



IN OUR COMMUNITY

SOCIAL IMPACT REPORT
2017–18



Dŵr Cymru
Welsh Water

AS A COMPANY OWNED ON BEHALF OF OUR CUSTOMERS, AND WITHOUT SHAREHOLDERS, WE WERE CREATED TO HAVE A POSITIVE IMPACT FOR OUR CUSTOMERS, THE LOCAL ECONOMY, THE COMMUNITIES WE SERVE AND THE ENVIRONMENT ON WHICH WE ALL DEPEND.

3,500

EMPLOYEES

60,000KM

WATER AND SEWERAGE NETWORK

Our first priority will always be to fulfill our vision – "to earn the trust of our customers every day" – by providing high-quality drinking water and safely taking away dirty water, at the most affordable cost possible.

But, as one of the largest companies and land owners in the area we serve, with over 3,500 employees, we know we also have other important responsibilities to the communities we serve.

We will always strive to benefit the world around us – whether that is by keeping our bills affordable or helping those who are struggling to pay; by minimising our impact on the environment around us and trying to leave it in a better state; by educating future customers on how they can help us improve our services and their surroundings; and by ensuring that customers have a strong voice in the business decisions we make.





BY FULFILLING OUR VISION
TO EARN THE TRUST OF
OUR CUSTOMERS EVERY
DAY, WE WILL SUPPORT A
MORE SUSTAINABLE AND
PROSPEROUS FUTURE
FOR OUR COMMUNITIES.

CHRIS JONES
CHIEF EXECUTIVE, WELSH WATER

OUR COMMUNITY

INVESTING FOR YOU

PROVIDING WATER TO MORE THAN
THREE MILLION PEOPLE ACROSS
OUR AREA IS AN ESSENTIAL PUBLIC
SERVICE – AND A RESPONSIBILITY
WE DON'T TAKE LIGHTLY.

With more than 27,500km (17,000 miles) of water pipes and 36,000km (22,300 miles) of sewers to maintain across most of Wales, Herefordshire and Cheshire, we need to invest to make sure they're the best quality they can be.

So in 2017–18, we have embarked on the biggest-ever investment in our network – with £430 million invested in schemes to improve our networks and ensure we deliver high quality, reliable services to our customers, while keeping bills down.

As part of this investment, over 60,000 customers on Anglesey will benefit from a £15million upgrade to the island's drinking water pipes.

They will be joined by 13,000 customers in Herefordshire who will see a £10million investment into their drinking water system, including a new water main which will make their drinking water supply more reliable and help meet the demands of the area in the future.



In September 2017, we also supported the world-famous endurance challenge, Ironman Wales, in Tenby. This was a way of giving back to the community undergoing a £350,000 investment to replace the sewer along Castle Square, Tenby. As well as supporting the event, we also set up a drinking water station where people could take part in our Have Your Say customer consultation on our future work.

In Amlwch, Anglesey, where we've started extensive work on renewing the water supply network, we supported a local woman's campaign to break a Guinness world record for the most people wearing hi-vis jackets. As part of our support for the event at Syr Thomas Jones High School in March 2018, we supplied the jackets.

OUR COMMUNITY

RHONDDA FACH WATER RESILIENT COMMUNITIES PROJECT

AS A NOT-FOR-PROFIT WATER COMPANY, WE ARE CUSTOMER-LED IN EVERYTHING WE DO. THAT MEANS WE DON'T SIMPLY TELL CUSTOMERS WHAT WE'RE DOING – WE INVOLVE THEM IN OUR EVERYDAY DECISIONS AND LONG-TERM PLANNING.

The Rhondda Fach project aims to develop that customer engagement further – by making the local community a partner in all that we do to deliver local services. In an area which faces numerous challenges, we are adopting a fresh approach to ensuring customers are involved in the work that we do.

Working alongside our £23 million capital investment in the drinking water network from Maerdy to Pontypridd, the programme aims to maximise the positive impact our presence can have in the area. This includes the promotion of our support for low-income households, as well as raising awareness of the range of ways customers can be more water efficient and work with us to ensure our work causes minimum disruption in local communities.

