



The voice for water consumers
Llais defnyddwyr dŵr

Water Voice - Accountability Session

Action plan response

Water company: Hafren Dyfrdwy

Monday 1st June

Delivered by Taylor McKenzie
Research & Energy Saving Trust

Version: Update with Hafren Dyfrdwy Action plan response – 01.06.26

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Contents page



The voice for water consumers
Llais defnyddwyr dŵr

Research findings

[Questions created and asked by community members](#)

Page 3

[Executive summary - insights by question](#)

Page 4

[Actions agreed during the accountability session](#)

Page 5

Our findings in detail

[Q1. Actions overview](#)

Page 7

[Actions in detail "You said" / "We did"](#)

Page 8

[Q2. Actions overview](#)

Page 9

[Actions in detail "You said" / "We did"](#)

Page 10

[Q3. Actions overview](#)

Page 11

[Actions in detail "You said" / "We did"](#)

Page 12

What happens next?

Page 13

Annex: Research approach

[Background](#)

Page 15

[Objectives](#)

Page 16

[Methodology](#)

Page 17

[Sample](#)

Page 18

Questions created and asked by community members



Community members identified three priority questions they wanted to put directly to Hafren Dyfrdwy 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 Hafren Dyfrdwy at the Accountability Session.

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

	Topic	Community member question
Q1	Value for money, rising bills and transparency	<p><i>“As customers we are feeling the impact of rising bills alongside wider cost of living pressures, but the bigger frustration is the lack of a clear and visible explanation of why costs are increasing...</i></p> <p><i>How will you clearly demonstrate that rising bills are fair and justified and ensure customers can easily see what they are paying for and what local improvements they are funding?”</i></p>
Q2	Communication and access to information	<p><i>“At the moment, customers are too often left saying, “I didn’t know about that”...</i></p> <p><i>What will you change in how you communicate so that customers consistently receive important information in ways that work for them, through the channels they use, rather than missing it because it is not reaching them?”</i></p>
Q3	Customer support, awareness, and early intervention	<p><i>“I had a really positive experience when Hafren Dyfrdwy noticed I had fallen into arrears and got in touch. That kind of bill welfare check-in can make a real difference...</i></p> <p><i>How will Hafren Dyfrdwy do more to identify customers who may be struggling, offer earlier bill welfare check-ins and make sure support is easy to access and not just something people are expected to find for themselves online?”</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 **Monday 1st June**.

Executive summary - insights by question



The voice for water consumers
Llais defnyddwyr dŵr

The Accountability Session for Hafren Dyfrdwy highlighted customers' calls for clearer communication, better explanation of rising bills and local investment, and more visible and proactive support for those who may be struggling; Hafren Dyfrdwy acknowledged these concerns, pointed to ongoing improvements and broadly accepted the actions raised.

Q1

Value for money, rising bills and transparency

Hafren Dyfrdwy said bills had risen but remained the lowest in Wales, driven by investment, inflation and resilience work including the Wrexham ring main, and said local information was already being shared through the website and community engagement, while accepting the website is not yet user-friendly enough.

Community members were only partly reassured, wanting a clearer explanation of where money goes, what funds investment rather than repair, whether profit is being made and what extra spending is delivering locally, with some saying they had not heard about major schemes.

Discussion focused on making bill rises clearer and more locally visible through simpler bill-allocation information, better visual explanation and direct links between rising costs and recognisable improvements, which the company said it would clarify next quarter.

Customers wanted clearer, more tangible and more local explanations of rising bills, with visible links between extra cost, specific projects and real customer benefit.

Q2

Communication and access to information

Hafren Dyfrdwy said it was trying to communicate across a broad customer base using a mix of channels, including website content, bills, social media, WhatsApp, local drop-ins, school outreach and its community vehicle, and said a new billing system should help it better capture customer preferences and tailor contact.

Community members accepted that no single channel would suit everyone, but felt the current approach still left information fragmented, too traditional and too easy to miss, with calls for simpler online journeys, plain English, a more modern social media presence, and an app or digital account bringing bills, usage and help together.

Discussion focused on making communication more joined-up, easier to find and tailored to customer preferences, while retaining offline, accessible and personal routes for those who need them.

Customers felt communication was too fragmented and traditional, with a need for simpler, preference-led and more visible updates across both digital and local channels.

Q3

Customer support, awareness, and early intervention

Hafren Dyfrdwy outlined existing support for customers who may be struggling, including affordability help, the Priority Services Register, proactive check-ins for missed payments and recent movers, and a Better Off calculator designed to guide people to suitable support.

Community members welcomed the positive examples shared and the clear intent to intervene earlier, but questioned how consistently this happens, how visible support is to those who need it most, and whether too much still depends on customers finding the right information themselves.

Discussion focused on making early identification more consistent, promoting support more actively through digital and offline routes, and ensuring vulnerable customers receive tailored, empathetic help from well-trained staff.

Customers welcomed existing support, but wanted it made more visible, offered more consistently and delivered by empathetic, well-trained customer service.

Actions agreed during the Accountability Session



The voice for water consumers
Llais defnyddwyr dŵr

Q1

Value for money, rising bills and transparency

- Use simple, customer-friendly visuals to show where bills go, what is driving increases and how money is allocated.
- Link rising bills to named local projects and visible outcomes so customers can see what extra spend delivers.
- Make existing bill-allocation information easier to find and provide clear progress updates within the next quarter.

Q2

Communication and access to information

- Improve customer ability to customise preferred communication channels, formats and accessibility needs.
- Use clearer online journeys and plain-English so that key information is easy to find, understand and act on.
- Develop a more connected, easy to use digital offering, including improved online billing and app feasibility.
- Strengthen modern and local outreach through social media, community pages, agents and visible in-person outreach.

Q3

Customer support, awareness and early intervention

- Promote support schemes more visibly (both digital/offline), so customers know what help exists and how to access it.
- Expand and standardise early intervention checks, so proactive welfare support is offered more consistently.
- Set and maintain clear training standards so vulnerable customers receive empathetic and personalised support.



The voice for water consumers
Llais defnyddwyr dŵr

Water Voice - Accountability Session

Action plan response

Our findings in detail

Delivered by Taylor McKenzie
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Q1. Value for money, rising bills and transparency



Question asked by Hafren Dyfrdwy Community member:

“As customers we are feeling the impact of rising bills alongside wider cost of living pressures, but the bigger frustration is the lack of a clear and visible explanation of why costs are increasing...

How will you clearly demonstrate that rising bills are fair and justified and ensure customers can easily see what they are paying for and what local improvements they are funding?”

Hafren Dyfrdwy said bills had risen but remained the lowest in Wales, driven by investment, inflation and resilience work including the Wrexham ring main, and said local information was already being shared through the website and community engagement, while accepting the website is not yet user-friendly enough.

Community members were only partly reassured, wanting a clearer explanation of where money goes, what funds investment rather than repair, whether profit is being made and what extra spending is delivering locally, with some saying they had not heard about major schemes.

Discussion focused on making bill rises clearer and more locally visible through simpler bill-allocation information, better visual explanation and direct links between rising costs and recognisable improvements, which the company said it would clarify next quarter.

Actions

- Use simple, customer-friendly visuals to show where bills go, what is driving increases and how money is allocated.
- Link rising bills to named local projects and visible outcomes so customers can see what extra spend delivers.
- Make existing bill-allocation information easier to find and provide clear progress updates within the next quarter.

“For every additional £10, £100, whatever, that’s raised by the company or paid by a consumer, what improvements will we see”

“The bigger frustration is the lack of a clear and visible explanation of why costs are increasing, what has changed and what we’re getting in return.”

