

## 1 Executive Summary

- Affinity Water supplies water to **3.5 million people** living and working in southeast England, providing them with over **900 million litres of water** every day.
- **We have undertaken extensive research with our customers** to ensure we have understood and prioritised their views in developing our plans for 2015 to 2020. Our customer engagement was carefully structured and independently assured with more than 12,500 customers giving their views on our plans.
- **We must leave more water in the environment.** We operate in areas of 'serious water stress', with some of the most fragile natural ecosystems close to some of our abstractions. We have agreed with the Environment Agency that we will reduce the amount of water we abstract by 42 million litres per day by 2020 – nearly 5% of our supply.
- **We must use water more efficiently.** Customers want us to reduce leakage. We will cut leakage by 14% by 2020 and will be exposed to significant financial penalties should we fall short of this target and earn much smaller financial rewards should we exceed it.
- **We must encourage our customers to use water more efficiently.** Some of our household customers are among the highest water users in the country and we expect the number of households to increase by 6% by 2020. We will help our customers to save more water through a water efficiency programme and a targeted universal metering programme where customers can choose to continue to pay non-metered charges for up to two years.

- **We must maintain high quality water** by undertaking a risk based programme of lead pipe replacement to meet the more stringent lead standard. We will enhance our catchment management activities to reduce the impact of pesticides on the water we abstract and implement an innovative treatment solution for metaldehyde.
- **We will increase investment in our infrastructure to more than £500m** between 2015 and 2020 to ensure that future generations will continue to have enough high quality water to meet their needs.
- **We will ensure value for money.** Average household bills will fall by 0.7% each year, before inflation, from 2015-2020. We will cut our base total expenditure by 10% to offset the increased costs of meeting new statutory obligations and maintaining our high quality service.