

Market Performance Framework (MPF) Reform

Holistic reporting in the
reformed MPF

Performance Advisory Group – meeting 77
5 March 2025

A photograph of a person's hands typing on a laptop keyboard. The laptop screen displays a presentation slide with the text 'MARKET VALUE ADDED' in large, bold, black letters. Below this text are two lines of smaller text: '#search #business #concept' and '#keywords #design #innovate'. The slide has a light beige background with a white border. The laptop is on a wooden desk, and the person is wearing a white shirt. The background of the entire image is a teal color with a white geometric shape on the left side containing the main text.

MARKET
VALUE
ADDED

#search #business #concept
#keywords #design #innovate

Agenda

	Item	Presenter	Time
1	Welcome & update	Miles Robinson (Chair)	10 mins
2	Review of holistic reporting in the reformed MPF	Sam Webb	40 mins
3	Upcoming PAG workshops & AOB	Miles Robinson (Chair)	10 mins
			Total: 1 hours

Housekeeping



Welcome all – please introduce yourself in the chat



Workshop format – input and feedback needed



We will allow time for discussion and questions
Questions via mpfreform@mosl.co.uk



MOSL Website for [Agenda, Minutes & Slides](#)

Part C: delivering in phases

Phase 1: priority KPIs & BR-Mex

- **M01** - Cyclic meter reads performed within SLA (biannual/ monthly)
- **M02** – Proportion of smart meters read
- **M04** - Proportion of transfer meter reads performed/ submitted within SLA
- **M06** - Lateness of overdue transfer meter reads
- **M09** - Proportion of transferred SPIDs with estimated reading
- **M12*** - Proportion of premises address data accuracy
- **M15*** - Average lateness of failed SLAs for bilateral Requests
- **M18*** - Proportion of SLAs for bilateral requests completed on time
- **M19** - Cyclic non-market meter reads performed within SLA (biannual or monthly)

To go live: November 2025




Phase 2: lower-priority KPIs




































- **M07** - Proportion of consumption from cyclic meter reads performed within the biannual or monthly Service Level Agreement
- **M08** - Proportion of consumption settled on actuals vs estimates for smart meters
- **M10** - No of Long Unread Meters with outstanding B5 or C1 bilateral
- **M11** - Proportion of complete and accurate customer name/banner name and Standard Industry Classification (SIC) code
- **M13** - Proportion of unassured long-term vacant (LTV) premises
- **M14** - Proportion of meters with credible GIS coordinates
- **M16** - Proportion of deferred ORIDs
- **M17** - Average length of deferrals per ORID
- **M20** - Proportion of consumption from cyclic non-market meter reads performed within the biannual or monthly SLA

