



WaterFuture

Our Vision 2020–2050



www.southwestwater.co.uk



South West
Water

Welcome to your water future

This document summarises our long-term vision (2020-2050) for improving water and wastewater services in the South West. It reflects the feedback we've had from our customers so far.

As a South West Water customer, we want to know if the priorities we have included are right for you. Your feedback on this long-term vision will help us make some big choices about what to put in our next business plan (which will cover the five-year period 2020-2025).

It's important you have your say as it will affect the services you receive and the prices you pay.

So please, have a read and let us know. Your opinion matters to us.

To leave feedback visit
www.southwestwater.co.uk/waterfuture or
email waterfuture@southwestwater.co.uk



Your priorities



We recently held customer workshops and focus groups to find out which priorities are most important to you. You told us that the price you pay for your services is an overarching priority that we need to consider when investing in your other priority areas listed above.

Our goal is to balance your priorities with our environmental responsibilities and legal obligations.

Our performance to date...

Since 1989 we've invested around £6 billion to improve water and wastewater services in the region. As a result we now have some of the best drinking water and bathing water quality in the UK and indeed Europe.

In 2013 we made a series of promises to deliver for you by 2020. Here's how we're getting on:

Board pledges	Highlights	2015/16	2016/17	2017/18	2018/19	2019/20
We will keep any price rise well below inflation	Any rise in your bill will be below inflation every year to the end of the decade.					
We will be efficient, using new technologies to help keep bills low	We're investing in better drinking water treatment technology (including a new treatment works for Plymouth) and also working with environmental organisations to protect water quality.					
We will share the benefits of success fairly between customers and shareholders	Our unique WaterShare framework ensuring in-period investment of outperformance rewards, approved by the independent WaterShare Panel. WaterShare					
We will make significant improvements to frontline customer services	We achieved our best ever customer service score in 2016.					
We will deliver service and environmental improvements	Leakage has been reduced and bathing water quality is excellent.					
We will support sustainable regional growth	We support more than 5,000 jobs regionally and recruited our 120th apprentice this year.					

on track forecast to be on track



We are proud of our performance but know there are areas where we could still do better.

Our performance, against that of other water companies, is scrutinised by an independent WaterShare Panel. Read more at:

 www.southwestwater.co.uk/watershare

We also face a unique set of challenges:

- Some of our customers are struggling with below average incomes and higher than average house prices
- Our region is forecast to have significant population growth, with large influxes of visitors
- The climate is changing, with 'extreme weather events' increasingly likely
- Demand for new housing is amongst the highest in the UK.

In responding to these challenges we must continue to provide resilient and reliable services which you and your family can rely on.

In some areas this may mean investing sooner rather than later as we look towards 2050. There are options over how and when priorities are delivered over the longer term.

We are interested to hear your views on our plans to help ensure we are delivering the right priorities at the right time.

Affordability

Drought
Flooding

Economic growth

Focused on your water future

Our long-term vision is focused on delivering the right balance and value, meeting the diverse needs of the customers we serve and the responsibilities we have to the environment while keeping our costs as low as possible. Our long-term aims are summarised below.

CLEAN, SAFE AND RELIABLE SUPPLY OF DRINKING WATER



Prevent any taste, smell or discolouration issues and maintain our excellent water quality record.

Tackle leakage from our pipes and minimise interruptions to your supply.

Seek out innovative processes to make the way we treat water more effective and more efficient.

Respond to issues on our network of pipes before your service is affected.

RELIABLE WASTEWATER SERVICE



Make sewer flooding a thing of the past.

Continue to make sure that we have the capacity to deal with increases in population and the effects of climate change.

Target innovation and update our wastewater treatment equipment with the best available technology.

Increase awareness of how we can all play our part to protect our environment now and for future generations.

Protect our bathing and shellfish waters and the local economy they support.

AVAILABLE AND SUFFICIENT RESOURCES



Improve water quality and natural storage by managing natural wetlands.

Look to move surplus water around the region, and the wider South West, to make sure we are all resilient to drought.

Work with you to make sure we all use water efficiently and protect natural resources for future generations.

