

Tuesday, 21 October 2025

OVERVIEW AND SCRUTINY BOARD

A meeting of **Overview and Scrutiny Board** will be held on

Wednesday, 29 October 2025

commencing at **5.30 pm**

The meeting will be held in the Banking Hall, Castle Circus entrance on the left corner of the Town Hall, Castle Circus, Torquay, TQ1 3DR

Members of the Committee

Councillor Long (Chair)

Councillor Brook

Councillor Cowell

Councillor Douglas-Dunbar

Councillor Foster

Councillor Johns

Councillor Law

Councillor Spacagna (Vice-Chair)

Councillor Stevens

Councillor Tolchard

A Healthy, Happy and Prosperous Torbay

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Town Hall, Castle Circus, Torquay, TQ1 3DR

Email: governance.support@torbay.gov.uk - www.torbay.gov.uk

OVERVIEW AND SCRUTINY BOARD AGENDA

1. Apologies

To receive apologies for absence, including notifications of any changes to the membership of the Board.

2. Minutes

To confirm as a correct record the minutes of the meeting of the Board held on 8 October 2025.

(Pages 3 - 6)

3. Declarations of Interest

- a)** To receive declarations of non pecuniary interests in respect of items on this agenda

For reference: Having declared their non pecuniary interest members may remain in the meeting and speak and, vote on the matter in question. A completed disclosure of interests form should be returned to the Clerk before the conclusion of the meeting.

- b)** To receive declarations of disclosable pecuniary interests in respect of items on this agenda

For reference: Where a Member has a disclosable pecuniary interest he/she must leave the meeting during consideration of the item. However, the Member may remain in the meeting to make representations, answer questions or give evidence if the public have a right to do so, but having done so the Member must then immediately leave the meeting, may not vote and must not improperly seek to influence the outcome of the matter. A completed disclosure of interests form should be returned to the Clerk before the conclusion of the meeting.

(Please Note: If Members and Officers wish to seek advice on any potential interests they may have, they should contact Governance Support or Legal Services prior to the meeting.)

4. Urgent Items

To consider any other items that the Chair decides are urgent.

5. Spotlight Review on Water and Flooding

To undertake an annual spotlight review on water and flooding.

(Pages 7 - 32)

To receive an update on the South West Water Seasonal Tariff Trials.

(Note: representatives from South West Water, the Environment Agency and English Riviera Business Improvement District (ERBID) Company Ltd and Brixham Town Council and the Director of Pride in Place and Cabinet Members for Place Development and Economic Growth and Pride in Place, Transport and Parking have been invited to attend this meeting.)

Minutes of the Overview and Scrutiny Board

8 October 2025

:- Present :-

Councillor Long (Chair)

Councillors Bryant, Cowell, Douglas-Dunbar, Fellows, Johns, Law, Spacagna (Vice-Chair), Stevens and Tolchard

(Also in attendance: Councillors Bye, Fox, Chris Lewis and Tyerman)

23. Apologies

It was reported that, in accordance with the wishes of the Conservative Group, the membership of the Board had been amended to include Councillor Bryant in place of Councillor Foster.

24. Minutes

The minutes of the meeting of the Board held on 10 September 2025 were confirmed as a correct record and signed by the Chair.

25. Declarations of Interest

No declarations of interest were made.

26. Call-In of Cabinet's Decision on Community Grant Fund - Funding Awards Tranche 1

The Board had before it details of a call-in by five Members of the Council of the decision of the Cabinet regarding the Community Grant Fund – Funding Awards Tranche 1. The Call-in Promoter, Councillor Cowell explained his reasons for the call-in as set out in the submitted call-in notice. Councillor Cowell advised the Board that he was supportive of the Community Grant Fund which provided additional capacity to the community and voluntary sector. However, Councillor Cowell outlined specific concerns over the level of detail within the report to Cabinet on the successful applications and questioned how some of the applications met the objectives of the Policy and the due diligence carried out and the how the fund was communicated.

The Deputy Leader of the Council, Councillor Chris Lewis, the Cabinet Member for Housing and Finance, Councillor Tyerman and the Chief Executive, Anne-Marie Bond responded to the concerns raised through the call-in and by Councillor Cowell. The Board was advised that the Panel comprising Anne-Marie Bond and Malcolm Coe

(Director of Finance) had considered 67 valid applications against the criteria set out in the Community Grant Fund Policy and the Cabinet Members for Tourism, Culture & Events and Corporate Services, Councillor Jackie Thomas and Housing and Finance, Councillor Tyerman had reviewed the detailed applications of those recommended for approval by the Panel and were satisfied with those put forward for Tranche 1. It was acknowledged that more detailed information could have been provided in the report to Cabinet but with two of the Cabinet Members seeing the detailed applications it was felt that this was sufficient. There were several applications that required further clarity and they would be considered as part of Tranche 2. Officers and the Cabinet were satisfied with the level of due diligence carried out on the applications against the criteria and it was confirmed that pre-work had been carried out to work with applicants to provide clarity or further information to enable fair assessment, where necessary. Torbay Communities and the Community Builders had been requested to communicate the Fund. It was noted that successful applicants would be required to sign a funding agreement which would require them to demonstrate how the money would be spent ensuring compliance with the approved Policy.

