

February 2020

Variation of Icosa Water Services Limited's appointment to include Rosemead Farm, Horam

1. About this document

Variation of Icosa Water Services Limited's appointment to include Rosemead Farm

On 21 October 2019, Ofwat began a [consultation](#) on a proposal to vary Icosa Water Services Limited's appointment to become the sewerage services provider for a development in Southern Water's sewerage services area called Rosemead Farm in Horam (**the Site**).

The consultation ended on 18 November 2019. During the consultation period, we received representations from two organisations, which we considered in making our decision. On 31 January 2020, we granted Icosa Water Services Limited a variation to its existing appointment to enable it to supply sewerage services to the Site.

This notice gives our reasons for making this variation.

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2. Introduction

The new appointment and variation (**NAV**) mechanism, specified by Parliament and set out in primary legislation, allows one company to replace the current company as the provider of water and/or sewerage services for a specific area. This mechanism can be used by new companies to enter the market and by existing companies to expand into areas where they are not the appointed company. In this case, Icosa Water Services Limited applied to replace Southern Water to become the appointed sewerage company for the Site.

A company may apply for a new appointment (or a variation of its existing appointment to serve an additional site) if any of the following three criteria are met:

- None of the premises in the proposed area of appointment is served by the existing appointed company at the time the appointment is made (the **unserved criterion**).
- Each premises is likely to be supplied with at least 50 mega litres per year (in England) or at least 250 mega litres per year (in Wales) and the customer in relation to each premises consents (**the large user criterion**).
- The existing water and sewerage supplier in the area consents to the appointment (**the consent criterion**).

When considering applications for NAVs, Ofwat operates within the statutory framework set out by Parliament, including our duty to protect consumers, wherever appropriate by promoting effective competition. In particular, in relation to unserved sites, we seek to ensure that the future customers on the site – who do not have a choice of supplier – are adequately protected. When assessing applications for NAVs, the two key policy principles we apply are:

1. Customers, or future customers, should be no worse off than if they had been supplied by the existing appointee; and
2. We must be satisfied that an applicant will be able to finance the proper carrying out of its functions as a water and/or sewerage company.

Entry and expansion (and even the threat of such by potential competitors) can lead to benefits for different customers (such as household and business customers and developers of new housing sites). Benefits can include price discounts, better services, environmental improvements and innovation in the way services are delivered.

Benefits can also accrue to customers who remain with the existing appointee, because when the existing appointee faces a challenge to its business, that challenge can act as a spur for it to improve its services. We believe the wider benefits of competition through the new appointments and variations mechanism can offset any potential disbenefits for existing customers that might arise. We consider these potential disbenefits in more detail below.

3. The application

Icosa Water Services Limited applied to be the sewerage services appointee for the site under the unserved criterion set out in section 7(4)(b) of the Water Industry Act 1991 (**WIA91**). Icosa Water Services Limited will serve the Site by way of a bulk discharge agreement with Southern Water.

3.1 Unserved status of the Site

To qualify under the unserved criterion, an applicant must show that at the time the appointment is made, none of the premises in the proposed area of appointment is served by the existing appointee.

Given the information provided to us by Icosa Water Services Limited and Southern Water we are satisfied that the Site may be considered unserved.

3.2 Financial viability of the proposal

We will only make an appointment if we are satisfied that the proposal poses a low risk of being financially non-viable. We assess the risk of financial viability on a site-by-site basis and also consider the financial position of the company as a whole.

Based on the information available to us, we concluded that the Site demonstrates sufficient financial viability and that Icosa Water Services Limited has satisfied us that it can finance its functions and that it is able to properly carry them out.

3.3 Assessment of 'no worse off'

Icosa Water Service Limited will match its customer charges with the charges of customers at Southern Water.

With regard to service levels, we have reviewed Icosa Water Services Limited's Codes of Practice and its proposed service levels and compared these to the Codes of Practice and the performance commitments of Southern Water. Based on this review, we are satisfied that customers will be offered an appropriate level of service by Icosa Water Serviced Limited and that overall customers will be 'no worse off' being served by Icosa Water Services Limited instead of by Southern Water.

3.4 Effect of appointment on Southern Water's customers

In considering whether customers will be no worse off, we also looked at the potential effects of this variation on the charges that Southern Water's existing customer base may face.

The calculation necessarily depends on a range of assumptions, and there are clearly difficulties involved in quantifying the effect on customers of Southern Water. It is therefore necessary to use a simplified set of figures. We have expressed the effect in 'per bill' terms to try and quantify the possible effect in an easily understandable way. Broadly, we have assessed the potential magnitude of this impact by comparing how much Southern Water might have expected to receive in revenue from serving the Site directly, were it to serve the Site, with the revenues it might expect from the proposed arrangement with Icosa Water Services Limited.

In this case, we have calculated that if we grant the Site to Icosa Water Services Limited, there will be no potential increase on the bills of Southern Water's existing customers.

This impact does not take into account the potential spill over benefits to customers arising from dynamic efficiencies achieved as a result of the competitive process to win new sites.

3.5 Developer choice

Where relevant, we take into consideration the choices of the site developer. In this case, the developer (Bovis Homes) said that it wanted Icosa Water Services Limited to be the sewerage company for the Site.

