

BACKGROUND

Water demand across both the Northumbrian Water and Essex & Suffolk Water supply areas continues to increase, whilst available water resources are under growing pressure from population growth, economic development and climate change. National forecasts indicate that without action there could be a significant shortfall between water supply and demand by 2050. Water efficiency therefore forms a critical component of long-term water resource planning, helping to reduce demand, improve resilience and minimise reliance on future supply-side investment.

In line with Government, Environment Agency and Ofwat expectations, NWG is committed to delivering significant long-term reductions in non-household demand; we are working towards the national demand reduction target of 9% by 2038 and we recognise the critical role retailers play in achieving this goal. We welcome the opportunity for collaboration with all retailers across our supply area and recognise the key role retailers play in achieving sustained demand reduction across the non-household sector.

RETAILER ENGAGEMENT POLICY

To ensure a clear and consistent approach, we will continue to communicate with all retailers working in our supply area. We will offer all proposals initially through our Wholesale team, whereafter correspondence will be carried out with our water efficiency team.

Retailer Response Time

We will communicate any proposed water efficiency activity directly with retailers, either as a general notice for information on available funding or calls for activity, or direct to retailers where the query is about a specific business site. Retailers will be given **20 business days** to review and respond to the proposed activity, or **10 business days** where there is a specified urgency (for example drought).

We will expect monthly updates on agreed projects to ensure progress against plans, whether this be through a meeting, report, dashboard, or other agreed mechanism. Where delivery falls behind agreed milestones or outcomes are not achieved, we will work collaboratively to review and, where appropriate, rescope the project to drive demand reduction. However, we reserve the right to explore alternative options to ensure objectives are delivered.

If no response is received within the specified timeframe, we will proceed with the activity, always reporting back to the retailer through the expected channels.

If any retailer is content with our approach, we would welcome explicit blanket permission to proceed to avoid repeated contacts. This may be withdrawn by the retailer at any time through written request.

All feedback or objections raised by the retailer will be treated with due consideration. This input should inform adjustments to the proposal or raised internally for review where necessary.

Questions and Contact

For water efficiency queries, please contact savingwater@nwl.co.uk.

For wholesale queries, please contact wholesale@nwl.co.uk or your dedicated account manager.