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Towards sustainable water charging

Conclusions from Wessex Water's trial of alternative charging structures and smart metering



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Introduction

Creating a fair and sustainable charging system for households is one of the key challenges facing the water industry.

Everybody needs water and sewerage services and it is unacceptable to exclude people on the grounds of their ability to pay. With this in mind we consider that a fair and sustainable charging system needs to:

- encourage water to be used wisely
- be affordable for all
- retain the support and trust of billpayers.

In 2008 Wessex Water set out to test how both metering houses on change of occupancy and more sophisticated price signals could contribute to our vision for sustainable charging. In terms of scale and scope the trial has been the largest of its kind since the national metering trials of the early 1990s.

We published interim conclusions from this study in 2011. Our findings were that:

- metering properties when the occupier changes has reduced water demand significantly more than we had expected and without causing adverse customer reaction
- more sophisticated tariff structures could lead to a further step change in demand and to a lower burden of water charges falling on the financially vulnerable
- the benefits achieved from these new sophisticated tariff structures were at the cost of reduced customer satisfaction.

A year later we have been able to confirm these interim findings. Meanwhile, we have been able to further develop what we consider to be the appropriate policy responses, both for us as a water company and other stakeholders.

These are approaches that Wessex Water is now committed to taking forward and we will begin trialling them next year with 1,000 volunteers in Dorchester.

This document summarises the final conclusions from our trial and how we are planning to take things forward. You can find more detail in reports that we have published on our website. If you have any questions, please email us at charging.study@wessexwater.co.uk

Andy Pymer

Director of customer and retail services



Executive summary of findings



Fitting a meter free of charge when someone moves house reduced demand on average by 15% and in the peak demand week by 25%.

Substantial savings in water consumption appear to have been made across all income levels, and analysis of the detailed flow data has given us an insight into the behaviour changes that result from metered charging. It is clear that metering results in far more care being taken over water use.

Our research has also shown that customers are willing to accept metering in this context, as long as it is clear that these are known to be the rules of the game and apply to everyone.

This study has shown that simple seasonal tariffs are beneficial by:

- appearing to encourage a further change in water conserving behaviour from some customers, on average an additional 6%, and
- having a positive effect on the affordability of charges compared to both flat-rate and rising block tariffs.

But we have found that they resulted in a lower level of customer satisfaction.

This trial has reinforced our belief that water companies should meter on change of occupancy as a matter of course.

This approach to extending metering could actually achieve the greatest benefits as householders moving into a new property are receptive to learning new water-using behaviours. Similarly they are able to take water efficiency into consideration when they are purchasing new white goods and other water-using appliances for their new home.

It is apparent that metering could eventually result in a greater proportion of our charges falling on those with lower incomes. We are therefore putting in place measures:

- to protect low-income customers so that individually no customer has their basic water use rationed by ability to pay
- and so that as a group they do not bear an additional burden in water charges overall.

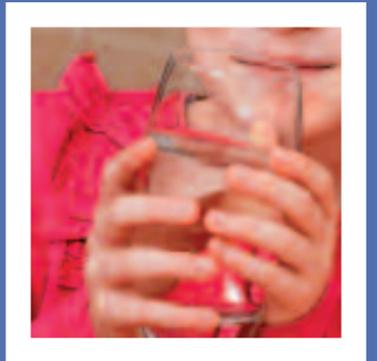
In 2012 the government published guidance to water companies on social tariffs in water and we are investigating the part this guidance could play. We remain concerned that the guidance from government has not been accompanied by sufficient enabling tools to allow the most effective schemes to be developed by companies.

Charges must retain the support and trust of billpayers and for this reason we have no plans to widen the use of seasonal tariffs compulsorily in the Wessex Water region.

We remain dissatisfied with the status quo, however, and will continue to explore how to encourage a wiser use of water over and above that achieved by simple metering while increasing the satisfaction of billpayers.

In 2013 we will be launching **Smart Dorchester** which will build on the lessons we have learned from this trial. More details of this project are included in this report.

Water companies should meter on change of occupancy as a matter of course.



Taking things forward: Smart Dorchester

Our new project to engage with customers at an individual and community level – see page 17

- instant price and usage information to save water and save money
- how usage compares with similar households
- reward scheme raises money for local schools and charities
- providing practical water and energy efficiency advice.



Background and trial make-up

We have been concerned for many years that the transition to flat-rate metered charging through customers opting for meters and as new properties are built may not be achieving the optimum outcome for our customers and the environment.

In particular the social protection inherent in the rateable value charging system is being lost at the same time as bills are increasing overall due to new environmental obligations. This is leading to affordability problems for a small but growing number of customers. Even before the recent recession we saw our underlying level of bad debt double over the previous 10 years.

We are concerned that future environmental improvements and measures to address climate change will need to be delayed because while most customers would be willing and able to pay for them, a minority will not.

When we set out our strategic vision for the 2009 price control we proposed that we should manage the transition in a fairer way by metering properties on change of occupancy and applying tariffs that differentiate between basic and discretionary use. We believed this approach would be better because it would:

- reduce water demand when water was most scarce and so defer additional resource expenditure
- reduce leakage, consistently near the top of our customers' agenda
- reduce carbon emissions from both water companies and customers
- mitigate the regressive impact of metering
- quickly extend metering while retaining customer support for water charges by avoiding enforced large bill changes in customers' existing homes.

