love every drop
anglianwater

Making lives better for our customers every day:
Anglian Water's Customer Vulnerability Strategy 2024

# Contents

Our plan on a page

At Anglian Water, we are dedicated to making life better for our customers every single day. As an essential service provider, we recognise our duty to deliver wider benefits to society and for the millions of customers in our region. Supporting and enabling our customers who may need extra help is a core pillar in upholding that duty and delivering on our Purpose.

Our Purpose drives us to deliver outstanding service and support for our customers. Since the launch of our first vulnerability strategy in 2018, the number of customers on our Priority Service Register has grown significantly, with **more than 389,000 customers now on the register as of May 2024, or 13.04%**.

13.04%
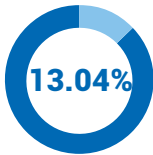
But we're not stopping there. Working with our customers and partners we've developed our future vulnerability plans, to ensure our service continues to meet the needs of customers who need extra help across our region.

Our vulnerability strategy

Inclusive

Accessible

- Continuous improvement and compliance
- Inclusive service design
- Data and innovation

Our vulnerability strategy

- Promoting our support
- Working in Partnership
- Flexible and targeted support
- Understanding vulnerability

Effective

Efficient

Targeted

To deliver our strategy, we're removing potential barriers for customers and creating a flexible, accessible and easy to use service.

For our customers this means:

1	**You're in control**
2	**We're here for you**
3	**We can enable you**
4	**You have options**

We have short, medium and long term performance targets, and we are held accountable for the delivery of our plans by our Board.

Our strategy meets (and exceeds) each of the minimum expectations set out in Ofwat's 'Service for all' vulnerability guidance.

We are also independently assessed each year.

bsi
Inclusive Service
KITEMARK™

How our vulnerability strategy connects with Ofwat guidance ⓘ

In February 2024, Ofwat introduced a new customer-focused licence condition which outlines the care and support each water company in England and Wales must provide to their customers, particularly those who need extra help with their water and wastewater services.

This document outlines how our strategy is meeting the guidance relating to 'Service for all – Ofwat's final vulnerability guidance for water companies supporting customers who need extra help'.

We've also submitted a number of additional documents to Ofwat to show how we're meeting the new licence condition:

- Read our response to the license condition in our 2023/24 Annual Integrated Report on pages 59 – 65.

- We submitted our response to 'Paying fair – guidelines for water companies in supporting residential customers pay their bill, access help and repay debts' to Ofwat in April 2024.

- Our Core Customer Information is published on our website.

How we are meeting Ofwat's vulnerability guidance

The table on the page below outlines the 'Service for all' vulnerability guidance objectives and minimum expectations issued by Ofwat. So that it is clear throughout this report, where our strategy is meeting the objectives we have given each a key.

Our detailed response to the guidance is in Appendix A on page 36.

We plan to publish a short summary of this document on our website in June 2025 once final feedback has been provided by Ofwat.

What vulnerability means at Anglian Water

Our definition of vulnerability is in line with Ofwat's, who define it as:

"A customer who due to personal characteristics, their overall life situation or due to broader market and economic factors, is not having reasonable opportunity to access and receive an inclusive service which may have a detrimental impact on their health, wellbeing or finances."

We believe vulnerability is not something a person is, but rather something that can happen to all of us at any time. Our services have been built on this basis, so we can offer a helping hand when customers need it most.

Our research shows that vulnerability isn't simple or the same for everyone. It changes over time and can relate to different circumstances. People's needs and abilities can change depending on what is happening in their lives.

We know that people may need extra help for many reasons, like having mental health problems, sickness, not knowing much about products or services, or experiencing big life changes like losing a loved one or losing a job.

We've found that people need different levels of help based on their individual situations, and can respond differently to being in need of support.

However, we also know that some situations put people at a higher risk of harm and need extra support.

That's why we have a clear strategy embedded within the business that ensures our policies and processes are flexible and inclusive for all, and do not contribute or increase the risk of customer vulnerability.

How our vulnerability strategy is meeting Ofwat's vulnerability guidance

Objective	What it means
1 **High standard of service and support**	• Companies should provide high standards of service and support to customers requiring extra help. • Customers who need extra support receive it and are happy with the service provided. • Customers know what extra help they can expect from their company. • Companies aspire to improve levels of service and seek to ensure that customers with extra help needs are no less satisfied with their service than customers as a whole.
2 **Inclusive by design**	• Water companies' systems should be designed to meet the needs of their diverse customer base. • Services and communications should be designed in an accessible and inclusive way that does not harm customers who have undeclared extra help needs. • Companies should collaborate with service users and subject matter experts in designing their services.
3 **Identifying customers**	• Companies should have systems in place to effectively identify customers who may have extra help or support needs; and those customers who are willing or able to self-declare these needs should be able to do so easily.
4 **Recording needs**	• Customers' extra needs should be effectively recorded and reviewed, with customers informed about how their data is used and their views around privacy understood and taken into account.
5 **Vulnerability strategies**	• Companies should have strategies in place to support the extra help needs of their customers. • Companies should consider and plan how they can deliver extra help.
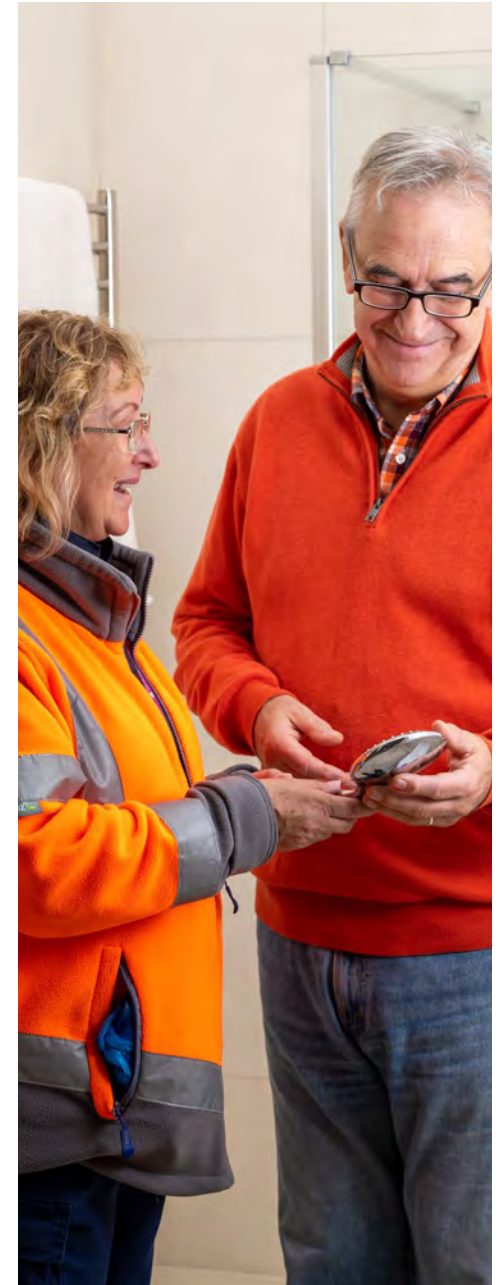
Our track record for supporting customers

"At Anglian Water, our commitment to supporting those who need us most is at the heart of everything we do. Our Customer Vulnerability Strategy is a testament to the dedication and compassion of our teams, who work tirelessly to deliver exceptional service every day. We are immensely proud of our employees and all those who partner with us, whose efforts ensure that all our customers, particularly the most vulnerable, receive the care and support they deserve. This strategy underscores our company's purpose and reinforces our commitment to making a positive impact in our communities."

– Pete Holland, Director of Customer and Wholesale Services

In 2018 we developed a vulnerability strategy in collaboration with our customers, so that we could provide a greater level of support and improve the reach of our Priority Service Register (PSR).

After thoroughly analysing government data and industry benchmarks, we found that a large number of our customers could greatly benefit from more support. Motivated by this insight, we set an ambitious and industry-leading goal: to ensure that 12.8% of our customers are supported through our PSR by 2025. This target nearly doubled the existing industry target of 7% set by Ofwat. Although the industry standard was already high, we decided to go even further to make a significant impact.

In July 2019 Anglian Water became the first water company to change our company constitution – the Articles of Association – to lock public interest into the way we run our business, both now and for future generations.

Our Articles of Association require that we conduct our business in a way that benefits our shareholders while delivering long-term value for our customers, the region and the communities we serve, while seeking positive outcomes for the environment and society.

We are committed to making a positive impact on the communities we serve. This is enshrined into our Purpose: to bring environmental and social prosperity to the region we serve, through our commitment to Love Every Drop.

Progress on our vulnerability strategy to date

The past five years (2019-2024) has seen a huge amount of upheaval for our customers. The pandemic exacerbated vulnerability across the UK. Many faced unprecedented levels of fear, financial stress, and isolation, particularly those at higher risk or with serious health conditions. The pandemic has, for some, had a lasting impact on mental and financial stability.

During this time, we have significantly expanded our support services, increasing the number of people we support by over 2400% between March 2019 and March 2024.

In 2021/22, we achieved a landmark moment, registering more than 100,000 customers to our PSR — the largest growth among water companies. We also launched our Positive Difference fund in the same year, contributing £1 million to support communities affected by the pandemic.

Percentage of customers on the Priority Services Register since 2018

Legend: Number of customers on | Percentage of all customers | Goal
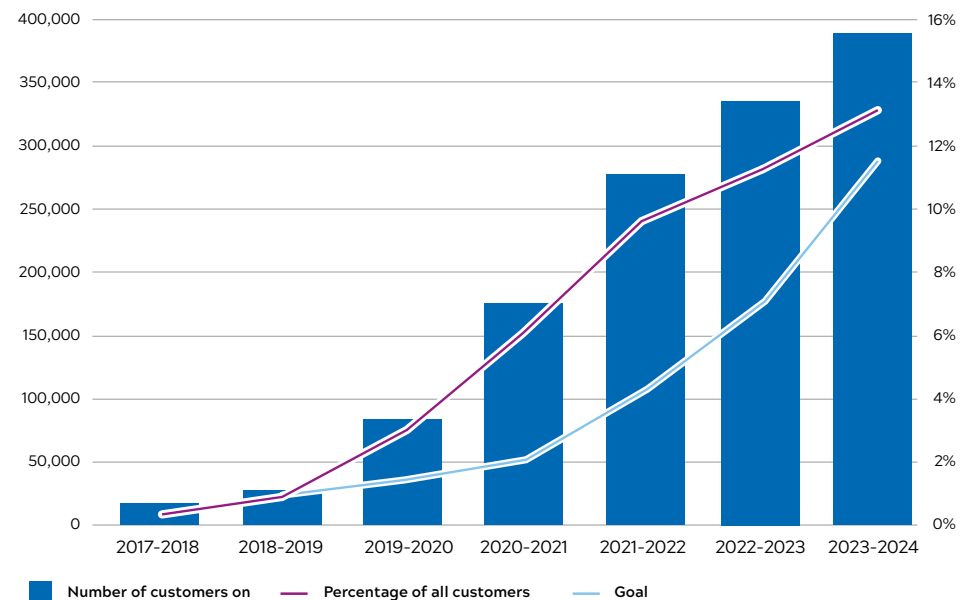
Priority Services

Our PSR provides a wide range of support options, tailored to suit the individual needs of our customers every day. It also provides critical support in the event of an emergency or when the unexpected happens, ensuring our customers get the help and support they need.

This includes things like:

- Providing advance notice of planned work

- Priority contact and bottled water when we need to carry out emergency repair

- Giving customers a range of options on how they receive the information we send

- Offering a wide range of communication formats and languages

- Options to contact us across multiple channels

- Giving customers the ability to manage your account in a way that suits them

- Passwords to provide added protection

- Ability for our customers to change and update the support they receive at a touch of a button using MyAccount or our app

- A direct contact number for our Priority Services team, or face-to-face home visits if preferred.

As of May 2024, we have achieved our 2025 target of 13.04% of customers on the PSR register (389,664 people) – nearly a year ahead of time.

13.04%
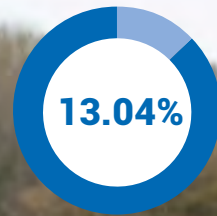
Every year we continue to identify and support more than

1,300 customers

in need of extra help each week, through our dedicated teams. We provide an inclusive and flexible approach to address vulnerability, to better meet the diverse range of our customers' needs.

In the last two years of this AMP (2024 and 2025), we will provide nearly

£200 million

in customer support (£136.9 million in 2023/24 and £42 million in 2024/25).

What our Priority Services Register customers say about our service

Having a disabled son means accessing assistance is usually full of hurdles and complication - so I was very impressed with Anglian Water's priority customer care and the efficiency and care with which my call was handled, thank you.

It is vital that we have water at all times as my daughter is severely disabled with highly complex needs. It is very reassuring that you are keeping me informed of any changes or if there are supply issues.

Veronica's reply to me was prompt and polite. She understood my request and reassured me that she could assist. The information she gave was clear and concise and she promised to contact me again when she had more information, which she did. She was professional and efficient. I also spoke with Jo the day after and again, received outstanding service.

Due to being on the priority register, I was sent a text in regards to there being a power cut that had affected the supply. I wasn't entirely sure what that meant and with having four disabled household members, I replied to the text with my queries. Rasa responded, they were prompt, polite, respectful and clearly answered all of my questions in an easy but not patronising way to help me understand exactly what each bit of the information meant. I also like that I can send a text and a real person will respond. Phone calls are difficult and online chats are not always convenient, so the text service is really good.

Working with partners

Our partnerships with community groups and charities are critical to helping us connect with and support our customers. We've engaged with over 700 organisations since 2020 to promote our available assistance and partnered with local and national charities to reach those in need. These efforts have shown the importance of collaboration, quick identification of at-risk individuals, and the need for data sharing between vital services.
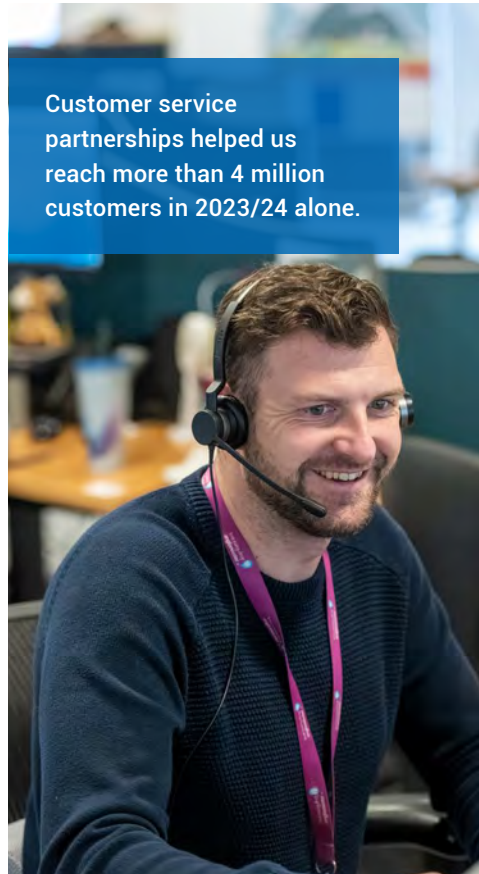
Customer service partnerships helped us reach more than 4 million customers in 2023/24 alone.

