

# WaterFuture

Our Vision 2020–2050



[bournemouthwater.co.uk](http://bournemouthwater.co.uk)

**Bournemouth  
Water**

# Welcome to your water future

This document summarises our long-term vision (2020-2050) for improving water services in the Bournemouth and surrounding areas.

It reflects the feedback we've had from our customers so far and will help us make some big choices about what to put in our next business plan (which will cover the five-year period 2020-2025).

As a Bournemouth Water customer, we want to know if the priorities we have included are right for you. It's important you have your say as it will affect the services you receive and the prices you pay.

So please, have a read and let us know.  
Your opinion matters to us.

**To leave feedback visit**  
**[www.bournemouthwater.co.uk/waterfuture](http://www.bournemouthwater.co.uk/waterfuture) or**  
**email [waterfuture@bournemouthwater.co.uk](mailto:waterfuture@bournemouthwater.co.uk)**



## Your priorities



We recently held customer workshops and focus groups to find out which priorities are most important to you – these are listed above. You also told us that the price you pay for your services must be an overarching priority that is considered when deciding where to make investment.

Our goal is to balance your priorities with our environmental responsibilities and legal obligations.

# Our performance to date...

Since 2000 we have spent £200million to improve water services in your region. As a result we now have some of the best drinking water quality in the UK and indeed Europe.

Since the acquisition of Bournemouth Water by South West Water, we made a series of promises to deliver for you by 2020. Here's how we're getting on:

Board pledges	Highlights	2015/16	2016/17	2017/18	2018/19	2019/20
<b>We will keep any price rises well below inflation</b>	Any rise in your bill will be below inflation every year to the end of the decade.					
<b>We will be efficient, using new technologies to help keep bills low</b>	We're investing in better drinking water treatment technology and using innovative processes to help us manage our network of pipes.					
<b>We will make significant improvements to frontline customer services</b>	Bournemouth Water remains one of the leading companies in the industry for customer service.					
<b>We will deliver service and environmental improvements</b>	Leakage has been reduced and improvements to our network of pipes means you are less likely to be without water and we also manage our abstractions from rivers carefully to protect the local environment.					
<b>We will support sustainable regional growth</b>	Our drinking water treatment plants and network of pipes has sufficient capacity to support future demand for homes and businesses.					

on track      forecast to be on track



**We are proud of our performance but know there are still areas where we could do better.**

Our performance is compared with other water companies and subject to external checks. Find out more and see how we compare:



[www.bournemouthwater.co.uk](http://www.bournemouthwater.co.uk)

We also face a unique set of challenges:

- Some of our customers are struggling with below average incomes and higher than average house prices
- Our region is forecast to have significant population growth, with large influxes of visitors
- The climate is changing, with 'extreme weather events' increasingly likely.

Drought  
Flooding

In responding to these challenges we must continue to invest in providing resilient and reliable services which you and your family can rely on.

In some areas this may mean investing sooner rather than later as we look towards 2050. There are options over how and when priorities are delivered over the longer term.

**We are interested to hear your views on our plans to help ensure we are delivering the right priorities at the right time.**

Affordability

Economic growth

# Focused on your water future

Our long-term vision is focused on delivering balance and value, meeting the diverse needs of the customers we serve and the responsibilities we have to the environment, while keeping our costs as low as possible. Our long term aims are set out below.

## CLEAN, SAFE AND RELIABLE SUPPLY OF DRINKING WATER



Prevent any taste, smell or discolouration issues and maintain our excellent water quality record.

Tackle leakage from our pipes and minimise interruptions to your supply.

Seek out innovative processes to make the way we treat water more effective and more efficient.

Respond to issues on our network of pipes before your service is affected.

## AVAILABLE AND SUFFICIENT RESOURCES



Improve water quality and natural storage by managing natural wetlands.

Look to move surplus water around the region, and the wider South West, to make sure we are all resilient to drought.

