

OUR PLAN



Our business plan sets out how we plan to meet the priorities of our customers, through promises and outcomes. It's not just what we deliver that's important to our purpose though but also the way that we deliver, reflecting our role as part of the local communities we serve.

OUR AMBITION



Our vision: 'Trust beyond water – providing excellent customer experiences.'

It reflects our mission: 'To be a company that our communities trust and are proud of. In doing so, we will deliver excellent experiences and create social and economic value.'

Our purpose drives our long-term ambitions for Bristol Water.
This is reflected in our vision and mission.

OUR FOUNDING PURPOSE AND HISTORY



We were founded in 1846 with a strong social purpose to improve public health and to supply water to all, not just the wealthy. We stay true to these roots today.



OUR PURPOSE

To have a positive impact on society and the environment – building trust beyond water

OUR SOCIAL CONTRACT



Our social contract sets out how we are accountable for the social promises we make as we deliver our purpose. Our social contract will evolve as society does and we learn from experience, so through a set of mechanisms and initiatives we build partnerships and relationships to make it meaningful to our customers and stakeholders.

OUR PEOPLE, OUR VALUES, OUR CULTURE



Throughout our history, the people at Bristol Water have been proud to go the extra mile to deliver for our customers, our communities and for each other. Our purpose is important to the people who work at Bristol Water and is reflected in our values.

A LOCAL APPROACH



We benefit from close connections to our communities which means that we can provide excellent experiences. Working in partnership with those who share our purpose builds trust in us as a company that is part of the community.

OUR PURPOSE

To have a positive impact on society and the environment – building trust beyond water



Examples of some of the areas of social impact which contribute to our purpose:

- Efficient use of resources through education - to minimise environmental harm and to meet the needs of future generations
- Conserving and enhancing our natural environment
- Supporting skills development and employment opportunities
- Addressing water poverty and vulnerability
- Providing free public access to drinking water
- Reducing the use of single use plastics
- Providing recreation facilities to share enjoyment of our lakes
- Sharing our history and heritage through public access to our resources
- Contributing to local and regional strategies for long term environmental and social wellbeing

The initiatives which form part of our social contract will evolve over time and the benefits that they deliver will grow. This is an important philosophy of the contract itself – that our customers, stakeholders and employees have opportunity to shape our approach and to direct where we focus our efforts. To build trust, how we deliver this is just as important as what we deliver, so our social contract forms part of our corporate governance commitments for the long term.