

# 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  
Uuw: United Utilities Water  
WSX: Wessex Water  
YKY: Yorkshire Water

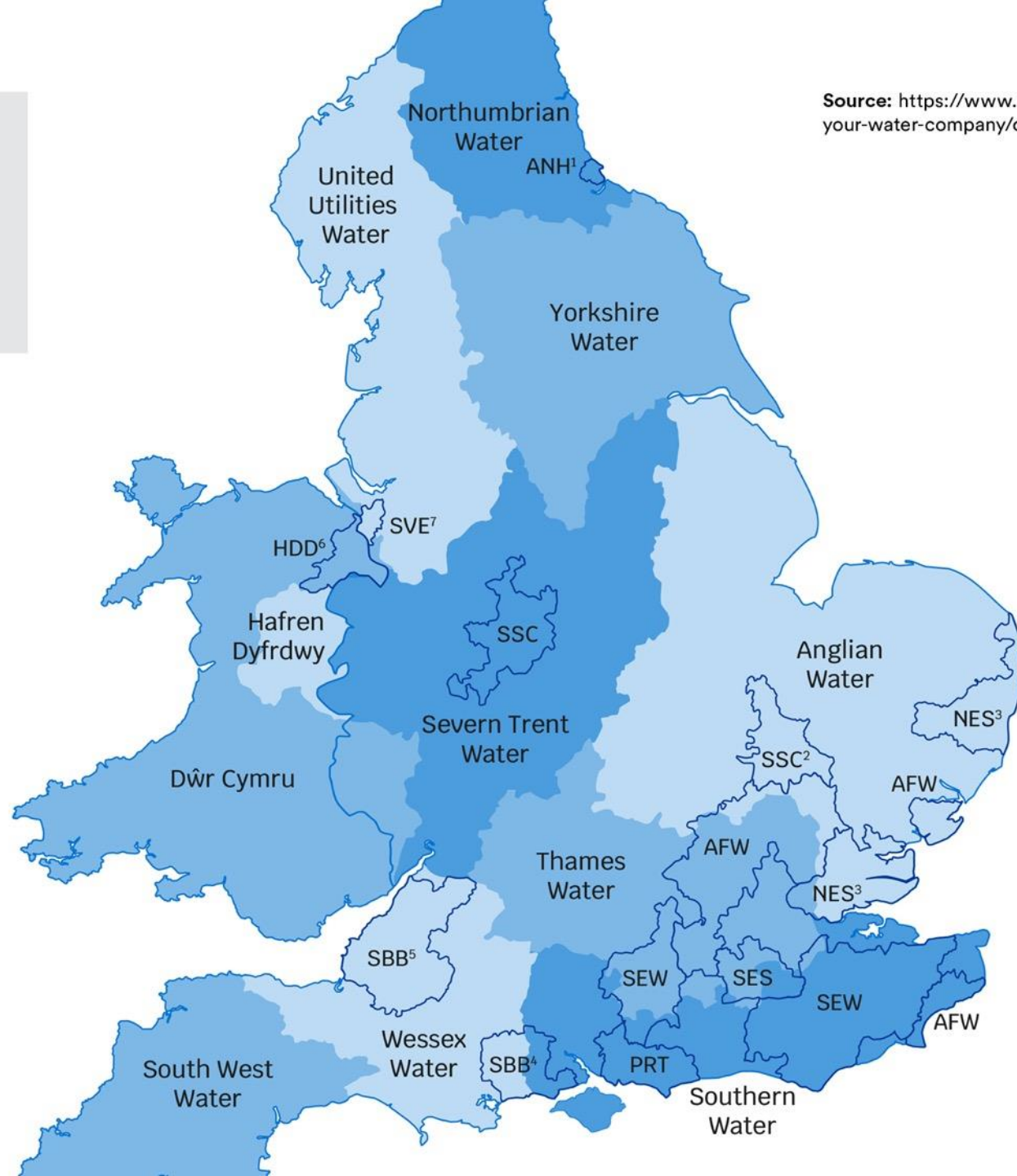
### Water only companies

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



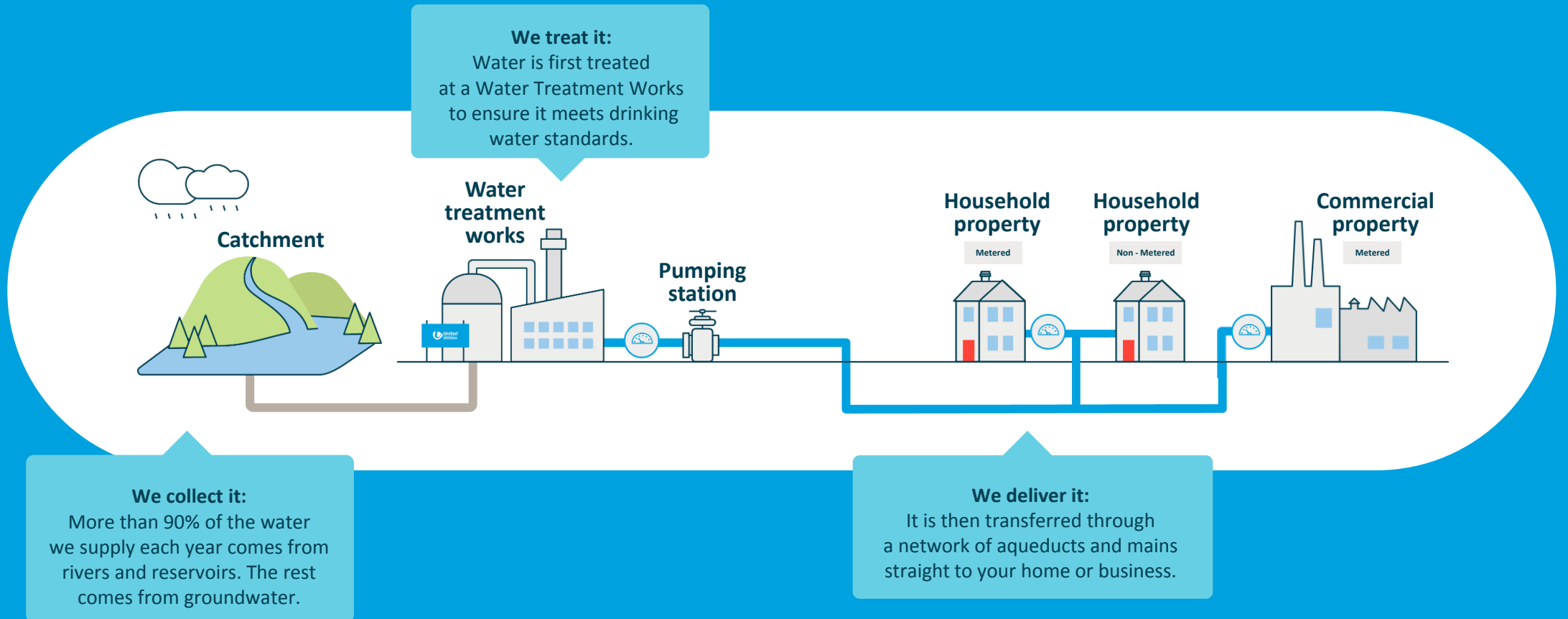
**566**  
wastewater treatment works



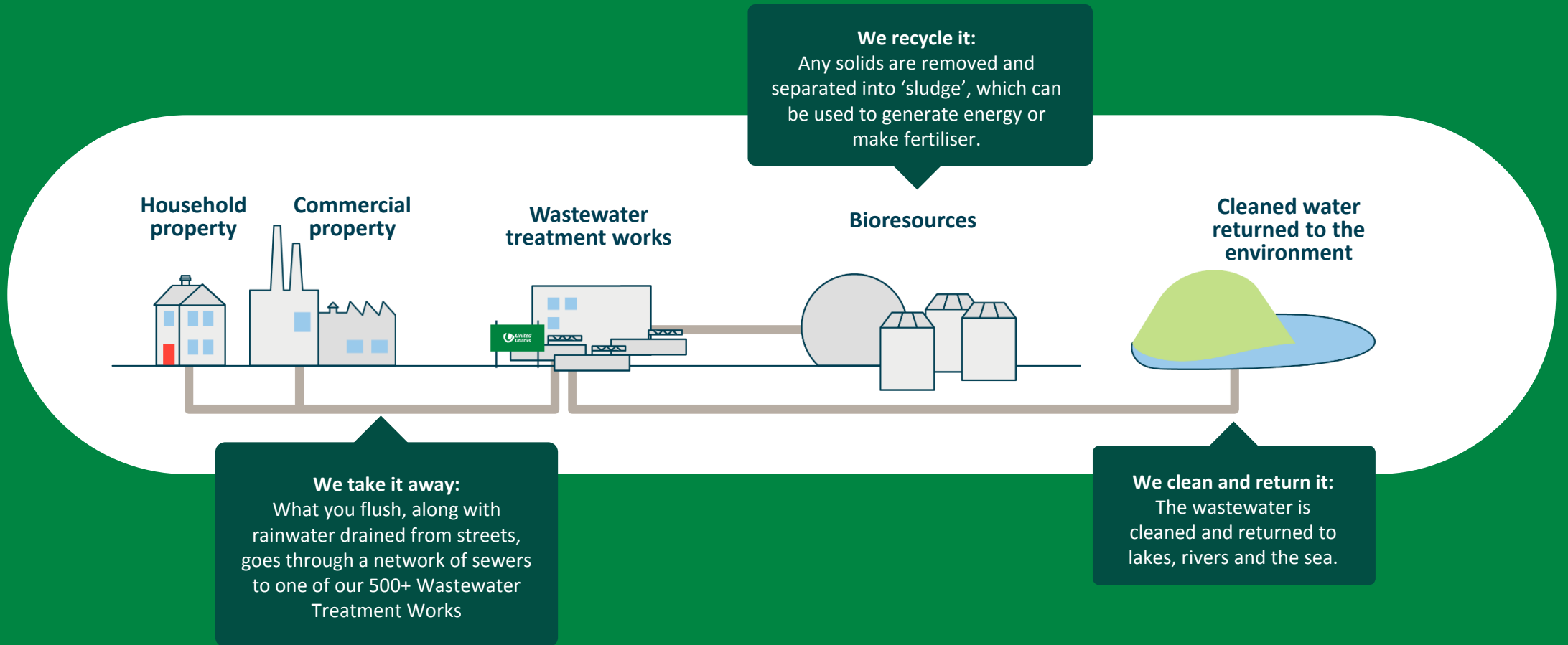
**22,700**  
North West jobs connected  
to United Utilities work



# 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

# Financial support for United Utilities customers

## Reduced bill: Back on Track...

If you're experiencing financial difficulties and are worried about paying your water bill, United Utilities may be able to offer you some extra help with their 'Back on Track' scheme.

The scheme is suitable for customers either receiving benefits, or on a low income and finding it difficult to pay their bill following a recent change in financial circumstances (such as redundancy or a reduction in current income).

