



The voice for water consumers
Llais defnyddwyr dŵr

Water Voice - Accountability Session

Summary report

Water company: Southern Water

Accountability Session date: 13.04.26

Delivered by Taylor McKenzie
Research & Energy Saving Trust

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Questions created and asked by community members



Community members identified three priority questions they wanted to put directly to Southern Water during the Accountability Session.

The questions were developed through a structured process involving the full Water Voice community (c.50 members). In January and February 2026, members collectively identified and refined priority themes through Spotlight surveys. These priorities were then shaped into draft questions during a dedicated briefing session, before being finalised and formally put to Southern Water at the Accountability Session.

Each question was led by a community member and explored in depth during the session. Southern Water provided on-the-record responses, with commitments and actions discussed in real time.

	Topic	Community member question
Q1	Pollution: Accountability and prevention	<p><i>"We often hear about sewage discharges and storm overflows affecting local seas, rivers and beaches. We want Southern Water to focus on prevention, not just reporting incidents after they happen. We need clear local information on what has happened, what harm it caused, and what will change in the areas most affected.</i></p> <p><i>What will Southern Water do to further reduce storm overflows and prevent repeat pollution incidents, and by when, and how will you clearly communicate this to us as customers?"</i></p>
Q2	Bills: Fairness and transparency	<p><i>"Bills have increased with little to no explanation. We want to be forewarned when this happens and know what help is available for people who are struggling to pay. We want support to be communicated clearly and simply.</i></p> <p><i>What steps will Southern Water take to:</i></p> <ol style="list-style-type: none"> <i>1. Ensure customers are forewarned about any future bill increases and be provided with information about how every pound is spent</i> <i>2. Make sure everyone who needs support knows what help is available and how to access it?"</i>
Q3	Infrastructure and long-term investment: Future proofing and delivery	<p><i>"We want evidence of real long-term plans, not just business-as-usual maintenance. We want to clearly understand how higher bills will lead to real infrastructure improvements, not just vague promises. We also want to know what benefits we will actually see as a result.</i></p> <p><i>How will Southern Water clearly communicate how our increased bills will lead to infrastructure improvements and what clear benefits we as customers will see as a result?"</i></p>

The sections that follow set out each question in turn, alongside the actions discussed and the expectations community members have for delivery through the company's published action plan. This will be published on **Thursday 21st May**.

Executive summary - insights by question



The Accountability Session for Southern Water highlighted a consistent customer demand for clearer, more localised and more accessible communication on pollution reduction, rising bills, and how infrastructure investment will deliver visible benefits over time.

Q1.

Pollution: Accountability and prevention

Southern Water said it is tackling storm overflows through its Cleaner Rivers and Seas Plan, with £1.5bn of investment, expanded monitoring and updates through Rivers and Seas Watch.

Customers welcomed these measures, but still wanted clearer local context, more regular reporting, confidence in monitor reliability and better access beyond digital channels.

There is a need for clearer, more regular communication showing whether pollution is reducing locally and what progress customers can expect to see.

Customers welcomed the investment plan, but wanted clearer, more regular and more accessible evidence that local pollution is reducing and promised improvements are being delivered.

Q2.

Bills: Fairness and transparency

Southern Water said it had improved how it explains bill rises, including bill inserts, a “where your £1 goes” breakdown and existing affordability support.

Customers welcomed this, but still felt explanations of rising bills, spending and financial support were not clear or visible enough, especially where bills had risen sharply or circumstances fell outside standard criteria.

Participants emphasised the need for earlier, clearer communication on bill increases and spending, alongside more visible and flexible support for customers under pressure.

Customers want earlier and clearer explanations of bill increases and spending, alongside more visible, accessible and flexible support for households under financial pressure.

Q3. Infrastructure and long-term investment: Future proofing and delivery

Southern Water said higher bills are funding major infrastructure investment, but accepted it needs to explain more clearly what this will deliver for customers.

Customers recognised that investment is needed, but questioned whether too much of it reflected delayed maintenance and poor planning, and wanted clearer evidence of local benefits, bill impacts and visible progress.

