Cambridge Water














Cambridge Water

Water Resources Management Plan 2024

Annual Review 2024/25

Securing your water future

Contents

1. Executive summary

1.1 Purpose

This document sets out Cambridge Water's water resources management plan (WRMP) annual review for WRMP24 up to the end of March 2025. While South Staffordshire Water PLC incorporates the South Staffs Water supply area, this document applies only to the Cambridge Water region.

The purpose of the annual review is to identify any material changes to the WRMP and to report on progress made during the previous 12 months. Whilst for some of this period the previous plan WRMP19 was in effect, this report comments on outturn data against WRMP24. **We are not reporting any material changes to our latest WRMP published in February 2025.**

1.2 Overview

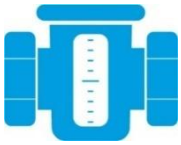
Although 2024 was overall the fourth warmest on record, the summer of 2024 was mild, with a peak day demand of (98.9 Ml/d) occurring on 26th June, following more recent trends of June seeing peak demand instead of historically occurring in July. This was lower than previous years which have seen a peak day of more than 100 Ml/d. Average Day Peak Week was therefore also lower at 94.9 Ml/d and occurred on 29th June.

The winter of 2024/25 did see a freeze/thaw event between 10th and 15th January 2025, a short cold snap where temperatures fell well below freezing. This led to an increase in demand of around 7 Ml/d over three days.

The mild summer and winter of 2024/25 resulted in an average day demand of 85.8 Ml/d, which is similar to the average day for 2023/24 (85 Ml/d).

The first part of 2024 saw above average rainfall, however early 2025 was relatively dry and overall rainfall was 77% of average. Despite this recharge was good and groundwater levels remained healthy into 2025.

Other key points include the following:



Leakage

Our WRMP24 leakage forecast for 2024/25 is 13.2 Ml/d. Our outturn leakage position for the year is 10.87 Ml/d. Our outturn position is also on target with the Ofwat leakage commitment of 14.5 Ml/d.

Water Efficiency

The volume of water that each of our household customers uses – the 'per capita consumption' (PCC) as an average was 119.9 litres/head/day (l/h/d). The dry year annual average WRMP24 forecast average PCC is 132.5 l/h/d.

Metering

We have installed 3,643 new meters including optants, new connections and replacements.

Temporary or non-essential use bans

We have maintained our current levels of service. There have been no temporary or non-essential use bans during the annual review period

2. Introduction

We published the latest WRMP for our Cambridge region in February 2025; this plan came into effect from 1 April 2025 for the period to 2050. Whilst our WRMP19 was in effect up until publication of WRMP24 we have used the WRMP24 2024/25 forecast and assumptions to compare outturn data, as stated in the guidance. The 2025 annual performance report (APR25) data covering the period 1 April 2024 to 31 March 2025 has been used to inform this review. The data used in APR25 has been through our assurance process.

This review is a statutory requirement of the Water Industry Act 1991 (as amended by the Water Act 2003), which states that:

> Before each anniversary of the date when its plan was last published, the water undertaker shall –
>
> (a) Review its plan; and
>
> (b) Send a statement of the conclusions of its review to the Secretary of State.

The purpose of the annual review is to identify any material changes to the WRMP and to report on progress. We have carried out this review in accordance with the Environment Agency's latest guidance, which advises that we should:

- report on the progress against our WRMP;
- highlight any changes made to our WRMP;
- describe progress with key components of our WRMP;
- explain any changes to planned deliverables;
- describe any changes due to exceptional events;
- report on the actions the Defra, Ofwat and EA, asked us to work on after we published our final WRMP; and
- report an overall summary of the supply-demand situation.

2.1 Water resource zones, level of service and performance commitments

Item	Description	Company comment on review
Water resource zones	Any changes to boundaries or number of zones?	There have been no changes to the Cambridge region water resources zone boundary, which remains a single water resource zone for the region.
Planned levels of service	Any changes to the level of service?	There is no change to our customer level of service stated in WRMP24. We consulted extensively with our customers as we prepared our business plan for 2020 to 2025, and they did not support a change to our levels of service, which are: • temporary use bans – not more than one in every 20 years; • non-essential use bans – not more than once every 50 years; and • emergency drought orders – not more than once in 100 years. As part of our commitments to Defra for publication of the final WRMP24 following consultation on the draft, we agreed to a review of our levels of service to inform our next drought plan update. If these are changed for the revised drought plan, we will amend the WRMP accordingly.
Performance commitments (PCs)	Progress on PCs that affect WRMP24	The Performance Commitments (PCs) relevant to WRMP24 are: • leakage. • PCC. • unplanned outage; and • our environmental programme (WINEP) obligations. We describe each of these topics in the chapters below on supply and demand. Other PCs and Performance Commitment Deliverables (PCDs) such as drought resilience, supply side options delivery also relate to WRMPs.