Depending on your individual circumstances your water bill will be capped at a lower amount for the year.

## Discount for low income pensioners

United Utilities Help to Pay scheme provides a bill discount for low income pensioners receiving Pension Credit. Customers can receive a discount of around £60 on their water and/or sewerage bill.

## Debt support scheme – Payment Matching

If you need debt support, United Utilities Payment Matching scheme means that for every £1 you pay, they'll match it with £1 too, with their contribution increasing to £2 if you continue to make payments until your debt is cleared.

## Bill cap scheme: WaterSure

WaterSure helps reduce water bills if the household uses a lot of water for reasons beyond their control (e.g. households with 3+ children or someone in the household has a higher than average water usage due to a certain medical condition). Recipients must be in receipt of a means tested benefit or tax credit and be on a water meter. Bills are capped in-line with the average metered bill so customers don't pay more for reasons they cannot help.

## Payment break

If you're struggling with your bill due to losing your job or having to pay out for an unexpected household emergency, United Utilities Payment Break scheme can help by delaying your payments for an agreed period of time.

# Additional support provided by United Utilities

## Company funded support:

### United Utilities Trust Fund.

United Utilities Trust Fund is an independent grant making trust, committed to helping people out of poverty and debt – thanks to donations by United Utilities.

If you're in real financial hardship, you could qualify for a one-off payment from the Trust Fund to help clear your debts and start afresh.