To go live: April 2026

*BR-Mex metrics – go live in April 2025

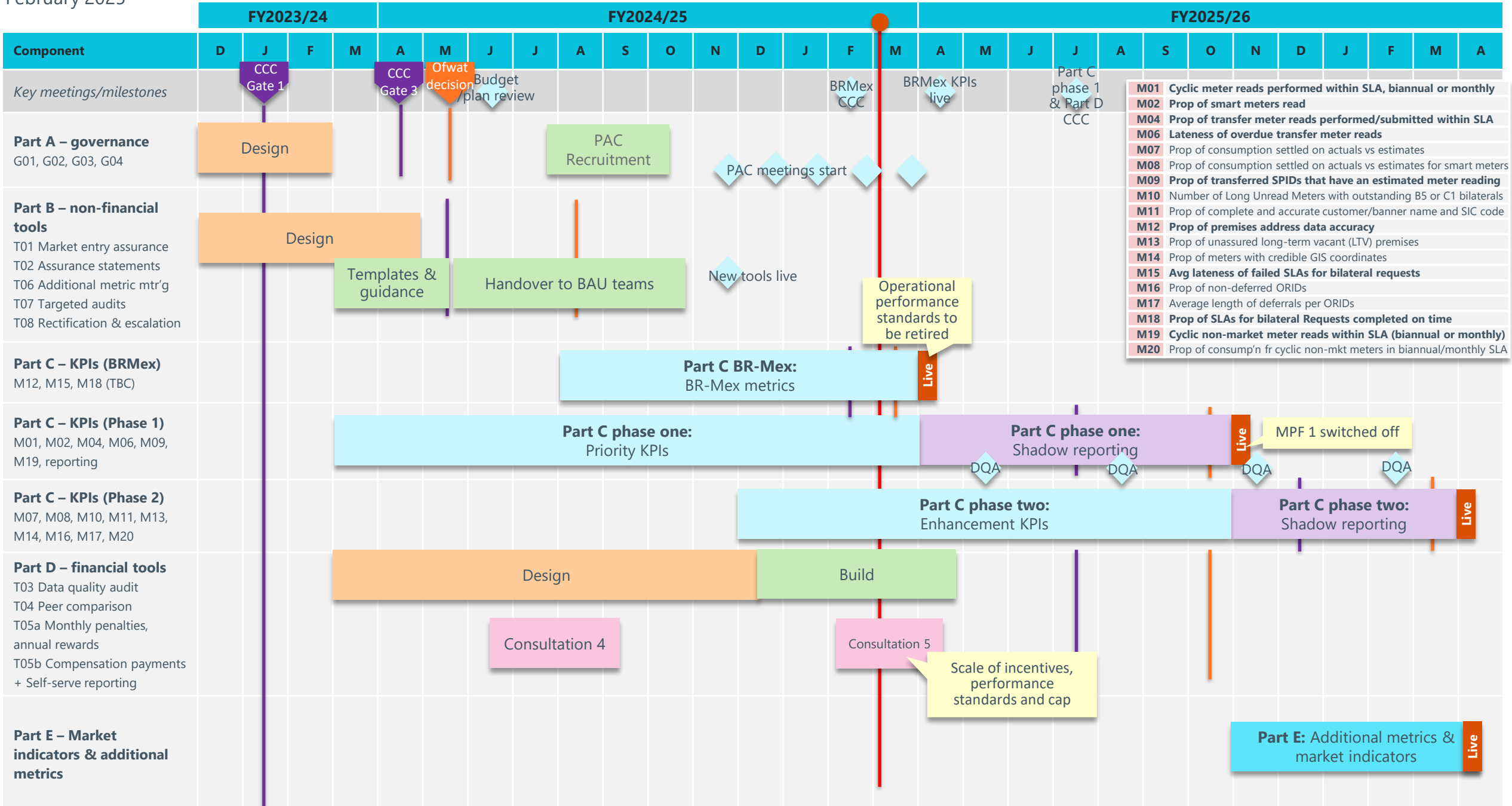
MPF progress overview

-  Completed
-  In progress
-  At risk

Part	Deliverables	MOSL	PAG	CAG	Doc Issued	Web-inar	Pre-CCC	CCC	Build	Test	Ofwat	Implement
Part A	Governance								N/A	N/A		
Part B	Non-financial tools									N/A		
Part C	BR-MeX										Mar 25	April 25
	Phase one: Priority KPIs							July 25			Oct 25	Nov 25
	Phase two: Enhancement KPIs							Dec 25			Mar 25	April 26
Part D	Financial tools							July 25			Oct 25	Nov 25
Part E	Market indicators & additional metrics							N/A			N/A	April 26

