

Public

Tractivity Stakeholder Engagement Event 2025

25 September, 2025 Birmingham, UK



Our partnership with Tractivity

Dr Robin Price

Director of Quality, Environment and Assurance

Anglian Water Services



August 1996 – lots going on.....

ANGLIAN News

THE NEWSPAPER OF THE ANGLIAN WATER GROUP OF COMPANIES

AUGUST 1996

OSPREYS ARE BACK

Rutland Water will be home to rare chicks

OSPREYS are back at Rutland Water – and this time it may be for good.

In one of Anglian Water's most ambitious and exciting conservation projects, the company has teamed up with the Leicestershire and Rutland Wildlife Trust to re-introduce these rare birds of prey to Rutland Water.

Tim Appleton, nature reserve manager at Rutland Water, and Helen Dixon of the Wildlife Trust, who is running the project on behalf of AW, are working closely with Roy Dennis of the Highland Foundation for Wildlife, the world's leading expert on ospreys.

The project aims to establish nesting ospreys in England for the first time in 150 years. They are thriving in Scotland and fly to West Africa to overwinter. The birds have been spotted before at Rutland Water on the return journey to Scotland – they tend to return to their birthplace to breed.

Seven osprey chicks have been brought from Invernesshire to Rutland. Similar projects in the USA have shown that re-located chicks regard a new location as home. The hope is that they will return next year to the reservoir, which provides ideal nesting sites and plentiful supplies of fish, to breed.

● Turn to Page 3



Welcome return after 150 years – an osprey chick with Stephen Bolt, AW's principal scientist.

IN THIS ISSUE



ACTION HEROES SAVING LIVES

A day in the life of the Rutland Water Rescue Service
● see page 12



HAVING A HULA OF A TIME!

Alton Water opens its doors to 5,000 visitors
● see page 11

18 Anglian News, August

People

TV spotlight on Andy

ANDY ARNOLD, third from right, second row, vehicle mechanic at Littlewood, Grimsby, had a hard day when he appeared on a TV game show.

He was chosen to appear on *Take Your Pick*, hosted by Des Lynam. Contestants who successfully answer three general knowledge questions are offered increasing amounts of money or prizes. They can choose to open a numbered box containing a mystery prize, they can choose to open a numbered box containing a mystery prize, they can choose to open a numbered box containing a mystery prize.

Andy got the questions right and his offer was £450 – but Andy wasn't tempted. He was determined to open the box. And his prize – a humbug!

They've made the grade

◆ PATRICK DENNEY is a first class student.

To be more exact, a First Class BA Honours Degree student. He has graduated from the University of East Anglia in local history after four years of part-time study at Suffolk College, Ipswich.

In his spare time, Patrick, Leggett's Control team leader with Anglian Scientific, is a Blue Badge tourist guide, conducting guided tours on open-topped buses around Colchester, walking tours of Colchester and tours of Colchester Castle, as well as regional coach tours. Patrick is also a regular lecturer in local history at the Colchester Institute.

◆ AND another person from Anglian Scientific has gained a degree. Michelle Penney, chemistry technician at Milton Keynes, has studied part-time for the past five years. She first studied for her HNC, and then her BSc Honours degree in Chemistry with Analytical Chemistry at the University of Hertfordshire. Michelle graduates in November.

THE £20 GENERAL KNOWLEDGE CROSSWORD

- | | | | | | | | | | | | | | | | | |
|--|---|-------------------------------------|--|--|--|----------------------------|------------------------|--|--------------------------------------|----------------------------|--|---|--------------------------|------------------------|--|---|
| 1 Henry VIII worshiped at Royal Dockyard, Portsmouth (4,4) | 7 Chalkman's burgh on North bank of River Forth (5) | 9 One card only of a suit (9) | 10 Flooding plant's unit of reproduction (4) | 11 Capital West Flanders province of Belgium (6) | 12 Irish town for flautist James (6) | 14 A public procession (6) | 17 Church platform (4) | 18 A wall contained by an equal side (4) | 20 Andy Cripp's wife (3) | 22 Garage door (2,3,4) | 23 Ring of archery target next to bull's eye (3) | 24 Instrument for measuring distance travelled by wheeled vehicle (8) | | | | |
| 2 Ruth who created Reg. Werdorf (7) | 3 Actor's part in a play (4) | 4 The sixth planet from the sun (6) | 5 The single silk enveloping a silkworm's cocoon (5) | 6 Jan prophetic in July (7) | 8 A solid contained by an equal side (4) | 9 Andy Cripp's wife (3) | 10 Garage door (2,3,4) | 11 Ring of archery target next to bull's eye (3) | 12 Irish town for flautist James (6) | 14 A public procession (6) | 17 Church platform (4) | 18 A wall contained by an equal side (4) | 20 Andy Cripp's wife (3) | 22 Garage door (2,3,4) | 23 Ring of archery target next to bull's eye (3) | 24 Instrument for measuring distance travelled by wheeled vehicle (8) |

