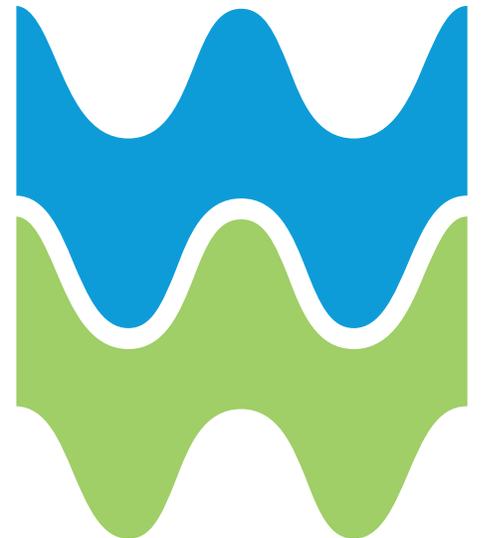


Welsh Water 2050

Chris Jones
Chief Executive





To earn the trust
of our customers
every day

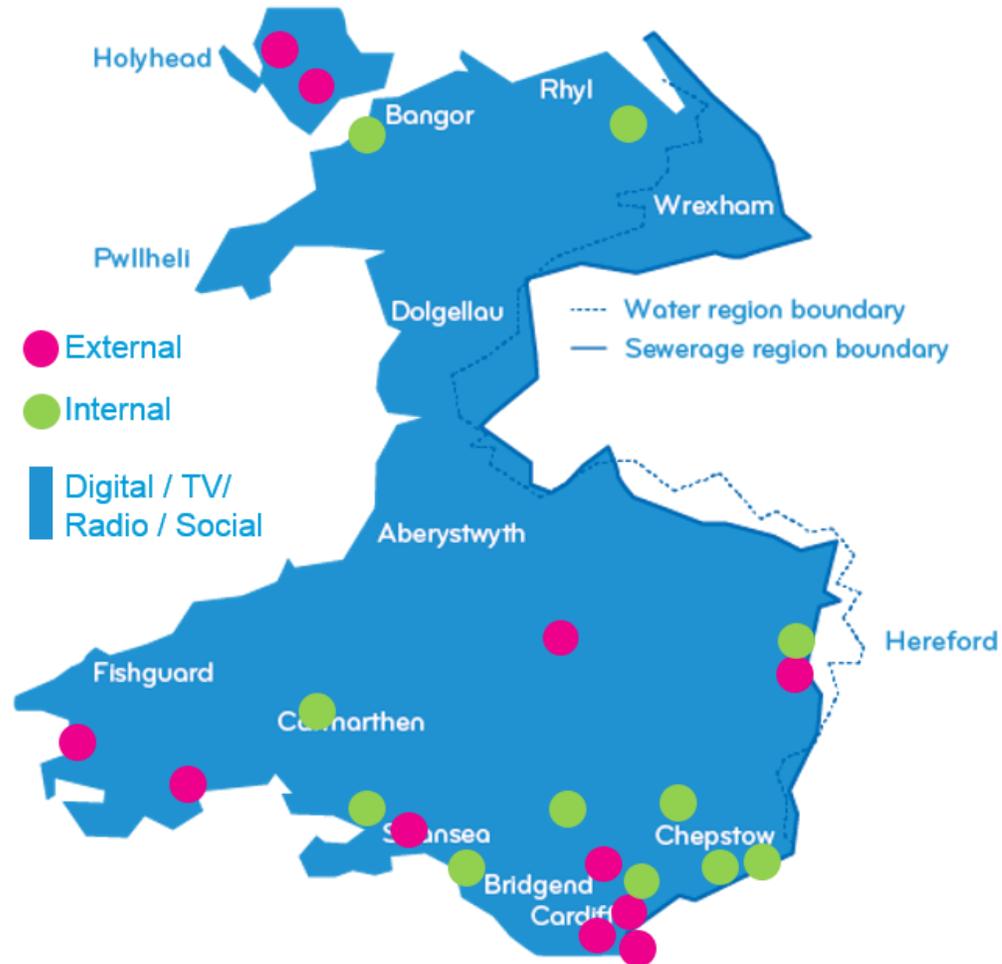
“**Welsh Water 2050** - to be a truly world class, resilient and sustainable water service for the benefit of future generations of customers.”

