



The voice for water consumers  
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# Water Voice - Accountability Session

## Action plan response

**Water company:** Affinity Water  
Tuesday 2nd June

Delivered by Taylor McKenzie  
Research & Energy Saving Trust

Version: Update with Affinity Water Action plan response – 01.06.26

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# Questions created and asked by community members



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Community members identified **three priority questions** they wanted to put directly to Affinity 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 Affinity Water at the Accountability Session.

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

	Topic	Community member question
Q1	Rising bills and value for money: Service standards and benchmarking	<p><i>“As customers, we are paying more, but we still do not feel clear what standard of service Affinity Water is actually meant to deliver. In practical terms, that means things like being able to submit meter readings easily, reliable water pressure, timely repairs and clear communication when something goes wrong. If you say service is improving, we want transparency about how that is being measured and how Affinity Water compares with other water companies, so we can judge whether we are getting value for money</i></p> <p><i>What standard of service should we be able to expect from Affinity Water now, who sets those standards and how do you compare with other water companies, so we can see for ourselves whether we are actually getting the service we are paying for?”</i></p>
Q2	Reliability and long-term resilience	<p><i>“As customers, we do not just want to know that water is working today — we want confidence that Affinity Water is planning properly for the future as well. We’re concerned about long-term sustainability, growing pressure on services and whether the company is really preparing for future demand, rather than waiting for problems to happen and then reacting to them.</i></p> <p><i>How is Affinity Water making sure water supplies will remain reliable in the future, with growing demand and longer-term pressure on resources and why should customers feel confident that the company is planning far enough ahead for their communities?”</i></p>
Q3	Trust and confidence in drinking water quality and hardness	<p><i>“We want to feel confident that the water coming into our homes every day is safe, high quality and something we can trust. Concerns about hard water, unpleasant taste and the need to rely on filters or bottled water can make that trust harder to maintain. This is not just about the water itself, but about having clear information that is easy to understand, so people feel reassured rather than confused by technical detail.</i></p> <p><i>How will Affinity Water build customers’ trust and confidence that the water coming from their taps is safe and good quality and explain hard water and water quality in a way people can easily understand?”</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 by **Tuesday 2<sup>nd</sup> June 2026**.

# Executive summary - insights by question



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The Accountability Session for Affinity Water highlighted customers' need for clearer service standards, more visible, transparent long-term resilience planning, and stronger reassurance on water quality and hard water through proactive communication.

## Q1.

### Rising bills and value for money: Service standards and benchmarking

Affinity Water said service standards are mainly set through Ofwat and other regulators, with performance reported publicly and supported by newer tools like *Your Voice Matters*, smart metering and digital account improvements.

Community members welcomed the openness but still felt unclear about what standards they should expect in practice, how Affinity Water compares with other companies, and whether metering, alerts and billing communications are accurate, visible and locally meaningful.

The discussion focused on clearer standards, measurable improvement targets, stronger metering and alerts confidence and more accessible communication so customers can better judge value for money.

Customers wanted clearer standards, firmer targets and more confidence in metering, alerts and local performance.

## Q2.

### Reliability and long-term resilience

Affinity Water said it is planning for future demand through long-term resilience planning, demand reduction, leakage reduction and new water-source schemes.

Community members welcomed the focus on future supply but wanted clearer explanation of unusually high regional water use, more practical support to reduce demand and greater transparency on leakage, project timings, delivery stages and resilience spending.

The discussion focused on making resilience plans more visible and easier to follow, with clearer evidence of what is changing, when it will happen and how progress will be shown to customers.

Customers welcomed long-term planning, but wanted clearer timelines, spending transparency and stronger action on demand reduction and leakage.

## Q3.

### Water quality and hard water reassurance

Affinity Water said drinking water quality is very high, with 99.98% safety compliance and explained that hard water is largely a result of local geology rather than a safety issue.

Community members found this reassuring but wanted clearer explanation of hard water, more practical guidance and more proactive communication on water safety and support.

The discussion focused on turning strong technical performance into clearer reassurance and more proactive communication that reaches customers in ways they can easily understand and choose.

Customers wanted clearer explanation of hard water and more proactive, accessible communication on safety and support.

# Actions agreed during the Accountability Session



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## Q1.

Rising bills and value for money:  
Service standards and benchmarking

- Clarify who sets service standards, how these compare across companies, and how Affinity Water currently performs.
- Publish clear improvement targets for weaker areas, with practical local performance and usage data.
- Improve confidence in metering, alerts and billing accuracy, with clearer accountability where things go wrong.
- Provide accessible updates on billing, digital services and local activity, so customers can see what is changing and where money is going.

## Q2.

Reliability and long-term resilience

- Explain why regional water usage is high and strengthen targets, incentives and support to help customers reduce demand.
- Publish clearer detail on leakage reduction, including technologies used, current issues and measurable progress.
- Provide clear timelines, delivery stages and spending transparency for new water resilience schemes.
- Improve water literacy and company visibility through more proactive, engaging education and communications.

## Q3.

Water quality and hard water  
reassurance

- Explain hard water and regional variation in plain English, including what can and cannot be changed.
- Provide clear water safety guidance, including what customers should do if something seems wrong and what support is available.
- Share water quality information proactively across channels customers can choose, without making them chase it.



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# Water Voice - Accountability Session

## Action plan response

# Our findings in detail

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Research & Energy Saving Trust

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# Q1. Rising bills and value for money: Service standards and benchmarking

Calls for clearer service standards and value-for-money transparency



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Question asked by an Affinity Water Community member:

*“As customers, we are paying more, but we still do not feel clear what standard of service Affinity Water is actually meant to deliver. In practical terms, that means things like being able to submit meter readings easily, reliable water pressure, timely repairs and clear communication when something goes wrong. If you say service is improving, we want transparency about how that is being measured and how Affinity Water compares with other water companies, so we can judge whether we are getting value for money*

*“What standard of service should we be able to expect from Affinity Water now, who sets those standards and how do you compare with other water companies, so we can see for ourselves whether we are actually getting the service we are paying for?”*

During the session, Affinity Water said service standards are set primarily through Ofwat, with performance reported publicly in the Annual Performance Report and industry comparisons. It highlighted strong performance in leakage and supply interruptions and planned improvements to digital services, metering and customer experience.

Community members still felt unclear about what standards they should expect in practice and how Affinity Water compares on a like-for-like basis with other companies.

The discussion therefore focused on making service standards, performance data, improvement targets and communication more transparent, practical and accessible so customers can better judge whether they are receiving value for money.

## Actions

- **Clarify service standards, company comparisons** and Affinity Water's current performance.
- **Publish clear improvement targets for C-MeX<sup>1</sup> and water usage**, providing practical usage and performance data.
- **Careful checks of billing and meter data before alerts**, with clear accountability for inaccurate readings and meter handling.
- **Provide regular, accessible updates** on billing and meter changes, and local investment activity.

<sup>1</sup> C-MeX - Ofwat's measure of customer experience

*“Who sets your standards that you're allowed to try and adhere to? And are you allowed to set different standards to different utility providers, so are we getting a better or a worse standard from our neighbours who may have agreed different standards with OFWAT?”*

*“Just updates on any changes really because I think sometimes..as a customer, we're not actually notified, just various things really, I think particularly when you have a meter, the changes in terms of bill ”*



Community members wanted clearer service standards, firmer improvement targets and more confidence in metering accuracy and local performance.

