



BRISTOL
WATER

Social Contract 2020/21

Benefit & Transparency Report

December 2020



bristolwater.co.uk



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Foreword



As the Independent Non-Executive Director with specific responsibility for customer and employee matters, I play a lead role in reflecting the views of customers and staff at Board level. This includes ensuring such views are taken into consideration as we develop our social contract and acting as the key liaison point between the Board and the Bristol Water Challenge Panel (BWCP). The BWCP is a group comprising independent water users and representatives from environmental regulators and the Consumer Council for Water who oversee the progress we make on our social contract plans.

In the interests of transparency, we have again taken this opportunity to publish an update on our social contract progress to date, which we have published alongside our Mid-Year Performance Report.

In recent years there has been a shift in perception around the role that private business should play in supporting the wellbeing of local communities. Utility companies, essential service providers to our communities, have been at the heart of this debate and the water industry is leading the way in enshrining a social purpose into its role within society. Never has this been more important as we face the economic, social and environmental challenges (and opportunities) which lie ahead as a result of the global pandemic.

As a Board we recognise that we need to be transparent and accountable for our role in society, and to act with a clear purpose. Our social purpose statement lays the foundation for achieving this aim. Our social contract is the means by which we enshrine this purpose in our daily activities and ensure that Board level decisions take account of wider societal impacts.

When we launched the social contract back in January 2019 (we were the first water company to do so) we knew that we would have to learn on the go. But there has been real progress over the last eighteen months. We have built genuine trust throughout our communities and developed meaningful partnerships with a range of organisations.

Our social contract is an integral part of our future and ensures boardroom and management decisions are made with the views of local communities at their heart. It also means that our customers can input into what we do, track what we do, and hold us to account for what we



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do, and how we deliver it. I am proud of the energy and commitment our employees are devoting to our social contract and delighted to witness the development of the further programme so far.

I hope you enjoy reading about the progress we have made and please do continue to let us know what you think.

Jim McAuliffe

Independent Non-Executive Director





Introduction



A strong social purpose in an organisation is an important part of the planning for the future. It is the key to unlocking the trust of employees and citizens.

The history of Bristol Water is a story about how a safe water supply came to the city of Bristol. It's a story about a social purpose.

We have to look after society, and the wellbeing of the citizens within it, and to be effective this should, as it did in Victorian times, start with the

local issues where people feel they can make a difference, especially for national or global crises.

The main learning point from our first year of having a social contract is the importance of education, culture and values – to employees, current and future citizens.

The social contract reflects the culture of our organisation – it is part of our values and our approach to building relationships with those we come into contact with. The shared connection we are building with others on the priority climate, environmental and wellbeing challenges society faces is resulting in practical steps.

At a time that the role of “purposeful” companies is of national and global debate, I’m proud that Bristol Water can demonstrate through our tangible actions the benefits of doing so.

Iain McGuffog

Director Strategy and Regulation



What you need to know

Our programmes of initiatives target delivery of wider benefits to our communities and the environment.

Working with others helps us to have a greater, more targeted impact and the learning we get from working together helps to build better longterm plans.

Our social contract framework and voluntary sharing mechanism provide governance and accountability for the delivery of wider benefits to society.

Our social contract is unique to the water industry.

We report on progress alongside our regulatory commitments as part of our mid-year and year-end reporting.





Our social purpose

Our purpose is to have a positive impact on the lives of our customers, our communities, our colleagues, and on the environment beyond the delivery of pure and reliable water.

Bristol Water has been providing an essential public water service to the communities within and surrounding the city of Bristol since 1846. As a provider of an essential public service, we recognise the responsibility that we have to society. We feel this responsibility through our culture and our values and we are passionate about making a real difference to our local communities. We have reflected our role in society in our social purpose.

We see a social contract as a framework that will help us to achieve our social purpose. It helps underpin trust of the people who are part of the communities we serve. It also ensures that we are accountable for the commitments that we make to our communities. Our social contract sets out how we will engage employees, customers, and stakeholders in the delivery of our social purpose and how we will reflect their views to the Board. This framework, together with the connected programme of

activities, is supporting the achievement of our social purpose.

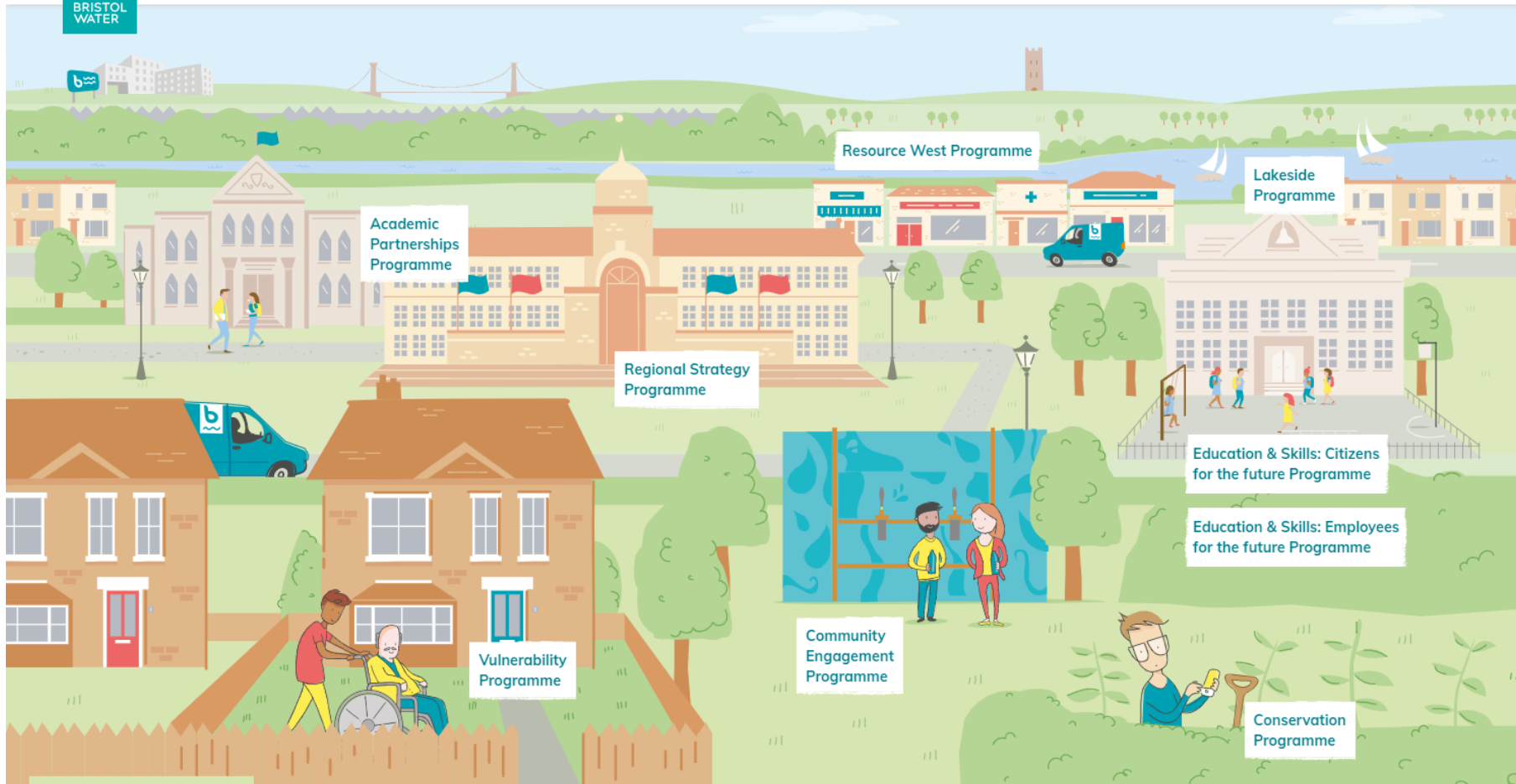
This document complements our mid-year performance report, which captures progress against our performance commitments in the regulatory framework that we operate within. In this report, we reflect on the progress we have made in the ongoing development of our social contract and on the delivery of our social contract initiatives in 2020/21. The global pandemic has had a significant impact on the ability to deliver the original set of initiatives we had planned, so whilst some have been put on hold, we have added some new initiatives into our programme to help to compensate.

As part of this report, we have included an update on progress that contributes to the water sector's Public Interest Commitment objectives on leakage, affordability, net zero carbon, single use plastics and social mobility, which reflect the ambitious national social purpose targets for 2030 that the members of Water UK have committed to.

Separately, we have also produced an interactive performance graphic available for our progress to date.



Bristol Water mid-year social contract





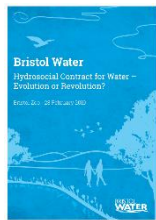
Transparency of reporting



In September 2018 we published our [PR19 business plan](#), which included our plans to voluntarily develop a social contract, with financial incentives proposed from April 2020.



In January 2019 we launched our [Social Contract](#), the first of its kind published by a water company. The social contract sets out how we are accountable for the social promises we make as we deliver our purpose. It is a process, not an event and as such we continue to evolve our approach and report on progress.



February 2019 marked our [social contract launch event](#), where we debated our approach with local and national stakeholders and industry experts.



Social Contract 2019/20
Mid-Year Update
- Interim Transparency Report
December 2019

In December 2019 we published our first [benefits and transparency report](#) on the progress we had made and included the highlights in an infographic on our website, which summarised the progress made for each of our programmes to date.



In May 2020 we published our first ever social contract [forward programme](#). It provided an overview of our social contract approach and detail of the programme of activity which we planned to deliver in 2020/21. This report is an update on the progress we have made on those plans to date.



In July 2020 we published our [Annual Performance Report](#), where we provided updates on how our social contract initiatives were helping us to achieve our some of our regulatory commitments.



We have also published a [guide to our social purpose](#), which sets out our approach and how it delivers our 2020-25 business outcomes. The guide participants involved in our social contract and explains how we're held to account though our "voluntary sharing mechanism".



Aims of our social contract

There are many wellbeing challenges which we face together as an integral part of our local communities. The global pandemic has reinforced the essential nature of our public service for maintaining public health, and our number one priority will always be to ensure that customers have a safe and uninterrupted supply of water. We recognise however, that the way in which we deliver this essential service can contribute to improving the lives of those who live and work within our supply area and our local environment.

Our social contract is a framework which helps us to assess what the key wellbeing challenges are in our communities and then sets specific projects in response, allowing us to measure and be accountable for the delivery of wider community benefits. Our approach entails both long term thinking and working with our stakeholders to identify and respond to local challenges together.

We recognise that to maintain the trust of our customers and stakeholders we need to make sure that our action matches our words. Our voluntary sharing mechanism provides financial consequences to us if we fail to live up to the expectations of our customers and stakeholders. There is therefore a direct link between delivering our social purpose in our communities and our profit. In addition, our social purpose is enshrined within our corporate governance code, making it the duty of our Board to oversee how we achieve this wider company purpose.

Addressing the challenges faced by our local communities in a meaningful and beneficial way is at the heart of our social contract. The aims of the framework are described in further detail overleaf.





SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Delivery of wider societal benefits in a way which contributes to resolving the key issues that society faces

A framework for engaging with our local communities to understand their evolving needs beyond water, to assess how and where we can add social and economic value

A transparent mechanism by which our customers, stakeholders, and employees, influence the decisions we make which affect our local communities

A process which ensures that Board level decisions focus on wider and societal impacts, and benefits of our activities

Fair and transparent policies, communications, and ways of working which help develop customer trust

An approach which promotes innovation in response to societal challenges, and complements both markets, and regulation.

A means of holding us to account to deliver the benefits of a local company, with financial consequences related to the cost to customers if we fail to perform on our social contract.



Voluntary sharing mechanism

Our voluntary sharing mechanism will be triggered if we are not fulfilling the role in our communities which our customers and stakeholders expect of us.

The first of the two triggers for this mechanism is customer satisfaction. This is measured by whether we are one of the top three water companies (that Ofwat regulates) in the national UK Customer Satisfaction Index, measured through a separate business benchmarking survey. If we fail to meet this level of performance, half of the available sharing pot will be re-invested in activities which contribute to our social purpose.