Work with you to make sure we all use water efficiently and protect natural resources for future generations.

## RESILIENCE



Make sure that extreme events have no impact on the services you receive.

Maintain services by operating our business in a responsible and transparent way.

Continue to protect the services you receive from any criminal activity or cyber threat.

Invest in our people, processes and systems to make sure that we are able to restore your service with minimum disruption.



## RESPONSIVE TO CUSTOMERS



Resolve all customer issues quickly and efficiently.

Listen to our customers and engage with them on the service they expect from us.

Help customers to understand their water usage and how they can save water and money on bills.

Build a transparent and trusting relationship with our customers.

## PROTECTING THE ENVIRONMENT



Improve our energy efficiency and increase renewable energy generation.

Work with local farmers and landowners to improve the quality of the water in our lakes, reservoirs and rivers.

## BENEFITING THE COMMUNITY



Be the region's employer of choice and invest in skills for future generations.

Support our natural environment and amenities and help to protect the region's wildlife.

Continue to build links with local agencies, businesses and community groups.

Work with local schools, colleges and academic institutions.

## FAIR CHARGING AND AFFORDABLE BILLS FOR ALL



Continually drive down costs to keep your bills as low as possible.

Continue to support customers who have problems paying their bills and provide advice to all customers on how they can reduce their bill.

Make it easy for customers to deal with us and we will expand partnerships with trusted organisations.

Increase the number of households that are metered to ensure charges are as fair as possible for all.

# Clean, safe and reliable supply of drinking water



## What matters to you

1

Safe water supply

4

Avoid supply interruptions

*This was also your number one priority when we last asked you.*

## You've said...

*"Clean water promotes a healthy life."*

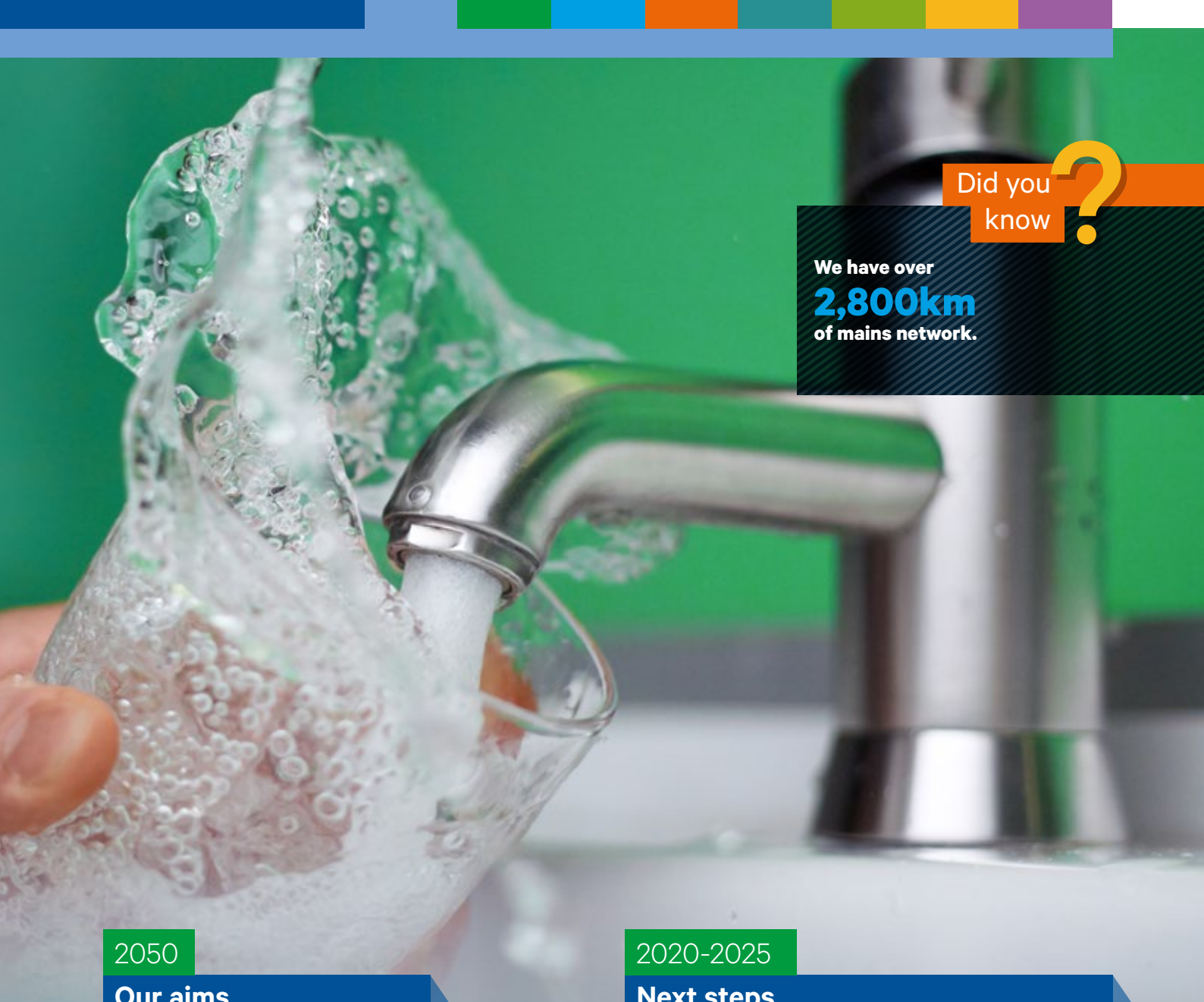
*"We want nice, clean, fresh water and we depend on this service to survive."*

