

# SOCIAL IMPACT REPORT 2017-2018



**LBG**

CORPORATE  
CITIZENSHIP



**During 2017/18, we embarked upon a journey to measure the business's corporate community investment and some of the social impact our business creates. This report provides a summary of the data collected and shows how the data given by various teams and programmes is collated to provide an understanding of Anglian Water's social impact.**

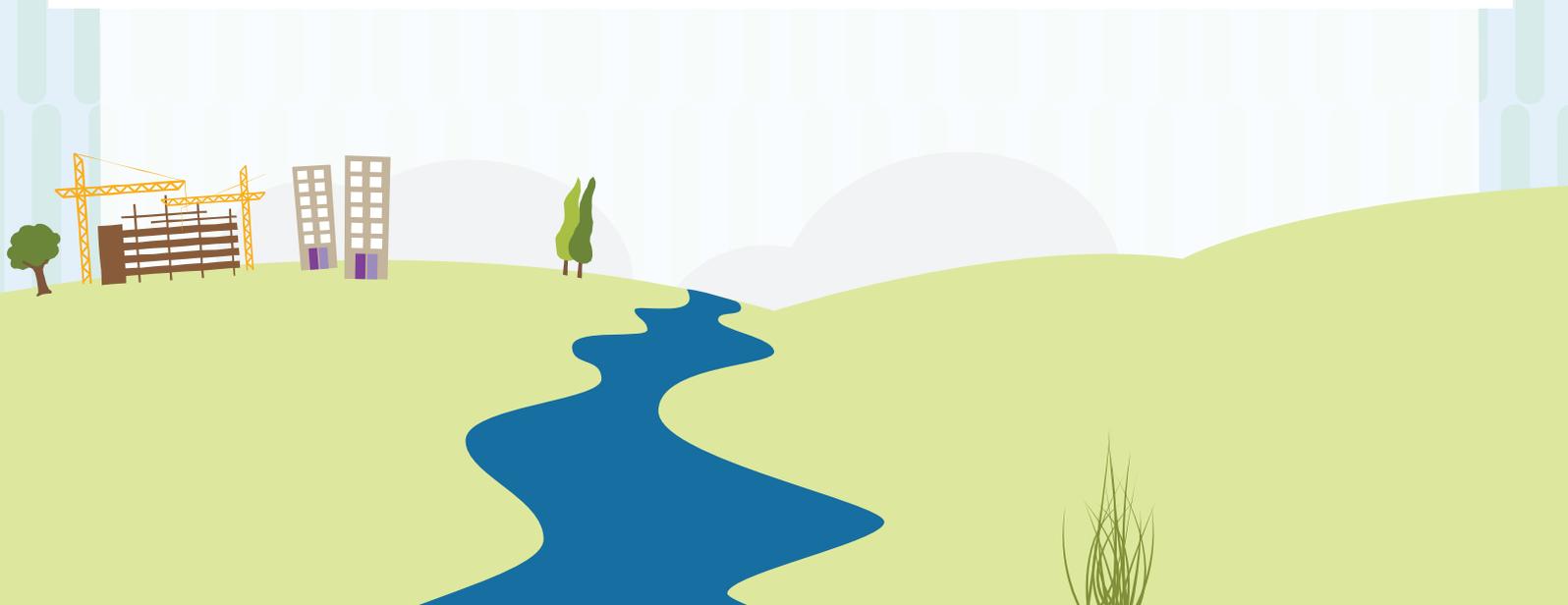
The London Benchmarking Group (LBG) framework, developed by businesses who wanted a way to measure their impact in conjunction with Corporate Citizenship, is used to measure our corporate community investment. At its heart, the framework is a simple input - output - impact model, enabling community investment activity to be assessed consistently and transparently in terms of the resources committed and the results achieved. By using the LBG framework, we are able to understand the impact we are having in the community and on the environment.

When the data provided by numerous teams is collated into the LBG framework, it illustrates the impressive reach and positive impact that the business is having across the region and further afield.

The framework specifically captures investment activities in the community and environment that are voluntary (rather than mandatory or regulatory), in some way charitable and extend beyond our core business activities. Due to these LBG guidelines, we can't capture everything that the business does and there are many activities which benefit communities which are not captured as part of this report.

