



Customer contacts about water quality

Purpose: This performance commitment incentivises the company to measure the number of water quality contacts from customers relating to taste, odour, and appearance.

Benefits: A reduction in the number of contacts relating to appearance, taste, and odour of drinking water indicates an increase in the acceptability of water to customers and a reduction in disruption and other negative social impacts for customers.

Version control

Version	Date of issue	Performance commitment changes
0.1	22 December 2022	Published at final methodology, changes to definition from draft methodology identified in red text.
0.2	09 May 2023	Removal of red text. Minor changes to punctuation for clarification.
1.0		
2.0		

Performance commitment definition and parameters

1.1 Detailed definition of performance measure

The number of times the company is contacted by consumers due to the taste and odour of drinking water or because the drinking water is not clear, reported per 1,000 population. Calculation is the number of contacts for all appearance, taste, and odour contacts multiplied by 1,000 divided by the resident population as reported to the Drinking Water Inspectorate (DWI).

1.2 Additional detail on measurement units

The definition for this performance commitment is set in line with the consumer contact classification guidance in [Information letter 04/2022 Revised](#) from the DWI of December 2022, as published on our website.¹

Consumers contact a water company for various water quality reasons. Only consumer contacts that are about appearance, taste, and odour will be included in this measure.

1.3 Specific exclusions

As defined in the DWI Information letter 04/2022 Revised, described above.

1.4 Reporting and assurance

The company will report consumer contacts separately for appearance, taste, and odour on the Discover Water website.

The company shall ensure that its outcome delivery incentive payments only relate to real performance changes and not definitional, methodological or data changes in performance commitments.

Table 1 Definition parameters

¹ Note - we expect to use the version which is in effect at the date of our PR24 final determinations, subject to the outcome of the PR24 determinations process.

PR24 Common performance commitments

Parameters	
Measurement unit and decimal places	Number of consumer contacts per 1,000 population, reported to two decimal places.
Measurement timing	Calendar year
Incentive form	Revenue
Incentive type	Outperformance and underperformance payments
Timing of underperformance and outperformance payments	In-period
Price control allocation	100% water network plus
Frequency of reporting	Annual, on a calendar year basis. For example, performance assessment for 2025-26 will be based on data from the calendar year 2025.
Any other relevant information	N/A
Links to relevant external documents	N/A