We are immensely proud of what we have been able to achieve. We exceeded all regulatory targets and lead the industry in its response to vulnerability. We've also created an extensive range of partnerships alongside delivering more than £2 million worth of additional financial assistance through the Government's Household Support Fund. Partnerships have helped us generate high levels of awareness of the support we are able to provide. We have created personalised support and tailored journeys, implemented new ways of working, increased overall accessibility and have driven fundamental changes to the way we work.

As we continue to face the cost-of-living crisis, it's more important than ever to provide an inclusive and accessible service so everyone affected can access the suport they need. We are committed to supporting our customers, helping them make informed decisions and reducing the risk of harm. Our efforts since 2018 have set a strong foundation, and we will keep focusing on these principles as we move towards 2025-30 and beyond.

Feedback from our partners

"[It] absolutely blew me away just how much support is offered by Anglian Water. I knew about the Priority Service, but wasn't aware of the extra care support, and also the bi-annual check-ins this just makes to a whole round package that is fantastic. There is also further support coming through to help those with medical issues and that sounds amazing too."

District Council representative

"I feel you have an outstanding approach to the support for anyone with an additional support need. The team I have spoken with are very understanding of some of the complex needs that impact on individuals, and that must be really supportive for your customer base."

Liz Robinson, Corporate Partnerships Officer, Kidney Care UK.

"With Anglian Water's support offer being so vast, even as a partner there were service offers I was unaware of. This, alongside their collaboration with other teams and services, leads to continued improvements beyond our awareness. For example the offer of things such as home visits for those with low literacy/ no digital access/ family support/ in isolation. The team continue to surpass our expectations which as already high following their previous work and I hope to see other utility companies adopting their approach."

Chloe North, Macmillan Community Cancer Care Co-ordinator

The challenges we face

Our region has some of the highest levels of deprivation and low social mobility in the country. It is also one of the fastest-growing regions, with the population growing by more than 30% in the last thirty years – a higher rate than London.

In 2023 we commissioned research with Capital Economics, using independent data to analyse socio-economic, climate and geographic factors impacting our region. The Thriving Index ranked the region as England's second most challenged area, behind London, and the fourth most challenged region on the economy and society pillar.

According to data from the Office for National Statistics (ONS), only 28% of workers in the region have the highest skills level (professional occupations and high level managerial positions) which is below the national average, combined with lower-than-average social mobility.

Understanding the future needs of our customers

It is important that we understand the challenges and needs of the communities we serve, so that we may effectively scale our activities and approach. To do this, we have analysed a wealth of data to understand the multiple factors that may indicate a need for support.

We have found that available data sets provide counts of individual reasons for needing support but do not account for overlapping characteristics or conditions. This leads to an overcount in the need for support and presents a challenge when trying to understand the unique number of individuals or households that may need support now and in the future.

In the absence of this specific data, we have combined existing research with our analysis of customer support needs to identify the unique number of households that may require support. We have set a challenging target to support at least 15% of households by 2030 and identify a minimum of 20,000 new registrations each year.

We plan to work with the industry to better understand future needs. We believe there is an opportunity to collaborate, improve our collective understanding, share learning, and develop a unified approach.

You can read more about how we are addressing this challenge in Appendix B of this report.

We serve more than
7 million
customers in the East of England and Hartlepool.

We're home to **15%** of England's population and four of the fast-growing cities: Cambridge, Peterborough, Milton Keynes and Northampton. By 2043, 700,000 more people will live here.

Our region is on the frontline of climate change:

28% of our land is below sea level, putting us at risk of flooding.

Hotter than average temperatures make us prone to drought.

Aging population
Our region has higher than the national average of those 65+

We have the highest number of people living with kidney disease, lung disease (including COPD, Asthma, bronchitis, and emphysema) and IBD (Cohn's and Colitis) - all are medically dependant on water or are higher water users compared to the average UK customer.

There are approximately **113,000** living with dementia in our region, which with our aging population, is expected to grow even further .

There are **870,000** people living with Chronic Kidney Disease in our region, with around 10,000 people on dialysis in their homes.

There are twice the number of antidepressants prescribed per person in our region compared with those living in the South East and London.

Putting customers and partners at the heart of our future strategy ② ⑤

In shaping our response to Ofwat and developing our future strategy it was important we listened to our customers and partners. By sharing our plans, we were able to learn about the specific challenges and needs of the communities we serve. This collaboration has helped us better understand the needs of our customers and build trust. Working together, we have developed a plan that is realistic and flexible, so we can quickly respond to changes. This approach has helped us create targeted solutions that make a real difference for the people who rely on us the most.

We have hosted sessions with a range of organisations and partners who support and provide services to the customers we serve. We have used their feedback to inform and shape our future strategy.

Our top stakeholder and customer priorities are:

1	Raising awareness
2	Increased partnership working and presence in the community
3	Proactive and flexible support
4	Accessibility
5	Understanding needs
6	Innovation

Understanding what our customers want is key to our business. We have four key customer groups we regularly meet with, who we ask for feedback on wide-ranging issues, from bill changes and business priorities to executive pay. In total, these groups engaged with more than 10,000 customers in 2023/24.

We have over
1 million
direct customer contacts a year,
" "

Analyse more than
200,000
hours worth of customer contact to help understand and improve our service, and over

100,000
responses to our customer feedback surveys. Our customers are valued stakeholders, whose input is critical to our plans – now and into the future.

Other priorities that arose through our customer feedback:

- Smart metering to support vulnerable households
- Affordability Support
- Education around water scarcity and water saving

We are dedicated to providing an accessible service to our customers, and we do this by listening and responding to their needs, whether that's through research, or focus groups or from the feedback we receive from individuals.

Its important we learn and understand from those with lived experience, so we will continue to run our Customer Champions group so that we can share our plans and actively involve our customers in the design process.

We have a growing community of customer champions, with over 100 customers and over 150 active partners. This group represents a wide range of customers with varying needs. As we look to build and evolve our services, we will do so in collaboration with our customers.
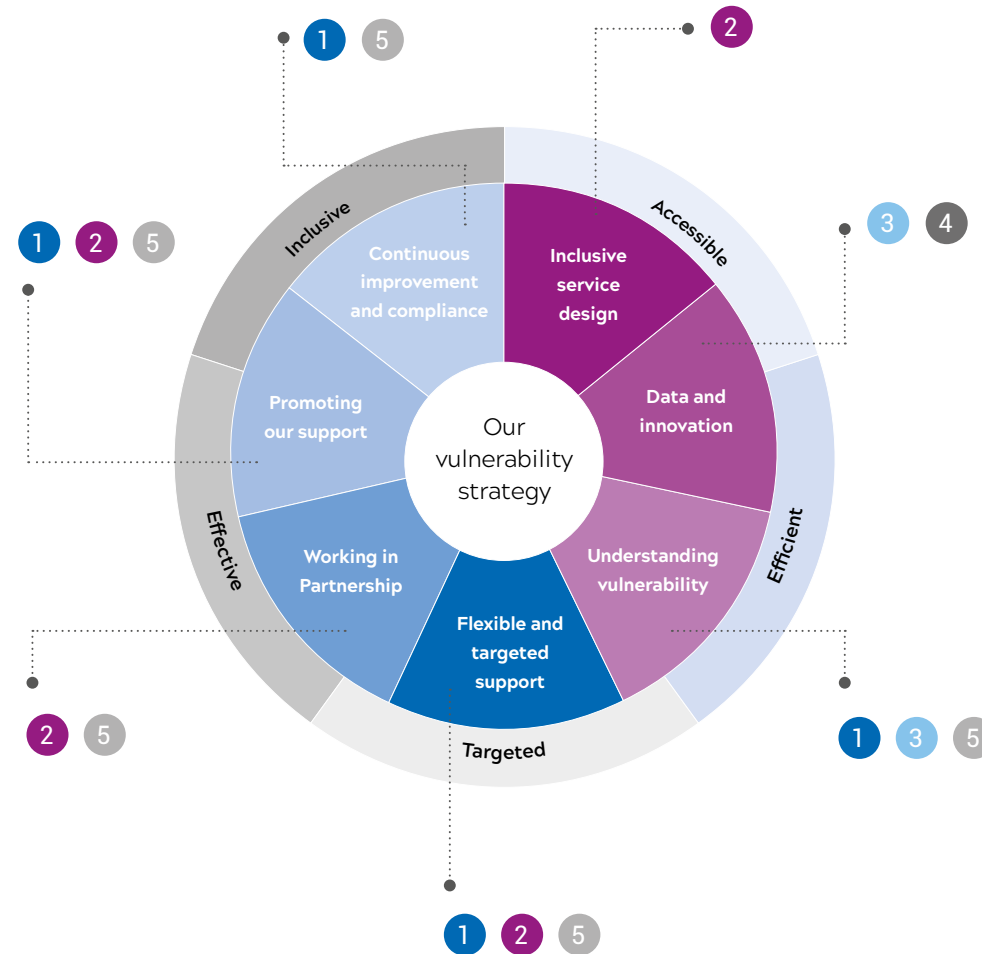
Our 2024 Vulnerability Strategy

Our Vulnerability Strategy was developed in partnership with our customers and stakeholders, who provided us with valuable feedback and insight. We will continue to develop our services in partnership with them, alongside exploring new and innovative ways of working.

We will also continue to expand our work with partners and use data to look forward and identify the emerging needs of our customers, taking a proactive approach to understanding and addressing future challenges.

We undertake regular review and analysis to ensure our practices and policies are fit for purpose. Because of this, our strategy will remain flexible so that we can adapt to meet the evolving needs of our customers.

Our strategy is built on seven key areas, which together, will deliver a service that helps to effectively support and identify those who might need extra help. We've signposted how they meet the Ofwat guidance outlined on page 5.

Inclusive
- Continuous improvement and compliance
- Promoting our support

Accessible
- Inclusive service design
- Data and innovation

Efficient
- Understanding vulnerability

Targeted
- Flexible and targeted support

Effective
- Working in Partnership

Our vulnerability strategy

We aim to deliver our strategy in a way that is:

✓ **Inclusive**

Ensure that our services are designed with the input of those they aim to help, accommodating a broad range of needs.

✓ **Accessible**

Guarantee that all customers can easily access the support they need, when they need it.

✓ **Effective**

Focus on areas most impactful for our customers, ensuring our resources are used efficiently to support those in need.

✓ **Targeted**

Direct our efforts towards groups or individuals who are most in need of support, ensuring what we offer is meaningful and relevant.

✓ **Efficient**

Optimise our processes and resources to maximise the support we can provide and continuously reviewing and improving our service.

Inclusive service design

2

Objective

Make sure our services are fair and easy to use for everyone.

Inclusive service design is essential for creating accessible and effective services that meet the needs of all customers, particularly those who may face additional barriers. Our aim is to ensure every customer has equal access to our services, enhancing their overall experience and satisfaction. Continuous engagement and feedback from our customers will help us understand their needs and preferences, so we can improve and tailor our services. This approach encourages us to think creatively about how to support a diverse range of needs, driving innovation. Our goal is to provide excellent service to everyone, making sure no one is left behind.

What we'll do

- Develop and implement services designed through consultations and feedback from our customers.

- Use customer personas to ensure we consider a wide range of needs and circumstances when designing our services.

- Create tailored solutions to meet the individual needs of our customers.

- Undertake regular accessibility reviews and updates of digital platforms to enhance ease of use.

Data and innovation

3 4

Objective

Use advanced data analytics to proactively identify and support customers in need of extra help.

We recognise the effective use of data can influence and improve the services we offer. It can also help inform and shape future partnerships. Importantly, we will seek to learn more from the actual experiences of our customers and use this insight, alongside big data sets, to inform changes to our services. We will seek to implement new approaches to collecting and using data, to help proactively identify and support customers who may need extra help. We intend to use data to inform our approach to vulnerability and target our services and engagement.

What we'll do

- Use data models to identify and target support at those most at risk.

- Enhance our understanding of vulnerability across the communities we serve.

- Proactively identify those who may need extra support.

- Forge strategic partnerships influenced through data and analytics.

Understanding vulnerability

1 3 5

Objective

Understand the needs of our customers to provide effective identification and support.

Vulnerability is complex and dynamic; the needs of our customers vary based on their circumstances and personal characteristics. As the environment constantly evolves, we must challenge ourselves to understand our customers' world and how we can best support and deliver inclusive service. Embedding an understanding of vulnerability and its many characteristics across the business is fundamental for effective identification and tailored support.

What we'll do

- Enhance and embed the understanding of vulnerability across our business.

- Educate our workforce so they are Informed and empowered.

- Keep up to date with current and emerging trends.

- Create an environment which encourages customer disclosure.

Flexible and targeted support

1 **2** **5**

Objective

Offer flexible and tailored assistance to address changing customer needs.

We know from our research that the needs of our customers vary greatly, and this cannot be pre-determined by a medical condition or disability. A person's need for support is influenced by many different characteristics and risk factors, ranging from their support network to their financial situation. Characteristics or situations that may mean our customers require extra help often don't exist on their own. That is why we understand the support we provide our customers must be flexible and not a 'one size' fits all approach. Our customers are individuals and the support offered should reflect their individual needs.

What we'll do

- Embed support that reflects the individuals needs of our customers.
- Enhance our service so that we are meeting customers' varying needs.
- Improve customer experiences.

Working in partnership

2 **5**

Objective

Collaborate with a wide range of stakeholders to extend the reach and impact of support services.

Partnerships will be a crucial part of our future vulnerability strategy and serve many purposes. Forming the right partnerships will help us engage hard-to-reach customers and raise awareness of the support available. Working together will create a coordinated approach, reducing customer effort and providing greater access to services and support. Collaborating with specialist partners will also help us continually improve our understanding of vulnerability and enhance the support we provide.

What we'll do

- Increase the reach and awareness of our support.
- Improve our services and provide extended support.
- Enhance our understanding of vulnerability.
- Provide holistic support through a trusted source.

Promoting our support

1 **2** **5**

Objective

Increase awareness of the available support and ensure it is easy for customers to access.

