

Annual Performance Report 2025-26

Customer Statement



Introduction

mua Water Limited is a licensed water and sewerage undertaker under the Water Industry Act 1991, operating in appointed areas across England. We operate as a NAV (New Appointment and Variation), providing an alternative to the regional incumbents for new housing and commercial developments. Our approach is to adopt completed infrastructure built by third parties and deliver services through accredited operational partners.

This statement covers the reporting period 1 April 2025 to 31 March 2026.

At the end of this period, mua Water had a total of 524 domestic drinking water connections and one non-household. Of the connected domestic properties, 238 were occupied.

Service performance and customer contact

During the reporting year:

- We responded to all account enquiries within 8 working days and 86.4% within a day. Requests for payment changes were actioned within 2 working days and 97.5% within a day.
- There were no circumstances that arose to trigger any GSS payments.
- No complaints were received.
- No flooding or service interruptions occurred
- We reported one drinking water quality event in the period that related to the detection of Nickel at our Stotfold Road development that was also associated with a compliance failure. An additional compliance failure occurred at our Castleton Works development and related to the detection of coliform bacteria.
- No developer disputes or escalations were recorded

Pricing and customer support

mua Water is committed to the "no worse off" principle. Our customers will not be charged any more than they would be under their regional incumbent water supplier as set out in our charging statements on our website.

Recognising the need for flexibility and support with bills, we offer:

- Social tariffs consistent with the incumbent's offering
- WaterSure tariff support for high-consumption households with essential needs
- Access to the Water Direct scheme for eligible customers receiving DWP benefits
- Support for customers in financial difficulty through a flexible, person-centred approach to billing and payment.

We have customers on both our Social and WaterSure Tariffs. We will continue to promote and provide an electronic application form on our website and billing portal to help attract customers eligible for such support with their bills.

Vulnerable customers

We have 29 customers registered on our Priority Services Register (PSR). This is equivalent to 12.18% which compares well to the average PR19 PSR reach of incumbents which was measured as 12.8%

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Households can register for our free support service online through our billing portal, by phone or via third-party referrals. This means that support can be provided particularly during incidents that trigger our local emergency plans commensurate with our compliance with the Security and Emergency Measures Direction.

Complaints and customer satisfaction

We received no complaints in 2025–26, which is a good endorsement of our focus to provide the best service to our customers.

Network performance

Unplanned Outages:

- There were no unplanned outages or service interruptions on our network during this period.

Leakage:

- Measuring or estimating leakage when sites remain under development is tricky – differences between bulk supply and billed consumption is the typical measure for leakage. However, unbilled consumption together with construction use, and new mains testing inflates apparent leakage losses – to provide any data about leakage at this time would offer poor value that's open to misinterpretation.
- As sites mature to completion the levels of leakage will be measured using mass balancing.
- We have asked incumbent water companies for telemetric data feeds of bulk meters to be able to measure night-time flow and monitor for change in flows.

Per Capita Consumption (PCC):

- Normalising usage by the actual number of days each property was occupied, which accounts for people moving in at different times, and extrapolating data across occupied and unbilled properties - the per-capita figure of 75 litres per day is low compared to typical UK averages of around 144 l/p/d, but it is derived directly from our measured data which we expect will normalise with time.
- We apply a 2.36 national average occupancy (people per household)
- The per household figure is 160.19 litres per day

Water quality

Within the reporting year we supplied 8.1 million litres of drinking water to consumers.

We carried out 1152 tests across 106 parameters covered by the Water Supply (Water Quality) Regulations and a further 574 tests for PFAS parameters specified in regulated guidance during 2025.

Whilst we reported one drinking water quality event it attracted a zero ERI score and was assigned a Not Significant classification. This report was for the detection of nickel in a customer kitchen tap sample collected from our Stotfold Road supply zone in November.

This followed an earlier detection of coliform bacteria in a sample collected from our Castleton Works supply zone in August.

Both detections attracted a CRI score and were shown to be likely caused by the domestic distribution system (customer tap).

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Drought management

A drought plan was submitted to Defra in February following the initial draft and public consultations; this was ultimately approved for publication in April 2026.

We participated in drought planning actions during 2020/21 without impact on customers and we remain ready to implement contingency planning should drought conditions arise in future.

Principles for customer care (Compliance with licence condition G)

Customers are at the core of what we do. Our commitment to delivering outstanding customer service is reflected in our mission and values. In complying with licence condition G, we strive to ensure:

- Our customers are well-informed
- When something does go wrong, affected customers have confidence we will put it right
- We identify, understand and meet the full diversity of customers' needs in the services and extra help we provide.

We do this through delivering six principles for customer care:

1. Communicating proactively with customers, particularly during incidents

We keep customers proactively informed. They'll receive the right information at the right time – especially during any incidents or disruptions – so they're never left wondering what's happening.

We ensure customers have access to the information they need 24/7. This includes information about charges and information about any incidents or disruptions.

