

Community, Education and Skillsharing

Our community strategy operates across three main areas of focus: the environment, water and recreation and society. We contribute to environments in our community through supporting pond habitats via our Pond Warden scheme. We teach children to swim, ensuring their safe recreational use of water, via our Learn to Swim scheme.

Background

- 410,550 children helped via Learn to Swim in our region in the last 12 years
- Our Learn to Swim employee-volunteer co-ordinators estimate they gave 149 days of their time to the scheme
- 36 Drips in Schools water efficiency educational plays delivered to an estimated 5,500 children in 2003-2004
- Drips in Schools educational play won an award at the 2003 Water Efficiency Awards
- 80 WaterWise (water efficiency) community talks delivered in 2003-2004
- Our employee-volunteers estimate they gave 142.5 hours (or 19.6 days) to WaterWise talks programme and 87.5 hours (11.6 days) to our school talks programme over 2003-2004
- 370 Pond Wardens trained in our region over the last five years
- WaterAid is the UK's only major charity dedicated to provision of safe domestic water, sanitation and hygiene promotion to the world's poorest. It currently has programmes in 15 countries throughout Africa and Asia. In 2003-2004 £649,404 was raised for WaterAid Southern Region.
- Our donations to community charities in our region totals £24,552 for 2003-2004

** This data is estimated and mostly represents employees' personal time. This does not fully reflect all employee volunteering undertaken on work or personal time.*

- Learn to Swim
- WaterWise talks
- Schools talks

Our water efficiency and education programmes work through partnerships with our customer communities and expert organisations to make the best use of existing water resources in the South East.

We also help to address social risks (e.g. skills shortages) in our region through our work with the Prince's Trust.

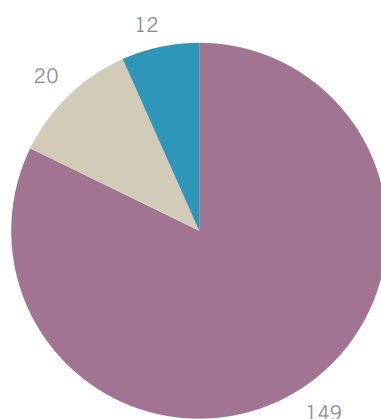
We contribute to the work of a range of charities based in communities across our region.

Community

We are involved with communities across our region in a number of ways. Over the last year these included sponsoring and working with groups to the social and environmental benefit of the local community through education, awareness raising, and skillsharing.

During the past year we continued to support a variety of employee fundraising activities and community-based charities in our region. Organisations supported cover a wide range

Estimated days of employee-volunteered time*



CASE STUDY

Water efficiency in the garden

We work as partners with expert organisations, like the Royal Horticultural Society and Chichester College, to promote water efficient gardening advice.

We sponsored a Chichester College Chelsea Flower Show exhibit designed to provoke discussion about the best time to water the garden. The exhibit, called Morning, Noon or Night, won a silver medal. We used the exhibit to tour 11 events throughout Sussex.

We supported the Red Cross Open Garden scheme. This scheme makes accessible local gardens not normally open to the public. We promoted water efficient gardening through the scheme. A percentage of funds from water butt sales were also donated to the Red Cross.

The third year of our sponsorship of South East in Bloom took place in 2003. Water efficiency forms a strong element in the entry requirements. Environmental portfolios formed a major part of last year's submissions.

In 2003, a new category was introduced for public parks and gardens to promote water efficiency in public spaces. Four parks were judged in 2003, with a further 12 entering for the 2004 competition.

We offer a comprehensive range of gardening advice through our website, including a database of plants suitable for different conditions in the garden. Our water efficient gardens at Bewl Water Kent, Chichester College (Brinsbury Campus), West Sussex, and Testwood Lakes, Hampshire, also illustrate efficient gardening practices to our customers.

LINKS: www.btcv.org | www.southernwater.co.uk/pondwardens | www.wateraid.org.uk | www.rhs.org.uk | www.chichester.ac.uk | www.redcross.org.uk |

of activities. Many are education groups or projects for children. Others include associations for the deaf, hospices, swimming and sports groups and many others act in support of environmental aims. From 2004, we are encouraging our employees to volunteer for up to two working days each year at a charity or community project close to where they live or work.

A total of 85 pond wardens graduated from our training scheme in 2003. Courses were run at a variety of centres across our region. This training culminated this year in graduation ceremonies at five locations across our region. In addition, all trained wardens are invited to Bewl Water for a day long conference and get together to exchange ideas and experiences. Ponds are one of the most important habitats for wildlife in the British landscape and thousands are lost each year. Pond wardens receive ongoing support through training, technical advice, educational materials, project organisation, tool loan and contacts in order to work in their communities to protect and preserve these habitats. We have trained 370 wardens across our region over the last five years.

