



# Attendees

**Andrea Cook**

Chair, Yorkshire Forum for Water Customers

**Anthony Rabin**

Independent Chair, Yorkshire Water

**Richard Flint**

Chief Executive Officer, Yorkshire Water

**Liz Barber**

Director of Finance, Regulation and Markets, Yorkshire Water

**Wendy Kimpton**

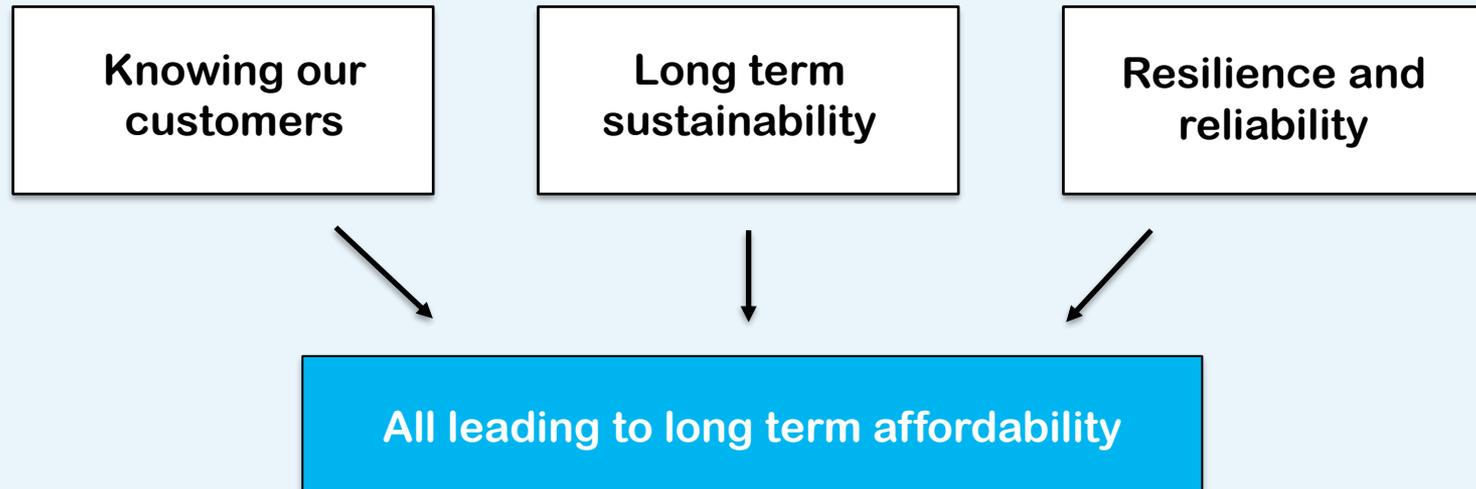
Head of Regulation, Yorkshire Water

# We remain an efficient and ambitious company for our customers

- We have included a stretching package of over £800m of cost efficiencies, embracing new markets and innovation.
- To deliver for our customers, we have arguably the most ambitious package of service improvements in the sector.
- Customers want stable and predictable bills so we have reverted to the natural pay-as-you-go rate.
- Our customers support the statutory WINEP programme which is three times the size of previous programmes and requires completion by 2025.

**Our ambition to reduce bills has been frustrated by the scale and timing of our WINEP programme.**

# There are several fundamental innovations in the thinking behind our plan



**CUSTOMERS**



**WATER  
SUPPLY**



**ENVIRONMENT**



**TRANSPARENCY**



**BILLS**

# How this changes things for our customers

I can contact Yorkshire Water how and when it suits me.

I know it is easy for me to access the help I need.

I decide when they visit me, I know who is coming and track their progress.

The company looks for signs that I may need wider help and knows how to get it for me.

The company recognises and responds to my individual needs.

