

Making life better for our customers every day

Anglian Water's
Customer vulnerability
strategy 2025



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Our plan on a page

Our Purpose here at Anglian Water, is to bring environmental and social prosperity to the region we serve, through our commitment to Love Every Drop. As part of upholding this Purpose, we are dedicated to making life better for our customers every single day.

We know the service we provide is essential to the millions of customers across our region. This is why supporting customers who may need extra help is a core part of what we do.

We launched our vulnerability strategy in 2018. Since then, the number of customers on our Priority Service Register (PSR) has grown significantly.

As at 31 March 2025, we had 444,387 customers on the register – that's equivalent to 14.7% of our customers.



But we are never still when it comes to supporting our customers. To make sure we understand what our customers need, we work with partners and customer representative groups to review the support we offer and our future plans. This way we can make sure the right help is there for those who need it.

Our vulnerability strategy



To deliver on our vulnerability strategy, we continue to remove potential barriers for customers. We've created a flexible, accessible and easy-to-use service, following four key principles:

For our customers this means:

- 1 You're in control
- 2 We're here for you
- 3 We can enable you
- 4 You have options

We have short-, medium- and long-term performance targets that we measure ourselves against to stay on track. And Anglian Water Services Board holds us to account for delivery against our plans.

Our regulator – Ofwat – has set minimum expectations in their 'Service for all' vulnerability guidance. Our strategy meets (and exceeds) all minimum expectations. We are also independently assessed each year.



How our vulnerability strategy meets Ofwat guidance



A new customer-focused licence condition was set by Ofwat in February 2024. This outlines the care and support each water company in England and Wales must provide to their customers, with a focus on those who need extra help with their water and wastewater services.

This document outlines how our strategy meets Ofwat's guidance on vulnerability (their 'Service for all vulnerability guidance' and 'PSR standards'). You can read more about this on [Ofwat's website](#).

We've also submitted a number of additional documents to Ofwat, to show how we're meeting this licence condition:

- Read our response to the license condition in our [2023/24 Annual Integrated Report](#) on pages 59-65.
- In April 2024, we submitted our response to Ofwat, relating to 'Paying fair – guidelines for water companies in supporting residential customers pay their bill, access help and repay debts'.
- Our [Core Customer Information](#) is published on our website.

How we are meeting Ofwat's vulnerability guidance

The table on the next page outlines the 'Service for all vulnerability guidance' objectives, alongside Ofwat's minimum expectations. To make it clear how our strategy meets Ofwat's guidance, we've used different icons and colour-coded the different objectives. We've also included a detailed response to the guidance in Appendix A on page 37.

Ofwat assessed our strategy and rated us as exemplary in 4 out of 5 areas, with the fifth area assessed as good. To accompany this document, we have also created a short summary for customers.



What vulnerability means at Anglian Water

Our definition of vulnerability is in line with Ofwat's. They define it as:

"A customer who, due to personal characteristics, their overall life situation or due to broader market and economic factors, is not having reasonable opportunity to access and receive an inclusive service, which may have a detrimental impact on their health, wellbeing or finances."

Anyone can experience vulnerability at any time. It may be temporary or may require longer-term support. Our services have been built on this basis: to offer a helping hand when customers need it most.

Our research shows that vulnerability isn't simple, or the same for everyone. People's needs and abilities change, based on what is happening in their lives.

We know that people may need extra help for many reasons. It could be that someone is having mental health problems, becomes unwell, or experiences big life changes — like losing a loved one, losing a job, or starting a family.



We've found that people need different levels of help, based on their individual situations. And we see a range of

different responses from those who find themselves in need of support. We also know that some situations put people at a higher risk of harm and result in them needing extra support.

This is why we have a clear vulnerability strategy, which is built into our business. This way we can ensure our policies and processes are:

- flexible;
- inclusive for all; and
- do not contribute to, or increase the risk of customer vulnerability.

Ofwat's 'Service for all' vulnerability objectives

Objective	What it means – minimum expectations
 <p>High standard of service and support</p>	<ul style="list-style-type: none"> • Companies should provide high standards of service and support to customers requiring extra help. • Customers who need extra support receive it and are happy with the service provided. • Customers know what extra help they can expect from their provider. • Companies aspire to improve levels of service. They seek to ensure that customers who need extra help are no less satisfied with their service than customers as a whole.
 <p>Inclusive by design</p>	<ul style="list-style-type: none"> • Water companies' systems should be designed to meet the needs of their diverse customer base. • Services and communications should be designed in an accessible and inclusive way that does not harm customers who have undeclared extra help needs. • Companies should collaborate with service users and subject matter experts in designing their services.
 <p>Identifying customers</p>	<ul style="list-style-type: none"> • Companies should have systems in place to effectively identify customers who may have extra help or support needs. • Customers who are willing or able to self-declare their support needs should be able to do so easily.
 <p>Recording needs</p>	<ul style="list-style-type: none"> • Customers' extra needs should be effectively recorded and reviewed, with customers informed about how their data is used. • Customers' views around privacy should be understood and taken into account.
 <p>Vulnerability strategies</p>	<ul style="list-style-type: none"> • Companies should have strategies in place to support the extra help needs of their customers. • Companies should consider and plan how they can deliver extra help.

Our 2025-2030 vulnerability strategy

Our vulnerability strategy was developed in partnership with our customers and stakeholders, who provided us with valuable feedback and insights. We will continue to develop our services in partnership with them, alongside exploring new and innovative ways of working.

We aim to deliver our strategy in a way that is:

✓ Inclusive

Ensures that our services are designed with the input of those they aim to help, accommodating a broad range of needs.

✓ Accessible

Guarantees that all customers can easily access the support they need, when they need it.

✓ Effective

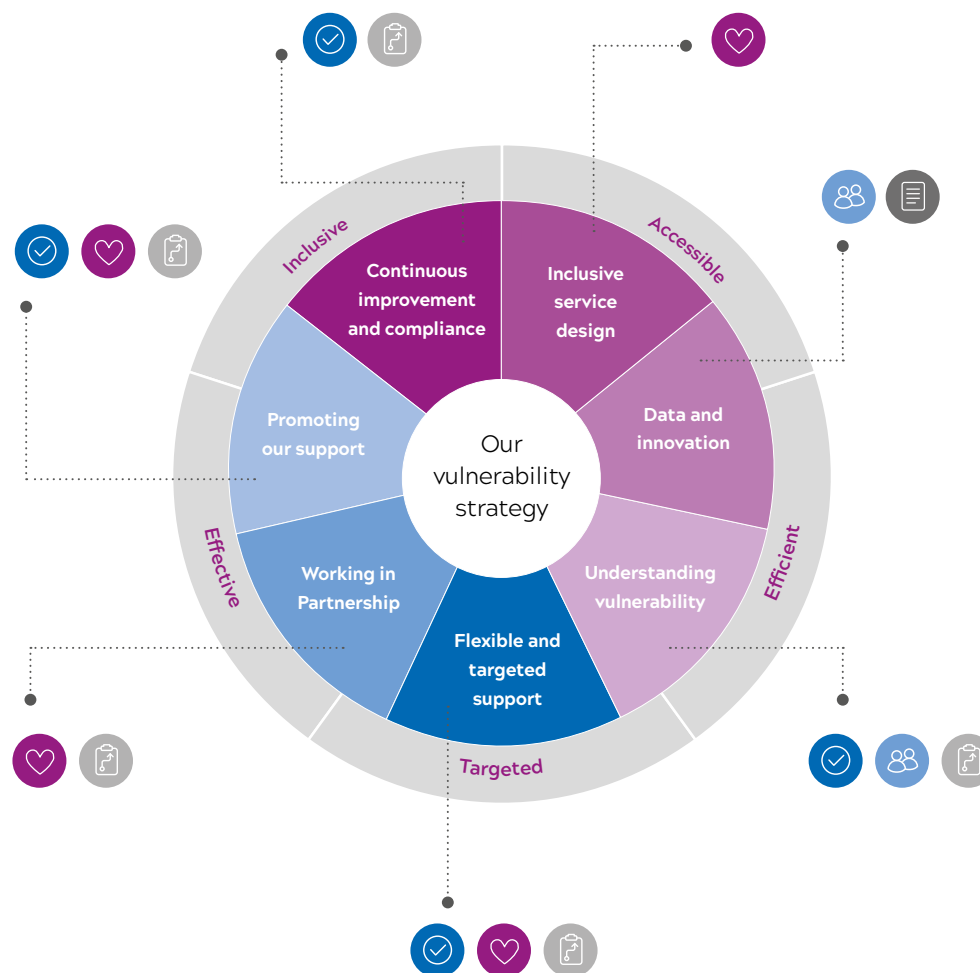
Focuses on areas most impactful for our customers, ensuring our resources are used efficiently to support those in need.

✓ Targeted

Directs our efforts towards groups or individuals who are most in need of support, ensuring what we offer is meaningful and relevant.

✓ Efficient

Optimises our processes and resources, maximising the support we can provide and continuously reviewing and improving our service.



Our strategy is built on seven key areas. Together, these will deliver a service that helps to effectively support and identify those who might need extra help. We've signposted how they meet the Ofwat guidance outlined on page 5.

We will continue to expand our work with partners and use data to look forward and identify the emerging needs of our customers, taking a proactive approach to understanding and addressing future challenges.

We regularly review and analyse what we're doing, to ensure our practices and policies are fit for purpose. We deliberately keep our strategy flexible, so we can adapt to meet the evolving needs of our customers.



Inclusive service design



Objective

Make sure our services are fair and easy to use for everyone.

Inclusive service design is essential for creating accessible and effective services that meet the needs of all customers – particularly those who may face additional barriers. Our aim is to ensure that every customer has equal access to our services, enhancing their overall experience and satisfaction. Continuous engagement and feedback from our customers will help us understand their needs and preferences, so we can improve and tailor our services. This approach encourages us to think creatively about how to support a diverse range of needs, driving innovation. Our goal is to provide excellent service to everyone, making sure no one is left behind.

What we'll do

- Develop and implement services that are designed through consultations and feedback from our customers.
- Use customer personas to ensure we consider a wide range of needs and circumstances when designing our services.
- Create tailored solutions to meet the individual needs of our customers.
- Undertake regular accessibility reviews and updates of digital platforms, to enhance ease of use.

Data and innovation



Objective

Use advanced data analytics, to proactively identify and support customers in need of extra help.

We recognise the effective use of data can influence and improve the services we offer. It can also help inform and shape future partnerships. Importantly, we will seek to learn more from the actual experiences of our customers and use this insight, alongside big data sets, to inform changes to our services. We will seek to implement new approaches to collecting and using data, to help proactively identify and support customers who may need extra help. We intend to use data to inform our approach to vulnerability and target our services and engagement.

What we'll do

- Use data models to identify and target support at those most at risk.
- Enhance our understanding of vulnerability across the communities we serve.
- Proactively identify those who may need extra support.
- Forge strategic partnerships, influenced by data and analytics.

Understanding vulnerability



Objective

Understand the needs of our customers, to provide effective identification and support.

Vulnerability is complex and dynamic; the needs of our customers vary based on their circumstances and personal characteristics. As the environment constantly evolves, we must challenge ourselves to understand our customers' world and how we can best support and deliver an inclusive service. Embedding an understanding of vulnerability and its many characteristics across the business is fundamental for effective identification and tailored support.

What we'll do

- Enhance and embed a good understanding of vulnerability across our business.
- Educate our people, so they are informed and empowered.
- Keep up to date with current and emerging trends.
- Create an environment that encourages customer disclosure.

Flexible and targeted support



Objective

Offer flexible and tailored assistance, to address changing customer needs.

We know from our research that the needs of our customers vary greatly. They cannot be pre-determined by a medical condition or disability. A person's need for support is influenced by many different characteristics and risk factors, ranging from their support network to their financial situation. Characteristics or situations that may mean our customers require extra help often don't exist on their own. That is why we understand the support we provide our customers must be flexible and not a 'one-size-fits-all' approach. Our customers are individuals and the support offered should reflect their individual needs.

What we'll do

- Embed support that reflects the individual needs of our customers.
- Enhance our service so that we are meeting customers' varying needs.
- Improve customer experiences.

Working in partnership



Objective

Collaborate with a wide range of stakeholders, to extend the reach and impact of support services.

Partnerships will be a crucial part of our future vulnerability strategy and will serve many purposes. Forming the right partnerships will help us engage hard-to-reach customers and raise awareness of the support available. Working together, we will create a coordinated approach, reducing customer effort and providing greater access to services and support. Collaborating with specialist partners will also help us continually improve our understanding of vulnerability and enhance the support we provide.

What we'll do

- Increase the reach and awareness of our support.
- Improve our services and provide extended support.
- Enhance our understanding of vulnerability.
- Provide holistic support, through a trusted source.

Promoting our support



Objective

Increase awareness of the available support and ensure it is easy for customers to access.

Vulnerability can be sudden and unexpected. It can occur due to multiple different life events, or it may affect people gradually over a period of time. It can be unexpected, temporary or permanent. It is important that when someone is in need of extra help, they are aware of the support available at an early stage: early identification and intervention can prove critical in preventing a situation from escalating. Through increased awareness, we aim to provide support to customers as soon as they need it.

What we'll do

- Run campaigns and promotions to inform customers of the support available.
- Offer quick and easy processes to apply for or access support.
- Use multiple communication channels, to ensure messages reach all members of the community.
- Work to increase awareness of our support services.
- Undertake early intervention, to prevent future harm, wherever possible.

Continuous improvement and compliance



Objective

Continually assess and improve the strategy, to ensure compliance with regulatory standards and customer needs.

Continual improvement and monitoring are key to providing a strategy that effectively supports our customers who may need extra help. By regularly checking and enhancing our services, we can better meet the changing needs of our customers and ensure our support remains effective. This proactive approach helps us identify any issues early on and create tailored solutions for customers who may require support. Regular monitoring not only helps us improve our services, but also shows our commitment to delivering the best care and support for those who need it most.

What we'll do

- Undertake regular reviews and updates of our strategy to incorporate feedback and emerging needs.
- Ensure compliance with all relevant legal and regulatory requirements.
- Provide transparent reporting and accountability.

Supporting customers: our track record

"Along with our amazing teams I'm absolutely committed to providing the care and support our customers who need extra help deserve – and I'm proud to see how everyone at Anglian Water holds true to this commitment.