The project aligns with the aims of the Well-being of Future Generations Act (2015), as well as local Wellbeing Plans. It also involves extensive working with key stakeholders including the Welsh Government, Cwm Taf Public Service Board, Interlink, Rhondda Cynon Taf County Council, Natural Resources Wales, the Office of the Future Generations Commissioner and housing association Trivallis.



RHONDDA FACH CUSTOMERS

CASE STUDY

WHAT WE WANT TO ACHIEVE

- An increase in access to our social tariffs for the lowest-earning households in the area
- Aim to provide water efficiency home audits
- Development of our Priority Services Register to make sure customers in vulnerable circumstances can be supported during operational incidents
- Creation of tailored education programmes to increase engagement and awareness
- Alignment of investment plans to minimise disruption in areas we're doing work
- Increased awareness of our apprenticeship and graduate programmes including tailored support for local students who consider applying
- Reach every school in the area we work in with our education outreach initiative

OUR COMMUNITY

WELSH WATER COMMUNITY FUND

WELSH WATER ISN'T JUST A PROVIDER OF SERVICES – WE SEE OURSELVES AT THE HEART OF THE COMMUNITIES WE SERVE.

SO IN SEPTEMBER 2017, WE LAUNCHED THE WELSH WATER COMMUNITY FUND TO GIVE SOMETHING BACK TO THE COMMUNITIES WE ARE INVESTING IN.

We know we sometimes cause disruption in the communities where we work, and we want to leave them in a better place once our work is finished.

The Community Fund is a chance for customers to boost fundraising efforts for good causes in their area. Projects that work to benefit the community – especially in areas like health, wellbeing and the environment – can receive funding of up to £1,000.

Customers can apply for funding at dwrcymru.com/community-fund or email communityfund@dwrcymru.com for more information.



Llandudno Sharks Under-7s

One of the first recipients of the Fund was the Llandudno Sharks Under-7s football team, which received £350 to buy a new training kit for the players.



STAFF AT MARIE CURIE

CASE STUDY

MARIE CURIE WATER BOTTLES

Employees at the Cardiff and Vale hospice in Penarth had been looking for a way to save money on their running costs – and to help the environment.

So the team got in contact with Welsh Water to find out about they can cut down on the water they use, with reusable water bottles.

After applying to the Community Fund, Welsh Water donated 130 bottles to the hospice in time for Christmas, so staff could avoid using disposable plastic cups.

HOSPICE MANAGER PAULA ELSON SAID: "IT COSTS MORE THAN £4 MILLION TO RUN THE CARDIFF AND VALE HOSPICE FOR A YEAR. WE RECEIVE SOME NHS FUNDING, BUT THE MAJORITY COMES FROM THE SUPPORT OF OUR FUNDRAISING TEAMS AND VOLUNTEERS."

OUR COMMUNITY

SOCIAL TARIFFS

BECAUSE WE HAVE NO SHAREHOLDERS, WE CAN MAXIMISE THE BENEFITS FOR OUR CUSTOMERS. ONE OF THE WAYS WE DO THIS IS BY PROVIDING ADDITIONAL SUPPORT FOR THOSE WHO ARE TRULY STRUGGLING TO MAKE ENDS MEET.

We have a responsibility to make sure we support those that are in genuine need of help to pay their water bill.

And with some of the areas we serve ranking among the most deprived in the UK, we place a big emphasis on letting people know what help is available.

So we're proud to have reached more than 100,000 low-income or vulnerable customers with our range of social tariffs. That's more than any other UK water company, and means we've already met our target of supporting 100,000 customers by 2020. Combined with nine consecutive years of average household bills held below the Retail Prices Index rate of inflation, we're supporting our in-need customers more than ever.

And in February 2018, we announced another £7 million would be set aside for HelpU and our other support tariffs to provide financial support for low-earning households.



KATRINA BRADLEY AND PHYLLIS COLLINS

HELPU

If a household's income is £15,000 or less, it could be eligible to have bills capped under our HelpU scheme.

Phyllis Collins, 85, signed up to HelpU with help from our partners at Warm Wales, which works to reduce fuel poverty in Wales. Mrs Collins saw her bills reduced from £45 a month to £17 a month, and has used the savings to get help around the house and garden – which has been difficult since her husband passed away.

