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Here are general comments

Anyone on less than £16k per year who could qualify for a social tariff could automatically be transferred if links with HMRC or DWP could be made to share data and cross reference. If they refuse couldn't a flyer be issued with correspondence to inform people that they may be eligible for a social tariff on their utility bills and to contact their supplier. It wouldn't discriminate but they may not wish to accept any commercial partnership to work together for the benefit of supporting the most vulnerable

If the organisations are ultra sensitive about releasing personal data you could always ask for a report for number of properties by postcode for households with income of less than £16k; water companies could then target those area postcodes.