RESILIENCE



Make sure that extreme events have no impact on the services you receive.

Maintain services by operating our business in a responsible and transparent way.

Continue to protect the services you receive from any criminal activity or cyber threat.

Invest in our people, processes and systems to make sure that we are able to restore your service with minimum disruption.



RESPONSIVE TO CUSTOMERS



Resolve all customer issues quickly and efficiently.

Listen to our customers and engage with them on the service they expect from us.

Help customers to understand their water usage and how they can save water and money on bills.

Build a transparent and trusting relationship with our customers.

PROTECTING THE ENVIRONMENT



Improve our energy efficiency and increase renewable energy generation.

Aim to eliminate serious pollution issues altogether.

Work with local farmers and landowners to improve the quality of the water in our lakes, reservoirs and rivers.

BENEFITING THE COMMUNITY



Be the region's employer of choice and invest in skills for future generations.

Support our natural environment and amenities and help to protect the region's wildlife.

Continue to build links with local agencies, businesses and community groups.

Work with local schools, colleges and academic institutions.

FAIR CHARGING AND AFFORDABLE BILLS FOR ALL



Continually drive down costs to keep your bills as low as possible.

Continue to support customers who have problems paying their bills and provide advice to all customers on how they can reduce their bill.

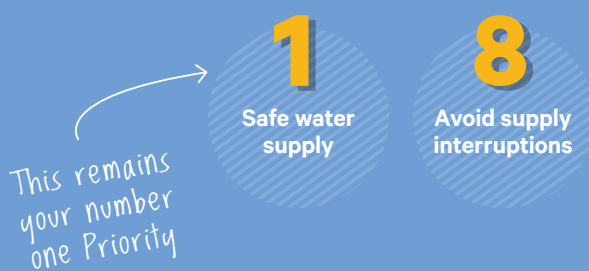
Make it easy for customers to deal with us and we will expand partnerships with trusted organisations.

Increase the number of households that are metered to ensure charges are as fair as possible for all.

Clean, safe and reliable supply of drinking water



What matters to you



By 2050 we expect all our customers to be able to enjoy an uninterrupted supply of fresh, clean water that not only meets the highest water quality standards but is also free from any unwanted taste, colour or smell.

You've said...