Participants therefore emphasised the need for clearer, more targeted communication about what is being delivered, where, and what difference customers will see over time.

Customers wanted clearer evidence of what infrastructure investment will deliver locally, how it affects bills, and what practical benefits and reassurance they should expect.

Actions agreed during the Accountability Session



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Q1.

Pollution: Accountability and prevention

- Provide quarterly or six monthly local trend reporting on overflows, with targets and like-for-like comparisons over time
- Contextualise spill and investment figures so customer can see scale, priorities, local impact and how progress is measured
- Show that water quality monitors are reliable, with regular maintenance updates and a clear online route to report faults
- Provide interim water quality updates before full website integration, and offer accessible alternatives such as texts, bill inserts or opt-in postal updates for non-digital customers.

Q2.

Bills: Fairness and transparency

- Give clear advance notice of bill increases, with personalised explanations of why bills are changing and what customers will receive
- Publish simple, transparent breakdowns of how bill money is spent, including financing, profit or dividends, and customer benefits
- Make bill support easier to find and understand through clear eligibility rules, stronger signposting and proactive multi-channel promotion
- Review affordability support and bill management measures so help is more flexible, practical and fair for customers under pressure

Q3. Infrastructure and long term investment: Future proofing and delivery

- Publish clear local investment plans showing what is new infrastructure, what is routine maintenance, when work will be completed, and how bills are expected to change over time
- Provide transparent updates on what has been delivered, what benefits it has achieved, and what customers should expect next
- Use targeted regional communication and local engagement across multiple channels, including face-to-face opportunities, to explain projects, likely disruption, expected benefits and reassure customers on major infrastructure changes.



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Water Voice - Accountability Session Summary report

Our findings in detail

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Q1. Pollution: Accountability and prevention

Clearer reporting, context and accessible communication



Question asked by Southern Water Community member:

“We often hear about sewage discharges and storm overflows affecting local seas, rivers and beaches. We want Southern Water to focus on prevention, not just reporting incidents after they happen. We need clear local information on what has happened, what harm it caused, and what will change in the areas most affected. What will Southern Water do to further reduce storm overflows and prevent repeat pollution incidents, and by when, and how will you clearly communicate this to us as customers?”

Southern Water said it is tackling storm overflows through its Cleaner Rivers and Seas Plan, including £1.5bn of investment over five years, expanded monitoring, and near real-time incident information through Rivers and Seas Watch.

Customers welcomed the existence of these plans and tools, but said they still lacked regular trend reporting, clearer context on what the figures mean locally, confidence in monitor reliability, and accessible updates for people who do not use digital channels.

The discussion therefore focused on the need for clearer, more regular and more inclusive reporting that shows whether pollution is reducing, what is changing locally, and how progress will be communicated over time.

Actions

- Provide quarterly or six-monthly trend reporting on overflows, with targets and like-for-like comparisons over time
- Contextualise spill and investment figures so customer can see scale, priorities, local impact and how progress is measured
- Show that water quality monitors are reliable, with regular maintenance updates and a clear online route to report faults
- Provide interim water quality updates before full website integration, and offer accessible alternatives such as texts, bill inserts or opt-in postal updates for non-digital customers

“What I’m after is something that’s easily accessible, a public website or something, or even we get prompted when we get our water bill, to show a quarterly and yearly trend line of the number of incidents and perhaps the volume of the incidents, the serious sewage overflows.”

“I’d like to see those figures quoted as part of the whole. ... Just to give a bit of reality to us customers so that we see how far along Southern Water are going and how well they’re tackling this problem.”



Customers welcomed the investment plan, but wanted clearer, more regular and more accessible evidence that local pollution is reducing and promised improvements are being delivered.

