Stakeholders

As set out on page 01, there are many stakeholders who take an interest in the water industry, its role in society, and the North West region. Our decision-making considers the need to balance the often conflicting priorities of these stakeholders.

It is important that we understand what matters to our stakeholders and develop constructive relationships built on mutual trust. The nature of our work means we are at the heart of communities across the North West region. We interact with a large variety of stakeholders, from communities and environmental interest bodies to suppliers and regulators.

Stakeholder views and priorities are factored into our decision-making

We engage with stakeholders to understand their views and priorities.

Read more about how we engage with stakeholders on pages 56 to 57.

These views are factored into strategic decision-making at board level, as set out in our S172(1) Statement on pages 58 to 59. They also feed into our materiality assessment, which gives rise to the material issues matrix on page 29, and this in turn feeds into our assessment of risks and opportunities, as set out on pages 60 to 75.

Stakeholder materiality assessment

We consider stakeholder priorities alongside our own assessment of what has the biggest impact on the company and its ability to create value. We then present the output in a material issues matrix, which can be found on the next page.

This informs decisions about what we report in documents such as this. Setting out issues in this way helps to ensure we understand key stakeholder priorities and are able to consider their interests in strategic decision-making, helping us to create long-term value.

In defining the strategic relevance of an issue to the company, we have adopted the integrated reporting <IR> framework definition of materiality, which states:

> "a matter is material if it could substantively affect the organisation's ability to create value in the short, medium or long term"

Value, in this context, may be created internally (for the company and/or colleagues) and/or created externally (for customers, the environment, communities, investors, and suppliers). Value may be financial or non-financial. We view this approach as consistent with the emerging concept of double materiality.

2022/23 assessment of material issues

Last year we carried out a thorough review of our material issues and matrix design. Striking the right balance between different interests and views is not easy but our assessment process consolidated feedback based on a balance of views obtained from all our stakeholders.

This year we have completed a light touch review of our material issues, approved by senior management. Storm overflows has increased in significance while COVID-19 has decreased in significance as the country recovers from the pandemic. These moves are reflected in this year's matrix.
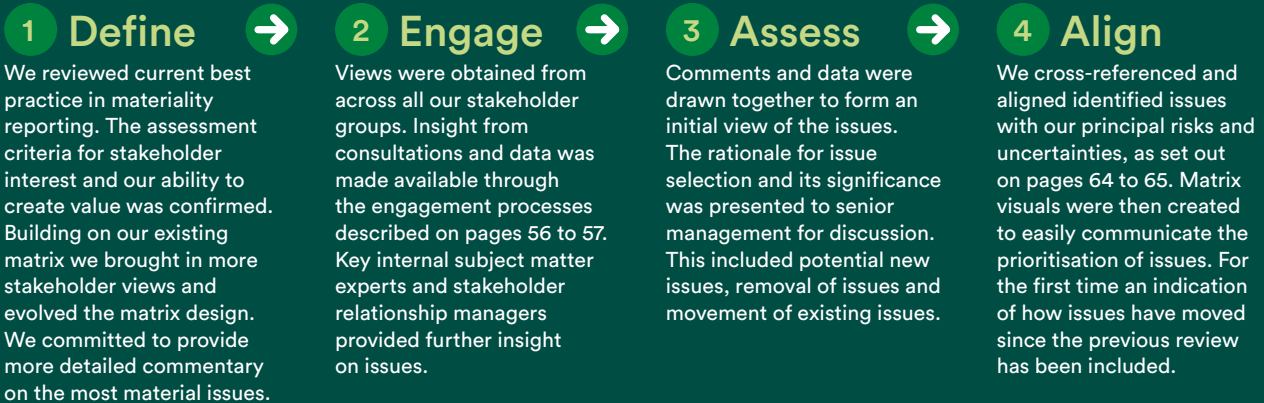
Based on current best practice of reviewing material issues every two years, we will undertake a full materiality assessment in the coming year.

The assessment process identified 28 material issues. More information about the most material issues can be found on the following pages. We describe the issue, provide our response to managing the issue, explain how the issue links to our strategic priorities and how it is included in our plans for the future.

➡ Read more about **how SDGs link to our material issues** on pages 78 to 79

➡ Read more about **how six capitals link to our material issues** on pages 34 to 37

Our materiality assessment process

1 Define ➡
We reviewed current best practice in materiality reporting. The assessment criteria for stakeholder interest and our ability to create value was confirmed. Building on our existing matrix we brought in more stakeholder views and evolved the matrix design. We committed to provide more detailed commentary on the most material issues.