4. Responses received to the consultation

We received two responses to our consultation; from the Consumer Council for Water (**CCWater**) and the Environment Agency. We considered these responses before making the decision to vary Icosa Water Services Limited's appointment. The points raised in the response are set out below.

4.1 CCWater

CCWater responded to our consultation setting out that, overall, it supported our proposal to grant the variation to allow Icosa Water Services Limited to serve the Site.

It set out that it expects new appointees to provide consumers with prices, levels of service and service guarantees that match, or ideally better, those of the existing service provider. In this case, Icosa Water Services Limited is proposing to charge its customers at the same rate as Southern Water. However, in this case, CCWater noted that Icosa Water Services Limited meets or improves the majority of the service standards provided by Southern Water and for this reason it supports our proposal.

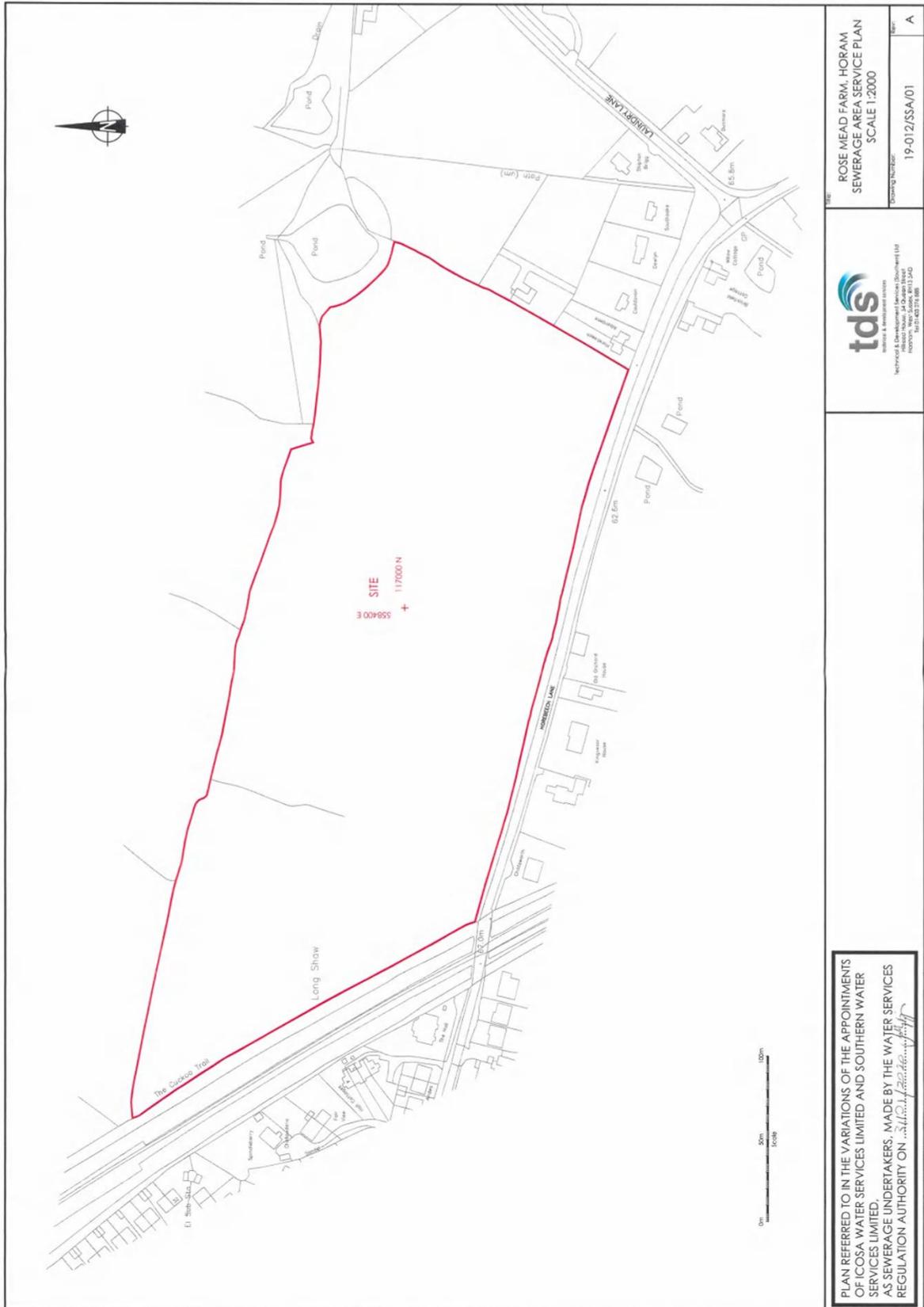
4.2 Environment Agency

The Environment Agency confirmed that it had no objections to our proposal.

5. Conclusion

Having assessed Icosa Water Services Limited's application, and having taken account of the responses we received to our consultation, we decided to grant a variation to Icosa Water Services Limited's area of appointment to allow it to serve the Site for sewerage services. This appointment became effective on 2 February 2020.

Appendix 1: Site Map



Ofwat (The Water Services Regulation Authority)
is a non-ministerial government department.
We regulate the water sector in England and Wales.

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