Summary report & Action Plan response

Autumn Accountability Session: Hafren Dyfrdwy

As part of CCW's Water Voice programme, Accountability Sessions allow community members to challenge water company performance, question senior representatives and agree actions to enhance customer experiences and drive meaningful improvements.

Accountability Session | Monday 19th October 2026
Summary Report published: 28th October 2026
Action plan published: 26th November 2026

Community members had the opportunity to question senior representatives at Hafren Dyfrdwy directly about company performance, customer support and future water supplies.

The Action Plan Review question focused on progress in identifying and supporting vulnerable customers, while the Performance Review question explored how Hafren Dyfrdwy is preparing for future water demand and climate change.

During the Q&A, members raised questions about smart meter rollout, the company's biggest performance weaknesses and how progress is independently monitored.

Hafren Dyfrdwy responded to these questions on the night, with the key discussion points and resulting commitments outlined on the following pages.

Action Plan Review
Q1: Helping more people access support

Members wanted Hafren Dyfrdwy to take a more proactive approach to identifying and supporting vulnerable customers.

Discussions highlighted the need for stronger community partnerships, ongoing engagement and better awareness of available support..

Performance Review
Q2: Resilience and future water supplies

Members questioned how Hafren Dyfrdwy will protect water supplies against climate change, growing demand and ageing infrastructure.

Discussions highlighted the need for clearer investment plans, improved leakage performance and better communication about future water resilience.

Q&A
Q3: Smart meters

Community members wanted clarity on when smart meters would become available more widely.

Hafren Dyfrdwy outlined its phased rollout, with members calling for clearer communication about availability and benefits.

Q&A
Q4: Performance weaknesses

Community members questioned Hafren Dyfrdwy's biggest weaknesses.

The company acknowledged missed leakage and supply interruption targets and outlined measures to improve performance.

Q&A
Q5: Tracking progress

Community members wanted reassurance that improvements are being delivered and independently monitored.

Discussions highlighted the need for clearer reporting and wider communication of progress.

What is the purpose of this report and what happens next?

This report summarises the key discussions and requests raised by Water Voice community members during the **Hafren Dyfrdwy Accountability Session on 19 October 2026**. It records the company's responses and distinguishes between **requested actions**, reflecting the improvements members would like to see, and **agreed actions**, which are confirmed company commitments. Hafren Dyfrdwy has set out its **full response** to each request in its Action Plan response, detailing what it will deliver and when.

CCW will monitor progress against these commitments, providing monthly updates so that community members can track changes over time and hold the company to account.

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Q1: Action Plan Review

Strengthening Hafren Dyfrdwy's existing actions

How will you expand Action 32[1] to proactively identify and reach these customers through new partnerships and community-based approaches, rather than relying on them to find or ask for support themselves?

Context from the session:

Community members were impressed by the work already underway, including the Better Off Calculator, community connectors, pharmacy activity and existing charity partnerships. Their concern was that the people most likely to need help may also be the least likely to approach Hafren Dyfrdwy themselves. **Members want the company to delve deeper with trusted local networks**, particularly those already in contact with families, students, older people and people in vulnerable circumstances, and to make sure support does not end after the first contact

Regulatory and existing activity context:

Elements of proactive support and partnership working are already reflected in wider expectations around supporting customers in vulnerable circumstances, and Hafren Dyfrdwy described a number of related activities already underway.
The company should be clear about where they will commit to going beyond current practice, how the approach will be strengthened, and how they will demonstrate the resulting customer benefit.

New actions requested by community members:

1A. Turn community partnerships into active referral routes

Build on existing outreach by developing clear referral routes through the organisations identified by community members, including **Family Link Officers and schools, universities and student services, the Ageing Well Forum, Association of Voluntary Organisations in Wrexham (AVOW) and smaller frontline charities**.
For each route, Hafren Dyfrdwy should establish what already exists, what will be strengthened or added, when this will happen and **how many customers are successfully connected to support through these partnerships**.

1B. Follow support through, rather than simply signposting

Where customers are reached through community partners, Hafren Dyfrdwy should measure what happens next – for example, whether customers went on to receive support and whether further help was needed.
The company should use this evidence, alongside regular feedback from its community partners, to identify where people are still dropping out or facing barriers and adapt their strategies to enable more vulnerable customers to gain and maintain the support they need.

1C. Show the difference proactive support is making

Share anonymised examples (e.g., 'good news stories') and simple outcome measures showing how proactive support has helped customers – including the impact of partner referrals and services such as the Better Off Calculator.
This should demonstrate **what changed for customers**, rather than simply reporting the number of events attended or partnerships established, allowing vulnerable customers to feel more empowered to contact Hafren Dyfrdwy for support.