Vulnerability can be sudden and unexpected. It can occur due to multiple different life events, or it may affect people gradually over a period of time. It can be unexpected, transitional or permanent. It is important that when someone is in need of extra help, they are aware of the support available at the early stages, as early identification and intervention can prove critical in preventing a situation from escalating. Through increased awareness we aim to provide support to customers as soon as they need it.

What we'll do

- Run campaigns and promotions to inform customers of the support available.
- Offer quick and easy processes to apply for or access support.
- Use multiple communication channels to ensure messages reach all members of the community.
- Work to increase awareness of our support services.
- Undertake early intervention to prevent future harm wherever possible.

Continuous improvement and compliance

1 **5**

Objective

Continually assess and improve the strategy to ensure compliance with regulatory standards and customer needs.

Continual improvement and monitoring are key to providing a strategy that effectively supports our customers who may need extra help. By regularly checking and enhancing our services, we can better meet the changing needs of our customers and ensure our support remains effective. This proactive approach helps us identify any issues early on and create tailored solutions for our customers who may require support. Regular monitoring not only helps us improve our services, but also shows our commitment to delivering the best care and support for those who need it most.

What we'll do

- Undertake regular reviews and updates of our strategy to incorporate feedback and emerging needs.
- Ensure compliance with all relevant legal and regulatory requirements.
- Provide transparent reporting and accountability.

Our delivery model

Our delivery model is based on removing barriers and creating a flexible, accessible and easy to use service, irrespective of our customer circumstances. We aim to do so by focusing on the following four workstreams to make sure our service is helpful and inclusive.

You're in control

- Manage your account
- Smart metering
- Manage Priority Services online

We're here for you

- We're accessible
- Awareness
- Partnerships
- Understanding your needs

We can enable you

- MyAccount service improvements
- Data sharing
- Priority Services and Extra Care

You have options

- Tariffs
- Our services
- Different channels

All delivered under and assured by Certified British Standard ISO 22458

bsi Inclusive Service KITEMARK™

You're in control

It's important to us that our customers have control and choices over the services we provide.

Whatever the situation, we aim to provide our customers with the ability to tailor and flex our services to suit them and the needs of their family.

Manage your Priority Services online

Our customers will have the opportunity to manage their support services in real time and at the touch of a button.

Using our online MyAccount portal or app, our customers can sign up or cancel their Priority Services, see the support options they have selected, and update and change these to suit their needs.

This is all done in real-time and will immediately update our internal systems so this support can be provided straight away.

We also understand not all of our customers want or are able to manage their services online, that's why all our Priority Services customers have access to our dedicated Priority Services team via a freephone number. You will go straight through to a member of a team who will be able to talk through the support options available to choose from. If telephone isn't the channel of choice, our customers can also contact the team directly via email.

Case study: Making it easy

Our MyAccount app is giving customers instant access to support at the touch of a button:

- Around **1.6 million** registered to MyAccount

- **My Priority Services** support included

- **46,438** have registered for Priority Services using MyAccount

- Web version available in **127** different languages

- App available in **eight** different languages

- Nearly **18,126** customers have selected to manage their account in a different language

- Current satisfaction rating of **9.4**

- Tested and designed in **collaboration with our customers**
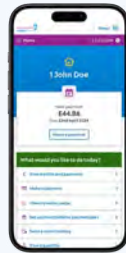
Smart Metering

Our ambitious smart metering programme will mean that half our customers will have a smart meter by the end of 2025 and by the end of 2030, our entire customer base will be covered. From 2025, we will be able to provide priority installation to those customers who are registered on our PSR in a smart metered area.

Smart metering will enable us to deliver greater flexibility, visibility, awareness and control to our customers.

Through independent research provided by Scope, based on an interview of 83 disabled customers within our region, the use and adoption of smart meters was highlighted as an area of importance amongst our disabled customers. As a result, we have included this within our delivery model.

Smart metering will allow our customers to budget more effectively and, if they choose to, generate more regular bills to help manage their budget. It will also improve overall accessibility by removing the physical need for any of our customers to read their meter to understand their current water usage between bills.

Although we provide customers on the PSR with the option of more frequent meter readings for those with limited mobility or vision, with smart metering, they can access their usage data any month, week, day, or hour—giving them greater control and flexibility.

Specific research from Scope on smart metering highlighted many customers struggle with the use and accessibility of in-home displays and would much prefer the ability to view usage online. Some customers felt that having an in-home display caused anxiety as they watched the usage go up throughout the day.

Through smart metering we also hope to explore ways in which the data can be used to help vulnerable households.

Nominee scheme

At many points in life, we may need to rely on the help of a friend or family member. We may need their support while in hospital or recovering from treatment. Whatever the reason, we provide our customers with the ability to quickly and easily give permission for someone they choose to help with their account without needing a power of attorney.

We give our customers the ability to register and manage nominees using our online portal or app. We also provide a range of choices for our customers to select from to confirm what level of authority and permission they would like to give the nominee. Giving them control over how the nominee can support them, whether that be receive bills on their behalf, discuss the account or be contacted should there be an interruption.

Our feedback from working with the Stroke Association highlighted that there are often instances where it is not possible to gain those permissions quickly or easily. So, we have implemented a dedicated third-party policy so it is clear how we can support third parties with caring responsibilities, whether it be unexpected, temporary or long-lasting.

We're here for you

Partnerships:

By working together with other groups and organisations, we can reach more people and improve how we help.

We are proud to lead our industry with strong partnerships that help support our customers, especially those who would benefit from extra help. Over the past four years we have engaged with over 720 diverse organisations, including charities, community groups, local authorities, and other utility companies. These partnerships have given us a combined reach of over 4 million across our region each year.

By collaborating with trusted community organisations, we can reach people who are often harder to connect with, such as individuals with disabilities. This collaborative approach allows us to understand our customers' needs better and develop tailored solutions to provide effective support and services. It also means that our customers can access support from service providers who are experts in their field and are best placed to provide some of the additional help our customers may need. By building these relationships, we can go beyond signposting.

Recognising the importance of these efforts, we have not only maintained a specialist team focused on vulnerability, but have also established a dedicated partnership team. This team works tirelessly with local charities, government bodies, and other utility providers to ensure we can extend our support as far and wide as possible.

Through these partnerships, we gain invaluable insights and can extend our reach, ensuring that every customer, no matter their circumstances, receives the support they need. By working together, we enhance our services and make a real difference in the lives of our customers.

Case study: Scope – Providing better outcomes for our disabled customers

In 2022, we became the first and only water company to become part of the Scope Utilities Membership, a forum centred on driving transformational change and better outcomes for disabled people.

We partnered with Scope to understand how we can improve our services for disabled customers.

Using their 'Big Hack' research tool, we launched a digital survey asking customers about their experience with us.

The survey was a huge success and we received over 1,000 customer responses in just four weeks.

What our customers want:

- Priority contact during an interruption
- Live chat
- Advance notice when visiting
- Dedicated number for our customers who need extra help
- Online updates
- Callbacks if the line is busy
- More smart meters
- Visibility on system of vulnerabilities
- Answer phones quickly
- Text notice of water supply issues

Following feedback from our customers, we made sure we delivered and provided all the services they said were important to them.

We expanded our partnership with Scope and became the only water company to help design and co-fund the Disability Energy Support Line with Water Advice.

The service provides disabled people with free support and advice on:

- Managing energy and water debt
- Changing a meter
- Energy and water efficiency
- Accessing benefits, grants, and trusts
- Understanding gas and electricity bills
- Understanding how to use heating systems
- Support registering with the Priority Services Register

Recognised for the amazing support it provides, the Disability Energy Support with Water Advice has been shortlisted for an award by Third Sector Business Charity Awards 2024.

This pioneering service has supported nearly 8,000 customers and delivered an estimated financial saving in excess of £3,000,000.

Case study: SHOUT – 24/7 mental health support

Understanding the needs of our customers and providing the relevant support

Shout 85258 is the UK's only free, 24/7 mental health messaging services. By partnering with SHOUT our customers can access free support, anytime, anywhere.

We know sometimes talking about our worries can be daunting. Many shy away from talking about their feelings due to fear of judgement.

SHOUT's free confidential services, removes a lot of fear that comes with face-to-face conversations or even talking to someone over the phone.

Data suggests approximately one in four people in England will experience problems with mental health each year.

Evidence also suggests there is a correlation between disability and poor mental health. Some studies show the rate of mental health problems in people with a learning disability to be double that of the general population.

Through information provided by Money and Mental Health, we also know there is a clear link between financial problems and poor mental health.

During the cost-of-living crisis, we identified an opportunity to provide our customers and colleagues with an additional free support service in the form of SHOUT.

We are the first water company to work in partnership with SHOUT and launched our partnership on World Mental Health Day in 2023.

We shared this partnership initiative with the rest of the sector, creating introductions and facilitating other water companies to create their own partnership.

Our bespoke keyword service ensures low waiting times for texters alongside the ability to have our support services promoted to our customers where appropriate.
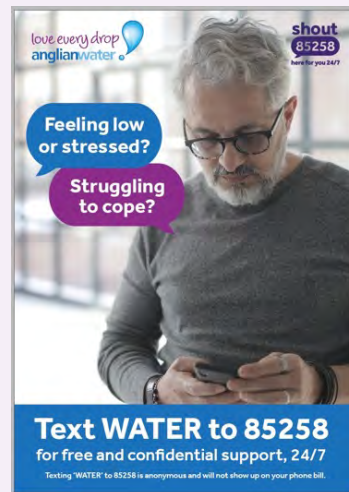
Mental Health Innovations are delighted to be working in partnership with Anglian Water to provide 24/7 mental health support to its customers, the first water company in the UK to commission the keyword service. 'Financial difficulties' now features in more than 70 conversations every day with SHOUT texters. This partnership will ensure thousands of people who are anxious, stressed, depressed, suicidal or overwhelmed have immediate support.

"Anglian Water has seen the difficulties everyone is facing and acted quickly to ensure a service is there for their customers if and when they may need it." – Caroline Westley, Mental Health Innovations.

Awareness

We make sure customers know about the help available so they can get it when they need it most.

In addition to our partnership work we seek to explore a variety of ways in which we can increase awareness of the support available, by undertaking a wide range of promotional activities.

In 2023/24 we issued more than 9 million emails to our customers throughout the year, promoting both the financial and non-financial support available. Through social media campaigns alone we were able to generate 11.4 million impressions.


We are continually exploring new and innovative ways in which we can raise awareness of the support we offer.

Our extensive range of promotional campaigns include: radio advertisements (reach of 1.2 million), advertising on pharmacy bags (reach 250,000), and local buses (reach 247,000). We have also promoted our services through trusted organisations such as Emma's Diary.

We know lack of awareness is one of the barriers to our customers accessing support, but we are also aware fear and stigma can prevent many from disclosing their circumstances.

To tackle this and help spread the message on how we can help, we have created videos for our customers that show the day-to-day experiences of our employees and teams.

We hope that by sharing the personal experience of our teams and being able to see and hear from our employees in their own words, they will have a sense of who will be answering the phone when they call and know our people are genuinely passionate about wanting to help. We are grateful to our teams who have been willing to share their stories and encourage our customers to access support.
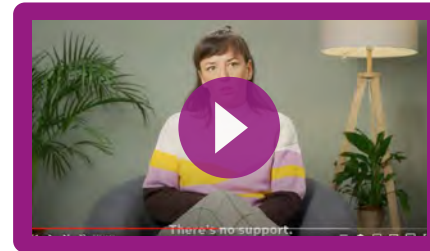
Case study: Emma's Diary — supporting new parents

Emma's Diary was an initiative that was formed in collaboration with our future customers when exploring ways in which we could promote our support.

We presented at schools and ran workshops with students between the age of 14-17 years who identified this as a way to reach new parents.

Though our partnership with Emma's Diary we have reached 220,855 new parents through advertising banners and 41,151 new parents through a targeted email campaign.
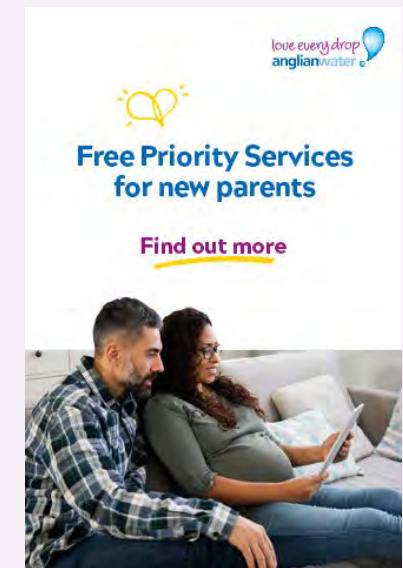
Accessible and inclusive service

Everyone is different, so we adapt our help to fit each person's specific needs.

Providing both an accessible and inclusive service is a core principle of our vulnerability strategy and fundamental to delivering an excellent service for our customers. Our goal is to make sure our services are easily accessible by all.

We believe that designing accessible and inclusive services benefits everyone and will continue to embed a culture of inclusive service design into our business.

A great example is our online account management portal, My Account, where accessibility testing is built into the lifecycle of our product.

When implementing changes or developing the platform, we carry out accessibility checks at each stage of the process, from

design through to build. We perform checks throughout the process to ensure we are following best practice design principles; when we are ready to build and once the solution has been built. These checks vary from keyboard only testing, zoom and magnification, to whether it can be used with a screen reader. Even when the solution is tested and considered 'done' these tests are performed again before the build is made live.

Outside of our digital platforms we also look at ways in which we can extend or improve our services.
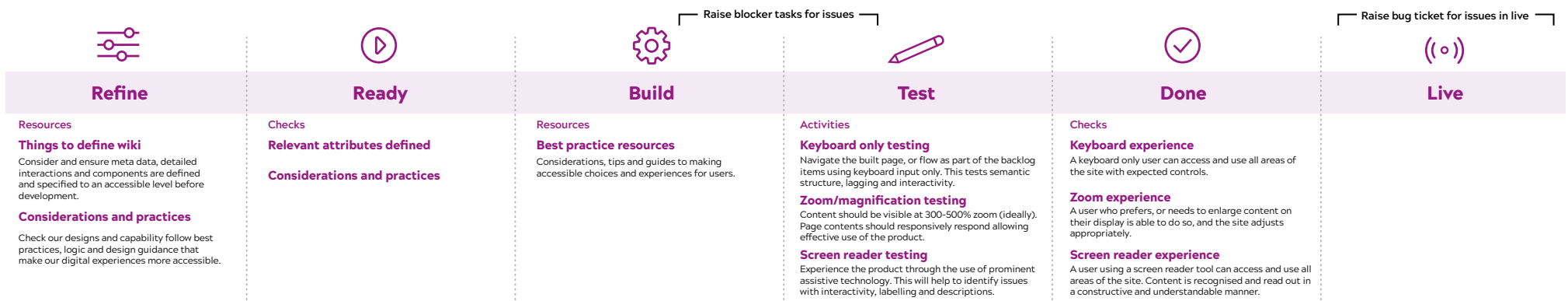
Our most recent example of developing a new and improved service for our customers is with the introduction of coloured paper bills.