Resolved (unanimously):

1. that no further action be taken in respect of the call-in of the Cabinet's decision on the Community Grant Fund – Funding Awards Tranche 1; and
2. that the Cabinet be recommended to ensure that detailed information on the applications for Tranche 2 be included in the report, with an Appendix setting out detailed information on the successful applications for Tranche 1 and a process for letting unsuccessful applicants know the outcome.

27. Update on Local Government Association Peer Review

The Chief Executive, Anne-Marie Bond presented the submitted report on the Local Government Association's Corporate Peer Challenge Progress Review which set out how the Council was progressing since the original Peer Challenge and the opportunity to develop continuous improvement via five themes with recommendations arising to form the submitted Action Plan. The Action Plan covered the current financial year and would be used to inform Service Plans.

The Board welcomed the update and significant progress that had been made since the original Peer Challenge, particularly between Members and acknowledged the importance of focussing on the positives Torbay had to offer. Members acknowledged the hard work being undertaken by Senior Officers at a difficult time with the current challenges in respect of Local Government Reorganisation.

Resolved (unanimously):

1. that the Board welcomes the progress made arising from the Local Government Association's Corporate Peer Challenge Progress Review and notes the associated Action Plan; and
2. that a progress report on the Local Government Association's Corporate Peer Challenge Progress Review Action Plan be circulated to the Board for

Members to consider at the Overview and Scrutiny Monthly briefing in January 2026 so that they can identify any areas for further scrutiny.

Chair

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Page 7 **Clarissa Newell**
Regulatory Manager (Water)
Devon, Cornwall & Isles of Scilly

Responsibilities

Within England we're responsible for:

- regulating major industry and waste
- treatment of contaminated land
- water quality and resources
- fisheries
- inland river, estuary and harbour navigations
- conservation and ecology

We are also responsible for managing the risk of flooding from main rivers, reservoirs, estuaries and the sea.

Priorities

Our priorities are to:

- work with businesses and other organisations to manage the use of resources
- increase the resilience of people, property and businesses to the risks of flooding and coastal erosion
- protect and improving water, land and biodiversity
- improve the way we work as a regulator to protect people and the environment and support sustainable growth

Read more about [Environment Agency: EA2025 creating a better place](#)



