



Social and Sustainability Promise

Annual Report 2024-25

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Foreword from our CEO

After launching our Social and Sustainability Promise in 2022/2023 and following that up with **winning Water Retailer of the Year** during our second reporting period, Wave entered 2024/2025 feeling confident.

Our corporate social responsibility strategy, our Social and Sustainability Promise, is now in its third year and what a year we've had. We've won the prestigious Best CSR Strategy Gold Award at the UK Employee Experience Awards, against global brands. An achievement of which I'm incredibly proud, giving Wave external recognition and validation of our Social and Sustainability Promise and the positive impact that this has not to just our employees, but also, our customers and communities.

The water industry continues to face a very challenging period, with much scrutiny placed on businesses operating within the industry. Customers have seen an average bill increase of 30%, to fund much needed wholesaler investment, coupled with a strong and clear desire from customers to see better environmental outcomes, particularly when it comes to effluent discharges.

It would have been very easy to be drawn to distraction, but instead our fantastic people have doubled down and delivered significant achievements this year. As I write this foreword, we are currently shortlisted for the Water Industry Awards, Water Retailer of the Year 2025. We recognise the importance of this to us as a business, and also to our customers and receiving external recognition is incredible and a testament to the hard work of the team right cross the business.

Whilst we still expect many challenges ahead, our commitment and delivery to our customers, the communities, our planet and our people will remain a key strategic focus.



Wave CEO, Lucy, volunteering at the Kingsgate Community Church Care Zone

Executive Summary

Wave's core business purpose statement is to make a positive difference to our customers, employees and wider communities. Throughout the last twelve months, we've been able to focus that drive to deliver across our corporate social responsibility (CSR) goals which are built across four key themes; **Our Company, Our People, Our Planet and Our Customers and Communities**. We refer to this as our Social and Sustainability Promise.

We're extremely proud to see how the delivery against our strategy has progressed with the below representing just a few of our key achievements:



Achieved best CSR Strategy
at UK Employee Experience Awards



10.4 million m3 water saved,
exceeding our water savings target



2 Gold awards won
at UK Employee Experience Awards



2,068.5 hours
volunteered



10 volunteering events
supporting local projects



259,975 paper bills
replaced with e-billing



Wave Account Manager, Rebecca feeding rare breed goats at Sacrewell Farm volunteer day

Our Social and Sustainability Promise

The four pillars of our Social and Sustainability Promise

represent core cross-functional themes where Wave can exert influence to have a positive impact.

Company



Treat people and organisations equally and fairly

Make a positive difference to people, the environment and society

Build influential, responsible and sustainable partnerships

People



Ensure healthy lives and providing wellbeing and development

Enhance belief and potential

Be recognised as leaders in the wellbeing arena

Planet



Use our Influence to respond to the climate emergency

Role model sustainability in everything we do

Promote our environmentally focused culture

Customers & Communities



Be trusted as a positive and active influencer by our customers and communities

Inspire and support sustainable consumption

Engage our customers in live events to promote our social and sustainability promise

Governance and Ownership

We're proud of our promise and the ownership that sits with this. Each pillar of the Social and Sustainability Promise is owned by a member of our Wave Leadership Team and supported by a wider steering group.