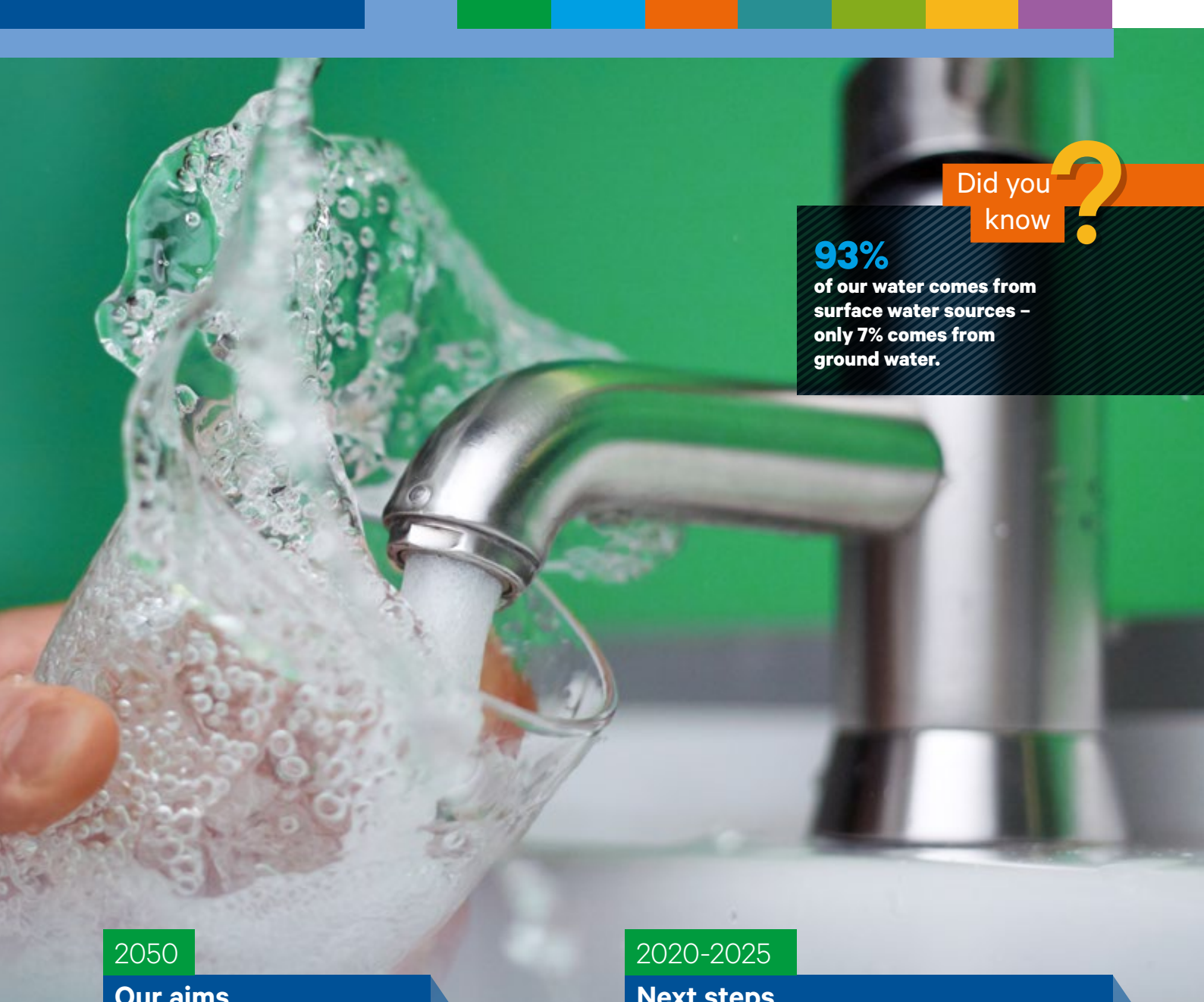
"Bursts and leaks need to be repaired quickly."

"The most important thing is to know our water is safe every time we turn the tap on."

"Water is essential for your health."

"I didn't realise how much is involved in getting fresh water to our taps."

"Having clean water is so important for us to function as a society."



Did you know ?

93%
of our water comes from surface water sources – only 7% comes from ground water.

2050

Our aims

- We will prevent any taste, smell or discolouration issues while continuing to protect your health and maintain our excellent water quality record which remains amongst the best in the industry.
- We will continue to seek out innovative processes to make the way we treat water more effective and more efficient.
- We will continue to tackle leakage from our pipes and will use innovative solutions to eliminate interruptions to your supply.
- We will respond to issues on our network of pipes before your service is affected using real time control and monitoring of our supply network to alert us to potential problems.

2020-2025

Next steps

- Targeting investment to replace our water treatment processes with cutting edge technology, such as our new Mayflower water treatment works in Plymouth.
- Continue to make improvements to our network of pipes and the way in which our system is monitored and operated.
- Making sure our treatment works and network of pipes are protected against the extremes of weather or criminal threat such as cyber attacks.
- Continue to invest in the workforce of the future through our apprenticeship scheme and links with local schools and colleges.

Reliable wastewater service



What matters to you...

5

Reduce sewer
flooding

12

Minimise odour
from wastewater
treatment works

You've said...