*"Water should be clear, odour free, appetising and have no strong taste."*

**By 2050 we expect all our customers to be able to enjoy an uninterrupted supply of fresh, clean water that not only meets the highest water quality standards but is also free from any unwanted taste, colour or smell.**

*"We trust the company to supply us with clean water as we assume its going to be okay to drink."*





Did you know?

We have over **2,800km** of mains network.

### 2050

#### Our aims

- We will prevent any taste, smell or discolouration issues while continuing to protect your health and maintain our excellent water quality record which remains amongst the best in the industry.
- We will continue to seek out innovative processes to make the way we treat water more effective and more efficient.
- We will continue to tackle leakage from our pipes and will use innovative solutions to eliminate interruptions to your supply.
- We will respond to issues on our network of pipes before your service is affected using real time control and monitoring of our supply network to alert us to potential problems.

### 2020-2025

#### Next steps

Targeting investment to replace our traditional water treatment processes with cutting edge technology.

Continue to make improvements to our network of pipes and the way in which our system is monitored and operated.

Making sure our treatment works and network of pipes are protected against the extremes of weather or criminal threat such as cyber attacks.

Continue to invest in the workforce of the future through our apprenticeship scheme and links with local schools and colleges.

# Available and sufficient resources



Managing our natural resources allows us to support the demands of a growing population and ever increasing numbers of visitors to our region.

## What matters to you

3

Leakage control

6

Water resource restrictions

Bournemouth Water have reduced levels of leakage by over 2 million litres a day since 2010.

## You've said...

"I have never had a hosepipe ban."

"The world is changing quickly and we need to remember people in some countries walk miles to get dirty water but we have clean water on tap."

"Water is a vital part of any business and we rely on the companies to deliver this service so our business can run effectively."

"Do they need to improve on what they are doing in relation to water storage?"

Did you know



**Bournemouth Water has never had to put restrictions on water use**



2050

### Our aims

- We will improve water quality and natural storage by managing the wetlands that provide the water we treat and supply to you.
- We will work with our customers to make sure we all use water efficiently and protect natural resources for future generations.
- We will look to move surplus water around our area and the surrounding regions to make sure we are all resilient to drought.

