

April 2021

**Variation of Icosa Water Services
Limited's appointment to include
Kettering Road, Market
Harborough, Leicestershire**

About this document

Variation of Icosa Waster Services Limited's appointment to include Kettering Road, Market Harborough, Leicestershire.

On 8 February 2021, Ofwat [began a consultation on a proposal](#) to vary Icosa Water Services Limited's ("**Icosa Water**") appointment to become the sewerage services provider for a development in Anglian Water Services Limited's ("**Anglian Water**") sewerage services area called Kettering Road, Market Harborough, Leicestershire ("**the Site**").

The consultation ended on 8 March 2021. During the consultation period, we received representations from three organisations, which we considered in making our decision. On 29 March 2021, we granted Icosa Water 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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1. Introduction

The new appointment and variation 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 applied to replace Anglian 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 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.

2. The application

Icosa Water 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 will serve the Site by way of a bulk discharge agreement with Anglian Water.

2.1 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.

Icosa Water provided a letter from Anglian Water, dated 5 November 2020, confirming that it does not serve any properties within the Site's boundary. Anglian Water stated that the Site is unserved. It is a greenfield site and the maps and aerial view photos indicate that there are no buildings on the Site.

Given the information provided by Icosa Water and Anglian Water, we are satisfied that the Site may be considered unserved.

2.2 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 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 the Site demonstrates sufficient financial viability, and Icosa Water has satisfied us that it can finance its functions and that it is able to properly carry them out.

2.3 Assessment of 'no worse off'

Icosa Water's proposed charges will not exceed those that would otherwise be charged by Anglian Water. No discounts are being offered to customers on the Site.

With regard to service levels, we have reviewed Icosa Water's 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 Icosa Water and that overall customers will be 'no worse off' being served by Icosa Water instead of by Anglian Water.

2.4 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 price 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 Icosa Water.

In this case, we calculate that if we grant the site to Icosa Water, the sewerage bills of Anglian Water's existing customers may increase by £0.004.

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.

2.5 Developer choice

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

3. Responses received to the consultation

We received three responses to our consultation: from the Consumer Council for Water (“**CCW**”), the Drinking Water Inspectorate (“**DWI**”) and the Environment Agency.

We considered these responses before making the decision to vary Icosa Water's appointment. The DWI and the Environment Agency did not have any comments to make on the consultation. The points raised in CCW's responses are set out below.

3.1 CCW

CCW's response stated that in general it expects new appointees to provide consumers with prices, levels of services and service guarantees that match or ideally better those of the incumbent company. CCW supported Ofwat's proposal to make this variation, but conveyed its disappointment that there would be no direct financial benefit to customers from having Icosa Water as their provider of sewerage services rather than Anglian Water. This because Icosa Water proposes to charge customers for sewerage services on the same basis as Anglian Water.

CCW agreed with our overall assessment that customers on the Site will be no worse off in terms of the levels of service if served by Icosa Water rather than Anglian Water. It said that Icosa Water's levels of service generally match or exceed those offered by Anglian Water. For example, in the event of internal sewer flooding complaints Icosa Water offers compensation for disturbance and will consider discretionary payments towards alternative accommodation for customers with critical health needs. However, CCW noted that Icosa Water does not commit to clean up as quickly as Anglian Water in the event of internal sewer flooding. This would be a standard CCW would like to see Icosa Water's commit to matching with Anglian Water's standard.

CCW noted that Icosa Water will not be able to offer a social tariff to its financially vulnerable customers in the way Anglian Water can, although it will offer the standard WaterSure tariff. CCW stated that it may be appropriate for Icosa Water to tailor some of its services and that it expects it to offer appropriate support to individuals in financial difficulty, especially if they would otherwise have benefited from a social tariff. It states this should not be at the expense of its other customers. CCW would expect Icosa Water to research the views of its customers on any proposed cross-subsidy before introducing any social tariffs.

CCW noted that whilst that an £0.004 increase in Anglian Water customers' sewerage bills as a result of the variation is very low, it is unclear whether there will be any significant benefit from the new arrangement for these customers. As a result CCW questions the value of the NAV regime if it cannot deliver benefits to customers.

