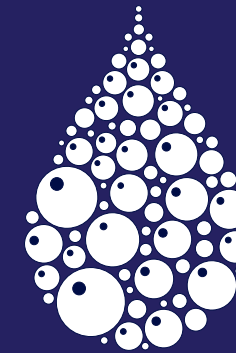
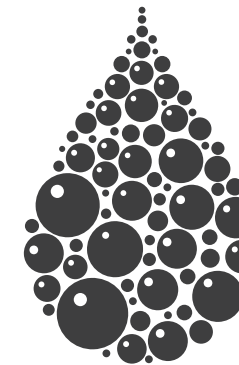


# WaterWise

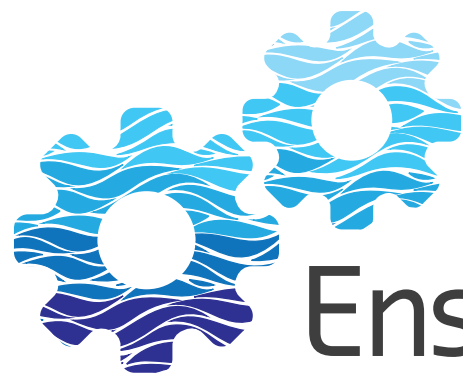
Your opinion matters. Together  
we'll build a sustainable future.



# WaterWise

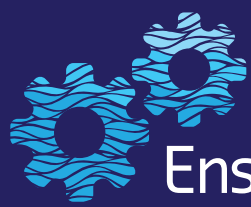


# WaterWise

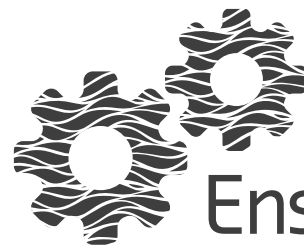


# Ensuring Water Works

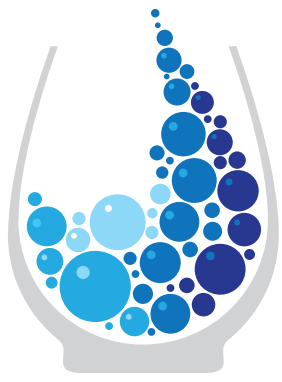
Your opinion matters. Together  
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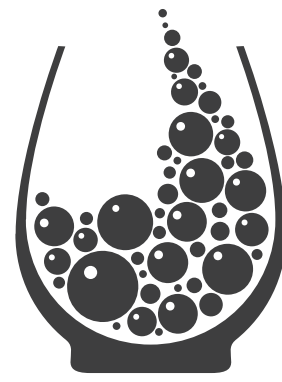
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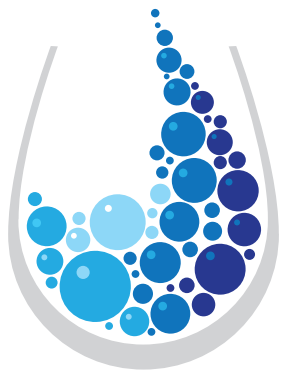
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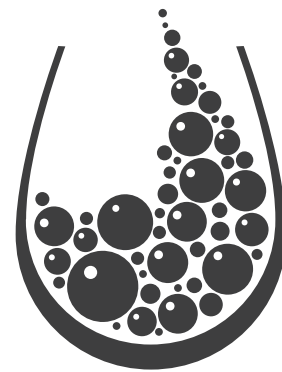
**WATERWISE**



**WATERWISE**



**GET  
WATERWISE**



**GET  
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WaterWise



# Why we're getting WaterWise



# Headline highlighting how this campaign works

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# 65 million



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# 1,250,000


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# Why we're getting WaterWise



Ensuring Water Works





## Headline highlighting how this campaign works

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**Your opinion matters.  
Together we'll build a  
sustainable future.**

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**1,250,000**  
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# Why we're getting WaterWise