We then set about testing our proposals in a trial, set up in such a way that we could separately assess:

- the impact of metering on change of occupancy
- the impact of the three new tariff structures, and
- the potential for new smart meter technology.

By 2009 the trial dataset was fully populated with 6,000 properties. Of these we have charged 4,800 properties either on our existing metered tariff or on one of three new metered tariffs. We fitted meters to the other 1,200 properties but continued to charge them on an unmetered basis to act as a control group. In every case properties were added to the trial following a change of occupancy and we sought to achieve a representative split of owner-occupiers and tenants.

The three new tariffs trialled were:

- rising block tariff – the more you use the more you pay per unit
- simple seasonal tariff – water is more expensive in the summer than the winter
- peak seasonal tariff – use in winter is charged at a low price, the same use in the summer is charged at the same low price, but use thereafter is charged at a higher price.

Each of the four metered tariffs was designed so that total income charged on aggregate would be the same as for a flat tariff before any changes in demand caused by the different tariffs applied.

Each new metered tariff required intelligent meters that meant we could capture consumption at specific points in time and could identify potential leakage. All customers on the new tariffs were offered a free in-house display (IHD) that could communicate with the meter and show them how much water they were using as well as identifying whether there was a possible leak on the supply.

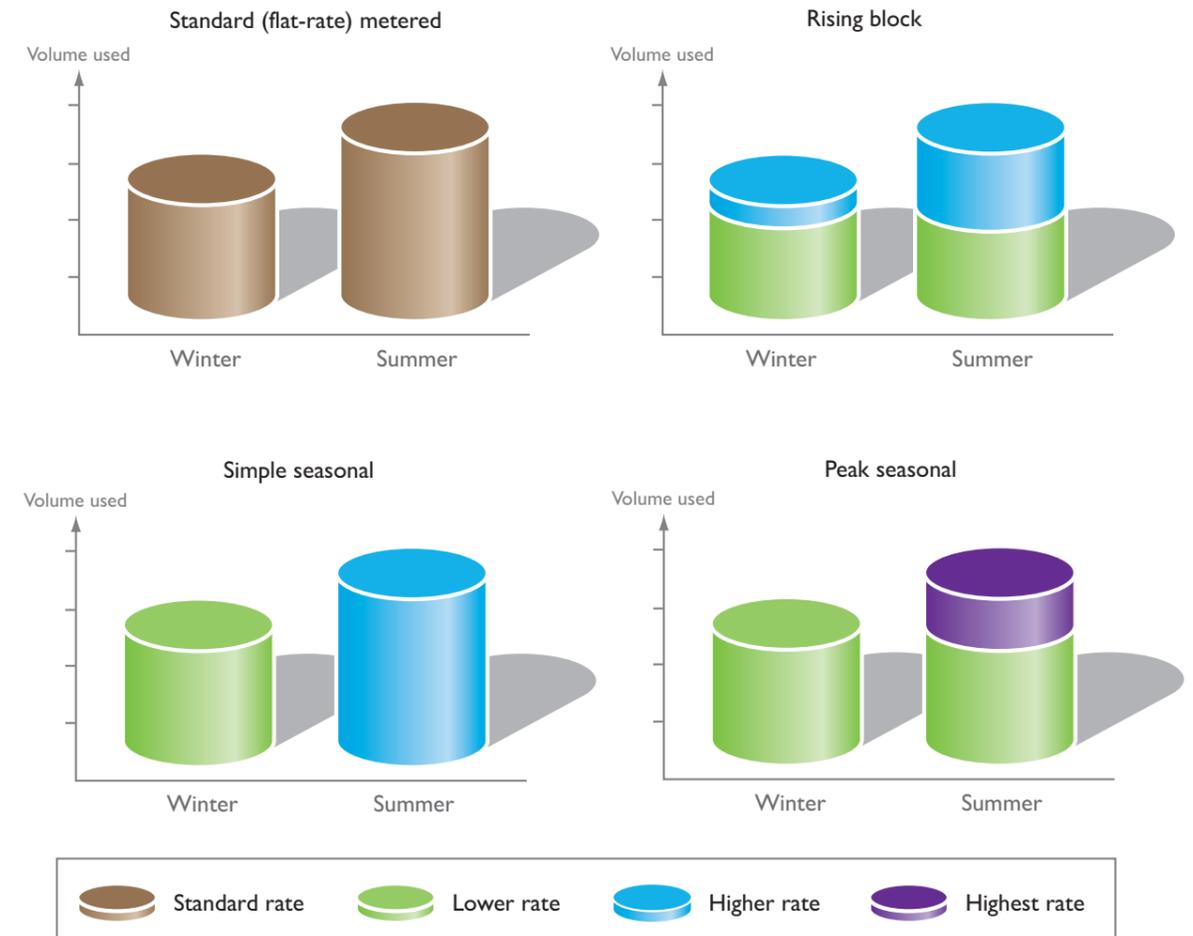
In terms of both scope and scale this has been the largest trial of metered tariff structures in the UK water industry for 20 years.

