



# 1. Your drinking water is safe and clean

## What do customers want?

Customers have told us they want a reliable and high-quality water supply that they can trust for quality, taste, appearance and smell. Our water-quality ambition is to meet current and future drinking-water quality standards, providing a reliable supply of safe, clean water for future generations.

We have made five performance commitments about safe, clean water and we have achieved our target, or are on track with delivery, for four of these in year four.

## What have we done?

We supply a very high level of water quality, but our water-quality improvement programme aims to provide even better water. We have seen water-quality improvements across a number of our water-quality measures. The water industry measures whether water companies are meeting water-quality standards using a measure called the Compliance Risk Index (CRI), which is defined by the drinking-water quality regulator, the Drinking Water Inspectorate. We aim to achieve a perfect score of zero for this measure, but in year four of AMP7 we missed this target with a score of 5.92. We continue to see the effects of our water-quality improvement programme across our water-quality measures but, this year, the CRI measure was particularly affected by a failure at a single large water treatment works.

Our continued focus on water quality has further reduced the number of customer contacts we received about the taste, smell and appearance of water. We plan to deliver more improvements in the future as we continue to invest in cleaning our water network. Work started at the end of year three to clean and reline the Vyrnwy treated-water aqueduct. Since 1892, the aqueduct has transported water from Lake Vyrnwy in Wales to customers across Cheshire, Merseyside and the North West. It is made up of three parallel pipelines, one metre in diameter, with a combined length of 110 kilometres. Although this work isn't due to be completed until 2028, we have cleaned or relined over 35 kilometres of the aqueduct this year.



We have increased awareness of how customers can improve the quality of the water in their home and reduce the amount of water they use. In surveys to measure this, awareness is at 53.8%, beating our overall target of 27.5%. To achieve this increase we continued to use a number of campaigns aimed at customer groups, and provided advice to customers on how to fit appliances correctly. We continued with a wide range of actions to encourage people to save water, such as through sponsoring local ITV weather forecasts, using 'waterwise' (our water-efficiency campaign) and leak-detection messages.

In addition to the improvements made by customers, we replaced lead service pipes in 3,842 customer properties in year four, beating our target of 750 and helping to improve the quality of the water our customers get from their taps.

**4/5**  
measures achieved