Answers: 1. Dover, 2. Dover, 3. Hamlet, 4. Hamlet, 5. Hamlet, 6. Hamlet, 7. Hamlet, 8. Hamlet, 9. Hamlet, 10. Hamlet, 11. Hamlet, 12. Hamlet, 13. Hamlet, 14. Hamlet, 15. Hamlet, 16. Hamlet, 17. Hamlet, 18. Hamlet, 19. Hamlet, 20. Hamlet, 21. Hamlet, 22. Hamlet, 23. Hamlet, 24. Hamlet.

July crossword winner is Mr. Milton Keynes.

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Something to celebrate

A DAY of celebration for two more groups of course delegates at Nonsuch Park Hotel in Leicestershire. Each was presented with their National Examining Board for Supervision and Management (NEBSM) certificate by Clive Morrison, director of Human Resources. The courses are ongoing.

Presented are: Mark Smith, Jeremy Norman, Chris Evans, Andrew Flaherty, Paul Barber, Stephen Riley, Graham Powell, Simon Crane, Judith Harley, Matthew Plake, Andrew Arnold, Annabelle Kirkby, Nathan Cope, Kevin Appleby, Clive Morrison (foreground, centre) and Gavin Dye.

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love every drop
anglianwater

Hero Dave in road drama

WHEN Dave Models set off from Salisbury on his way to work, he was in for a bit of a day.

He was one of a group of children who were involved in a road accident. Dave Models was one of the children who were involved in a road accident.

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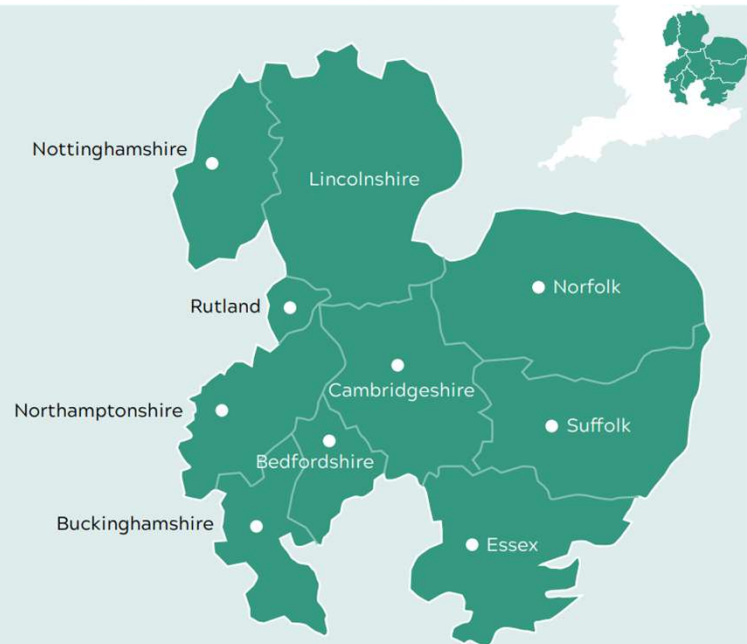
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Love Every Drop



10 million visits a year, with the tourism industry in the East of England valued at more than £10 billion a year and employing around 240,000 people

75% of land in the East of England is used for agriculture – the highest share being Lincolnshire (83%) and Cambridgeshire (79%) – more than any other region

Lowest average rainfall and highest average temperatures in England. In 2040, the Met Office predicts average rainfall of just 2.14mm per day (national average: 2.85mm) and average temperatures of 11.4C (national average: 11C)

28% of land is below sea level. 1.2% of properties are at high risk from flooding, well above the national average

£3.4 billion of crops and livestock produced across 1.4 million hectares of land (2019)

Per capita greenhouse gas emissions of 7.3 tonnes, well above the national average of 5.7 tonnes (2019)

7% woodland cover, well below national average of 10%



Anglian Water - saving for a 'not-so-rainy day'

Anglian Water claims to be the first water company to launch a large-scale sustainability drive and has been educating people on the amount of water they use without knowing it



Anglian Water Services - short-listed for the Guardian Sustainable Business social impact award.