Based on the most recent business benchmarking survey we have for UKCSI in November 2020, our overall customer satisfaction score was 80.6. This places us as the top water company, just ahead of Dwr Cymru with 80.1. We would be second behind Octopus Energy with 80.9 for top utility. Trust and ethics component scores rank similarly highly. This score is equivalent to 33rd on the list of all organisations.

The second trigger for further social contract investment is stakeholder satisfaction. If stakeholder satisfaction in our performance against the initiatives we have agreed to deliver falls below 75%, then half of the available sharing pot will be re-invested in activities which contribute to our social purpose.

Based on the 2020 performance, we are currently achieving 89% stakeholder satisfaction levels, based on our broader impact on the local community. The survey found that stakeholders had great confidence in our core service, such as water quality. On our social initiatives, the most important factor that came out of the survey was that we were enjoyable to work with, although the communication of the work we do was seen as an area to improve. Respondents saw us as innovative and this was becoming a differentiating factor from other utilities.

So we are currently meeting both of the targets we have committed to in measuring customer and stakeholder satisfaction as part of our social contract.



Challenges to the wellbeing of our local communities

To target our work at the challenges which are most important to our communities and in the areas where we are able to have the greatest impact, we need to understand the challenges faced in the places we serve. We also need to keep in touch with how our stakeholders are responding to these challenges, to help us to work together for greatest impact. We do this through dedicating time to building connections with our local stakeholders, and through our support of the Bristol Green Capital Partnership and the Bristol One City Plan. Of course, our supply area extends well beyond Bristol and so we are careful to ensure that we engage with a representative group of stakeholders and are building our links to other local plans as these emerge. Through linking our work to the UN Sustainable Development Goals, we also bridge the gap between local and national/international challenges which we can contribute to resolving.

By way of example of the challenges faced by our local communities and how we are helping to address these, we have summarised below some of the challenges outlined by the [‘State of Bristol’](#) report published by Bristol City Council and the [One City Economic Recovery Plan](#), together with highlights from the Quartet Community Foundation annual [‘Vital Signs’](#) report which address issues faced by the wider region





35 areas of the West of England have a youth unemployment above the national average of 3.6% . 44% of 18-24 year old workers are in casual employment

Our mentoring and education initiatives aim to support teenagers into education or training.

81% of Bristol residents are concerned about the impacts of Climate Change.

Our Conservation, Citizens of the Future and Regional Strategies all aim to address various issues that contribute to climate change.

The number of rough sleepers in Bristol continue to rise. Those in fuel poverty have also increased.

Our Community Engagement and Vulnerability programmes aim to address local issues like these through our water fountains and providing support to those who need it most.

1 in 3 People said the best thing about their local community was the environment and green spaces. 48% of residents volunteer in their local community at least 3 times a year

Our Lakeside Leisure and Conservation programme are about improving green spaces for our local community, and provide volunteering opportunities.

Rates of recycling for household waste have risen by 10% to 46.8% in the last 10 years, but there is still more to do.

Our Resource West initiative aims to work with local stakeholders to increase efficient resource use and increase that figure further.

17% of children live in low income families. 30% of employees were furloughed during Covid-19

Although we have zero water poverty and a range of social tariffs, our vulnerability and education initiatives, together with Resource West, contribute to reducing poverty and improving the prospects of children.



Our social contract in action

We have set out some of the key areas of action for our social contract.

Our customers, stakeholders and employees have consistently told us that education should be our highest priority as this underpins addressing many of the challenges which our communities face – for example, low social mobility, jobs and skills mismatch, inefficient use of resources contributing to climate change and ecological degradation.

Whilst our programme of activities has been impacted in a number of areas by restrictions linked to the coronavirus, we have delivered a range of benefits to our communities

Highlights of our social contract programmes to date include:



Resource West: We are taking a community leadership role for broader issues of resource efficiency and have created partnerships with organisations such as Bristol Waste, Bristol Energy, the University of the West of England and the West of England Combined Authority. It is a three-year project starting with a six-month trial of circa 16,000 properties.



Launch of “The Foundation”: In recognition of the increased demand for online learning resources we have developed a separate website which offers 50 free learning resources, together with information on mentoring opportunities and community learning partnerships



Vulnerability: in response to the pandemic we increased our focus on providing a service to all those vulnerable customers who need our support the most. It has heightened our awareness of vulnerabilities and will continue to shape our work. We have seen an increase of households on our Priority Services Register to over 10,000 households.



The Bristol One City Plan: by working in partnership we have aligned our strategy to One City Carbon, Biodiversity and Economic Recovery & Renewal action plans

We're proud of the achievements we've made in the year so far. We've got a record of delivery and a promise of more.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Our Social contract in action

We are on a journey, we have a proud history of serving the communities around Bristol – our social purpose

- 1 Conservation**
Protecting natural resources through measuring and improving biodiversity
- 2 Health & Wellbeing**
Facilitating the enjoyment of recreational activities such as fishing, sailing, walking, cycling and birdwatching
- 3 Conservation & Community Engagement**
Working collaboratively with community groups to address issues that impact wellbeing
- 4 Community Engagement**
We are part of the communities we serve, with initiatives such as the Bristol Water Bar and Refill Bristol
- 5 Resource West**
Working with local partners to deliver a joined up approach to resource efficiency across different sectors
- 6 Communication**
Combining resources to communicate with current and future citizens to change culture for a more sustainable future
- 7 Vulnerability**
Technology and data will help us to work with local stakeholders to deliver the specific needs of individuals – building a shared connection with the communities we serve together
- 8 Education – employees for the future**
Inspiring the next generation to raise their aspirations to want to work in the water sector, improving social mobility by providing opportunities that build the skills we need as a diverse employer to deliver our social purpose
- 9 Academic Partnerships**
Linking academic research to help us with social challenges, tackling the key issues such as resource efficiency. Innovating through learning and providing opportunities for student projects
- 10 Education – citizens for the future**
Building a shared connection between our people, the organisations we work with and future citizens. Harnessing the concerns of the next generation to change the culture of the current
- 11 Local and regional strategies**
Supporting local and regional plans to address the challenges of society and progress towards a sustainable and carbon-neutral Bristol
- 12 Affordable for all, for the wellbeing of society**
Our social purpose – To have a positive impact on the lives of our customers, our communities, our colleagues, and on the environment, beyond the delivery of pure and reliable water



Benefits Framework Update

The benefits framework provides a means to assess whether we really are helping to address local issues, such as those highlighted by the Quartet Report and Bristol City Council's State of Bristol report.

Are we improving the lives of the students we mentor?

Is the biodiversity increasing in the areas we are working in?

Are we increasing the wellbeing of those who visit our lakeside facilities?

The benefits framework answers these questions by comparatively evaluating the initiatives in our social contract programme. The framework also considers the outcomes alongside their relative importance to us and our stakeholders.

The framework is important to us because it allows us to check-in on whether we are addressing the issues faced by our local community, we can prioritise initiatives based on the value they are delivering.

We have built on the broad categorisation of benefits from our previous benefits and transparency report. We have undertaken reviews with our programme leads to capture the full range of benefits, allowing us to categorise the key outcomes for each initiative against the capitals. This categorisation forms one of ways we measure the benefits and sets out the specific qualitative and quantitative data we need to collect to effectively measure the total value of initiative.

A "capitals" approach helps to consider the wider impacts of the long term planning of our work. We use economic, human, social and environmental capitals to assess impacts.

As well as setting out the benefits underneath the capitals, we have considered further approaches when developing the framework and have taken the decision to use 3 additional methods of evaluating our programme of activities. Each approach acts as a different lens to inform prioritisation and assess the type of benefits we are delivering.

The table below summarises and compares the approaches we have considered. Each approach is informed by different priorities, such as the International nature of the UN Sustainable development goals (SDG's), which we discuss further detail in the next section, compared to the local focus of the Bristol One City plan.

We see both a capitals approach and a Social Return on Investment (SROI) approach of having value. Capitals is useful as a benchmark of our overall contribution and is useful for tracking progress against long term plans as decisions are made and the world around us changes. SROI is useful for us to report on the wider public value of individual initiatives or groups of related initiatives. The SDGs are developing into a common framework (such as in the Bristol One City Plan) that helps different organisations compare their contribution and progress on shared goals.

Later in this report we provide SROI ratios for each of our programmes, this measures the level of benefit relative to the level of cost. So for example, a programme with a 5:1 SROI ratio would have social benefits which exceed the costs by five times.



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Measure of progress	How does it work?	Where are we?	What have we learnt?	What is next?
Capitals	Captures the quantitative and qualitative benefits of all our activities and categorises within the capitals.	The framework has been set out and we have captured the benefits across the programmes.	Need to balance the outputs alongside company, stakeholder, and local priorities.	Calculate the value of each initiative and utilise framework to help prioritise future programmes.
Social Return on Investment	Calculates a ratio of input to output of societal benefits in monetary terms. Tailored to the social contract programme.	We have estimated the ratio for a group of programmes in our pilot year and have reviewed the output.	The ratio can be impactful for reporting but requires simplifying assumptions to be effective.	Update the SROI for the 2020-21 programme once all initiatives have been delivered.
Sustainable Development Goals	Measures international progress against a set of 17 goals, with sub-targets and measures for each goal.	We have mapped our social contract programmes to the sub-goals to test what we are currently doing against what we can do. We have also benchmarked our progress against European water companies. As well as the social contract, our performance commitment outcomes to customers are also mapped to the SDGs.	The priorities at the international level are different to those identified by our stakeholders and employees.	Re-asses our delivery at the end of the programme year. Prioritise against local and company aims.
One City Plan	Set of annual goals which aim to make Bristol a fair, healthy and sustainable city	We have mapped our social contract to the key milestones in the plan.	Our programmes align well with local priorities. Continue dedicated resources required to maintain collaborative working.	One City Plan refresh, Aligning our strategy to One City Carbon, Biodiversity and Economic Recovery & Renewal action plans.



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Using these approaches, we have estimated the benefits across all our programmes. Each programme has a different value depending on the approach, allowing us to test our priorities across each of the perspectives and compare between programmes. We show a summary for key initiatives of how we expect the value to develop over time in Annex 1. We summarise the outputs below.

	Capitals	SROI	SDG	One City Plan	Company Targets
Academic Partnerships		££	2, 4, 5, 10, 11, 16, 17		
Education & Skills – Citizens for future		£££	4, 5, 8, 10, 13, 17		
Education & Skills – Employees for the future		£	4, 5, 8, 10, 13, 17		
Community Engagement		£	6, 7, 11, 12, 17		
Conservation		£	6, 11, 13, 14, 15, 17		
Lakeside Leisure		£££	3, 11, 17		
Regional Strategies		££	6, 7, 9, 11, 12, 14, 17		
Resource West		££	6, 7, 9, 11, 12, 13, 14, 17		
Vulnerability		£££	1, 10, 11, 17		

Symbol Key

- Financial Capital
- Human Capital
- Social Capital
- Environmental Capital
- Social Return on Investment, where more signs indicate a higher return



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Using the benefits framework in our social contract is a step in the process of updating the non-monetised benefits we include in our decision making.

Our longer-term vision for the framework involves two further stages. The second stage will incorporate the benefits framework into our wider investment planning and stage three will develop a fully integrated benefits framework to capture, measure and make decisions around investment planning for future AMPs.

