

Building a resilient water quality strategy for the future

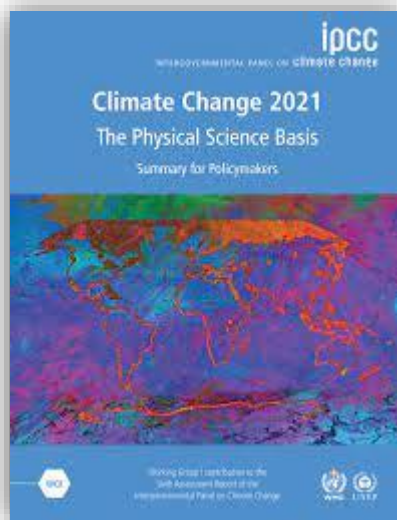
Neil Dewis

Director of water – Yorkshire Water



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How have strategies changed post pandemic?



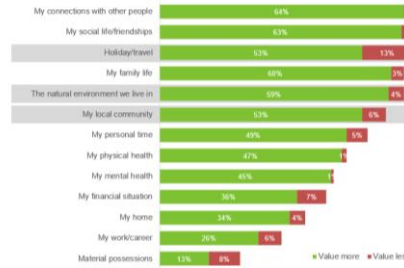
- BREXIT
- COVID 19
- Climate Emergency

How have behaviours changed post pandemic?

Whilst future outlook may have changed, in most places this is for the better, with a greater appreciation of what's important



Chart shows each factor ordered from the overall greatest impact to the least. Then, for those who have been impacted it shows the proportion who value the factor more, and those who value it less.



Holiday/travel is a key area we are likely to see behaviour change in the coming months/year as a result of lockdown. Whilst the majority of those impacted now value travel more, it's the one area that sees biggest decline in value. Ongoing travel restrictions and a fear of the unknown may cause an increase in appeal for staycations, with potential impact for water usage in the UK, particularly during summer months.



The majority of those who have changed their outlook on the natural environment and the local community now value these more, providing opportunity to increasingly engage customers in these areas going forwards.



Under 55s are more likely to place more value on their financial situation now.

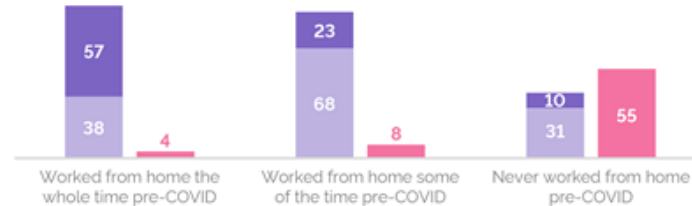


18 Q1: Would you say you place more or less value on each of the following areas now? (Robust on overall sample: 140)

Four in ten people who never worked from home before COVID-19 now say they want to be able to do so once the crisis is over

% of workers in each group who were working prior to the coronavirus crisis and who also expect to still be in the workforce once the crisis is over.

After COVID want to be ■ the whole time ■ some of the time ■ never working from home...



YouGov

2-6 September 2020

- Consumers behaviour has changed
- Colleagues requirements have changed
- Action on climate is required



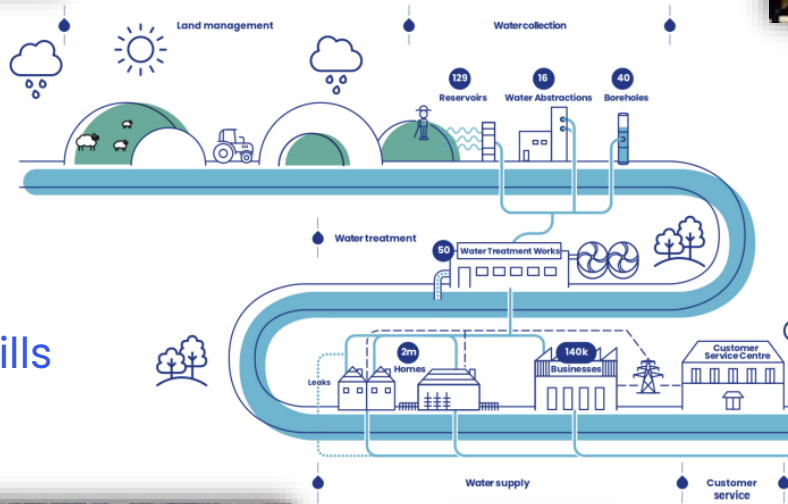
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Source to tap risk assessment



