

Public

Tractivity Stakeholder Engagement Event 2025

25 September, 2025

Birmingham, UK



Our partnership with Tractivity

Dr Robin Price

Director of Quality, Environment and Assurance

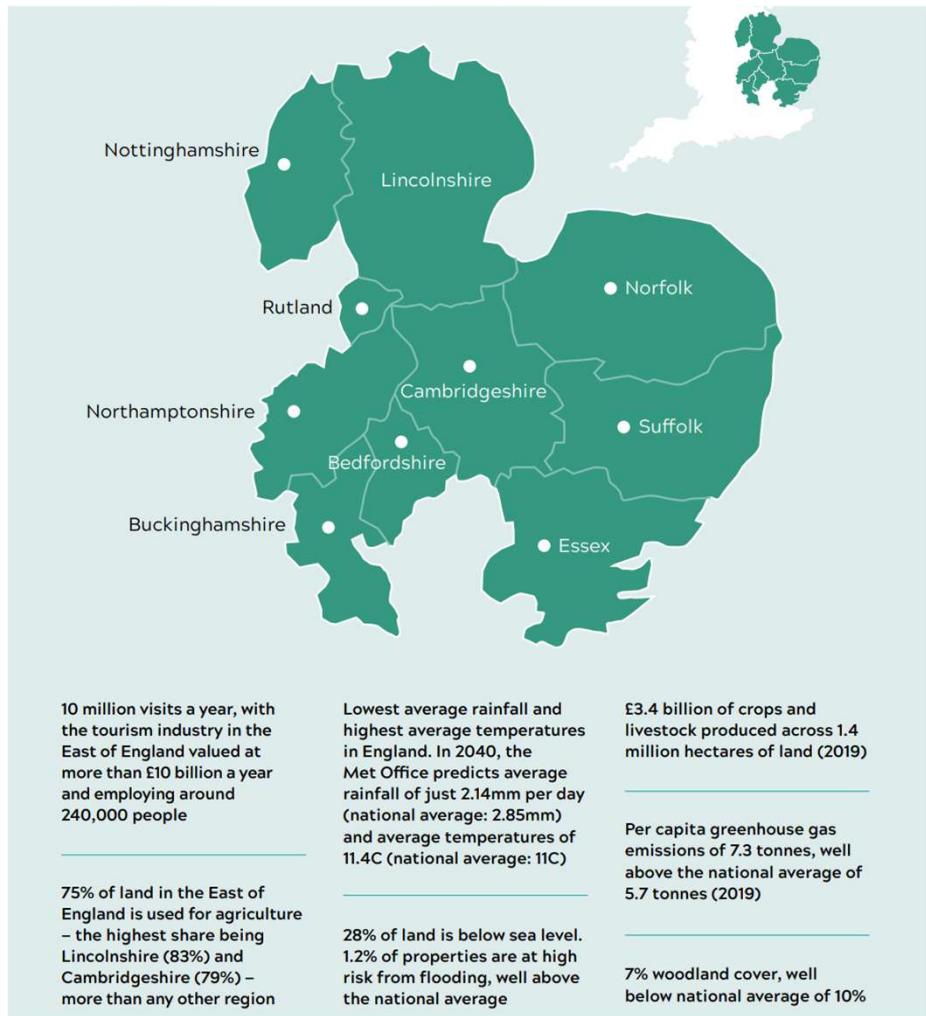
Anglian Water Services



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UK **The
Guardian**



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.



Our purpose is to bring environmental and social prosperity to the region we serve through our commitment to **love every drop.**



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

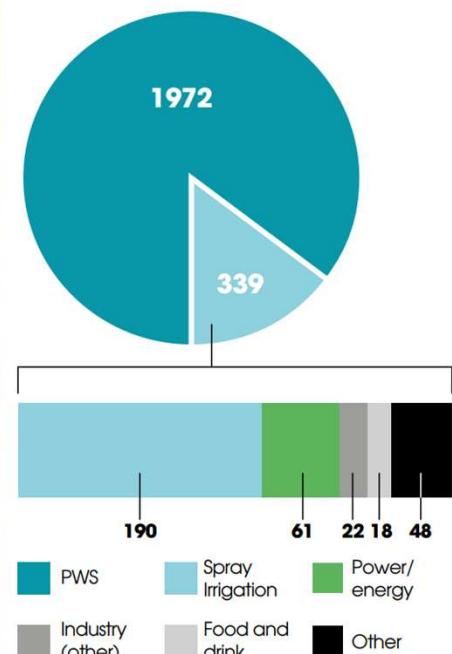
Flat marshland at South Walsham, Norfolk

