



How we're delivering on our plan

Meeting our commitments
2015-2016



YorkshireWater

**We've listened,
we've planned -
and now we're
delivering**



Getting it right for our customers is at the heart of everything we do. That's why we created our Blueprint for Yorkshire, planning our future with your priorities in mind.

We're pleased to say that last year, we met 24 out of 26 of the new commitments we agreed with our customers. That means we're well on our way to delivering what's important to you but know we have more to do.

Here's how we've got on over the past year...

Lowered average bills

Our average bills have reduced and we'll carry on working hard to keep our bills as low as possible whilst also providing help to our customers in vulnerable circumstances.

Delivered great customer service

We understand how important customer service is to you. That's why we've measured our performance carefully against other water companies over the past year. We've achieved high levels of satisfaction in billing and water services in the water industry's comparative assessment*. And we've scored well above average for utilities once again in a nationally recognised customer service survey**.

Providing value for money

Everyone wants value for money and more of our customers believe we give them just that. From a customer survey published in May 2016*** our score for value for money increased from 76% to 82% for our water service, and from 77% to 83% for our waste water service.

Improved drainage

We invested around £17 million into the region's drainage network in 2015/16. This work helped us to reduce the number of flooding incidents by resolving issues where sewers were too full or blocked.

Water we can all enjoy

We're proud of our Yorkshire seaside. In 2015, 18 of our bathing waters were rated by the Department for Environment, Food & Rural Affairs as either Excellent or Good, while four of Yorkshire's eight resort beaches will be able to apply for the coveted Blue Flag in 2016.

All in all, it's been a good year, despite the challenges caused by some of the worst flooding in the region over the Christmas and New Year period. We've achieved almost everything we set out to do and we're well on our way to achieving our longer-term goals.

If you'd like to find out more about our business performance visit our website: www.yorkshirewater.com/reports

*Service Incentive Mechanism (SIM). **The UK Customer Service Index. ***The Consumer Council for Water (CCW) surveys water industry customers about perceived value for money.

We're here for you



Supporting you through difficult times

Case study

Last Christmas was hard for a lot of our customers with heavy rainfall and flooding affecting homes and businesses all across Yorkshire. We're pleased to say that despite the challenging circumstances, we were able to support our customers through it all.



- We kept water and waste services running for all our customers
- 1,200 dedicated colleagues were on hand supporting with answering customer calls at our call centre, resolving issues and responding to customers at their homes
- We worked closely with other organisations to support customers and sort out problems as quickly as possible

Here's what our customers said:

“The person who came out was a wonderful man. The best service received ever!”

“Prompt, efficient service with helpful & friendly staff.”

“In spite of huge demand on your resources, I have always had a response. Your staff are polite and do a great job.”

Case study

Extra help for the customers who need it most

We're really proud of WaterSupport, our innovative new scheme to prevent customers from falling into arrears with their water bill. It's a unique initiative that caps the bill of customers who need it most - households on low incomes with relatively high water charges. We're the first water company in the UK with this scheme. Water Support is really simple. Our system is set up to help us spot customers who may be vulnerable and allows us to offer them more tailored help. Typically customers have saved £174 this year. We've had some great feedback from our customers who've found it's really helped them stay on top of their bills.

- **We now help 22,735 customers, 8,592 of them are now on the new WaterSupport tariff**
- **Customer visits are up 100% to 40,000 per year, giving lots more households first-hand support**
- **Our helpful Customer Support Team have been named Best Vulnerable Support Team of the Year at the Credit Today Utility and Telecoms awards.**



Putting your priorities first

Our performance commitments in 2015-16

Throughout the last 12 months we have been working on delivering the seven customer outcomes we promised you we would work towards, and here are the results.

We provide you with water that is clean and safe to drink

We're still firmly on track and meeting the stringent drinking water standards that keep your water safe and clean.

We're always striving to get better however unfortunately we were slightly below our committed level of performance for Water Quality. We are working hard to make up this shortfall, the main causes of which were higher than anticipated nickel and lead failures in relation to customer fittings/pipework as well as a marginal increase in iron failures.

Drinking water quality compliance:

Target 99.960%
Result 99.954%

The quality of your drinking water measured against national standards.

Corrective actions

Target 6/ Result 5

The number of drinking water events resulting in further corrective action from the Drinking Water Inspectorate.

Drinking water quality contacts

Target 10,131
Result 10,007

The number of times customers contact us regarding discolouration, taste and odour.

Long term stability and reliability factor of water quality

An overall assessment of long term stability and reliability for water quality.

Raising awareness about water safety is very important to us. We're busy working with DIY companies to provide information to customers about water safety in the home. And we're working on education campaigns with farmers to reduce risks from the pesticide metaldehyde that they use on their land.



We make sure that you always have enough water



Providing you with a continuous supply of clean, safe water for drinking and business use is one of our priorities we are on track to meet. We are also working with our customers to reduce water use including our own and targeting work to reduce the amount of water we lose through leaks from our pipes.

Leakage ✓

Target 297.1 Ml/d
Result 285.1 Ml/d

The amount of water lost from our network including when it is being transported between the treatment works and our customers' homes and businesses.

Long term stability and reliability factor of water networks ✓

This remains stable.

An overall assessment of long term stability and reliability of water networks.

Water use ✓

Target 142.6 l/h/d
Result 141.7 l/h/d

Average use of each person in the region.

Water supply interruptions ✓

Target 13.63
Result 12.89

Minutes lost due to water supply interruptions for 3 hours or more, per property served.



We take care of your waste water and protect you and the environment from sewer flooding

Internal flooding incidents

Target **1,877**
Result **1,842**

The total number of sewer flooding incidents experienced by homes and businesses in the year.

External flooding incidents

Target **10,125**
Result **9,037**

The total number of flooding incidents affecting external areas such as highways, car parks, footpaths, public open space, fields, agricultural land and woodland in the year.

Minor pollution incidents

Target **237**
Result **180**

The total number of pollution incidents caused by our waste water assets which have been classified as having a minor impact.

Serious pollution incidents

Target **8**
Result **5**

The total number of the most serious pollution incidents by our waste water assets.

Long term stability and reliability factor of waste water networks

This remains stable. An overall assessment of long term stability and reliability of waste water networks.

We protect and improve the water environment

Looking after Yorkshire's water is something we work hard at. This year we've worked closely with partners including local authorities, Experience Community (a disability access and travel organisation), and the Canals and Rivers Trust to deliver a number of solutions.

Together we've made it easier for off-road wheelchair users to get to our reservoirs. We've helped keep invasive aquatic plants from taking over local rivers. We've developed improved flood risk models to help us be better prepared against floods. And we've improved habitats for our local water wildlife too.

Bathing water

Target 15
Result 18

The number of Yorkshire's bathing water sites that exceeded the requirements of the EU bathing water standards.

Working with others

Target 3
Result 4

The number of solutions we deliver through working with other agencies, organisations or individuals. These can be delivered through various measures including joint funding, shared resources, investigations and feasibility studies.

98% visitor satisfaction

Survey published measuring satisfaction of visitors with access to our recreational land and visitor facilities.

Long term stability and reliability factor of waste water treatment

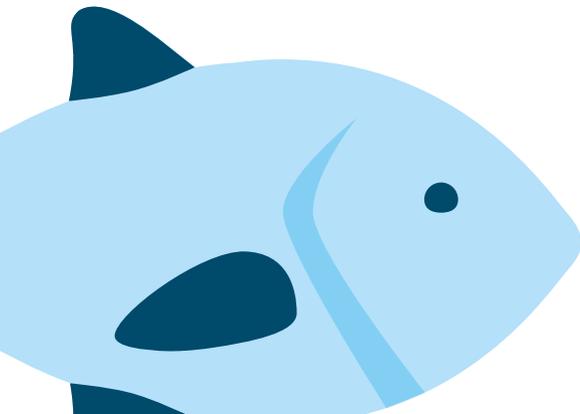
An overall assessment of long term stability and reliability of waste water treatment.

Land conserved and enhanced

The amount of land in Yorkshire where we play an active role to conserve and enhance it. This is a 5 year commitment which will be confirmed in 2020.

