

Vision and Strategy Web Form Response (Waterwise)

Name
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Organisation or company
Waterwise
Open questions
Based on the draft in our discussion document, what do you think should be included in a shared vision for the sector? What are the collective aspirations it needs to achieve?
<p>Social and environmental purpose - using regulation to achieve the wider objectives of government and society in the water environment.</p> <p>Greater join up to achieve desired outcomes and avoid unwanted outcomes. For example, EA and OFWAT should look to work much more closely in PR24.</p>
Should water companies be encouraged or incentivised to consider wider public value in what they do? What does this phrase mean to you, and should Ofwat take a role in making that change happen?
<p>Definitely.</p> <p>To me it means that they look to the wider direct and indirect implications or their action or inaction. That they use tools such as the 6 Capitals to inform decision making. That they take a leadership role in convening and supporting others.</p>
Do you think long term aspirations and targets will be effective in driving the sector forwards? What should they cover and how should they work in practice?
<p>Yes.</p> <p>I would like to see ambitious long term targets linked to reducing how much water is used/wasted. If we can reduce water consumption we will increase drought resilience; take less water from the environment; reduce our carbon footprint and benefit customers who struggle to afford their bills. In practice this could be a high level national target for "water into supply" underpinned by sub-targets for leakage, domestic PCC and business water use.</p> <p>These targets will not only incentivise water companies but also require commitment and action from government and business.....and customers of course!</p>
Do you think we're focusing on the right areas in which to drive transformational change, as we've set out on pages 26-29? E.g. innovation, the natural environment, customer relationships.
<p>Yes although innovation is perhaps an underpinning thing rather than a specific transformational change.</p>