



Showing comparable information

Nov 2022

Introduction

When showing comparable information you must use bar charts and information tables to clearly and correctly display your company's performance against the targets set and against the wider industry.

The following pages outline the most important requirements to use this data and should be referred to when communicating performance to your customers.

Bar charts and tables

1 Main title

A full, clear description of what the data shows in both the bar graph and the table.

2 Subtitles

Bar graph and table subtitles have more concise descriptions of the content, stating the units of measure plus some additional context to help readers understand.

3 Colours and hashed patterns

Colours should only be used to depict how companies are performing and should correlate between the bar chart and table. Green and red are the preferred colours to depict those performing better than their target and those performing worse than their target respectively. But company branding colours can be used if required, only if applied in the same way. Hashed patterns should be used at a clearly visible scale, a 50/50 ratio and with at least 4.5:1 contrast to highlight those performing at or better than target. This is to assist those with colour vision deficiency.

4 Key

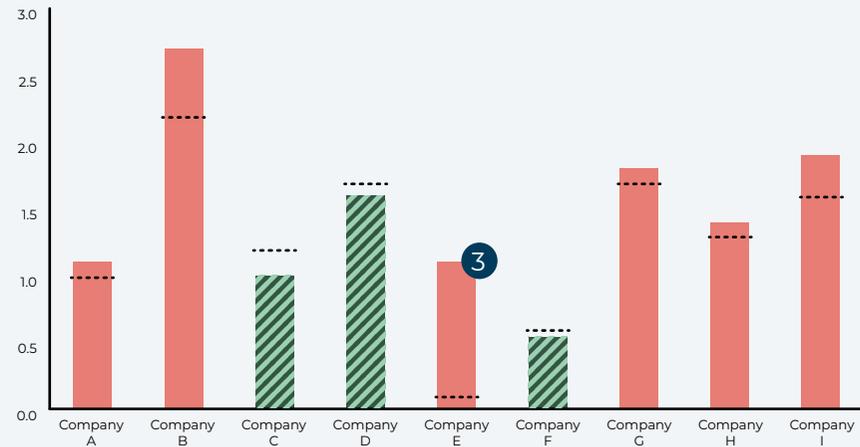
A common key should be used to add context to the graphic elements.

1

Water companies measured on the number of customer contacts regarding the appearance, taste and smell of tap water.

2

Number of customer contacts received, per 1,000 properties. (A lower number/bar is better.)



Company performance against targets. (A lower percentage is better.)

Company	Performance against target
A	+10%
B	+22%
C	-20%
D	-6.25%
E	+1,000%
F	-11.1%
G	+5.8%
H	+7.7%
I	+18.75%

- Target number for customer contacts
- ▨ Performing at or better than target
- Performing poorer than target

4

Bar charts are on pages 4 to 8.

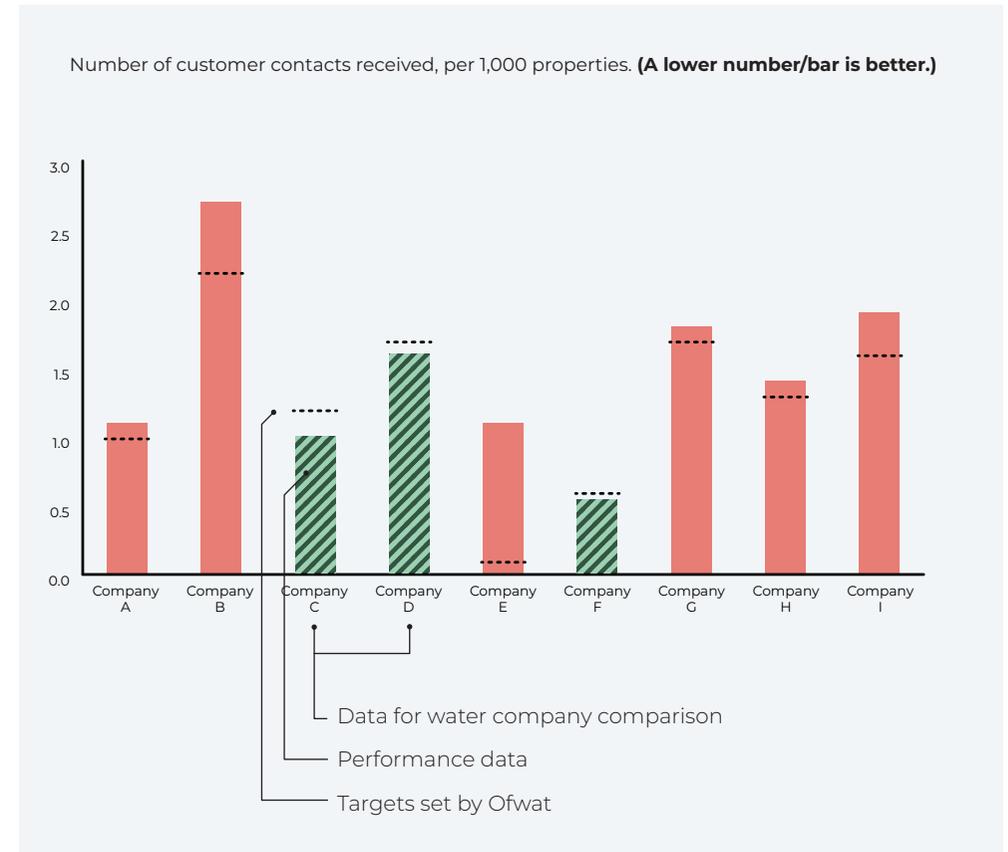
Tables are on pages 9 to 11.