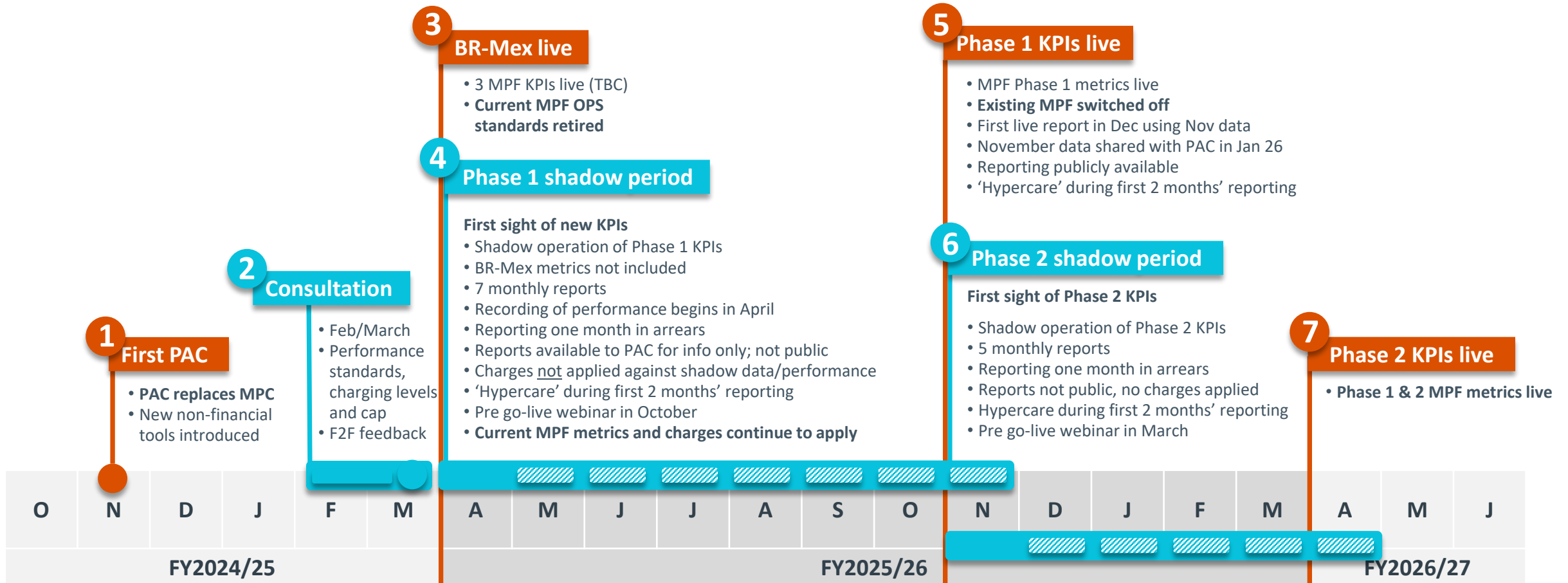
Programme plan

February 2025



- M01 Cyclic meter reads performed within SLA, biannual or monthly
- M02 Prop of smart meters read
- M04 Prop of transfer meter reads performed/submitted within SLA
- M06 Lateness of overdue transfer meter reads
- M07 Prop of consumption settled on actuals vs estimates
- M08 Prop of consumption settled on actuals vs estimates for smart meters
- M09 Prop of transferred SPIDs that have an estimated meter reading
- M10 Number of Long Unread Meters with outstanding B5 or C1 bilaterals
- M11 Prop of complete and accurate customer/banner name and SIC code
- M12 Prop of premises address data accuracy
- M13 Prop of unassured long-term vacant (LTV) premises
- M14 Prop of meters with credible GIS coordinates
- M15 Avg lateness of failed SLAs for bilateral requests
- M16 Prop of non-deferred ORIDs
- M17 Average length of deferrals per ORIDs
- M18 Prop of SLAs for bilateral Requests completed on time
- M19 Cyclic non-market meter reads within SLA (biannual or monthly)
- M20 Prop of consump'n fr cyclic non-mkt meters in biannual/monthly SLA

MPF delivery plan overview



Operational performance standards (OPS)

BR-Mex

Market performance standards (MPS)

New MPF

Agenda

	Item	Presenter	Time
1	Welcome & update	Miles Robinson (Chair)	10 mins
2	Review of holistic reporting in the reformed MPF	Sam Webb	40 mins
3	Upcoming PAG workshops & AOB	Miles Robinson (Chair)	10 mins
			Total: 1 hours

Holistic reporting

A view of how holistic reporting may change under the new MPF and throughout shadow

Samantha Webb
Head of Market Assurance, MOSL
March 2025

Assumption

Loss

Met

MOSL

99.65 %

95.01 %

99.55 %

94.08 %

99.78 %

95.33 %

98.16 %

92.32 %

97.68 %

87.69 %

2

98.96 %

90.09 %

6

95.58 %

92.82 %

1

99.70 %

87.12 %

0

97.65 %

87.76 %

2

99.26 %

90.14 %

5

97.72 %

84.48 %

5

As Is

MOSL



Wholesaler measures

- Metering & Verification ★
- Customer Service & Disconnection ★
- MPS
- UPRN ★
- VOA ★
- GIS
- Long Term Vacant
- Legacy Long Unread Meters
- Wholesale Long Unread Meters ☆
- Bilateral Days Past SLA ★
- R-MeX

Name	Metering & verification	Customer Service & Disconnection	MPS	UPRN	VOA	GIS	Long Term Vacant	Legacy Long Unread Meters	Wholesale Long Unread Meters	Bilateral Days Past SLA	RMEK Overall Score	RankSum	Average%	Total Rank
Portsmouth Water	100.00 %	100.00 %	99.13 %	95.04 %	86.76 %	99.84 %	99.07 %	99.99 %	0.65	0.00	80.00 %	35	97.48 %	1
United Utilities Water	99.13 %	97.50 %	97.81 %	94.04 %	89.28 %	99.19 %	99.58 %	98.34 %	1.28	3.54	83.85 %	65	96.86 %	2
Yorkshire Water	94.72 %	98.76 %	97.94 %	97.28 %	88.72 %	97.07 %	99.68 %	98.97 %	0.40	6.87	80.91 %	65	96.64 %	3
Bristol Water	98.21 %	98.96 %	95.98 %	98.50 %	88.36 %	93.41 %	98.06 %	99.99 %	0.86	6.66	81.43 %	68	96.43 %	4
Affinity Water	100.00 %	99.35 %	95.29 %	84.71 %	91.35 %	99.95 %	97.46 %	98.91 %	1.71	1.01	87.50 %	68	95.88 %	5
Severn Trent Water	97.32 %	92.51 %	84.27 %	99.06 %	98.70 %	99.49 %	99.94 %	98.47 %	5.00	4.32	74.00 %	73	96.22 %	6
Southern Water	94.55 %	92.45 %	90.83 %	97.42 %	96.12 %	98.94 %	99.50 %	99.40 %	2.10	4.40	79.17 %	75	96.15 %	7
South West Water	95.42 %	94.47 %	95.95 %	97.20 %	98.20 %	96.97 %	98.24 %	99.71 %	1.91	17.24	79.17 %	79	97.02 %	8
Northumbrian Water	95.22 %	98.55 %	88.07 %	76.69 %	89.66 %	97.25 %	94.93 %	99.20 %	0.40	2.20	83.33 %	83	92.45 %	9
Wessex Water	97.26 %	96.93 %	89.49 %	90.30 %	68.10 %	96.74 %	97.84 %	99.98 %	0.74	0.12	76.67 %	83	92.08 %	10
Anglian Water	89.36 %	94.91 %	98.91 %	92.52 %	93.95 %	97.04 %	98.38 %	99.43 %	1.70	29.60	80.00 %	84	95.56 %	11
South East Water	94.26 %	75.00 %	85.82 %	99.39 %	89.13 %	94.70 %	98.66 %	99.71 %	2.82	4.32	64.00 %	92	92.08 %	12
Sutton and East Surrey Water	98.40 %	88.89 %	94.25 %	90.41 %	82.20 %	84.89 %	98.03 %	99.80 %	0.83	8.06	81.25 %	94	92.11 %	13
Thames Water	94.38 %	71.03 %	84.40 %	96.64 %	92.25 %	96.65 %	98.77 %	98.57 %	4.78	11.47	63.08 %	108	91.58 %	14
South Staffordshire Water	69.73 %	87.94 %	74.04 %	87.66 %	73.57 %	99.67 %	95.59 %	99.09 %	14.21	62.40	76.67 %	127	85.91 %	15