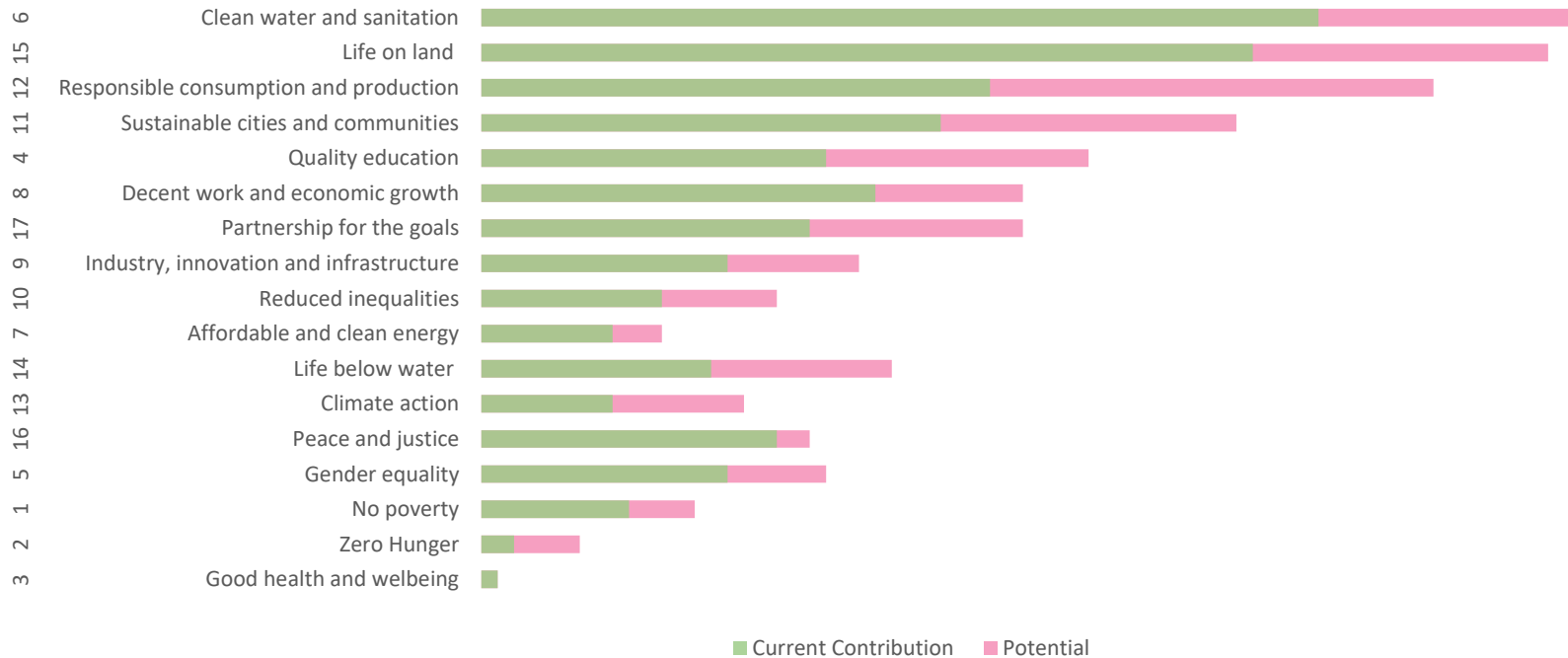




Sustainable Development Goals

The UN Sustainable Development are a collection of 17 global goals designed to be a "blueprint to achieve a better and more sustainable future for all". They cover the global challenges we face, including those related to poverty, inequality, accelerate climate change, environmental degradation, prosperity, and peace and justice. The goals were set in 2015 with a target date of 2030 and form an important international measure of sustainable development.

Last year, we mapped the programmes against the high-level goals. This year, we have reviewed the sub-goals and their associated indicators and mapped the initiatives at this granular level. Mapping the benefits of our programmes against the set indicators allows us to understand how much we are currently contributing to a sub-goal and the potential for us to do more. The mapping below reflects this understanding, illustrating what we have already contributed and what we believe our potential to contribute is.





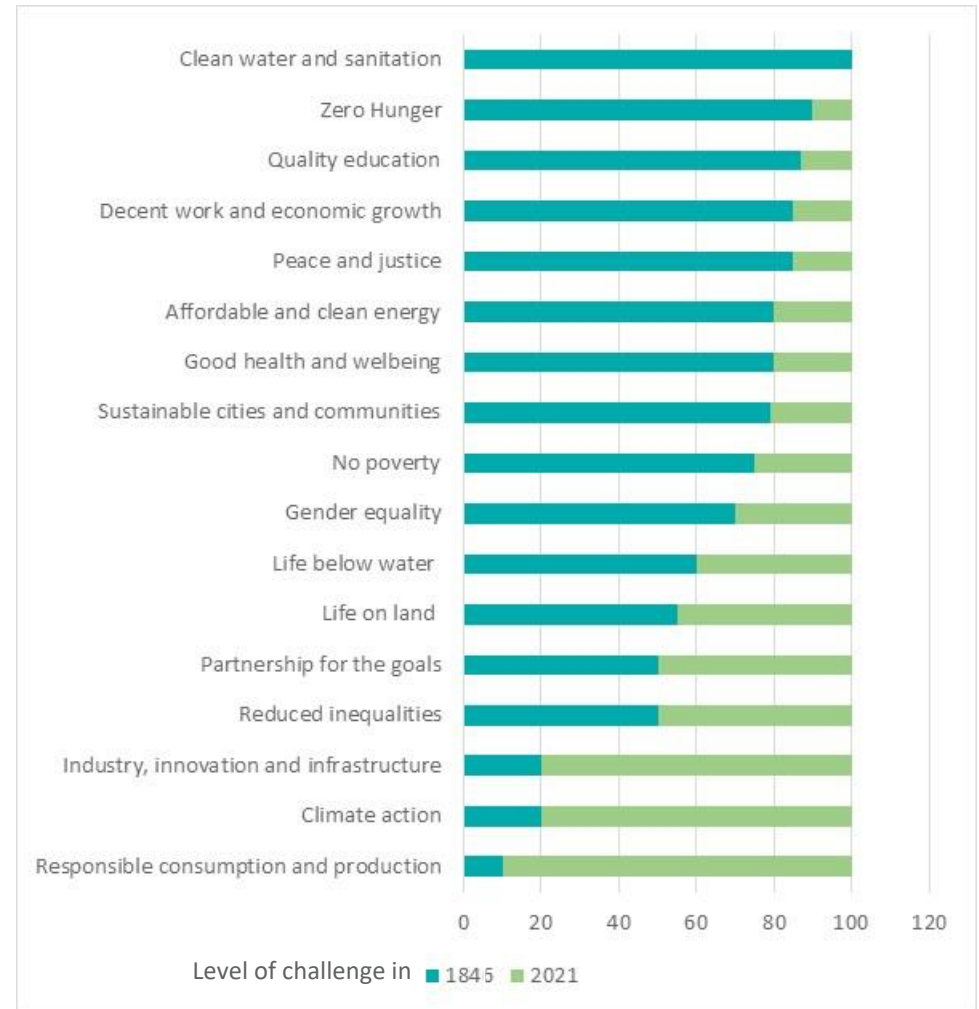
SDGs - Bristol Water at 175

Bristol Water was founded in 1846 and will be 175 years old in 2021. Our founders were passionate about the wellbeing of society and throughout our history that same pride and passion has been felt by the thousands of people who have worked for Bristol Water over 170 years. This is manifested through the culture and the values that we bring in serving our communities. Being small and local helps us to connect with the communities we serve and to provide a personal service which builds and retains the trust of our customers.

Back in 1846, water borne diseases like cholera were growing rife in the city, and the city's poor health affected people's ability to work which led to extreme poverty.

The Bristol Water Works Company (as we were known back then) was formed by a handful of physicians and philanthropists with a big vision, and ambition by the bucketload. Their idea was radical – to bring water from the Mendips, 16km into Bristol through gravity.

Although the challenges change over time, the purpose remains the same. As part of our anniversary, we have compared the challenges in 1846 to those of today using the UNSDGs.





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Through the European Benchmarking Co-operation (EBC), we have also compared our performance at a wider company contribution level to other European water companies. Our performance on certain goals has been benchmarked using select indicators, allowing us to understand how we are contributing relative to others, and identify areas for improvement. Although Bristol Water is small sized relative to most UK water companies, it is a typical (median) sized company in the annual EBC survey

13 CLIMATE ACTION [uCI-EBC-055] Climate adaptation plan Yes (Target Value: Yes)	16 PEACE, JUSTICE AND STRONG INSTITUTIONS [uB-EBC-013] Anti-corruption and anti-bribery policy Yes (Target Value: Yes)
15 LIFE ON LAND [uCI-EBC-064] Area ecologically managed 95.5% (Target Value: N/A)	11 SUSTAINABLE CITIES AND COMMUNITIES [uCI-EBC-054] Resilience plan Yes (Target Value: Yes)

6 CLEAN WATER AND SANITATION [zQ5-003a] Population coverage, direct and via shared taps 100.0% (Target Value: 100%)	10 REDUCED INEQUALITIES [uB-EBC-012] Company policy on promoting an inclusive workforce Yes (Target Value: Yes)
4 QUALITY EDUCATION [uB-EBC-002] Skills- and training strategy for staff Yes (Target Value: Yes)	3 GOOD HEALTH AND WELL-BEING [Q5-018] Quality of supplied water 99.975% (Target Value: 100%)
1 NO POVERTY [zG-EBC-012] Number of disconnections due to non-payments 0 (Target Value: 0)	12 RESPONSIBLE CONSUMPTION AND PRODUCTION [zOp-EBC-004] Residential use of water resources per capita 178 litre per capita per day (Target Value: N/A)

Bristol Water positive indicators in comparison to European counterparts	Bristol Water negative indicators in comparison to European counterparts
1. Zero water poverty	6. Clean water and sanitation - % of mains rehabilitated
3. Quality of water supplied	7. Electricity use for drinking water per property
4. Quality education metrics	12. Residential per capita consumption
8. Decent work – accidents per employee	
12. Efficient use of water resources	
15 – Life on land – Area ecologically managed	



2020/21 Programme Update

An overview

To deliver wider benefits to societal and environmental wellbeing in a structured and transparent way, we have developed a range of initiatives. Each initiative delivers a benefit to communities in partnership with stakeholders. These initiatives have been grouped into eight programmes, reflecting the key partnerships involved.

We have split our education and skills programme into two parts – ‘employees for the future’ and ‘citizens for the future’. These parts reflect the two distinct objectives of the education programme – supporting social mobility and diversity in the workplace and contributing to cultural change for future citizens to help achieve local sustainability goals.

This year we are really proud and excited to have launched ‘Bristol Water the Foundation’ & will soon be launching our exciting new Resource West trial.

COVID-19 has changed the way we live and do business. It has affected every part of society and the economy, locally, nationally and globally. Given the importance of water for public health, we are doing everything we can to maintain the water supply and protect our customers. Unfortunately, this has led to difficult decisions over pausing or even deferring some of our initiatives over the last six months. The pandemic has been tough on many of our partner organisations,

particularly in the voluntary sector. We have been mindful of this and supported others on a case-by-case basis.

Although the pandemic may have changed the way we do things, such as embracing virtual knowledge sharing with our local partnerships, it has not changed who we are. Our purpose continues to be to have a positive impact on the lives of our customers, our communities, our colleagues, and on the environment beyond the delivery of pure and reliable water.



Academic Partnerships Programme

Linking academic research to help us with social challenges, tackling the key issues such as resource efficiency. Innovating through learning and providing opportunities for student projects.

The aim of this programme is to link academic research to business challenges and experience to tackle key issues such as resource efficiency and raw water quality. It also provides opportunities for learning through PhD and MSc projects and other partnerships. By doing so, we will be providing learning opportunities and workplace experience for students, as well as contribute to ongoing research and innovation related to water use and societal wellbeing.

The SROI estimate for this programme is 1:1 to 3:1. This will increase if learning and innovation opportunities expand.

Impact of COVID-19 on the programme

COVID-19 has had a significant impact on this programme. For the student research opportunities, we have had to switch to virtual rather than office-based working and the opportunities to shadow operational teams have become more limited. There has also been limited opportunity for engagement with external stakeholders in first half of year as part of our 'hydrosocial' history events. We anticipate that this situation will improve over the next six months, although this is dependent on future government advice and any future local restrictions.

A message from Michelle Davies, our Head of Strategy, who leads on the Academic Partnerships programme

“Getting involved in ground-breaking research, right on our doorstep, with people in our community is our bread and butter. We are working together with a range of our partners across the region, including our strategic partnership with UWE, to share ideas and research.

By providing shared access to skills, academic research and facilities, we can all help to foster a culture of collaboration and innovation.”