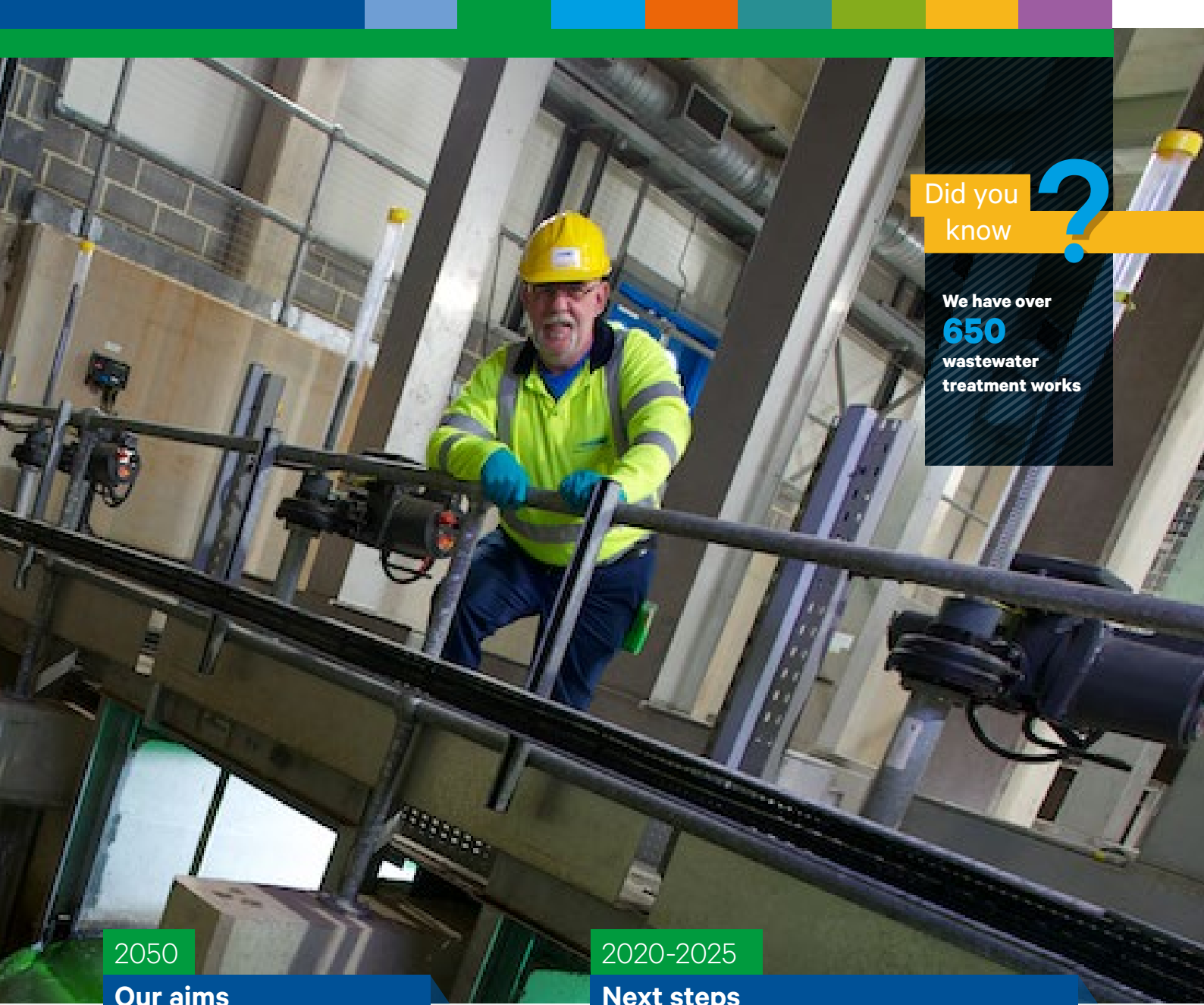
"There has been such a massive improvement in the environment over the last twenty years".

"Advice on what or what not to put down your loo, pee paper and poo? I will be telling my kids that."

We recognise the value you place on a reliable wastewater service. We hold a vision where our wastewater services are invisible to our customers and those who visit our unique peninsula.

"Will bathing water quality standards drop when we leave the EU?"

"We need to be sure wastewater is being treated to a high standard."



Did you know ?

We have over **650** wastewater treatment works

2050

Our aims

- We will work in partnership with the Environment Agency and lead flood authorities to increase the resilience of our network and make sewer flooding a thing of the past.
- We will target innovation and update our wastewater treatment equipment with the best available technology.
- We will protect our bathing and shellfish waters and the local economy they support.
- We will continue to make sure that we have the capacity to deal with increases in population and the effects of climate change.
- We will work with you to increase awareness of how we can all play our part to protect our environment now and for future generations.