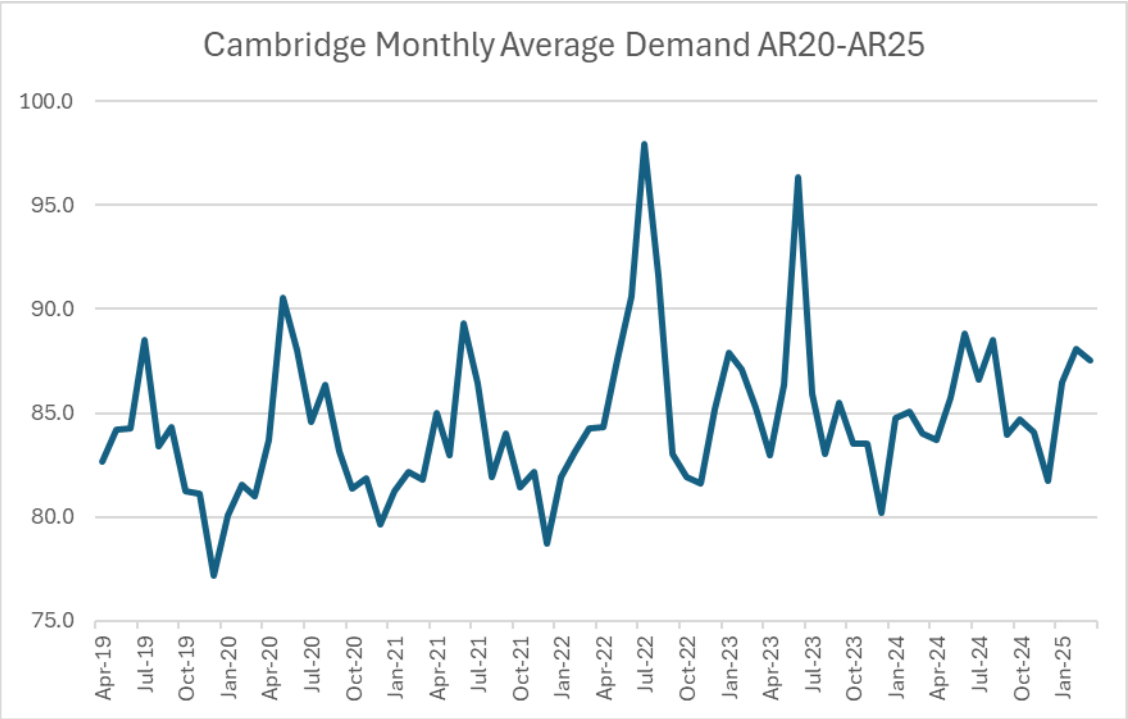
2.2 Overview of 2024/25 supply-demand balance

The reporting year saw an unremarkable summer without extreme weather-related events influencing supply and demand. April and May of 2024 were wetter than average, and January to March 2025 drier than average.

A winter freeze/thaw event was seen between 10th and 15th January 2025 seeing a period of increased demand due to increased leakage, of around 7 Ml/d over 3 days.

Overall, it was a normal year in supply demand terms.

Figure 1 Monthly DI profiles APR20 – APR24



The report year 2024/25 did not see the same high summer monthly average demands as in previous years. Our highest average monthly demand remains that of 2022/23 of 97.9 Ml/d.

In 2024/25 we had a freeze-thaw event in January which led to a large leakage outbreak and took the rest of the year to fully recover from, leading to increased DI in February and March. Overall, for 2024/25 average Distribution Input was 85.4 Ml/d, compared to the dry year annual average (DYAA) forecast in WRMP24 of 89.9Ml/d. The outturn supply demand balance was 2.7 Ml/d, compared to 2.7 Ml/d forecast in WRMP19. The WRMP24 supply demand balance for 2024/25 is not used here as in commences in 2025/26. Previous year outturn supply demand balance was 4.1 Ml/d

The security of supply for our customers was not at risk during the report year and we did not restrict customers' use.

2.3 Company-specific actions

In October 2024, we received a Joint Regulator Letter from the EA, Ofwat and Defra raising concerns around several areas in our WRMP19 Annual Review for 2023/24. We have made a formal response to all the issues raised, accompanied with a detailed action plan to resolve them. The main points are detailed below with summary updates provided; further details are in our response to the Joint Regulator Letter.

Supply demand balance

Following revised methodologies to the representation of outage in the tables, we can report a positive out turn supply demand balance for 2024/25. The DYAA adjusted supply demand balance is reported as a small negative, reflecting some continued long-term outages due to water quality challenges. We have resolved some of these going into 2025 and expect that all will be returned to service by the end of the year.

Demand

Whilst total demand was below WRMP24 forecast, recent demands have exceeded WRMP19 forecasts, particularly for non-households. We updated our non-household demand forecasts for WRMP24 to reflect this, so for 2025/26 expect these to be around 29.1 Ml/d. Outturn non-household demand were 30.9 Ml/d, marginally above our revised expectations. This will not yet reflect the demand management measures that we have proposed in WRMP24 for increased engagement with non-households on efficiencies, enhanced smart metering, and a review of applications for larger volume connections. We have already accelerated AMP8 plans to work closely with non-households on retrofit projects and water efficiency improvements as well as working collaboratively across the industry. We also continue to work closely with the Water Scarcity group in Cambridge to support development whilst ensuring it is efficient. Household demands are below the forecast, reflecting our low PCC and continued water efficiency efforts, overall, we expect demands to be on track with our revised forecast.

Leakage

Our latest reported leakage figure of 10.87 Ml/d is below the WRMP forecast of 13.2 Ml/d, which reduces to 12.6 Ml/d in 2025/26, indicating that we have caught up with leakage since the last annual review. In WRMP24 we have been even more ambitious with our leakage reduction targets then in WRMP19, aiming for a further 20% reduction in AMP.

Metering

Our levels of meter penetration have improved marginally on last year, as we continued to meter new properties as well as increasing our coverage with customers opting for a meter. Our WRMP24 proposals to complete universal metering in AMP8 will be a step change in our metering approach, as customers opting for a meter which is limiting factor on achieving forecast levels of meter take-up. We intend to make up any shortfall from AM7 metering numbers in our AMP8 programme.

Outage
We still have some long-term outages because of water quality and have been working hard on solutions to resolve these, including proposals for AMP8 treatment schemes. We expect some of these to be resolved by the end of 2025, and others later in the AMP, where we have planned schemes that require significant construction of infrastructure. We are pleased to have delivered a treatment solution for PFAS removal during 2024, with a net benefit of 4.5 Ml/d to supply.

Supply Schemes
Three WRMP19 supply schemes have seen a delay in delivery into AMP8, however we expect to see the supply benefit assumed in WRMP24 for two of these schemes by the end of year 1 in AMP8. The third will be completed in the second year of AMP8. The overall benefit of these combined has been increase from 3.8 Ml/d to 4.3 Ml/d by the inclusion of an additional option at the request of the regulators. The detailed programme of delivery for all these supply options is included in our Joint Regulators Letter response, and we provide regular updates on progress.

In developing our WRMP24 plans, and to address the significant increase in sustainability reductions required for no deterioration from WRMP19, we have developed further supply options and increased demand management.

2.4 Dry year annual average

The AR25 outturn Annual Average distribution input of 85.4 Ml/d was 4.5 Ml/d below the DYAA of 89.9 Ml/d in WRMP24. The DYAA peaking factor applied to consumption in the AR was 4.9%, as per the WRMP24. This uplift has been applied in the dry year adjusted data table to all demand components.

