

**NORTHUMBRIAN**  
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# **SENSITIVE CUSTOMER GUIDANCE**

# PART 1

## SENSITIVE CUSTOMER POLICY

This part of the policy provides guidance to non-household retailers in assessing which of their customers' premises need to be marked as "sensitive" in the Central Market Operator System. It also documents how we deal with alternative water supplies during an incident.

TYPE	DESCRIPTION/GUIDANCE	EXAMPLES	NWL/ESW WS RESPONSE
NHH1	High dependency and/or high occupancy vulnerable residential population i.e. those establishments where relocation would be highly problematic.	<ul style="list-style-type: none"> <li>Hospitals</li> <li>Prisons</li> </ul>	<ul style="list-style-type: none"> <li>Retailer to provide site specific alternative water supply plan, and NWL/ESW to potentially provide tankered supplies direct into on-site mains, or</li> <li>Provide dedicated static tanks.</li> </ul>
NHH2	Non-household vulnerable population.	<ul style="list-style-type: none"> <li>Residential care homes</li> <li>Hospices</li> <li>Nursing homes</li> <li>Sheltered housing</li> <li>Customers for whom Part 2 (Priority Services) applies.</li> </ul>	<ul style="list-style-type: none"> <li>Depending on quantity of water required provide dedicated static tank(s) or bottled water.</li> </ul>
NHH3	Non-household with unacceptable societal impact.	<ul style="list-style-type: none"> <li>Schools</li> <li>Nurseries</li> <li>Education establishments</li> <li>NHS walk-in centres</li> <li>Day care facilities</li> <li>Doctors surgery</li> <li>Dentists</li> </ul>	<ul style="list-style-type: none"> <li>Consider quantity of water required and assess feasibility of customer collecting bottled water from hub location.</li> </ul>
NHH4	Animal use.	<ul style="list-style-type: none"> <li>Farms with livestock</li> <li>Zoos</li> <li>Vets</li> <li>Kennels/catteries</li> </ul>	<ul style="list-style-type: none"> <li>Consider quantity of water required and assess feasibility of customer collecting bottled water from hub location.</li> <li>Consider use of non-potable water.</li> </ul>
NHH5	Critical national or local infrastructure i.e. establishments that may have an immediate detrimental effect, or effect a wider incident response.	<ul style="list-style-type: none"> <li>Airports</li> <li>Train or bus stations</li> <li>Motorway services</li> <li>Road Tunnels</li> <li>Ports</li> <li>Emergency services</li> <li>Essential food industries</li> <li>Power Stations</li> </ul>	<ul style="list-style-type: none"> <li>Consider quantity of water required and assess feasibility of customer collecting bottled water from hub location.</li> </ul>

# PART 2

## BOTTLED WATER

We will manage all customers registered on our Priority Services register with proactive calls and advice and ensure delivery of bottled water in line with our policy during incidents.

For customers who are not registered but who may have needs in the community we will apply the following criteria for the delivery of bottled water. We recognise that there is an overlap with this and part 1 however this part of the policy is primarily aimed at customers in domestic situations.

If a non-household customer wishes to be registered for any of our Priority services, they will need to contact us directly to arrange this.

### **PRIORITY SERVICES SCENARIOS - where bottled water will be provided**

#### **PHYSICAL - customers who are registered as disabled, or impacted by physical illness that impacts their mobility**

- If customer is struggling physically due to medical condition – e.g. arthritis
- Customers registered as disabled or mobility impacted
- Customers where doctor has specifically said they are not to use boiled water
- Customers who request water as too weak through age or illness to boil kettles

#### **MENTAL HEALTH - customers whose normal day to day activity is impacted by a mental health condition**

- Customers or their representatives that express concern about ability for a customer to understand the need to boil water for example, Alzheimer's; learning difficulties. Likewise if the condition makes travelling to a water distribution point / shop impossible or difficult.

#### **FINANCIAL - those whom find themselves subject to financial stress and or may be disadvantaged due to their financial circumstances**

- Customer who has run out of money on their electric meter where the incident required boiling water
- Customers under financial stress where paying up-front for alternative supplies would be difficult
- Customers under financial stress where travelling to water distribution points would be difficult

#### **LIFE EVENT - our customers with changing or developing needs as a result of life events such as flooding, bereavement, just out of hospital, terminal illness**

- Customer has an open wound – e.g. just back from hospital
- Customers whose homes are flooded and therefore access to an electricity or gas supply impacted
- Customers on immunosuppressant medication such as chemotherapy – should be boiling water as advised by hospital doctor as part of normal medical advice but provide bottled water if requested

#### **LANGUAGE - if English is not their first written or spoken language we provide a third party interpreting service.**

- Not provided on basis of language difficulties unless the customer meets other criteria as referenced above
- Customer can be transferred by us to LangCommLive who provide a third party interpreting service on our behalf.

### **SCENARIOS - where we would not normally provide bottled water**

- Customer with lots of children or young children with no medical reasons
- In boil-water incidents,
  - If the customer can on a normal day make a cup of tea, and boil a kettle
- Customers requesting bottled water for pets and livestock.
- Hotels, cafes, pubs and coffee shops
- Child minders

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