WRE
WATER RESOURCES EAST

The Emerging Water Resources Regional Plan for Eastern England
January 2022

Average daily water consumption in our region is currently estimated at **2,311 million litres**

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



Put



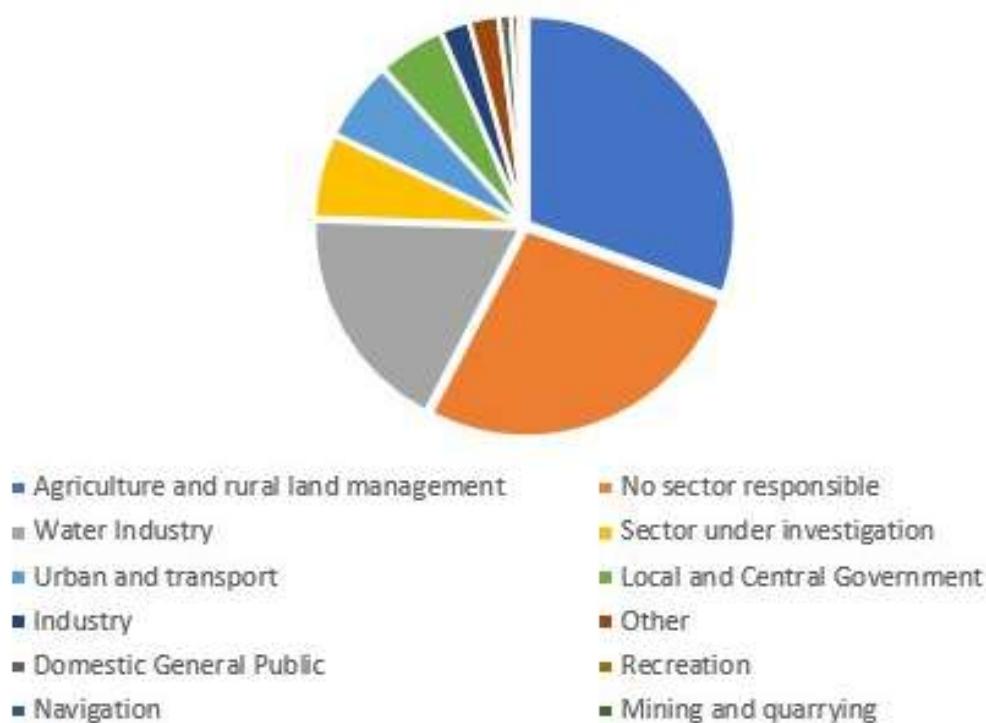
love every drop
anglianwater!

Collaborating on river health

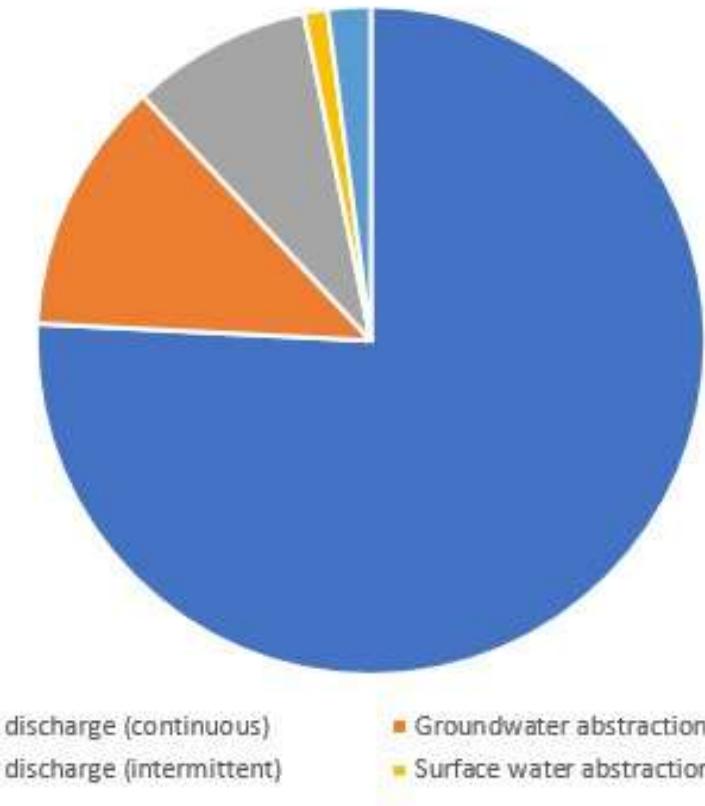
Why do rivers and streams not meet Good Ecological Status?