Q1. Pollution: Accountability and prevention



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"You said" (Community member actions)	"We did" (Water company response on the night)	What is the 'Ideal' water company response? (In the eyes of our community)	Timescale / final comments
Provide quarterly or six-monthly trend reporting on overflows	<ul style="list-style-type: none"> Explained the Rivers and Seas Watch provides near real-time information on activating overflows and shows where investment is planned and in progress. Confirmed releases are posted within one hour via the portal <p>No future commitments were stated on the night.</p>	<ul style="list-style-type: none"> Publish regular (six-monthly or quarterly) local reporting on overflows, not just annual figures. This should be easily accessible through the website Show targets, actual performance and trend lines over time Use like-for-like comparisons so customers can judge whether performance is improving 	<p>Timescale: to be clarified in the company action plan</p> <p>Final comments from Water company:</p> <ul style="list-style-type: none"> A plan similar to the Pollution Instant Reduction Plan could be created for overflows
Contextualise spill and investment figures	<ul style="list-style-type: none"> Set out a Cleaner Rivers and Seas Plan aimed at around 3000 fewer releases a year, including a 49% reduction near bathing water and 50% reduction where overflows impact the environment Explained the company is focusing first on the most impactful overflows <p>Future plans:</p> <ul style="list-style-type: none"> £1.5 billion investment over the next 5 years By 2030, 75% of relevant overflows will meet the government's 2050 targets, with average spills reduced by 8000 a year 	<ul style="list-style-type: none"> Show what current reductions and investment means in the context of the wider problem Contextualise figures and spill data against other water companies or other countries to make them more relatable and tangible for customers 	<p>Timescale: to be clarified in the company action plan</p> <p>Further detail expected within the company action plan</p>
Show that water quality monitors are reliable	<ul style="list-style-type: none"> Explained the pilot for in-river monitoring has started, with some early deployment in the New Forest Explained existing EDM spill monitors are currently at about 98% availability and tested monthly <p>Future plans:</p> <ul style="list-style-type: none"> Will install 300 continuous water quality monitors over the next four years and will display this new information onto the Rivers and Seas Watch website Every river discharge point will have upstream and downstream monitoring over the next 10 years 	<ul style="list-style-type: none"> Provide confidence that monitors are operational and well maintained Show how often checks are carried out (ideally monthly) Provide a clear online route for customers to report faults or concerns (e.g. online form) 	<p>Timescale: to be clarified in the company action plan.</p> <p>Further detail expected within the company action plan</p>
Provide interim water quality updates before full website integration, and offer accessible alternatives	<ul style="list-style-type: none"> Said that Rivers and Seas Watch is already the main public channel and is updated every five minutes Explained Southern Water already shares overflow data through third parties (e.g. Surfers against Sewage) <p>Future plans:</p> <ul style="list-style-type: none"> Will display water quality monitor data on the website once integration is complete 	<ul style="list-style-type: none"> Provide an interim way of sharing water quality information before full website integration is complete. Make it easier for customers who do not or cannot use the website to receive updates. Suggestions include letters via post, text messages, on water bill 	<p>Timescale: to be clarified in the company action plan.</p> <p>The company explained they are currently trialling electronic signs on beaches about water quality and that they are already using text messages for outages and incidents.</p>

Note: This table is an excerpt from the full Action Plan. Southern Water will provide formal responses to each action within 28 days of the session date. The updated plan will be published by CCW, and shared with participating community members for review and agreement.

Q2. Bills: Fairness and transparency

Clearer communication, transparency and support around bill increases and affordability



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Question asked by Southern Water Community member:

“Bills have increased with little to no explanation. We want to be forewarned when this happens and know what help is available for people who are struggling to pay. We want support to be communicated clearly and simply.

What steps will Southern Water take to:

- 1. Ensure customers are forewarned about any future bill increases and be provided with information about how every pound is spent*
- 2. Make sure everyone who needs support knows what help is available and how to access it?”*

Southern Water acknowledged it could have been clearer and quicker in explaining recent bill increases, and said it has since improved communications through bill inserts, a “where your £1 goes” breakdown, regionalised messaging and existing affordability support.

Customers welcomed that progress, but still felt explanations of rising bills, spending and available support were not clear or visible enough, especially where bills had risen sharply or customers fell outside standard support criteria.