"Whether it's a translator, personal contact, different coloured bills, or simply a little more time, the vast range of support we offer has helped 444,387 customers in the last year alone. We couldn't do any of this without the tireless work of our teams and the wonderful partner organisations who challenge us, teach us and help shape, test and improve what we do.

"This strategy reinforces our commitment and our drive to go even further, making more positive changes for our customers and communities."

Jane Taylor, Head of Customer Service

We developed our vulnerability strategy in 2018. And we did so in collaboration with our customers, to make sure we provide the best possible support, while improving the reach of our Priority Services Register (PSR).

We analysed Government data and industry benchmarks thoroughly. What we found was that a large number of our customers would greatly benefit from more support. This motivated us to set an ambitious and industry-leading goal: to ensure that 12.8% of our customers are supported through our PSR by 2025. For comparison, Ofwat's target for the industry was 7%. Although this was already high, we decided to go even further, to increase our positive impact.

In July 2019, Anglian Water became the first water company to change its company constitution (called our Articles of Association).

This change locked public interest into how we run our business, both now and for future generations.

Our Articles of Association require that we conduct our business in a way that benefits our shareholders, while delivering long-term value – for our customers, the region and the communities we serve – all while seeking positive outcomes for the environment and society.

Our commitment to making a positive impact on the communities we serve is enshrined into our Purpose: to bring environmental and social prosperity to the region we serve, through our commitment to Love Every Drop.

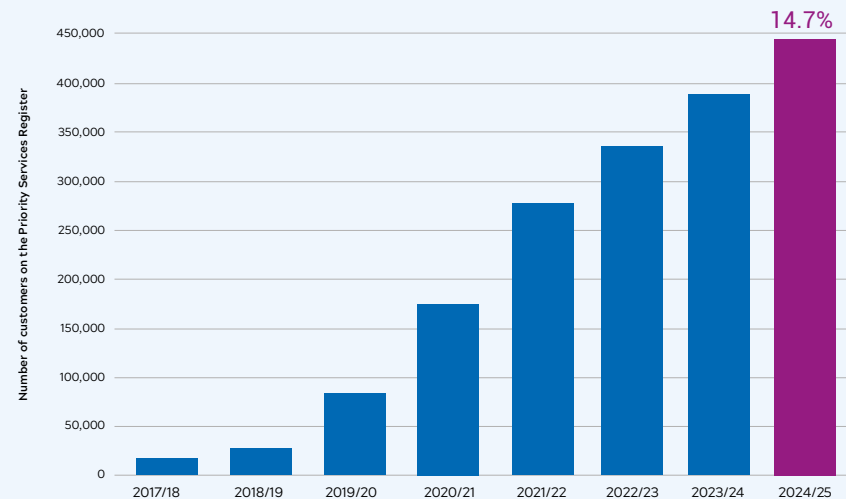
Progress on our vulnerability strategy to date

The past five years (2020-2025) have seen a huge amount of upheaval for our customers. The pandemic at the start of this period exacerbated vulnerability across the UK. Many faced unprecedented levels of fear, financial stress and isolation. This particularly affected those at higher risk or with serious health conditions. The pandemic has, for some, had a lasting impact on mental and financial stability.

In response we've significantly expanded our support services, increasing the number of people we support by over 439% between March 2020 and March 2025.

In 2021/22, we achieved a landmark moment, registering more than 100,000 customers to our PSR – the largest growth among water companies. We also launched our Positive Difference Fund in the same year. This saw us contribute £1 million to support communities affected by the pandemic.

Customers on the Priority Services Register since 2018



Our Priority Services Register (PSR)

We're proud to offer a wide range of support options, tailored to suit the individual needs of our customers. Having people registered for priority services also means we can provide critical support when the unexpected happens. Our priority services make sure customers get the help and support they need, when they need it.

This includes things like:

- Providing advance notice of planned work.
- Priority contact and bottled water when we need to carry out emergency repair.
- Giving customers a range of options on how they receive the information we send.
- Offering a wide range of communication formats and languages, including British Sign Language (BSL).
- Options to contact us across multiple channels.
- Making it easier for customers to manage their account in a way that suits them.
- Passwords to provide added protection.
- Ability for our customers to change and update the support they receive at the touch of a button, using our MyAccount app.
- A direct contact number and email for our Priority Services team.



Every year, our dedicated teams continue to identify and support more than

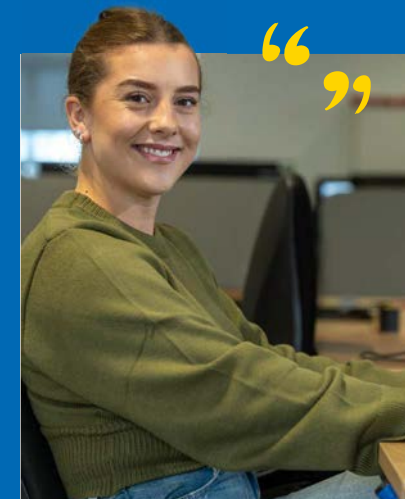
1,800 customers

each week who are in need of extra help. We provide an inclusive and flexible approach to address vulnerability, to better meet the diverse range of our customers' needs.

In the last five years (2020-2025), we have provided over

£314 million

in customer support.



What our Priority Services Register customers say about our service

"The colleague was extremely helpful, very easy to talk to and insightful around the assistance available to my partner – who is disabled. They explained the help we can get.."

"Sharon was the epitome of what excellent customer service is. She was empathetic, practical and showed enormous care...I can't thank Sharon enough for the help she gave me and also for reminding me that good service is possible, please pass on my thanks and gratitude."

"Due to being on the priority register, I was sent a text in regards to there being a power cut that had affected the supply. I wasn't entirely sure what that meant and with having four disabled household members, I replied to the text with my queries. Rasa responded, they were prompt, polite, respectful and clearly answered all of my questions in an easy but not patronising way, to help me understand exactly what each bit of the information meant. I also like that I can send a text and a real person will respond. Phone calls are difficult and online chats are not always convenient, so the text service is really good."

"It is vital that we have water at all times as my daughter is severely disabled with highly complex needs. It is very reassuring that you are keeping me informed of any changes or if there are supply issues."



The challenges in our region



To understand the challenges customers in our region may be facing, we use a variety of data. We listen directly to customers, utilise Government and partner organisation data and we have also invested in additional research. We commissioned research with Capital Economics in 2023, using independent data to analyse socio-economic, climate and geographic factors impacting our region. The Thriving Index ranked our region as England's second most challenged area (behind London) and the fourth most challenged region on the economy and society pillar.

Social mobility in our region is lower than average.

According to data from the Office for National Statistics, in our region, **28% of workers have the highest skill level** (professional occupations/high level managerial positions) – putting us behind the national average.

In the East of England, 75% of land is used for agriculture – higher than any other region – where casual and part time work is common, affecting job security.

We also have an aging population.

For example, census data (2021) reported North Norfolk, as being home the most over 65s in England and Wales – **with 33.4% of the population aged over 65**. Additionally, there are high levels of medical-related water dependency, due to above-average numbers of people living with kidney disease, lung diseases and irritable/inflammatory bowel disorders.

There are also approximately 113,000 people living with dementia. And twice as many antidepressants are prescribed in our region, compared to the South East and London, demonstrating that there are many people living with poor mental health.

Due to overlapping support needs, it can be hard to identify exactly how many unique households may need support now or in the future. This is why we've combined existing research with our analysis of support needs, to create a targeted plan to support our customers.



Grafham Water during a drought in 2022



We serve more than

7 million



customers in the East of England and Hartlepool.

We're home to **15%** of England's population.

Our region is on the frontline of climate change.

28% of our land is low lying, putting us at risk of flooding.



Hotter than average temperatures make us prone to drought.



Addressing these challenges

Analysing all of this data to understand the various factors that may indicate a need for support is crucial to recognising the challenges faced by customers in the region we serve. With this knowledge, we can more effectively scale our activities and approach.

We have set a challenging target to support at least 20% of households by 2030 and to directly identify a minimum of 20,000 new registrations each year.

To address some of the specific challenges mentioned above, we have increased awareness of how we can help and have put in place targeted support for our customers:

Understanding needs and reaching those who need help through:

- Listening to customer feedback and analysing data.
- Increasing awareness of the support we offer through customer communications.
- Working with a wide range of organisations to increase our reach and understanding.
- Training our teams to identify the signs that someone may need extra help.
- We're one of the first companies, globally, to be accredited for supporting consumer vulnerability.

We've tailored support to address key challenges, including:

- Providing a wide range of communication channels to make sure no one is left behind (see p28).
- Introducing a dedicated bereavement line and tell us once service (see p24).
- Launching a partnership with SHOUT, providing free 24/7 access to mental health support (see p18).
- Creating a partnership with Money and Mental Health – included a review of our services and processes, with mental health in mind (see p22).
- Announcing our new Medical Needs Discount (see p26).

In addition, we continue to create job and skills development opportunities through our community engagement activities. We take part in school engagement opportunities, local job fairs and have continued to invest in our Collaborative Skills Programme, to create more apprenticeship opportunities.

Most recently, in July 2024, we announced £2 million in partnership funding, with our @one Alliance partners and Cambridgeshire and Peterborough Combined Authority for a Green Skills Academy at the College of West Anglia, in Wisbech. This new training school will help provide new career opportunities for those living in our region.

For more information about what we've delivered to address customer needs and what is in our plans for the future, see pages 31-33.



Working with partners

By working in partnership with community groups and charities, we're able to connect with and support more customers who are in need. Since 2020, we've engaged with over 835 organisations to help promote our available assistance – including partnering with local and national charities. These efforts have shown how important collaboration and quick identification of at-risk individuals are. This has also highlighted the need for data sharing between vital services.

Customer service partnerships helped us reach more than 4.5 million customers in 2024/25 alone.



We are immensely proud to have exceeded all regulatory targets and to be a leader in the industry on vulnerability.

We've built a wide range of partnerships, while delivering more than £2.3 million worth of additional financial assistance, through the Government's Household Support Fund.

Partnerships have helped us generate high levels of awareness of the support we are able to provide. We have created personalised support, tailored journeys and increased overall accessibility. And we've driven fundamental changes to how we work.

As we continue to face a cost-of-living crisis, it's more important than ever to provide an inclusive and accessible service. We want to make sure anyone who is affected can access the support they need. We are committed to supporting our customers, helping them make informed decisions and reducing the risk of harm. Our efforts since 2018 have set a strong foundation. We will keep focusing on these principles as we move towards 2025-30 and beyond.

Feedback from our partners

"It absolutely blew me away just how much support is offered by Anglian Water. I knew about the Priority Service, but wasn't aware of the Extra Care support and also the bi-annual check-ins this just makes a whole round package that is fantastic. There is also further support coming through, to help those with medical issues and that sounds amazing too."

District Council representative

"I feel you have an outstanding approach to the support for anyone with an additional support need. The team I have spoken with are very understanding of some of the complex needs that impact on individuals...that must be really supportive for your customer base."

Liz Robinson, Corporate Partnerships Officer, Kidney Care UK

"With Anglian Water's support offer being so vast, even as a partner there were service offers I was unaware of. This, alongside their collaboration with other teams and services, leads to continued improvements beyond our awareness. For example the offer of things such as home visits for those with low literacy/ no digital access/family support/in isolation. The team continues to surpass our expectations, which are already high following their previous work...I hope to see other utility companies adopting their approach."

Chloe North, Macmillan Community Cancer Care Co-ordinator



Putting customers and partners at the heart of our strategy



Listening to customers and partners was crucial in developing our strategy and shaping our response to Ofwat. Sharing our plans with them helped us learn about the specific challenges and needs of the communities we serve. Through collaboration, we've been able to understand the needs of our customers better and build trust. We worked together to develop a plan that is realistic and flexible, so we can respond to changes quickly. This approach has helped us create targeted solutions that make a real difference for the people who rely on us the most.

Engagement on our plans has involved hosting sessions with a range of organisations and partners who support and provide services to our customers. Their feedback has helped inform and shape our future strategy.

Our top stakeholder and customer priorities are:

- 1 Raising awareness
- 2 Increased partnership working and presence in the community
- 3 Proactive and flexible support
- 4 Accessibility
- 5 Understanding needs
- 6 Innovation



Understanding what our customers want is key to our business. We have four key customer groups we regularly meet with, who we ask for feedback on wide-ranging issues, from bill changes and business priorities to executive pay.

<p>We have over</p> <p>1 million</p> <p>direct customer contacts a year,</p>	<p>analyse more than</p> <p>200,000</p> <p>hours worth of customer contact,</p>	<p>and over</p> <p>100,000</p> <p>responses to our customer feedback surveys.</p>
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Additional priorities became clear from our customer feedback. These included:

- Smart metering to support vulnerable households.
- Affordability support.
- Education around water scarcity and water saving.

We are dedicated to providing an accessible service to our customers. We do this by listening and responding to their needs – through research, focus groups and feedback from individual customers.

We continue to run our customer champions group, to share our plans and involve customers in their design. This is vital to make sure we keep learning and understanding from those with real-life experience.

Our growing community of customer champions includes around 100 customers and over 150 active partners. Together, they represent a wide range of customers and varying needs. As we build and evolve our services, we will continue to do so in collaboration with our customers.

Our delivery model

Our delivery model is built around removing barriers and creating a flexible, accessible and easy to use service – irrespective of our customer circumstances. We aim to do so by focusing on the following four workstreams, to make sure our service is helpful and inclusive.



All delivered under and assured by Certified British Standard ISO 22458



You're in control



It's important to us that our customers have control and choices about the services we provide.

We aim to provide our customers with the ability to tailor our services to suit them and the needs of their family.

Manage your Priority Services online

Customers can manage their support services using our MyAccount portal or app. It's easy to:

- sign up or cancel their Priority Services;
- see what support options they have selected; and
- update and make changes to suit their needs.

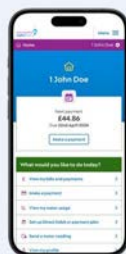
Changes made by customers are reflected immediately in what our teams see on our systems, so support can be provided straight away.

For those who prefer to talk through support options, we also have a dedicated Priority Services team, who can be contacted via a freephone number or directly via email.