2020-2025

Next steps

We will target investment in those areas where we risk failing any standard or where customers have reason to complain. Our innovative approach will make sure any new equipment is amongst the most advanced available.

Responding to issues before they become a problem by continually improving the way we monitor our systems and network of sewers.

Delivering you a first class service by investing in our people to make sure they work safely, effectively and efficiently.

Continue to reduce the risk of flooding, through partnering with local communities and agencies to develop solutions that are effective and sustainable.

Available and sufficient resources



Managing our natural resources allows us to support the demands of a growing population and ever increasing numbers of visitors to our region.

What matters to you

South West Water has met its targets for leakage every year since they were introduced.

7

Leakage control

10

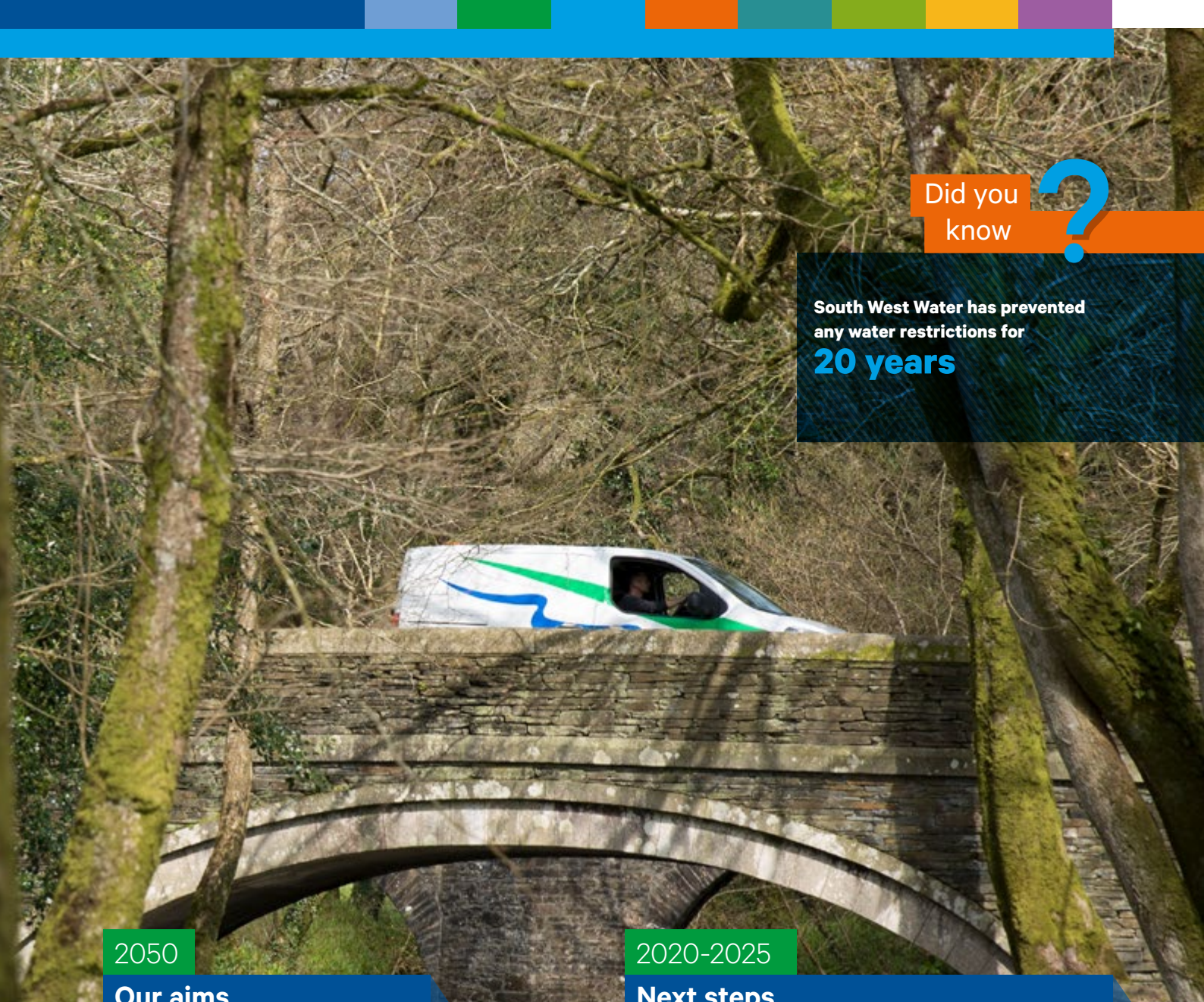
Water resource restrictions

You've said...

