

LOVE EVERY DROP.
PUT WATER AT
THE HEART
OF A WHOLE NEW
WAY OF LIVING.

SMART COMMUNITIES

SMART BUSINESS

SMART ENVIRONMENT

love every drop
anglianwater





We will put water at the heart of a whole new way of living.

“ Water has been at the heart of my family life for over 40 years. I love it!

My work in the industry has taken me around the world, spanning eight countries on three continents, so I see water in the global context.

I have seen at first hand floods and drought. I know how essential water is to life, and what it means for people and the environment to be without it. Here at home, my day-to-day business life is all about planning for water security in this driest region of the UK which is so vulnerable to the impacts of climate change.

So, for me, Love Every Drop is a call to action.

We want to lead the way in raising awareness about the value of water and campaign to change fundamentally how we all engage with it and use it.

Here, we set out in clear and simple terms just what it is we are going to do to put water at the heart of a whole new way of living.

And that means we have in our sights water efficiency and reducing the amount we all use, stopping pollution, cutting carbon and eliminating waste. We want to get people thinking as responsibly about water as millions already do about recycling.

And Anglian Water will be leading the campaign for that change. It's about the future for all of us - and you can take part at a tap near you! ♥

Peter Simpson
Managing Director
Anglian Water

WATER WISH
BECAUSE I LOVE
WATER I WANT TO

...wake the world up to the importance of the link between carbon and water to make a fundamental difference to climate change.

IF YOU LOVE EVERY
WAKE UP SPLASH

IF YOU LOVE EVERY
CLEAN SOCK

IF YOU LOVE EVERY
CUP OF TEA

Join our campaign for the future.
It's called Love Every Drop.
You can take part at a tap near you.
www.anglianwater.co.uk/loveeverydrop



WE WILL PUT WATER AT THE HEART OF A WHOLE NEW WAY OF LIVING IN THREE WAYS....

BY BEING A SMART BUSINESS

We've made a start, but know there's a long way to go yet. Flick ahead and you'll see some of the projects we've already got under our belt. Find out about the goals we've set ourselves now and for the future. Love Every Drop is about us embracing the challenges, and transforming our business into a water company for the 21st century.

BY BEING SMART ABOUT THE ENVIRONMENT

Let's help the environment to help us. After all, it's looked after us pretty well for hundreds of thousands of years. It's the source of our most precious resource - water. Being smart about the environment means understanding the real value it brings to our lives and keeping it in good shape. That way we can all benefit from the services its ecosystems offer to tackle the huge challenges climate change brings.

BY CREATING SMART COMMUNITIES

Just picture what we could do together to champion a new way of living: convincing neighbours, work colleagues, classmates, customers and community leaders to engage with our vision for a sustainable future. And everyone can take part, turning what starts with being waterwise into action for a whole new way of living. Together, we can make our communities even better...

THIS IS HOW WE MAKE IT A REALITY

We have set ourselves 10 goals, backed up by over 100 commitments and measures to help us get it right.

We've included just some of our commitments in the following pages. There's more information on our website: www.anglianwater.co.uk/loveeverydrop

No incidents

Leading employer in our region

No accidents

No pollutions

Get it right first time, every time. Zero waste

Frontier performer in our industry

100% of our customers very satisfied with our service

Halve our embodied carbon in new assets we build by 2015 from a 2010 baseline

Reduce our operational carbon emissions by 10% in real terms by 2015 from 2010 baseline

Effective management of the impact of growth and climate change in our region

SEE THE DEPTH



IN A GLASSFUL

Water that's cleaned to the highest standard, delivered to millions of homes, and managed carefully to ensure it never runs out. It's not an aspiration - it's just how we do business, all day, every day. Whether it's working with businesses or planning 50 years ahead, there's a lot more goes into a glass of water than you think.

GREAT STUFF IN, GREAT STUFF OUT

Our drinking water is amongst the best on the planet. In the last five years we've invested £100 million in drinking water quality, hitting some of the most stringent targets in the world. We focus on quality across our operations, and have achieved ISO standards for excellence in quality, environment and health and safety.