Retailer Measures

- MPS
- Data Quality
- Vacant with Consumption
- Long Unread Meters
- *Complaints to Retailers*
- *Complaints to CCW*

Name	MPS	Data Quality	Vacant with Consumption	Long Unread Meters	Complaints to Retailer	Complaints to CCW	RankSum	Average%	Total Rank
Positive Water	95.51 %	100.00 %	99.65 %	95.01 %	2.46	0.00	7	97.54 %	1
Water2business	94.70 %	100.00 %	99.55 %	94.08 %	5.49	0.11	14	97.08 %	2
Pennon Water Services	92.74 %	99.93 %	99.78 %	95.33 %	4.52	1.31	16	96.95 %	3
Business Stream	92.17 %	99.98 %	98.16 %	92.32 %	22.53	1.72	25	95.66 %	4
Water Plus Group	92.51 %	100.00 %	97.68 %	87.69 %	21.60	1.85	25	94.47 %	5
Everflow	91.83 %	99.98 %	98.96 %	90.09 %	6.06	1.11	26	95.22 %	6
Wave	95.43 %	99.86 %	95.58 %	92.82 %	10.31	1.20	27	95.92 %	7
ADSM	83.36 %	99.98 %	99.70 %	87.12 %	0.00	0.00	27	92.54 %	8
Castle Water	95.41 %	99.98 %	97.65 %	87.76 %	28.53	4.26	29	95.20 %	9
Clear Business Water	91.38 %	99.73 %	99.26 %	90.14 %	54.08	3.81	31	95.13 %	10
SES Business Water	88.22 %	99.98 %	97.72 %	84.48 %	51.88	3.80	36	92.60 %	11