Case study: Making it easy

Our MyAccount app is giving customers instant access to support at the touch of a button:

- Over **1.78 million** registered to MyAccount.
- **My Priority Services** support included.
- **58,222** have registered for Priority Services using MyAccount.
- Web version available in **134** different languages.
- App available in **14** different languages.
- On average **20,000** customers a month select to manage their account in a different language.
- Current satisfaction rating of 9.3.
- Tested and designed in **collaboration with our customers.**



Smart metering

We've rolled out over 1 million smart meters and are well on our way to ensuring all our customers have a smart meter by the end of 2030. From this year (2025), we will be able to provide priority installation to customers who are registered on our PSR in a smart metered area.

Smart metering will enable us to deliver greater flexibility, visibility, awareness and control to our customers. And we know (from independent research provided by Scope), that use and adoption is important to customers with disabilities.

Smart metering helps customers:

- budget more effectively;
- generate more regular bills (as desired) to help with budgeting; and
- improve accessibility by removing the need for customers to take readings. Also, if they choose to, they can generate more regular bills.

Smart metering means customers can access their usage data any month, week, day, or hour – giving them greater control and flexibility.

Through smart metering we also hope to explore ways in which data can be used to help vulnerable households.

Nominee scheme

Many of us may have times in our lives where we rely on the help of a friend or family member – for example, support while in hospital or when recovering from treatment.

This is why we've made it safe and easy for customers to give permission for someone they choose to help with their account, without needing a power of attorney.

Customers can register and manage nominees using our online portal or app. We provide a range of choices that customers can select from, to confirm what level of authority and permission they would like to give the nominee – giving them control over how the nominee can support them. This could be receiving bills on their behalf, the ability to discuss the account, or to be contacted if there's an interruption to services.

From working with the Stroke Association, we learned there are often instances where it is not possible to set up account permissions quickly and easily. We've implemented a dedicated third-party policy, to make it clear how we can support nominees with caring responsibilities, whatever the circumstances.

We're here for you



Partnerships:

By working together with other groups and organisations, we can reach more people and improve how we help.

We are proud to lead our industry with strong partnerships that help support our customers, especially those who would benefit from extra help. Over the past four years, we have engaged with over 835 diverse organisations, including charities, community groups, local authorities and other utility companies. These partnerships have given us a combined reach of over 4.5 million across our region, each year.

By collaborating with trusted community organisations, we can reach people who are often harder to connect with, such as individuals with disabilities. This collaborative approach allows us to understand our customers' needs better and develop tailored solutions to provide effective support and services. It also means that our customers can access support from service providers who are experts in their field and are best placed to provide some of the additional help they may need. By building these relationships, we can go beyond signposting.

Recognising the importance of these efforts, we have not only maintained a specialist team focused on vulnerability, but have also established a dedicated partnership team. This team works tirelessly with local charities, government bodies and other utility providers, to ensure we can extend our support as far and wide as possible.

Through these partnerships, we gain invaluable insights and can extend our reach, ensuring that every customer, no matter their circumstances, receives the support they need. By working together, we enhance our services and make a real difference in the lives of our customers.



Case study: SHOUT – 24/7 mental health support

Understanding the needs of our customers and providing the relevant support

SHOUT 85258 is the UK's only free, 24/7 mental health messaging service. Through our partnership with SHOUT, our customers can access free support, anytime, anywhere.

During the cost-of-living crisis, we identified an opportunity to provide our customers and colleagues with an additional free support service in the form of SHOUT. We became the first water company to work in with them, with our partnership launching on World Mental Health Day in 2023.

Data suggests approximately one in four people in England will experience problems with mental health each year.

Evidence also suggests there is a correlation between disability and poor mental health. Some studies show the rate of mental health problems in people with a learning disability are double that of the general population.

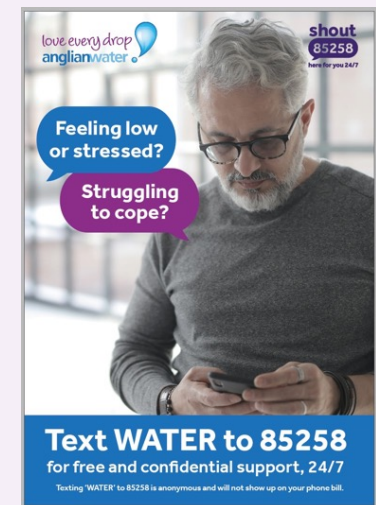
Through information provided by Money and Mental Health, we also know there is a clear link between financial problems and poor mental health.

We shared this partnership initiative with the rest of the sector, making introductions and facilitating other water companies to create their own partnership.

Our bespoke keyword service ensures low waiting times for texters, alongside the ability to have our support services promoted to our customers, where appropriate.

"Anglian Water has seen the difficulties everyone is facing and acted to ensure a service is there for customers, if and when they may need it."

**Caroline Westley,
Mental Health Innovations**



Awareness

We make sure customers know about the help available, so they can get it when they need it most.

In addition to our partnership work we seek to explore a variety of ways in which we can increase awareness of the support available, by undertaking a wide range of promotional activities.

In 2024/25 we issued more than 10 million emails to our customers throughout the year, promoting both the financial and non-financial support available. Through social media campaigns alone, we were able to generate 154 million impressions.



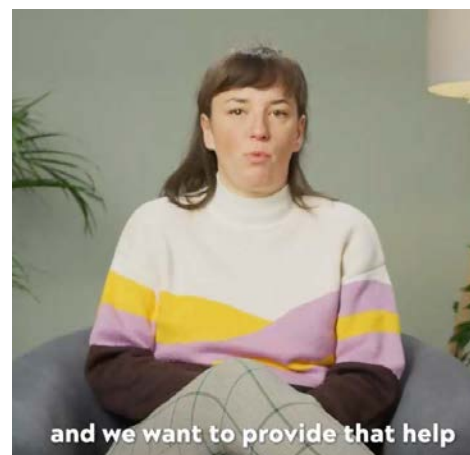
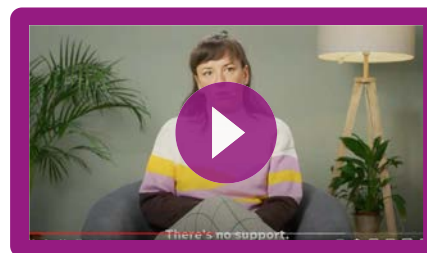
We are continually exploring new and innovative ways to raise awareness of the support we offer.

Our extensive range of promotional campaigns includes: radio advertisements (reach of 1.2 million), advertising on pharmacy bags (reach 250,000) and local buses (reach 247,000). We have also promoted our services through trusted organisations such as Emma's Diary.

We know lack of awareness is one of the barriers to our customers accessing support, but we are also aware that fear and stigma can prevent many from disclosing their circumstances.

To tackle this and help spread the message on how we can help, we have created videos for our customers that show the day-to-day experiences of our employees and teams.

We hope that by sharing personal experiences – seeing and hearing from our employees in their own words – that customers will have a sense of who will be answering the phone when they call. These videos show our people are genuinely passionate about wanting to help. We are grateful to our teams for being willing to share their stories, to encourage our customers to access support.

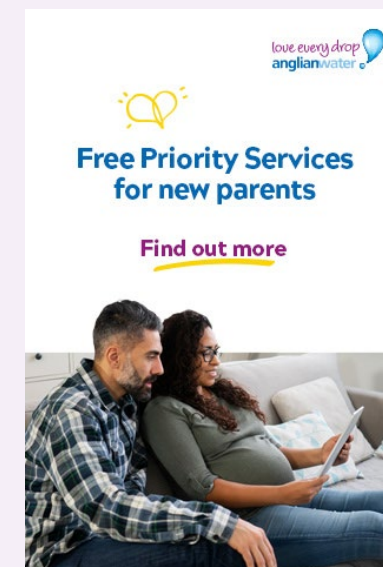


Case study: Emma's Diary – supporting new parents

Emma's Diary was an initiative that was formed in collaboration with our future customers, when exploring ways we could promote our support.

We presented at schools and ran workshops with 14-17 year old students, who identified this as a way to reach new parents.

Through our partnership with Emma's Diary we have reached: 220,855 new parents through advertising banners; and 41,151 new parents through a targeted email campaign.



Accessible and inclusive service

Everyone is different, so we adapt our help to fit each person's specific needs.

Providing an accessible and inclusive service is a core principle of our vulnerability strategy and fundamental to delivering an excellent service for our customers. Our goal is to make sure our services are easily accessible by all.

We believe that designing accessible and inclusive services benefits everyone. We will continue to embed a culture of inclusive service design into our business.

A great example is our online account management portal, MyAccount, where accessibility testing is built into the lifecycle of our product.

When implementing changes or developing the platform, we carry out accessibility checks at each stage of the process, from design through to build.



We perform checks to ensure we are following best practice design principles throughout the process. These checks vary from keyboard testing, zoom and magnification, to whether it can be used with a screen reader. Even when the solution is tested and considered 'done', tests are performed again before the build is made live.

Beyond our digital platforms, we also look at ways to extend or improve our services.

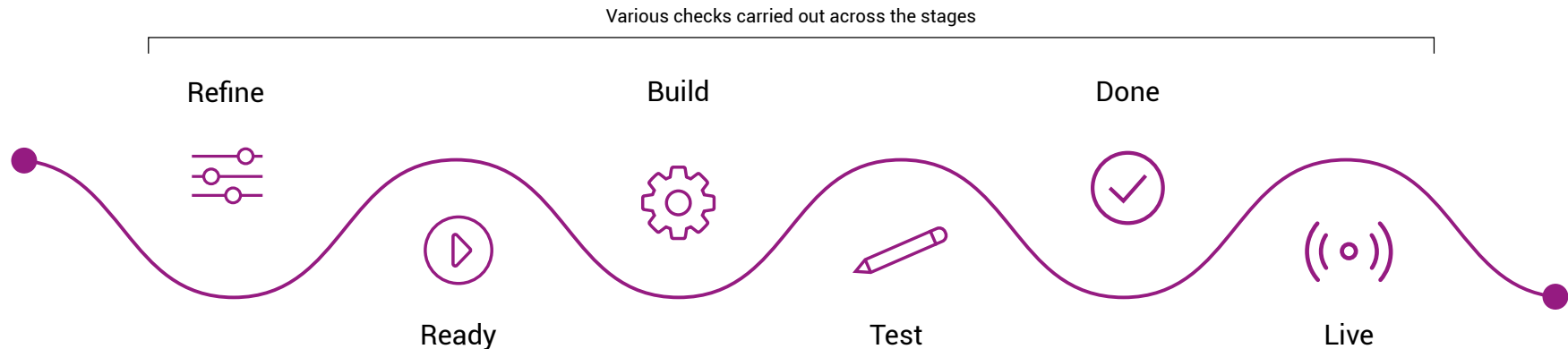
Another example of developing a new and improved service for our customers, was the introduction of coloured paper bills.

Our partnerships team researched whether coloured bills would help visually impaired customers read these more easily (in addition to our existing Braille and audio services).

They worked with five local charities in our region — Hartlepool Vision Support, CamSight, Lincs Sensory Services, Macular Society and the Northampton Association for the Blind. They sought customer feedback on everything – from font size to format and colour preferences.

The feedback from customers was overwhelmingly positive, with many saying they were pleased to be involved in the shaping of the service, which they believed would be a useful addition. We also found there was not a 'one-size-fits-all' answer: people responded differently to each colour, depending on their sight condition.

As a result of the feedback received, we decided the best option was to offer tailored coloured bills. This means customers can choose the best option for them. We launched this service in December 2022 to a positive reception. Customers can now speak with our Priority Service Register team, who will help them identify the best coloured bill choice and update the customer's records accordingly.



Understanding customer needs

We pay close attention to what makes someone's situation challenging, so we can offer the right kind of help.

There are an array of circumstances that may result in customers needing extra help or a different approach. It's important our teams understand how to spot the potential signs, so they can make customers aware of the support that's available. That's why we partnered with the Money Advice Trust, to deliver comprehensive training to our teams – providing the skills and confidence to act on any disclosures in the best way possible.

We continuously train our teams to recognise signs of vulnerability and to offer appropriate support. This includes using real-life stories and bespoke training materials, developed in partnership with organisations like Scope, Macmillan and Kidney Care UK.

We aim to learn from those with lived experiences and the unique insight they can provide.

Across the business we have created more than 2,500 dementia friends, to increase understanding of dementia, so we can provide better support to customers.

We have created educational videos in collaboration with Lincoln Sensory Services, where two of our customers – one who is hard of hearing and one who is profoundly deaf – share their experiences with us. Being able to see and hear, first-hand, from our customers, helps us truly understand and empower our teams on how we can provide the best support.

We also offer sensory impairment training to our teams, through the use of simulation devices. This gives our people a small glimpse into the experience of those with sight loss, hearing loss and restricted mobility. This equips our teams to handle every interaction with empathy and care, ensuring that we meet the diverse needs of our customers and improve accessibility, while enhancing satisfaction. We are dedicated to ensuring that every customer feels supported and valued.



Meeting customer needs:

Our commitments to our customers;

- We will make sure we provide you with a service that meets your needs, in line with customer service standards.
- We'll let you know when you have been added to the priority services register and what support you can receive.
- If you fall behind with payments, we will always contact you and let you know about ways we can help.

If something doesn't meet customer expectations, we're here to put it right. We understand how important it is to feel heard and supported, especially when things don't go as expected. That's why we make it simple to get in touch, in a way that works for you, whether it's online, over the phone or in writing.

We have a dedicated team in place to help. They'll listen, understand your concern and stay with you from start to finish, to make sure everything is resolved. Our focus is always on doing the right thing and making sure you get the support you deserve, every step of the way.

[How to get in touch](#)

[How to make a complaint](#)

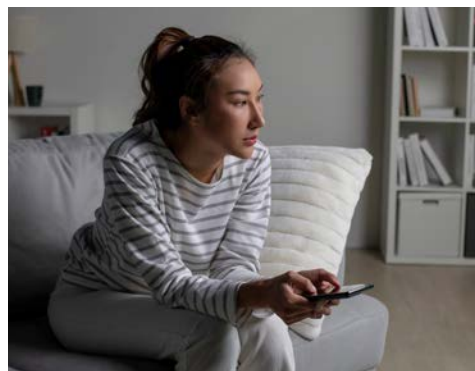
Case study: Money and Mental Health

In September 2024, Anglian Water became the first utility company to undertake the Mental Health Accessible accreditation, delivered by Money and Mental Health.