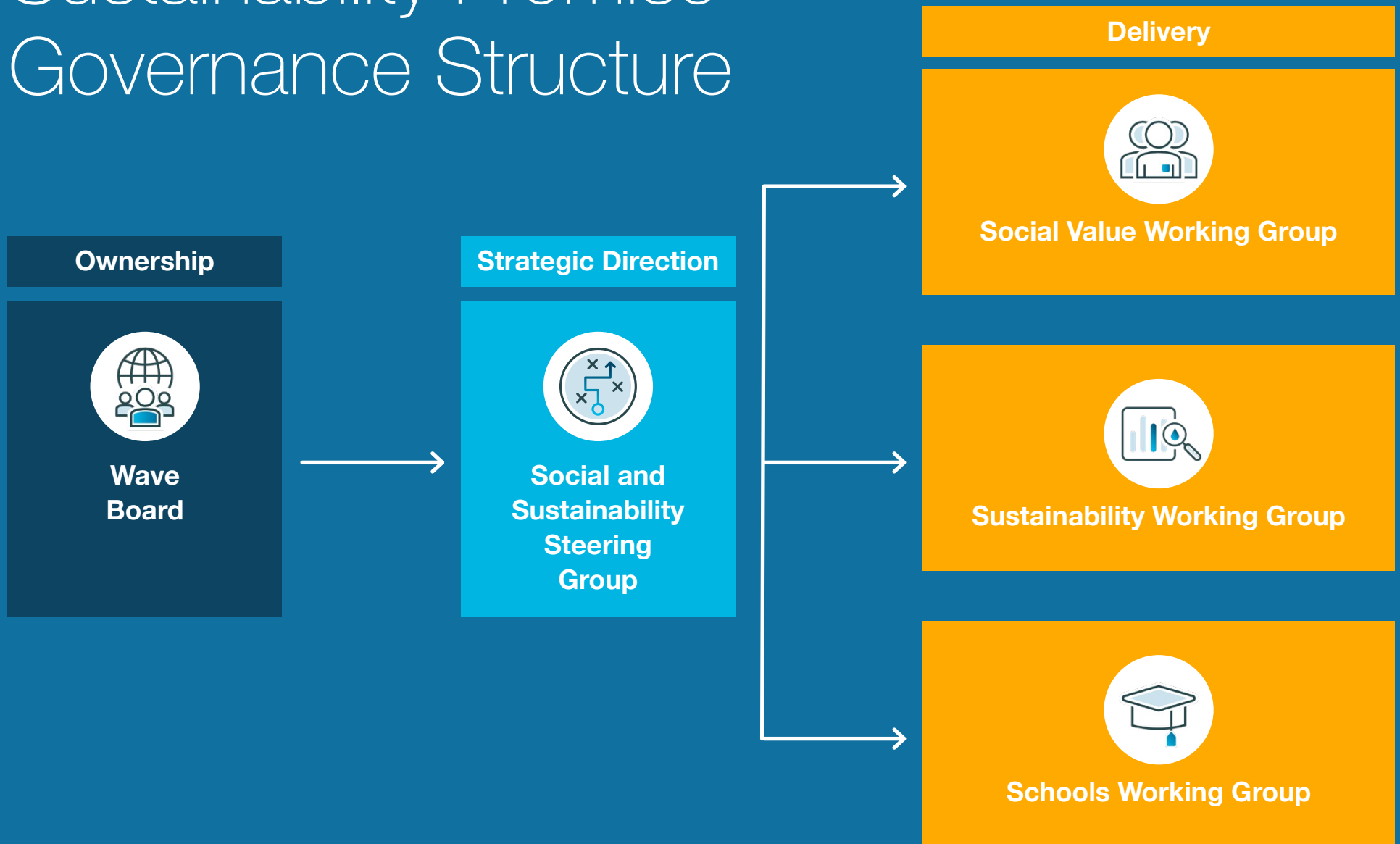
The steering group helps set the strategic direction and continuously reviews the objectives to ensure we're delivering maximum benefit for society and the environment.

Our Social Value, Sustainability and Schools working groups that sit under the steering group deliver against the objectives and measures through participation by employees across the business.



Wave Marketing Manager, Nic, and Business Development Manager, Jo greeting our visitors at the Northumbrian Water Innovation Festival

Wave Social & Sustainability Promise Governance Structure



Our Company

Our Social and Sustainability Promise is embedded within our business and achieving our first award is amazing recognition, showing us that we are on the right path. We've got plenty more to work on and improve, and I'm excited to help lead our continuing CSR journey.



Nigel Corfield
Industrial &
Commercial
Customer Director

Objectives

- Treat people and organisations **equally and fairly**
- **Make a positive difference** to people, the environment and society
- **Build influential**, responsible and sustainable partnerships



The delighted Wave team winning Gold for Best CSR Strategy at the UK Employee Experience Awards

Supporting UN Sustainable Development Goals

8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Key Achievements

- Awarded gold award for **Best CSR strategy** at the 2024 UK Employee Experience awards
- Awarded gold award for **Health and Wellbeing** at the 2024 UK Employee Experience awards
- In collaboration with Durham University, published the **impact of Water on Decarbonisation report**
- Maintained our **ISO 9001:2015, ISO45001:2018** and **ISO14001:2015** accreditations for Quality, Health and Safety, and Environmental management
- **82% employee engagement rate** in our annual employee survey
- Continuing to **deliver market improvement fund projects** such as launching a legionella monitoring solution trial with Infersens

Found even more opportunities to do good within our local communities through our empowered employees, including:



2,068.5

**Hours
volunteering**



9,914

**Challenges
completed**



985,685 hopeys

**Social value
currency achieved**



769,396

**Litres of
water saved**



4,108.92 kg

CO2 saved



What's next?

- Explore the development of clear measurements of social impact
- Work with partners to develop social value within the value chain
- Support customer's on their sustainability journey

Our People

Great employees make a great workplace. As one of Wave's most valuable assets, Wave takes employee wellbeing incredibly seriously. I'm proud that we were recognised externally for this, being awarded the gold award for Health and Wellbeing at the UK Employee Experience Awards this year. Wave isn't a business that rests on its laurels. We continue to listen and learn about our employees needs and provide support in areas that matter most.



