

# AffinityWater

## Non-Household (NHH) Water Efficiency and Business Demand Engagement Policy



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As wholesalers and retailers, we have a statutory duty to promote water efficiency. Affinity Water has launched a dedicated Water Efficiency Service focused on supporting non-household (NHH) properties.

We proactively identify sites based on high water consumption, geographical location, or industry type. Selected properties are offered a free visit from our team, during which we may:

- Install water-saving devices
- Identify and repair minor internal leaks (where possible)

This service supports long-term water resource sustainability while helping businesses reduce water use and associated costs.

## Engagement Process

### Retailer Engagement Policy

To ensure a consistent and transparent approach, all communication involving Water Efficiency Services for NHH customers should be via the Business Demand Management Team at: [business.demandmanagement@affinitywater.co.uk](mailto:business.demandmanagement@affinitywater.co.uk).

### Retailer Response Time

**Before seeking Retailer approval to visit sites, Affinity Water must adhere to a strict internal Governance process to ensure compliance within the Non-Household Market.**

Retailers will be given **20 business days** to review and respond to the proposed activity.

- If no response is received within that timeframe, we will proceed with the visit.
- All feedback or objections raised by the Retailer must be treated with due consideration. This input should inform adjustments to the proposal or raised internally for review where necessary.

### Ongoing Communication and Compliance

Maintaining a strong and respectful relationship between retailers and non-household customers is essential. If you believe this process has not been followed, please contact us immediately at [business.demandmanagement@affinitywater.co.uk](mailto:business.demandmanagement@affinitywater.co.uk).