Money and Mental Health is a charity founded by Martin Lewis in 2016. People with mental health problems are three times more likely to be in what's known as 'problem debt', or to have thought about suicide in the last year. The charity was set up to protect those with mental health problems against escalating debt and break the cycle.

With one in four people experiencing mental health problems — and our region being one of the highest for people being prescribed anti-depressants — it is important to us that we make sure our services are accessible and supportive of those living with poor mental health.

We undertook a mental-health-accessible audit, which involved a full review of our services and processes — including our communications, digital accessibility, management and ease of disclosures — alongside testing and feedback from people with real-life experience.



The results of the assessment were overwhelmingly positive and we are pleased to share that we successfully passed the scoring element of the assessment. We now have some recommendations to implement, to achieve full accreditation.

We were praised for our culture, in recognition of the positive attitude and dedication shown by employees across Anglian Water. Our team's commitment to supporting customers and how we constantly strive to do the right thing was also highlighted. The range of channels we offer was seen as impressive and — most importantly — the feedback from the online community also reflected our genuine desire to help.

Here is some of the feedback we received from the research community:

"The video was very helpful as it shows that there is a person at the end of the phone who wants to understand and try to help."

"This is the first time that I have seen any of the 'Extra Care' schemes that you can get help from by completing an assessment online. I can only heap praise on Anglian Water for enabling this."

"When my mental health is good I find using the telephone very difficult, but when my depression gets bad, I simply can't use the phone at all. Just having to make a phone call to my own daughter fills me with dread at the best of times — she knows to ring me instead. It looks to be a very helpful situation, with trained people taking calls, it makes me feel that they really do care and will help"

"I breathed a sigh of relief — there is some positive help out there."



Case study: Making numbers easier

How we're improving communication for all our customers

We know that dealing with numbers isn't always easy. If this sounds like you, you're not alone. In our region, nearly 3.5 million people are estimated to struggle with numbers. That's almost half of the people we serve. Whether it's reading a bill or checking account details online, it can sometimes feel confusing or overwhelming.

That's why, in 2022, we teamed up with Plain Numbers – an organisation that helps companies like ours make information clearer and easier to understand. Our goal is simple: to make sure every customer feels confident when reading anything we send.

Since establishing the partnership, we've trained six team members as Plain Numbers Practitioners – making them experts in clear communication. They work in key roles across the business, to make everyday messages (like bills and letters) simpler and easier to follow. And we're not stopping there. We plan to train another nine people over the next 18 months.

Here's what's already changing:

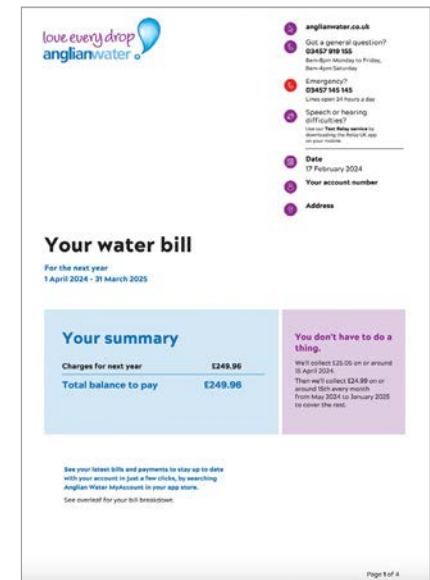
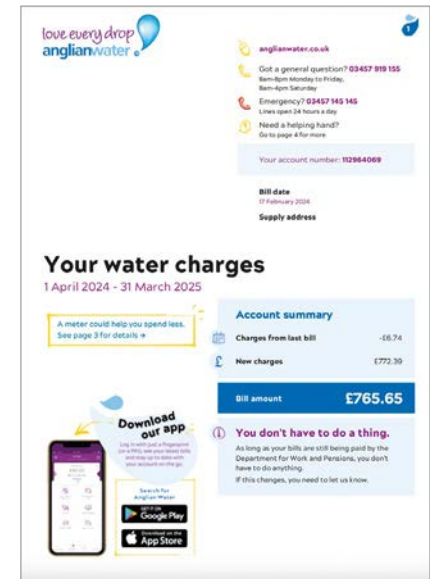
- **We've started simplifying our bills**, so it's easier to see what you're being charged for.
- **We're improving our online customer platform** to make it more user-friendly.
- **We're reviewing how we explain our Extra Care support**, so anyone who needs a little extra help can understand what's available and how to access it.

This is just the beginning. We're always looking for ways to improve how we talk to customers – because good communication isn't just about what we say, but how clearly we say it.

If you've ever felt unsure about numbers or confused by a bill, know this: we hear you, we understand and we're working hard to make things better.

"Our partnership with Anglian Water demonstrates their commitment to helping customers achieve good outcomes by making sure the information they need is clear and easy to understand. Our ongoing journey together is delivering improvements to key consumer communications, such as billing information. This work will continue into the future and help customers make the choices that work best for them. This is a huge support to all customers, including those who are in vulnerable situations. We're impressed by the team's commitment to doing what's right for customers and their continuing drive for improvements to communications."

Ben Perkins
Director of Partnership & Services,
Plain Numbers



An example of the first page of our simplified customer bills.

We can enable you



Use data wisely

We use information wisely, to find out who needs help and to make our services better.

We're always looking to enhance the support we offer, through the effective use of data. Data has helped shape and inform the growth of our support schemes, services and partnerships.

We map Priority Services Register (PSR) uptake across our region, to look for areas of low uptake — geographically and in relation to customer groups. This informs our partnership and engagement strategies.

We also regularly undertake research with partners, to gather more data, which enhances our understanding of customer experiences and barriers that can prevent people accessing support.

In research carried out in partnership with Scope, we identified the lowest level of awareness was among our customers who were blind or deaf. We used this insight to inform our partnership and engagement strategy, so we could effectively target those with lower levels of awareness, so they could benefit from the support available.

Working with Scope in 2022 also helped us to understand how we can improve our services for disabled customers, which led to us providing funding for the Disability Energy Support Line with Water Advice.

Using Scope's 'Big Hack' research tool, we also surveyed over 1,000 customers to understand what customers want. This showed us they value:

- Priority contact during an interruption.
- Live chat.
- Advance notice when visiting.
- Dedicated number for our customers who need extra help.
- Online updates.
- Callbacks if the line is busy.
- More smart meters.
- Visibility on system of vulnerabilities.
- Answer phones quickly.
- Text notice of water supply issues.

We made sure we delivered all the services they said were important to them.

Sharing data across sectors to make things easier for customers is something we continue to explore, while safeguarding customers' personal information. We've had success with this already, for example, our work with local fire and rescue teams to provide Safe and Well visits to households at risk, by offering this to customers on our PSR. In return, local fire and rescue have been able to sign up at-risk households for Priority Services within their work. Partnerships like these help to save lives, by keeping those most at risk safe in their own homes and supported in the event of an emergency.

Case study: Listening to our customers

We use speech analytics to understand the nature and scale of vulnerability disclosures. This informs the services we offer and how these can be improved, while enabling us to identify and target any training needs, to ensure we respond in the right way to disclosures.

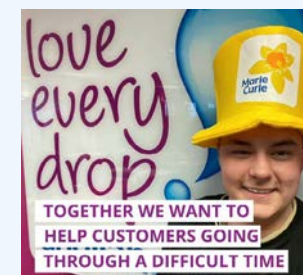
We actively collect over 150,000 pieces of customer feedback and monitor more than 3.5 million digital interactions, so we can enhance and improve our services.

Through analysing calls, we've been able to identify bereavement as our highest vulnerability disclosure. This led to a review of our bereavement process and the introduction of a dedicated bereavement line and webpage — making it quicker and easier for bereaved customers to access support.

We formed a partnership with Life Ledger and created a 'tell us once' bereavement service — making us the first company to create a partnership of this nature.

In addition:

- Our dedicated vulnerability teams undertook bereavement training with Cruze.
- We partnered with specialist probate partners Philip & Cohen, to help support our customers.
- We built a partnership with Marie Curie, to refer customers to their dedicated support line and help raise critical funds for the charity.



Case study: Tell us once approach

Over the course of the last five years, we have undertaken a large scale project, uniting our systems to enable a 'tell us once' approach.

Through our research with Scope, our customers told us that when they disclose their circumstances or support needs, they don't want to repeat this information each time they get in touch.

We have invested more than £1 million in our systems, to ensure customers only have to make a disclosure once.

No matter how they get in touch, their details will be updated and reflected across our systems, meaning our people will have access to this information any time the customer contacts us.

The change more than halved the time it takes to register a customer for support.

And the system changes have ensured that accessing support is less than one click away, by making the registration process front-and-centre on our website.

Our customers can now register for support in real-time, using our website, MyAccount or via our app.

Being to able to access support immediately and update/amend their services helps us meet their needs and removes unnecessary delays.



Financial support through Extra Care

Through our partners, we understand that circumstances — such as a medical diagnosis or caring responsibilities — may also mean customers need help with their bills.

- Our Macmillan partnership taught us that the average monthly cost of a Cancer diagnosis is £891.
- Scope research suggests disabled customers face added expenses of £1,010 a month on average.
- Our work with Kidney Care UK, means we now understand that many people with kidney disease/on dialysis, will be faced with reducing or giving up work, significantly impacting their household income.

There are many other circumstances that see those who need extra help facing increased costs or financial worries.

We understand that our customers need access to sensitive and well-designed support, whatever the circumstances they're facing. That's why, in addition to practical support, our Priority Services also include a wide range of help for customers who might be worried about their finances, or who are finding it difficult to pay their bill.

Our Extra Care assessments make sure our customers are on the right tariff, look at payment plans and point them towards other help and benefits that could increase their household income.

In 2024/25 we carried out:

more than 86,800

Extra Care Assessments through WaterCare;

with over 13,000

customers signposted to **£67 million** in state benefits (an average of £5,200 per customer).



Case study: Olivia, water care in action

Olivia works in our Priority Services team, helping us tailor our services to meet customers' needs. While checking our Priority Service Register was still the right fit for a customer, she recommended our Extra Care Assessment, to see if they were eligible for other financial help and benefits.

The assessment identified the customer was eligible to receive additional state benefits. Olivia recommended the customer contact the Department for Work and Pensions and check her eligibility and current benefits. As a result, the customer is now receiving an extra £466 a month that she was entitled to, as well as a backdated benefit payment of over £10,000.

We want our customers to know that if they are worried about their bill or need practical support — they can talk to us.



Always exploring and enhancing our service:

We always listen and look for ways to improve our services.

As an organisation, we are always exploring ways to improve our services. We strive to make lives better for our customers and the communities we serve, especially those who may need extra help. We do this by listening to our customers, partners and our teams.

We collect feedback in a variety of ways, such as customer calls, feedback and monitoring of digital interactions. We analyse more than 200,000 hours' worth of customer contact, all with the aim to improve our service.

We understand that data can only tell us so much, so we couple data with the real life experiences of our customers and use this insight to identify how we can do better.



Case study: Kidney Care UK

Continuously learning from our partners to make positive changes.

In June 2022, we launched our partnership with Kidney Care UK (KCUK). We're proud that we were the first utility company to work with them to understand the needs of customers living with Chronic Kidney Disease (CKD), while helping raise awareness of our support services.

Our priority services team has received bespoke training from KCUK and we have a dedicated partnership line. We have been promoting this to our customers who are living with CKD, encouraging them to contact us. Since going live in June 2022, we have received over 250 calls to our partnership line, from customers living with CKD.

KCUK has Advocacy Officers working across the renal units in our region. This has meant we've been able to extend our customer reach through the Advocacy Officers: they have helped promote our partnership directly to our customers, while they're receiving treatment.

Our teams also visited renal units and hosted patient information and drop-in support sessions, to raise awareness of the help that's available. We created a bespoke patient support pack, highlighting key things to know following a diagnosis. We worked together to spread the message across multiple different platforms.

We heard from customers, like Paul, who shared his story about how he's been supported through the partnership.

"I've been living with kidney disease for over 60 years and my main treatment is dialysis, which meant I ended up having to give up work. This is when I got in touch with Anglian Water for help and it turned out that I was eligible for a 50% discount on my bills."



Most importantly this partnership has helped us to talk and listen to our customers, to understand their lives and the impact of living with CKD.

Through our partnership with KCUK, we learned first-hand about the added expenses our customers can face when living with a long-term medical condition or disability.

We don't believe it is fair that a disability or medical condition should come with an additional price tag.

Inspired to make a change, we utilised our partners to better understand the customer groups who could be affected by this.

As a result, we pulled together a draft framework about how we could close the gap.

Starting in 2025 — and funded entirely by our shareholders — we will deliver an industry-first Medical Needs Discount, to ensure no customer is financially disadvantaged, as a result of their condition.

In October 2024, we were delighted to be recognised at the Collaboration Network Awards, where we won the Silver Collaboration Award with Kidney Care UK. This was in recognition of everything we have accomplished together — supporting those in need with a combination of practical support, financial assistance and education.

We are proud that this partnership has set a precedent for best-in-class support for those living with CKD. This work has inspired other utility companies to take similar steps. Kidney Care UK has now expanded its partnerships to include 15 additional water companies and eight energy providers — meaning the reach and impact of support for people with kidney disease continues to grow.



You have options



We strongly believe in giving our customers choices. When you have the freedom to pick from a variety of support options, you can find the one that fits your unique needs and preferences best.

This personalised approach doesn't just make our support more effective — it also builds satisfaction and trust in Anglian Water.

By offering a range of options, we make sure we're meeting diverse needs — helping everyone feel included and valued. Prioritising choice helps us support our customers better, by enabling our customers to choose what works best for their individual needs or situation.

Tailored tariffs

We offer a range of different tariffs, based on our customers' circumstances. We know some customers have an increased need for water usage, but may not have the available income to support this extra use. For example, households with young children or those with a medical-related need for water.

We offer an innovative range of tariffs to support different customer circumstances:

LITE and Extra LITE: Designed to support customers with a low disposable income. It can provide a discount of 25% on our LITE tariff or 50% on our Extra LITE tariff. Eligibility is based on individual circumstances. As part of our LITE tariff we will also look at other ways we can increase household income.

WaterSure: Available to customers in receipt of one of the qualifying benefits who have three or more children under the age of 19 living at the property, or have increased water usage due to a medical condition. This tariff sees customers pay a fixed sum each year for the water they use.

