

Our stakeholders continued

## Our customers & communities

We can only deliver on our purpose when we understand what matters most to our customers and the communities across our region.

INVESTED IN COMMUNITIES

£1m

THROUGH THE ANGLIAN WATER POSITIVE DIFFERENCE FUND

CUSTOMERS AWARE OF THE PRIORITY SERVICES REGISTER

54.3%

(Target for 2020/21: 47.5%)



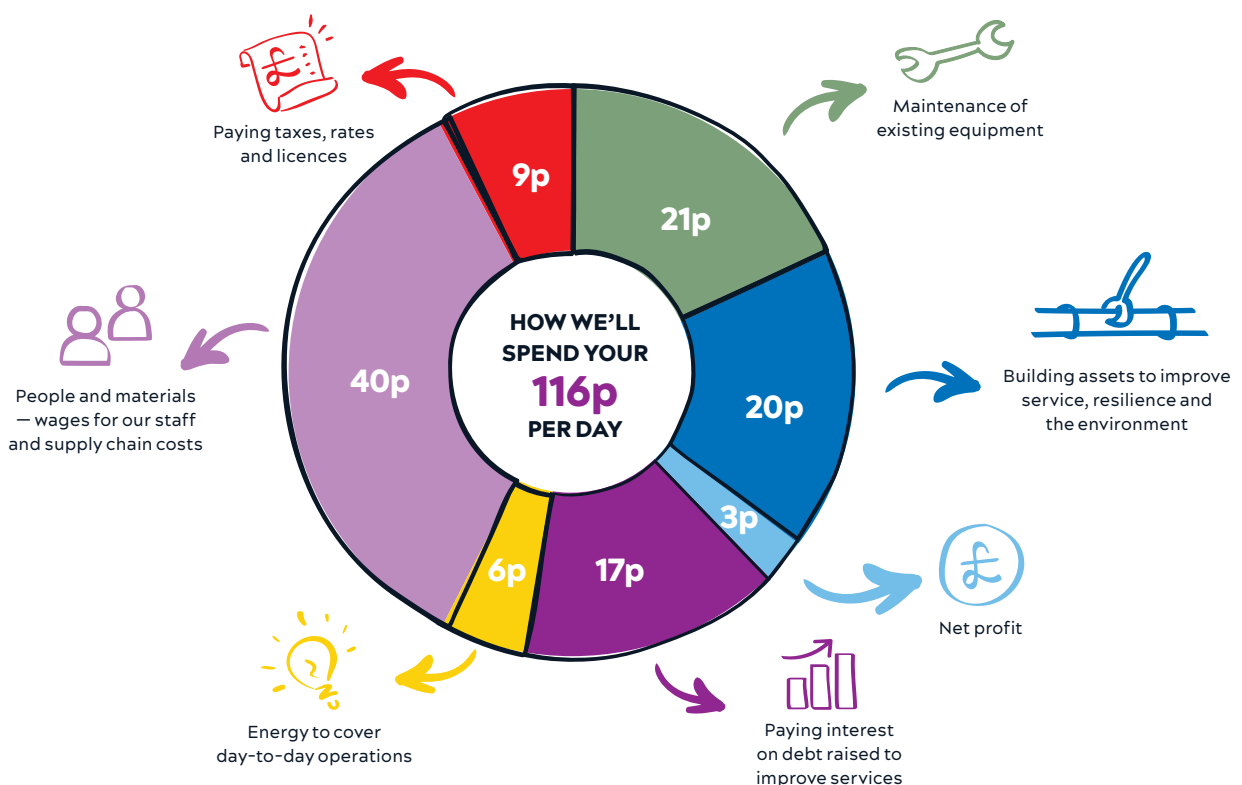


### HOW WE ENGAGE

- Through consultation with customers (see ‘Fair charges for customers’ below; we also consult our customers on key initiatives such as the proposed relocation of our Cambridge Waste Water Treatment Plant, page 25)
  - Directors of both the Board and the Management Boards consider and challenge plans involving both short- and long-term strategy in relation to customers and communities; they also engage with presentations from managers on key issues that impact customers and take part in customer workshops. Peter Simpson routinely reports to the Board on customer service performance, and the Board actively debates the root causes of any performance issues and recognises excellent performance.
  - Through the Customer Engagement Forum (CEF). Set up in 2011, the CEF has an ongoing role in challenging us on how we engage with customers and monitoring how we perform on commitments.
- Its members come from a wide range of backgrounds to represent the interests of household and business customers, communities, the environment and the economy.
- Through our online community of 500 customers, whose views we seek weekly on a wide range of topics, and our Customer Board, which comprises a representative selection of members from the online community to provide further guidance and directly feed in customers’ views.
  - Via our own weekly surveys of our customers and the Customer Experience (CMeX), Developer Experience (DMeX) and Retail Experience (RMeX) surveys carried out by Ofwat.
  - Through our partnerships with charities and other organisations, through our education and community ambassador programmes, and through Business in the Community and the Community Foundations which administered the Positive Difference Fund.

### Fair charges for customers

Our customers want services that provide value for money, and are fair and affordable. Our Business Plan for 2020–2025, created following engagement with more than half a million customers and stakeholders, includes a significant increase in investment for our customers while reducing bills and returns to our investors. Based on the average household bill in 2021/22, water and sewerage charges will cost £1.16 per day. Below is a breakdown of how we spend that money.





## Our stakeholders continued

**We are more than just a utility company. Our ambition is to make life better for our customers, every single day.**

### WHAT THEY TELL US

- Our customers tell us water quality is their highest priority; 87 per cent of those engaged on our Business Plan for 2020–2025 cited it as the most important of our 10 customer outcomes. They also tell us they want us to invest now to drive future resilience, rather than leaving future generations to pick up the bill.