"I just want to turn on the tap and know that water will be there for me."

"We expect water that looks and tastes great."

"I would like more information on how to save water."



Did you know ?

South West Water has prevented any water restrictions for **20 years**

2050

Our aims

- We will improve water quality and natural storage by managing the wetlands that provide the water we treat and supply to you.
- We will work with our customers to make sure we all use water efficiently and protect natural resources for future generations.
- We will look to move surplus water around the region, and the wider South West, to make sure we are all resilient to drought.

2020-2025

Next steps

Continually monitor and manage our water resources and use any surplus responsibly to protect against drought.

Continue to drive down leakage and further reduce demand on our precious natural resources.

Work with you to reduce the future demand for water through programmes of education and the continuation of our water efficiency initiatives.

Resilience



What matters to you

4

Sewer resilience
in extreme
conditions

6

Water supply
resilience
in extreme
conditions

We understand
the need to
keep your water
running under all
conditions.

You've said...

"Flooding is a big
issue right now."

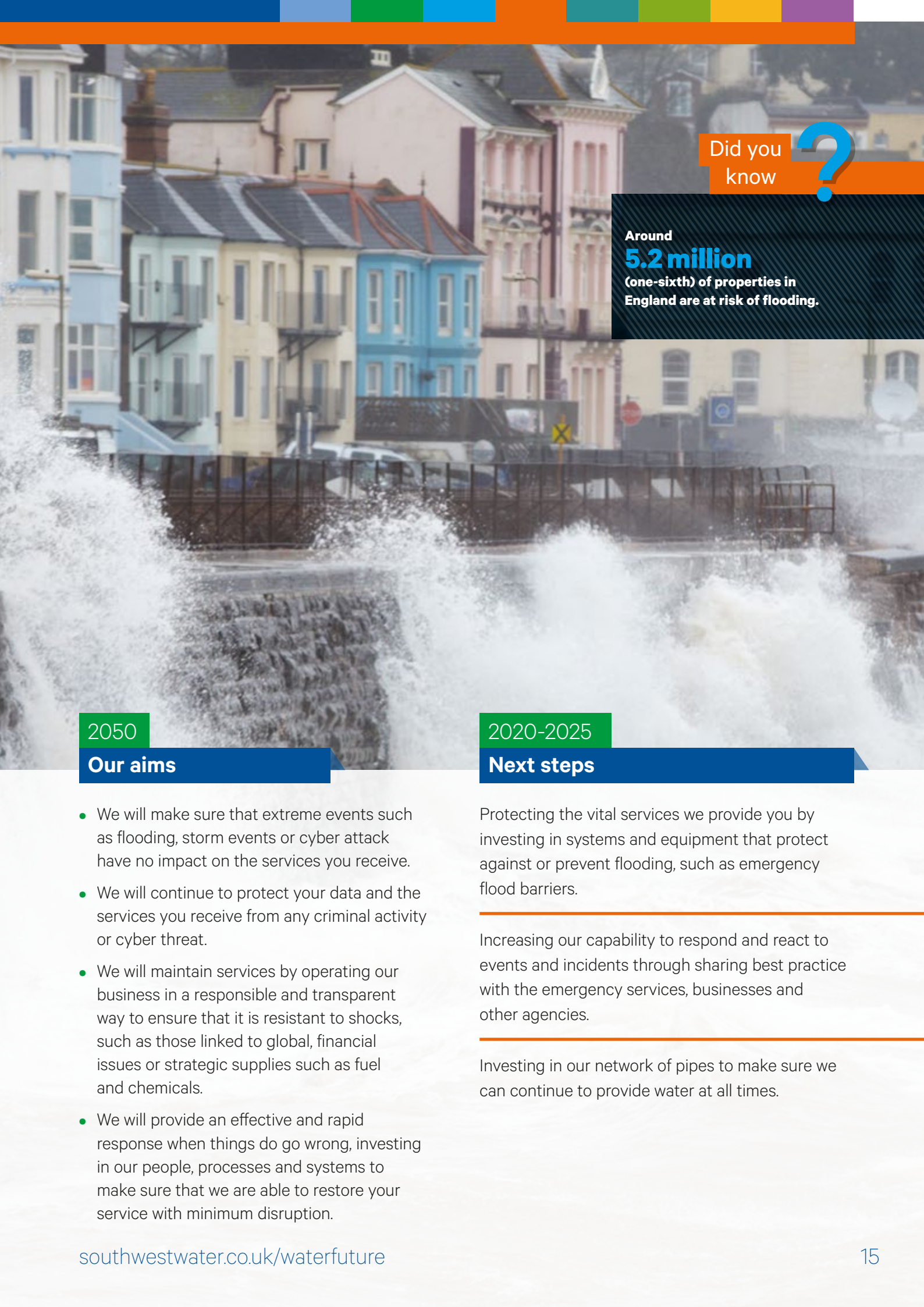
"What about
security, how are
we protected?"

