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DRINKING WATER QUALITY CONFERENCE

5 June 2025 | National Conference Centre Birmingham

10TH ANNUAL

Securing
drinking water
quality now and
in the future

○ Sponsorship opportunities



DRINKING WATER QUALITY CONFERENCE

5 June 2025 | National Conference Centre Birmingham

 **250+**
attendees

 **35+**
industry
expert
speakers

 **10+**
insightful
content
sessions

 **3+**
hours of
networking

Drinking water quality in Great Britain remains world-beating. However, those delivering this lifeline service know there is no room for complacency.

With increasing regulatory and policy drivers as well as the ever-present scrutiny of the public, drinking water professionals know they must continue to deliver at the highest level.

These expectations will only get higher as we enter Asset Management Period 8, which will usher in an unprecedented surge of spend on drinking water. Companies will be under greater pressure than ever to find efficiencies and innovate to find fresh solutions. They

must also address the deliverability of their business plans, including securing supply chain resources.

The **Drinking Water Quality Conference 2025** brings together leaders from across this bustling sector to discuss common challenges and share best practice.

They will collaborate to discuss the impacts of new regulation and legislation, including the much-discussed Reg31. Delegates will hear from senior figures across the sector about mitigating risk and public health concerns, including through innovative new partnerships.

The conference will also hear about how companies are seeking to address demand issues through transfer schemes, new reservoirs and by tackling leakage, as well as exploring what novel treatment strategies are on the horizon.

I look forward to welcoming you at this year's conference to discuss all this and more and to network with your peers.



James Wallin
editor
Utility Week

BOOK YOUR PLACE NOW event.utilityweek.co.uk/drinking2025



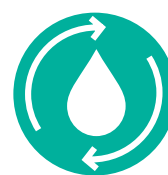
**Balancing regulation,
public perception
and investment**



**Innovative &
proactive measures
to improving
water quality**



**Sustainable
infrastructure,
security of supply
& meeting demand**



**Embracing
novel treatment
strategies**



**Partnerships,
contaminants
& control**



**Protecting
public health**

PRE-CONFERENCE WORKSHOP*

Wednesday 4 June 2025

Join your peers for an interactive **pre-conference workshop on PFAS & emerging contaminants** on 4 June, with insight from the DWI and leading water companies.

Our workshop around 'forever chemicals' in drinking water, PFAS & emerging contaminants is back for the third time! These chemicals are an issue being discussed more and more in the UK, following on from advances made elsewhere globally. In this workshop you will have the opportunity to hear from one of the some of the leading researchers in the UK in this area, from Cranfield University Water Science Institute and Manchester Metropolitan University, as well as regulatory insight from the DWI, and more. You'll hear firsthand from companies on how they are addressing PFAS and their plans for next steps.

Take the opportunity to ask your questions and spend time with leading voices in this industry, with dedicated ideation sessions with PFAS colleagues in this interactive workshop. View the agenda on pages 10-12.

Please know that this workshop is sold separately to the conference, therefore your registration to the conference does not include the pre-conference workshop.

ASK ABOUT...
sponsoring
the workshop

FEEDBACK

Here's what some of our past delegates had to say about about WWT Drinking Water Quality conferences ...

"Excellent event with great content and international insights on the evolving PFAS market and the challenges faced by the sector"

principal consultant, Isle Utilities

"The WWT Drinking Water Quality Conference is a fantastic opportunity to meet colleagues, share experiences, and find out about the latest trends and issues in the world of Water Supply Water Quality"

senior process scientist, Portsmouth Water

"A great insight into the current issues faced in the Drinking water supply sector with opportunities to connect with key stakeholders"

growth leader, Veolia WTS

"I can't believe the drinking water conference will be in its 10th year! It's a great annual opportunity to get up to speed on all emerging water quality issues and to network with enthusiastic colleagues passionate about protecting public health through maintaining and improving drinking water quality in UK"

project director south, Stonbury



WHO ATTENDS

WHO SHOULD ATTEND?