EA 2025

A NATION RESILIENT
TO CLIMATE CHANGE



EA 2025

HEALTHY AIR,
LAND AND WATER



EA 2025

GREEN GROWTH AND
A SUSTAINABLE FUTURE

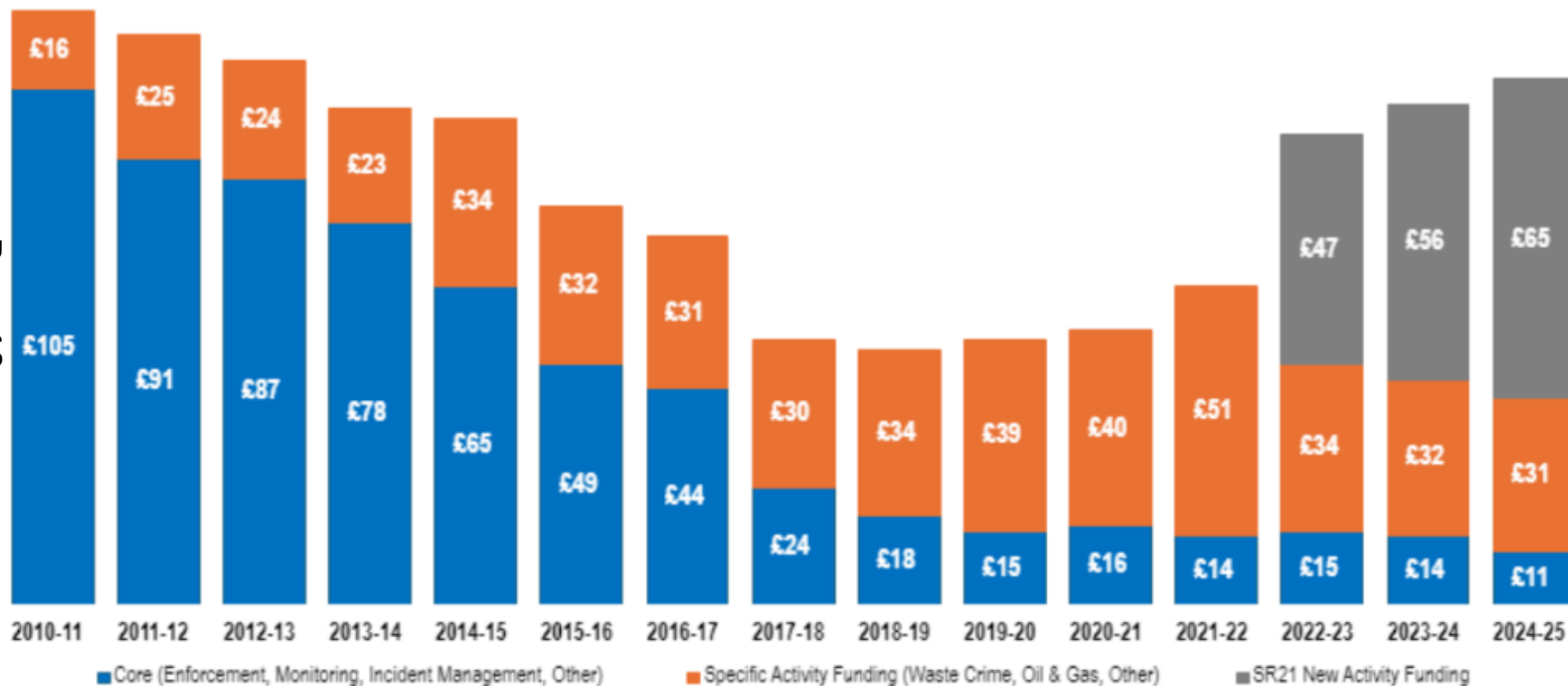


Our duties

Under section 2 of WIA91 as amended, we must carry out most of our work as an economic regulator in the way we consider will best:

- further the consumer objective to protect the interests of consumers, wherever appropriate by promoting effective competition
- secure that water companies (meaning water and sewerage undertakers) properly carry out their statutory functions
- secure that water companies can (in particular through securing reasonable returns on their capital) finance the proper carrying out of their statutory functions
- secure that water supply licensees and sewerage licensees properly carry out their licensed activities and statutory functions
- further the resilience objective to secure the long-term resilience of water companies' water supply and wastewater systems; and to secure that they take steps to enable them, in the long term, to meet the need for water supplies and wastewater services

GiA Resource Funding



Additional funding from SR21 (£65m)

- Project Speed
- Contaminated Land
- Air Quality
- Water Quality
- Navigation
- Environmental Monitoring
- Nature For Climate & Biodiversity
- Water Transformation
- Future Farming
- Chemical Regulation
- Waste Reform
- Marine

Examples of specific activity funding (£31m)

- Air Quality Monitoring
- Abstraction Reform
- Environment Bill
- Waste Crime

Examples of non specific funding (£12m)

- Enforcement
- Monitoring
- IT & Data
- Whole Life Costs

Assessing Compliance



In Devon and Cornwall and Isles of Scilly, for 2025/2026 the Water Industry teams will deliver

- Over 800 inspections to South West Water Assets (10,000 nationally)
- measures to address concerns about flow and storm overflows
- increased enforcement action for pollution incidents.

The Water (Special Measures) Bill will:

- speed up our enforcement response
- us to focus our prosecution activities
- Strengthen penalties for obstruction offences
- enable the courts to include imprisonment
- give water companies a duty to publish data within an hour of a discharge for all emergency overflows in England.
- new statutory requirements for water companies to publish annual Pollution Incident Reduction Plans

Reporting to the Public



- The Environment Agency's online tool [Swimfo](#) provides information on all our designated bathing waters
- The Environment Agency works with local authorities to enable decisions on posting signs at these swimming locations to inform bathers about any possible dips in water quality.
- The Environment Agency does not warn and inform the public when **permitted** spills are happening. However, the local water company, SWW, does.
- You can find out more at: [Event duration monitoring – lifting the lid on storm overflows - Creating a better place \(blog.gov.uk\)](#)

What action is being taken?

Action Plan: Goodrington (Deterioration)

Location	Torbay, Devon					Bathing water number	24200				
Usage	Popular					Controller	Torbay Council				
Type of Bathing Water	Coastal					Designate in	1988				
Local contact- Water Quality:	Gabrielle Garland					Champion	A&R Devon				
Local contact- comms:	Sophia Ashby					Area Environment Manager	Bruce Newport				
Expected Result in 2024	Sufficient					Area	DCIS				
Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Classification	Sufficient (0%)	Good (0%)	Good (0%)	Good (0%)	Sufficient (0%)	Sufficient (6.2%)	Sufficient (32%)	Un-classified	Good (46%)	Good (0%)	Sufficient (0%)
% risk of failure											

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Bathing Water History & Characteristics

Bathing water profile
[Bathing water profile \(data.gov.uk\)](#)

Sampling Programme
BW statutory sample: [Goodrington Beach \(24200\)](#)
Investigational sample: [Goodrington Stream At Beach](#)
Investigational sample: [Goodrington Stream Car Park](#)

Local context
The Environment Agency (EA) engage with the Torbay Council and South West Water (SWW) closely and liaise around water quality issues that could affect the bathing water.