Our conclusions have been reached after analysing meter flow data, bills and complaint volumes and also through commissioning focus groups and in-depth interviews with customers on the trial.

Reports commissioned by Wessex Water from Tynemarch Systems Engineering, analysing the flow pattern data, and Blue Marble Market Research have been published alongside this summary document.

The report from Tynemarch has been subject to an independent peer review by Dr Paul Herrington, an expert on household water demand.

The charging structures

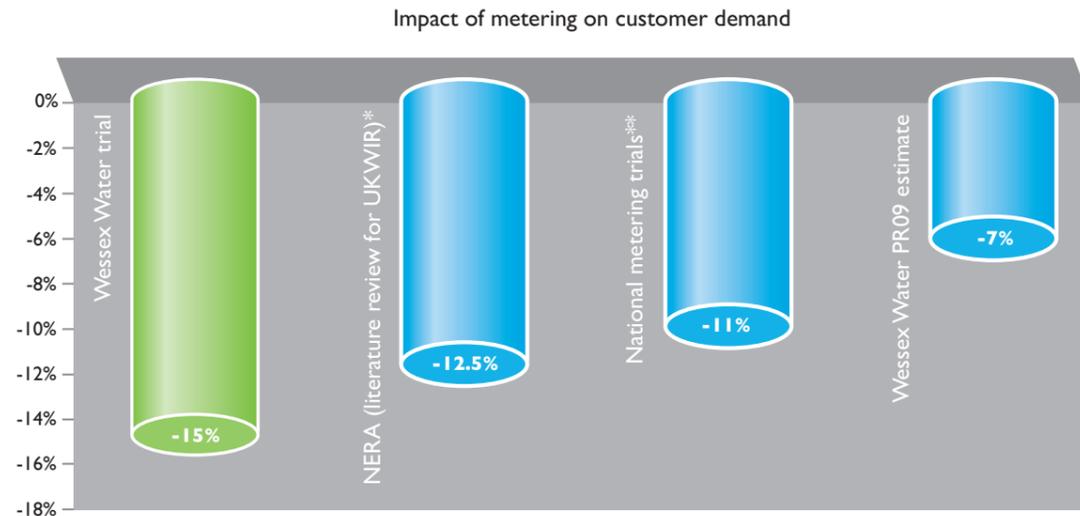


The trial findings

Effect on water demand – quantitative analysis

Metering on change of occupier

Metering properties on change of occupier has led to an annual customer demand saving of 15%; rising to 25% in the peak demand week.



The results emphasise how effective metering on change of occupier can be as a demand management tool.

Savings in water consumption appear to have been made across all income levels, with band A-B council tax properties saving just less than average in percentage terms and higher council tax bands saving slightly more than average.

The demand reductions are statistically robust and are well in excess of our own estimate before the trial took place. We expected that metering on change of occupier would have a less dramatic impact on demand than fitting meters compulsorily to existing occupiers. We felt that the impact of the new price signal on water using behaviour at a change of occupancy would be smaller because the impact of changes in water charges would be one of a multitude of other changes in the household budget, many of a much greater magnitude.

The demand reduction seen has actually been consistently at or above the top end of previous industry estimates for compulsory metering of between 10% and 15%, and we have been considering why this might be the case. We have been attracted by some of the behavioural theories around 'moments of change'. Moments of change are occasions where the circumstances of an individual's life change considerably within a relatively short time frame. This theory suggests that many of our behaviours are

habitual, ie, they are repeated very often with little or no conscious intent, and that previously existing habits may be more easily broken, and new habits more easily formed, at 'moments of change'. This is because the individual is forced to become newly conscious of the behaviour before it becomes a habit.

Moving home has been defined in the literature as one of the four key 'life-event' moments of change and there is evidence on this subject that interventions targeted at this time have led to more pro-environmental travel behaviour.

Members of a household will be forming new water usage habits using new water using devices in their new home. Similarly a household is more likely to take water efficiency into consideration when purchasing new white goods and other water using appliances for their new home if they are aware that it will impact on their charges.

The existence or fitting of a water meter in the new property would, under the theory, be considered an upstream intervention that encouraged more pro-environmental behaviour.

Metering on change of occupancy may therefore be the best time to fit meters if we want people to save water.

Evidence of behaviour change in the flow data

Detailed flow data lends further support to the changes seen at an aggregated level. Differences in the patterns of water consumption between unmetered and metered customers suggest that far greater care is taken with water use by the latter.

Unmetered customers are twice as likely to have periods of low level continuous use suggesting problems like dripping taps and leaking toilet cisterns are far more prevalent.

They also have far higher incidences of high-rate continuous consumption indicative of deliberate use for garden watering and/or paddling pool use. During the summer of 2010 three times more unmetered customers exhibited these characteristics than metered customers.

These observed changes in discretionary use make up one quarter of the overall changes in demand seen as a result of metering.