Water company directors, head and managers responsible for:

- Drinking Water Quality
- Supply
- Compliance
- Asset Management
- Strategy, Planning & Risk
- Water Treatment
- Resilience
- Water Resources
- Data & Digitalisation
- Innovation
- Regulation & Policy
- Sustainability management
- Environment
- PFAS
- Emerging Contaminants
- Micropollutants
- Delivery
- Climate Change
- Flood Risk Management
- Operations

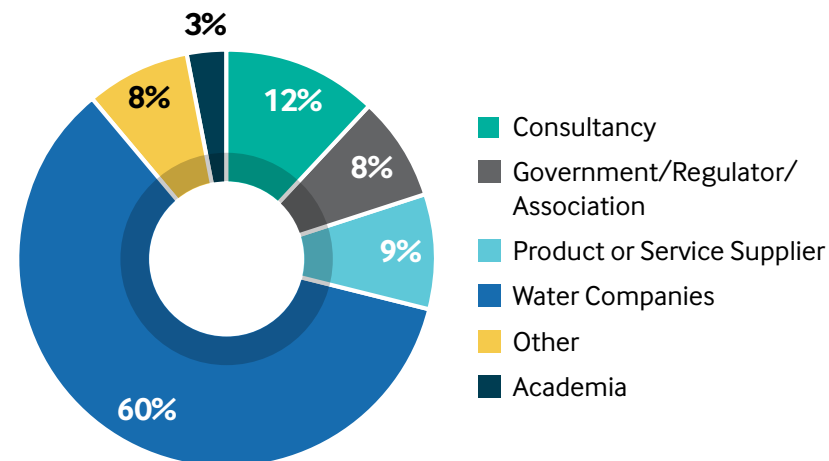
In addition to **regulators, consumer bodies, academics** and **solution providers** within the drinking water sector.

WHY YOU SHOULD SPONSOR

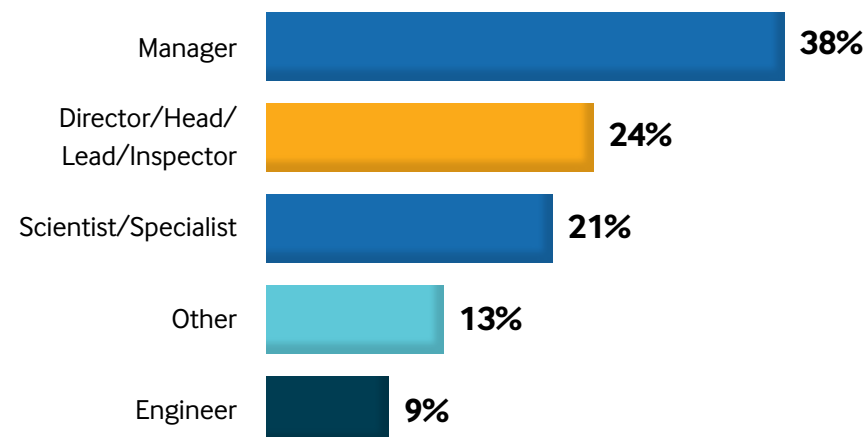
- **Lead the conversation** advancing drinking water quality across the industry
- **Enhanced networking opportunities** with water companies
- **Hear directly from the industry leaders** about critical challenges and what collaboration is required from the supply chain
- Position yourself as an **active participant** in key industry innovation
- **Raise your profile** through an extensive digital marketing campaign
- **Gain industry exposure** in front of the core client base

WHO WILL YOU MEET?