Using bar charts 1 of 5

You must display the quantitative performance for your company in the form of a bar chart that features both individual company performance and the targets set by Ofwat.

Displaying all-important data

You should display any data that is important and relevant to customers, regardless of your company's performance. Including comparable data is essential to provide the customer with an accurate view of how the industry is performing as a whole and how well the company is performing relative to others.



Example of elements of a bar chart.

Using bar charts 2 of 5

Titles and subtitles

Clear and informative titles and subtitles have been written for each data set and must be displayed alongside the bar chart. They always clearly state the value axis variable, the category axis variable, the context of what's being shown and inform the customer what a positive outcome looks like. These may not be replaced or edited in any way. Please refer to page 15 for a full list of titles.

To add further clarity you should always bolden the bracketed contextual sentence helping customers to understand how to read the data properly.

Targets

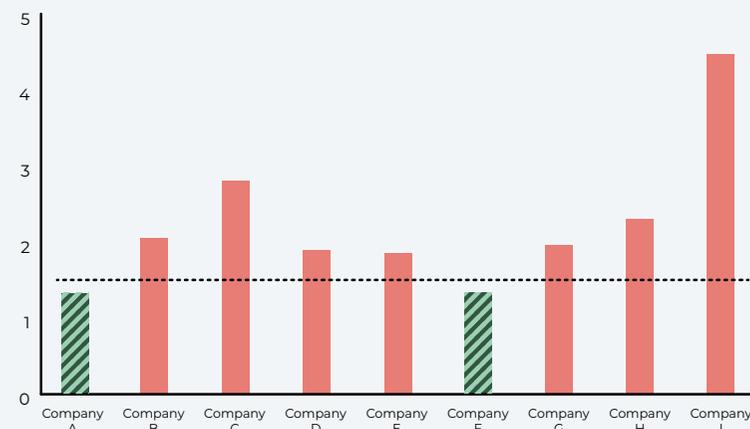
When a target is shared across water companies it should be displayed as a straight dashed line across the whole chart.

When targets vary between water companies, they must be represented as dashed lines spanning the width of each bar in the correct position to indicate the target for each company.

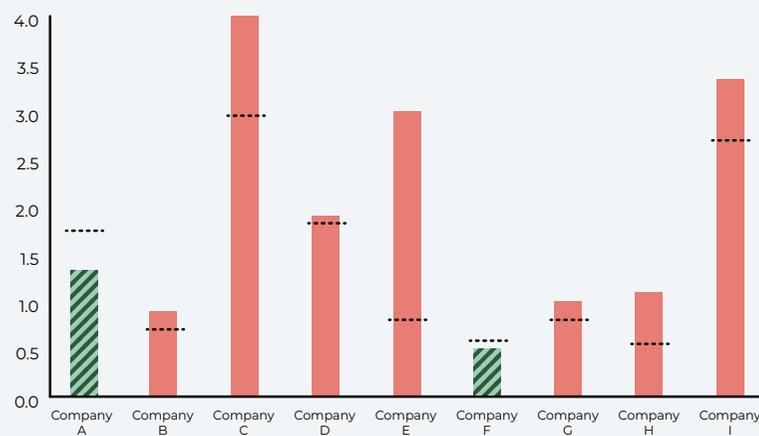
You must explain that targets are set by Ofwat and why (where applicable) some targets are variable. For example: Many targets are variable because (a) some companies are doing better than others, so a poorly performing company may have a tougher target, or (b) evidence shows that customers want a company to be ambitious (e.g. for sewer flooding), so Ofwat has set them a tougher target.

Water companies measured on the number of customer contacts regarding the appearance, taste and smell of tap water.

Number of customer contacts received, per 1,000 properties. **(A lower number/bar is better.)**



Example of an easy-to-understand title and shared target.



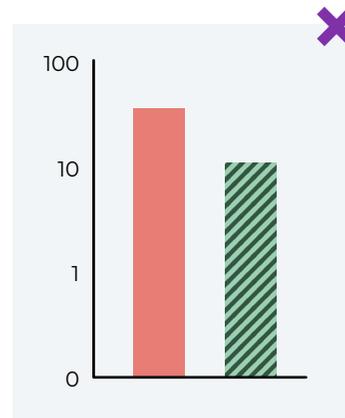
Example of Individual targets.