For the supply components, the dry year uplifted table deployable output is stated as the 1:200 drought yield, adjusted for any additional dry year constraints, such as licence conditions. Raw water losses, treatment works losses and operational use is as outturn data without any uplift, as in practice this would be overall lower in a dry year as operational use would be minimised. WRMP24 forecast figures are lower than outturn.

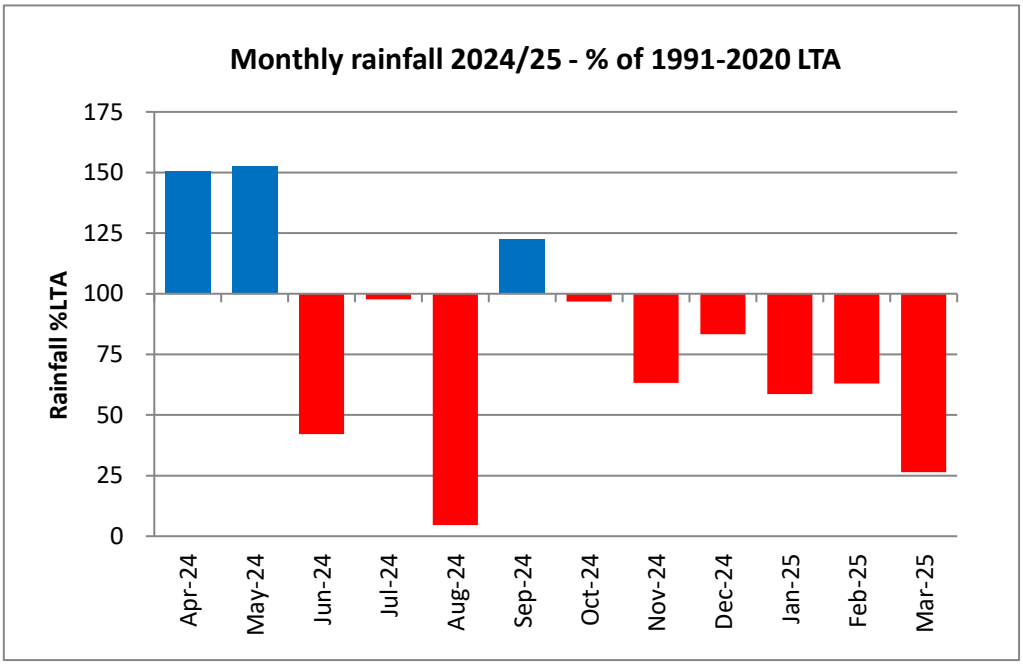
Outage is calculated as a reduction against the WRMP24 Base Year licences, which are 1:500 yields, and is included only in the DYAA adjusted data table. The outage figure has not been uplifted by the dry year factor, as in a dry year it would be reduced.

3. Supply

3.1 Impact of weather on supply

Total annual rainfall for the 2024/25 year was 443 mm, which is 79% of the long-term average, as measured from 1991 to 2020. Monthly rainfall in comparison to annual long-term averages is shown below.

Figure 2 Monthly rainfall 2024/25



Above average rainfall in the winter of 2024 saw good recovery of groundwater levels which were above average at the start of the year. As the period 2024/25 has progressed, rainfall was below average, notably Jan – Mar of 2025 was just 63% of LTA. Despite this groundwater levels remained good into summer 2025 and the usual recession period.

3.1.1 Water Resources

Our raw water abstracted figure of 91.0 Ml/d aligns with our abstraction licence returns. We continue to monitor abstractions against licences closely with an abstraction planner by the Water Resources team to provide a guide for abstraction across the year to more efficiently utilise and monitor our abstraction licences. We review on at least a fortnightly basis and can then plan refine our annual abstractions through the year.

3.2 Outage

Total outage for 2024/25 was 5.6 Ml/d, above the WRMP24 forecast of 4.8 Ml/d. This includes 3.8 Ml/d of unplanned outage of which a significant amount is attributed to raw water quality issues rather than asset health. A downward adjustment was made to

deployable output of 13.02 Ml/d due to long term outages at three sources lasting more than three months, and for WRMP19 supply options that have been delayed which are included in the WRMP24 deployable output figure. These three outages were due unplanned water quality issues requiring significant alterations and upgrades to WTW. Planned outage was 1.87 Ml/d, due to ongoing asset investments. We continue to balance the need for essential work on our assets to be carried out with the need to be able to provide resilient supplies.

Outage is calculated according to the UKWIR standard methodology and EA guidance. This includes both planned and unplanned outage and differs to the Ofwat methodology for calculating performance commitment outage as this excludes some types of outages. Therefore, they are not comparable.

The mode of failure for outages and duration within the period is summarised below, excluding where an adjustment has been made to deployable output. The greatest amount of outage is attributed to treatment issues. We have an ongoing capital programme of works to upgrade and improve the treatment capability across our sources, several of which were completed during the year at sources of larger output, and it is expected that this will reduce. Several of our iron exchange plants for treating nitrates have recently completed significant services and are expected to be more reliable going forward as a result.

Table 1 Outage breakdown

Outage category	Total Days
Power failures	1
Planned works	125
Treatment issues	290
Raw water quality	11
Pumping assets	5
Other	298

Our regular maintenance plan continues, and we have introduced an outage planner to reduce the risk of planned outage and maintenance work impacting on the supply demand balance. Our unplanned outage policy tracks outage using a traffic light system for escalation of outages in relation to extended period of downtime and impact on supply.

Green: water resources and demand are normal; unplanned outage to be responded to next working day.

Amber: water resources are below average or demand is above average; unplanned outage to be responded to same day.

Red: water resources are below average and we are below the drought monitoring curve; unplanned outage must be responded to within 2 hours.

3.3 Water Quality

The below details the current DWI notice we have:

Sawston Mill - SST-2022-00001. As part of our DWI improvement program Sawston Mill WTW was returned into supply during 2024 following the successful delivery and commissioning of the treatment process solution for PFAS removal.

Morden Grange WTW - CAM-2023-00001 – Nitrates. Morden Grange directly supplies customers and due to a long term outage nitrates have risen above the PCV. An AMP8 schemes has been proposed for nitrate removal treatment.