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Initiative	Objective	Progress so far	Benefits
Student Research	Providing research and learning opportunities for university students.	One student internship – A geography student from the University of West of England started his 9-month internship with us in September 2020.	<p>This initiative is all about the sharing of ideas.</p> <p>A high-quality learning opportunity for student, who will gain direct experience within a business environment as well as a professional network. Benefits to Bristol Water through the student's contribution to business objectives. SROI estimate 12:1</p>
SUNEX (sustainable urban food-water-energy NEXus)	Contributing to research and innovation related to water use (supplies of energy, water and food for urban regions) and societal wellbeing.	As part of our participation of SUNEX we have entered into an agreement with Bristol Green Capital Partnership to work together to help deliver the environmental ambitions of the One City Plan.	SUNEX contributes to local food growth initiatives and business engagement in reducing resource use amongst their employees.
'Hydrosocial' history	Preserving and providing access to our heritage and sites, to raise awareness of the value of water.	Internal history and heritage group reinvigorated and developing a plan of action for conserving and sharing our history.	<p>Community engagement with our history – an education and learning opportunity.</p> <p>For Bristol Water, the preservation and communication of our long and fascinating history. It's our 175th birthday in 2021 and we like a celebration.</p>



Education & Skills Programme – Citizens for the future

Building a shared connection between our people, the organisations we work with and our future citizens. Harnessing the concerns of the next generation to change the culture of the current.

The aim of this programme is to inspire a sense of collective responsibility through education on the value of water (and other resources) to develop citizens for the future. By doing so, we will inspire the next generation on the value of water to foster a sense of responsibility and a willingness to act. This will also contribute to harnessing 'pester power' to influence current customers to be resource efficient. Inspiring the next generation to raise their aspirations to want to work in the water sector, improving social mobility by providing opportunities that build the skills we need as a diverse employer to deliver our social purpose

The current SROI for this programme lower than 1:1, which reflects the long-term benefit of this programme and the impact of COVID-19.

Impact of COVID-19 on the programme

COVID-19 has had a mixed impact on our progress in delivering the initiatives for this programme.

For our school resources, the delivery of this initiative was always intended to be via online toolkits, so COVID-19 saw us accelerating this work. On the other hand, our plans for school visits to our lakes has been

put on hold. Public access to our lakes and reservoirs were closed during the first few months of this financial year, although Blagdon Lake is now open to the general public. We have not been able to arrange any school visits, as all schools were closed throughout the summer months and our plans for hosting educational events at Bristol Beacon have likewise been impacted by pandemic.

A message from Simon Bennett, who lead the Citizens for the future initiatives

"It has been a fantastic opportunity to provide a suite of excellent educational booklets which cover the importance of water to us all.

"The feeling that you are making a difference to those having to manage either home or school learning, by providing something very simple and easy for big and little children to do, has really helped me to keep going through these difficult and challenging times.

"The feedback so far and number of downloads has been really positive. The good news is there is still much more to come, so watch this space!"



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Bristol Water the Foundation

We are excited to announce that we have developed **Bristol Water The Foundation**. The site is up and running and will be officially launched in January 2021. This is the education arm of Bristol Water and is made up of two parts:

Learning – great resources for anything water related, whether that’s the water cycle or birds that you can find at our lakeside. This section is mostly aimed at Key Stage 2.

Careers - this section is aimed at those in year 10 up to University age. It provides a summary of all the opportunities we have at Bristol Water for young people, and also shares some great ways to get ahead in your career, write a CV and much more.

On our website we say “The Foundation taps into key environmental issues and water related education. But above all, we stand for developing our future folk right here in the westcountry – whether that be offering a role with us, or even just a bit more understanding on STEM careers or putting together a CV.”

The foundation offers 50 free learning resources, together with information on mentoring opportunities and community learning partnerships.

Where shall we start?



Science

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[Find out more](#) →



Geography

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[Find out more](#) →



History

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[Find out more](#) →



Environment

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[Find out more](#) →

[All resources](#) →

Career opportunities



Youth board

Sixth formers: become our new leadership board and challenge how things are done.

[Find out more](#) →



Work experience

Year 10 students: go on tour to explore Bristol Water for a week!

[Find out more](#) →



Internships

University students: make a splash with an 8-week paid summer internship.

[Find out more](#) →



Mentoring

We mentor schools and students from under-represented backgrounds. Everyone deserves opportunities to grow.

[Find out more](#) →



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
Resources for schools, clubs and other community groups	To provide schools, colleges, community groups, sports clubs and the scouting movement with basic resources to educate and support the citizens for the future in water knowledge, hydration and usage.	<p>We have launched our “Foundation” webpage to improve the way schools and parents can interact with our education toolkits (covering geography, history, science and environment).</p> <p>We have created educational worksheets aimed at key stage 2 schoolchildren and are free to download and share on our website (https://www.bristolwater.co.uk/education-toolkit).</p> <p>We have set up a Key Stage 2 “Kids” Review Panel to review and challenge our toolkits ahead of publication, to ensure the way we describe the value of water is communicated effectively to their peers.</p> <p>All activities are based around the fascinating world of water, science and the environment and will hopefully inspire schoolchildren to love water as much as we do.</p> <p>We have also created short videos using water character such as Prof H2O, Hydro Harry, Eco Ninja and Squidge & Snap. These characters help to and explain the value of water.</p>	<p>The Foundation has over 50 free learning resources available for schools, parents and schoolchildren to download. It is the water industry’s most comprehensive digital learning resource bank and includes our special characters Squidge n Snap, Hydro Harry, eco Ninja and Prof H2O. All the content has been checked and approved by teachers and children (the stuff Simon and I are making)</p> <p>There have been over 6,000 views/ downloads to date of our educational worksheets and videos.</p>



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
		We still have four more educational worksheets that we are working on that we will publish by March 2021.	
Hosting school visits	Hosting visits at Blagdon and at our lakes, inspired by our local's love of the lakes and how we want to get more people interested.	Our plans to 'regenerate' Blagdon have been deferred for this year, which along with school closures because of COVID-19, has prevented us from hosting any visits this year.	We have been encouraging schools to visit our newly launched Foundation webpage and download the resources we have created as part of our 'resources for schools' initiative.
Bristol Music Trust events at Bristol Beacon	To inspire children on the value of water and the environment at the Bristol Beacon Education Centre.	We have committed to sponsor the education centre within the Bristol Beacon – with a five-year programme of sponsorship.	The community will benefit from significant cultural and learning opportunities from the education centre, which is led by the Bristol Music Trust. These opportunities will support our social mobility goals as well as providing Bristol Water with the opportunity to communicate with young people on key issues such as water efficiency.



Education & Skills Programme – Employees for the future

Inspiring the next generation to raise their aspirations to want to work in the water sector, improving social mobility by providing opportunities that build the skills we need as a diverse employer to deliver our social purpose.



The aim of this programme is to help young people, particularly those facing social disadvantage, to reach their potential by developing the knowledge and skills they need to make the transition into the jobs and society of the future.

Our programme includes a range of activities from mentoring programmes for smaller groups of children to providing school career days for much larger groups. Our longer term programme includes plans to provide career routes through work experience and apprenticeships. This is on top of the internship positions that we currently offer as part of our academic partnership programme.

The SROI for this programme is between 3:1 and 8:1.

Impact of COVID-19 on the programme

This programme has been significantly impacted by COVID-19. The safety of our staff and of all the teachers and students at the local schools that we serve has been paramount throughout the pandemic. Unfortunately, COVID-19 has meant that we have had to take the difficult decision to postpone most of the initiatives for 2020/21. Although the Youth Board initiative was likewise postponed, we have been able to transition this into an online activity.

A message from Kenna Boyd, our HR business partner, who leads on who leads the Employees for the future initiatives

“Education is the keystone to our social purpose. It’s education that gives people a love of water, that protects the planet, and builds strong foundations for the future. It’s education that will help develop our future engineers, our future scientists, our future environmentalists.

“Our programme continues to gather pace with more mentoring, internships and work experience planned over the coming months.”



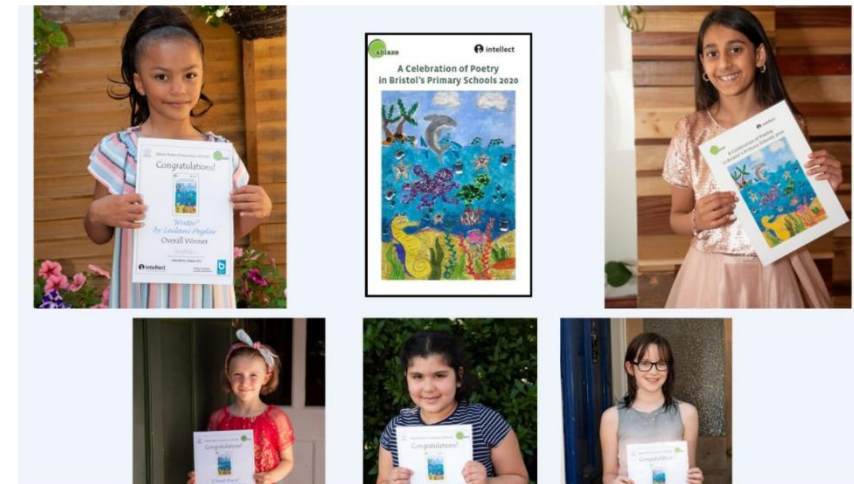
Poetry competition with Ablaze

We teamed up with the charity Ablaze to run a poetry competition for school children across our supply area on the theme of water. Bristol Poet Miles Chambers supported the competition and was one of the judges.

We had an amazing 566 entries to read through and with so many wonderful poems, it was difficult to judge the winners. There were winners and runners up in different age categories, all of whom won a prize. To read these winning poems and to order a copy of the book [click here](#).

We were delighted to be able to support this poetry competition, which not only supported Ablaze in its the mission of tackling inequality of opportunity for young people in the West of England, but also encouraged our future customers to think about the value of water.

Our 'Employees for the future' social contract programme aims to support social mobility and provide skills to young people. As part of this programme we provide mentoring to school groups in partnership with Ablaze.



Overall Winner, "Water" by Leilani Peglar, Year 2, St. Ursula's E-ACT Academy

*My mummy says it's important to drink water every day
So that I can keep healthy and keep illness away.
I know I'm really lucky, the water we have is clean,
Children in Tanzania drink water filled with disease.
Those children aren't so lucky, they get sick and many will die,
I watch the films with mummy and it makes me want to cry.
No clean water to play in and none to wash in too,
Water filled with worms and fleas,
Drinking wee and poo.
I wish that I could help them, to be as lucky as me,
I promise to drink more water, so I can stay healthy*



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
Group mentoring projects	Acting as mentors for individual students and entire classrooms, including for BAME students.	Planning work is still underway due to the impact of COVID-19 on schools, but up to 9 schools are currently signed up to these projects, due to take place from February onwards.	Having signed the Social Mobility Pledge, this initiative will help to promote a level playing field and enrichment experiences for people from disadvantaged backgrounds or circumstances. SROI estimate 5:1.
Internships	Providing summer internship opportunities, with a specific focus on improving workforce diversity.	Planning work is still underway due to the impact of COVID-19.	Having signed the Social Mobility Pledge, this initiative will help to promote a level playing field and enrichment experiences for people from disadvantaged backgrounds or circumstances. SROI estimate 13:1
Work experience	Providing work experience primarily for years 10 students.	Our plans for this initiative have been deferred for this year.	This initiative is all about mentoring and offering employment opportunities for young people. SROI estimate 4:1
Youth Board	To bring the views of young adults into our decision making as well as providing development opportunities and business experience for those involved.	Following postponement of the Youth Board meetings planned for March and April 2020, the Youth Board has now been moved online and will take place during October 2020.	This project allows us to explore the views and expectations of our future customers. This year, 21 students from 10 schools in our supply area have been recruited. SROI estimate 3:1
School visits and career days	To inspire children on the careers available in the water sector.	Planning work is still underway due to the impact of COVID-19 but we are working on careers videos which can then be viewed by schools and school children online.	This initiative is all about offering employment opportunities for young people.



Community Engagement Programme

We are part of the communities we serve, with initiatives such as the Bristol Water Bar and Refill Bristol.

