

# WE'RE HERE TO HELP

Extra help when you need it.



RHAGOROL O'R TAP  
WONDERFUL ON TAP

HAFREN  
DYFRDWY  
severn dee

# WELCOME

## Welcome from James, our Managing Director

### Croeso gan James, ein Rheolwr Gyfarwyddwr

We're proud to serve you—and over 100,000 households and businesses across Mid and North-East Wales.

You can count on us to be accessible, inclusive, and responsive to your needs.

We understand that everyone's circumstances are different, and life can change unexpectedly. That's why we offer a range of tailored services to support you.

- Need your bill in a different format or language? We've got you covered.
- Struggling to pay your bill? We're here to help.
- Experiencing a water supply issue? We can provide extra support.

Joining our Priority Services Register (PSR) is free and easy. It helps us understand your needs better so we can offer the right support when you need it most.

We know that asking for help—whether it's about your bill or reporting a bereavement—can feel overwhelming. That's why our Care and Assistance team is here for you. You can reach them by phone, online, or visit us in person at our Wrexham office.

We also work closely with fantastic community partners to spread the word about the support available.

Since our creation in 2018, we've made great progress—and we're committed to doing even more. If you see our Community Connector team out and about, stop for a chat. We'd love to hear how we can serve you better.




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# OUR PRIORITIES AND PROMISE

We work hard to understand what our customers' priorities are, to help us shape our future plans. Whether that's through face-to-face interactions out in our community, direct feedback via any of our customer contact channels, or the invaluable research we carry out with our customers. All of which tell us what our customers want.

**Reliable supplies** – with supply interruptions and low pressure events kept to a minimum.

**Help when needed** – in emergencies, after incidents or when struggling financially.

**Be convenient and easy to talk to** – deliver a high-quality customer experience and be available when needed.

By recognising the needs and priorities of our customers this means we can:

**Provide services that meet our customers' needs.** Our Priority Services Register allows us to tailor our support to customers' situations and needs.

**Support our customers now and in the future.** Through financial assistance schemes and smart metering to make bills more affordable.

**Be easy to talk to.** Our dedicated Customer Solutions team in Wrexham has a wide range of tools and skills, which allows us to provide the extra help that may be needed at times.

**Make it easy to access support.** We proactively try to identify customers that may need some extra support by working with external partners and charities across our region so we can raise awareness of our services and schemes.

**Give more broad support for our communities.** We invest in the communities we serve to create opportunities for employment and provide life skills training to boost incomes.

**Offer affordable and fair bills.** Our customers benefit from the lowest bill in Wales (and one of the lowest in England) and we continually strive to tackle water poverty through offering generous levels of support to those most in need (up to 70% off the average bill).

# CUSTOMER AND STAKEHOLDER INPUT

Since our launch, we've made significant progress in improving the experience our customers have with us.

Two key drivers of this improvement have been:

- Our role in the community, which gives us valuable insights through face-to-face conversations with customers.
- Our internal data, which helps us continuously refine and enhance our services.

Together, these have shaped our new Vulnerable Customer Strategy.

Over the past three years, we've carried out an extensive programme of customer research—including with vulnerable customers—to better understand how our support is perceived. We've also engaged with stakeholders and customers to ensure our new strategy reflects their needs and expectations.

Here's a snapshot of what our customers have told us—and what we've delivered so far:



# SUMMARY OF RESEARCH

We have learned a lot from our customers in the first five years of Hafren Dyfrdwy, and we have worked hard to make changes based on

feedback from our customers and partner organizations. Here are some of the key changes we have made from 2020 to 2025.

