



BRISTOL
WATER

Social Contract 2021/22

Benefit & Transparency Report

December 2021

bristolwater.co.uk





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BRISTOL
WATER

Our Social contract in action

Our social purpose is to have a positive impact on our customers, our communities, our colleagues and the environment

1 Conservation & Community Engagement
Working collaboratively with community groups to address issues that impact wellbeing.

Highlight: HRH The Duke of Gloucester planting the first of our 1,200 trees as part of the Queen's Green Canopy.



2 Community Engagement
Supporting and engaging with our communities with initiatives such as our water fountains and water bar.

Highlight: Supporting a different community group every month with our Together For Good initiative.

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

Highlight: Planning our local community trial - the first of it's kind ever.

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

Highlight: Working with our partners on our new trail around Chew Valley Lake.

7 Education – citizens for the future
Building a shared connection between our people, the organisations we work with and young people. Bringing mindfulness to water consumption.

Highlight: Continuing to build 'Bristol Water the Foundation' including our 'decorate your butt' competition.

5 Vulnerability
Using technology and data to respond to the specific needs of individuals – building a shared connection with the communities we serve together.

Highlight: Finding new ways to reach our vulnerable customers in response to the pandemic.

6 Education – employees for the future
Inspiring the next generation to work in the water sector, building skills, improving social mobility and becoming a diverse organisation.

Highlight: Getting our mentoring programme restarted once it was safe to return to schools.

8 Local and regional strategies
Supporting local and regional plans to progress towards an equitable, biodiverse and carbon-neutral region.

Highlight: Publishing our carbon net zero strategy in response to the One City Climate Strategy.



9 Academic Partnerships
Working with our academic partners to find innovative ways to respond to social challenges, tackling key issues such as resource efficiency.

Highlight: Working with eight students from UWE on a range of different projects.

Overview of our social contract approach



Delivering public value

Our programmes of initiatives deliver a range of benefits to our communities and the environment.



Reporting transparently on impact

We report on progress, learnings and impact in our annual benefit and transparency report.



Working in partnership

Working with others enables us to amplify our positive impact on communities. The learning we get from working together helps us to plan better for the future.



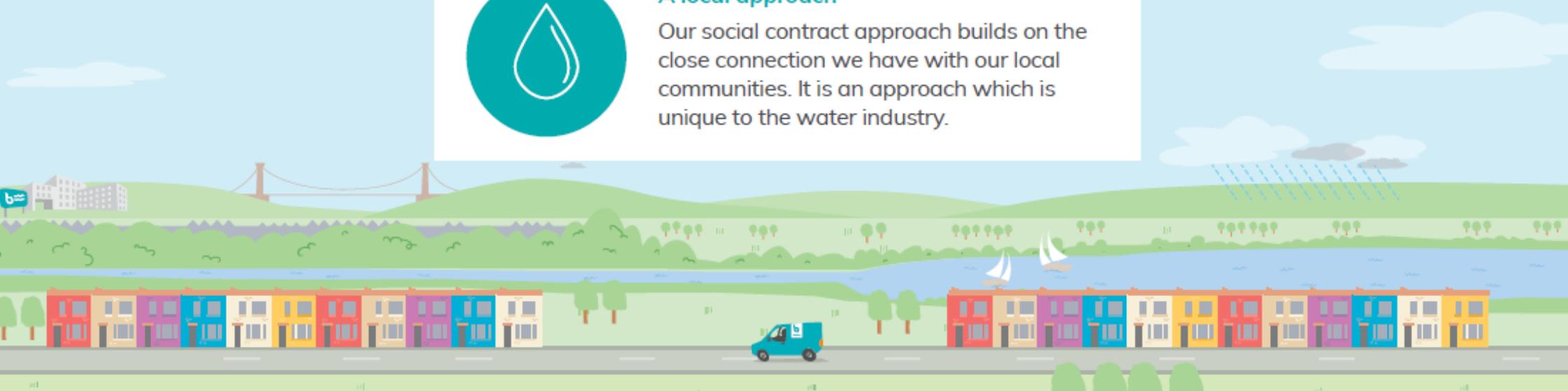
Being held to account

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



A local approach

Our social contract approach builds on the close connection we have with our local communities. It is an approach which is unique to the water industry.





Foreword



As the COVID-19 pandemic continues to have a profound impact on our communities, Bristol Water's social contract has become more important than ever. This public value framework, which continues to grow and adapt, is helping Bristol Water achieve maximum positive impact through the way in which it delivers its essential service.

Bristol Water has led the shift in perception of the role which utility companies should play in society. The importance of this role has been highlighted by the pandemic, with utility personnel recognised as key workers and celebrated for their dedication and endurance to maintain

reliable supplies, overcoming the many challenges brought by this world changing event. Bristol Water continues to go beyond our core role, with the focus on our social purpose today just as strong as when the company was founded 175 years ago.

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 helps to ensure that Board decisions take account of wider societal impacts. In this capacity I act as the key liaison point between the Board and the Bristol Water Challenge Panel - 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, Bristol Water has again taken this opportunity to publish an update on our social contract progress, which has been published alongside the Mid-Year Performance Report. I am pleased that the company continues to use its social contract to develop partnerships which support vulnerable members of society and also to develop education, learning and career opportunities for young people at a time when these have been severely impacted by the pandemic.

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

Jim McAuliffe

Independent Non-Executive Director



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT





Introduction



During 2021 we have been celebrating Bristol Water's 175th Birthday, including the publication of a [social history](#) of Bristol Water.

Going back through this history of Bristol Water reminded us that a strong social purpose drove our founders to deliver a safe water supply to all citizens in the city of Bristol. It was driven by a public health crisis at the time from a cholera epidemic.

We all have a duty look after society, and the wellbeing of the citizens within it. To be effective we should, as it was in Victorian times, start with the local issues where people feel they can make a difference. The challenges to wellbeing today of the climate and ecological emergencies are pressing, and whilst we have a safe water supply, Bristol Water wants to play a key part in going beyond this basic necessity.

It is two years since we were the first utility to develop a social contract. It continues to focus on our contribution to the climate and ecological emergencies, and the need to work with others to support the communities we serve to adapt. It is a long-term approach which emphasises the importance of education, culture and values – to employees, current and future citizens.

We continue to learn from our initiatives and to report on our learnings. We hope that this encourages more organisations to get in touch, share their ideas, and through mutual focus on society, improve our understanding. As we prepare for the water sector's planning process for 2025-2030, there is an opportunity to align our plans with others outside the water sector to make the most effective and efficient use of our time and resources.