"Is it even possible
to stop all this flooding?"

The services we provide must be protected from shocks and threats, such as extreme weather events, cyber attacks or global financial issues. If things do go wrong we will respond quickly and efficiently to minimise the impact on you and your communities.

Recent winters have
seen some of the
highest levels of
rainfall on record

"How do you plan to spread
cost over generations?"



Did you know 

Around **5.2 million** (one-sixth) of properties in England are at risk of flooding.

2050

Our aims

- We will make sure that extreme events such as flooding, storm events or cyber attack have no impact on the services you receive.
- We will continue to protect your data and the services you receive from any criminal activity or cyber threat.
- We will maintain services by operating our business in a responsible and transparent way to ensure that it is resistant to shocks, such as those linked to global, financial issues or strategic supplies such as fuel and chemicals.
- We will provide an effective and rapid response when things do go wrong, investing in our people, processes and systems to make sure that we are able to restore your service with minimum disruption.

2020-2025

Next steps

Protecting the vital services we provide you by investing in systems and equipment that protect against or prevent flooding, such as emergency flood barriers.

Increasing our capability to respond and react to events and incidents through sharing best practice with the emergency services, businesses and other agencies.

Investing in our network of pipes to make sure we can continue to provide water at all times.

Responsive to customers



We aim to provide responsive, innovative and cost-effective services that meet our customers needs and priorities.

What matters to you

We want you to have the confidence that we are here to help.

9

Responsiveness to service problems

11

Customer contact excellence

You've said...

"You want to speak to someone who knows what they are talking about when you phone up."

"They take your enquiry or concern seriously and act on it."

"Customers should be the priority."

"Make it easier to report leaks."



Did you know 

We were recognised as the most improved organisation in the utility sector by the Institute of Customer Service in January 2017

2050

Our aims

- We will resolve all customer issues quickly and efficiently.
- We will continue to listen to our customers and engage with them on the service they expect from us.
- We will help all customers to understand their water usage and how they can save water and money on bills.
- We will build a transparent and trusting relationship with all of our customers.
- We will be easy to talk to and responsive at all times.

2020-2025

Next steps

Improve customer satisfaction across all of our services.

Offer a complete range of communication channels that allow customers to contact us how and when they want.

Work with partners in the community to improve our response when issues such as supply interruptions arise.

Invest in our people and systems to ensure customers receive a service that is friendly and tailored to their needs.

Protecting the environment



The unique natural environment of the South West promotes a culture and lifestyle that is recognised around the world and draws ever increasing numbers of visitors to our region.

What matters to you

2

Bathing and shellfish waters

3

Prevent pollution

13

Reduce energy consumption

14

Catchment management

15

Habitats

Over 8,000,000 tourists visit the South West every year!

You've said...