AquaCare Plus: Available to customers in receipt of one of the qualifying benefits, with a water meter at home, who are paying measured charges. This tariff has a higher fixed charge for water supply, but there's a lower rate for the water used.

Medical Needs Discount

Starting in 2025, we're launching a new Medical Needs Discount, to help customers who use more water for medical reasons, who don't currently get any financial support for this. In an industry-first, the full cost of these discounts will be funded by our owners!



Choice of channels

We offer our customers a variety of ways to get in touch with us, because we know choice is important.

While many of our customers enjoy the convenience of digital options — like our app, WhatsApp, or live chat — others prefer a phone conversation or sending a quick message. Findings from Age UK indicate nearly half of over 65s may lack the skills to use the internet safely. So it's important we continue to offer traditional contact methods like phone and letter, to ensure no one is left behind. Contact options include:

By phone

In writing

By email

On WhatsApp

Via our app

Using MyAccount

Live chat

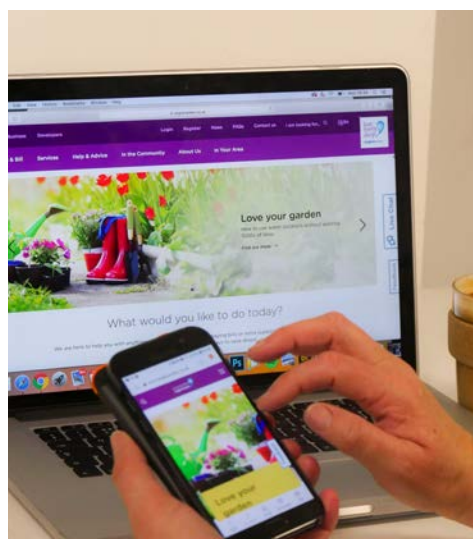
Face-to-face

Social media

Through our website

Text relay

Using our BSL live interpretation service



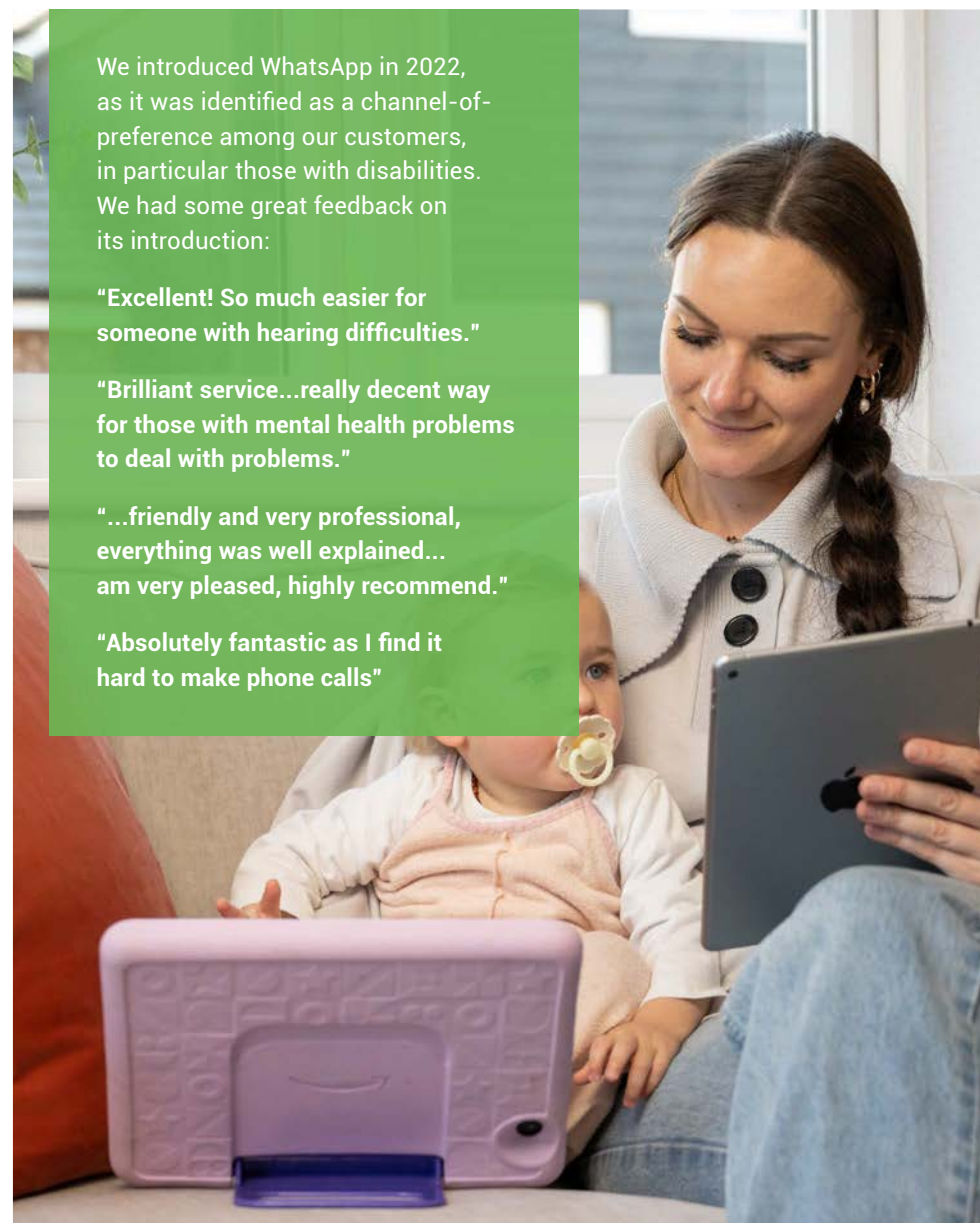
We introduced WhatsApp in 2022, as it was identified as a channel-of-preference among our customers, in particular those with disabilities. We had some great feedback on its introduction:

"Excellent! So much easier for someone with hearing difficulties."

"Brilliant service...really decent way for those with mental health problems to deal with problems."

"...friendly and very professional, everything was well explained... am very pleased, highly recommend."

"Absolutely fantastic as I find it hard to make phone calls"



Extra Care

It's important that we acknowledge the strong link between health problems and financial difficulties. People with physical or mental health issues often face challenges, such as job loss, high medical costs and extra care needs and responsibilities. These challenges can make it hard to afford everyday living costs, which is why we offer a wide range of support.

Ways we can help:

Extra Care Assessments

Developed in partnership with Policy and Practice, our specially-trained teams help identify the best support options, based on an assessment of each customer's circumstances. They also signpost additional financial assistance the customer may be unaware of. On average, we identified additional income of £5,100, by signposting additional entitlements — such as the Warm Home Discount and even free prescriptions.

- Reduce charges by up to 50% through our discounted tariffs.
- Offer affordable and flexible payment plans.
- Provide payment breaks.
- Debt Forgiveness Schemes.
- Ability to pay directly from benefits.
- Leakage allowances.
- Two-year meter 'switch back' guarantee.
- Third sector support.



From 2020-2025:

We provided a support package of
£314 million

In 2024/25 we signposted more than

£67 million
in unclaimed benefits

Research by **Scope**, **Marie Curie** and **Macmillan** found people living with a disability or serious medical condition are, on average, **£1,000** worse off each month.

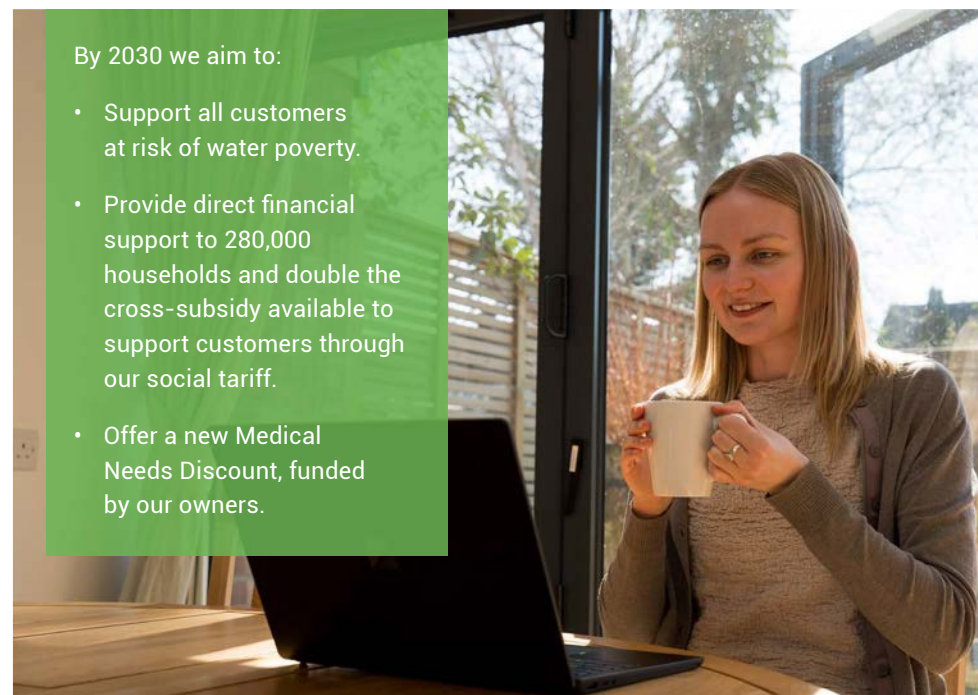
The Marie Curie research showed:

60% of people living with some terminal illnesses rely on benefits as their main source of income.

More than 17,000 people have died waiting for a decision on a PIP claim since 2013.

By 2030 we aim to:

- Support all customers at risk of water poverty.
- Provide direct financial support to 280,000 households and double the cross-subsidy available to support customers through our social tariff.
- Offer a new Medical Needs Discount, funded by our owners.



Our performance

The below table demonstrates our performance in relation to delivery against our commitments for 2020-2025. We are proud to report that we exceeded all performance measures, every year of the AMP. We were one of the first companies globally to achieve BS ISO 22458 in Consumer Vulnerability, an international standard that builds on the British Standard (BS) 18477 in Inclusive Service Provision.

<div>Priority service reach</div> <div>The number of households supported by our Priority Service Register.</div> <div><div>Target</div><div>381,163</div><div>Performance</div><div>444,387</div></div>	<div>Priority service reach %</div> <div>The percentage of households in our region supported by our Priority Services Register.</div> <div><div>Target</div><div>12.8%</div><div>Performance</div><div>14.7%</div></div>	<div>Actual contact</div> <div>The percentage of households we have successfully achieved actual contact with, to confirm they are receiving the right support.</div> <div><div>Target</div><div>35%</div><div>Performance</div><div>58.1%</div></div>
<div>Attempted contact</div> <div>The percentage of households we have attempted to contact to confirm they are receiving the right support.</div> <div><div>Target</div><div>90%</div><div>Performance</div><div>99.6%</div></div>	<div>Awareness</div> <div>The percentage of our customers who are aware of the non-financial support we can provide our customers.</div> <div><div>Target</div><div>65%</div><div>Performance</div><div>66.8%</div></div>	<div>Inclusive service provision</div> <div>External assessment of the services we provide to achieve compliance with BS 18477 - BSI Kitemark for Inclusive Service.</div> <div><div>Target</div><div>BSI 18477</div><div>Performance</div><div>ISO 22458</div></div>

We have exceeded targets across all areas.

Keeping on track and measuring our success

On page 12, we highlighted some of the key challenges in our region and the support we've put in place to address these issues. Below is further detail about the progress we've made against our commitments in last five years to support customer needs.

(Further information on how we will achieve this is set out in Appendix A.)

What we've delivered in the last five years

These short-term commitments represent what we have delivered and are committed to continue delivering, as we move forward.

- Maintain full compliance with ISO 22458 Consumer Vulnerability.
- Offer at least ten different ways for our customers to get in touch with us.
- Offer multiple languages on our digital platforms.
- Over 100 languages on website and online MyAccount platform.
- Minimum of top ten languages available on app.
- Maintain high levels of satisfaction across our customers who need extra support (equal or greater to general customer base).
- Provide a dedicated PSR telephone number and email for our customers to contact us.
- Provide each customer who signs up to the PSR with welcome information, including what services we provide and how we look after their data.
- Offer the BSL Interpreters Live service, enabling customers to contact us through a sign language interpreter every day of the week.
- Develop and maintain more than 2,500 dementia friends within our organisation.
- Maintain an active network of a minimum of 150 active partners.
- Host a minimum of quarterly sessions with the Consumer Council for Water on any policy changes that will impact our customers.
- Directly identify a minimum of 20,000 new PSR customers each year.
- Achieve over 60% awareness of the support available to our customers.
- Provide the ability for our customers to update and manage their registrations in real time, putting them in control.
- Register customers for Priority Services within 24 hours of contacting us.
- Train all customer-facing roles on how to identify and support customers in need of extra help.
- Provide refresher training to our teams a minimum of once every three years.
- Provide our dedicated support teams with enhanced training on a monthly basis.
- Achieve a 'tell us once' service for our customers who need extra help, so they only have to sign up once with Anglian Water, to access help from their energy supplier, network operator and gas distributor.
- Expand our data-share arrangement with Fire & Rescue, to ensure those at risk stay safe and well in their homes.
- Check in with our PSR customers every two years, to ensure they are receiving the right support.
- Create Plain Number Practitioners who specialise in clear communication.
- Ensure our strategy remains core to the delivery of our services: this will be subject to a monthly review by our Vulnerability Steering Group (comprised of senior leaders and representation from our Board).
- Review our vulnerability strategy annually to ensure it remains fit for purpose and we are responding to emerging needs.
- Use speech analytics technology to enhance our management of vulnerability disclosures and support services.
- Provide each of our employees with up to 37 hours of paid volunteering time per year.
- Actively collaborate cross-industry, to drive innovation and enhance the support we are able to provide to our customers (through participation in groups such as Financial Inclusion Partnerships, Scope Utilities Membership, Collaboration Network and the Utilities Safeguarding Customers Working Group).

Our future plans

For 2025-2030 we will continue to deliver everything we committed to for the past five years (as set out on the previous page). On top of these existing, ongoing commitments, we will continue to explore new approaches, innovations in technology and ideas. And we will keep listening to our customers and partners, to make sure our services are working well and making life easier. We will continue to regularly review how we're performing against our strategy.