# Q1. Rising bills and value for money: Service standards and benchmarking



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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
<p>Clarify <b>who sets service standards, company comparisons and Affinity Waters current performance.</b></p>	<ul style="list-style-type: none"> <li>Affinity Water said service standards are set by multiple regulators, mainly Ofwat, under a five-year plan. Their performance is then published in the Annual Performance Report and Ofwat comparisons.</li> <li>Affinity Water was the 2025 joint top water-only performer, with strengths in leakage and supply interruptions and weaknesses in C-MeX<sup>1</sup> and household water consumption.</li> </ul> <p><b>No future plans discussed in session</b></p>	<ul style="list-style-type: none"> <li>Clearly explain who sets service standards and whether those standards are consistent across companies.</li> <li>Show clearly how Affinity Water compares with other providers on a like-for-like basis.</li> <li>Make performance information easier to find and understand.</li> </ul>	<p><b>Timescale:</b> Timescales will be provided in the company action plan</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>Most information already exists but is not clearly communicated. Company will improve readability and communication information across platforms.</li> <li>Signposted customer-friendly reporting including <i>Discover Water</i> and the user version of the Annual Performance Report</li> </ul>
<p>Publish <b>clear improvement targets and practical, localised water usage data</b></p>	<ul style="list-style-type: none"> <li>Acknowledged weaker areas on C-MeX<sup>1</sup> and household consumption</li> </ul> <p><b>Future plans</b></p> <ul style="list-style-type: none"> <li>Releasing a new digital platform in 12 weeks [from 21/04/2026], where customers submit their own meter reading, view graphs and get better leak support and detection</li> <li>New mobile app being developed to show accurate water usage</li> </ul>	<ul style="list-style-type: none"> <li>Publish clear improvement targets for C-MeX<sup>1</sup> and household consumption. <ul style="list-style-type: none"> <li>Report actual progress against those targets in percentage terms.</li> </ul> </li> <li>Provide practical dashboard information on water usage <ul style="list-style-type: none"> <li>Have ‘high usage’ alerts and pinpoint responsible appliances</li> <li>Have county/ regional breakdowns so customers can see local performance over overall performance</li> </ul> </li> </ul>	<p><b>Timescale:</b> Timescales will be provided in the company action plan</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>The company said it would address these points further and improve communication</li> </ul>

<sup>1</sup> C-MeX - Ofwat’s measure of customer experience

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

# Q1. Rising bills and value for money: Service standards and benchmarking



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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
Reassurance over <b>metering, alerts and billing accuracy</b> .	<ul style="list-style-type: none"> <li>Affinity Water said they had approx. 1.2 million meters, with 94–95% read twice yearly.</li> </ul> <p><b>Future plans</b></p> <ul style="list-style-type: none"> <li>400,000 smart meters will be added over next four years.</li> <li>New meter appointment calendar incoming: customers will be able to submit their own meter readings and choose appointment times digitally</li> </ul>	<ul style="list-style-type: none"> <li>Improve proactive checks for billing and meter information accuracy before sending ‘alert’ communications               <ul style="list-style-type: none"> <li>Ensure alerts are only issued where there is a genuine issue.</li> </ul> </li> <li>Provide reassurance on smart meter accuracy.</li> <li>Add clear accountability for inaccurate readings or poor handling of meter issues, including refunds or equivalent redress</li> <li>Add accurate readings to the Guaranteed Service Scheme<sup>1</sup></li> </ul>	<p><b>Timescale:</b> Short term for clearer information on bills; deliverable by next bill cycle.</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>No push back on actions</li> <li>Company said all actions raised were deliverable.</li> </ul>
Provide <b>accessible updates</b> on billing, digital services and local activity.	<ul style="list-style-type: none"> <li>Affinity Water said ‘<i>Your Voice Matters</i>’ is published quarterly and addresses key customer questions and company responses</li> </ul> <p><b>Future plans</b></p> <ul style="list-style-type: none"> <li>Said it is improving and digitalising services</li> </ul>	<ul style="list-style-type: none"> <li>Use communication methods that are accessible and appropriate for all customer preference and ages.</li> <li>Provide regular, easy-to-follow updates on billing changes, digital services and other key company changes.</li> <li>Communicate visible local activity and investment</li> <li>Send multi-channel “What’s going on in your area?” updates, showing local projects underway or planned</li> </ul>	<p><b>Timescale:</b> No firm timeline. However, the company said clearer communication could be developed in the near term.</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>Company said it would improve communication across platforms</li> <li>Asking for customer feedback on how they would prefer to receive information, but note challenge of serving a diverse customer base</li> </ul>

<sup>1</sup> Guaranteed Service Scheme cannot be set by the company – comment on separate commitment expected in company action plan



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## Q1. Rising bills and value for money: Service standards and benchmarking (Q1. Action A)

Please find the response from Affinity Water's Action Plan below

Timescale

1.1 Company performance targets are set by Ofwat for the whole industry across 15 common performance commitments. Alongside this, Affinity Water also have a company specific commitment for low water pressure. The targets are set to reach standards in the majority of measures. Where the targets differ, we note the measure, target and our performance against these.

1.2 We publish our performance, alongside a comparison to the other water companies, in the following ways:

- Our Annual Report on our website: <https://www.affinitywater.co.uk/corporate/investor/library> and it is also published on The Discover Water website: <https://www.discoverwater.co.uk/>
- Ofwat's website (with an interactive dashboard): <https://www.ofwat.gov.uk/regulated-companies/company-obligations/outcomes/>

We also report updates on key performance commitments, including those listed above, on a quarterly basis through our Your Voice Matters webpage (<https://www.affinitywater.co.uk/yourvoicematters>). We are updating this area of the website to create a more engaging customer experience and align its content to the key themes and interests customers have highlighted, alongside the development of an interactive dashboard. These changes will be completed by the end of 2026. We are also developing a new Quarterly Service Update for all customers, to ensure customers remain informed and we share back how their views have informed our decision-making.

1.3 Our Annual Performance Report (APR) contains information that helps customers and stakeholders understand our performance and also make comparisons with other companies in the sector. It provides specific information on the progress we have made linked to customer outcomes, service levels achieved and our financial performance. This includes detailed investment, revenue and cost information. Last year's report can be accessed here: <https://www.affinitywater.co.uk/corporate/investors/library>

In addition, we produce a customer-friendly Annual Report webpage (<https://affinitywater.co.uk/annualreport>) and a short customer summary PDF ([https://cms.affinitywater.co.uk/docs/annual\\_reports/2025/aw-ar-summary-july-2025.pdf](https://cms.affinitywater.co.uk/docs/annual_reports/2025/aw-ar-summary-july-2025.pdf)). This year both the Annual Report customer webpage and the customer summary of the Annual Performance Report will be published by 7 July, 2026.

Our Your Voice Matters webpage will be developed to incorporate these changes and completed by the 31st December.

## Q1. Rising bills and value for money: Service standards and benchmarking (Q1. Action B)



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Please find the response from Affinity Water's Action Plan below

Timescale

2.1 We have ambitious plans to turnaround our performance in both of these areas:

For C-MeX, we are implementing a Customer Transformation Programme. This will enable improvements in how we serve customers, providing them with additional channels to contact us, making things simpler and easier. The changes include a new Website, a refreshed 'My Account' online platform and the introduction of a new Mobile App. These changes will provide customers with greater visibility of their bills, water usage and other tools to help them manage their account. This is a 3 year programme of change and we publish updates on our progress on our Your Voice Matters webpage (<https://www.affinitywater.co.uk/yourvoicematters>) which is updated quarterly. The changes being made take into account customer views on the things which matter most and aim to improve service whilst speeding up resolution.

