

Tractivity Case Study:

Anglian Water

Tractivity[®]

love every drop
anglianwater 



In summary...

Anglian Water is a major water company in the UK, serving over six million customers in the East of England. The company is committed to providing reliable water and water recycling services while prioritising sustainability, innovation, and customer satisfaction.

“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

In response to challenges such as climate change, population growth, and environmental protection, Anglian Water has outlined an ambitious strategic plan that includes significant investments in infrastructure, environmental initiatives, and water resilience.

Over the next five years, Anglian Water plans to deliver around £10 billion of essential investment in the East of England, which covers its day-to-day operational activities essential for maintaining and improving service quality, as well as several significant capital projects to help secure water and water recycling services for generations to come.

A substantial portion of this investment is also dedicated to environmental protection as Anglian Water delivers on its purpose to bring environmental and social prosperity to the region they serve through their commitment to Love Every Drop. Effective stakeholder engagement is crucial to the success of all of this vital work.

The challenges

Anglian Water manages a vast and complex network of stakeholders, not only for specific, large-scale infrastructure projects, but also in their ongoing operations. With thousands of stakeholders to engage with, Anglian Water's daily engagement spans local communities, government agencies, environmental groups, customers, MPs, and more.

Ensuring transparent and consistent communication with these varied groups, while addressing growing scrutiny from regulators and the public is crucial for maintaining trust and support, and effectively collecting, and addressing stakeholder feedback is essential to inform project planning and implementation.

The need to comply with statutory obligations and consultation processes, particularly for Nationally Significant Infrastructure Projects (NSIPs) like the Cambridge Wastewater Treatment Plant Relocation (CWWTPR), adds another layer of complexity.

These challenges require a robust and efficient stakeholder engagement strategy to ensure all voices are heard and considered.

The requirements and needs

To successfully manage these stakeholders, Anglian Water needed a comprehensive platform that supports both daily stakeholder engagement and project-specific needs, capable of:

- Centralising and controlling all stakeholder information and interactions in one accessible platform.
- Facilitating timely and transparent communication across all stakeholder groups.
- Efficiently tracking and managing stakeholder feedback and concerns.
- Supporting public consultations and community engagement initiatives.
- Providing detailed reporting and analysis of stakeholder engagement activities to inform decision-making.
- Supporting regulatory compliance and facilitating the provision of evidence to regulators.

“The flexibility and agility of the platform in managing both day-to-day and project-specific engagements, with everything seamlessly aligned and integrated, is outstanding for us.”

Grant Tuffs

Regional Engagement Manager

The situation

Ongoing Stakeholder Engagement

Anglian Water's daily operations involve continuous and proactive engagement with over 13,000 stakeholders by their core Public Affairs Regional Engagement team.

This day-to-day engagement, both proactive and reactive, is crucial for keeping stakeholders informed about Anglian Water's ongoing initiatives - such as their investment programme - and various environmental projects. Regular updates and engagement help maintain trust, fulfil statutory obligations, and ensure that stakeholders are always aware of developments.

An important component of Anglian Water's engagement strategy is the integration of **Mapolitical with Tractivity**. This integration allows the team to quickly identify and engage with MPs and other political stakeholders, streamlining what would otherwise be a time-consuming process. By having up-to-date political data readily accessible within Tractivity, Anglian Water can efficiently manage their political engagement, sending targeted communications and updates with ease.