TYPES OF ORGANISATION THAT ATTENDED IN 2024



JOB TITLES OF 2024 ATTENDEES



2024 ATTENDEES





08:30 Registration, networking & exhibition

09:15 Welcome from the conference chair
James Wallin, editor, [Utility Week & WWT](#)

BALANCING REGULATION, PUBLIC PERCEPTION AND INVESTMENT

09:20 Keynote: Hear the latest from the DWI

- Understanding the strategy of drinking water regulation
- Exploring the challenges facing water supply, regulation and the industry
- Discussing Regulation 31 in context

Marcus Rink, chief inspector, [DWI](#)

09:40 Panel discussion: Balancing risk and reward – how ready is the water industry for investment in AMP8?

- How can industry be more efficient with investment? How can we increase funding in clean water?
- How can we maximise infrastructure investment to ensure the UK's water assets are ready for the future?
- How can the industry better prioritise net zero in design, construction and maintenance of assets?
- Can we deliver our infrastructure goals with the funding allocated by Ofwat for AMP8?

Dave Reynolds, drinking water quality regulator for Scotland, [Scottish Government](#)

Marek Cegielski, head of water services science, [Dŵr Cymru Welsh Water](#)

Garry Tabor, director - smart water solutions, [British Water](#)

Doug Whitfield, director of operations, [South East Water](#)

10:20 Mitigating risk and public health concerns

- Tackling customer impacts of lead pipes
- Collaborating with local authorities to provide public health guidance

Oliver Twydell, water regulations and public health business leader, [Severn Trent](#)

10:35 Q&A session with previous speakers

10:45 Understanding Regulation 31

- Rolling out Regulation 31 training to ensure all water industry stakeholders have a complete understanding to comply
- Working with The DWI to streamline and accelerate the Reg 31 approval process

Guy Franklin, head of water quality and compliance, [Southern Water](#)

Alan Brown, head of water quality and strategic planning, [Northumbrian Water](#)

Gemma Ward, water quality risk and optimisation manager, [Anglian Water](#)

11:15 Refreshments, networking & exhibition

BREAKOUT SESSIONS

11:45-13:00 Choose to attend either [STREAM A](#) or [B](#)

A INNOVATIVE & PROACTIVE MEASURES TO IMPROVING WATER QUALITY

CHAIR: James Wallin, editor, [Utility Week & WWT](#)

11:45 Optimising monitoring technology to reduce exposure to risk

- Utilising real time data to gain an accurate picture of UK water quality in distribution networks
- Identifying threats to water quality including cryptosporidium

Killian Gleeson, postdoctoral research associate, [University of Sheffield](#)

John Gaffney, digitalisation leader in water & waste water, [Siemens](#)

Alan Brown, head of water quality and strategic planning, [Northumbrian Water](#)

12:05 PFAS 'Forever' Chemicals – Search, Capture & Destroy

- An overview of Puragen's award-winning technology for the abatement and destruction of PFAS
- Introducing the latest-generation surface-modified GAC, optimised for PFAS removal from water

David Reay, head of strategic partnerships, [Puragen](#)

12:25 Understanding the Advanced Oxidation Process

- Insight into the University of Swansea's AOP research
- Using chemical and electro oxidation to remove micropollutants such as PFAS and emerging contaminants

Chedly Tizaoui, associate professor in chemical engineering, [Swansea University](#)

12:45 Q&A session with previous speakers



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B

SUSTAINABLE INFRASTRUCTURE, SECURITY OF SUPPLY & MEETING DEMAND

CHAIR: **Ruth Williams**, chief correspondent, **Utility Week & WWT**

11:45 Looking beyond the reservoir

- Focusing on water quality in catchment inlets and outlets
- Accelerating abstraction licence approvals
- Managing borehole sources

Senior representative, **Environment Agency**

12:00 Tackling seasonal water scarcity

- Optimising Water Resource Management Plans to improve source quality
- Adapting to increased climate change impacts

Paul Stanfield, groundwater strategy manager, **Wessex Water**

12:15 Case study: Investing in a new reservoir to meet demand

- Insight into Anglian Water's Fens Reservoir
- Storing water from local waterways to ensure a resilient supply