Jane Austin
HR Director

Objectives

- **Ensure healthy lives** and provide wellbeing and development
- **Enhance belief** and potential
- Be **recognised as leaders** in the wellbeing arena

Wave employees enjoying one of our regular beach clean volunteering days



Supporting UN Sustainable Development Goals



Key Achievements



Gold award winner
for Health and Wellbeing in UK
Employee Experience Awards



**Delivery of new
parent coaching**
providing guidance and support to
individuals transitioning into parenthood



Bronze award winner
for the Better Health
at Work Awards



**Launched our
ED&I strategy**
including training
and policy



**Focus on empowering
our leaders**
through the delivery of Living
Leader courses and Chartwell
Training to all senior managers



**External speakers on important
topics including:**
Mental Health, Gambling
Awareness, Addiction, Testicular
Cancer and Domestic Abuse



What's next?

- Employee support campaigns launch on topics including bereavement, men's health and social media
- Development of a carer support group
- Launch of the updated Health, Safety and Wellbeing strategy

Our Planet

Our home, our planet, is still coming under attack with unprecedented challenges. We're at the tipping point of global warming, and the need to make change to adapt to climate change is more vital than ever.

The importance of reducing our carbon emissions and taking steps to positively support our environment and ecosystems has never been more urgent. Water stress is a real concern and the need to drive down water demand to support a growing world is increasingly important.

We are committed to playing a vital role in supporting these priorities and leading by example. We work with our customers to save water and we drive innovation to reduce water usage and wastage whilst balancing our customers' needs to decarbonise.



Tony March
Director of Public Sector
& Industrial Customers

Objectives

- **Use our influence to respond to the Climate Emergency:** Helping our customers save 9.4 million m³ of water by the end of our current business planning period of 2026 (that's enough to keep Niagara Falls flowing for over 1 hour!)
- **Be a role model for sustainability in everything we do:** Achieve Net Zero carbon by 2030 and achieve zero waste to landfill by 2030
- **Promote an environmentally focused culture:** Support and encourage employees to act more sustainably at work and at home

Volunteering alongside our customers is really enjoyable - whatever the weather!



Supporting UN Sustainable Development Goals



Key Achievements



We've saved our customers 1.67 million m3

of water through innovative water reduction solutions



Achieved the 9.4 million m3 customer water savings target

12 months early!



Relocated our Peterborough office

Improved our energy efficiency and drove down our carbon footprint



Converted 259,975 paper bills to e-billing



Significant increases in employee engagement

with our sustainability platform



Provided clean drinking water in Zambia

while offsetting carbon through the Western Province Safe Water Project



Continue to deliver thought leadership

on water efficiency as a speaker at key industry events



What's next?

- Development of our waste management plan
- Provide schools with water efficiency and energy saving support
- Continue to identify and drive down carbon emissions within our operation

The Peterborough Office Move

Moving office in December 2024 provided Wave with the perfect opportunity to demonstrate its commitment to the Social and Sustainability Promise through our partnership with Crown Workspace. Where we could, we upcycled equipment internally, redistributed equipment to charities and recycled alongside energy recovery.

Office move stats

Reused 496 assets

22 tCO2e saved

12 tonnes of waste diverted

Delivered approximately £750 of social value

15 items donated to Giving Back Project



Our new sustainable office

- LED lighting
- PIR Sensor lighting
- Energy efficient heating and cooling systems
- No gas
- Collaborative work space for hybrid workers

Working collaboratively to save water and reduce waste

Wave, Essex and Suffolk Water and SaveMoneyCutCarbon have worked together collaboratively to help businesses in Suffolk save water and reduce the impact of critical water stress in the Hartismere area.

The Hartismere water resource zone, near Eye in Suffolk, has been suffering from critical water shortages due to the impact of population growth and climate change. So much so, that a moratorium preventing business growth had to be put in place.

In response, Essex and Suffolk launched it's Water Saving in Business Fund looking for water saving initiatives that could help reduce demand in the area.

Wave and our trusted delivery partners SaveMoneyCutCarbon, applied and were successful in receiving funding for an ambitious plan to deliver Water Saving Visits to business across the water stressed zone

Working together, we've managed to achieve;



Water Savings Visits to 37 businesses



Saved 7,665 litres per day

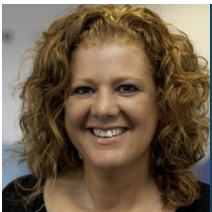


An average bill reduction of 11% per customer



Our Customers and Communities

I am very proud of the established partnerships we have with our customers and with our communities. Our employees proudly give back to their local area where it's needed most, and we are always looking for more innovative ways to help our communities and make a real difference.