“If the average person in Wrexham knew about this quite substantial capital investment, it would go some way to sort of explaining the increases in the bills.”



Customers wanted clearer, more tangible and more local explanations of rising bills, with visible links between extra cost, specific projects and real customer benefit.

Q1. Value for money, rising bills and transparency



The voice for water consumers
Llais defnyddwyr dŵr

"You said" (Community member actions)	"We did" (Hafren Dyfrdwy response on the night)	What is the 'Ideal' Hafren Dyfrdwy response? (In the eyes of our community)	Timescale/ final comments
<p>Use simple, customer-friendly visuals to show where bills go, what is driving increases and how money is allocated.</p>	<ul style="list-style-type: none"> Hafren Dyfrdwy maintains the lowest bills in Wales, but bills have increased. Explained increases are being driven by investment needs and inflation, including resilience works such as the Wrexham ring main. Confirmed a bill-allocation infographic already exists on the website and has previously been included in bills. Acknowledged the current website and presentation of investment information are below the desired standard. 	<ul style="list-style-type: none"> Provide a clear, concise and customer-friendly explanation of bill allocation and the drivers of bill increases. Use simple visual formats to show "penny on the pound" spending – existing 'water-glass' visualisation the preferred format. Communicate and clarify on the profitability of Hafren Dyfrdwy. 	<p>Timescale: Deliverable within the next quarter.</p> <p>Company comment: Company said it would make existing infographics more visible and accessible, including by adding it to bills.</p> <p>Accepted the need to better articulate how rising bills relate to localised, visible outcomes.</p> <p>Welcomes feedback, and advised progress updates can be requested via email, or local pop-in points/community vehicles</p>
<p>Link rising bills to named local projects and visible outcomes so customers can see what extra spend delivers.</p>	<ul style="list-style-type: none"> Gave the Wrexham ring main as a clear example of investment intended to improve supply reliability/resilience. More local information is being shared through the website and community engagement. Said the company is using local media, drop-ins and community presence to communicate major schemes. 	<ul style="list-style-type: none"> Improve communication around substantial projects so local residents know what is being funded in their area. Directly relate rising costs to specific local projects, expected benefits and tangible outcomes. Show what customers are getting back locally from additional spend. 	
<p>Make existing bill-allocation information easier to find and provide clear progress updates within the next quarter.</p>	<ul style="list-style-type: none"> Communication channels are evolving on an ongoing, two-way basis. Working to create more accessible communication and expand community engagement, including drop-ins. Accepted that current visibility is not strong enough and that customers are not seeing existing information clearly enough. 	<ul style="list-style-type: none"> Make existing bill-allocation information easier to find and easier to understand. Provide clearer signposting to existing materials and updates on progress. Ensure customers can track improvement through regular, visible updates. 	



The voice for water consumers
Llais defnyddwyr dŵr

Q1. Value for money, rising bills and transparency (Q1. Action A, B, C combined)

Please find the response from Hafren Dyfrdwy's Action Plan below

Timescale

ACTION: Customers want clearer explanation of bill increases and investment

There is already information on our website, but Hafren Dyfrdwy will introduce one clearer and more consistent customer explanation linking:

- bill increases
- long-term investment
- local improvements
- available support

We will deliver:

- updated bill and investment messaging
- a single plain-English/Welsh explanation framework
- clearer FAQs and support signposting
- consistent messaging across customer channels

This will be reinforced consistently over time rather than through one-off communications.

ACTION: Customers want to understand what investment means locally

Hafren Dyfrdwy will strengthen local investment and progress communications to help customers better understand what is changing in their area.

We will deliver:

- improved "What's changing in your area" content
- local progress updates
- outcome-led local storytelling
- visible progress markers for major schemes
- increased place-based communications for investment programmes including Wrexham Ring Main

June 2026 –
Wrexham ring main communications

31st August 2026 –
New customer explanations introduced across key customer communications

November 30th 2026 -
Expand local investment and support communications introduced

Ongoing -
Consistent use across billing (review of measured bill sign posting, insert and website content), support and investment communications

31st August 2026 -
Local updates and progress communications introduced for priority investment schemes

November 30th 2026 -
Expanded local communications across additional investment areas

Q2. Communication and access to information



The voice for water consumers
Llais defnyddwyr dŵr

Question asked by Hafren Dyfrdwy Community member:

“At the moment, customers are too often left saying, “I didn’t know about that”...”

“What will you change in how you communicate so that customers consistently receive important information in ways that work for them, through the channels they use, rather than missing it because it is not reaching them?”

Hafren Dyfrdwy said it was trying to communicate across a broad customer base using a mix of channels, including website content, bills, social media, WhatsApp, local drop-ins, school outreach and its community vehicle, and said a new billing system should help it better capture customer preferences and tailor contact.

Community members accepted that no single channel would suit everyone, but felt the current approach still left information fragmented, too traditional and too easy to miss, with calls for simpler online journeys, plain English, a more modern social media presence, and an app or digital account bringing bills, usage and help together.

Discussion focused on making communication more joined-up, easier to find and tailored to customer preferences, while retaining offline, accessible and personal routes for those who need them.

Actions

- Improve customer ability to customise preferred communication channels, formats and accessibility needs.
- Use clearer online journeys and plain-English so that key information is easy to find, understand and act on.
- Develop a more connected, easy to use digital offering, including improved online billing and app feasibility.
- Strengthen modern and local outreach through social media, community pages, agents and visible in-person outreach.

“It’s a lot of information to put out there but I don’t think that it’s being put to the right to use, to the right people”

“If I had an app, that would be so much better and it would be more personalised to me and just be there at the click of a button.”

“It just needs improving a bit more, what we’re discussing”



Customers felt communication was too fragmented and traditional, with a need for simpler, preference-led and more visible updates across both digital and local channels.



The voice for water consumers
Llais defnyddwyr dŵr

Q2. Communication and access to information

"You said" (Community member actions)	"We did" (Hafren Dyfrdwy response on the night)	What is the 'Ideal' Hafren Dyfrdwy response? (In the eyes of our community)	Timescale / final comments
<p>Improve customer ability to customise preferred communication channels, formats and accessibility needs.</p>	<ul style="list-style-type: none"> Highlighted broad span of communication needs across customer base. Customers already use a mix of channels including bills, website, social media, in-person contact and local outreach. Confirmed customer preferences are accommodated (e.g. language choice) and that upcoming new billing system would better capture preferences going forward. 	<ul style="list-style-type: none"> Clearly signpost available communication options and make it easier for customers to customise. Capture and consistently apply comms preferences on channel, level of detail and language. Ensure offline, vulnerable and sensory-impaired customers remain properly supported. 	<p>Company comment: Language preference can be specified by email contact. Confirmed no bots/AI agents support agents used.</p>
<p>Use clearer online journeys and plain-English so that key information is easy to find, understand and act on.</p>	<ul style="list-style-type: none"> Charge explanations are being included with bills and information is available online. Acknowledged that some existing services and information are not being communicated clearly enough. Confirmed live chat/WhatsApp support already exists. 	<ul style="list-style-type: none"> Use plain English and jargon-free wording. Make online information easier to find, navigate and understand. Simplify technical usage data and present it in formats that are more relatable to customers. 	<p>Confirmed app in consideration, 'Kraken' system used as model.</p> <p>Acknowledged need for more connected digital services.</p>
<p>Develop a more connected, easy to use digital offering, including improved online billing and app feasibility.</p>	<ul style="list-style-type: none"> Online billing is already available. The new billing system should improve personalisation and digital engagement. Accepted the need for evolution of digital communications. 	<ul style="list-style-type: none"> Move more billing and service information online in a clearer, layered format. Explore a Hafren Dyfrdwy app bringing together bills, usage, help and local updates. Facilitate shared accounts and integration with meters/usage tracking where viable. 	<p>Confirmed that improving communication approaches is a constant focus.</p> <p>Open to customer suggestions/feedback on new communication channels</p>
<p>Strengthen modern and local outreach through social media, community pages, agents and visible in-person outreach.</p>	<ul style="list-style-type: none"> Uses Facebook, Instagram, local media, school outreach, councillor communication and the Dilys community vehicle. Acknowledged social media engagement is limited and current visibility is not strong enough. Confirmed personal contact points such as the hatch remain important. 	<ul style="list-style-type: none"> Use more visible and regular social media content across the channels customers actually use. Work with community pages, community agents and other trusted local routes. Build on the company's local presence and maintain in-person options where valued. 	<p>Further detail on actions/timescale expected in company action plan</p>



