



Social Contract

Creating a sustainable future for us all

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A Social Contract with our customers, their communities and our environment

Water is vital to our health and wellbeing, to the success of every business in the East of England and Hartlepool, and to maintaining the thriving natural environment we all enjoy. But we face an unprecedented set of challenges from a growing population and changing climate. Our region is already categorised as water scarce and yet at the same time, with 25 per cent of our land below sea level, it's prone to flooding. To meet these challenges, we all have to play our part in balancing the needs of the environment, society and our region's businesses to provide us with a sustainable future.

As your water company, we believe our responsibility begins with doing the basics brilliantly: providing you with safe, clean, high quality drinking water, recycling the water you use in a way that protects and supports the environment and doing all this in an efficient and affordable way. But beyond this, we believe **our purpose is to bring environmental and social prosperity to the region we serve through our commitment to Love Every Drop.**

We wanted to make our longstanding commitment to working in the public interest crystal clear. So in 2019 we made

legally binding changes to our company constitution, enshrining this public purpose for the long term.

Our social and environmental purpose shapes how we deliver for you every day. In our conversations with you, we've heard loud and clear that words are good, but what matters is action. You've said that you want us to make an impact in your local area and to empower you to make a difference too.

As we come through the pandemic, we're still facing a climate crisis, threats to our natural world and the need to address social inequalities. So this feels like a very appropriate moment for us to set out our Social Contract, built around the ten outcomes which we have developed since 2010 with you, our customers, to define what it means to us to act with purpose and to set out the positive impact we seek to bring to our communities and the environment in the region we serve. In exchange **we invite you to hold us to account** against these commitments, **but also to play an active part in creating a sustainable future.**

“We know that the global challenges we face can feel daunting, but we also know that when we work together, towards a common goal, we can do anything we set our minds to. We want to make the east of England the healthiest, happiest, and most prosperous place to live in the UK, resilient to climate change and with a landscape rich in wildlife.

“To do this we are challenging ourselves to innovate constantly, to deliver ever better services, but in a way that works with our natural world.

By championing environmental and social prosperity in our region, we play our part in delivering the global commitments of the Race to Zero, the Race to Resilience, the Terra Carta and the UN Sustainable Development Goals, creating a sustainable future for us all.”



Peter Simpson,
Chief Executive Officer



To play our part in creating a sustainable future, this is what you can expect from us:



Fair charges, fair returns -

we'll continue our industry-leading engagement with you, our customers, to put you at the heart of our business planning. We'll listen to what you tell us and **invest in your priorities to deliver our purpose**. And we'll **keep bills affordable**, so that by 2030 no one has to spend more than 5% of their household disposable income on water.



Delighted customers -

we want to **make life better for you**, every single day.



Action we're taking

Our "Make Today Great" programme helps **everyone** in the company - not just our customer service teams - focus on how they can **deliver the best service** and make things **personal and effortless for you**.

Working together

Our ExtraCare programme and our Priority Service Register have been created to provide a wide range of services to support customers who need a helping hand. We aim to have 382,000 customers on this register and getting access to specific support for their needs by 2025.

Action we're taking

We've created a Customer Advisory Board whose members work with our Management Board. Alongside our Customer Engagement Forum, they'll ensure our returns are reflective of our performance, and our bills are affordable.

Working together

We have an online customer community and a community ambassador programme to enable customer debate and input into our investment plans and campaigns.

Safe, clean water -

we'll achieve **100% compliance** with drinking water quality standards with **no water quality incidents**.



Positive impact on communities -

we have created a Community Recovery Plan to deliver vital support to vulnerable people and places across our region, helping our communities to thrive, and contributing to the levelling up of the East of England. We aim to have a **positive impact on half a million beneficiaries** through our education, place regeneration and community investment programmes and our Positive Difference Fund by 2030.



Action we're taking

We visit our water source and treatment sites every day to take samples and sample water at around 12,000 homes and businesses every year, and we're investing £15m a year to 2025 to ensure we maintain the quality of your water and in 2021 alone we are investing another £15m on improvements.

Working together

You can help keep the water in and around your home healthy too by following these top tips anglianwater.co.uk/help-and-advice/drinking-water-advice/keeping-water-healthy

Action we're taking

In direct response to your suggestions we've created the Anglian Water Positive Difference Fund to provide grants to local charities and community groups. So far, we've distributed £1m to 160 charities, helping over 100,000 beneficiaries.

Working together

We're working with our supply chain Alliance Partners, local authorities, local communities and Business in the Community to develop and implement a new model for long-term regeneration in Wisbech and Lowestoft, which can be mirrored in towns across the UK.

Leading BITC's Regional Leadership Board we are working with other companies to drive improvements in education and skills, develop climate resilient communities and support local charities through the National Business Response Network.

