

Delivering for customers at PR24

CCW's objectives for the 2024 Price Review

CCW



Getting you the best deal for your water

Every five years, water companies set out their plans of what they'll deliver for customers in the next five years, and how much money they'll need to charge their customers to make these plans happen. This process is known as a price review, and the next one is due to take effect in 2024, to set your bills from 2025. In the industry, we refer to this as PR24.

Price reviews are important because of the impact they have on people's lives. Not only does this process set our water bills for the next five years, but it's also the time when key decisions are made about where our money is spent. For example, companies decide how much they'll spend on repairing old pipework or building new water treatment works. All of this makes a difference to our water services in the coming years.

Water companies across England and Wales are already hard at work putting plans in place, and now is a crucial time for them to be talking to their customers to find out where they want their money to be spent. At CCW, it's our job to make sure these plans give customers what they want, at a price that delivers value for money.

We do this by working closely with water companies and the water industry regulator, Ofwat, to make sure the plans and decisions made at every stage of the price review reflect the things customers have asked for. In the next few pages we'll tell you more about our work and what we want to see the water industry doing on your behalf.



Dr Mike Keil

Senior Director of Policy, Research and Campaigns



"At CCW, it's our job to make sure these plans give customers what they want, at a price that delivers value for money."

How does CCW represent you?



What CCW does

Throughout the price review, we work with water companies to ensure that the customer's voice is heard and taken account of. We work with the companies and their regulators to make sure they're talking to their customers, understanding their views and making plans that deliver the improvements customers expect.

What Ofwat does

Ofwat is the economic regulator of the water sector in England and Wales. This means that it has to make sure companies are fulfilling certain legal duties, and that they have the money to deliver their plans.

To do this, Ofwat challenges companies' business plans, makes recommendations on how the plans could improve, and gives them chance to make changes. Ofwat also calculates the amount of money that companies need to deliver their plans, and makes sure they're not charging customers more than they need to.

	CCW	Ofwat
Help people with their complaints	✓	
Calculating what services should cost		✓
Advocate only on behalf of consumers	✓	
Making sure companies stick to the law		✓
Challenging companies to understand customers and take their views on board	✓	✓
Setting targets on service delivery		✓

"It's good that [CCW] makes sure you are getting a service worth paying for."

Research Participant, England

Our vision for PR24

At CCW, we have a clear vision of the outcomes we want to see from the 2024 price review, and what we want to achieve in our work representing everyone who uses water, now and in the future. Our vision for PR24 is:

A water sector that listens to people and delivers exceptional, sustainable services that are accessible to all.

We have six objectives that will help us achieve our vision, and we've asked customers what they think about these to make sure we're on the right track. We'll tell you more about our objectives in the next three pages.

"The environment is so important... I think future-proofing services is really, really important."

Research Participant, Wales



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Our objectives for PR24

Our six objectives for PR24 are listed here in order of what customers told us were their priorities.



1

Bills are affordable for everyone, and customers feel their money is well-spent.

Now more than ever, people are feeling the pinch from rising household bills and the ongoing financial impact of Covid-19. We want Ofwat and water companies to make decisions at PR24 that increase the level of support available to customers who find themselves in vulnerable circumstances, and make sure that customers feel they're getting value for money.

2

Companies understand people's needs and expectations of water and wastewater services, and the price review makes sure they are met.

The influence that customers' views had on decisions was not always clear at the last price review, so this time, we want a Price Review that clearly responds to the needs and priorities of customers. We're already working towards making this happen through making sure companies' engagement with customers is consistent regardless of which water company they're served by. This will help Ofwat to make more direct comparisons between water companies when assessing their business plans.

"Affordable water for me is the most important thing because I'm finding it very hard to afford things at the moment."

Vulnerable Research Participant, Wales

3

Companies deliver for their customers by improving services where it's needed.

Receiving a poor level of service is always frustrating for customers, so we're calling for water companies to be ambitious in making service improvements. We'll do this by sharing best practice across the industry and encouraging companies to learn from each other. We'll also deliver our *Don't Let People Suffer in Silence* campaign to ensure companies help the 'worst-served' customers who experience repeat supply failures, without reducing service standards and investment for other customers

"Companies say they have good value for money but is it? As I have no idea what these companies spend the money on that we pay for."

Research Participant, England

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4

Companies' services are reliable, even during extreme weather events.

Climate change means that we're experiencing extreme weather like storms, floods and heatwaves more often. When these things happen, it can affect the availability of water. We need water companies to make sure their networks are ready to cope with the demands of climate change, so at PR24 we're calling for plans that clearly show water companies are looking ahead to keep our taps running long into the future.

5

Water companies take responsibility for protecting the environment, now and in the future.

CCW is committed to working with the sector to help people value water and the wastewater services they depend on. Our People and the Environment programme helps people make the connection between their own use of these services and the impact on the environment.

At PR24, we're calling on water companies to balance ambitious long term plans for achieving a clean environment with the need to keep bills affordable.

6

Companies have a 'customer-first' attitude and work to deliver a great customer experience.

Strong company values that are embraced by all employees can help improve both customer and employee satisfaction. At PR24, we're asking companies to show commitment to putting their customers first and demonstrate how they are developing a positive company culture. We'd like Ofwat to make this a requirement of all companies as part of the rules it sets for PR24.

Customers' environmental priorities are clean, safe drinking water and preventing sewage from entering homes and rivers.

What's next?

As companies draw up their business plans for 2025-2030, we'll continue to work with water companies and Ofwat to make sure these plans - and the decisions that help make them a reality - deliver real value for customers.

Visit our website to keep up with our work on the price review, as well as our other campaigns to ensure people are well-informed, treated fairly and have confidence in their water services.

www.ccwater.org.uk



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