Anglian Water operates in the driest, flattest and fastest-growing region in Britain.

Yet it has avoided a hosepipe ban for nearly 20 years and supplies the same amount of water it did two decades ago, despite a 20% increase in the region's population.

It's a success story the company aims to maintain by encouraging stakeholders - including customers, businesses, councils, neighbourhoods and communities - to think about water differently.

We have a clear Purpose



Our Strategic Direction Statement

Our 25-year strategic ambitions are shaped to deliver on our purpose and drive us to achieve more, for everyone.



By 2030, **be a net zero carbon** business and reduce the carbon in building and maintaining our assets by 70%.



Work with others to **achieve significant improvement in ecological quality** across our catchments.



Make the **East of England resilient** to the risks of drought and flooding.



Enable sustainable economic and housing growth in the UK's fastest growing region.



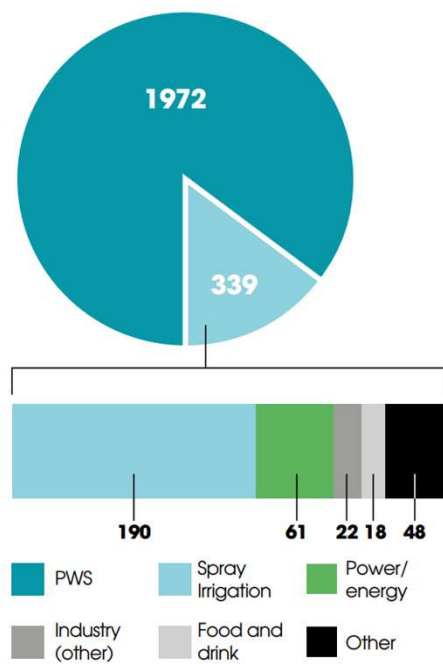
PAS 808 - Purpose-Driven Organizations for Delivering Sustainability

PAS 808:2022 empowers organizations to embrace purpose-driven practices, address global challenges and take accountability for sustainable success.

Water Resources East



Figure 4.1: Average daily regional consumptive water use – 2020/21 (in a dry year)



Average daily water consumption in our region is currently estimated at

2,311
million litres

Put

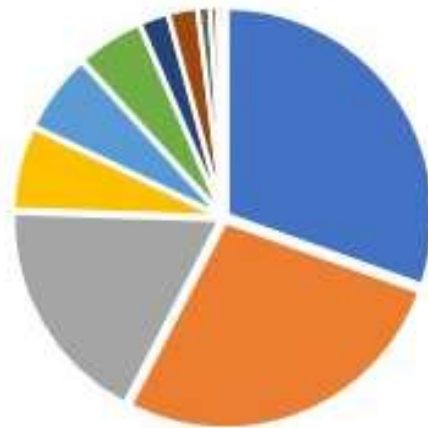


Collaborating on river health



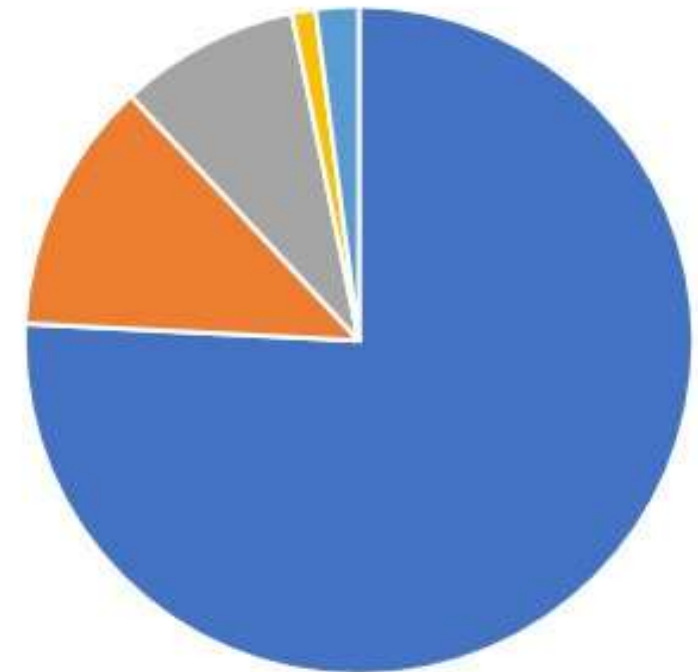
Why do rivers and streams not meet Good Ecological Status?

