



## WATER NEUTRALITY AT NAVS SITES

# STEERING COMMITTEE

As we enter the next phase of the Water Neutrality at NAVs Sites Project, also known as Project Zero, Affinity Water are delighted to introduce the new members of our Steering Committee. The Committee has been essential for the project's governance and has played an important role in providing strategic oversight, addressing delivery challenges, and shaping the project's outcomes. Each member has valuable expertise in various field across the industry, offering insight and perspective into the project's challenges and opportunities. Their involvement is key to ensuring our project not only meets its objectives but is industry leading.

The Steering Committee guarantee the robustness, deliverability and credibility of the project, through engagement in discussions, challenging assumptions and offering constructive feedback. We meet regularly to review progress and address any emerging challenges. We are excited to collaborate with such a distinguished group of professionals and academics, whose contributions play an instrumental role in the success of the project. The Committee is currently chaired by Rebecca Froud, Director of Customer Experience at Affinity Water. Rebecca brings a wealth of leadership and experience to role, helping guide the project.

To learn more about our Steering Committee members, please read their bio's below.

For further information on the project and to stay updated with our latest news, including our newsletter, visit our website:

[affinitywater.co.uk/waterneutrality](https://affinitywater.co.uk/waterneutrality)

### The Water Neutrality Team

#### Affinity Water

September 2024

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**PROJECT  
ZERO**  
AffinityWater



**Catherine Jones**  
**Sustainability Lead, EDF Energy**

Catherine currently works at the Sustainability Lead within EDF. She has been working in the Environmental sector for 20 years but has always had a keen interest in the social aspects of sustainability as well. She has had a range of roles both as a consultant and also within industry. In her current role, net zero is discussed a lot in relation to carbon and resource management, but there is generally less focus on “net zero” in relation to water, so she is really interested in supporting this project.



**Chris Murray MBE FEI FIGEM**  
**Chair of Water Resources South East**

Chris’s expertise stems from 45 years of experience in the UK Energy sector where his remits covered Network Operations, Asset Management, Change and Stakeholder Management, Employee and Customer Engagement, Health and Safety, Gas and Electricity Transmission, Gas Distribution, Regulation and Commercial.

In addition to being a 3 time CEO, Chris has over 25 years of Non-Executive experience and is currently Chairman at Water Resources South East and Chairman of Northern Powergrid’s Independent Stakeholder panel as well as holding Trustee roles at the MS Society and the Leicestershire Hospice. Chris has held numerous previous non-executive roles including being Chairman of National Grid Gas plc, National Grid Electricity plc and National Grid Gas Holdings.

Chris was appointed to Membership of the Order of the British Empire in the 2016 New Year’s Honours list for his services to skills and to charity.



**Gareth Barker**  
**Head of Developer and Wholesale Experience, Affinity Water**

Gareth has over 20 years in the water industry and is currently serving as the Head of Wholesale Services and Development Experience at Affinity Water. His role encompasses being the Project Director for the Ofwat Innovation project aimed at achieving water neutrality through innovative demand management and water trading platforms. Gareth holds a Ph.D. in Enhanced Domestic Carbonation and an M.Sc. in Water and Wastewater Process Engineering from Cranfield University, in addition to a First Class B.Sc. (Hons) in Chemistry with Analytical Chemistry and Toxicology from the University of Hull. His professional journey is marked by continuous improvement, stakeholder engagement, and a commitment to sustainable water management.



**Jack Brayshaw**  
**Head of Technical Innovation, Vistry Group**

Jack has worked for Vistry Group for three years. He is Head of Technical Innovation, responsible for delivering Vistry’s zero-carbon homes roadmap. His role includes leading the assessment of innovative products and setting specifications to meet low carbon regulatory standards. Jack has 15 years’ experience starting his career with the BRE and working for Elmhurst Energy and Barratt Developments.



**Jenny Suggate**  
**Interim Director of Policy, Research & Campaigns, CCW**

Jenny has had a long history in water consumer representation. Initially working for Ofwat's customer service committee, she then joined CCW when it was established. She joined CCW's Executive Team in October 2023.

Jenny is passionate about people's experiences driving real change in the sector. She sees CCW's work to understand customers' views and perspectives as key to making some of the big shifts in behaviour that need to happen.

**John Marsh**  
**Chief Operating Officer, BUUK Infrastructure**

John started his career in 1980 with Manweb as a student electrical engineer, moving on to set up their New Connections business in 1995 for the start of competition. This introduced a multi utility model, adding gas, water and telecom assets. John has had senior roles with responsibility for all aspects of the utility sector, including construction and asset management. John was General Manager for the Cheshire Region of Scottish Power with 500,000 customers before taking up the role of Operations Director, responsible for the Connections business of United Utilities.

In 2006, John joined BUUK and established their Metropolitan business, which focuses on delivering heat networks for new developments. At the King's Cross site in London, BUUK deliver seven site energy networks: electricity, gas, water, fibre, wastewater, heating and cooling for c2,000 homes and 500,000m2 of commercial space. The energy and utility networks are owned and operated by BUUK. This is a unique connections model, with all site networks owned and operated by a single company.

