Because the North West matters:
Our business plan highlights

2020-2025
Our plan sets out our ambition to cut bills, improve services, provide more help to those that need it and safeguard water supplies for generations to come.

In preparing this plan, we reached 1.7m people through our engagement campaign and asked over 160,000 customers and stakeholders across the region for their views on what was most important to them. From face-to-face consultations to online surveys and feedback, from discussions of options with a panel of 7,700 customers to engagement via social media, we sought to gain a more comprehensive understanding of your expectations than ever before to shape our proposed business plan.

Your feedback was very clear. You told us you wanted lower bills, improved services - including extra support for those customers in vulnerable circumstances – and a commitment to continue to protect the environment of the region.

We propose to cut bills and expect average bills in 2025 to be lower in real terms than in 2010. We plan to deliver higher standards of service; improve safeguards against major extremes of weather; and deliver innovative solutions whilst investing sensibly for long term customer benefit.

Our aim is to be the best water and sewage company in the UK and we will achieve this by providing a great service to our customers, operating in a way that is both sustainable and in a responsible manner.

We have already made great progress towards this aim. We are reaching our highest ever customer satisfaction scores, achieving a 4-star industry leading environmental performance and delivering significant cost efficiencies.

From 2020, we will launch a new commitment called ‘CommUnity Share’ which means that if our dividends are much higher than expected, we will share the benefits with customers and communities across the North West through a ‘CommUnity Dividend’ - delivering further bill reductions, more financial assistance for customers or community grants.

As a time when many households are still feeling the financial strain, we believe our business plan strikes the right balance between improving affordability and investing responsibly.

We are proud to serve 3 million households and 200,000 businesses across the North West, providing 1.7 billion litres of clean water every day whilst safeguarding 1,300km of coastline and 7,000km of rivers. We take our responsibilities seriously, providing great service to customers and communities across the region whilst protecting the environment and creating long-term value for all of our stakeholders. Because to us, the North West matters.

Thank you for all your feedback. We’re excited about this next chapter, and can’t wait to get started.

Steve Mogford, Chief Executive
What we plan to deliver

Lower bills
- Largest ever bill reduction – average bills fall by £45 in real terms by 2025
- Bills lower in 2025 in real terms than in 2010
- Reduction in average bills in real terms over 5 years
- 10.5%

Improved services
- Reduction in number of customer contacts about taste and smell
- 13%
- Major investment in water supply network for customers in Manchester and the Pennines
- 15%

Long-term aim to eliminate lead pipes

Help for those in need
- A 34% increase in the value of financial support we provide for customers, worth over £70m
- Customers helped out of water poverty
- 250,000

Improving the North West’s environment
- Water quality in 1,315km of rivers improved
- Reduction in sewer collapses
- 9%
- Fewer external flooding incidents per year
- 650

- Reduction in leakage by 2025
- Major investment in water supply network for customers in Manchester and the Pennines
- 15%
- Reduction in average bills in real terms over 5 years
- 10.5%

Deliver a five-fold increase in the number of customers registered for Priority Services from 2015 to 2025

- 10.5%
- 650

Implementing new ‘Payment Breaks’ and ‘Lowest Bill Guarantee’ schemes to help customers

- 99%

Of water and sewage treatment works to comply with Environment Agency standards

- 99%

Reduction in sewer collapses

100% compliance with best practice for biosolids recycling

- 100%
- 99%

Long-term aim to eliminate lead pipes

- 99%

Reduction in leakage by 2025

- 99%

Reduction in number of customer contacts about taste and smell

- 13%

Major investment in water supply network for customers in Manchester and the Pennines

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Bills lower in 2025 in real terms than in 2010

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Where your £1.05 goes

By 2025, to provide you with a supply of clean, fresh water (and to take all your used water and sewage away) will cost you an average of just £1.05 per day.

But where does your money go?

29p = Operations – people, materials and energy

26p = Maintaining our assets and investing to improve services – sewage and surface water

19p = Maintaining our assets and investing to improve services – water

11p = Paying taxes, rates and licences

20p = Financing long term investment

10p = Taxing, rates and licences

Our business plan for 2020-2025

In producing this plan, we are grateful for the support and cooperation we have received from customers and communities across the entire North West region. In particular, we’d like to thank the independent customer challenge group YourVoice. Its members have worked tirelessly to test and challenge us on our approach to consulting with customers and other stakeholders to inform the development of the proposals contained in our business plan.

The result is a plan that we are confident strikes the right balance between meeting our industry obligations and providing a great service to customers. We are delighted to propose lower bills and increased support for those most in need whilst delivering the outcomes that customers told us they value.

Our business plan for 2020-2025 has now gone to Ofwat, the water industry’s economic regulator. We’ll find out early in 2019 if our proposals have been accepted.

We’ll keep you posted.

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Bernice Law, Independent Chair of YourVoice