Using bar charts 3 of 5

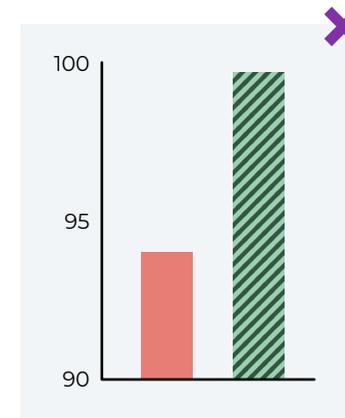
Numeric / value axis

A numeric / value axis must always be used to indicate the numeric value of each category. You must also ensure the values on the numeric axis grow linearly without gaps or jumps to present the data simply and accurately.

Avoid skewing the data by always using a common zero-valued baseline. This will help you maintain the accuracy of your data and make it easier for customers to compare bar lengths.



Don't use a numeric axis with gaps or jumps.



Don't use a numeric axis with a non-zero valued baseline.



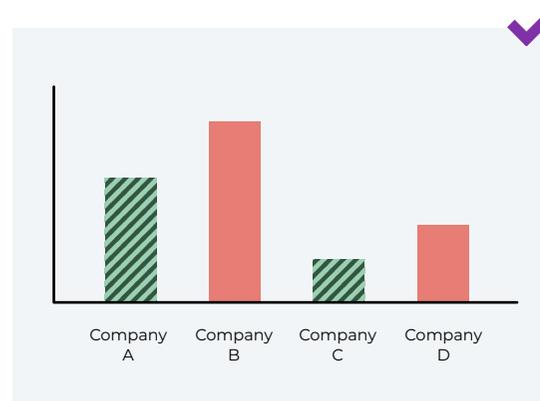
Do follow this example of correct numeric axis treatment.

Category axis

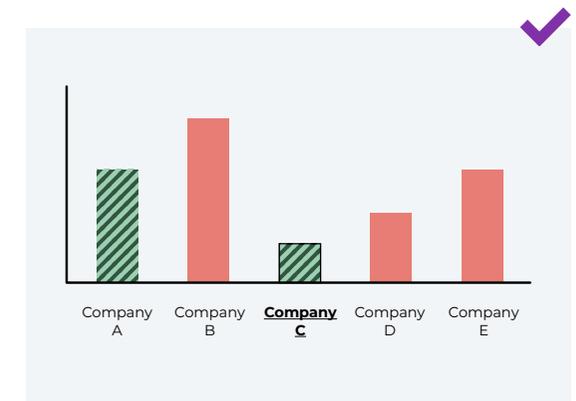
Data categories must be presented in alphabetical order along the category axis to maintain impartiality.

To avoid bias or misrepresenting data, you are only permitted to highlight your company with the use of bold text, an underline and a key-line around the bar.

Do not combine data sets in the same bar chart, doing so will complicate the data and inhibit the customers' understanding.



Do use alphabetically arranged categories.



Do highlight your company, with a key-line, underlined or bolded text if required.

Using bar charts 4 of 5

Avoid value annotations

Unless there is a specific need for a very precise number, value annotations should not be used. They can make it harder to distinguish the value of each bar and can obstruct the target line. The same information can be visually displayed using the bar and its position on the numeric / value axis.

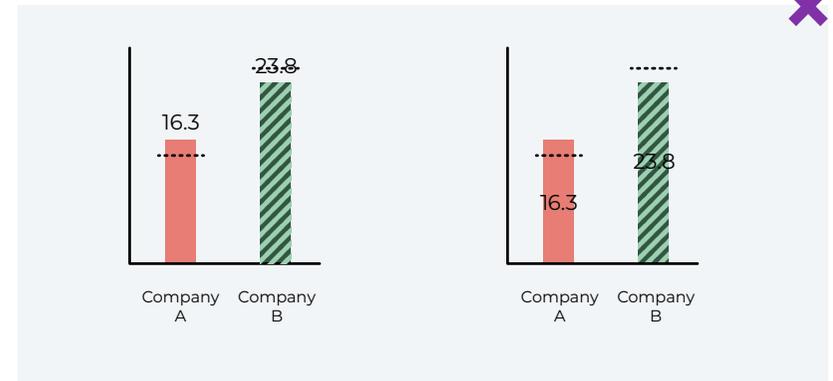
Using a key

A key that shows the following must be included:

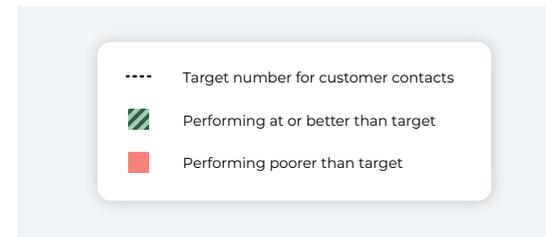
- (a) Target number for [insert variable]
- (b) Performing at or better than target
- (c) Performing poorer than target

