



Welsh Water – Measures of Success Performance Testing Research

Qualitative & Pilot

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Accent is registered to the market, opinion and social research
International Standard ISO 20252

Contents

1 Research Background

2 Sample observations

3 Response to measures

4 Customer valuations – Pilot findings



Research background

DCWW Customer engagement

Background	As part of DCWW Customer Engagement Programme for PR19, there is a requirement to ensure a comprehensive understanding of customer views on the performance measures
Core Objective	Explore customer valuations across a range of measures within context of a) impact on bills of improved performance, b) historical performance levels achieved, c) comparisons with other companies' performance and d) allow for trading off of improvements across measures within a fixed bill profile
Desired Outcome	Insight should help DCWW decide the performance targets for the PR19 Measures of Success (MOS)

Innovative customer engagement programme required

Four large scale deliberative workshops lasting 4.5 hours

50 respondents in each location

Location					
Cardiff	Pre-Family	Family	Older children/ Empty nester	Retired	Business
Haverfordwest	AB	C1	C2	DE	
Colwyn Bay	Pre-Family	Family	Older children/ Empty nester	Retired	
Hereford	AB	C1	C2	DE	

Weekend events (Saturday and Sunday) to ensure inclusivity

Deliberative events including WW staff

Each event provided opportunity for detailed discussion, customer led debates and voting

Welcome presentation to all 50 customers

Moderator led
deliberative session
(10 customers –
Cohort 1)

Moderator led
deliberative session
(10 customers –
Cohort 2)

Moderator led
deliberative session
(10 customers –
Cohort 3)

Moderator led
deliberative session
(10 customers –
Cohort 4)

Moderator led
deliberative session
(10 customers –
Cohort 5)





Cohort spokesperson presents individual measure for discussion in the round

Repeat to
cover 15
measures

Individual voting



Link sent to respondents after the events - questionnaire with trade off model within bill profile

	Option A (same as now)	Option B	Option C	Cost
Discoloured Water Affected customers = 	 <input type="checkbox"/> 3,000	 <input checked="" type="checkbox"/> 2000	 <input type="checkbox"/> 1500	No change to your bill
Water taste/smell not ideal Affected customers = 	 <input type="checkbox"/> 2000	 <input type="checkbox"/> 1500	 <input checked="" type="checkbox"/> 1000	+£2.50 every year for 5 years
Unexpected interruptions Affected customers = 	 <input checked="" type="checkbox"/> 100,000	 <input type="checkbox"/> 80,000	 <input type="checkbox"/> 60,000	+£10.00 every year for 5 years
Persistent low pressure Affected customers = 	 <input type="checkbox"/> 200,000	 <input checked="" type="checkbox"/> 150,000	 <input type="checkbox"/> 100,000	-£2.50 every year for 5 years



Your choices result in:
Total change = **+£10.00**
every year for 5 years from £214 in 2019 to £264 in 2024

Your customers loved the event

Fabulous feedback from your customers at the end of long engagement sessions



When's the next one!!
Colwyn Bay

I didn't think we would be able to
talk about water for 5 hours but you
do so much
Haverfordwest

What a lovely way to spend a
Sunday
Hereford

It was great – thanks so much. I
thought it would be boring but it
wasn't!
Cardiff

2

Sample Observations

The Welsh Factor

Customers are proud of their country and uniquely protective of their water company



- Pride in Wales tends to mean customers are protective of all things Welsh
- Understand that their rural, coastal geography presents challenges
- Recognise the difficulties in resourcing
- BUT feel Wales is abundant in natural resources

The thing is they have such a vast area so the pipework is much more complicated
Haverfordwest, Business

On the whole customers very supportive of DCWW

Not for profit is new news for many

Welcome the news but still want DCWW to spend responsibly and wisely



- Good context for customer valuations
- Minimises conversations about privatization and shareholder dividends
- Focus is still on whether this is a worthy investment
- Customers still very rigorous about evaluating investment options

I was really surprised by that. Its great but I still don't think the bills should rise too much in today's economic climate
Hereford, AB

Not for profit status does not mean carte blanche for raising bills

3

Response to measures

Overview of measures

From the measures explored in the deliberative events there is some appetite for further improvements for some measures



Stay the same

- Drinking water acceptability
- Drinking water availability
- Sewage in the street
- Worst served – low pressure
- Worst served – interruptions to supply

Invest +

- Leakage
- Preventing pollution
- River water improvements
- Worst served – sewage in the home
- Reducing fossil fuel dependency
- Resilience of wastewater networks to storms

Invest ++

- Sewage in the home
- Help for disadvantaged

Asset health (sewers), bill collection and customer service seen as very important
Asset health (mains burst), education/recreation seen as important

Understanding more about the Invest ++ Measures

Invest ++

Sewage in the home

Help for disadvantaged

Sewage in the home

MEASURE D3

Sewage in the home



- Show video: <http://www.wearewelshwater.com/#/content/reducing-blockages-on-our-wastewater-network>
- Sewer flooding occurs when sewage escapes from a pipe, through a manhole, from a drain or by backing up in a toilet
- The flooding can be caused by:
 - **A blockage within the sewerage system.** For example, this could be because people flush the wrong things down the drain (fat, grease, nappies, sanitary items) or because the sewer is damaged by tree roots or collapses
 - **Equipment failure**
 - **Hydraulic overload**, i.e. the sewer cannot cope with the amount of sewage and rainwater flowing through it, often in times of rain storms
 - **Sewer collapse**, i.e. the sewer pipe has collapsed blocking the flow of sewage
- Welsh Water are committed to addressing these problems by reducing the number of properties that are at repeated risk of sewer flooding as well as taking mitigating measures to either reduce the risk or deal with the severity of the flooding where permanent solutions aren't economically feasible

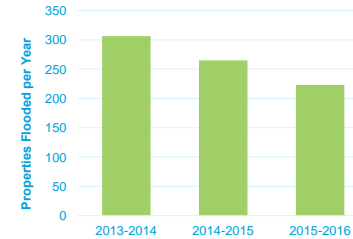
dwrcymru.com

MEASURE D3

Sewage in the Home



Welsh Water Historic Performance



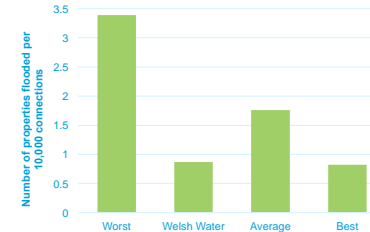
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MEASURE D3

Sewage in the Home



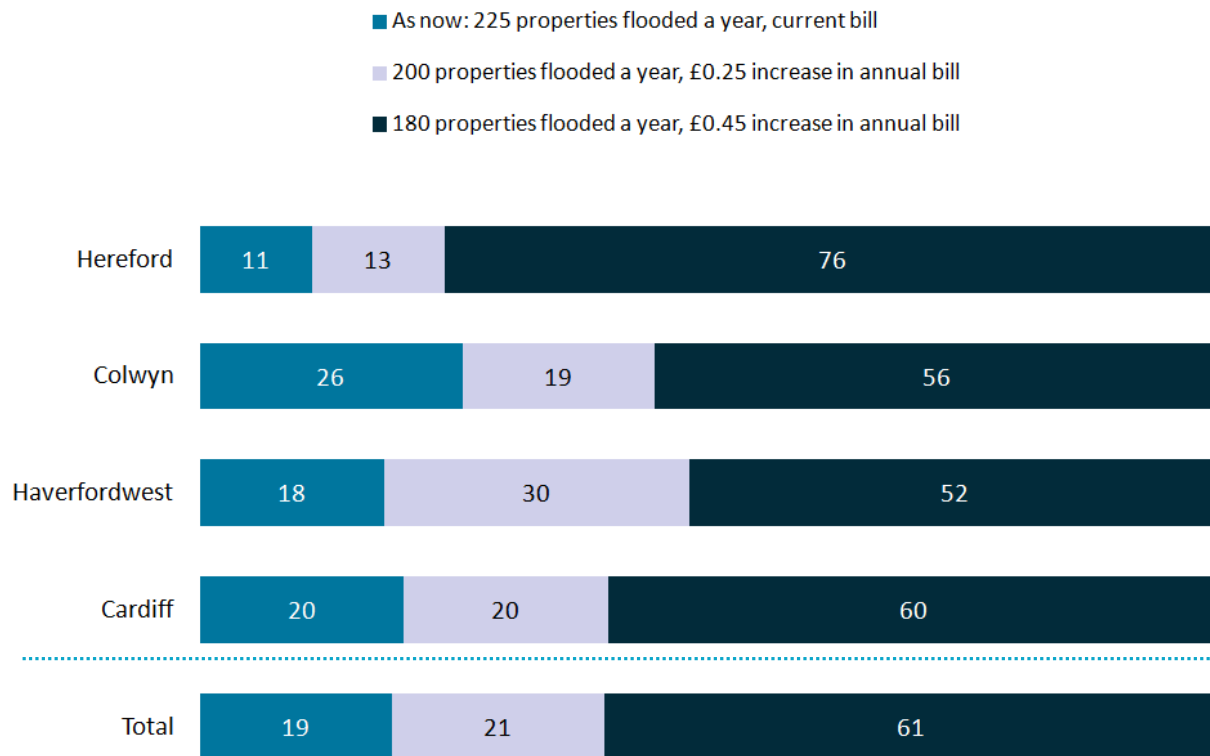
Welsh Water Performance in Comparison to Other Companies (2015)



dwrcymru.com

Sewage in the home

Majority prepared to pay the highest amount to see substantial improvements in this measure



Sewage in the home

Considered to be a low bill annual increase to help 45 properties

Overall response

- Critical importance - this feels like one of the worst things to happen to anyone
- Key for DCWW to replace old sewage infrastructure/drains
- Felt also to be a customer responsibility
 - Need to educate customers (horrified at the stories about customers flushing nappies)
 - Need to have penalties for customers
- Need to be restrictions on manufacturers who market 'flushable wipes'
- Business customers concerned about the impact this may have on customers and business sustainability e.g. smell

Investment

- WTP = high
- £0.45 increase in the bill feels very small compared to the negative emotional and practical impact of sewage in the home
- Background data is very encouraging
 - Better than average
 - Incidents are reducing
 - Both of these suggest that DCWW have good initiatives that could be extended further to reduce the amount of properties affected
- Those opposed to any increase feel that improvement have already been made

Sewage in the home

This should be a NEVER event
Haverfordwest, AB

This could spread disease. Its disgusting
especially if there are children in the home
Hereford, C1

This is such an awful thought – its so
important
Cardiff, Empty Nester

It just feels like something for home and
businesses that should be sorted – you know
it's the smell
Colwyn Bay, Business

Help for disadvantaged customers

MEASURE E2

Help for disadvantaged customers



- Show video: <http://www.wearewelshwater.com/#/content/helping-our-customers>
- Social tariffs provide assistance to those who are struggling to pay their bills
- This is a particular problem in the Welsh Water area as around 30% of our household customers spend more than 3% of their disposable income on their water and sewerage bill and almost 15% of our customers spend more than 5% of their income on their bill
- There are six social tariffs/schemes that provide help for disadvantaged customers or those with a disability or medical need and who are struggling to pay their water and sewerage bills.
- These are six different schemes: HelpU, WaterSure Wales, Welsh Water Assist, Water Direct, Customer Assistance Fund, Water Collect
- By 2019 there are expected to be 100,000 being assisted on one of these schemes.
dwcymru.com

MEASURE E2

Help for Disadvantaged Customers



- HelpU – Customers whose combined household income is less than £15,000 can apply for a reduced tariff. There are four tiered bands which have a fixed rate tariff offering annual saving of up to 55%. This tariff is available to both metered & unmetered customers
- WaterSure Wales – Measured customers on a qualifying benefit with either a medical condition requiring additional water usage or having three children under the age of 19, can apply for this tariff. The water charges for the property are fixed
- Welsh Water Assist – From the 1 April 2015 this tariff ceased to exist for new claimants. However, we still have customers benefiting from the reduced tariff as we transition them onto other affordability tariffs. Both metered & unmetered customers on a qualifying benefit with either a medical condition requiring additional water usage or having three children under the age of 19, used to be able to apply for this tariff. The water charges for the property are fixed.

dwcymru.com

MEASURE E2

Help for Disadvantaged Customers



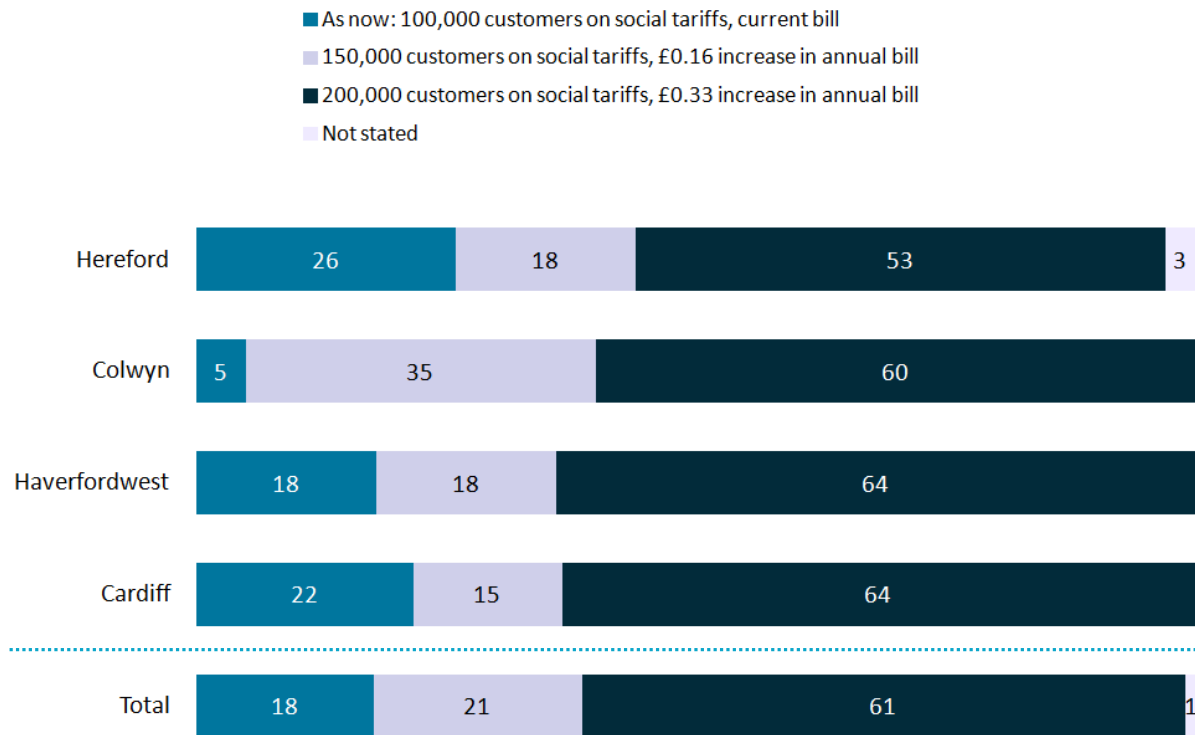
- Water Direct – Customers on a qualifying benefit and with arrears greater than £75 can have their water charges paid directly by deduction from their benefits. A small amount is deducted weekly to clear the arrears plus current year's charges. The customer receives a discount of £25 off their current year's charges
- Customer Assistance Fund – Customers in severe financial hardship can apply for this scheme. If a customer pays their current charges for 12 months the arrears are cleared, encouraging the customer to pay future charges on a regular basis
- Water Collect – As part of an agreement with us, two Registered Social Landlords who bill and collect water charges on our behalf, provide a £10 discount to their unmeasured tenants off their current year's charges.