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WaterWise



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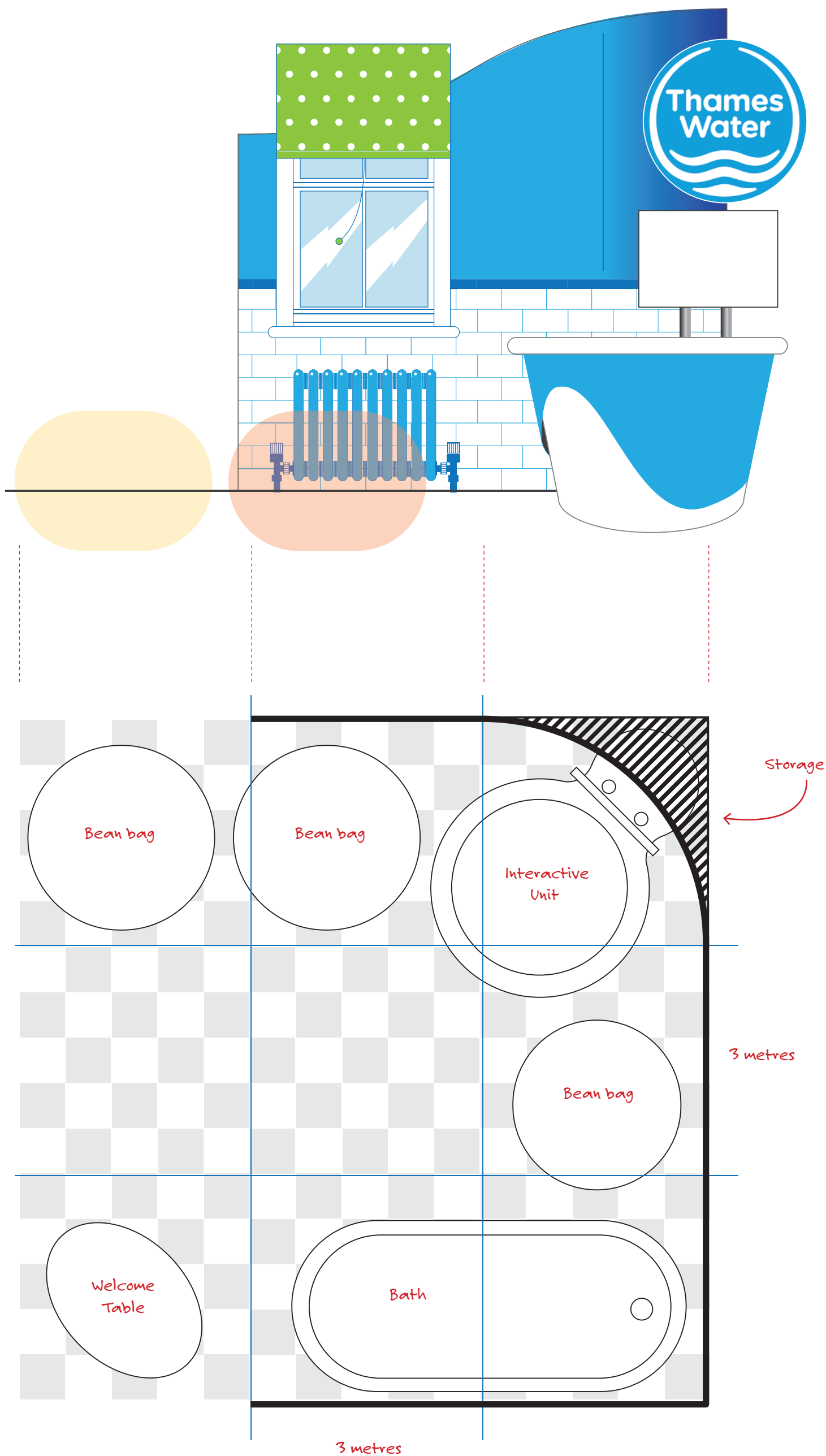
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↑	🚿	Waiting facilities	
↑	🗺	Travel & tourist centre	
↑	🚌	Bus station	
↑	🚇	Underground	Travel & tourist centre
↑	🚶	Way out	Travel & tourist centre
By Platform 10	🚲	Cycle store	→
By Platform 10	🛋	First Class lounge	→
By Platform 10	🧳	Left luggage	→
By Platform 10	🚖	Taxis	→
By Platform 10	🎫	Express tickets	→

