



love every drop  
anglianwater

# Anglian Water Community Investment Report

2024/25

Trolley removal Grantham River  
Care Volunteer on the River  
Witham. Photo: Keep Britain Tidy.



## At Anglian Water Our Purpose is to bring environmental and social prosperity to the region we serve, through our commitment to Love Every Drop.

We believe that our role goes far beyond delivering essential water services. Our Purpose drives everything we do – it acts as a north star for our team and is a genuine promise to our customers, partners and shareholders. We're constantly challenging ourselves to be the best company we can be, and to make a real and meaningful impact for our customers, communities and the planet.

Corporate community investment is broadly defined as a business' voluntary engagement with charitable organisations or activities that extend beyond their core business activities. For consistency and transparency, Anglian Water has continued to measure community investment using the Business for Societal Impact Framework<sup>1</sup> (formerly known as the London Benchmarking Group Framework, or LBG) to capture community investment activity that is both charitable and voluntary.

Through educational programmes, charitable support and targeted partnerships, we have continued to support thousands of individuals by enhancing lives, creating opportunities

and strengthening local resilience and positive outcomes in the face of challenges.

In 2024/25 Anglian Water and its Alliance Partners directly reached or supported an estimated 67,345<sup>2</sup> individuals through its community investment activities. This figure represents the impact of programmes that are reportable using the B4SI methodology, under the relevant Ofwat-related performance commitment. But, there are also significant wider contributions to the community which sit outside of this reporting. Together these initiatives continue to ensure we are delivering meaningful value across our region and beyond.



RiverCare and Beachcare: Pennywort removal by paddleboard by a RiverCare volunteer on the River Witham. Photo: Keep Britain Tidy.

Find out other ways we've worked to enhance our communities in our Annual Integrated Report, and on the community pages of our website: [anglianwater.co.uk/in-the-community](https://anglianwater.co.uk/in-the-community)

<sup>1</sup> In 2021 LBG re-branded to Business for Societal Impact (B4SI).

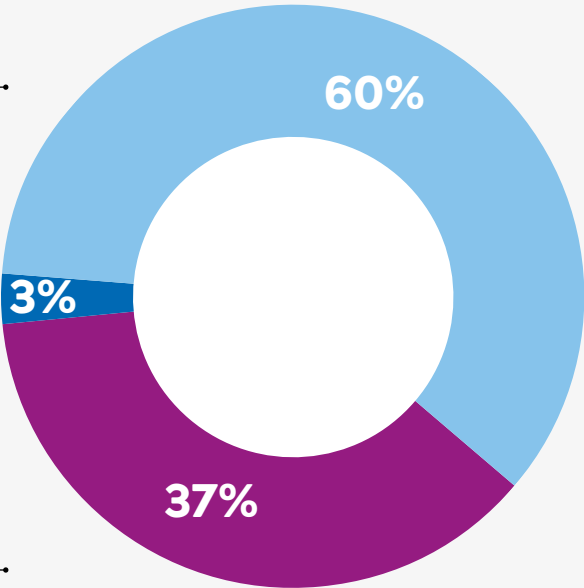
<sup>2</sup> Estimates reached using the B4SI principles and methodology.

# An estimated **67,345** people directly reached or supported in 2024/25

40,181 people engaged in our education programme

2,162 people supported via environmental initiatives

25,002 people in vulnerable circumstances supported by Anglian Water



## 40,181 people engaged in our education programme

Education continues to be a vital part of our long-term community impact. This year we’ve continued to build on our established programmes to engage even more young people in the value of water, sustainability and the world of STEM (Science, Technology, Engineering and Maths).

Our dedicated education team delivered a mix of virtual and in person sessions to schools across the region. This includes helping students and teachers to understand how everyday actions affect the environment and how they can not only play a vital role in using water wisely, but inspiring and equipping them with the right tools to share their knowledge and encourage friends and family members to do the same.

Alongside this, our alliance partners remained active in classrooms and community events. From supporting STEM events and leading on school visits, to inspiring our next generation of apprentices, they have all helped children to grow in confidence through improved literacy and communication skills. Together these efforts are not only raising vital awareness, but inspiring the next generation of scientists, engineers and environmental leaders.

## 2,162 people supported via environmental initiatives

This year we have continued to strengthen our longstanding commitment to enhance the environment by supporting a range of local initiatives focused on protecting and enriching natural habitats.

Our partnership with Keep Britain Tidy, through our RiverCare and BeachCare programmes remains a major part of this work, enabling passionate community volunteers to take ownership of their local rivers, beaches and green spaces – helping to safeguard them for future generations.

We have also maintained strong relationships with environmental charities from around the region, providing funding and support to protect our vital ecosystems, including chalkstreams, wetlands, ponds and river networks. Whilst this work is not new, its impact continues to grow as we strengthen collaboration and respond to the increasing pressures on our natural environment.



The Beacon Project: Individuals taking part in the communityWASH programme. Photo: WaterAid/Kabindra Pudasaini.



## 25,002 people in vulnerable circumstances supported by Anglian Water

Building on our partnership with WaterAid that spans over four decades, we have continued to support their mission to improve access to clean water, sanitation and hygiene for communities around the world. This year our employees played a key role – raising funds, volunteering their time and expertise as well as helping to drive awareness across the business and beyond.

All the way over in Lahan, Nepal, the Beacon project, a collaborative initiative between Anglian Water, WaterAid and our Alliance partners continued to deliver meaningful impact. Over the past year, the project has provided handwashing and sanitation facilities, continued to deliver hygiene education and supported safer waste management for local residents, many of which still live without reliable access to basic services.

Meanwhile, back in our region, we have focused on continuing to build our connection to our customers and communities in simple ways. For example, teams collaborated to send festive messages to residents in care homes, helping to bring comfort and connection to those who may feel isolated. A small gesture, with a big impact.



**Anglian Water Services Limited**

Lancaster House  
Lancaster Way  
Ermine Business Park  
Huntingdon  
Cambridgeshire  
PE29 6XU

[anglianwater.co.uk](http://anglianwater.co.uk)