

June 2024

Dear Valued Customer,

As you might be aware, there has been an increase in public awareness surrounding the widespread pollution to many of the UK's waterways, including coastal waters and the rivers running through our towns and villages.

The Environment Agency (EA) takes on the vital role of regulating the organisations that discharge into these waters, ensuring that they do so in an environmentally responsible way. Their aim is one we all share, which is to ensure we can all enjoy clean, healthy water.

Due to the amount of vitally important work required to improve the regulation of the water industry, the EA have increased their annual charges to water companies such as Thames Water and Southern Water; and unfortunately, many water companies have in turn increased *their* charges to domestic sewage carriers such as PJ Cole.

PJ Cole replied to the EA's public consultation about their charges. We highlighted the unsatisfactory impact upon the end user, such as businesses like yours. We wish we were not in this position, but unfortunately, for our own business to remain viable, we are in a position where we must increase our prices to cover our increased burden of essential operating costs.

Thames Water have already subjected us to a substantial 15.17% price increase. While trying to absorb as much of this as possible to protect our valued customers, we will be introducing a **4.85% average increase** to our pricing structure, effective from **30th September** this year.

We have endeavoured to ensure that the new prices are as low as possible, and that they remain very competitive within our sector. We also offer our assurances that the level of our service to you will continue to be highly reliable and efficient.

Please know that every employee at PJ Cole values your ongoing custom. I also wish to express my own personal gratitude to you for entrusting your business to us – we don't take it for granted.

Yours faithfully,



Jonathan Cooper
Director of Business and Operations
P J Cole (Southern) Ltd