The discussion therefore focused on the need for earlier, clearer and more personalised communication on bill increases and spending, alongside more visible and flexible support for customers under pressure.

Actions

- **Give clear advance notice of bill increases**, with personalised explanations of why bills are changing and what customers will receive
- **Publish simple, transparent breakdowns of how bill money is spent**, including financing, profit or dividends, and customer benefit
- **Make bill support easier to find and understand** through clear eligibility rules, stronger signposting and proactive multi-channel promotion
- **Review affordability support and bill-management measures** so help is more flexible, practical and fair for customers under pressure

“If someone’s bill’s gone up by more than 47%, is it possible to have some explanation as to why it’s gone up by more than the headline figure, as it were?”

“I do believe that they are passionate, but I think that if they are passionate, there needs to be much more promotion of these subsidies, these schemes, the help that’s offered, because 170-180,000 people wasn’t a great number probably is a very small amount compared to those who actually need it.”



Customers want clearer, earlier explanations of bill increases and spending, alongside more visible, accessible and flexible support for households under financial pressure.



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Q2. Bills: Fairness and transparency

"You said" (Community member actions)	"We did" (Water company response on the night)	What is the 'Ideal' water company response? (In the eyes of our community)	Timescale / final comments
Give clear advance notice of bill increases	<ul style="list-style-type: none"> Acknowledged the company was too slow and unclear in explaining last year's major increase. Videos, radio and bill inserts were used after the increase to communicate drivers of bill increase This year's bill increase was communicated more proactively through information included in bills <p>Future plans:</p> <ul style="list-style-type: none"> Building a more tailored, regionalised communication plan so customers receive information relevant to them 	<ul style="list-style-type: none"> Tell customers in advance when bills will rise Consider staggered increases for future bill increase Use plain English to explain what customers are getting for the increase Provide better information on the drivers of bills increases – possibly at the level of each individual's bill 	<p>Timescale: to be clarified in the company action plan</p> <p>Final comments from Water company:</p> <ul style="list-style-type: none"> Acknowledged it is important to explain why bills differ between regions, and specifically what customers are getting (additional services/investments)
Publish simple, transparent breakdowns of how bill money is spent	<ul style="list-style-type: none"> Said a "where your £1 goes" infographic was included in this year's bill insert <p>No future commitments were stated on the night</p>	<ul style="list-style-type: none"> Ensure transparency around whether the company made any profit (including whether they have not) and how much of customers' bills goes into profit Clearly publish on the website who the leadership team is and what their salaries are (similar to what public officials are required to do) Show clearly how each pound is allocated across investments, operations and financing Provide comparative data on bills against other providers in England and Wales Publish a summary of Southern Water's action plan to improve their financial position 	<p>Timescale: to be clarified in the company action plan</p> <p>Final comments from Water company:</p> <ul style="list-style-type: none"> Explained no dividends have been paid since 2017 and that the company does not distribute profit but re-invests in infrastructure. This information is published in annual accounts which are all visible
Make bill support easier to find and understand	<ul style="list-style-type: none"> Essentials Tariffs already provide a minimum 45% discount, rising to 90% in extreme hardship cases Said hardship funding is available for debt write-off and practical support, and was described as £1.25 million annually Explained it is working with charities, local authorities and Citizens Advice, including data sharing to identify customers in need <p>Future plans:</p> <ul style="list-style-type: none"> Expect the number of supported customers to rise from 170,000 to 180,000 Enrolment and auto-enrolment will continue to be used to reach more eligible customers 	<ul style="list-style-type: none"> Publish clear eligibility rules for support and discounts Make support easy to find on bills, websites and other customers touchpoints Promote support more proactively through direct communication and partner organisations (e.g. campaign on the radio, leaflets, engagement with other agencies) 	<p>Timescale: to be clarified in the company action plan</p> <p>Further detail expected within the company action plan</p>
Review affordability support and bill-management measures	<ul style="list-style-type: none"> Customer-facing teams have been retrained this year so they can better answer questions on bill increases and spending <p>Future plans:</p> <ul style="list-style-type: none"> Work to make support visible to people who need it 	<ul style="list-style-type: none"> Consider more flexibility for customers who are struggling but fall outside standard criteria Ensure timely account management when it comes to bill reviews to ensure customers are paying the correct amount for their usage Offer access to free water saving devices (e.g. water butts) 	<p>Timescale: to be clarified in the company action plan</p> <p>Final comments from Water company:</p> <ul style="list-style-type: none"> Smart meters will be rolled out across the region to help people manage their water use and make savings