For household consumption, our plans include the installation of 400,000 smart meters in the next 4 years. They will provide customers with the ability to see their daily usage using our new My Account or Mobile App and will show practical information on the customers average usage and ways in which water savings can be achieved. We have also refreshed our free Home Water Efficiency visit and Leak Repair visit services. These can be booked via our website at <https://www.affinitywater.co.uk/homevisits> and <https://www.affinitywater.co.uk/leakvisits> respectively. Additionally we are communicating to our customers to highlight the importance of saving water through our 'Keep Life Flowing' Behaviour Change campaign.

2.2 Our performance in both these measures are covered within 1.2 above.

2.3 Where a Smart meter is installed customers, will be able to see their meter reading data online or using our mobile app. They are also able to contact us by phone to discuss their household usage data. We will be developing tools for customers to understand their water usage as part of the Customer Transformation Programme.

2.4 We have been innovating in using data to better understand our customers usage on a property level basis and we will publish this data at a community level as part of our Open Data plans. We will use this data to identify high users and support customers to reduce water consumption by encouraging them to use our new services such as our free Home Water Efficiency visits (<https://www.affinitywater.co.uk/homevisits>) to help reduce water use and find potential leaks in the home.

2.5 As above in 2.3.

Our new website was delivered in January 2026.

Our refreshed online account and new mobile app will be delivered by 30th June 2026.

Further improvements will be made as part of our Customer Transformation Programme over the next 3 years and updates on progress made will be published quarterly



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## Q1. Rising bills and value for money: Service standards and benchmarking (Q1. Action C)

Please find the response from Affinity Water's Action Plan below

Timescale

3.1 We will review how and when we send alerts to customers as part of our Customer Transformation Programme. At present they operate once we have read a meter (bi-annually) and are sent when we have seen a change in water usage which is outside of normal range. We send the customer an SMS, email or letter to highlight this change and offer help and support.

3.2 We will review all communications to ensure clear messages and call to actions are provided, with specific actions listed below:

- Update our website to explain the process the company follows when higher/lower meter readings received
- Update 'how to complete leak check' pages with reassurance for customers that we are here to help and if needed to contact us for support
- Consider alternative ways for customers who do not or cannot submit videos for the free Leak Visit service
- Plain English review of Leakage booklet, which is available to customers to explain the process of how we deal with leaks and the responsibility of leaks on supply pipes: <https://www.affinitywater.co.uk/docs/other/leakage-information.pdf>
- Make information on Leak Allowances more accessible and easier to understand on our website.

3.3 As noted above, those who have a Smart meter installed will be able to view daily usage data once this is launched at the end of June. For more detail, customers can visit our website: <http://www.affinitywater.co.uk/smartmeter>

3.4 Where meter reading show reads that fall outside of the forecasted range (which is based on historic readings across 3-years) this will trigger a communication to the customer which offers help to investigate. This can be via a visit or a review of the meter accuracy. Extra training has been provided to all our Call Agents and they now have a range of ways they can help customers including refunds, or placing the bill account on hold whilst an investigation is undertaken.

3.5 Ofwat has recently amended the Guaranteed Service Scheme (GSS) and introduced a new service standard which notes companies must hold at least one meter reading every 13 months: <https://www.affinitywater.co.uk/docs/customer/GSS.pdf>. Affinity Water are operating to this new standard.

Ongoing changes and improvements made as part of the Customer Transformation Programme.

Updates to communications and webpages will be completed by the 30th September 2026.

Smart Meter customers will be able to view their daily usage data from 30th June 2026 when our online and mobile app are launched.

Extra Training for Call Agents was completed in Q1 2026.

GSS - Delivered.

## Q1. Rising bills and value for money: Service standards and benchmarking (Q1. Action D)



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Please find the response from Affinity Water's Action Plan below

Timescale

4.1 Affinity Water offer a range of communication methods including website, email, letter, SMS, social media, WhatsApp and digital advertising. In addition, we are launching a new preference centre for customers who can then choose their preferred communication channel and service messages they wish hear about.

4.2 We provide updates on the changes we make to these services through various channels as noted above. We will work to improve publication of these updates through our Quarterly Newsletter publication.

4.3 We currently communicate regional / local activity and the investment being made in these areas via our website, social media channels and through the press (see example of a recent river restoration project in Hertfordshire: <https://www.affinitywater.co.uk/corporate/news/woodhall>). Where our capital investment works are underway to improve the resilience of our network e.g. replacing pipes, and may disrupt customers, we always communicate in advance to keep them informed and provide updates on the progress made.

4.4 As above in 4.3.

Our preference centre will be available when our online and mobile app launch on the 30th June 2026.

We will launch our quarterly newsletter by the 31st December 2026.

Communicate regional / local activity -  
Delivered



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## Q2. Reliability and long-term resilience

Clearer, transparent resilience planning and future supply reassurance

Question asked by an Affinity Water Community member:

*“As customers, we do not just want to know that water is working today - we want confidence that Affinity Water is planning properly for the future as well. We’re concerned about long-term sustainability, growing pressure on services and whether the company is really preparing for future demand, rather than waiting for problems to happen and then reacting to them.*”

*How is Affinity Water making sure water supplies will remain reliable in the future, with growing demand and longer-term pressure on resources and why should customers feel confident that the company is planning far enough ahead for their communities?”*

During the session, Affinity Water outlined a long-term resilience approach centred on climate stress testing, a 25-year Water Resources Management Plan, demand reduction, leakage reduction and two major future supply schemes, alongside over £700 million of planned investment.

Community members welcomed the long-term planning and the focus on future supply, but wanted clearer explanation of high regional water use, more practical demand-reduction support, and greater transparency on leakage, project delivery, timings and spending.

The discussion therefore focused on making resilience plans clearer and more user-facing, with clarity on how both the company and customers are expected to contribute.

### Actions

- **Clearly explain high regional water use and strengthen targets**, incentives and support to help customers reduce demand.
- **Publish clearer information on leakage reduction**, including technologies used, current issues and measurable progress.
- **Provide clear timelines, delivery stages and spending transparency** for the new water resilience schemes.
- **Improve water literacy and company visibility** through more proactive, engaging education and communications.

*“Our region has some of the highest use per capita in terms of water usage... why do you think that is? .... what more can Affinity Water do to really help support customers, to reduce the amount of water that they use”*

*“They’re going to spend about £700m, so as a customer... the bill is going to go up ... I want to see that transparently online, where they are spending the money.”*

*“I think it's really important, that we begin to actually recognise them as one of our providers rather than this silent company that we don't really interact as much with”*



Community members welcomed long-term resilience planning, but wanted clearer timelines, spending transparency and more practical support to reduce demand and leakage.