Iain McGuffog

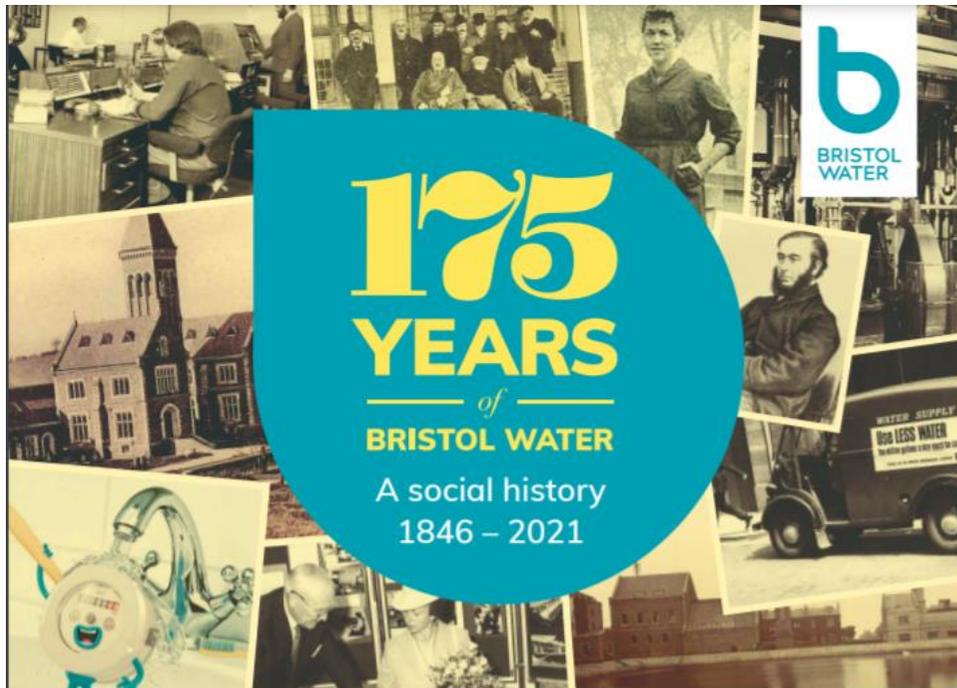
Director Strategy and Regulation



Bristol Water's 175th birthday

Bristol Water was established in 1846, so this year is Bristol Water's 175th birthday, or as Peaches Golding, the Lord Lieutenant for Bristol and the Chair of the Bristol Water Challenge Panel would say – our demi-semi-sept-centennial!

As part of our birthday celebrations we have published a [social history](#) of Bristol Water. This is an interesting collection of historical facts and photographs from the past 175 years.



We were also delighted to host a visit from HRH the Duke of Gloucester in recognition of our big birthday, who visited us to learn about our history, thank our staff for their local community service during COVID-19, open our new staff water saving vegetable allotment, and to plant the first of 1,200 trees as our contribution to the Queen's Green Canopy.





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; this year marks our 175th birthday!

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 2021/22. The global pandemic has continued to have 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.

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.

Our priority through our social contract is to **build trust** so that a range of organisations working together can deliver a shared social purpose – the wellbeing of society. Meeting future challenges requires a more local response from water companies because of their unique and often overlooked role in people's lives.

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** (see page 12) 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 any profit we make as a water company. 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.





The seven aims of our social contract

- 1 Delivery of wider societal benefits in a way which contributes to resolving the key issues that society faces
- 2 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
- 3 A transparent mechanism by which our customers, stakeholders, and employees, influence the decisions we make which affect our local communities
- 4 A process which ensures that Board level decisions focus on wider and societal impacts, and benefits of our activities
- 5 Fair and transparent policies, communications, and ways of working which help develop customer trust
- 6 An approach which promotes innovation in response to societal challenges, and complements both markets, and regulation.
- 7 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.



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

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 2021, our overall customer satisfaction score was 78.5. This places us as the second water company, just behind Dwr Cymru with 79.5. We would be the fifth placed utility overall. We also featured in the UKCSI July 2021 national survey with a score of 77.2, which was the third placed water company. This survey has a lower sample size and so the November survey qualifies, although both meet our social contract voluntary commitment.

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.

In our March 2021 stakeholder survey, we achieved 88.2% stakeholder satisfaction levels for the role that we play in our local community. The survey found that the majority of our stakeholders (82.3%) either strongly agreed or agreed that our social contract programme delivers our social purpose and best targets our resources and expertise to meet the needs of our local communities. Over three in four stakeholders (76.5%) either strongly agreed or agreed that we had prioritised the right balance of activities within our programmes. We were however disappointed with the relatively low percentage of our stakeholders who completed our survey and we have agreed an improvement plan to seek to address this issue ahead of our next survey in March 2022.



Addressing the key 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 overleaf** some of the challenges outlined by the [‘Quality of Life’](#) survey report published by Bristol City Council and the [‘Population of Bristol’](#) report, together with highlights from the Quartet Community Foundation annual [‘Vital Signs’](#) report which address issues faced by the wider region. We have also considered some of the themes with the [Youth Board](#) that we convened as part of our social contract process.





SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Community wellbeing challenge

The 10% most deprived areas, Black / Black British groups and the Disabled have statistically worse quality of life metrics. Apart from transport and housing, local community initiatives and facilities is a key change needed for these groups

86% of citizens are worried about climate change, but only 66% have reduced their household waste and 51% energy usage, both of which have reduced since the previous survey.

From April 2020 to September 2020, food banks across the West of England saw an 85% increase in food parcels provided on the previous year

In the Bath & North East Somerset area, nearly a third of people prioritised more wild and natural spaces. 60% of Bristol residents visit a park or open space each week (up 7% on 2019).

The Youth Board perceptions of Bristol Water are broadly positive, but there is less understanding of the importance to us of technology and our link to the environment and sustainability

The Youth Board recognised the stress that had been caused by Covid disruption to education. It was importance to them that trusted companies seized the equality, inclusivity and diversity agenda and took action on the environment that went wider than their sector or product

Our social contract response



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



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



We have promoted our vulnerability support services through food banks as part of getting the message across about the support we provide when people need us most



Our Lakeside Leisure and Conservation improve green spaces and provide volunteering opportunities. The updated Chew Valley Play area and Lakeside Cycle route are example



Our Citizens of the future mentoring programme, Resource West and regional strategies combine to help address these



Our Citizens of the future and education programmes look to build both awareness of the importance of these topics to the water sector, and provides opportunities to build these skills. The water butt schools design competition is one example of an idea taken forward from the Youth Board



Engaging our customers in our social contract

We continue to seek the views of our customers on our priorities for our social contract. On 21 February 2021 we held a virtual Customer Forum to discuss three aspects of our social contract: the future needs of our communities, education and our Resource West initiative. This built on the Customer Forum held the previous year, with many of the same customers attending both forums and sharing our social contract journey.



The headlines of the feedback received were:

- Customers highlighted the need to adapt in response to coronavirus, our environmental impact, our network resilience and support for vulnerable customers
- The Foundation received good reactions with customers suggesting that the materials should be expanded to customers of all ages
- The work experience and apprenticeship programmes were welcomed, with suggestions to tailor these to the role/individual
- Resource West engagement ideas were considered positive however concerns were raised over value-for-money
- Financial and environmental reasons are the biggest motivators in managing resources

Session One: Future Community Needs

Which factors do you think are likely to have the biggest impact on society?