Non CCW and Ofwat data

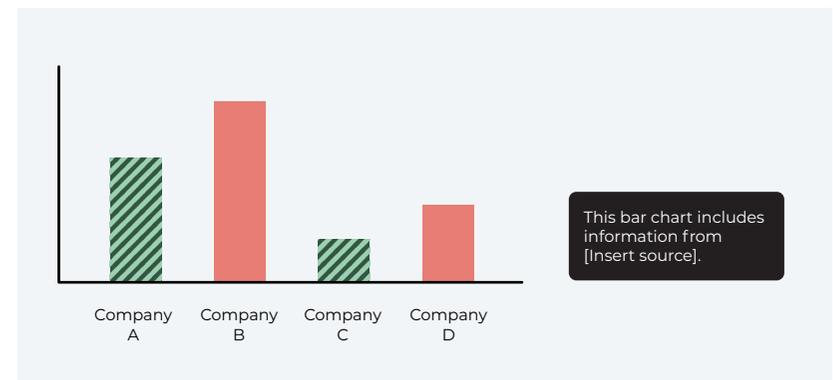
Any additional data that has been sourced by the water company must include a note to say so.



Don't include value annotations.

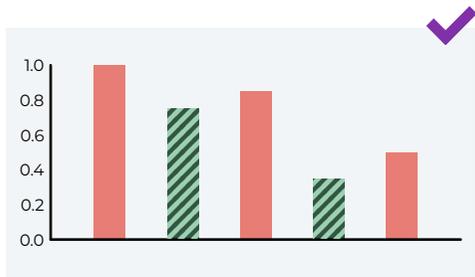


Example of a bar chart key.

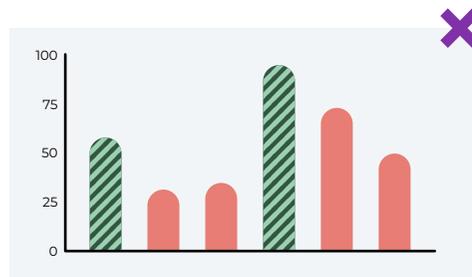


Do include a note stating if any additional data has been used.

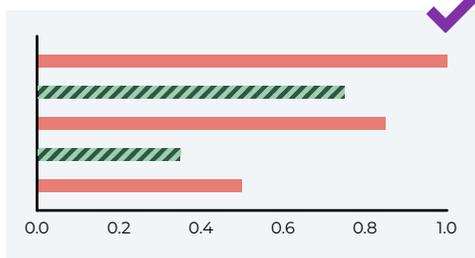
Using bar charts 5 of 5



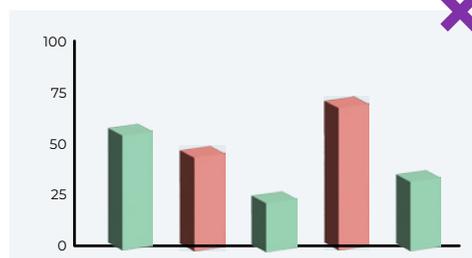
Example of vertical orientation.



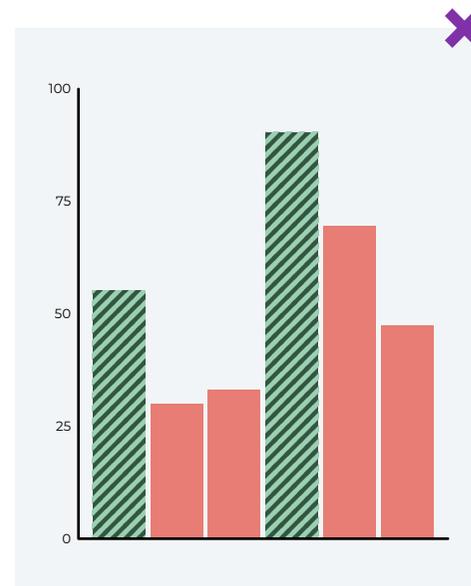
Don't use rounded edges.



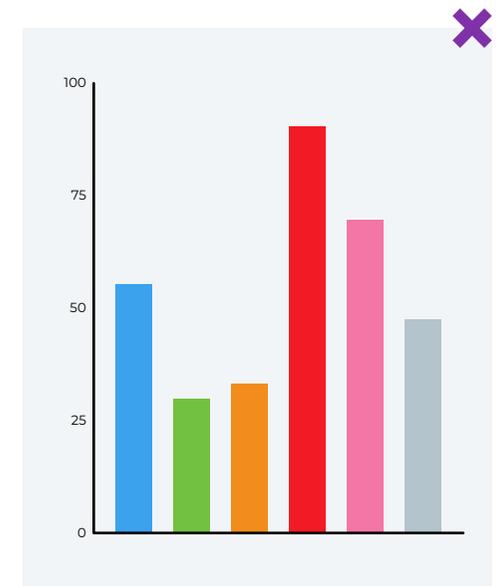
Example of horizontal orientation.



Don't use 3D effects.



Example of unsuitable bar spacing.



Example of incorrect colour use.

Orientation

You can orientate your bar chart vertically (with categories on the horizontal axis) or horizontally (with categories on the vertical axis).