"KATRINA FROM WARM WALES SIGNED ME UP TO THE SCHEME AND HELPED ME FILL IN THE FORMS. I WAS PAYING £45 A MONTH BUT NOW PAYING £17 PER MONTH WHICH IS A GREAT SAVING FOR ME. I AM VERY GRATEFUL FOR THIS."

OUR COMMUNITY

YOUR COMMUNITY WORKS

PART OF OUR WORK IS ENSURING THE NEXT GENERATION OF CUSTOMERS KNOW HOW THEY CAN HELP KEEP OUR WATER AND WASTEWATER NETWORKS FLOWING – AND MAKE SURE THE WATER WE USE AT HOME, OR RETURN SAFELY TO OUR WATERWAYS, IS THE BEST QUALITY IT CAN BE.

In November 2017, our Your Community Works initiative opened up five of our wastewater treatment works across our operating area for the first time to the public - in Treborth (North Wales), Mold (North Wales), Aberystwyth (Ceredigion) Cog Moors (Dinas Powys), Parc y Splott (Carmarthen) and Leominster.

Visitors were given a tour of the treatment works to see first-hand what happens to their wastewater when it leaves their homes and what happens behind the scenes to treat wastewater and return it safely to our environment.

The sites also gave customers an opportunity to learn about our sludge treatment processes to generate energy from leftover waste, as well as our renewable energy programme.

Customers also found out about how they can help our Let's Stop the Block campaign, which helps spread the word on what we should and should not be putting down the toilet.



2,000

BLOCKAGES A MONTH
ACROSS OUR NETWORK

LESS THAN 1%

BLOCKAGES CAUSED
BY FLUSHABLE
MATERIALS ACROSS UK

£7 MILLION

COST TO WELSH WATER
OF UNBLOCKING
SEWERS EACH YEAR

OUR COMMUNITY

BIODIVERSITY

AS A WATER AND WASTEWATER SUPPLIER, WE HAVE A DUTY NOT JUST TO PROVIDE SERVICES TO OUR CUSTOMERS – BUT TO MINIMISE OUR IMPACT ON THE ENVIRONMENT WE LIVE IN, AND THE WILDLIFE THAT DEPENDS ON IT.

We were one of the first organisations in Wales to publish our Biodiversity Plan – Making Time for Nature – which details 30 commitments we make to improve the environment and promote the strength of ecosystems in the course of our work.

For example, we carry out ecological studies before we start capital work to make sure our work protects wildlife and nature. We also provide training for teams around Welsh Water so they can understand our obligations to nature. We are also investigating the condition of the Sites of Special Scientific Interest that we own.

We have also established a network of volunteer biodiversity “champions” across the Wastewater Services part of the business - important as we have 835 wastewater treatment works across our network – these colleagues are charged with finding opportunities to support nature at our sites.



CARDIFF WASTEWATER TREATMENT WORKS

Our wastewater treatment works in Tremorfa, Cardiff, was selected to become the site of a biodiversity trial as it offered the opportunity to try different approaches in separate parts of the site, while not interfering with our operational activities. The site is our biggest in Wales – receiving waste from around 300,000 homes and businesses across Cardiff and south Wales.

Some areas have been allowed to rewild, enabling plants to re-establish themselves naturally. In other areas, colleagues volunteered to plant native wildflowers like primroses, snowdrops, garlic and daffodils to help pollinating insects. In developing our ideas, we have engaged with various organisations, including Cardiff Council, Buglife, the Bumblebee Conservation Trust, the Wildlife Trust of South and West Wales and our ground maintenance contractor.

Throughout the trial we received valuable support and advice. For example, the Wildlife Trust helped us with a survey to establish what species were present, while Buglife provided suitable plants for the trial.

OUR COMMUNITY

REDUCING OUR PLASTIC IMPACT

WELSH WATER HAS SPENT MORE THAN £1 BILLION OVER THE LAST 30 YEARS TO IMPROVE THE QUALITY OF WATER THAT WE RELEASE INTO OUR COASTAL ENVIRONMENT – AND IT HAS CONTRIBUTED TO WALES HAVING THE BEST BATHING WATER QUALITY IN THE UK.

WE HAVE SIGNED THE CLEAN SEAS PLEDGE TO REDUCE PLASTIC USE AND LIMIT OUR IMPACT ON THE ENVIRONMENT

But we are always conscious, and regularly review, the safeguards we put in place to ensure what enters our waters is as clean and safe as possible.