For more information
See the *Land, Conservation Access and Recreation* section of this report at www.southernwater.co.uk/sustainability

The Hampshire Pond Warden Steering Group organised a real pond project with volunteers excavating, lining and constructing a pond at our Otterbourne site. Around 25 volunteers were involved overall with the planning, preparation and construction. Once the pond was completed and filled with water, the volunteers constructed a viewing platform to allow safe access to the pond with minimal damage. This project allowed the wardens an opportunity to put their training into practice while creating a new habitat within the Itchen Valley. In 2004 they will establish a baseline survey of species from which to make comparisons year by year. This partnership project shows what can be achieved when people, businesses and local agencies work together to improve the environment while developing skills in individuals.

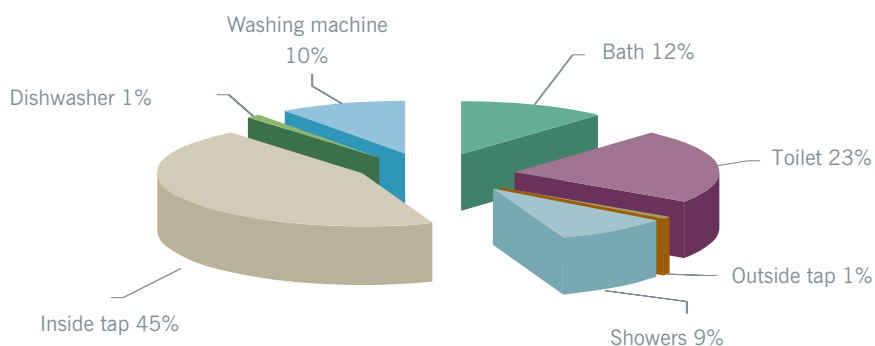
During 2003-2004, our community WaterWise talks continued to be popular. We carried out 80 talks to various community groups across the region. Employee volunteers give the talks, which help to promote the *use water wisely*, message. The talks are accompanied by a video, *Educating Peter*, which emphasises the importance of water efficiency. We currently have a pool of 51 volunteer speakers. New volunteers are trained regularly. We also have a pool of 21 speakers to deliver talks specifically for younger, school age audiences. Thirty-eight such talks were delivered in 2003-2004.

We asked audiences to give us feedback on our talks. Pupils from one primary school class even wrote us a series of letters and drawings in thanks.

A local case study was also conducted during the year and later reported on by the local press. It demonstrated that metering is an option suitable not only for single occupancy homes but as in this case, also for a family of three in a semi-detached house. Water consumption was monitored before and after switching to metered charges and the effects of simple water efficiency measures introduced by the family were also measured. By switching to meter they were shown to save £99 per year.

For more information
See the *Customers* section of this report at www.southernwater.co.uk/sustainability

Household water use (typical week)



2003-2004 target	Progress against target	2004-2005 target
COMMUNITY		
Maintain progress and promote water efficiency in homes. Promote water efficient gardening.	Target met - we focussed our efforts on key supply/demand deficit areas. A message was selected to target the underlying demand issues in each area. ✓	Create water efficient gardens at three locations. Continue to promote water efficient gardening.
Maintain WaterWise talks programme.	80 WaterWise talks to community groups in our region over the year. ✓	Maintain target.
		Promote water efficiency at 15 public events

KEY: Target met ✓ In progress ✓ Target not met ✗

LINKS: www.wateraid.org.uk | www.waterintheschool.co.uk |

In 2003-2004 we also supported:

- the first Water Festival in Winchester, Hampshire. This celebrated the important role water plays in our lives and promoted water efficiency
- an eco-house in Eastleigh with Eastleigh Borough Council in Hampshire
- a rainwater recycling project in Minstead Study Centre in the New Forest
- a water efficiency exhibit at Intech, Winchester in Hampshire
- an environment centre in Crawley, Sussex

A new education centre and a water efficient garden was opened at Testwood Lakes in Hampshire.

For more information

See the *Land, Conservation, Access and Recreation* section of this report at www.southernwater.co.uk/sustainability

We have active links with local waste minimisation initiatives in Hampshire, Sussex and Kent and are part of a steering group of E-generation – a comprehensive waste minimisation network and advice centre for businesses in the South East. In 2002 we sponsored a waste minimisation initiative with East Sussex County Council aimed at small and medium businesses in East Sussex. The initiative is now in its second year. To date, 445 businesses have signed up to participate. However, only 13% of the enquiries to the initiative's helpline were about water use.

Education and community-based skillsharing

Our work in education involves a combination of provision of resources, active teaching within schools in our region as well as awareness raising with community groups. We actively participate in skillsharing both directly within the communities in which we work, regionally and even globally through partnering with other organisations.

In terms of global social impacts, we supported the work of WaterAid through a range of fundraising activities. These included our annual customer appeal. We presented WaterAid talks representing the organisation and its work at various venues across WaterAid's Southern Region.

We continued to work with schools with the award winning Drips in School water efficiency play for children (National Curriculum Key Stage 2 educational level). We gave 36 performances in north Sussex and Hastings last year. Participating children received information packs to take home. The play has been delivering water efficiency messages to primary school children since 1998 and features the Drip Family characters. In the Hastings water supply area, we used the play as part of our water efficiency promotion to schools. We complemented the play with curricular resources and free water audits to help schools reduce their water use and make financial savings.