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## Q2. Reliability and long-term resilience

"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
<p><b>Explain high regional water use</b> and strengthen demand reduction support.</p>	<ul style="list-style-type: none"> <li>Affinity Water said they are already stress testing for climate change and focusing on lowering household demand. Water-saving information is also on their website, though accessibility could be improved.</li> </ul> <p><b>Future plans</b></p> <ul style="list-style-type: none"> <li>The Water Resources Management Plan sets out long-term demand and supply planning.               <ul style="list-style-type: none"> <li>Also shows short-term actions; reducing per capita consumption with water-saving measures like smart meters</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Clearly explain why water use is unusually high in the region.</li> <li>Better advertise existing water-saving support and make it easier to act on.</li> <li>Set a clear, measurable target for reducing household water use.</li> <li>Explore incentives or other behaviour-change mechanisms that encourage lower use.</li> </ul>	<p><b>Timescale:</b> Timescales will be provided in the company action plan</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>Company said they deliver most of this already, but must better communicate it</li> <li>Currently running a tariff trial linking water usage to incentives – hoping to expand it</li> <li>All actions financially feasible and possible to deliver.</li> </ul>
<p><b>Publish clearer details on leakage reduction,</b> technologies and progress.</p>	<ul style="list-style-type: none"> <li>Affinity Water said leakage reduction is part of current resilience planning.</li> </ul> <p><b>Future plans</b></p> <ul style="list-style-type: none"> <li>Aiming to reduce leakage over the long term and place it within wider resilience planning.</li> <li>Positioned leakage reduction alongside demand management as a core part of future supply reliability.</li> </ul>	<ul style="list-style-type: none"> <li>Outline more clearly what the company is doing to reduce leakage now and over time.</li> <li>Explain what new technologies are being used to detect and prevent leaks.</li> <li>Publish more specific data on leakage figures, causes and surrounding issues so customers can judge progress.</li> </ul>	<p><b>Timescale:</b> Timescales will be provided in the company action plan</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>Company said it already has many of these measures in place, including fibre optics for leak detection.</li> <li>All actions financially feasible.</li> </ul>

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



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## Q2. Reliability and long-term resilience

"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
Clarify <b>timelines and spending</b> for new water resilience schemes	<ul style="list-style-type: none"> <li>Affinity Water said they are using long-term planning to secure future supply.</li> </ul> <p><b>Future plans</b></p> <ul style="list-style-type: none"> <li>Water Resources Management Plan looks 25 years ahead               <ul style="list-style-type: none"> <li>Long-term, two new supply schemes are planned: the Grand Union Canal Scheme and the South East Strategic Reservoir Option / White Horse Reservoir</li> </ul> </li> <li>Over £700 million invested in resilience over next five years</li> </ul>	<ul style="list-style-type: none"> <li>Publish clear information on both new water source schemes.</li> <li>Set out when each scheme is expected to come online and communicate the key construction stages.</li> <li>Explain more clearly how the projects will work in practice.</li> <li>Show where resilience spending will go and advertise this online in an accessible way.</li> </ul>	<p><b>Timescale:</b> 4 to 6 months.</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>No pushback on actions.</li> <li>Company looking to actively improve communication for this.</li> </ul>
Improve water literacy and company visibility	<ul style="list-style-type: none"> <li>Affinity Water said information already exists on the website to help customers reduce usage.</li> </ul> <p><b>Future plans</b></p> <ul style="list-style-type: none"> <li>Affinity Water said future resilience depends partly on customer behaviour change, alongside company action on supply and leakage.</li> </ul>	<ul style="list-style-type: none"> <li>Introduce more engaging educational activity to improve water literacy               <ul style="list-style-type: none"> <li>Can use interactive tools (e.g. apps)</li> </ul> </li> <li>Work more visibly through school visits, with 'water-saving' competitions, and with partner organisations to encourage smarter water consumption</li> <li>More diversified and proactive communication to suit all customers               <ul style="list-style-type: none"> <li>Communication preference selection system</li> </ul> </li> </ul>	<p><b>Timescale:</b> Shorter-term implementation for educational school visits. No firm timeline committed.</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>All actions financially feasible and liked.</li> </ul>

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



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## Q2. Reliability and long-term resilience (Q 2. Action A)

Please find the response from Affinity Water's Action Plan below

Timescale

5.1 We have a diverse customer base with equally diverse needs. We supply both densely populated urban communities and rural areas, with some of the most economically active regions in the UK located in our supply area. We operate in a water stressed area, and with population growth, increased demand for water, climate change and the need to leave more water in the environment, we need to work increasingly closely with our customers to help them use water more efficiently. Our customers currently use 154 litres per person per day (on average) compared to the UK average of 137 litres. To support water use reduction, we are implementing our Smart metering programme, behaviour change campaigns and undertaking tariff trials to reduce this.

5.2 We currently advertise water-saving support through our Behaviour Change campaign, Keep Life Flowing (<https://www.affinitywater.co.uk/keeplifeflowing>), which includes social media posts that are targeted to specific locations / communities. Alongside this we have an extensive education programme, competitions and rewards, free water-saving devices and regionalised partnerships in place (including our school education programme which partners with Lego). We also have a free My Water Footprint usage calculator (<https://mywaterfootprint.affinitywater.co.uk/>) available via our Website and offer free Leak Repair visits and free Home Water Efficiency visits for customers.

5.3 The targets we set for reducing household water use and how we publish these are covered in 1.2 above.

5.4 Future plans for water use reduction will be communicated via our Keep Life Flowing Behaviour Change campaign. This campaign will develop targeted messaging to dial up water-saving around high-use, encouraging action driven behaviours, and looking at new channels to reach more of our customer base. We were the first company in England to trial a rising block tariff, which looked at making bills more affordable whilst encouraging lower water-use. For more information, visit <https://www.affinitywater.co.uk/billing/watersavetariff>. Other tariffs and trials are currently being planned which will incentivise water usage behaviours and ability to lower bills for customers.

In place and operating.



## Q2. Reliability and long-term resilience (Q 2. Action B)

Please find the response from Affinity Water's Action Plan below	Timescale
<p>6.1 Information on what we do to reduce leakage can be found on our website: <a href="https://www.affinitywater.co.uk/about-leakage">https://www.affinitywater.co.uk/about-leakage</a> and also in our Annual Report.</p> <p>6.2 We are trialling fibre-optic leak detection tools and we are sharing the benefits we are seeing on our social media channels and in the press (<a href="https://www.affinitywater.co.uk/corporate/news/leak-detection-system-saves-2m-litres">https://www.affinitywater.co.uk/corporate/news/leak-detection-system-saves-2m-litres</a>). We will look to include updates to these trials and further information on our "no-dig" technology on our website.</p> <p>6.3 We provide leakage data on our achievements, maintenance progress, delivery of improvements and goals in our Annual Report: <a href="https://www.affinitywater.co.uk/corporate/investors/library">https://www.affinitywater.co.uk/corporate/investors/library</a></p> <p>In addition, the information can be found on the following websites:</p> <ul style="list-style-type: none"> <li>• The Discover Water website: <a href="https://www.discoverwater.co.uk/">https://www.discoverwater.co.uk/</a>;</li> <li>• Ofwat's website (with an interactive dashboard): <a href="https://www.ofwat.gov.uk/regulated-companies/company-obligations/outcomes/">https://www.ofwat.gov.uk/regulated-companies/company-obligations/outcomes/</a></li> </ul>	<p>Updates to communications and webpages will be completed by the 30th September 2026.</p>