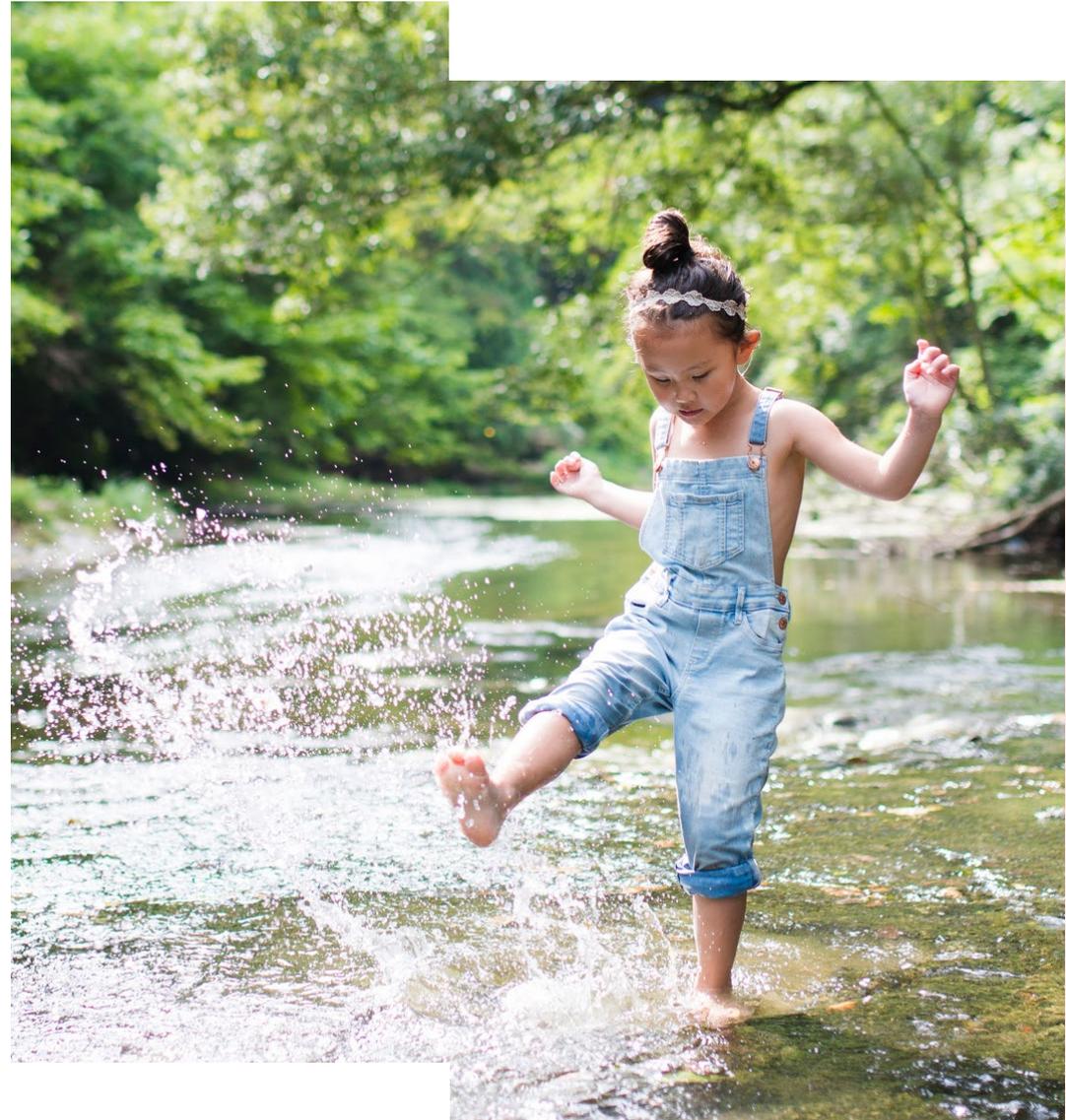
This capability is especially valuable during high-pressure situations, such as when responding to regulatory requirements or addressing urgent concerns from political figures as well as during live operational incidents.



The ease of access to relevant political contacts and the ability to track all interactions in one centralised platform not only saves time but also enhances the effectiveness of their engagement efforts. This integrated approach facilitates quick decision-making, ensures consistency in communications, and strengthens relationships with key political stakeholders.

“Tractivity plays a key role in ensuring that our stakeholders are informed and involved. We use it extensively to communicate our investments through proactive outreach, including mailshots and distribution lists, allowing us to share positive stories and updates with stakeholders. It also helps us with statutory obligations; if something happens and we are regulated to talk to our stakeholders about that, using Tractivity we capture the engagement, run the stats and numbers and that becomes evidence for us to give to the regulator.”

Emily Linsdell
Regional Engagement Advisor



Projects

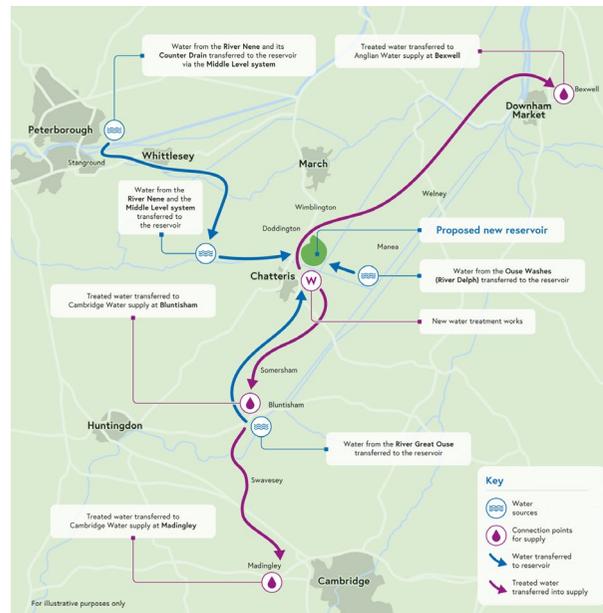
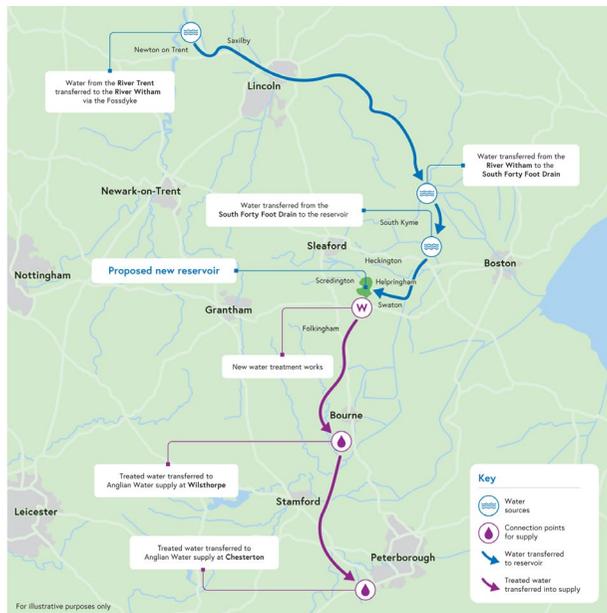
Anglian Water's key projects, each with its unique challenges and stakeholder requirements, include the Lincolnshire Reservoir, the Fens Reservoir, and the Cambridge Wastewater Treatment Plant Relocation (CWWTPR).

The Lincolnshire and Fens Reservoirs aim to secure a sustainable water supply and enhance water resilience across the Anglian Water region for generations to come.



Both projects involve extensive engagement with local communities, environmental groups, and agricultural stakeholders to address concerns about land use and ecological impacts whilst balancing the water resource needs with environmental preservation and agricultural interests.

Public consultations and community meetings are central to gathering feedback and ensuring transparent communication, addressing unique concerns of each region while maintaining a unified approach to stakeholder engagement.





The Cambridge Wastewater Treatment Plant Relocation (CWWTPR)

project involves relocating the existing wastewater treatment plant to a new site to support sustainable urban development and advanced wastewater treatment technologies.

As an NSIP, the CWWTPR requires a rigorous consultation process and adherence to stringent regulatory requirements.

Engagement with a broad spectrum of stakeholders, including local authorities, residents, and environmental groups, is crucial to address urban development concerns, environmental sustainability, and technological advancements.

In 2022, Anglian Water conducted extensive consultations to gather stakeholder feedback, which is integral to the project's planning and approval process.

“The system’s efficiency is crucial for both routine and crisis communication, helping us meet the increasing scrutiny from regulators and the public while ensuring that no important stakeholder is overlooked.”

Emily Linsdell

Regional Engagement Advisor



Outcomes and results

Anglian Water has achieved significant success in stakeholder engagement across their entire stakeholder landscape.

The Anglian Water teams using the system are able to maintain a centralised database of all stakeholder interactions, ensuring consistent and coordinated communication while streamlining the process of informing stakeholders about project updates and gathering feedback.

Regular updates and transparent communication help mitigate concerns and build confidence in the projects. Tractivity's feedback management system allows Anglian Water to capture, track, and respond to stakeholder comments efficiently, ensuring that all feedback is considered and addressed appropriately, enhancing stakeholder satisfaction.

Detailed reports provide insights into the engagement activities, helping Anglian Water understand stakeholder sentiment, identify emerging issues, and make informed decisions to improve their project outcomes.

Anglian Water remains committed to considering all feedback in project planning and implementation, demonstrating a proactive approach to stakeholder engagement and strengthening their relationships with the community and key stakeholders.

Their ability to manage stakeholder interactions effectively is crucial to help deliver their strategic goals, while maintaining high levels of stakeholder satisfaction and trust.



Get in touch

Discover the benefits Tractivity can bring to your organisation and daily activities. Contact us for a free, personalised demo:

-  [**+44 \(0\)1629 815 928**](tel:+44(0)1629815928)
-  [**enquiries@tractivity.co.uk**](mailto:enquiries@tractivity.co.uk)
-  [**www.twitter.com/Tractivity_SRM**](https://www.twitter.com/Tractivity_SRM)
-  [**www.linkedin.com/company/tractivity-limited/**](https://www.linkedin.com/company/tractivity-limited/)
-  [**www.tractivity.co.uk**](http://www.tractivity.co.uk)

Some of our clients



Tractivity®