Over the next year we'll explore additional ways to capture other parts of our investment in communities. In some areas of measurement, figures may be slightly lower than reality as sometimes it is not possible to count every person reached through our investment.

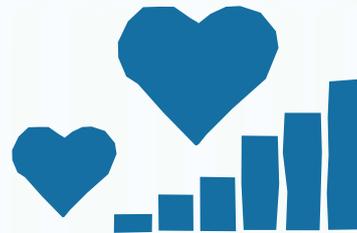
Measuring the true impact of community investment programmes is notoriously challenging so we are building on our approach to allow us to capture more of the benefits, and are always looking to progress our measurement further particularly as reporting mechanisms develop.



# Anglian Water's Community Investment



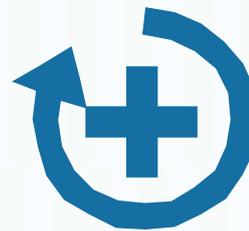
**Over 117,000  
people benefitted**



**Over 40,000 people  
felt a positive change in  
their life circumstances  
and had an improved  
quality of life**



**1,500 people  
developed new skills**



**1,600 people felt a  
positive behaviour change**



**500 organisations  
worked with**

# Supporting Our Communities

## Community Education Programme

The Community Education team are the primary method for engagement in schools on behalf of Anglian Water, working with all types of educational establishments and community groups. They deliver sessions to build and develop an understanding of Anglian Water's role in the environment and to encourage behaviour change among communities with a focus on water efficiency and the environmental impacts of pollutions.

In the ten years since the Community Education programme was founded, the team saw 360,000 people. During 2017/18, the team reached 28,137 children, students and adults through their Education Centres, the outreach programmes for schools and through youth and community groups teaching them to foster responsible and sustainable behaviours. We surveyed over 1500 of these and found that 99.9% positively changed their behaviour and developed new skills as a result of their interaction with the Community Education team.



The team also marked National Women in Engineering Day by inviting female secondary school students to a day of activities. At the event this year, hosted in Wisbech, one child's comments showed the real beneficial impact the team had had on their attitude: "I am more than I think I am and have more options" whilst another proudly commented: "Women can do any job!"

The programme also supported organisations from schools, colleges, universities to community groups such as housing associations, scouts groups and Probus groups. The team of 6 teachers, along with employees around the business who helped at events, invested a total of 8,713 hours into the local community. Through helping out at events and engaging with members of the public, employees developed their job-related skills whilst spending time into their local community.



## College of West Anglia

Another of our education initiatives develops the technical skills of 14-19 years olds and provides opportunities for employment to the next generation. Skilled engineering and construction professionals are vitally important for the future of our business so to help find the engineers and construction operatives of the future, Anglian Water and our alliance partners are sponsoring two BTEC courses at the College of West Anglia in Wisbech: an Engineering Level 3 course and a Construction Level 2 course. If students pass all of their modules, they are offered an interview at the end of the course with one of the alliance companies which could lead to an apprenticeship and a career.



In 2017/18, over 40 young people benefitted from this course and support. We measured the impact on 24 of these young adults: 100% reported that they felt a transformation in their life circumstances because they were offered a job and now work for one of our alliance companies whilst 79% felt their quality of life had improved.

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By measuring this impact through a survey, we were able to collate some qualitative data to back up these figures; feedback from the students included:

“Increased awareness of college courses as well as increasing my own capabilities in taking on challenges and gaining new skills”

“This has greatly helped me financially it has enabled me to help my mum a lot more and has given me the opportunity to save more money for my own future”

“Since I started the course, my older brother went into engineering at the college”

## Work experience students

Work experience placements are a really valuable way for young people to develop their skills, gain knowledge and see a multitude of different careers whilst being part of a real working environment. During 2017/18, we offered work experience to many students and young adults, with the Recruitment team coordinating tailored placements for over 26 young people.

Many hours are dedicated to organising and facilitating work experience placements for young people with a positive result: one student we spoke to told us they felt more prepared for entering the world of work, felt a positive change in behaviour and attitude and gained new skills.