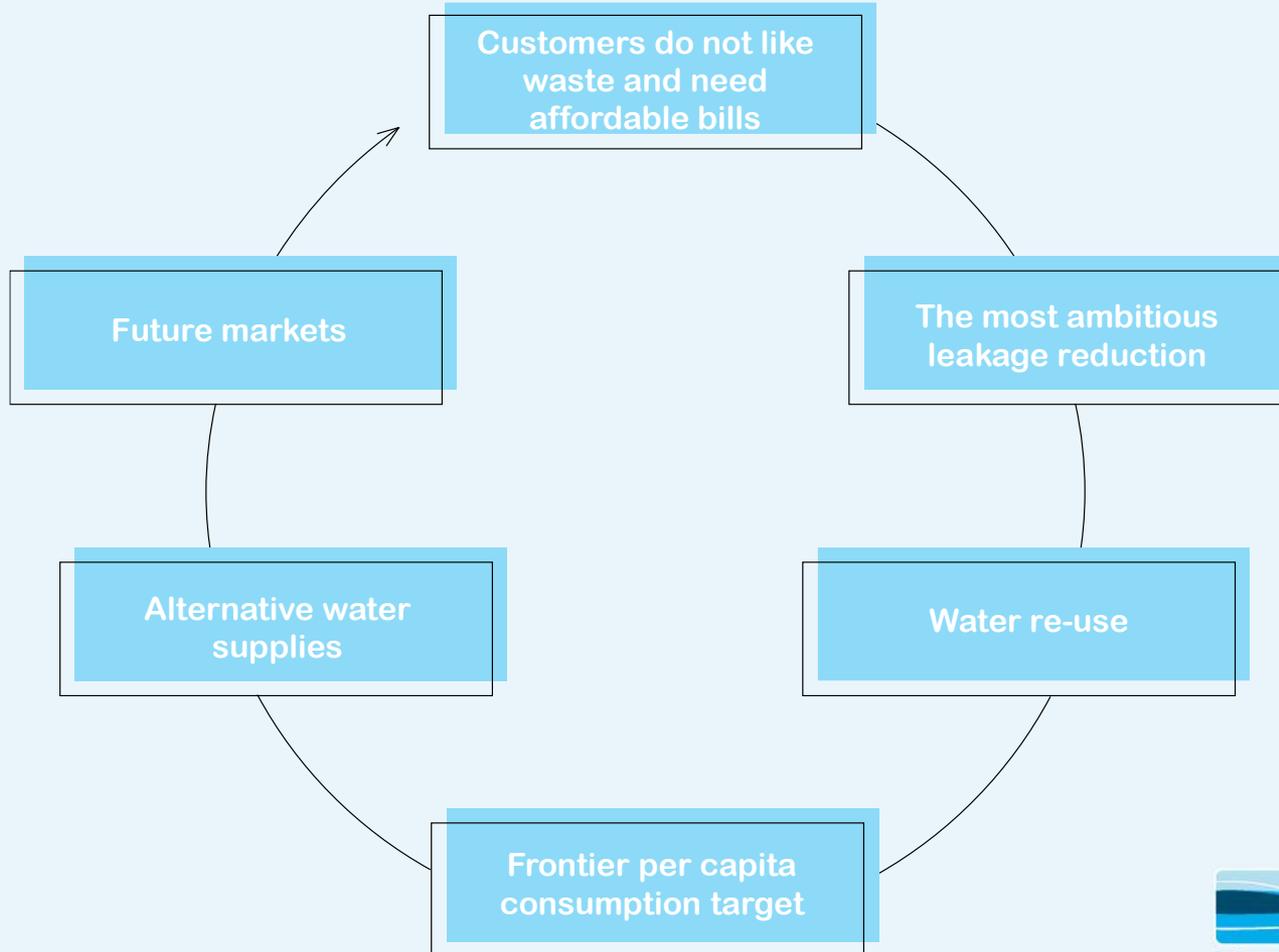
They will contact me if I might be at risk of falling into debt and offer effective help.

My account is reviewed every year to give me the best tariff for my lifestyle.



# How this changes things for our long-term sustainability

Bringing our water demand management approach to life:



# The role of our Board

## **Board participation and ownership are integral to the plan**

The Board asked three questions; was the plan aspirational, acceptable and achievable?

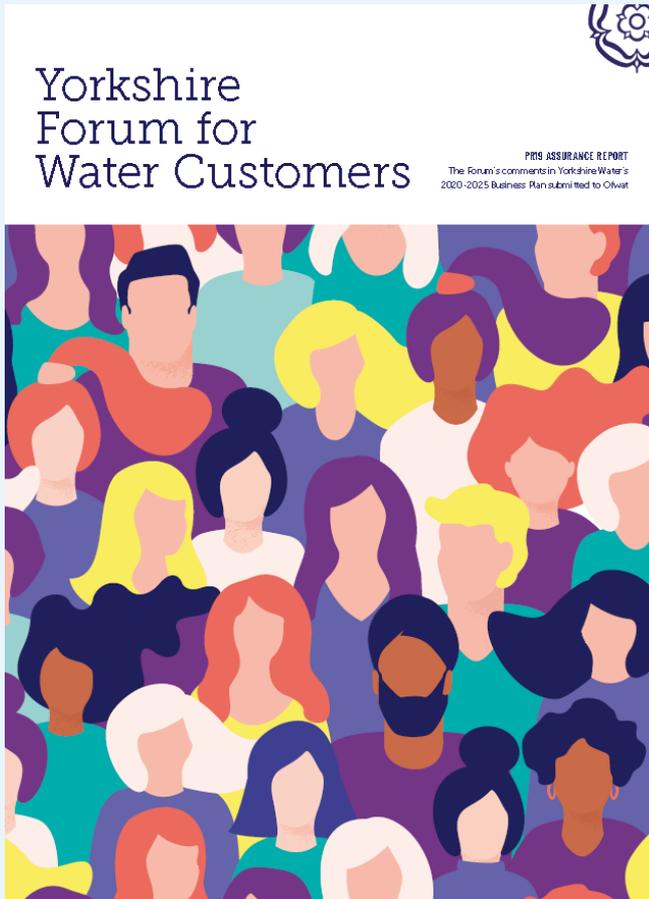
It then considered how it could be satisfied on these points.

## **What did we do?**

- **Challenge of aspiration**
- **Challenge of acceptability**
- **Challenge of achievability**

In summary, this is a bold plan designed to fully meet customer needs and wants and one that is wholly endorsed by the Board.

# The role of the Yorkshire Forum for Water Customers



- Expertise in key areas of the plan facilitating scrutiny and input.
- Providing expert input into the development of the approach to vulnerability and affordability.
- Supporting and challenging the company in the development of customer research.
- Ensuring that the research results are reflected in the plan.
- Ongoing input into published materials supporting transparency.