## Q2. Reliability and long-term resilience (Q 2. Action C)

Please find the response from Affinity Water's Action Plan below	Timescale
<p>7.1 We are delivering our Connect 2050 strategic programme which will strengthen and improve our water network over the next 25 years. By investing in new infrastructure and upgrading existing systems, we're building a more resilient network that can reliably supply water to homes and businesses now and in the future. This programme will help future-proof our water system so it can continue to support communities across our region for generations to come. For more information on the specific date for each scheme, please visit: <a href="https://www.affinitywater.co.uk/connect2050">https://www.affinitywater.co.uk/connect2050</a></p> <p>7.2 See 7.1 above.</p> <p>7.3 We are investing in a range of resilience programmes e.g. replacing pipes and we publicise these via our Website. Where local communities are impacted by the works underway, we always pre-communicate a minimum of 2 weeks in advance of work taking place directly with affected customers. For larger schemes and road closures, we also communicate with customers who live within these areas and work with the community groups, local counsellors and with MPs to ensure we are providing clear, advanced notice of the work and associated traffic management plans.</p> <p>7.4 As outlined in the above points.</p>	<p>In place and operating.</p>



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## Q2. Reliability and long-term resilience (Q 2. Action D)

Please find the response from Affinity Water's Action Plan below

Timescale

8.1 We have a schools education programme in place aimed at Key Stage 2 pupils, working in partnership with We Are Futures, a social impact agency specialising in education, to provide curriculum-based resources, including lesson plans and home toolkits designed to encourage water-saving behaviours both in school and at home. More information on the WaterSmart schools education programme can be found here: <https://www.affinitywater.co.uk/saveourstreams/watersmart>

8.2 See 2.1 above.

8.3 Last year, we introduced interactive LEGO workshops to make learning more engaging and hands-on. Pupils built and programmed mini robots to complete water-saving challenges, which proved highly successful in increasing participation and engagement. We also ran competitions encouraging pupils to design posters and write poems focused on saving water, with winning entries receiving prizes and being promoted locally within their schools and communities.

8.4 Building on the success of the programme, we will expand activity through more diverse and proactive communications as part of the wider Keep Life Flowing behaviour change campaign, while continuing to deliver the LEGO education sessions. We are also strengthening our work with local community groups and exploring opportunities to partner with local Scout groups to further promote smarter water consumption and positive behavioural change. Finally, we also encourage customers and schools to book a free Home Water Efficiency visit, where we can provide advice on reducing water usage, offer free water-saving devices, and potentially identify and repair leaks at no cost.

8.5 Our preference centre will enable customers to elect the channel and type of communication they wish to receive from us. This will be available as part of the online and mobile app launch on the 30th June 2026.

In place and operating.

Our preference centre will be available when our online and mobile app launch on the 30th June 2026.

## Q3. Trust and confidence in drinking water quality and hardness

Clearer reassurance on water quality and hardness



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Question asked by an Affinity Water Community member:

*"We want to feel confident that the water coming into our homes every day is safe, high quality and something we can trust. Concerns about hard water, unpleasant taste and the need to rely on filters or bottled water can make that trust harder to maintain. This is not just about the water itself, but about having clear information that is easy to understand, so people feel reassured rather than confused by technical detail.*

*How will Affinity Water build customers' trust and confidence that the water coming from their taps is safe and good quality and explain hard water and water quality in a way people can easily understand?"*

During the session, Affinity Water said they maintain very high drinking water quality, with over 31,000 water samples taken, approx. 190,000 tests and 99.98% compliance. They explained hard water was due to local geology rather than a safety issue.

Community members found the statistics reassuring but still wanted clearer, plain-English explanation of hard water and regional variation, practical advice on how to mitigate its effects, clearer guidance on what to do if water seems unusual and more proactive communication.

The discussion therefore focused on turning strong technical performance into clearer reassurance, guidance and easily accessible and readable communication.

### Actions

- **Plain-English explanations of hard water and regional variation**, including what customers can and can not soften
- **Provide and clearly signpost water safety guidance**, including what to do if something seems wrong and what support is available.
- **Share water quality information proactively across customers' preferred channels**, without making them chase you

*"I would still like reassurance, I know they've said that there is a very high percentage of the water that is safe, however as a consumer, what guidance are they going to provide us with so that, for example, if we did notice an odour or whatever, would we know what to do in terms of 'Do we drink it? Don't we drink it? Should we call them?'"*

*"There's never going to be a communication method that suits everyone, so actually how can we choose if we want that reactive or that more proactive communication? ..... How can we as the consumers have that choice?"*



Whilst reassured by statistics, community members wanted clearer explanations of hard water and more proactive, accessible communication on water safety and available support.



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## Q3. Trust and confidence in drinking water quality and hardness

"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
<p>Explain <b>hard water, regional variation and mitigation</b> more clearly</p>	<ul style="list-style-type: none"> <li>Affinity Water said they have very high water quality, with hard water mainly due to natural mineral content. Most of their supply comes from the chalk aquifer, with the rest from the Thames. Affinity Water reassured panellists that whilst the water is naturally hard, it is safe to drink.</li> </ul> <p><b>Future plans</b></p> <ul style="list-style-type: none"> <li>Open to further communication with the panel and customers on how to build trust.</li> </ul>	<ul style="list-style-type: none"> <li>Explain the causes of hard water and why it varies across the region in clear, everyday language.</li> <li>Be clear about what the company can and cannot do to reduce hardness.</li> <li>Explain the barriers to water softening and provide practical advice on what customers can do to mitigate hardness at home.</li> </ul>	<p><b>Timescale:</b> Timescales will be provided in the company action plan</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>No specific new commitment was made on reducing water hardness – company unable to reduce natural water hardness</li> <li>Company accepted the need to explain existing information more clearly and accessibly</li> </ul>
<p><b>Clearer reassurance on water safety and support provided</b> when issues</p>	<ul style="list-style-type: none"> <li>Affinity Water said regional water is very high quality, with over 31,000 water samples, approx. 190,000 tests annually and 99.98% safety compliance. They said most failed tests linked to customer taps rather than the wider supply.</li> </ul> <p><b>No future plans discussed in the session</b></p>	<ul style="list-style-type: none"> <li>Provide clear reassurance on water safety in plain English.</li> <li>Explain what customers should do if water smells, tastes or looks unusual.</li> <li>Set out what support is available where a household sample does not meet standards, including how issues will be investigated and followed through.</li> </ul>	<p><b>Timescale:</b> Timescales will be provided in the company action plan</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>Company reassured panellist that customers whose tap samples do not meet standards are supported and followed through until the issue is resolved</li> </ul>

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



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## Q3. Trust and confidence in drinking water quality and hardness

"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
<p>Communicate water quality and safety <b>more proactively, through channels customers can choose.</b></p>	<ul style="list-style-type: none"> <li>Affinity Water said water quality metrics are already published, but acknowledged they are not always presented in an engaging format</li> <li>Said existing communication does not yet fully answer how trust should be built.</li> </ul> <p><b>Future plans</b></p> <ul style="list-style-type: none"> <li>Open to ongoing discussion with customers about what communication works best and how trust should be built.</li> </ul>	<ul style="list-style-type: none"> <li>Share water quality and safety information beyond the website, using a mix of channels such as email, social media, paper communications and digital tools</li> <li>Let customers choose how they receive communications, including a clear preference or opt-in system</li> <li>Communicate proactively, but in a measured way that informs customers without overwhelming them with constant updates</li> </ul>	<p><b>Timescale:</b> Timescales will be provided in the company action plan</p> <p><b>Final comments from water company</b></p> <ul style="list-style-type: none"> <li>Company said a range of communication channels already exists; the remaining issue is making them clearer, more visible and easier for customers to choose between.</li> <li>Overall, water safety information and support are available but poorly communicated</li> </ul>