We have seen a swell of public campaigning against the widespread use of, and inappropriate disposal of, single-use plastics across the world. And we have been playing our part to try and reduce the amount of plastic and "microplastics" entering our environment.

Our treatment processes remove most plastics of a certain size – between 80%-95% – and it is a global issue, meaning working with customers and other organisations is key to making a significant change. So we are conducting research along with the rest of the UK industry into use of plastics and the impact it has on our work – including verifying how much plastic makes its way into the marine environment.

We are also working with Welsh Government on a behavioural change campaign to promote tap water and reduce the use of single-use plastics.



Our work also extends to improving our drainage systems, through our 21st Century Drainage Programme. This includes helping households reduce the amount of inappropriate materials they flush away.

We recognise the importance of controlling microplastics at source, and support efforts to change consumer behaviour, preventing plastics from being flushed. We are leading the way in our industry by working with wet wipe manufacturers to establish ways these products should be labelled i.e. with a prominent 'do not flush' logo.

IN 2017–18, WE SAW 43 BEACHES ACROSS WALES AWARDED BLUE FLAGS – WHICH RECOGNISE THE QUALITY OF BEACHES ACROSS A NUMBER OF MEASURES, INCLUDING WATER QUALITY, FACILITIES, AND ITS EDUCATION PROGRAMMES. THIS MEANS WALES HAS MORE BLUE FLAGS PER SQUARE MILE THAN ANY OTHER PART OF THE UK.

OUR CUSTOMERS

THE ONLINE COMMUNITY

PART OF OUR WELSH WATER 2050 VISION IS ENSURING CUSTOMERS AREN'T SIMPLY TOLD WHAT WE WANT TO DO – BUT ARE A BIG PART OF HOW WE MAKE DECISIONS AFFECTING THE SERVICES WE PROVIDE.

500

CUSTOMERS USING ONLINE FORUM TO HELP US MAKE DAY-TO-DAY DECISIONS

900

COMMENTS MADE DURING A THREE-DAY EVENT ABOUT THE DESIGN OF OUR BILLS

In July 2017, we set up the Have Your Say Online Community – a forum which provides customers the chance to take part in research which helps shape our day-to-day business decisions, as well as longer-term strategic plans. The panel also gives our colleagues the opportunity to hear directly from customers, as well as provide feedback to members on how their views have influenced decisions.

The panel gives customers a platform to share their views, take part in research and receive information on how their feedback is being used within the business, creating a continuous feedback loop. Over 500 customers have already joined the community.

We have undertaken several research projects on the online community including:

WELSH WATER 2050 – we asked customers to discuss each of the Welsh Water 2050 topics, over a nine-week period, and let us know how important each of the topics were to them and their community.



BILL REDESIGN – a three day, pop-up community with 30 customers who submitted over 900 comments around our current bill, and co-developed new bill design. A second version of the proposed bill redesign was produced based on customer views. Customers fed back on the language used, layout, and the look and feel.

LET'S STOP THE BLOCK – a discussion forum was set up before Christmas to give customers the opportunity to discuss what they would be doing with their waste fats from Christmas cooking, whether they knew the impact of putting fats, oils and grease down their sink and whether they had been impacted from sewer abuse. This feedback will be used to help plan our ongoing Let's Stop the Block campaign.

FROM USERS: "IT'S LOVELY TO HEAR OUR VOICES ARE BEING HEARD AND TAKEN ON BOARD IN TERMS OF WELSH WATER'S DEVELOPMENT. NOT ALL ORGANISATIONS ARE AS FORWARD THINKING AND PROACTIVE, SO I AM REALLY GLAD TO BE PART OF GIVING FEEDBACK."

OUR CUSTOMERS

YOUTH BOARD

OUR RESPONSIBILITY TO MAINTAIN OUR NETWORK AND SERVICES FOR YEARS TO COME ISN'T JUST TO OUR CURRENT BILL PAYERS – BUT TO THOSE WHO WILL BE OUR CUSTOMERS IN FUTURE.