Organisations need to lead as the voice of the community	Increasing need for new homes	Unoccupied homes	A greater social purpose created by COVID	Coronavirus	Being able to afford bills
Younger generation more likely to have an environmental attitude	Recycling and having more respect for the world we live in	More flooding	Personal illness	Renewable energy and reducing reliance on fossil fuels	

Session Two: Education

We asked the customers "Where should we focus our attention for new resource creation?"

The Foundation content should be expanded to reach adults and businesses	Should be aimed broadly online and then targeted to smaller communities	Train up volunteers to deliver careers mentoring to extend reach to schools	The careers section is great but needs more detail and content	The Foundation website design and layout is very good	The saving water material needs to be broader as we all need to save water
The information should be shared directly with schools	Schools should be consulted on topics and engagement activities	"Mighty but limited" (and the messages behind this) should be more of a headline feature on the website	The focus should be on getting the information out to as many different people as possible	Work experience should be adaptable to cope with difficulties caused by COVID	Materials should be expanded to all ages beyond KS2

Session Three: Resource West

We asked the customers "What do you think of the engagement ideas?"

Customers were generally positive about the engagement ideas	Concerns over practicalities in the current climate	A community competition/window display could be utilised to design the art trail for less money	Potential to partner up with more companies to get value-for-money	Pre-existing events (e.g., upfest) could be utilised to promote our engagement
Using graffiti along the trail may promote tagging and poor quality graffiti	Painting QR codes and using old assets (e.g., water pumps) along the trail would increase participation	The trail could be run as a competition with children devising the trail	Customers believed that the digital tank and art trails would be a good family activity	Customers were worried about the Value-for-Money of these ideas



Engaging our employees in our social contract

Our employee forum is designed to ensure that everybody has the opportunity to participate in the development of our social purpose, our company values and our social contract.

Between November and December 2020, we ran a three-week virtual forum to capture feedback from our employees on our social contract programme and to encourage employees to use their paid volunteering time to support our initiatives. The forum took the format of weekly activities and virtual ‘market stalls’ where leads presented on their social contract activities and asked for feedback from attendees.

Employee Forum topics



Over the three weeks around one quarter of our employees attended at least one of the feedback sessions or participated in a linked activity. There was good representation across all business units.

We have continued to use the feedback from the forum to develop our social contract activities and to feed into our 175th birthday celebrations. Some examples of the feedback received are:

- **Bristol Water the Foundation** – production of video resources and learning materials for adults as well as children. Career profiles for those who started at Bristol Water as apprentices or who are in the early stages of their career. Changes made in 2021/22: new resources added to Foundation website
- **Social and fundraising committee and volunteering** - preference to support local charities with a number of suggestions made. Appetite for more conservation volunteering. An organised team event is better than needing to find opportunities individually. Need to spread out volunteering geographically. Changes made in 2021/22: New community volunteering initiative added to our social contract.
- **Celebrating our 175th birthday** – vast majority of employees felt that we should celebrate our birthday. Important to leave a legacy as part of our celebrations. Employees provided a long list of possible ways to celebrate our birthday ranging from a staff party to planting trees. Changes made in 2021/22: 175th birthday plans developed based on employee feedback.



The role of the Bristol Water Challenge Panel

The Bristol Water Challenge Panel (BWCP) acts on behalf of Bristol Water's customers to monitor the design and implementation of our social contract. Quarterly meetings are held to discuss progress and results and a detailed log is kept of the challenges which Bristol Water needs to respond to.

The panel is chaired by Peaches Golding OBE CStJ, the Lord-Lieutenant of the County and City of Bristol.

The BWCP has provided a short summary of its work in relation to our social contract, which we share here.



Peaches Golding OBE CStJ, Chair of the BWCP

The Bristol Water Challenge Panel is an independent group of stakeholders whose primary role is to independently review and challenge the company's customer-related policies, activities, and performance on behalf of customers. This includes the development and delivery of the Social Contract programme to ensure customers' views are sought, considered, and fairly represented.

Bristol Water is not obliged to act on the findings or recommendations from the Challenge Panel concerning its Social Contract activities. However, the Challenge Panel expects the company to consider its findings seriously and provide adequate justification for its responses to them.

In its Annual Report 2021 the Challenge Panel reported that it was content with the progress made by Bristol Water on its Social Contract programme between April 2020 and March 2021. This included the reasonable modifications the company made to the programme because of the social constraints imposed by the ongoing coronavirus pandemic.

Since March 2021 the company has continued implementing its Social Contract programme. It has kept the Challenge Panel informed on this and has enabled appropriate challenge to be made.

The Challenge Panel is particularly interested in the clarity and transparency of the company's reporting and the evidence to support the activities undertaken and the customer benefits accruing from them. Several recommendations were made by the Challenge Panel to



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improve the clarity of the company's Social Contract Benefits and Transparency Report to ensure that it is understandable to the public. The Challenge Panel is pleased to report that these recommendations have been taken on board.

The Challenge Panel has recently agreed a process with Bristol Water to enable it to assure itself that there is appropriate evidence to support the company's Social Contract activities and benefits. There are some 40 separate initiatives within seven sub-programmes of work contained within the overall Social Contract programme. The Challenge Panel cannot review all the initiatives in detail but has requested annual written reports on the seven sub-programmes. It will review these reports and select a sample of initiatives for detailed challenge each year.

The Challenge Panel has recently received the sub-programme reports from the company. The sample initiatives will be selected, and the detailed reviews will take place in early 2022. The Challenge Panel will report its findings and opinions in its Annual Report 2022 which will be published in autumn 2022.

The Panel wishes to understand and challenge the company's Social Return on Investment methodology (SROI) used to quantify the benefits of its Social Contract work. Bristol Water has informed the Challenge Panel that SROI methodology is designed to be indicative and relies on subjectivity and estimates. It is reviewed by company senior management. The Challenge Panel notes this and will review its application on the sample initiatives it looks at in detail.

The Challenge Panel considers that the innovative Bristol Water Social Contract is a key component of the company's ambitions to deliver societal benefits. It is content that Bristol Water's Social Contract Benefits and Transparency Report reasonably reflects the activities undertaken by the company at this point in time.

BWCP December 2021



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

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.



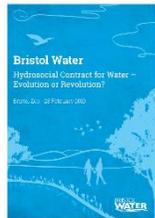
In July 2021 we published our [Annual Performance Report](#), which included an update on how our social contract initiatives were helping us to achieve our some of our regulatory commitments.



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.



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 through our "voluntary sharing mechanism".



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



In December each year we publish our [benefit and transparency report](#) (this report).



In April 2021 we published our second 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 2021/21. This report is an update on the progress we have made on those plans to date.



We have also included the highlights our progress to date in an [infographic on our website](#).



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 have continued to adopt new ways of working, expediting some initiatives and pausing others which unfortunately could not be delivered in compliance with covid safety guidelines.

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.

In this section we provide a progress update on each initiative within our social contract, set out by programme. We include a red/amber/green

(RAG) key to indicate whether the initiative is on track to deliver its intended benefits.