2020-2025

### Next steps

Continually monitor and manage our water resources and use any surplus responsibly to protect against drought.

Continue to drive down leakage and further reduce demand on our precious natural resources.

Work with you to reduce the future demand for water through programmes of education and the continuation of our water efficiency initiatives.

# Resilience



## What matters to you

2

Water supply  
resilience in extreme  
conditions

We understand  
the need to  
keep your water  
running under all  
conditions.

## You've said...

"They need to prepare  
for the increase in  
businesses in the area  
so they can cope with  
the demands."

"We need to plan  
now for the issues  
in the future, even  
the extreme events  
such as drought or  
terrorism events."

The services we  
provide must be  
protected from shocks  
and threats, such  
as extreme weather  
events, cyber attacks  
or global financial  
issues. If things do  
go wrong we will  
respond quickly and  
efficiently to minimise  
the impact on you and  
your communities.

"Investment in new  
technology - innovations  
to improve the company  
and make it more resilient."

"If we don't have the  
storage where do we  
get our water from if  
the rivers are low?"



Did you know 

Around **5.2 million** (one-sixth) of properties in England are at risk of flooding.

## 2050

### Our aims

- We will make sure that extreme events such as flooding, storm events or cyber attacks have no impact on the services you receive.
- We will continue to protect your data and the services you receive from any criminal activity or cyber threat.
- We will maintain services by operating our business in a responsible and transparent way to ensure that it is resistant to shocks, such as those linked to global, financial issues or strategic supplies such as fuel and chemicals.
- We will provide an effective and rapid response when things do go wrong, investing in our people, processes and systems to make sure that we are able to restore your service with minimum disruption.

## 2020-2025

### Next steps

Protecting the vital services we provide you by investing in systems and equipment that protect against or prevent flooding, such as emergency flood barriers.

Increasing our capability to respond and react to events and incidents through sharing best practice with the emergency services, businesses and other agencies.

Investing in our network of pipes to make sure we can continue to provide water at all times.

## Responsive to customers



We aim to provide responsive, innovative and cost-effective services that meet our customers needs and priorities.