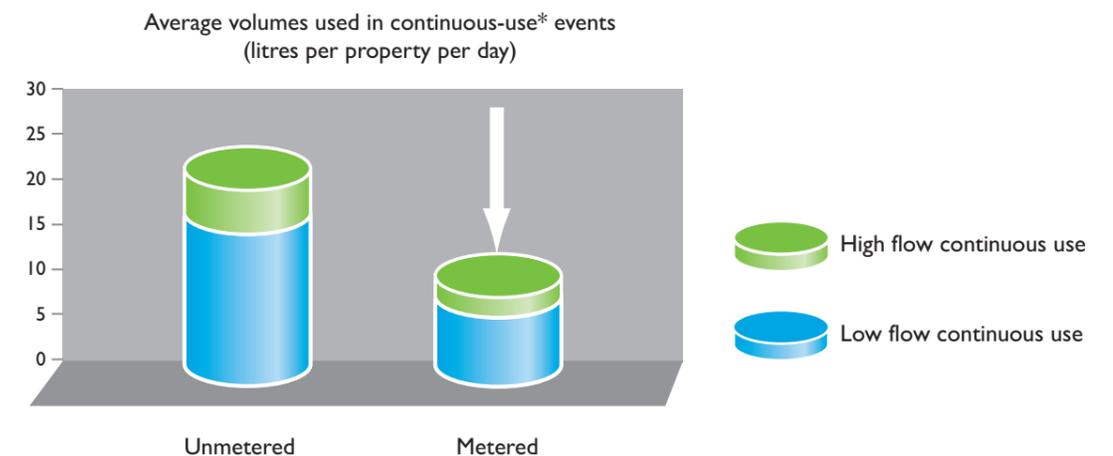
New tariff structures

The evidence is less clear cut for tariffs but does suggest additional demand reductions compared to those which would have been achieved with metering alone.



The standard seasonal and rising block tariffs have shown additional annual demand reductions compared to standard metered charges of 6% on average, but while the statistics allow us to be confident that these tariffs explain some reduction in demand we cannot be certain that this scale of reduction would occur if we applied the tariffs outside the trial. The peak seasonal tariff did not show a statistically significant reduction in demand.

On balance we believe the results suggest that tariffs show some impact on reducing water demand given that the trial did not cover an extended dry summer period, and more particularly when they are combined with the results of our associated qualitative research.



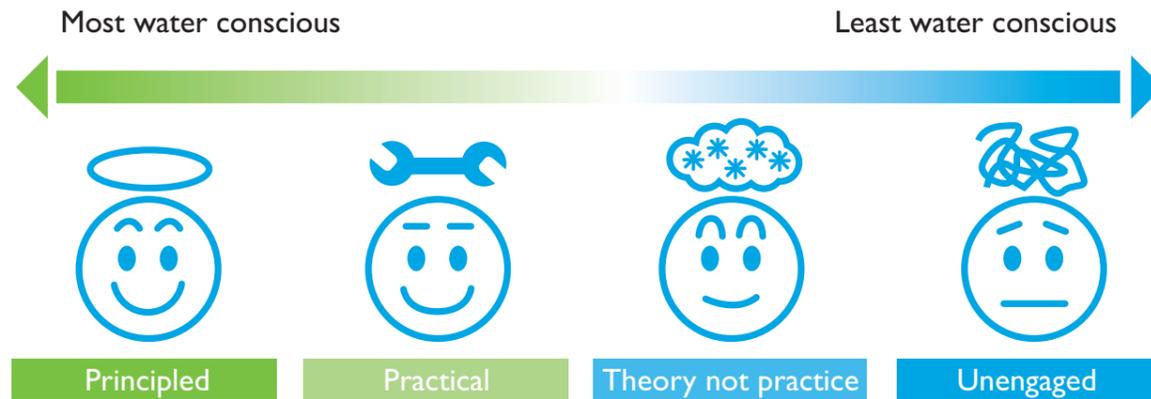
* UKWIR - 03/WR/01/4 A Framework Methodology for Estimating the Impact of Household Metering on Consumption. This report gave a range from literature reviews of between 10% and 15%
 ** WRC: Water Metering Trials Final Report 1993

* Continuous use events exclude flows identified as leakage from customers' supply pipes.

Effect on water demand – customer research

Qualitative consumer research painted a similar picture to the quantitative analysis.

This research was conducted independently by Blue Marble, an accredited market research company with expertise in the water sector. It identified the customers who had been charged on the trial tariffs as falling into one of four broad groups, reflecting their relative attitudes to water use and water conservation.



Our customers' response to being metered depended on their attitude to using water prior to joining the trial:

- those with the biggest response to metering were those who were previously 'unengaged' and did not consider their water use at all previously
- often these customers had moved from unmetered properties and the existence of a meter was seen as the primary cause of a first big step change in behaviour
- many 'unengaged' customers shifted to 'practical' as a result of the trial and were motivated to be more water conscious primarily by financial considerations.

The customer research also suggested an additional impact on behaviour from the tariffs although not as large as that caused by the meter itself:

- fewer customers said that the tariffs had changed their behaviour compared to the meter, but
- customers were more likely to become aware of seasonal tariffs compared to other tariff structures, and
- once they were aware of the tariff most believed it had influenced their behaviour.

The new tariff structures had most effect on the behaviour of those customers already in the 'practical' and 'principled' categories, ie, customers who were already motivated to be water conscious either from a financial or moral perspective.

The new tariffs were seen to help reinforce existing beliefs and gave additional financial incentives to do the right thing and become even more conservation minded.