We have used best practice methodologies to estimate an overall social return on investment (SROI) for our social contract initiatives. The SROI measures the level of community benefit relative to the cost of delivering the activity (measured as the cost to Bristol Water in terms of both direct expenditure and time spent by our employees). We have estimated a value 13:1, which means that every £1 spent delivers £13 of value to our communities.

We also provide the SROI at an individual programme level for each programme where we have been able to make an estimate. Further detail is provided in the section which follows as well as within Appendix 1.



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:



Supporting vulnerable customers through new partnerships: in response to the pandemic we have found new ways to reach our most vulnerable customers and to link to education for young people. This includes our local data sharing partnership.



Academic Partnerships: We have continued to provide learning and work experience to university students. This has been particularly important at a time when students had more limited learning opportunities due to virtual forms of learning.



Supporting local plans: by working in partnership we have aligned our strategy to Bristol One City Carbon, Biodiversity and Economic Recovery & Renewal action plans. We have published our carbon net zero strategy which see us reach net zero in scope 1 and 2 activities by 2030 (scope 1 covers the emissions we make directly and scope 2 covers indirect emissions, like the electricity we use for pumping water around our network).



Delivering education on the value of water: We have continued to develop *Bristol Water The Foundation*. We have added new learning resources to our separate website, together with information on mentoring opportunities and community learning partnerships. We have also taken the Foundation out to schools with initiatives such as 'decorate your butt'



Resource efficiency partnership: We are taking a community leadership role for broader issues of resource efficiency and have created our Resource West partnership with organisations such as Bristol Waste, The University of the West of England, Western Power Distribution, Wales and West Utilities and Bristol Pay.



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 Social Return on Investment estimate for this programme is 1:16. Which means that we achieve an estimated **£16** worth of social benefit for every pound which we spend. This will increase if learning and innovation opportunities expand.

COVID-19 has had a significant impact on this programme. For the student research opportunities, we have had to switch to principally virtual rather than office-based working and the opportunities to shadow operational teams have become more limited. Virtual learning has however worked well, and combined with some carefully controlled site visits, we have continued to provide students with experience of our working environment.

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.”



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Case study

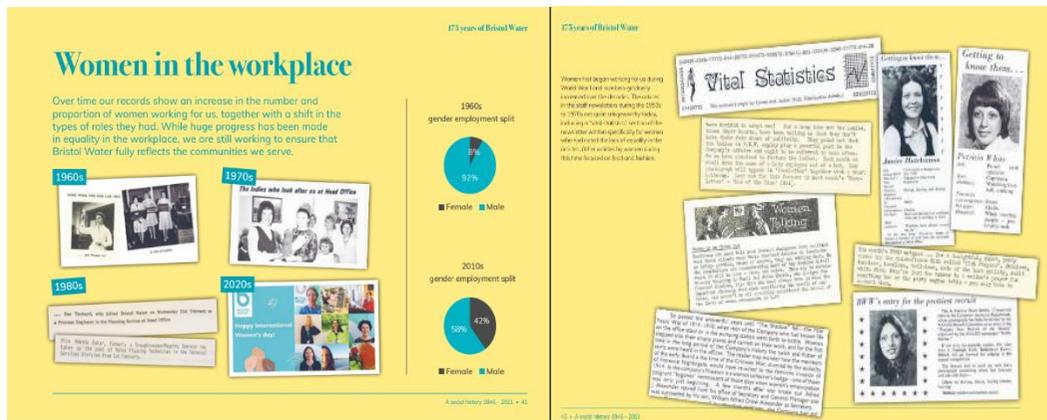
Providing learning opportunities to university students

As part of our strategic partnership with the University of the West of England (UWE), two students spent at total of 250 hours analysing historical material around the themes of women in the workplace and seismic historical events. All of the work was undertaken remotely under the supervision of their tutor and supported by Bristol Water personnel.

The students developed skills in ‘data mining’ and in summarising key messages for internal and external audiences based on real workplace information and challenges. Their work featured in our history publication a [social history](#) of Bristol Water as well as within blogs shared with all Bristol Water employees.

We also have a number of other students supporting us across different areas of the business. Some examples include:

- Two students from UWE completing a technical report as part of their master students on perfluoroalkyl substances (PFAS) and other emerging potential water contaminants. The students receive access to water quality data and other information and receive support from us on their research.
- One student from UWE on a work-based placement with us focussing us on business sustainability. The placement forms one module of their master’s degree.
- Two students from UWE working with us part time over five months exploring chemical optimisation of the water treatment process.



Our aim is to expand these opportunities to other universities in our area in the future.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary by initiative

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Student Research	G	UWE and University of Bristol	Providing research and learning opportunities for university students.	Placements provided for three students – one with Resource West and two in relation to work on our history Range of potential future placement options shared and we are in discussion with UWE on these	Eight students have benefited from workplace learning opportunities in the past 12 months. Areas of research have included water contaminants, treatment optimisation, sustainability and social history.
SUNEX (sustainable urban food-water-energy NEXus)	G	UWE and Bristol 'One City' stakeholders	Contributing to research and innovation related to water use (supplies of energy, water and food for urban regions) and societal wellbeing.	Now in the final stages of the project. We will use the outputs to feed into our net zero strategy, and how we align our work with other utility companies.	Shared learning on the circular economy which will be shared to feed into local policy
'Hydrosocial' history	G	UWE	Preserving and providing access to our heritage and sites, to raise awareness of the value of water.	Publication and celebration of Bristol Water's 175 th birthday. Engagement with stakeholders in relation to our history.	Education and learning opportunities



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

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 Social Return on Investment for this programme is 1:12. Which means that we achieve an estimated **£12** worth of social benefit for every pound which we spend.

We have continued to focus on our successful online resources due to the ongoing impact of COVID19 and our initiative which sees us hosting large school groups to our lakes remains on hold. We have however undertaken a number of activities with schools, such as our Twitter inducing 'decorate your butt' programme, and encouraging local school children to participate in our pipe replacement work in Butleigh and to

provide artwork to display in our newly restored playground at Chew Valley Lake.



We've also been out in our communities sharing water saving tips and tricks.





SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Case study

Decorate your butt primary school competition

We are running a competition for primary schools to become more sustainable whilst having fun and learning about water. The competition is open to all primary schools in our area, with each school receiving a free water butt kit to install. Winners of the best decorated butts will receive book vouchers.

