



# Positive impact on communities

Our activities have a broad impact on the communities we serve. We act as a responsible citizen, taking consideration of the views of community members.

## To meet this outcome...

We must meet customer expectations of a tailored and inclusive service. One of our key roles in this area is to act as a facilitator for social and environmental prosperity.

## Performance highlights:

- Enshrined commitment to our communities and our environment in our Articles of Association; the first major utility to do so
- Awarded the Queen's Award for Enterprise: Sustainable Development for a second time
- Launched £1 million Positive Difference Fund in April 2020 to support front-line coronavirus relief in our communities (see page 11)
- Raised more than £1 million for WaterAid for the second year running
- Our education programme reached more than 35,000 people during the year
- 2.5 million visitors enjoyed one or more of our seven water parks
- Lowestoft Place Board established to support regeneration of the town

## Community perception



Based on a survey of community perception

### Percentage of satisfied households

Target by 2019/20:

**60%**

Actual:

**56%**



Working to support and enhance our communities is a core part of our Purpose. We seek to make a positive social impact through our activity, from our day-to-day business decisions to long-term planning for the future. In April this year we were honoured to be awarded the Queen's Award for Enterprise: Sustainable Development 2020–2025 for the second time, a testament to the passion and hard work of all our people, who put our customers, communities and the environment at the heart of their decision making every day.

For more information on some of the programmes that led to this accolade, see 'Our Social Contract' (page 14), 'Six capitals thinking' (page 15) and the development of a Responsible Business standard (page 13).

## **The value of place-making**

Since 2013 we have worked in collaboration with Business in the Community, our alliance partners and others from the public and private sector to improve social prosperity in the Fenland town of Wisbech in Cambridgeshire. The regeneration of Wisbech has become a model for place-making, and we have been sharing our experience with Lowestoft in Suffolk, where exciting new regeneration plans are under way. This year Anglian Water Alliance partner Kier seconded a full-time business connector to support progress, and a Lowestoft Place Board was set up, which will now develop a Town Deal application. A successful 'Spotlight on Lowestoft' event was held in December with senior representatives from 19 organisations sharing their vision for the town. Work is under way with Access Community Trust to provide 20 mentors for people re-engaging with society.

## **Transforming employment opportunities**

In September 2019 we extended our successful pre-apprenticeship programme, sponsored with our alliance partners, to four colleges across our region. Its goal is to transform the education and employment opportunities available to local people in all four areas by establishing a bespoke training programme focused on the skills requirements of Anglian Water and its alliances. We measure its impact using the London Benchmarking Group framework. As a result of the course, 94 per cent of students\* are more motivated to build their own career, while 97 per cent of students\* have higher aspirations to achieve and feel more ambitious and determined to succeed.

## **We love to help!**

Over 500 people spent time volunteering as part of our year-long Love to Help employee volunteering drive, which concluded in July 2019. Teams and individuals across the Company volunteered more than 2,500 hours to improve the environment and support our communities. We're proud that 96 per cent of the charities we worked with felt Anglian Water cared about the community it serves\*, while 93 per cent of volunteers told us it had contributed positively to their wellbeing.

\*of those who returned surveys

## **Our community ambassadors**

Our community ambassadors are trained volunteers from across the Company who run interactive talks with community groups, sharing the key challenges we face and giving them the opportunity to feed in their views. In the last year, we have collected views from over 500 customers through this two-way communication; since the programme began we have spoken with more than 2,000.

## **Our education programme**

Our education programme has engaged with 481,166 people since it was established in 2007 (35,594 in 2019/2020), giving them opportunities to take part in exciting interactive sessions to enhance their understanding of the water cycle and our role within it. The programme focuses on behavioural and attitudinal change: this year 79 per cent of children surveyed reported a positive change in their behaviour or attitude as a result (measured using the London Benchmarking Group framework), and 100 per cent of the evaluations from teachers and students rate our programme as good or outstanding.

## **WaterAid**

As well as working to support communities in the East of England, Anglian Water continues to provide support to WaterAid, which transforms lives by improving access to clean water, decent toilets and good hygiene in the world's poorest communities. A particular focus is the Beacon Project in Nepal, a unique collaborative programme led by Anglian Water with WaterAid, alliance partners and others to bring safe, clean water to the people of Lahan. During the year, Anglian Water Group donated £40,000 to WaterAid and actively encouraged employees to get involved with fundraising through a number of initiatives, including quizzes, raffles, cake bakes and the ongoing monthly WaterAid lottery and Payroll giving.

Volunteering for WaterAid is a key part of Anglian Water's employee volunteering programme. Our WaterAid Volunteers' Committee successfully fundraised an additional £1,366,274 for WaterAid (2019: £1,060,927) raising over £1 million for WaterAid in a single year for the second time.

## **Water parks for communities to enjoy**

Our seven water parks play an important role in conserving and enhancing our region's natural riches while providing a wonderful resource for the public. More than two and a half million visitors a year come to visit our 4,428 hectares of parkland, woodland, nature reserves and water at Rutland, Grafham, Alton, Pitsford and Hollowell Water, Ravensthorpe Reservoir and Taverham Mill Nature Reserve. This year all seven parks retained Green Flag status, the benchmark standard for the management of recreational outdoor spaces across the UK.

This year we have opened a new water sports centre at Alton Water which has enabled us to deliver a broad range of facilities for our visitors.