12:30 Ofwat's Innovation Fund Case study: Tackling background leakage

- Working towards Ofwat's leakage targets to prevented wasted clean water
- Improving detection of background leaks
- Insight into Dwr Cymru's customer side leakage data

Anna Taliana, project manager – Water Quality First, **Dŵr Cymru Welsh Water**

12:45 Maximising resources to adapt infrastructure

- Driving infrastructure standardisation to increase efficiency
- Collaborating with supply chain from construction to production

Rachel Fox, engineering manager, **Scottish Water**

13:00 Q&A session with previous speakers

13:10 Fork buffet lunch, networking & exhibition

BREAKOUT SESSIONS

14:10-15:10 Choose to attend either **STREAM A** or **B**

A

EMBRACING NOVEL TREATMENT STRATEGIES

CHAIR: **James Wallin**, editor, **Utility Week & WWT**

14:10 Upgrading disinfection: Southern Water's UV trial

- Combining UV with chlorine disinfection through above ground assets
- Treating surface water sources

14:25 Ceramic membrane: new treatment application

- Utilising SiC Ceramic Membranes to treat dirty backwash water effectively
- Reducing carbon footprints while increasing treatment plant capacity

Senior representative, **Enpure**

14:40 Treated water quality and the development of network discolouration risk

- Reviewing how distributed water quality impacts the development of discolouration risk
- Understanding key processes and the trade-off between CAPEX and OPEX mitigation strategies

Stewart Husband, water researcher, **University of Sheffield**

14:55 Q&A session with previous speakers

B

PARTNERSHIPS, CONTAMINANTS & CONTROL

CHAIR: **Ruth Williams**, chief correspondent, **Utility Week & WWT**

14:10 Tackling landfill leachate

- Exploring an increased ban on certain waste going to landfill
- Decontaminating landfill waste to prevent PFAS and other emerging contaminants in supply

14:25 Working cross-sector with landowners

- Reducing pollution from agricultural runoff to improve water quality
- Encouraging sustainable farming practices and natural flood management

Senior representative, **Natural England**

14:40 Taking control of water distribution networks

- Source blending to mitigate risk
- Tackling corrosion of metal pipework which leads to water discolouration

Doug Whitfield, director of operations, **South East Water**

14:55 Q&A session with previous speakers



15:10 Refreshments, networking & exhibition

PROTECTING PUBLIC HEALTH

CHAIR: James Wallin, editor, **Utility Week & WWT**

15:40 Managing public perception and getting customers on board for future investment

- Preparing customers to potentially absorb costs of improved drinking water infrastructure
- Utilising citizen science to better understand supply quality through taste and odour changes
- Preventing bacterial outbreaks and monitoring micropollutants to build trust

Robin Halford-Maw, water quality and public health manager, **United Utilities**
Jenny Fathers, customer insight specialist, **United Utilities**

15:55 Handling nutrient pollution and imbalances

- Prioritising public health in hard water or low mineral content areas
- Enabling nutrient neutrality and accelerating nutrient mitigation

16:10 Replacing lead pipes

- Minimising disruption while upgrading supply infrastructure and minimising health impacts
- Phosphate dosing to decrease lead content

Carl Fello, green recovery business leader, **Severn Trent**

16:25 Learning from the cryptosporidium outbreak

- Insight into South West Water's outbreak and how we can prevent other incidents in the future
- Recovering from public perception impacts

16:40 Q&A session with previous speakers

16:55 Chair's closing remarks and end of the Drinking Water Quality Conference 2025

'I can't believe the drinking water conference will be in its 10th year! It's a great annual opportunity to get up to speed on all emerging water quality issues and to network with enthusiastic colleagues passionate about protecting public health through maintaining and improving drinking water quality in UK'

project director south, Panton McLeod Stonbury

'The conference provides an excellent opportunity to network with people who are passionate about water quality, or have a desire to learn more. Attendees are always willing to share experiences and help promote the water quality agenda to help drive improvement in the water sector'

head of water quality and assurance, Northumbrian Water



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PFAS & EMERGING CONTAMINANTS*

Wednesday 4 June 2025

The **pre-conference workshop** is returning for 2025! The day is **dedicated to tackling PFAS and emerging contaminants in drinking water**, encouraging audience interaction through ideation sessions and encouraging collaboration across the industry. Attend to find out which tools and techniques could help you improve your approaches to tackling these 'forever chemicals' at source, all the way through to total destruction, post removal.

