

The North West Matters

As a part of our 2020-2025 business plan submission to Ofwat, we asked customers to tell us what matters to them, and what they care about from a water perspective. **This is what we found...**

How have we engaged with our customers?

Roadshows across the region

Social media campaigns

4,000 face-to-face conversations

Surveys, customer panels & trials



Social media posts reached **1.7m** people, with over **46,000** engagements

145,287

customers engaged in research projects

Partnered with YOUTH FOCUS

to help co-create solutions to water with future bill payers

“ We used all of this research to formulate our proposed **priorities, ensuring the customer is truly at the heart of future plans** ”



We listened and you

specifically told us to improve on...

More help for customers in vulnerable circumstances

Increased leakage targets

An improvement in services targeting repeat sewer flooding

whilst continuing to...



Protect and enhance the environment

Focus on value for money



So bills for you and future customers are fair. You'll have support if you struggle to pay

Deliver great customer service you can rely on

All the information we captured from customers has been included in our business plan proposal which will be submitted to Ofwat in September 2018



Thank you for your feedback