

October 2020

Variation of Independent Water Network Limited's appointment to include Norwich Road in Acle

1. About this document

Variation of Independent Water Network Limited's appointment to include Norwich Road in Acle

On 19 August 2020, Ofwat began a [consultation on a proposal](#) to vary Independent Water Networks Limited's ("**Independent Water Networks**") appointment to become the water services provider for a development in Anglian Water Services Limited's ("**Anglian Water**") water supply area called Norwich Road in Acle ("**the Site**").

The consultation ended on 15 September 2020. During the consultation period, we received one response from the Consumer Council for Water which we considered in making our decision. On 30 September 2020, we granted Independent Water Networks a variation to its existing appointment to enable it to supply water 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, Independent Water Networks applied to replace Anglian Water to become the appointed water 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 new appointments and variations, 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 new appointments and variations, 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

Independent Water Networks applied to be the water services provider for the Site under the unserved criterion set out in section 7(4)(b) of the Water Industry Act 1991 (“**WIA91**”). Independent Water Networks will serve the Site by way of a bulk supply agreement with Anglian Water.

3.1 Unserved status of the Site

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

The Site is a greenfield site and Independent Water Networks provided Ofwat with a letter from Anglian Water which states that the Site is unserved for water. Aerial photographs show one existing barn within the perimeter of the Site. Independent Water Networks has confirmed that this is an old barn which is due to be demolished and has no water supply to it.

Given the information provided by the applicant and the letter from Anglian Water we consider the Site to be unserved.

3.2 Financial viability of the proposal

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

Based on the information available to us, we concluded the Site demonstrates sufficient financial viability, and Independent Water Networks 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’

Independent Water Networks will match the charges of Anglian Water, that is, Independent Water Networks will not be offering any discount.

With regard to service levels, we have reviewed Independent Water Networks' Codes of Practice and its proposed service levels and compared these to the Codes of Practice and the performance commitments of Anglian Water. Based on this review, we are satisfied that customers will be offered an appropriate level of service

by Independent Water Networks and that overall customers will be 'no worse off' being served by Independent Water Networks instead of by Anglian Water.

3.4 Effect of variation on Anglian 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 Anglian 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 Anglian 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 Anglian 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 Independent Water Networks.

In this case, we have estimated that if we grant the Site to Independent Water Networks, there may be a potential bill increase of £0.001 on the water bills of existing Anglian Water customers.

This impact does not take into account the potential spillover 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, Lovells Partnerships Limited, the site developer, said that it wanted Independent Water Networks to be the water company for the Site.

4. Response received to the consultation

We received one response to our consultation, from the Consumer Council for Water (“**CCW**”). We considered this response before making the decision to vary Independent Water Networks’ appointment. The points raised in the response are set out below.

4.1 CCW

CCW stated that in general it expects NAVs to provide customers with prices, levels of service and service guarantees that match, or ideally, better those of the incumbent company, particularly for developments that include domestic housing, as household customers do not currently have the facility to choose or switch supplier, unlike business customers.

CCW noted that Independent Water Networks proposes to charge customers for services on the same basis as Anglian Water. It stated that under Independent Water Networks’ charges scheme for 2020-2021 it will continue its voluntary policy of charging 2.5% less than the incumbents’ volumetric charges for the 2020-21 charging year. Therefore, any customers who move to this Site before April 2021 will benefit from this price reduction. CCW supports this reduction, but notes it is unclear whether Independent Water Networks is planning to continue this discount beyond March 2021. CCW consider that under this arrangement customers may be temporarily better off than they would have been if Anglian Water served them, but the long term price benefits are unclear. CCW noted that Independent Water Networks offers discounts to those customers who are able to and opt to take on e-billing or pay by direct debit.

CCW stated Ofwat has calculated that existing customers of Anglian Water would see an annual bill increase of around £0.001 in their water bills. CCW appreciates that this will have a negligible effect, but notes that it is unclear as to whether there will be any significant benefits arising from this arrangement for the existing customers of Anglian Water. CCW therefore questions the value of the NAV regime if it cannot deliver benefits to customers. CCW considers that ideally the incumbent’s existing customers should receive some benefit from the new arrangement.

CCW agreed with our overall assessment that customers will be no worse off in terms of the levels of service that they will receive from Independent Water Networks than if they are served by Anglian Water. CCW stated that it is aware that Independent Water Networks has revised its levels of service standards whilst the application has been being processed. It noted that overall Independent Water

Networks generally matches or exceeds the service standards of Anglian Water, and for this reason and taking into account the revised levels of service, it supports this application. For example, Independent Water Networks offers increased compensation for low water pressure or for failing to read a meter once a year and offers a free leak service repair on a customer's external supply pipes.