What Our Customer Told Us		What We've Delivered to Date
<b>Quick and simple access to support</b>		<ul style="list-style-type: none"> <li>Introduced a free phone number for our Care and Assistance Team, making it easier for customers to reach us.</li> <li>Launched our Trained Approver programme, enabling trusted partners to assess customers' eligibility for support schemes, thus reducing barriers to access.</li> <li>Relocated front office contact channels in-house to our local office in Wrexham, ensuring better control and customer service.</li> <li>Simplified the income evidence requirement for our social tariff from three months to one month, making it easier for customers to qualify.</li> <li>Implemented an auto-enrol process for care leavers in collaboration with local authorities, ensuring they receive the support they need.</li> <li>Developed the Here to Help Hub, an intuitive online platform where customers can access all our support services in one place.</li> <li>Introduced the 'Better Off Calculator' in partnership with Policy in Practice, providing a comprehensive assessment tool for customers to understand their financial situation and available support.</li> </ul>
<b>Invest in communities</b>		<ul style="list-style-type: none"> <li>Awarded over £200,000 to 26 organizations for projects and core funding, directly and indirectly supporting an estimated 28,000 customers.</li> <li>Partnered with Careers Wales in Wrexham to offer employability and career guidance in schools, helping students prepare for the future.</li> <li>Brought our education programs in-house to better tailor them to the needs of our Welsh audiences, ensuring relevance and impact.</li> </ul>
<b>The support we offer is valued. However, ensuring customers are aware of the support available is key.</b>		<ul style="list-style-type: none"> <li>Introduced incident text messages to inform customers who have been without supply after an incident, gather feedback, and promote Priority Services.</li> </ul>
<b>Offer and promote non-digital contact channels</b>		<ul style="list-style-type: none"> <li>Distributed information cards in prescription bags in rural areas to ensure customers are aware of available support, even if they do not use digital channels.</li> </ul>
<b>Face-to-face interaction</b>		<ul style="list-style-type: none"> <li>Launched our community vehicle 'Dilys,' which travels to rural and digitally excluded areas, providing face-to-face support and information to customers.</li> </ul>
<b>Build relationships with our Welsh communities</b>		<ul style="list-style-type: none"> <li>Hired three new Welsh-speaking agents in our customer-facing team to better serve our Welsh-speaking customers and build stronger community ties.</li> </ul>

Customer	Details	What We've Delivered to Date
	<b>Regional differences</b>	<ul style="list-style-type: none"> <li>Recognized and addressed the unique needs of different regions to ensure tailored support.</li> </ul>
	<b>There is a strong and growing link between mental health and finances.</b>	<ul style="list-style-type: none"> <li>Tailored proactive contacts to promote support, such as sending text messages to customers with registered mental health conditions instead of calling them, to reduce stress and improve communication.</li> </ul>
<b>Data</b>	<b>We have an aging population with an increase in chronic illness in both the older and younger population.</b>	<ul style="list-style-type: none"> <li>Established close partnerships with Age UK and Age Cymru to provide targeted support.</li> <li>Auto-enrolled customers of pensionable age onto Priority Services to ensure they receive necessary support.</li> <li>Introduced an auto-renew process for customers of pensionable age benefiting from our Social Tariff, allowing them to simply confirm their circumstances haven't changed instead of reapplying.</li> </ul>
	<b>Increased number of customers needing support due to a mental health condition.</b>	<ul style="list-style-type: none"> <li>Formed partnerships with Mind and local mental health charities to provide specialized support.</li> <li>Introduced a counselling referral service in collaboration with PontHafren, a local charity, to assist customers needing mental health support.</li> </ul>
	<b>Promote support in short, easy-to-read formats with more visual representation.</b>	<ul style="list-style-type: none"> <li>Conducted customer research to improve our strategy document and the new Here to Help Hub, ensuring information is accessible and easy to understand.</li> </ul>
	<b>Increasing population of customers with sight and hearing impairments, especially in Powys.</b>	<ul style="list-style-type: none"> <li>Partnered with RNID and RNIB to raise awareness of the support we offer and ensure it is accessible to customers with sight and hearing impairments.</li> </ul>

# OUR PLAN TO RAISE AWARENESS

Raising awareness of the support we offer is a pivotal part of our plan now and in the future. We will be focusing on four work streams, as shown in the visual below, to help us achieve our target of 65% and deliver on our customer promises.

## Our plan for the community

We believe that the best way to work with communities is to be a part of them. We have a dedicated team of Community Connectors whose role is to engage with organisations and communities across our region, increasing awareness of the support we offer. We will be expanding our team of Community Connectors by employing a Welsh-speaking Connector, so we can continue to focus our hyper-local approach overall and improve our offering to Welsh-speaking communities.

## Our plan for partnerships

We will build on our existing list of trusted partners, adding in new strategically-aligned organisations that underscore our commitment to supporting customers in ways that deliver direct, meaningful value.

We will work alongside organisations that specialise in certain areas, such as supporting our aging population and visually impaired customers, like Age Cymru, RNID, and RNIB. In doing this we will aim to address key barriers ensuring people can easily access essential services and resources through their preferred contact channels.

These partnerships will give us access to expert knowledge and help us gain valuable insights into customers' specific needs, so we can tailor the messaging and channels around the support we offer. This could include helping digitally excluded customers with the skills they need to use our online services, or continuing to raise awareness through more traditional contact channels, such as local community groups, doctors' surgeries and trusted partners. In all cases, we want the support we provide to be impactful, measurable, and sustainable, creating a lasting positive difference for customers and stakeholders alike.

## Our plan for data

There is more we can do to identify customers who might need help, let them know what's available and how it could help them. We'll use the detailed information we have on our customers, with strong and engaging communications to make more people aware.

Our new billing system Kraken, which we're introducing in 2025, will support this, giving us a single customer view. This means we can tailor communications for each customer group, giving them their own journey and using messages that will be relevant to them.