Please know that this workshop is sold separately to the conference, therefore your registration to the conference does not include the pre-conference workshop.

AGENDA

10:00 Registration & refreshments

10:30 Welcome from the workshop moderator

Peter Jarvis, professor of water science & technology, **Cranfield University Water Science Institute**

ALIGNING REGULATION AND TREATMENT METHODS

10:35 Regulatory update: Understanding the current PFAS landscape

- Changes to regulatory guidelines on PFAS limits
- Tackling removal longer term and working more closely with water companies in this field
- International approaches to PFAS
- Insight into removal efficacy research in partnership with Cranfield University

Ashleigh Parker, principal inspector, **DWI**

10:50 Sampling, monitoring and risk assessing to help shape regulation

- Outcomes of the Environment Agency and Health Security Agency's RMOA on PFAS

Senior representative, **Environment Agency**

11:05 The European perspective

- Insights from leading European working groups
- Following Belgium's example to stay ahead of the curve and spread costs

Lauren Former, senior water technology consultant, **Isle Utilities**

11:20 Question and answer session

11:30 Maximising environmentally friendly alternatives to GAC

- Understanding the future of PFAS treatment
- Exploring UV, nanofiltration and ceramic membranes
- Looking further than a one-size-fits-all solution to understand efficacies for long and short chain molecules



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Continued...



PFAS & EMERGING CONTAMINANTS*

Wednesday 4 June 2025

AGENDA *continued*

11:45 USA Case study: Ceramic membranes

- Understanding how ceramic membranes can shape the future of PFAS treatment
- Demonstrating the value and challenges of adopting ceramic membrane technology

Senior representative, **Enpure**

12:00 Question and answer session

12:10 Interactive ideation session – forward thinking strategies

CO-CHAIR: **Oli Raud**, principal consultant, **Isle Utilities**

Collaborate with your peers in small groups to unearth forward thinking strategies to better advance PFAS regulation and guidance and deliberate how we can accelerate the progression of treatment technologies.

- What would you like to see implemented into UK PFAS guidance? What can we learn from the DWD?
- How can regulation go further to encourage water companies to do more than the minimum?
- What are the biggest limitations to progressing PFAS treatment? What should companies and stakeholders prioritise for the next 5 years?
- Which treatment technology do you believe to be the most effective? How can we ensure advanced treatment solutions are affordable?
- How does public perception impact decision making around contaminations?

12:45 Feedback session

13:00 Fork buffet lunch & networking

TACKLING PFAS AT SOURCE

13:50 Looking upstream: Reducing pesticide contamination

- Exploring the causes of PFAS contamination and who's responsible
- Tackling pesticide PFAS and preventing future contamination
- Building partnerships to accelerate contamination reduction

14:05 Managing landfill leachate

- Tackling liquid waste from landfills
- Balancing cleaning landfill waste with PFOS and PFOA levels in catchments
- Aligning litigation with environmental needs

David Megson, reader in chemistry and environmental forensics, **Manchester Metropolitan University**

Continued...



PFAS & EMERGING CONTAMINANTS*

Wednesday 4 June 2025

AGENDA *continued*

14:15 Q&A

14:25 Interactive ideation session

CO-CHAIR: Oli Raud, principal consultant, Isle Utilities

Collaborate with your peers in small groups to deliberate how the industry can better embrace partnerships and improve stakeholder engagement to minimise PFAS pollution at source.