- Our communities tell us they want to see us actively supporting people who are vulnerable and causes which add to the social prosperity of the region.

### HELPING THOSE STRUGGLING TO PAY

**319,466**

(Target for 2020/21: 281,653)

### WATER SUPPLY INTERRUPTIONS

**5m 02s**

(Target for 2020/21: 6m 30s)

### WATER QUALITY CONTACTS PER 1,000 CUSTOMERS

**1.13\***

(Target for 2020/21: 1.09; \*outcome provisional pending publication of 2020 data by the Drinking Water Inspectorate)

### CUSTOMERS AGREE WE PROVIDE GOOD VALUE FOR MONEY

**76%**

(Target for 2020/21: 77%)

### Help for those who struggle to pay

We have committed to make bills affordable as a minimum for all households where water and sewerage bills constitute more than 5 per cent of their disposable income by 2030. This is one of five Public Interest Commitments made jointly with our fellow water companies in England in April 2019.

The Covid-19 pandemic has had a serious impact on many of our customers' household finances. We have mounted proactive communications campaigns to encourage those in difficulty to contact us to discuss their circumstances. We also understand that Covid-19 aside, affordability will vary across time for the same household and can be driven by different circumstances. We have transformed the service that we offer customers who are struggling to pay, applying experience from across our business in order to target support most effectively.

Using data analytics we route customer contacts with high affordability risk through to our Extra Care team, where we check to see if they are claiming all benefits to which their household is entitled. This year we have signposted customers to more than £4 million-worth of potential unclaimed benefits.

We then look to see what help we can provide to customers in managing their payments to us, with schemes including payment holidays, affordable instalment plans and settlement agreements. Through these schemes we have been able to help 196,125 customers over the last 12 months.

Assistance also includes the tariff schemes we operate for customers, including the Aquacare Plus and WaterSure concessionary tariffs, and our social tariff called LITE, for all of which eligible applicants receive a lower bill.

**Altogether, these schemes provided assistance to 319,466 customers during 2020/21.**

All this support is captured under our WaterCare banner, to help customers identify the help available and to promote our services directly to target groups.

### The Priority Services Register

Sometimes customers need a little extra help — and our Priority Services Register plays a vital role in helping us identify and support those with additional needs, which can be anything from sight, hearing, learning or mobility difficulties, to having a baby under 12 months old. The service also provides support to customers with long or short-term medical needs should there be any interruption to their water supply — a particular boon during the pandemic. Sign-ups to the register increased by 112 per cent over the year because of active promotion, and we are now able to support more than 175,000 customers.