The aim of this programme is to work collaboratively with community groups to address issues that impact the wellbeing of the community. By doing so, we will provide public access to free drinking water, encourage reductions in consumption of single use plastic and provide public access to historic assets, providing education and wellbeing and education on the value of water.

We will also be working to reduce our single-use plastic consumption too and we have already made some big changes.

The SROI on this programme is currently less than 1:1. This reflects the impact of Covid in reducing the benefits that arise from the Water Bar, with the Refill campaign being less influential than in the past.

Impact of COVID-19 on the programme

Throughout the pandemic our staff members have been following the government advice around coronavirus, including frequent handwashing, working in isolation wherever possible and having the appropriate protective equipment, to name a few. This also meant that we took into account the government advice that events that draw in large crowds should not take place, which has meant our plans for both our water fountains and Water Bar initiatives have had to be suspended throughout 2020/21. This continues to be a difficult and

unknown time for everyone. Whilst we were disappointed not to have made further progress in these areas we ultimately took the decision to prioritise our customers' water supply and the safety of our customers and our employees.

A message from Steve Smith, our Receptions Manager, who leads the Community Engagement programme

“COVID-19 has inevitably had a significant impact on the delivery of the initiatives for this programme. Despite this, it is been really encouraging to continue working in partnership with so many local organisations as part of our Together for Good and Refill campaign initiatives.

“Looking to the future, I'm really excited for World Refill Day, which is a public awareness campaign that aims to create a new social norm amongst the UK public for refilling on the go – to save money, keep us hydrated and prevent millions of single-use plastic bottles at source! It was originally scheduled for March 2020 but due to latest government guidelines, the aim is for World Refill Day to be back for 2021, so watch this space!”



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
Water fountains	To fill our supply area with water points for everyone to use for free.	<p>In partnership with Bristol City Council we have installed ten water fountains across the city of Bristol.</p> <p>We are looking at ways we can install more fountains outside of the city once it is safe to do so. This has included investigating potential contactless fountain options.</p>	<p>The eight water fountains installed in Bristol City Centre in 2019 will save Bristolians half a million pounds and prevent 50 miles of plastic bottle waste every year.</p> <p>SROI estimate <1:1</p>
Refill	<p>Continuing to support our flagship Refill campaign through sponsorship of City to Sea (a not-for-profit organisation campaigning to stop plastic pollution at source, by connecting our actions to our oceans).</p> <p>Refill is the UK's leading 'app for tap' – connecting people looking for water with shops, businesses, fountains and transport hubs where they can refill their water for free on-the-go.</p> <p>The campaign focuses on the promotion of clean drinking water, as well as encouraging people to use less plastic and save money at the same time.</p>	<p>Since October the Refill app can be used to find places to refill water bottles and coffee cups, lunchboxes, groceries - and even cleaning products and toiletries!</p>	<p>The success of the campaign will lead to reduced consumption of single use plastic.</p> <p>In 2018 and 2019 the campaign was 'National Refill Day'. Last year the campaign reached an estimated 73 million on social media alone. We are proud of the contributions we make to this campaign.</p> <p>SROI estimate <1:1</p>
Water Bar	To provide free drinking water to keep festival goers hydrated and to reduce plastic bottle use.	The Water Bar has been impacted by COVID-19.	Although no events are running this year, in 2019 we prevented the equivalent of over 59,000 plastic water bottles going to landfill.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
Together for good	To continue funding a monthly competition – a different charity or community scheme wins £500 towards a project that will benefit the community that links to our social purpose.	<p>Springboard Opportunity Group: the charity support children with disabilities from birth to five years old. They plan to buy sensory equipment such as tactical glow spheres and Mark Making Sequin Stripe Boards.</p> <p>Bristol Association for Neighbourhood Daycare: a charity that loans books, sensory equipment and toys to local playgroups, nurseries, youth clubs and schools for free. They are planning to buy even more equipment to loan out.</p> <p>Johns C of E School Keynsham: the money will help build a new school library.</p> <p>Clean and Care: a day care centre for the elderly, respite for carers, and companionship for older people. They are planning on using their prize to buy 'much needed' new activities and entertainment.</p> <p>Golden Hill Community Garden: a community garden project. They plan to buy COVID safe equipment, as well as hot water bottles for indoor activities.</p>	There have been five winners between April to September and 76 organisations have applied since April 2020. SROI estimate <1:1



Conservation Programme



Protecting natural resources through measuring and improving biodiversity.

As a water company, we rely heavily on the environment to provide us with plentiful and good quality tap water. We also own and manage some unique habitats at our operational sites. We recognise that we face an ecological emergency at a global scale. In response, we are developing an ambitious environment programme with our regulators which will protect and improve our local environment.

As part of this programme, we have committed to developing a company-wide biodiversity action plan which will underpin the delivery of habitat improvements. This plan will quantify a baseline conservation value of our land and identify a range of projects which will restore and enhance the natural environment. The improved conservation value of our land will be measured by our new and innovative biodiversity performance commitment.

Our social contract initiatives build on these plans by sharing our approach with others so that it can be amplified beyond our sites. It also includes the work of our employee conservation volunteer group.

This programme aims to complement our plans to protect and enhance natural resources through the proactive management of our sites and through measuring and improving biodiversity. Our social contract initiatives target sharing our approach with others to share our tools and expertise, to help improve biodiversity beyond our sites too. By doing so, we will be strengthening our community assets to become more resilient to different futures.

The SROI for this programme is less than 1:1. This largely reflects the impact of Covid-19 on ecological engagement projects.

Impact of COVID-19 on the programme

The COVID-19 crisis has provided some space to reflect on our impact to the natural environment, and how the natural environment provided essential services to all of us. With regards to this programme it has meant that delivery of initiatives which depend upon close contact and



close-contact training engagement have been restricted. Our Wild Ones, Cheddar 'Bioblitz' and Ash Dieback Workshop initiatives have all therefore been postponed.

Where possible we have looked to provide content and training online and content and data which is collected digitally is still progressing.

A message from Patric Bulmer, our Head of Water Resources and Environment, who leads the our Conservation programme

“Our founders had a strong social purpose that these days we would describe as sustainable development – recognising that the long-term quality of the environment required a focus on the pressures that society and public health were placing on it.

“Today, we recognise that we face an ecological and climate emergency at a global scale. In response, we have agreed an ambitious conservation programme.

“Once the pandemic subsides, we have plans to pick back up and continue with our important face to face engagement. But this will only take place when it is safe to do so. Through the physical engagement of people with the natural environment it is possible to deliver the additional social benefits of community engagement, mental and physical wellbeing and develop a legacy for future environmental protection and enhancement.”



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
Biodiversity Index	Proactively sharing our innovative biodiversity index approach with businesses to expand its impact.	The Biodiversity Index is a Natural Capital tool that we have shared with external stakeholders. This tool has provided stakeholders with a practical method for assessing the value of land.	Mendip AONB, a neighbouring landowner to Blagdon Lake and Bristol Green Capital Partnership have been presented with the Biodiversity Index NCA tool. These stakeholders will be able to use the tool and provide feedback on its functionality.
Wild Ones	A group of Bristol Water staff who volunteer their knowledge and time to help local environmental projects.	Volunteers have been supporting Bristol City Council Parks teams during Lockdown.	Volunteer time given enables the delivery of conservation activities that benefit the natural environment. Volunteers also get back value time engaging in local community activities and outdoor experiences.
Cheddar 'Bioblitz'	Supporting local community groups to come and explore the niche habitats and species around Cheddar Reservoir.	Rescheduled to 2021 in agreement with our stakeholders Somerset Wildlife Trust.	-
Ash Dieback Workshop	Training and development on woodland conservation and identifying the risk of ash trees dropping limbs on staff or members of the public.	Online content provided to BW Staff which provides training on the identification of Ash trees and the Ash Dieback disease.	SROI estimate <1:1
Bats Workshop	Training and development to increase awareness of how bat species are using the habitats around the lakes.	Rescheduled to 2021 due to the close proximity required to deliver workshops and bat walks.	-



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
Ecological Emergency Action Plan	To support Bristol Green Capital Partnership develop an Ecological Emergency Action Plan.	<p>Although this initiative was not included in our forward programme, progress in this area has been achieved following our continued support for the delivery of Bristol City Council's One City Plan as part of our Regional Strategies programme.</p> <p>The One City Ecological Emergency Strategy was published in September 2020.</p>	Content has been contributed to the strategy and this strategy is an important mechanism for discussing the impacts of supply chains and consumption on ecological health. Water efficacy data and the impact of water consumption on regional ecology has been expressed within the strategy.
Community Energy Scheme	To explore the potential for a community Photo Voltaic scheme on our sites.	Although this initiative was not included in our forward programme, we are considering the options for the delivery of this initiative in future years and we will consult with our stakeholders on whether it should be included in our programme for 2021/22.	This initiative could impact our contribution to the PIC objective to achieve net zero carbon emissions for the sector by 2030.
Green Travel	To understand how our employees' personal carbon footprint is influenced by their commute to and from work.	Although this initiative was not included in our forward programme, we are considering the options for the delivery of this initiative in future years and we will consult with our stakeholders on whether it should be included in our programme for 2021/22.	This initiative will impact our contribution to the PIC objective to achieve net zero carbon emissions for the sector by 2030.



Lakeside Leisure Programme



Facilitating the enjoyment of recreational activities such as fishing, sailing, walking, cycling and birdwatching.

The aim of this programme is to promote and facilitate the enjoyment of our sites through recreational activities such as fishing, sailing, walking, cycling and birdwatching. By doing so, we are supporting healthier and happier communities through the use of recreation facilities provided at our recreational sites.

The SROI of this programme is between 4:1 and 12:1. This reflects the increasing value and awareness of our facilities with Covid.

Impact of COVID-19 on the programme

The lakeside team worked with our community partners throughout covid to initially take the unprecedented step of closing down sites and services, and then to restore them in a phased covid secure manner. Our parks and green space areas underwent significant works to set them up for covid secure public access. We liaised with local parish councils and local authorities and we anticipated how even more important these spaces would become to our communities through the pandemic. We also worked to manage the sites through this period of exceptional demand as services were restored in a controlled manner.

Throughout Covid we have been supportive of all our lakeside community tenants, such as restaurants, watersports and angling clubs. This has included providing rent relief during lockdowns and supporting business grant applications.

Outdoor spaces have been more crucial than ever in the wellbeing of our communities and we have seen an influx of visitors in 2020. There appears to have been a shift in visitor demographic that is welcome in that new people are connecting with the environment.