2 Engage ➡
Views were obtained from across all our stakeholder groups. Insight from consultations and data was made available through the engagement processes described on pages 56 to 57. Key internal subject matter experts and stakeholder relationship managers provided further insight on issues.

3 Assess ➡
Comments and data were drawn together to form an initial view of the issues. The rationale for issue selection and its significance was presented to senior management for discussion. This included potential new issues, removal of issues and movement of existing issues.

4 Align
We cross-referenced and aligned identified issues with our principal risks and uncertainties, as set out on pages 64 to 65. Matrix visuals were then created to easily communicate the prioritisation of issues. For the first time an indication of how issues have moved since the previous review has been included.
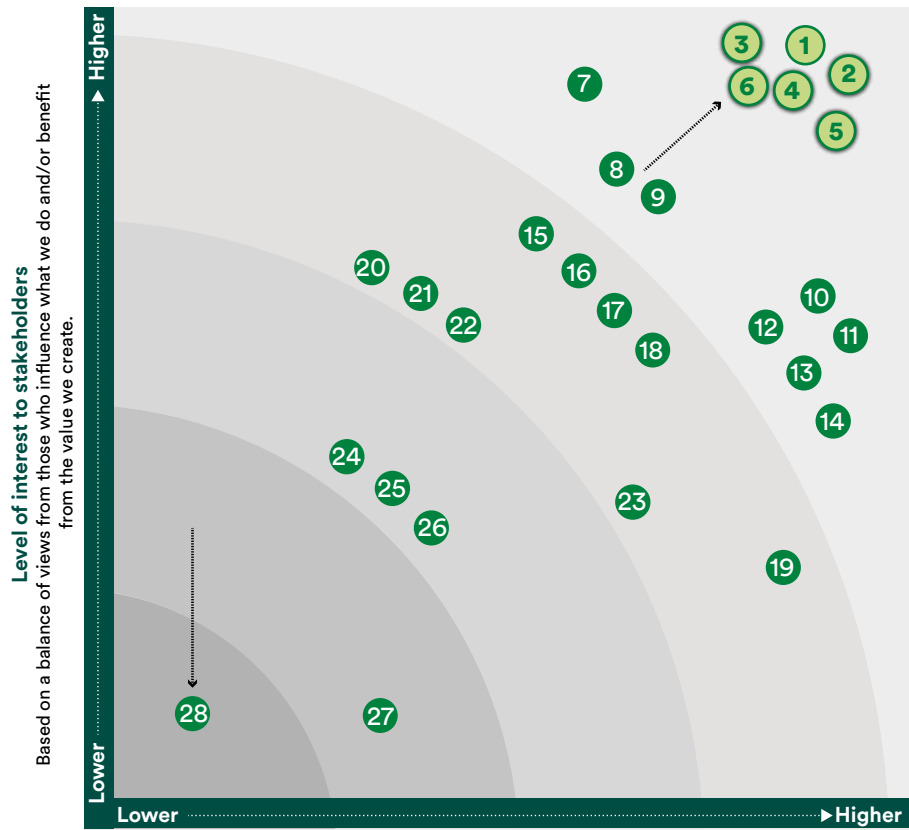
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Materiality matrix

Issues are plotted on the matrix from lower to higher in terms of level of interest to stakeholders and how much it can affect our ability to create value. The most material issues are highlighted in light green.

Independent review

Our 2021/22 approach was reviewed by responsible business consultancy Corporate Citizenship, which commented that "United Utilities has set out the orderly, balanced and comprehensive process by which it has arrived at its refreshed materiality assessment. The detailed coverage of the six most material issues fosters public understanding. It sets out the links to strategic priorities, risks and future actions. It shows how United Utilities recognises the most important issues and acts upon them."

Key:

↗ Movement based on significance

Level of interest to stakeholders
Based on a balance of views from those who influence what we do and/or benefit from the value we create.

▲ Higher

Lower

Lower .... ▶Higher

Effect on our ability to create value
Based on the potential effect on our ability to create value over the short, medium and long term. Value can be created for United Utilities and our stakeholders. Value can be financial and non-financial.