[Bathing water profile](#)

- Bathing waters are having ongoing investigations if at sufficient or good.
- Goodrington- bathing water impacted by diffuse urban pollution, misconnections, dog faeces.
- Agriculture not thought to be of major impact
- Rapid bacteria sampling undertaken
- Ragging infrastructure to prevent blocking (WINEP)
- SWW has done investigations
- No connectivity to nearby holiday park
- EA monitoring
- Event Duration Monitoring: Event Duration Monitoring (EDM) data provides a robust and consistent way of monitoring how often and for how long storm overflows are used. This monitoring underpins our planning, compliance and enforcement work.

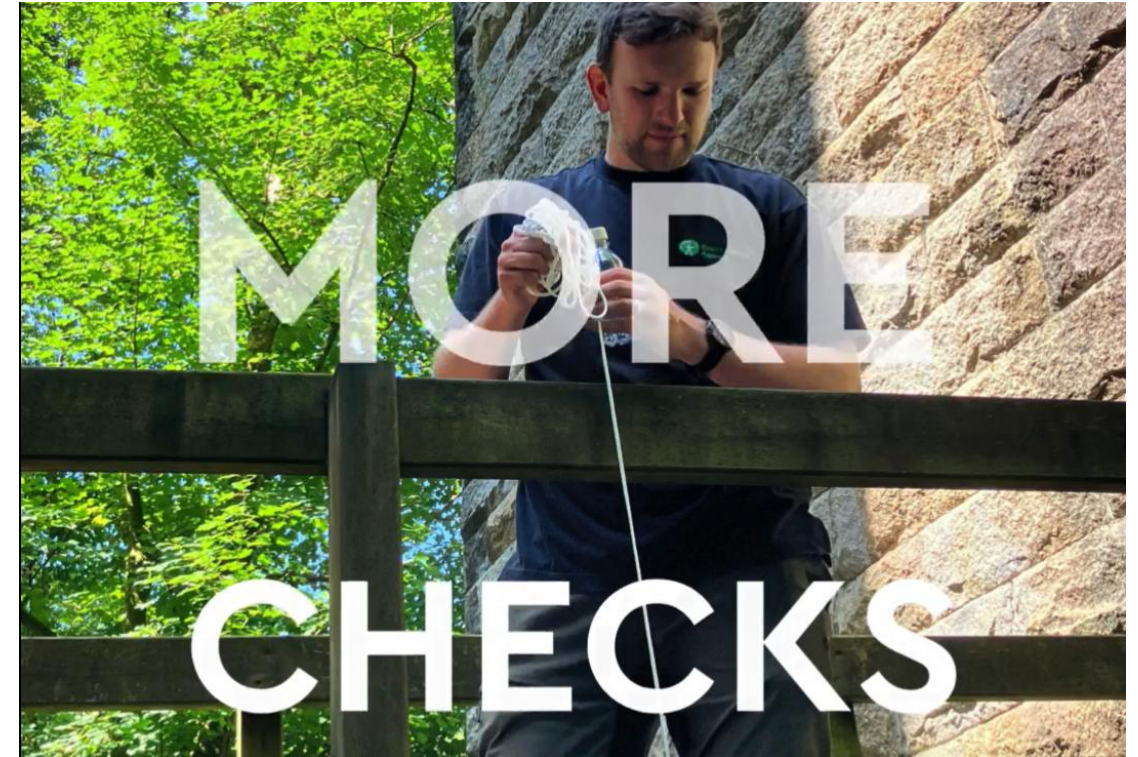
The most recent classification is **Good**, based on samples taken from 2021 through to 2024.



Good bathing water quality
★★★★★
★★★★★
★★★★★
★★★★★
★★★★★

Dry day spills- are they compliant with their permit?

- Dry day spill data is collected centrally and made available to the local area team.
- A dry day spill is when a storm overflow is used on a 'dry day' defined as no rainfall above 0.25mm on that day and the preceding 24 hours.
- South West Water do have many sites that cause dry day spills.
- There can be legitimate reasons for a longer drain down time for instance rainfall catchment size and tidal influences
- SWW must submit evidence to do with surface water inflows and a suitable action plan demonstrating root cause of the issue and outlining how they intend to resolve it.
- SWW need to submit these plans to us next year.



Are all the spills illegal?

- Event Duration Monitors increase transparency by measuring how, when and for how long a storm overflow is in operation.

- 100% of storm overflows across the water network in England have now been fitted with Event Duration Monitors (EDMs).

- This shows the public when discharges are happening, and helps the government and regulators to better hold water companies to account for illegal sewage spills and improve knowledge of overflow operation to identify where improvements can be made.

- Storm overflows are an automatic safety valve that release excess pressure on the network from flooding and rain – preventing sewage backing up into properties and stopping widespread mains pipe bursts across the country.

- They should, however, only be used under strict permit conditions.**



What is the Environment Agency doing about dry day spills?

