

# 1. Your drinking water is safe and clean

## What do customers want?

Customers have told us they want a reliable and high-quality water supply that they can trust for quality, taste, appearance and smell. Our water-quality ambition is to meet current and future drinking-water quality standards, providing a reliable supply of safe, clean water for future generations.

We have made five performance commitments about safe, clean water and we have achieved our target, or are on track with delivery, for three of these in year two.

## What have we done?

We supply a very high level of water quality and we have continued to deliver a water-quality improvement programme this year, focusing on training and behavioural change for our staff, improving our processes and targeting investment. There are, however, some other areas we will look to improve further in the future, including our performance against the Compliance Risk Index (see below) and the number of contacts we receive from customers about the taste, smell or appearance of their water.

The water industry measures whether water companies are meeting water-quality standards using a measure called the Compliance Risk Index (CRI), which is defined by the drinking-water quality regulator, the Drinking Water Inspectorate. We aim to achieve a perfect score of zero for this measure, but in year two of AMP7 we missed this target with a score of 3.02. We are confident that our improvement plan will deliver further benefits in future years and we will continue to aim for the zero target.

We also missed our target for reducing the number of contacts we received from customers about the taste, smell or appearance of their water. Our performance in year two was 17.9 contacts per 10,000 people, against a target of no more than 16.0. More of the contacts we received from customers were about the appearance of their drinking water than about the taste or smell. We have a comprehensive action plan to improve our performance

– our Water Quality First Programme – which is monitored through a ‘Taste, Smell and Appearance Board’ made up of senior managers in the business.

The Water Quality First Programme includes a number of short-, medium- and long-term actions to help us improve the way we run our water network to provide a better service to customers across both of these areas. We have expanded our programme of cleaning and flushing water mains and expect to see the full benefits of this in 2022.

We have increased awareness of how customers can improve the quality of the water in their home and also reduce the amount of water they use. In surveys to measure this, awareness improved by 19.5%, beating our target of 4%. To achieve this we used a number of campaigns aimed at customer groups, including those who use a lot of water. We also continued with a wide range of actions to encourage people to save water, such as through sponsoring local ITV weather forecasts, using ‘waterwise’ (our water-efficiency campaign) and leak-detection messages. In summer 2021, we introduced our ‘Get Water Fit’ online tool to gather information from customers about their water usage and provide them with free water-saving devices such as leaky loo strips (to check for leaks in their toilets), tap inserts and shower regulators.

We have two performance commitments that will also help improve water quality.

The first performance commitment relates to the number of properties served by lead pipes. We have replaced lead pipework at over 3,500 customer properties, beating our target of 500 and helping to improve the water quality at customers’ taps.

The second of these programmes of work will reduce the discolouration of water from the Vyrnwy treated-water aqueduct and will require mains to be cleaned or relined. We are currently planning this work, which will further improve water quality later in AMP7.

**3/5**  
measures  
achieved