dwcymru.com

Help for disadvantaged customers

Strong positive response to helping disadvantage customers

Six in ten participants are willing to see a £0.33 increase in annual bill to help disadvantaged customers



Help for disadvantaged customers

High WTP to support vulnerable customers with established schemes that are already in place

Overall response

- Strong social conscience across groups esp. supporting older people (might leave the tap running and run up a big bill, etc)
- Bills and detail of tariffs can be confusing for vulnerable customers
- Fear that debt can escalate if its not dealt with
- Some concerns that the existing schemes are open to abuse
- AND criteria might not be quite right e.g. just because you have 3 children and are on benefits doesn't mean you need support
- AND that the schemes are just not visible enough
- Need better marketing and access to online calculators to check eligibility

Investment

- WTP = high
- Encouraged to see the type of schemes Welsh Water have in place although potential to confuse
 - 'Why not just have one tariff?'
- 2019 predictions of 100k customers is high and suggests immediate action needed
- Feel that Welsh Water need to proactively put customers on these schemes
- 33p feels very little and some groups (pre-kids, Colwyn Bay) looking for this to be increased further

Help for disadvantaged customers

This is very important and people need access
to help
Colwyn Bay, Pre-Family

Older people need support – its morally right. It
can nip any stress in the bud
Cardiff, Retired

Given that they are a not for profit
organisation, they should support
Colwyn Bay, Pre-Family

With the political situation as it is, it could
happen to any one of us
Haverfordwest, C1

Its important that they are proactive and
capture people before they fall into debt
Haverfordwest, C1

Understanding more about the Invest + Measures

Invest +

Leakage

Preventing pollution

River water improvements

Worst served – sewage in the home

Reducing fossil fuel dependency

Resilience of wastewater networks to storms

Leakage

MEASURE F2

Leakage



- Welsh Water have to produce a Water Demand Forecast for a 25 year period and to manage demand in accordance with this plan
- A key component of this is the Sustainable Economic Level of Leakage (SELL) assessment which provides leakage targets for operational leakage management
- Leakage is often on the pipes that customers are responsible for as well as those of the company
- About 20% of water that is treated is leaked
- In order to achieve these targets and to manage the demand for water a range of activities such as repairing pipes, Water Efficiency promotion, Pressure Management and Network Flow recording activity is undertaken
- Reasons why leakage can vary is things like extreme weather conditions, age of the pipe network in a particular region, pipe material, differences in water pressure, soil conditions and corrosion, damage to pipes caused by heavy traffic which compresses the soil around the pipes

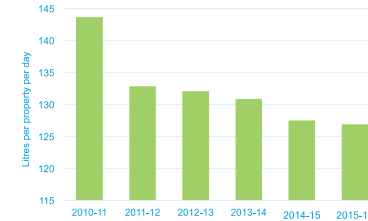
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MEASURE F2

Leakage



Welsh Water historic performance



dwrcymru.com

MEASURE F2

Leakage



Welsh Water performance in comparison to other companies (2015):



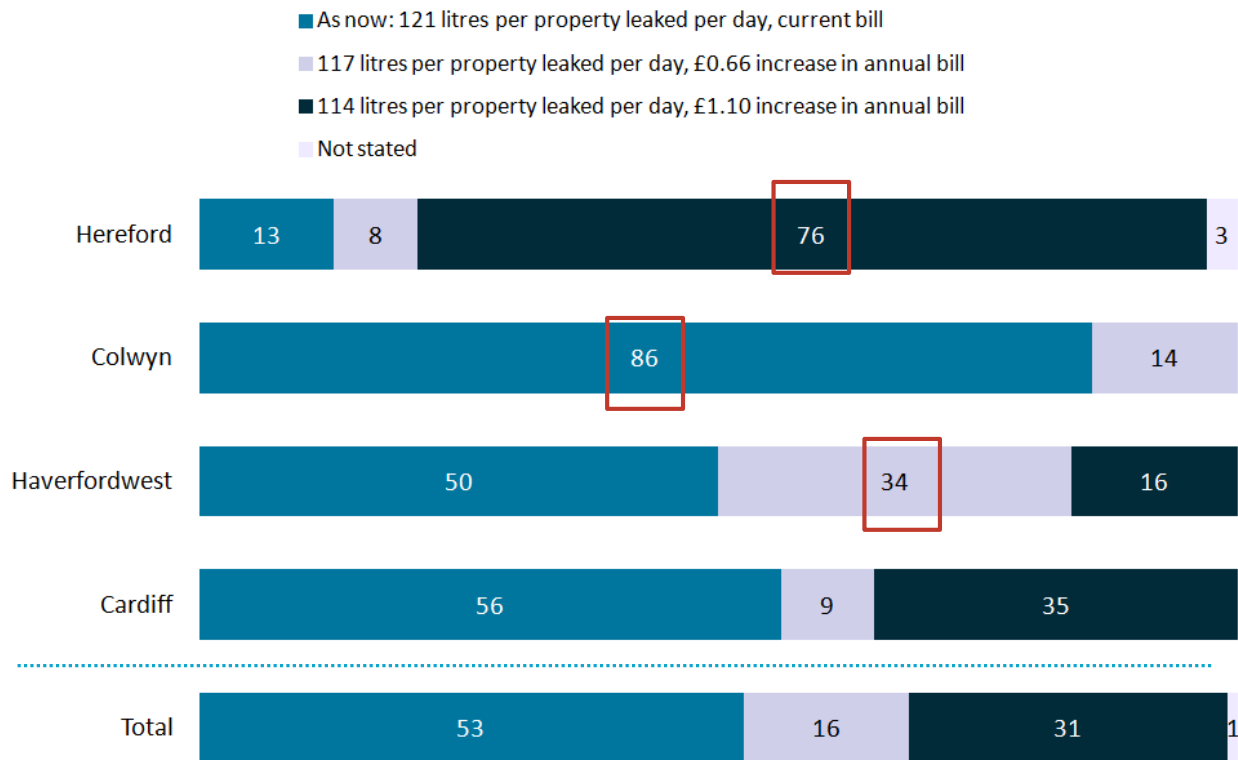
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Leakage

Just under half of respondent are prepared to pay something more to further improve leakage

Colwyn = significantly more choose the 'as now' option.

Hereford respondents are significantly more interested in reducing leakage and accepting an £1.10 increase in annual bill



Leakage

Leakage is a hugely emotive issue and current levels feel unacceptable; significant proportion of customers WTP for improvements

Overall response

- Critical importance
- Huge emotional response – wasteful, immoral, unfair, unforgivable of DCWW when some global areas are water stressed
- ELL understood but environmental vs. £££ arguments made – just a sense that something needs to be done to protect precious resource
- Recognise that Welsh Water's rural landscape makes detection and replacement challenging
- Want reassurance that new materials are sustainable

Investment

- WTP = just under a half WTP for improvements esp. Hereford where 3/4s would pay highest amount £1.10 (and younger generation)
- Historical data is very encouraging
- £1.10 seems a very small amount to tackle this problem
- However, those against feel that a 7 litre reduction doesn't feel significant (worth scaling up 7 litres x 1.3m houses x 365 days)

Leakage

This is a staggering figure – 125 litres per
property per day
Haverfordwest, Business

Its not a great difference - 7 litres
Cardiff, Pre-Family

They just need to be far more ambitious
with this
Cardiff, Pre-family

It sound like they are doing this already with
the pipe replacement programme
Colwyn Bay, Business

How can you possibly ask people to save
water when you are leaking so much?
Hereford, DE

Preventing Pollution

MEASURE B3

Preventing Pollution



- Show Sewage pollution video <http://www.dwrcymru.com/en/My-Wastewater/Sewage-Pollution.aspx>
- Pollution incidents are classified into four categories. Welsh Water report the highest three categories caused by our assets which are those which affect the environment, category 1 being the most serious
 - Category 1 – major, serious, persistent and/or extensive impact or effect on the environment, people and/or property
 - Category 2 – significant impact or effect on the environment, people and/or property
 - Category 3 – minor or minimal impact or effect on the environment, people and/or property
- We have 4,600 miles of classified rivers within our area and a 1,000 mile coastline. By operating our assets effectively we are able to treat sewage so as to protect wildlife, habitats and other users of these waters.

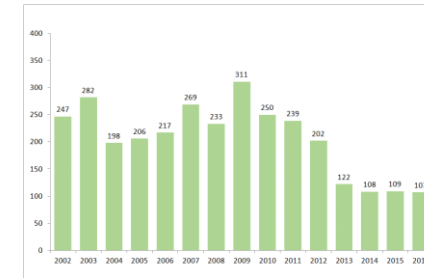
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MEASURE B3

Preventing Pollution



Welsh Water Historic Performance



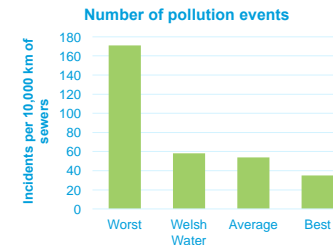
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MEASURE B3

Preventing Pollution



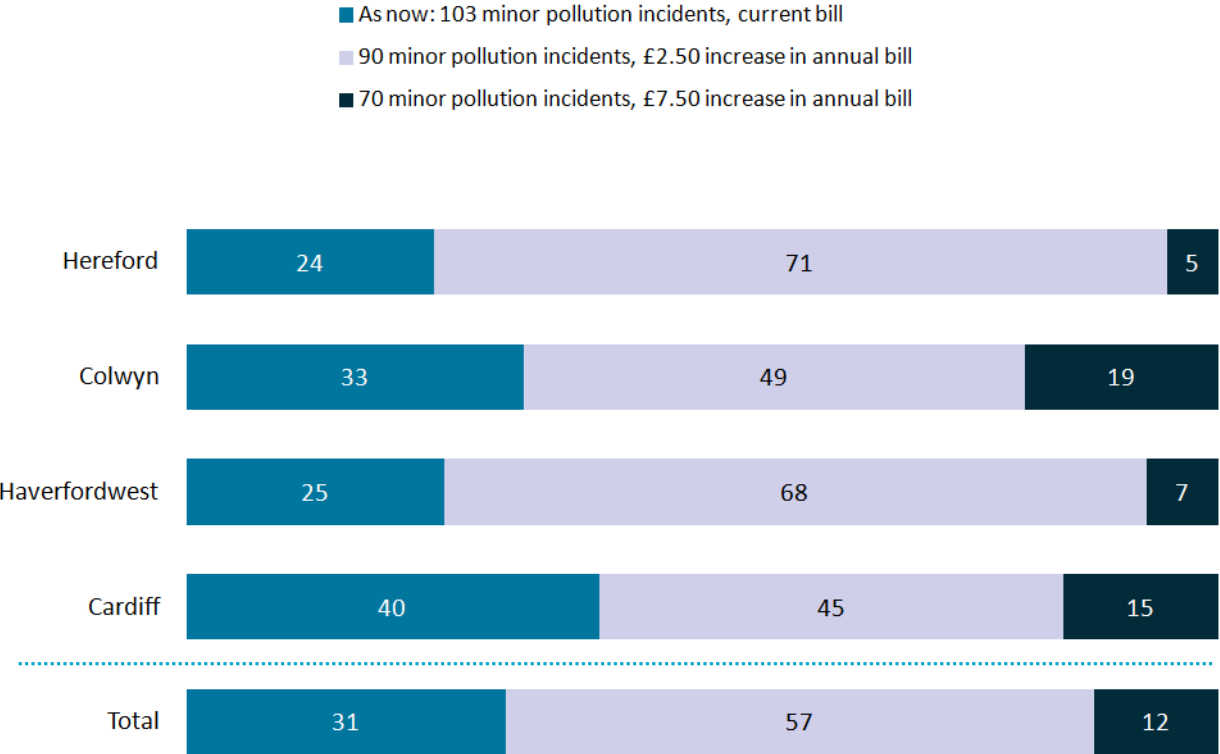
Welsh Water Performance in Comparison to Other Companies (2015):



dwrcymru.com

Preventing pollution

Majority want to see a reduction in pollution incidents and tend to be willing to see a £2.50 increase or higher in annual bill for lower levels of pollution



Preventing pollution

Seen as a key area to address as the impact of pollution is damaging for people and the environment

Overall response

- Very important area to address
- Fears over impact of this on health and lifestyle
- Recent flooding incidents (Carmarthen) make this very real for people
- Idea of sewage or industrial pollution in rivers is upsetting for many and detrimental to business
- Personally use many local paths/ivers without thinking about this e.g. Taff Trail in Cardiff – would be terrible to have to avoid areas
- Looking for real examples of where DCWW have made a difference

Investment

- WTP = majority accept a small increase to reduce number of pollution incidents below 100
- £7.50 seems like a large increase in the annual bill and difficult to justify (ok in Haverfordwest/Hereford)
- £2.50 acceptable starting point and then for DCWW to prove they are dealing with this
- Historical data is very encouraging and shows that DCWW are addressing this issue
- Keen to know what they are actually doing that is successful

Preventing pollution

This is one that you really need to future
proof against rain floods because they create
huge damage
Haverfordwest, DE


You want to leave it in a good place for
your kids
Colwyn Bay, Empty Nesters

It looks like they are already doing well. I
don't think about sewage pollution but now
you've said it....
Cardiff, Family

They need to prove that they can do level 2
and then we can go from there
Hereford, Business

River water improvements


MEASURE X1 River Water Improvements



- Show video <http://www.wearewelshwater.com/#/content/save-waste-water>
- This measure is about the quality of the river water in the areas of Wales and England where we operate
- There are 705 water bodies in Wales and for the majority of these Welsh Water share responsibility with other parties to ensure these meet the necessary requirements
- Some are affected by farming and/or pollution from abandoned mine workings and/or physical modifications, such as barriers preventing fish passage. Where a river isn't as good as it could be it's usually due to a combination of factors.

dwcymru.com


MEASURE B3 Preventing Pollution

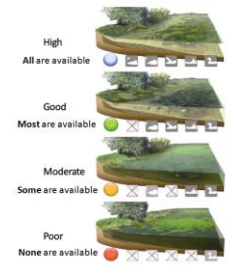


- There are two different types of pollution. One is called "significant" pollution, and the other is "minor" pollution
- Significant pollution incidents would be where there is "significant visible pollution". This would cause the death of 10-99 fish, and/or it would significantly affect agricultural or commercial activities
- Minor pollution incidents would be where there is "minor visible pollution" and there would be, limited damage. This would cause fewer than 10 fish to die, and would affect agricultural or commercial activities in some way

dwcymru.com

MEASURE B3 River Water Improvements






KEY: Game fish, Coarse fish, Recreation, Water sports, Wildlife

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MEASURE X1 River Water Improvements




Welsh Water performance


Classification	Length (m)	% Length	Number of Waterbodies	% Waterbodies
Good	2,622,199	35.8%	264	37.4%
Moderate	4,003,384	54.7%	375	53.2%
Poor	635,736	8.7%	62	8.8%
Bad	56,415	0.8%	4	0.6%
Grand Total	7,317,734		705	

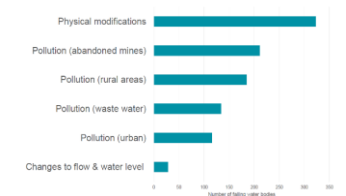
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MEASURE X1 River Water Improvements