The research showed that while customers did not necessarily value the in-house displays they were offered, there was a desire to understand how their use of water was reflected in their bill – in particular whether their use and bill were higher or lower than the average for similar households.

We therefore need to consider further how best to communicate price signals to customers more immediately in future.

During the research it also became clear that there was a significant group in the 'theory-not-practice' section of the population for whom neither metering nor tariffs changed water using behaviour. These households might be categorised as the time-poor and cash-rich middle classes where the annual water bill simply did not figure on their list of priorities.

Engaging all customers in water saving behaviour remains important. Research carried out by the Fabian Society suggests that encouraging pro-environmental behaviour is more successful if it is clear to all concerned that all sectors of society are playing their part.

We are keen to explore different ways of engaging with these kinds of customer. Offering rewards to local charities or schools for instance may be more successful in encouraging new water saving norms for these groups than the chance to shave a little off their monthly direct debit payment.

Overall this qualitative research gives weight to the view that:

- more sophisticated tariffs can result in an additional step change in water efficient behaviour compared to simple metered tariffs, but that
- the change cannot be expected to be as great as that caused by the meter itself
- metering and tariffs are not able to engage all water consumers in water saving behaviour and we need to give further consideration to how all customers can be incentivised to use water more wisely.

"[The meter] makes you less likely to abuse water ...as you're paying you're more conscious of everything like you are with switching the lights and TV off"
Poole, simple seasonal

"I check that taps are not dripping – make sure they are off properly. That didn't bother me before"
Dorchester, peak seasonal

"It encouraged me to get water butts – the tariff reminded me"
Taunton, peak seasonal



Smart meters and leakage

Our customers consistently place reducing leakage towards the top of their priorities.

It is vital that as an industry trying to encourage customers to be more water efficient we do our own part in reducing the amount of treated water lost from the distribution network.

Close to one third of the total water leaked is from pipes owned by customers within the boundaries of their properties. Where meters are fitted externally we are able to identify leaks on customers' supply pipes more quickly.

On average we consider that fitting a meter externally reduces leaks from customers' supply pipes by around 30 litres per property per day – and if all remaining customers were

metered this would reduce total leaked water by about 10%. The trial suggested that there are also reductions in leaks in the home of a further 11 litres per property per day.

Analysis of the trial data suggests that an additional nine litres per day could be saved by smart meters allowing more frequent meter reading and leak alarms.

The ability of smart meters attached to a fixed network to identify potential leakage (either on the customer pipe or from faulty internal plumbing) within, say, 48 hours of a leak event, gives us an opportunity to reduce this still further.

Smart meters may therefore allow the industry to make the next step change in leakage reduction. The Smart Dorchester trial will employ a fixed network that allows us to alert customers to potential leakage events in their home via text or email.



Smart meters and in-house displays (IHDs)

One of the benefits available from smart metering is the ability to present customers with real-time information about the services being consumed and their cost, enabling them to see the impact of changes in water-use behaviour on their wallet.

The approach being taken by the energy sector in the UK is one that relies on in-house displays (IHDs) as the primary vehicle to show customers this information. These are separate units that are, ideally, permanently visible to the customer.

In this trial we offered each customer on one of the new tariffs a small solar-powered IHD for free. We visited the customer, set up the unit and explained how it worked.

The IHD was able to display to the customer water use in litres by day, week and month, and to compare this with previous periods and averages. It could also alert customers to the presence of a leak.

Our trial has not proved the benefits of an in-house display for water.

The in-house displays offered to customers did not appear to result in any additional water saving behaviour change.

There was also evidence that customers did not value these units highly. There was limited demand for the IHD in the first instance (around 11% of customers requested one) and of those who did request them few considered, in research conducted afterwards, that they had been of benefit. We found instances in our customer research where the units had stopped working but the customer did not request a new device. The flow data showed no significant difference in water use from customers having a device compared to those without, nor were we able to see changes in demand before and after the IHD was fitted.

This may have been caused partly by the limited functionality of the device tested. Because we were not able to communicate from corporate systems to the devices we were unable to show cost information to customers alongside usage information. Usage information itself was updated hourly rather than instantaneously as the IHDs communicated with a meter located outside underground.

Our research has suggested, however, that there are more fundamental reasons for doubting the efficacy of an IHD for water.

Water use, in comparison to energy use, is stop-start, a tap is either on or off and there is no equivalent to

standby power usage in energy. This means that the immediacy of the usage and price signal is perhaps less relevant to water customers in changing behaviour.

We think this quickly led customers to place little value on a piece of equipment that served to clutter up their home and they were quickly ignored.

Our view is that the water industry should focus on providing information via devices that customers already value. For example mobile and smart phones, home computers and tablets such as the iPad. In many cases IHD style information can be presented using these devices, and can be accessed by the customer wherever they are located rather than needing to be in the home at the time.

The use of text messaging and email needs also to be explored. This will help customers who want to understand how their water-using behaviour is having an impact on charges, and will mean we can alert them to irregular patterns of water use that might indicate a problem on their pipework.

We will be testing all these approaches in the Smart Dorchester project.



Customer reaction

Reaction to metering on change of occupancy

Almost all customers accepted the fact that their property already had or would have a meter fitted when they moved in.