## Additional support & services

Free water meters



Free water efficiency devices to help you save water and energy in the home and garden



Free in home water efficiency visits



Fixing leaky loos



# Priority Services Register

**We can all benefit from a bit of extra support at some stage in our lives. This could be due to age, ill health, disability, mental health problems, financial worries or language barriers.**

Priority Services is free and could help you, your family or your friends benefit from additional support from United Utilities so they can respond quickly to those particular needs.

Priority Services offer includes proactive communications and couriered bottled water delivery for registered customers in the event of a supply interruption. There are enhanced accessibility tools on the United Utilities website, with adaptations for partially sighted and blind customers as well as support for over 100 languages.



# Financial support provided by United Utilities

**United Utilities is committed to providing at least £71m of direct financial support to customers, helping customers out of debt and, even more importantly, avoiding customers from becoming indebted in the first place. This is delivered through discounted tariffs and grants to individuals and families through the United Utilities Trust Fund.**

A further £140m of customer support is available to customers from “social tariff schemes”, which are delivered by United Utilities.

Overall, United Utilities has committed to £280m of financial support is expected to be provided to North West households in 2020-2025.

We use a proactive approach to ensure customers are aware of their eligibility by increasing awareness of schemes and our targeted communications approach.



## Financial support provided by United Utilities

**Our preferred business plan proposes that at least £500m of direct financial support be provided to help low income households afford new water charges. This includes at least £200m of direct company contributions. Help will be delivered through discounted tariffs and grants to individuals and families via the United Utilities Trust Fund. Support like this aims to help customers out of debt and helping people avoid falling behind on payments in the first place.**

Promoting awareness of this support, and working with partners such as Citizens Advice means that we forecast that over 200,000 customers in the North West will receive financial support towards their water charges.



# Health vulnerability

**United Utilities recognises people with health vulnerabilities often have different requirements to others. Working with partners and customers United Utilities have identified a range of improvements to benefit those in vulnerable circumstances.**

Priority Services customers of United Utilities are automatically eligible for free benefits and services such as:

- Bills produced in formats such as braille; large print; coloured paper; talking bills and audio bills
- Knock and wait, giving customers additional time to answer the door
- Add a trusted family member or friend via our nominee scheme, so we can talk to them on your behalf
- Translation services via Language Line if you prefer not to speak English

- Subtitles and British Sign Language added to frequently viewed customer videos
- Notice of interruptions for planned and unplanned works
- Additional support for dialysis patients, plus customers with a medical dependency for water, before and during interruptions to water supplies
- Sewer flooding support
- Relocate the meter internally free of charge for those with mobility needs
- Delivering bottled water and tailored communication in the event of interruptions

United Utilities teams of Priority Service advisors receive awareness training on varied vulnerabilities. United Utilities also signpost customers to organisations/charities that can help.

Customers on Universal Credit, some state pensions and some benefits are eligible to receive social tariffs which provide them with a reduced bill for their water.

Data showing the take up and monetary value of water companies' social tariffs is shown to the right.

## Social tariff take-up 2019–20

Company	No. of customers registers
<b>United Utilities</b>	<b>68,552</b>
Anglian	24,307
Dŵr Cymru	88,024
Hafren Dyfrdwy	872
Northumbrian	25,742
Severn Trent	52,690
South West	11,547
Southern	84,373
Thames	150,372
Wessex	24,789
Yorkshire	19,795
Affinity	60,230
Bournemouth	671
Bristol	15,966
Cambridge	1,306
Essex & Suffolk	4,882
Hartlepool	559
Portsmouth	8,401
South East	33,575
South Staffs	22,228
SES	14,311
Industry average	34,866

## Approx. monetary value of support through social tariffs

Company	Estimated value of support provided (£)	Average bill reduction (£)
<b>United Utilities</b>	<b>20,254,575</b>	<b>295</b>
Anglian	4,324,001	178
Dŵr Cymru	24,365,606	277
Hafren Dyfrdwy	88,116	101
Northumbrian	3,464,030	135
Severn Trent	11,667,823	221
South West	1,388,448	120
Southern	5,655,365	67
Thames	15,482,176	103
Wessex	4,664,597	134
Yorkshire	2,147,268	108
Affinity	4,596,151	76
Bournemouth	14,864	22
Bristol	1,320,247	82
Cambridge	95,539	73
Essex & Suffolk	421,060	86
Hartlepool	49,453	88
Portsmouth	189,732	23
South East	2,076,651	62
South Staffs	1,805,712	81
SES	1,383,100	97
Industry average	5,021,643	236