The voice for water consumers
Llais defnyddwyr dŵr

Q2. Communication and access to information (Q2 Action A)

Please find the response from Hafren Dyfrdwy's Action Plan below (Page 1 of 2)

Timescale

ACTION: Customers want to understand what communication channels they can use and have more control over these. They want to ensure that customers who require additional services are supported with their communications. Hafren Dyfrdwy will commit to making customers more aware of the communication options available to them and will make these easy to update. We will do this by :

- the introduction of our new billing system over summer 2026 will also customers to choose their communication preference and will enable them to maintain this via our online customer portal.
 - we will ensure that when communicating with customers we will use their channel of choice where possible (on occasions some things will need to be done by post such as emergency letter warnings to ensure they have been received)
 - we will make the communication channel choices mor prominent on our website so customers are aware that they can choose "How do you want us to Contact You?" in clear simple language
- Welsh Language preference is currently captured as we need to be able to capture this under the Welsh Language (Wales) Measure 2011. We regularly promote to customers the importance of keeping us up to date with their preference and we have a dedicated section on our website https://www.Hafren_Dyfrdwycymru.co.uk/help-and-contact/welsh-language-information/ where customers can find information around this. We run regular campaigns with customers via SMS and email urging them to confirm their preference to ensure our records are kept up to date.
- we will continue to run regular campaigns and promotion to ensure that customers are aware that we need their language preference so we can communicate with them in their language of choice.

August 31st 2026:
will migrate to new billing system

November 30th 2026:
we will have reviewed and update our [Hafren DyfrdwyCymru.co.uk](https://www.Hafren_Dyfrdwycymru.co.uk) website



The voice for water consumers
Llais defnyddwyr dŵr

Q2. Communication and access to information (Q2 Action A)

Please find the response from Hafren Dyfrdwy's Action Plan below (Page 2 of 2)

Timescale

ACTION: Customers want us to ensure that customers who need additional support are aware of our services.

For customers requiring additional support, we already have a dedicated Here to Help hub where we provide information on all of the support we offer which can be found here https://www.Hafren_Dyfrdwycymru.co.uk/help-and-contact/here-to-help-hub/. We also offer alternative bill forms for those with visual impairments here https://www.Hafren_Dyfrdwycymru.co.uk/my-account/help-when-you-need-it/help-with-a-medical-condition-or-disability/alternative-bill-formats/.

We do a lot of work to promote our Priority Services Register https://www.Hafren_Dyfrdwycymru.co.uk/my-account/help-when-you-need-it/help-with-a-medical-condition-or-disability/ but we know that awareness of this service is still quite low. We are committed to increasing this number by signposting more customers to our Here to Help hub so they can sign up. We also promote this service to customers who contact us in the contact centre so we can capture any needs to allow us to offer more personalised service. We have already committed to grow the % of customers who are aware of these service to 65% by 2030 and we track this annually to hold ourselves to account. In addition we will:

- commit to use other advertising methods including the use of local media to allow us to share this information wider and will be working to grow our social media followings so that more people can access our updates.
 - we will promote our in-person services more (Community Connectors and Dilys); whilst dates can already be found on our website here https://www.Hafren_Dyfrdwycymru.co.uk/help-and-contact/here-to-help-hub/community-connectors/ and we promote on social media awareness needs to be improved. We are considering sending emails/SMS's to customers (dependant on communication preference) when we are going to be in a community to raise awareness and give more notice of our presence. We commit to trialling this over the next 6 months this to ensure the benefits outweigh the costs.
- Our website is Web Content Accessibility Guidelines (WCAG) Compliant to level AA which is the internationally accepted standards for web accessibility, requiring websites to be perceivable, operable, understandable and robust for users with disabilities.
- We commit to setting up a working group of employees to review and improve the wording on the website and the accessibility and will also use external partners from specialist areas to review and feedback as part of our Vulnerability Strategy.

August 31st 2026:
will migrate to new billing system

November 30th 2026:
we will have reviewed and update our [Hafren DyfrdwyCymru.co.uk](https://www.Hafren_DyfrdwyCymru.co.uk) website



The voice for water consumers
Llais defnyddwyr dŵr

Q2. Communication and access to information (Q2 Action B)

Please find the response from Hafren Dyfrdwy's Action Plan below

Timescale

ACTION

Customers would like communication easier to understand and jargon free. We will;

- review all of our customer letter and bills to ensure that they are clearly worded and also signpost customers clearly for support using plain English (Welsh) and will all ensure all new content meets a "plain language standard".
- review the wording that we use on our website to remove any acronyms, technical terms (where possible) or explain them in a more simple way.

ACTION

Customers would like to be able to navigate our website easier. We will;

- review our Hafren DyfrdwyCymru.co.uk website structure to simplify navigation menus
- improve search functionality so that keywords will provide our customers with better results
- add quick links to common questions and accessed pages
- setting up a working group of employees to review the website content and feedback

ACTION

Customers would like more meaningful data about their water usage and make this more relatable

As we move forward with our smart meter rollout programme https://www.Hafren_DyfrdwyCymru.co.uk/wonderful-water/a-smarter-way-to-use-water/ customers will be able to access more information about their usage. When we move into the new billing system in the summer, our new customer online portal will allow customers to access this information allowing them to understand how their homes use water. In addition we will:

- provide a simplified usage visualiser on our new customer online portal
- review the information on our metered bills to make the usage information more meaningful for our customers
- provide comparisons or benchmarks where helpful e.g. "You're using more/less water than usual for your household", "Your usage is typically higher/lower than the average user" "You're in the top 25% of water users in your area"

August 31st 2026 –

all customers communications will have been reviewed to remove jargon and make more user friendly.

November 30th 2026 –

we will have completed our review of the Hafren DyfrdwyCymru.co.uk website

Smart meter usage data will be accessible as customers move onto smart meters as part of our rollout programme over the next 4 years. In the meantime, we will improve our existing usage data as customers move into our new billing system in summer 2026 and can access our new customer online portal.



The voice for water consumers
Llais defnyddwyr dŵr

Q2. Communication and access to information (Q2 Action C)

Please find the response from Hafren Dyfrdwy's Action Plan below

Timescale

ACTION

Customers would like billing and service information online to be presented in a clearer, layered format. We will;

- review our Hafren DyfrdwyCymru.co.uk website structure to simplify navigation menus
- improve search functionality so that keywords will provide our customers with better results
- add quick links to common questions and accessed pages
- setting up a working group of employees to review the website content and feedback (using the customer panel)

ACTION

Customers would like us to consider an app which brings together bills, usage, help and local updates

We're not currently able to offer an app, as developing and maintaining one would add significant cost. Our priority is to keep bills as affordable and manageable as possible for our customers, and any additional costs would need to be reflected in pricing. We do commit to;

- ensuring the information on our new customer online portal is clear and easy to understand
- signposts customers to other useful information e.g. What's happening in my area? Local investment etc.