[1] Hafren Dyfrdwy, Action 32 - *Expand partnerships with trusted external organisations to improve access to support services.*

Q1: Company Response

Strengthening Hafren Dyfrdwy's existing actions

Q1. How will you expand Action 32[1] to proactively identify and reach these customers through new partnerships and community-based approaches, rather than relying on them to find or ask for support themselves?

Action requested	Action agreed by Hafren Dyfrdwy	Timescale
1A. Turn community partnerships into active referral routes	HD32A: New linked action under HD32[1]. Share the partnership matrix, which sets out how Hafren works with partner organisations to support customers in vulnerable circumstances, along with the targets and measures of success.	31-Dec-27
1B. Follow support through, rather than simply signposting	HD32B: New linked action under HD32[1]. Use the partnership matrix to track whether referred customers access support, need further assistance or face barriers (where data-sharing agreements allow). Where individual outcomes cannot be shared, use partner feedback and broader outcome measures to improve support.	30-June-27
1C. Show the difference proactive support is making	HD32C: New linked action under HD32[1] Share anonymised examples from customer research alongside outcome measures to show the impact of support. Include these in customer communications, such as quarterly newsletter, social media and other engagement channels.	31-Mar-27

This table sets out community members' requests alongside the actions agreed by Hafren Dyfrdwy and their delivery timescales. These actions were proposed by the company and reviewed and refined through discussions with CCW to ensure they accurately reflect customers' concerns and the improvements they asked for.

[1]Hafren Dyfrdwy, Action 32 - Expand partnerships with trusted external organisations to improve access to support services.

Q2: Performance Review

Challenging Hafren Dyfrdwy's performance and service delivery

How are you going to make sure there is enough water for the future as demand increases and the climate changes?

Context from the session:

Community members were reassured to hear that Hafren Dyfrdwy has sufficient raw water supplies, draws water from a range of sources and plans for future demand. Their focus then shifted to **how customers can see that resilience is actually improving**. Members wanted clearer information on how far leakage and supply interruptions are from target, why particular investments are being prioritised, how future demand is being managed across different types of water users and what customers will gain from the £266m investment programme. Several felt much of this information may already exist but was not visible or easy for customers to understand.

Regulatory and existing activity context:

Long-term supply planning is already covered through Hafren Dyfrdwy's statutory Water Resources Management Plan, while leakage and supply interruptions are regulated performance commitments and the £266m investment programme forms part of the 2025–30 price determination.
The company should therefore be clear about where it might add to these existing requirements, particularly by making plans understandable to customers, explaining investment choices and demonstrating the outcomes those investments deliver.

New actions requested by community members:

2A. Make future resilience clear and visible to customers

Produce a concise, customer-friendly view of Hafren Dyfrdwy's resilience plans, bringing together information that customers currently have to seek out across different reports.
This should clearly show **where water comes from, how future demand is expected to change, current performance against leakage and supply interruption targets, and the major work planned to protect future supplies**.
Members suggested using straightforward visual formats, including a **'company infographic' summarising key performance and investment information**. This could be shared through bills, newsletters or other direct customer communications rather than relying on customers to find technical plans themselves.

2B. Explain why investment is prioritised – and what it delivers

For major resilience investments, explain **why particular pipes, infrastructure or areas are being addressed first, how this spending is balanced against other company priorities and what work will follow**. Customers should understand the reasoning behind these choices, including why some work is scheduled later, alongside **what each investment will cost, when it will be delivered and what practical improvement they should expect**.
Once work is completed, Hafren Dyfrdwy should report and quantify the resulting outcomes – for example, whether an investment has reduced leakage, bursts or supply interruptions – rather than reporting only the amount spent or work undertaken.

2C. Test and demonstrate the value of home water-efficiency support

Hafren Dyfrdwy proposed using its water-efficiency and metering teams to provide more direct support in customers' homes. Community members wanted this approach to be adequately resourced and tested before being expanded more widely.
A defined initial programme should therefore show **how many households are reached, the level of take-up and what difference the support makes to water use**, with the results used to shape any wider rollout.

Q2: Performance Review

Challenging Hafren Dyfrdwy's performance and service delivery

Q2. How are you going to make sure there is enough water for the future as demand increases and the climate changes?