SO IN LINE WITH OUR WELSH WATER 2050 VISION, WHICH AIMS TO RESPOND TO INCREASING CUSTOMER EXPECTATIONS, WE ARE SEEKING TO WORK WITH YOUNGER GENERATIONS ON THEIR PRIORITIES FOR THE FUTURE.

The Welsh Water Youth Board was formed in July 2017, to advise the company on how we should tackle significant issues in the future.

It was made up of 15 sixth form pupils, aged 16–18, from schools across South Wales including Cardiff High School, Monmouth School, St Julian's School in Newport, Fitzalan High School in Cardiff, Bassaleg School and Cwmbran High.

The pupils worked throughout the summer to help improve our Let's Stop the Block campaign, looked at our business plan, and then met the directors of Welsh Water to present ideas and solutions to improve the campaign in future. They were also able to use the experience of working on the Board in job, university or apprenticeship applications.



TOBY BLACK FROM CARDIFF HIGH SAID:
"I SAW THE YOUTH BOARD ON THE SCHOOL'S
TWITTER ACCOUNT AND THOUGHT IT
WAS SOMETHING UNUSUAL TO HELP WITH
MY SKILLS IN THE WORLD OF WORK.

"I THINK IF WELSH WATER CAN GET THE
PERSPECTIVE OF YOUNG PEOPLE, IT ALLOWS
THEM TO DESIGN IMPROVEMENTS AROUND A
GROUP WHOSE OPINIONS AREN'T USUALLY
TAKEN INTO ACCOUNT AND IT ALLOWS
FOR A WIDER BREADTH OF INNOVATION!"

OUR CUSTOMERS

EDUCATION

WHILE YOUNG PEOPLE MAY NOT BE PAYING THE BILLS TODAY, THEY ARE THE BILL PAYERS OF THE FUTURE – AND HAVE A BIG STAKE IN HOW WE ARE LOOKING AFTER THE ENVIRONMENT.

125,000

PUPILS RECEIVING A WELSH WATER EDUCATION SESSION IN LAST TWO YEARS

48,000

VISITS TO EDUCATION PAGES ON WELSH WATER WEBSITE IN LAST TWO YEARS

That's why our Education team works in partnership with schools across the areas we serve to spread important messages about how our future customers can help us invest in services and protect the world around us for the benefit of future generations.

Over the last year, we have seen around 67,000 children come through the doors of our four Discovery Centres across the area we serve, or receive tailored assemblies at their schools, or specific events. We have now reached more than 125,000 pupils over the last two years, with 99% of accompanying school teachers saying they were "very satisfied" with the education centre experiences.

Lessons can centre on particular topics – reducing water use, sewer abuse, the benefits of our sustainable drainage scheme RainScape, ensuring reservoir safety, the importance of renewable energy and to foster interest in Welsh Water as an employer of choice.



FOOD WASTE OUTREACH

After we took over the food recycling plant from Kelda, near our wastewater treatment works in Tremorfa, Cardiff, in December 2017, our Education Team (along with Cardiff and Vale of Glamorgan councils) developed a programme to help learners understand what happens to food waste when it's correctly recycled.

Targeting children aged 7–11, the outreach included a 25-minute assembly for the whole school and a 45-minute workshop, highlighting the environmental benefits of recycling correctly and the perils of not recycling in the right way – and teaching children how they can recycle their leftover food.

The programme has already reached 12 schools in the area, around 3,500 people – with children from Lansdowne Primary School in Cardiff presenting their views on the outreach at our Welsh Water 2050 launch event at the Senedd in March 2018.