### What matters to you



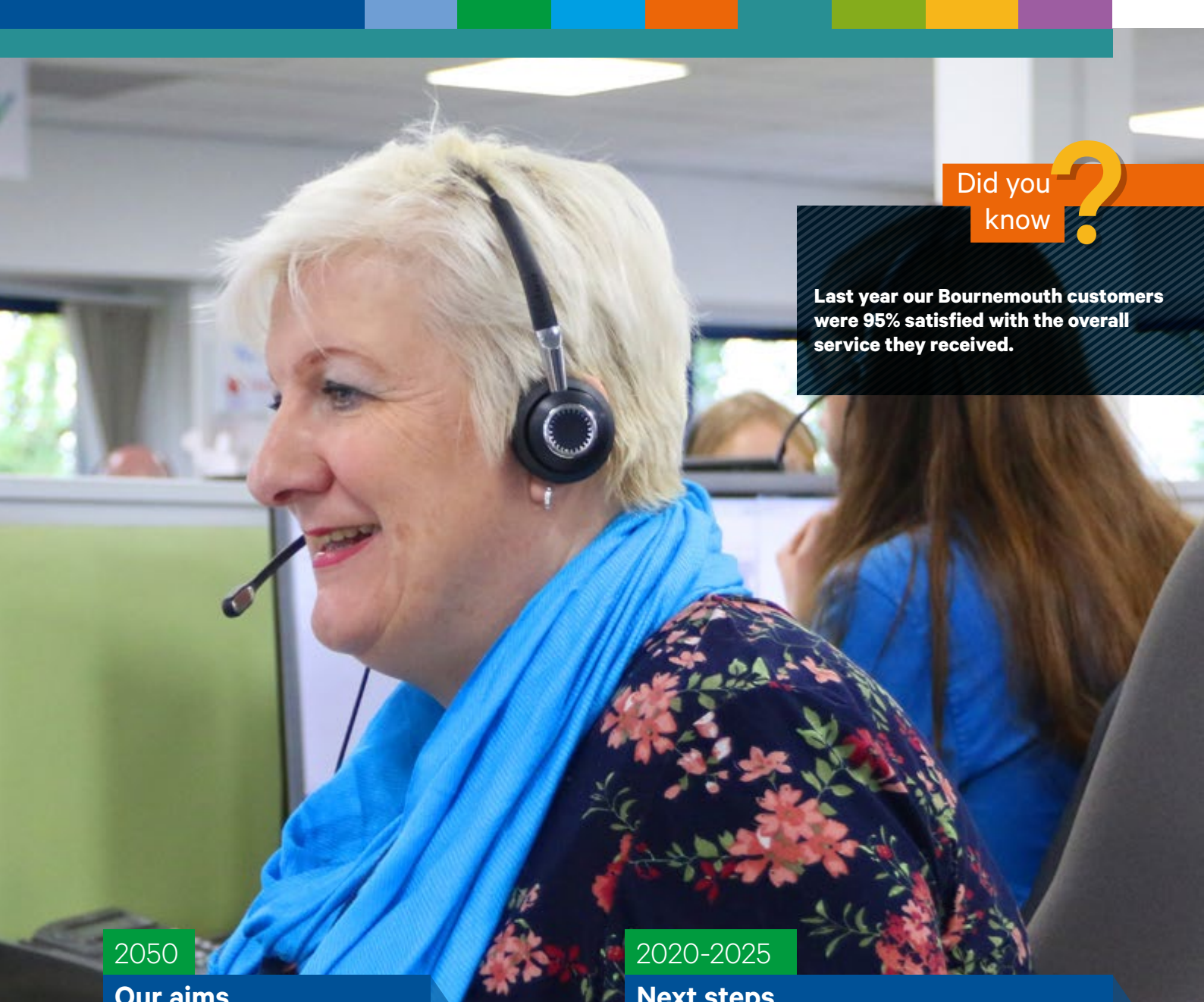
### You've said...

"I'm a paying customer so I expect a certain service and I will complain when it goes wrong."

"I want leaks to be fixed quickly with minimal disruption to services."

"I want clear information when there is an issue with my supply."

"Clear information relating to bills and what we are paying for."



Did you know 

**Last year our Bournemouth customers were 95% satisfied with the overall service they received.**

### 2050

#### Our aims

- We will resolve all customer issues quickly and efficiently.
- We will continue to listen to our customers and engage with them on the service they expect from us.
- We will help customers to understand their water usage and how they can save water and money on bills.
- We will build a transparent and trusting relationship with our customers.
- We will be easy to talk to and responsive at all times.

### 2020-2025

#### Next steps

Improve customer satisfaction across all of our services.

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Offer a range of communication channels that allow customers to contact us how and when they want.

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Work with partners in the community to improve our response when issues such as supply interruptions arise.

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Invest in our people and systems to ensure customers receive a service that is friendly and tailored to their needs.

# Protecting the environment



## What matters to you

8

Reduce energy consumption

9

Catchment management

10

Habitats

## You've said...

"Conservation needs to be a priority as we need to take care of what we have so we still have the resource in the future".

"Companies should look into ways they can save energy and reduce their carbon footprint."