Don't use non-rectangular bars

All bars should have purely rectangular forms and flat edges with no 3D effects. Any rounding or added effects makes it difficult for the customer to tell where to read the actual value.

Don't use unsuitable spacing

There should be a gap of at least 75% of the bar width between the bars to help the customer distinguish the different categories.

Use of colour

Colour should only be used to differentiate the bars between companies that are performing at or better than their target and those that are performing worse than their target.

Using tables 1 of 3

You must always use a table to display the correlating percentage between target and performance data. This will further clarify the data and assist any customers who may struggle to interpret a bar chart alone.

Displaying all of the data

Each table should be comprised of two columns (or rows if arranged horizontally): 'Company name' and 'Performance against target'.

You must show how each company has performed by displaying the value between the performance and the target as a percentage in the second column titled 'performance against target'. You must show this value for all the water companies in each data set. This helps to contextualise the data and display the companies' performance in a comparable and easy-to-understand way.

The rows (starting with the company name in the first column) must be ordered alphabetically to maintain impartiality.

Company performance against targets. **(A lower percentage is better.)**

Company	Performance against target
A	+10%
B	+22%
C	-20%
D	-6.25%
E	+1,000%
F	-11.1%
G	+5.8%
H	+7.7%
I	+18.75%

Example of a table.

Company	A	B	C	D	E	F	G	H	I
Performance against target	+10%	+22%	-20%	-6.25%	+1,000%	-11.1%	+5.8	+7.7%	+18.75%

Example of a horizontally arranged table.

Using tables 2 of 3

Titles and subtitles

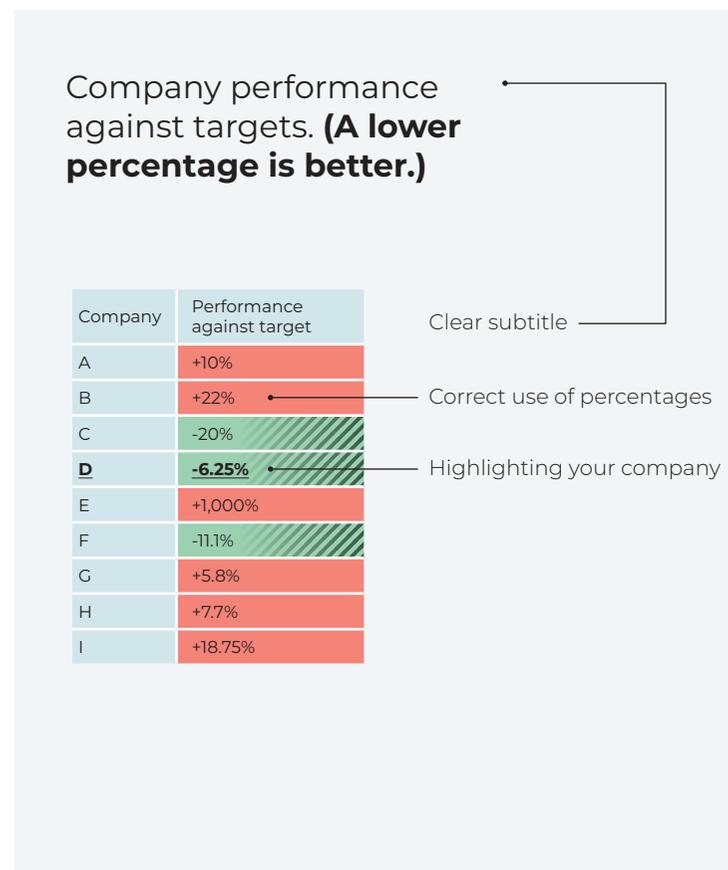
Clear and informative titles and subtitles have been written for each data set and must be displayed alongside the table. These may not be replaced or edited in any way. Please refer to page 15 for a full list of titles.

Percentages

Percentages should be shown with a plus (+50%) or a minus (-50%) to depict whether the company has performed poorer than their target or at/better than their target.

Highlighting your company

To avoid bias or misrepresenting data, you are only permitted to highlight your company with the use of bold and/or underlined text.



Example of all the table data displayed correctly.

Using tables 3 of 3

Colours and hashed patterns

You must colour the cells of the second column (performance against target) to signpost the companies that are performing at or better than their target and those that are performing poorer than their target. The colour use should match those used in the bar chart and must be applied consistently to all rows to maintain impartiality. Hashed patterns should also be used to highlight those performing at or better than target. This is to assist those with colour vision deficiency.

Using a key

The same key should be used for both the bar chart and the table. Make sure the table is positioned closely to the bar chart, so the key can relate to both.