As Is

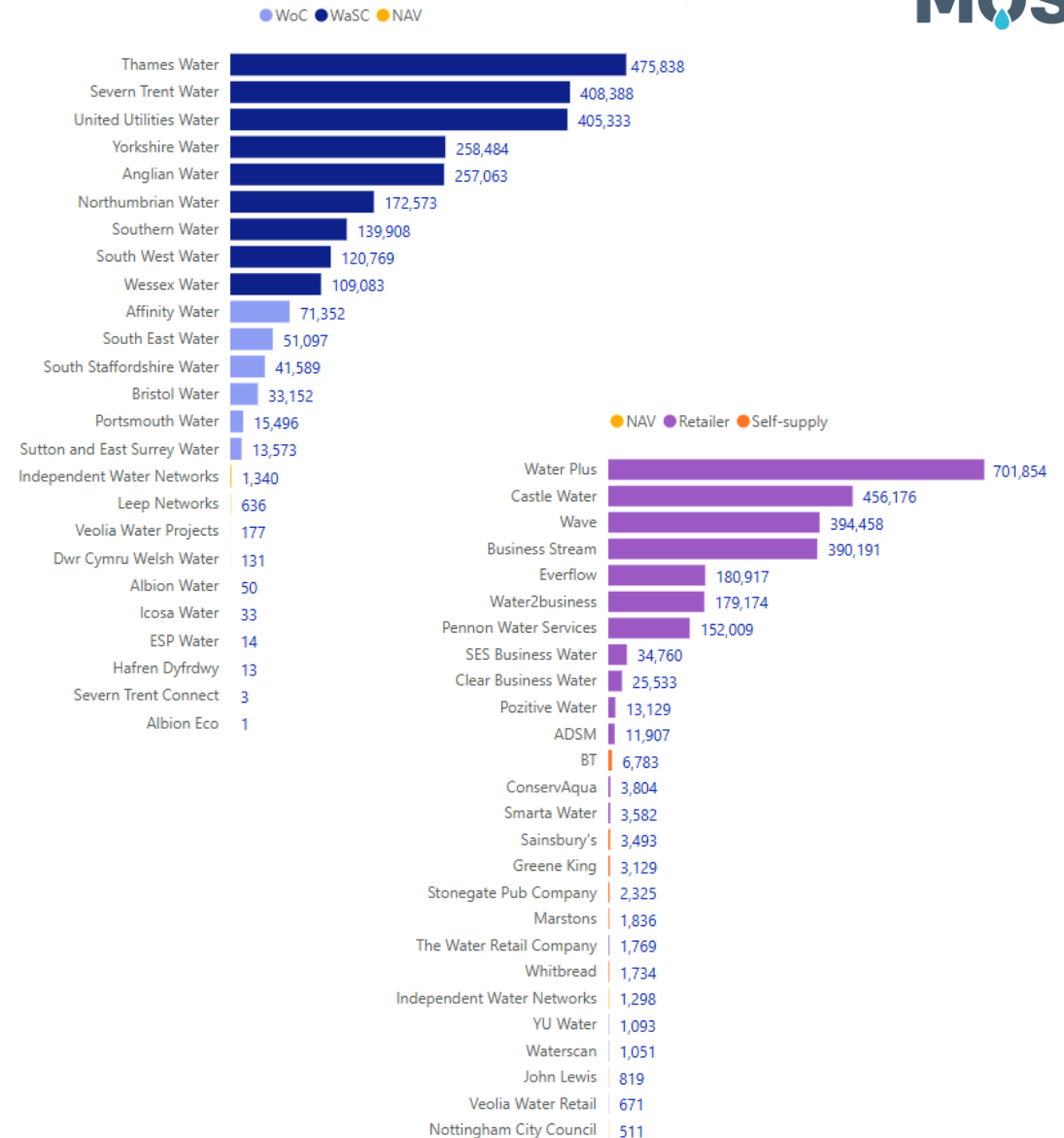
Table Splits

- Retailers with more than 5,000 SPIDs
- Retailers with less than 5,000 SPIDs
- Self Supply and NAV retailers
- Wholesalers with more than 1,000 SPIDs
- Wholesalers with less than 1,000 SPIDs

Why does this need to change?

Natural splits between sizes of retailers and wholesalers means that trading parties are not being compared against their peers.

For example, both ADSM and WaterPlus sit in the more than 5,000 SPID table but, they have a difference of around 688,000 SPIDs.



To Be

MOSL



Table Splits

Following feedback from trading parties, we are proposing we split the tables differently to ensure that trading parties are compared against those who are peers.

We have looked at where splits naturally fall i.e. for retailers, there is a split at less than 150,000 and more than 200,000. This was a suggested split, adding a 'medium retailer' table however, meant very few retailers in the larger and mid tables so not a lot of comparison.

Proposed splits

FROM

- Retailers with more than 5,000 SPIDs
- Retailers with less than 5,000 SPIDs
- Self Supply and NAV retailers
- Wholesalers with more than 1,000 SPIDs
- Wholesalers with less than 1,000 SPIDs