- How can we tackle pharmaceutical contamination and collaborate across sectors to ensure safe drinking water across, especially in high volumes? What role does data handling play here?
- Which technologies should we implement to treat leachate? What role can policy makers play in increasing treatment and monitoring?
- Should the UK enforce a 'polluter pays' policy, similar to the USA? How can water companies show a united front to achieve this while managing risk?
- Which methods of detection are most effective? How can we maximise analytical tools?

15:00 Feedback session

15:15 Refreshment & networking break

STRIVING FOR TOTAL DESTRUCTION

15:40 Integrating sonolysis with other solutions

- Understanding initial outcomes of integrated sonolysis in the field
- Maximising PFAS destruction to minimise waste stream disposal problems

Madeleine Bussemaker, senior lecturer in chemical engineering, University of Surrey

15:55 Question & answer session

16:05 Closing keynote: Insight into Water UK's PFAS working group

Matthew Jones, public health manager & chair of Water UK's PFAS group, Wessex Water

16:20 Question & answer session

16:30 Closing remarks from the Chair and end of the workshop

'A great mix of subjects delivered by speakers from across the industry and Europe. I had a really enjoyable day and will definitely be looking out for it again next year'

water quality manager, Affinity Water

2025 CONFERENCE SPONSORSHIP & EXHIBITOR PACKAGES



Round Table Dinner – Includes dinner for 8-10 in private dining facility, editorial write-up on Utility Week, 3m x 2m stand and 2 delegate passes – **£17,995** (UW member price: **£16,195**)

		STANDARD PRICE	Headline	Co-Sponsor	Breakout	Panel	Exhibitor
			£18,495	£13,995	£10,495	£7,765	£3,875
		UW MEMBER PRICE (SAVE 10%)	£16,695	£12,595	£9,495	£6,965	£3,475
Headline or Co-sponsor branding on	Homepage of event website		Prime position	✓			
	Front page of delegate sales brochure download		Prime position	✓			
	Pre-event emails		Prime position	✓			
	Main stage holding slides		Prime position	✓			
	Event signage		Prime position	✓			
Additional branding	Sponsor "thank you" within the event app welcome letter		✓				
	Company logo & profile on event website		200 words	100 words	100 words	100 words	100 words
	Company logo & profile in event app		200 words	100 words	100 words	100 words	100 words
	Speaker profile on event website		✓	✓	✓	✓	
	Speaker & session billed on agenda		✓	✓	✓	✓	
	Logo on delegate badges OR refreshment breaks OR pens and notebooks				✓	✓	
Speaking slot/s	10 min speaker slot on main agenda		2	✓			
	Involvement in the panel Q&A at the end of session		✓	✓			
	10 min speaker slot in breakout session				✓		
	Place on panel discussion					✓	
Exhibition space	3m x 2m space		✓	✓	✓	✓	✓
	2 chairs		✓	✓	✓	✓	✓
	Table		✓	✓	✓	✓	✓
	Power socket		✓	✓	✓	✓	✓
Delegate passes	Delegate passes		4	4	3	2	2
	Access to all sessions & workshops		✓	✓	✓	✓	✓
	Lunch & refreshments		✓	✓	✓	✓	✓
	Discount on further company passes		20%	20%	15%	15%	10%
	10% discount code to offer clients		✓				



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OPPORTUNITIES CAN BE TAILORED TO MEET YOUR BUSINESS NEEDS

CONTACT

Craig Brosnahan, Event Sales Consultant
Email: craigbrosnahan@fav-house.com Tel: 01342 332062

UPCOMING EVENTS

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25 February 2025

Birmingham

Utility Week Live

20-21 May 2025

Birmingham

Water Industry Awards

24 June 2025

Birmingham

Utility Week Customer Vulnerability & Debt

September 2025

Birmingham

WWT Asset Management & Capital Projects

October 2025

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