KEEP IT CLEAN

About a billion litres of wastewater are flushed and poured into our sewers each day. 27,000 miles of pipes deliver it to over 1,000 treatment works, where - with the help of a few billion friendly bacteria and micro-organisms - we clean it up before it's returned to nature. Our rivers are cleaner than they've been for decades.

LOVE EVERY DROP IS FOREVER

Since 1989 we have invested £8.6 billion in making our water and wastewater operations world class. And we will spend another £14 billion over the next 25 years. That's a big commitment to show how much we love every drop.

BE PREPARED

Our business continuity management system isn't a handbook that just sits on the shelf. From a regional to a national level we imagine the worst and have our response worked out well in advance. We were the first water company to pass the critical test: our Business Continuity action plans are certified to BS25999.

OUR GOAL To be the frontier performer in our industry

OUR GOAL No incidents



INNOVATION ON DEMAND

Water is vital, so we've got to do everything we can to hang on to what we've got. We lead the industry on low leakage and we intend to keep it that way.

But we don't rely on divining sticks to find wayward water – we keep our ear to the ground, using high-tech ear-trumpets to track it down. It's simple, but beautifully effective.



OUR GOAL To be the frontier performer in our industry

INVEST IN THE BEST

Finding leaks is an art. It's about combining technology with skill to spot the next burst before it happens. Our super-skilled water wizards are in demand, so we've developed a new apprentice scheme, training the next generation to keep our leakage rates the lowest around.

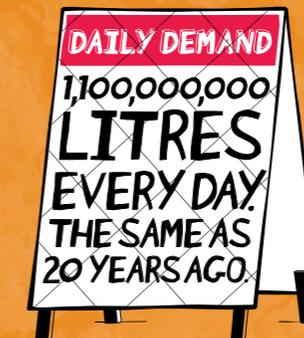


1.1 BILLION LITRES

Our population has grown by 20% in the last 20 years, but we still provide the same amount of water today as we did in 1990 – almost 1.1 billion litres every single day. How? Minimising leaks and encouraging more waterwise customers.

MANAGE THE EXTREMES

Having the earth move isn't always enjoyable – just ask our pipes. The freezing nights of winter and drier summer days brought on by climate change increase the risk of land movement, which means more fractured pipes. Reducing our carbon emissions to help slow climate change could also help our network stay stronger for longer.



INSPIRE



Our colleagues are as unique as their fingerprints. They're not just leaders at what they do, they're also ambassadors for a better future. We're nurturing their skills and talents. With such valuable assets on our hands we do what it takes to keep them healthy and safe.

CREATE CHAMPIONS

It starts with our own workforce. Whether they're listening for leaks in the quiet of the night or keeping our sewers free-flowing, they've been taking part in our workshops to give shape – and a big dose of reality – to our plans. And they'll be helping us all the way. We'll turn them and our suppliers into Love Every Drop champions, and capture their enthusiasm for sustainable living at home and work.

KEEP HEALTHY

An army marches on its stomach. So we're focused on having all the right stuff in our staff restaurants to help our army eat healthily. With mini-MOTs to check our hearts are still in it, and stress buster sessions to blow away the blues, we'll help our staff stay fit and healthy. In 2012, our Get Active campaign will put a spring in all our steps, and we'll get our suppliers to jog along with us too.



OUR GOAL To be regarded as a leading employer in our region

TO BECOME A FORCE FOR CHANGE



OUR GOAL No accidents

STAY ON THE CUTTING EDGE

When people need a scientist they come to us, because we have the best. From highly-specialised endocrine boffins to chemical investigators, we're often called to carry out work for other water companies. Working with industry experts on the cutting edge of science, our scientists are our future, so we're developing joint initiatives to nurture the professional and technical skills our industry needs.

MAKE IT SAFE

We think our people are as precious as the water they work with, so we won't settle for anything less than a 100% record on safety. We're RoSPA gold-medal winners on accident prevention, but we're going much further. Our ground-breaking safety training programme understands how our brains work so that safety is about more than just a hard hat.



FOCUS ON THE DETAIL

Our mission is simple: to secure a safe, constant supply of water for every customer in our region. But our job is complex and demanding. We're challenging ourselves to find opportunities to improve. Getting it right first time, every time, is about bettering the service we provide now and guaranteeing no-one will run short of water in the future. With such high stakes, there's no such thing as too much attention to detail.