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



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### Q3. Trust and confidence in drinking water quality and hardness (Q 3. Action A)

Please find the response from Affinity Water's Action Plan below	Timescale
<p>9.1 Affinity Water's supply area has naturally "hard" water due to high levels of calcium and magnesium deposits from the chalk aquifer. Hard water is perfectly safe to drink, and there is evidence to suggest that it's actually good for us, as it provides the body with natural minerals that it needs. Our website (<a href="https://www.affinitywater.co.uk/hardness">https://www.affinitywater.co.uk/hardness</a>) includes a postcode checker, where customers can check the hardness and levels of calcium and fluoride in the water they receive from us.</p> <p>9.2 We recognise that hard water can cause limescale build up. Suggested ways customers can reduce this is found on our website (<a href="https://www.affinitywater.co.uk/water-quality/hardness">https://www.affinitywater.co.uk/water-quality/hardness</a>). We will look to make this content more customer-friendly by reviewing the language used and adding more visuals.</p> <p>9.3 The main barrier to water softening is that there is no equipment available on the market that meets the necessary water quality regulations for the water treatment process. We will add information on the barriers to water softening to the water quality pages on our website.</p>	<p>Updates to communications and webpages will be completed by the 30th September 2026.</p>



### Q3. Trust and confidence in drinking water quality and hardness (Q 3. Action B)

Please find the response from Affinity Water's Action Plan below	Timescale
<p>10.1 We provide information on our website to reassure customers on what we do to ensure our water is safe, and also provide tools to self-diagnose a range of water quality issues before escalating further, explaining why changes can occur. Our publications are checked using a Plain English readability tool. Links to these website pages can be found here: <a href="https://www.affinitywater.co.uk/drinkingwater">https://www.affinitywater.co.uk/drinkingwater</a></p> <p>10.2 The ways in which customers can get help when needed can be found on our website. This includes guidance on what to check and when to seek further help from us. In addition, customers can sign up to receive alerts following a water supply interruption, which can cause temporary changes to taste and smell.</p> <p>10.3 We commit to testing the water we supply on a daily basis. This includes extensive sample testing in a number of ways: 9,500 total customer visits, collecting 70,000 water samples and completing 975,000 tests at our production sites; all to make sure our water meets the highest standards set by the government, with our test results sent to the Drinking Water Inspectorate (<a href="https://www.affinitywater.co.uk/water-quality">https://www.affinitywater.co.uk/water-quality</a>). We will look to make this content more customer-friendly by using more conversational language and making it easier to find on our website.</p>	<p>Updates to communications and webpages will be completed by the 30th September 2026.</p>



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### Q3. Trust and confidence in drinking water quality and hardness (Q 3. Action C)

Please find the response from Affinity Water's Action Plan below	Timescale
<p>11.1 We provide information on water quality on our website (<a href="https://www.affinitywater.co.uk/water-quality">https://www.affinitywater.co.uk/water-quality</a>). In 2025 we worked with a qualified Water Sommelier, Milin Patel on a digital campaign to reach and educate our customers. We engaged Milin to explain localised flavour, what enhances taste, encouraging understanding of smell and what water should look like. This was highly engaged content across our digital channels and we amplified additional educational content from one of our water quality scientists, who myth busted key customer concerns that had been raised by customers via telephone contact or via feedback in surveys.</p> <p>11.2 We will be launching our new preference centre, alongside our new mobile app which will allow all customers to elect their preferred communication channel to receive their service and customer updates.</p> <p>11.3 As noted, customers will be able to elect how they wish to be kept informed via the preference centre. We will also look to make improvements to the website navigation so that customers can more easily find what they're looking for. We are looking to introduce a quarterly newsletter for customers that will provide updates across a range of topics including water quality.</p>	<p>Our preference centre will be available when our online and mobile app launch on the 30th June 2026.</p>

# 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

**Tuesday 28<sup>th</sup> 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*.

**Wednesday 6<sup>th</sup> May**



## 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

**Tuesday 2<sup>nd</sup> June**



## 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

## Action plan response

# Annex: Research approach

Delivered by Taylor McKenzie  
Research & Energy Saving Trust

[ccw.org.uk](http://ccw.org.uk)

# 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



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## 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



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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# Water Voice - Accountability Session

## Action plan response

# Annex: Company response

Delivered by Taylor McKenzie  
Research & Energy Saving Trust

# CCW accountability panels

Working through the questions asked, key topics and themes emerged:

## Six Key Themes

1



### Service & performance

Clear standards, benchmarking and transparent reporting

2



### Water use & leakage

Targets, water-saving support and visible leakage action

3



### Water quality

Plain English safety information and clear support

4



### Resilience investment

Visibility of new water sources and long-term investment

5



### Metering & billing

Accurate readings, proactive checks and customer reassurance

6



### Communications

Accessible updates, local activity and customer choice

# Service and performance



## Service & performance

Delivering reliable services and improving performance for our customers and communities.

## Public Guaranteed Standards

Scheme (GSS) webpage [affinitywater.co.uk/gss-customers](https://affinitywater.co.uk/gss-customers)

What was previously only accessible as a PDF document, we have now created a dedicated GSS webpage with improved readability and accessibility to help customers navigate to the relevant part of the scheme.



### Our commitment to you

Under the Guaranteed Standards Scheme (GSS) where things go wrong and if we fail to meet the standards, we'll make compensation payments to our affected customer(s).

A summary of the standards is below. For full details please see a copy of the regulations here [see a copy of the regulations here](#).

[View our Guaranteed Standards](#) >

Select a category to see our promises to you, with response times and payments.

- Appointments ▼
- Billing queries ▼
- Household customers in arrears ▼
- Interruptions to your water supply ▼
- Late payment penalty ▼



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# Water use and leakage



Water use & Leakage

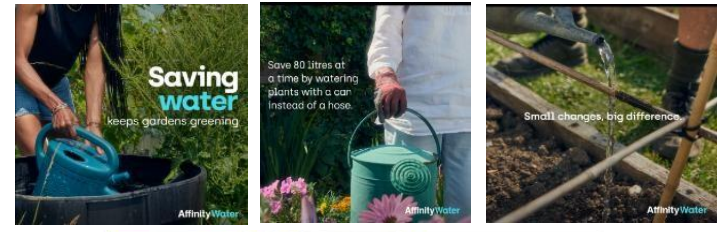
Using water wisely and reducing leakage to protect our precious resource.

Always on Behaviour Change campaign, Keep Life Flowing -

These campaigns help provide help, support, and inspiration on how to save and use water wisely. This works in partnership with local communities and influencers to help our messages reach our customers.

We also run school engagement programmes which includes a Lego interactive workshop and free access to learning tools such as the Great Water Hunt. Working with community partners and influencers within our supply region.

<https://www.affinitywater.co.uk/corporate/news/leak-detection-system-saves-2m-litres>



AFW November Winter Leaks Email

SL: Still hearing that dripping sound? PH: Book your Leak Visit this winter



Hear a dripping sound? See a damp patch? Leaks are more common in the winter months

Freezing temperatures can cause water to expand within your pipes, creating pressure that can lead to bursts, wet walls, potentially costing you £1000.