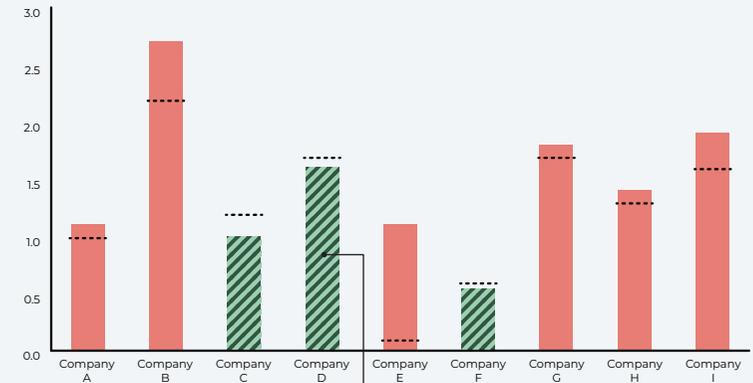
Non CCW and Ofwat data

Any additional data that has been sourced by the water company must include a note to say so.

Water companies measured on the number of customer contacts regarding the appearance, taste and smell of tap water.

Number of customer contacts received, per 1,000 properties. **(A lower bar / number is better.)**

- Target number for customer contacts
- ▨ Performing at or better than target
- Performing poorer than target



Company performance against targets. **(A lower percentage is better.)**

Company	Performance against target
A	+10%
B	+22%
C	-20%
D	-6.25%
E	+1,000%
F	-11.1%
G	+5.8%
H	+7.7%
I	+18.75%

Correct use of colour

This bar chart and table include information from [Insert source].

Example of all the data displayed correctly.

Ongoing performance targets

Using a line chart

You must use line charts to depict the ongoing performance targets for each data set. Particularly suited to tracking variations over time, these charts will help the customer to understand the journey your company is on towards improved performance.

Showing the right data

You should only show your company's current performance against your future targets.

You must not combine your company's future targets data with the comparison data for other companies on the same chart. Using separate charts will keep the data easier to understand.

Colours

You should use a separate colour to those used to display the comparison data-sets, to avoid any data misinterpretation.

Titles and subtitles

Clear and informative titles and subtitles have been written for the ongoing performance targets and must be displayed alongside the line chart. These may not be replaced or edited in any way. Titles are only provided for the targets applicable to all companies. If you have individual company targets, you will need to provide titles that clearly articulate the data for those graphs. Please refer to page 16 for a full list of titles.

Value and category axis

The value axis must be displayed with numbers relating to the title and subtitle. The category axis must show the target dates.

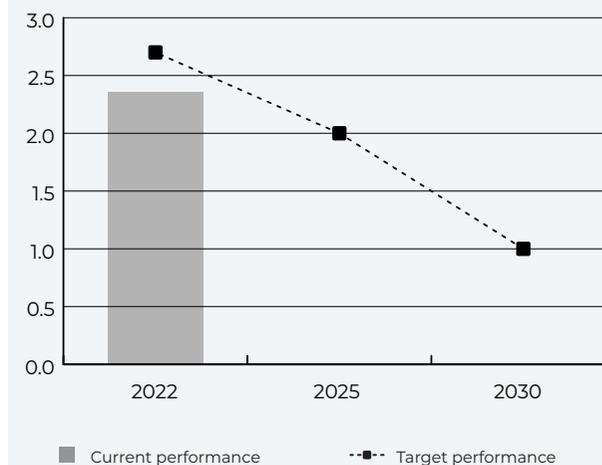
You should include full-width tick marks on the value axis to help customers distinguish the change in performance from one category to the next.

Using a key

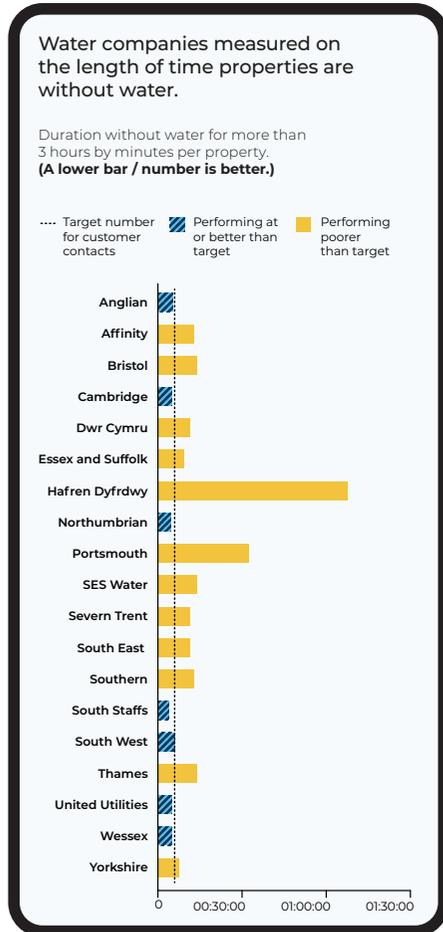
You should use a key to distinguish your company's current performance and the future targets.

Targets for reducing the number of incidents of discoloured water (e.g. brown tinge); or a strange taste or smell occurring.