We will continue to review our position as we move forward as we recognise this is something that our customers would value and have come to expect from other providers.

November 30th 2026–
we will have reviewed and updated the
Hafren DyfrdwyCymru.co.uk website



The voice for water consumers
Llais defnyddwyr dŵr

Q2. Communication and access to information (Q2 Action D)

Please find the response from Hafren Dyfrdwy's Action Plan below

Timescale

Customers want more visible and regular communication

Hafren Dyfrdwy will provide more regular and visible customer communications during periods of investment, disruption and seasonal pressure.

We will deliver:

- more consistent local updates
- regular social and community content
- seasonal reassurance communications
- ongoing progress communications linked to investment milestones
- improved customer updates during disruption and operational pressure periods

Customers want better social media communication and updates

Hafren Dyfrdwy will strengthen proactive local social media and community communications to improve customer awareness, reassurance and understanding.

We will deliver:

- more proactive local social media updates
- increased use of community communication channels
- clearer local disruption and progress updates
- stronger myth-busting and clarification activity where needed
- improved integration between operational updates and customer communications

Further detail on actions/timescale expected in company action plan

August 31st 2026:

Increased local updates and social communications introduced

November 30th 2026:

Expand community and stakeholder comms activity where affordable

Q3. Customer support, awareness and early intervention



The voice for water consumers
Llais defnyddwyr dŵr

Question asked by Hafren Dyfrdwy Community member:

"I had a really positive experience when Hafren Dyfrdwy noticed I had fallen into arrears and got in touch. That kind of bill welfare check-in can make a real difference..."

How will Hafren Dyfrdwy do more to identify customers who may be struggling, offer earlier bill welfare check-ins and make sure support is easy to access and not just something people are expected to find for themselves online?"

Hafren Dyfrdwy outlined existing support for customers who may be struggling, including affordability help, the Priority Services Register, proactive check-ins for missed payments and recent movers, and a Better Off calculator designed to guide people to suitable support.

Community members welcomed the positive examples shared and the clear intent to intervene earlier, but questioned how consistently this happens, how visible support is to those who need it most, and whether too much still depends on customers finding the right information themselves.

Discussion focused on making early identification more consistent, promoting support more actively through digital and offline routes, and ensuring vulnerable customers receive tailored, empathetic help from well-trained staff.

Actions

- Promote support schemes more visibly (both digital/offline), so customers know what help exists and how to access it.
- Expand and standardise early intervention checks, so proactive welfare support is offered more consistently.
- Set and maintain clear training standards so vulnerable customers receive empathetic and personalised support.

"It just feeds into that communication piece on how you're actually making these things accessible to your customers and how do customers know of them?"

"Whether you've got a system in place to ensure that every customer, regardless of how much they've gone over, gets that customer connection and that call"

"Making sure the right staff are in the right roles, have they been trained? Are they empathetic?"



Customers welcomed existing support, but wanted it made more visible, offered more consistently and delivered by empathetic, well-trained customer service.

Q3. Customer support, awareness and early intervention



The voice for water consumers
Llais defnyddwyr dŵr

"You said" (Community member actions)	"We did" (Hafren Dyfrdwy response on the night)	What is the 'Ideal' Hafren Dyfrdwy response? (In the eyes of our community)	Timescale / final comments
<p>Promote support schemes more visibly (both digital/offline), so customers know what help exists and how to access it.</p>	<ul style="list-style-type: none"> Confirmed existing support routes including the Priority Services Register, affordability support, the 'Here To Help Hub' and the 'Better Off' calculator. The 'Better Off' calculator was introduced to help customers identify suitable support and has helped customers access around £67,000 of additional support. Acknowledged the website still needs improvement and that support information may not yet be visible enough. 	<ul style="list-style-type: none"> Improve advertising, communication and outreach around support tools and schemes. Use both digital and non-digital routes, including social media, flyers, leaflets and community hubs. Make it easier for customers to understand what support exists and where to go for help. 	<p>Timescale: 6 months proposed</p> <p>Company comment: Actions broadly accepted, Hafren Dyfrdwy stated it would confirm later what could realistically be achieved in that period – further comment and actions expected within company action plan.</p> <p>Confirmed staff training is continuous, that Hafren Dyfrdwy has a dedicated care and assistance team, that staff are specifically recruited for empathy and the right soft skills.</p> <p>Uses additional specialist training (3rd partners e.g. Dementia Friends) to strengthen staff ability to handle difficult and vulnerable-customer conversations.</p>
<p>Expand and standardise early intervention checks, so proactive welfare support is offered more consistently.</p>	<ul style="list-style-type: none"> Hafren Dyfrdwy already carries out early intervention work, including missed-payment outreach and welfare checks for some recent movers. This had reduced during a busy period but had recently been restarted following recruitment, with capacity expected to increase. Indicated this is an area it expects to do more in over the next 12 months. 	<ul style="list-style-type: none"> Continue and expand early intervention checks so they are available more consistently and more widely. Make proactive support less dependent on individual cases and more clearly structured. Ensure support is tailored to accessibility needs and different communication preferences where possible. 	
<p>Set and maintain clear training standards so vulnerable customers receive empathetic and personalised support.</p>	<ul style="list-style-type: none"> Uses WhatsApp and human-first support – no bots or AI agents. 	<ul style="list-style-type: none"> Set a clear training commitment for high-standard staff education e.g. a 'model' customer service agent Ensure potentially vulnerable customers receive personalised, sensitive and empathetic support. Put the right people in the right roles and maintain those standards consistently across the team. 	



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Q3. Communication and access to information (Q3 Action A)

Please find the response from Hafren Dyfrdwy's Action Plan below

Timescale

ACTION: Customers want clearer and more visible affordability support

Hafren Dyfrdwy will increase the visibility and consistency of affordability and support communications across customer touchpoints. We will deliver:

- clearer promotion of PSR, Here To Help Hub and Better Off
- stronger support signposting in billing and disruption communications
- increased social and community awareness activity
- improved non-digital support routes
- consistent support messaging across channels

Support communications will be integrated into wider customer communications rather than treated as standalone activity.

6 months proposed

31st August 2026:

Increased support visibility across seasonal and disruption activity

November 30th 2026:

Expand community and local awareness activity (costs dependant)

Ongoing:

Continued support promotion across customers communications



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Q3. Communication and access to information (Q3 Action B)

Please find the response from Hafren Dyfrdwy's Action Plan below

Timescale

ACTION:

Customers would like us to focus more on early interventions so that the support we offer is promoted consistently. To do this we will;

- use customer data to better identify who may need support and when e.g. customers who have missed a payment on their payment plan, bounced direct debt payments, high water usage etc.
- recruit additional resource to ensure we can focus on the proactive activity even during busy periods.
- make support more visible online as part of our website review so that customers can self-serve information and easily access our new Better Off Calculator here [https://www.Hafren Dyfrdwycymru.co.uk/help-and-contact/here-to-help-hub/](https://www.Hafren-Dyfrdwycymru.co.uk/help-and-contact/here-to-help-hub/)
- increase our external trusted partners (other companies who provide support to customers such as AgeCymru) so that they can promote our schemes to customers who are already seeing sign customers up to our schemes without the need for them to contact us making support even more accessible than ever.