But don't worry, we're here to help! Simple actions like insulating your pipes with lagging and carrying hot water can save you up to £300 a year.

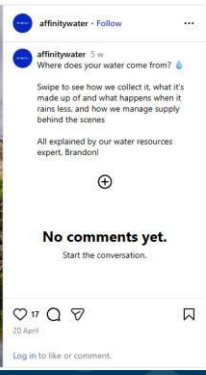


Need extra support this winter? Find out how you can get help with your water bills.



How we're prepping for winter. Report a network leak.

From The Affinity Water Team



# Water quality



The voice for water consumers  
Llais defnyddwyr dŵr



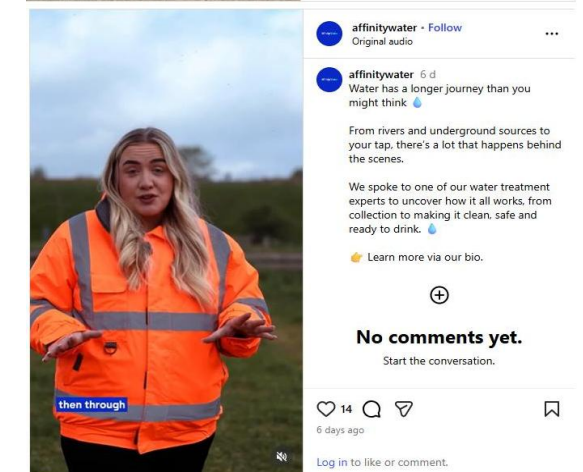
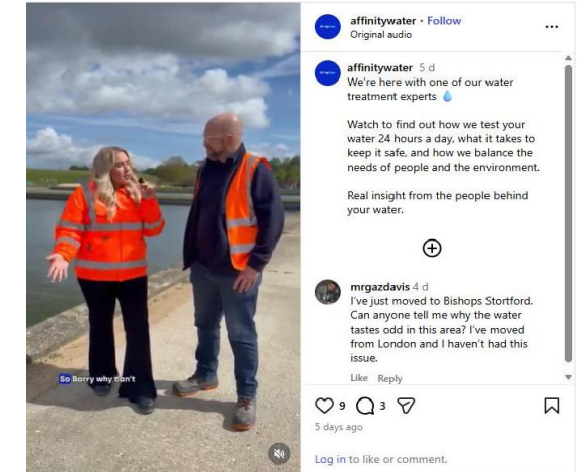
We regularly publish educational and myth busting content on our website and across all social media channels to help customers understand the uniqueness of their water such as:

- Day in the life content, the journey that your water takes from source to tap and many other creative ways to share information in an engaging way.
- Working with influencers, particularly Milin Patel, a qualified water sommelier to explain water's taste and vibrancy.

<https://www.instagram.com/reel/DYhgHHMSiwr/?igsh=b3p3NjZkOGplazFi>

[https://www.instagram.com/reel/DYj\\_8vXiGTC/?igsh=dnl1NmVvZzR6dmpq](https://www.instagram.com/reel/DYj_8vXiGTC/?igsh=dnl1NmVvZzR6dmpq)

<https://www.instagram.com/reel/DYhgHHMSiwr/?igsh=b3p3NjZkOGplazFi>



# Resilience investment



## Resilience investment

Investing in our infrastructure to strengthen resilience now and for the future.



Looking after our communities, investing in the network and Environmental stewardship

- Working to bring back precious and rare wildlife by working with the Environment Agency, eNGO charities, such as The River Beane Association and Estates to re-wiggle rivers, reinstating them to their natural flow and increasing nature's return.
- Investing millions into our supply network to ensure water resilience for now and the future.
- Developed dedicated Connect 2050 hub webpage to explain major infrastructure investment projects and future water supply planning.
- Used the website to communicate long-term resilience strategy and network improvement activity.
- Improved transparency around regional investment plans and infrastructure delivery.

<https://www.affinitywater.co.uk/corporate/news/leak-detection-system-saves-2m-litres>

# CCW

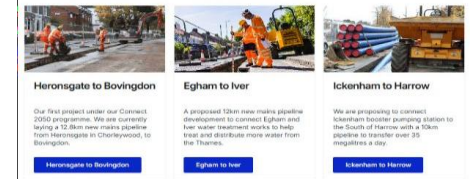
The voice for water consumers  
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## Connect 2050: Strengthening our water network for the future

### What is Connect 2050?

Connect 2050 is our long-term programme to strengthen and improve our water network over the next 25 years. By investing in new infrastructure and upgrading existing systems, we're building a more resilient network that can reliably supply water to homes and businesses now and in the future. This programme will help future-proof our water system so it can continue to support communities across our region for generations to come.

### Our Connect 2050 projects



## Heronsgate to Bovington



### Why are we improving our infrastructure?

The South of England faces extreme pressure on its water resources. Affinity Water need to improve their water network to support.

### Reducing leakage

By 2050, we have committed to reducing leakage across our network by 50%, compared to the amount delivered in 2017-18.

### Helping customers use water wisely

We're working with customers and businesses across our supply network to provide solutions on how to reduce water use. By 2050, our goal is to reduce:

- The average daily household water usage to 100 litres per person
- Business water usage by 18 million litres per day

### How this benefits our customers

Connect 2050 will help provide a more reliable water service for our customers.

Through this programme we will:

- Develop new water infrastructure to increase the amount of water available across our supply region.
- Improve how water moves across the system, reducing the risk of supply interruptions caused by bursts, outages or extreme weather.

These improvements will help ensure a reliable water supply for homes, businesses and communities long into the future.

### FAQs

- How will I know if you're coming to my area?
- Will these works affect my water supply?
- How can I keep updated about work taking place near me?
- Who has been involved in agreeing these projects?
- Will this affect my water bill?