A message from Kirsty Dunford, our Communities and Conservation Officer, who leads on our lakeside initiatives

“Our lakes have a rich history in providing exceptional views and peaceful surroundings. They are a great place to get away from it all. We've worked hard alongside our stakeholders to maintain and improve the facilities provided at each lake, and have several future projects planned to further enhance visitor enjoyment. Our aim is to make our lakes more accessible for everyone.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
Improving lakeside facilities	Improvement projects include enhanced watersport facilities (such as kayaking and canoes) and improved disabled access to our sailing facilities.	<p>Following consultation with our local business partners and site tenants 'Salt and Malt' we replaced ~320sqm of uneven and unsightly paving and to further construct new paths and additional patio areas around the tea-room and amenities hub. The patio works outside the restaurant is a feature that will be enjoyed by many thousands of visitors in the future.</p> <p>Cheddar Watersports is now offering stand up paddle (SUP) boarding, kayaking and canoeing at Cheddar Reservoir, which is a great addition to the sailing and windsurfing activities. The club has invested in 8 stand up paddle boards and 6 sit-on kayaks. Club members have become qualified as instructors and have been actively promoting 60 minute taster sessions and two hour "Ready to Ride" BSUPA paddle board courses. During August and September, 240 SUP sessions and 132 kayak sessions were booked through Cheddar Watersport instructors.</p> <p>Chew Valley Lake Sailing Club now provides facilities for the disabled on both floors of their clubhouse, as well as providing a lift between floors. Chew Lake Association of Disabled Sailors (CLADs) is based at Chew and provides a variety of adapted boats that can get people with disabilities out on the water safely.</p>	<p>Our picnic areas are our main sites for general public access. They are accessible across the social demographic and facilitate the classic 'trip to the lake' with car & bike parking, short walks, close viewing of wildfowl, dining and simple refreshment. The investment helps sustain this amenity into the future.</p> <p>The provision of new watersports allows more people of all ages and abilities to access the water, and experience the lakes from a different perspective. Members gain a sense of community from being part of a club. There are benefits to overall physical and mental health and wellbeing, from being outside and learning a new skill. SROI estimate 5:1.</p>



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
		<p>A new addition to the sailing facilities at Chew has been a trial of model radio-controlled sailing boats. This was a trial agreed as part of the social contract conversations with the club in 2019. The activity has been taken up by around a dozen members, including even racing their model boats in a competition around a small course in front of the clubhouse! The activity is widely accessible across the age and physical ability demographic as the small boats are lightweight controlled remotely from the shore.</p>	
<p>Chew Valley lake recreational trail</p>	<p>Investigating ways to improve walking and cycling provision around Chew Valley Lake.</p>	<p>Planning permission has been granted for the North / Eastern tip of the trail, this will be a four mile off road path, running from Woodford to Hollow Brook. Detailed draft designs have been drawn up by B&NES, and final reports are being gathered to fulfil planning conditions, and ecological studies have been carried out to allow the route to be finalised. A grant funding stream, via the Rural Payments Agency, has been identified. However, there are still some project financial risks and so all parties will have to review whether it is appropriate to proceed later in the calendar year. Should the partnership decide to move to a construction phase the start date for work is anticipated to be spring 2021.</p>	<p>The recreational trail concept is to provide a safe and tranquil route for families to walk and cycle around the lake. This will help to improve peoples' physical and mental health through exercise and time in nature. It will help people to explore their local area and learn more about the environment around them.</p> <p>The route additionally would see the creation of 100s of metres of new hedgerow, increasing biodiversity at this site. A further benefit is that sections where the route is planned are today subject to unmanaged trespass, which can cause undue disturbance to wildlife and pose a safety risk. A managed route would mitigate some of these elements.</p> <p>SROI estimate 13:1</p>



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
Blagdon (Depot) regeneration project	To regenerate the Grade 2* listed building and grounds for community benefit.	Good progress has been made on surveys and capital projects that were necessary to preserve the core fabric of the building and/or elements stated within the project scope. This first phase of the project is a stepping stone the next more aspirational phase, where business options to invest to enable public access in some form can be reviewed. This second phase may provide an opportunity for local stakeholder engagement in option space development and evaluation.	The regeneration project aims to preserve the buildings and other listed heritage features, and further aspires to facilitating a level of public access at this site. This would, for example, support school educational visits and public open days where the community can engage and learn on a range of topics; including the history of water supply, the water cycle, Victorian architecture & engineering, wildlife and habitat conservation and water conservation. The site is also a beautifully landscaped green space.
Fisheries improvements	Working in partnership with Bristol Reservoirs Fly Fishing Association and the Angling Trust to provide opportunities for our communities to get outdoors through the sport of angling.	<p>As lockdown restrictions were lifted it has been a pleasure to see anglers returning to our reservoirs. Throughout the pandemic our positive working relationships with the Angling Trust and Bristol Reservoirs Fly Fishing Association has continued. Sadly our planned free Fun Family Fishing events in 2020 had to be cancelled due to covid guidance regarding gatherings. However, as restrictions eased in late summer we were able to successfully host the Cortland Team Fly fishing championships across both Blagdon and Chew Valley Lake. This helps protect the national loch style fishing competition scene and the event was enjoyed by all the participants. We also hosted two major local BRFFA club fishing competitions.</p> <p>We were pleased to work with the local club committee for our angling tenant Cheddar Angling</p>	<p>The provision of fishing at our lakes provides benefits to mental health and promotes general wellbeing from being able to access the lakes and take part in a hobby that can be shared with other anglers. Improving relationships between different fishing organisations has helped everyone to work together to resolve issues and provide further fishing opportunities to members.</p> <p>SROI estimate 4:1.</p>



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	Objective	Progress so far	Benefits
		Association to lift the suspension of fishing that had been put into place due to covid restrictions. This enabled the club to get back to fishing at Cheddar Clay pits and Cheddar reservoir in a covid secure way. We also worked jointly with local club Knowle Anglers to resolve safety concerns around their jetty access and get Chew Magna Reservoir available for fishing again.	
Lakeside carbon baseline	To provide information and data which supports the calculation of a baseline carbon position for Chew Valley Lake.	Although this initiative was not included in our forward programme, we are considering the options for the delivery of this initiative in future years and we will consult with our stakeholders on whether it should be included in our programme for 2021/22.	This initiative could impact our contribution to the objective to achieve net zero carbon emissions for the sector by 2030.



Regional Strategies Programme

Supporting local and regional plans to address the challenges of society and progress towards a sustainable and carbon neutral Bristol.

The aim of this programme is to support the development of regional strategies through working with local government – for example the West of England Combined Authority, or the Bristol One City Plan. By doing so, we will be contributing to wider plans for creating healthy and sustainable communities. In particular, our regional strategies seek to develop a local and coordinated response to the dual climate and ecological emergencies.

The SROI of this programme is between 2:1 and 6:1.

Impact of COVID-19 on the programme

COVID-19 has had a somewhat mixed impact in terms of our progress for the initiatives for this programme.

Our support for ‘Going for Gold’ Bristol and our Landlord Pledge initiatives have been put on hold. We have taken into account for example the wider economic issues which landlords and tenants will be facing right now as a result of COVID-19 and the limited engagement opportunities this would likely result in.

Key local targets in the One City Plan we are directly contributing to include:

Economy

- 2022 - 25% of employers have formed partnerships to enable improved practical careers advice for young people and provide meaningful work experience and apprenticeships
- 2024 - Encourage all Bristol businesses with 30+ employees to commit to achieving a local expression of the UN Sustainable Development Goals and publish data to support the development of a local SDG plan
- 2026 - Align programmes of businesses with more than 1000 employees, to enable a coordinated volunteering programme that bring the most benefit for the city and for businesses

Environment

- 2020 - Ensure Bristol is accredited as a gold standard in the Sustainable Food City awards and establish a legacy programme
- 2021 - Publish a green infrastructure and access plan, providing data to demonstrate year on year biodiversity net gain across Bristol and link with existing urban plans.
- 2022 - 50% of organisations in Bristol have committed to carbon neutral operations by 2030
- 2025 - Water leakage will have reduced by 15%
- 2026 - Free drinking water readily accessible at all city festivals to reduce single use plastic use
- 2030 - Bristol is a Carbon Neutral and Climate Resilient City



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- 2035 - The city is free from single-use plastic
- 2036 - All new developments achieve the highest standards of design for wildlife, water and wellbeing
- 2037 - A city-wide programme is in place to achieve zero residual household waste by 2050, including measurements of material flow in and out of the city showing consumption and production
- 2037 - There is a significant increase in the number of urban farmers and volume of urban food produced for local markets and communities
- 2039 - Bristol's larger employers use natural capital accounting, calculating flows of natural resources and services in their businesses, and are net positive in their impacts
- 2044 - The abundance of wildlife has doubled compared to 2018 levels
- 2045 - Household water consumption has fallen by 25% on 2018 levels
- 2049 - There has been a sustained increase in public engagement with biodiversity, with conservation volunteering and pro-environmental behaviours widespread

Health & Wellbeing

- 2031 - Everyone has access to affordable fresh food within a 10 minute walk from their home

Homes & Communities

- 2025 - 75% of all residents in Bristol are involved in social action within their communities

- 2026 - People understand the signs of modern-day slavery and know how and where to report this
- 2028 - Property standards in the private rented sector are significantly improved from 2018, following work with landlords and tenants through discretionary licencing

Learning & Skills

- 2021 - Bristol Learning City will launch an all-age strategy for education, learning and skills, with targets mapped against the UN's Sustainable Development Goals, supported by the creation of a Global Goals Education and Visitor Centre in Bristol
- 2026 - Learning City initiatives, delivered by the Race Equality in Education Group, increase the proportion of women, BAME, LGBTQ+ and disabled school leaders and teachers, putting Bristol on course for an education workforce representative of city demographics by 2030
- 2029 - One City partners will support a significant number of Bristol schools to deliver effective and quality Education for Sustainable Development to improve key competencies linked to the future jobs market
- 2032 - 200 Bristol companies will have pledged to provide quality work experience to children in the city who traditionally have less access to such opportunities
- 2036 - Every citizen in Bristol will have the opportunity to learn something new to improve their health and wellbeing



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Meanwhile our support for Bristol’s ‘One City Plan’ and the Bristol Code of Conduct for Street Works and Road Works has evolved as we have continued to offer our expertise via virtual tools.

A message from Alex Smethurst, our Policy Advisor, who leads on our plastics reduction plan

“Our customers, stakeholders and employees consistently tell us that supporting the reduction of single use plastic should be a priority for Bristol Water as part of its social purpose.

“As a local water company, we want to reduce plastic waste here in Bristol. But we also want to lead by example, so I’m delighted to have the opportunity to help change the company from within and to hopefully work with our suppliers to eliminate avoidable single use plastic use in the products and services which they provide to us.”

Initiative	Objective	Progress so far	Benefits
Bristol’s ‘One City Plan’ – including climate and ecological strategies	To support the delivery of Bristol City Council’s One City Plan, through our partnership with local stakeholders, our support for Bristol Green Capital Partnership and our role in the Bristol City Environmental Sustainability Board.	Ongoing active engagement through Environmental Sustainability Board and other direct engagement routes. Supported One City Plan refresh, as well as publication of the Carbon action plan and Ecological Emergency Strategy.	Tying Bristol Water’s approach into the wider ‘One City approach’, as well as actively supporting progress against key city wellbeing challenges such as climate change, ecological loss, and polarised wealth.
Our WECA strategy	To actively contribute to the West of England Combined Authority’s regional strategy and the delivery of regional plans, ensuring water sustainability is embedded into the region’s future.	We are working in partnership to feed into the WECA spatial development strategy, including liaison with key stakeholders in WECA on the potential benefit of water efficiency measures in new developments and regional issues of water scarcity	Tying Bristol Water’s approach into the wider plans of the region, to ensure the region is a greener, a more connected place to live and a more connected place to work.
Bristol Code of Conduct for Street Works and Road Works	To improve communications and co-ordination on road works and street works activities and keep Bristol moving.	This initiative is still in its infancy. We are taking a community leadership role and continuing our active engagement with Bristol City Council	When street works and road works are poorly managed, they can have a detrimental impact on the highway network which may lead to congestion. Through more advanced planning,



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Initiative	Objective	Progress so far	Benefits
			communication, coordination, cooperation, innovation and better site management, congestion can be reduced leading to a more efficient highway network. This requires continued dialogue and investment by Bristol Water, other local utilities and Bristol City Council.
Support 'Going for Gold' Bristol	A bid for the city to be recognised as a Gold Sustainable Food City; a national programme that celebrates and supports communities that are making positive changes to their food system.	Reducing plastic use within head office.	We target reduced environmental impacts of food consumption as part of the overall 'Going for Gold' sustainable food approach. There will also be development and wellbeing opportunities for employees when our programme is re-started.
Landlord Pledge	Contributing to local authority plans to prioritise water efficiency in building regulations and supporting tenants to use water wisely.	Initial brief of work established.	A successful programme will result in reduced resource consumption and reduce resource poverty. This will contribute to Bristol Water's business plan targets as well as providing a community benefit.
Single Use Plastic reduction	To reduce the amount of single use plastic consumed at Bristol Water sites, including our Head Office and operational sites.	Although this initiative was not included in our forward programme, we are considering the options for the delivery of this initiative in future years and we will consult with our stakeholders on whether it should be included in our programme for 2021/22.	This initiative directly impacts our contribution to the water sector objective to prevent the equivalent of 4 billion plastic bottles ending up as waste by 2030. SROI estimate 2:1



Resource West Programme

Working with local partners to deliver a joined-up approach to resource efficiency across different sectors.

