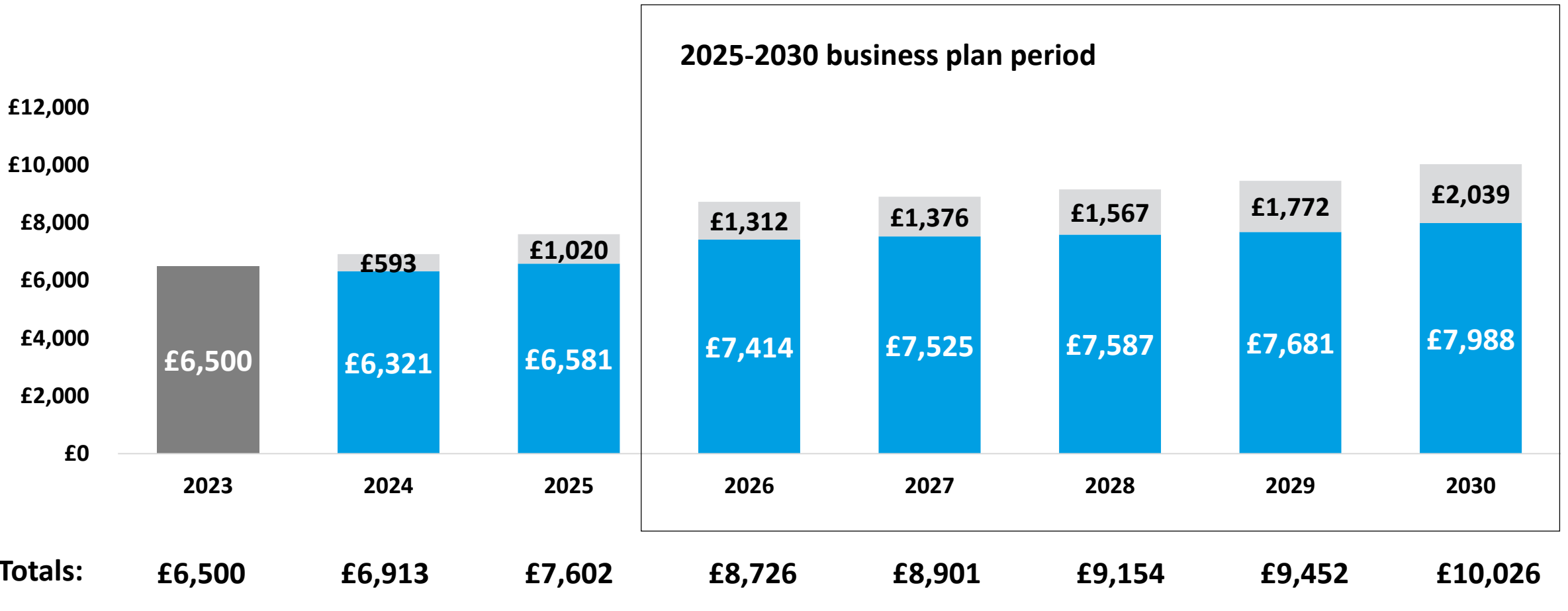
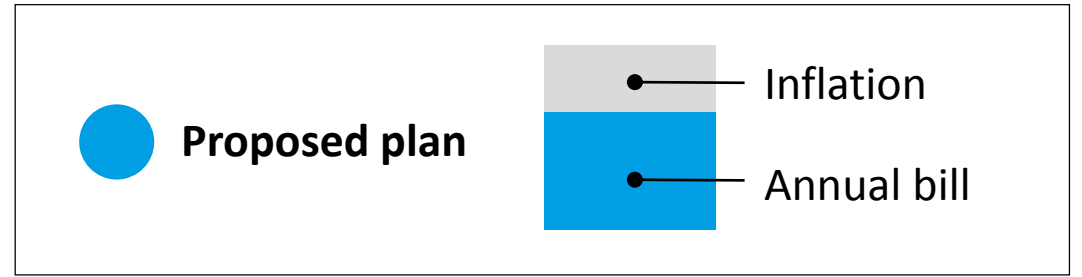
Non-household £2,250 current bill example,  
£/property





# Proposed plan: annual bill impact

Non-household £6,500 current bill example,  
£/property



# Phasing over time

	Option 1	Option 2	Option 3
Description	Investment is spread out across 2030 to 2050 to improve services, gradually improving levels of service	Investment is sooner to allow for improvements to services earlier	Investment is delayed, so service improvements happen later
What this means for bills	Bills will increase gradually from 2030 to 2050	Bill increases happen earlier, with a steep increase sooner and then hold steady	Bill increases happen much later with a steeper increase later on
What this means for service	Steady and gradual improvement to services from 2030 to 2050	Rapid improvement to services earlier, and then improvements hold steady	Little to no improvements to services until later on when investment is undertaken. Rapid improvement to services after this.