ACTION:

Customers would like proactive support to be clearly structured. We will;

- we will develop clear guidelines on when and how proactive support should be offered
- introduce structured support journeys as we move into our new billing system
- train teams more to recognise and act on support opportunities consistently using insight from external partners such as AgeCymru and Samaritans

ACTION:

Customers would like to ensure support is tailored to different needs and communications preferences where possible

- capture and record customer preferences (e.g. phone, email, letter) when we move into our new billing system in Summer 2026
- ensure we are promoting alternative formats on all of our communications so customers are aware of what we can offer e.g. large print, simple language, braille
- ensure accessibility needs are considered in all support journeys

November 30th 2026–
we will have provided more specialist training



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Q3. Communication and access to information (Q3 Action C)

Please find the response from Hafren Dyfrdwy's Action Plan below

Timescale

ACTION:

Customers would like us to ensure that Water Specialists are trained to a high standard.

All Water Specialists go through a 3 week training once they have joined the team which creates a clear framework outlining what we believe great service looks like for our customers (skills, behaviours and tone). We then deliver additional modules that focus more on key elements such as empathy, clarity, ownership and problem solving. Our coaching and quality focuses on all of these key areas. In addition we commit to strengthen our training by;

- provide specialists training on our Care & Assistance to all Water Specialists so everyone in our Customer Solutions team can provide the same level of support
- introduce specialist training from external partners who provide mental health services and Samaritans as we know that there is a strong link between financial hardship and poor mental health. We will also work with AgeCymru to upskill our Water Specialists on how to better support this demographic as we know we have an ageing population across our region who we need better support.

ACTION:

Customers would like us to personalise our service for vulnerable customers. We will;

- train staff to identify signs of vulnerability confidently and sensitively
- provide clear guidance on how to adapt communication and support
- create tailored support pathways (e.g. additional time, follow-ups, alternative contact methods)
- record customer needs/preferences to ensure continuity of care

ACTION:

Customers want us to ensure that we have people in the right roles and maintain our high standards consistently across the team

Our current recruitment process ensures that we recruit to high standards selecting individuals who are committed to delivering positive outcomes and great experience for our customers. Our interview process focuses more on individuals behaviours and how they align to our company values Care, Courage, Curiosity and Pride. We have a high number of tenured specialists within the team who are supported and empowered to make decisions that improve customer outcomes. In addition to this, we provide simple tools and guidance to help them respond confidently and have the time to focus on quality and empathetic conversations i.e. we don't target the team on call duration we focus on quality and going above and beyond for our customers. We will commit to:

- introducing more structured feedback and targeted coaching for customers with vulnerabilities
- using our Community Connectors to carry our regular audit and calibration sessions to ensure fairness and an independent review
- continue to promote a culture where doing the right thing for the customers is prioritised.

November 30th 2026 –
we will have provided more specialist
training

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 27th 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*.
Tuesday 5th 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 Monday 1st 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

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.

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

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.

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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A note from Hafren Dyfrdwy

Hafren Dyfrdwy would like to say a sincere thank you to everyone on the CCW Water Voice Panel who joined or observed our Accountability Session on 20 April 2026. We really appreciate the time, care and effort you all put into getting ready for the session. It meant a great deal to our executive team, James and Louise, to meet you, listen to your experiences, and talk through your ideas for how we can improve. We were especially pleased to hear that some of you have had particularly positive experiences with our services, and we're grateful you shared those, as well as the areas where we need to do better.

We found the session genuinely helpful and constructive. Your feedback gave us clear, honest insights that we can learn from as we continue to improve. You told us we need to do more to be open and transparent about how we spend your money, to improve our communications and make the support we offer more visible and proactive. We're committed to doing all these things.

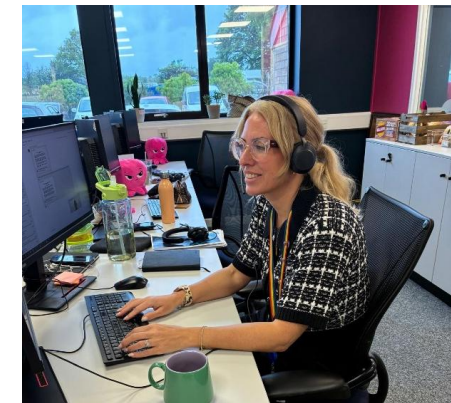
We've set out your suggested actions. Alongside each one, you'll find our response. We've also included screenshots of the webpages mentioned in our responses, to help bring these to life.

Thank you again for your openness, honesty and continued support. Your feedback plays a vital role in shaping what we do next, and we're grateful for the part you play in helping us do better for all our customers and communities in north-east Wales and mid-Wales.

We look forward to meeting more of you at our next Accountability Session on 19 October.



James Jesic, CEO



Louise Moir

Customer Experience Lead



The voice for water consumers
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A note from Hafren Dyfrdwy

Trying something new ways to communicate to customers about bills and investment, we published this column from Louise Moir - www.HafrenDyfrdwycymru.co.uk/news/news-releases/a-message-from-lou-moir--customer-experience-lead-at-hafren-dyfr

As we enter towards April and the start of the new billing period, I've been reflecting on the conversations we've had with customers over the past few months.

One message has come through clearly, people want openness, reassurance, and enough time to understand and plan for any changes to their bill.

We know that spring is a time when many households take stock financially, especially as everyday costs continue to feel challenging for so many. With water bills set to land from April, it's more important than ever that we're transparent about what's changing and why.

That's why, for me and everyone at Hafren Dyfrdwy, being completely open about your water bill isn't just something we talk about, it's something we're committed to delivering.

Our promise is simple, to explain clearly why your bill may look different this year, how your money is invested back into improving local services and the environment, and, crucially, the support that's available if you're finding things difficult.

Because looking after our customers and communities isn't an add-on for us, it's at the heart of every decision we make.

Why is your bill changing?

Caring for your region means focusing on what matters most to you, a reliable water supply, a healthy environment and a company that invests in your community's future.

That's exactly what we're doing, we're making our biggest-ever investment, £266 million up to 2030, to improve water quality and taste, strengthen pipes and reduce leaks, protect local rivers and wildlife and support community projects across Powys and Wrexham and these include:

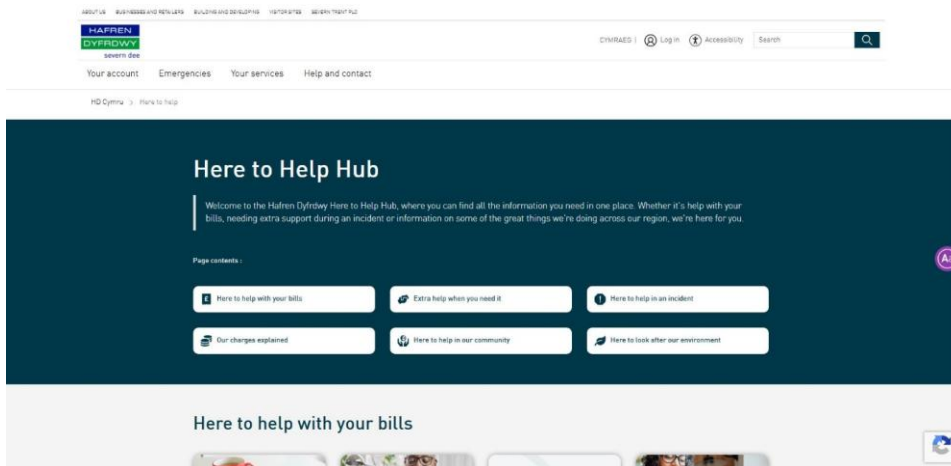
- Montgomery - Hafren Dyfrdwy is delivering a major upgrade to Montgomery's water network, investing £800,000 to replace 1km of ageing water pipes, strengthening reliability and reducing leaks for the long term. The project runs from 2 February to mid-July 2026, with work stretching from Station Road through the town to just past the Maldwyn Way junction. Overall, the investment aims to secure a dependable water network for generations to come.
- Wrexham – In the wider Wrexham service area, Hafren Dyfrdwy is also investing heavily in strengthening the resilience of local water infrastructure. This includes a £658,000 upgrade of around 1km of pipes along the A525 near Whitchurch, an area served by the company's water-only network. The scheme replaces pipes that have been prone to bursts and supply interruptions, improving reliability for customers across Wrexham and neighbouring communities. This project forms part of the company's broader commitment to long-term investment in the region's water network.

