



# 1. Your drinking water is safe and clean

## What do customers want?

Customers have told us they want a reliable and high-quality water supply that they can trust for quality, taste, appearance and smell. Our water-quality ambition is to meet current and future drinking-water quality standards, providing a reliable supply of safe, clean water for future generations.

We have made five performance commitments about safe, clean water and we have achieved our target, or are on track with delivery, for four of these in year three.

## What have we done?

We supply a very high level of water quality, but our water-quality improvement programme aims to provide even better water. We have seen water-quality improvements across a number of our water-quality measures. The water industry measures whether water companies are meeting water-quality standards using a measure called the Compliance Risk Index (CRI), which is defined by the drinking-water quality regulator, the Drinking Water Inspectorate. We aim to achieve a perfect score of zero for this measure, but in year three of AMP7 we missed this target with a score of 3.67. We have started to see the effects of our water-quality improvement programme across other water-quality measures, and are confident we will see improved CRI performance in future years as we continue to aim for the zero target.

The water quality first programme has driven down the number of customer contacts we received about the taste, smell and appearance of water by over 20%. We plan to deliver further improvements in the future as we continue to invest in cleaning our water network. Work started at the end of year three to clean and reline the Vyrnwy treated-water aqueduct. Since 1892, the aqueduct has transported water from Lake Vyrnwy in Wales to customers across Cheshire, Merseyside and the North West. It is made up of three parallel pipelines, one metre in diameter, with a combined length of 110km. The work isn't due to be completed until 2028, but we expect to start seeing some improvements in the water quality before then as sections of the aqueduct cleaning are completed.

We have increased awareness of how customers can improve the quality of the water in their home and reduce the amount of water they use. In surveys to measure this, awareness is at 51.1%, beating our overall target of 25.5%. To achieve this increase we used a number of campaigns aimed at customer groups, and provided advice to customers on how to fit appliances correctly. We continued with a wide range of actions to encourage people to save water, such as through sponsoring local ITV weather forecasts, using 'waterwise' (our water-efficiency campaign) and leak-detection messages.

In addition to the improvements made by customers, we replaced lead service pipes in 3,487 customer properties in year three, beating our target of 800 and helping to improve the quality of the water our customers get from their taps.

4/5

measures achieved