**We hope to be able to measure the impact for all work experience students in the future.**

## Wisbech

**Wisbech was once a thriving town but since the industrial revolution it has experienced sustained underinvestment, increased levels of deprivation, low-skill and low-paid employment and challenging educational needs.**

Anglian Water and our alliance partners have worked in collaboration with many people and organisations, like Fenland District Council and Government agencies, to invest in the town of Wisbech. Collaboratively, we want to make a lasting difference to local people's lives and support economic regeneration. The vision of supporting this town has grown from grassroots community work to fundamental change in the area. Anglian Water and our alliances have supported the proposal for a new garden town with over 10,000 new homes and the regeneration work focuses on three key themes: community, education and skills, and infrastructure.



Focusing on the community theme of the regeneration work, the Ferry Project, a homelessness centre in Wisbech, was able to leverage, with significant support from Anglian Water, £90,000 of additional funds from the local LEP. This funding ensured the local Jobs Café continued to run which helps to develop the skills of local people seeking work, provides support and gives a real confidence boost to those who visit it. Anglian Water set the Jobs Café up and continues to steer this valuable local service in the community. As a result of the Jobs Café, at least 68 people gained employment and now have a better quality of life during 2017/18.

These long term ambitions for regeneration are difficult to measure and account for in annual returns. Keith Smith, the Founder and Director of the Ferry Project, described the impact: "When Anglian Water got involved, the first thing they did was listen. They didn't come because they had to or because they wanted to improve a movement statistics: they came to help us to change the way things are."

**If you'd like to find out more about our community regeneration work in Wisbech, the 'Wisbech Community Regeneration Guide' on our website.**



## Keep it Clear

Keep It Clear, our pioneering transformational behaviour change programme tackles the problem of sewer blockages caused by fats, oils and grease being put down the sink, or wipes and other bathroom waste being flushed down the toilet.

The programme had a significant impact across the East of England and further afield: it supported 11 local community organisations and through them directly engaged with 16,743 people.



## Waterparks

It is estimated that more than two million people a year visit our waterparks to spend time fishing, sailing, walking, cycling, wildlife watching and more. We use LBG to capture the charitable elements of these facilities. For example, we offer the green space at the water parks such as Rutland Water and Grafham Water, free of charge to charities to use for fundraising events. As a result of this offering, during 2017/18, £458,180 was raised by these charities at our waterparks, over 30,000 people benefitted and 25 organisations received support from the Recreation team.

We also have lots of community conservation volunteers who volunteer at the waterparks to help maintain and improve these beautiful sites.

Volunteers help with all sorts of activities from litter picking to conservation projects to site patrols: 100% of volunteers (who responded to the survey) felt this opportunity enabled them to develop new skills and one person showed us the extent to which volunteering had a beneficial impact on their quality of life:

“Many thanks for helping me recover from a stressful time at work and home. Planning to revise hours to continue volunteering long term.”

## Love to Help

Our employee volunteering programme, Love to Help, encourages employees to volunteer and make a positive difference in their local community.

Employees can choose to volunteer for WaterAid, RiverCare & BeachCare or their own choice of charity. Through this scheme, we supported 83 community organisations and charities during 2017/18.

To understand how volunteering benefits our employees, we measured the impact for 86 of our employee volunteers and found that 69% felt it improved their wellbeing whilst 70% felt volunteering improved their job-related skills.

With the launch of the Local Action Day, an additional volunteering day given to employees in recognition of their hard work and passion which meant the business was awarded Responsible Business of the Year 2017, we expect to see more employees volunteering to support groups in their local community and conserve the local environment. We will also measure the impact on charities that we've supported.



## WaterAid

In 1981 the UK water industry founded WaterAid to create a single international organisation dedicated to the water crisis. Since then we have worked in partnership towards a shared vision of clean water, decent toilets and good hygiene for everyone.

We continue to support WaterAid, the industry charity, in a multitude of different ways. Through fundraising events, sponsorship, payroll giving and donations from customers we raised over £940,000 for WaterAid during 2017/18. With support from our alliance partners, this has helped us transform thousands of lives with clean water, decent toilets and good hygiene.



# Supporting Our Environment

## RiverCare and BeachCare

The RiverCare and BeachCare programme, funded by Anglian Water and delivered on the ground by Keep Britain Tidy, was established in 2001. It brings together 'Friends of' groups, canoe clubs, residents associations and neighbourhoods to form volunteer community groups that adopt a stretch of river or beach. The groups then undertake activities like litter picking and catchment management activities to improve their local river or coastal environment.