Due to the wettest February on record in 2024, and rainfall well above average from Feb-May, an increase in nitrate levels was experienced across several sources due to the unprecedented levels of rainfall and rapid aquifer rapid recharges. Whilst we have managed this through review of blending arrangements and existing nitrate removal it has caused some operational challenges into 2024/25, most significantly the long term outage at a 7 Ml/d source continuing throughout the reporting year.

3.4 Water Industry National Environment Programme (WINEP)

3.4.1 Sustainability changes

We have made no alterations to the indicative sustainability changes included in our WRMP24. The majority of AMP8 reductions are related to Water Framework Directive deterioration risk and are due for implementation by 2030, except for a previously agreed AMP7 sustainability reduction, which does not impact deployable output, and a reduction on time limited licences of 2 Ml/d. This has been included as adjustment in the AR tables.

3.5 Deployable output

Revisions to the WRMP24 AR tables no longer include a deployable output figure for outturn data, which now report total water into supply instead of water Available for use (WAFU). The DYAA adjusted tables include deployable output, which is WRMP24 deployable output, adjusted for long term reductions to supply. A reduction of 13.0 Ml/d has been made to the WRMP24 figure of 115.9 Ml/d due to long term outages and delayed delivery of WRMP19 supply schemes assumed to be in place for WRMP24 commencing. Melbourn, Morden Grange, and Gt Chishill were out of supply for the year due to raw water quality issues. Supply schemes at Croydon, Kingston and St Ives has been delayed. Actual sustainability changes of 2.0 Ml/d have been deducted from the deployable output, due to time limited licence changes being applied during the period. Following these adjustments, deployable output for 2024/25 is 100.9 Ml/d.

3.6 Water available for use

Once minor imports and exports have been accounted for, operational use, raw water and treatment works losses are deducted 2024/25 WAFU is reported as 92.5 Ml/d, 3.4 Ml/d above WRMP24 Final Plan. Outturn Water into Supply is 88.1 Ml/d.

3.7 Bulk supply agreements

We have several cross-border supplies and we have not made any changes to these bulk supply arrangements during 2024/25. These supplies are not accounted for within our reported DI, adjustments are made accordingly.

3.8 Imported and exported potable water

Outturn potable water imported is 0.08 Ml/d and potable water exported is 0.17 Ml/d. These are legacy cross border supplies to and from neighbouring water companies that supply a small number of customers. None are subject to bulk supply agreements and are under standard commercial terms and consumption varies based on demands.

3.9 New appointments and variations (NAVs)

As per previous annual returns, we have included supplies for NAVs in our total DI figure, we continue to see an increase in these volumes as new NAVs are granted licences in our area, and existing developments are populated. As such, we are now monitoring these separately and can report on consumption volumes separately.

The bulk transfer agreement indicates the maximum demand the development can take, but the actual demand is measured using meters on our network, and this volume is included in total distribution input.

The following table outlines the existing NAVs in our area:

Table 2: Licensed water undertakers in the Cambridge Water area

Site	Anticipated No. Props
Marleigh	1500
Cherry Hinton North	1200
Netherhall Gardens	200
Teversham Road, Fulbourn	110
St Neot's Road, Hardwick	175
Rampton Road, Cottenham	140
Eddeva Park	231
Babraham Road, Sawston	280
Northstowe Phase 1 (Anglian Water inset)	1500

Somersham, Chatteris Road	131
Vindis Site, Fenstanton	94

Of these, Northstowe is the largest site currently with significant occupation, with the others still in various stages development. The consumption for NAV is included in our DI in the accompanying tables, as per the guidance. We expect this value to increase each year, and we have included projections for these developments in our WRMP24 using information provided by the NAVs and their WRMPs.

We are working with the NAVs on key topics within the WRMP. We will continue to work with these organisations, and others that may be granted licences in our area, to ensure a consistent approach to these areas.

3.10 Impact of climate change on supply

We completed work on the impacts of climate change for WRMP24. We have made no changes to this nor to any other changes to our supply forecast. There has been no change to deployable output due to climate change, and so this has not been included in our deployable output figure.

3.11 Unbilled water

Unbilled water consists of the sum of legal and illegal unbilled water.

Legal unbilled water is the volume of water used by our customers and not billed such as standpipe water use, voids with consumption and accounts held in query. Components are measured company specific estimates, this year it was 0.75 Ml/d.

Illegal unbilled water is, by the very nature of this component, an estimated volume. It is generally described as water theft and covers water use which the company is not generally aware of. This year it was 0.14 Ml/d. These estimates go through an annual auditing process.

In total water taken unbilled was 0.89 Ml/d, compared to the forecast of 0.42 Ml/d.

3.12 Distribution system operational use (DSOU)

In 2024/25 DSOU was 0.39 Ml/d, compared to forecast of 0.12 Ml/d, this use of potable water incorporates uses from our network due to operational reasons and is not leakage or customer use. Treatment works losses and other operational use such as raw water losses from run to waste and other operational use not recorded in distribution input at sites is 2.79 Ml/d, compared to the WRMP24 forecast of 0.16 Ml/d, which was for treatment works losses alone.

3.13 Drought Plan

Our current drought plan was published in April 2022 and there have been no changes to this since this date. Our review of summer 2022 did not identify any changes required to the plan although we will add detail as required from the 2022 drought to the next drought plan as an additional reference drought period.