Bristol Water Communities Retweeted

Bristol Water Foundation @Foundation_BW · 23h

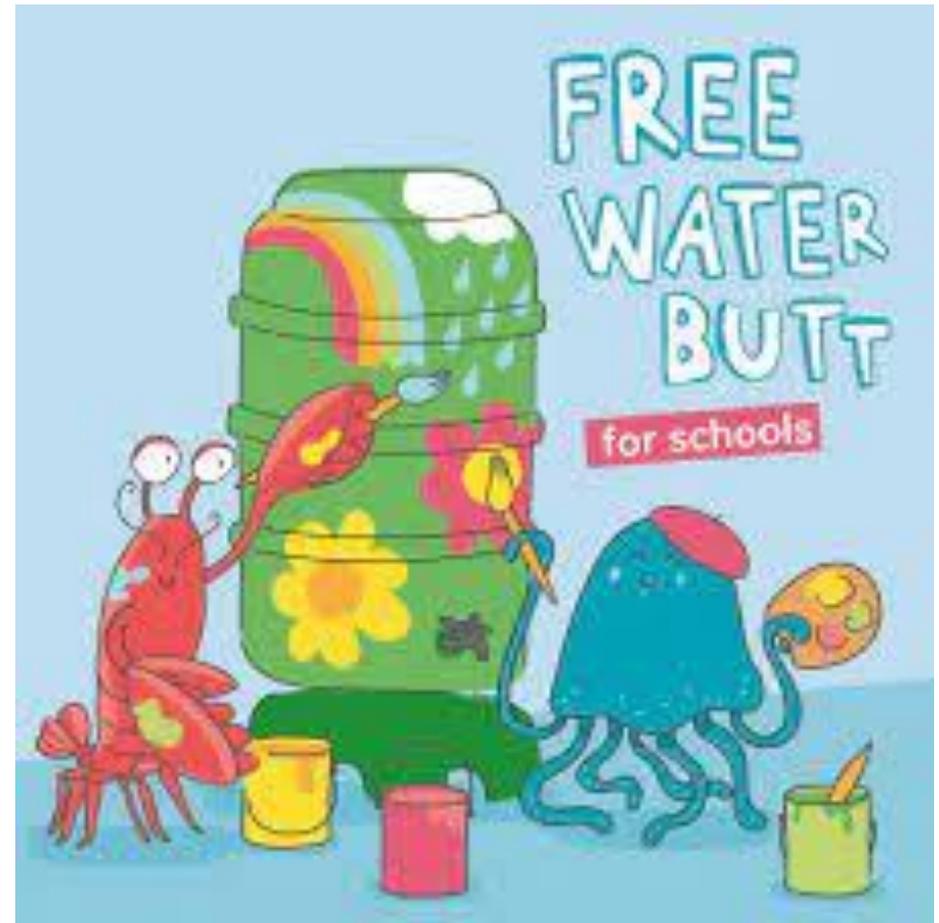
Our waterbutt competition closes tomorrow and we've had SO MANY entries!

These two are full of the colours of autumn, from pupils at @kingsforestpri & @SummerhillAcad1- as you can see, it's going to be very hard to pick a winner. 🍂🍁

#waterbuttsforschools #bristolwaterfoundation



3 3





SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Case study

Bristol Water the Foundation

We were really excited to launch **Bristol Water The Foundation** 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

Summary by initiative

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Resources for schools, clubs and other community groups	G	Local schools	To provide schools and colleges with basic online resources to educate and support the citizens for the future in water knowledge, hydration and usage. We also plan to engage with schools through digital campaigns (whilst schools visits are not possible) and provide water butts to local schools to help them save water and promote the value of water to children.	A number of new resources added to our website Engagement with schools e.g. 'decorate your butt', Chew Valley Playground engagement	Education and free learning resources
Hosting school visits		On hold in 2021/22	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.		
Bristol Music Trust events at Bristol Beacon	G	Bristol Music Trust	To inspire children on the value of water and the environment at the Bristol Beacon Education Centre. We are supporting the development of the centre which is due to open in autumn 2023	Discussions with Bristol Beacon to shape our involvement and how the education space will be used	This will lead to education and learning benefits when the education centre is opened



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.

We have managed to return to schools with our mentoring programme and have further visits planned for the end of the financial year.

The Social Return on Investment for this programme is 1:36. Which means that we achieve an estimated **£36** worth of social benefit for every pound which we spend.

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.”



Case study

Evaluating the benefits of our social contract initiatives



To measure the benefits of our social contract initiatives to society we use a number of methods. One example is the evaluation forms which we use to capture the impact of our mentoring work with students. In July 2021, in partnership with West of England Mentoring we ran a day of mentoring activities for ten year nine students from Norton Hill School in Bristol. The evaluation showed that:

- 100% felt more confident about themselves and their abilities, with 50% saying a lot more confident.

- 100% said they were more confident at taking part in discussions, 50% said very confident
- 100% said they were good at making decisions now, with 30% really good, whereas in the pre mentoring survey 30% said they would like to be better
- 100% said they had learned more about career pathways, 30% a lot more
- 100% said they had learned about skills needed for work, whereas 60% in the pre mentoring survey felt they had not learned any skills for work
- 70% said they felt a little better about school having taken part
- 70% of students had a new or better plan for post GCSE's having taken part in mentoring, 50% in the pre mentoring survey said they had no plan

When asked for their learning points at the end, one of the students said, "I have learned that school is actually pretty important, and I need to get good grades if I want to be successful in life". Another said "teamwork" and another "motivation",

We also evaluate the benefits that Bristol Water mentors received from supporting our social contract initiatives. These include increased confidence in presenting, resilience and a sense of achievement.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary by initiative

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Group mentoring projects	G	Ablaze, South Bristol Youth/West of England Mentoring	Focus on existing relationship with Ablaze Bristol to deliver mentoring over a six-week period with 15 students from one school as well as working with South West Skills with nine schools within Bristol (10-12 students from each school) who will each attend a day session with Bristol Water.	Two cycles complete so far this year with Norton Hill School. and St Bernadette's school. Further cycles planned.	Skills and increased confidence for participants
Internships focussed on improving diversity	G	Schools in our supply area	Providing summer internship opportunities, with a specific focus on improving workforce diversity.	Two interns are currently working with our HR team	Providing workplace learning opportunities to students from ethnic minorities
Work experience	A	Schools within our supply area	Invite applications from inner city schools. Offer five places on a week or two weeks work experience. The students will work a day in the life in each department to give them a good overview of all areas. To also include one day session on the 'working world' and to provide CV advice.	The scheme is scheduled for early 2022	Opportunities for schoolchildren to experience the world of work. Increase in skills and confidence.
Youth Board	G	Schools in our supply area	To bring the views of young adults into our decision making as well as providing development opportunities and business experience for those involved.	The scheme is scheduled for early 2022.	Opportunities for school children to experience the world of work. Increase in skills and confidence. Learning benefits to Bristol Water



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Visits to schools	A	Schools in our supply area	Working with schools across the Bristol Water Area to offer career days within the schools. These will focus on what Bristol water does, environmental impacts, the world at work. This could be offered to both Junior and Senior schools with each programme being pitched at the right level	Start delayed due to covid restrictions	Children inspired to follow STEM career
Apprentice scheme	A	Colleges in our supply area	Aim to offer three levels of schemes (intermediate, advanced and higher). Opportunities would be offered to experience all areas of the business to develop a 'talent pipeline'. First year plans will be linked to establishing the scheme and creating access via the Foundation website	The scheme is scheduled for early 2022.	Opportunities to enhance CV with technical skills learned at Bristol Water
Graduate placements	A	Bristol University, UWE	Aim to create partnerships with local universities to offer a graduate programme for two areas of the business initially. Long-term plan is to create a companywide graduate placement.	The scheme is scheduled for early 2022	Job opportunities for local graduates



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 Social Return on Investment on this programme is currently 1:58. Which means that we achieve an estimated **£58** worth of social benefit for every pound which we spend.

