

Ofwat customer-focused license condition

The customer-focused license condition, introduced by Ofwat in February 2024, ensures that water companies in England and Wales give their customers a high standard of care and support, particularly those who need extra help. We continually make improvements to best serve the needs of our customers. The below tables outline each of the license condition principles and how we are meeting them. This information is true and correct as of 31 July, 2025.

For more information on our policies, standards and relevant documents, please refer to our website, [anglianwater.co.uk](https://www.anglianwater.co.uk)

Key terms we use in this document and what they mean:

An event:

is something that may occur as part of our day-to-day operations that we need to respond to. An example might be a piece of equipment at one of our pumping stations breaking down which needs coordinated support by local teams to fix. If an event takes place that causes a large-scale interruption or the impact will take place over a long duration, it will change to be classified as an incident.

WaterCare:

is the umbrella name for the extra support we provide to customers and includes the PSR and Extra Care Support. [Extra Care Support](#) helps customers that are in financial difficulty with things like discounted tariffs or personalised payment plans and much more.

An incident:

is when an event or occurrence that causes a large scale interruption or the impact will take place over a long duration, affecting our customers (such as a loss of water supply to their homes) and/or have an environmental impact (such as a mains burst which floods the surrounding area).

The Priority Service Register (PSR):

is [our service](#) providing free, practical support for people with a wide range of needs. This can include those with sight, hearing, or mobility difficulties, people who are pregnant or parents with babies under 12 months old. Support might include reading a customer's meter (if they find this difficult), to sending out bills in other formats. In an incident, customers on the PSR register receive enhanced support and contact from our teams to ensure they receive the care they need.



G3.1 The Appointee is proactive in its communications so that its customers receive the right information at the right time, including during incidents.

What we do every day

We make sure we send customers the right information at the right time for everyday matters. Typically this relates to:

- Billing communications, including promoting our affordability assistance programme and Priority Service Register (PSR). Customers receive communications on bills with letters sent in the post, on email and through our website.
- Instances where we've identified unusually large changes in bills, payment amounts or meter consumption (in these situations we typically contact customers over the phone or on email to discuss and potentially investigate further).
- Sending customers smart meter updates, including monthly water usage comparisons or proactive communications to advise of a potential leak identified on their property.

We support engagement and awareness of customer communications proactively through:

- Organic and paid social media.
- Radio and television ads.
- Customer emails and newsletters.
- Webpage promotions through our partners (including charities, local government, councils and NHS Trusts).
- Branding on our vans and trucks.

Bills for measured customers and our online bill are being reviewed and updated this year to help customers better understand bills, tariffs and usage data, improving clarity and improving trust. Recent improvements to customer billing includes:

- Redesigning our bill for customers paying unmeasured rates as part of our work towards achieving Plain Numbers accreditation.
- Redesigned our bill insert (paper bills) to showcase our PSR and Extra Care support more strongly.
- Added a new page online for customers who are billed on our behalf by another supplier.

Planned supply interruptions:

There are times when we might need to temporarily turn off customer's water to do essential planned work. We let customers know in advance when works are taking place, how long their water will be off for and when it will be restored. For interruptions that we know will be longer than four hours, we give customers written notice at least 48 hours in advance. Our promise to customers is outlined in our [Core Customer Information](#).

For information on compensation we provide to customers in the event of a prolonged supply disruption see section G3.3.

What we do during incidents

We make sure we send customers the right information at the right time when an incident occurs, keeping them regularly updated throughout the incident and afterwards.

To do this, we've embedded customer communications throughout all our internal incident response structures and ways of working. In the past year, we have created a wider range of customer communication journeys within our systems, making it quicker and easier to keep customers updated during events affecting their supply. We have also added additional information to the templates we use to provide clearer information to customers of the causes of any interruptions.

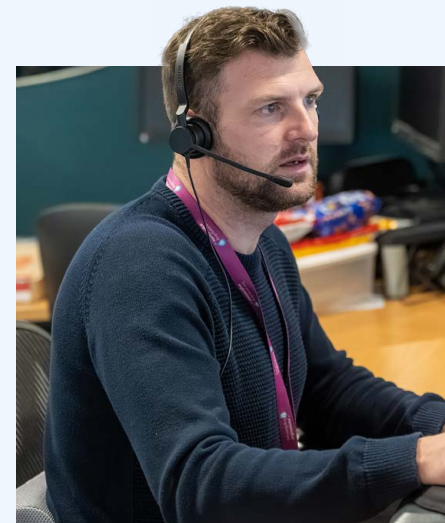
During an incident, we contact customers by SMS and email, with clear information on what the incident is, what we are doing to fix it, any actions they need to take, and an expected resolution time.