HAVE AN EYE TO THE FUTURE

Our scientists put H₂O under the microscope. Our engineers and technicians examine our operations and processes with the same keen eye. IRIS is just one example. It's a pioneering electronic communications system that will watch water flowing across our network, helping us decide which jobs to go to first. Add in our smart scheduling systems to reduce unnecessary journeys and we're improving efficiency and service and helping cut carbon emissions too.

INNOVATE AND INVEST



Our smart investments safeguard customers and the environment. Take our £116 million project at Rutland Water where we re-used or recycled 97% of construction waste. Our new energy-efficient water treatment plant can produce up to 90 megalitres a day. The nine new wildlife lagoons help Mother Nature (and countless species of birds) stay in balance while we meet growing demand.

IT'S RUDE TO INTERRUPT

Major bursts often mean we have to turn the water off to stop it gushing away. But to avoid leaving customers high and dry, we're using temporary overground pipes to keep water on tap while we fix the problem underground.

OUR GOAL
Get it right first time, every time. Zero waste

NO WASTE



OUR WASTE ISN'T WASTED

Our largest potential source of waste is the sludge and grit left after treating wastewater. We recycle 100% of the sludge - 99.8% is treated and re-used as a soil conditioner by our region's farmers and the rest is used in land reclamation. We're looking for ways to recycle the grit that finds its way into our drainage systems too, so that by 2025 nothing will go to waste.

BY 2025

AWARD-WINNING MODEL

Our attention to detail on project planning won us an Ofwat-sponsored award for outstanding innovation on our Rutland Water project. It was all about working together with our partners. It sounds simple, but we're proud that it's made us industry-leading role models.



Okay, so it's made of hydrogen and oxygen. But each drop of water comes with plenty of carbon dioxide attached. And because CO₂ is contributing to climate change, we're stepping-up our work to cut it out across the business, in every single way we can.

MAKE BIG STRIDES

Amazingly, domestic water heating is responsible for 5% of UK CO₂ emissions, and 25% of your household energy bill.

MEASURE, MANAGE AND REDUCE

Our plan is to cut carbon when we build new treatment facilities or upgrade our older ones. We've developed carbon modelling software to estimate the carbon in each project – and then help us and our contractors cut it out.

SHRINK THAT FOOTPRINT

It's pretty flat around these parts. And that means we use loads of energy (which means loads of carbon too) simply pumping our precious water around. We're cutting energy use wherever possible in everything we do. Our Drop CO₂ project is switching on our colleagues to find even more ways to cut our energy use. Clever technology means that seven of our wastewater treatment sites are already working on renewable energy from the gas that's a by-product of sewage treatment and we're targeting five more sites by 2015.

WALK IN STEP

To understand the people you work with, it's wise to walk a mile in their shoes. That's why we're creating joint carbon plans with our top 100 contractors and suppliers and getting them around the table to come up with the best ideas in sustainable design and building. We're all determined to reduce embodied carbon at every link of the chain.

OUR GOAL

Halve our embodied carbon in new assets we build by 2015 from a 2010 baseline

OUR GOAL

Reduce our operational carbon emissions by 10% in real terms by 2015 from 2010 baseline

LEAVE NO STONE UNTURNED

When we developed capacity at Rutland Water, we carbon modelled everything. And we do mean everything. Right down to the lagoon linings. We're not sure that the fish will notice, but we care that the granite we used has a lower long-term carbon footprint than the limestone alternative.

WATCH YOUR WATER FOOT-PRINT

Where there's water, there's carbon – and quite a bit of it. Every bath, flush or jug has CO₂ built into it, thanks to all the processes it takes to get it to the tap. So we're campaigning to help customers see the link between the water they use, and the impact it can have on our changing climate. Find out what your water footprint is at www.anglianwater.co.uk/water-calculator

LOOK AFTER THE LITTLE THINGS

We've kicked off a 'Bits & Bobs' programme to give metered customers in target areas a bucket-load of gizmos for saving water: things like hosepipe guns, shower adapters, and flush reducers. Just a handful of these gadgets, supplied and installed for free by our plumbers, can save up to 40 litres a day.