## WaterSure Bill Cap Scheme take up 2019-2020

Company	No. of customers registers
<b>United Utilities</b>	<b>22,772</b>
Anglian	34,853
Dŵr Cymru	15,543
Hafren Dyfrdwy	847
Northumbrian	3,247
Severn Trent	13,959
South West	12,674
Southern	13,956
Thames	13,836
Wessex	7,779
Yorkshire	7,205
Affinity	4,055
Bournemouth	729
Bristol	2,974
Cambridge	352
Essex & Suffolk	4,883
Hartlepool	320
Portsmouth	190
South East	5,220
South Staffs	1,411
SES	241
Industry average	7,950

## No. of customers registered for Priority Services by company

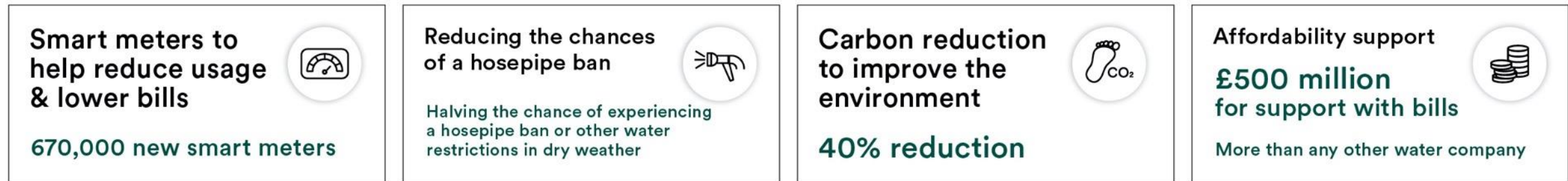
Company	2019–20
<b>United Utilities</b>	<b>98,420</b>
Anglian	82,383
Dŵr Cymru	56,119
Hafren Dyfrdwy	1,531
Northumbrian	16,897
Severn Trent	50,130
South West	24,157
Southern	20,420
Thames	80,824
Wessex	16,209
Yorkshire	65,661
Affinity	31,212
Bournemouth	1,269
Bristol	7,583
Cambridge	1,203
Dee Valley	N/A
Essex & Suffolk	6,376
Hartlepool	883
Portsmouth	730
South East	13,512
South Staffs	14,273
SES	6,047
Industry average	28,373

# Service improvements

United Utilities targets for 2030



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



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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

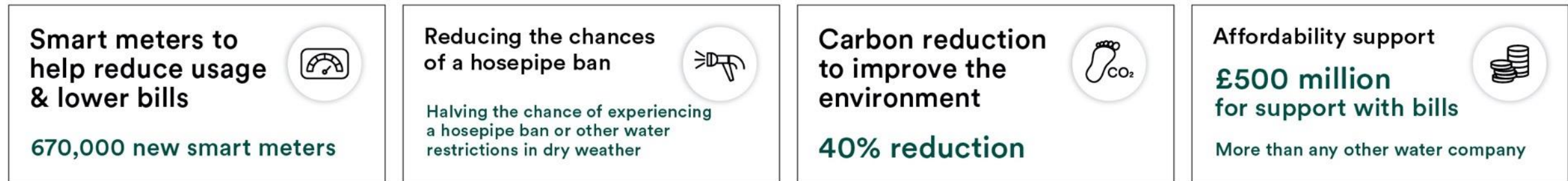
- Continuing to provide great quality drinking water across the North West
- Restoring six coastal water areas in the North West used for wild swimming and water sports
- Restoring peatland and ecosystems for 500 hectares of land (equivalent to 700 football pitches)
- Leading the utility sector on supporting 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

# Service improvements

United Utilities targets for 2030



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



# 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



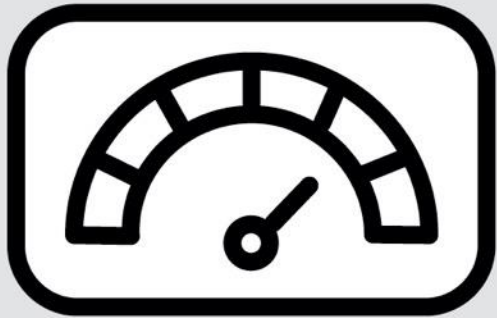
**How do United Utilities say they will do this?**

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.