Our partnerships team undertook research to understand whether introducing coloured bills would help visually impaired customers read their bills (in addition to our existing Braille and audio services).

They worked with five local charities in our region (Hartlepool Vision Support, CamSight, Lincs Sensory Services, Macular Society, and the Northampton Association for the Blind), asking customers for their feedback from everything from font size to format and colour preferences.

The feedback we received from customers was overwhelmingly positive, with many saying they were pleased to be involved in the shaping of the service, which they believed would be a useful addition. We also found there was not a 'one size fits all' answer, as different sight needs will respond differently to each colour depending on the sight condition.

As a result of the feedback received, we decided the best option was to offer tailored coloured bills so that each customer could choose the best option for them. We launched this service in December 2022 to a positive reception and customers can now speak with our Priority Service Register team, who will help them identify the best coloured bill choice and update the customer's records accordingly.

Refine	Ready	Build	Test	Done	Live
			Raise blocker tasks for issues		Raise bug ticket for issues in live
Resources	**Checks**	**Resources**	**Activities**	**Checks**	
Things to define wiki	**Relevant attributes defined**	**Best practice resources**	**Keyboard only testing**	**Keyboard experience**	
Consider and ensure meta data, detailed interactions and components are defined and specified to an accessible level before development.	**Considerations and practices**	Considerations, tips and guides to making accessible choices and experiences for users.	Navigate the built page, or flow as part of the backlog items using keyboard input only. This tests semantic structure, lagging and interactivity.	A keyboard only user can access and use all areas of the site with expected controls.	
Considerations and practices			**Zoom/magnification testing**	**Zoom experience**	
Check our designs and capability follow best practices, logic and design guidance that make our digital experiences more accessible.			Content should be visible at 300-500% zoom (ideally). Page contents should responsively respond allowing effective use of the product.	A user who prefers, or needs to enlarge content on their display is able to do so, and the site adjusts appropriately.	
			Screen reader testing	**Screen reader experience**	
			Experience the product through the use of prominent assistive technology. This will help to identify issues with interactivity, labelling and descriptions.	A user using a screen reader tool can access and use all areas of the site. Content is recognised and read out in a constructive and understandable manner.	

Understanding needs

We pay close attention to what makes someone's situation difficult so we can offer the right kind of help.

There are an array circumstances that may mean our customers could benefit from extra help or doing things differently. It's important our teams understand how to spot the potential signs so they can make customers aware of the support available. That's why we partnered with the Money Advice Trust to deliver comprehensive training to our teams to provide the skills and confidence to act on any disclosures.

We continuously train our teams to recognise signs of vulnerability and to offer appropriate support. This includes using real-life stories and bespoke training materials, developed in partnership with organisations like Scope, Macmillan and Kidney Care UK. Across the business we have created more than 2,500 dementia friends.

For example, we have created educational videos in collaboration with Lincoln Sensory Services, where two of our customers – one who is hard of hearing and one who is profoundly deaf – share their experiences with us. Being able to see and hear first-hand from our customers is what helps us truly understand and empower our teams on how best we can provide support.

We aim to learn from those with lived experience and the unique insight they can provide.

We offer Sensory Impairment Training to our teams, through the use of simulation devices. This gives our people a small glimpse into the experience of those with sight loss, hearing loss and restricted mobility. This equips our teams to handle every interaction with empathy and care, ensuring that we meet the diverse needs of our customers, improve accessibility, and enhance satisfaction. We are dedicated to ensuring that every customer feels supported and valued.

We can enable you

Use data wisely

We use information wisely to find out who needs help and to make our services better.

We continually look to enhance the support we offer through the effective use of data. Data has helped shape and inform the growth of our support schemes, services, and our partnerships.

For example, we map PSR uptake across our region to understand if there are areas of low uptake. We also analyse uptake to understand if we have low sign-up's across specific customer groups. This helps shape our partnership and engagement strategy.

We also regularly undertake research with our partners to gather data and understand the experience of our customers, awareness and barriers to accessing support.

Through research conducted in partnership with Scope, we identified the lowest level of awareness was among our customers who were blind or deaf. We used this insight to inform our partnership and engagement strategy, so we could effectively target those with lower levels of awareness so they could benefit from the support available.

We use speech analytics to understand the nature and scale of vulnerability disclosures which informs the services we offer and how these can be improved. This also enables us to identify and target any training needs to ensure we effectively respond to disclosures.

We actively collect more than 150,000 pieces of customer feedback to understand and influence the service we provide and monitor more than 3.5 million digital interactions to enhance and improve our services.

We continue to explore ways we can reduce customer effort by utilising data across sectors. One example is how we have been able to work with local fire and rescue teams to provide Safe and Well visits to households at risk, by offering this service to customers on our PSR. In return, local fire and rescue have been able to sign at-risk households up for Priority Services within their work. Partnerships like these help to save lives by keeping those most at risk safe in their own homes and supported in the event of an emergency.

We will continue to explore initiatives like this whilst safeguarding the personal information of our customers.

Case study: Listening to our customers

Through analysing our calls, we were able to identify that bereavement was our highest vulnerability disclosure. Upon discovery, we immediately embarked on a full review of our bereavement process.

- We introduced a dedicated bereavement line where calls are prioritised and delivered straight to an agent.

- We introduced a bespoke bereavement webpage and an online form to enable quick and easy online notifications.

- Recognising that we were just one of many companies our customers may need to contact, we formed a partnership with Life Ledger, a 'tell us once' bereavement service. We were the first company to create such a partnership and signpost our customers to this service through our website.

- Our fast response to bereavement notifications meant that we were also used as a benchmark for other companies to aspire to.

- Our dedicated vulnerability teams undertook bereavement training with Cruze.

- We partnered with specialist probate partners Philip & Cohen, to help support our customers through what can be a complex and unfamiliar process.

- We were also keen to support our customers with the emotional impact of a bereavement and created a partnership with Marie Curie, referring our customers to their dedicated support line, as well as raising critical funds to support the charity.
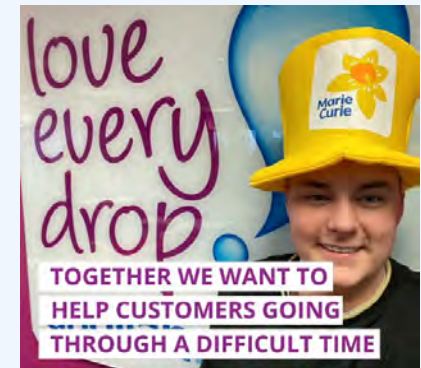
Case study: Tell us once approach

Over the course of the last four years, we have undertaken a large scale project uniting our systems to enable a 'tell us once' approach.

Through our research with Scope, our customers told us that when they disclose their circumstances or support needs they don't want to repeat this information each time they contact. They want to be able to tell us once and for us to respond appropriately and act on this information.

We have invested more than £1 million in our systems to enable a tell us once approach. We created a single source of the truth across our platforms, removing the need for our customers to make multiple disclosures, while at the same time increasing the visibility of customer support needs during key interactions. The change also substantially reduced the time taken to register a customer for support by more than half. The system changes included ensuring accessing support was less than one click away, by placing the ability to register for support front and centre of our website.

This large scale enhancement provided our customers with the ability to register for support in real-time using our website, MyAccount or our app. This means our customers can immediately access support with no manual intervention required, removing any unnecessary delays.

Our customers have the ability to change or amend their services at a touch of a button.

No matter how our customers get in touch, there is a single source of the truth

Tell us once approach
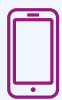
| Mobiles | Handhelds | Telephony | PSR data transfer system | Spatial queries | Website, My Account and mobile app | Operations | Customer services | Extra Care and collections | Bill files | Front line |

Financial support through Extra Care

Through our partners, we understand that circumstances such as a medical diagnosis or caring responsibilities may also mean they need help with their bills.

Scope research suggests disabled customers face an added expense on average of £975 a month, while our partnership with Macmillan showed us the average monthly cost of a Cancer diagnosis is £891.

Through working with Kidney Care UK we have learnt that many, especially those who require dialysis, are often faced with reducing or giving up work, significantly impacting their household income.

There are many other circumstances which means those who need extra help are also faced with increased costs or financial worries. We understand that our customers need access to sensitive and well-designed support.

That's why in addition to the practical support we provide as part of our Priority Services, we also offer a wide range of help to our customers who might be worried about their finances or are finding it difficult to pay their bill.

Through our Extra Care assessments, we'll make sure our customers are on the right tariff, look at payment plans and point them towards other help and benefits to increase their household income.

In 2023/24 we undertook more than 86,800 Extra Care Assessments through our WaterCare service, resulting in us signposting more than 5,200 customers to £6.8 million in state benefits they may be able to claim (an average of £1,200 per customer).

Case study: Olivia Water, care in action

Olivia works in our Priority Services team, helping us tailor our services to meet customers' needs. While checking our Priority Service Register was still the right fit for a customer, she recommended our Extra Care Assessment to see if they were eligible for other financial help and benefits.

The assessment identified the customer was eligible to receive additional state benefits. Olivia recommended the customer contact the Department for Work and Pensions and check her eligibility and current benefits. As a result, the customer is now receiving an extra £466 a month she was entitled to, as well as a backdated benefit payment from May 2021 of over £10,000.

We want our customers to know if they are worried about their bill or need practical support – they can talk to us.

Making sure customers get the help they need

Always Exploring and enhancing our service:

We always listen and look for ways to feedback to improve our services.

As an organisation, we are always exploring ways in which we can improve our service and make lives better for our customers and the communities we serve, especially those who may need extra help. We do this by listening to our customers, partners and our teams.

We collect over 150,000 pieces of feedback each year, analyse more than 200,000 hours' worth of customer contact and using digital analytics, monitor more than 3.5 million digital interactions, all with the aim to improve our service.

We understand that data can only tell us so much, so we couple data with the real life experiences of our customers and use this insight to identify how we can do better.
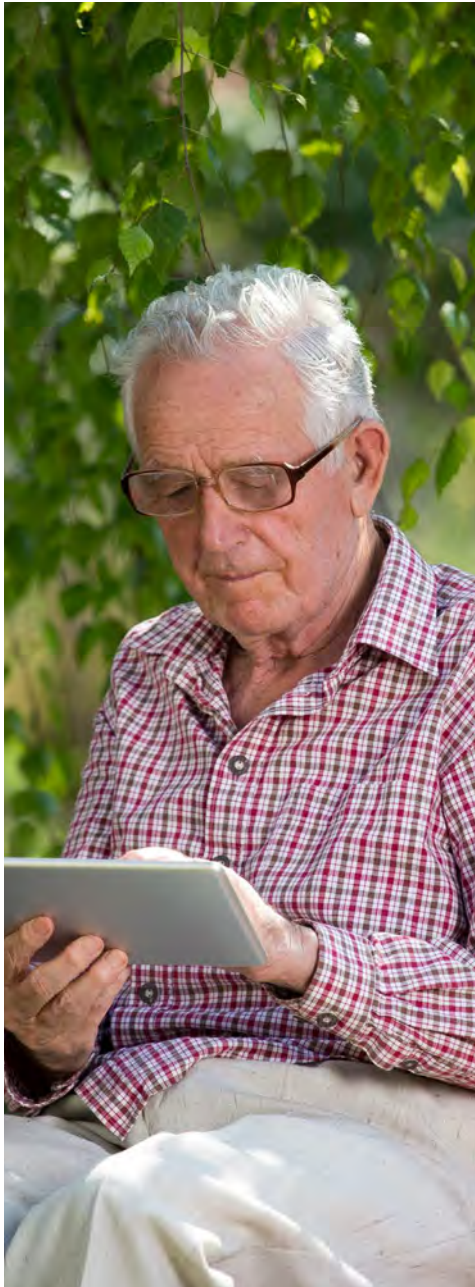
Case study: Kidney Care UK

Continuously learning from our partners to make positive changes.

In June 2022, we launched our partnership with Kidney Care UK (KCUK). We're proud to be the first utility company to work with them to help understand the needs of our customers living with Chronic Kidney Disease (CKD) and help raise awareness of our support services.

Our priority services team have received bespoke training from KCUK and we have a dedicated partnership line which we have been promoting to our customers living with CKD, encouraging them to contact us. Since going live in June 2022, we have received over 250 calls down our partnership line from customers living with CKD.

KCUK has Advocacy Officers (AO) working across the renal units in our region, which has meant alongside digital promotion of our partnership, we've been able to utilise the AO's to promote our partnership directly to our customers whilst they're receiving treatment.

Our teams visited renal units and hosted patient information and support drop in's to raise awareness of the support on offer. We created a bespoke patient support pack, highlighting a top ten things to know following a diagnosis. We worked together to spread the message of how we could support, across multiple different platforms.

We heard from customers like Paul, who shared his story about how he's been supported through the partnership.

"I've been living with kidney disease for over 60 years and my main treatment is dialysis which meant I ended up having to give up work. This is when I got in touch with Anglian Water for help and it turned out that I was eligible for a 50% discount on my bills."

Most importantly for us was being able to talk and listen to our customers, so that we could better understand their lives and the impact of living with CKD.

Through our partnership with KCUK, we learned first-hand about the added expense our customers can face when living with a long-term medical condition or disability.

We don't believe it is fair that a disability or medical condition should come with an additional price tag.

Inspired to make a change, we utilised our partners to better understand the customer groups who could be affected by this.

As a result, we pulled together a drafted framework about how we could close the gap.

Funded entirely by our shareholders, starting in 2025, we will deliver a industry-first Medical Needs Discount, to ensure no customers is financially disadvantaged as a result of their condition.

You have options

We strongly believe in giving our customers choices and options. When you have the freedom to pick from a variety of support options, you can find the one that fits your unique needs and preferences best.

This personalised approach doesn't just make our support more effective — it also builds satisfaction and trust in Anglian Water.