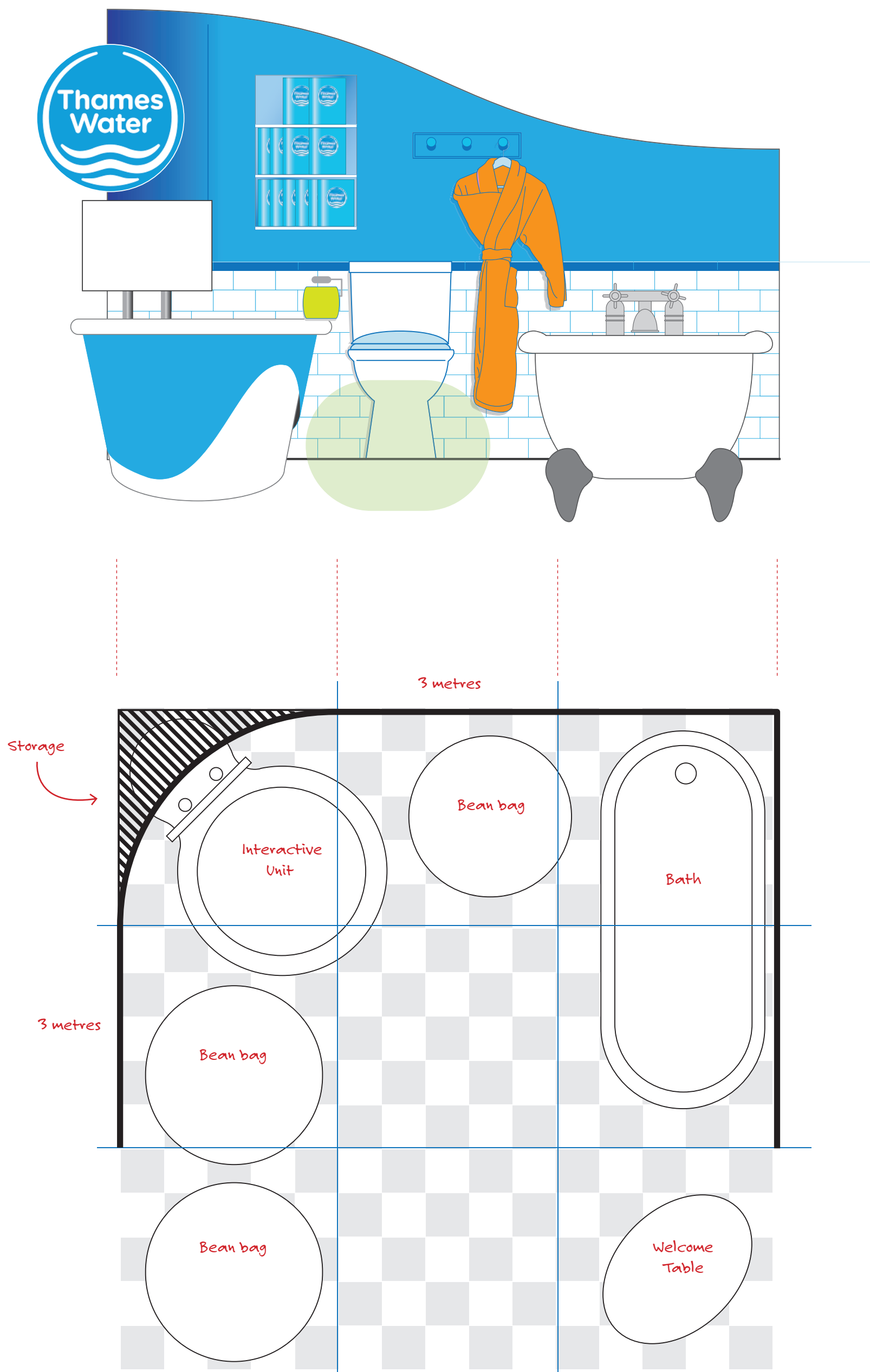


Option 1

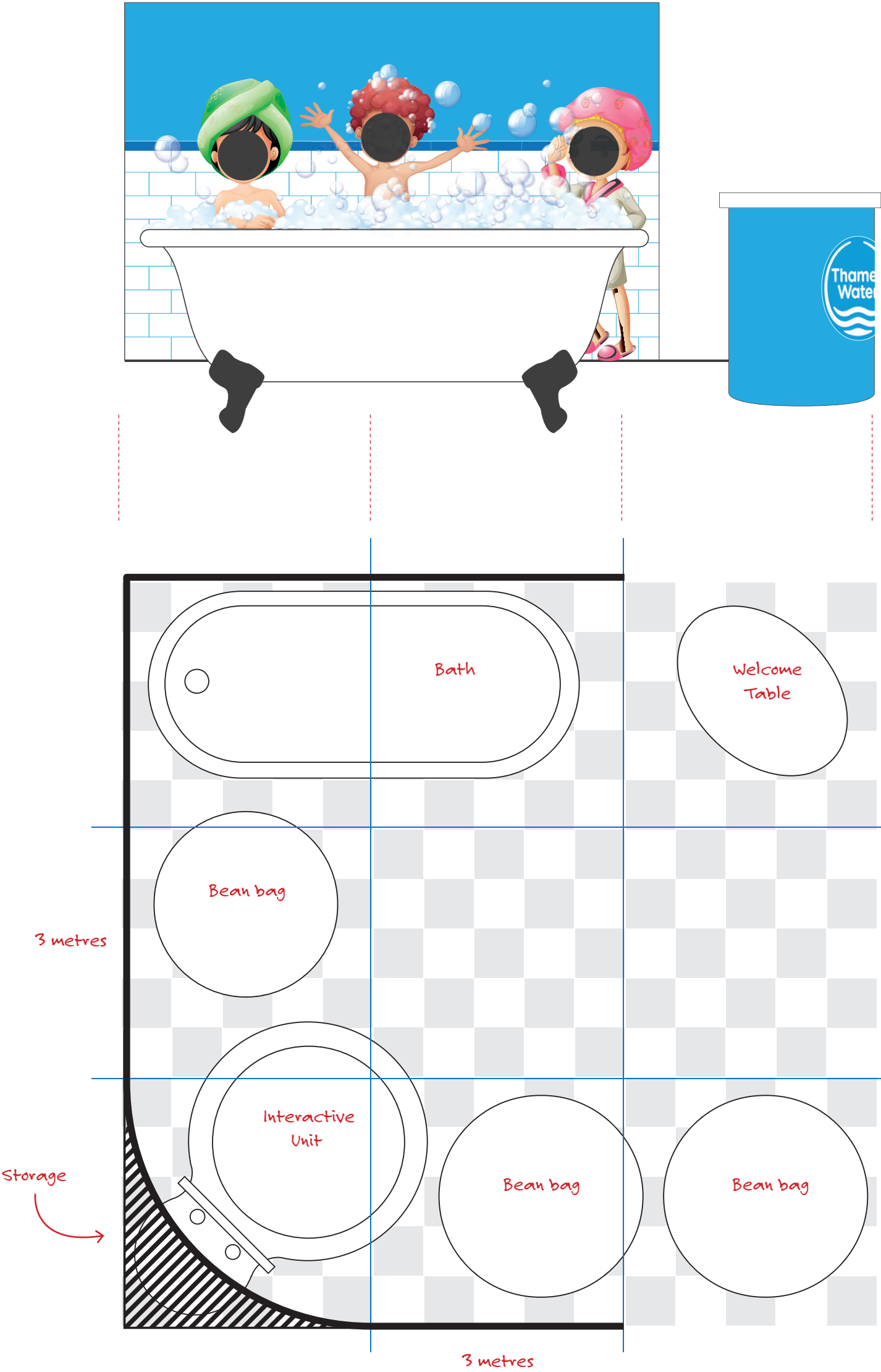




Option 1



Option 1





## Option 1



Option 1

### Our five priorities

These are our promises to our customers. They set out how we'll deliver our services, and describe what you can expect when you deal with us. We'll measure them, so you can always judge how we're doing. We Will...