Material Issue		Material Issue	
1	Trust, transparency and legitimacy	15	Health, safety and wellbeing
2	Resilience	16	North West regional economy
3	Customer service and operational performance	17	Land management, access and recreation
4	Climate change	18	Sewage sludge to land
5	Political and regulatory environment	19	Energy management
6	Storm overflows	20	Environmental impacts
7	Affordability and vulnerability	21	Data security
8	Drinking water quality	22	Diverse and skilled workforce
9	Water resources and leakage	23	Responsible supply chain
10	Financial risk management	24	Colleague engagement
11	Corporate governance and business conduct	25	Supporting communities
12	Natural capital and biodiversity	26	Competitive markets
13	Innovation	27	Human rights
14	Cyber security	28	COVID-19

Our external environment

Material issues, key trends, and risks and opportunities

Key ESG trends identified in our external environment feed into our materiality assessment. They are assessed on stakeholder interest and their impact on our ability to create value. Our materiality assessment identifies broad issues, and then it is through our risk management that we identify, monitor and assess the specific risks and opportunities that we face, their likelihood and impact, and ensure we have adequate controls and processes in place to mitigate risks and act on opportunities.

The following examples demonstrate how key trends, material issues, and risks and opportunities are all interconnected.

Climate change

Key trends: Climate change will affect the natural environment, with adaptation needed to cope with more frequent periods of extreme weather – and mitigation needed to help minimise the long-term impact on our business and on the world as a whole.

Material issues: Our business is so intrinsically linked to the natural environment that climate change has wide-reaching impacts on several of our material issues, including resilience, sewer flooding and storm overflows, water resources and leakage, and energy management, as well as being a material issue in its own right.

Risks and opportunities: Climate change permeates several of our principal risks, including the top two – water and wastewater service. It is a common causal theme, and three of our top event-based risks are related to climate change – sewer flooding, water sufficiency, and carbon commitments. National water trading presents an opportunity to help with the national strategy for managing drought risk, given the higher rainfall we receive in the North West, and this may create opportunities to increase our water resilience.

Storm overflows

Key trends: Communities are concerned about the impact of storm overflow activations on river health across the country, and we agree that it is time to deliver a step change. Reducing activations of overflows will form a large part of our investment plans for AMP8, and we have already begun accelerating expenditure to make a fast start on this.

Material issues: It is not surprising, given the huge interest this topic has received recently, that sewer flooding and storm overflows is one of our material issues. It feeds into environmental impacts as well, and sentiment shows that it is an area in which the industry needs to renew public trust – the number one material issue.

Risks and opportunities: The requirement to reduce the frequency of storm overflow activations came out of the Environment Act so this was an element of political and regulatory risk. The use of storm overflows plays into wastewater service risk and health safety and environmental risk, as well as the sewer flooding event-based risk. Delivering the required reductions will take significant investment, and therefore this is also connected with supply chain and programme delivery risk, and finance risk. Clearly this new driver of investment creates an opportunity for us to deliver further improvements to river quality in the North West.

Affordability

Key trends: The economic climate and the cost of living crisis it has created has implications on customer affordability. Discussions around a potential national social tariff could help customers across the country access a fair share of affordability support that is not dependent on the willingness and ability of others in their specific region to contribute towards that support.

Material issues: Affordability and vulnerability is one of the top six material issues, and the North West regional economy has clear implications on affordability for customers in our region. The political and regulatory environment will determine appetite for a national social tariff, which could have a positive impact on affordability for vulnerable customers across the whole country.

Risks and opportunities: Customer affordability is part of retail and commercial risk, and the national social tariff decision presents either a risk or an opportunity with respect to affordability support for customers in the North West.

Regulatory developments

Key trends: Preparations for AMP8 and the potential for future market reform are key trends in the regulatory environment.

Material issues: The political and regulatory environment is one of the material issues identified, and the preparations for AMP8 and commitments that will be set within our final determination in 2024 will have implications for customer service and operational performance in coming years. Competitive markets was an outcome of previous market reform for the non-household retail market, and is a potential subject of future reforms.

Risks and opportunities: Political and regulatory risk is one of our top ten principal risks, and legislative and regulatory change is identified as a common causal theme of event-based risks such as the price review 2024 outcome (for AMP8). The Environment Agency's interpretation of Farming Rules for Water is a driver of the event-based risk around recycling of biosolids to agriculture.

Technology and innovation

Key trends: The emergence of artificial intelligence, Systems Thinking capabilities, and the threats to cyber security are key trends in the technological environment.

Material issues: Innovation is identified as one of the material issues, and our ability to capitalise on new technologies and innovations has potential benefits for as customer service and operational performance, and health, safety and wellbeing. However, with greater use of technology comes greater security risk, in terms of both cyber and data security issues.

Risks and opportunities: Technology presents cyber security risks, identified within principal risks and as an event-based risk, as well as resource risk, as we are reliant on skilled staff and must train them in emerging technologies. Innovation is a key source of opportunity, through further development of our Systems Thinking approach, and identification of new and better ways of working. The ability to bid for innovation funding through our regulatory framework also presents an opportunity.