- We need to gather the data from the water company monitors and assess thousands of lines of data.
- Further investigation is always required on 'dry day spills'. We need to have a certain level of evidence to take enforcement action
- Includes site inspection and a requirement for the company to provide detailed evidence on the spill in question
- SSW have reported **2,323 dry day spills** between 1st January and 30th June 2025
- It is not possible for the Environment Agency to investigate each one.
- We take a national approach and focus on those assets which spill very frequently or have the potential to impact on sensitive sites such as bathing or shellfish waters.

[Storm Overflow Reduction Plan by Constituency including 2023-4 spill data.xlsx](#)



What is the Environment Agency doing about dry day spills?

We have 24 offences coming to court this month with more to follow in 2026.

These investigations are for events that have caused environmental harm.

We act proportionately when we apply the law and take account of and balance the:

- risk posed to people and the environment
- seriousness of the breach of the law
- impact on the environment, people and legitimate business
- cost of taking enforcement action against the benefit of taking it
- impact on economic growth
- Like all public bodies, we operate with finite resources and we need to prioritise our work. That means we will focus our investigation on those sites that are the biggest risk to our environment.



Enforcement & Compliance

Devon dairy farm prosecuted for 'chronic and continuing' pollution

A dairy farm in north Devon has been prosecuted after it was found to have caused pollution in a nearby stream, with ammonia levels almost 100 times higher than healthy levels

by Conor McGlone



Press release

North Devon company fined for pollution that devastated fish population

The North Devon company that caused a pollution incident leading to a devastating fish kill on the River Mole near South Molton has been fined £2,000 and ordered to pay £9,836 in costs.

Smart Biosphere – Applications & Customers					
Application Modules	Realtime monitoring	Forecasting predictive analysis	Geographic track & trace	Scenario modelling	Intervention baseline & monitor
Coilform	✓	✓			✓
Water nutrient load	✓	✓	✓	✓	✓
Eutrophication	✓	✓	✓	✓	✓
Water pollutants	✓	✓	✓	✓	✓
Water volume/flow	✓	✓	✓	✓	✓
Soil chemistry	✓	✓	✓		
Bathing quality	✓	✓			
Customers					
Water Companies	Environment Agency	Delta	Farmers & Landowners	Rivers Trusts	LNPs
					Natural Capital Investors
					Supermarkets & supply chain
					The public

Legal News

EA announces its



Two-thirds of Devon's population live in the south of the county. Nearly nine in ten of the population live in the south of the county.

South West Water fails in attempt to get sewage dumping charges dropped



The River Torridge near Great Torrington. The report said that many dairy farms had increased their herds, but not their slurry storage. Photograph: John Insull/Alamy



South West Water pleaded guilty to 13 charges of unauthorised sewage releases and breaches of environmental permits

South West Water has been fined a record amount of more than £2.1m after admitting causing pollution in Devon and Cornwall.

Misconnection campaign in Torrington



REGULATION: Water Resources



In Devon and Cornwall and Isles of Scilly, for 2025/2026 the Land & Water teams have a target to deliver

- 283 inspections of abstraction and impounding licences.
- This includes 32 inspections of water company licences.
- This will result in increased enforcement action for non-compliances.

Restoring Sustainable Abstraction (RSA) programme:

- DCIS have 12 sites in the RSA programme which is a high priority for the area.
- These licences will have to become sustainable by variation or revocation by the end of 2026 to allow for appeals to be processed by the end of 2027. A compensation fund is available.
- Of the 12 licences, 8 are for fish farms and the other 4 are for HEP generation.

What else does the Environment Agency do beyond regulation?



Monitor what is happening in our rivers and bathing waters.

We carry out around 90,000 water quality sampling visits a year from 13,000 different locations and use the results to target polluters. In North Devon we have the Biosphere partnership with monitoring provision.

Prevent our rivers from drying out: the EA licenses water abstraction and we work with all the main abstractors, water companies, farmers, energy producers and industry - to get it to a sustainable level.

Improve water habitats: we plant trees and plants that support wildlife, remove barriers to fish and eel passage, restock rivers with fish, remove invasive species, and restore rivers and streams to their natural state.

Work with farmers to secure better compliance with the rules and tackle inadequate farm infrastructure and poor soil and nutrient management.

What else is the Environment Agency doing??