Take a closer look

1. Provide an effortless customer experience  
This means, for example...

- Treating you as an individual
- Letting you contact us in the way you prefer
- Doing what we say we will

2. Deliver a safe and dependable water service  
This means, for example...

- Providing a constant supply of water which is safe to drink
- Fixing leaks quickly
- Keeping our pipes and treatment works working properly

3. Deliver a safe and dependable wastewater service  
This means, for example...

- Keeping our sewers and treatment works operating well
- Protecting the environment by avoiding pollution
- Reducing the risk of flooding from sewers

4. Plan for the future  
This means, for example...

- Helping you to use water efficiently and prevent sewer blockages
- Increasing the amount of available water by sourcing it from new places
- Using innovative technology to produce more renewable energy

5. Be a responsible company  
This means, for example...

- Providing an affordable service that gives value for money
- Being a good neighbour by reducing noise, traffic, disruption and odours
- Protecting and improving the environment



### Can we pick your brains?

Last autumn, you told us what you thought of our early ideas for improving our services. This helped us understand what's important to you, and what it's like to be a Thames Water customer.

We used this information to decide what our five priorities should be for the next 25 years.

We're now ready to put our plan of action together, and we'd love to sound you out again – this time on the finer details of what we aim to do.

So we're inviting you to tell us whether we're making the right choices, what impact our ideas will have on you and your community – and also what we might have missed.



### We'd welcome your feedback

To keep our promises we need to take action in three areas: our relationship with you, the water we supply to you, and the water and waste we take away. We've set out our ideas, and we want to know what you think.