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Q3. Infrastructure and long term investment: Future proofing and delivery

Clearer local communication and reassurance on infrastructure investment, benefits and bill impact



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Question asked by Southern Water Community member:

“We want evidence of real long-term plans, not just business-as-usual maintenance. We want to clearly understand how higher bills will lead to real infrastructure improvements, not just vague promises. We also want to know what benefits we will actually see as a result.

How will Southern Water clearly communicate how our increased bills will lead to infrastructure improvements and what clear benefits we as customers will see as a result?”

Southern Water said higher bills are funding a major investment programme covering storm overflows, nutrient removal, new water sources, smart metering and regional engagement, and acknowledged it needs to explain these plans more clearly.

Customers welcomed the scale of investment but questioned whether it reflected genuine improvement rather than delayed maintenance, and wanted clearer explanation of local benefits, future bill implications and how progress would be communicated.

The discussion therefore focused on clearer, more targeted communication showing what is being delivered where, what difference it will make, and how customers will see progress over time.

Actions

- **Publish clear local investment plans** showing what is new infrastructure, what is routine maintenance, when work will be completed, and how bills are expected to change over time
- **Provide transparent updates** on what has been delivered, what benefits it has achieved, and what customers should expect next
- **Use targeted regional communication and local engagement across multiple channels**, including face-to-face opportunities, to explain projects, likely disruption, expected benefits and reassure customers on major infrastructure changes.

“I’d just like to see a really transparent sort of breakdown of this is what we’ve done, this is how much it’s saved us, and this is how much it can save you as a customer.”

“I’d like to see a commitment to a bit more contact with customers within the regions. There’s a big issue where I live locally with Southern Water representatives not turning up to County Council meetings, but a bit more action on the ground to have a few more open events about what are we doing locally.”



Customers wanted clearer evidence of what infrastructure investment will deliver locally, how it affects bills, and what practical benefits and reassurance they should expect.

Q3. Infrastructure and long term investment: Future proofing and delivery



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"You said" (Community member actions)	"We did" (Water company response on the night)	What is the 'Ideal' water company response? (In the eyes of our community)	Timescale / final comments
Publish clear local investment plans	<ul style="list-style-type: none"> Explained current investment is focused on storm overflows, nutrient removal, new water sources, smart metering, lead work and reservoirs Some bill information has been used to explain investment plans <p>Future plans:</p> <ul style="list-style-type: none"> £8.5 billion spending plan for 2025-2030 fuelled by customers' bill and investment from shareholders (£2.5 billion). £4 billion used for day-to-day running and £4.6 billion for improvement works 3 areas of improvement: storm overflows, nutrient removal from rivers, building a new source of water for the West region 	<ul style="list-style-type: none"> Provide clarity and context for long-term investment strategy. Especially around expected impact on bills Consider differentiating between a bill increase that is indefinite and one that is a temporary increase as a result of investment/optimisation that will then level/decrease Distinguish clearly between new investment and routine maintenance 	<p>Timescale: to be clarified in the company action plan</p> <p>Further detail expected within the company action plan</p>
Provide transparency on what has been delivered, what benefits it has achieved, and what customers should expect next	<ul style="list-style-type: none"> Developed mapping tool (Mighty Maps) to show where investment is taking place and the impact on rivers and catchments <p>Future plans:</p> <ul style="list-style-type: none"> Need to put more information on the website, make it more digestible for customers Seek to better understand how plans and investments can be communicated to customers 	<ul style="list-style-type: none"> Provide a transparent breakdown of what has been done, how much it has saved the company and how much it will save the customer. Include this on the bill or show on website 	<p>Timescale: to be clarified in the company action plan</p> <p>Further detail expected within the company action plan</p>
Use targeted regional communication and local engagement across multiple channels	<ul style="list-style-type: none"> Run regional drop-in centres and workshops to explain investment in local areas <p>Future plans:</p> <ul style="list-style-type: none"> Continue to strengthen this approach as part of wider regional engagement 	<ul style="list-style-type: none"> Provide target information rather than expecting customer to find it themselves Be creative and innovative with communication methods (e.g. newsletter, social media, regional meetings) Hold more open local events so customers can understand local projects, disruption and benefits. Communicate about these events via social media, local radio, local tv, regional news. Use face-to-face engagement to answer questions and build reassurance around major infrastructure changes. Increase communication when bill rises or other major issues heighten customer concern. 	<p>Timescale: to be clarified in the company action plan</p> <p>Final comments from Water company:</p> <ul style="list-style-type: none"> Explained they currently send out quarterly newsletter via email, hold drop-in centres, share videos on YouTube and have regional adverts