When asked most people consider that paying for water based on the volume used is the fairest way to charge even if some have concerns that, for them in particular, it may lead to a higher bill.

Reaction to the new tariffs

Changing tariff structures causes some disquiet to customers and we have seen an increase in the number of complaints about charging issues.

Overall complaints about charging issues were 50% higher than those received from customers on our standard metered tariff.

Standard metered charges themselves result in a greater number of charging related complaints than unmetered charges; this is a well recognised phenomenon and is partly a consequence of the fact that there are more variables to query on metered charges.

Our customer research confirmed that there was underlying dissatisfaction with the more complex charging

structures and overall the preference from customers was for standard metered charges.

These tariff trials took place over a period where:

- public trust in businesses reached a low ebb with the impact of the economic downturn
- public trust in utilities has been particularly low, focusing primarily on the energy industry and allegations of profiteering
- public trust in company pricing policies has dropped following publicity about overly complex pricing in energy, drip-pricing in online sales and the mis-selling of payment protection insurance.

Customers are, therefore, cynical about our motivation for changing tariff structures and wrongly assume that our motivation is profit. Seasonal tariffs for water were likened by some to travel companies charging more in the school holidays.

Overlaying this default cynicism is the inability of customers to switch to another supplier of water services or even to a different tariff and this lack of control compounds the dissatisfaction.

Customers do then go on to articulate reasoned arguments about why particular tariff structures are unfair.

These arguments were often grounded in the view that they were themselves not guilty of wasting water; therefore, the concept of a tariff where some element of their own water use would be charged at a higher rate was considered unfair even if some of their other water use was priced at a lower rate.

Of all the new tariff structures, the peak seasonal tariff was the least unpopular among customers because it was perceived to give the customer the most control in whether they paid a higher unit rate.

Separate research carried out in 2011 by the Fabian Society* and supported by Wessex Water has shown similar reactions to charging issues. Seasonality in charging was particularly unpopular and there was a feeling that increasing charges in summer lacked common sense, particularly when summers are considered to be reasonably wet.

In this research customers were more drawn to concepts around rising block tariffs, although these were normally articulated around the concept of varying blocks of water by the number of occupants. As occupancy information is not available to water companies in the UK, and access to this kind of information is not common within the political culture, we do not think that this is a credible long-term solution.

Media reaction to our interim report last year was also instructive, whether you are of the view that the media reflects public opinion or drives it.

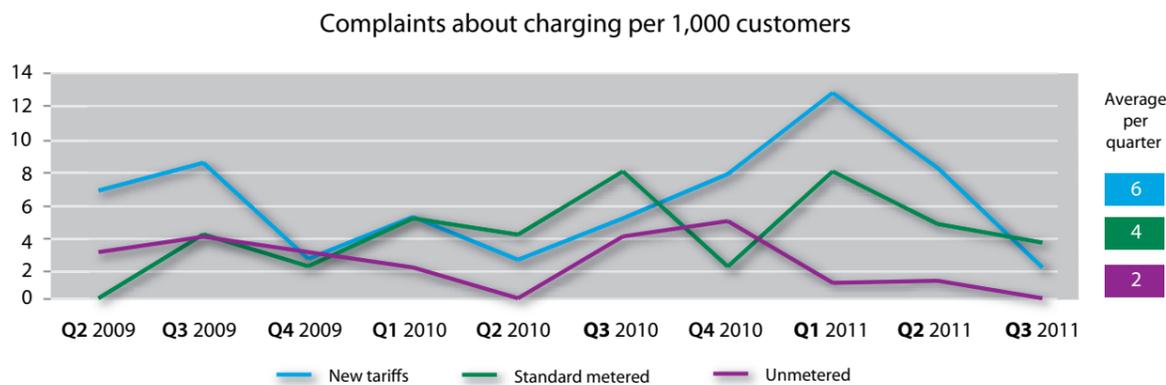
The key lesson we have drawn from our research is that, in order to overcome the general cynicism about corporate motivation, we need to consider positive approaches to encourage behaviour change rather than ones that are seen as punitive.

We also need to ensure that customers feel in control of their water use and how this relates to their final bill. This will mean giving them more immediate and relevant information on both use and price.

Seasonal charges may still have a role to play as an option for customers who wish to take them up, but we have no plans to enforce their use.

“So washing my kids is more expensive in the summer?”
Chippenham, standard seasonal

“I want to think Wessex Water is a great company – wanting to save the planet, but I know that there are other driving factors”
Bath, rising block



Examples of media reaction to seasonal tariffs



“Pay double for your water in summer – families face £200 increase because of droughts”. The Times

“Seasonal water metering is seen as a con, Public anger grows over proposed seasonal tariffs”. The Observer

* Fabian Society, Natan Dorion - Water use in Southern England, 2011.

Impact on customer bills and affordability

There are two key items to address when considering the effect on customers' bills. They are related but not the same:

- the impact in the short term for those customers directly affected by the policy applied – how many pay more or less and who are these people?
- the long-term implications for the balance of charges once they apply across all customers – which types of customer pay more in the long run?

When we metered an unmetered property as part of the trial, most customers benefited from a reduction in bills compared to the one that they would have paid under the old rateable value system.