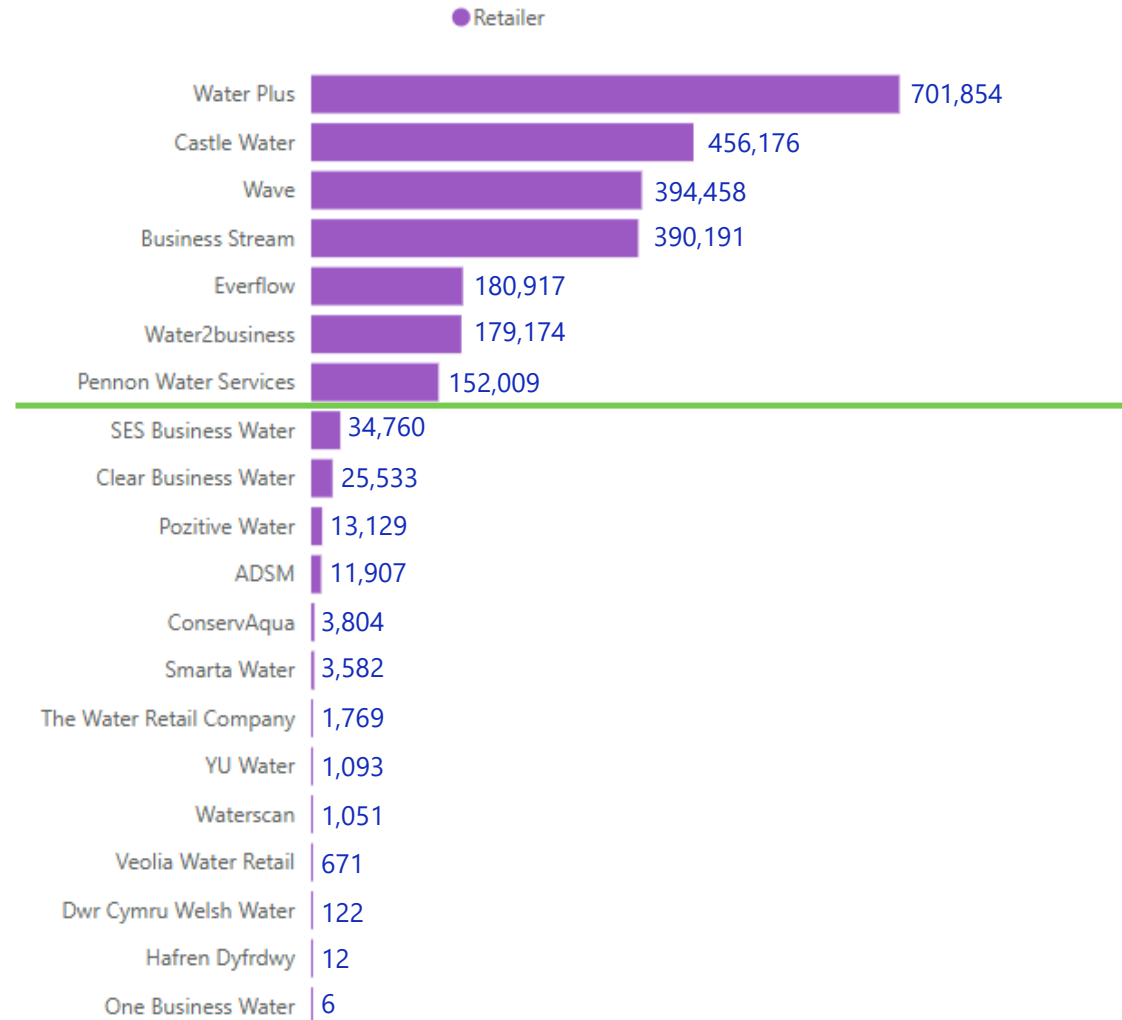
TO

- Retailers with more than **100,000** SPIDs
- Retailers with less than **100,000** SPIDs
- Self Supply and NAV retailers
- Wholesalers with more than **100,000** SPIDs
- Wholesalers with less than **100,000** SPIDs
- Wholesalers with less than **10,000** SPIDs

What would this look like for retailers?

Following feedback from trading parties, we are proposing we split the tables differently to ensure that trading parties are compared against those who are peers.

We have looked at where splits naturally fall i.e. for retailers, there is a split at less than 150,000 and more than 200,000. This was a suggested split, adding a 'medium retailer' table however, meant very few retailers in the larger and mid tables so not a lot of comparison.