Our people: happier, healthier, safer -

our people are part of the community we serve; we'll ensure that our workforce is diverse and inclusive, that **our people are safe and well trained** and that we listen to them and empower them to be **ambassadors for our purpose**. In recruiting the workforce of the future we give 100% commitment to the Social Mobility Pledge, supporting those people and communities most in need.



Action we're taking

All colleagues have our CEO's backing to stop any activity if they don't believe it is safe.

Our Internal Leadership Development Programmes demonstrate our commitment to a purpose-led culture. We develop our leaders to embed and enable this with all our colleagues.

Working together

Our LIFE programme, to make our employees happier healthier and safer, has delivered orientation events to over 7000 employees and partners.

Despite COVID we have taken on a full complement of apprentices in 2020, all of whom will be offered permanent roles if they successfully complete their apprenticeship.

Resilient business - we'll make our business **resilient to the pressures of climate change** and population growth, particularly the risks of drought and flooding.



Action we're taking

We published our third five-yearly Climate Change Adaptation plan in 2020. In it we highlight our progress to date, outline the risks we continue to face, including drought and flooding, and set out our action plan to make our region resilient.

Working together

We're working with the Environment Agency and other partners to create an ambitious Future Fens programme for landscape-scale integrated water management. By thinking differently, our goal is to deliver water resources, flood management, wildlife benefits and greater resilience to climate change, whilst facilitating new homes, jobs and transport links.

Supply meets demand -

By 2025 we will install three quarters of a million upgraded water meters to help you and us to **use less water**, and help you pay the right amount for what you use. We'll build on our **industry-leading position to reduce leakage** even further, supporting the industry to triple the rate of leakage reduction across the water sector between now and 2030.



Action we're taking

We invested £236 million between 2015-2020 and today our leakage is the lowest in the industry at 4.7 cubic metres/km/day, compared with the national average of 8.5 cubic meters/km/day.

Working together

83 per cent of customers now receive a metered bill and those who do use on average 15 per cent less water, saving £100 every year.

A smaller footprint -

to help tackle the climate crisis, we'll achieve **net zero carbon emissions by 2030** and reduce the carbon in the assets we build by 70%. We'll also be a **climate champion**, supporting other companies to do the same.



Action we're taking

Through energy efficiency projects, collaboration with our supply chain and the development of our own renewable energy sources, we've already cut our operational emissions by 34 per cent from a 2015 baseline. And we've cut our capital carbon - the carbon in our buildings and assets - by a massive 61 per cent since 2010.

Working together

We've worked with Water UK to develop a world-first industry-wide route map to set out our path to net zero by 2030.

Flourishing environment -

we aim to be a circular economy business and we'll end the use of avoidable plastics by 2030. We're creating a **zero pollutions culture** and we'll ensure there are **no serious pollutions** from our assets by 2025. We manage and enhance our land to make a positive difference for wildlife.



Action we're taking

In 2020 we launched our five-point Green Recovery Plan - it's resulted in a further £300m of investment being made available to support environmental projects in the East of England between now and 2025.

In new construction projects we've committed to creating a 10 per cent gain in biodiversity.

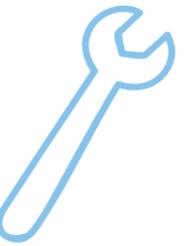
Working together

With partners including the Wildlife Trusts we manage 49 nationally protected wildlife sites and now 99 per cent of these are in favourable condition (compared with a national average of just 39 per cent).

As well as eliminating serious pollutions by 2025, our Pollution Incident Reduction Plan will help us reduce the number of less serious pollutions by 45 per cent too, with £19m being directly invested by us and another £12m provided to partners for joint flood alleviation schemes.

Investing for tomorrow -

we'll make investment decisions that **consider social and environmental benefits in line with our purpose** and we'll widen this approach to encompass our strategic decision making by 2025.



Action we're taking

We've developed a framework for our investment decision making that considers the impacts on the environment, society, our people, innovation, as well as the costs and the resilience of the assets we are creating. We call it our 'six capitals' framework.

Working together

We're working with like-minded organisations, through Natural Capital East, to see how we can measure, manage and improve the ecological health of the east of England.





To create a sustainable future, we all need to play our part

You'll see us delivering on these commitments in your local community; we'll report regularly to our Customer Advisory Board and provide annual updates on our progress, honestly and publicly, in our Annual Integrated Report or on our website.

We will also benchmark ourselves using the BITC Responsible Business Tracker and a new standard on Sustainable Purpose that we are helping British Standards Institute to develop.

But to be successful in creating a sustainable future we must face these challenges together, as a community. We've made our commitments to you, **but we need you**, as customers, employees and members of the community, **to play your part too**. Rest assured we'll do everything we can to help.

Firstly - do you have the help you need?

We can help a really wide range of people, from those with sight, hearing or mobility difficulties, to parents with babies under 12 months old. And we offer a wide range of support, from reading your meter for you (if you find this difficult), to sending out bills in other formats, or finding out if you're getting the benefits you're entitled to. It's all part of our WaterCare service.