"Maintaining clean rivers, monitoring what goes into the rivers from places like factories and farms."

"The environment is part of us and it should be our main priority."

"We need to keep our environment clean and safe."

"Renewable energy is important, sustainability is key."



Did you know ?

Our restoration of peat bogs on Exmoor has resulted in the bogs holding a third more water

2050

Our aims

- We will continue to improve our energy efficiency and increase renewable energy generation, reducing our carbon footprint and protecting the region's natural assets.
- We will aim to eliminate serious pollution issues altogether. We will continue to work with others to reduce pollution from other sources.
- We will work with local farmers and landowners to improve the quality of the water we harvest from our lakes, reservoirs and rivers.
- Continue with our programme of green energy schemes, we target 50% of our energy to be generated on site by 2050.

2020-2025

Next steps

Continue to reduce the carbon impact of our operation to meet and exceed national targets.

Continue to find ever more energy efficient ways of carrying out our operations, for example saving fuel from our fleet of vans using driver behaviour systems and use of electric vehicles.

Continue our engagement with local farmers, landowners and conservation based organisations to protect and improve our natural habitats and resources.

Benefiting the community



What matters to you

17

Education on water saving & sewer usage

Our 'Love your Loo' campaign helps you to help us.

You've said...

"We live in a tourist area, people rely on the trade during the summer."

"Educate the public on water usage as well as what we flush down the loo."

By ensuring that our activities have a positive impact on recreation amenities such as bathing waters, river water quality and supporting leisure activities at our reservoirs, we are able to support the economy of the region.

Over 120 apprentices have joined us since 2011.



Did you know



We have over a third of the country's bathing waters – more than any other water company

2050

Our aims

- We will be the region's employer of choice and invest in skills for future generations.
- We will support our natural environment and amenities to promote the health and wellbeing of those who live, work and holiday here.
- We will continue to protect the region's wildlife.
- We will continue to build links with local agencies, businesses and community groups to promote growth and investment in the South West.
- We will work with local schools, colleges and academic institutions to inform and educate the customers of the future.

2020-2025

Next steps

Continue to support local educational establishments, sponsor local charities and organisations, and encourage our employees to take part in voluntary activities that benefit our local communities.

Through partner agencies, we will promote the use of reservoirs for leisure activities such as sailing and windsurfing.

Continue to promote our community based campaigns that help you to help us, such as our award winning 'Love your Loo' campaign.

Continue to invest in our people to provide the skills for future generations.

Fair charging and affordable bills for all



What matters to you

16

Smart metering

18

Compulsory metering

You've said...

"Water should be made affordable for all."

"We need to understand the costs involved in getting water to our taps."

"Help with paying bills is available if you are struggling."

South West Water takes its social responsibility seriously and will continue to deliver services as efficiently as possible and offer support to those who struggle to pay their bill.

"We want clean water at a reasonable and fair price."

Did you know ?

Over **80%** of our customers are metered

2050

Our aims

- We will continually drive down costs to keep bills as low as possible.
- We will continue to support customers who have problems paying their bills and provide advice to all customers on how they can reduce their bill.
- We will make it easy for customers to deal with us and will expand partnerships with trusted organisations such as Citizens Advice and local social housing providers.
- We will increase the number of households that are metered to ensure charges are as fair as possible for all.

2020-2025

Next steps

Continue to drive down our costs and pass through benefits to our customers in a timely manner.

Continue to work with trusted third party organisations to offer support to customers who struggle with their bills.

Provide advice to customers on how to save water and save on their bills.

Ensure that customers in vulnerable circumstances are able to access and take advantage of our range of affordability schemes.

Planning for the future

We welcome your views on the priorities for services to 2050 we have set out in this document, and any others we have not covered that you believe are important.

The information you provide will help us to prepare a balanced plan focused in the areas that matter most to you.

You can contact us in the following ways:

- By emailing **waterfuture@southwestwater.co.uk**
- By visiting our WaterFuture website at **www.southwestwater.co.uk/waterfuture**
- By writing to us at **FREEPOST WATERFUTURE**





To find out more and have your say visit
www.southwestwater.co.uk/waterfuture



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