# 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?

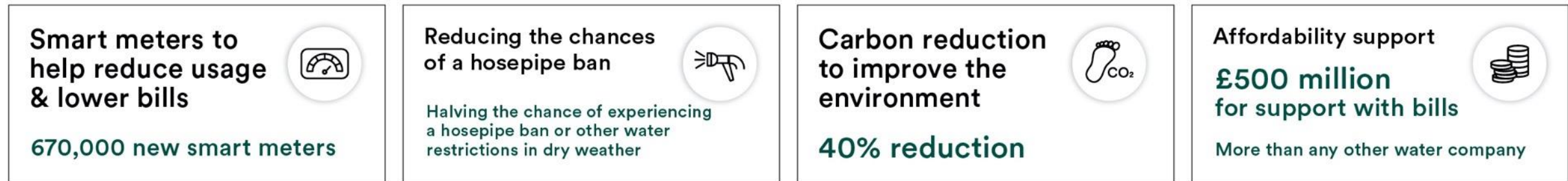
We are investing in replacing current meters with smart meters which can be remotely read. This enables homes and businesses to have greater visibility of their usage data, leading to reduced usage and reduced bills. Smart meters also help us detect leakage in the network, and proactively detect other 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.

# Service improvements

United Utilities targets for 2030



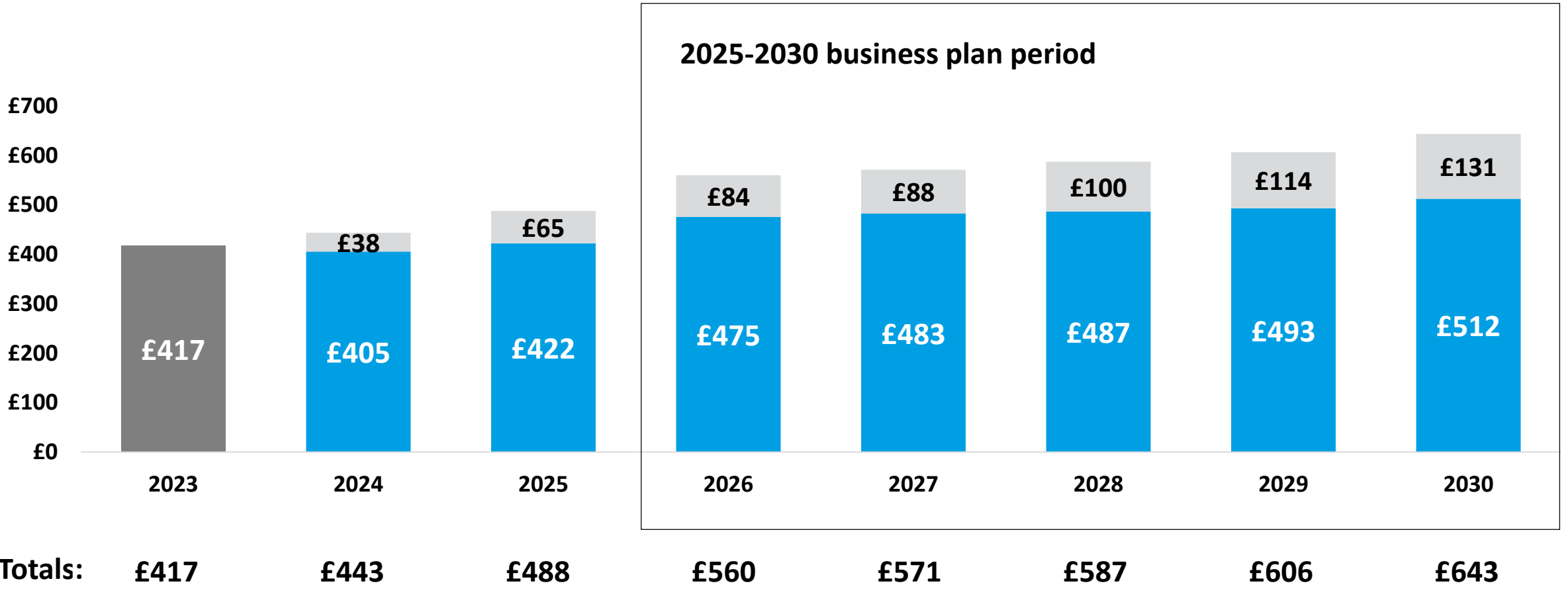
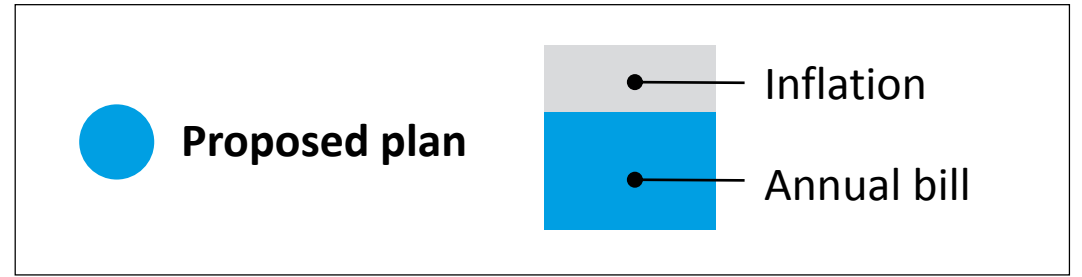
## Voluntary improvements set by United Utilities: targets for 2030