Sign up here for our Priority Service Register or our Extra Care Support

anglianwater.co.uk/help-and-advice/water-care

Now here's a toolkit - of practical actions you can take today to make a difference

You can help to address climate change by

Understanding and reducing your usage:

Using water efficiently means you are also using less carbon. As well as helping you manage your bill, our MyAccount app can also help you to find and fix leaks and work out the best way to use less in your home and garden - helping lower your carbon footprint too.

Can you be one of our most water efficient customers, using less than 90 litres a day?

Sign up here: anglianwater.co.uk/account-and-bill/my-account/myaccount-app

Reporting any leaks you spot so we don't lose precious water:

We hate leaks on our pipes too and are doing all we can to prevent them - if you see one, let us know on our free, dedicated 24/7 leakline number: 0800 771 881

anglianwater.co.uk/services/water-supply/leakage/report-a-leak

I/we can do that



You can help the environment by

Preventing pollutions and flooding by making sure you Keep it Clear:

Many pollutions come from blockages which break our pumps or burst our pipes. You can prevent these pollutions. It's simple, we just need you to make sure you only flush the 3Ps (poo, paper and pee) down the toilet. Everything else (including wipes and sanitary products) needs to go in the bin. In the kitchen, only put used water down the sink (save fats, oils and grease to reuse in cooking and baking or wipe off with a paper towel and bin). Keeping it clear helps the environment and helps you too, preventing blocked pipes and drains. If you do ever see something wrong, let us know straight away and we'll investigate - call our Pollution Watch number: 03457 145 145

anglianwater.co.uk/in-the-community/protecting-our-environment/pollution-prevention

Reducing your use of single-use plastic:

Visit your nearest free Refill station: refill.org.uk to find out where you can refill your reusable drinking water bottles when you are out.

Getting actively involved:

We can help you get closer to water and nature by visiting our water parks and nature reserves anglianwater.co.uk/in-the-community/leisure

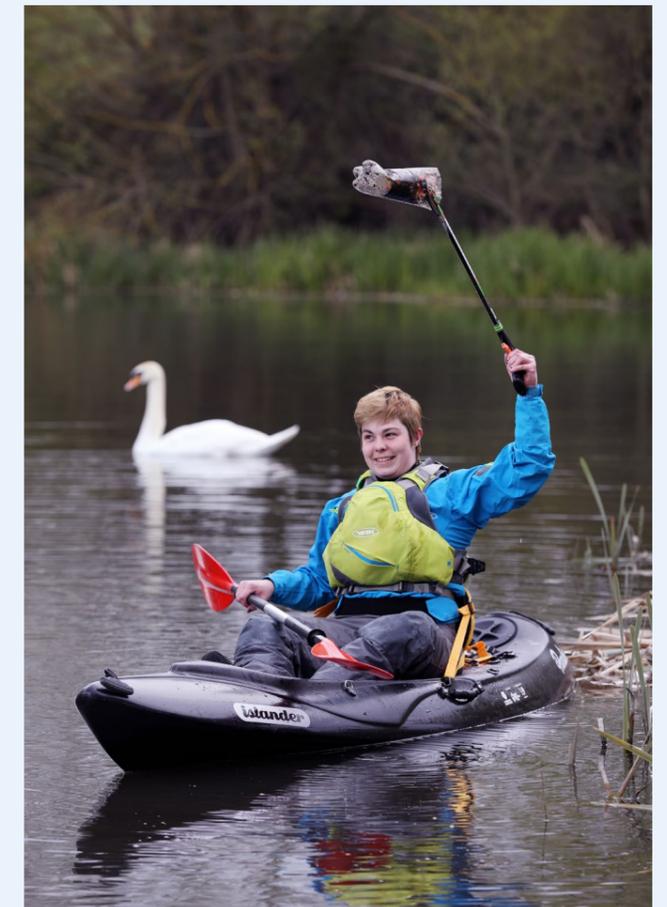
We can help you join a RiverCare or BeachCare group to protect your local rivers and beaches rivercare.org.uk/about-us/2787

I/we can do that

You can help your local community by

Supporting or volunteering with a local charity or community group:

We may be able to help your local charity with volunteer support and grants through our employee volunteer programme and our Positive Difference Fund.



anglianwater.co.uk/in-the-community/community-volunteering

anglianwater.co.uk/in-the-community/charity-work/positive-difference-fund

I/we can do that

You can help us plan for a better future by

Telling us what you think:

We can help you get your voice heard and give you the tools to influence the way we make decisions for your community and the region - book an interactive community talk or even apply to join our Online Customer Community.

anglianwater.co.uk/in-the-community/community-talks

I/we can do that



Together we can do it

Together we can create a future for our region where **people, communities** and the **environment** thrive: building a **sustainable future for us all** in this rapidly changing world.

Signed *Peter Simp*

Peter Simpson
CEO, Anglian Water

Signed *Simon Dry*

Simon Dry
Chair of the Customer Advisory Board