In 2017/18, 869 local people were beneficiaries of this programme. We measured the impact of this programme on 58 people (the group leaders). 97% felt that RiverCare and BeachCare had had a direct positive impact on their quality of life, 90% felt they had made visible improvements to the local watercourse/beach environment and 88% felt a positive behaviour and attitude change and developed new skills.



## Flourishing Environment

Through our commitment to protecting and enhancing the species and habitats on our sites and across the region, the Anglian Water Flourishing Environment Fund was set up to make grants to support projects that directly conserve wetland habitats and species.

Through this fund, around £40,000 was granted during 2017/18 to organisations which support and conserve wetland habitats and species. These grants supported six different charities, helped them to meet their funding targets and enabled all six charities to improve their services, two of which could then take on more staff as a result.



## Water for Wildlife

Water for Wildlife is a programme which helps to protect various forms of wildlife. Last year we supported this programme by investing £70,000 which was distributed to different programmes which support different areas of wildlife e.g. otters and wetlands.

**Anglian Water invests in the community and environment through different initiatives and programmes with an enormous reach across our region.**

**We use the LBG framework to measure some of this investment and in 2017/18, over 130,000 people benefitted from Anglian Water's community investment - that's enough people to fill the Emirates football stadium more than twice over!**

**We've worked with and supported over 500 organisations to expand our reach further culminating in a real difference made to the environment and the communities we serve.**

## **LBG Assurance Statement on 2017-2018 data**

Corporate Citizenship has been asked by Anglian Water to review its use of the LBG Framework for measuring corporate community involvement activity during the financial year to 31st March 2018.

Anglian Water is an active member of LBG. The LBG Framework helps businesses to improve the management, measurement and reporting of their corporate community investment programmes. It moves beyond charitable donations to include the full range of contributions (in time, in kind and in cash) made to community causes, and assesses the actual results for the community and for the business (see [www.lbg-online.net](http://www.lbg-online.net) for more information).

As managers of LBG, we have worked with Anglian Water to ensure its operations understand the LBG Framework and have applied its principles to the measurement of community investment programmes during 2017-2018. Having conducted an assessment, we can confirm that the data systems and processes reflect LBG principles. Our work has not extended to an independent audit of the data.

Following our own assurance exercise, we are satisfied that Anglian Water has only included in its reporting those contributions that are delivering a direct community benefit.

### **Commentary**

Anglian Water's rigorous data collection process, including regular engagement with community managers, ensures that data is reported according to the LBG framework. The use of the online employee portal, Hawk, to collect volunteering data demonstrates Anglian Water's commitment to consistent measurement, resulting in a comprehensive capture of the company's involvement in the community.

Data quality is maintained through detailed checking and verification conducted by the Sustainability Team. We noticed that the ongoing engagement with community managers, although positive in developing a clear understanding of the framework, can be time consuming. We suggest Anglian Water develops internal guidance for community managers and data providers, streamlining the data collection and verification process.

Anglian Water demonstrates a good understanding of the impact criteria, in particular the depth of impact. This is exemplified by data reported in-line with the connect-improve-transform model, with no double counting of beneficiaries. To ensure that Anglian Water reports a true representation of the results of its community investments, we suggest focussing greater attention on output and impact measurement for the higher impact and investment activities.

Whilst most activities were correctly reported, in some instances, we noted that management costs were reported as time contributions. We recommend that Anglian Water be mindful of this in future and reflect upon the LBG guidance: A time contribution refers to the cost to the company of employees using their paid working

hours to volunteer or work in the community in an activity that is not salaried, however if an employee is being paid to run and deliver a community programme, the cost incurred by the company is not a donation of time, but rather the salary.

## Recommendations

Based on the findings of this assurance exercise, we recommend that Anglian Water acts on the following recommendations to further improve its measurement:

- Develop and share internal guidance, to streamline the data collection process and support onboarding of new data providers.
- Focus on impact measurement for all programmes over a certain investment threshold to capture the true scale of Anglian Water's impact.
- Ensure that all projects adhere to the LBG Guidelines and be wary of activities with a clear business benefit, which would not count as a voluntary, charitable donations.

## Corporate Citizenship

[www.corporate-citizenship.com](http://www.corporate-citizenship.com)

The scope of the statement is limited to the reporting period

20<sup>th</sup> March 2019



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