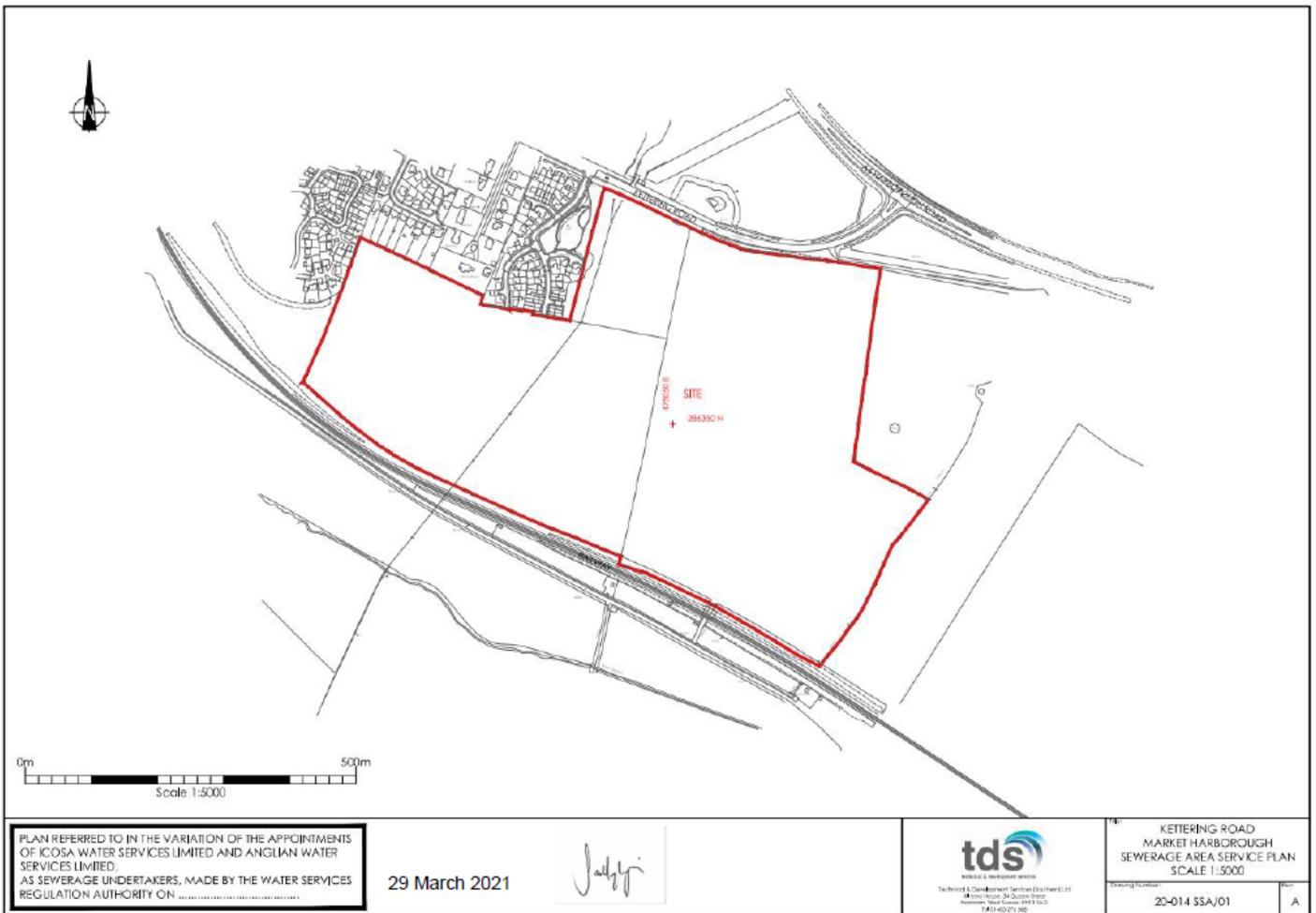
One of the key policy principles Ofwat considers when assessing NAV applications is that customers should overall be no worse off (in terms of the price and service they receive) than if they had been supplied by the existing appointee. This requirement has been met by Icosa Water in its proposal to 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.

4. Conclusion

Having assessed Icosa Water's application, and having taken account of the responses we received to our consultation, we decided to grant a variation to Icosa Water's area of appointment to allow it to serve the Site for sewerage services. This variation became effective on 30 March 2021.

Appendix 1: Site Map

Sewerage services boundary



**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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