

# Water demand management policy

UNITED UTILITIES POLICY STATEMENT

APRIL 2026

Our purpose is to provide great water for a stronger, greener and healthier North West. As climate change, population growth, industrial expansion and environmental pressures intensify, we are committed to managing water resources responsibly and sustainably to ensure long-term resilience for our customers, communities, and ecosystems. This policy supports our Environmental Policy and Water Resources Management Plan, and reflects our commitment to environmental leadership, innovation, and continuous improvement. We take a holistic approach to water management recognising the interdependencies between water, land, climate, and people. This is part of our broader commitment to environmental protection, climate adaptation, and sustainable resource use. We will continue to lead by example, working in partnership to secure a water-efficient future for the North West.

## We will do the right thing by:

- **Planning for resilience:** Delivering a robust, adaptive Water Resources Management Plan that ensures sustainable abstraction, supports nature recovery, and builds resilience to climate change.
- **Embedding accountability:** Assigning clear responsibilities for water stewardship across our business and supply chain.
- **Reporting transparently:** Publishing data on our water consumption and progress against government reduction targets.

## We will make it happen by:

- **Lowering consumption:** Implementing water efficiency measures across our sites and processes, as well as encouraging use of non-potable water through rainwater harvesting and water reuse.
- **Reducing leakage:** Driving down leakage through smart technologies, data-led insights, investing in our networks and continuous improvement.
- **Monitoring performance:** Implementing smart metering and enhanced data analytics to track water use across our operations.
- **Engaging and influencing:** Promoting water efficiency with employees, customers, and communities, and working with suppliers to reduce water use across our value chain.
- **Championing behaviour change:** Encourage responsible water use through education, campaigns, and collaboration

## We will be better by:

- **Investing in innovation:** Supporting research, technology, and partnerships that reduce water use and enhance resilience, and continuously review and improve our strategies.
- **Reviewing regularly:** Updating this policy every three years to reflect emerging risks, regulatory changes, and stakeholder expectations.

Louise Beardmore  
Chief Executive