Responding to the most material issues

Understanding and responding to the most material issues affecting our business is key to delivering our purpose. Addressing these issues in our short, medium and long-term planning ensures we are responding to the things that matter most to our business and our stakeholders.

1 Trust, transparency and legitimacy

Being open, honest and transparent is key to building and maintaining trust and legitimacy. As well as reporting openly, this means setting out commitments and delivering on them. Our stakeholders want to know that we are treating colleagues fairly, protecting customer data, and paying our fair amount of tax as part of growing calls for companies to demonstrate how they are contributing to society as a whole and operating in the public interest.

In recent years, the UK water sector has faced challenges to its legitimacy, amplified by the ongoing industry-wide investigations by Ofwat and the Environment Agency into possible unpermitted sewage discharges. Consequently, trust has been eroded and questions raised about the ownership structure of the sector, dividends and links between performance and reward. Ofwat has called for further transparency and disclosure and demonstration of companies' contribution to public value.

Our response

Being open about our purpose and transparent about how we are delivering for all of our stakeholders is key. We aim to maintain high ethical standards of business conduct and corporate governance. We apply best practice against our corporate and regulatory reporting, linking performance to remuneration.

We have open and transparent reporting around all of our equity and debt financing arrangements, do not use offshore financing vehicles, and we have secured the Fair Tax Mark independent certification since 2019.

We maintain a comprehensive set of policies, linked to and including, human rights, modern slavery and whistleblowing.

Cybercrime is a threat we take very seriously through our policies and dedicated data protection team protecting customer information.

We work with suppliers and contractors whose principles, conduct and standards align with our own. Our key suppliers have committed to our United Supply Chain approach. We are a signatory to the Prompt Payment Code, and fully comply with rules on reporting payments to suppliers.

2 Resilience

Resilience is a broad and interconnected topic. A resilient company will embed resilience throughout its operations, financing and corporate systems of governance and control.

Providing essential services to customers requires long-term planning to manage future challenges, such as population growth and climate change, to ensure they are provided effectively to meet increasing expectations.

Long-term financial resilience starts with a robust balance sheet and management of financial risks. Companies have to be aware of their own financial situation and make sure that they understand the financial resilience of others, such as suppliers and former colleagues.

Companies need to have the right people and skills for the modern digital world. Increasingly, stakeholders are interested in the ability of an organisation's governance and assurance processes to help avoid, cope with and recover from disruption and to anticipate trends and variability in all aspects of their business.

Our response

It can take many years and require substantial investment to increase the resilience of existing assets or build new ones, which is why our long-term planning is so important. We have detailed plans in place to anticipate and prepare for future challenges. We build these needs into our business plans for each five-year regulatory period to anticipate the future funding we need to allocate in order to act at the right time.

We have a strong balance sheet, a secure pension position, and take a prudent approach to financial risk management, which delivers long-term resilience to financial shocks. As a public listed company, we consistently adhere to the highest levels of governance, accountability and assurance. We have a robust risk management framework for the identification, assessment and mitigation of risk.

We maintain good relationships with colleagues, and their representatives, and we continually strive to build diversity across our business. We build skills resilience internally through training and development, including digital skills, and award-winning graduate and apprentice schemes.

3 Customer service and operational performance

In an increasingly digitised and instant economy, customers expect more from services than ever before. This includes the water sector, with high expectations for the reliability and responsiveness of services.

Increased appreciation of the environment from stakeholders brings greater focus on the operational performance of companies that rely and impact on the environment.

Ensuring a reliable service in the face of a growing population, changing climate and increasing expectations of service requires integrated long-term thinking and targeted investment to ensure both short and longer-term reliability.

Many of our assets are ageing compared to other utilities. To meet the expectations of customers and regulators, it is critical that we combine modern technology into our networks and management of customer service.

Our response

Delivering our purpose is reliant on good operational and customer performance. Our pollution incident reduction plan and reinvestment of regulatory outperformance has improved our environmental performance.

We have improved customer service provision through both traditional and digital channels, measuring ourselves against key external benchmarks. We have an enhanced social media presence to respond quickly to stakeholders with over one million customers engaging with us digitally. This is alongside making new services available to customers, such as 'Get Water Fit', which is helping customers learn more about their water usage.

Our culture of innovation and Systems Thinking drives us to adapt our assets and the way we operate to use modern technology and the best new ways of working.

We monitor the performance and health of our assets, with the help of sensors across the network, and this allows us to be proactive. For example, by monitoring pressure in the water network we can spot issues and fix them before we get a burst, saving costs and sparing customers the impact.