On one level this is of course good news for customers and to some extent represents the reward for an average reduction in consumption of 15%.

However, there are a number of other factors to consider that are a cause for concern:

- the absolute difference in bill for some customers was very high – nearly 15% suffered bills more than £100 higher
- rising block tariffs result in the widest distribution of both winners and losers – more than one-third of customers experienced a difference in their bill of more than £200 compared to the unmetered charge
- low income customers are more likely to suffer from bill increases than other customers – one-third saw bill increases and a quarter saw bill increases of greater than £50
- conversely, higher income customers are more likely to see significant bill reductions – one third received a bill reduction of more than £200 compared to only 20% of low-income customers

This leads us to consider how, ultimately, the balance of water charges will be split across the customer base if a charging structure is adopted in full.

Clearly, in the long term, reducing demand for water will mean bills overall can be lower as investment in infrastructure can be avoided. Water charges are, however, set to recover average costs and the majority of industry costs are fixed in the short to medium term – a reduction in bills through metering and reduced water use may need to be recovered in part from increased prices. Therefore, it is also important to consider the balance of where charges fall when considering the impact on affordability of the final bills.

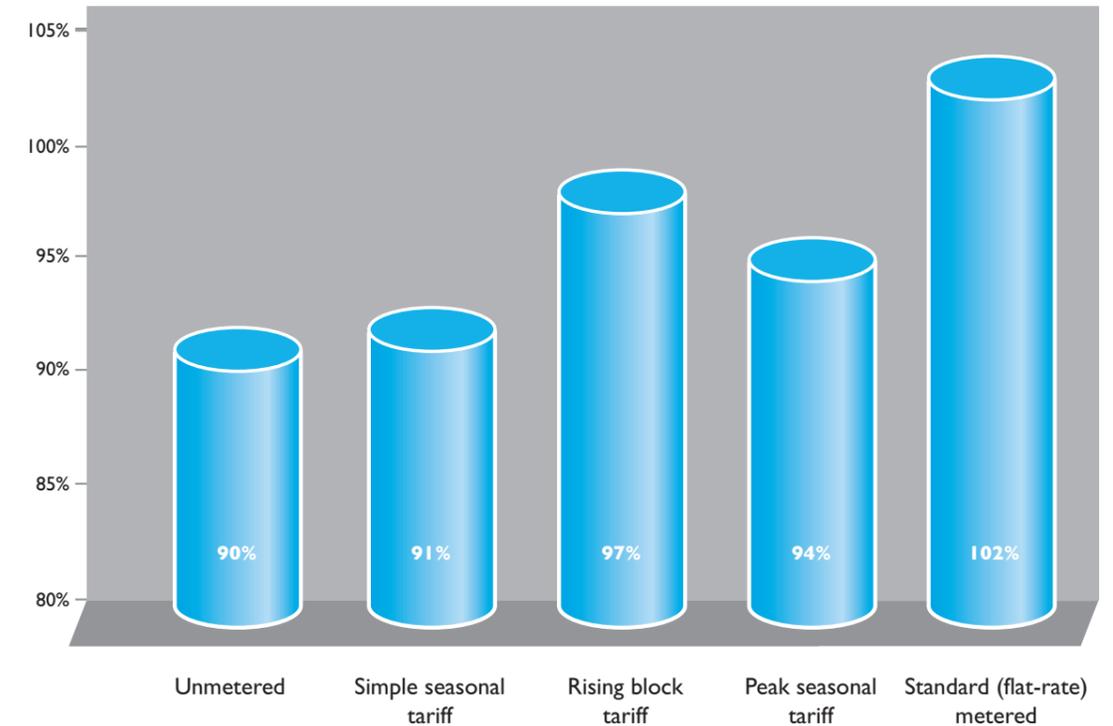
The chart on page 15 shows how the value of an average bill charged to a low-income customer compares with the average of other customers under each of the tariff options trialled.

This shows that:

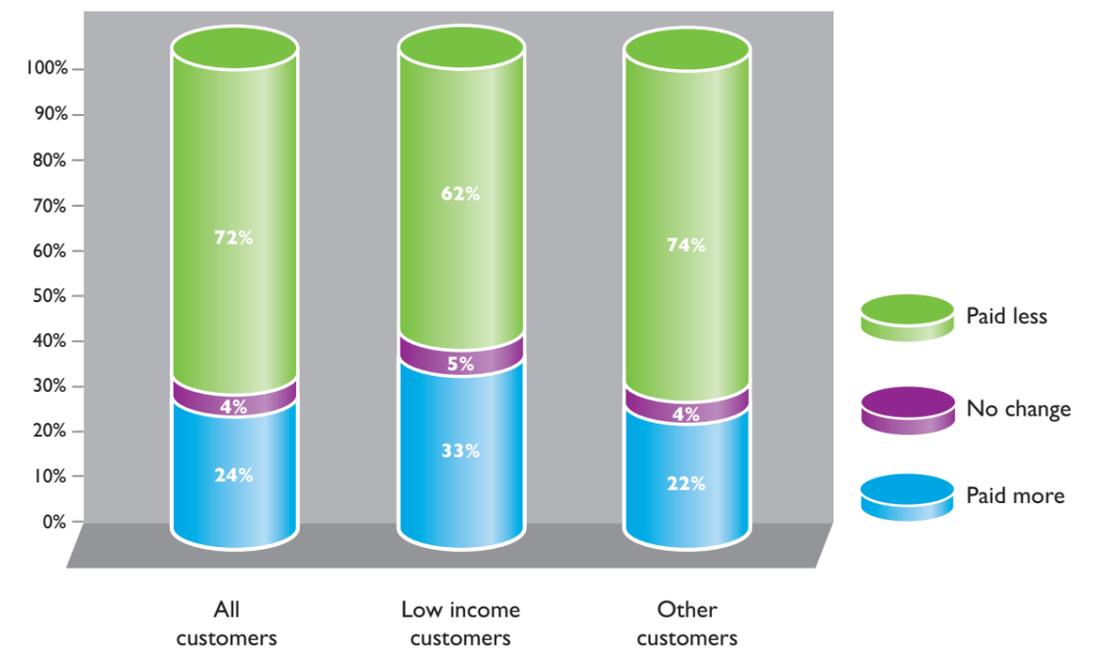
- *all metered tariff structures tested are regressive compared to our existing unmetered tariff, and the most regressive was the standard (flat-rate) tariff*
- *seasonal tariffs are less regressive than both the rising block and standard (flat-rate) metered tariffs*
- *the standard seasonal tariff is almost equivalent to our existing unmetered tariff.*



The average bill of a low-income customer compared to other customers



Changes to customer bills after metering



Summary of findings and implications

Impact of metering on...	Metering on change of occupier	Additional impact compared to metering alone			
		Rising block	Simple seasonal	Peak seasonal	Smart technology
...reducing customer demand	✓✓(-15%)	✓(-5%)	✓(-6%)	-	-
...reducing leakage	✓✓	-	-	-	✓✓
...affordability of bills	XX	-	✓	✓	-
...customer satisfaction	-	XX	XX	X	-

Key: ✓✓ very positive ✓ positive - neutral X negative XX very negative

Our findings to date have reinforced our belief that water companies should meter on change of occupancy as a matter of course.

Customer demand has reduced very significantly without causing adverse reaction because customers consider the water meter as part of a much wider economic choice they are making.

Extending metering in this way will enable us to maximise its benefits because moving into a new house means that a customer's water-using habits have yet to be formed.

At the same time it is also clear to us that measures need to be put in place:

- to protect low-income customers so that individually no customer has their basic water use rationed by ability to pay, and
- so that as a group they do not bear an additional burden in water charges overall.

We are already taking action on this. We are also investigating how recent guidance from government may enable this to happen, although at this stage we are concerned that government has not shown a willingness to give water companies the tools to achieve this effectively. We are working with the DWP to see how we can share data to the benefit of our customers.

While seasonal tariff structures have shown some benefits, we think these are outweighed by the associated

reduction in customer satisfaction, and we have no plans to widen their use on a compulsory basis across our customer base.

We do not think falling back to the status quo is credible given the challenges that the water industry is facing. So we are taking the lessons we have learned from this study forward into our Smart Dorchester trial. This will:

- allow customers to engage with and feel in control of their water use by giving near instantaneous cost and water-use information via smart technology
- allow customers to compare their water use with norms and government aspirations
- give rewards at both individual and community levels for using water wisely
- offer customers the option for seasonal tariffs.

The potential for smart meters, both as an enabler for this and in allowing companies to drive down the amount of water leaked from pipes, is important in this context. When water companies are giving additional incentives for customers to use water more wisely we need at the same time to reduce leaks on our own network further.

This document summarises the final conclusions from our trial. More detail is available in additional reports that we have published on our website: www.wessexwater.co.uk/ourvision

If you have any questions, please email us at charging.study@wessexwater.co.uk

Taking things forward Smart Dorchester

Communicating to customers the value of the services we provide is challenging when:

- for the vast majority of customers our services are now 100% reliable and they have no reason to contact us from one year to the next
- the investments we make to preserve and enhance the natural environment are largely invisible to the majority of customers
- customers' expectations about the use of technology are changing, and
- there is a need to encourage people to be more efficient in their use of our services in future.



To respond to these challenges we can not become progressively more invisible to customers. Instead we want to be a trusted service provider that works in partnership with customers to keep their bills fair and affordable while protecting and enhancing the local environment.

Our Smart Dorchester project is borne out of this aim. Building on what we have learned about our customers from the tariff and metering trial we plan to assess what impact we can have if we engage with our customers more fully at an individual and community level by:

- giving them clear and instant price and usage information helping them to both save water and save money
- showing them how their water use compares with similar households
- offering the ability to raise money for local schools and charities through a reward scheme
- providing practical water and energy efficiency advice.

Customers will have a choice of how to access this information using technology that they already have in their homes and premises. This could be:

- a smart phone
- a tablet device
- a laptop or pc
- or simply through a standard mobile phone.

We are aiming to sign up 1,000 customers including residential, local businesses and schools.

The trial is the first of its kind in the UK and will provide empirical evidence to the industry on the best strategies to encourage water efficiency while also maintaining customer support and satisfaction.

