

**Institute  
of Water**



# **The Water Retail Market Event**

**Webinar - 28 April 2021  
Hosted by the South West Area  
Chaired by Phill Mills**

# Introduction to the Event

The non-household water market in England & Wales opened in April 2017. It is the largest water retail market in the world serving around 1.2 million customers ranging from small businesses, charities, educational establishments, hospitals, the service sector, to agriculture, energy and manufacturing businesses.

Non household customers are therefore a key part of the water sector. They account for around a third of all water delivered in England and Wales. To celebrate its 4th Birthday we've teamed up with some of the key industry players across the retail sector to give their views on what the market has achieved so far - what have been the successes and benefits, what has yet to be achieved, what are the key issues in this market and what the future look like for wholesalers, retailers and customers.



# Event Programme

12:00 Introduction

Phill Mills, the Institute of Water South West Area Chair.

A short introduction to IWater, why we've talking about the Water Retail Market and some housekeeping to ensure you all enjoy and benefit from this event.

## Session One

12:10	Georgina Mills, Ofwat
12:25	Sarah McMath, MOSL
12:40	Emma Clancy, CCWater
12:55	Panel Q&A

## Break

## Session Two

13:15	Steve Hervouet, Affinity
13:30	Geoff Smith, Smarta
13:45	Neil Pendle, Waterscan
14:00	Richard Stanbrook, RWG
14:15	Panel Q&A

## Close of Webinar

Please note: There will be the opportunity to ask all of our panellists questions by using Zoom's Q&A function, as well as network with other attendees and speak with Institute of Water Committee Members.

# Meet the Panellists



**Georgina Mills**

Director of Business  
Retail Market, Ofwat

Georgina has led the business retail team at Ofwat since 2019. Prior to that she worked at Ofwat as a Director on the PR14 and PR19 price reviews.

Since joining the Government Economic Service in 2003, Georgina has focused on applying regulatory and competition economics to deliver improved outcomes for customers in a variety of roles at: the Department for Transport; the Department for Business; and the Competition and Markets Authority.

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Sarah has vast experience of the water industry, having worked in a variety of roles across a number of technical, asset management and operational teams at Thames Water.

Sarah was previously Managing Director of Water at Thames, before becoming Managing Director of Strategic Planning and Investment in April 2018.

Sarah joined MOSL as Chief Executive in June 2019. In this role, she continues to focus on driving innovation and collaboration to ensure the open market delivers on its commitments to customers and tackles some of the biggest challenges facing the wider water industry.



**Sarah McMath**

CEO,  
MOSL



**Emma Clancy**

CEO, Consumer  
Council for Water

Emma's boasts a wealth of experience in consumer protection, public policy and regulation during a career covering sectors including construction, banking, retail and not-for-profit organisations.

Previously Emma was CEO of Certsure LLP for 15 years – the leading voluntary regulatory body in the electrical contracting and energy sector. Her leadership and innovative thinking was credited with modernising the not-for-profit joint venture – moving it up more than 20 places in The Times Top 100 Companies to work for in 2018.



## **Steve Hervouet**

Director of Regulation and  
Strategy, Affinity Water

Steve has over 20 years of experience in the water sector. Since 2019, he has been the Director of Strategy and Regulation for Affinity Water, the largest water only company in England, serving a population of more than 3.6 million in areas in the south east of England.

Prior to this Steve worked at Water Plus, the largest business retailer in the UK, and had the opportunity to live through the challenges of market opening! Steve has also worked in different countries for several water and sewerage companies.

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Geoff has over 30 years of commercial experience in coaching and team leadership. Geoff led an incumbent retailer through the market opening of the English water retail market in 2017.

Geoff has helped businesses he has worked with to define what is critical to success; where they are going, how to get there, as well define their best routes-to-market allied with a considered channel and direct operational approach to deliver optimal revenue and profit.



## **Geoff Smith**

Non Executive Director,  
Smart Water



## **Neil Pendle**

Managing Director,  
Waterscan Ltd.

Neil founded Waterscan in 1994 and has developed the business into the UK's leading water management company. He has endeavoured to keep Waterscan at the forefront of the water industry including the development of Self-Supply, Water Strategy and Sustainability focussed services for the benefit of Waterscan's clients.

As MD, Neil is responsible for driving the company forward and ensuring that Waterscan's clients are ready for water related impacts (such as the market opening to competition).

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Having been in the industry a little too long (!) Richard is MD of PWS within the Pennon Group and has worked in operations, support services and customer services during his career.

He is enjoying the unique challenge a young market brings to everyone. As co-chair of RWG this gives him the opportunity to be involved at the heart of change - something he enjoys.



## **Richard Stanbrook**

Retailer - Wholesaler Group

# The Institute of Water

The only professional body that exclusively supports the careers of anyone working in the water sector.

## Our Vision

To be the career partner of choice for the water sector.

## Our Mission

To enable members to reach their full potential to drive the sector forward.

## Our Values

- ❖ Inclusive
- ❖ Non-Hierarchical
- ❖ Supportive
- ❖ Sociable
- ❖ Sustainable

One of the main benefits of being an Institute of Water member is the extensive range of events that are available to you monthly. Without the continued support from company sponsorship, alongside our volunteers, this would not be possible.

As a result, the Institute of Water South West Area would like to thank the following companies for their support:

