

26 September



Rebecca Langford  
Consumer Policy Manager  
Consumer and Demand Side Insight  
Ofgem  
9 Millbank  
London, SW1P 3GE

3<sup>rd</sup> Floor, 36 Broadway,  
Westminster, SW1H 0BH  
Telephone 020 7344 1844  
Fax 020 7344 1866  
e-mail [contact@water.org.uk](mailto:contact@water.org.uk)  
[www.water.org.uk](http://www.water.org.uk)

## **Review of Priority Services Register**

Dear Rebecca,

Water UK represents all major water and sewerage service providers in the UK, and we are pleased to respond to Ofgem's consultation reviewing the priority services register. Given our role, our response relates to the proposals in Chapter 3 of the consultation on sharing information with utilities, rather than more energy sector specific matters.

Water companies seek to ensure that they provide services tailored to the needs of their consumers, and recognise that some consumers have particular needs. In the water sector this is through providing what are typically called "special assistance" or "extra care" services – similar to, though not the same as, energy sector priority services.

Water companies share Ofgem's overall aim of ensuring that the right help is given those who need it.

A key part of this is knowing the needs of individual consumers, so that services can be tailored and targeted appropriately. Water companies are naturally interested to explore whether there could be practical ways for utilities to collectively make better use of the information they individually hold about their consumers.

There could be a number of ways of doing so, such as greater cross-promotion of priority/special assistance services, a co-ordinated campaign to raise awareness, or, as suggested in the consultation, establishing information sharing arrangements between sectors.

There would be a number of practical challenges to consider in such an approach, such as differences in approaches between sectors, obtaining consumer consent, and the technical challenges associated with establishing a robust and secure means to share information between many organisations.

Continued...

We, and individual water companies, would be pleased to work with companies in other sectors, and stakeholders such as regulators and consumer bodies, to explore the best and most practical ways to ensure the right help is given to those who need it.

Yours sincerely

A handwritten signature in black ink that reads "Rob Wesley". The signature is written in a cursive style with a long, sweeping tail on the letter "y".

**Rob Wesley**

Head of Policy

Tel 020 7344 1819

Fax 020 7344 1866

E-mail [rwesley@water.org.uk](mailto:rwesley@water.org.uk)

[www.water.org.uk](http://www.water.org.uk)