Here we set out the additional things we are committed to doing in the next five years and beyond. We outline both our commitments and the measures that will ensure we remain on target, to meet customer needs and the expectations set out by our regulators.

What we'll deliver in the next five years

The below sets out our aspirations for 2025-2030.

- Review and enhance the support we provide in waste water incidents.
- Continually review and look to update our timescales for bottled water delivery in incidents and events.
- Explore innovations to support our customers living with dementia.
- Continue to expand and increase our focus on scam prevention.
- Review existing forms to include timescales for completion and required information.
- Provide subtitles on all current videos.
- Achieve WCAG 2.2 level AA standards for accessibility across our online platforms.
- Publish a customer summary of our vulnerability strategy document on our website.
- Putting our customers in control – provide greater choice and flexibility for our customers in the frequency of their bills, through the roll out of smart metering.
- Host annual sessions with key partners and stakeholders to review and shape our vulnerability strategy.
- Host annual sessions with a group of customer champions, to inform our services and strategy, learning from those with lived experience.
- Utilise social indicators to map and understand the nature and scale of those who may need extra support in our region to effectively target our engagement and partnership initiatives.
- Work collaboratively across the sector to perform horizon scanning of future needs and create a unified measure for understanding the level of need for support.
- Grow the number of Plain Numbers practitioners in the business, to further support clear communication.

Our longer-term plans and commitments

As we look forward, we know there is more we want to achieve. Below we set out some of our future ambitions. Through regular engagement with our partners and stakeholders, we will review these aims to ensure we are meeting the needs of our customers in the best way possible.

- Lead the way in forming a multi-agency response to incidents impacting the communities we serve.
- Advocate and support a Government-led 'Share Once' support register.
- Promote the expansion of the PSR to cover landlines and broadband.
- Work with NHS England to increase the identification of and support to high-risk groups.







Our 2024-2030 measures mapped to Ofwat's objectives

Commitments	Objectives	Status
Maintain full compliance with the ISO 22458 Consumer Vulnerability		→
Achieve WCAG 2.2 level AA standards for accessibility across our online platforms		→
Offer at least 10 different ways for our customers to get in touch with us		✓
Provide a wide range of alternate languages across our online platforms		✓
Offer a wide range of alternate formats including but not limited to: Braille, large, print, colour and audio bills		✓
Provide flexibility and different options for our customers to use our nominee scheme		✓
Create accredited Plain Number Practitioners who specialise in communication		→
Achieve Plain Numbers certification for our bills		○
Achieve Plain Numbers certification for our billing information page on our app and MyAccount		○
Maintain high levels of satisfaction across our customers who need extra support		→
Provide a dedicated PSR telephone number and email for our customers to contact us		✓
Provide bespoke PSR incident alerts tailored to customer communication needs		✓
Achieve a minimum of a 90% Business Disability Assessment for customer services		→
Provide each customer who signs up to the PSR welcome information, including information on the services we provide and how we look after their data		✓
Offer the BSL Interpreters Live service, enabling customers to contact us through a sign language interpreter every day of the week		✓
Develop and maintain more than 2,500 dementia friends within our organisation		→
Provide greater choice and flexibility for our customers in the frequency of their bills, through the roll out of smart metering		○

Status Delivered – Complete and active In Progress – Work underway Ongoing – Active, requires continuous effort

Objectives High standard of service and support Inclusive by design Identifying customers Recording needs Vulnerability strategies

Maintain a network of a minimum of 150 active partners to help increase awareness and access to support services, as well as influencing and informing our strategy	   	→
Deliver an extensive engagement strategy with a minimum reach of two million customers		→
Host a minimum of quarterly sessions with the Consumer Council for water on policy changes that will impact our customers	  	→
Host annual sessions with our partners and stakeholders to review and shape our vulnerability strategy		→
Host annual sessions with our customer champions to inform our services and strategy, learning from those with lived experience	  	→
Explore dementia friendly innovations to keep our customers safe and living independently in their own homes	 	⋮
Identify a minimum of 20,000 new PSR customers each year	 	→
Achieve over 60% awareness of the support available to our customers		→
Provide the ability for our customers to update and manage their registrations in real time	   	✓
Register customers to Priority Services within 24 hours after contacting us	 	✓
All customer facing roles to receive training on how to identify and support customers in need of extra help	   	→
Refresher training to take place a minimum of once every three years	  	→
Dedicated support teams to receive enhanced training on a monthly basis	  	→
Achieve a 'tell us once' service, enabling support from water, energy and gas through a single registration	   	→
Expand data share arrangement with Fire & Rescue to ensure those at risk stay safe and well in their homes	   	⋮
Check in with our PSR customers every two years to ensure they are receiving the right support	  	→
Publish vulnerability strategy, shaped and informed by our customers and stakeholders, through proactive engagement	 	✓
Our strategy will be reviewed monthly by our Vulnerability and Affordability Steering Group to ensure it remains core to the delivery of our service		→
Our vulnerability strategy will be reviewed annually to ensure remains fit for purpose and we are responding to emerging needs	 	→
Utilise a number of social indicators to map and understand the nature and scale of those who may need extra support in our region, so we can effectively target our engagement and partnership initiatives		→

Use speech analytics technology to enhance our management of vulnerability disclosures and support services		→
Provide each of our employees with up to 37 hours of paid volunteering time per year	 	→
Actively collaborate cross industry, to drive innovation and enhance the support we are able to provide our customers (through participation in groups such as Financial Inclusion Partnerships, Collaboration Network, Utilities Safeguarding Customers Working Group)		→
Horizon scanning to be revisited annually at a minimum	 	→

Staying on track

To ensure our strategy stays on track and that we deliver on our commitments to our customers, our strategy will be subject to monthly review by our Vulnerability and Affordability Steering Group, made up of senior leaders from across our business.

Our strategy and performance will be published on our website, to provide both visibility and accountability to our customers.

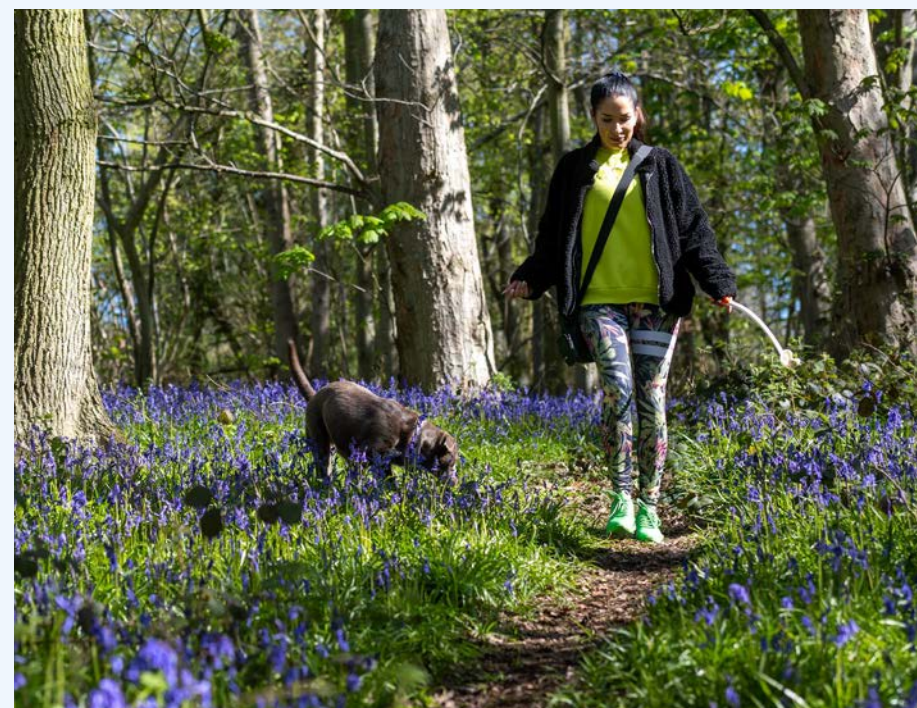
We'll work closely with our partners and customers to shape our strategy and keep up with changes in legislation, social issues and technological advances. This way, we can quickly adjust our services and methods to always meet our customers' needs.

We are continuously assessing our practices and policies to ensure they align with the evolving needs of our customers.

Through external assurance we will demonstrate our commitment to providing an inclusive and accessible service. Since 2019, we have consistently achieved the BSI 18447 for Inclusive Service and then the new ISO 22458 certification for Consumer Vulnerability, which shows our dedication to high standards.

We were one of the first companies worldwide to achieve the ISO Kitemark for Consumer Vulnerability, highlighting our efforts to support our customers.

As we move forward, we aim to maintain certification against the ISO standard, by demonstrating continual improvement and advancements in the support we provide.



More information – Appendix A: Meeting our objectives

Our customer vulnerability strategy ensures that Anglian Water is able to deliver compliance with obligations under our License condition.

Below we have set out how our existing vulnerability strategy will meet each of the Ofwat objectives and minimum expectations set out in their Service for All Guidance, published in September 2023.

