

Age at Work

Case Study



SUPPORT FOR PEOPLE WITH CARING RESPONSIBILITIES AT DŴR CYMRU WELSH WATER

About Dŵr Cymru Welsh Water

Welsh Water is a 'not-for-profit company', which means we don't have shareholders, and any financial surpluses are reinvested in the business for the benefit of customers. We serve 3 million people with safe, reliable water, and take away waste water to clean. We serve customers in most of Wales, Herefordshire and communities along the English border. We have circa 3,600 employees, 27% are aged over 50 years.

We got involved in the Age at Work programme to raise awareness of the need for and importance of an age-inclusive agenda in the workplace and to ensure as a business we are age inclusive in recruiting and retaining older workers.

What Dŵr Cymru Welsh Water did

We undertook an Age-inclusive Business Review, offered through Age at Work, which highlighted our strengths and some areas to develop further. We produced an action plan with some of the recommendations with the aim of enhancing employee satisfaction and engagement.

We also offered the Age at Work Mid-Career Review webinars to our employees, which provided practical tips on wellbeing and finances. The various employer toolkits offered some good recommendations for supporting employees.

Impacts and Outcomes

One specific action we took was to look at how we support carers in Welsh Water and as a result we started a Carers Network for employees.

We developed the Carers Network as a safe space for colleagues with caring responsibilities, to share experiences and reach out to each other. The Network is sponsored by one of our executive team and meetings are held bi-monthly. These meetings have allowed colleagues to share how they are feeling and identify areas where the business can improve its support.

We partnered with Carers Wales to deliver webinars for colleagues who may be a carer, signposting where they can access support. In addition, we offered webinars to managers who may have colleagues in their team who are carers, providing guidance and tips on how they can support their team members with caring responsibilities.

After the Carers Wales webinars, we had colleagues who came forward and shared blogs on their experience of being a carer, outlining the challenges they face and how they manage these.

For National Inclusion Week 2023, we hosted our first carers' panel, showing the importance of being able to offer support for our colleagues. This is the first time we have held a panel like this, and in collaboration with other water companies. The panel gave great insight into what a carer is and some of the highs and lows. Hearing first-hand from the carers themselves was very powerful for the listeners.

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“IT WAS FANTASTIC TO HAVE OUR FIRST WEBINAR DEDICATED TO CARERS IN THE WORKPLACE. IT ALLOWED US TO OPEN UP THE CONVERSATION ON THE CHALLENGES CARERS MAY FACE AND HOW WE CAN

BETTER SUPPORT THEM. RAISING AWARENESS WILL HELP US BE MORE INFORMED AND MAKE BETTER DECISIONS AS WE MOVE FORWARD.

Stephane Puddy, Talent Partner and Inclusivity Lead Dŵr Cymru Welsh Water