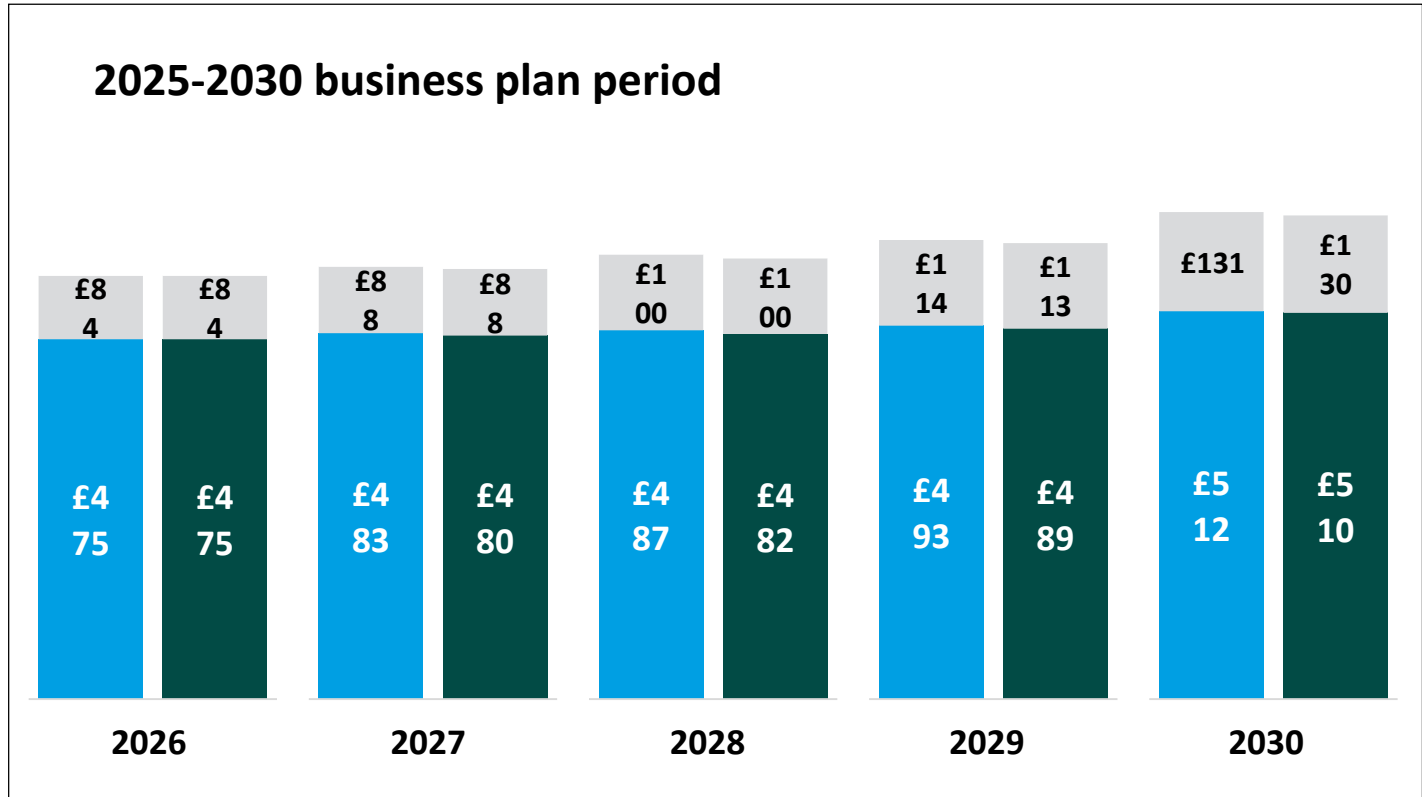
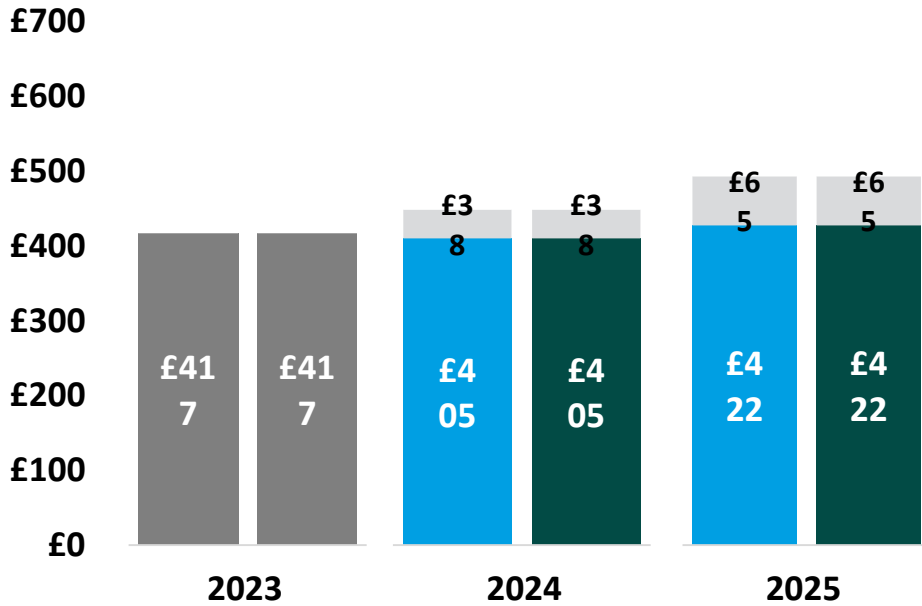
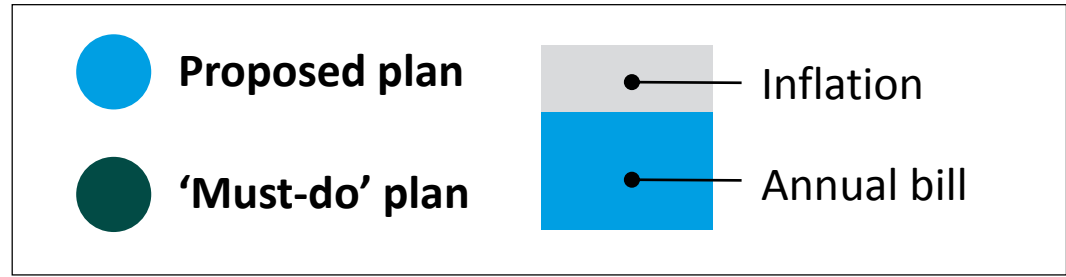
# Proposed plan: annual bill impact

Average household retail dual bill, £/property



# Bill impact comparison: proposed vs. 'must do' plans

Average household retail  
dual bill, £/property



Totals: £417   £417   £443   £443   £488   £488   £560   £560   £571   £567   £587   £582   £606   £602   £643   £640

# 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.