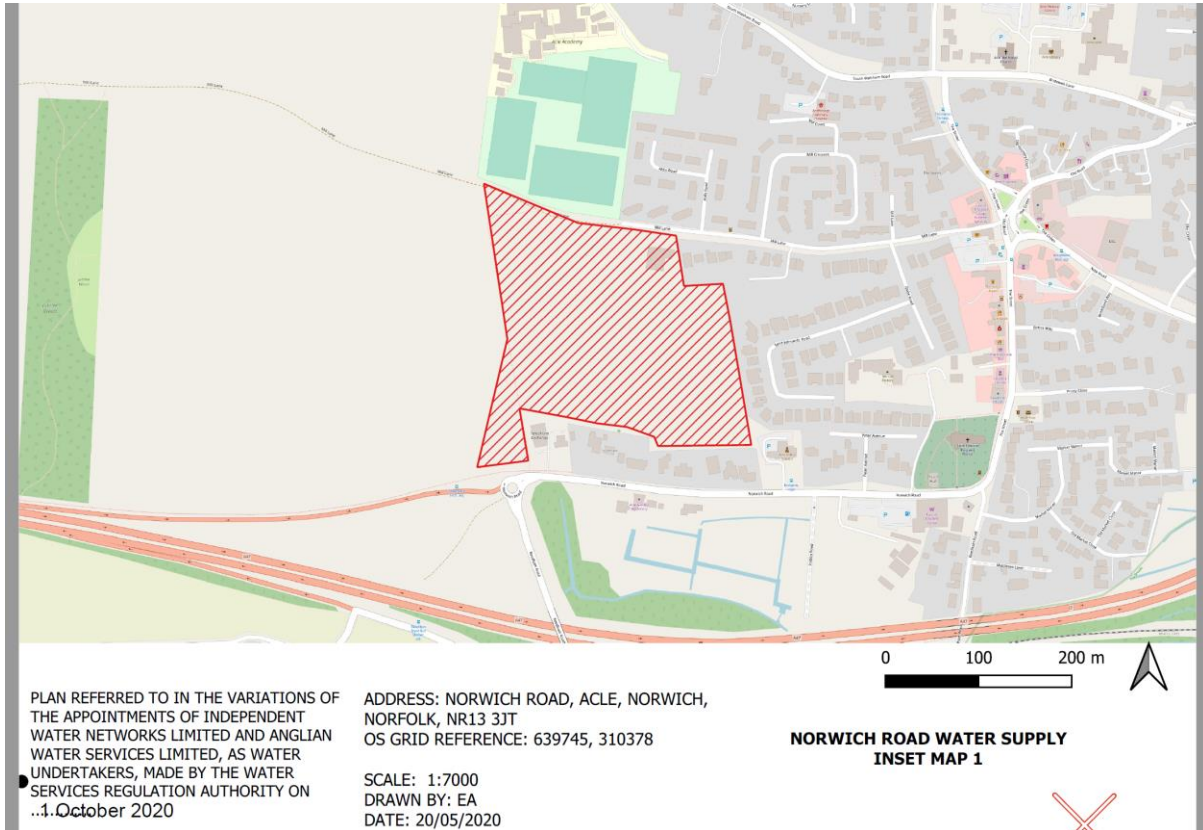
CCW noted that Independent Water Networks will not be able to offer its financially vulnerable customers a social tariff in the way that the incumbent companies do. However, it will offer the standard WaterSure tariff for qualifying customers who find themselves in financial difficulty. CCW stated it agrees that, given its relatively small size and customer base, it may be appropriate for Independent Water Networks to tailor some of the services it provides. CCW noted that until Independent Water Networks can provide a formal social tariff, it expects Independent Water Networks to offer appropriate, flexible support to customers in financial difficulty who would otherwise benefit from a social tariff. CCW considered that such support should not be at the expense of its other customers. CCW expects Independent Water Networks to research the views of its customers on any proposed cross-subsidy before introducing any social tariffs.

One of the key policy principles Ofwat considers when assessing NAV applications is that current customers, or future customers, should overall be no worse off (in terms of the price and service they receive) than if they had been supplied by the existing appointee. This requirement has been met by Independent Water Networks in its proposal to improve the levels of service and match the pricing set by Anglian Water. Our assessment does not require applicants to better the service and price of the existing appointee.

5. Conclusion

Having assessed Independent Water Networks' application, and having taken account of the response we received to our consultation, we decided to grant a variation to Independent Water Networks' area of appointment to allow it to serve the Site for water services. This variation became effective on 1 October 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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