A

B

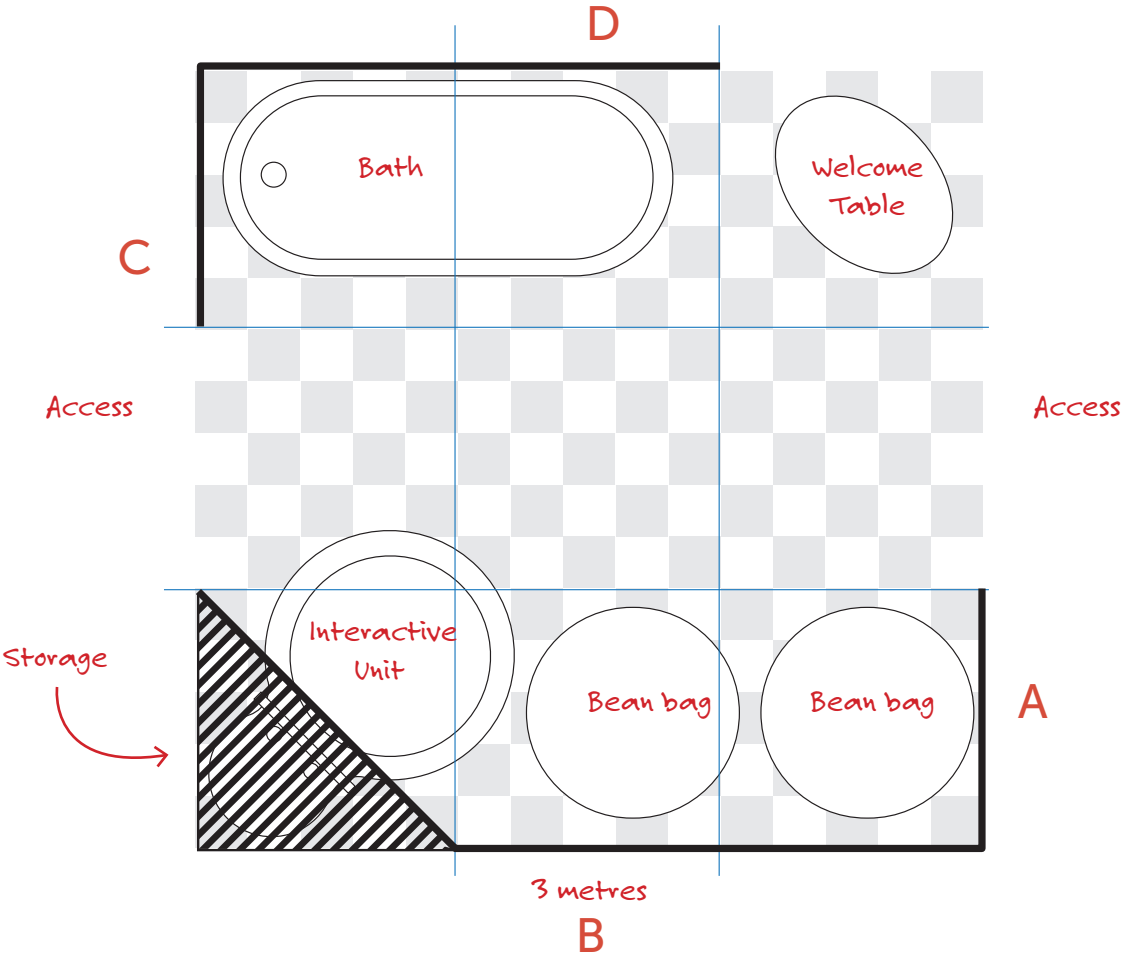
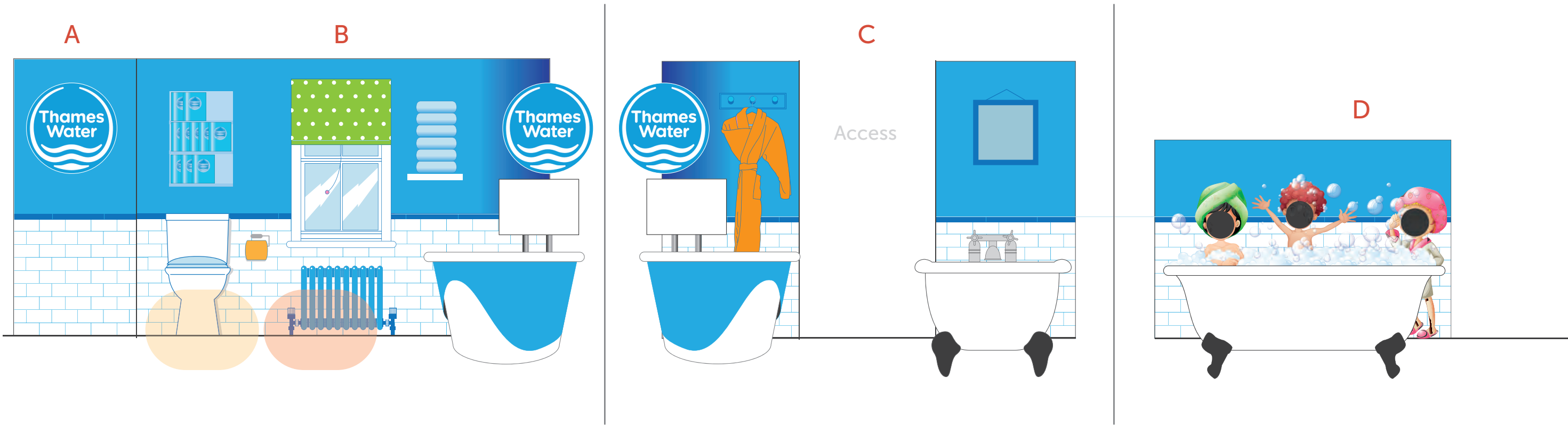
C



The Red Bridge Consultancy



Option 2



Option 2

### Our five priorities

These are our promises to our customers. They set out how we'll deliver our services, and describe what you can expect when you deal with us. We'll measure them, so you can always judge how we're doing. We Will...

Take a closer look

1. Provide an effortless customer experience

This means, for example...

- Treating you as an individual
- Letting you contact us in the way you prefer
- Doing what we say we will

2. Deliver a safe and dependable water service

This means, for example...

- Providing a constant supply of water which is safe to drink
- Fixing leaks quickly
- Keeping our pipes and treatment works working properly

3. Deliver a safe and dependable wastewater service

This means, for example...

- Keeping our sewers and treatment works operating well
- Protecting the environment by avoiding pollution
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4. Plan for the future

This means, for example...

- Helping you to use water efficiently and prevent sewer blockages
- Increasing the amount of available water by sourcing it from new places
- Using innovative technology to produce more renewable energy

5. Be a responsible company

This means, for example...

