



Willingness to pay

Customers are prepared to select improved levels of service if they were judged to offer 'value for money'.



SuDS solutions are preferred to hard engineering solutions such as sewer and storage construction.

Participants also supportive of AW working in partnership, and learning from other regions and countries in tackling these issues.

Willingness to pay

Limited understanding of SuDS initiatives.



Viewed as having limited application in practice and not effective in achieving widespread reductions in flood risk.

Participants felt that the cost should not just be borne by Anglian Water, but also be others such as flood and highways authorities.



Outcomes and ODIs



- Outputs Outcomes
- Some outcomes include:

Outcome	Example		
Satisfied customers	Reduced flooded properties, all causes of flooding, includes severe weather events & transferred assets		
Fair charges	Value for money		
Flourishing environment	Bathing waters = excellent		
Caring for communities	Community perception, better places to live		
Investing for tomorrow	Delivering infrastructure improvements		

 Outcome Delivery Incentives (ODIs) with £ or reputational incentives

Our ODIs

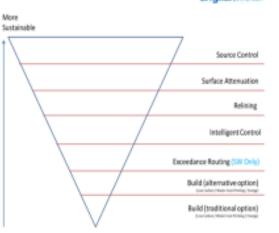


- Sewer Flooding:
 - Internal and External
 - Purpose to reduce the number of properties flooded from sewers
- Deliver sustainable solutions e.g. SuDS
- Numbers include:
 - All causes (overloaded and other causes)
 - Includes severe weather events and transferred assets

Sustainable solutions ODI



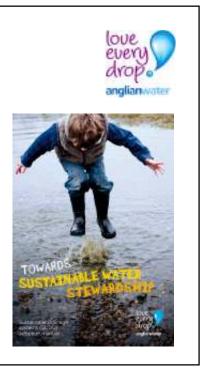
- Percentage of sewerage capacity schemes incorporating sustainable solutions e.g. SuDS
- Target = 25%





New build SuDS

- Continue to offer adoption of SuDS
- Certain challenges currently exist
- Working through these at present
 - Method of adoption
 - H&S
 - Liability



Overview 1. Developing an ODI 2. Identifying opportunities 3. Some examples



Increased flexibility

love every drop

- External flooding (WTP)
- Return periods (1:30 vs 1:100+CC)
- Deferring/avoiding investment
- Additional drivers (i.e. properties not reported to AW, but reported to LLFAs)



Sewerage schemes



	Total number of schemes	Potential for sustainable solutions	25% of each business case
Sewer flooding	75	10	19
Partnership funding	45	28	11
Sewage Treatment Works (supply demand)	38	3	10
Sewerage projects	34	13	9
Coastal waters	6	2	2
	198	56	50

Working together



- Integral member of 21 flood risk partnerships
- LLFA Partnerships
 - Strategy groups
 - Operational/mgt groups
 - Local groups
 - T&F groups
- Parishes/Flood Forums
 - Support across the region

- RFCCs (3 in AW region)
 - Main committee
 - Local choices/subcommittees

Overview 1. Developing an ODI 2. Identifying opportunities 3. Some examples