Hafren Dyfrdwy accountability sessions



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Hafren Dyfrdwy's Here to Help Hub collects together a whole host of information about customer bills while also signposting everyone to support and advice - www.Hafren Dyfrdwycymru.co.uk/help-and-contact/here-to-help-hub



ABOUT US BUSINESS AND RETAILERS BUDFWR AND DEUDWR HISTORICAL SERVICES CONTACT US

HAFREN DYFRDWY
severn dde

Log in Accessibility Search

Your account Emergencies Your services Help and contact

HD Cymru > Here to help

Here to Help Hub


Welcome to the Hafren Dyfrdwy Here to Help Hub, where you can find all the information you need in one place. Whether it's help with your bills, needing extra support during an incident or information on some of the great things we're doing across our region, we're here for you.

Page contents:

- Here to help with your bills
- Extra help when you need it
- Here to help in an incident
- Our charges explained
- Here to help in our community
- Here to look after our environment

Here to help with your bills


Here to help with your bills



Help with bills

No-one should worry about paying their water bill. So talk to us about our range of financial assistance schemes.


[read more](#)



Ways to pay

How would you like to pay your bill? We have lots of options to make it easy for you. You can also spread your bill over more manageable payments, choose an option that suits you.


[read more](#)



Better Off Calculator

Our Better Off Calculator is a simple way to get you help with your water bill. Plus, it can help you find out if you qualify for further support, too. Like extra benefits. It's quick, free, and easy to use.

[read more](#)



Save on a water meter

It's an easy two-step process to get a water meter at your home. Tell us about your meter usage, a few details about your home and we'll do the rest.


[read more](#)

Our commitment to helping you

There are lots of ways we can support you - from helping with bills and managing payments, to our priority services.

Read all about our [Vulnerability Strategy](#), which explains all the ways we can help.


[Read our summary | Welsh \(PDF\)](#) [Read our summary | English \(PDF\)](#) [Read our full strategy \(PDF\)](#)



Priority Services Register (PSR)

The Priority Services Register is a list of our customers who need a bit of extra help. Having that list means we can make sure you can access our services and support whenever and however you need it. It also helps us prioritise care and assistance during supply interruptions.


[read more](#)



HD Connect - Working together for you

We work with lots of trusted partners across our region to make sure we get the right support to our customers. Whether that's through training our staff to support our customers with more specific needs or making you aware of the additional support that's out there.


[read more](#)



Your bill your way

We have a number of alternative formats we can send your bill in, so it's in the right format for you.

[read more](#)



Security on your doorstep

You can sign-up for the doorstep password scheme to protect you from bogus callers when you join the Priority Services Register.

[read more](#)





The voice for water consumers
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Hafren Dyfrdwy accountability sessions

Out in the community - www.Hafren Dyfrdwycymru.co.uk/help-and-contact/here-to-help-hub/community-connectors

Community Connectors

Meet our Community Connectors

Meet Llysi and make our Community Connectors. We want to make it easy for our customers to access our services, especially those in our more rural areas. This is why our Community Connectors are out and about daily across our region, helping to our customers face to face about the issues we can help.

Just some of the places you might find them are at local community groups in your area, foodbanks, job centres and many more. Oh, and don't forget Dilys, our community vehicle, see if you can spot her out and about.

Where's Dilys and the team?

To find out where we will be this month view our Community Connectors calendar here.

April 2026

Wednesday 1st April (10:30-12:00) Agedly Well Office Morning @ Johnstown Community Centre LL14 2BE Get directions	Wednesday 8th April (09:00-15:00) Dilys @ Cefn Mawr Teulu LL14 2DP Get directions	Thursday 9th April (09:00-15:00) Dilys @ Downhill Resource Centre LL11 4ED Get directions
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HD Connect

Alongside the great work our teams do to raise awareness of the support we offer, we also want our customers to know about the support that's available across our region, not just on your water bill.

We work closely with a number of trusted partners across our region such as Citizens Advice, Age Cymru, PAVO and many more to raise awareness of the support that's out there.

Support they can offer:

SAMARITANS

Samaritans

[Visit Page](#)

Warm Wales

Cymru Gynnes

[Visit Page](#)

POWYS

POWYS County Council

[Visit Page](#)





The voice for water consumers
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Hafren Dyfrdwy accountability sessions

www.Hafren Dyfrdwycymru.co.uk/my-account/our-charges


Our charges

Our household charges 2026/2027

Our household charges scheme relates to the period starting from 1 April 2026 to 31 March 2027.

Ofwat control the amount we charge and it's our responsibility to inform them exactly what we're charging and how we plan to use the money. We review these charges every year to make sure our customers always get the best value service.

You can download a simple guide to our household charges below, or the full scheme if you want more detail. There are also some answers to frequently asked questions further down this page.

 Our full scheme of charges for 2026/27

 Board Assurance Statement 2026/27

 Changes in our charges 2026/27

What is rateable value? 

What are metered charges? 

What is the surface water drainage charge? 

What is the highway drainage charge? 

Our household charges for 2026/27 



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Hafren Dyfrdwy accountability sessions

www.HafrenDyfrdwycymru.co.uk/my-account/our-service



Your 2026/27 bill update, what's changing and how we're here to help

We want to give you an overview of what makes up your bill, what's changing and the improvements you'll see, plus the support available if you need it.



What your bill pays for

Every day, we deliver around 61 million litres of clean, reliable water through more than 3,100 km of pipes across our growing communities. To keep everything running smoothly, our teams are out fixing leaks, renewing older pipes and making improvements across the network—day and night.

Your bill helps us to:

- Maintain reservoirs, treatment works, pumping stations and pipes
- Collect water from rivers, reservoirs and underground sources
- Treat, store and deliver drinking water to 100,000+ homes and businesses



Combined water and wastewater services for our whole region including Powys, Wrexham and surrounding areas.

We provide both water and wastewater services in Powys. Our £56.5m investment includes upgrading aging treatment works, increasing capacity for new homes, improving river water quality and boosting storm overflow spill by up to 50%.

Water services for customers in Wrexham

We provide water services in Wrexham. Wastewater services are provided by Dŵr Cymru Welsh Water (DCWW), who set their own charges. You can find out more about [Dŵr Cymru Welsh Water charges here](#), or if you have a query regarding your water service, [please contact their direct](#).

We're keeping our water service costs as low as possible and investing £8m to renew around 11.5km of main pipes to reduce leaks and future proof your supply.

Providing clean drinking water

We want to make sure your water is there when you need it.

With reservoirs, over a thousand treatment works, and pumping stations to look after too, it's a 365-days-a-year task to keep everything ticking over for our customers.

We need to use energy to clean the water and pump it around our network, so it's there when you turn on the tap or flush the loo.

Maintaining and expanding the network for a futureproofed, reliable service

With nearly 2000 miles of pipes to look after, 6 treatment works and 8 reservoirs it's a big job to keep our existing network in shape it's a 365-days-a-year task to keep everything ticking over for our customers. And, new infrastructure to serve you and protect the environment for generations to come.

Providing returns to investors who fund improvements

Investors help to fund our work, benefiting our water and region for generations to come.

At a glance

Until 2030, we're undertaking our biggest investment programme of £266 million to keep your water services reliable and protect the environment we all share.

Our bills remain among the lowest in Wales and England, including the lowest average bill in Wales.