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
1.1	Companies should adapt their services to customers in line with any known extra help needs. This is especially important during times where there is increased risk of harm; for example, during incidents.	Compliant	<p>Anglian Water is committed to providing our customers with a wide range of ways in which they can contact us. See Minimum expectation 2.2.</p> <p>Through our Priority Service Register our customers can tailor the services and communications they receive from us. Our customers have the options to update their services online or via our Customer Care team or dedicated PSR team.</p> <p>Updates completed online or over the phone are all done in real time.</p> <p>We have invested over 1 million in our systems, to ensure there is a single view of our customer support needs and Priority Services across our customer facing teams. Delivering a tell us once solution.</p> <p>Our Priority Services team offers a dedicated telephone and email address our Priority Service customers can use.</p> <p>We provide tailored messaging in incidents, based on communication needs.</p> <p>Our customers are also able to specify preferred communication methods.</p>	<p>To ensure our services meet our customers needs we will continue to perform benchmarking across the customer service environment, looking wider than our own sector.</p> <p>We will also evaluate the services we provide in line with the Consumer Council for Water PSR industry benchmarking.</p> <p>On publication of the PSR Standards we will complete a full gap analysis against our current service provision.</p> <p>We recognise the importance of external assurance and challenge and were one of the first companies globally to receive ISO 22458 in Consumer Vulnerability. We will have annual assurance checks and aim to achieve full compliance.</p> <p>Accessibility is hugely important to us. Every year, alongside the ISO 22458, we also undertake a Business Disability Assessment, reviewing how we support both our employees and our customers.</p>	<p>Maintain full compliance with the ISO 22458 Consumer Vulnerability.</p> <p>Achieve a minimum of a 90% in our Business Disability Assessment for Customer Services.</p> <p>Achieve WCAG 2.2 level AA standards for accessibility across our online platforms.</p> <p>Provide a minimum of 10 channels in which our customer can contact us.</p> <p>Provide a dedicated PSR contact telephone number and email.</p> <p>Provide a wide range of alternate languages across our online platforms.</p> <p>Provide free access to BSL interpretation services.</p> <p>Provide a wide range of alternate formats including, but not limited to: Braille, large, print, colour and audio bills.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
1.2	Companies should ensure that the level and nature of support available to customers is presented in a way customers can understand.	Compliant	<p>We will continue to employ a range of techniques to ensure the information we provide is easy to understand.</p> <p>We create easy-read material on our affordability and vulnerability support schemes.</p> <p>We develop our material in collaboration with our partners, tailoring our messages to different audiences.</p> <p>We will continue to develop our material in a range of different languages.</p> <p>We perform testing of messages through our online community panel, to ensure clarity and understanding.</p> <p>When signing up to the Priority Service Register, our customers will receive welcome information, communicated using a range of channels, taking into account any communication preferences.</p> <p>Our welcome information, will provide information on the range of different services available, including support with paying your bill and how we use your information. We also provide information on what to expect in the event of planned and unplanned work.</p> <p>In 2023 we established a partnership with Plain Numbers, creating accredited practitioners in the Plain Numbers approach. Recognising that poor numeracy was shown to affect more adults than any other customer vulnerability. By working with Plain Numbers we aim to improve the level of understanding of key information across a range of platforms and customer communications.</p>	<p>We will test our communications with a range of different audiences to ensure the information we provide to customers is easy to understand.</p> <p>We monitor this through our:</p> <ul style="list-style-type: none"> • Online community. • Customer champions. • Partner organisations. • Extensive customer feedback programmes. • Speech analytics platform, where we actively monitor for language that indicates difficulty with understanding. 	<p>Each customers who signs up to the PSR will receive a warm welcome, detailing the support services available.</p> <p>Create accredited Plain Number Practitioners in primary communication roles across the business.</p> <p>Achieve Plain Numbers certification of our bills.</p> <p>Achieve Plain Numbers certification of our billing information on our online applications.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
1.3	Companies should seek to continuously improve the service they provide to customers who need extra help. This may include finding innovative ways to design or implement services.	Exceeding	<p>We perform extensive customer engagement, performing in excess of 150,000 customer surveys per year, gathering feedback on the services we provide.</p> <p>We will continue to actively participate in many best practice sharing forums, championing the customer service agenda, inclusivity and supporting those who need extra help, while actively seeking to learn from other sectors.</p> <p>We will continue to maintain over 150 active partnerships that represent the varied needs of our customer base and utilise their feedback to improve and implement new and innovative ways of working.</p> <p>We have actively recruited 100 customer champions who we use to test and evaluate our services, providing valuable insights from their lived experiences. We are committed to engaging with and learning from those with lived experience to continually improve our service provision.</p> <p>We use speech analytics to proactively identify opportunities for improvement, analysing more than 200,000 hours worth of customer interactions.</p> <p>We utilise employee feedback to drive service improvements.</p> <p>Through cross-sector engagement and sharing of best practice, we look to explore different ways of working and identify opportunities for improvement and collaboration.</p> <p>Areas of innovation</p> <p>First water company to introduce a medical discount.</p> <p>First company to partner with a 'tell us once' bereavement service.</p> <p>First water company to launch partnership with Kidney Care UK, creating a model for other water companies/utilities to replicate.</p> <p>First to launch partnership with Shout, providing our customers with access to free 24/7 mental health support.</p> <p>One of the first nine companies globally to achieve the ISO for Inclusive Service Provision.</p> <p>One of the first to introduce two-way partnership with Fire & Rescue, going beyond signposting.</p> <p>Provide our customers with the ability to manage PSR services online, in real time.</p> <p>We were the first water company to be part of the Scope Utilities Membership and previously the only water company to co-fund the Disability Energy Support with Water Advice service.</p>	<p>Using advanced digital analytics we monitor and analyse over 3.4 million online journeys per year, seeking to understand and improve user experience.</p> <p>Using speech analytics we analyse over 200,000 hours per year of customer communications.</p> <p>We will be subject to annual assurance checks to monitor our performance and ensure we are achieving the high level of service as set out in the ISO 22458.</p> <p>Annual engagement with our partners and customer champions provides external challenge, insight and assurance — ensuring we deliver the right support, while identifying areas for improvement and innovation.</p>	<p>Achieve full compliance with ISO 22458.</p> <p>Achieve a minimum of 90% score in our Business Disability Assessment for customer service.</p> <p>Achieve equal or greater levels of satisfaction for our Priority Services customers.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
1.4	Companies should use a range of data to monitor the effectiveness of their extra help services and the satisfaction levels of customers who have made such needs known.	Compliant	<p>See minimum standard 1.3 on how we collect and use insight to drive innovation and improve our services, including the services to those who may need extra help, collating feedback across multiple channels and interactions.</p> <p>We proactively monitor how our customers use our online channels, through the use of digital analytics monitoring and analysing over 3.4 million customer journeys to ensure our services are accessible and easy to use.</p> <p>Collect approximately 150,000 pieces of customer feedback through surveys, capturing insight around customer experience and satisfaction. We actively identify and monitor the levels of satisfaction of customers who have made their needs known.</p> <p>Feedback is captured using multiple communication channels, telephone, SMS, email and online, to ensure all of our customers get the opportunity to tell us about their experience.</p> <p>We collate feedback across both digital and non-digital journeys.</p> <p>We monitor and cross reference the satisfaction levels of our customers who need extra help against our general customer base, to ensure our customers our receiving an equal provision of service.</p> <p>We use, monitor and act on insight provided through customer complaints to ensure we are continually reviewing and looking at ways in which we can enhance our service. We identify complaints that have arisen due to vulnerability or accessibility and operate a monthly complaints action group to ensure insight is acted on.</p> <p>We operate a fortnightly Service Improvement Group, acting on the insight collected across our customers journeys.</p> <p>Furthermore we hold a monthly Vulnerability and Affordability Steering Group, consisting of senior leaders across the business, to ensure we are acting on any insight and our strategy is on track.</p> <p>Utilise speech analytics to proactively identify opportunities for improvement.</p>	<p>We will continue to monitor both customer satisfaction levels and ease of access as part of our customer experience, to understand the effectiveness of our service provision.</p> <p>We will use a wealth of data to understand the customer experience across our communication channels, pulling from multiple data sources.</p> <p>We will use a combination of both qualitative and quantitative data to create a rounded view of our service provision. For example, where our digital analytics identify customer journey pain points (quantitative), we will utilise customer testing and feedback (qualitative) to deliver improvements.</p> <p>We also pull on external data and insights collected by third parties to understand and inform our current performance, such as (but not limited to):</p> <ul style="list-style-type: none"> • Consumer Council for Water (CCW)- Water Matters report. • Ofwat and CCW research into incident response. • Scope Disabled Customer Experience Research. <p>We use a wide range of data to monitor the satisfaction of those who have made their needs known versus our general customer base, to ensure equals levels of service provision.</p>	<p>Achieve equal or greater levels of satisfaction for our Priority Services customers.</p> <p>Achieve full compliance with ISO 22458.</p> <p>Achieve a minimum score of 90% in our Business Disability Assessment for customer service.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
2.1	Companies should interact with customers in a way that is inclusive for a diverse range of audiences. This should be underpinned by relevant insights, which may include research, engagement and accreditation.	Compliant	<p>We will continue to provide a wide range of communication channels, providing choice to our customers as to how they wish to contact us. In addition to standard communication channels, we offer the BSL Interpreters Live translation service, language translation and text relay.</p> <p>We provide a dedicated phone number and email that deliver directly through to our specialist Priority Services team, offering flexibility and choice. Customers can also communicate with us via two-way SMS. We always look to use preferred communication methods where possible.</p> <p>With the increasing digital adoption across our customer base we expanded our communication channels to include WhatsApp, which delivered another step forward in accessibility with customers who are hard of hearing, have difficulty with speech, have anxiety, or where English isn't their first language, opting to use this channel.</p> <p>We use accessibility tools such as Recite Me across our web based platforms, offering 134 different languages to choose from. We will continue to benchmark and utilise assistive technologies and innovations to enable our customers.</p> <p>We were one of the first water companies to successfully achieve certification against BSI 18477 and then one of the first companies globally to achieve the proceeding ISO 22458 in Consumer Vulnerability. We will continue to hold ourselves to account, through external assurance, in delivering high standards of service and accessibility.</p> <p>Recognising adult numeracy as one of the leading causes of vulnerability in the UK, we became one of the first in the industry to undertake a partnership with Plain Numbers. We are committed to creating accredited Plain Number practitioners across the business.</p>	<p>See minimum expectation 1.4.</p> <p>We will continue to use a wide range of customer data to understand both the satisfaction and ease of use of our communication channels.</p> <p>Utilising feedback from both our wide range of partners and customer champions, we aim to identify and understand any communication or accessibility barriers our customers may face.</p> <p>We will conduct annual benchmarking to ensure our services meet or exceed the leading standards in accessibility and inclusivity.</p> <p>We will evaluate the impact of the Plain Numbers partnership on improving overall comprehensive levels through annual assessment and customer feedback.</p>	<p>Achieve full compliance with ISO 22458.</p> <p>Provide free access to BSL interpretation services.</p> <p>Provide our customers with free access to a telephone translation service.</p> <p>Provide a wide range of alternate languages across our online platforms.</p> <p>Achieve WCAG 2.2 AA accessibility across our online platforms.</p> <p>Offer a wide range of alternate formats, including but not limited to: Braille, large, print, colour and audio bills.</p> <p>Create accredited Plain Number Practitioners in primary communication roles across the business.</p> <p>Achieve Plain Numbers certification of our bills.</p> <p>Achieve Plain Numbers certification of our billing information on our online applications.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
2.2	Companies should offer their customers a range of ways to interact and communicate. This includes allowing customers to opt for third party billing where appropriate.	Compliant	<p>We currently provide 12 different communication channels for our customers to contact us.</p> <p>We provide our Priority Services customers with the ability to be able to record preferred communication channels and where appropriate we will look to contact our customers via their channel of choice.</p> <p>We have actively engaged with partners and developed and tested bespoke incident messages to support communication needs for customers who are blind, deaf and hard of hearing.</p> <p>We also offer a wide range of alternate formats for our customers to choose from. We have actively engaged and tested these with our partners.</p> <p>We provide the ability for our customers to be able to update and manage their support options and communications preference online via MyAccount and our app. Updates performed using these channels will be done in real time and be reflected immediately in our core systems.</p> <p>For customers who are unable or prefer not to use digital platforms, our Priority Services customers will have access to a dedicated Priority Services number or email address to update or discuss any support adjustments or needs.</p> <p>As part of our Priority Services and core customer service offering we provide our nominee scheme, where our customers can choose to have a trusted party act on their behalf. We also provide our customers with a choice as to how they would like this party to act. In some instances our customers may just wish a third party to be notified in an incident. In other instances they may require the third party to be able to discuss the account or receive bills. Our customers can select all options or one of these options. The ability to manage and change the permissions of the trusted third party is also available for our customers to do using our app and online account platform MyAccount.</p>	<p>We will continue to report the volume of communication channels offered through our annual performance report.</p> <p>We will monitor and analyse the usage trends of each communication channel to understand any preferences and trends.</p> <p>As per minimum expectation 1.3 we will regularly monitor and utilise a wide range of data, analysing satisfaction levels across communication channels and customer journeys and identifying areas for improvement.</p> <p>We will engage with our partners and customers to obtain their feedback of the effectiveness of our communication channels.</p> <p>We will utilise advanced tools like speech and digital analytics platforms to gain near real-time insights into customer experiences, allowing us to quickly identify, understand and address customer pain points and barriers.</p> <p>We will perform regular accessibility testing across our online platforms, using accessibility tools and by building accessibility testing into the lifecycle of product design, from concept into go live.</p>	<p>Provide a minimum of 10 channels in which our customer can contact us.</p> <p>Provide dedicated freephone PSR telephone and email for our customers to contact us.</p> <p>Provide tailored incident messaging to support communication needs.</p> <p>Provide flexibility and options for our customers to use our nominee scheme.</p>
2.3	Companies should consult with CCW and engage with stakeholders and other customer representatives, when making significant changes to their proposed service offering around vulnerability.	Compliant	<p>We host regular sessions with the Consumer Council for Water (CCW), keeping them informed of significant changes to our customer service offering, including the support we provide to our customers who need extra help.</p> <p>We maintain an active relationship with over 150 organisations across our region and will continue to use their expertise to help shape and inform our services. When looking to make significant changes, we will make sure to engage a representative sample of our partners to gain their feedback.</p> <p>Where appropriate, we will engage our customer champions and online community to understand their views on and support for changes in how we support our customers.</p> <p>We will also explore ways in which we can promote to our customers and stakeholders the opportunity to be part of consultation process that shapes our future services.</p>	<p>We will ensure regular consultation sessions take place with the Consumer Council for Water.</p> <p>When making significant changes to the support we provide to customers who may need extra help, we will maintain an active log of engagement and feedback.</p> <p>We will record where changes have been made as a result of feedback.</p> <p>We will monitor satisfaction levels post the implementation of any changes.</p>	<p>Minimum of quarterly sessions hosted with CCW.</p> <p>Host annual sessions with our partners and stakeholders to review, shape and inform our future services.</p> <p>Host annual sessions with our customer champions to review, shape and inform our future services.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
3.1	Companies should take active steps to identify customers who require extra help who have not yet been identified.	Exceeding	<p>To support the identification of customers who require extra help, we have adopted a multifaceted approach, consisting of:</p> <ul style="list-style-type: none"> • Training our teams with the confidence and ability to identify and proactively encourage vulnerability disclosures, see minimum expectation 3.3. • Implemented an extensive communication and engagement strategy, utilising multiple channels and building a wide network of partners to increase awareness and access to support, see minimum expectation 3.2. • Successfully implemented two-way data sharing across all energy network operators in our region. • Introduced two-way data sharing arrangement with other essential service providers such as the Fire & Rescue service. • Created the ability for our customers to self disclose via our online platforms and digital channels. • Made significant investment in our systems, to enable our customer-facing teams to be able to quickly and effectively register our customers for support. This spans our core customer service teams in our contact centres to our operational and field teams. • We will utilise multiple data sets and external research to inform our engagement strategy. 	<p>Continue to monitor levels of awareness across our customer base through customer surveys and feedback.</p> <p>Monitor the success of data sharing arrangements, keeping an active log of the number of registrations achieved.</p> <p>We will keep an active log of the number of partners who we have proactively engaged with and the number of active partnerships maintained.</p> <p>Will monitor up take of PSR across our region and cross reference this against multiple data sets to understand areas of low take up and high need, which will inform our communication and partnership strategy.</p> <p>Information will include mapping our PSR uptake across our region. Utilising ONS data and vulnerability indicators, including the indices of deprivation and external resources — see minimum standard 5.2</p>	<p>Maintain a minimum network of 150 referral partners.</p> <p>Identify a minimum of 20,000 new PSR customers each year.</p> <p>Achieve over 60% awareness of Priority Services.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
3.2	Companies should take steps to proactively increase customer awareness of the extra help available to those who need it.	Compliant	<p>We have created new roles within the business dedicated to raising awareness of our support schemes and working in collaboration to deliver wider benefits and support to our customers. Over the course of the last five years they have proactively engaged with more than 835 organisations across our region and maintain active relationships with over 150 partners to help us identify those who may need support. Our current estimated partnership reach is approximately 4.5 million and we aim to continue to grow our network.</p> <p>We have continued to attend more than 100 communities events across our region, expanding our network and increasing our presence in the community. We attend a wide range of events, from local dementia cafés to large networking events and summits.</p> <p>We will continue to deploy an extensive engagement strategy, promoting our support services across multiple channels — both digital and non digital — extending our reach and increasing overall awareness, with the aim of promoting self identification and disclosure.</p> <p>A benchmarking report undertaken from by CCW on identifying customers who may need support, demonstrated Anglian Water had actively engaged with a wide range of organisations, covering 80% (9/11) of the partnership groups identified by CCW. Gaps to explore included cultural groups and faith groups.</p> <p>We have significantly increased awareness of our support services across the region, currently reaching 66% awareness of our Priority Services among our customer base. Moving forward we aim to maintain high levels of awareness.</p>	See minimum expectation 3.1, we will continue to monitor awareness levels across our customer base, maintain an active log of our partnership activity, while utilising a number of data sources to inform our engagement strategy.	<p>Maintain a network of a minimum of 150 active partners.</p> <p>We will identify a minimum 20,000 new PSR customer each year.</p> <p>We will achieve over 60% awareness of Priority Services.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
3.3	Companies should train their staff to spot potential requirements for extra help, even when a customer has not previously declared it.	Compliant	<p>We have implemented and delivered an extensive vulnerability training programme, to support and aid the identification and management of vulnerability disclosures.</p> <p>Our customer-facing teams have received bespoke vulnerability training in partnership with award winning training providers the Money Advice Trust. The level of training was specifically tailored to their roles, with enhanced training being provided to those who have increased exposure to customer vulnerability, such as our Priority Services team, Debt Recovery teams, Extra Care teams and Complaints team. We provided comprehensive training, consisting of both e-learning and workshops.</p> <p>Our vulnerability lead has also successfully attended and graduated the Vulnerability Academy hosted by UK Finance, learning from leading practitioners and firms, examining our approach to supporting customers who need extra help.</p> <p>Our Priority Services team receives monthly training on different topics that may result in someone being in a vulnerable situation or needing extra help. Training sessions are delivered in a variety of formats, with training delivered by our specialist partners or those with lived experience. They may also take the form of research initiatives undertaken by the team, pulling on expert guidance and best practice.</p> <p>We have created a range of educational materials, in collaboration with our partners, to help our customer-facing teams understand the lives and the challenges of our customers who need extra support. For example, we partnered with Lincoln Sensory Services to produce videos that give insights into the experiences of people who are profoundly deaf or hard of hearing. These videos raise awareness and improve how we support our customers.</p> <p>We have developed a library of bite-sized training materials for our teams to explore and learn from. Team members can become Vulnerability Allies or Champions by completing a series of training modules and tasks.</p> <p>We also offer sensory impairment training, using specialised equipment to simulate sight loss, hearing loss and restricted mobility. This training aims to give our teams deeper insight into the daily challenges our customers may face.</p>	<p>We will continuously monitor and review the ongoing training of our specialist Priority Services team. Additionally, we will assess the training of our broader teams to identify and address any gaps. We will also monitor customer feedback regarding staff attitude and helpfulness in addressing support needs or vulnerability disclosures.</p>	<p>All customer-facing roles to receive training on how to identify and support customers in vulnerable situations.</p> <p>Refresher training to take place a minimum of once every three years.</p> <p>Our specialist Priority Services team will undertake training monthly on different aspects of vulnerability.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
3.4	Companies should actively consider how they can reduce communication burdens on customers who need extra help; this could include establishing data- sharing arrangements with partner organisations.	Compliant	<p>Through our extensive partnership strategy we will seek ways in which we can reduce customer effort and increase awareness and access to additional support. We operate a wide range of partnerships from signposting, to referrals, to data sharing.</p> <p>We played an instrumental role in the water and data sharing project (initially formed in 2017) and continue to form part of the core steering group to drive change. We were part of a small group of water companies who led the change from explicit consent to substantial public interest, removing barriers and enabling greater access to support.</p> <p>Customers who sign up to our Priority Service Register can now automatically access support from their energy network operator and supplier.</p> <p>We were one of the first to implement two-way data sharing with the Fire & Rescue services within our region and now have multiple arrangement in place. We aim to continue to expand this across 2024/25.</p> <p>Moving forward, we look to expand our relationships and seek opportunities to collaborate with essential service providers and local governments. Our goal is to reduce communication barriers, minimise customer effort and improve identification and access to support for those requiring help.</p>	<p>We will monitor the effectiveness of data share arrangements, including the level of successful registrations.</p> <p>We will monitor customer feedback on these initiatives, to ensure the are delivering the right outcomes and a positive experience for our customers.</p> <p>We will monitor the impact of our partnerships and their ability to increase awareness and access to support.</p>	<p>Achieve a 'tell us one' service for our customers who need extra help when joining the Priority Services Register, so that they only have to register once to be receive support from their energy supplier, water company and electricity and gas distributor.</p> <p>Expand our data share arrangement to cover all fire & rescue services within our region.</p>
4.1	Companies should take appropriate steps to record customers' extra help needs. These records should be held securely and in line with wider data protection requirements.	Compliant	<p>All employees at Anglian Water undertake annual GDPR training, embedding the importance of our protecting our customers' data.</p> <p>We have a dedicated Privacy Impact Assessment on the management and use of our Priority Services data, which is subject to extensive legal review. The use of this data for any other purpose than providing Priority Services and safeguarding customers is strictly prohibited.</p> <p>We have implemented a dedicated Priority Services Data Policy, which is accessible via our website.</p> <p>We have made significant investments in our systems, to ensure the effective management and protection of Priority Services data.</p>	<p>Access to PSR data is restricted and monitored through specific user profiles.</p> <p>Use of PSR data is subject to legal review and senior leadership approval.</p>	Privacy Impact Assessment is to be reviewed a minimum of annually by the business subject matter expert and Data Protection Officer.