4 Climate change

Greenhouse gas emissions and how they are affecting the earth's climate is important to many stakeholders. There is a growing expectation on companies, across all sectors, to take action to reduce their greenhouse gas emissions and to adapt to the impacts of climate change.

Weather is fundamental to the delivery of water and wastewater services, and so climate change will always be of strategic and operational importance to the water sector and its stakeholders. Already, we are seeing the effects of climate change on the North West's weather, with increasing summer temperatures, wetter winters and more extreme rainfall events. With these trends set to continue, unless we take action there will be increasing impact on the services we provide to the communities we serve.

Companies must plan well into the future to understand what changes are likely to occur, and continually adapt to meet the risks and opportunities this presents.

Our response

Our response to climate change risk involves mitigation (minimising our greenhouse gas emissions) and adaptation (ensuring our services are resilient to a changing climate). Where practical, we generate renewable energy on our sites, for example, through the use of bioresources at wastewater treatment works, helping to reduce our emissions. We have reduced our carbon footprint considerably since 2005/06 and have set ambitious science-based targets as part of our continued efforts to reduce emissions. We have committed to six pledges to help us achieve significant further reductions in emissions and have linked the long-term incentive outcomes for our executives to these.

We have detailed plans, such as the 25-year Water Resources Management Plan and Drainage and Wastewater Management Plan, that set out how we will adapt our services to meet the challenges of climate change with key authorities across the region.

We have reported against the recommendations of the Task Force on Climate-related Financial Disclosures for the past four years to provide transparency of our approach.

5 Political and regulatory environment

The UK Government's current goal is to be the first generation to leave the environment in a better state than we found it. The Environment Act, which became law in 2021, includes commitments to improve water management, and the water sector has a leading role to play to implement its requirements. This will drive significant increases in investment, putting unwelcome upward pressure on customers' bills.

Environmental and quality regulators set stringent consents for water company activities to ensure the environment and water quality are protected. In meeting these obligations, companies need to work hard to maintain compliance. This requires striking a balance with other environmental impacts, such as the use of natural resources and emissions of greenhouse gases. Read more about our regulators on page 27.

Our response

We welcome the Environment Act and the inclusion of aspects relating to storm overflows. Many of our Better Rivers pledges will be delivered by 2025, including investment in wastewater systems, enhanced data monitoring and sharing, greater innovation and more use of nature-based solutions.

The Environment Agency assesses water companies' performance across a basket of measures, and we are one of the best-performing companies over the last six years. Our regulatory framework shapes our interaction with the environment, and we work with our environmental regulators to agree long-term plans.

Alongside this, we need to deliver other core regulatory obligations – such as those set out by Ofwat – and compliance with ever increasing drinking water quality standards. Our Water Quality First programme has improved our performance and reputation with the DWI.

A phased, long-term approach to address the concerns and interests of stakeholders, including environmental regulators, ensures that the necessary work can be delivered, while providing support for those who would otherwise find bills unaffordable, spreading some of the spend over several years.

6 Storm overflows

Storm overflows have been part of the sewerage network for decades. When rainfall exceeds the capacity of our sewers, treatment works and storm tanks, overflows are activated allowing rainwater, mixed with sewage, to enter a separate pipe that flows into a river or the sea. This acts as a pressure relief valve, helping to prevent the flooding of streets, homes and businesses.

There has been increased public, political and regulatory interest in the usage of storm overflows across the country over the past year. Many people have told us they do not like the idea of untreated sewage going into our rivers and seas, no matter how diluted, and we understand and share these concerns.

We are developing plans to deliver a significant reduction in the number of activations of overflows in the North West.

Our response

Last year, we announced our Better Rivers: Better North West plan to take action to improve river health across our region. We have made good progress so far and have delivered a 39 per cent reduction in reported activations since 2020.

We have draft approval from regulators to accelerate around £900 million of investment, with £200 million of this expected to be delivered in the next two years, most of which relates to reducing overflow activations. This means we go further and faster.

The Environment Agency requires all water companies to fit monitors to their storm overflows to capture information on how they are performing. 97 per cent of the North West's storm overflows are now monitored and we will achieve 100 per cent by the end of 2023. We now have a greater understanding of our region's vast 79,000 kilometre wastewater system than at any point in history, providing a rich source of data to assess and inform activity to improve the system.

We are committed to being open about our performance and plans, to keep stakeholders engaged and collaborate on solutions. In 2022, we held our first Environmental AGM and published our Better Rivers report to give an insight into how we are progressing on our commitments.