RNAGs by Sector



- Agriculture and rural land management
- Water Industry
- Urban and transport
- Industry
- Domestic General Public
- Navigation
- No sector responsible
- Sector under investigation
- Local and Central Government
- Other
- Recreation
- Mining and quarrying

Water Industry RNAGs



- Sewage discharge (continuous)
- Sewage discharge (intermittent)
- Other
- Groundwater abstraction
- Surface water abstraction

Get River Positive partnerships



Commitment 1



Ensure storm overflows, sewage treatment works and abstraction do not harm rivers.

Commitment 2



Create more opportunities for everyone to enjoy our region's rivers

Commitment 3



Support others to improve and care for rivers

Commitment 4



Enhance our rivers and create new habitats so wildlife can thrive

Commitment 5



Be open and transparent about our performance and our plans

Our partners include:



Our Get River Positive partnerships

- River restoration
- Catchment plan
- Biodiversity
- Community engagement
- Wetland
- Bathing waters
- R&D and Education
- Farm cluster



Water bosses could now face jail for cover-ups



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Water companies apologise for sewage spills and promise to invest £10bn to reduce them

Industry body says it will complete the biggest modernisation of sewers since the Victorian era



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Science & Environment

Protesters call on government to tackle water pollution



EPA-EFE/REX/SHUTTERSTOCK

The march in central London started on Sunday morning at the Albert Embankment and was followed by a rally in Parliament Square

Stop Sewage Dumping

Water companies pumped sewage into our rivers, lakes and seas more than 1 million times over the past three years.

The previous Conservative Government let them **get away with it** and wanted taxpayers to pay to fix the problem.

Water companies need to **clean up their own mess** and stop dumping sewage in our water.

It's time for a new Clean Water Authority to replace Ofwat, and a ban on water company executive bonuses until sewage dumping ends. We must end this sewage scandal.

Public



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National Spokesperson for the Borsetshire Clean Water Action Group.

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Feargal's Big Dummy's Guide to Sewage Dumping updated 22/12/2023.

The Big Dummy's Guide to Sewage Dumping.



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General election 2024

• This article is more than 1 year old

'Blue wall' of Tory seats collapsed because of green issues, say Greenpeace

Polling shows voters in south of England switched because of Conservative inaction on polluted rivers and beaches

Fiona Harvey Environment editor

Sat 6 Jul 2024 19:00 BST



love every drop
anglianwater

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A new chapter: Delivering growth and resilience

Anglian Water Services Limited
Annual Integrated Report 2025

Thriving
EAST

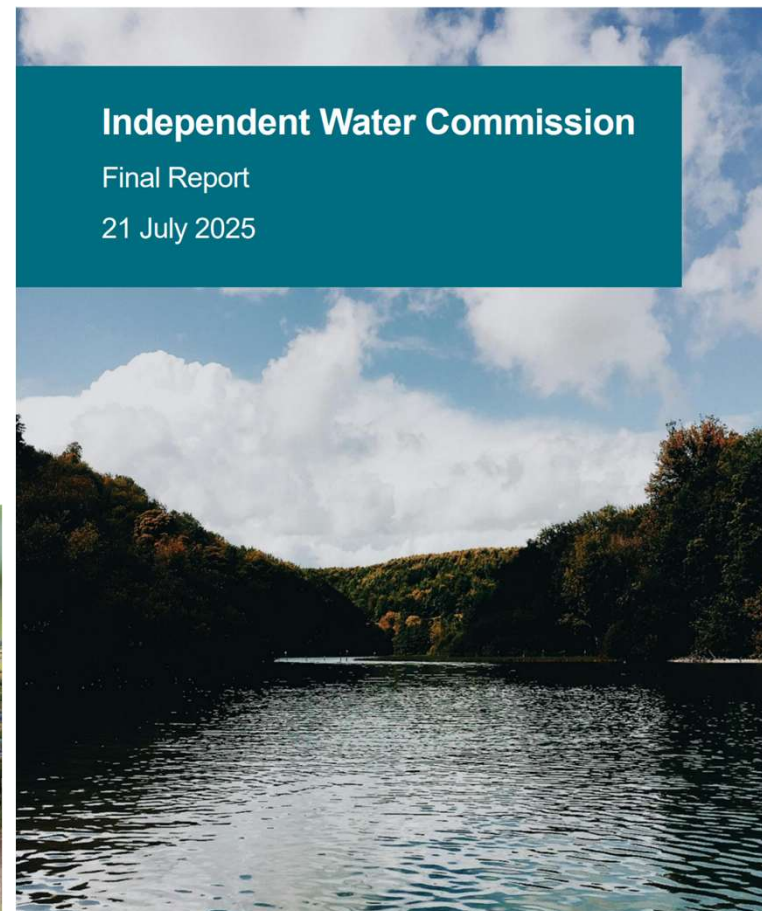


Working together for a **thriving** region

Independent Water Commission

Final Report

21 July 2025



Anglian Water announces £11 billion investment plan

31ST MARCH BUSINESS SUFFOLK



Anglian Water has announced an £11 billion infrastructure and environmental programme (Image: Anglian Water)



By Chloe Western
Reporter
@ChloeWestern

Anglian Water launches £694 million project to enhance supplies across rapidly growing Peterborough



By Paul Grinnell
Business Editor

Published 2nd Apr 2025, 17:01 BST | Updated 2nd Apr 2025, 17:11 BST



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Water

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First new major reservoirs in England for more than 30 years given go-ahead

'Nationally significant' status granted to reservoirs in East Anglia and Lincolnshire with seven more planned by 2050



Helena Horton
Environment reporter

Thu 29 May 2025 09:15 BST

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Water company to invest £83m to tackle pollution



CHARNÉ JONES

North Norfolk MP Steffan Aquarone says the investment is the first step in solving the area's "sewage crisis"

Universal Studios Bedford water demand poses major challenge — but developers say it can be managed

GOV.UK

Home > Government > Government efficiency, transparency and accountability > Gover

Press release

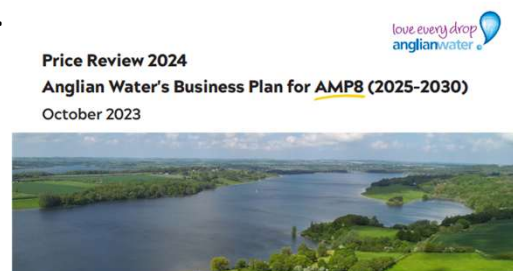
Reeves: I am going further and faster to kick start the economy

Chancellor unveils new plans to deliver the Oxford-Cambridge Growth Corridor that will boost the UK economy by up to £78 billion by 2035.

Delivering our plans

It is essential that we have one version of the truth of stakeholder engagement across the business

We are set to deliver our largest ever business plan between 2025 and 2030. Across the AW region, we have proposed to invest around £11 billion.



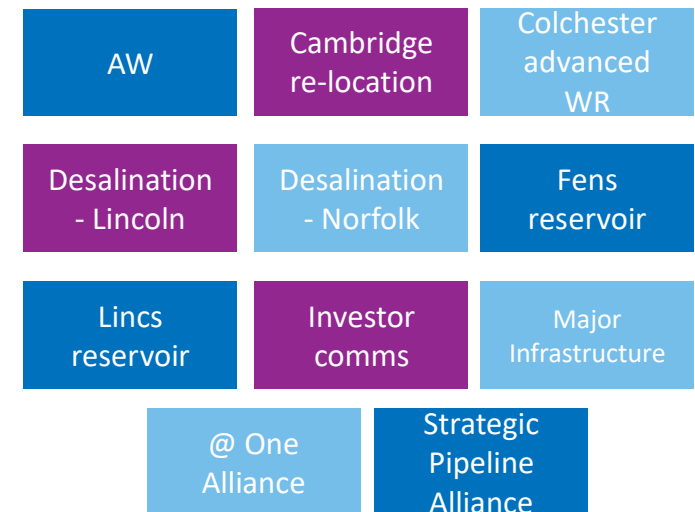
So, we need a system that develops with us as our stakeholder engagement expands and becomes more important –

- ★ Local reputation
- ★ Investment delivery
- ★ Shaping our future plans
- ★ Working with government to drive the policy outcomes the sector needs.