Support includes flexible payment plans, additional help if you have specific needs, and a simple online checker to help you make the most of your income.

Why your bill is changing and how we're here to help

We understand that any increase in your bill needs to be clear, fair, and explained. Here's what's happening.

Our biggest investment ever, and what it means for your bill

Over the next few years, we're investing £266 million in improving your services. This includes renewing pipes, strengthening treatment works, and protecting local rivers. Last year saw a larger-than-usual increase and any future changes will be more manageable.

Lowest bill in Wales

About this year's change:

- **Average combined bill:** £355
- **Customers in Powys and surrounding areas** - Daily cost: £1.74
You receive a **combined service** from us — we supply clean water and take care of wastewater and sewerage services.
- **Customers in Wrexham** - Daily Cost: £1.89
We supply your **clean water**. **Dŵr Cymru Welsh Water** provides wastewater services, and their charges appear on your bill because we are required to pass them on.

We still have the lowest combined average bill in Wales (£48 below that for *Dŵr Cymru* and one of the lowest in England and Wales, this year our bill is still £4 below the National Average (national average bill is £39).

We're investing more than ever to make sure our network is ready for the future. From growing communities to changing weather patterns, we want to protect the essentials you rely on, from the water in your tap to the rivers and green spaces we all enjoy.

Even with these improvements underway, we're committed to keeping costs down and offering a wide range of support if you ever need a helping hand.

Your questions answered

Why bills are different in Powys and Wrexham

We know these differences can be confusing, so we want to explain and let you know how we're working to keep bills as low and fair as possible. The key reason is that Powys and Wrexham receive different services:

- In Powys, we provide both water and wastewater services.
- In Wrexham, we provide water services only. Wastewater services are delivered by Dŵr Cymru Welsh Water (DCWW), who set their own charges.

This means the work needed and the costs involved aren't the same across the two areas.

What factors affect bills in each area?

How much is my bill going up by?

Why are you allowed to increase my bill?

What support can you give me if I'm struggling to pay?

Is there anything I can do to make my bills more affordable?

I already have a water meter - is there anything else I can do?

Hafren Dyfrdwy accountability sessions

www.Hafren DyfrdwyCymru.co.uk/my-account/my-water-meter/apply-for-a-water-meter

Start saving on a water meter

Calculate what your bill will be, make your application and book your appointment now

[Apply for a meter](#)

i If your wastewater services are provided by Welsh Water, you will need to [contact our team](#) to apply for a meter.

- ✓ Only pay for what you use**
A meter measures the water you use, so you only pay for what you use. It can also help to save water - many people make a conscious effort to use less water once they have a meter fitted and it makes a benefit for both you and the environment.
 Using less water means less water needs to be treated. This can help you to save on your energy bills and reduce your (and our) carbon footprint.
- ✓ Fitting the meter is free**
We will only charge you if we have to move the meter after we have fitted it.
 We will always ask you to sign to confirm that you are happy with the place we have fitted the meter on the day that it is done - this is why we ask you to pay if you change your mind.
 You can't have a water meter for too long. If you feel like a water meter isn't right for you during that time, you can switch back to unmetered billing.

Planned investments page - www.Hafren DyfrdwyCymru.co.uk/in-my-area/planned-improvements

In My Area

Planned improvements

Find out what planned improvements are happening in your area right now.

Welshpool
Lower Garth
27 October 2028 to 12 December 2028

Check for updates

Llanidloes River Crossing / Mochdre Brook
1 December 2028 to 30 April 2029

Check for updates

Pool Road, Montgomery
February 2028 to July 2028

Check for updates

Gelli Lane, Groes Pluen, Powys
January 2028 to February 2028

Check for updates

MR Bryn Mawr, Powys
February 2028 to March 2028

Check for updates

Successful project completion

- A525 Wrexham to Whitchurch ▼
- Lower Garth - water main replacement ▼
- Heol-y-Cyngor, Johnstown - water main replacement ▼
- Groes Pluen, Powys - water main replacement ▼
- Bryn Mawr, Powys - water main replacement ▼

Learn more about how we are investing in your future water network, reducing flooding and protecting your environment.

[Investing in your future water network - find out more](#)



The voice for water consumers
Llais defnyddwyr dŵr

Hafren Dyfrdwy accountability sessions

www.Hafren Dyfrdwycymru.co.uk/wonderful-water/helping-you-to-save-water/love-your-water

www.Hafren Dyfrdwycymru.co.uk/wonderful-water/helping-you-to-save-water/you-can-make-a-difference

Love your water

We think water is wonderful and we want it to always be there when you need it, that's why it's our ambition to become the most water-efficient region within the UK – and we'd love you to help us get there!

Small changes make a big difference

Making even a few small changes in and around the home can make a huge difference. Here we'll share with you our easy water saving tips which you can use in your home. You can also find out more about what we're doing as a business to help play our part in conserving water.



Water saving tips

From using a watering can instead of your hose to swapping your bath for a shower – we've got lots of tips on how you can save water in your home.

Top tips



Find and fix leaks at home

If you're not comfortable fixing a toilet, tap or shower leak at home, we have a list of approved plumbers who could help.

Find a plumber



How we're saving water

We're also working hard to be water-efficient. Find out what we're doing as a business to help play our part in conserving water.

How we're doing

WOAH!

Garden hoses and sprinklers can use up to an enormous 1,000 litres of pure drinking water per hour.

You could be using a huge amount of pure drinking water

- When the sun comes out, we all want to take advantage of the warm weather. A hot time like this means using a huge amount of pure drinking water. You might be:
 - Misting a lawn (which uses up to 1,000 litres)
 - Using a jet washer – can use up to 1,000 litres an hour
 - Using a garden hose or sprinkler – can use up to 1,000 litres an hour
- Not only does this take a lot of pure drinking water, but it will also result in a bigger carbon footprint.

How you can reduce your carbon footprint to help save natural habitats



Use a watering can instead of a hose

During summer it's important to keep your plants watered. To save a watering can instead of a hose.



Keep your paddling pool water for longer

A paddling pool is a great place to cool down during summer. If you need the water in the paddling pool for the whole season, it will last a long time. It will save thousands of litres.



Leave the lawn

According to the Royal Horticultural Society, a lawn only needs to be watered once or twice a week. If you reduce the number of times you water your lawn, this will save water and cut down your carbon footprint.



Use a bucket and sponge to wash the car

The next time your car needs a wash, top up the hose and get some water into a bucket and sponge. To reduce your carbon footprint, use a bucket of water that's a few litres.





The voice for water consumers
Llais defnyddwyr dŵr

Hafren Dyfrdwy accountability sessions

www.Hafren Dyfrdwycymru.co.uk/wonderful-water/helping-you-to-save-water/how-we-re-saving-water

How we're saving water

Find out what we're doing as a business to help play our part in conserving water.

Innovating for a sustainable future in Wales

Water efficiency is at the heart of everything we do at Hafren Dyfrdwy. We're passionate about serving our communities in mid and north-west Wales with world-class water services that are not just reliable, but also environmentally responsible. We're not just a water company - we're your local water partner, working hard to ensure every drop counts while keeping bills affordable (less than £1 a day!) and supporting those who need extra help. Together we're building a more secure, sustainable water future for Wales.

Water efficient homes

We're not just a water company - we're your local water partner, working hard to ensure every drop counts while keeping bills affordable (less than £1 a day!) and supporting those who need extra help. Together we're building a more secure, sustainable water future for Wales.

Our infrastructure charges (about extreme) - which our customers and developers to be part of our water-saving ambition and in return, we help them to save money on the cost of new builds.

We're not just a water company - we're your local water partner, working hard to ensure every drop counts while keeping bills affordable (less than £1 a day!) and supporting those who need extra help. Together we're building a more secure, sustainable water future for Wales.