Length of river improved

The amount of river length in Yorkshire we will improve between 2015-2020. This is a 5 year commitment which will be confirmed in 2020.



We understand our impact on the wider environment and act responsibly

Energy generation:

Target 12%
Result 11.3%



The amount of electricity we generate through renewable technology expressed as a percentage of total energy consumption.

Until the end of last year, we were firmly on course to achieve our 12% target for energy generation. Unfortunately the widespread Christmas floods that affected so many customers affected us too, damaging our new thermal hydrolysis plant at Esholt, our waste water treatment works in Bradford.

We're working hard to get back on track. We've already begun a £70 million investment programme creating a new renewable energy and waste treatment facility at our busy Knostrop waste water treatment works in Leeds.

Waste diverted from landfill

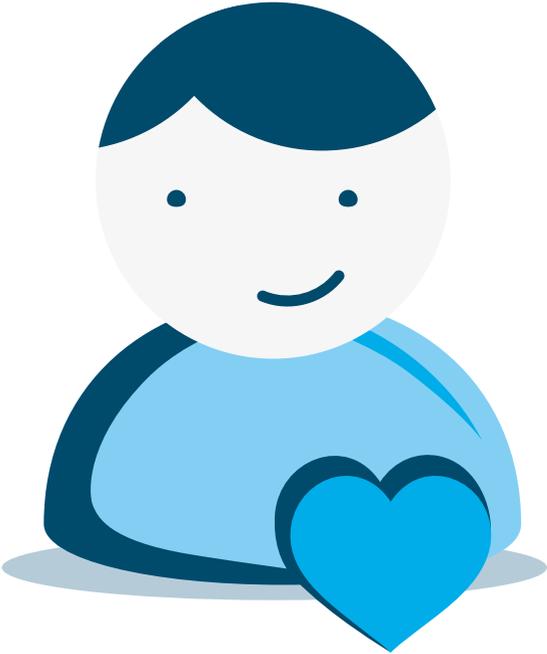
Target 94%
Result 98.9%



Waste from our Yorkshire Water activities that is recycled or re-used.



We provide the level of customer service you expect and value



Customer service is at the heart of what we do and this year has seen improvements in our commitments to continue providing service which is valued by our customers. We will continue to challenge ourselves to improve this through listening to what our customers tell us they want and need. We are also working hard to reduce the impact we have on our customers when working on our network and the number of times they need to contact us.

Qualitative measure of customer service
Target 82%
Result 82.6%

Measured by our regulator Ofwat's Service Incentive Mechanism rating.

Service commitment failures

We must meet specific standards on the service we provide to customers by law. Our commitment is to improve on these, reducing the total number of events we have where we have failed to meet the guaranteed standards of service.

Overall customer satisfaction

The overall percentage our household customers are satisfied with their water and sewerage services. This is based on the annual survey and report by CC Water. We have a commitment to improving customer satisfaction levels to ensure on average our performance between 2015-2020 is better than our performance during 2010-2015.

We keep your bills as low as possible

We're committed to doing everything we can to make sure your bills represent the best possible service at the lowest possible price. We'll also ensure that they reflect your needs and are accurate. We are passionate about helping customers in need, and will continue to provide support for vulnerable customers and those who find themselves in water poverty.

Helping you pay **22,735**

Number of customers who we help pay their bill.

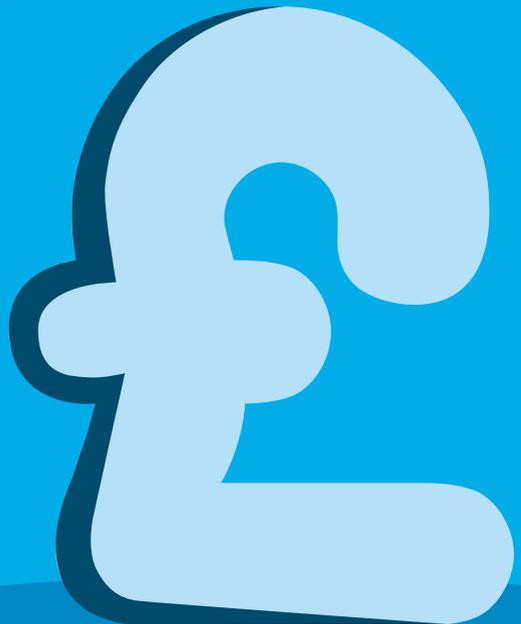
We are committed to improving this year on year and will publish our progress annually.