OUR CUSTOMERS

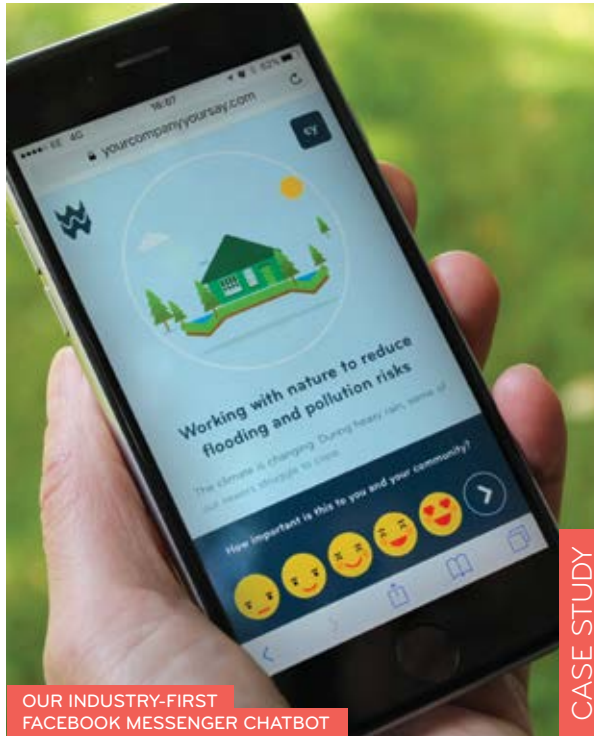
HAVE YOUR SAY

AS A NOT-FOR-PROFIT COMPANY, WELSH WATER WORKS DIFFERENTLY FROM OTHER COMPANIES. WE RUN THE BUSINESS ON BEHALF OF OUR CUSTOMERS — AND THEY KNOW BEST HOW WE SHOULD BE MEETING THEIR NEEDS.

Our Have Your Say roadshow was designed to give customers the best chance to feed in to our future plans. The 2017 summer campaign saw colleagues from across the business visit a record 10 events across the areas we serve — allowing customers the chance to have their say on eight areas that we need to prioritise over the next investment period (2020–2025) and over the next 30 years alongside our 2050 vision. We also visited events such as the Sioe Môn Anglesey Show, Pride Cymru, Ironman Wales and the Bromyard Hop Festival for the first time ever.

We sought customers' views through a wide variety of methods — through an interactive survey, and a world-first bilingual Facebook Messenger chatbot in English and Welsh, a series of intensive research focus groups, and wider stakeholder engagement sessions on our 2050 priorities. It meant we could get the clearest view yet on what our customers and stakeholders think about the investment and direction we need to set in the years to come.

We received a record high of more than 20,000 responses from customers, which will help us prioritise areas for improvement in the next regulatory investment period 2020 to 2025, as well as longer term to 2050.



OUR INDUSTRY-FIRST
FACEBOOK MESSENGER CHATBOT

CASE STUDY

CHATBOT INNOVATION

Our industry-first Facebook Messenger chatbot brought our Have Your Say consultation to life in 2017, allowing us to engage with a huge potential audience on a platform they were familiar with using every day. It allowed us to reach demographic groups that are traditionally less likely to have their say – be that young people or hard-to-reach groups.

It was also a first for the Welsh language, with people able to have their say via a Messenger chatbot in Welsh for the very first time.

20,000 customers took part in the 10 week consultation.

OUR ECONOMY

EMPLOYMENT

WITH MORE THAN THREE MILLION CUSTOMERS ACROSS MOST OF WALES, HEREFORDSHIRE, AND CHESHIRE, WE ALREADY HAVE A HUGE RESPONSIBILITY TO THE AREAS WE SERVE.

BUT A COMPANY OF OUR SIZE CONTRIBUTES HUGELY TO THE ECONOMIES OF THE AREAS WE SERVE TOO.



APPRENTICE TRACEY MCGAULEY

As the fifth-largest company, in terms of turnover, based in Wales, we also directly employ more than 3,500 employees across the areas we serve – meaning we are a major employer across the country, including in high-skilled Science, Technology, Engineering and Mathematics (STEM) roles.

According to a study by Cardiff Business School, our value to the Welsh economy is more than £1 billion – and we are now investing record amounts in our infrastructure, with an estimated £430 million put into capital investment in 2017–18 – a record high in our £1.7 billion capital investment agreement for 2015–2020.

OUR RETURN TO CUSTOMERS

Since 2001 when Glas Cymru took over Welsh Water, the company has generated more than £353 million in a “customer dividend” – money returned to customers either through reduced bills, infrastructure investment or through increased support for those who need it most.

OUR PEOPLE

MENTAL HEALTH AND WELLBEING

THE HEALTH, SAFETY AND WELLBEING OF OUR COLLEAGUES IS A RESPONSIBILITY WE TAKE VERY SERIOUSLY – NOT ONLY RELATING TO SAFETY, BUT ALSO ENSURING OUR WORKING ENVIRONMENT IS SUPPORTIVE OF GOOD PHYSICAL AND MENTAL HEALTH.