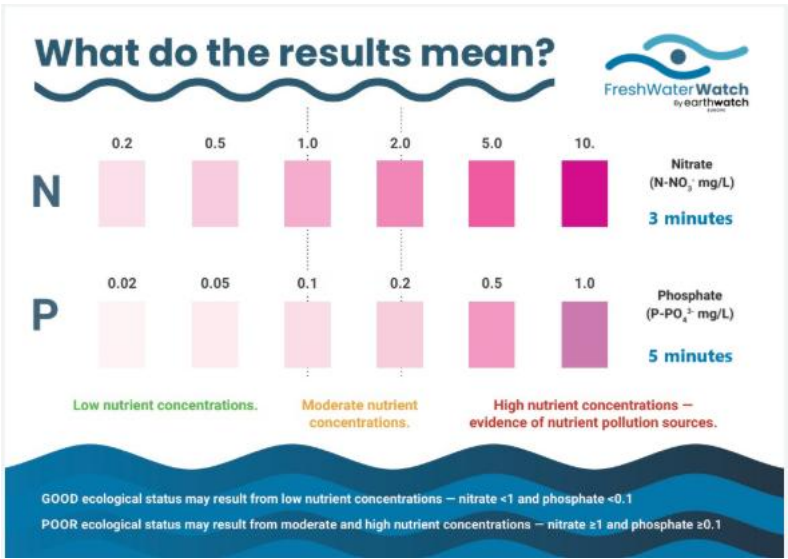
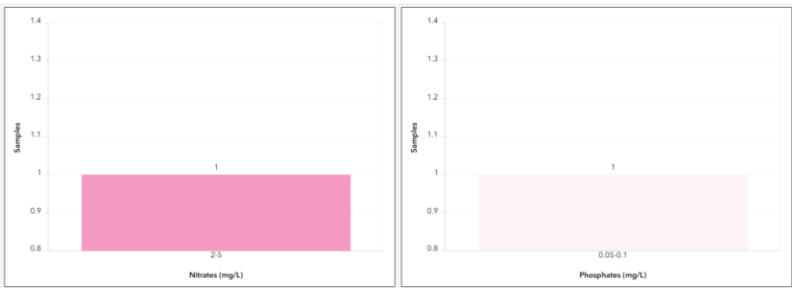
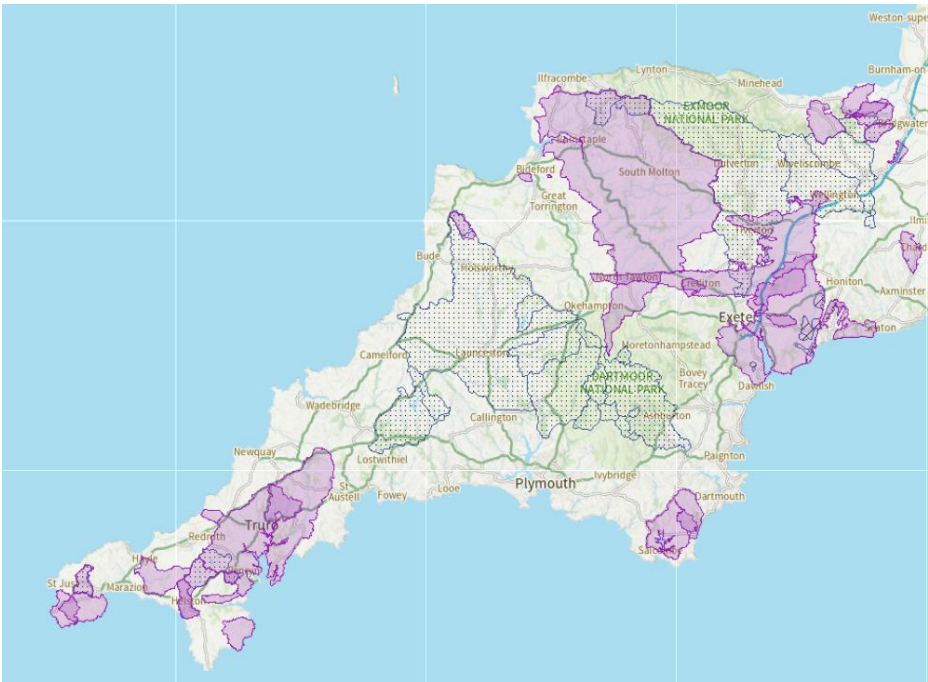


- Catchment co-ordinator Dave Shorten involved in partnership working re water quality and more.
- Increased development, discussions with Local authority and SWW on asset improvement via the Water Industry National Environment Programme (WINEP)
- Liaising with forums: The Torbay climate partnership the EA fed into the **Greener Way For Our Bay Framework and Action Plan**
- Flood pipeline project- active partner
- Seagrass and ecology surveys
- Dye tracing
- Watching brief via sampling at other beaches

Nitrate Pollution (still to be updated)

As the competent authority, we are responsible for assessing farmers' compliance and enforcing the requirements of these regulations. We may visit farms and/or work with partners and/or employ surveillance techniques to do this. The checks we carry out are targeted according to the environmental outcome we want to see.

Map showing Nitrate vulnerable zones



[Great UK WaterBlitz Results | FreshWater Watch](#)

COLLABORATION: Outcomes for water

- Improved quality of surface, ground and coastal waters
- Protection, enhancement and multifunctional benefits
- Delivery of infrastructure required to support Development Plan housing and economic targets
- Avoidance of non-mains drainage treatment options
- LPAs take an integrated and catchment based approach to the water environment
- Reduction in Combined Sewer Overflows



COLLABORATION: Planning consultations

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Heavy Rain Not A Problem For Cranbrook

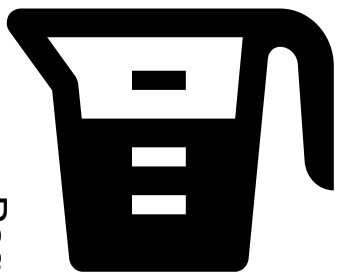
We are also a Statutory Consultee for some planning applications. This means (LPAs) must consult us on these proposed developments.

