

	<ul style="list-style-type: none"> • Half year updates and the proposed investment in an additional seven hundred storm overflows. <p>Q. Jo Lappin (JL) asked if the Water Industry Commission’s work was part of a wider regulatory review by Government across a wide range of service/business sectors. A. CM had no information that this specific review was part of this wider piece of work.</p> <p>Q. James Copeland (JC) asked about the role of the Office for Environmental Protection (OEP) in terms of increasing regulation involvement and their Bathing Water Improvement Plans. A. CM advised that he expected the OEP’s future role to be part of the WIC’s remit and that UU’s specific bathing water improvement plans complement OEP’s overall improvement plans.</p> <p>Q. Andy Hulme (AH) asked when the Water (Special Measures) Bill is expected to become an Act of Parliament. A. CM advised that the primary legislation is scheduled to become law in March 2025 and that secondary legislation would follow thereafter.</p> <p>Q. JL asked that the Fylde and Wirral bathing waters improvements be the subject of a future Sub Group report. (Action). In particular the Sub Group would be keen to understand how UU is letting customers know about its proposed bathing water improvements.</p>
3	<p>Deep Dive: Demand Management and Consumer Engagement</p> <p>Michelle Atkinson (MA) and Jim Spencer (JS) explained how UU is working to achieve the PCC target. The presentation covered:</p> <ul style="list-style-type: none"> • Water demand reduction steps to date, including the five key pillar strategy. • Customer water efficiency communications and media activity. • Specific business and schools water efficiency initiatives. <p>Q. BL asked about the role of Water Plus in relation to non-domestic water consumers water efficiency initiatives. A. JS advised that there is some overlap in responsibilities and that UU is working to build an effective partnership with Water Plus.</p> <p>Q. JL asked if water efficiency communication messages are not cutting through to consumers because they see the North West region as having a surfeit of water. A. JS agreed, and UU is spending time and resources to explain the need for water efficiency in the context of future demand challenges (one million extra residents) and 350,000 new homes.</p>
4	<p>Communications and Engagement</p> <p>Chris Matthews (CM) and Jim Spencer (JS) set out a presentation highlighting:</p> <ul style="list-style-type: none"> • Current landscape: media and political perspectives (quality and quantity of UU’s media coverage). • Political and area engagement initiatives.

	<ul style="list-style-type: none"> • Brand and communications – community focused updates and information. • Social media – themes driving online communications. • Key campaigns aligned to AMP7 performance commitments. <p>Q. JL asked how UU can link its successful local water initiatives messages into the wider national water industry picture.</p> <p>A. CM advised that the water industry is seeking to work through its national body – Water UK – to plan and manage the sector’s nationwide messaging. Water UK communications are emphasising that future water sector investment is the key to tackling underlying environmental challenges and overflow issues. This also reflects UU’s approach at Windermere where the company is seeking to stress the importance of its proposed Windermere investment plans.</p> <p>Q. AH asked how UU measure the success of its communications and media messaging approach.</p> <p>A. JS advised that UU use its brand tracker to assess the impact of its comms activities. This brand tracker captures customer feedback at a regional and granular level.</p> <p>Q. AH asked if the Sub Group could have a report into the details of the brand tracker. (Action).</p> <p>Q. BL asked if water quality and customer service are key issues for consumers.</p> <p>A. JS advised that these issues do not feature significantly in UU’s customer research. JS advised that UU continue to ensure high standards of day-to-day customer service, including a strong focus upon local priority concerns. UU’s customer feedback reflects high levels of customer satisfaction.</p> <p>Q. JL asked what steps UU is taking to lead the wider regional water/environmental narrative rather than being led by third party interest groups.</p> <p>A. CM agreed that UU need to continue to work to present a balanced view of the water/environmental issues facing the North West.</p> <p>Q. Steve Parry (SP) asked if customers fully understand water overflow issues. In his experience, this is not the case.</p> <p>A. CM stated that UU continues to focus on its ambitious investment plans as the long-term solution to a range of operational and environmental issues.</p>
5.	<p>Deep Dive: Street Works & Highways</p> <p>Following recent YourVoice challenges, Andrew Cunliffe (AC), Head of Integrated Operations, took the Sub Group through a presentation into how UU was working to improve its Street Works ODI performance. This presentation followed a similar deep dive some twelve months ago. AC focused upon:</p> <ul style="list-style-type: none"> • Four service drivers (permission, backfill and reinstate, protect the public, inspect). • Basic facts about street works and the relevant ODI. • Progress since the last Sub group report (team structure, performance, reporting system, auditing system). • A theme summary around strategy, performance, people, and innovation.

	<p>Q. JC asked about how innovative technologies are helping to improve customer experiences.</p> <p>A. AC advised that new technology was helping manage the whole end to end Street Works process and was identifying issues quicker and thereby facilitating their resolution. Deploying these technologies is helping UU's work sub-teams (reinstate, dig out etc) to work more collaboratively. CM advised that emerging real time data is providing fresh insights into the overall Street Works process and is being used to shape service improvements. There is also scope to enhance the quality of information that UU can share with the wider public and other stakeholders via its website.</p> <p>Q. SP asked about safety barriers and cones that are left on site and if there is a way to reduce the visual/waste/image aspects of Street Works.</p> <p>A. AC stated that this is an area of continuous attention as the cost of failure can result in a sub-contractor financial penalty. Using a real time visual monitoring tool is helping reduce these negative issues. For example, this visual monitoring tool is shared with UU's operational partners to help them better control Street Works site activities.</p> <p>Q. JL asked for information about the small number of local authorities that are designated as red in terms of performance failure. The Sub Group would like to understand why these authorities are areas of underperformance. Is it linked to the work of specific sub-contractors? (Action).</p>
6.	<p>Performance Update: ODI Quarterly Report</p> <p>CM advised that the ODI reporting measures are all positive except one.</p>
7.	<p>Any Other Business</p> <p>Q. JC asked if a water company seeks to challenge its December Determination would that delay when a water company could start to deliver its proposed investment plans.</p> <p>A. CM agreed that opening up a CMA challenge could mean playing catch up, regardless of the outcome of the appeal.</p> <p>Q. JL asked if the lack of UK water testing laboratories could impact upon the industry's ability to evaluate the quality of water.</p> <p>A. CM advised that UU would report back on this emerging issue. (Action).</p>
11	<p>Date and Time of Next Meeting</p> <p>21 March 2025 (14.00-16.00)</p>