Reasons for Not Achieving Good Status





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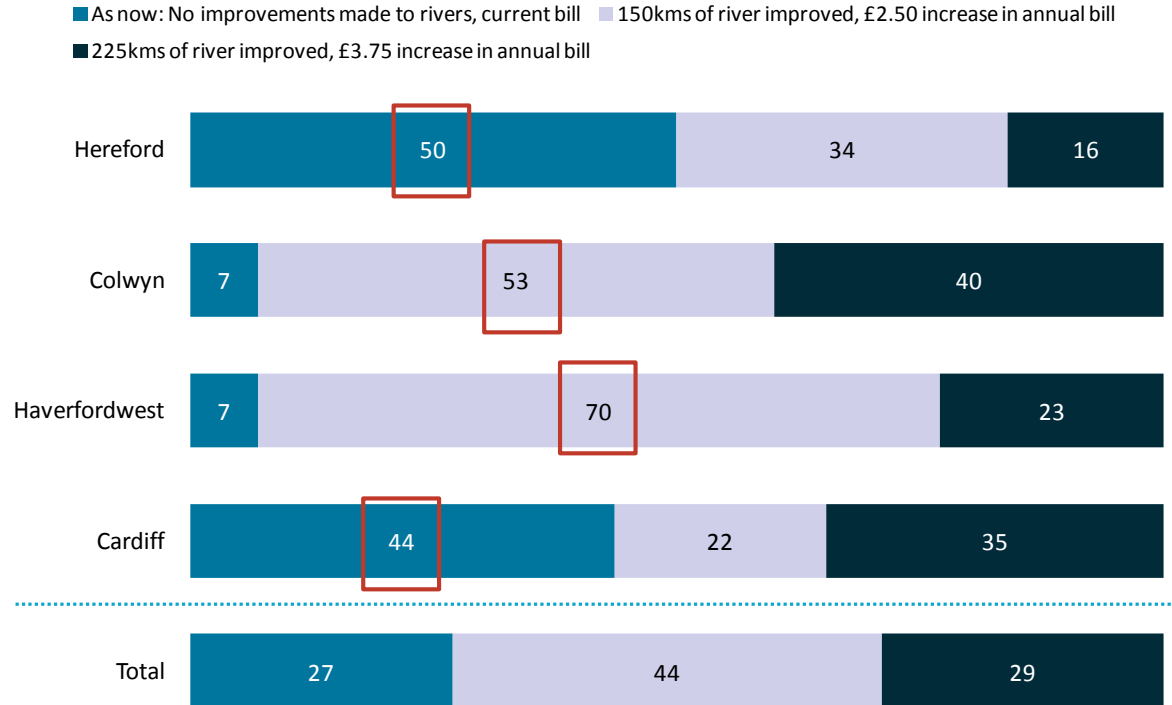
River water improvements

Discrepancy – stim says
7.50 but tabs
(questionnaire) say 3.75

As with pollution incidents, majority want to see some improvements but not prepared for big increase

£2.50 increase most likely option to be chosen especially in Colwyn and Haverfordwest

‘As now’ significantly more likely to be chosen in Cardiff and Hereford than other locations



River water improvements

Key areas to address as impact of pollution is so damaging for people and the environment

Overall response

- Important to protect countryside and rivers:
 - Protect income from tourism
 - Local population recreation
 - Wildlife
 - Health and wellbeing
- Sense that considerable improvements have been made over last 25 years
- 'Significant visible pollution' is abhorrent
- Keen to see DCWW working with local farmers to reduce spraying, etc
- Need to prioritise which rivers to improve e.g. some extreme rural areas feel less important as less people will use/enjoy them

Investment

- WTP = less appetite to increase bills in Cardiff and Hereford
- £2.50 feels like relatively small amount for high KM of rivers improvements (150km)
- Background data shows only 35% of rivers achieve 'good' status and that doesn't feel high enough
- Reasons for not achieving good status indicates that this is a wider issue and responsibility should be shared by local authorities and developers

River water improvements

We go canooing and fishing – its just part of the lifestyle and culture here
Hereford, C1

River through the town here is not great – you really need to be educating farmers
Haverfordwest, AB

I think we've already seen a visible improvement in that it's safer to swim and stuff – there used to be dead sheep in there!
Cardiff, Empty Nester

This feels like an area that local authorities should also be responsible for
Haverfordwest, AB

There are lots of things that are out of their control like intensive farming
Hereford, C1

Reducing fossil fuel dependency

MEASURE C2

Reducing Fossil Fuel Dependency



- Show video: <http://www.dwrcymru.com/en/Education/Secondary/Sustainable-energy.aspx>
- Supplying high quality drinking water and removing and treating waste water uses a great deal of energy
- The topography of our area means that we have to pump large quantities of water and wastewater around our network and the volume of surface water entering our sewers adds to the problem
- Whilst we do what we can to minimise costs and mitigate the impact, e.g. through promoting sustainable drainage schemes, there are still some significant pressures
- With electricity becoming more expensive and sources of energy becoming less secure it is important that we maximise the opportunities to generate electricity from renewable sources
- We have already built wind turbines, solar panels, hydro turbines and generate electricity in our wastewater treatment process

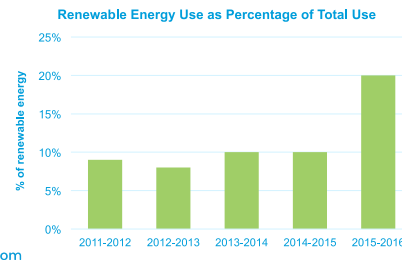
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MEASURE C2

Reducing Fossil Fuel Dependency



Welsh Water Historic Performance

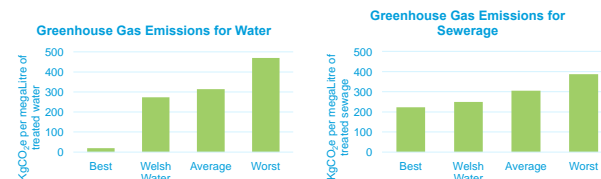


MEASURE C2

Reducing Fossil Fuel Dependency



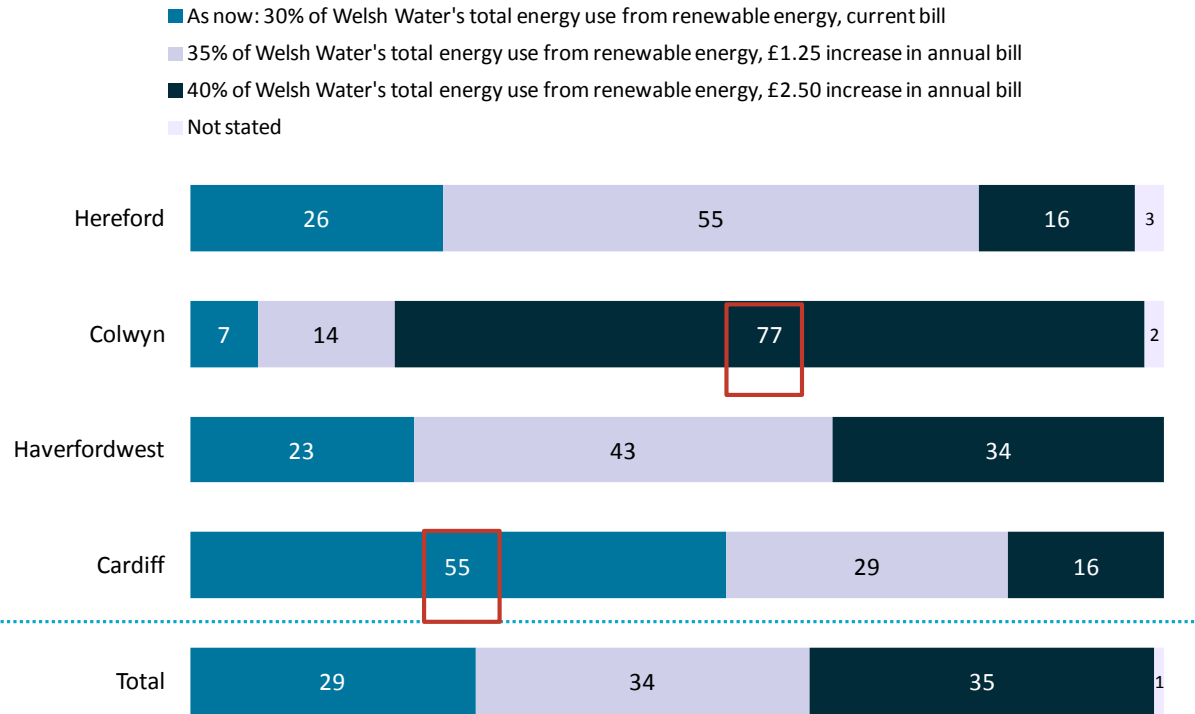
Welsh Water performance in comparison to other companies (2015):



Reducing fossil fuel dependency

Over two thirds want to see some increased investment

However, those in Cardiff significantly more likely than other areas to choose 'as now' while Colwyn participants significantly more likely to choose highest level



Reducing fossil fuel dependency

Majority accept some WTP – recent positive performance suppresses some further WTP for some

Overall response

- Important to be future focused
- Sensible to use Wales' rich natural resources
- Investment to reduce fossil fuel dependency seen to be good for Welsh Water brand
- Regeneration schemes are worth investment as they do so much more than produce energy
 - Great for communities
 - Generate jobs
 - Educate customers
- Would like to see Welsh Water supporting community/household schemes
- Eventually want to see some savings passed on to consumers

WTP

- High for most (Pre-Kids, Colwyn Bay)
- Supporting information shows excellent recent performance
 - Encouraged by innovation (video)
- Good to see that Welsh Water are better than average
 - More of the same please
- Some reluctance to pay for further improvements
 - Doing enough already
 - Better than average
 - Global vs. local problem

Reducing fossil fuel dependency

Surely they should be looking at rainwater harvesting and using grey water
Colwyn Bay, Pre-Kids

For just an extra 10%, it doesn't feel worth it
Cardiff, Retired

Really really important for the future health of our country. You have to think long term
Colwyn Bay, Pre-Kids

We do much more than the younger generation already
Cardiff, Retired

Green is good – they could install a microhydro and sell it back to the grid
Colwyn Bay, Pre-Kids

Welsh Water are the 5th biggest company in Wales so they have to think outside the box
Haverfordwest, Business

Resilience of wastewater networks to storms

MEASURE C1

Resilience of Wastewater Networks to Storms



- Show video <http://www.wearewelshwater.com/#/content/rainscaping>
- With more extreme weather events forecast due to climate change, plus the growing pressure from urbanisation and development, the volume of rain water entering our sewers is increasing
- As much of our ageing sewer network wasn't designed for today's demands it is important that we consider innovative ways of ensuring that our sewers aren't overloaded, especially by surface water draining from roofs, paved areas and roads
- If left unchecked, the additional volume of surface water draining to sewers will increase

dwrcymru.com

MEASURE C1

Resilience of Wastewater Networks to Storms



Benefits:

- Local environments will become more attractive and new habitats will be created
- Reduces the risk of sewer flooding
- More sustainable and cheaper than traditional methods – helping us to keep customer bills low
- Helps our communities to become more resilient to climate change

dwrcymru.com

MEASURE C1

Resilience of Wastewater Networks to Storms



- The wastewater flowing through most sewers contains a mixture of foul sewage and rain water, any surplus flow which escapes the network can pollute rivers and affect coastal areas such as bathing waters or lead to sewer flooding at our customers' properties
- Pumping surface water also increases our energy use and associated carbon emissions and can be costly
- Increasing the size of our sewers to deal with more rainwater can be expensive and cause significant disruption
- By adopting a more innovative approach to surface water management we will deliver a number of benefits and will deal with an escalating problem in a sustainable way.

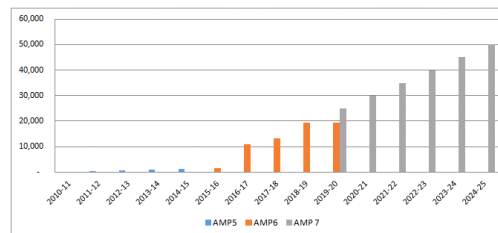
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MEASURE C1

Resilience of Wastewater Networks to Storms



Welsh Water Historic Performance

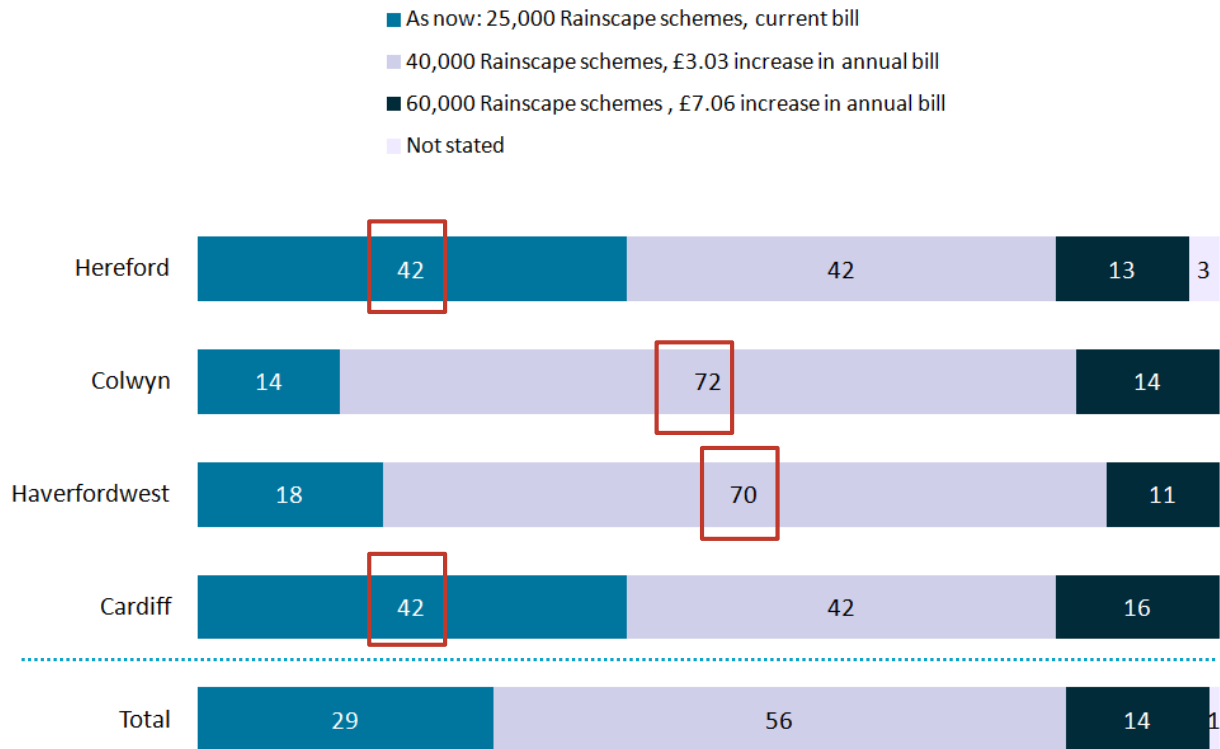


dwrcymru.com

Resilience of wastewater networks to storms

Overall, a £3.03 increase in annual bill for 40,000 Rainscape schemes is preferred

Colwyn Bay and Haverfordwest participants are significantly more likely to choose this option while those in Hereford and Cardiff are significantly more likely to choose the 'as now' option but equally likely to choose the £3.03 increase



Resilience of wastewater networks to storms

Innovative ways of reducing surface water are exciting and drive appetite for some improvements

Overall response

- Flooding risk is recognised as an area of concern
- Climate change and excessive water feeding the drains seen to elevate the risk
- Environmental and community benefits of rainscape schemes feel really worthwhile
- Encouraged by innovation and feel like Welsh Water are taking a long term view
- Feel that Welsh Water should be working with households and communities to advise/educate about simple and more complex systems
 - Water butts
 - Impact of paving drives, etc
 - Community underground storage tanks

