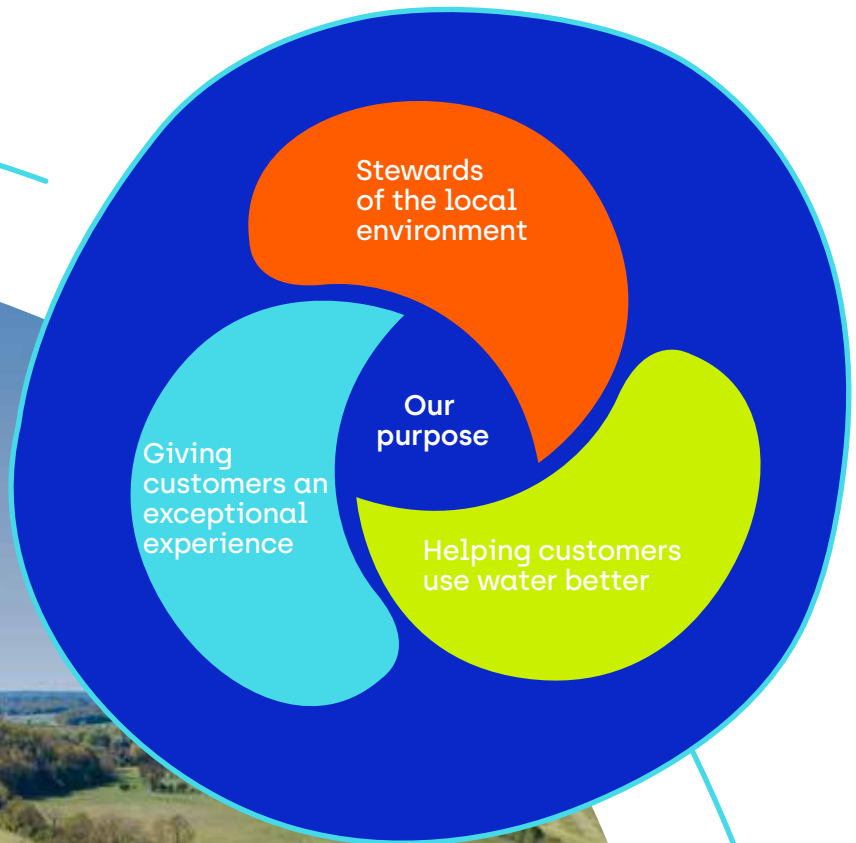


# Who We Are

## – In Action

Whether they're customers, employees or stakeholders, our three brand genes highlight the three things we want everyone to know about Affinity Water





## Stewards of the local environment

Our region is like nowhere else in the world. It's home to some of the world's most endangered chalk streams. They're rarer than the Bengal Tiger and we could soon lose them completely, simply because we rely on their chalk groundwater for the water we all use. Together, we are wasting too much. To save our streams from the brink, we need to change behaviour. Therefore, we have said we will end unsustainable abstraction from chalk groundwater and work to restore rivers. We're reducing leakage and working with customers to cut water waste – because our rivers and streams belong to all of us and it's our job to help look after them.

### Our aspiration

- To provide a long-term sustainable supply of water by reducing leakage, reducing demand and finding new sources of water
- To take care of the environment by ending unsustainable abstraction from chalk groundwater sources, and working with our communities to restore rivers and improve biodiversity in our supply area
- To achieve net zero carbon from operations by 2030. Read more on page 86

### Revitalising chalk rivers – improving flow and restoring habitats

Since 2015, Affinity Water, the Environment Agency and a range of other partners have been working together to protect and revitalise 14 chalk streams across our supply area.

Our extensive programme to restore these rare chalk streams is improving wildlife, recreational value and environmental resilience. The programme has reduced groundwater abstraction by 63 million litres of water a day since 1993, and worked to restore over 120km of chalk streams. Our aim is to further reduce groundwater abstraction by 36 million litres of water a day by 2025.