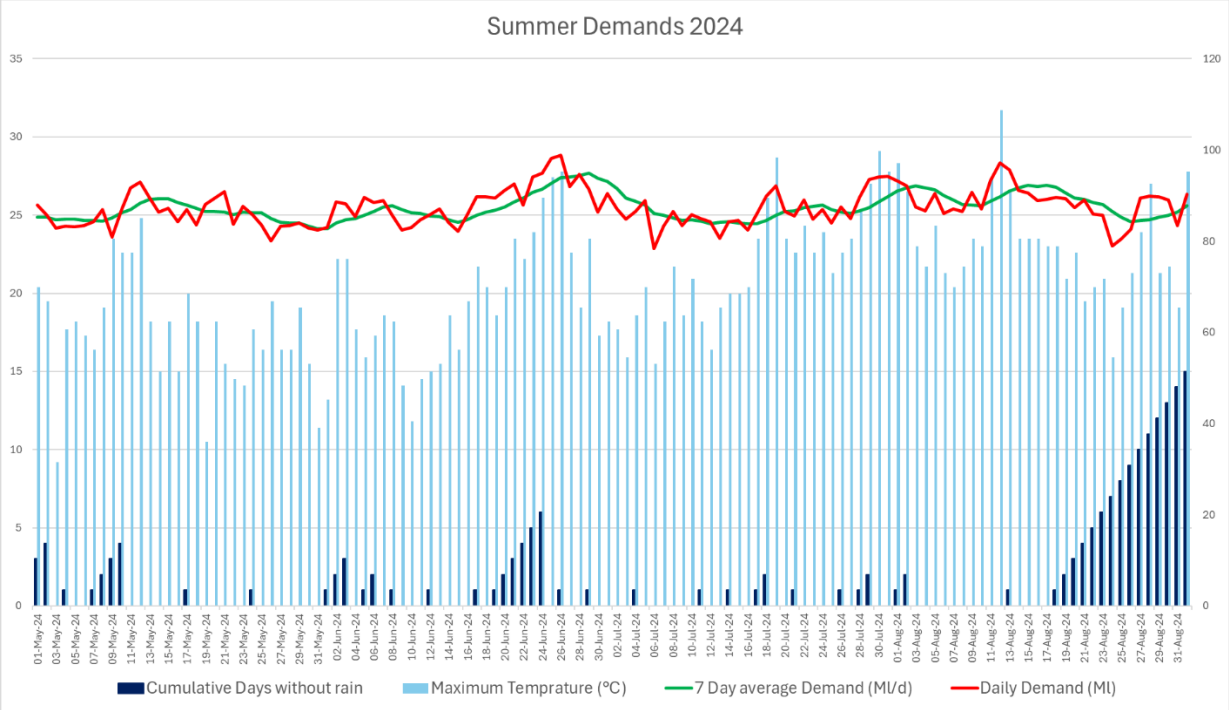
During 2024, we carried out taken pre consultation on our next draft drought plan. This will inform the publication of our revised draft drought plan for public consultation later in 2025. On publication of our Final WRMP24, at the request of regulators we committed to a review of our drought triggers. The conclusions of this his review will be used for the revised plan.

4. Demand

4.1 Impact of weather on demand

The peak demand period in 2024/25 was seen over 23rd – 29th June 2024, when the peak day of 98.9 Ml/d occurred on 26th June, earlier than typical historically peak during July. Average Day peak week was 94.8 Ml/d coinciding with the warmest period of the year, although maximum temperatures did not exceed 27.8 degrees. In terms of overall demands 2024/25 was a normal year, without exceptional demand increases due to weather.

Figure 3 Summer 2024 weather vs demand

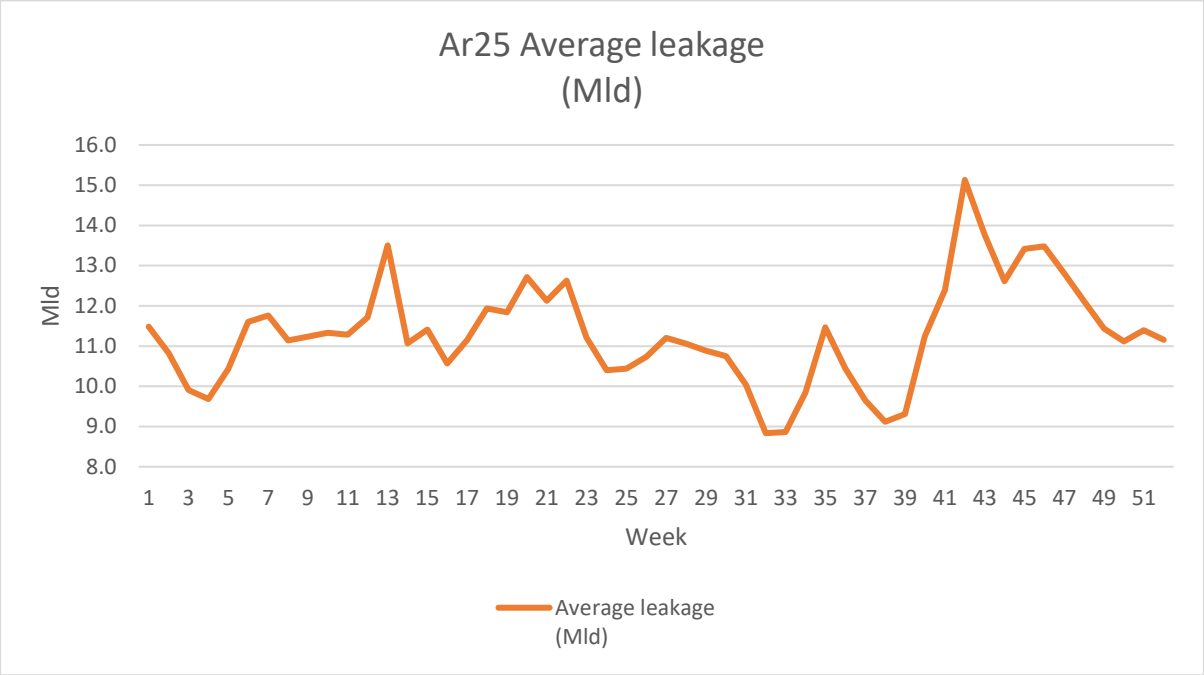


The winter of 2024/25 had an impact on demand due to a freeze thaw event between 10th and 15th January 2025 seeing a period of increased demand due to increased leakage, of around 7 Ml/d over a 3 day period. We were able to respond quickly, and demands returned to 87-88 Ml/d, around average for the time of year.

We also saw an increase in leakage over the winter period during the freeze thaw event in mid-January. Due to planning through weather tracking, and resource readiness, we were able to respond quickly to the increases in leakage, but it still took us a couple of months to get leakage back to pre January levels (due to the large number of small outbreaks that occurred.