RNAGs by Sector



Water Industry RNAGs



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



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Water bosses could now face jail for cover-ups



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The Telegraph

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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.

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UK **The Guardian**

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

Public



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Feargal Sharkey 

@Feargal_Sharkey

National Spokesperson for the Bournemouth Clean Water Action Group.

Joined October 2015

847 Following 225.3K Followers

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Feargal Sharkey  @Feargal_Sharkey · 22 Dec 2023

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





A new chapter: Delivering growth and resilience

Anglian Water Services Limited
Annual Integrated Report 2025



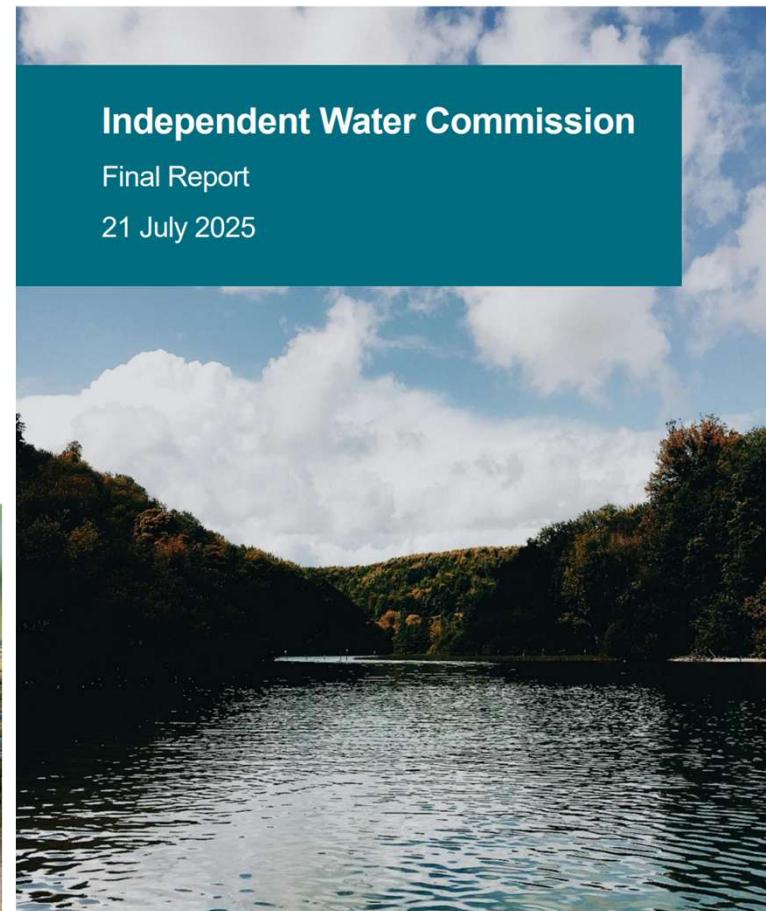
Thriving
EAST



Working together for a **thriving** region

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Independent Water Commission
Final Report
21 July 2025

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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



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

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Environment Climate crisis Wildlife Energy Pollution

Water

This article is more than 3 months old

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

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

GOV.UK

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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

AW	Cambridge re-location	Colchester advanced WR
Desalination - Lincoln	Desalination - Norfolk	Fens reservoir
Lincs reservoir	Investor comms	Major Infrastructure
@ One Alliance	Strategic Pipeline Alliance	

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 Tuffs
Regional Engagement Manager

issuing_water_batts
c_visit
c_event
c_blockages
water_leak
water_meter
water_quality
flooding
flooding_meeting
catch-up_meeting
disturbance_from_biosolid_vehicles
ng_station_maintenance_meeting
asset_maintenance
traffic_management
mark_meeting
park_management
wrc_capacity
burst_main
odours
water_summit
land_use
lead_pipes
supply_disruption
first_time_sewerage
wrc_investig
low_water_pressure

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.



Category	Type	Action
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?