By offering a range of options, we make sure we're meeting diverse needs, making everyone feel included and valued. Prioritising choice helps us support our customers better, recognising individual needs and enabling our customers to choose what works best for them.
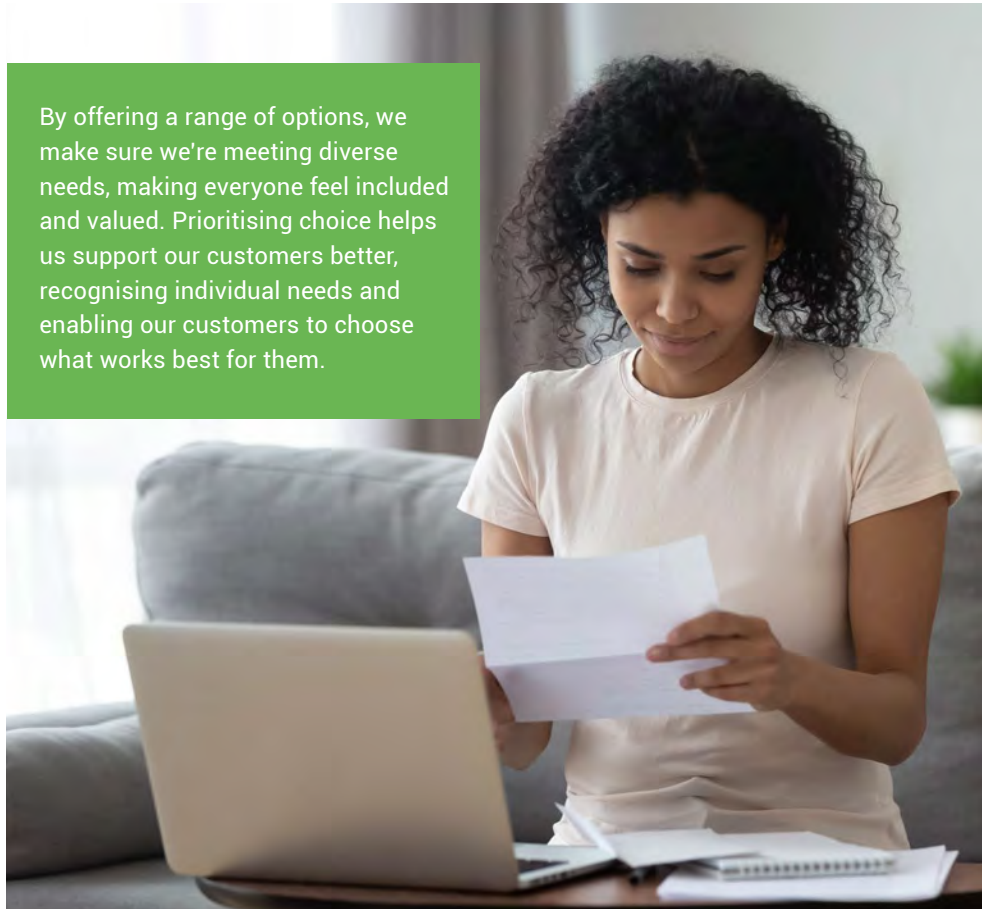
Case study: Protecting our customers against scams

As part of the National Mental Capacity Forum Utility Working Group, we address challenges faced by those in vulnerable circumstances, including the growing issue of scams and fraud. In 2019, we launched Utilities Against Scams (UAS) with the National Trading Scams team to create a unified approach among utility companies to combat and raise awareness of scams.

Statistics show that more than 50% of people aged 65 and over have been targeted by scams, yet only 5% are reported. As founding members of UAS, we've funded projects like Operation Repeat, which trains healthcare professionals to recognise scam signs and educates on protective measures, such as our password scheme for guarding against bogus callers. This initiative has reached approximately 20,000 people and is expanding across Lincolnshire, Northamptonshire, and Leicestershire.

We've also partnered with Cadent Gas, the National Trading Standards Scams Team, and Lincolnshire County Council for a pilot project that enhances scam awareness and prevention strategies in Lincolnshire. This effort includes training for our front-line teams and distributing informative leaflets to customers. The collaboration has led to a significant increase in reported scams (69%), potentially saving around £295,000 by preventing scams, based on an average of £59 saved per conversation. This success highlights the effectiveness of our strategic partnerships and community-focused efforts in tackling this issue.

Choice of channels

We offer our customers a variety of ways to get in touch with us because we know choice is important. Many of our customers enjoy the convenience of digital options like our app or live chat, while others prefer a phone conversation or sending a quick message. Our research shows a strong demand for these digital methods, especially as more people become comfortable online. However, with findings from Age UK indicating that nearly half of those over 65 may not have the necessary skills to use the internet safely, we continue to provide traditional contact methods like phone, letter, or even face-to-face. This ensures that no one is left behind or overlooked, catering to all our customers' preferences and needs.

Options include:

- Over the phone
- In writing
- By email
- On Whatsapp
- Using our app
- Using MyAccount
- On Live Chat
- Face-to-face
- On social media
- Through our website
- Using Text Relay
- Using our BSL Live Interpretation Service

In 2022, we extended the channels we offer to include WhatsApp after identifying that text was a channel of preference amongst our customers, in particular our disabled customers. Following its implementation here is some of the feedback we received:

"Excellent! So much easier for someone with hearing difficulties."

"Brilliant service, very helpful and solved the issue as soon as possible, really decent way for those with mental health problems to deal with problems."

"Staff is friendly and very professional, everything was well explained and he gives you time to make informed decisions, am very pleased highly recommend."

"Absolutely fantastic as I find it hard to make phone calls this was made so simple for me and a lovely lady at the other end"
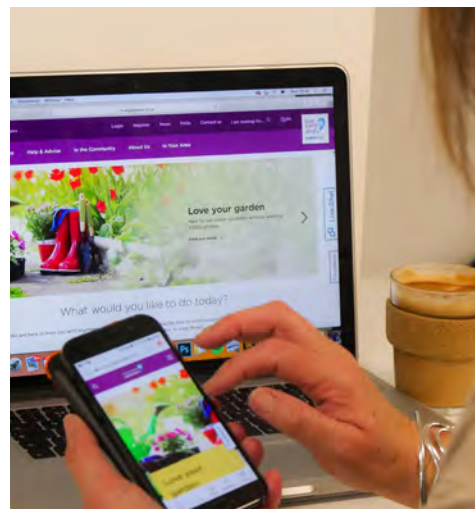
Tailored tariffs

We offer a range of different tariffs, based on our customers circumstances. We know some customers have an increased need for water usage, but may not have the available income to support the extra use of water. For example, households with young children or those with a medical need for water.

Using feedback, we offer an innovative range of tariffs to help support our customers.

LITE & Extra LITE – Our LITE and Extra LITE tariff is designed to support customers with a low disposable income. It can provide a discount of 25% on our LITE tariff or 50% on our Extra LITE tariff. Eligibility is based on individual circumstances. As part of our LITE tariff we will also look at other ways we can increase household income.

WaterSure – This tariff is available if customers are in receipt of one of the qualifying benefits, can support those with three or more children under the age of 19 living at the property. Or if a customer has increased water usage due to a medical condition. This tariff sees customers pay a fixed sum each year for the water they use.

AquaCare Plus – Those eligible for this tariff include individuals in receipt of one of the qualifying benefits, have a water meter at home and are paying measured charges. This tariff has a higher fixed charge for water supply, but there's a lower rate for the water used.

Medical Discount

Starting in 2025, we will launch a new Medical Needs Discount to help customers who use more water for medical reasons and currently don't get any financial support for this. In an industry-first, the full cost of these discounts will be funded by our owners!

Extra Care

It is important we acknowledge the strong link between health problems and financial difficulties. People with physical or mental health issues often face challenges such as job loss, high medical costs, and extra care needs and responsibilities. These challenges can make it hard to afford everyday living costs, which is why we offer a wide range of support.

Ways we can help:

- Extra Care Assessments: Developed in partnership with Policy and Practice, our specially trained teams help identify the best support options based on an assessment of each customer's circumstances. They also signpost additional financial assistance they may be unaware of. On average, we increase our customers' income by £1,300 through signposting additional entitlements such as the Warm Home Discount and even free prescriptions.

- Reduce charges by up to 50% through our discounted tariffs.

- Offer affordable and flexible payment plans.

- Provide payment breaks.

- Debt Forgiveness Schemes.

- Ability to pay directly from benefits.

- Leakage allowances.

- Two-year Meter Switch Back Guarantee.

- Third sector support.

In 2023/24:

We provided a support package of
£136.9 million

288,570
customers on a discounted tariff

5,396
supported through our Debt Forgiveness scheme

86,879
helped through our Extra Care Assessments

5,238 customers signposted to **£6.8m** in unclaimed benefits

An average of
£1,300 per customer

Scope's 'Disability Price Tag' research found that disabled customers faced extra costs of **£975 a month**

Macmillan found that 83% of people diagnosed with cancer were on average **£891 a month** worse off as a result

Marie Curie research shows the annual cost of living with a terminal illness is **£12,000-£16,000 a year**

60% of people living with some terminal illnesses rely on benefits as their main source of income

More than 17,000 people have died waiting for a decision on a PIP claim since 2013

By 2030 we aim to:

- support all customers at risk of water poverty

- provide direct financial support to 280,000 households and double the cross-subsidy available to support customers through our social tariff

- offer a new Medical Needs Discount funded by our owners

Our performance 2020-2025

The below table demonstrates our performance against delivery of our commitments for 2020-2025. We are proud to report that from 2020 – 2024 we have exceeded all performance measures. Notably, in 2022 we were one of the first companies globally to achieve ISO 22458 in Inclusive Service Provision.

Commitment	Year	Performance	Target	Compliance
Priority Service Reach The number of households supported by our Priority Service Register	2020-2021	175,345	50,810	Exceeds
	2021-2021	277,418	103,171	Exceeds
	2022-2023	336,296	177,230	Exceeds
	2023-2024	380,853	279,543	Exceeds
	2024-2025		381,163	On target to exceed
Priority Service Reach % The percentage of households in our region supported by our Priority Services Register	2020-2021	6.0%	1.8%	Exceeds
	2021-2021	9.4%	3.6%	Exceeds
	2022-2023	11.4%	6.1%	Exceeds
	2023-2024	12.8%	9.5%	Exceeds
	2024-2025		12.8%	On target to exceed
Actual Contact The percentage of households we have successfully achieved actual contact with to confirm they are receiving the right support	2020-2021	38.8%	17.5%	Exceeds
	2021-2021	62.2%	35%	Exceeds
	2022-2023	62.4%	35%	Exceeds
	2023-2024	56.2%	35%	Exceeds
	2024-2025		35%	On target to exceed
Attempted Contact The percentage of households we have attempted to contact to confirm they are receiving the right support	2020-2021	50.0%	45%	Exceeds
	2021-2021	100.0%	90%	Exceeds
	2022-2023	100.0%	90%	Exceeds
	2023-2024	96.9%	90%	Exceeds
	2024-2025			On target to exceed

Commitment	Year	Performance	Target	Compliance
Awareness The percentage of our customers who are aware of the non-financial support we can provide our customers.	2020-2021	54.3%	47.5%	Exceeds
	2021-2021	52.5%	52.0%	Exceeds
	2022-2023	61.8%	56.5%	Exceeds
	2023-2024	63.4%	61.0%	Exceeds
	2024-2025		65.0%	On target to exceed
Inclusive Service Provision External assessment of the services we provide to achieve compliance with BSI 18477	2020-2021	BSI 18477	BSI 18477	Achieved
	2021-2021	BSI 18477	BSI 18477	Achieved
	2022-2023	BSI 18477, ISO2248	BSI 18477	Exceeds
	2023-2024	ISO2248	BSI 18477	Exceeds
	2024-2025			On target to exceed

Future plans

Looking ahead, we'll keep enhancing our services and finding new ways to help. We're committed to exploring new approaches, innovations in technology and ideas to keep improving. We'll keep checking in with our customers and partners to make sure our services are working well and making life easier.

Below, we set out our commitments and measures that will ensure are strategy is on target and meets the expectations as set out by our regulators.

(Further information on how we will achieve this is set out in Appendix A.)

Short term 2020-2025

Our short-term commitments represent what we will deliver now and will continue to provide as we move forward.

- Maintain full compliance with the ISO 22458 Consumer Vulnerability
- Offer at least ten different ways for our customers to get in touch with us
- Offer multiple languages on our digital platforms
  - Over 100 languages on website and online MyAccount platform
  - Minimum of top ten languages available on app
- Maintain high levels of satisfaction across our customers who need extra support (equal or greater to general customer base)
- Provide a dedicated PSR telephone number and email for our customers to contact us

- Provide each customer who signs up to the PSR with welcome information, including information on what services we provide and how we look after their data.
- Offer the BSL Interpreters Live service enabling customers to contact us through a sign language interpreter every day of the week
- Develop and maintain more than 2,500 dementia friends within our organisation
- Maintain an active network of a minimum of 150 active partners
- Host a minimum of quarterly sessions with the Consumer Council for Water on any policy changes that will impact our customers
- Directly identify a minimum of 20,000 new PSR customers each year
- Achieve over 60% awareness of the support available to our customers
- Provide the ability for our customers to update and manage their registrations in real time, putting our customers in control

- Register customers for Priority Services within 24 hours of contacting us
- Train all customer-facing roles on how to identify and support customers in need of extra help
- Provide refresher training to our teams a minimum of once every three years
- Provide our dedicated support teams with enhanced training on a monthly basis
- Achieve a 'tell us once' service for our customers who need extra help, so they only have to sign up once with Anglian Water to access help from their energy supplier, network operator and gas distributor
- Expand our data share arrangement with Fire & Rescue to ensure those at risk stay safe and well in their homes
- Check in with our PSR customers every two years to ensure they are receiving the right support
- Publish an easy-to-read Vulnerability Strategy document on our website

- Ensure our strategy remains core to the delivery of our services, this will be subject to a monthly review by our Vulnerability Steering Group (comprised of senior leaders and representation from our management board)
- Review our vulnerability strategy annually to ensure it remains fit for purpose and we are responding to emerging needs
- Use speech analytics technology to enhance our management of vulnerability disclosures and support services
- Provide each of our employees with up to 37 hours of paid volunteering time per year
- Actively collaborate cross-industry to drive innovation and enhance the support we are able to provide our customers (through participation in groups such as Financial Inclusion Partnerships, Scope Utilities Membership, Collaboration Network and the Utilities Safeguarding Customers Working Group)

Medium term: 2025-2030

The below sets out our aspirations for 2025-2030.