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
4.2	Companies' records should be reviewed regularly to ensure they are up to date.	Compliant	<p>In line with Priority Services reporting guidance, we proactively contact all customers after being on the register for two years, to ensure they are receiving the right support.</p> <p>We contact customers using a variety of different communication channels, taking into account any communication preferences or needs. For the last five years, we have exceeded both our actual and attempted contact rates.</p> <p>We have made significant investments in our systems to ensure any record over two years old that has not had the information checked or verified, is automatically flagged to our customer care teams when accessing the customers account. This ensures it forms part of the conversation, making sure every contact counts.</p>	<p>We will continue to monitor the effectiveness of our communication strategy and response rates.</p> <p>We will continue to collect and analyse customer feedback to drive improvements and maintain high levels of customer satisfaction.</p> <p>We will continue to monitor our actual and attempted contact rates.</p>	<p>Attempt to contact a minimum of 90% of customers on the register every two years.</p> <p>Achieve actual contact with a minimum of 35%.</p>
4.3	Companies should consider how their records of customers' needs can be designed in a way that can help deliver wider benefits to their customers; for example, reducing communication burdens for customers through data sharing.	Compliant	<p>We have made significant investments in our systems to provide a tell us once approach, enabling a quick and simple registration process and providing a single version of the truth across all platforms used by our customer-facing teams.</p> <p>We have enhanced our system to efficiently capture customer support needs to enable cross-sector sharing. This includes the capture and recording of any support services or additional information provided by the customer, as well as details of any elected nominees and their level of authorisation.</p> <p>We have introduced prompts and indicators to make it easy to identify if the customer has any additional support or communication needs, so that we can tailor the help we provide.</p> <p>Customers can choose to manage their support needs online via MyAccount (our online account management portal) or the app. Any updates will be done in real time and immediately reflected on their account. Equally, any registrations or updates performed using our website will also update in real time, providing their details match the information held on our system.</p> <p>See also minimum standard 3.4.</p>	<p>We will continue to evaluate the effectiveness and usability of our systems, through feedback from customers and employees. Furthermore, we will use customer feedback and satisfaction data to monitor the overall effectiveness and prioritise improvements.</p>	<p>Achieve a 'tell us one' service for our customers who need extra help when joining the Priority Services Register, so they only have to register once to be receive support from their energy supplier, water company and electricity and gas distributor.</p> <p>Provide a single view of customer support needs across all customer facing teams and platforms.</p> <p>Provide the ability for our customers to manage their services in real time.</p> <p>Register customers for Priority Services within 24 hours when they contact us.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
4.4	In designing their approach to recording and (where relevant) sharing customer vulnerability data, companies should clearly explain to customers how their data will be used, including any choices available to them. Companies should take steps to understand how their customers who need extra help feel about the use of their data.	Compliant	<p>Upon signing up to Priority Service customers will be sent welcome information, including information around how we use their data.</p> <p>We will also provide information on how to access and view our dedicated Priority Service Privacy Notice. See minimum standard 4.1.</p> <p>In line with minimum expectation 2.3, we would look to engage customers and our key stakeholders on any substantial changes to the support we provide including how we use their data.</p>	We will use customer feedback to understand the satisfaction with our services, including our communications and use of data. Additionally, we will gather input from our partners on our communications and data practices to better support those who need extra help.	<p>Host a minimum of one session per year across our strategic partners to shape and inform future support services.</p> <p>Host a minimum of one session per year across our customers to shape and inform future support services</p> <p>Provide a dedicated PSR Privacy Policy, which will be reviewed a minimum of once annually.</p>
5.1	Companies should develop and maintain a vulnerability strategy, setting out how they plan to support the extra help needs of their customer base.	Compliant	<p>Our vulnerability strategy was initially developed in 2018, following in depth research carried by out Community research. This formed part of our A rated engagement approach for Price Review 19 (PR19).</p> <p>Through the course of the AMP, our strategy for supporting customers has been subject to monthly review as part of our Vulnerability and Affordability Steering Group, consisting of senior leaders from across the business.</p> <p>In developing our approach to supporting customers, we invited a range of partners to participate in our Shaping the Future sessions to gain their views on the effectiveness of our plans. During these sessions, we discussed our customer support strategies, performance metrics and future ambitions. Using their feedback we were able to test and evolve our strategy, to ensure it was fit for purpose.</p> <p>Our strategy has been built in collaboration with our partners and customers, and we will continue to involve them in our plans, drawing on their expertise and unique insights.</p>	<p>Performance will be monitored monthly as part of our Vulnerability and Affordability Steering Group to ensure there is continued focus and we remain on track to deliver our commitments.</p> <p>We will host annual stakeholders sessions with partners and customers to ensure our plan meets the needs of the communities we serve.</p>	<p>Vulnerability strategy in place and reviewed annually.</p> <p>Performance against strategy to be reviewed monthly as part of the Vulnerability and Affordability Steering Group.</p> <p>Our strategy and performance will be reviewed annually with customers and partners.</p> <p>We will deliver a fully accessible version of our strategy.</p> <p>We will create a headline summary document for our customers.</p> <p>A single strategy on a page view in an easy read format.</p>

No.	Minimum expectation	Compliance	Implementation	Monitoring	Targets
5.2	Companies should take steps to understand the likely underlying requirements for extra help in their areas.	Compliant	<p>We will continue to use a wide range of data, both quantitative and qualitative, to gain a view of the underlying needs of the communities we serve, while seeking to identify the gap between those supported and the estimated population who may benefit from support.</p> <p>See also minimum expectation 1.3 for information on internally collected data sources.</p> <p>Quantitative – we will utilise publicly available data sets, such as but not limited to:</p> <ul style="list-style-type: none"> - ONS Data/ Vulnerability Indicators (multiple data sets) - Inclusivity Calculator - National Grid Social mapping - Indices of deprivation - Population growth (ONS) <p>Quantitative – utilise our own data sets</p> <ul style="list-style-type: none"> - Speech analytics - scale and nature of vulnerability disclosures - PSR Composition (take up/coverage) <p>Qualitative data:</p> <ul style="list-style-type: none"> - Partner insights and research - we will continue to work with a wide range of partners that represent our customers who may need extra help. - Lived experience of our customers - Customer champions/focus groups/online communities/through partners. 	<p>We will perform external benchmarking on an annual basis, utilising any learning from similar research and data mapping initiatives.</p> <p>We will create and maintain our own internal dashboard, using a range of both internal and external data sets to monitor and understand the level of need in our region versus PSR sign ups, to understand any potential gaps.</p> <p>We will learn from the energy sector and work commissioned by the Centre for Sustainability Energy, which provides a PSR gap for energy network operators.</p> <p>We will promote a collaborative approach across the water sector, to create alignment and consistency in how we look to understand the level of need in our region and the underlying gap.</p>	<p>Implement a dashboard, utilising multiple data sets to understand the current level of need versus take up.</p> <p>We will use speech analytics to enhance our understanding of the nature and scale of vulnerability disclosures and the quality of our support.</p> <p>Maintain a minimum network of 150 partners using their insight of communities alongside independently commission research (e.g. Scope Disability Experience tracker, Rural Network).</p> <p>Promote a collaborative approach, to create a unified measure to assess and understand the PSR gap across the water sector.</p>

Appendix B: Understanding the scale of vulnerability in our region

To better understand the scale of vulnerability in our region, we have analysed publicly available data. Our aim is to compare the potential level of support needed with the level of support currently being provided.

Using the Inclusivity Calculator from the Money Advice Trust (see below), we can estimate how many of our three million households we supply may need extra support. This helps us understand the potential scale of different conditions or support needs.

However, it does not reflect the number of unique individuals or households requiring support, as the total number of reported conditions is more than three times the number of households. This is because many people live with more than one condition and some conditions fall into multiple categories. For example, dyscalculia may be included under low numeracy.



A second dataset from Frontier Economics – see Figure 1, across – which looks at the eligibility criteria for Priority Services, shows that on average, one in four people may benefit from additional support. In the Anglian Water region, which covers the East of England and East Midlands, the estimated average is around 26.5%.

As with the earlier data, this dataset also has limitations. Not all types of support needs are represented, due to gaps in available information. Again, some households may be double counted, if a customer has multiple different needs.

Because of this, the data may both underestimate and overestimate the true number of customers who could benefit from Priority Services.

Following the publication of our draft strategy in June 2024, Ofwat conducted research to estimate the level of PSR eligibility, using data from the Office for National Statistics. Their findings – shared in the Priority Services Standards – estimate that around 50% of households in England and Wales may be eligible for support.

Using data from the 2021 census, Ofwat looked at the number of households that meet at least one of the following three criteria:

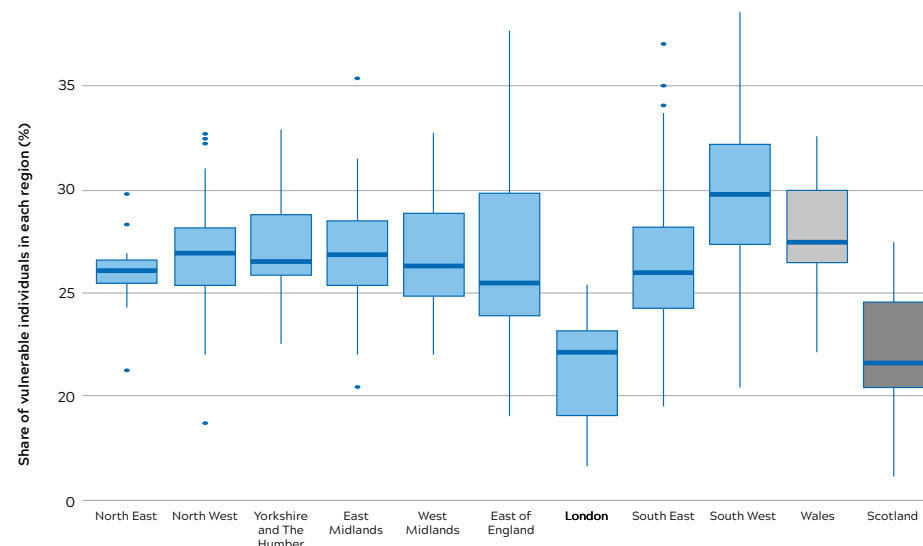
- At least one person of pensionable age.
- At least one person disabled under the Equality Act.
- No adults in the household proficient in English or Welsh.

Each household was only counted once, even if they met multiple criteria.

In publishing their research, Ofwat noted that not all indicators of PSR eligibility could be included. They also made an important point; eligibility does not always mean support is needed, as individual needs can vary.

We recognise that factors, such as family or community support, can also play a role. Some eligible customers may not need or may choose not to receive additional help. For example, being of pensionable age doesn't necessarily mean a person requires extra support.

Figure 1 – Share of vulnerable population within each region in Britain, 2018



Our commitment

We are committed to supporting every customer in our region who needs or requests extra help.

Taking into account the available research, we have set a stretching but achievable target:

By 2030, we aim to have more than 20% of households registered for Priority Services, representing between 660,000 and 700,000 customers receiving tailored support.

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