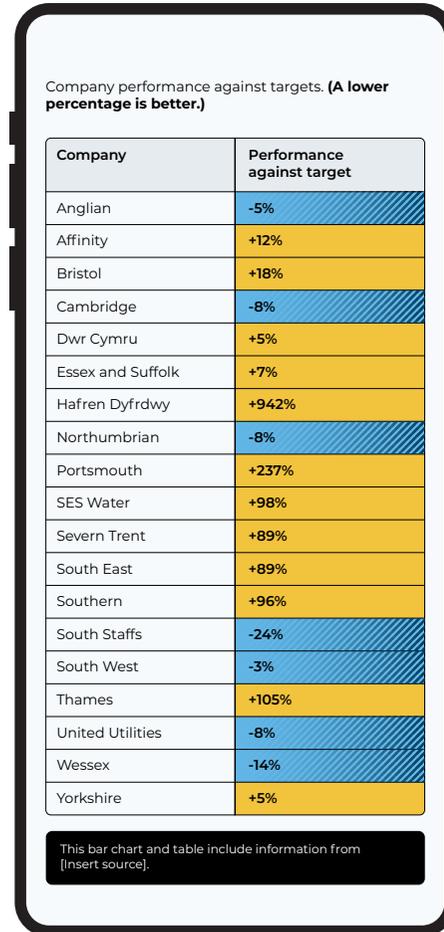
Number of customer contacts received regarding incidents, per 1,000 properties.
(A lower number is better.)



Best-practice examples



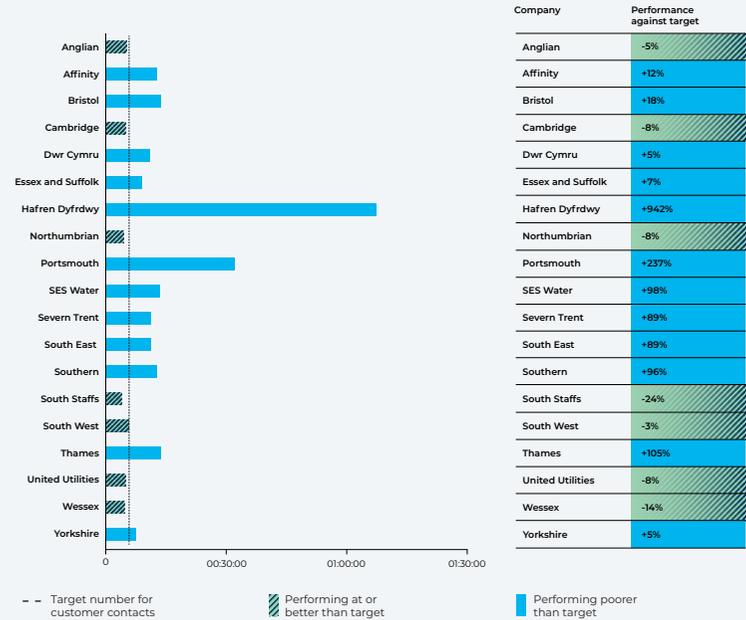
Example of displaying the data on mobile.



Water companies measured on the length of time properties are without water.

Duration without water for more than 3 hours by minutes per property. (A lower bar / number is better.)

Company performance against targets. (A lower percentage is better.)



Placeholder content

Consectetur adipisicing elit. Sed ultricies consectetur felis eget rutrum. Proin sed tempus sapien. Morbi sit amet dictum tellus, ut porta erat. Aliquam sed leo consequat, volutpat lectus eget, malesuada est. Donec nunc mauris, tempus pellentesque massa a, molestie porta. nisi. Suspendisse et mollis arcu, nec lacinia diam. Nam neque libero, fringilla nec turpis non, egestas pulvinar.

