



A four-part plan to improve river health and recreation

1.

Ensuring our operations progressively reduce harmful impacts on river health

2.

Being open and transparent about our performance and our plans

3.

Making rivers beautiful and supporting others to improve and care for them

4.

Creating more opportunities for everyone to enjoy rivers and waterways

1.

Ensuring our operations progressively reduce harmful impacts on river health

- a) Deliver a significant reduction in pollution caused by sewer water entering rivers by 2030
- b) No serious pollution incidents caused by United Utilities
- c) Monitor the impact of any sewer water entering the river system
- d) Reduce the amount of sewer water entering rivers by at least one-third by 2025
- e) Aim to reduce pollution incidents that have an impact on the environment, people or property by 50% by 2025
- f) Recruit over 100 Green Apprenticeship roles by 2030 – i.e. scientists, land managers, engineers to help tackle river health and environmental challenges

2.

Being open and transparent about our performance and our plans

- a) Ensure all sewer water entering rivers is monitored by 2023
- b) Provide easy access to timely data when there has been a sewer water discharge
- c) Publish annual report on storm overflows
- d) Provide total transparency relating to action plans for all overflows that operate frequently by end of 2022
- e) Provide greater transparency on the link between environmental performance and financial reward
- f) Create independent environmental scrutiny committee to drive greater overseeing of our actions/activities
- g) Hold an Environmental AGM to review performance and progress
- h) Encourage collaboration and innovation to drive new ideas on pollution solutions

3.

Making rivers beautiful and supporting others to improve and care for them

- a) Incentivise farmers to change existing practices to reduce negative impacts on river quality
- b) Lend support to the idea of the removal of the automatic right to connect
- c) Champion legislation to ban those wet wipes that negatively impact the environment and water quality (i.e. contain plastic and/or clog our sewer system)
- d) Lead and partner with other interested parties (e.g. Rivers Trust, RSPB and local authorities and bodies to play their part in improving river health)
 - Convene a North West Rivers summit in 2022
 - Community Fund to support groups to improve our rivers
 - North West citizen scientists to collect data on river health
 - Fund local universities and research studies to understand river health
 - Help our network of employee volunteers to focus on river health
 - Plant over 1 million trees by 2030
- e) A Site of Special Scientific Interest (SSSI) is a formal conservation designation. Usually, it describes an area that's of particular interest to science due to the rare species of fauna or flora it contains - or even important geological or physiological features that may lie in its boundaries. We aim to achieve 100% of sites in a healthy or recovering state.

4.

Creating more opportunities for everyone to enjoy rivers and waterways

- a) Create a number of new water-based clubs (i.e. sailing, swimming, canoeing) for everyone in the North West to enjoy
- b) Play our part in creating and promoting additional inland bathing waters in the North West
- c) Make sure that 95% of customers will be no further than 30 miles from bathing water