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# Metering and billing



## Metering & billing

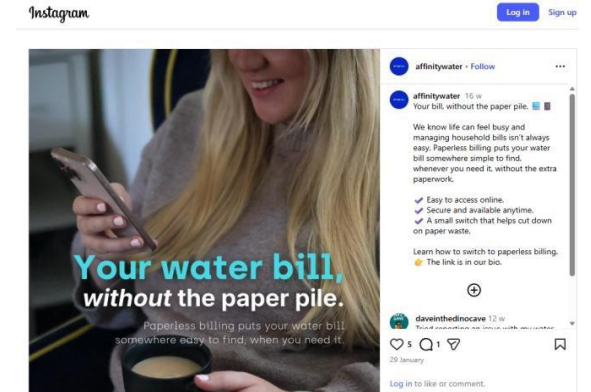
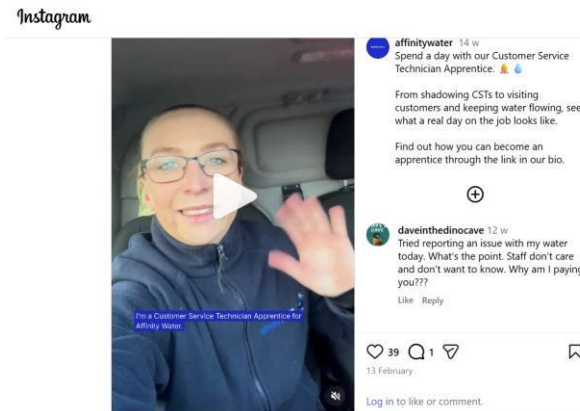
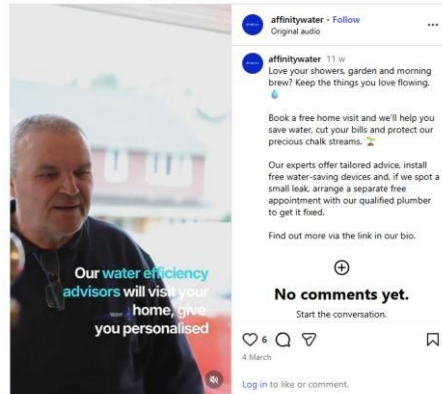
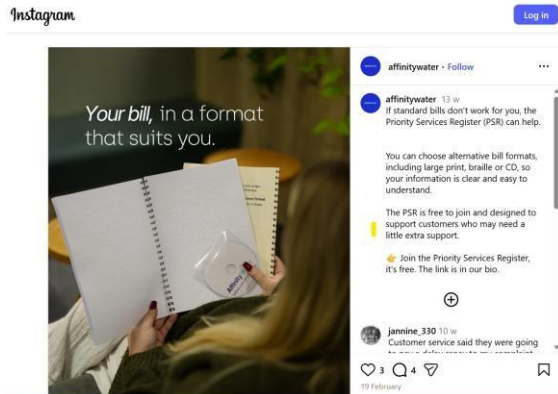
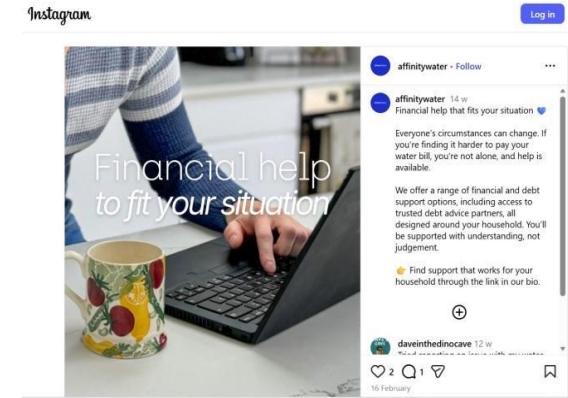
Accurate metering and fair billing that is transparent, simple and easy to manage.

We are increasing our consistency and frequency of the updates provided and the Social Media Campaigns:-

[Affinity Water](#) (@affinitywater)

[Instagram photos and videos](#)

This is to help raise awareness of financial help, PSR and bill preference, along with Day in the Life content that highlights the roles of our staff, such as customer service technicians.



# Communication



## Communications

Keeping our customers informed,  
listening to feedback and  
building strong connections  
with our communities.

You told us customer service should be effortless and proactive. That's why we're:

- launching a new website and mobile app to give you more choice and make it easier to access support and manage your services, with improved accessibility.
- rolling out 400,000 Smart meters by 2030 to give you control over usage and bills.
- sending real-time alerts and leak updates to your devices.

Since January we have:

- made WhatsApp one of our primary digital communication channels following customer feedback that it's more convenient than Live Chat. Customers value how easy and familiar it is to use, making it simpler to get in touch and get support quickly.
- fitted over 21,450 Smart meters for homes across our region



we know what to do next. That's why we're:

- enhancing collaboration with local communities and groups.
- continuing to highlight financial assistance programmes and customer support options.
- conducting customer focus groups and panels to identify areas for improvement.

Since January we have:

- been open about why charges are changing. Our Customer-Friendly Statement (published 31 January) clearly explains the April 2025 updates, what they mean and how they will be reflected on your bill, and the support available if you're struggling.
- delivered a targeted customer communication to unmetered customers ahead of their bills, raising awareness of the financial support available and helping them access assistance early if needed.



Our Quarterly customer reporting webpage has been in place for 12 months:  
[affinitywater.co.uk/yourvoicematters](https://affinitywater.co.uk/yourvoicematters)

This is refreshed quarterly and the 'Your Voice Matters' updates share performance, customer feedback, and actions we are taking.

It provides transparent reporting on customer experience and service improvements being made because of customer feedback.

It provides updates on performance information in an easy-to-understand format.





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# Providing clarity for our proposed actions:

## Affinity Water

### Accountability session action plan

Spring 2026

Date of accountability session: 21/04/2026

We listened to your feedback and here is what we are doing and planning to do.

CCW accountability panels are:



**Independent scrutiny**  
Panels are chaired by the CCW (consumer council for water) and include customer representatives.



**Open and transparent**  
Panels are public and give customers a voice to ask questions and challenge performance.



**Focused on improvement**  
Feedback from panels helps drive action, accountability and better service for customers.

### Value for money: Standards & benchmarking



- Ofwat sets industry performance targets
- Compare results via Discover Water and Ofwat
- Clearer APR summaries and website signposting

Improving transparency and making performance easier to find and understand.

### Usage data, targets & improvement



- New app with usage graphs and leak support
- 400k smart meters in this AMP
- Quarterly service updates and interactive dashboard

Better data, better insights and more ways to track and save water.

### High water use & demand reduction



- Keep Life Flowing campaign expansion
- Free home visits and water-saving devices
- Smarter targeting, incentives and gamification

Helping customers use less water and save money.

### Communications & updates



- New customer preference centre
- Better local updates and stronger SLAs
- Advance notice for network works

More personalised updates and better local communication.

### Metering, alerts & billing accuracy



- Bi-annual meter reads with validation checks
- Improved alerts and leak support guidance
- Simpler, clearer customer communications

Clearer information and support when you need it.

### Leakage: transparency & progress



- Fibre-optic and No Dig technology
- Improved online leakage information
- Easier access to industry performance data

Visible progress and clearer reporting.

### New water sources & resilience



- Connect 2050 long-term investment programme
- New infrastructure and resilience upgrades
- More updates on future supply schemes

Building a stronger, future-ready water network.

### Water literacy & engagement



- WaterSmart schools programme
- Interactive LEGO learning workshops
- Community and Scout partnerships

Inspiring the next generation to value and save water.

### Water hardness & mitigation



- Naturally hard water from chalk aquifers
- Online postcode hardness checker
- Clearer advice and more visual guidance

Better information and practical help for hard water issues.

### Water quality & safety



- Online support for common water issues
- Guidance on taste, smell and appearance
- Simpler and easier-to-find information

Safe, reliable water and support when customers need it.

### Water quality communication & choice



- Improved website navigation
- More personalised customer updates
- Choice of communication channels

Customers choose how and when they hear from us.

### Communicate proactively, not overwhelmingly



- Regular and relevant updates
- Clearer, more conversational language
- Informative without overwhelming customers

Keeping customers informed without the noise.



### Your Voice Matters

Thank you to everyone who took part. We will keep listening, learning and acting on what matters most to you.

Find out more at:  
[www.affinitywater.co.uk](http://www.affinitywater.co.uk) or in Your Voice Matters updates.

Looking at our key themes, we aim to help build awareness and understanding through developing the current activity as well as evolve the way customers can interact with this tool for regular / regional updates. We expect this interactive tool will take 8 months to build and launch.

ccw

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Thank you!



[ccw.org.uk](http://ccw.org.uk)