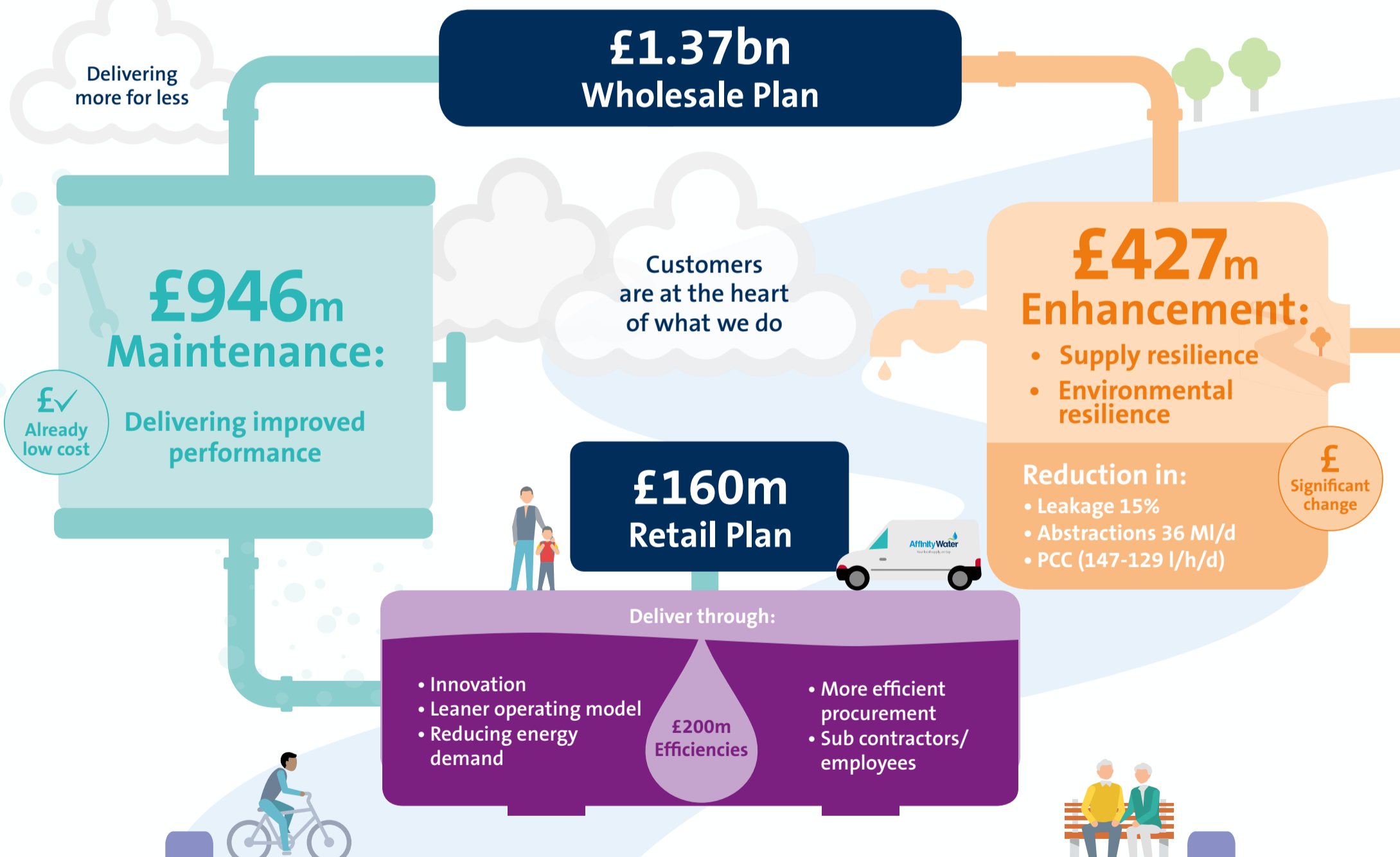


# What it takes to deliver our ambitious plan

## Our 4 outcomes



## How we continue to innovate

- Personalising our service to customers
- Support customers in vulnerable circumstances
- Communities – we're transparent and trustworthy
- Digital transformation
- Environmental benefits
- Leakage – challenge head on
- Supply 2040
- Transfer HUB
- Leading on regional coordination (WRSE)

# Our Customers and Stakeholders support our ambitious plan

**82%**  
of customers consider the final plan to be acceptable

**More than 75%**  
of customers find it acceptable for bills to be increased by an extra £3-£5 per year

**71% to 73%**  
of customers would find it acceptable for us to add 50p or subtract around £4 from their bills for beating of failing to meet targets



**75%**  
of future customers agree there is a need to save water

**78%**  
of customers support us investing now to ensure there is sufficient water in the future

Leakage is an important issue for customers and stakeholders, 89% of customers support continuing to find ways to reduce leakage

**87%**  
of household customers generally see water as affordable

**75%**  
of customers support us in providing additional assistance to those who need it most

**63%**  
of customers are in favour of us increasing their annual bill by £1.50, in order that we can support more customers on the social tariff