WTP

- Some appetite for improvements
- Historical performance shows that at current bill levels Welsh Water are investing and improving
- £7.06 feels a considerable increase on the bill for a long term benefit
 - Just too high for many
- £3.03 acceptable for many who feel this cannot be ignored without storing up significant future flood risks

Resilience of wastewater networks to storms

This feels like a growing problem with people paving their gardens. There are flashpoints in Cardiff and we need something to be done
Cardiff, Business

I agree it needs doing but we just cant afford to fund this
Haverfordwest, C2

This feels like a responsibility that should be shared amongst customers and Welsh Water
Hereford, AB

Surely they also need to address the ageing sewers not just the surface water
Colwyn Bay, Family

The school scheme looks great – its much nicer to look at
Colwyn Bay, Family

Understanding more about the 'Stay the Same' Measures

Drinking water acceptability
Drinking water availability
Sewage in the street
Worst served – low pressure
Worst served – interruptions to supply

Drinking water acceptability

MEASURE A2 Drinking Water Acceptability


Dŵr Cymru
Welsh Water

- Show Drinking Water Quality Video <http://www.dwrwymru.com/en/My-Water/Drinking-Water-Quality.aspx> (Common Problems)
- This measure of success is derived from the number of contacts received from customers in the calendar year regarding the appearance, taste and odour of drinking water per 1,000 population
- DCWW report the number of contacts to the Drinking Water Inspectorate who publish this information as an industry comparator

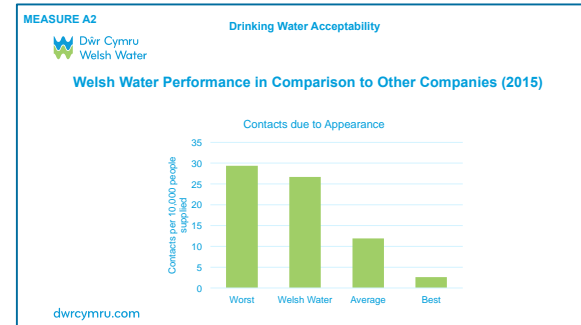
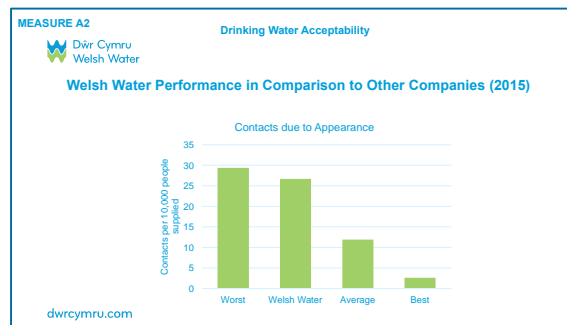
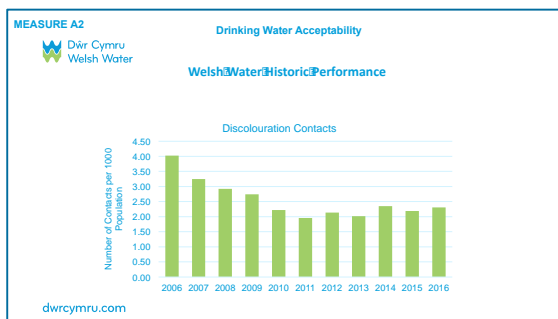
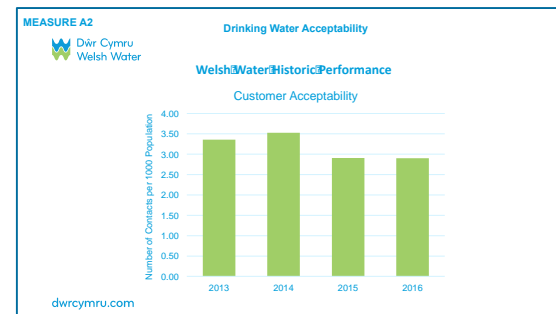
dwrwymru.com

MEASURE A2 Drinking Water Acceptability

Dŵr Cymru
Welsh Water

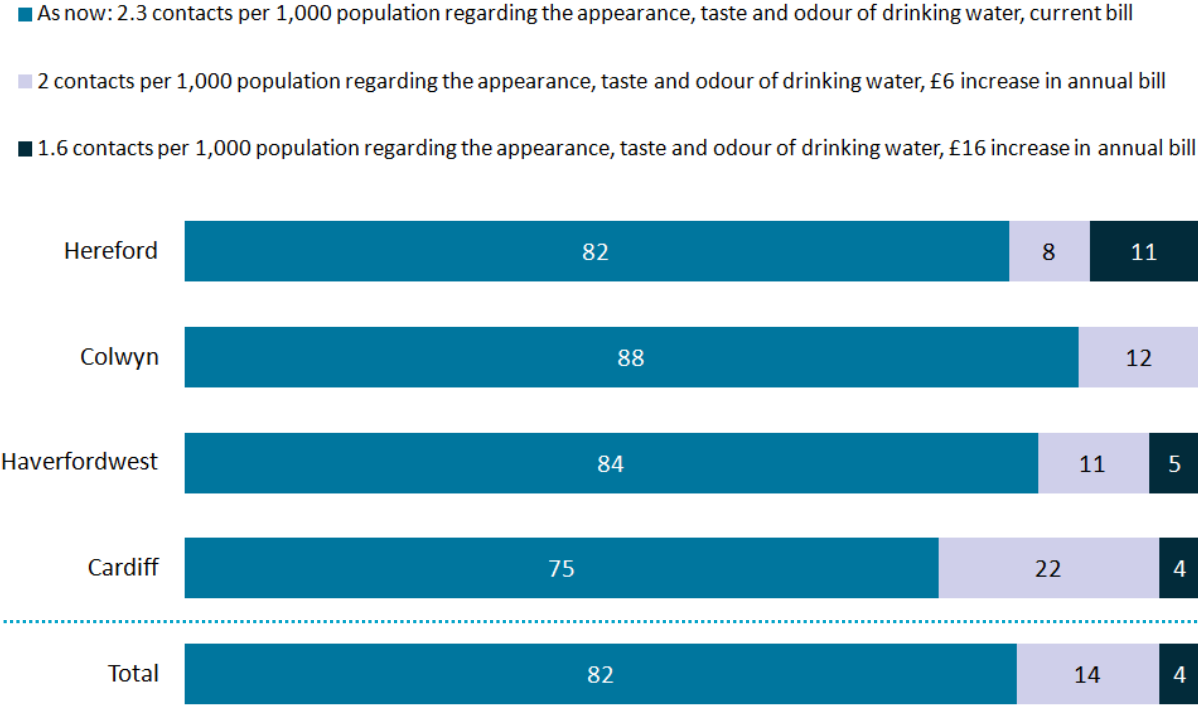


- The reason for the contacts being higher in Wales (and the North West of the UK) is related to type of source water - typically soft and high in manganese
- External research corroborates this



Drinking water acceptability

Important issue but current levels of drinking water appearance, taste and odour are acceptable for the vast majority of participants



Drinking water acceptability

Generally positive experience means most happy with status quo

Overall response

- Critical importance
- Generally positive experience
- Welsh water tastes and looks good
- Trust Welsh Water to deliver high quality product
- Recognise Welsh Water's rural footprint – more challenging than other water companies
- Therefore even with comparatively poorer performance (map and graphs), customers are satisfied

Investment

- WTP = very limited
- Happy with status quo
- 2.3 out of 1,000 households feels very low
- Historic performance shows reduction in contacts
- Proportional decrease in contacts for significant bill rises are unjustified
- Minority in Hereford, where limescale was a concern, would accept an increase

Drinking water acceptability

No-one should have to worry about water
quality
Cardiff, Pre-Family

I have never had any issues with my water
and I don't know anyone who has
Haverfordwest, Business

I always feel glad to get back to Wales
because of the water
Haverfordwest, Business

Not a big issue and some people just like to
complain because they have nothing to do
Hereford, DE

I have never had any issues with my water
and I don't know anyone who has
Haverfordwest, Business

Drinking water availability

MEASURE A3

Drinking Water Availability



- Drinking water availability is a measure of how reliable our service to customers is
- Welsh Water record all interruptions to supply greater than 3 hours, and the total number of minutes lost is then averaged across the total number of customers supplied to give us the average minutes lost per customer
- This includes interruptions to supply which are planned, unplanned or caused by third parties
- Reasons why supply can be interrupted can be due to leaking or burst pipes. Hot and dry or freezing cold weather can make the ground expand or contract around water mains pipes, making them more likely to burst
- In some cases it can take a long time to repair or replace the pipe because they are in built up areas and are difficult to get to. Sometimes it can also take time to find the exact part of the pipe which is broken as it is deep underground

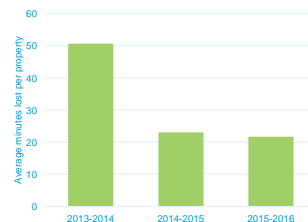
dwrcymru.com

MEASURE A3

Drinking Water Availability



Welsh Water historic performance



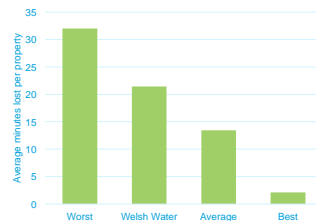
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MEASURE A3

Drinking Water Availability



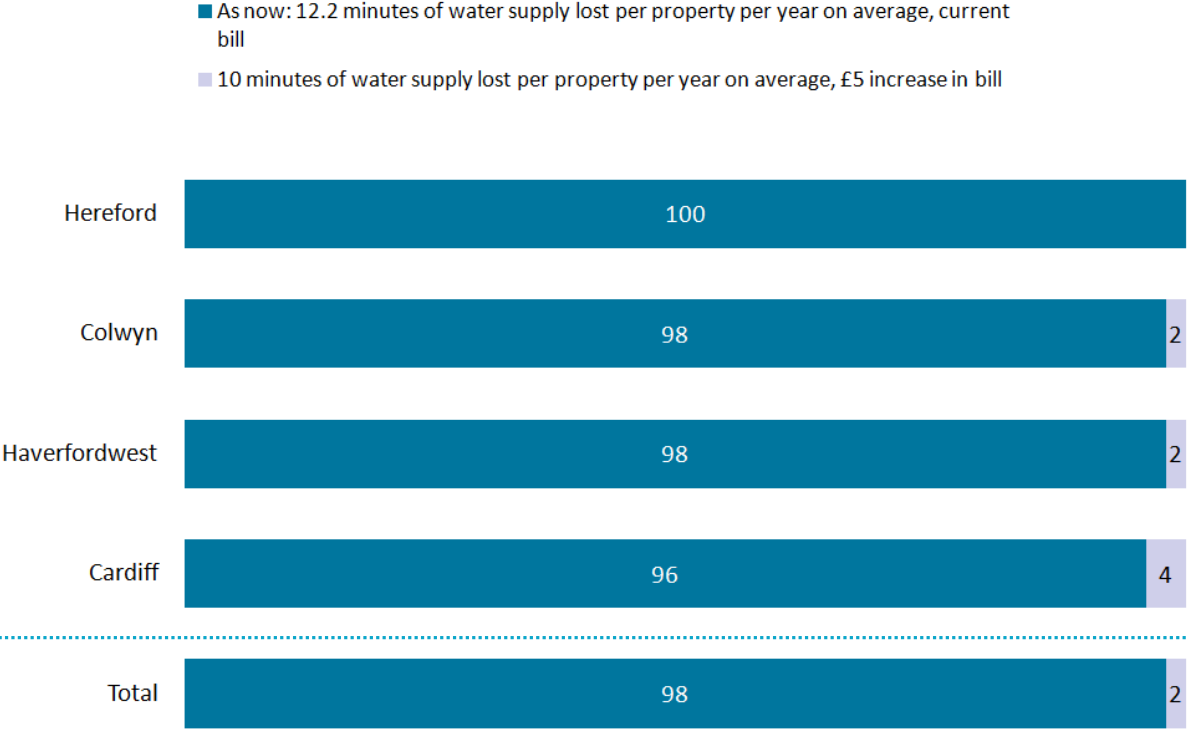
Welsh Water performance in comparison to other companies (2015):



dwrcymru.com

Drinking water availability

A continuation of current service levels is favoured by the overall majority of participants



Drinking water availability

Current levels are good, measuring only 3 hours plus also feels acceptable

Overall response

- Continuous supply is critically important
- Business and vulnerable customers need zero interruptions and general households require minimal interruptions
- Generally positive experience
- Minority had unplanned interruptions for 4-6 hours but purchased bottled water, went to friends, etc
- Up to 3 hours planned = no problem to get by e.g. fill buckets, buy bottled water
- Welcome text messages with estimates or advice e.g. run tap for a while once back on

Investment

- WTP = very limited
- 12.2 minutes to 10 minutes = £5 for 2 minutes improvement feels unjustified
- Some concerns about expressing this as an average
 - Loses meaning
 - Up to 3 hours = acceptable
 - More than 12 hours = unacceptable
- Expect future technology to eradicate supply interruptions e.g. self mending pipes, etc

Drinking water availability

We are just a bit spoiled in this country. I mean managing without water for 3 hours, even a day would be possible

Hereford, AB

This feels a bit of a non issue!
Haverfordwest, C2


I think it would probably depend on time of day but 3 hours is just an inconvenience...not a real problem

Colwyn Bay, Family

It looks like its improved over time
Cardiff, Business

Sewage in the street

MEASURE D3 Sewage in the Street

 Dŵr Cymru
Welsh Water

- Show video: <http://www.wearewelshwater.com/#/content/reducing-blockages-on-our-wastewater-network>
- Sewer flooding occurs when sewage escapes from a pipe, through a manhole, from a drain or by backing up in a toilet.
- The flooding can be caused by:
 - A blockage within the sewerage system. For example, this could be because people flush the wrong things down the drain (fat, grease, nappies, sanitary items) or because the sewer is damaged by tree roots or collapses
 - Equipment failure
 - Hydraulic overload, i.e. the sewer cannot cope with the amount of sewage and rainwater flowing through it, often in times of rain storms
 - Sewer collapse, i.e. the sewer pipe has collapsed blocking the flow of sewage
- Welsh Water is committed to reducing the risk of sewage flooding as one of our highest priorities as it has an unacceptable impact on our customers, implications for public health and the environment
- About 5% of floods are counted as severe, 65% are in gardens and on drives, 22% are in highways

dwrwymru.com

MEASURE D3 Sewage in the Street

 Dŵr Cymru
Welsh Water

- "External flooding" is where:
 - people cannot access their home without stepping through sewage flooding or their garden is extensively flooded and cannot be used by family and pets or their outbuildings or garages (other than integral) are flooded inside
 - public spaces are affected including roads and fields
- External flooding is categorised into three groups shown below:



Highest Impact
Flooding outside your home causing severe contamination of your garden and/or garage/shed




Medium Impact
Flooding outside your home causing some damage to your garden



Lowest Impact
Small amounts of sewage flooding in gardens, roads and fields

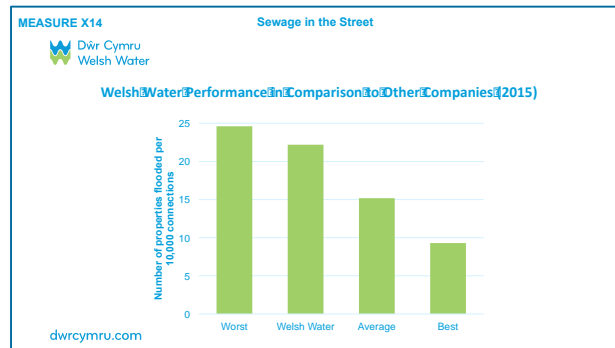
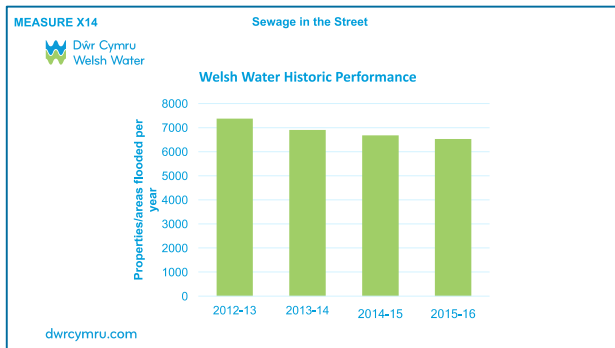
dwrwymru.com

MEASURE X14 Sewage in the Street

 Dŵr Cymru
Welsh Water

- Show video: <http://www.wearewelshwater.com/#/content/reducing-blockages-on-our-wastewater-network>
- The number of incidents of sewage in the street, flooding to gardens, highways, fields, car parks
- Reasons for external sewer flooding include climate change, heavy storms, population growth, paving over of soakaways, people putting unsuitable products down the sink
- Welsh Water is committed to reducing the risk of sewage flooding as one of our highest priorities as it has an unacceptable impact on our customers, implications for public health and the environment
- About 5% of floods are counted as severe. 65% are in gardens and on drives, 22% are in highways.

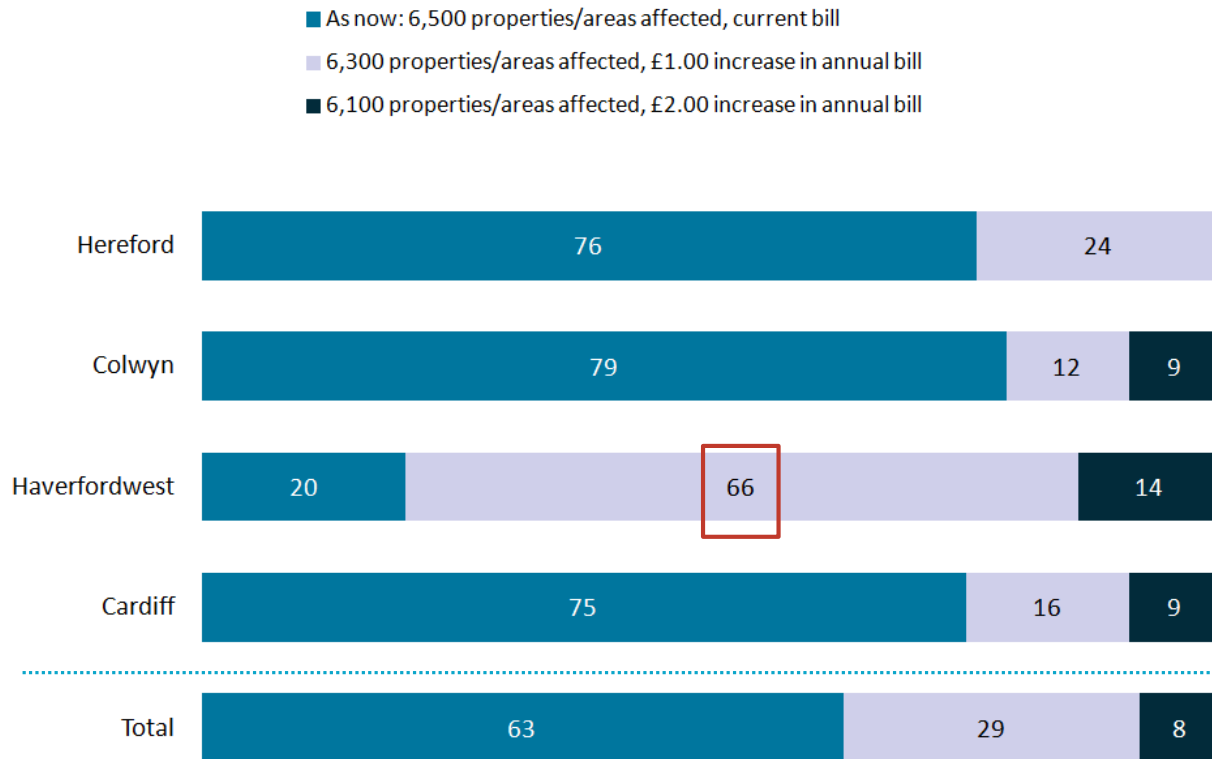
dwrwymru.com



Sewage in the street

Although this is felt to be shocking, majority would keep the bill as it is now and see a continuation of current service levels

66% in Haverfordwest are willing to see their bill increase by £1 for fewer properties to be affected by sewage in the street - significantly more than in other locations



Sewage in the street

Low WTP for improvements and feel that this is about customer responsibility and education

Overall response

- Important area but not as bad as sewage in the home
Considered to have emotional, practical and health implications
- Combination of education, network investment and working with local authorities/construction companies to reintroduce soakaways
- As with sewage in the home, more pressure on manufacturers to be responsible
- Introduce statutory stickers/regulation on public conveniences e.g. pubs, restaurants, parks

Investment

- WTP = low
- Looks like DCWW are making small improvements already
- Although £1.00 is small amount, it doesn't feel like it makes a big enough impact on the number of properties affected (only 200)
- Only 5% of floods are severe – so is it a key concern?
- More about encouraging behavioural change than spending money if 30% of the blockages are on customers private pipes

Sewage in the street

You probably need more graphic images of
the impact of fat in the drains
Haverfordwest, C1

You need to manage the soakaways as all this
rainwater is going into the drains and then they
flood back
Haverfordwest, C1


Its important but better in the garden than in
the house
Cardiff, Retired

You should keep the bills the same but
threaten people who put fat down the drains
with an increase in bill
Colwyn Bay, Pre-Kids

You just need to educate people. I mean you
wouldn't dream of doing this abroad
Colwyn Bay, Pre-Kids

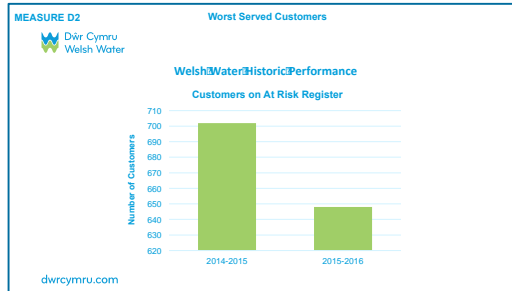
Worst served customers

MEASURE D2 Worst Served Customers


 Dŵr Cymru
Welsh Water

- Unfortunately, a small number of our customers do not experience the high level of service that most of our customers enjoy
- These are the customers who suffer from repeat problems with the services that Welsh Water provide for example:
 - Repeated interruptions to supply
 - Sewer flooding (in the home or outside properties)
 - Significantly low water pressure
- The aim is to reduce the number of customers affected repeatedly by poor service

dwrwymru.com



MEASURE D2 Worst Served Customers


 Dŵr Cymru
Welsh Water

Persistent Low Water Pressure

- This affects taps, showers and boilers. For example, it could take a long time to fill a sink or bath and a normal shower system may not work properly
- It happens persistently. For example, always at peak times such as weekday breakfast times, and may particularly affect people at the top of tall buildings or properties at tops of hills
- We are only talking here about where pressure is low in Welsh Water's pipes. Households may receive inadequate pressure because, for example, they share a supply with one or more other properties and this is a problem with their private pipes. This is not Welsh Water's responsibility
- There are currently 35 properties affected by persistent low water pressure due to low pressure in Welsh Water's pipes

dwrwymru.com

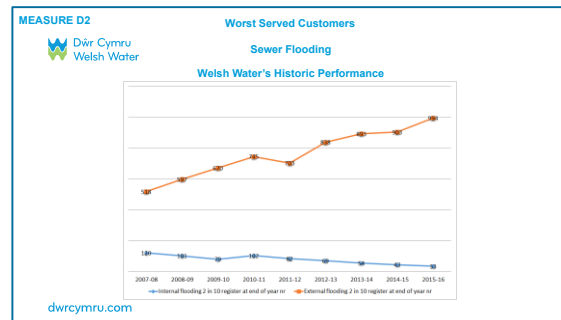
MEASURE D2 Worst Served Customers

 Dŵr Cymru
Welsh Water


Repeated Risk of Sewer Flooding

- Sewer flooding occurs when sewage escapes from a pipe, through a manhole, from a drain or by backing up in a toilet.
- The flooding can be caused by:
 - A blockage within the sewerage system. For example, this could be because people flush the wrong things down the drain (fat, grease, nappies, sanitary items) or because the sewer is damaged by tree roots or collapses
 - Equipment failure
 - Hydraulic overload, i.e. the sewer cannot cope with the amount of sewage and rainwater flowing through it, often in times of rain storms
 - Sewer collapse, i.e. the sewer pipe has collapsed blocking the flow of sewage
- Welsh Water are committed to addressing these problems by reducing the number of properties that are at **repeated** risk of sewer flooding as well as taking mitigating measures to either reduce the risk or deal with the severity of the flooding where permanent solutions aren't economically feasible

dwrwymru.com



MEASURE D2 Worst Served Customers

 Dŵr Cymru
Welsh Water

Interruptions to Supply

- Drinking water availability is a measure of how reliable our service to customers is
- Welsh Water record all interruptions to supply greater than 3 hours
- A small number of properties experience 3 or more such interruptions each year
- These properties are affected for a number of very local issues such as problems in small pumping stations or short sections of pipes that are difficult to fix
- There are currently 1,400 properties affected in this way

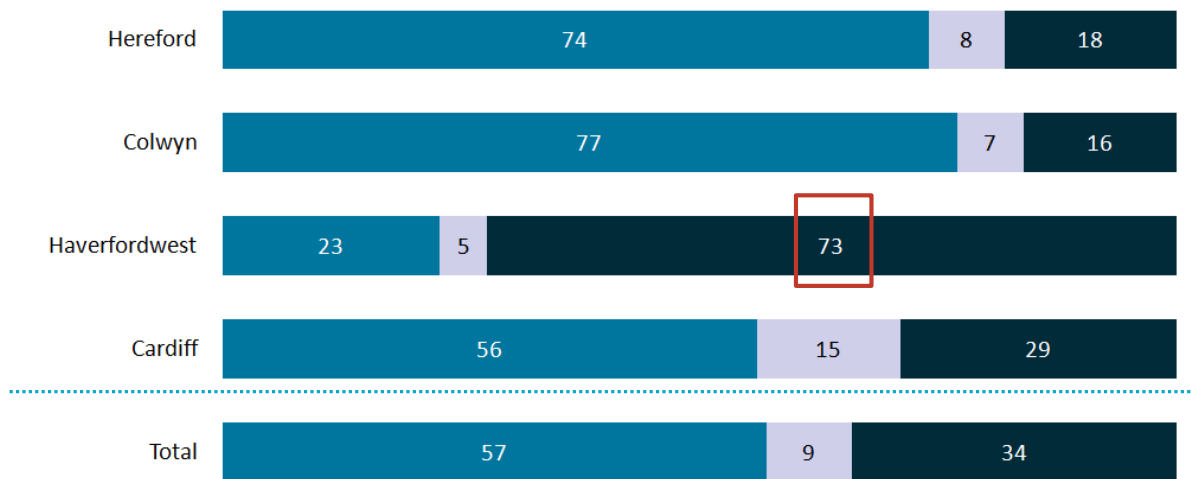
dwrwymru.com

Worst served customers – persistent low water pressure

Just over half of participants would choose the status quo for worst served customers with regard to persistent low water pressure

Those in Haverfordwest are significantly more willing to see a 35p increase in bill to lower the number of properties affected

- As now: 35 properties affected by persistent low water pressure due to low pressure in Welsh Water's pipes, current bill
- 10 properties affected by persistent low water pressure due to low pressure in Welsh Water's pipes, £0.25 increase in annual bill
- No properties affected by persistent low water pressure due to low pressure in Welsh Water's pipes, £0.35 increase in annual bill

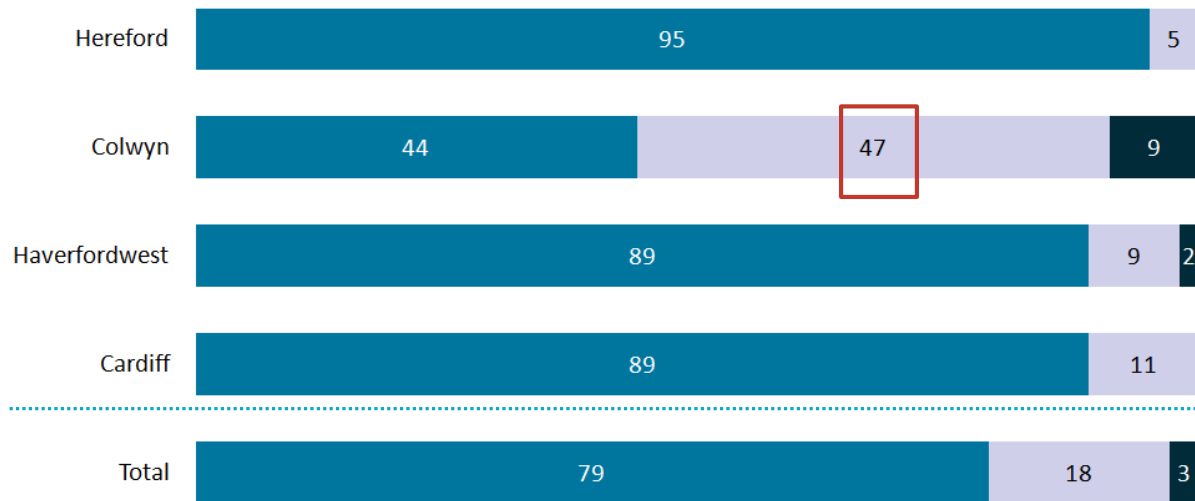


Worst served customers – repeated interruptions to supply

The majority of participants feel that the current number of properties affected by interruptions (at least 3 times a year) is acceptable

Significantly more in Colwyn than in other areas are willing to accept a £4.00 increase in annual bill to reduce the number of properties affected