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What happens after the Accountability Session?

After the Accountability Session, there is a clear and structured follow-up process.



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Publication and transparency

Within 5 working days

A full (anonymised) transcript of the session was [published](#) on **Monday 20th April**

Within 10 working days

A plain-English summary is published, setting out:

- The questions asked.
- The key points raised by Community members.
- The actions agreed for inclusion in the action plan.

Anything recorded as *not yet agreed*.

Monday 27th April



Action plan

Within 28 days

The water company must share its **action plan**, setting out how it will deliver the agreed actions.

The action plan will be **shared with the Water Voice community on Thursday 21st May**



Customer feedback

Participants will be asked, via a short survey, whether they feel the action plan:

- ✓ Reflects what was agreed in the session
- ✓ Goes far enough to address customer concerns

This feedback forms part of CCW's ongoing monitoring and follow-up with the company and helps inform future accountability work.



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Water Voice - Accountability Session

Summary report

Annex: Research approach

Delivered by Taylor McKenzie
Research & Energy Saving Trust

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Background



What is an Accountability Session?

An Accountability Session is a formal, facilitated meeting where **water consumers directly question senior executives from their water company** about performance, service failures and issues of concern – and **agree the actions they want the company to take**.

They sit at the heart of CCW's statutory role to strengthen consumer voice and ensure companies respond transparently and meaningfully.

Why do they exist?

Accountability Sessions exist because customers deserve a real say in how their water company performs. They give people a direct line to the people in charge – not through a survey, not through a complaint form, but face-to-face.

For years, customers have felt that water companies weren't listening closely enough. *Water (Special Measures) Act 2025** requiring a relevant undertaker to have arrangements in place for involving consumers in decisions of the undertaker that are likely to have a material impact on consumer matters.

These sessions make that happen. They create a space where customers can:

- Ask honest questions
- Raise the issues that really affect them
- Agree the actions they expect the company to take next.

It's all about making the process fair, open, and focused on what matters most to the people who actually use and pay for the service.

*<https://www.legislation.gov.uk/ukpga/2025/5/enacted>

Objectives

What the session aims to achieve



1. Give customers a real voice

These sessions make sure customers aren't just "heard" – their views actually guide the conversation and shape what happens next.

2. Make companies answer directly to the people they serve

Senior water company leaders must respond openly, honestly, and in real time. No hiding behind reports or press statements.

3. Agree clear actions that lead to real improvements

By the end of each session, everyone should be clear on:

- ✓ what the company will do
- ✓ how they'll do it
- ✓ how customers will know things have improved.

4. Build trust through transparency

Everything is published – the questions, the answers, the agreed actions – so customers can see what's happening and whether companies are following through.