That's why our aim for everyone working at Welsh Water is to be "safe, healthy and happy" – a philosophy that goes beyond just physical health, and includes emotional and mental health too.

We support and participate in the Time to Change Wales (TTCW) campaign – which aims to improve our knowledge and understanding of mental illness, and most importantly, get people talking about mental health.

In 2017 we updated our TTCW action plan, and in early 2018 we expanded our pilot volunteer programme of "wellbeing champions" from our Retail Services teams in Cardiff, to include colleagues at other sites.

All our people managers have also been trained by Mind Cymru to ensure they are aware of the signs to look for when a member of their team may need extra support.

During our 2018 internal mental health awareness campaign, some colleagues joined with Mind Cymru to produce an awareness film for use internally and externally. The case study opposite highlights this.



TRYSTAN LEWIS-WILLIAMS

A Senior Health and Safety Advisor based in Caernarfon, Trystan Lewis-Williams has suffered from depression for around 17 years – including one particularly bad period in 2011 shortly after joining Welsh Water, which resulted in him being off work for two months. He also experienced periods of heart palpitations and dizziness which was thought initially to be rooted in anxiety.

Trystan has been supported throughout his time at Welsh Water by his line managers and through face-to-face counselling from the Employee Assistance Programme (EAP) – a confidential programme set up to support all colleagues who need it. Our colleagues and managers are trained in mental health awareness, through Mind Cymru, meaning they had the knowledge and understanding to support Trystan when he needed it most.

TRYSTAN SAID: "IT JUST FELT TOTALLY DIFFERENT TO PREVIOUS EMPLOYERS. IT FELT LIKE I COULD TALK ABOUT MENTAL HEALTH – AND NOT ONLY THAT I COULD TALK ABOUT IT, BUT WHEN I DID PEOPLE COULD EMPATHISE WITH WHAT I WAS SAYING AND COULD OFFER SUPPORT!"

OUR PEOPLE

GENDER PAY GAP

AT WELSH WATER, WE BELIEVE IN CREATING A WORKFORCE THAT IS TRULY DIVERSE AND GENDER-BALANCED AND FULLY REFLECTS THE CUSTOMERS AND COMMUNITIES WE SERVE.

THIS WILL ENSURE WE CAN NOT ONLY BETTER UNDERSTAND AND RESPOND TO THEIR NEEDS – BUT ALSO ACHIEVE OUR VISION OF EARNING THE TRUST OF CUSTOMERS EVERY DAY.

As one of the biggest employers in Wales, we recognise we are in an influential position and should lead by example to create an inclusive culture that helps everyone feel that their contribution is valued and that they are able to reach their full potential – regardless of gender, age, race, disability, language or sexual orientation.

In March 2018, we published our first Gender Pay Gap report – detailing our overall median and mean gender pay and bonus gap (based on hourly rate of pay at the snapshot date of 5 April 2017 and bonuses paid in the year to 5 April 2017) regardless of role or seniority. It is important to note this is different to the principle of equal pay – all men and women at Welsh Water receive equal pay for performing equal work.

How are we doing? Our gender pay gap is much lower than the current national average – but we are fully committed to reducing this further until there is no gender pay gap between men and women. The gap is primarily due to more men working in operational roles, which attract premiums relating to working patterns and conditions.



WASTEWATER SERVICES GRADUATE, VYVYAN EVANS

GENDER PAY GAP

MEDIAN GAP:

7.5%

(NATIONAL AVERAGE: 18.4%)

MEAN GAP:

5.8%

(NATIONAL AVERAGE: 17.4%)

GENDER BONUS GAP

MEDIAN GAP:

0%

MEAN GAP:

14.1%

OUR PEOPLE

INCLUSIVITY

OUR PEOPLE ARE OUR GREATEST ASSET – AND WE ARE COMMITTED TO HAVING A WORKFORCE THAT REFLECTS THE DIVERSE COMMUNITIES WE SERVE. THIS MEANS WE WORK HARD TO MAKE WELSH WATER A WELCOME AND INCLUSIVE PLACE TO WORK FOR EVERYONE – REGARDLESS OF GENDER, AGE, RACE, OR SEXUAL ORIENTATION.