- Review and enhance our waste water response to incidents

- Continually review and look to update our timescales for bottled water delivery in incidents and events

- Explore innovations to support our customers living with dementia

- Continue to expand and increase our focus on scam prevention

- Review existing forms to include timescales for completion and required information

- Provide subtitles on all current videos

- Achieve WCAG 2.2 level AA standards for accessibility across our online platforms

- Create Plain Number Practitioners who specialise in communication

- Putting our customers in control - provide greater choice and flexibility for our customers in the frequency of their bills through the roll out of smart metering

- Host annual sessions with key partners and stakeholders to review and shape our Vulnerability Strategy

- Host annual sessions with a group of customer champions to inform our services and strategy, learning from those with lived experience

- Utilise social indicators to map and understand the nature and scale of those who may need extra support in our region to effectively target our engagement and partnership initiatives

- Work collaboratively across the sector to perform horizon scanning of future needs and create a unified measure for understanding the level of need for support

Long term: 2030 onwards

As we look forward, we know there is more we want to achieve. Below sets out some of our future ambitions. Through regular engagement with our partners and stakeholders, we will review these aims to ensure we are best meeting the needs of our customers.

- Lead the way in forming a multi-agency response to incidents impacting the communities we serve

- Advocate and support a government-led Share Once Support Register

- Promote the expansion of PSR to cover landlines and broadband

- Work with NHS England to increase the identification and support to high-risk groups

Our 2024-2030 measures mapped to Ofwat's objectives

Measure	Objectives
Maintain full compliance with the ISO 22458 Consumer Vulnerability	1 2 3 4
Achieve WCAG 2.2 level AA standards for accessibility across our online platforms	1 2
Offer atleast 10 different ways for our customers to get in touch with us	1 2
Provide a wide range of alternate languages across our online platforms	1 2
Offer a wide range of alternate formats including but not limited to: Braille, large, print, colour and audio bills	1 2
Provide flexibility and different options for our customers to use our nominee scheme	1 2 3 4
Create accredited Plain Number Practioners who specialise in communication	1 2
Achieve Plain Numbers certification for our bills	1 2
Achieve Plain Numbers certification for our billing information page on our app and MyAccount	1 2
Maintain high levels of satisfaction across our customers who need extra support	1
Provide a dedicated PSR telephone number and email for our customers to contact us	1 2
Provide bespoke PSR incident alerts tailored to customer communication needs	1 2
Achieve a minimum of a 90% Business Disability Assessment for Customer Services	1 2
Provide each customer who signs up to the PSR welcome information, including information on the services we provide and how we look after their data	1 2 4
Offer the BSL InterpretersLive service enabling customers to contact us through a sign language interpreter every day of the week	1 2
Develop and maintain more than 2,500 dementia friends within our organisation	1 2
Provide greater choice and flexibility for our customers in the frequency of their bills through the roll out of smart metering	1 2
Maintain a network of a minimum of 150 active partners to help increase awareness and access to support services as well and influence and inform our strategy	1 2 3 5
Deliver an extensive engagement strategy with a minimum reach of 2 million customers	3

Commitment	Indicators
Host a minimum of quarterly sessions with the Consumer Council for water on policy changes that will impact our customers	1 2 5
Host annual sessions with our partners and stakeholders to review and shape our vulnerability strategy	5
Host annual sessions with our customer champions to inform our services and strategy, learning from those with lived experience	1 2 5
Explore dementia friendly innovations to keep our customers safe and living independantly in their own home	1 2
Identify a minimum of 20,000 new PSR customers each year	3 4
Achieve over 60% awareness of the support available to our customers	3
Provide the ability for our customers to update and manage their registrations in real time	1 2 3 4
Register customers to Priority Services within 24 hours after contacting us	1 4
All customer facing roles to receive training on how to identify and support customers in need of extra help	1 2 3 4
Refresher training to take place a minimum of once every three years	1 3 4
Dedicated support teams to receive enhanced training on a monthly basis	1 3 4
Achieve a 'tell us once' service, enabling support from water, energy and gas through a single registration	1 2 3 4
Expand data share arrangement with Fire & Rescue to ensure those at risk stay Safe & Well in their homes	1 2 3 4
Check in with our PSR customers every two years to ensure they are receiving the right support	1 3 4
Published Vulnerability Strategy shaped and informed by our customers and stakeholders, through proactive engagement	1 5
Our strategy will be reviewed monthly by our Vulnerability & Affordability Steering Group to ensure it remains core to the delivery of our service	5
Our vulnerability strategy will be reviewed annually to ensure remains fit for purpose and we are responding to emerging needs	1 5
Utilise a number of social indicators to map and understand the nature and scale of those who may need extra support in our region so we can effectively target our engagement and partnership initiatives	5
Use speech analytics technology to enhance our management of vulnerability disclosures and support services	5
Provide each of our employee with up to 37 hours of paid volunteering time per year	1 5
Actively collaborate cross industry to drive innovation and enhance the support we are able to provide our customers (through participation in groups such as Financial Inclusion Partnerships, Scope Utilities Membership, Collaboration Network, Utilities Safeguarding Customers Working Group	5
Horizon scanning to be revisited annually at a minimum	3 5

Staying on track

To ensure our strategy stays on track and we deliver our commitments to our customers, our strategy will be subject to monthly review by our Vulnerability and Affordability Steering Group, made up of senior leaders across our business.

Our strategy and performance will be published on our website to provide both visibility and accountability to our customers.

We'll work closely with our partners and customers to shape our strategy and keep up with changes in legislation, social issues, and technological advances. This way, we can quickly adjust our services and methods to always meet our customers' needs. We are continuously assessing our practices and policies to ensure they align with the evolving needs of our customers.

Through external assurance we will demonstrate our commitment to providing an inclusive and accessible service. Since 2019, we have consistently achieved the BSI 18447 certification for Inclusive Service, which shows our dedication to high standards.

Additionally, we were one of the first companies worldwide to achieve the new ISO Kitemark for Consumer Vulnerability, highlighting our efforts to support our customers.

As we move forward, we aim to maintain certification against the ISO by demonstrating continual improvement and advancements in the support we provide.
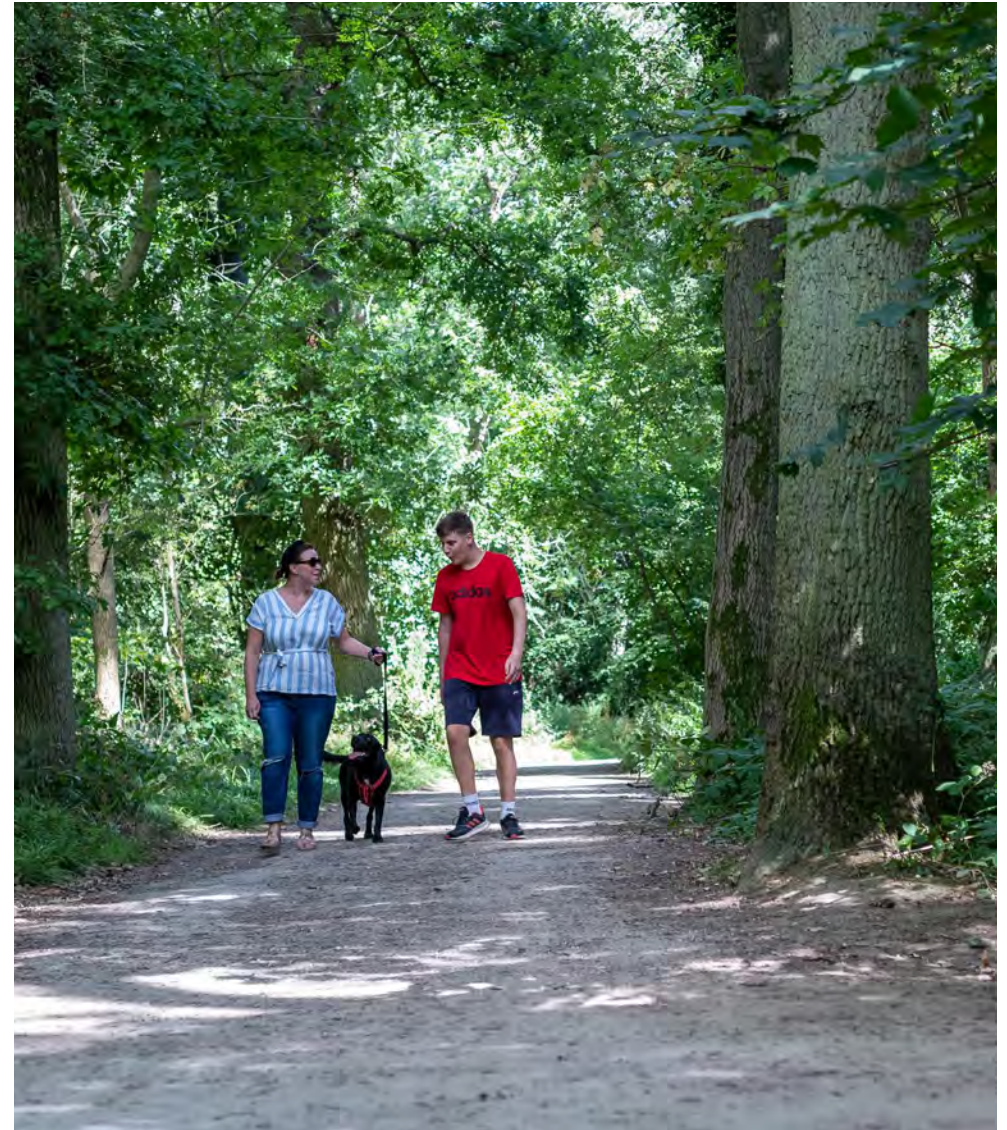
More information – Appendix A: Meeting our objectives

Our Customer Vulnerability Strategy ensures that Anglian Water is able to deliver compliance with obligations under our License condition.

