

Community Activity at United Utilities



Actively supporting local communities

We have a wide-ranging impact on the communities, environment and economy of the North West.

Our purpose is to provide great service to our customers and communities, creating long-term value for all of our stakeholders.

Providing clean water and removing wastewater from properties is our major contribution to the health and wellbeing of 7 million people in the region.

Our investment programme helps keep the local economy moving – between 2015 and 2020 it is worth £9bn, generating 17,500 jobs. Our supply chain provides a stimulus for the development of skills and jobs the region's economy needs.

Protecting and enhancing the natural environment through our activities to help improve rivers, lakes and bathing waters supports a thriving regional tourism industry.

Where we outperform our financial targets, we reinvest in a way that benefits communities, such as enhancing long term water resilience.

Our community dividend over the past five years

Total community investment of over **£43m**

Three focus areas of:

Affordability and Vulnerability

£30m donated to UU Trust Fund and over **65,000** registrations for Priority Services

Environment and Recreation

Catchment partnership funding of **£4.8m**, leveraging **£4 for every £1** of our investment

Education and Skills

Over **50,000 children** benefitting from educational resources for water and STEM

Plus over **40,000 hours** of employee volunteering on community projects

And many community partnerships with organisations including RSPB, Youth Focus, MIND, Turning Tides, Age UK, Moors for the Future, achieving more together

Generating value in the North West



Our investment in community activities is focused on three issues most relevant to the region and our business:

Affordability and Vulnerability, Environment and Recreation, Education and Skills.

We also support communities affected by our construction works and contribute to charity.

Affordability and Vulnerability

We have one of the largest populations of economically-deprived households in the country, with higher than average unemployment. We help those who are struggling to pay get back in to good payment habits.

Helping people to avoid getting into debt and manage their money helps remove the stigma and stress of being in debt.

Vulnerability and its causes are often complex. Being aware of the reasons why a customer may be in these circumstances is important in understanding what support people need, and whether this extra support is a permanent or temporary requirement.

By working with partners, we can accomplish more by sharing information, learning from others, and creating new ideas.

Environment and Recreation

We rely on the natural environment to provide the clean water that we then treat and supply to customers. Our wastewater treatment helps to protect and enhance the natural environment of the North West through removing pollution load before it is discharged back into rivers and the sea.

We look after some of the most beautiful landscapes in the country. Enabling responsible land management benefits our business as well as the people who rely on this land for their livelihoods.

Working with others to address water issues enables us to share knowledge and access additional funding, so together we can achieve more for less.

Providing access to our catchment land and reservoirs enables people to be active and enjoy the physical and wellbeing benefits that nature can bring.

Education and Skills

The importance of skills in science, technology, engineering and maths is crucial to our business. By promoting education, skills development and employability, we are developing the skills the North West economy needs, whilst also helping people back to work.

Providing the next generation with an understanding of the true value that water brings to them and their environment, and the impact their behaviours can have, helps to demonstrate how we can all play our part.

Our work with teachers and children to build awareness about water and the natural environment brings the curriculum to life and makes learning fun.

Affordability and Vulnerability



Affordability Support		Vulnerability Support	Affordability Summit
<p>Back On Track If a customer is behind with their water bills and is on benefits, we can help by fixing their bill at a lower level they can afford</p> <p>Help To Pay If a customer receives Pension Credit, we can move them onto a tariff which better suits them, based on their income</p> <p>Payment Matching Plus For customers who have built up debt, we match every £1 they pay to get the debt paid off twice as fast. After six months, for every £1 they pay, we'll pay £2</p> <p>Payment Break If a customer is struggling to pay their bill due to a temporary change in circumstances, such as a</p>	<p>change in benefit payments, we can help by delaying bill payments for a period of time</p> <p>UU Trust Restart Customers in real financial difficulty could qualify for a one-off grant from the UU Trust Fund, to help them clear their debts and start afresh</p> <p>Water Direct It can help some customers to budget by applying to the Department for Work & Pensions to pay their water bill directly from their benefits</p> <p>WaterSure If a customer on benefits has a water meter and uses a lot of water due to ill health or having a large family, the WaterSure scheme caps their annual bill</p>	<p>Relationships With Money Advice Agencies Our agents can pass customers who are in debt to money experts such as National Debt Helpline, Citizens Advice, StepChange and Payplan</p> <p>Town Action Planning We have made 94,000 affordability visits since the initiative launched in August 2016, re-engaging with hard to reach customers and helping them back into payment</p> <p>Universal Credit We can delay water bill payments for up to eight weeks, giving the time needed while waiting for the first Universal Credit payments to arrive</p>	<p>Priority Services We help customers who need a bit of extra support due to age, ill health, a disability, mental-health problems, financial worries or language barriers</p> <p>Training From Experts Our vulnerability support team receives training from organisations such as MIND, The Samaritans and Macmillan Cancer Support</p> <p>NW Hardship Hub Website created to support NW organisations to provide expert advice to those struggling with debt</p> <p>Metering Makes a Difference Changing perceptions of meters and dispelling myths to help customers save on their water bills</p> <p>Early Intervention Proactively approaching and targeting customers before they fall into debt</p> <p>Just About Managing Providing solutions and options for customers before they fall into debt</p> <p>Community Education Working with young people to develop money management guidance, including a basic understanding of debt</p>



