

# Market Opening Workshop

## 1 February 2017

**Think Tank Museum, Millennium Point, Curzon St, Birmingham B4 7XG**

From April 2017, over 1.2 million eligible businesses and other non-household customers in England will be able to choose their supplier of water and wastewater retail services. There is an expectation that the opening of the non-household water market will support business customers to become more water-efficient and will stimulate benefits for customers in the form of lower bills and better value for money, better customer service, and more tailored services to suit individual customers' needs.

In this new open water market, water retailers will seek to offset low retail margins by delivering innovative and value-adding services to customers; services that will also differentiate them from their competitors. Both retailers and wholesale companies will be looking to meet their obligations to customers, to the market operator and to each other at the lowest possible operating cost.

This workshop is aimed at water retailers, wholesalers and the industry supply chain and will focus on the role of sensor technology, data and the insight it delivers in enabling market reform. Early opportunities are likely to focus on metering and meter estate management, billing, water efficiency, surface water management, trade effluent, customer engagement and private network management.

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**Chair: Lissa Balmer, SME Director, NWGB**

09.15 Tea, Coffee & registration, Future Gallery at the Think Tank

09.50 Introduction by the Chair: **Lissa Balmer, NWGB**

10.10 The Market is Open.....(well almost!) **Tom Notman, MOSL**

10.40 [customer angle]

11.10 Tea & Coffee

11.30 Co-creating services: applying design thinking & agile innovation to solve customers' challenges and build loyalty. **Paul Sutherland, Add Strategy**

12.00 Market Opening - Opportunities for the industry and where instrumentation improvements can add value. **Andrew Fisher, NEL**

12.30 Discussion & Lunch & SWIG AGM

14.00 [Presentation title TBC] speaker TBC, **Gemserv**

14.30 [Presentation title TBC] **Gavin Farrand, Stark**

15.00 Customer engagement – lessons from the electric utilities. **Joel Hagan, i2O Water**

15.30 Discussion

15.45 Close

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**SWIG REGISTRATION:** The cost of attending the Workshop is £86.00 inc VAT for SWIG members. £156 inc VAT for non-members. £43 for students. Literature may be distributed for a fee of £65 and a limited number of table top displays are available at £124 each. Registrations can be made by Tel 01934 830658 or by email to [rosa.richards@swig.org.uk](mailto:rosa.richards@swig.org.uk) or using the on-line booking form. **Please advise of any special dietary requirements at time of booking.** Cancellation policy: Refunds can only be made if cancellations are notified at least 5 days in advance of the Workshop date.