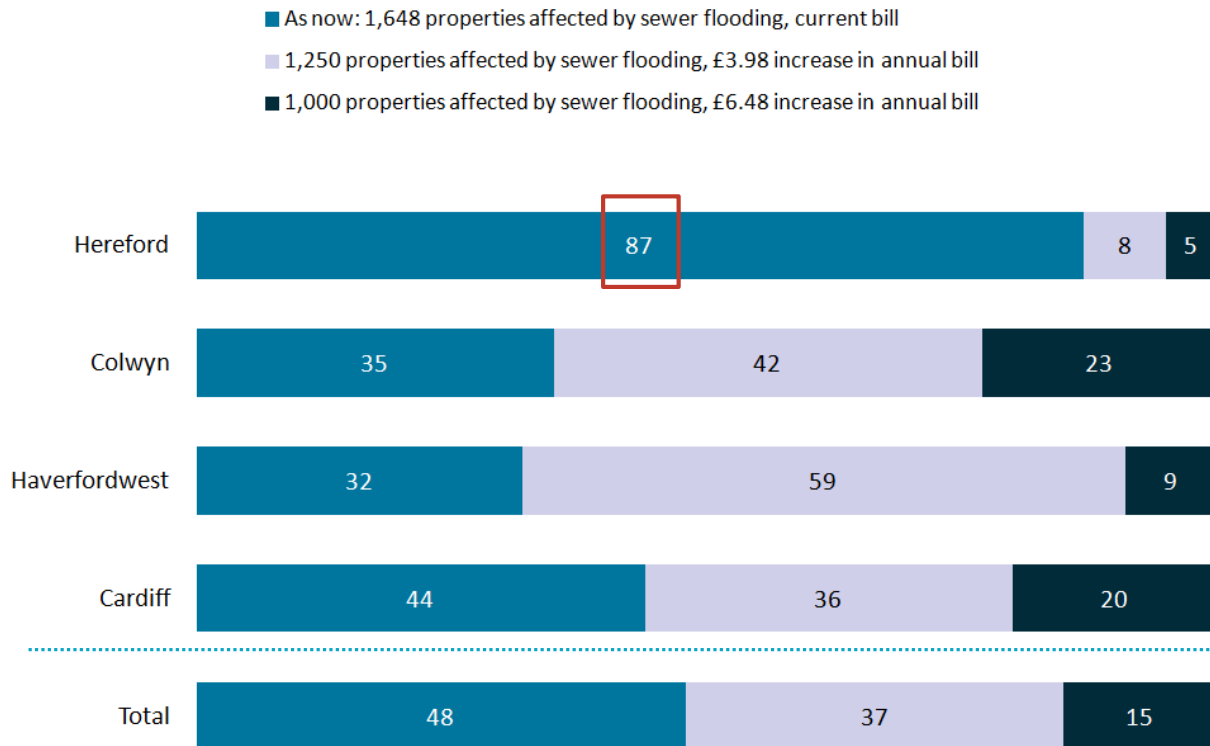
- As now: 1,400 properties affected by interruptions of over three hours to their supply at least three times a year, current bill
- 1,000 properties affected by interruptions of over three hours to their supply at least three times a year, £4.00 increase in annual bill
- 800 properties affected by interruptions of over three hours to their supply at least three times a year, £6.00 increase in annual bill



Worst served customers – sewer flooding

Across all participants, current levels of service service are slightly favoured over a smaller amount of properties affected by sewer flooding for a £3.98 increase in annual bill

However, the vast majority of Hereford based participants feel that current levels of sewer flooding are favourable to an increase in bill



Worst served customers

Persistent sewer flooding drives some WTP amongst households; interruptions and pressure are not such a concern

Overall response

- Generally seen to be a concern if you are one of the minority affected by persistent service failures
- However, no-one considered themselves to be 'worst served'
- Why are these events happening?
 - Poor building regulations e.g. flood plains, too many properties
- Interruptions/Pressure = inconvenient vs. life changing or particularly challenging
 - Only 35 properties affected (pressure)
- Sewer flooding – response similar to sewer in home

Investment

- WTP for Pressure and Interruptions = overall low
- Improvements made year on year
- Greater WTP for sewer flooding driven by more significant impact on lifestyle AND concerns over rising external sewer figures – why?
- Numbers do feel high though - £6.48 per year, per household to help 648 properties

Sewer flooding is the most powerful measure to use for worst served; once every 5 years feels ok
Persistent pressure feels like a non issue; Interruptions to supply could be increased to 5 interruptions

Worst served customers

God the look of that stuff in home and garden
is disgusting. Why is it getting worse?
Haverfordwest, DE

Interruptions aren't a health issue so you just
have to live with it – 3 per year is an issue but
its not persistent
Hereford, Business

The pressure is inconvenient but not as bad as
the waste
Haverfordwest, DE

They chose to live at the top of a hill so they
have to live with it
Colwyn Bay, Empty Nester

Selfishly I couldn't care less
Cardiff, Family

Understanding more about the Importance Measures

Protecting your service in extreme events
Bills collected
Asset health
Recreational facilities
Customer service

Protecting your service in extreme events

MEASURE F3

Protecting Your Service in Extreme Events



dwrcymru.com

- Resilience is the ability of Welsh Water assets, networks and systems to anticipate, absorb, adapt, rapidly recover and/or bounce back from a disruptive event
- This enables the company to protect customers from service disruption in the face of short term shocks and long term pressures

MEASURE F3

Protecting Your Service in Extreme Events



- Even though our assets are designed to withstand inclement weather and other known risks, we constantly face other threats such as those posed by increasingly challenging and volatile climatic conditions, (e.g. flooding, coastal erosion and power failures) as well as crime and terrorism
- There is evidence that the frequency and severity of some of these hazards may be increasing due to the effects of climate change
- Although these risks are beyond our control, we recognise that they can adversely affect the services we provide to our customers and the impact we have on the environment
- Improving the resilience of our assets to the risks associated with such extreme events is therefore a key element of our programme
- Our score looks at our most critical assets and their ability to withstand a set of risks to ensure services continue

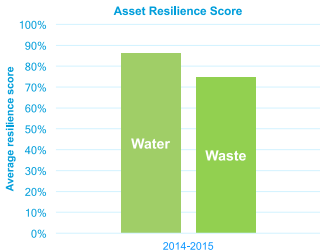
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MEASURE F3

Protecting Your Service in Extreme Events



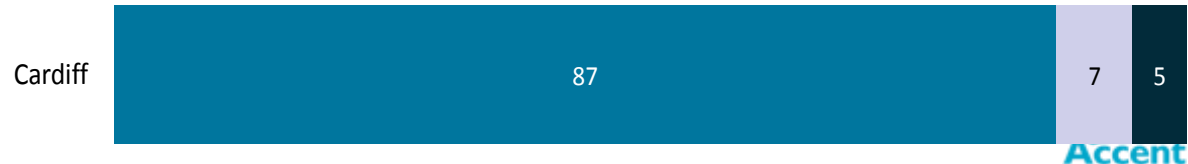
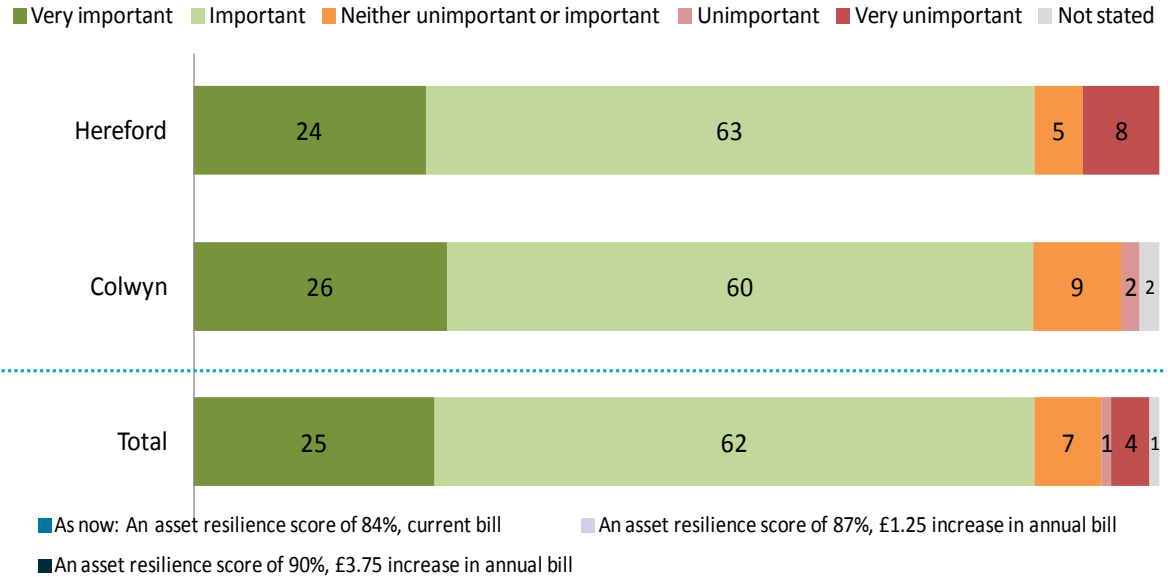
Welsh Water Resilience Performance 2014-2015



dwrcymru.com

Protecting your service in extreme events

The majority of participants felt this was important and there were no differences by location. In Cardiff where they were given an asset resilience choice option, nine out of ten chose the current bill option



Protecting your service in extreme events

Whilst this is important, it is the focus on climate change and flooding that are seen as the real risks

Overall response

- Critical as a business to protect assets
- Important to be aware and prepare for risks
- Climate change is a recognised concern and recent flood coverage in national media makes this real
- Looking for Welsh Water to consider more innovative ways of protecting assets e.g. resilient materials

Importance

- Very/Quite = majority
- Minority who think Welsh Water should not be too future focused
 - Planning for things that don't happen costs money
 - Some of these feel like low probability events
 - Need to ensure current issues are prioritised e.g. delivery of basics

Protecting your service in extreme events

Terrorism feels a bit of a red herring
Colwyn Bay, Family

They do need to focus on climate change
because that going to happen
Colwyn Bay, Family

You need to plan ahead and can't be complacent
but there haven't been any real problems
Hereford, AB

I think there should be more focus on flooding
than terrorism as there is a limit to what can
be done about that

Its not majorly important
Hereford, AB

The infrastructure should be improved to
protect against climate change

Bills collected

MEASURE X16

Bills Collected



- It is illegal for water companies to disconnect a person for not paying their water bill
- Customer debt across the country is increasing
- All water companies need to follow guidelines for debt recovery and send two prompts before progressing to debt recovery action

dwrcymru.com

MEASURE X16

Bills Collected



- The debt collection process:
 - Letter Before Action / telephone call or SMS text message
 - Enforcement
 - High Court enforcement
 - Charging order
 - Attachment of earnings
 - Bankruptcy

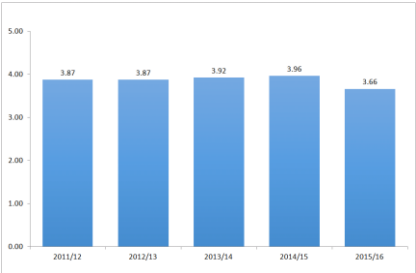
dwrcymru.com

MEASURE X16

Bills Collected



Welsh Water Historic Performance



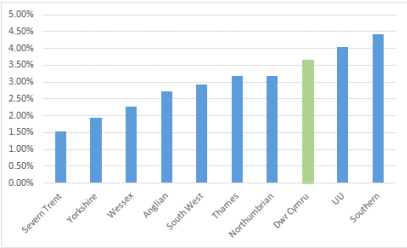
dwrcymru.com

MEASURE X16

Bills Collected



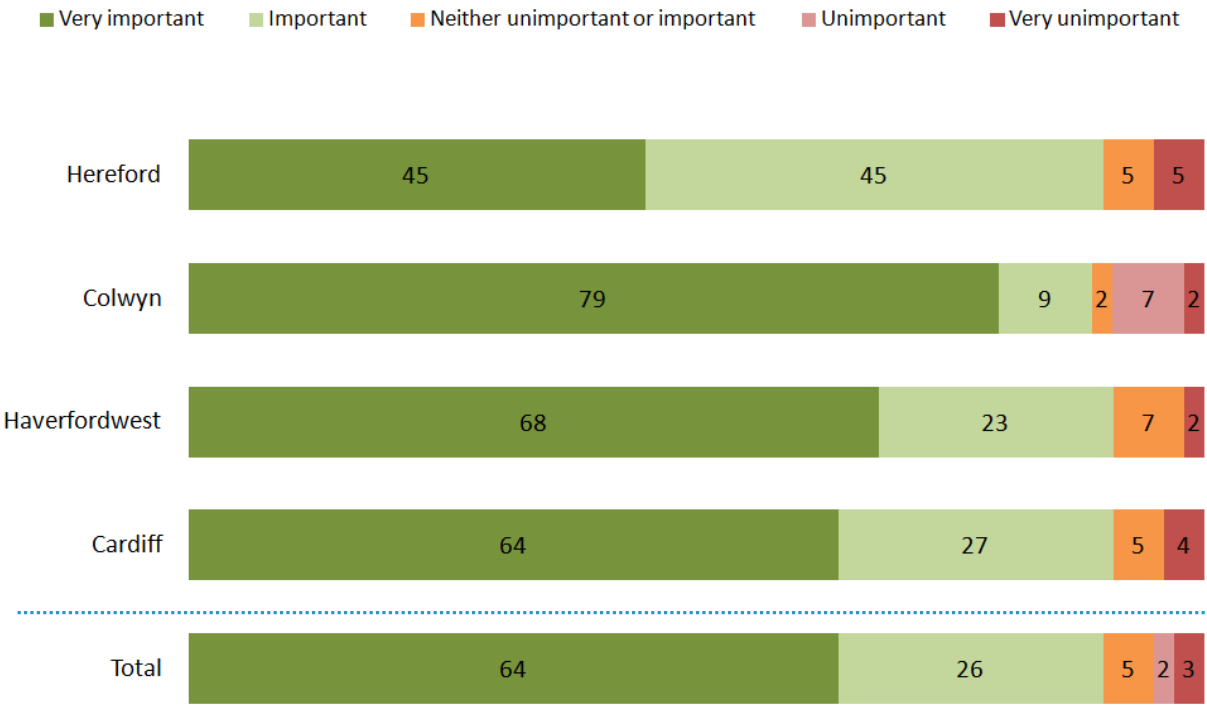
Welsh Water Performance in Comparison to Other Companies (2015/16)



dwrcymru.com

Bills collected

90% of all participants consider it important for Welsh Water to focus on ensuring bills are paid; 64 % say this is very important



Bills collected

Importance of this measure driven by need for WW to control cashflow and for a fair bill system

Overall response

- Collecting bills is fundamental part of the business
- Need to separate can't pay from won't pay
- Schemes in place for can't pay so need to be assertive
- More encouragement to start with – carrot vs. stick
- Then important stringent in recovery – and would like to see this speeded up
- Reassured by the debt collection process
- Concerns about the cost of recovering debt – important to contextualise that WW won't spend more recovering the debt than the debt is worth
- Content that Welsh Water will only chase debts where it makes financial sense

Importance

- Very important for majority
 - Efficiency of the business
 - Fairness for all
- Some feel less important
 - Comparative data shows that Welsh Water are doing well compared to other companies

Bills collected

I think its good that the debt recovery costs
are added to the debt
Hereford, C1

Its not good subsidising people who won't pay
Hereford, C1

Surely repeat non-payers should be disconnected.
We are already paying for the disadvantaged
Colwyn Bay, Business

Why should we pay when other don't
Cardiff, Empty Nesters

Why should they get away with it
Haverfordwest, AB

Recreational and educational facilities

MEASURE X31

Recreational Facilities



- Welsh Water have four education centres - Brenig (North East), Cilfynydd (Rhondda Valleys), Elan Valley (Central), Cog Moors (South East)
- These are free of charge and can be used by schools for educational visits
- They are fully equipped with indoor and outdoor classrooms and can be used for experiments
- Welsh Waters aim is to encourage health and enjoyment through outdoor recreation and environmental and conservation education and this is measured by
 - Number of visitors to recreational facilities
 - Satisfaction of visitors with the recreational facilities
 - Number of customers involved in our education programme
- Any three of these could be the measure used.....

dwrwymru.com

Our visitor centres: yours to explore

Elan Valley - Mid Wales
click here to visit the Elan Valley website.

Liys-y-Frân - West Wales
click here to visit the Liys-y-Frân website.

Llyn Brenig - North Wales
click here to visit the Llyn Brenig website.

Llanegledd - South Wales
click here to visit the Llanegledd website.