2017/18 Performance

£10m in support funded
by United Utilities to help
customers with their bills

Nearly 100,000 customers
received financial help
with their bill

Of which 33,500 customers were
helped with their water debt by
matching payments £ for £

21,000 additional customers
registered for Priority Services,
a 70% increase in 2017/18,
making a total of 65,000

Community Education – Youth Focus

We've joined forces with Youth Focus NW to gain a better understanding of the issues that interest future customers and bring the **voice of youth** into our business plans.

One priority issue identified by young people is affordability. To help address this, they asked for a better understanding of how to manage their money.

Working together, we developed a money management module to include in the Youth Focus NW **Curriculum for Life** initiative. This resource provides information and support around money management and a basic understanding of debt.

The sessions are currently being **piloted across the region** through the Youth Focus network in **7 local authority areas**.

Managing your money

Keeping on top of your
money and avoiding debt



Metering Makes a Difference

Consumer champion **Gloria Hunniford** has taken time out from appearances on Rip Off Britain and Loose Women to help us beat some **water meter myths**.

‘“They’re difficult to install” or “you’ll end up paying more” sound familiar? It’s just like when your grandma told you eating crusts will make your hair curly, or carrots will help you see in the dark. These are all myths, and we’re here to set the record straight on water meters.

Water meters are designed to **reduce water usage**, they’re completely free to install, and you have two years to go back to an unmetered bill if you change your mind.’



Environment and Recreation



Catchment Management		Partnerships	Recreation
<p>Catchment Based Approach * Matched DEFRA seed money for the 16 catchment groups in the North West and active on all steering groups</p> <p>FloodRe* Engagement with insurance sector on catchment interventions to protect properties from flooding</p> <p>Natural Course * EU Life funded multi-stakeholder partnership addressing barriers to Water Framework Directive compliance in the North West</p> <p>Wild Ennerdale* Land management partnership with the National Trust, Natural England, Forestry Commission to manage this special catchment in Cumbria</p>	<p>Catchment Trading * Using trading platform Entrade and pesticide offers to reduce water quality risk with farmers in Cheshire</p> <p>Moors for the Future: Moorlife* £6m Moorland restoration project spanning the North of England supported by EU LIFE funding</p> <p>RSPB* Over 10 year catchment management partnership enabling water quality and natural environment improvements</p> <p>River Petteril Multi-stakeholder catchment management group looking at natural capital benefits in catchment interventions in Cumbria</p>	<p>LoveMyBeach* Tackling unsightly litter on our coastlines and sewer abuse with project partners Keep Britain Tidy, the Environment Agency and local authorities</p> <p>Water Task Force * Founders of the BITC multi business task force to focus on how businesses can address water challenges</p> <p>RHS 'Slow the flow' garden at Tatton flower show highlighting sustainable drainage and water efficient gardening techniques</p> <p>Wildlife Trusts Members of all NW Trusts focusing our activities on land management projects for wildlife benefits</p>	<p>SUDS in Schools * Installation of SUD scheme at a Greater Manchester school to reduce surface water costs and issues through BITC's Water Taskforce</p> <p>Refill Supporting the launch in Greater Manchester and provision of water fountains in Bury public buildings encouraging customers to drink tap water and reduce single use plastics</p> <p>Rivington Terraced Gardens * Heritage Lottery Fund backed scheme to restore these much loved historic gardens in Lancashire with partner Groundwork</p> <p>Access and Recreation An estimated 9 million visits to our catchment land to enjoy some of the North Wests most beautiful landscapes</p>

*Projects/partnerships, often adopting an innovative approach to meet environmental drivers, where our funding is used to leverage additional funds to deliver greater value



2017/18 Performance

Investment in catchment
partnership projects
£1.9million in 2017/18

Every £1 we invest leverages
a further **£4** from partners
and/or external funding

12,800 trees planted on our
catchment land in 2017/18

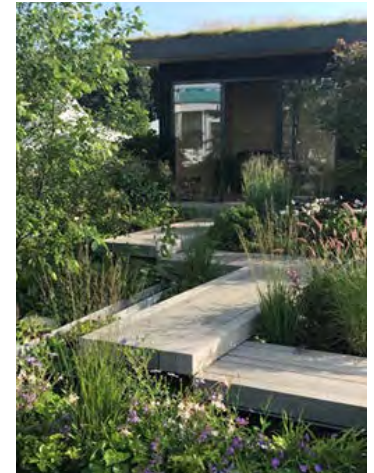
Natural capital account an
estimated **9 million** visits to
our catchment land per year

RHS – ‘Slow The Flow’ Garden

We engaged with the gardening community and broader customer base by working with the Royal Horticultural Society to present an award winning ‘slow the flow’ garden at the Tatton Garden Flower Show.