Our PSR team proactively contacts customers on the register (taking into account their preferred method of contact, this could be via phone, email or two-way SMS) to offer additional support where required. See G3.5 for examples of the type of support we provide PSR customers.

We have a webpage which is kept up to date on developments as an incident progresses, [Check on or report an issue](#). We have recently improved the webpage to provide information

at property level (rather than postcode level), to give customers greater clarity on an event (such as boil notice) which impacts them.

Additional improvements made in 2024/25 include updating our FAQs online around water quality events, including more information about how water can be used safely during water quality events, such as a boil notice. We are committed to continuous improvement of the wording of incident communications. Based on customer feedback, we are building a bank of previous messages to speed up our response to customers.



G3.2 The Appointee makes it easy for its customers to contact it and provides easy to access contact information.

What we do every day

To make it easy for customers to get in touch we have:

- More than 11 different channels for customers to contact us, including over the phone, WhatsApp, email, live chat, social media, SMS, MyAccount, MyAccount app, our website, British Sign Language service, in writing. We also offer in person contact at our offices for Hartlepool customers from 9:00am-4:30pm Monday to Friday (excluding Bank Holidays) and in the wider region through key events).
- Our phone lines are open 24/7, 365 days per year, and include a translation service, for customers whose first language isn't English.
- A free call back service.
- A [webpage](#) with all our key customer information in one place.
- A [Core Customer Information](#) document, which is available on our website [here](#).
- We clearly signpost our contact details on all our bills and letters as standard.

For customers that require additional communication support we have:

- Interpreters Live, which offers British Sign Language and alternate sign language interpretation.
- Text Relay.
- Multi-language options for telephone and online (such as on WhatsApp, where we have communicated with customers in a wide variety of languages).
- A dedicated bereavement phone line and 'tell us once' service.
- Google Translate.
- Braille, large print, audio and coloured bills.

On our website we have:

- Our online MyAccount service is available in 127 languages.
- ReciteMe functionality throughout, which allows users to modify the site depending on their accessibility needs.

Our MyAccount app is now available in 15 different languages, up from 8 in 2023/24.

In 2024/25, we invested in and rolled out a new telephony system, to enable further functionality such as integrated knowledge base and chat bots.

What we do during incidents

We post the details of all issues and incidents on our live map at anglianwater.co.uk/check. Customers can input their postcode to see the latest information at a property level. If a customer can't see information on an issue, they can also report a new issue. Alternatively, they can call 03457 145 145.

When customers call us, we can identify if they are calling from a known incident area and play back relevant messages and updates accordingly.

We update anglianwater.co.uk/check with the latest information from our teams on the ground so customers are always kept up to date.

Our customer service team members are kept up to date with the status of all incidents so they can respond to any queries that might be received through regular contact channels.

For large-scale incidents, we deploy a Customer Support Unit to the heart of impacted communities to ensure we give appropriate face-to-face support to affected customers.



G3.3 The Appointee provides appropriate support for its customers when things go wrong and helps to put things right.

What we do every day

When things go wrong we provide:

- A dedicated 24-hour phone line. This is available every single day of the year.
- A Monday to Sunday WhatsApp channel for customers to get in touch.
- A dedicated complaint/case handler to give customers a single point of contact when a complaint is made.
- Help and advice on our website with what to do in an emergency such as frozen, burst or leaking pipes here.

Customer compensation:

In the event of an interruption or issue with a customer's service, they are entitled to compensation from us. Our guaranteed standards of service and associated compensation are set out in full on page 18 of our Core Customer Information document.

Resolving wastewater issues at a customer's property:

When customers report an issue relating to their wastewater services, they are informed of next steps and the level of service for attendance. They receive an email and/or text with a link to our customer portal, which provides customers with the latest information on their job and automatically updates as the job progresses.

We monitor our customer service performance through:

- Customer sentiment and satisfaction tracking for learning and insight.
- Our customer champion group.
- Our online customer panel.

Internally, we identify and implement service improvements through:

- Regular complaint working groups to drive out service issues.
- Service improvement groups across various areas of the business.
- A customer leadership board, prioritising change initiatives.

We're working on:

- A trial of a free internal or external pipe repair for customers on our social tariff.

What we do during incidents

One of the first things we do, even before an incident is declared, is to understand the impacted customers and to request data from the PSR team. This is so we can identify, understand and meet the full diversity of customers' needs and start to plan and prioritise these customers and groups within the impacted area that may require additional help, such as schools, care homes and hospitals.