- Providing an affordable service that gives value for money
- Being a good neighbour by reducing noise, traffic, disruption and odours
- Protecting and improving the environment

Access

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We'd welcome your feedback

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### Be a part of our future

A

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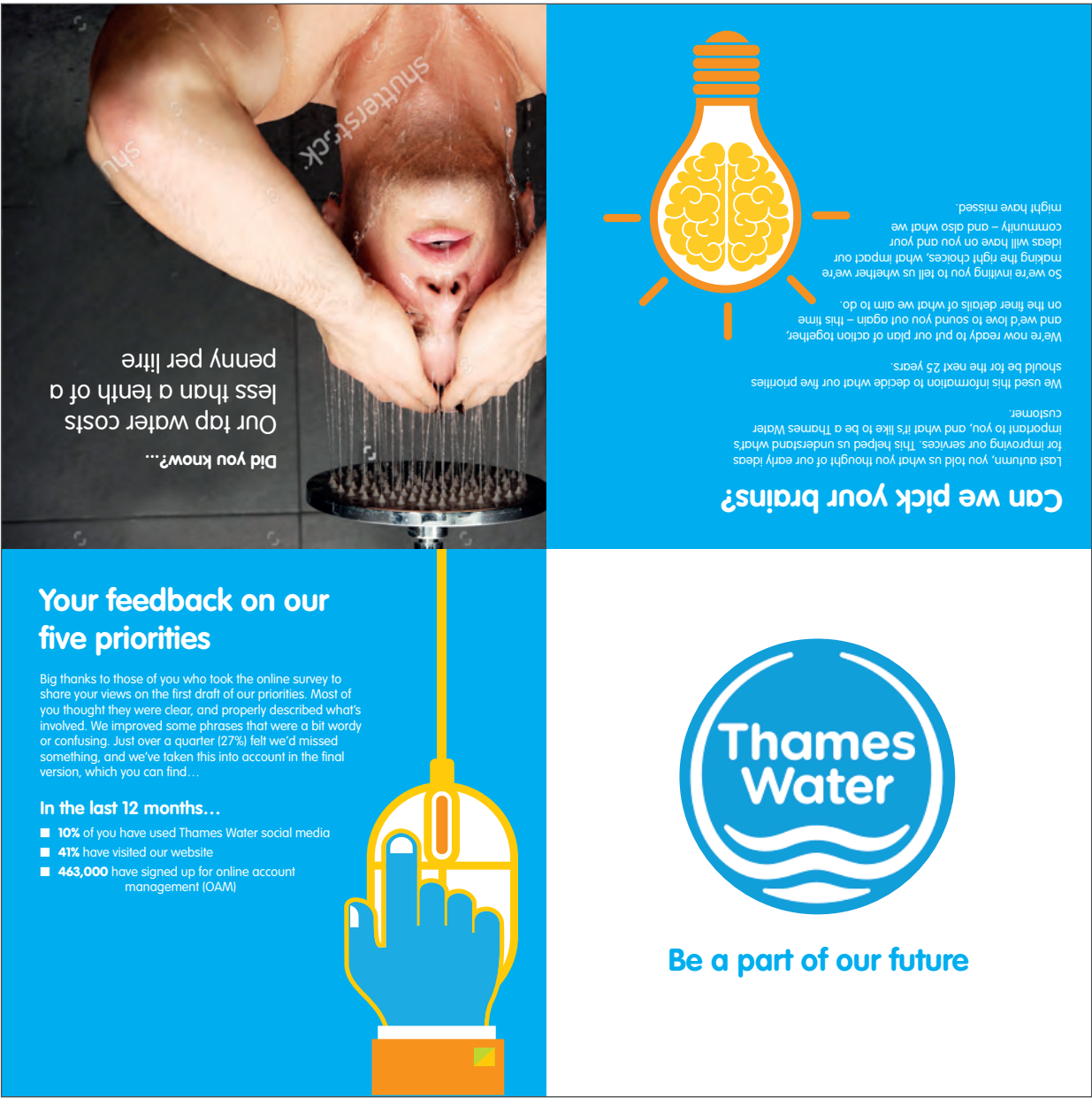
The Red Bridge Consultancy





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Back cover

Front cover



Inside