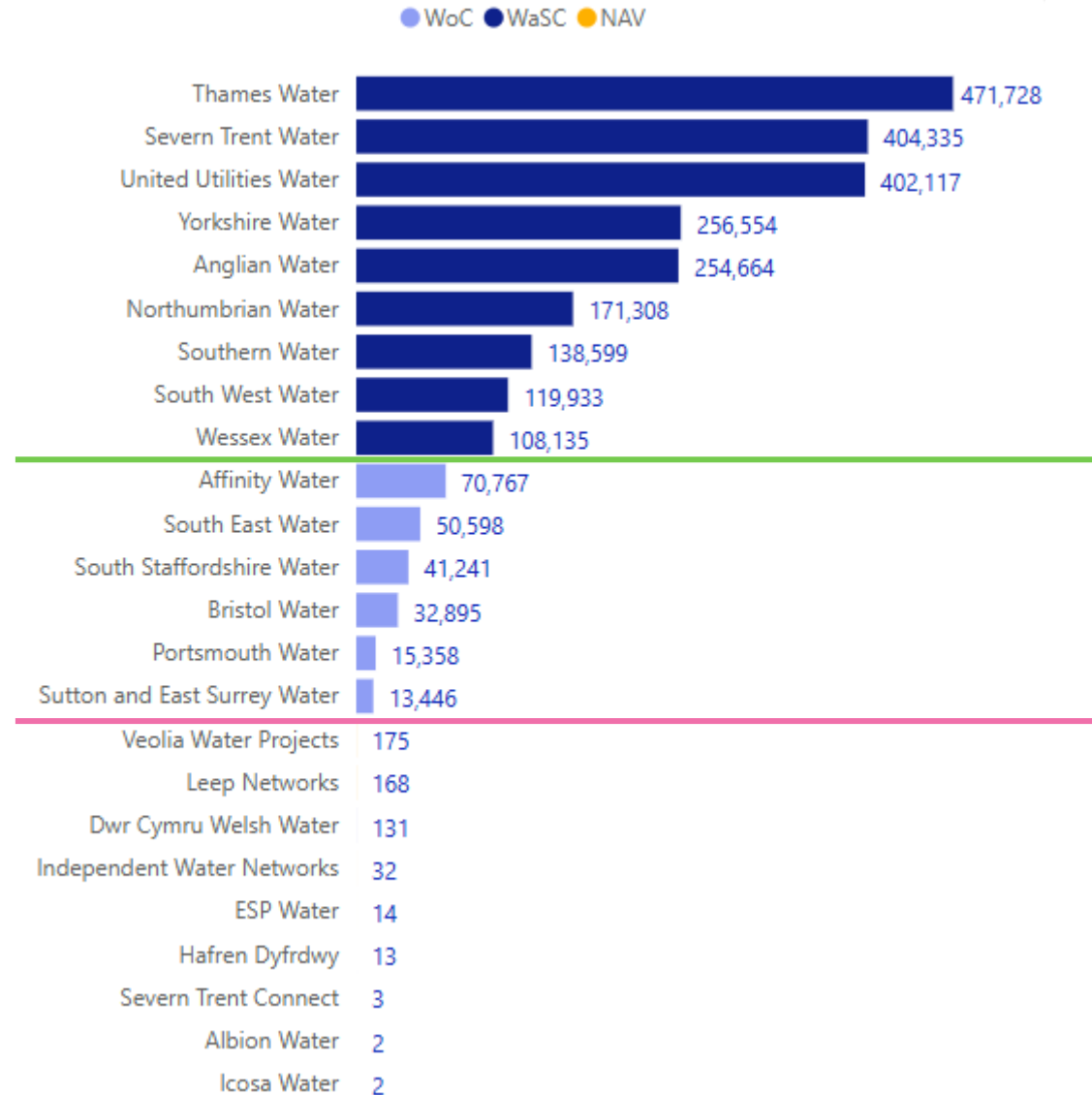
To Be

What would this look like for wholesalers?

Following feedback from trading parties, we are proposing we split the tables differently to ensure that trading parties are compared against those who are peers.

We have looked at where splits naturally fall i.e. for wholesalers, there is a split at less than 100,000 and again at less than 20,000. This was a suggested split, adding a 'medium wholesaler' table however, meant very few wholesalers in the medium table so not a lot of comparison.

Instead, we decided on a second split at less than 10,000 SPIDs



Shadow

MOSL



Shadow



What would this look like for retailers?

Throughout the shadow period, the holistic tables on the website, in the public facing areas, will show the same metric and measures as it does currently, just split into the new bandings.

On the MOSL portal, we will include the metrics in shadow within the tables but, these will not impact the rankings.

Portal view

Name	MPS	Rank	M01	M02	M04	M06	M09	Data Quality	Rank	Vacant with Consumption	Rank	Long Unread Meters	Rank	Complaints to Retailer	Rank	Complaints to CCW	Rank
Retailer 1	94.70 %	3	94.70 %	94.70 %	94.70 %	0.11	94.70 %	100.00 %	2	99.55 %	2	94.08 %	2	5.49	2	0.11	1
Retailer 2	92.74 %	4	92.74 %	92.74 %	92.74 %	1.31	92.74 %	99.93 %	6	99.78 %	1	95.33 %	1	4.52	1	1.31	4
Retailer 3	92.17 %	6	92.17 %	92.17 %	92.17 %	1.72	92.17 %	99.98 %	4	98.16 %	4	92.32 %	4	22.53	6	1.72	5
Retailer 4	92.51 %	5	92.51 %	92.51 %	92.51 %	1.85	92.51 %	100.00 %	1	97.68 %	5	87.69 %	7	21.60	5	1.85	6
Retailer 5	91.83 %	7	91.83 %	91.83 %	91.83 %	1.11	91.83 %	99.98 %	3	98.96 %	3	90.09 %	5	6.06	3	1.11	2
Retailer 6	95.43 %	1	95.43 %	95.43 %	95.43 %	1.20	95.43 %	99.86 %	7	95.58 %	7	92.82 %	3	10.31	4	1.20	3
Retailer 7	95.41 %	2	95.41 %	95.41 %	95.41 %	4.26	95.41 %	99.98 %	5	97.65 %	6	87.76 %	6	28.53	7	4.26	7

Dummy data

Shadow



What would this look like for wholesalers?