However, there's much more to be done to safeguard chalk streams from the effects of climate change, drought and the demand for water, and to rectify centuries of river alterations. We are on track to meet all of our environmental improvement works, completing 23 project units to date this AMP. Read more about our work on the River Beane on page 39.

### UNSDGs

Our alignment with the UN Sustainable Development Goals



63

million litres of water a day.

Reduced groundwater abstraction since 1993.

36

million litres of water a day.

A further reduction of groundwater abstraction by 2025.

# Who We Are

## – In Action *continued*



### Helping customers use water better

Water is everywhere in our lives, so it's easy to take for granted. But if we don't all pay attention to our water use, it means bills go up and streams dry out. To look after our streams for the future, we must protect them today. We have over a century's worth of expertise and a commitment to innovation, and we're using that to modernise our local infrastructure and give customers the tools and information they need, so every single one of us can use water better.

### Our aspiration

- We aim to reduce people's daily water use by 12.5% by 2025 through metering, and by inspiring our customers to use less through our award-winning Save Our Streams campaign
- We'll continue to work with government, regulators and across sectors to campaign for the changes we need to make saving water simpler

### Our industry-leading water-saving campaign – Save Our Streams

In 2022, we launched the next phase of our award-winning Save Our Streams ('SOS') initiative, which aims to help customers use water wisely, save money, and support the local environment.

Our new My Water Footprint tool helps customers understand their water usage easily, provides tips to reduce the amount they use as well as providing free water-saving devices for their homes. The new creative campaign, featuring Duck, succeeded in reaching customers, with an 88% awareness level. We also teamed up with high-profile campaigner Ben Fogle and local school children for a lesson on the River Chess. More than 240,000 people have now joined our Save Our Streams water saving campaign, and hundreds of thousands more households who have seen the campaign have started their water saving journey. Our calculations show that our customers water saving efforts reached more than 23 million litres a day last year.

The programme will continue this year and focus on water usage behaviours that are easiest for customers to change in day-to-day life. We'll also be running a

campaign to empower customers to identify and fix home leaks, and a new educational programme across schools, to help children and their families understand their water use, and encourage them and schools to save water, save money, and help Save Our Streams.



Read more about **how we are leaving more water in the environment** on [page 64](#)

### UNSDGs

Our alignment with the UN Sustainable Development Goals



240k

Joined our Save Our Streams water-saving campaign

88%

awareness among customers in reaching customers with our new creative campaign







## Giving customers an exceptional experience

We're a local company, which means we don't just serve our customers, we live alongside them.

They're our friends, families and neighbours, which means good enough is never enough. We do our job, and do it well. But we're always asking how we can do more to give our customers an exceptional experience, and be a part of local life.

### Our aspiration

- We'll continue to produce high-quality affordable water
- We'll improve our customer experience by investing in digitisation and customer service
- We'll continue to reduce disruption by using the latest methods and technology to keep water flowing
- We'll support more customers who are struggling to pay, and provide extra support to vulnerable customers through our Priority Services Register
- We'll continue to invest in building our brand, to increase awareness of who we are and what we do

### New tariff trial aims to make water bills more affordable and help customers use water better

In 2023, we announced plans to trial a new structure of charges for a group of pre-selected customers in order to make water bills more affordable and encourage water saving.

Our 'WaterSave' trial will assess whether the new charging system is fairer and more affordable, including a provision for free water allocation. It will also investigate if households' water consumption changes due to the tariff structure, with lower consumption contributing to sustainability and protecting water supplies and the environment.

WaterSave will be based on a rising block charge with a different price applying to the first, middle and end blocks of consumption.

The trial will involve around 1,500 customers, selected across different income levels and water usage patterns, all of whom have water meters.



Read more on [how we are supporting our customers](#) on [pages 66 and 67](#)

### UNSDGs

Our alignment with the UN Sustainable Development Goals