### Make Today Great

Our customers remain influential in our decision making through our ongoing engagement channels, weekly satisfaction surveys, the 'MyAccount' platform and our online community.

With over six million digital interactions this year, our customers have demanded even more from our digital services.

**More than 38,000 customers have used our new online service where they can check work in their area, get updates, report service issues or book appointments.**

We are also enhancing our online MyAccount to work alongside our new smart metering programme. Due to go live in early summer 2021, customers will be able to monitor their water usage, compare to other similar households and stay more in control of their bills.

Throughout this changeable and challenging period, our customers continue to rate our service highly, with more than 96 per cent rating the service received as satisfactory or better (as measured by our internal satisfaction survey).

### Working in partnership

We are proud to say that we now work in partnership with over 100 organisations including charities, local authorities, public health bodies and other utility companies.

Throughout this last year, we have been able to use their trusted voice to help spread our message and reach more of our most vulnerable customers. Their expert knowledge has also helped test our services, ensuring they are inclusive and accessible for all.



From running targeted social campaigns in areas of high deprivation, to promotion on pharmacy bags across our whole region, working with partners has given us a reach of almost 800,000 customers in potentially vulnerable situations.

Having partners from a domestic abuse charity (Leeway), carers support charity (Carers First) and charities for people with hearing and sight loss (Lincolnshire Sensory Services and Blind Veterans), as well as British Gas, deliver specialised training to our Priority Services Team helps to ensure we're providing appropriate and tailored support to our customers.



***“We’ve found Anglian Water truly go the extra mile for their customers. They have invited us on several occasions to deliver training to their Priority Services team to help them understand more about unpaid carers.”***

**Andy Watts**, Director of Income and Communications, Carers First

## Our stakeholders continued

### Delivering safe, clean water

Maintaining supplies of high-quality drinking water is our biggest priority, and we engage and invest from source to tap to maintain and improve on our performance. Two new regulatory measures, the Event Risk Index (ERI) and Compliance Risk Index (CRI), first introduced by the Drinking Water Inspectorate (DWI) in 2017, were formally adopted as performance commitments this year. We anticipate our best ever year for ERI and a strong score for CRI, maintaining our position as one of the strongest performing water companies. It has been a particularly challenging year for managing water quality, largely in light of record levels of demand due to lockdowns and home working. A further difficulty was the suspension of normal water sampling during lockdown, and we were grateful that colleagues stepped up to volunteer their homes for sampling.

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We were pleased to see the DWI calling out our Water in Buildings programme, focused on helping customers manage water risks in their homes, as an example of best practice. We have also come together with national stakeholders through our chairship of the industry's Lead Strategy Board to identify industry-wide strategies to remove lead from our water. And in a bid to find new ways to communicate water quality messages to customers, we have made increased use of digital channels, for example to highlight the need for commercial properties to flush their pipes when reopening after lockdown, and to raise customer awareness of how to cope with hard water.

### Our growing region: developer services

The service we provide to our developer customers is measured via the Developer Measurement of Experience (DMeX) which combines qualitative customer satisfaction ratings and quantitative Water UK level of service metrics.

Overall this year, we achieved fifth place in a league table of our peers. We are constantly exploring new ways to support our developer customers including, this year, creating a new Technical Extra Care team and using data and insights to set clearer expectations on timings with customers.

### Partnership working to reduce flood risk

A key way in which we can support our customers and communities is by taking action to reduce flood risk. We are increasingly working with partners on flood prevention initiatives to make effective use of our resources. We work with 22 Lead Local Flood Authorities and myriad Risk Management Authorities, including Internal Drainage Boards, local authorities (both LLFA and Districts), Highways Authorities and the Environment Agency to manage flood and coastal erosion risk, and have increased our partnership budget by 50 per cent to £12 million for 2020–2025.