Action requested	Action agreed by Hafren Dyfrdwy	Timescale
2A. Make future resilience clear and visible to customers	HD43: New action Review website content and assess option on how best to create a one-stop shop for customers to find information on long-term plans.	31-Mar-27
2B. Explain why investment is prioritised – and what it delivers	HD03A: New linked action under HD03[2]. Review and update the 'Visible Change Wrexham' webpage and seek to provide additional detail requested (which projects are prioritised and why, how they fit with other company priorities and what work will follow). Where information cannot be shared publicly, explain why.	31-Mar-27
2B. Explain why investment is prioritised – and what it delivers	HD03B: New linked action under HD03[2]. Add post-project updates and quantification of the outcomes to the local investment webpages following project completion.	31-May-27
2C. Test and demonstrate the value of home water-efficiency support	HD44: New action Explore offering free Home Water Efficiency Checks..	31-May-27

This table sets out community members' requests alongside the actions agreed by Hafren Dyfrdwy and their delivery timescales. These actions were proposed by the company and reviewed and refined through discussions with CCW to ensure they accurately reflect customers' concerns and the improvements they asked for.

[2]Hafren Dyfrdwy, Action 03 - Provide regular local progress updates showing what investment has delivered or changed for customers.

Q&A: Q3

Further questions about Hafren Dyfrdwy's services and accountability

What are Hafren Dyfrdwy's plans to roll smart meters out more widely and when can community members in other areas expect to benefit?

Context from the session:

Members responded positively to Hafren Dyfrdwy's explanation of the smart-meter rollout, but the discussion showed that customers did not have a clear picture of **how the rollout is progressing, when they might receive a smart meter, how they can request one or what benefits they will see from it**. Members were particularly interested in access to usage information, identifying leaks and seeing evidence that smart meters are helping customers reduce consumption.

Members suggested a dedicated app, but the company explained that it would **not be developing one at this stage**, with usage information instead intended to be available through its mobile-friendly customer web portal.

Regulatory and existing activity context:

The smart-meter rollout is an existing company commitment. Hafren Dyfrdwy's published business plan aims to upgrade all existing meters to smart technology by **2045**, with 17,440 smart meters expected to be in place by 2030[3], while new property developments and customers choosing to move to a meter are also intended to receive smart technology.

The plan also anticipates near-real-time consumption data for customers. **Any additional Water Voice action should therefore focus on making the rollout, customer access and resulting benefits clearer and more visible**, rather than restating the existing rollout commitment.

New actions requested by community members:

3A. Publish a clear customer-facing rollout plan

Provide a simple view of the smart-meter rollout showing **progress against milestones, how meters are being prioritised, the definitive completion timetable and how customers can request a smart meter**.

Customers should also be told clearly when a smart meter has been installed or activated and what this enables them to do. This would also provide an opportunity to address uncertainty created by different completion dates referenced during the session.

3B. Give customers useful access to their smart-meter data

Ensure customers with smart meters can easily access their water-use information through the customer portal and clearly explain **what information is available and how frequently it updates**.

The aim should be to give customers information they can genuinely use to understand changes in consumption and identify potentially unusual or continuous usage.

3C. Show what the smart-meter rollout is achieving

Report evidence of the benefits being delivered as the rollout progresses, such as **changes in customer water use and customer-side leakage identified through smart-meter data**.

This should allow customers to see whether the benefits described during the session are being realised in Hafren Dyfrdwy's own area, rather than relying only on the expected benefits of smart metering generally.

[23]This information was not stated during the session, but was drawn from Hafren Dyfrdwy's PR24 Business Plan 2025–30 (p. 162) to provide additional context on the company's existing smart-meter commitments.

Q&A: Q3

Further questions about Hafren Dyfrdwy's services and accountability

Q3. What are Hafren Dyfrdwy's plans to roll smart meters out more widely and when can community members in other areas expect to benefit?

Action requested	Action agreed by Hafren Dyfrdwy	Timescale
3A. Publish a clear customer-facing rollout plan	HD45: New action Publish the updated smart metering rollout plan on the website, highlighting potential savings for customers who take up the offer of a smart meter.	31-Mar-27
3B. Give customers useful access to their smart-meter data	HD17A: New linked action under HD17[4] , also connected to HD19[5] Give smart meter customers access to their hourly, daily and weekly consumption data in the Customer Portal. Develop a communications plan to help customers understand the data and make staff available to help those who need support accessing it.	31-Dec-2026
3C. Show what the smart-meter rollout is achieving	HD46: New action Assess whether findings from non-smart meter usage and continuous flow data would be useful to share with customers and inform future water efficiency messaging.	28-Feb-2027

This table sets out community members' requests alongside the actions agreed by Hafren Dyfrdwy and their delivery timescales. These actions were proposed by the company and reviewed and refined through discussions with CCW to ensure they accurately reflect customers' concerns and the improvements they asked for.

[4]Hafren Dyfrdwy, Action 17 - Provide a simplified water-usage visualiser in the new customer portal and ensure usage information is clear and easy to understand.

[5]Hafren Dyfrdwy, Action 19 - Introduce customer usage comparisons and benchmarking where appropriate.