The National Planning Policy Framework states that decisions should :

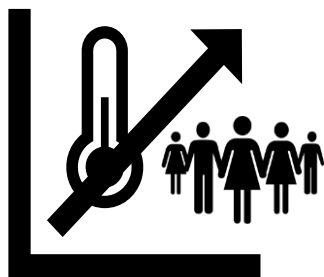
- contribute to and enhance the natural and local environment
- prevent new and existing development from contributing to unacceptable levels of soil, air, water or noise pollution or land instability.
- development should, wherever possible, help to improve local environmental conditions such as air and water quality,
- take into account relevant information such as river basin management plans

COLLABORATION: Drainage & Waste Management Plans (DWMP)

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CAPACITY



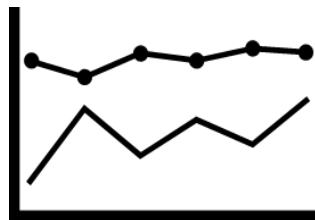
CURRENT & FUTURE DEMANDS



RESILIENCE



MEASURES UNDERTAKER INTENDS TO TAKE



SEQUENCE & TIMING



ENV. RISKS & HOW RISKS ARE MITIGATED

What can you do to help?



As a Local authority

- Misconnections
- Consideration to increased development
- Surface water connections/ infiltration

The public:

- So many incidents are caused by blockages:
- Wet wipes
- Fats, oils, grease

South West Water Responses to Key Lines of Enquiry

Nitrates

Nitrates can be derived from a number of sources including agriculture, wastewater and general run off from a catchment. Hence, it depends on where the monitoring has been undertaken and the levels of nitrates. If there are concerns about the level of nitrates it would be prudent to share this information with the Environment Agency who have the strategic overview for water in England. SWW believe the Environment agency are attending the meeting. If their analysis indicates a particular source of this nitrate then will then direct the most appropriate action.

Regards safety, there are numerous other reasons that need to be taken into consideration beyond nitrates e.g. access, speed of flow, other hazard within a watercourse. SWW is not the responsible authority to advise on this.

For more detailed information on Nitrates, please find an Environment Agency report on line which was published in December 2024: [Nitrates: challenges for the water environment - GOV.UK](#)

Cockington and road closures

Regarding the Liaison Officer it would be helpful to understand the issues in more detail before we are able to respond.

Permission for roadworks are granted by the appropriate Highways Authority. In this case, this is Torbay Council. Utility providers e.g. Water companies, electricity companies, communication companies will apply to the Highways Authority to undertaken works. The Highways Authority will then assess this and make decisions on how these works will be managed regards traffic management and traffic flow. Utilities can apply for a traffic light management system but the Highways Authority may decide this does not manage the risks to the public sufficiently so may ask for a road closure and subsequent re-routing of traffic to take place.

South West Water Seasonal Tariff Trial Update, feedback from residents and businesses.

In this trial customers pay a lower price for their water usage in Autumn/Winter, but an elevated price in the Spring/Summer. SWW have commissioned ICS Consulting to evaluate the impact of the trials on customer behaviour through customer surveys and to model the impact on customer bills. The trials are ongoing, and our evaluation has not yet concluded. But initial modelling shows:

- 75% of initial customers remain on this trial.
- Detailed analysis is planned and SWW may be able to present further information at the meeting.

ICS performed customer surveys on their perception of the trials:

- One in eight customers believe the tariff will encourage reduced consumption.

- 17% perceive the trial as fair, with concerns raised about the lack of customer choice in participation. This is consistent with the feedback received throughout the trial.

To be able to measure the full impact on bills and consumptions, trials should continue until the end of the 2026/27 charging year. SWW have made presentations to Ofwat, CCW and WaterUK about the progressive tariff trials and continue to be transparent with them on the outcomes.

How many businesses asked to opt out but were unable to do so as only residents were able to opt out?

500 Non Households overall are on the Seasonal Tariff Trial with 75 that are Torbay based businesses, and as per our records only 4 have contacted SWW with the notes specifically mentioning the no opt-out process, implying or stating a request for removal. The reasons SWW made the trial compulsory was:

- Representative Data: A compulsory trial ensures that the data collected accurately reflects the general customer base, rather than a self-selecting group that might have different consumption patterns or financial circumstances.
- Informing Future Charging: The goal of the trial is to inform future, fairer, and more transparent ways of charging for water use, which requires comprehensive and unbiased data from a large group of customers.
- Understanding Consumption: To understand seasonal consumption patterns and their link to water usage, the trial needs to run for its full course and not be disrupted by opt-outs.

What lessons have been learn from the outbreak in Brixham (if possible)?