Bad debt **3.05%**

Cost to each bill paying customer of the customer who does not pay their bill.

Value for money

The overall percentage our household customers are satisfied with the value for money we provide. This is based on the annual survey and report by CC Water. We have a commitment to improving our average performance between 2015-2020 to ensure this is better than our performance during 2010-2015.



How are we doing?

Achieving our goals and shaping our future.

We're pleased to report that we're on track to deliver our customer promises for our five year investment plan for 2015 to 2020.

This includes **reducing bills**, **supporting our vulnerable customers** and **providing you with the service you expect** – all whilst planning for future challenges like population growth and climate change.

We're happy to be making a real contribution to the social, economic and environmental wellbeing of Yorkshire. We have been working hard to improve our partnership working with organisations from across Yorkshire and have a programme in place to recruit and develop 160 apprentices by 31/03/20. We are also actively engaging through a range of community activities focusing on:

Education - raising awareness on the value of water and how we work together to safeguard this precious resource;

Environment - playing a key role as one of Yorkshire's largest landowners in enhancing the natural and built environment;

Empowerment - providing opportunities for colleagues to share skills with the local community through employee-supported volunteering.

Listening to you

We're listening. This year, we responded to your concerns about odour problems with a £16m investment at our Saltend treatment works in Hull. And there's another £15m set aside for the future.



Where does your money go?

The average household bill is forecast to be £418 by end of 2015 – 2020. We committed in 2014 – 15 to reduce the average bill and this will continue through to 2020 saving on average £36 over six years.

This diagram explains what we do with your money based on the seven key outcomes our performance commitments are based on.



Asking you to help shape our future

Over the next year we will be starting to talk to customers about our plans and investments for 2020 and beyond. The people of Yorkshire will play an important role in shaping our future.

Don't just take our word for it

As well as involving customers directly we are also challenged on our plans by the Yorkshire Customer Forum who takes a direct role in how we will plan future investment and improve future performance for you.

Our performance information is also externally validated by technical experts to ensure what we publish is clear, accurate and can be trusted.

Case study

Planning for a greener future

Generating energy from renewable sources is a real priority for us.

That's why we're investing over £70m in a new renewable energy and waste treatment facility at our Knostrop waste water treatment works in Leeds.

Dealing with sludge (one of the by-products of the waste water treatment process) in a sustainable manner is a constant challenge for the water industry.



That's why we're creating 12 renewable energy generating sites able to treat all the sludge produced in Yorkshire at a competitive cost. This will help us to manage sludge efficiently in the long term, keeping bills as low as possible.

The scheme will generate enough energy to power 55% of the waste water treatment works at Knostrop – and will make the air smell a lot fresher too.

If you need to get in touch

Thanks for reading about our successes last year and our plans for the coming years. We hope we've inspired you to get involved in the future of Yorkshire's water.

Like to find out more about our performance for 2015-16? It's easy to get in touch.



Visit our website yorkshirewater.com/reports



Tweet us @YWHelp



Call our contact centre on **0345 1 24 24 24**

Our contact centre is open for billing enquiries Monday to Friday 8am-8pm and Saturday 9am-5pm.

For water and sewerage enquiries we're open Monday to Saturday 6.30am-10pm and Sunday 7.30am-10pm. We're open 24 hours a day for emergency calls.



Write to us

Yorkshire Water
PO Box 52,
Bradford,
BD3 7YD

Other useful numbers:

Asian language	0345 1 24 24 21
Text telephone/minicom	0345 1 24 24 23
24 Hour automated services (meter readings and payments)	0345 1 247 247
Fax number	01274 372 800

How much could you save?



Use our online calculator

See how you could save water and energy around the home.



Buy discounted water saving gadgets

Water butts, shower heads and more – For more details simply visit yorkshirewater.com/savewater