The overall leakage profile for the year can be seen below:

Figure 4 CAM leakage profile for the review period (1 April 2024 to 31 March 2025)



4.2 Demand Profile

The Post MLE Distribution Input (DI) is 85.44 Ml/d. The Annual Review 2024/25 DI is lower than the dry year annual average forecast in the WRMP24 of 89.93 Ml/d.

4.2.1 Leakage

Leakage is below forecast for 2024/25, reporting 10.87 Ml/d vs a WRMP24 forecast figure of 13.2 Ml/d. Our Ofwat target for 2024/25 was 14.5 Ml/d.

4.2.2 Per Household Consumption (PHC)

Table 4 shows the movement of Household Consumption (excluding Supply Pipe Leakage and Meter Under Registration) for the period 2019/20 (pre-covid) to AR25 (Ml/d). Showing the effect of the Covid-19 pandemic, and the weather-related increase in household consumption.

Consumption was lower in 2024/25 than the WRMP24 forecast for both measured household consumption and unmeasured household consumption, by a total of 8.5 Ml/d. Household demands below the forecast, are reflected in our low PCC and continued water efficiency efforts and that it was a normal year. Overall, we expect demands to be on track with our revised forecast.

Table 4 CAM consumption profile for the AMP to date vs. WRMP24 forecast

	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	WRMP24 Forecast 2024/25
Measured Household consumption excluding SPL and MUR (Ml/d)	26.6	31.3	30.7	31.0	27.8	30.7	**36.42**
Unmeasured Household consumption (Ml/d)	15.7	16.3	15.7	14.3	12.7	12.4	**15.87**
Total Household Consumption (Ml/d)	42.2	47.6	46.4	45.3	40.5	43.1	**52.29**

4.2.3 Per capita consumption (PCC)

Over the AMP we have had a significant focus on water efficiency which has supported a decrease in PCC. Alongside this we have established an internal stakeholder water balance working group, and a consumption monitor working group. These working groups continually assess the system billing and maintenance reports and have completed a deep dive on the billing reports to produce better data and information.

The per capita consumptions below compare the period 2019/20 to 2024/25 as 'in year' outturns vs WRMP19 DYAA. There is a consistent downward trend since the Covid-19 period.

Table 5 CAM per capita consumption profile for the AMP to date vs. WRMP24

	2020/21	2021/22	2022/23	2023/24	2024/25	WRMP24 Forecast 2024/25
Household measured (l/h/d)	141.13	132.31	129.02	111.98	114.78	123.1
Household unmeasured (l/h/d)	174.65	163.32	154.86	141.08	135.07	160.7
Average household (l/h/d)	150.76	141.03	135.89	119.40	119.85	132.5

In 2024/25 PCC increased slightly from 2023/24 but remained much lower than 2022/23. Measured PCC has increased from 2023/24 mainly due to data improvements in our meter readings. Unmeasured consumption has decreased, and we believe further reductions will continue into AMP8 due to our Water Efficiency programmes.

We continue to maintain the 'new' unmeasured household consumption monitor. APR25 is the fifth year from which the unmeasured PCC estimate has been derived. The process continues to be peer reviewed by Artesia and part of the Company's assurance commitment.

We extract household consumption from our new billing system that we installed in 2023 called Aptumo. Meters are read once a year and billed twice yearly, with the second bill being based on an estimated reading. A significant amount of data validation has been

undertaken during 2024/25 leading to the billing file maintenance and data quality being improved. We will continue this in the forthcoming year.

We have invested in the water balance throughout AMP7 and 2024/25. Investment has been made in our household consumption monitors, night use monitors, measured non-household consumption analysis, and water balance component studies. Using the water balance working group, and billing consumption working group, to internally challenge and review our processes.

We are pleased that the focussed effort has resulted in a reduction in PCC through the AMP, as outlined and that it is below the WRMP24 forecast.

4.2.4 Non-Household Consumption

Since 'Open Water' came into force in 2017, non-household customers have had the choice of selecting their own retail billing company. As a result we now access meter reading and consumption data via the 'Central Market Operating System' (CMOS), with a monthly report generated from merging the CMOS consumption reports with our own consumption reports. The water balance working group has worked with our retail helpdesk to continue to improve the consumption data we receive.

Our measured non-household consumption in 2024/25 was 26.9Ml/d, which is lower than the WRMP24 forecast of 63.0Ml/d. We have improved our understanding of non household consumption in the past year and completed a deep dive on the various categories of non-household consumption, which included more accurate review of the in-year Legacy Long Unread Meters and Long Unread Meters. This has included additional meter readings and review on our logged data records to calculate an average daily consumption (ADC), rather than the historic established method of allocating a standard ADC. We have also reviewed and adjusted consumption records we have received from the Retail Market through CMOS to address identified inaccuracies in non-household consumption. This has included where groups of properties or meters have been incorrectly allocated on reports.

As part of the water balance process we have got the Aptumo Billing Team to conduct more frequent file maintenance, and set up more rules in the systemised consumption report process to identify and remove erroneous customer readings. This is the first year we've had a full billing period with the Aptumo system and removal of readings was previously completed in a manual way. The processes have been audited as part of the Annual Performance Review and we will continue to apply this approach.

4.2.5 Development

There has been sustained growth in the Cambridge region due to development above the national average for several years, 1,161 new connections were made in 2024/25. This is below the new build properties forecast of 2,810, but does not include all NAV properties, which are treated as a bulk supply for connection purposes.

4.2.6 Demand forecast, including population and properties

We comprehensively revise our demand forecasts every five years. This was undertaken to inform our WRMP24 to update population, properties and forecast consumptions for the planning period. For 2024/25 outturn domestic properties connected was 135,722 lower than the forecast of 143,730.

4.2.7 Demand forecast, including population and property forecasting

We have updated our property and population growth forecasts as part of our WRMP24 development. We have made no changes to our WRMP24 assumptions.

4.3 Metering

The number of customers requesting for a meter to be fitted continues to be lower than required to catch up on the meter penetration position expected at this point. Our WRMP19 strategy was for optants to increase our penetration. Covid-19 impacted on this as customers were unable to have meters fitted and had focus elsewhere. Following this, customers have told us that the cost-of-living crisis is still a primary concern, and they do not wish to risk changes to their bill profile as many fear rises and prefer a predictable bill which does not fluctuate, as seen on rateable values. These two events are outside of our control and have contributed to completing less optants, and therefore a lower meter penetration than predicted.