Q&A: Q4

Further questions about Hafren Dyfrdwy's services and accountability

What do you see as Hafren Dyfrdwy's main weakness and what change do you want to achieve in this area during 2027?

Context from the session:

Community members asked Hafren Dyfrdwy to be open about its main weakness and the change it wanted to achieve during 2027. The company identified **leakage and supply interruptions**, explained the current gap against its supply interruption target and gave further context around leakage and the work underway to improve both areas.

Members found the additional context useful and did not identify any further actions, with both issues having already been explored in detail through the wider resilience discussion. **The company did not, however, set out a separate specific improvement to be achieved during 2027**.

Regulatory and existing activity context:

Leakage and supply interruptions are already formal performance commitments under the current regulatory framework, with performance linked to financial consequences through Ofwat's outcome delivery incentives.

Creating additional Water Voice targets in these areas could therefore duplicate existing commitments, unless Hafren Dyfrdwy chooses to go further than its regulated trajectory or provide greater customer-facing accountability around progress.

New actions requested by community members:

No additional actions were requested by community members following the company's response. The relevant customer asks around clearer performance information, investment and future resilience are captured under Question 2.

Q&A: Q5

Further questions about Hafren Dyfrdwy's services and accountability

How will you prove that reported changes have made a real difference and will progress be independently verified?

Context from the session:

Community members wanted to understand **what sits behind an action being described as 'delivered'**, including what was done, the supporting evidence and whether it made a difference to customers. **Hafren Dyfrdwy confirmed that it had already shared an evidence pack with CCW and was happy for this to be shared with community members.** Members also wanted independently verified performance information to be easier to access without searching through lengthy regulatory reports, and supported wider sharing of Water Voice progress and company achievements.

Regulatory and existing activity context:

Regulated performance is already reported through the Annual Performance Report using audited information, with Ofwat scrutinising and publishing comparative performance information. CCW also confirmed during the session that a Water Voice action will only be marked as complete once supporting evidence has been provided.
Hafren Dyfrdwy also described quarterly regional communications being developed. **The additional requirement is therefore to make existing evidence meaningful and accessible to customers, rather than creating another layer of verification.**

New actions requested by community members:

5A. Make the evidence behind delivered Water Voice actions accessible

Build on the evidence pack already shared with CCW to provide community members with an accessible record for each completed action, showing **what customers asked for, what Hafren Dyfrdwy did, the supporting evidence and what changed for customers as a result**.
Where an action leads to ongoing work, make clear what happens next rather than treating completion of the initial activity as the end of the issue.

5B. Make independently verified performance easier for customers to understand

Bring key independently assured performance information into Hafren Dyfrdwy's own customer communications in a simple format, showing **performance against target, whether performance is improving or deteriorating and, where useful, how it compares with the wider industry**.
Members suggested approaches such as red/amber/green indicators so customers can quickly understand where the company is performing well and where improvement is still required.

5C. Share Water Voice progress with the wider customer base

Use the planned regional communications for Wrexham and Powys to show wider customers **what Water Voice members asked for, what Hafren Dyfrdwy has done in response and the evidence of any resulting improvement**.
This should include achievements as well as areas still requiring improvement, helping customers see the practical outcomes arising from the Water Voice process.

Q&A: Q5

Further questions about Hafren Dyfrdwy's services and accountability

Q5. How will you prove that reported changes have made a real difference and will progress be independently verified?

Action requested	Action agreed by Hafren Dyfrdwy	Timescale
5A. Make the evidence behind delivered Water Voice actions accessible	HD47A: New action Create a new section of the website to highlight progress with the action plan which will be regularly reviewed and updated.	30-Nov-26
5A. Make the evidence behind delivered Water Voice actions accessible	HD47B: New action Identify suitable communication routes for sharing progress with the wider customer base, in line with the communications strategy and customer preferences.	31-Dec-26
5B. Make independently verified performance easier for customers to understand	HD48: New action Create a customer-friendly view of performance against targets on the website. Use traffic lights to show progress and indicate whether performance is improving or deteriorating. Signpost the page through appropriate communication channels.	31-Jan-27
5C. Share Water Voice progress with the wider customer base	HD22A: New linked action under HD22[6]. * Use new website section 'Working with the Water Voice consumer panel' to share key updates from all Consumer Panel actions.	30-Nov-26

This table sets out community members' requests alongside the actions agreed by Hafren Dyfrdwy and their delivery timescales. These actions were proposed by the company and reviewed and refined through discussions with CCW to ensure they accurately reflect customers' concerns and the improvements they asked for.

*Please note this action has the same deliverable as action HD47A and will therefore be recorded in the action tracker as the same action (HD47A).

[6]Hafren Dyfrdwy, Action 22 - Increase use of community communication channels to keep customers informed about local activity and updates.