As discussed in our pre-meeting SWW are not in a position to discuss this matter.

What action is SWW taking to ensure that the sewer network has capacity to deal with Torbay's intended growth and capital programme?

- SWW's Developer Services team liaise with the planning team at Torbay to assess current and future needs. These inform SWW's investment plans.
- Drainage and Waste Water Management Plans and Water Resources Management Plans provide a strategic view out to 25 years.
- The Government's revised housing targets will need to be accommodated in SWW's investment plans going forward. SWW will need to know how Torbay will be responding to this in the Local Plan.

How we can better position Torbay as a stronger partner with SWW and the Environment Agency.

Some ideas include:

- Convene strategic conversations on a sufficiently frequent basis between Torbay Council and major service providers to share opportunities and risks.
- Ensure the Local Plan includes the updated Government housing targets to enable investment decisions to be made in a timely manner.
- Work closely on the impacts of climate change specifically to understand our specific roles in managing surface water flooding and links to storm overflows. Case studies will be provided to outline our specific concerns.
- Promote customer behaviour through council channels to help protect the environment as per below.
- Prompt reporting of incidents e.g. leakages, pollution promptly to ensure and effective response can be made.
- Use our dedicated Council Enquiries email address for locally elected members queries, where we can log, track and respond in a timely manner.

What action can residents take to support the water and sewerage network?

- Promote our 'Love you Loo' campaign i.e. only flush pee, poo and paper down the loo. By doing this it stops wet wipes entering our network which can cause blockages to occur and stop our pumps for working effectively. In some instances, this can lead to pollutions occurring and storm overflows operating. A link to our 'Love Your Loo' campaign can be found here: [Bin it don't block it | South West Water](#)
- Promote our 'Think Sink' campaign. Avoid pouring Fats Oils and Greases (or FOG) down the kitchen sink as these can cause "fatbergs" which again cause blockages and can lead to pollutions and storm overflow operation. A link to our 'Think Sink' campaign can be found here. [Bin it don't block it | South West Water](#)
- When considering building extensions which include plumbing of new toilets, sinks, washing machine ensuring they are connected to the correct pipe work. We continue to find mis-connections across our network that have occurred because of wrongly connected pipe work. These can lead to pollutions occurring. There is also a role for Building Regulations to ensure this is assessed and understood.
- Promote water efficient measures e.g. water efficient shower heads, not running the tap when brushing your teeth, installing a water butt. These will help both save water and reduce bills for those on meters as less water is used. There is lots of information here: [Save water | South West Water](#)
- Support our Tariff Trials.

Annual update on SWW activities, including storm overflows, background to price rises for SWW, highlights of delivery of the Storm Overflow Action Plan and a link to the Water Share Panel webpage.

- SWW charge increases can be found here in our detailed charges document here: [sww-household-charges-scheme-2025-26.pdf](#)
- A link to the WaterShare+ pages can be found here: [WaterShare+ | South West Water](#)
- All storm overflow improvements planned for our current Business Plan 2025 to 2030 are due for completion by 31 March 2030. The exception is for Cockington Lane Storm Overflow which is due for completion by 31 March 2029. These are regulatory dates set by the Environment Agency as part of the Water Industry National Environment Programme. We will liaise with Torbay Council and the Environment Agency to obtain the relevant permission and permits to complete these works.
- Bathing water classification for the 2025 season will be announced by Defra in the Autumn (this is usually in November).

ERBID Company Statement in response to the question being raised below:

SWW gave a lot of money towards the BID for Brixham – how was the money spent?

Background:

The Cryptosporadium outbreak in May 2024 resulted in a total loss of £40 million of bookings across the English Riviera and South Devon and significant national and global negative and damaging press coverage.

Action Taken by ERBID Company:

In response the ERBID Company approached South West Water to try and secure a Marketing Recovery Fund to help regain visitor confidence and importantly our brand reputation, working with: Brixham Chamber of Commerce, Brixham Town Council, Torbay Council and Visit Devon.

Action Taken by South West Water:

After consideration of the evidence presented South West Water made the decision to award a Marketing Recovery Fund of £1.2 million over two years: 2025/6 to include a £250k specific Legacy Fund for Brixham.

Marketing Activity Under Taken:

A new and much expanded National Campaign was agreed to try and restore visitor confidence and bookings. Two new TV adverts were produced, one targeting families and one targeting couples which was specifically designed to help Brixham with many Brixham locations included in the footage. National TV advertising (ITVX & SKY) is expensive and the ERBID Company has invested close to £500k in 2025 to 'hit back' on the negative press generated last year. In addition, a new Brixham specific video has been produced and new images shared with businesses to use in their own marketing. A senior Brixham businessman has sat on the ERBID Board as an observer since the Marketing Recovery Fund was awarded.

Results:

The new TV advertising has worked and will be repeated for 2026. We have robust evidence that shows summer bookings were up on 2024 compared to the rest of the South West and Brixham has had a busy summer.

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