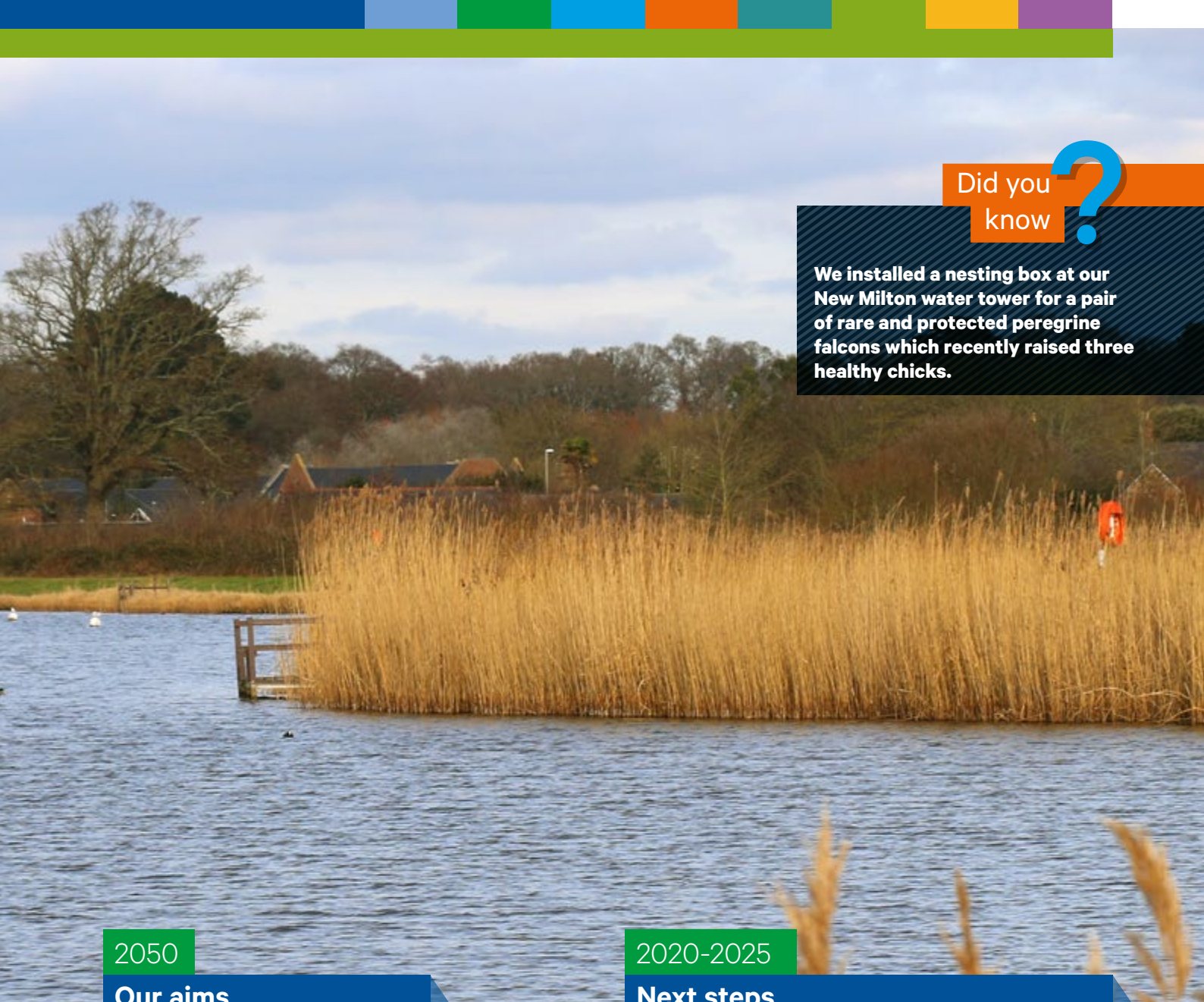
The unique natural environment of our region promotes a culture and lifestyle that is recognised around the world and draws ever increasing numbers of visitors to our region.

Tourism continues to be a key part of our local economy.

"Looking into the future to ensure the standards stay high and there is a plentiful supply whilst looking after the environment."

"Priorities are changing, the environment is more important than ever."