SAVE THE PLANET WATER WITH METERS

More than two-thirds of our customers already do their bit to save the planet. It's as simple as using a water meter. If you're on a meter, chances are you save money – £100 a year on average. We call it Pay-as-you-flow and you save because you only pay for what you use. We win too because when you use less water, we can make what we've got go that bit further. Minimising water going through energy-intensive treatment processes saves on carbon too, and helps slow climate change.

AIM FOR 100%

Our target is for four in every five homes to be using a meter by 2015 (though we'd love 100% metering in the next 25 years).

HEATING ENERGY FOR FILTERING ENERGY FOR PUMPING ENERGY FOR FILTERING ENERGY FOR PUMPING

SOURCING ENERGY FOR COLLECTING ENERGY FOR PUMPING



KNOW JUST HOW PRECIOUS IT IS



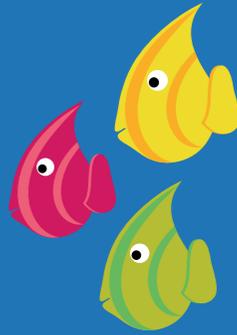
OUR GOAL Reduce our operational carbon emissions by 10% in real terms by 2015 from 2010 baseline

Every little drop we provide has its own history. It might have been drunk by a dinosaur, or first fallen to ground in a tropical rainforest. But there are more of us now wanting to use each drop than ever before. So it's vital that everybody understands just how precious water is and does their bit to use only what they really need.



OUR GOAL Effective management of the impact of growth and climate change in our region

CREATE A UNIQUE THINK TANK



MAKE IT HAPPEN
 Students at Lynn Grove School in Norfolk know the power of ideas. Inspired by our Waterwise Schools project last year, they did a water audit around their school then raised the money to buy and install water-efficient urinals in the boys' toilets.



When it comes to conjuring up ideas to help us live more sustainably, we reckon you get the brightest brainwaves when you pool your efforts. So we want everyone – from school students to leading scientists – to imagine water at the heart of a whole new way of living.

FLOAT NEW IDEAS
 We're helping our customers innovate in their homes too. They soak up doable ideas to save money and water, and cut their carbon emissions. Everything helps, from fitting new shower heads to exploring new plant varieties for the garden.

BUILD FOR THE FUTURE
 Everything in our homes uses water, from central heating to taking a shower. Add it up, and we each use about 145 litres a day. That's not sustainable, so we're involved in eco housing projects, working with local councils, developers, and householders on new-build innovation that keeps you clean and watered for just 80 litres a day.



TREASURE EXPERTISE
 Some of the world's leading experts live right here in our region and we regularly get them around our table. Our Expert Panels meet regularly, looking to the future and shaping our plans for the next decade. Our own best minds return the favour on initiatives like sharing technological innovation with contractors, as well as collaborating with Government departments on cutting-edge predictive science on climate change.



UNCLOG THE SYSTEM

You might not spot the connection between nappies and chips, but we know it all too well. Fats, oils and grease – known in the trade as FOG – find their way down the plughole far too often. And when they meet up with the ‘unflushables’ we’ve got a problem. So we’re working with local government, retailers and customers to help them understand the scale of the challenge.



CLEAR YOUR ARTERIES

When FOG and other unflushables like wet wipes or nappies go down the drain or are flushed down the loo, sooner or later they cause blockages, leakages, and smells. They’ve been the obvious targets for FOG-fighting campaigns to keep our wastewater network running smoothly.

£5 MILLION

It costs us all more than £5 million a year maintaining and unblocking our region’s sewers. So wouldn’t it be better if we could stop gunking them up in the first place?



TASTE VICTORY

Great restaurants can be about more than great food. That’s why our Green Ladle scheme celebrates eateries that don’t flush their FOG, helping us to reduce blockages and save thousands in clean-up costs. Today, 14 restaurants in the Chelmsford pilot area proudly display their Green Ladles. We gave supermarket chain ASDA an extra big Green Ladle for action on sustainable disposal of fats, oils and grease at all of its 359 UK stores.

OUR GOAL

No pollutions



SEE THE WHOLE ISSUE

Using the sewer as a bin is a huge problem. Recent research tells us that what people say and what people do are not the same thing. So we’re investing in a major new programme to inspire the small step-by-step changes in everyone’s behaviour up top that will make a huge difference down below.