For example, we could do this to help resolve a current issue where in certain area we know the potential for water poverty is higher, while reach of PSR and support schemes is relatively low. Using geographic and socio-economic information, overlaid with customer preference data, we can build a targeted campaign that increases take-up of PSR and applications to our Here2Help scheme.

By using data like this we can make our communications more effective while strengthening relationships with customers. We can more easily group customers based on internal factors like water usage patterns alongside other characteristics. This could help us identify customers more likely to need help or qualify for specific schemes. When we're creating communications, we can then customise them with clear and simple messages using the customer's preferred channels.

Building on this, we can make proactive contact through our Community Connectors and trusted partners, alongside a further-developed Here2Help Hub, to make sure we get full coverage. Not only will we be raising awareness of support available, but we'll also seek to build trust and engagement, demonstrating the genuine care we have for customers' well-being.

We've shown how this can work in passporting or auto-enrolling to our Here2Help social tariff. Identifying some 500 non-paying customers where we've already attempted recovery, we used credit and demographic data to directly 'passport' them to the tariff. At the same time as reducing their financial burden, we also saw improved engagement from affected customers.

As our Kraken system comes on-stream we'll look for further opportunities like these to raise awareness and make sure customers get the help they need and the service they deserve.

## Our plan for people

Our partnership relationships are an excellent source of expert advice and knowledge that will help us shape future plans. We will make the most of this in training our own in-house teams so they can better support the specific vulnerabilities of our customers. Having staff with these improved skills can only further strengthen the service we offer.

At the same time, we will expand our list of Trainer Approvers, helping our partner organisations improve their own offering by being better able to identify clients who need support and sign them up for support from us.

# OUR NEW PRIORITIES AND PROMISE TO DELIVER FOR OUR CUSTOMERS

When we began developing our Vulnerable Customer Strategy, we focused on understanding what really matters to our customers. This helped us shape our **Customer Promises**—clear commitments that reflect your needs and expectations.

We've now refined these promises to guide our future plans, define how we'll measure progress, and ensure we hold ourselves accountable.

Below are our short-, medium-, and long-term commitments to delivering meaningful support:

## Provide Services That Meet Customer Needs.

We'll continue to ensure our Extra Care support aligns with customer needs and follows the 'Service for All' guidance.

## Make It Easy to Access Support.

We'll raise awareness of the support available by expanding our network of trusted partners and finding new, innovative ways to make help easier to access.

## Support Customers Now and in the Future.

We'll embrace innovation to offer schemes and services that support our customers today—and contribute to the goals of the Well-being of Future Generations (Wales) Act for years to come.

## Be Easy to Talk To

We'll make it simple for customers to reach us by offering a wide range of contact options, while ensuring our service is inclusive and accessible across all channels.

## Broaden Support in Our Communities.

We'll grow our community and societal support strategy—not just helping with bills, but also addressing wider challenges like unemployment.

## Offer Affordable and Fair Bills.

We'll continue working to tackle water poverty across our region, while maintaining one of the lowest average bills in England and Wales.

# STAYING ON TRACK

To ensure we stay on track and deliver on our promises to customers, we've put strong measures in place.

Alongside the launch of our Extra Care Advisory Panel, we'll maintain regular contact with the Consumer Council for

Water. This ongoing collaboration will help us monitor progress against our targets and ensure we meet our commitments.

For a detailed overview of our full strategy and commitments, [please click here].



# CONTACTS



## Bills and payments

You can register to manage your account online if you are not already signed up. All you need is your Hafren Dyfrdwy account number.

[hdwater.co.uk/login](http://hdwater.co.uk/login)



## Connect with our team

Contact our team through WhatsApp.



## Bills, payments, and water meters telephone

**0330 678 0679 Monday to Friday: 9am to 5pm**

We have a textphone service to help our customers who are deaf or hard-of-hearing, and the number is **0800 328 1155**.



This publication is also available in Welsh and alternative formats, including large print and Braille. You are welcome to contact us in Welsh. We will respond in Welsh, without delay.



## Water and waste services telephone

**0800 085 8033.** Emergencies and supply issues. Available 24 hours a day, 7 days a week.



## Emailing us

[Customer.care@hdcymru.co.uk](mailto:Customer.care@hdcymru.co.uk)



## Writing to us

Hafren Dyfrdwy, PO Box 507, Darlington, DL1 9XF



## Numbers we use when we call you back

If you have tried to call us and you're waiting in a queue, you might choose to arrange for us to call you back. If you do, we will ring you from a number starting with **02477**.

# HAFREN DYFRDWY

## VULNERABILITY STRATEGY

How we're supporting customers  
who need extra help.



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**RHAGOROL O'R TAP**  
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