Lissa Wood
Director
of SME
Customers

Objectives

- **Be trusted as a positive and active influencer** by customers and communities
- **Inspire and support** sustainable consumption
- Engage our customers in live events to promote our social and sustainability promise

Lesley from our Customer Experience team volunteering with her local hospice



Benedict's Hospice
& Centre for Specialist
Palliative Care

Registered Charity 1019410

Supporting UN Sustainable Development Goals

11 SUSTAINABLE CITIES AND COMMUNITIES

17 PARTNERSHIPS FOR THE GOALS

Key Achievements



Quarterly newsletters
for customers on water
industry and Wave news



**Launched
resource pages**
for customers including the
sharing of training materials



**Successfully held
our largest customer
social value event**
to date in Birmingham



**Hosted corporate
volunteering events**
which supported local and
national charities



**Delivered workshops to
over 350 students**
at the Young Citizens Work
Experience Festival



**Supported
EngineeringUK with
the Big Bang Fair**
providing insights and support to
students around STEM subjects



**Proudly supported and
sponsored The Skill Mill
World Clean Up Day**
launch at Northumbrian Water's
Innovation Festival



What's next?

- Delivering more social value events across the country
- Funding school represent days with the charity M10
- Providing career advice and interview support to schools

Young citizens innovation festival

In July 2024, Wave took part in the Young Citizens Work Experience Festival held at Newcastle racecourse. Across 4 days, and led by our Head of Water Efficiency Services, volunteers from Wave hosted daily workshops for over 350 year 10 and 11 students with the objective to develop career skills for students.

The key theme of the workshops was to discuss what the future workplace could look like, with each workshop covering key areas including employers of the future, rewards, skills and development and technology. Students were given the opportunity to explore these areas within the workshops and provide feedback which gave a great insight into what the future of the workplace could look like.



Stephen Riley, CEO of M10 with our Head of Water Efficiency Services, Director of HR and Support Services Manager



Young people discussing what the future workplace could feature

Bromsgrove volunteering

On 22 May 2024, we hosted customer groups from The Energy Consortium and Her Majesty's Courts in Bromsgrove near Birmingham for a day of volunteering with the Canal & River Trust. The task was to clear the overgrown plants from the edges of the Worcester & Birmingham Canal to make it easier for canal boats to navigate between the locks.

Despite the very wet weather our group of 31 volunteers quickly made a huge difference. The charity were very grateful for the help in maintaining the canal and it was lovely to work alongside our customers in support of the local boating community.

“Very well organised and met a lovely bunch of people.”

— Kelly Cowley, HMCRT



“Thanks Wave! Great day, even with the rain.”

— Ollie Arthurs, The Energy Consortium

Carbon Report

Overview

Wave continues to monitor the carbon impact of its operations, and this has been compiled in accordance with the UK Government's Greenhouse Conversion Factors. The following carbon inventory has been used.

	Activity
Scope 1	Gas use in Offices
Scope 2	Electricity use in Offices
Scope 3	Business Mileage (Private Vehicles)
	Business Mileage (Trains)
	Business Mileage (Flights)
	Business mileage (Taxi)
	Business Mileage (Bus)
	Homeworking
	Hotel Stays
	Water Supply
	Waste Collection



Carbon Emissions for 2024–25

In the Financial Year 2024-2025, Wave’s total carbon emission was 273.64 tCO₂e before verified carbon offsets. This was an overall increase in carbon emissions against the baseline by 5.39 tCO₂e, driven largely by air travel and wider transportation use.

Through our established carbon reduction fund, Wave has supported the Zambian Western Province Safe Water Project to help provide clean drinking water, whilst also offsetting 200 tCO₂e.

The focus for this next year is to continue to develop our scope 3 emissions and drive these down through the Sustainability Working Group. Wave will also continue to understand its carbon impact within the value chain and determine opportunities to remove this further.

The full breakdown can be seen below:

	FY2024-25 Total (tCO ₂ e)	Percentage Change against Carbon Emissions Baseline
Scope 1	12.89	-62.9%
Scope 2	7.58	-65.9%
Scope 3	253.17	+13.9%
Gross Total Carbon Emissions	273.64	
Less Carbon Offsets	200	
Net Total Carbon Emissions	73.64	



Social and Sustainability Promise

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If you'd like to know more, please visit:

www.wave-utilities.co.uk/sustainability