5. Make sure all types of customers are represented

People from different backgrounds, ages, abilities and regions take part, ensuring the outcomes reflect real experiences across the community.

Outputs

By the close of the process, this Accountability Session will have:

- Provided CCW with **robust, publishable evidence** of consumer concerns and company responses.
- Established a clear and transparent set of customer-agreed actions that the water company must reflect in its published action plan. The action plan itself is published by the company following the session, in line with the accountability process.
- Given consumers confidence that their participation leads to **real scrutiny and follow-through**, reinforcing the credibility of the accountability process.
- Informed future regulatory engagement by highlighting **systemic or recurring issues** requiring wider attention.

Together, this ensures the session delivers both **immediate accountability** and **longer-term value** for consumers and the sector.

Methodology

How does it work?

CCW

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01



Prioritising what matters most

1. We listen to what customers tell us each month

Through Barometer & Spotlight surveys and the online community

2. We play back what they said

In the January Spotlight survey, we show customers the issues they raised & ask them to prioritise the most important ones.

3. Confirm their priorities

In the February Spotlight survey, customers confirm if they agree with which points matter most.

02



Getting ready (Briefing session)

Selected 12 customers join a 2-hour online (via Zoom) briefing before the main meeting.

Everyone gets clear, easy-to-read information beforehand so they feel confident and prepared.

The facilitator talks them through:

- How the session will work
- The issues they've prioritised
- How to shape their questions & come up with a set of questions for each priority.

We will brief the CCW Chair separately at this point & remind them on their role, share guide & prioritised topics / Priorities will be sent the Water Companies at this point

03



The Accountability Session (Main meeting)

12 customers take part in an online session (via Zoom) with a senior water company representative for 2 hours.

TMcK facilitator & Chair guiding the conversation:

- Customers ask their prepared questions
- Challenge the company's answers
- Explore what needs to change.

Live polls let everyone share honest views – even those who prefer not to speak out loud.

Welsh panels will be given the option of English, Welsh or simultaneous translation .

04



Agreeing what should happen next

During the main accountability session, after each issue is discussed, the facilitator checks whether customers feel the company's proposed actions are good enough.

Together, they work towards a clear **consensus** on what actions the company must take.

05



Publishing the outcomes and following up

A summary is produced showing: the questions asked, how the company responded, and the actions agreed.

- CCW publishes a **transcript within 5 working days**
- CCW publishes a **summary within 10 working days**
- The company must publish its **action plan by day 28**

Panellists are asked short follow-up questions about whether the plan reflects what was agreed.

CCW then tracks progress and updates panellists before the next session.

[Priorities will be shared with the ISG]

Sample

Who takes part in an Accountability Session



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We brought together a **small, representative group of around 12 people** for each accountability session.

This number keeps the conversation manageable and ensures everyone has the chance to speak.

Each person is selected by the panel manager from their panel of 50 participants.

Our panel managers are responsible for selecting a representative range of participants and ensure that anyone who has expressed a keen interest in taking part in an accountability session is included at this stage.

We make sure each session of 12 includes the following types of panellists:

- **Age** - younger adults, middle-aged adults and older customers (2 per age bracket)
- **Gender** - a balanced mix (at least 5 males & 5 females)
- **Income levels** - including low-income households (3 financially vulnerable, 3 x 20-40k, 3 x £40k-60k & 2 x £60k+)
- **Location** - Rural and Urban water users (different house-types represented)
- **Ethnic backgrounds** - reflecting the local population, 2-3 from an ethnic minority background
- **People with accessibility, neurodivergent or additional support needs** (at least 1)
- **Different customer types** - e.g metered/unmetered, renters/homeowners
- **Different attitudes** – including 3 x positive, 3 x neutral & 3 x negative customers
- **Bathing water users** – 3 regular users (for WaSC panels)
- **Welsh speakers** – at least 2 Welsh speakers within our two Welsh panels & options for accountability session language

This ensures all voices are represented, not just the loudest or most confident.

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The voice for water consumers
Llais defnyddwyr dŵr

Thank you!



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