We also ensure customers can reach us by phone 24 hours a day.

What we are delivering now:

- Our Customer Service team and [our website](#) are available 24/7 for customers to access information about us and our services.
- We have published [our charges on our website](#), as well as frequently asked questions about billing, water saving and reporting leaks.
- During any incidents or disruptions, we can update our website with customer-centric messaging via [our network status updates page](#).
- We've pre-drafted plans for crisis communications, drought and severe weather – all of which we'll continue to evolve as our company matures – reflecting best practice captured within [Ofwat's Improving customer service and support during incidents report](#).

What we will do by March 2027:

We will continue with all the above actions.

2. Being easy to contact

Getting in touch with us is straightforward, with clear and accessible contact details available whenever a customer needs them.

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We provide multiple channels for customers to contact us and we clearly signpost our contact details on all customer communications.

What we do now:

- We set out all our contact methods in [our code of practice](#) and on [our website](#).
- Our customers can reach us 24/7 through our call centre.
- Our customers can also access [our online billing portal](#) 24/7 to view their water bills, make a payment and submit meter readings.
- Within their online account, our water customers benefit from the ReciteMe accessibility tool. This enables them to read and understand the information within their account in the way that works best for them by including changing fonts, font sizes, site colours, site focus, add a ruler, change the language, etc.
- When writing to customers, we ensure we always include two or more contact methods so customers can choose the most appropriate way of getting in touch with us to suit their needs.

What we will do by March 2027:

We will continue with all the above actions.

3. Providing support for customers when things go wrong and help to put things right

We support customers when things go wrong and fix it.

We explain how customers can get in touch with us if they need help and how we'll put it right.

Should a customer contact us to report damage to our network, an outage, a hazard or incident, we ensure the customer is immediately contacted by one of our Operations team who will advise them of next steps.

We'll contact the customer again to provide regular updates until their issue is resolved.

What we do now:

- We report on all inbound customer enquiries, monitoring why people have called us and the nature of their enquiry.
- We share a summary of this information with our Senior Leadership team every month, so that we're all aware of our call volumes, why people are calling us and how we're continuing to maintain our 100% resolution rate.
- While we have a [published complaints procedure within our code of practice](#), we've not had a customer raise a complaint through our procedure to date.

What we will do by March 2027:

We will continue with all the above actions.

4. Learning from past experiences, sharing these with others, and demonstrating continual improvement to prevent foreseeable harm to customers

We learn, improve, and prevent problems.

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We review our own experiences (and those shared by customers and partners), act on what we learn, and continuously improve our services to avoid foreseeable issues and protect you from harm.

What we do now:

- We review our customer service performance through our monthly Board reports and monthly Senior Leadership team meetings.
- We redeveloped our website in 2025, introducing new sections and tools for customers. Within our new 'Residents' section, we have dedicated information and advice for domestic water customers.
- We've also developed new functionality to make it easier for customers to [find out whether we're their supplier](#), as well as our [network status updates postcode search tool](#) which provides details on planned and unplanned outages impact supplies.

What we will do by March 2027:

We will continue with all the above actions.

5. Understanding customer needs and providing appropriate support, particularly for customers in vulnerable circumstances and during incidents

We understand your individual needs and tailor our support.

We take the time to understand what customers need – including extra help if they are in vulnerable circumstances – and provide the right support during normal times as well as during and after incidents.

What we do now:

Through our Priority Services Register, we help vulnerable households by:

- Reading their water meter if they find it difficult
- Communicating in different formats, such as braille
- Offering translation services if English is not their first language
- Letting someone they trust manage your account
- Delivering water to their door if their supply is interrupted

What we will do by March 2027:

We will continue with all the above actions.

6. Providing support for customers who are struggling to pay and customers in debt.

We help if you're struggling with payments or in debt.

We offer practical support and options for customers who find it difficult to pay their bills, so financial worries don't add to any other challenges.

What we do now:

- We clearly display information about practical support for customers struggling to pay their bills on our website and within our bills.

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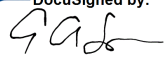
- In line with [Paying Fair guidance](#), customers can contact us by phone, by email or use contact forms if they wish.
- We can tailor our help in the form of payment plans, Social or WaterSure tariffs.
- We have a dedicated page to social and WaterSure tariffs that make use of an electronic application form.
- On our water webpage, we have the contact number and email address for our Billing team clearly displayed next to the headline 'Need help with your bills'?
- The information about help with bills is easy to find on our webpage.
- Within our bills, we include information about financial support for households struggling to pay their bills.

What we will do by March 2027:

We will continue with all the above actions.

Director Statement

Our customer statement provides a fair, balanced and transparent account of how customer charges have been applied to deliver our regulatory commitments, operational performance and long-term investment. The Board is satisfied that the information presented reflects our responsibility to customers and demonstrates value for money in line with Ofwat's regulatory framework.

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Gregory Addison-Smyth
Managing Director
mua Water Limited
30-Jun-26