The aim of this programme is to work with local partners to deliver a joined-up approach to reducing consumption across different sectors – combining resources and amplifying messages to customers. By doing so, we will be encouraging reductions in public consumption of resources and increased local resilience. Our focus will be on preserving and enhancing natural capital and linking into a circular economy approach.

Impact of COVID-19 on the programme

The delivery of this programme has not been majorly impacted by COVID-19.

A message from Callum Jones, a student from UWE who is interning at Bristol Water as part of his studies

“The Resource West partnerships are innovative, positive and inspiring. From what I’ve seen so far, the local organisations involved all share in the belief that collaborative action can play a fundamental role in delivering the social and environmental benefits that the reduction in consumption of resources and production of waste represents. Next year promises to be an exciting year for the Resource West movement and I am looking forward to the challenges and opportunities that lie ahead.”



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Initiative	Objective	Progress so far	Benefits
Resource West partnerships	Taking lead to build a partnership of local stakeholders which facilitates transformational shifts in consumer behaviour to reduce consumer consumption and waste. In doing so it supports the achievement of local and regional plans through the development of 'Citizens for the Future' whose values and behaviours are consistent with these visions for the future.	This is an innovative programme that is still in its infancy. We are taking a community leadership role for broader issues of resource efficiency and have created partnerships with organisations such as Bristol Water, Bristol Waste, Bristol Energy, the University of the West of England and the West of England Combined Authority.	SROI estimate 3:1



Vulnerability Programme

Technology and data will help us to work with local stakeholders to deliver the specific needs of individuals – building a shared connection with the communities we serve together.

The aim of this programme is to work with local stakeholders to help provide extra support to those customers who need it, building on our existing programme of extra care services and social tariffs and debt advice. Our social contract programme directs our additional work with stakeholders to make sure our services are accessible to those most in need.

The SROI for this programme is from 11:1 to 18:1, reflecting the high value that individual support has to avoiding social harm.

Impact of COVID-19 on the programme

The delivery of the outcome of this programme has not been impacted by COVID-19. The pandemic has however had some effects on the way in which we work with our stakeholders and those customers who are most in need. It has meant that we have moved our promotion of both social tariffs and our Priority Service Register (PSR) to be more digitally focused.

In response to the pandemic we increased our focus on providing a service to all those vulnerable customers who need our support the most. It has heightened our awareness of vulnerabilities and will continue to shape our work.

A message from Sue Clarke, our Head of Customer Services, who leads the vulnerability programme

“A core component of our purpose is to help those most at risk in society when receiving and paying for their critical water service. Many customers find themselves in vulnerable circumstances at some point in their life. In fact it is estimated that one in nine customers struggle to pay their bill and at any point in time over 20% of people have some form of vulnerability, however transient. We are currently working with stakeholders to understand what changes are needed to our customer journey to provide financial help to customers who have seen a sudden loss of income and are not necessarily in debt.

“The impacts of COVID has raised the awareness across society of those most vulnerable, as a result we have seen more customers register for our Priority Services. We’ve changed our approach to promoting the help we have as we can’t do the face to face community events at the moment, instead we’ve used bill messaging, direct letters to customers and used campaigns on social media.

“We recently won the CrimeStoppers CEO’s Corporate Volunteer Award, with the organization stating that we “have a long-term passion for the CrimeStoppers cause and outstanding commitment”.



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Initiative	Objective	Progress so far	Benefits
'Hard to reach' projects	To assist those customers who most need our help to make their bill affordable, trying new ways to reach out to those customers who are struggling to pay their bill or who are vulnerable.	The delivery of this initiative takes place during the later stages of the reporting year.	This initiative increases the sign ups to our social tariffs, however due to delivery being scheduled for the later stages of the year, these benefits are not yet available to report. SROI estimate 56:1
Partnerships with debt charities	To ensure low income customers receive full debt advice and not just help with their water bill.	We have an annual virtual workshop planned, which will take place before the end of March 2021.	This initiative is the main contribution to the sign up of our social tariffs, however these benefits are not yet available to report. It refers to all the Debt Advice Agencies that we partner, they support our most financially vulnerable customers with their debt and register them for our social tariffs if applicable. They also promote our Priority Services. SROI estimate 2:1
PSR 'outreach' events	To reach out to customers in need of help with their bills and PSR.	Promotion has moved from physical events to other channels including digital, via post and in conversation. Sign-ups to the PSR continue to be encouraging.	We have seen an increase of households on our PSR to over 10,000. This is equivalent 2.1% of all the households we serve being registered on our PSR. This has exceeded our ambition of reaching 1.9% by this time. SROI estimate 70:1
Contributing to local data sharing	Data sharing helps us to recognise affordability issues much earlier and it is usually the case that if a customer is struggling to pay their water bill, they will likely have trouble paying other bills, such as their energy bills.	Our partnership with Western Power Distribution has continued throughout COVID-19 and has now become part of our business as usual work. There has been good uptake and we have seen a positive impact on our PSR reach.	This initiative directly relates to improvements in the services we offer to customers on the PSR. By partnering up with other utilities, it means less fuss for the customers and more people are receiving the help they need. SROI estimate 8:1



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Initiative	Objective	Progress so far	Benefits
Partnership with Crimestoppers	To drive awareness of PSR. This helps promote the risk for fraud, across all channels and it is especially targeted at our more vulnerable customers.	The delivery of this initiative has been completed. A leaflet has been produced and the PSR has been updated with Crimestoppers information.	We have seen an increase of households on our Priority Services register to over 10,000. We also won an award for our contribution. SROI estimate 5:1



Public Interest Commitment

The water industry Public Interest Commitment (PIC) was published on 25 April 2019, setting out challenging goals and commitments for the sector in England as a whole, with companies contributing appropriately according to their specific circumstances.

The PIC provides a national framework for collaboration to deliver five key objectives by 2030:

Triple the rate of sector-wide leakage reduction by 2030

Make bills affordable as a minimum for all households with water and sewerage bills more than 5% of their disposable income by 2030 and develop a strategy to end water poverty.

Achieve net zero carbon emissions for the sector by 2030

Prevent the equivalent of 4 billion plastic bottles ending up as waste by 2030

Be the first sector to achieve 100% commitment to the Social Mobility Pledge

Our social contract initiatives directly complement these objectives. We focus our efforts to contribute to these objectives now, even though the targets for completion for four of the objectives are set for 2030. Examples of some of the ways we are contributing to the delivery of these sector-wide key objectives include:



The water fountains installed in Bristol City Centre in 2019 will save Bristolians half a million pounds and prevent 50 miles of plastic bottle waste every year.



We signed the Social Mobility Pledge in 2019. It is a campaign to improve social mobility in the UK, to which Bristol Water is a proud supporter.



We have made contributions to Bristol City Council's One City Plan. Water efficacy data and the impact of water consumption on regional ecology has been expressed within the strategy. Aligning the city's strategy with our own will impact our contribution to the PIC objective to achieve net zero carbon emissions for the sector by 2030.



On affordability and water poverty, our 'hard to reach' projects initiative is aimed at increasing household sign ups to our social tariffs. Our 'partnerships with debt charities' initiative is also the main contribution to the sign up of our social tariffs.



We are pleased that compared to other companies in the industry, we already deliver industry leading levels of service on leakage reduction. We are committed to reducing leakage by at least a further 21.2% by 2024/25.

Our latest leakage and water poverty plans are explored further in our Mid-Year Performance Report 2020/21, which can be found online at <https://www.bristolwater.co.uk/about-us/our-performance/>.

How to find out more and get involved

We'd love to hear what you think! You can join the conversation at:

<https://www.bristolwater.co.uk/about-us/social-contract/>

By using #hydrosocialcontract on Twitter and Instagram

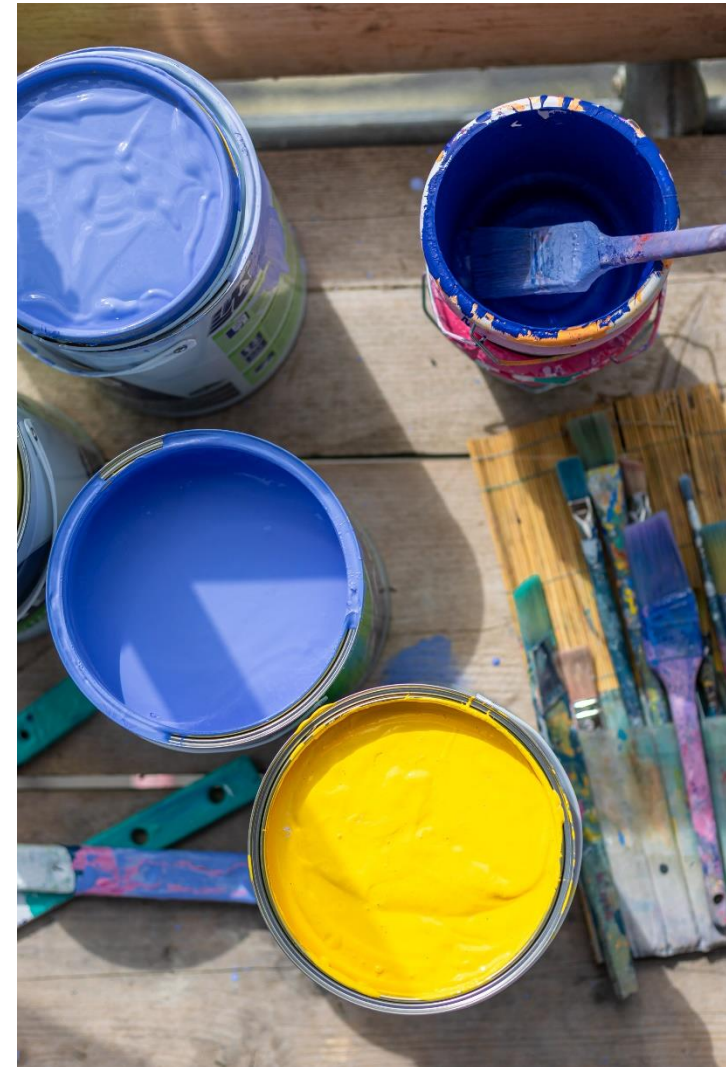
By emailing us at StrategyAndRegulation@bristolwater.co.uk

Annex 1: Social Return on Investment calculations

In our 2019-20 Benefits and Transparency report we calculated the projected SROI for some of our initiatives to demonstrate their value in the longer-run.

In this section, we have revisited these valuations and re-estimated their SROI on the delivery in the pilot year and the expected outcomes for this year. We have also included a new initiative in our calculations for this, the Educational Resources as part of our Citizens of the Future programme. Some of our initiatives have increased their social value, such as our Hard to Reach projects which have been much needed during the COVID-19 pandemic. Others, such as our Water Bar, have been impacted by the restrictions on events this year, but we still project the cumulative benefit will be positive in the long-run.

As well as calculating the projected return for some of the initiatives, we have estimated the SROI for the entire social contract programme for this year. The figures we present are based on three scenarios, full realisation of the top benefit, a medium scenario based on 50% realisation and a low scenario of 30% realisation.





SROI for 2020-21

For 2020-21 we have calculated the Social Return on Investment for each programme of initiatives. This calculation is based on the materialisation of the top benefit for each initiative and the cost.