FOG AND UNFLUSHABLES = BLOCKAGES = POLLUTION

We're proud of the role we play in the health and well-being of more than six million people. After all, water is essential for life: we're made of it, we need it to wash, to stay warm – we even use it to have fun! The most amazing thing is all you have to do is turn on the tap.



OUR GOAL
100% of our customers very satisfied with our service

KEEP RUNNING HOT AND COLD

For us, providing water is not just about consistently delivering over a billion litres every day. It means the lives of our customers can keep on track too. All the morning coffees, hot radiators and baths before bedtime depend on us. We don't want to let you down.

AN OASIS ON YOUR DOORSTEP

The way we manage water, keep on top of leaks and have an eye on the future, means that although we're the driest region in England and Wales, we haven't had a hosepipe ban for over 20 years. It's a great example of how thinking green can keep things blooming in all our back yards.

WERE THE LUCKY ONES

Worldwide, for one person in eight there is no handy tap to turn on for a safe water supply. And 2.6 billion people can only dream about adequate toilet facilities. That's why we support WaterAid – last year our people raised more than £275,000 for the charity.

Just £12 buys two taps for a village. Find out how you can deliver safe water to people in 26 countries worldwide at www.wateraid.org/uk

COOKING PASTA



DAILY SHOWERS

JUST ADD WATER

HOT BUBBLY BATHS



DRINKING TEA



WASHING YOUR SOCKS



WATERING PLANTS



BRUSHING YOUR TEETH



ENJOY YOUR BIG BACK GARDEN



OUR GOAL
100% of our customers very satisfied with our service

We will help people understand the real benefits that water brings to their lives.



The water we work with doesn't just flow through pipes. It creates habitats for wildlife, and space for people to play and relax. So, we're doing all we can to make sure everyone gets out there and enjoys it.

INVITE EVERYONE

The outdoors is for everyone and we go out of our way to make sure anyone can enjoy it. We've made a sensory garden at Pitsford, and access across our waterparks includes purpose-built boats for disabled anglers at Grafham and Rutland Water. Ramps and hydraulic lifts make sure every angler has the opportunity to enjoy some of the best fishing facilities in Europe.

LOOK AFTER THE NEIGHBOURS

We're not the only ones who live around here. You may have noticed a huge variety of winged, four-legged or aquatic neighbours. Our waterparks at Rutland Water, Grafham Water and Pitsford are important Sites of Special Scientific Interest and they're open for everyone to enjoy.

SOAK IT UP

There's sailing, cycling, fishing... not to mention wildlife watching. Events like the Great East Swim at Alton Water and Europe's largest Birdfair at Rutland Water help attract over two million people every year to our waterparks.



KEEP IT BLOOMING

Less rain shouldn't mean fewer flowers. Renowned garden designer Beth Chatto agrees. We helped her create a water-efficient garden displayed at Start's 'A Garden Party To Make A Difference' - an initiative inspired by HRH The Prince of Wales.



love every drop
anglianwater

TAKE CARE OF WHAT WE'VE GOT

Everyone enjoys our region's water, whether it's the rivers and reservoirs that flow to our taps, or the wetlands that shelter our rarest and loveliest creatures. We do our bit to help look after it all, but we'd like everyone to play their part. All it costs is a little enthusiasm.



OUR GOAL

Effective management of the impact of growth and climate change in our region

HAVE A BAP

Our Biodiversity Action Plan helps us nurture wildlife at thousands of sites, with the help of dedicated partners. Take Rutland Water, where in 2010 five pairs of rare ospreys raised 12 chicks. All are thriving alongside a host of other creatures, in 86 hectares of newly created wetland habitat.

CREATE COMMUNITIES OF INTEREST

Wouldn't it be great if every mile of river and stream was personally cared for? Well, a couple of our bright sparks might have found the answer, creating the RiverCare initiative with the help of charity Keep Britain Tidy. Since its launch, over 50 local RiverCare groups have sprung to life, each adopting and treasuring a stretch of their local waterside. Including involvement in RiverCare, our employees donated a total of 17,000 hours of work time to help community causes last year.