Our school audit booklet, *Small Changes Big Savings: Schools*, was available free of charge, both in paper form and through our website. In its assessment in 2003, WaterVoice (the organisation representing water customers in England and Wales) described the booklet as the best of its type. Following our direct approach to water efficiency promotion to schools in 2002-2003, we wrote to all schools on the Isle of Wight where an above average water consumption had been identified. We audited 15 schools, with estimated savings of 401m³ water per school per year if the schools introduced our recommendations.

For more information

See the *Customers* section of this report at www.southernwater.co.uk/sustainability

Together with other water companies we sponsored the Water in the School website www.waterintheschool.co.uk. This provides curriculum-linked resources for pupils at educational levels Key Stage 2 and 3, whilst also addressing school water use. Our own web-based resource on water efficiency, (see www.southernwater.co.uk) is aimed at pupils at Key Stage 3. All schools in our area have now received information about this resource.

LINKS: www.wateraid.org.uk | www.britishswimming.org | www.yesussex.co.uk | www.swimathon.org | www.princes-trust.org.uk |



Children learning to swim with Southern Water participate in the Butlins Swimathon to raise money for Macmillan Cancer Relief

Our Learn to Swim scheme continued throughout 2003-2004. We estimate that by July 2004, our 12th year of running the scheme, some 410,550 children will have benefited. There are now 1,450 instructors helping to deliver the scheme. In total 40,200 children will have passed through the scheme between September 2003 and July 2004.

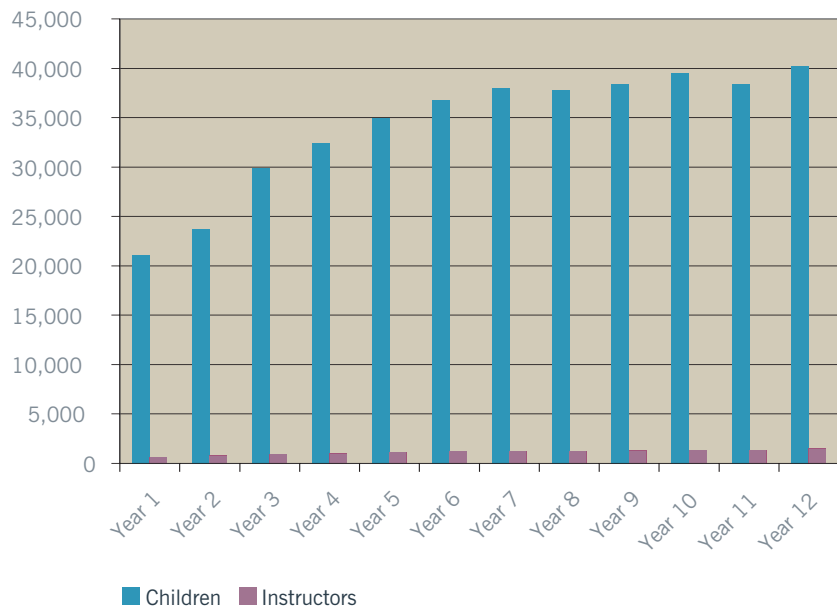
This figure is the highest ever with annual figures increasing steadily each year. The scheme is run in association with the Amateur Swimming Association and a sports management company assisting us to manage the assignment of sports equipment to leisure and swim centres. In October 2003 we sponsored an annual seminar to deliver the latest teaching practice and water safety advice, 164 teachers attended. In March 2004, we joined forces with Butlins Swimathon to raise money for Macmillan Cancer Relief.

We continued our Prince's Trust Volunteers Programme over 2003-2004, running eight 12-week programmes. A total of 82 participants successfully completed the courses. The programme aims to support young people from a variety of backgrounds who lack opportunities to reach their potential.

Over 2003-2004 we supported the programme through sponsoring and partnering with other organisations, running courses and through seconding employees to courses to support attendees' skills development.

Over the last year we continued to support the schools' Young Enterprise scheme. We contributed to the sponsorship and management of the South Downs Area scheme delivery and provided business advisers to schools in our region.

Learn to Swim annual figures



2003-2004 target	Progress against target	2004-2005 target
EDUCATION AND SKILLSHARING		
Continue to support fundraising activities and community initiatives. Continue to seek partner-funding for our Learn to Swim scheme.	Target met. ✓	Continue to support Learn to Swim scheme.
Continue to support schools with on-site water audits.	15 schools received water audits from our employees and 110 water audit packs were sent out on request. ✓	Send newsletter to schools in our area every term summarising our school initiatives.
Maintain and develop Why save water website at www.southernwater.co.uk .	Target met - traffic to the website has been steadily increasing with an average of 1770 visits/month, a five-fold increase compared with 2002-2003. ✓	Website redesign under way in 2004-2005 to accommodate increasing amounts of data.

KEY: Target met ✓ In progress ✓ Target not met ✗