The garden used several different techniques to inform people about the possibilities to manage water in the garden such as subterranean water storage channels, gabion walls using beautiful stone, permeable paving and a living green roof, to name a few ideas. Our intention was that people would see that the overall effect can be very stylish, modern and affordable.

The garden received excellent feedback and won Best Show Garden. It has since been relocated to Moss Bank Park in Bolton, which is open to the general public, to help increase the number of customers who can be informed about sustainable surface water management.



Natural Course

This is the UK’s first EU LIFE Integrated Project to build capacity to protect and improve the North West water environment, now and for the future. It is a partnership between United Utilities, the Environment Agency, Greater Manchester Combined Authority, the Rivers Trust and Natural England. Natural Course will:

- Identify where green infrastructure can be applied in catchments to deliver multiple benefits such as water quality and biodiversity
- Use the North West River Basin as a flagship project and share best practice with the UK and Europe such as demonstrating the business case for investing in water resilience in Greater Manchester
- Bring together organisations from public, private and third sectors to find new ways to work collaboratively and make better use of resources to tackle the complex issues involved in meeting the Water Framework Directive



Education and Skills



Recruitment	STEM	Education	Campaigns
<p>Graduates and Apprenticeships Upskilling through access to relevant qualifications and placements, using our dedicated training centre at Bolton</p> <p>Youth Programme Six week programme supporting local young people not in work, education or training into employment through skills development</p> <p>Volunteering Employees can use up to 3 volunteering days each year; in addition leave is approved for governor duties, allowing employees to participate in improving their local school</p> <p>Military Covenant Supporting armed forces personnel and their families by offering employment opportunities to veterans and helping reservist employees to complete their military training</p>	<p>Teach First Talks delivered by directors at schools, bringing the world of work to life for young people from disadvantaged backgrounds; also providing employability skills</p> <p>TCAT A unique 16 week engineering masterclass in partnership with four Challenge Academy Trust schools</p> <p>Go 4 Set A 10 week work-related STEM project with KS3 pupils looking at increasing water efficiency, exposing pupils to STEM careers</p> <p>STEM Ambassadors Proactive engagement at careers fairs and school open days across the North West, delivered by our ambassadors</p>	<p>Classroom Visits Our education partner, Kingfisher, delivers interactive water efficiency workshops in primary schools targeted at KS2</p> <p>WCRT Outreach Officer Education and outreach officer post for West Cumbria Rivers Trust funded as part of the West Cumbria water pipeline project</p> <p>LDNP Education Officer Water efficiency classroom talks in Cumbria delivered by our partners at the Lake District National Park</p> <p>All About Water Online interactive educational resource outlining the water cycle and how water is treated and distributed and how wastewater is returned safely to the environment</p>	<p>Reservoir Safety Online resources including a video and teacher guide highlighting risks of swimming in open water. Video sent out across social media at key times such as summer holidays</p> <p>TBYF Think Before You Flush online resources, including a vlogging competition with schools, videos and materials to encourage responsible flushing</p> <p>Winter Wise Ensuring customers are prepared for cold weather including how to protect their pipes during winter</p> <p>Customer Advice Promotion of key messages on how customers can be more water efficient at home</p>



2017/18 Performance

83% of participants on our Youth Programme now in paid employment. With **70** young people now in work, this has generated **£8.4m** of social value

11,765 children benefitting from our educational resources

46,500 reusable water bottles handed out to customers at events over the summer

2.8 million views of our reservoir safety video

STEM

To bridge the emerging skills gap in the North West, we encourage further education and careers in STEM subjects with school students. We do this through our **Engineering Masterclass** and **STEM ambassador** engagement. Recently, the Masterclass won **STEM Project of the Year** at the **Educate Awards** through our partnership with The Challenge Academy Trust. This presents teens with a real-life engineering problem and guides them through their solutions over 16 weeks. Based on feedback, the challenge saw a **tripling in interest of those considering, or fixed on, a career in STEM.**

Graduates and Apprenticeships

Since 2014, 93 graduates and 179 apprentices have passed through the scheme, **of which 89% and 96% respectively are still working for UU.** The schemes allow **upskilling through placements** across different business areas, role-specific **qualifications** and support with **chartership** applications, working to close the growing skills gap in the North West.