Stakeholder Consultation

- Workshop with over 100 stakeholders
- Customer Challenge Group, Glas Members, IEAP
- NRW, CCWater, DWI
- Written consultation responses



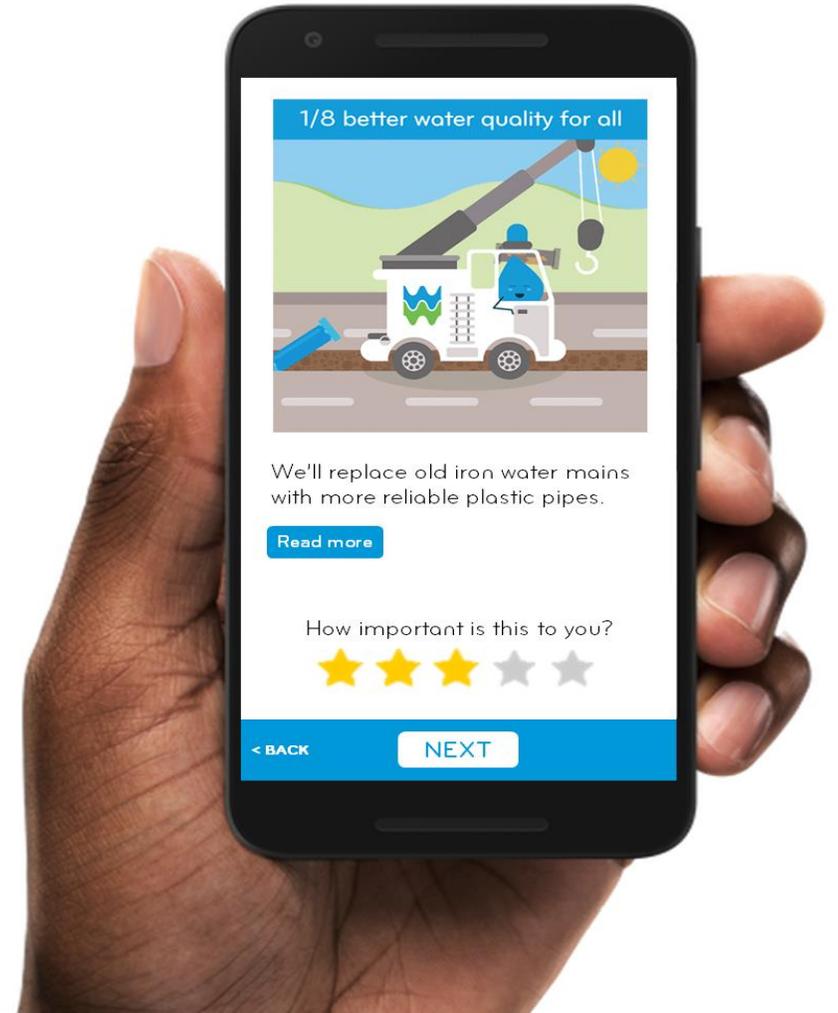
WW2050 Customer Involvement



Over
20,000
customer
responses

Youth
Board

Online
Community



Trends and challenges to 2050



DEMOGRAPHIC
CHANGE



CLIMATE
CHANGE



CHANGE
IN CUSTOMER
EXPECTATIONS



CHANGES TO
THE STRUCTURE
OF THE ECONOMY



ENVIRONMENTAL
CHANGE



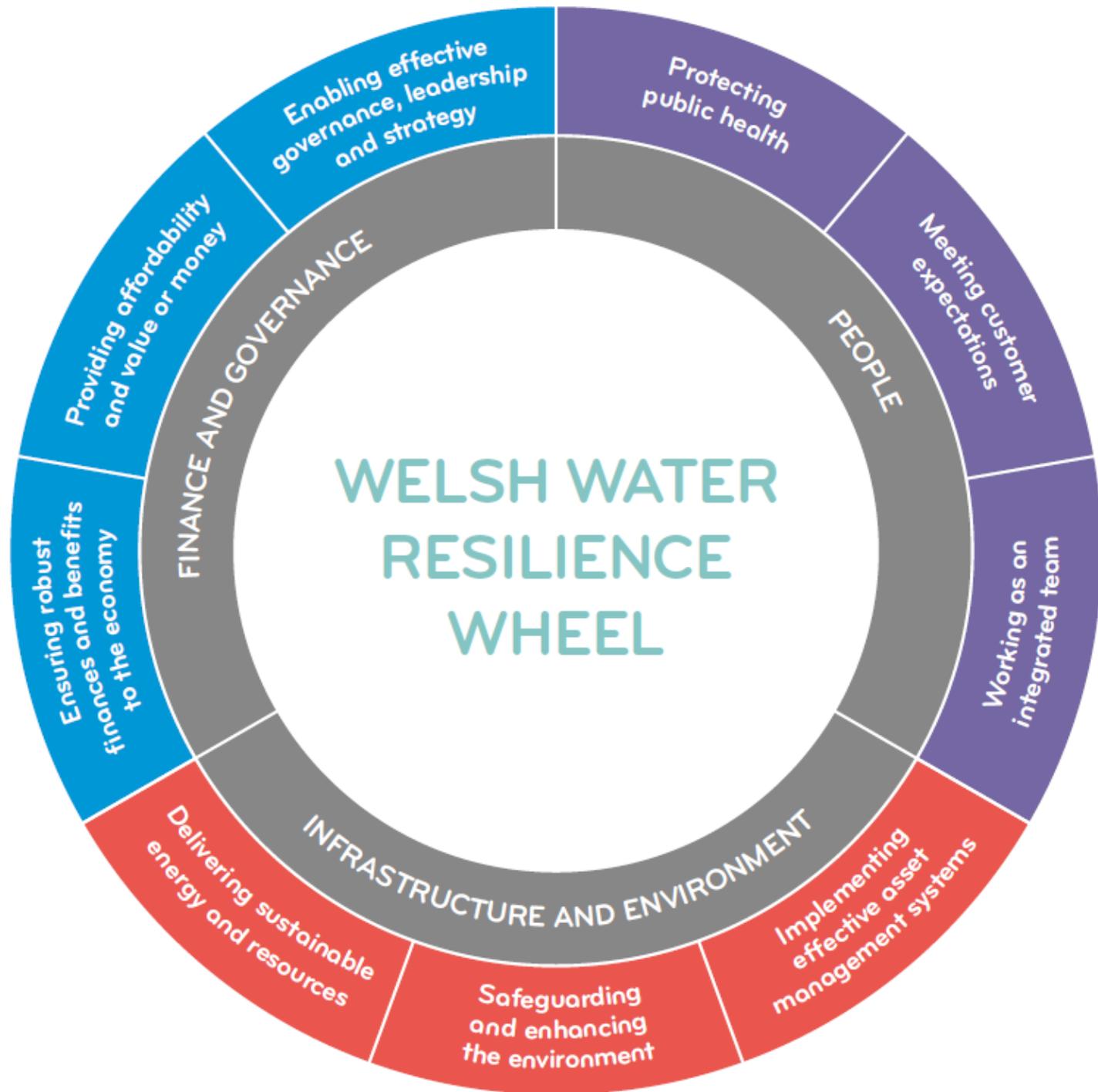
PROTECTING
ESSENTIAL
INFRASTRUCTURE



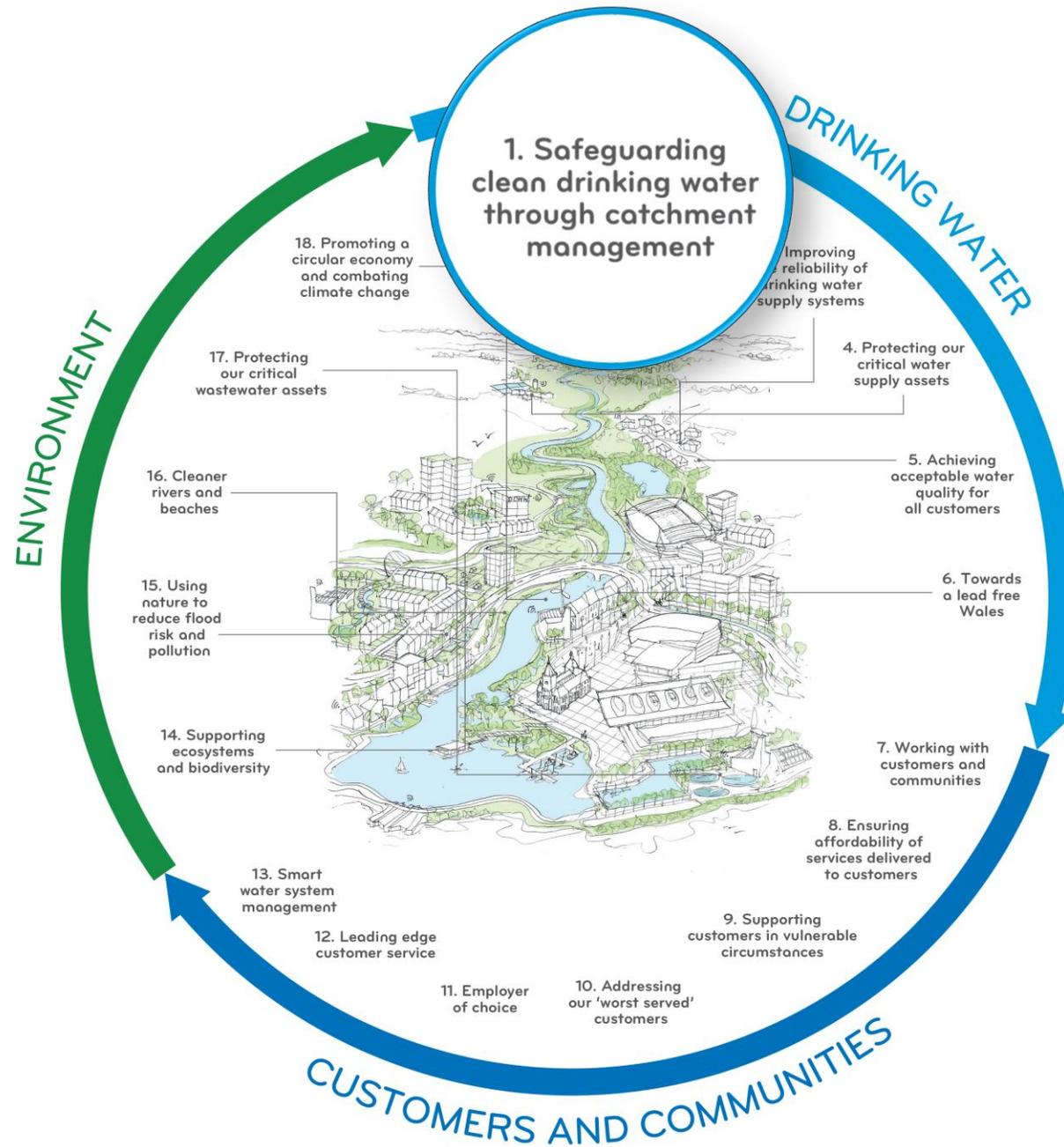
POLICY AND
REGULATORY
CHANGE



PROTECTING
PUBLIC HEALTH



WW2050 Strategic Responses





WW2050: Aligned with the Well-being of Future Generations Act

	WELL-BEING GOALS						
	A resilient Wales	A prosperous Wales	A healthier Wales	A more equal Wales	A Wales of cohesive communities	A Wales of vibrant culture and thriving Welsh language	A globally responsible Wales
1: Safeguarding clean drinking water through catchment management							
2: Enough water for all							
3: Improving the reliability of drinking water supply systems							
4: Protecting our critical water supply assets							
5: Achieving acceptable water quality for all customers							
6: Towards a lead free Wales							
7: Working with customers and communities							
8: Ensuring affordability of services delivered to customers							
9: Supporting customers in vulnerable circumstances							
10: Addressing our 'worst served' customers							
11: Employer of choice							
12: Leading edge customer service							
13: Smart water system management							
14: Supporting ecosystems and biodiversity							
15: Using nature to reduce flood risk and pollution							
16: Cleaner rivers and beaches							
17: Protecting our critical wastewater assets							
18: Promoting a circular economy and combatting climate change							