PAINT A PICTURE

Using artists as ambassadors is just one way we're working with partners to inspire people about our environment. We're building on a shared interest in wetland preservation with Maggi Hambling CBE. And in 2011 we're going with the FLOW, a major arts initiative, at rivers, canals and reservoirs across Northamptonshire.



STREAMLINE YOUR BUSINESS

If you use water, odds are you could use it more efficiently. Our specialist teams help business customers do exactly that, by addressing problems and spotting solutions. More savings for you, less impact on the environment.

INVENT THE FUTURE

As our population grows and climate change starts to take a toll, keeping the water flowing will require lots of clever thinking. One way we'll do this is by working with retailers and manufacturers to help design the water-efficient products and services of the future.

BROADEN HORIZONS

It's not just local produce that's full of water, the stuff we import is bursting at the seams with it too. That's water from someone else's precious supply, fuelling consumption here. So it's time we all thought about water as a global resource. It is a blue planet after all.



SEE THE WATER IN EVERYTHING

It takes 450 litres of water to produce a single pound of potatoes.

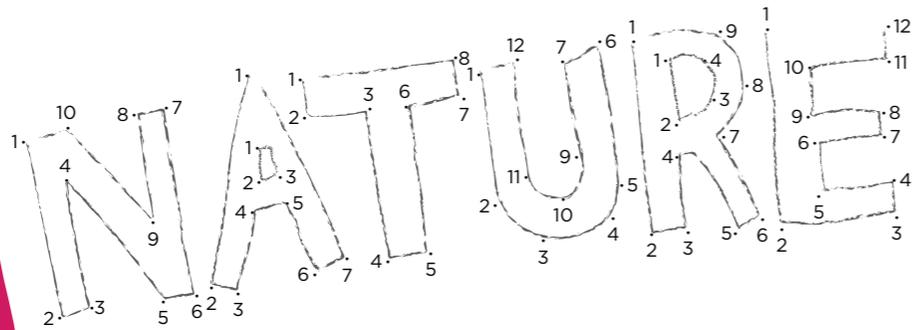
Which means it's time we all thought about the wet stuff that's hidden in everything we eat, use or wear, whether it's produced in our region or travels around the world to get here.



OUR GOAL

Effective management of the impact of growth and climate change in our region

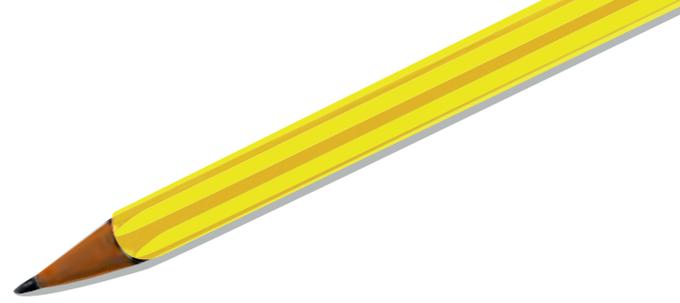
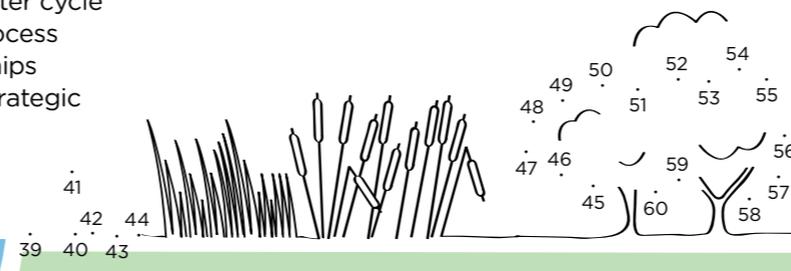
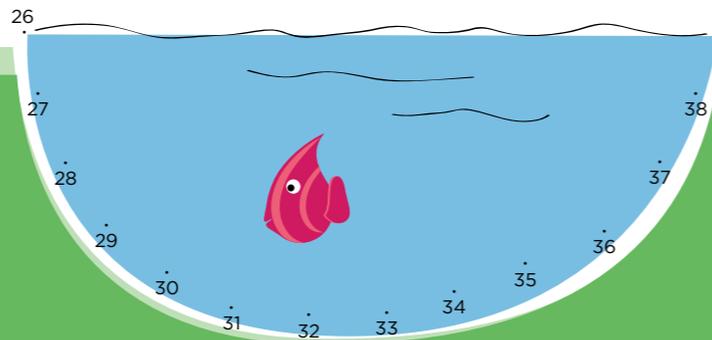
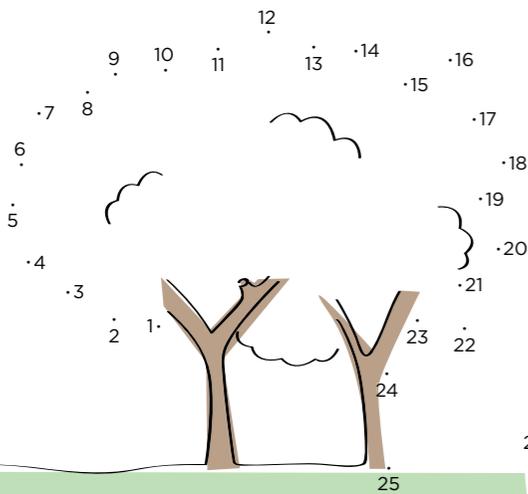
WORK WITH