Classroom Visits

Education delivery programme that has run for over **10 years** for KS1 and KS2 classes, **delivering interactive sessions on the water cycle.** In our November 2018 feedback, **98% of schools gave the highest rating.**

Campaigns

Campaigns to **educate our customers such as** what **not to flush** or pour to maintain their drains, how to be **water efficient** to save money on their bills and **reservoir safety**, aimed especially at teenagers who are likely to find themselves in danger if swimming in reservoirs over the summer months.

COLD WATER SHOCK CAN KILL IN 60 SECONDS



Capital programmes and community



Recent activities



Anchorsholme Park, Blackpool

Investing **£4.5m** to create a new community hub with new café, bowls clubhouse and council maintenance building.



Cumbria

Over **£1m donated** to Cumbria legacy fund – **£500k** for woodland grants and **£650k** to support local community groups.



Davyhulme, Manchester

Worked in partnership with Groundwork, investing **£48k** in **6** projects and training support for community groups.

West Cumbria water pipeline project

Community investment linked to this project includes:

Legacy Fund

Working with Cumbria Community Foundation, we've developed a legacy fund aimed at providing help for local people and groups impacted or based within the area of our West Cumbria water pipeline project.

Keswick Visitor Centre

The shop has information displays about the history of Thirlmere reservoir, videos, a children's activity area and our plans to construct over 100km of new pipes to help keep taps flowing in West Cumbria. There's also information about the work of West Cumbria Rivers Trust.

Tree Fund

Supporting local tree planting initiatives with a grant fund available to local landowners and community groups who can bid for funds which support tree planting and woodland creation. This is managed by Cumbria Woodlands.



Charity – our approach in numbers



Our employees raised
£120,717
for charitable causes in 2017/18

Match employee fund raising efforts
—
£250 per employee per year, totalling **£40k** in 2017/18



'UU does Strictly' fundraiser generates around **£50k** at each event

Over £1m donated to Lancashire community fund since 2016, supporting over 60 charities across the county



3,577 hours volunteered by our employees in 2017/18

Payroll giving
—
Awarded CAF Give As You Earn scheme **Silver status** with over **5%** of colleagues donating this way

Company charity **MacMillan** chosen by employee vote

**WE ARE
MACMILLAN.
CANCER SUPPORT**

Commitments 2020 to 2025



CommUnity Share

Sharing benefits with customers – three elements:

- A guarantee to provide £71m of company funded customer support schemes, such as £46m for our “Back on track” support tariff
- Gearing incentive: in the event financial gearing exceeds 70%, we guarantee to share half the financial benefits arising from any gearing that exceeds 65% (a benefit from the upside of higher gearing levels)
- In the event any outperformance is greater than 2% of RORE, we guarantee a 1:1 matching contribution for customer benefit on the excess

Performance Commitments

- Priority Services for customers in vulnerable circumstances
- Customers lifted out of water poverty
- Water in the Home
- Raising customer awareness to reduce the risk of flooding
- Improving river water quality
- Enhancing natural capital
- Protect environment from the impact of growth and future development

Projects in Development



Affordability and Vulnerability

- Youth Focus partnership – water efficiency shower timer redesign, reservoir safety campaign, care leaver money management assistance
- Launch of the NW Hardship HUB – created to help debt advisors across our region easily access information on the wide range of support schemes available
- New actions following January 2019 Affordability Summit



Environment and Recreation

- Improvements to recreation offering – new website and drone footage, pilot scheme to connect land to area of social and economic deprivation
- FloodRe – investment in upstream natural flood management
- Installation of SUDS at NHS site in Stockport to demonstrate value – reduced drainage charges and health & well being



Education and Skills

- TCAT Engineering Masterclass to expand with 5 high schools and 80 children taking on the challenge in 2019
- Sponsorship of STEM Centre of Excellence opening at Beamont Collegiate Academy in 2019. Will be used by 100 primary and secondary schools across the North West
- Currently working with TCAT schools’ STEM director and Oxford University to design and develop unique science related project

Some of our partners



Affordability and Vulnerability



Environment and Recreation



Education and Skills



Charities





Front cover picture taken at Entwistle Reservoir,
Bolton - one of many spectacular sites open to
the public to visit and enjoy.

For further information please go to:

www.unitedutilities.com/corporate/responsibility

Or contact:

Chris Matthews 01925 677585
Head of Sustainability chris.matthews@uuplc.co.uk

Edition:

January 2019