The ongoing impact of COVID19 has meant that our plans for our water fountains, refill and Water Bar initiatives have had to be suspended throughout 2021/22 to continue to prioritise our customers' water supply and the safety of our customers and our employees. We have however focused on getting our existing water fountains back online after supply was suspended due to public concerns relating to COVID19.

Case study Together for good

Over the past 12 months we have supported 12 separate community stakeholders with our £500 monthly prize draw. These have included:

- **Brain Tumour Support** - Providing crucial support to anyone affected by a Brain Tumour Diagnosis.
- **Bishop Henderson Primary School** – Improving external facilities at the school to support outdoor learning
- **Brigstowe** - Producing a celebratory video to show our supporters, volunteers and beneficiaries everything that they have achieved through delivering local HIV support services over the past 25 years
- **Migrateful** – helping refugees and asylum seekers on their journey to employment and independence
- **SARAIID Community Resilience Team** - providing support and assistance helping the community in times of need.
- **Grief Encounter South West** – funding grief workshops which offer an opportunity for the bereaved children, young people and families of Bristol to meet others through a blend of therapeutically themed support and peer-led discussions.



Case study

Our water fountains

During the initial lockdown for COVID19 Bristol Water turned the drinking water fountains off following advice from Public Health England. Sadly, a number were damaged beyond repair during the pandemic.

Over the last few months work has taken place to turn back on all the working fountains and begin the process of replacing the damaged ones with a new design.

The urgency to restore the working fountains was driven by contact from the Homeless charity BOSH. The homeless community in Bristol were in need of the fountains in the hotter weather, they were relying on bottled water donations and going several weeks without washing.

As the COVID lockdown restrictions eased Public Health England supported the request to turn the fountains back on for the community to use. During the rest of 2021/22 we plan to restore the damaged fountains.





SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary by initiative

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Water fountains		On hold in 2021/22	To fill our supply area with water points for everyone to use for free.	Our focus this year has been on restoring our 10 existing fountains which were turned off during lockdown. A number were vandalised and removed by BW to prevent further damage.	Access to free drinking water – reducing plastic bottle use
Refill		On hold in 2021/22	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).		Access to free drinking water – reducing plastic bottle use
Water Bar		On hold in 2021/22	To provide free drinking water to keep festival goers hydrated and to reduce plastic bottle use.		Reducing plastic bottle use
Together for good (TfG)	G	Winners of TfG	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.	Monthly community winners	Various benefits to our communities
Community volunteering (new for 2021/22)	A	Under development as part of the project	Establish key community partners to deliver community benefit through our employees' two paid days volunteering days per year.	Due to resource constraints this initiative is in the early stages of	Benefits to employees (new skills) and to our communities, depending



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

				planning / Now linked with Social and fundraising committee plans and a few key stakeholders have been identified to approach for volunteering partnerships	on the projects undertaken
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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.

We have not estimated the Social Return on Investment for this programme, as we believe we don't have the correct data to produce robust and accurate SROI estimates. However, we are planning on conducting further research over the coming year to be able to produce more complete estimates for this 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



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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 until next spring

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

“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.”

Case study Tree planting

We are proud to support the Queens Green Canopy initiative which was created to mark Her Majesty's Platinum Jubilee in 2022. This invites people from across the United Kingdom to “Plant a Tree for the Jubilee”. We were lucky enough to have a member of the royal family plant our first tree for us, with the Duke of Gloucester planting a beautiful Acer tree at our head office in Bristol. In partnership with Forest of Avon Trust we will plant another 1,200 trees at Cheddar Reservoir as part of the initiative.





SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary by initiative

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Biodiversity Index	G	We are promoting our approach through the Bristol Green Capital Partnership	Sharing our innovative biodiversity index approach with businesses to expand its impact. It is a Natural Capital tool that has provided stakeholders with a practical method for assessing the value of their land.	Our Biodiversity Index approach has been shared further on regional partnership forums (WCWR) and is made available to any interested neighbours	Other users able to measure improvements to biodiversity
Wild Ones	G	Chew Valley Lake Angling Community	A group of Bristol Water staff who volunteer their knowledge and time to help local environmental projects.	Litter picks and providing care and coppicing to woodlands and reedbed habitat	Maintain the biological and recreational value of Bristol Water sites
Cheddar 'Bioblitz'	R	Somerset Wildlife Trust & Mendip Hills Area Group	Supporting local community groups to come and explore the niche habitats and species around Cheddar Reservoir.	Conversations and positive engagement with stakeholders however due to Covid restrictions it was not possible to carry out this event in May 2021. It is an annual event and therefore deferred until May 2022.	Positive stakeholder engagement setting up the opportunity to deliver this in 2022/23
Ecological Emergency Action Plan	G	Bristol Green Capital Partnership	To support Bristol Green Capital Partnership develop an Ecological Emergency Action Plan.	Action Plan published and promoted. Bristol Water are engaged in the delivery of this plan	Working with multiple stakeholders to deliver action which addresses the Ecological Emergency
Green Travel	A	Sustrans, Centre for Sustainable Energy	To understand how our employees' personal carbon footprint is influenced by their commute to and from work.	Our routemap to net zero carbon by 2030 was published in July 2021. As a next step we plan to liaise with other local councils to agree joint priorities.	Customer and staff engagement on carbon emissions



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Tree planting	G	Forest of Avon Trust	Local community engagement where trees are planted with local groups. Health and wellbeing benefit of all who engage.	Suitable sites are being scoped out for tree planting this winter (2021/2022) Our plans include 1,200 mixed deciduous trees, near Axbridge, as part of the Queens Green Canopy	Improving the biological and recreational value of a site. Providing opportunity for improved carbon sequestration of BW estate.
Conservation partnership	G	Avon Wildlife Trust	Delivering conservation and nature recovery on Bristol Water sites. Potential education and school's engagement on water wildlife and water efficiency.	Meetings held with AWT to discuss opportunities of how we can work together	Utilising technical expertise of the Trust to improve local knowledge and the condition of local nature reserves.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

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.

This year, we have not estimated the Social Return on Investment of this programme, as we need to capture further data on the number of lakeside users who benefit from our social contract initiatives. Once we

have this data will plan to utilise the recent release of HM Treasury Wellbeing Valuation guidance, life satisfaction customer research and natural capital valuation to better capture the benefits our Lakeside Leisure programme provides.

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.”



Case study

Chew Valley Recreational Trail

We are proud of our beautiful Chew Valley Lake, and with a new 2.7km walking and cycling trail now underway, more people will be able to appreciate and enjoy this tranquil setting which is teeming with wildlife.

Chew Valley Lake is a very beautiful and special place for so many people. We have always wanted Bristol Water lakes to be there for everyone to enjoy and the fact that thousands of lakeside visitors will now be able to enjoy the lakeside like never before is very exciting. Alongside Bath and North East Somerset Council we've been working hard behind the scenes to make this new trail possible; from carrying out wildlife surveys and assessments to even buying extra land to make this possible for the benefit of everyone, while still protecting our precious wildlife.