As soon as we escalate from an event to an incident, we draw on more resource from across the business to manage the situation and minimise the impact to our customers. Our resourcing strategy allows for full incident team formation in under one hour. Part of this additional resource includes people from our communications and engagement teams (including a PSR Manager) to ensure customers are well-informed. We have also improved our ability to update customers when an event changes in size.

During an incident, we work as hard as we can to get everything back to normal for customers as soon as possible. If we're unable to get things resolved within 12 hours, we'll provide an alternative water supply. This could include diverting water from elsewhere in the network, sending tankers to pump water directly into the pipes that supply homes, or delivering bottled water to customers.

Where there is a large issue affecting a lot of people, or there's a 'boil' or 'do not drink' notice in place, we set up a Customer Support Unit and hubs for customers to collect bottled water from.

In 2024/25 we have further improved our bottled water logistics and emergency planning. For PSR customers with a water-dependent medical condition or mobility issues, we'll deliver bottled water straight to their door. We work with local councils to find the best spots to set up our bottled water hubs so customers can get to them easily on foot or by car. As soon as we know where they'll be and what hours they'll be open, we send customers the details by email and text and post it on our website.

In addition:

- If a customer is internally flooded from a sewer we aim to attend the property within 2 hours, and external flooding within 4 hours.
- We cancel sewer charges if a customer needs to be vacated due to flooding or are on our 'worst served' register.

G3.4 The Appointee learns from its own past experiences, and shares these with relevant stakeholders. The Appointee also learns from relevant stakeholders' experiences and demonstrates continual improvement to prevent foreseeable harm to its customers.

What we do every day

We work with our peers to improve services across the water sector and attend:

- Industry complaint working groups.
- Best practice sharing at events and seminars.

We work with the Consumer Council for Water (CCW):

- Exercises are carried out routinely to share best practice across the industry. We take what we have learnt and work with CCW to change and improve our processes.
- We seek CCW input to customer comms and change (for example our seasonal tariff trial and annual billing).
- We attend regular meetings for challenge and advice.

We invite customer feedback, which we act upon through:

- Our customer online community.
- Our customer champions.
- Our customer board.
- Our Independent Challenge Group.
- Tracking customer sentiment and satisfaction, and identifying service improvement opportunities.

We work with our partners:

- We work with more than 150 partners, including with energy suppliers, Fire and Rescue services, charities and financial institutions.

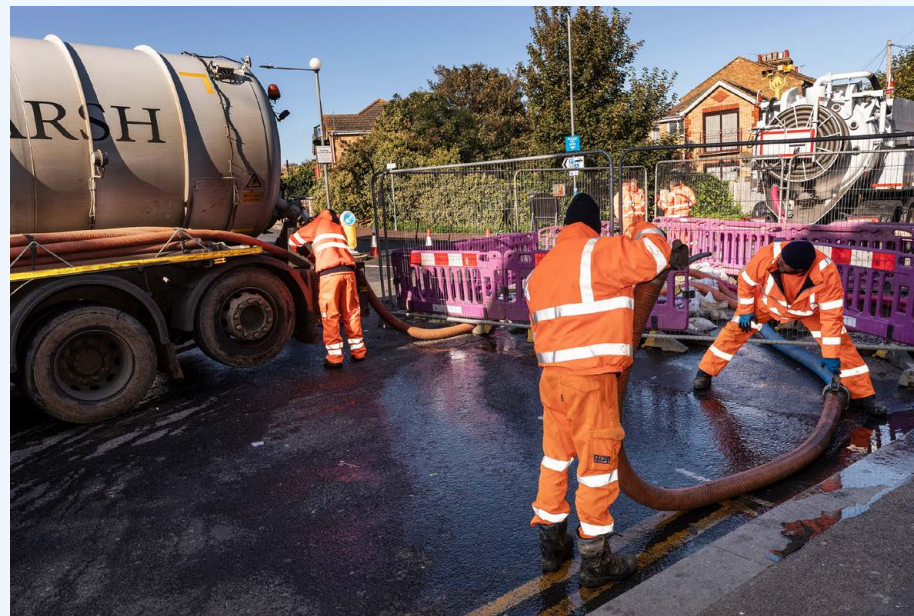
Our partners help us to review, enhance and critique our services and train and upskill our people.

- We work with our partners to leverage data sharing to provide a seamless experience to customers who need it. An example is our tell us once service for customers who have had a bereavement. This service allows the customer to inform just one provider who will share the information across key partners, reducing the number of times a customer needs to notify providers.
- We are working with the Modern Contact Centre Project and have implemented a Service Line responsible for managing our telephony platform. The Service Line will gather feedback to share best practice and ways of working.

What we do during incidents

We have a robust process in place to identify and learn from every incident. As part of the broader incident management community in the water sector, we routinely engage with local partners and other water companies. This is part of a national platinum incident management structure to share learnings and experiences, to plan for emerging risks impacting the sector and to develop best practice.