Tractivity:

We have 70 users across 11 projects



More being set up! Including teams delivering WINEP, catchment partnerships and strategic Asset Planning (DWMP, WRMP, LTDS).

How we use Tractivity

In the Regional Engagement and Public Affairs team

To capture our stakeholder engagement

- The most used modules are contact, enquiries and activities
- We use these to capture all of our day-to-day stakeholder contact, both reactive issues that our stakeholders raise with us and proactive comms we send as per our engagement plan.
- The data is used in briefings to inform colleagues of past engagement, for example ahead of a meeting with a particular stakeholder, and to drive decisions on future comms and approaches.

To run reporting

- Every month we run a report on reactive enquiries to analyse what our stakeholders have been interested in and got in touch about. This, with other data, feeds into our internal reporting.
- There are lots of pre-made reports and we have a couple of Anglian Water specific ones which we use.



"Tractivity runs our live interactive, day-to-day stakeholder programme, which is invaluable to us. It saves time and provides fantastic insight and reporting outputs that we can present to our Executive Committee on performance and engagement."

Grant Tufts
Regional Engagement Manager



How we use Tractivity

In the Regional Engagement and Public Affairs team

To map stakeholders

- We use distribution lists to map our stakeholders
- We can quickly create these lists by using Mapolitical and the import stakeholder feature in Tractivity.

To send targeted proactive communications

- As part of our engagement plan, we send formatted mailshots to the distribution list.
- We send these from our team or our CEO – utilising the template function.
- We use the mailshot stats insight to analyse and develop our comms.
- We also use this module if there is an operational incident that we need to let stakeholders know about. It is key that incident engagement is logged accurately to show we have met our regulatory obligations.



All Council CEOs (July 2024)	Mailshot	Contact
All Council Leaders (July 2024)	Mailshot	Contact
All MPs (July 2024)	Mailshot	Contact
Anglian Water MP's (Labour)	Email (Plain-Text)	Contact
Anglian Water Sentiment Survey	Email (Plain-Text)	Contact
Basildon MP just bin it	Mailshot	Contact
Cambridgeshire & Peterborough Business Board	Email (Plain-Text)	Contact
Council comms contacts	Mailshot	Organisation



Dear [First Name] ,

I am writing to let you know that Anglian Water's Board has asked Ofwat to refer its PR24 Final Determination to the Competition and Markets Authority (CMA).

Throughout the PR24 Price Review, we have sought to deliver a plan that addresses the current and future needs of our region. The Government has made clear its priority to drive growth to stimulate the economy and has already highlighted the critical role water plays in this.



Good afternoon,

Raising awareness about the importance of using less water

Following the fourth heatwave this year and continued low rainfall, we wanted to get in touch to ask for your help to raise awareness about the importance of being 'water wise'. Attached is our toolkit where you can download free materials to get started.

As you may have heard, the [National Drought Group](#) met last week with the current water shortfall situation in England now defined as a 'nationally significant incident' following the driest six months (February to July 2025) since 1976. The Anglian Water region is experiencing prolonged dry weather and we're continuing to see pressure on our network as well as the water resources we make use of.

Our teams are continuing to work around the clock responding to increased demand and leaks and bursts. The dry ground means our pipes are at greater risk of shifting and breaking, so we're seeing an increase in issues being reported to us. We already have one of the lowest levels of leakage in the industry, and we have more than 250 people dedicated to managing and reducing leakage. We aim to bolster that even further by investing £10million into reducing leakage this year, and renewing over 1,000 km of pipes in our network over the next five years - 170km this year.

Additional benefits

In addition to the core modules we use, a few functionalities make all the difference:

Integration with Mapolitical

We use the stakeholder database system Mapolitical to identify stakeholders (MPs, councillors and officers) for all of our projects and proactive comms.

The integration between Tractivity and Mapolitical is hugely beneficial as stakeholder contacts are created and pre-populated in Tractivity, increasing our efficiency and streamlining our processes.

Integration with Outlook

The new outlook integration has enhanced and simplified the process of logging emails – saving us time.

Thankyou!

We look forward to continuing our partnership with Tractivity as the world of water continues to grow in complexity from a stakeholder perspective!



Thankyou – any questions?