Below we have set out how our existing vulnerability strategy will meet each of the Ofwat Objectives and minimum expectation set out in the Service for All Guidance published in September 2023.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
1.1	Companies should adapt their services to customers in line with any known extra help needs. This is especially important during times where there is increased risk of harm; for example, during incidents.	Compliant	Anglian Water is committed to providing our customers with a wide range of ways in which they can contact us. See Minimum expectation 2.2. Through our Priority Service Register our customers can tailor the services and communications they receive from us. Our customers have the options to update their services online or via our Customer Care team or dedicated PSR team. Updates completed online or over the phone are all done in real time. We have invested over 1 million in our systems, to ensure there is a single view of our customer support needs and Priority Services across our customer facing teams. Delivering a tell us once solution. Our Priority Services team offer a dedicated telephone and email address our Priority Service customers can use. We provide tailored messaging in incidents based on communication needs. Our customers are also able to specify preferred communication methods.	To ensure our services meet our customers needs we will continue to perform benchmarking across the customer service environment, looking wider than our own sector. We will also evaluate the services we provide in line with the Consumer Council for Water PSR industry benchmarking. On publication of the PSR Good Practice/ Minimum Standards we will complete a full gap analysis against our current service provision. We recognise the importance of external assurance and challenge and were one of the first companies globally to receive ISO 22458 in Consumer Vulnerability. We will have annual assurance checks and aim to achieve full compliance. Accessibility is hugely important to us, every year alongside the ISO 22458 we also undertake a Business Disability Assessment, reviewing how we support both our employees and our customers.	Maintain full compliance with the ISO 22458 Consumer Vulnerability. Achieve a minimum of a 90% in our Business Disability Assessment for Customer Services. Achieve WCAG 2.2 level AA standards for accessibility across our online platforms. Provide a minimum of 10 channels in which our customer can contact us. Provided dedicated PSR contact telephone number. Provide a wide range of alternate languages across our online platforms. Provide free access to BSL Interpretation services. Provide a wide range of alternate formats including but not limited to: Braille, large, print, colour and audio bills.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
1.2	Companies should ensure that the level and nature of support available to customers is presented in a way customers can understand.	**Compliant**	We will continue to employ a range of techniques to ensure the information we provide is easy to understand. We create easy read material on our affordability and vulnerability support schemes. We develop our material in collaboration with our partners, tailoring our messages to different audiences. We will continue to develop our material in a range of different languages. We perform testing of messages through our online community panel, to ensure clarity and understanding. When signing up to the Priority Service Register our customers will receive Welcome information, this is communicated using a range of channels, taking into account any communication preferences. Our welcome information, will provide information on the range of different services available, including support with paying your bill and how we use their information. We also provide information on what to expect in the event of planned and unplanned work. In 2023 we established a partnership with Plain Numbers, creating accreditated practioners in the Plain Numbers approach. Recognising that poor numeracy was shown to affect more adults than any other customer vulnerability. By working with Plain Numbers we aim to improve the level of understanding of key information across a range of platforms and customer communications.	We will test our communications with a range of different audiences to ensure the information we provide to customers is easy to understand. We monitor this through our: - Online community - Customer Champions - Partner Organisations - Extensive customer feedback programmes - Speech analytics platform, where we actively monitor for language that indicate difficulty with understanding.	Each customers who signs up to the PSR will receive a warm welcome detailing the support services available. Create accredited Plain Number Practioners in primary communication roles across the business. Achieve Plain Numbers certification of our bills. Achieve Plain Numbers certification of our billing information on our online applications.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
1.3	Companies should seek to continuously improve the service they provide to customers who need extra help. This may include finding innovative ways to design or implement services.	**Exceeding**	We perform extensive customer engagement, performing in excess of 150,000 customer surveys per year, gathering feedback on the services we provide. We will continue to actively participate in many best practice sharing forums, championing the customer service agenda, inclusivity and supporting those who need extra help whilst actively seeking to learn from other sectors. We will continue to maintain over 150 active partnerships that represent the varied needs of our customer base and utilise their feedback to improve and implement new and innovative ways of working. We have actively recruited 100 customer champions who we use to test and evaluate our services, providing valuable insights from their lived experiences. We are committed to engaging with and learning from those with lived experience to continually improve our service provision. We use speech analytics to proactively identify opportunities for improvement, analysing more than 200,000 hours worth of customer interactions. We utilise employee feedback to drive service improvements. Through cross sector engagement and sharing of best practice we look to explore different ways of working and identify opportunities for improvement and collaboration. **Areas of innovation** First water company to introduce a medical discount. First company to partner with a Tell us once bereavement service. First water company to launch partnership with Kidney Care UK, creating a model for other water companies to replicate. First to launch partnership with Shout, providing our customers with access to free 24/7 mental health support. One of the first nine companies globally to achieve the ISO for Inclusive Service Provision. One of the first to introduce two way partnership with Fire & Rescue, going beyond signposting. Provide our customers with the ability to manage your PSR services online in real time. The first water company to be part of the Scope Utilities Membership, the only water company to co-fund the Disability Energy Support with Water Advice service.	Using advanced digital analytics we monitor and analyse over 3.4 million online journeys per year, seeking to understand and improve user experience. Using speech analytics we analyse over 200,000 hours per year of customer communications. We will be subject to annual assurance checks to monitor our performance and ensure we are achieving the high level of service as set out in the ISO 22458. Annual engagement with our partners and customer champions provides external challenge, insight, and assurance, ensuring we deliver the right support while identifying areas for improvement and innovation.	Achieve full compliance with ISO 22458. Achieve a minimum of 90% score in our Business Disability Assessment for Customer Service. Achieve equal or greater levels of satisfaction for our Priority Services customers.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
1.4	Companies should use a range of data to monitor the effectiveness of their extra help services, and the satisfaction levels of customers who have made such needs known.	**Compliant**	See minimum standard 1.3 on how we collect and use insight to drive innovation and improve our services, including the services to those who may need extra help, collating feedback across multiple channels and interactions. We proactively monitor how our customers use our online channels through the use of digital analytics monitoring and analysing over 3.4 million customer journeys to ensure our services are accessible and easy to use. Collect approximately 150,000 pieces of customer feedback through surveys capturing insight around customer experience and satisfaction. We actively identify and monitor the levels of satisfaction of customers who have made their needs known. Feedback is captured using multiple communication channels, telephone, SMS, email and online to ensure all of our customers get the opportunity to tell us about their experience. We collate feedback across across both digital and non digital journeys. We monitor and cross reference the satisfaction levels of our customers who need extra help against our general customer base to ensure our customers our receiving an equal provision of service. We use, monitor and act on insight provided through customer complaints to ensure we are continually reviewing and looking at ways in which we can enhance our service. We identify complaints that have arisen due to vulnerability or accessibility and operate a monthly complaints action group to ensure insight is acted on. We operate a fortnightly Service Improvement Group, acting on the insight collected across our customers journeys. Furthermore we hold a monthly vulnerability and affordability steering group, consisting of senior leaders across the business to ensure we are acting on any insight and our strategy is on track. Utilise speech analytics to try and proactively identify opportunities for improvement.	We will continue to monitor both customer satisfaction levels and ease of access as part of our customer experience to understand the effectiveness of our service provision. We will use a wealth of data to understand the customer experience across our communication channels pulling from multiple data sources. We will use a combination of both qualitative and quantative data to create a rounded view of our service provision. For example, where our digital analytics identify customer journey pain points (quantative) we will utilise customer testing and feedback (qualitative) to deliver improvements. We also pull on external data and insights collected by third parties to understand and inform our current performance, such as (but not limited to) - Consumer Council for Water (CCW)- Water Matters report - Ofwat and CCW research into incident response - Scope Disabled Customer Experience Research We use a wide range of data to monitor the satisfaction of those who have made their needs know vs our general customer base to ensure equals levels of service provision.	Achieve equal or greater levels of satisfaction for our Priority Services customers. Achieve full compliance with ISO 22458. Achieve a minimum score of 90% in our Business Disability Assessment for Customer Service.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
2.1	Companies should interact with customers in a way that is inclusive for a diverse range of audiences. This should be underpinned by relevant insights, which may include research, engagement and accreditation.	Compliant	We will continue to provide a wide range of communication channels, providing choice to our customers at to how they wish to contact us. In addition to standard communication channels we offer Interpreters Live BSL translation service, language translation and text relay. We provide a dedicated phone number and email that deliver directly through to our specialist Priority Services team, offering flexibility and choice. Customers can also communicate with us via two-way SMS, and we always look to use preferred communication methods where possible. With the increasing digital adoption across our customer base we expanded our communication channels to include WhatsApp, which delivered another step forward in accessibility with customers who are hard of hearing, have difficulty with speech, anxiety or where English isn't their first language opting to use this channel. We use accessibility tools such as Recite Me across our web based platforms offering 127 different languages to choose from. We will continue to benchmark and utilise assistive technologies and innovations to enable our customers. We were one of the first water companies to successfully achieve certification against BSI 18477 and then one of the first companies globally to achieve the proceeding ISO 22458 in Consumer Vulnerability. We will continue to hold ourselves to account through external assurance in delivering high standards of service and accessibility. Recognising adult numeracy as one of the leading causes of of vulnerability in the UK, we became one of the first in the industry to undertake a partnership with Plain Numbers. We are committed to creating accredited Plain Number practiones across the business.	See minimum expectation 1.4. We will continue to use a wide range of customer data to understand both the satisfaction and ease of use of our communication channels. Utilising feedback from both our wide range of partners and customers champions we aim to identify and understand any communication or accessibility barriers our customers may face. We will conduct annual benchmarking to ensure our services meet or exceed the leading standards in accessibility and inclusivity. We will evaluate the impact of the Plain Numbers partnership on improving overall comprehensive levels through annual assessment and customer feedback.	Achieve full compliance with ISO 22458. Provide free access to BSL Interpretation services. Provide our customers with free access to telephone translation service. Provide a wide range of alternate languages across our online platforms. Achieve WCAG 2.2 AA accessibility across our online platforms. Offer a wide range of alternate formats including but not limited to: Braille, large, print, colour and audio bills. Create accredited Plain Number Practioners in primary communication roles across the business. Achieve Plain Numbers certification of our bills. Achieve Plain Numbers certification of our billing information on our online applications.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
2.2	Companies should offer their customers a range of ways to interact and communicate. This includes allowing customers to opt for third party billing where appropriate.	**Compliant**	We currently provide 12 different communication channels for our customers to contact us. We provide our Priority Services customers with the ability to be able to record preferred communication channels and where appropriate we will look to contact our customers via their channel of choice. We have actively engaged with partners and developed and tested bespoke incident messages to support communication needs for customers who are blind, Deaf, deaf and hard or hearing. We also offer a wide range of alternate formats for our customers to choose from. We have actively engaged and tested these with our partners. We provide the ability for our customers to be able to update and manage their support options and communications preference online via MyAccount and our app. Updates performed using these channels will be done in real time, immediately reflecting in our core systems. For customers who are unable or prefer not to use digital platforms, our Priority Services customers will have access to a dedicated Priority Services number or email address to update or discuss any support adjustments or needs. As part of our Priority Services and core customer service offering we provide our nominee scheme where our customers can choose to have a trusted party act on their behalf. We also provide our customers with a choice as to how they would like this party to act, in some instances our customers may just wish a third party to be notified in an incident, in other instances they may require the third party to be able to discuss the account or receive bills. Our customer can select all options of one of these options. The ability to manage and change the permissions of the trusted third party is also available for our customers to do using our app and online account platform MyAccount.	We will continue to report the volume of communication channels offered through our annual performance report. We will monitor and analyse the usage trends of each communication channel to understand any preferences and trends. As per minimum expectation 1.3 we will regularly monitor and utilise a wide range of data analysing satisfaction levels across communication channels and customers journeys and identify areas for improvement. We will engage with our partners and customers to obtain their feedback of the effectiveness of our communication channels. We will utilise advanced tools like speech and digital analytics platforms to gain near real-time insights into customer experiences, allowing us to quickly identify, understand, and address customer pain points and barriers. We will perform regular accessibility testing across our online platforms, using accessibility tools and by building accessibility testing into the lifecycle of product design from concept into go live.	Provide a minimum of 10 channels in which our customer can contact us. Provide dedicated freephone PSR Line for our customers to contact us. Provide tailored incident messaging to support communication needs. Provide flexibility and options for our customers to use our nominee scheme.
2.3	Companies should consult with CCW, and engage with stakeholders and other customer representatives, when making significant changes to their proposed service offering around vulnerability.	**Compliant**	We host regular sessions with the Consumer Council for Water keeping them informed of significant changes to our customer service offering, including the support we provide to our customers who need extra help. We maintain an active relationship with over 150 organisations across our region, we will continue to use their expertise to help shape and inform our services. When looking to make significant changes, we will make sure to engage a representative sample of our partners to gain their feedback. Where appropriate, we will engage our customer champions and online community to understand their views and support for changes in how we support our customers. We will also explore ways in which we can promote to our customers and stakeholders the opportunity to be part of consultation process that shape our future services.	We will ensure regular consultation sessions take place with the Consumer Council for Water. When making significant changes to the support we provide to customers who may need extra help, we will maintain and active log of engagement and feedback. We will record where changes have been made as a result of feedback. We will monitor satisfaction levels post the implementation of any changes.	Minimum of quarterly sessions hosted with CCW. Host annual sessions with our partners and stakeholders to review, shape and inform our future services. Host annual sessions with our customer champions to review, shape and inform our future services.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
3.1	Companies should take active steps to identify customers who require extra help who have not yet been identified.	**Exceeding**	To support the identification of customers who require extra help, we have adopted a multifaceted approach, consisting of: - Training our teams with the confidence and ability to identify and proactively encourage vulnerability disclosures, see minimum expectation 3.3. - Implemented an extensive communication and engagement strategy, utilising multiple channels and building a wide network of partners to increase awareness and access to support, see minimum expectation 3.2. - Successfully implemented two way data sharing across all energy network operators in our region. - Introduced two way data sharing arrangement with other essential service providers such as the Fire and Rescue service. - Created the ability for our customers to self disclose via our online platforms and digital channels. - Made significant investment in our system to enable our customer facing teams to be able to quickly and effectively register our customers for support, this spans our core customer service teams in our contact centres to our operational and field teams. - We will utilise multiple data sets and external research to inform our engagement strategy.	Continue to monitor levels of awareness across our customer base through customer surveys and feedback. Monitor the success of data sharing arrangements, keeping an active log of the number of registrations achieved. We will keep an active log of the number of partners who we have proactively engaged with and the number of active partnerships maintained. Will monitor up take of PSR across our region and cross reference this against multiple data sets to understand areas of low take up and high need which will inform our communication and partnership strategy. Information will include mapping our PSR take up across our region. Utilising ONS data and vulnerability indicators, including the indices of depreviation and external resources — see minimum standard 5.2	Maintain a minimum network of 150 referral partners. Identify a minimum of 20,000 new PSR customers each year. Achieve over 60% awareness of Priority Services.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
3.2	Companies should take steps to proactively increase customer awareness of the extra help available to those who need it.	**Compliant**	We have created new roles within the business dedicated to raising awareness of our support schemes and working in collaboration to deliver wider benefits and support to our customers. Over the course of the last four years they have proactively engaged with more than 740 organisations across our region and maintain active relationships with over 150 partners to help us identify those who may need support. Our current estimated partnership reach is approximately 4 million, and we aim to continue to grow our network. We have attended over 100 communities events across our region, expanding our network and increasing our presence in the community. We have attended a wide range of events from local dementia cafes to large networking events and summits. We will continue to deploy an extensive engagement strategy, promoting our support service across multiple channels both digital and non digital, extending our reach and increasing overall awareness, with the aim of promoting self identification and disclosure. A benchmarking report undertaken from by CCW on Identifying Customers who may need support, demonstrated Anglian Water had actively engaged with a wide range of organisations, covering 80% (9/11) of the partnerships groups identified by CCW. Gaps to explore included cultural groups and faith groups. We have significantly increased awareness of our support services across the region, currently reaching 63% awareness of our Priority Services among our customer base. Moving forward we aim to to maintain high levels of awareness.	See minimum expectation 3.1, we will continue to monitor awareness levels across our customer base, maintain an active log of our partnership activity, whilst utilising a number of data sources to inform our engagement strategy.	Maintain a network of a minimum of 150 active partners. AW will identify a minimum 20,000 new PSR customer each year. AW will achieve over 60% awareness of Priority Services.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
3.3	Companies should train their staff to spot potential requirements for extra help, even when a customer has not previously declared it.		We have implemented and delivered an extensive vulnerability training programme, to support and aid the identification and management of vulnerability disclosures. Our customer facing teams have received bespoke vulnerability training in partnership with award winning training providers the Money Advice Trust. The level of training was specifically tailored to their role, with enhanced training being provided to those who have increased exposure to customer vulnerability, such as our Priority Services team, Debt Recovery teams, Extra Care teams and complaints team. We provided comprehensive training consisting of both e-learning and workshops. Our vulnerability lead has also succesfully attended and graduated the Vulnerability Academy hosted by UK Finance, learning from leading practiners and firms, examining our approach to supporting customers who need extra help. Our Priority Services team receive monthly training on different topics that may result in someone being in a vulnerable situation or needing extra help. Training sessions are delivered in a variety of formats, with training delivered by our specialist partners or those with lived experience. They may also take the form of research initiatives undertaken by the team, pulling on expert guidance and best practice. We have created a range of educational materials with in collaboration with our partners to help our customer-facing teams understand the lives and challenges of customers who need extra support. For example, we partnered with Lincoln Sensory Services to produce videos that give insight into the experiences of people who are profoundly deaf or hard of hearing. These videos raise awareness and improve how we support our customers. We have developed a library of bite-sized training materials for our teams to explore and learn from. Team members can become Vulnerability Champions by completing a series of training modules and tasks. We also offer sensory impairment training using specialised equipment to simulate sight loss, hearing loss, and restricted mobility. This training aims to give our teams deeper insight into the daily challenges our customers may face.	We will continuously monitor and review the ongoing training of our specialist Priority Services team. Additionally, we will assess the training of our broader teams to identify and address any gaps. We will also monitor customer feedback regarding staff attitude and helpfulness in addressing support needs or vulnerability disclosures.	All customer facing roles to receive training on how to identify and support customers in vulnerable situations. Refresher training to take place a minimum of once every 3 years. Our specialist Priority Services team will undertake training monthly on different aspects of vulnerability.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
3.4	Companies should actively consider how they can reduce communication burdens on customers who need extra help; this could include establishing data sharing arrangements with partner organisations.	**Compliant**	Through our extensive partnership strategy we will seek ways in which we can reduce customer effort, increase awareness and access to additional support. We operate a wide range of partnerships from signposting, to referalls to data sharing. We played an instrumental role in the water and data sharing project initially formed in 2017 and continue to form part of the core steering group to drive change. We were part of a small group of water companies who led the change from explicit consent to substantial public interest, removing barriers and enabling greater access to support. Customers who sign up to our Priority Service Register can now automatically access support from their energy network operator and supplier. We were one of the first to implement two way data sharing with the Fire & Rescue services within our region and now have multiple arrangement in place, we aim to continue to expand this across 2024/25. Moving forward, we look to expand our relationships and seek opportunities to collaborate with essential service providers and local governments. Our goal is to reduce communication barriers, minimise customer effort and improve identification and access to support for those requiring help.	We will monitor the effectivness of data share arrangements including the level of successful registrations. We will monitor customer feedback on these intiatives to ensure the are delivering the right outcomes and a positive experience for our customers. We will monitor the impact of our partnerships and their ability to increase awareness and access to support.	Achieve a 'tell us one' service for our customers who need extra help when joining the Priority Services Register, so that they only have to register once to be receive support from their energy supplier, water company and electricity and gas distributor. Expand our data share arrangement to cover all fire and rescue services within our region.
4.1	Companies should take appropriate steps to record customers' extra help needs. These records should be held securely and in line with wider data protection requirements.	**Compliant**	All employees at Anglian Water undertake annual GDPR training, embedding the importance of our protecting our customers data. We have a dedicated Privacy Impact Assessment on the managment and use of our Priority Services data, that is subject to extensive legal review. The use of this data for any other purpose than providing Priority Services and safeguarding customers is strictly prohibited. We have implemented a dedicated Priority Services Data Policy, which is accessible via our website. We have made significant investments in our system to ensure the effective management and protection of Priority Services data.	Access to PSR data is restricted and monitored through specific user profiles. Use of PSR data is subject to legal review and senior leadership approval.	Privacy Impact Assessment is to be reviewed a minimum of annually by the business Subject Matter Expert and Data Protection Officer.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
4.2	Companies' records should be reviewed regularly to ensure they are up to date.	Compliant	In line with Priorirty Services reporting guidance we proactively contact all customers after being on the register for two years to ensure they are receiving the right support. We contact customer using a variety of different communication channels taking into account any communication preferences or needs. For the last four years we have exceeded both our actual and attempted contact rates. We have made significant investments in our system that should a record be greater than two years old and not had the information checked or verfied, this will be immediately flagged to our customer care team when accessing the customers account, to ensure it forms part of the conversation making sure every contact counts.	We will continue to monitor the effectiveness of our communication startegy and response rates. We will continue to collect and analyse customer feedback to drive improvements and maintain high levels of customer satisfaction. We will continue to monitor our actual and attempted contact rates.	Attempt to contact a minimum of 90% of customers on the register every 2 years. Achieve actual contact with aminimum of 35%.
4.3	Companies should consider how their records of customers' needs can be designed in a way that can help deliver wider benefits to their customers; for example, reducing communication burdens for customers through data sharing.	Compliant	We have made significant investments in our systems to provide a tell us once approach, enabling a quick and simple registration process and provide a single version of the truth across all platforms used by our customer facing teams. We have enhanced our system to efficiently capture customer support needs to enable cross-sector sharing. This includes the capture and recording of any support services or additional information provided by the customer, as well as details of any elected nominees and their level of authorisation. We have introduced prompts and indicators to make it easy to identify if the customer has any additional support or communication needs, so that we can tailor the help we provide. Customers can choose to manage their support needs online via MyAccount (our online account management portal) or the app. Any updates will be done in real time and immediately reflected on their account. Equally any registrations or updates performed using our website will also update in real time providing their details match the information held on our system. See also minimum standard 3.4.	We will continue to evaluate the effectiveness and useability of our systems through feedback from customers and employees. Furthermore, we will use customer feedback and satisfaction data to monitor the overall effectivess and prioritise improvements.	Achieve a 'tell us one' service for our customers who need extra help when joining the Priority Services Register so that they only have to register once to be receive support from their energy supplier, water company and electricty and gas distributor. Provide a single view of customer support needs across all customer facing teams and platforms. Provide the ability for our customers to manage their services in real time. Register customers for Priority Services within 24 hours when they contact us.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
4.4	In designing their approach to recording and, where relevant, sharing customer vulnerability data, companies should clearly explain to customers how their data will be used, including any choices available to them. Companies should take steps to understand how their customers who need extra help feel about the use of their data.	**Compliant**	Upon signing up to Priority Service customers will be sent welcome information including information around how we use their data. We will also provide information on how to access and view our dedicated Priority Service Privacy Notice. See minimum standard 4.1 In line with minimum expectation 2.3 we would look to engage customers and our key stakeholders on any substantial changes to the support we provide including how we use their data.	We will use customer feedback to understand the satisfaction with our services, including our communications and use of data. Additionally, we will gather input from our partners on our communications and data practices to better support those who need extra help.	Host a minimum of one session per year across our strategic partners to shape and inform future support services. Host a minimum of one session per year across our customers to shape and inform future support services Provide a dedicated PSR Privacy Policy which will be reviewed a minimum of once annually.
5.1	Companies should develop and maintain a vulnerability strategy setting out how they plan to support the extra help needs of their customer base.	**Compliant**	Our vulnerability strategy was initially developed in 2018 following indepth research carried by out Community research. This formed part of our A rated engagement approach for PR19. Through the course of the AMP our strategy for supporting customers has been subject to monthly review as part of our Vulnerability and Affordability Steering Group, consisting of Senior Leader across the business. In developing our approach to supporting customers, we invited a range of partners to participate in our Shaping the Future sessions to gain their views on the effectiveness of our plans. During these sessions, we discussed our customer support strategies, performance metrics and future ambitions. Using their feedback we were able to test and evolve our startegy to ensure it was fit for purpose. Our strategy has been built in collaboration with our partners and customer, and we will continue to involve them in our plans, drawing on their expertise and unique insights.	Performance will be monitored monthly as part of our Vulnerability and Affordability Steering Group to ensure there is continued focus and we remain on track to deliver our commitments. We will host annual stakeholders sessions with partners and customers to ensure our plan meets the needs of the communities we serve.	Vulnerability strategy in place and reviewed annually. Performance against strategy to be reviewed monthly as part of the Vulnerability and Affordability Steering Group. Our startegy and performance will be reviewed annually with customers and partners. We will deliver a fully accessible version of our strategy. We will create a headline summary document for our customers. A single strategy on a page view in an easy read format.