We also engage and consult with the CCW on how we manage incidents. In addition to 'What we do every day', representatives from our Operational Resilience and Customer Communications teams attend CCW Incident Workshops. These help us better understand the spectrum of incidents across the industry and how they impact customers, with a view to share best practice and understand how and where we can improve our customer service.



G3.5 The Appointee understands the needs of its customers and provides appropriate support, including appropriate support for customers in vulnerable circumstances, and including during and following incidents.

What we do every day

Under our WaterCare service we provide Extra Care Support alongside the Priority Services Register (PSR).

Through the PSR we offer tailored, practical help and support depending on the needs of each customer.

Day-to-day, this might look like tailoring the way we communicate with a customer to reflect their communication needs, such as providing coloured bills or communicating in their chosen language.

When we are aware of an upcoming interruption to our service, we identify and get in touch with affected PSR customers as a priority to understand what support we might need to give them, and ensure they have as much time as possible to prepare.

Customers can easily sign up to the PSR through their [MyAccount online](#), by calling 03457 919 155 or by completing our quick and easy [form](#).

Our [Customer Vulnerability Strategy 2025](#) is also available on our website, alongside a [customer summary](#).

As outlined in section G3.2 we have a wide variety of accessible ways customers who need extra help can get in touch with us.

As outlined in section G3.3 and G3.4 we engage with our customers through a number

of groups to continually help us understand their needs and hear their feedback.

As outlined in G3.6, we have a comprehensive package of support for customers who are struggling with their finances.

More generally, to ensure we are offering the highest level of customer support, we:

- Have a specialist PSR team with a direct telephone number for registered PSR customers.
- Provide access to free, confidential 24/7 mental health support to customers through our partnership with Shout.
- Are ISO 22458: Customer Vulnerability certified.
- Utilise external data sources and data sharing.
- Have over 150 active partnerships.
- Have a dedicated partnership team.
- Offer a self-serve facility for customers to register and update their PSR needs in real time.
- Have undertaken a Mental Health Accessible Audit.
- Provide Dementia friends and other bespoke partnership training to our customer facing teams, such as Plain Numbers training.

What we do during incidents

When there's an interruption to water supply, our team will contact everyone in the area on our Priority Services Register to check they're okay. Where a lack of water could have a significant impact for customers who are on the Register for a medical condition or mobility issues, we deliver bottled water directly to their door. We'll always do this for any interruption over 12 hours but will also look to do it for shorter periods where it's needed.

Following feedback on how we manage this process, we now proactively let the customers know who will be delivering the bottled water and why.



G3.6 As part of meeting principle G3.5 above, the Appointee provides support for its customers who are struggling to pay, and for customers in debt.

What we do every day

We have a comprehensive package of support for customers that are struggling to pay. In 2024/25 we provided financial support to 405,425 customers.

Through WaterCare we offer:

- Discounted tariffs, including WaterSure, LITE, ExtraLITE and Aquacare Plus.
- Income maximisation.
- Forgiveness schemes.
- Extended lowest bill guarantee.
- A Medical Needs Discount for eligible customers.
- A dedicated number to reach our Extra Care Support team: 03457 919 155.
- Increased free payment outlets and channels.
- Realtime self-serve account updates – generate a bill, tailored bill periods, scheduled billing, refund request, apply for DWP payments, amend payment amounts, dates or methods.
- The ability to see water usage versus cost, with water and money saving tips and water efficiency devices.
- Smart meter constant flow alerts.
- Targeted support for leakage repairs: In June 2024, we re-launched a trial to fix

leaks for vulnerable customers who had recently had a smart meter installed, which resulted in a leak being identified. Seasonal tariffs: In 2024, we announced new seasonal tariffs with groups of customers in Lincoln and Norwich. These tariffs were designed so discounted charges in the colder months offset higher charges during the summer. Following the encouraging results, we're expanding the trial to customers in Colchester and Northampton.

- Our new telephony system has enabled us to expand our website callback links. We have added a direct callback link to our Extra Care team, helping customers to access support more easily.

In AMP8 we will double the customer cross-subsidy from £12 to £24. This proposal was strongly backed by customers and stakeholders and will enable discounts of up to 50% for 230,000 customers, with an additional 70,000 receiving further help across all concessionary tariffs.

Community Engagement:

We proactively identify areas and people most at risk of digital exclusion, loneliness and isolation and where customers are less likely to engage with their water company. Throughout 2024/25 we attended almost 100 community events, raising awareness of our WaterCare support and saving our customers more than £13,000 at a time when they need it the most.