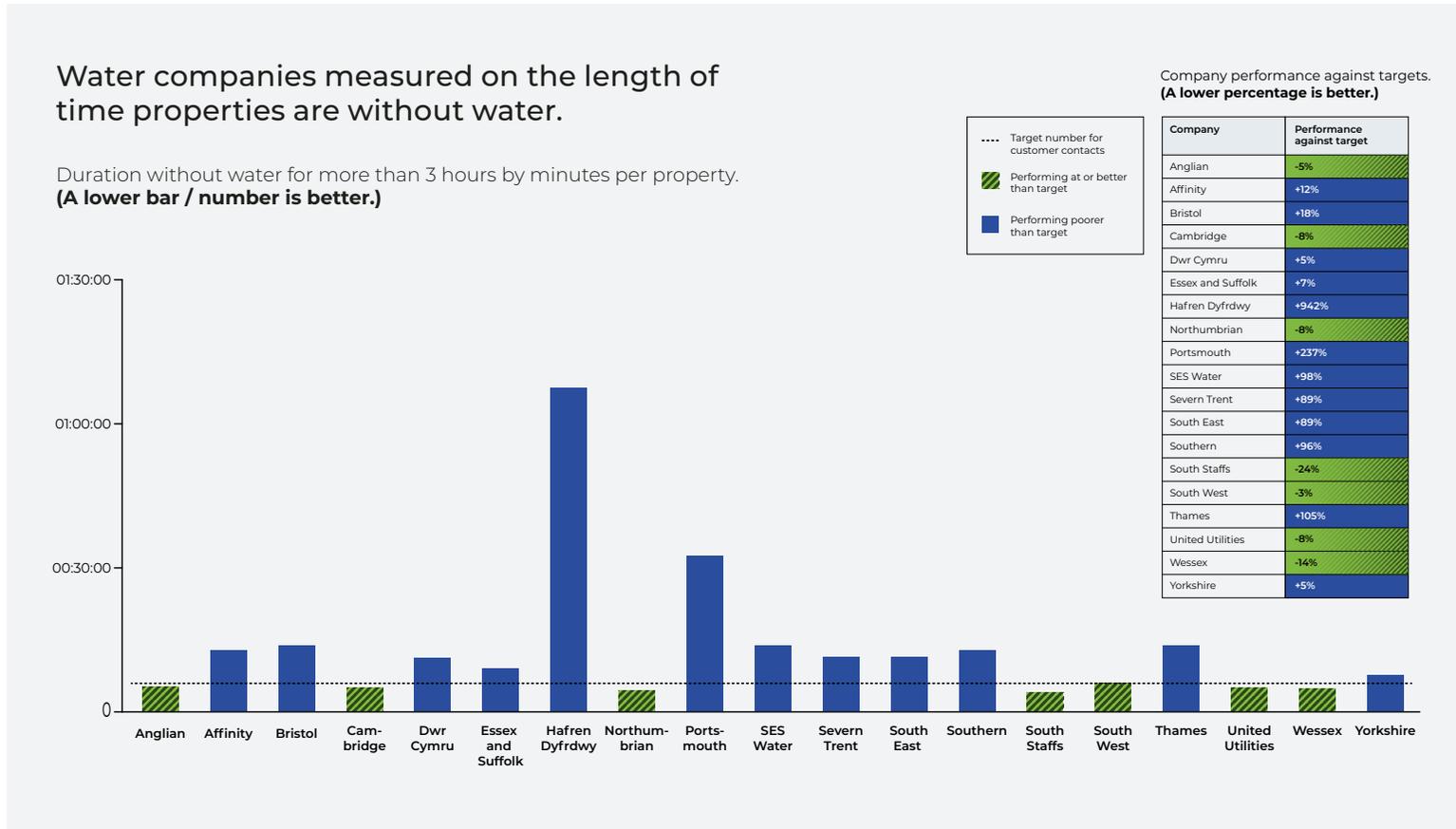


Report title and year here

23

Example of displaying the data in a report.

Best-practice examples



Example of displaying the data for a presentation slide.

Comparison data-set titles and subheadings

Data set	Title	Bar chart sub heading	Table subheading
Unplanned interruptions	Water companies measured on the length of time properties are without water.	Duration without water for more than 3 hours by minutes per property. (A lower bar / number is better.)	Company performance against targets. (A lower percentage is better.)
Appearance, taste and smell of tap water	Water companies measured on the number of customer contacts regarding the appearance, taste and smell of tap water.	Number of customer contacts received regarding incidents, per 1,000 properties. (A lower number is better.)	Company performance against targets. (A lower percentage is better.)
Sewage flooding of properties	Water companies measured on the incidents of sewage flooding properties.	Number of properties affected, per 10,000. (A lower number is better.)	Company performance against targets. (A lower percentage is better.)
Sewage flooding of gardens or outbuildings	Water companies measured on the incidents of sewage flooding gardens or outbuildings.	Number of properties affected, per 10,000. (A lower number is better.)	Company performance against targets. (A lower percentage is better.)
Reducing leaks	Water companies measured on the amount of water lost due to leaks from water mains and pipes.	Number of mega-litres (a million litres) lost a day. (A lower number is better.)	Company performance against targets. (A lower percentage is better.)
Pollution incidents	Water companies measured on the number of incidents of pollution of rivers and streams.	Number of incidents per 10,000km of sewer. (A lower bar / number is better.)	Company performance against targets. (A lower percentage is better.)

Ongoing data-set titles and subheadings

Data set	Title	Bar chart sub heading
Unplanned interruptions	Targets for reducing the length of time properties are without water.	Duration without water for more than 3 hours by minutes per property. (A lower bar / number is better.)
Appearance, taste and smell of tap water	Targets for reducing the number of incidents of discoloured water (e.g. brown tinge); or a strange taste or smell occurring.	Number of customer contacts received regarding incidents, per 1,000 properties. (A lower number is better.)
Sewage flooding of properties	Targets for reducing the incidents of sewage flooding properties.	Number of properties affected, per 10,000. (A lower number is better.)
Sewage flooding of gardens or outbuildings	Targets for reducing the incidents of sewage flooding gardens or outbuildings.	Number of properties affected, per 10,000. (A lower number is better.)
Reducing leaks	Targets for reducing the amount of water lost due to leaks from water mains and pipes.	Number of mega-litres (a million litres) lost a day. (A lower number is better.)
Pollution incidents	Targets for reducing the number of incidents of pollution of rivers and streams.	Number of incidents per 10,000km of sewer. (A lower bar / number is better.)

Ofwat

CCW
The voice for water consumers
Llais defnyddwyr dŵr

Thank you