Did you  
know



**We installed a nesting box at our New Milton water tower for a pair of rare and protected peregrine falcons which recently raised three healthy chicks.**

2050

### Our aims

- We will continue to improve our energy efficiency and increase renewable energy generation, reducing our carbon footprint and protecting the region's natural assets.
- We will work with local farmers and landowners to improve the quality of the water we harvest from our lakes and rivers.
- Continue with our programme of green energy schemes, we target 50% of our energy to be generated on site by 2050.

2020-2025

### Next steps

Continue to reduce the carbon impact of our operation to meet and exceed national targets.

Continue to find ever more energy efficient ways of carrying out our operations, for example saving fuel from our fleet of vans using driver behaviour systems and use of electric vehicles.

We will work with farmers and landowners to improve the water quality in the rivers Avon and Stour.

# Benefiting the community



## What matters to you

12

Education  
on water saving

## You've said...

“Educate us on  
where our water  
comes from.”

“There should be more  
education available such as  
how to help save water.”

By ensuring that  
our activities have a  
positive impact on  
recreation amenities  
such as river water  
quality and supporting  
leisure activities at  
our reservoirs, we are  
able to support the  
economy of the region.

“If you educate people  
to use less water  
ultimately this will  
help every aspect of  
the water industry.”



Did you know 

Bournemouth has over **6million** visitors annually

### 2050

#### Our aims

- We will be the region's employer of choice and invest in skills for future generations.
- We will support our natural environment and amenities to promote the health and wellbeing of those who live, work and holiday here.
- We will continue to protect the region's wildlife.
- We will continue to build links with local agencies, businesses and community groups to promote growth and investment in our region.
- We will work with local schools, colleges and academic institutions to inform and educate the customers of the future.

### 2020-2025

#### Next steps

Continue to support local educational establishments, sponsor local charities and organisations, and encourage our employees to take part in voluntary activities that benefit our local communities.

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Through partner agencies, we will promote the use of our land holdings and storage reservoirs for leisure activities such as bird watching.

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Continue to promote our community based campaigns that help you to help us, such as our water efficiency initiatives.

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Continue to invest in our people to provide the skills for future generations.

