

# Anglian Water Community Investment 2020/21





**Our purpose is to bring environmental and social prosperity to the region we serve through our commitment to Love Every Drop.**



**Water is vital to health and wellbeing, to the economic prosperity of the East of England, and to maintaining a thriving natural environment that we can all enjoy. Yet we face growing challenges to supply from population growth in our region and the escalating climate emergency.**

**To meet these challenges, we all have to play our part in balancing the needs of society, business and the environment to enable a sustainable future.**

At Anglian Water we have always recognised the special responsibility we hold as a provider of an essential public service. We have a duty to deliver wider benefits to society, above and beyond the provision of fresh, clean water.

With our shareholders' support, in July 2019 Anglian Water became the first water company to change our company constitution – the Articles of Association – to lock public interest into the way we run our business, both now and for future generations.

In this short report we cover just one of the ways we bring environmental and social prosperity to the region, and

enhance the communities we serve – community investment. Corporate community investment is broadly defined as businesses' voluntary engagement with charitable organisations or activities that extend beyond their core business.

Anglian Water measures community investment using the London Benchmarking Group (LBG)<sup>1</sup> framework which captures community investment that is both charitable and voluntary.

In 2020/21, an estimated 28,563<sup>2</sup> people were directly reached or supported by Anglian Water community investment activity and by our Alliances, in the course of their work with Anglian Water.

[1] In 2021 LBG rebranded to Business for Societal Impact (B4SI).

[2] Estimates agreed with LBG using their principles and methodology.

This year, against the backdrop of the global pandemic, we have provided support in many different ways, including supporting students with their education online, providing temporary accommodation for homeless people, sending Christmas cards to isolated residents of care homes, supporting the water and sanitation agenda through the industry charity – WaterAid. We have also supported community volunteers through our long-term environmental programme RiverCare and BeachCare, run in partnership with Keep Britain Tidy.

This performance commitment captures investment in communities which is reportable using the LBG methodology, but there are also significant wider contributions which sit outside this reporting. For example, this year we launched the £1m Anglian Water Positive Difference Fund to support front-line community organisations in the immediate response to the pandemic, and later to support communities as they adapt and rebuild.

**You can find out more about this, and other ways we've worked to enhance our communities in our Annual Integrated Report and Accounts, and on the community pages of our website:**

[www.anglianwater.co.uk/in-the-community/](http://www.anglianwater.co.uk/in-the-community/)

This report has been audited by Jacobs.



**The Community Education programme reached and supported approximately 19,140 people during 2020/21.**



**The Beacon Project, in partnership with WaterAid supported approximately 4840 people in Nepal with access to water and hand washing facilities, and supplies of soap and PPE. Image: WaterAid, Mani Karmacharya.**



**Six cabins were installed in Wisbech, giving temporary accommodation to 14 homeless people during the covid-19 pandemic.**



**Our environmental community investment programmes supported approximately 619 people.**