Households are entitled to a free meter installation (optants) which will continue to be the case in AMP8 and AMP9 however during these AMPs we are also delivering our universal metering programme in tandem, both meter fitting routes aim to achieve meter penetration as close to 100% as is possible.

In 2024/25, 518 unmeasured households in the Cambridge region switched to a meter, and we installed 3 new meters to previously unmetered non-household premises. We have also had 1,161 new connections, both domestic and non-household, to our network which all have meters fitted.

As such, the year-end total meter penetration for 2024/25 is 74.0%. This compares to the WRMP24 forecast meter penetration (including voids) of 76.4%.

We continued to renew household meter connections during the review year and have replaced 1,925 meters in 2024/25. We have also replaced 36 non-household meters.

4.4 Leakage

Total leakage in 2024/25 is 10.8 Ml/d. We have exceeded our Ofwat in year target of 14.5 Ml/d, and the WRMP24 forecast of 13.2 Ml/d. We also passed our 3 year rolling Ofwat Leakage target.

We continue to calculate bottom-up leakage using data obtained from DMAs, which monitor an area of approximately 1,000 to 2,000 properties. We provide further details of our 2024/25 leakage and PCC performance in the annual performance report (APR) that we will submit to Ofwat in July 2025.

4.5 Consistency in reporting methodology

We achieved full compliance in 2024/25 for per capita consumption in both regions.

4.6 Water efficiency

We have continued with our BAU water efficiency activities. These include:

- Use of Get Water Fit – online and virtual customer water efficiency audits and provision of water saving devices.
- Water efficiency messaging with social media and our website.
- Engagement at local community events promoting metering and sharing water efficiency advice and products.
- Direct engagement with our customers through our “Yes we Cam” campaign and similar.
- Offering of incentives to Developers for water efficient house building.

During 2024/25 the Company has distributed over 4,285 water saving devices through our Save Water Save Money collaboration in the Cambridge region, saving circa 0.04 Ml/d. This excludes the benefits seen through the Yes we Cam campaign as outlined below.

We have continued with our PCC plan throughout 2024/25, and in addition to the BAU activities outlined above, we have delivered two notable schemes outlined below.

WRMP19 target position for average PCC at the end of 2024/25 was 132.6 l/p/d. Our actual outturn is 119.9 l/p/d.

4.6.1 Water Efficiency in Faith & Diverse Communities

In April 2025, we completed and delivered our Ofwat Innovation funded project, Water Efficiency in Faith and Diverse Communities (WEFDC).

The project focused on exploring the intricate relationship between faith, culture, and water use practices. Through in depth research and testing of engagement strategies, including the selection of effective messengers and partnerships, valuable insights were gained to engage communities and build trusting relationships. Over spring and summer 2024 two bespoke water saving behaviour change campaigns were delivered in areas deemed to have the largest water saving opportunity linked to faith and culture – the first campaign related to faith (Wudu in the Muslim community in Cambridge) and the second campaign related to culture (rice washing practices in Southeast Asian communities across the West Midlands).

It was challenging to quantify the water saved in both campaigns given the nature of the campaigns being largely through social media and other online platforms over the six-month period. External factors like outdoor water usage and limited household meter data affected measurements. The Wudu campaign, analysed by Artesia consulting, suggested potential savings of up to 5,900 litres per day per household in Cambridge alone. However, the impact extended beyond Cambridge through various engagement channels (e.g. Bangla TV, YouTube, radio and many tourists visiting the mosque). The Rice washing campaign, achieved over half a million views, aimed to save water by altering rice washing practices to save up to 5 litres for every wash. However, data limitations call for further studies to validate these findings and recommend a control group for better analysis in the future.

A key output produced was the "WEFDC Toolkit" developed to guide water companies and practitioners in creating water-saving behavioural change campaigns in faith and diverse communities. The toolkit, structured in a six-step process, offers flexibility and guidance for developing similar projects. It includes supporting tools, templates, and real-life examples from the WEFDC project. The toolkit begins with a glossary of respectful language and is designed for easy accessibility with clear writing and organised formatting. It aims to support understanding and navigation for all users. The project highlighted the need for innovation in water-saving devices, particularly in cooking practices that involve significant water usage in many cultures. It encourages water companies to embrace multiculturalism and reconsider how they engage with faith communities to address evolving needs and promote inclusive services.

Alongside the WEFDC toolkit, we published the project's final report which shared the key learnings and insights from the project which was disseminated to the wider sector through a final knowledge sharing showcase session facilitated by Spring on 30 April. The final report can be found here: wefdc-final-project-report_v2-_30apr25.pdf.

4.6.2 Yes we Cam! Behavioural Change Campaign

In 2023 we undertook a behavioural change campaign over the summer period, "Can for the Cam", to encourage customers to "ditch the hose" and switch to using a watering can instead in order to protect the river Cam.

We followed this up in 2024 with our next campaign – "Yes we Cam!". This built on the achievement of Can for the Cam, focussing on customers taking pledges to commit to an activity to reduce water use. We used a wide range of messaging methods and had 1,574 pledges made, with the majority around taking shorter showers or turning the water off whilst brushing teeth.

Additionally, we focussed on reducing water wastage from leaky loos with a dedicated plumber free to book by customers who identified a problem with a leak in their toilet.

Overall, the campaign successfully achieved a saving of 1.36 Ml/d.

4.6.3 Water Scarcity Group

In 2023 the Water Scarcity Group set up by Government to unlock the current blocked growth in Cambridge resulting from concerns around the sustainability of supplying these, as well as looking at how to enable the Government's long term development aims for the area as outline in the Case for Cambridge[1]. We continue to be an active partner in this group, supporting the identification of opportunities to unblock and enable growth in the city through delivery of a range of interventions that reduce the demand for water as well as potentially increase the availability of water supply.

4.6.4 Nectar scheme

As reported last year, a successful Ofwat Innovation Fund bid looking at incentivisation through Nectar points started. This is being completed jointly with Severn Trent Water and is being trialled in Severn Water's area. We are supporting the programme to take the learning from the outputs and share across both of our regions.