John is now Chief Operating Officer at BUUK, who deliver, own and operate utility and energy infrastructure for new sites - 'last mile' networks. The assets include gas, electricity, water, wastewater, district heating, cooling and fibre-to-the-home. A key focus is energy transformation and creating alternative solutions to gas to help house builders achieve Future Homes Standard. John led the BUUK team in developing the Community Heat Hub, with a modern heat network providing heat and hot water to homes on low density sites. This includes a Smart Grid approach, to integrate with the grid to reduce site capacity.

John is married with two sons and lives in Warrington. Cycling is the main hobby with Land's End to John O'Groats and Austria to London ride as particular highlights, plus Lon Las, riding the length of Wales from Holyhead to Anglesey.

**Monika Marczevska**  
**Senior Sustainability Officer, Central Bedfordshire Council**

Monika is the Senior Sustainability Officer for Central Bedfordshire Council. She has over 20 years of experience working in sustainability and climate change related jobs specialising in sustainability of the built environment with emphasis on climate change mitigation and adaptation. She is a champion for sustainable development ensuring that the new developments have low environmental impact and deliver carbon emission reduction on the path to the Net Zero target. Monika has worked on developing and implementing development management policies for a several Local Plans for over 16 years.

Monika holds a master's degree in environmental protection & management and is a member of the Institute of Environmental Management and Assessment (IEMA).





**Dr Nathan Richardson**  
**Head of Policy and Strategy, Waterwise**

Dr Richardson has over 35 years experience in the water sector having worked on sustainable water management in academia, the water industry, consultancy and for the third sector. Nathan is Head of Policy at UK water efficiency NGO [Waterwise](#) where he advocates for more supportive policies and regulations to support demand reduction. He is involved in Waterwise's work on water neutrality including [the review](#) published in 2021. He is a Fellow of CIWEM, sits on their water resources specialist panel and is past Chair of their East Anglian Branch.



**Rebecca Britton**  
**Regional Director, Urban&Civic**

Rebecca joined Urban&Civic - the UK's leading masterdeveloper in April 2011 as the second appointment to the Alconbury Weald project. With a background in marketing, media handling and stakeholder engagement for the Imperial War Museum at Duxford, for the Forestry Commission, and for regional and national Government, Rebecca led the engagement of local business partners and communities in the development of Alconbury Weald, Waterbeach and Wintringham St Neots. Rebecca now oversees the communication and engagement teams for U&C's Cambridgeshire and Hertfordshire strategic sites, and leads the roll-out of community facilities and community development projects across the area including championing a range of sustainability projects which range from jobs and skills programmes; active travel; engagement in nature and water efficiency. She also chairs the Developing with Nature Forum as part of her Trustee role for Natural Cambridgeshire.



**Rebecca Froud**  
**Director of Customer Experience, Affinity Water**

Rebecca has over 25 years' experience in leading and transforming businesses to deliver excellent customer service and support the delivery of improved outcomes for customers. Having worked across a number of organisations including Coutts, Metro Bank and HSBC to name a few, she is now the Director of Customer Experience at Affinity Water. Rebecca's approach and drive is to transform operating models that support customers and colleagues, she says *'People are our best and most important asset, ensuring we look after and treat others as you wish to be treated (fair, transparent and clear) reaps results in them looking after customers with the same mindset.'* She brings passion, energy and drive in delivering centres of excellence which enable improvements in customer experience her role and to the business.



**Richard Averley**  
**Sales and Marketing Director, SDS**

As Sales & Marketing Director at SDS, Richard has played a key role in the growth of the company, during which time it has received multiple high profile national Awards. More recently he has also taken on this same role at partner company Albion Water, with the remit to influence much needed change in the water industry by leveraging the unique combination of capabilities of these two organisations.

Richard has been instrumental in the development of the SDS product and service portfolios, expanding from an initial proposition of flood prevention to now include environmental protection and rainwater recycling, thereby providing customers with fully integrated water management solutions.



**Prof. Roger Falconer**

**Emeritus Professor of Water and Environmental Engineering, Cardiff University**

Roger Falconer is Emeritus Professor of Water Engineering at Cardiff University, Chair Professor at Hohai University, China, and an Independent Water Consultant. He specialises in modelling processes in water basins and has been involved in over 100 EIA studies worldwide. He has published extensively in the field and advises consulting companies, water companies and government agencies on related topics. He regularly participates in media interviews on topics relating to sustainable water management. He is a Fellow of the: Royal Academy of Engineering, Chinese Academy of Engineering, Institution of Civil Engineers, Chartered Institution of Water and Environmental Management etc. He was President of the International Association for Hydro-Environment Engineering and Research (2011-15).



**Dr. Thomas Kjeldsen**

**Reader, University of Bath**

Dr Thomas Kjeldsen specialised in water resources engineering at the Technical University of Denmark before moving to the United Kingdom. Following a year working as a consulting hydrologist, he spent a decade working as a research scientist at the UK Centre for Ecology & Hydrology. In 2013 he joined the University of Bath where he is researching and lectures on topics of water engineering and infrastructure resilience. He is also a Trustee of the Bristol Avon Rivers Trust working to improve water quality in the local area.