## WaterAid: Securing access to clean water

Anglian Water has a long-standing partnership with the charity WaterAid, which transforms lives by improving access to clean water, decent toilets and good hygiene in the world's poorest communities: more important than ever during the pandemic. The Beacon Project, led by Anglian Water and our alliances, supported Covid-19 relief efforts by providing hand-washing stations, extending water supply times and donating PPE in Lahan in Nepal.

With no ability to meet in person, fundraising has been difficult this year. Nonetheless the Volunteers' Committee has hosted virtual 'lockdown' quizzes and a cycling challenge, as well as continuing with payroll giving and the WaterAid Lottery. Total funds raised were £334,701 (2020: £1,366,274), while Anglian Water Group donated a further £40,000.



Find out more at [anglianwater.co.uk/casestudies](https://www.anglianwater.co.uk/casestudies)





See more in-depth  
info on pages 14-17

### Supporting communities through Covid-19

A big part of our support for local communities through the pandemic has been the launch of the £1 million Anglian Water Positive Difference Fund, planned pre-Covid as part of our Social Contract with customers but brought forward with the support of our Board and funding from our shareholders.

**The Fund has been administered through 15 Community Foundations across our region using their extensive local expertise and knowledge to target support where it is most needed.**

The first half of the fund, made available in the summer, provided emergency funds benefitting more than 83,000 people through more than 120 community groups. It supported the most vulnerable in our communities through activities like providing hot meals for people sleeping rough, adapting services for autistic children and vulnerable adults, befriending for people with dementia and combatting coronavirus fraud. The remaining half was allocated in March 2021, providing a smaller number of high-impact grants of up to £20,000 to support community groups' recovery from the challenges of the pandemic. The panel which awarded the second phase grants included the chair of Anglian Water's Customer Board, Management Board Directors, a representative of Business in the Community (BITC) and UK Community Foundations. In total it is estimated that the Positive Difference Fund will support more than 100,000 people across more than 160 community organisations.

We were also instrumental, through our regional leadership of Business in the Community (BITC), in setting up the National Business Response



*“Support for our communities and charities has never been more needed. On behalf of all the Community Foundations and, most importantly, all of the vital projects this fund is enabling, I am so grateful for Anglian Water’s support.”*

**Michael O’Toole**, CEO of Cambridgeshire Community Foundation

Network (NBRN), a virtual notice board that promotes a brokerage service between BITC members and organisations in the community that need help. Through NBRN we have donated a brand-new van to the Ferry Project, in Wisbech, which provides accommodation and skills to enable people who are homeless to live independently.

Our alliance partners have stepped up too, providing self-contained cabins to the Ferry Project which can accommodate six people each night; 536 nights' shelter had been provided by the end of March 2021.

### Taking our STEM education programme virtual

Education has always played a fundamental role in our community outreach; our education team has reached more than 500,000 young people since it was formed in 2007, educating and inspiring school and college students about water and the environment, and promoting study and careers in science, technology and mathematics (STEM) subjects. The team were determined not to let Covid-19 stand in the way of their activity and rapidly switched to online delivery, producing a suite of 12 online lessons to support our region's parents which has achieved more than 7,000 unique views. Virtual events have become the norm, with sessions delivered at LearnLives World of Work Week, Stemtastic, Buildtastic, Northampton University Women in STEAM Event and the high-profile UK Youth Summit, where the education and carbon teams joined forces to present a session on the link between carbon and water. Virtual interactive lessons have included water and water-recycling sessions for primary

schools and an engineering challenge for secondary schools, while virtual work experience and mock interviews have ensured young people can still experience life in the workplace. A total of 19,141 young people have benefited from live interactive sessions.



## Water parks: a vital green lung for communities

With a constantly shifting set of circumstances, it has been a challenging year for our parks team, who would usually welcome some two and a half million visitors a year to the 4,428 hectares of parkland, woodland, nature reserves and water at our seven water parks. The team have worked hard to keep the parks and their facilities open whenever safe to do so, recognising that these beautiful green spaces are a source of wellbeing for our local communities, and adapting spaces and services to make them Covid-safe.



Find out more at  
[anglianwater.co.uk/  
casestudies](https://anglianwater.co.uk/casestudies)