We have worked hard in the last year to challenge perceptions that the water industry is a place mainly for men to work – targeting our recruitment at attracting more women to apply for operational roles, as well as more widely throughout the company. We also continued to encourage girls and young women to take up careers in Science, Technology, Engineering and Mathematics (STEM) – with inspirational women leaders from the company going out to schools to talk to them about how they got involved in these rewarding careers. As a result, 44% of our new hires in 2017–18 were women – while the overall proportion of women has risen from 27% to 30% since 2014–15. To support our commitment to attracting more women to apply for roles, we signed up to the Women in Science and Engineering (Wise) Ten Steps – an ambitious, industry-led campaign to ensure women in STEM have the same opportunities to progress as their male counterparts.

We have also become active supporters of groups creating opportunities for under-represented groups in the workplace – particularly Chwarae Teg, a Welsh charity promoting opportunities for women in the workplace, and groups like Stonewall Cymru. A new e-learning module has also been designed for all colleagues, covering the importance of equality, diversity and awareness of unconscious bias.



BEVITA MATTU AND VICTORIA COLLIER

CASE STUDY

CHWARAE TEG 'WOMENSPIRE' AWARD

In June 2017, Welsh Water's efforts to create an inclusive workplace were recognised by Chwarae Teg with the Employer of the Year Award at its annual Womenspire Awards.

Reflecting the efforts made across training, recruitment, mentoring and support, as well as holding events for International Women's Day and International Women in Engineering Day, the award is a big vote of confidence for the hard work that's going on across the company to make it an inclusive and welcoming environment for everyone to work.

WOMENSPIRE JUDGING PANEL SAID:
"WELSH WATER SEES THE BENEFITS OF A DIVERSE WORKFORCE. THEY ARE TAKING STEPS RIGHT ACROSS THE BUSINESS TO ENSURE THAT THEY ATTRACT, RETAIN AND PROGRESS WOMEN IN THE ORGANISATION!"

OUR PEOPLE

FUNDRAISING

WE SEE OURSELVES AS PART OF THE COMMUNITIES WE SERVE – NOT JUST BASED IN THEM.

BUT WE ALSO SEE OUR RESPONSIBILITY AS GOING BEYOND OUR BORDERS. WE ENCOURAGE OUR COLLEAGUES TO WORK FOR THE GOOD OF SOCIETY AS A WHOLE, AT HOME AND ABROAD.

AS A COMPANY, WE SUPPORT TWO MAJOR PROJECTS THAT MAKE A HUGE DIFFERENCE IN THE WORLD.

PRINCE'S TRUST

The Prince's Trust Cymru works to support young, unemployed people in Wales to retrain and gain skills that can get them into employment, education or training. As part of this, we encourage colleagues to get involved in the "Million Makers" project – an entrepreneurial fundraising challenge which sees teams of employees from companies across the UK competing to raise at least £10,000 or more over a period of six months.

Teams from across the business – particularly our new graduates and apprentices – worked on various projects to raise an impressive £31,500 in the past year, including match-funding from Welsh Water's Community Fund.



WELSH WATER COLLEAGUE CHALLENGE

HIGHLIGHTS FROM THE YEAR

RACE NIGHT – over 100 people attended our Race Night in Chepstow in July 2017, raising more than £12,000.

COLLEAGUE CHALLENGE – colleagues from across the business took part in the annual Colleague Challenge – pitting teams against each other in a range of physical, mental and logistical challenges – at Elan Valley in September 2017, raising over £15,000 between them.

WATERAID

One of the charities we have had the longest associations with, WaterAid, aims to provide people in underdeveloped countries with clean water, safe sanitation, and hygiene education.

In 2017–18, teams across Welsh Water contributed to our company total oustripping our £60,000 target by 17% – totalling £80,000 across various events.

The money raised goes to support projects across Uganda, where four in 10 Ugandans live on less than £1 a day, while more than 23 million people still do not have access to clean water.

WINTER BALL – in November 2017, colleagues, partners and friends joined us to celebrate the annual WaterAid Winter Ball. Through ticket sales, raffles and auctions we raised more than £14,000.

LOTTERY – those who pay into the WaterAid Lottery helped us to raise £18,000 this year, all with a chance to win some of it back.