Educating for the future

Every year our Education team reaches hundreds of schools across the region to talk to pupils about water and its journey from reservoir to tap.

As well as introducing assemblies and delivering classroom lessons, the team also offers sessions and seminars for teachers to see a water through an environmental lens. These sessions are great feedback from schools and pupils alike and are helping to create the next generation of water consumers.

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Investing in our infrastructure

Every year we invest in our infrastructure to help our customers with their water needs.

We're currently working on one of our biggest infrastructure improvement projects for our customers in Birmingham and for the first time in history, Birmingham will have a second water supply. For decades, our water supply across the city has been supplied with water from a single source, the East of Birmingham. The project is an incredible piece of engineering, enabled by the citizens to bring water to the city from the east.

After a century of use, the asset requires regular maintenance and repairs as it's used to take it out of action from time to time. The new second supply ensures we can keep water flowing for people across the city for the next 100 years.

Finding and fixing leaks

Reducing the amount of water lost through leaks is hugely important for all of us. Over the last 10 years, we've reduced leakage across our region by 20% and we're committed to reduce this by a further 10% by 2025. So how are we doing it?

With over 1,000km of pipe supplying water to homes and businesses, finding them and fixing them takes a lot of time and effort. We do it by using our advanced and innovative technology and getting a team from the air can be used to find them.

- This year we committed an additional investment in new 'longer' monitoring devices which allow us to spot where water may be seeping and quickly investigate a team to investigate and fix problems.
- We've invested in 1000s of new sensors across the region to spot leaks and investigate and fix problems.
- We've been testing satellite technology since 2017 to spot down leaks. This enables us to identify potential problems across the region and quickly investigate between water and ground water. It also allows us to spot problems before they happen by detecting ground movements around the pipes.

On top of finding and fixing leaks, we've also invested £100m by 2025 to replace some of our older pipes.

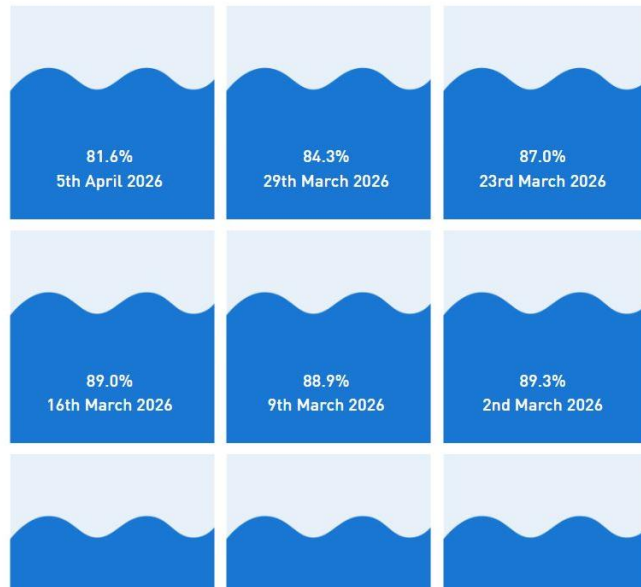




The voice for water consumers
Llais defnyddwyr dŵr

Hafren Dyfrdwy accountability sessions

www.Hafren Dyfrdwycymru.co.uk/about-us/reservoir-levels



Water Level - 5th April - 81.6%

Current water storage levels in the Hafren Dyfrdwy region are at 81.6% of capacity

For a more detailed breakdown of water storage levels across all of our reservoirs please view the table of information below:

Reservoir	Capacity (Ml)	Current Storage (%)	Current Storage (Ml)	Comment
TY MAWR & CAE LLWYD	782	76.2	596	
Ty Mawr	606	88.7	538	
Cae Llwyd	176	88.2	156	
PENDINAS & LLYN CYFYNWI	578	88.7	513	
Pendinas	283	87.2	247	
Llyn Cyfnewy	295	90.2	266	
NANT Y FFRITH	103	48.5	47	
PEN Y CAE UPPER	102	99.8	101	
PEN Y CAE LOWER	39	100.0	39	
MARCHWIEL	139	81.8	127	
TOTALS	1743	81.6	1423	
LLYN CUWEDOG	4956	96.5	4808	Not used directly to supply our customers



The voice for water consumers
Llais defnyddwyr dŵr

Hafren Dyfrdwy accountability sessions

www.Hafren Dyfrdwycymru.co.uk/about-us/plan-and-strategy/Hafren Dyfrdwy-listening-to-you

Listening to you

We think water is fascinating. And it turns out many of you think so too.

It's important for us to listen to customers, and act on what they tell us. It helps us to plan and set our priorities – both today and for the future.

What we talk to customers about

From our 25-year drainage and water investment plans to customer experience trackers, there's something to get your views on.

How we share your feedback

If you're open and honest with us, it's only fair that we're the same in return. So we share our customer research and insight – here on our website and elsewhere.

View our latest research



Our 2025–2030 plan research

All water companies need to plan their future activity well in advance. Every five years companies submit their business plans to the regulator, Ofwat, setting out these plans.

We asked customers for their views on our proposals and whether they find our plan acceptable.

[Our 2025–2030 plan](#)



Our Strategic Direction Statement

All water companies need to plan their future activity well in advance. With pressure from changing population and climate change, we need to think about how we supply water and waste services in the years to come.

We asked customers to tell us what they thought about Hafren Dyfrdwy's Strategic Priorities in the Strategic Direction Statement.

[Strategic direction statement research](#)



Water Resources Plan

Every five years we publish our Water Resources Management Plan, which explains how we'll make sure there's enough water to go around over the next 25 years. We asked customers for their views on the how we go about this, including reducing leakage, water restrictions and helping customers use water wisely.

[Resources plan research](#)

Read about our other research projects

We also carry out research across other areas, including tracking household and non-household customer satisfaction.



The voice for water consumers
Llais defnyddwyr dŵr

Hafren Dyfrdwy accountability sessions

www.Hafren Dyfrdwycymru.co.uk/about-us/plan-and-strategy/Hafren Dyfrdwy-listening-to-you/our-2025-2030-

Our 2025 -2030 plan

As a water company, it's important for us to plan for the future. The decisions we make today will affect our customers and their communities for decades to come.

Our plan for 2025-2030 is based on a rich understanding of customers' priorities from our research, and sets out what we will deliver and what the investment means for customers' bills.

What we wanted to know

Our plans for 2025-2030 have been informed by many pieces of customer research (published in the research library), as we approached the end of putting together our plan we wanted to ensure our customers thought of our progress and how acceptable they found our plan.

How we did it

We commissioned market research agency, Think Insight & Strategy, to conduct qualitative research, engaging a total of 47 customers in both parts of our region. This included face to face interviews, and online in depth interviews. We started all the research between May and June 2023.

What customers told us

- 1 What do customers think about our long-term ambition?
- 2 What do customers think about our 2025-2030 plan?
- 3 What do customers think about Hafren Dyfrdwy?

www.Hafren Dyfrdwycymru.co.uk/about-us/plan-and-strategy/Hafren Dyfrdwy-listening-to-y

Research library

Here you'll find all our publicly available research reports.

All information provided is accurate at the time the research was conducted.

- Household Customer Satisfaction Tracker
- Non Household Customer Satisfaction Tracker
- PR24 Affordability and Acceptability testing - qualitative research
- PR24 Affordability and Acceptability testing - quantitative research
- Affordability Strategy
- Common and bespoke PCs
- Social tariff cross subsidy (Here2Help Scheme research)
- Strategic Investment Choices
- PR24 post-Draft Determination Deliberative Research



ccw

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Thank you!



ccw.org.uk