

From: [REDACTED]
To: [Charging](#)
Cc: [REDACTED]
Subject: Consultation on charging innovation to support affordability
Date: 03 November 2022 12:41:33
Attachments: [image001.png](#)
[image002.png](#)

The County Council welcomes the current opportunity to respond to the Ofwat consultation on charging innovation to support affordability, and the Defra consultation on UK Mandatory Water Efficiency Labelling. Both consultations raise important questions about water efficiency and, recognising the increasing impact that climate change and population growth will have on our water resources, the County Council is keen to use this opportunity to offer its support for the measures within these consultations that promote greater levels of sustainability.

Whilst the matters covered in the consultations might be considered to sit outside the remit of the County Council's role as the Lead Local Flood Authority for Hampshire, we recently updated our Local Flood and Water Management Strategy ([local-flood-water-management-strategy.pdf \(hants.gov.uk\)](#)) to reflect our growing concern for a broad based approach to flood risk and water management in its widest sense, and are working with our regional water companies, and other partners, to develop robust strategic level plans for managing water effectively in all areas at all times of the year. However, this is something that all parts of the community can contribute to.

We therefore support the use of water efficiency labelling on products as a simple and clear way of reminding customers how much water is being used and putting back into the 'system' to be cleaned and stored before being allowed back into the environment. This process has multiple benefits including the reduced risk of foul flooding, improved water bodies, increased biodiversity and habitat, improved public spaces, and saving customers money through choosing more efficient technology that reduces water usage. It will also help developers and water companies to improve water efficiency in buildings.

We also support proposals that enable water companies to look at how they can introduce charging innovation to support affordability, as well as supporting environmental goals, within Ofwat's general charging principles of:

- fairness and affordability;
- environmental protection;
- stability and predictability; and
- transparency and customer-focused service.

As a Lead Local Flood Authority, the County Council has particular responsibility for surface water flooding and we are aware of the increasing risk in our urban areas from this source. We would therefore be supportive of water companies exploring opportunities to incentivise reduction in surface water drainage through their charging structures. This will be particularly important in addressing some of the pressures and challenges identified in the emerging Drainage and Wastewater Management Plans.

We hope these comments are helpful.

[REDACTED]
[REDACTED]
[REDACTED],

Elizabeth II Court West
The Castle, Winchester
Hampshire SO23 8UD
Tel: [REDACTED]
E-mail: [REDACTED]



Hampshire Services offers a range of professional consultancy services to partner organisations.
www.hants.gov.uk/sharedexpertise



This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>