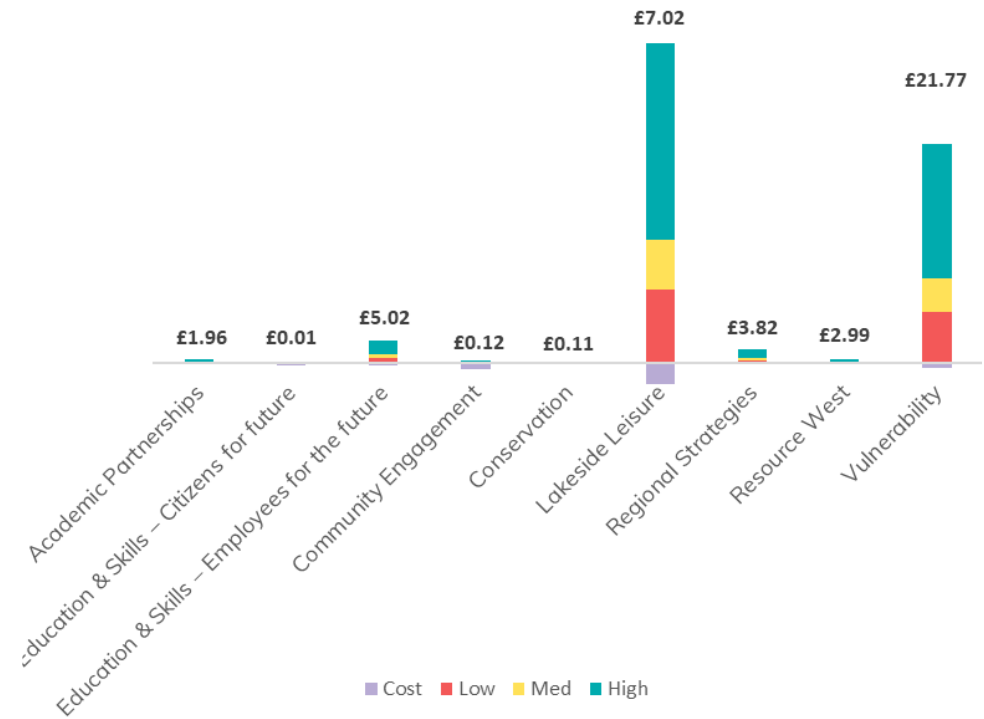
The graph opposite illustrates the low, medium, and high scenarios, along with the average social return across each scenario. Each scenario represents the additional benefit when compared to the previous scenario.

The SROI is calculated based on both the direct cost incurred and the time cost. The benefit calculation is based on the top benefit for each initiative only, this simplifies the calculation but offers a good estimation of what we expect the social value to be. The calculation assumes that the projected programme input remains the same, despite lower outputs due to covid-19.

Lakeside Leisure and Vulnerability provide the largest expected benefit, at £7.02 and £21.77 respectively. This is in part due to the impact of COVID-19. Our customers have particularly benefitted from our outdoor spaces and the additional support offered through the Vulnerability programme when compared to the other programmes.

Overall, the total expected social return across all our programmes ranges between £11.30 and £3.40.

2020-21 Social Return on Investment





Projected SROI

In our 2019-20 Benefits and Transparency Report, we published the expected SROI and cumulative benefit over the longer-term for a selection of initiatives.

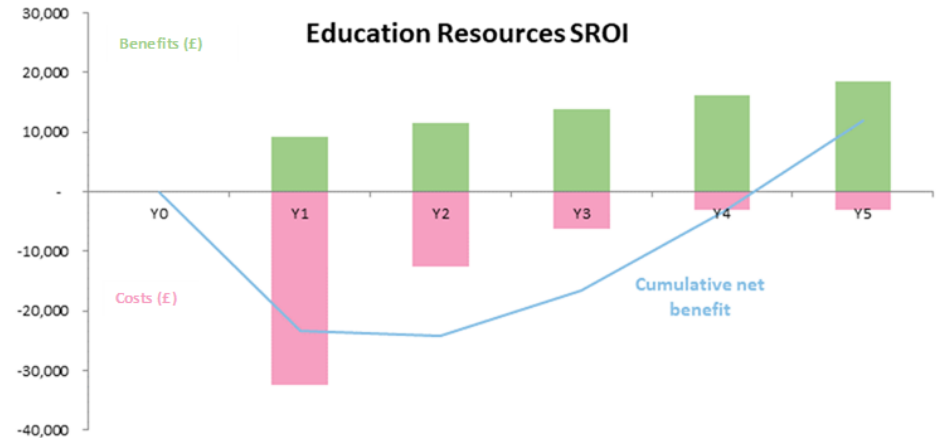
The initiatives have been updated to reflect the delivery in 2019-20 and 2020-21. A few of initiatives have been impacted by COVID-19, but as the projections show, we still envision a positive benefit in the long-run.

Education & Skills – Citizens for the Future

As a new addition for the 2020-21 programme, we have created a range of educational resources to be used by school-age children. The resources encourage children to think about ways they can save water and educate them on the value of natural resources to society and environment.

We have projected the SROI for this initiative using the same methodology as last year. The graph below demonstrates the value of the educational resources over time.

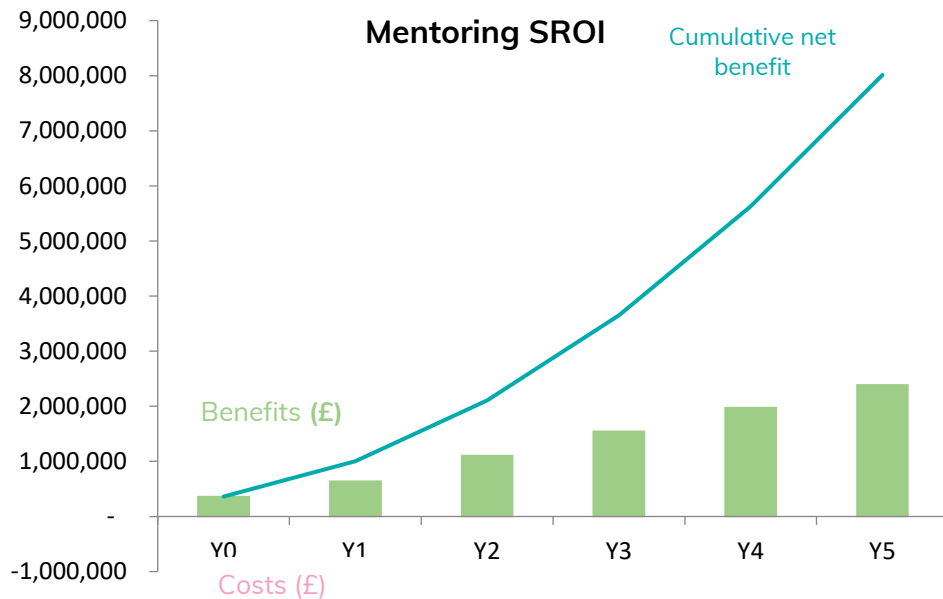
The initial outlay of cost is incurred in the current year, Year 1. The on-going costs are staff time involved in promoting the resources within schools and community groups. Over time, the benefits accumulate and generate a positive return over time.





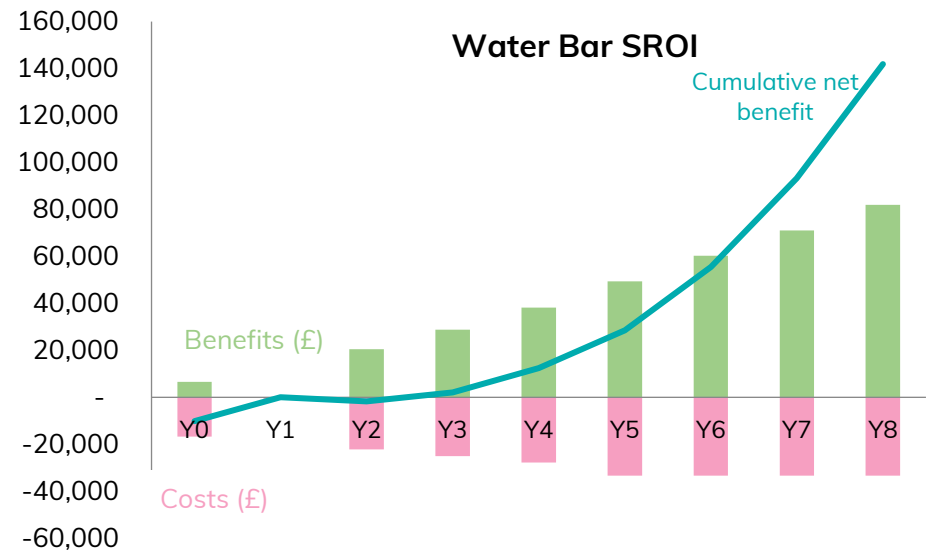
Education & Skills Employees for the Future

Our Mentoring schemes are currently expected to continue as planned in the second half of this reporting year. As a result, we expected the projected return to be stable when compared to the pilot reporting year.



Community Engagement

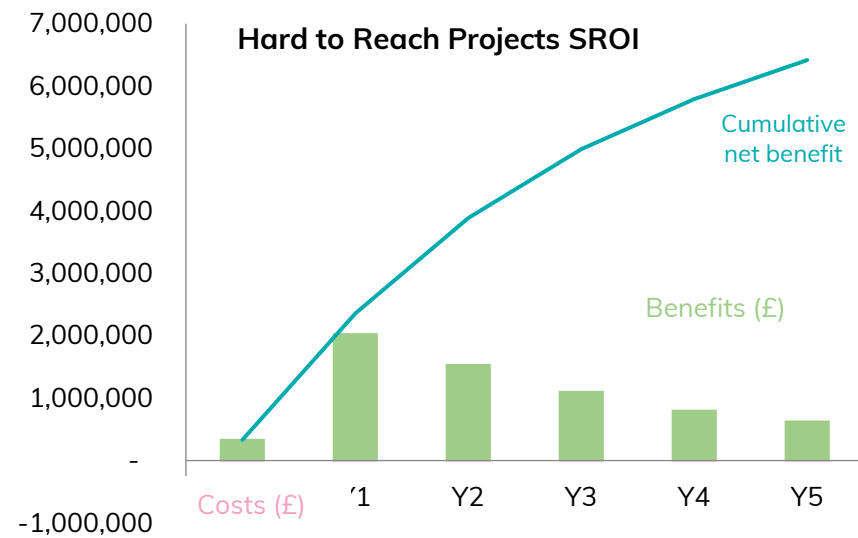
For 2020-21 we have been unable to take our Water Bar on the road. However, this hasn't impacted the positive value the initiative will deliver in the longer-term. Having updated the projected value, as seen below, the cumulative benefit of the Water Bar is positive beyond Year 3.





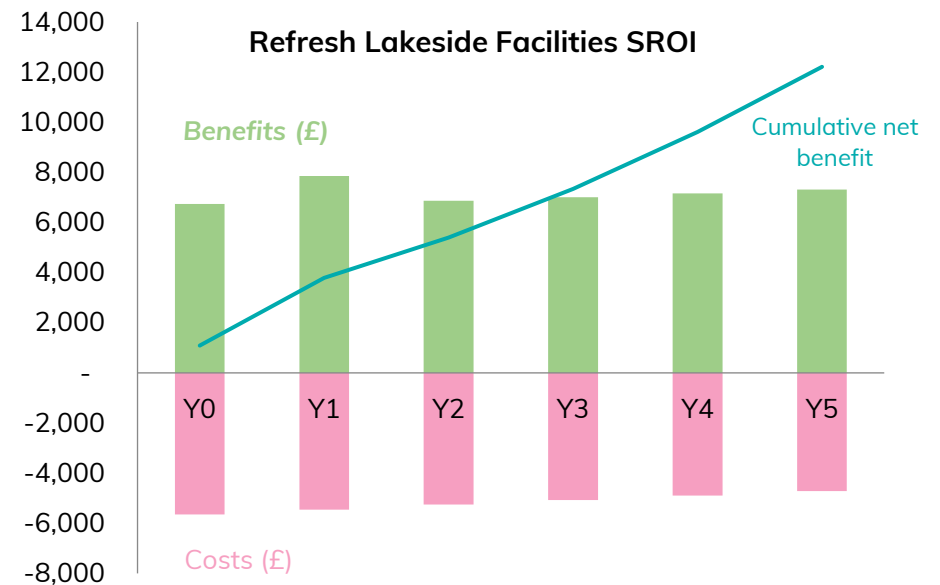
Vulnerability

Our Hard to Reach projects within the Vulnerability Programme have had a significant boost in projected benefits this year. This is due to the additional strain COVID-19 has had on our customers and the support we have been able to offer being particularly beneficial to those most in need.



Lakeside Leisure

The benefit of outdoor spaces has never been more needed than this year. Our Lakeside Programme has provided increasing benefits this year to our local community who have been able to access our outdoor spaces in uncertain times. This increase is reflected in the graph below.





Resource West

Resource West continues to be a longer-term strategic project. We have revised the costs for the initiative when compared to the Pilot Year. As a result, the cumulative benefit of the programme has increased.