No.	Minimum Expectation	Compliance	Implementation	Monitoring	Targets
5.2	Companies should take steps to understand the likely underlying requirements for extra help in their areas.	**Compliant**	We will contiunue to use a wide range of data both quantative and qualitive to gain a view of the underlying needs of the communities we serve, whilst seeking to identify the gap between those supported and the estimated population who may benefit from support. See also minimum expectation 1.3 for information on internally collected data sources. Quantative – we will utilise publicly available data sets, such as but not limited to: - ONS Data/ Vulnerability Indicators (multiple data sets) - Inclusivity Calculator - National Grid Social mapping - Indices of deprivation - Population Growth (ONS) Quantative – utilise our own data sets - Speech analytics - scale and nature of vulnerability disclosures - PSR Composition (take up/coverage) Qualitative data: - Partners insights and research - we will continue to work with a wide range of partners that represent our customers who may need extra help - Lived experience of our customers - Customer champions/focus groups/online communities/through partners	We will perform external benchmarking on an annual basis, utilising any learning from similar research and data mapping initiatives. We will create and maintain our own internal dashboard using a range of both internal and external data sets to monitor and understand the level of need in our region vs PSR sign ups to understand any potential gaps. We will learn from the energy sector and work commissioned by the Centre of Sustainability Energy that provides a PSR Gap for energy network operators. We will promote a collaborative approach across the water sector to create alignment and consistency in how we look to understand the level of need in our region and underlying gap.	Implement a dashboard utilising multiple data sets to understand the current level of need verses take up. We will use speech analytics to enhance our understanding of the nature and scale of vulnerability disclosures and the quality of our support. Maintain a minimum network of 150 partners using their insight of communities alongside independantly commission research (i.e. Scope Disability Experience tracker, Rural Network). Promote a collaboration approach to create a unified measure to assess and understand the PSR Gap across the water sector.

Appendix B: Scale of Vulnerability – Addressing the PSR Gap

Using publicly available data, we have assessed the potential scale of vulnerability in our region to understand the need for support versus the level of support being provided.

The tables below shows the approximate levels of disability, impairments, and conditions across a population of seven million that might indicate a need for Priority Services.

The data shows that the total number of reported conditions exceeds the population, amounting to more than three times the initial population size.
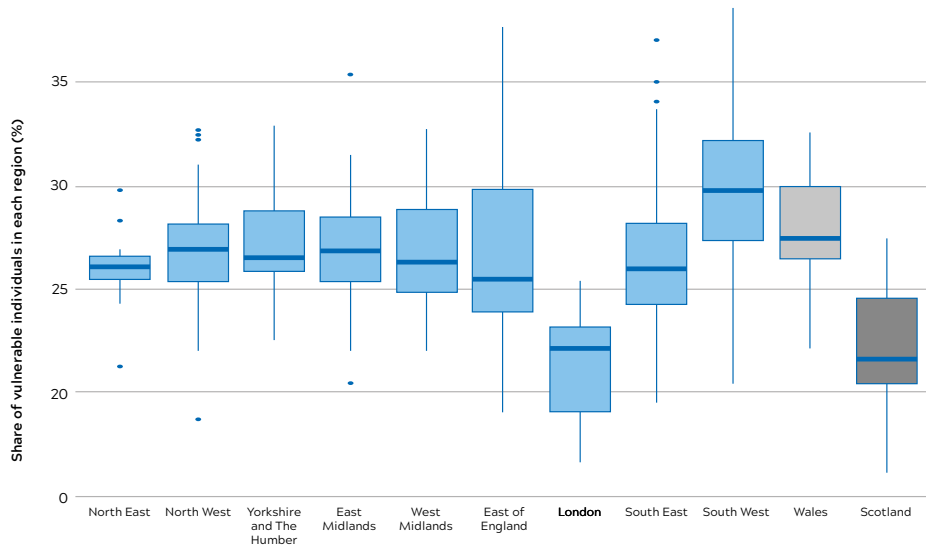
This demonstrates we can estimate the scale of each condition or disability, but we cannot determine the unique number of individuals or households needing support. This is due to the double-counting of certain conditions, such as dyscalculia which may be included in low numeracy statistics, the common occurrence of multiple conditions in the same individuals.

Disability, impairments, and conditions

Measure	Estimated people	Source
Vision This includes blindness, low or poor vision and other conditions like cataracts.	5,390,000	Source missing
Low numeracy	3,430,000	Data source for Low numeracy
Mental health impairment	2,030,000	Data source for Mental health impairment
Dexterity impairment	1,610,000	Data source for Dexterity impairment
Any disability	1,540,000	Data source for Any disability
Hearing loss	1,260,000	Data source for Hearing loss
Low literacy	1,148,000	Data source for Low literacy
Anxiety disorder	1,050,000	Data source for Anxiety disorder
Learning impairment	770,000	Data source for Learning impairment
Memory impairment	770,000	Data source for Memory impairment
Dyslexia	700,000	Data source for Dyslexia
English not first language	630,000	Data source for English not first language
Colour vision deficiency (Men)	560,000	Data source for Colour vision deficiency (Men)

Disability, impairments, and conditions

Measure	Estimated people	Source
Dyscalculia Dyscalculia affects a person's ability to understand, learn, and perform mathematical operations.	420,000	Data source for dyscalculia
ADHD — 20 years old and over	245,001	Data source for ADHD - 20 years old and over
Bipolar disorder	140,000	Data source for Bipolar disorder
Autism	105,000	Data source for Autism
Colour vision deficiency (Women)	56,000	Data source for Colour vision deficiency (Women)
British Sign Language user	16,100	Data source
MS (Multiple Sclerosis)	14,000	Data source for MS (Multiple Sclerosis)
Cerebral Palsy	11,200	Data source

We move to a second data source (Figure 1), that specifically focuses on the shared eligibility criteria for Priority Services across energy and water. This shows on average one in four may potentially benefit from Priority Services. If we look specifically at the Anglian Water region, the median across East of England and East Midlands equals approximately 26.5%.

Figure 1 – Share of vulnerable population within each region in Britain, 2018

To identify the unique number of households needing support and address potential overcounting from publicly available data, we analysed a sample of nearly 400,000 Priority Service records. We found that the average number of conditions per household for needing support was 1.7. We have applied this estimate to a population of 26.5%, this equates to 15.6 % of households in the Anglian Water region that may benefit from Priority Services,

We have set ourselves a goal to ensure that at least 15% of households are supported through our Priority Service Register by 2030. As continual advancements are made towards a share once solution for those who need extra help we acknowledge we may exceed this target. However, to ensure our teams remain committed to the identifying and supporting customers who need extra help, we also commit to directly identify a minimum of 20,000 households who would benefit from Priority Services each year.

Figure 2 – Types of vulnerable individuals by region, 2018

In Figure 2, we can then see the composition of the eligible groups. With pensionable age accounting for a significant proportion.

Identifying the true level of need and addressing gaps in current support is challenging due to double-counting and limitations in data sets, leading to both overestimations and underestimations.
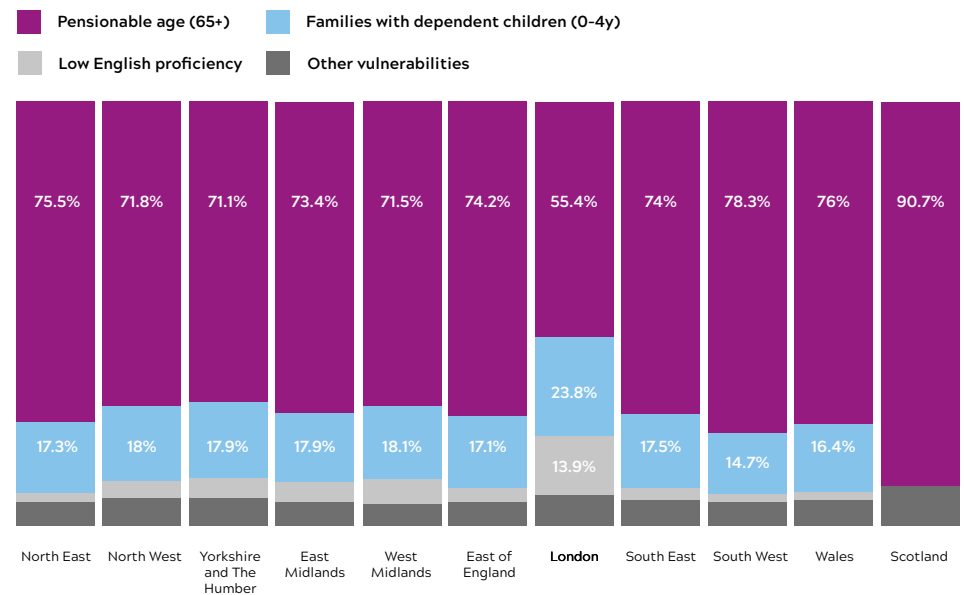
We must also consider other factors, that can influence the need for external support, such as the the presence or absence of a support network. Equally we must acknowledge that some eligible customers may not need or choose to use this service. Notably the presence of a condition alone cannot determine the need for support e.g. age.

We are committed to providing to support to all customers within our region who wish to receive extra help.

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