- Environment Bill

- Supply chains



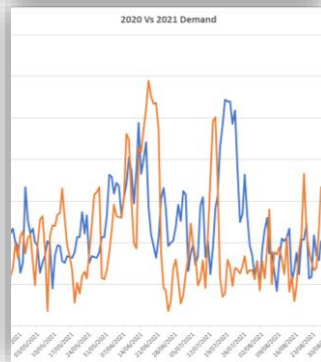
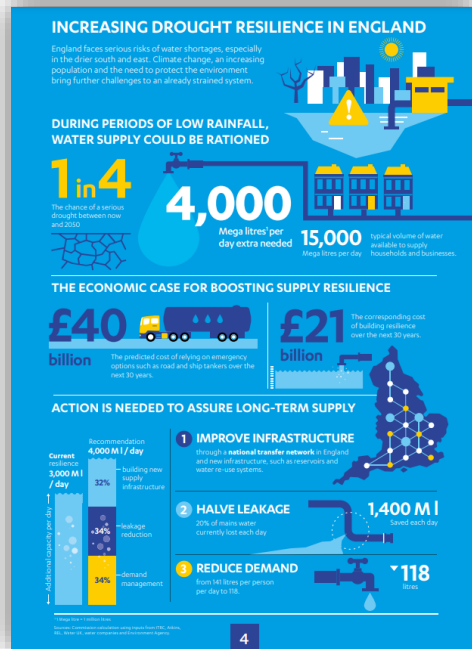
- Key skills



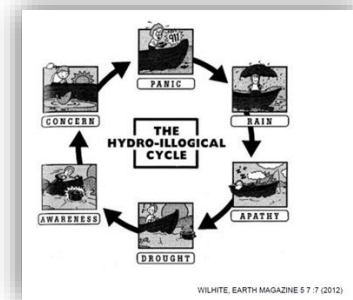
- Consumers



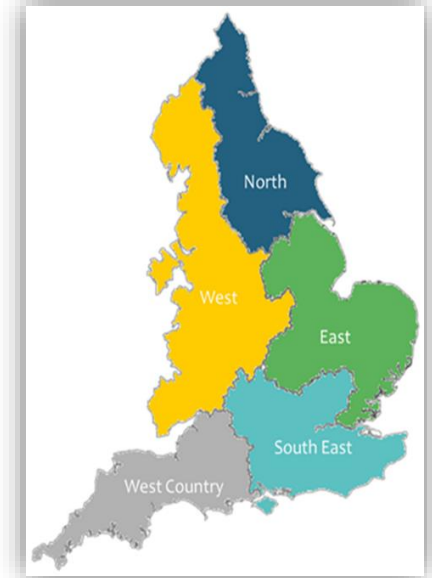
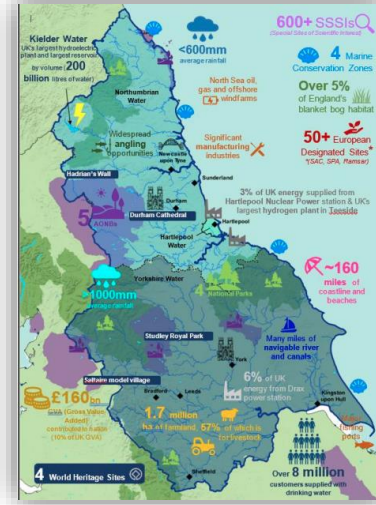
Managing changing supply and demand requirements



- New standards and resilience
- Demand volatility
- Supply rationalisation and strategic grids



Is it time for a national grid to ensure water quality into the future?



- Regional water resources plans that begin with water quality supported by regulations that are clear and joined up



**Thank you for
listening**



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