4.6.5 Non household consumption reduction

In preparation for AMP8 we have been building relationships with large non-household users and exploring where we can achieve the most consumption reduction.

We are continuing our discussions with Whitbread, with the hope to jointly deliver water savings across the Premier Inns and restaurants across the Cambridge region by retrofitting properties with water efficient devices such as installation of upgraded WC valves, water-efficient showerheads, and flow restricted taps.

Additionally, we are talking to the retailers in our area about how best to support our non-household customers in their water efficiency journeys. Including taking the learnings from our Yes we Cam campaign and the success of our leaky loo audits to engage with our non-household customers about the potential savings in this area.

[1] The Case for Cambridge - GOV.UK (www.gov.uk)

5. Headroom and options

5.1 Target headroom

We update our target headroom every five years as part of the WRMP process. This was recently undertaken for the WRMP24 update.

We have included the WRMP24 target headroom of 3.0 Ml/d in our DYAA adjusted data tables for this submission. We have not uplifted target headroom for the dry year factor as this is not appropriate for the uncertainties included in headroom. Target headroom for WRMP24 has slightly increased from WRMP19.

5.2 Selected options

Our WRMP19 outlined supply side options to reintroduce three sites as outlined below:

- Croydon - required to maintain supply/demand balance
- Kingston –to support operational resilience
- St Ives – to support operational resilience

Delivery of these schemes has been delayed and adjustments made to the WRMP supply figures used in the tables accordingly. This is a reduction of 3.8 Ml/d to deployable output. We are expecting all three schemes to be delivered with water into supply by the end of 2026.

Recommendations following the draft WRMP24 plan was to consider fast tracking a supply option featured plater in the planning period for earlier delivery in AMP8. This would provide resilience against any increased rate of growth in AMP8 that may risk other abstractions potentially increasing and associated the environmental deterioration risk. Ofwat have supported this in our business plan and this supply option has been included in our final WRMP24. It is closely associated with the St Ives supply option as it will use combined treatment works.

Croydon is currently in progress and is expected to be completed by February 2026 and will deliver circa 1.4 Ml/d under 1:500, and an annual average of 1.01 Ml/d from 2030 following licence cap for preventing deterioration. The scheme has been delayed due to alternative design requirements and investment following survey of the existing assets. Procurement for the design and construction in underway.

We are currently undertaking detailed feasibility studies at Kingston, alongside an adaptive plan to deliver the same volume with alternative options should this option is no longer be viable or has a disproportionate cost. These will include a review of demand management options, and supply options. Should the option be found to be feasible, design and procurement will commence later in 2025, with completion and water into supply expected in March 2026 with a benefit of 0.9 Ml/d.

Progress with St Ives has been delayed whilst we seek to fully understand the water quality issues, as well as understand the revised design requirements to incorporate the addition of the Fenstanton option. Nonetheless, we expect the programme for design and procurement to be met in 2025, with water into supply expected in July-August 2026. In combination these will provide a supply benefit of 1.9 Ml/d under average conditions.

To compensate for these delays, we have increased our spend on both leakage and household water efficiency activities to deliver the required benefits. We have discussed these demand-side options in Section 4 above.

5.3 Supply-demand balance

We have a positive outturn supply demand balance for 2024/25 of 2.7 Ml/d compared to the forecast of 2.7 Ml/d for a dry year (WRMP19 figure for 2024/25 used), this aligns with expected forecast figures. This is following revised methodologies for the representation of outage in the supply demand balance calculation.

The DYAA adjusted supply demand balance is reported as a small negative, reflecting some continued long-term outages due to water quality challenges. We have resolved some of these going into 2025 and expect that all will be returned to service by the end of the year, resulting in a positive supply demand balance for DYAA.

6. Forward look

2024/25 has seen us deliver strong performance in key areas such as household consumption and leakage. Our outturn position is favourable against the WRMP24 forecast. Weather effects on supply and demand through the year were unremarkable, however the overall below average rainfall may have an impact on 2025/26 water resources position.

We continue to focus on asset availability and outages, supported by investments recognised in our AMP8 business plan. Whilst we carried some of the impact of high rainfall on raw water quality – particularly nitrates – from the previous year into 2024/25 we have been working to resolve these, and have made good progress, with the expectation that in most cases solutions will be in place during 2025. Despite these challenges we have ensured that customers have a secure supply of high-quality water, provided in an environmentally sustainable way.

Ensuring full availability of all abstraction sources is a priority so that we can continue to meet the peak summer demands seen in recent years when these occur, and to be able to abstract from locations to minimise any environmental impact. With the second part of 2024/25 seeing below average rainfall, albeit with water resources in a good position, we may see dry weather challenges for both supply and demand into 2025/26. We will be reviewing and updating our drought plan during 2025, and will incorporate updates from this process as necessary whilst following our existing plan in the event of dry weather.

As we enter a new planning period with WRMP24 we have already recognised several challenges. The growth agenda in our area has been elevated with government support and whilst our plans are based on existing growth forecasts, we are working closely with many stakeholder groups to ensure we can support growth without risk to customer supplies. This includes the Water Scarcity Group, local authorities, Water Resources East, MHCLG and local stakeholders. Our WRMP24 options support this and we expect to develop further options to support growth once figures are finalised. The options proposed in our WRMP24 for demand management, such as potential restrictions on large non-household connections, universal metering and enhanced water efficiency alongside our leakage reductions will stop overall demand from increasing despite the growth in new connections. Two major supply side options in our plan, Grafham transfer and Fens reservoir will enable us to reduce our abstractions from the chalk aquifer and remove any risk of deterioration. Whilst a big step forward in ensuring environmentally sustainable abstractions, these will create challenges in our operations due to the requirements to change how we move water around our networks, and the differences in water sources requiring treatment or blending to ensure no customer impact.

We will continue to work with all sectors in the region and with groups like Water Resources East (WRE) to ensure abstraction is sustainable and meets the needs of water users and the environment in the east of England. We continue working with Anglian Water to develop our future preferred supply schemes of the Grafham Transfer and the Fens Reservoir.