This is a partnership project across Bath and North East Somerset, West of England Rural Network, West of England Combined Authority (WECA), the Rural Payments Agency, Sustrans, Natural England and Bristol Water.

It has been years in the making and has from the very start been about listening to the community and respecting all the different stakeholder perspectives. It's taken quite some balancing and relentless persistence and we're proud to have secured over £1.6 million of external funding (WECA and RPA) for the construction phase.





SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary by initiative

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Improving lakeside community facilities	G	Stakeholders: Salt n Malt, The Woodford, BRFFA (angling), Cheddar Watersports, Chew Valley Lake Sailing Club, Chew bird ringing station, bird wardens	To continuously improve our lakeside facilities for the public to enjoy, supporting health and wellbeing	We have replaced the playground at Chew Valley Lake as part of our 175 th birthday celebrations	Recreation facilities for families at Chew Valley Lake (visitor count to be explored)
Chew Valley lake recreational trail	G	Stakeholders: Local Authority (B&NES), Parish Councils, Salt n Malt, The Woodford, Chew Valley Lake Sailing Club,	Extend existing walking & cycle trail from Woodford to Hollow Brook	Planning permission now in place – contract awarded to Cleantec and work will start on 23 August and aims to complete by January 2022 – includes new footpaths and replacement of a bridge at Hollowbrook.	Enhanced recreation and education opportunities for walkers, cyclists and birdspotters
Blagdon (Depot) regeneration project	A	Stakeholders: Parish councils, Heritage Open Days, Local Schools	Improve site and building facilities at Blagdon and improve safety	Currently on hold whilst we explore alternative operating arrangements for our lakeside sites	On hold
Equality and access (new for 2021/22)	A	Stakeholders: Chew Valley Lake Sailing Club, Salt n Malt, The Woodford	Evaluate and prioritise potential improvements to allow access for all	Discussions with sailing club regarding a new access gate to allow for disabled access	Will provide enhanced access to sailing at Chew Valley lake

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.

Due to the strategic and long term nature of this programme it is not well suited to SROI calculations and so we have not estimated a value for this programme.





Case study One City Plan

The One City Approach brings together a range of public, private, voluntary and third sector partners within Bristol. We share an aim to make Bristol a fair, healthy and sustainable city. A city of hope and aspiration, where everyone can share in its success.



We actively support the One City Plan through our membership on the Environmental Sustainability Board and through our sponsorship of the Bristol Green Capital Partnership.

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
- 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



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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

BRISTOL
NATURE RECOVERY

BRISTOL
CLIMATE ACTION



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Case study

Our commitment to net zero by 2030

In July 2021 we published our routemap to net zero carbon by 2030.¹ Our emissions to the atmosphere are our “gross” emissions. Once we take account of any GHGs we have helped remove from the atmosphere these are “net” emissions, and this is our target area for net zero.



Almost half of our carbon footprint comes from the electricity used to treat water and pump it around our network. We are reducing our import from the grid by installing gas generators at Purton Treatment Works, our biggest energy consumer. This will marginally increase our carbon footprint and we will seek to mitigate this by seeking

opportunities to investigate the use of biogas or other low carbon fuel sources for the generation system as part of our innovative partnership Resource West, working with other utility and resource management organisations in the West of England area.

The gas generator at our largest water treatment works also contributes a significant amount to our footprint. To produce zero emissions in some areas of our operation may not be directly achievable, but in these cases we can look to remove GHG from the atmosphere by other means (e.g. tree planting). Our proposed carbon routemap provides the best overall balance of cost versus benefit and is lower risk in the long-term. We will continue our efficiency and renewable energy programmes and build on our plans in the period to 2025, with a view to significant investment in the period 2025 to 2030.

Through its One City Plan, its climate strategy and most recently through its ecological emergency strategy, Bristol has committed to be carbon neutral by 2030. Bristol Water is supporting this ambition and our Director of Strategy & Regulation, is a member of the Bristol One City Plan Environment Board, linking climate change, ecological and green growth and economic recovery plans together for businesses, communities and organisations across Bristol. We have also publicly endorsed Bristol’s Climate Strategy and response to the ecological emergency.

¹ [Our routemap to Net Zero Carbon by 2030](#)



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary by initiative

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Contributing to local strategies and plans	G	Stakeholders: Bristol City Council, Bristol Green Capital Partnership. Other local Councils	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. Linking specifically to the development of our carbon and ecological strategies BGCP, plus other city stakeholders. We will explore plans to broaden out these strategies to other areas	<p>Work continues to support the One City Plan, including attendance at the Environmental Sustainability Board and associated working groups.</p> <p>We published our net zero strategy in July 2021.</p> <p>As a next step we plan to liaise with other local councils to agree joint priorities.</p>	Supporting wellbeing and environmental improvements – including carbon reduction.
Our WECA strategy	A	Stakeholders: WECA	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.	Ongoing engagement with WECA	Supporting regional strategies - including efficiency standards in new housing – will ultimately support our work in the region
Landlord Pledge	R	Stakeholders: Bristol City Council	Contributing to local authority plans to prioritise water efficiency in building regulations and supporting tenants to use water wisely.	No progress this year so far due to resource constraints	Reduced PCC, reduced bills to consumers
Single Use Plastic reduction	R	Stakeholders: TBC	To reduce the amount of single use plastic consumed at Bristol Water sites, including our Head Office and operational sites.	<p>We gave every employee a refillable, aluminium water bottle so we could stop using disposable cups at our water coolers.</p> <p>Our head office café now accepts reusable coffee cups</p>	Reduced plastic consumption



Resource West Programme

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

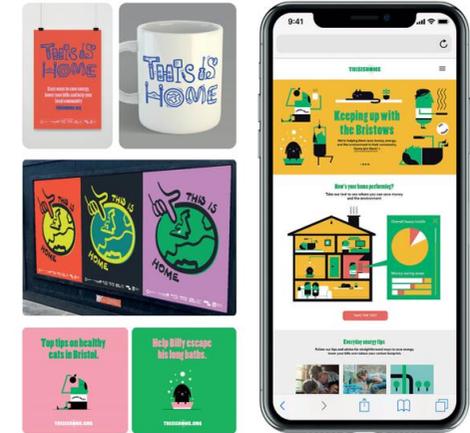
The aim of this programme is to work with local partners to deliver a joined-up approach to reducing consumption across different sectors – combining resources and amplifying messages to customers. By doing so, we will be encouraging reductions in public consumption of resources and increased local resilience. Our focus will be on preserving and enhancing natural capital and linking into a circular economy approach. We estimate the Social Return on Investment of this programme to be 1:4. Which means that we achieve an estimated £4 worth of social benefit for every pound which we spend.

We have continued to work with our stakeholders to develop a trial which we will launch in the new year. This will test the impact of different communication messages and other interventions such as customer home visits on resource consumption.

