

Mr A B Sample  
123 Sample Street  
Sampleton  
Sampleshire  
AB12 3AB



**Letter date**

25/08/2023



**Supply address**

456 Sample Street,  
Sampleton, Sampleshire,  
AB12 4AB

Hello <CustomerName>,

## Good news - you've been selected for our WaterSave Tariff trial.

From October 2023, you'll automatically be switched to our new WaterSave Tariff for the clean water that we supply to you. This won't change the tariff for your wastewater [sewerage] services.

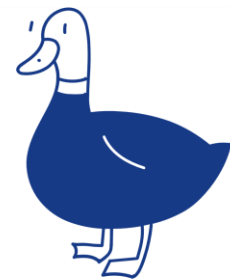
You've been selected for this trial because you live in the Stevenage postcode area SG1 and have a water meter that we can read automatically.

### Why are we running this tariff trial?

We're the first water company in England to trial a new-style tariff for how customers are charged based on how much water they use. This trial will help us to understand if it's a fairer way to pay and how we can make water bills more affordable for our customers. **We expect that 2 out of every 3 households will have lower bills on the WaterSave Tariff.** We also want to see if our customers use less water - this helps us to leave more water in the environment and protect our chalk streams.

### What is the WaterSave Tariff trial?

The trial will start in **October 2023** and lasts for 2 years. It's what we call a rising block tariff - where the price of water increases the more you use. You'll get some free water to get you started and we've also lowered the yearly fixed charge. You'll get your last bill for your current water usage in **October**, when the new WaterSave Tariff starts. You'll still receive bills as normal every six months, but we'll also get in touch in between each bill to keep you updated.



### Help with paying your bill

If you're having trouble paying your water bill, please don't worry – we're here to help.

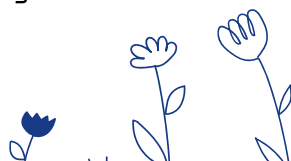
Apply for a reduced bill, set up a payment plan or apply for a bill cap scheme at [affinitywater.co.uk/helpmepay](https://affinitywater.co.uk/helpmepay)



### Share your feedback

During the trial you'll be invited to take part in regular surveys to let us know how the trial is going. This will help us to decide what will happen at the end of the trial.

If there's anything else you'd like to tell us, please visit [affinitywater.co.uk/contactus](https://affinitywater.co.uk/contactus)



## Here's how it works:

**Block 1:** the first 30,000 litres of water your household uses each year will be completely free.

**Block 2:** the next 215,000 litres of water your household uses each year will cost **£1.51** for every 1,000 litres used.

**Block 3:** then each 1,000 litres used over 245,000 litres each year will cost **£4**.

We've also more than halved the yearly fixed charge, so you'll only pay **£12** for this.

On the WaterSave Tariff you'll still be charged based on how much water you use, but the amount you pay may look different due to the structure of the new tariff, which includes a free allocation of water.

## How can I save water and reduce my bill even more?

You can book a **FREE Water Footprint Home Visit** from a qualified technician – they'll give you simple tips, help identify any leaks and install free water-saving devices! Check out [affinitywater.co.uk/check](https://affinitywater.co.uk/check) to book your visit.

You can also go online to find out how much water you're using, claim free water-saving devices and get our top water-saving tips by taking our three-minute **My Water Footprint quiz** at [affinitywater.co.uk/waterfootprint](https://affinitywater.co.uk/waterfootprint) today.

If you think you may have a leak, please call us on **0345 357 2401** to see how we can help.

## Keep up to date with the trial

We want to make sure that we can keep you updated during the trial. You can register for My Account or log in to check your mobile number, email address and household occupancy are up to date at [affinitywater.co.uk/myaccount](https://affinitywater.co.uk/myaccount). Alternatively, you can call us on **0345 357 2401**.

## How can I find out more?

For more information about the trial, please visit our dedicated webpage at [affinitywater.co.uk/watersavetariff](https://affinitywater.co.uk/watersavetariff) where you'll find answers to our frequently asked questions, like 'Can I opt out of the trial?', 'What happens if I move home?', and 'What if my high water usage is caused by a leak?'

Kind regards,



**James Tipler**  
Head of Contact Centre  
**Affinity Water**

Our Privacy Notice has been updated. Visit [affinitywater.co.uk/privacy/notice](https://affinitywater.co.uk/privacy/notice) to find out more.