<http://www.dwrwymru.com/en/Explore-Outdoors.aspx>
 Go to visitor centre nearest to you....

dwrwymru.com

MEASURE X31

Recreational Facilities



Welsh Water@performance

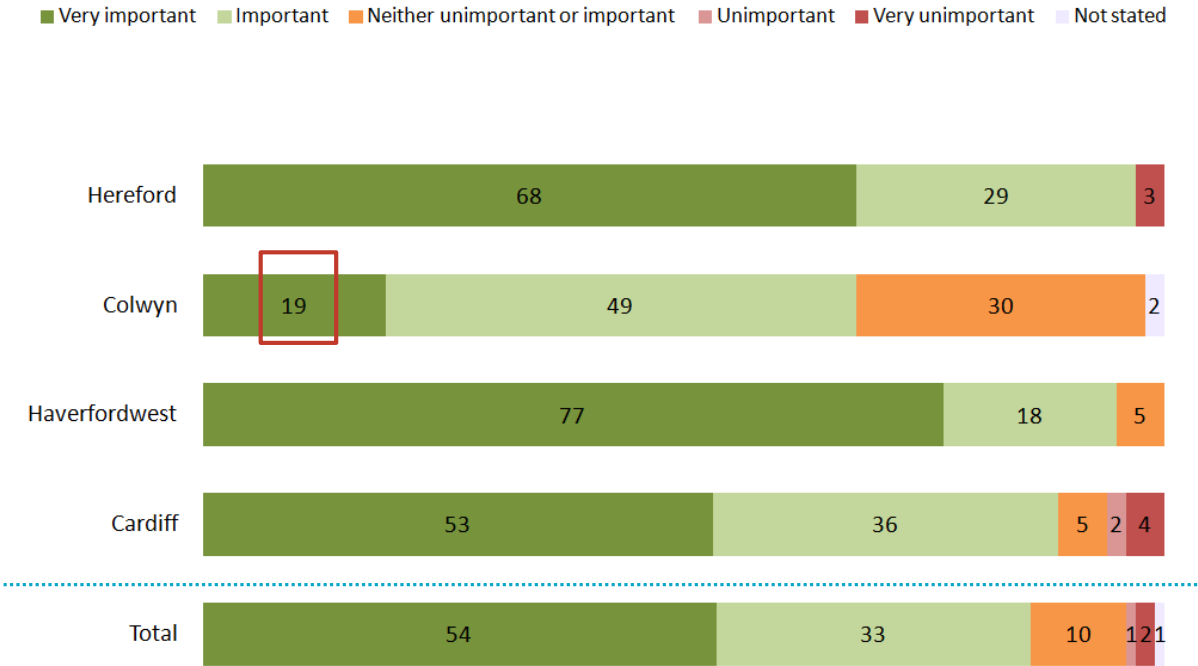
- 1 million visitors to our reservoir sites and visitor centres each year
- Over 164,000 children visited our education centres to date

dwrwymru.com

Recreational and educational facilities

Participants consider it important that Welsh Water focuses on recreational and educational facilities, with 87% finding it either very important or important

Significantly fewer in Colwyn see this as very important



Recreational and educational facilities

Majority think this is important but feel it would be useful to separate this measure into education and recreation

Overall response

- Education more important than recreation (children and adults)
- Real sense that need to engage with the next generation of water users e.g. Water cycle/history of water plants
- Measuring recreational by number of visitors is key
 - Many unaware of these facilities – although they do talk about children/grandchildren going on school trips ‘somewhere’
 - Satisfaction could be high but of very small base
- Measuring educational element separately
 - Number of children reached including interactive projects with schools
- Potential to monitor visitor numbers and experience via an app

Importance

- Very/Quite important for majority
- Supporting information is really exciting
- Education content shows so many interesting things regarding school children
- Some feel that more could be done with Visitor Centres as tourist attractions e.g. decent cafes, etc

Recreational and educational facilities

If you educate kids it sets patterns for future
behaviour
Hereford, DE

Definitely important but the educational stuff is
more so than the recreational
Haverfordwest, C1

The recreational side is important for the local
community and tourism
CAITLYN WHERE?

The thing is we didn't know anything about
these and we are the target market
Hereford, DE

It sounds all very positive but it would be
useful to split these out
Cardiff, Pre-Kids

Asset health: damage to sewers

MEASURE ASSET HEALTH



Asset Health – Introduction

- Most of what we are talking about today is making improvements to the service you receive
 - Another important priority is maintaining the assets we currently manage which include:
 - 26,500km of water mains
 - Over 30,000km of sewers
 - 838 sewage treatment works
 - 63 water treatment works
 - 66 impounding reservoirs
 - We manage the condition of these assets using risk analysis but have choices to make about how fast to invest in asset health. We could take more risk and spend more money on making improvements but then there would be a chance that this area needs extra investment sometime in the future
 - There are two potential measures – mains bursts and damage to sewers
- dwrcymru.com

MEASURE ASSET HEALTH



Damage to Sewers

- Show Sewage pollution video <http://www.dwrcymru.com/en/My-Wastewater/Sewage-Pollution.aspx>
- This measure is about the number of collapses per length of sewer
- This is defined as any part of the network that has suffered 50% loss which results in:
 - Sewer flooding in the home;
 - Sewer flooding in the street;
 - Pollution;
 - Loss of service;
 - Odour

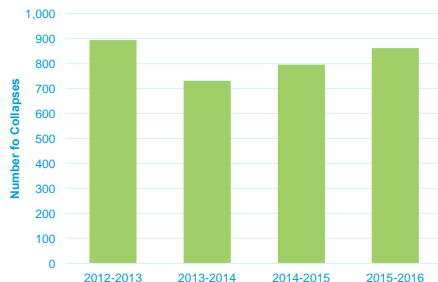
dwrcymru.com

MEASURE ASSET HEALTH



Damage to Sewers

Welsh Water Historic Performance



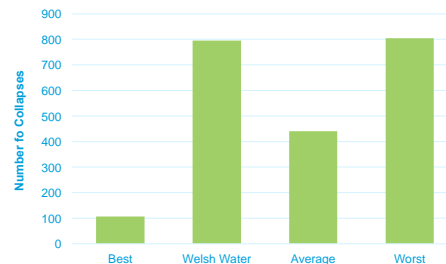
dwrcymru.com

MEASURE ASSET HEALTH



Damage to Sewers

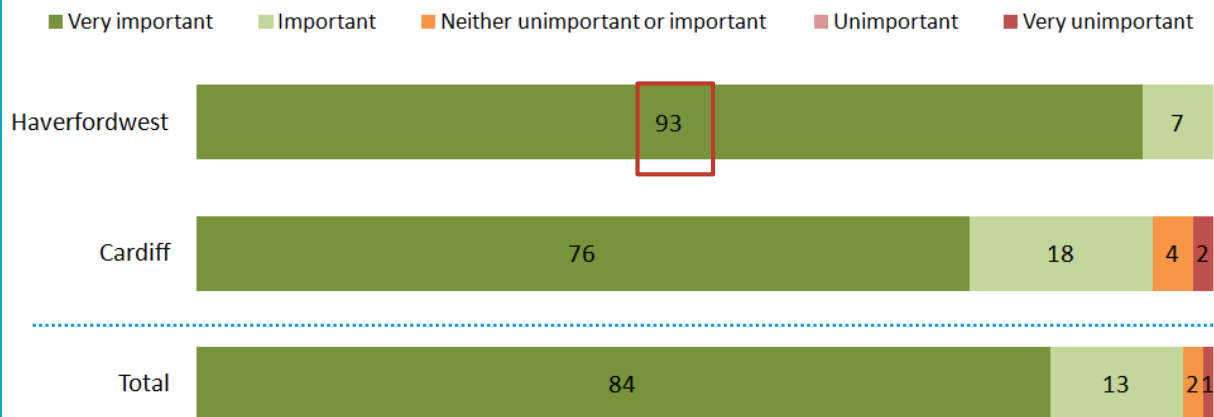
Welsh Water Performance in Comparison to Other Companies (2014-2015)



dwrcymru.com

Asset health: damage to sewers

The majority of participants consider it very important that Welsh Water focuses on damage to sewers



Asset health: mains burst

MEASURE ASSET HEALTH



Mains Bursts

- Pipes can burst for many reasons, which can vary over time and between different regions
- Hot and dry or freezing cold weather leads to the ground expanding or contracting around water pipes, resulting in bursts
- Older pipes will tend to burst more, and soil conditions can lead to some pipe materials being eaten away
- In cities and towns, heavy traffic compresses the soil around the pipe and this can damage the pipe

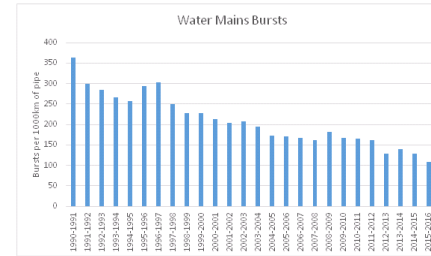
dwrcymru.com

MEASURE ASSET HEALTH



Mains Bursts

Welsh Water historic performance



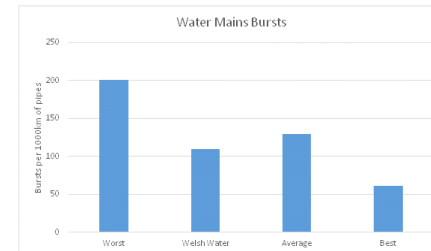
dwrcymru.com

MEASURE ASSET HEALTH



Mains Bursts

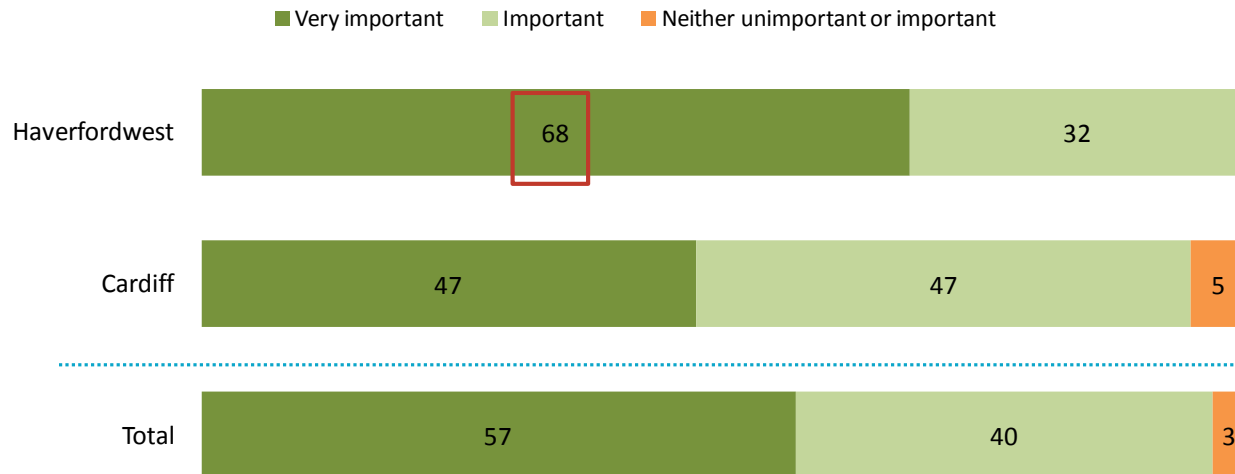
Welsh Water performance in comparison to other companies (2014-2015):



dwrcymru.com

Asset health: mains bursts

Most rate a focus on mains bursts as very important – especially likely to be the case in Haverfordwest



Asset health

Considered very important by most customers

Overall response

- Important area as this is Welsh Water's core estate and operational equipment
- Recognise that dealing with very old infrastructure and pipework AND in a much more volatile climate
- Balance needed between new builds and repairs of existing assets
- Advantage of new builds is innovative materials that are more environmentally friendly and sustainable e.g. new pipe work might be more resistant to freezing weather
- BUT essential work needs to be done on ongoing repairs (in partnership with local authorities to minimise disruption)

Importance

- Important and want to see Welsh Water investigating more innovative and future proof materials
- Sewer flooding of greater importance than mains bursts
- Sewer flooding = health implication
- Mains bursts = loss of water
- Sewer flooding = getting worse so looks like an urgent issue
- Mains bursts= getting better over time

Asset health

I think you are looking for Welsh Water to invest in predictive tools that identify and repair pipework
Cardiff, Family

That looks like there are more sewer collapses this year than last year – that's not good
Haverfordwest, DE

You cant really do anything about the weather
Cardiff, Family

This is a massive issue with all that Victorian infrastructure
Haverfordwest, DE

Mains burst are definitely less important than sewage as that has health implications
Cardiff, Family

Customer service

MEASURE F2



Customer Service

Welsh Water aim to provide the best quality service and delivery our vision "to earn the trust of customers every day".

We measure use a number of metrics to monitor and improve the service we provide customers. Ofwat (the industry regulator) measures the quality of service that companies provide to customers on a routine basis. The measure used is called Service Incentive Mechanism (SIM) and is scored out of 100.

We have recently been using 'Pain Points' to identify and measure areas where we could improve customer service. These are split into:

Wastewater
Clean water
Retail (where customers have issues or feel they aren't getting the help they need)

In 2015-16, of the approx. 1million calls we had from customers, 200,000 of those who called us had their issue dealt with during their first contact.

Of the 1 million calls approx. 400,000 customers had to call us back to chase us on progress or get an update

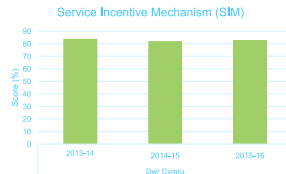
dwrcymru.com

MEASURE F2



Customer Service

Welsh Water Historic Performance



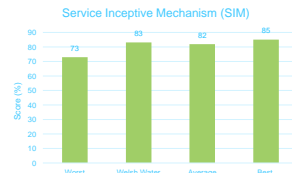
dwrcymru.com

MEASURE F2



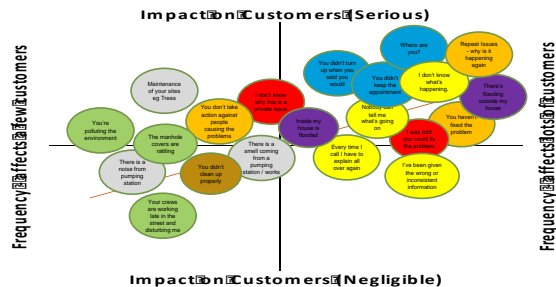
Customer Service

Welsh Water Performance In Comparison To Other Companies (2015-16)