# Fair charging and affordable bills for all



## What matters to you

11

Smart metering

13

Compulsory metering

## You've said...

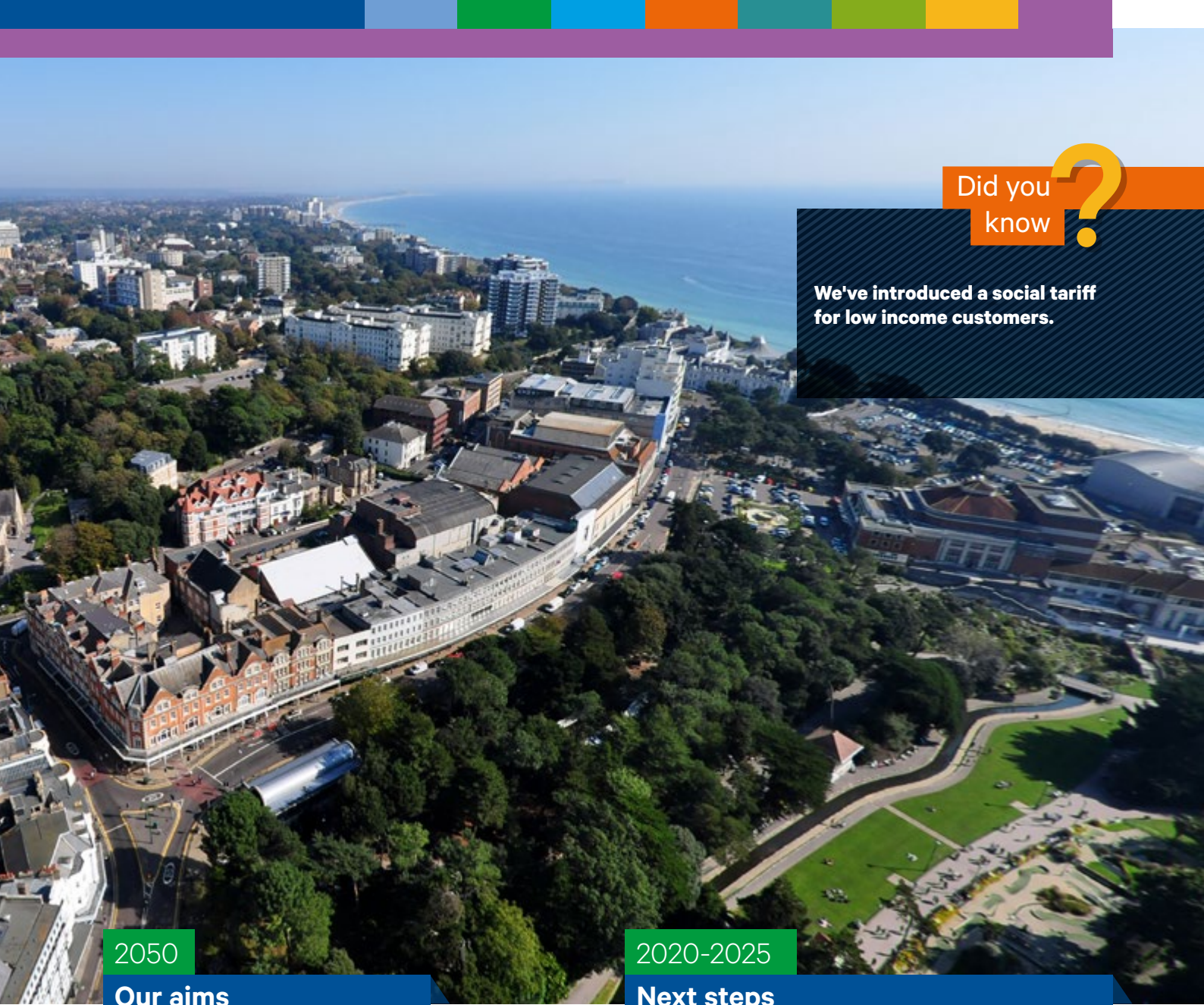
"Keeping the water clean, drinkable and affordable."

"We should spread the cost across generations."

Bournemouth Water takes its social responsibility seriously and will continue to deliver services as efficiently as possible and offer support to those who struggle to pay their bill.

"Stopping the leaks to save money in the long run."

"In reality not everyone can afford to pay for some improvements."



Did you know?

We've introduced a social tariff for low income customers.

### 2050

#### Our aims

- We will continually drive down costs to keep your bills as low as possible.
- We will continue to support customers who have problems paying their bills and provide advice to all customers on how they can reduce their bill.
- We will make it easy for customers to deal with us and will expand partnerships with trusted organisations such as Citizens Advice and local social housing providers.
- We will increase the number of households that are metered to ensure charges are as fair as possible for all.

### 2020-2025

#### Next steps

- Continue to drive down our costs and pass through benefits to our customers.
- Continue to work with trusted third party organisations to offer support to customers who struggle with their bills.
- Provide advice to customers on how to save water and save on their bills.
- Ensure that customers in vulnerable circumstances are able to access and take advantage of our affordability schemes.

# Planning for the future

We welcome your views on the priorities for services to 2050 we have set out in this document, and any others we have not covered that you believe are important.

The information you provide will help us to prepare a balanced plan focused in the areas that matter most to you.

You can contact us in the following ways:

- By emailing **[waterfuture@bournemouthwater.co.uk](mailto:waterfuture@bournemouthwater.co.uk)**
- By visiting our WaterFuture website at **[www.bournemouthwater.co.uk/waterfuture](http://www.bournemouthwater.co.uk/waterfuture)**
- By writing to us at **FREEPOST WATERFUTURE**





To find out more and have your say visit  
[www.bournemouthwater.co.uk/waterfuture](http://www.bournemouthwater.co.uk/waterfuture)



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