

**Pure (CGV) Limited**  
Ian Grundy  
Portway House  
1 The Pavilions  
Preston  
PR2 5AP

5 February 2025

**Our Ref:**  
050225 SLCB6

Dear Ian

## **Directions – Standard Licence Condition B6 (Duty to comply with the Code of Practice)**

As you know, WICS has given all licensed providers the opportunity to commit to the Code of Practice (**CoP**) through a new Standard Condition B6 (Duty to comply with the Code of Practice).

On 4 October 2024, Pure (CGV) Limited (**Pure**) has chosen to confirm its commitment to the CoP. WICS thanks all relevant licensed providers for their collaborative efforts in developing and committing to the CoP.

Following WICS' Decision on Measures in Support of the Retail Market, dated 4 February 2025, I now enclose a copy of the updated Standard Conditions, as modified to include the new Standard Condition B6 (Duty to comply with the Code of Practice).

In light of Pure having provided consent to WICS to be bound by the new Standard Condition B6, WICS hereby directs that Standard Condition B6 shall have effect in Pure's water services and sewerage services licences with effect from **30 April 2025**.

This letter will also be published on WICS's website.

Yours sincerely,



**David Satti**  
**Interim Chief Executive Officer**