

Water for life

Acting on what customers told us

- ✓ focus on the basics like customer service, water quality and affordable bills
- ✓ make sure we use water wisely (and help you to do the same)
- ✓ protect the beautiful environment we all share
- ✓ make sure we're fit for whatever the future might bring.

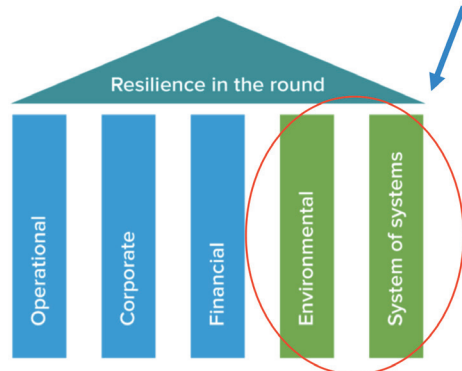
42,000

Direct interviews with customers and stakeholders.

1 million

Customers engaged to co-develop the plan.

We're putting **resilience** at the heart of our strategy and vision
We're building on a strong foundation and expanding on conventional thinking



We've listened and learned to deliver **great customer service** in a wider sense

Historically we've been among the lowest performers on customer service as measured by SIM but we have improved significantly and are now closer to the sector average



A refreshingly easy customer experience with simple, personalised tariffs and hassle-free ways to get in touch

42,000 customers consulted
1 million engaged



Upper quartile in D-MeX and above average in C-MeX by the end of AMP7

Keeping bills **affordable** and helping **vulnerable** customers who need our support

Our average water supply and sewerage services in 2017/18 cost just £1.15 a day

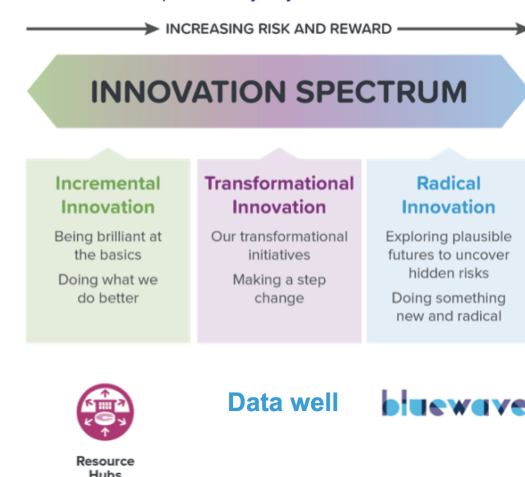
↓3%
We're planning to improve affordability by reducing bills by more than 3%

Smart Metering
More customers will see a reduction in their bills

Will help reduce customer water consumption, saving water and money
Target 100

90%
Improve support so that 90% of customers who receive assistance can pay their bills

We **innovate** to improve every day and to transform our future



Our plan in numbers



20%

growth in our population projected over the next 25 years

155,000

Support 155,000 customers through financial assistance schemes

100 litres

Reduce water consumption to 100 litres per person per day by 2040 and starting with 120 by 2025

↓ 15%

reduction in leakage by 2025 maintaining industry leading performance

£800m

more investment than PR14 (+25%)

↓ 3%

Bills reduce by more than 3% in real terms

-2.8% to +1%

ODI RoRE range of -2.8% to +1% meaning more money tied to our commitment

↓ 70%

10% reduction in actual gearing down to 70%

40% and 75%

New leadership team, 40% of the Board and 75% of the Executive Team

Delivering the utility of water

Delivering as a water utility

OUR AMBITIOUS VISION IS
To create a resilient water future for customers in the South East defined by five long-term outcomes

Resources
We work together to recycle every drop of water.

Environment
We keep rivers, lakes, reservoirs and coasts healthy and clean.

Economy
We collaborate to build a resilient economy for the South East.

Communities
We innovate together to create sustainable communities.

Value
We recognise the value of water in our daily lives.

AND ADD FIVE TRANSFORMATIONAL PROGRAMMES

Target 100
Reducing average daily consumption to 100 litres per person.

Catchment First
Ensuring catchments are at the heart of decision making and delivery.

Networks 2030
Creating a more resilient supply network for future generations.

Resource Hubs
Transforming wastewater treatment works into community assets.

Sustainable Drainage 2030
Creating capacity across the sewer network.

WE START BY BEING BRILLIANT AT THE BASICS

Quality
Clean, safe and sustainable water.

Network
Services effective and fit for the future.

Vulnerability
Support for customers in vulnerable circumstances.

Experience
A refreshingly easy customer experience.

Affordability
Bills are affordable for our customers.

CONTINUED PROGRESS OVER TIME

Customer engagement

We have broadened our definition of customers and enhanced the depth, breadth and rigour of engagement.

