



Education Policy

Introduction and statement of intent

Anglian Water provides water and wastewater services to approximately six million industrial, commercial and domestic customers across the east of England. As a major employer in the region, and as part of our commitment to be vital to the communities we serve, we believe it is important to offer a community education programme. Education is a core component of delivering Anglian Water's Corporate Responsibility.

The education campaign aligns to Anglian Water's aspirations;

- leading the industry
- being vital to the communities we serve
- taking pride in what we do

Education and the business

We believe Anglian Water is making an extremely positive step in engaging with young people and the community through the education system, providing a real opportunity to show them our processes and business. As one of the custodians of the natural environment, Anglian Water is in a unique position to affect a change in people's behaviour towards water as a vital resource and highlight other related environmental issues. By being involved in education, we can communicate our sound business practices directly with customers, influence the next generation, and demonstrate our role as a key investor in the environment.

Below are some of our key aims:

Aims

- To develop an education programme that will inform the community we serve, building the company's reputation and generate goodwill with customers.
- To influence behaviour and foster responsible attitudes on water usage, waste disposal, hydration issues and promote environmental concern.
- Develop our external profile in the community, building links with key stakeholders, political and commercial and influencing our most important relationships.
- Be a key part of engagement with our CSR Agenda.
- Promote employee pride in the company.

Objectives

- Deliver stimulating enjoyable teaching sessions on water (based on the requirements of the National Curriculum) to school-age children, and to educate members of the wider community to understand the work of Anglian Water. The main education programme will focus initially on key stage 2 ages 7-11 but will extend in future to other age groups.
- To offer an education programme that is fully inclusive, and provides educational opportunities for young people from disadvantaged areas and those with disabilities.
- Offer young people and the community a chance to understand how water is a valuable resource and explain how we treat water and wastewater in an exciting and hands-on environment.
- To support employees who want to be more involved in the community 'give me five' and through school activities, raise their standing and pride in the company
- To provide a link with schools, further and higher education where young people would consider Anglian Water as a future employer
- Run centres in a sustainable manner encouraging recycling and avoiding waste where possible.

Our education programme will cover the following areas;

- Understanding of the natural water cycle and the role Anglian Water plays in cleaning and providing water to customers.
- Understanding of waste water treatment works cleaning and processes and the importance of being SewerWise.
- Recognition of water as a vital resource and promote water efficiency.
- Preserving and protecting the environment for future generations explaining our role in land recreation, the environment and issues around climate change.
- Provide a global and historical perspective about the water industry highlighting water poverty issues.
- The importance of drinking water for health and the need for hydration.

Education programme and resources

- Visits by young people to education centres offering relevant classroom sessions and site tours in 2 wastewater treatment works, Chelmsford and Leighton Linlade.

- A mobile education centre that can visit schools and community events, offering education sessions throughout the region.
- Centres as an educational resource for the local community.
- Talks in schools by employees as part of the company give me 'five volunteer programme'.
- A user friendly dedicated website 'Captain Splosh' to promote and enhance the education programme.
- Information and useful links and resources on the main Anglian Water website
- Relevant and stimulating educational resources and activities distributed to schools.
- All members of the core education team will have enhanced clearance from the Criminal Record Bureau to ensure they can work with children.
- All company volunteers in schools will be made aware of the company child protection policy.
- There is a separate education centre at Rutland Water, Egleton nature reserve run by Recreation.

Target Audience

The following groups are the target audience for our education programme in priority order:

- Primary/lower/middle schools who are customers for water and/ or wastewater.
- Community groups and organisations
- Young people in secondary, further or higher education institutions who are customers for water and or wastewater
- Education institutions outside the Anglian Water region, if educational facilities are free. Short notice bookings of not more than 2 weeks ahead.

Policy Implementation

- The policy is being implemented by the Education and Community Manager, who will ensure the delivery of the education programme, throughout the Anglian Water region.
- The education programme will be delivered by a core education team consisting of qualified teachers and experienced Anglian Water personnel.
- Company Volunteers 'give me five' will be coordinated and supported by the Community Investment Manager.

Evaluation and Review

- All teachers attending visits to the Education Centres will be requested to complete an evaluation form
- Evaluation data will be put on a spreadsheet and reviewed each session by centre managers and assessed termly.

Appendix 1 Education and Community

Objectives 2007/8:

1. Ensure the two new education centres at wastewater treatment works are working towards full utilisation and will be booked at least 80% time at Chelmsford, 60% Leighton Linlade by March 2008 during school terms, have clear booking systems and administrative procedures and produce clear statistical information.
2. There is a comprehensive marketing plan that is implemented and all customers are aware of the sites and facilities with an evaluation of the effectiveness and impact of marketing strategies by customers surveys and clear record keeping of customers.
3. All educational activities and programmes are fully evaluated and reviewed
4. Centres will broaden and develop curriculum activities such as family learning and open up the educational resource to the whole community, developing a range of activities that will support utilisation of the facilities outside of term time by 2008.
5. Centres will operate effectively, be well organised, and work within budget.
6. Centres will open up opportunities for further development by linking with Higher Education Institutions, offering such things as placements for teachers by 2008.
7. Quality professional teaching materials and resources are produced that are kept up to date with new national curriculum requirements.
8. Centres focus on environmental issues where possible, such as recycling smart metering and the impact on the environment is considered when activities are planned and developed.
9. Ensure we offer an education programme that is fully inclusive, and provides educational opportunities for young people from disadvantaged areas and those with disabilities.
10. The mobile education centre is fully staffed and is an attractive exciting learning environment.
11. The logistics of running the vehicle around the Anglian Water Region have been carefully planned with environmental issues taken into account.
12. The mobile centre is developed to include a range of quality learning opportunities to primary school aged children and is a flexible learning opportunity, to reaching schools and large parts of the community including regional shows.

Information, Communication

13. The Anglian website is visually appealing and kept up to date.
14. Captain Splish website is further developed and improved
15. Employees are fully aware of the range of Education activities through internal communications and improved accessible information is on HAWK
16. Employees working or volunteering to work within education will be offered training on presentation skills and strategies with children.

Coordination across the business

17. A coordinated approach and strategy is developed to ensure all parts of the business involved in education, have support and opportunities to work together.
18. Support HR with careers and future employee information and events.
19. Child protection training and support is offered to other business areas.
20. Support Water For Health programme where possible