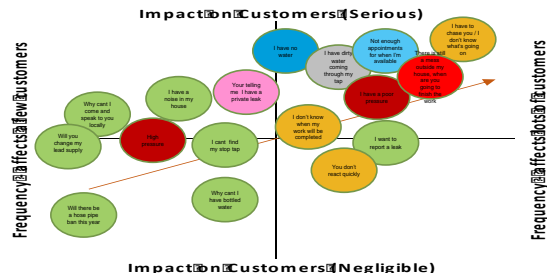
dwrcymru.com

Pain Points Waste Water



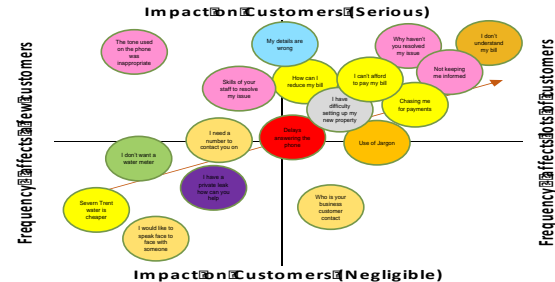
dwrcvmru.com

Pain Points Water



dwrcymru.com

Pain Points Retail

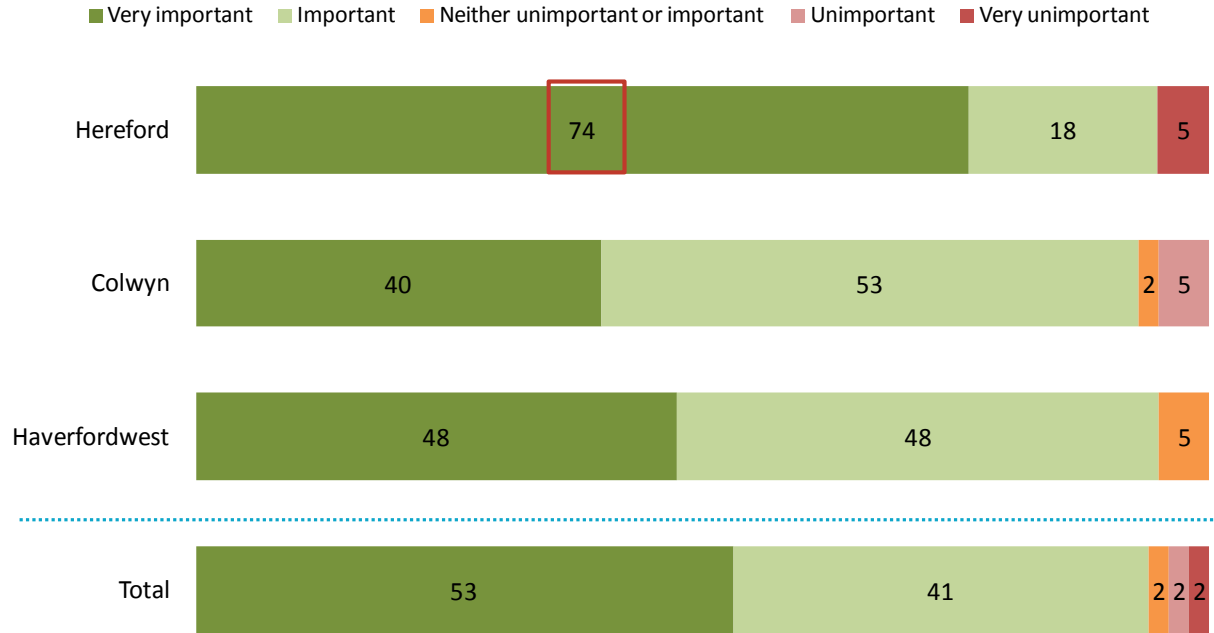


dwrcymru.com

Customer service

There are very few who don't feel that a focus on customer service is important

Those in Hereford are especially likely to see this as very important



Customer service

Although many have limited experience of contacting Welsh Water, maintaining service levels is felt to be of considerable importance

Overall response

- Context is high levels of trust in Welsh Water
- Believe that they would receive 'good' service if they needed to call
- Delivering good customer service is seen to be a hygiene factor for any business
- Water is such an essential service that dealing with problems efficiently and effectively is critical
- Surprised by some of the figures – only on a par with competitors AND dealing with calls first time (200k out of 1m) feels like a low ratio
 - Why can these not be resolved first time?
- JLP, Amazon, Apple all cited as trustworthy who deliver basics and surprise and delight factors

Importance

- Seen as important
- Doing about the same as other companies BUT would have expected DCWW to be better than average
- For the future:
 - Maintain local call centre with local staff who have knowledge of the geography
 - Improve number of issues resolved 1st time
 - Develop livechat facilities and easy to navigate website options e.g. current works/supply interruptions

Customer service

Its super important to offer a good basic level
of customer service
Hereford, Business

You just need to stick with human interaction
because if it's a water issue we will want to
speak to someone
Haverfordwest, C2

I find companies like BT just so frustrating
when you are put on hold all the time
Hereford, Business

Its companies like Joh Lewis who seem to
have this nailed
Colwyn Bay, Empty Nesters

Its companies like amazon that are great – they deliver
when they say they will and have really good information
Colwyn Bay, Family

4

Customer Valuations – Pilot Data

Attributes and levels

Attribute	Unit	Base	+1	+2
Drinking water acceptability	Contacts per 1,000 population	2.3	2	1.6
Drinking water availability	Average minutes lost	12.2	10	7
Leakage	litres/property/day	121	117	114
Preventing pollution	#incidents(Cat 3)	103	90	70
River water improvements	km improved	0	150	225
Sewage in the home	Properties	225	200	180
Sewage in the street	Properties	6500	6300	6100
Worst served customers - low pressure	Properties	35	10	0
Worst served customers - interruptions to supply	Properties	1400	1000	800
Worst served customers - sewer flooding	Properties	1648	1250	1000
Help for disadvantaged customers	No. customers on social tariffs	100,000	150,000	200,000
Resilience of wastewater networks to storms	Roof equivalents	25000	40000	60000
Reducing fossil fuel dependency	% of total energy use	30%	35%	40%
Protecting your service in extreme events	% Resilience	84%	87%	90%

Please select for each element shown the level of improvement you would like to see from Welsh Water.

	Option A	Option B	Option C	None	Cost
Drinking water acceptability <i>(Contacts per 1,000 population)</i>	<input checked="" type="checkbox"/> 2.3	<input type="checkbox"/> 2	<input type="checkbox"/> 1.6	<input type="checkbox"/>	No change to your bill
Drinking water availability <i>(Average minutes lost)</i>	<input type="checkbox"/> 12.2	<input checked="" type="checkbox"/> 10	<input type="checkbox"/> 7	<input type="checkbox"/>	+£5 every year for 5 years
Leakage <i>(Litres/property/day)</i>	<input type="checkbox"/> 121	<input type="checkbox"/> 117	<input type="checkbox"/> 114	<input checked="" type="checkbox"/>	No change to your bill
Preventing pollution <i>(Number of cat 3 incidents)</i>	<input type="checkbox"/> 103	<input checked="" type="checkbox"/> 90	<input type="checkbox"/> 70	<input type="checkbox"/>	+£2.5 every year for 5 years
River water improvements <i>(km improved)</i>	<input checked="" type="checkbox"/> 0	<input type="checkbox"/> 150	<input type="checkbox"/> 225	<input type="checkbox"/>	No change to your bill
Sewage in the home <i>(Properties)</i>	<input checked="" type="checkbox"/> 225	<input type="checkbox"/> 200	<input type="checkbox"/> 180	<input type="checkbox"/>	No change to your bill
Sewage in the street <i>(Properties)</i>	<input type="checkbox"/> 6500	<input type="checkbox"/> 6300	<input checked="" type="checkbox"/> 6100	<input type="checkbox"/>	+£2 every year for 5 years
Worst served customers - low pressure <i>(Properties)</i>	<input type="checkbox"/> 35	<input type="checkbox"/> 10	<input checked="" type="checkbox"/> 0	<input type="checkbox"/>	+£0.35 every year for 5 years
Worst served customers - interruptions to supply <i>(Properties)</i>	<input type="checkbox"/> 1400	<input checked="" type="checkbox"/> 1000	<input type="checkbox"/> 800	<input type="checkbox"/>	+£4 every year for 5 years
Worst served customers - sewer flooding <i>(Properties)</i>	<input type="checkbox"/> 1648	<input checked="" type="checkbox"/> 1250	<input type="checkbox"/> 1000	<input type="checkbox"/>	+£3.98 every year for 5 years
Help for disadvantaged customers <i>(No. customers on social tariffs)</i>	<input type="checkbox"/> 100,000	<input type="checkbox"/> 150,000	<input checked="" type="checkbox"/> 200,000	<input type="checkbox"/>	+£0.33 every year for 5 years
Resilience of wastewater networks to storms <i>(Roof</i>	<input checked="" type="checkbox"/> 25000	<input type="checkbox"/> 40000	<input type="checkbox"/> 60000	<input type="checkbox"/>	No change to your



Your choices result in total bill change of
+£18.16
(This would take your bill from £372 to £390.16)



Costs (£/hh/yr)

Attribute	+1	+2
Drinking water acceptability	£6.00	£16.00
Drinking water availability	£5.00	£10.00
Leakage	£0.66	£1.10
Preventing pollution	£2.50	£7.50
River water improvements	£2.50	£3.75
Sewage in the home	£0.25	£0.45
Sewage in the street	£1.00	£2.00
Worst served customers - low pressure	£0.25	£0.35
Worst served customers - interruptions to supply	£4.00	£6.00
Worst served customers - sewer flooding	£3.98	£6.48
Help for disadvantaged customers	£0.16	£0.33
Resilience of wastewater networks to storms	£3.03	£7.06
Reducing fossil fuel dependency	£1.25	£2.50
Protecting your service in extreme events	£1.25	£3.75

Overall summary – £11.19 overall bill impact

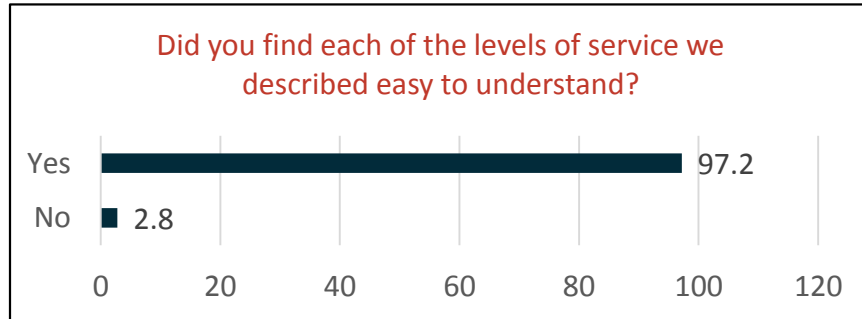
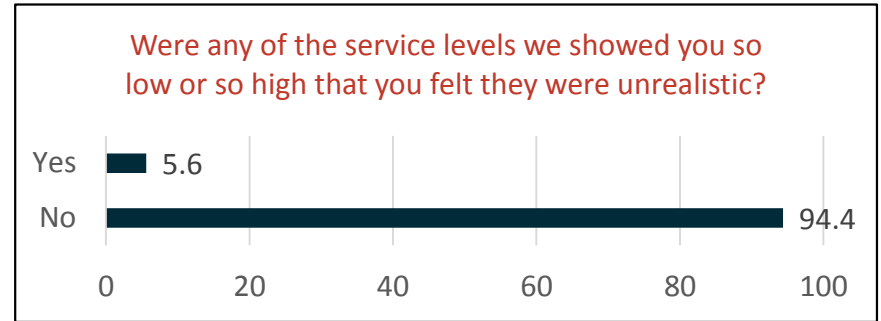
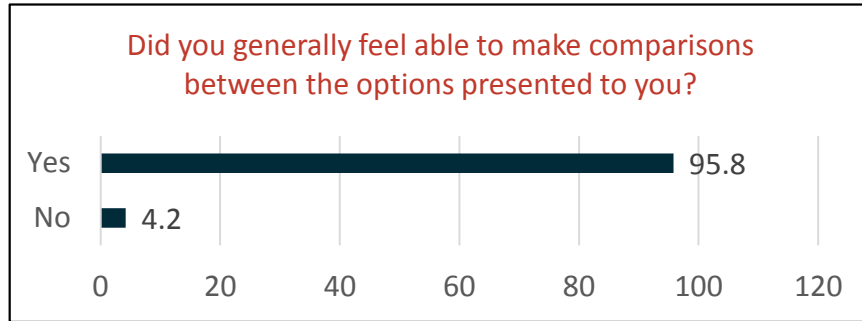
	Option A	Option B	Option C	None	Cost
Drinking water acceptability <i>(Contacts per 1,000 population)</i>	<input checked="" type="checkbox"/> 2.3	<input type="checkbox"/> 2	<input type="checkbox"/> 1.6	<input type="checkbox"/>	No change to your bill
Drinking water availability <i>(Average minutes lost)</i>	<input checked="" type="checkbox"/> 12.2	<input type="checkbox"/> 10	<input type="checkbox"/> 7	<input type="checkbox"/>	No change to your bill
Leakage <i>(Litres/property/day)</i>	<input type="checkbox"/> 121	<input checked="" type="checkbox"/> 117	<input type="checkbox"/> 114	<input type="checkbox"/>	+£0.66 every year for 5 years
Preventing pollution <i>(Number of cat 3 incidents)</i>	<input type="checkbox"/> 103	<input checked="" type="checkbox"/> 90	<input type="checkbox"/> 70	<input type="checkbox"/>	+£2.5 every year for 5 years
River water improvements <i>(km improved)</i>	<input type="checkbox"/> 0	<input checked="" type="checkbox"/> 150	<input type="checkbox"/> 225	<input type="checkbox"/>	+£2.5 every year for 5 years
Sewage in the home <i>(Properties)</i>	<input type="checkbox"/> 225	<input type="checkbox"/> 200	<input checked="" type="checkbox"/> 180	<input type="checkbox"/>	+£0.45 every year for 5 years
Sewage in the street <i>(Properties)</i>	<input type="checkbox"/> 6500	<input checked="" type="checkbox"/> 6300	<input type="checkbox"/> 6100	<input type="checkbox"/>	+£1 every year for 5 years
Worst served customers - low pressure <i>(Properties)</i>	<input checked="" type="checkbox"/> 35	<input type="checkbox"/> 10	<input type="checkbox"/> 0	<input type="checkbox"/>	No change to your bill
Worst served customers - interruptions to supply <i>(Properties)</i>	<input checked="" type="checkbox"/> 1400	<input type="checkbox"/> 1000	<input type="checkbox"/> 800	<input type="checkbox"/>	No change to your bill
Worst served customers - sewer flooding <i>(Properties)</i>	<input checked="" type="checkbox"/> 1648	<input type="checkbox"/> 1250	<input type="checkbox"/> 1000	<input type="checkbox"/>	No change to your bill
Help for disadvantaged customers <i>(No. customers on social tariffs)</i>	<input type="checkbox"/> 100,000	<input type="checkbox"/> 150,000	<input checked="" type="checkbox"/> 200,000	<input type="checkbox"/>	+£0.33 every year for 5 years
Resilience of wastewater networks to storms <i>(Roof equivalents)</i>	<input checked="" type="checkbox"/> 25000	<input type="checkbox"/> 40000	<input type="checkbox"/> 60000	<input type="checkbox"/>	No change to your bill
Reducing fossil fuel dependency <i>(% of total energy use)</i>	<input type="checkbox"/> 30%	<input type="checkbox"/> 35%	<input checked="" type="checkbox"/> 40%	<input type="checkbox"/>	+£2.5 every year for 5 years
Protecting your service in extreme events <i>(% Resilience)</i>	<input type="checkbox"/> 84%	<input checked="" type="checkbox"/> 87%	<input type="checkbox"/> 90%	<input type="checkbox"/>	+£1.25 every year for 5 years



Your choices result in total bill change of
+£11.19
(This would take your bill from £520 to £531.19)



Survey performance statistics very good



- The vast majority generally felt able to make comparisons in the SP exercises
- ...and found each of the levels easy to understand.
- Very few found any levels to be unrealistically low or high.

Pilot Summary

- A package costing £11.19/hh/yr was chosen on average, with:
 - +1 improvements to 'leakage', 'preventing pollution', 'river water improvements', 'sewage in the street', and 'protecting your service in extreme events'
 - +2 improvements to 'sewage in the home', 'help for disadvantaged customers' and 'reducing fossil fuel dependency'
 - Base service level chosen for all others.
- Issues rated as very important by most included bills collected, customer service, and the two asset health measures. Educational and recreational facilities were rated as at least quite important by most.



Any questions please
contact us

0208 742 2211

