



Extra care services

This deck provides a summary of our support, and future plans, for customers who need an inclusive service

It addresses non-financial vulnerability

June 2025



Our goal is to provide an inclusive service and extra support to those who need it, helping our customers live independent lives in their own homes and reduce the risk of harm as we deliver our services.

Why are we motivated to provide an inclusive service?

The population represents a growing %
of our customer base

Many of the circumstances are protected
by law

It allows our people to serve the
communities they represent

Proactively tailoring services avoids the
need for rework

These customers are valuable and
engaging them properly means they are
more likely to stay, pay and purchase
more services

Increasing Digital access tends to reduce
costs to serve

Above all, it's the right thing to do

There's a wide range of circumstances leading to vulnerability, we all know someone in one of these situations...



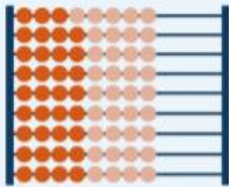
Literacy and numeracy

One in seven adults has literacy skills that are expected of a child aged 11 or below.

And...

Just under half of UK adults have a numeracy attainment age of 11 or below

(Department for Business, Innovation and Skills, 2012)



Internet

Of the **7.1m** adults in the UK that had never used the internet in May 2013, over half were disabled (**3.7m**) and nearly half were over 75 years of age (**3.1m**).

(Department for Business, Innovation and Skills, 2013)



42% of over 75s are digitally excluded

Cancer

Every two minutes someone in the UK is diagnosed with cancer (Cancer Research UK 2014)

02:00

2.5 million currently living with cancer



Disability

16% of working age adults have a disability (Family Resources Survey, 2011/12).

Includes 1.2 million wheelchair users



Old age

Over 1.4m people in the UK are aged 85 or over. The number of people over 85 in the UK is predicted to double in the next 20 years and nearly treble in the next 30 years (Age UK, 2013)



Savings

Almost half of adults do not have enough savings to cover an unexpected bill of **£300** (Money Advice)

Mental illness

In any given year, one in four adults experiences at least one mental disorder (NHS, 2007)



38% of people are not coping well with the Covid-19 pandemic – up from 27% in its early days

Living with dementia



There are 800,000 people in the UK living with varying degrees of dementia, and this is expected to double over the next 40 years



Dementia affects 1 person in 6 over 80 (Age UK, 2013)

Other examples include:

- **11 million** with a hearing impairment,
- **2 million** blind or partially sighted,
- **350,000** both blind and deaf,
- **1.8 million** with chronic,
- **140,000** without access to an English speaker

We design our services to be inclusive, with a Priority Service Register a key tool in allowing us to be proactive

Inclusive engagement*

- * PSR registration not required
- Phone calls supported by language translation, including BSL
- Accessible website to AA standard
- Text Relay via BT
- Video relay for BSL calls
- Our people are trained to be aware of customer circumstances to allow tailoring of conversations and service
- Doorstep password to prevent bogus callers
- Tailored engagement prior to planned work causing a supply interruption

Priority Services Register propositions**

- ** PSR registration required
- Braille / large print literature
- Printed literature on coloured backgrounds
- Talking bill – We will call a customer and explain their bill
- Regular check in on situation – two yearly proactive letters
- Assessment of reasonable adjustment requests
- Water outage – proactive contact, support from Thames Water Reps and alternative water delivery for those that need it
- Water and Waste services – prioritised response
- Priority phone line, get to the front of the queue, direct to a colleague
- Complaints prioritised in the queue
- Checking that you are able to have someone else present when we need to visit

Affordability support

- This is not covered in this document, but you can find out about the wide range of [affordability support](#) propositions we have on our website

You can find out about the support we offer and register on our PSR on our [website](#)

Thames Water's Priority Services are aimed at supporting customers with these circumstances:



Have a family with young children under 5



Have restricted mobility or a physical disability



Be living with a mental health condition, dementia or cognitive impairment



Be hard of hearing, deaf or Deaf



Need a constant water supply for a medical condition or medical equipment (dialysis, critically ill or skin condition)



Be in need of further communication support such as BSL, foreign language, speech impairment or dyslexia



Be entitled to a pension



Have a chronic or serious illness



Be registered blind or partially sighted



Be experiencing temporary life changes such as post hospital treatment

Customers in these circumstances can register on our PSR. We'll proactively register customers over 80

If water supply is interrupted for over 12 hours, we'll arrange for water to be delivered to eligible PSR customers within 24 hours of the incident commencing

		Bottled water delivered to home	Bottled water provide at local collection point
On dialysis or medically dependent on water	Will receive deliveries first	✓	
Living with a chronic / serious illness, mobility impaired, living with dementia, blind, aged over 90, recovering from hospital treatment		✓	
Partially sighted, have children under the age of five, between 80-90 years old	Will receive deliveries in over 94% of incidents	✓	✓
Communication support only			✓

- Timescales will depend on the scale of the incident, but we'll provide water as soon as possible
- Customer not on our PSR, can call us on 0800 316 9800 if support is needed. We can help if they have an injury or short-term illness preventing them from leaving the house for water. We'll do our best to deliver bottled water to them if possible

Our plans for the future

Over the next five years, to 2030, we will continue to deliver our day-to-day service in an inclusive manner, driven by our exemplary* vulnerability strategy



Maintain accreditation for inclusive service for another 5 years



Double our Priority Service Register from 600k to 1,200k

Engage 90% of PSR customers every 2 years and update 45% of data records



Grow our propositions by 30% by encouraging customers to tell us what they need, responding to feedback from our Customer Challenge Group and identifying best practice



Engage those who are **underrepresented** by analysing data and partnering with third party organisations we will build trust and overcome barriers such as language and culture to target those that are not aware of the support that would help

To understand how well we were delivering our strategy we will measure these metrics

Dimension	Target	Rational
Service survey score - % of PSR customers satisfied relative to non PSR customers	+/- 1% Non PSR	A PSR score > 2% lower than non PSR segment will represent inclusive service issues requiring intervention
Service survey score - Incident management	tbc	How well we responded and supported PSR customers during an incident
Bottled water deliveries	tbc	How well are we keeping our promises to deliver bottled water to customers during an incident
Claims for compensation	tbc	How well are we keep our promises to provide services
Quality of service-voice analytics	tbc	How well are we consistently delivering services
Proportion of eligible customers on PSR	20% to 36% -1.2m HHs @ 2030	Our ability to extend the reach of our PSR support
Closing the gap - Reduce difference between upper and lower levels of support reach by community	tbc	Ensure we are reaching underrepresented communities. PSR take up rate will be analysed geographically to monitor for consistency of service. Range of take up compared to modelled need by community
Support awareness survey – aware of at least one service proposition for either affordability or inclusive service	80%	Represents our efforts to allow customers to make informed choices about available support
PSR attempted / actual contact with customers on PSR > 2 years	90% / 45%	Represents our efforts to maintain accurate data
Inclusive service accreditation status	Maintain	Overall external assurance of our inclusive service approach, currently audited by external party
Number of tailored propositions (30% increase)	+7 propositions (End of AMP)	Represents our efforts to meet evolving customer needs
Alignment with best practice	100%	Represents our efforts to maintain compliance with legislation and guidance
Employee pride in service delivery for those needing extra help	80%	Our employees will only score this highly if they believe they are meeting the needs of customers.