For wholesalers, there is no shadow period for the M12, M15 and M18 metrics. These fall straight into live reporting from April 2025. As such, the public and portal tables will show these metrics, and their ranks will impact the total ranking in the tables.

Name	MPS	M12	M15	M18	GIS	Long Term Vacant	Legacy Long Unread Meters	Wholesale Long Unread Meters	BMEX Overall Score	RMEX Overall Score
Wholesaler 1	97.81 %	94.04 %	3.54	89.28 %	99.19 %	99.58 %	98.34 %	1.28	83.85 %	83.85 %
Wholesaler 2	97.94 %	97.28 %	6.87	88.72 %	97.07 %	99.68 %	98.97 %	0.40	80.91 %	80.91 %
Wholesaler 3	84.27 %	99.06 %	4.32	98.70 %	99.49 %	99.94 %	98.47 %	5.00	74.00 %	74.00 %
Wholesaler 4	90.83 %	97.42 %	4.40	96.12 %	98.94 %	99.50 %	99.40 %	2.10	79.17 %	79.17 %
Wholesaler 5	95.95 %	97.20 %	17.24	98.20 %	96.97 %	98.24 %	99.71 %	1.91	79.17 %	79.17 %
Wholesaler 6	88.07 %	76.69 %	2.20	89.66 %	97.25 %	94.93 %	99.20 %	0.40	83.33 %	83.33 %
Wholesaler 7	89.49 %	90.30 %	0.12	68.10 %	96.74 %	97.84 %	99.98 %	0.74	76.67 %	76.67 %
Wholesaler 8	98.91 %	92.52 %	29.60	93.95 %	97.04 %	98.38 %	99.43 %	1.70	80.00 %	80.00 %
Wholesaler 9	84.40 %	96.64 %	11.47	92.25 %	96.65 %	98.77 %	98.57 %	4.78	63.08 %	63.08 %

Dummy data

Name	MPS	M12	M15	M18	GIS	Long Term Vacant	Legacy Long Unread Meters	Wholesale Long Unread Meters	BMEX Overall Score	RMEX Overall Score
Wholesaler 10	97.81 %	95.04 %	3.54	86.76 %	99.84 %	99.07 %	99.99 %	0.65	83.85 %	83.85 %
Wholesaler 11	97.94 %	98.50 %	6.87	88.36 %	93.41 %	98.06 %	99.99 %	0.86	80.91 %	80.91 %
Wholesaler 12	84.27 %	99.39 %	4.32	89.13 %	94.70 %	98.66 %	99.71 %	2.82	74.00 %	74.00 %
Wholesaler 13	90.83 %	84.71 %	4.40	91.35 %	99.95 %	97.46 %	98.91 %	1.71	79.17 %	79.17 %
Wholesaler 14	95.95 %	90.41 %	17.24	82.20 %	84.89 %	98.03 %	99.80 %	0.83	79.17 %	79.17 %
Wholesaler 15	88.07 %	87.66 %	2.20	73.57 %	99.67 %	95.59 %	99.09 %	14.21	83.33 %	83.33 %

Question



Question to all

Currently we show performance split by quartiles however, some metrics have an absolute performance measure.

Would you like to see the colours on the tables to continue to show quartiles, or instead, show those above and below the target performance levels?

Public

Current	97% performance target
97.81 %	97.81 %
97.94 %	97.94 %
84.27 %	84.27 %
90.83 %	90.83 %
95.95 %	95.95 %
88.07 %	88.07 %
89.49 %	89.49 %
98.91 %	98.91 %
84.40 %	84.40 %

Portal

Current	97% performance target
97.81 %	97.81 %
97.94 %	97.94 %
84.27 %	84.27 %
90.83 %	90.83 %
95.95 %	95.95 %
88.07 %	88.07 %
89.49 %	89.49 %
98.91 %	98.91 %
84.40 %	84.40 %

MOSL



Agenda

	Item	Presenter	Time
1	Welcome & update	Miles Robinson (Chair)	10 mins
2	Review of holistic reporting in the reformed MPF	Sam Webb	40 mins
3	Upcoming PAG workshops & AOB	Miles Robinson (Chair)	10 mins
			Total: 1 hours

Post-consultation

Adopting a similar approach to Consultation 4:

March 2025						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April 2025						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- Friday 7 March - Consultation closes
- Friday 14 March - Quantitative results
- Mon 10 – Mon 31 - Analysis

- Thursday 17 April - Publish qualitative results, verbatim responses and key feedback themes
- Thursday 24 April - London event

Upcoming PAG workshop(s) & AOB

Date	For discussion	Detail
5 March	Holistic reporting	Review of holistic reporting in the reformed MPF
12 March	Break	-
19 March	Cyclic meter read design	M02 – Proportion of smart meters read
25 March	Consultation 5 update*	Initial review of feedback themes with PAG

**Subject to change*

AOB: Currently looking for additional Retailer CAG Members

AOB