We'll always listen to the voice of experience. And when it comes to sustainable water stewardship, Mother Nature has had plenty of time to get it right. Which is why we're learning from the world around us and working with partners to join up the dots.

NEVER WORK ALONE

Working with local authorities we've completed 37 water cycle studies, integrating water supply with the planning process across 92% of our area. We've built valuable relationships regionally and nationally and put it all together with strategic thinking by creating the Regional Water Partnership.



OUR GOAL
Effective management of the impact of growth and climate change in our region

THINK LONG-TERM

We're helping to bring together leaders and organisations from the worlds of politics, regulation, business and science. In November 2010, we're sponsoring Cambridge University's Sustainable Leadership Programme workshop to join up thinking on the next big step forward for water stewardship.

BUILD A BEAUTIFUL FUTURE

There's going to be less rain around here, but when it does rain it'll really tip it down. We're beginning work on how we can help our urban streets and our rural landscape become truly integrated ecosystems, able to store water in sustainable, and very often, quite beautiful ways, like green roofs, water meadows and reed beds.

We are working with local authorities, developers and other strategic partners to prioritise water sustainability in the planning process.





Explorer and broadcaster Monty Halls hosted our Love Every Drop launch event in October 2010 where we were pleased to welcome Stephen Howard, Chief Executive of Business in the Community, as our keynote speaker.

“We are delighted to see Anglian Water is stepping up to the plate with an inspiring and, importantly, achievable vision of water stewardship that they intend will take corporate responsibility to a new level.

Leadership is central to this aim and Anglian Water is doing what we at Business in the Community know is critical to success. It is harnessing the power of collaborative action, bringing together the collective experience and expertise of businesses and communities nationally and internationally, as well as across the region.

I appreciate and whole-heartedly support the lead Anglian Water is giving on this issue, and I'm enthusiastic about working with Peter Simpson and his colleagues to create the sustainable and connected communities we all want to live in.

Consider how you can be part of tomorrow's smart communities, smart businesses and smart environment today. Love Every Drop is a great place to start.

Business in the Community
Stephen Howard
 Chief Executive
 Business in the Community

WATER WISH
 BECAUSE I LOVE
 WATER I WILL



...work to make sure business leaders appreciate that a responsible approach to using water is vital to ensuring a sustainable future economy.

“Water has shaped the course of my entire life. The deep, echoing world it holds remains mankind's final frontier, and is what inspired me to become a marine biologist and travel writer. In truth it touches all our lives, whether we're exploring what lies beyond the shallow continental margins, or watering the plants in our own back yards. It invites our curiosity, fires our imagination, and is the world's most vital resource. Next time you take a look at a satellite image you'll see - our home shouldn't be called Planet Earth, but rather Planet Water.”

Monty Halls
 Explorer and broadcaster

WATER WISH
 BECAUSE I LOVE
 WATER I WILL



...make sure I mention it in every television programme I ever make... Oh, and I won't leave the tap running when I brush my teeth!