Components of our project

- ✓ Customer research and engagement
- ✓ Community stakeholder partnerships – uniting bottom up community led action
- ✓ Testing different behavioural change messages and interventions promoted through innovative campaigns
- ✓ Developing new data insights and models
- ✓ Developing a digital platform
- ✓ Working towards a world first multi-utility smart meter/ smart meter interface
- ✓ Develop a joined up approach for supporting vulnerable customers

We will develop an engagement model and assets which are highly scalable.



Our pilot project

- Six month campaign in and around Southmead to commence in January 2022
- 16,000 homes to be part of our campaign aimed at reducing consumption and supporting vulnerable customers
- 50-100 homes within our microtrial which includes 1-2-1 engagement through home visits
- Research into changes in attitudes relating to consumption led by behavioural change experts from the University of the West of England
- Website to provide additional advice and resources
- 20% reduction in consumption and production of waste is targeted



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary by initiative

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Resource West partnerships	🟢	Stakeholders: Bristol Waste, Wales and West Utilities, Bristol Pound, UWE, Bristol Green Capital Partnership, Western Power Distribution, Bristol Pay.	Taking lead to build a partnership of local stakeholders which facilitates transformational shifts in consumer behaviour to reduce consumer consumption and waste.	Phase 0 will be deployed by the end of the year – a trial within Southmead. Two innovation fund bid request funding for expansion of programme	PCC and carbon reduction benefits as well as supporting vulnerable customers



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, particularly for those customers registered on our Priority Services Register (PSR). For those registered on the PSR we provide a range of free services, such as large print bills, support to read a meter, or ensuring consistent supply for those who depend on water for medical equipment at home.

The Social Return on Investment for this programme is 1:19., Which means that we achieve an estimated **£19** worth of social benefit for every pound which we spend.

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 Experience.

“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 adapted our approach to promoting the help we have to support the community events which we have been able to attend, we’ve also used bill messaging, direct letters to customers and used campaigns on social media.”



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Case study

Finding new ways of reaching vulnerable customers

COVID 19 has highlighted how many people are clinically vulnerable and that we needed to use different mediums to reach our customers. One of our new ways of communicating has seen us distribute over 50,000 prescription bags across 59 independent pharmacies in our supply area to date. We are working in partnership with WPD and Wessex Water to provide a single message to our customers.

We also combined our vulnerability and education initiatives to provide a range of benefits to society. For example, as part of our partnership with Crimestoppers we ran a competition with two schools in Bristol for best decorated Crimestoppers canvas bag to heighten awareness of the campaign and the services which we offer to support vulnerable customers





SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary by initiative

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
'Hard to reach' projects	G	Debt advice partners	Working with current funded partners and new charities to promote our lower tariffs and PSR to customers who we find harder to get the messages to.	Two projects have been completed - North Bristol Foodbank and Wiltshire CAB	Supporting some of our most vulnerable customers who might otherwise be unaware of the additional support that we offer
Partnership work with debt charities	G	Debt advice partners	To ensure that customers receive full debt advice before receiving Assist, rather than just help on their water bill.	We continue to fund local debt charities and are working to arrange data sharing with local authorities and establish new funding partners. We have provided training to S.Glos council to promote affordability schemes during conversations with their customers. We are also to pilot a data share with them for those eligible for our schemes.	Supporting some of our most vulnerable customers who might otherwise be unaware of the additional support that we offer
PSR 'outreach' community events	G	Local charities	Registering vulnerable customers on PSR and awareness of lower tariffs for those not asking for help	We have distributed helping hand cards to all north somerset foodbanks who are including within their food parcels. Attending events in Oct and Nov in N Somerset for pensionable aged residents – organised by village agents. Working on some partnerships with RVS and Red Cross as part of their Hospital Discharge Schemes.	We have increased awareness of the support we offer to vulnerable customers leading to more customers benefitting; we have registered an additional 2,400 households on the PSR so far this year, an increase of almost 20%. Since April 2020 we have more than doubled the number of customers registered on the PSR.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Initiative	RAG	Stakeholders	Objective	Progress so far	Benefits
Local data share	G	Western Power Distribution, Wessex Water	To make it easier for vulnerable customers to be registered for additional help with both their energy and water companies by the one contact.	Our local datashare with Western Power Distribution has been established for a number of years now and we are now exploring sharing data with a local council.	More customers benefitting from vulnerable customer support
Partnership with Crimestoppers to drive awareness of our PSR	G	Crimestoppers	Raising awareness of PSR, specially preventing fraud to vulnerable customers	In July we supported the 'stay safe' campaign where we supplied canvas bags to a school in Bristol to decorate as part of our theme of safety. We are featuring in Crimestoppers 'what would you do' promotional material.	Social benefits – prevention of crime and increased awareness of PSR register allowing more customers to benefit from these services



Measuring the Benefits of our Social Contract

We measure the benefits of the social contract through our benefits valuation framework. 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.

The benefits framework comparatively evaluates 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 used a range of different recognised approaches. Each approach acts as a different lens to inform prioritisation and assess the type of benefits we are delivering. The table overleaf summarises and compares the approaches we have considered.

Progress over the past 12 months

- We have broadened our “capitals” approach this year, by moving from the four capitals framework to the six capitals

framework. Now, we aim to capture our contribution through our social contract initiatives to each of the six capitals: financial, manufactured, intellectual, human, social and natural and better understand how our actions provide benefits to the wider community of Bristol.

- We have improved our estimates of benefits by collecting more detailed and a wider breadth of data
- We have continued to report our progress against the UN Sustainable Development Goals. These help to guide our decision making and reporting processes on an international level.

Using these approaches, we have estimated the benefits against different valuation approaches across all our programmes. This has allowed us to test our priorities across each approach and compare between programmes. We summarise our approach and outputs in the following pages.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary of valuation framework approaches

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 six 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 expanded the number of initiatives which we have estimated a SROI value for.	The ratio can be impactful for reporting but requires simplifying assumptions to be effective.	Continue to build our database of evidence to refine our SROI estimates.
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. 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.	Continue to engage with the SDGs locally through the Bristol One City Plan
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. We have aligned our net zero strategy to the One City Climate Strategy.	Our programmes align well with local priorities. Continue dedicated resources required to maintain collaborative working.	Continuing to support through the Environmental Sustainability Board. Expanding our approach to include other local plans.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Summary of benefits valuation for social contract programmes

	Capitals	SROI	SDG	One City Plan	Company Targets
Academic Partnerships	   	£16	      		
Education & Skills – Citizens for future	 	£12	     		
Education & Skills – Employees for the future	  	£36	     		
Community Engagement	  	£58	    		
Conservation	 	*We have not provided an SROI estimate for this programme	     		
Lakeside Leisure	 	*We have not provided an SROI estimate for this programme	  		
Regional Strategies		*We have not provided an SROI estimate for this programme	      		
Resource West	 	£4	       		
Vulnerability	 	£19	   		

Symbol Key

-  Social Capital
-  Human Capital
-  Natural Capital
-  Intellectual Capital



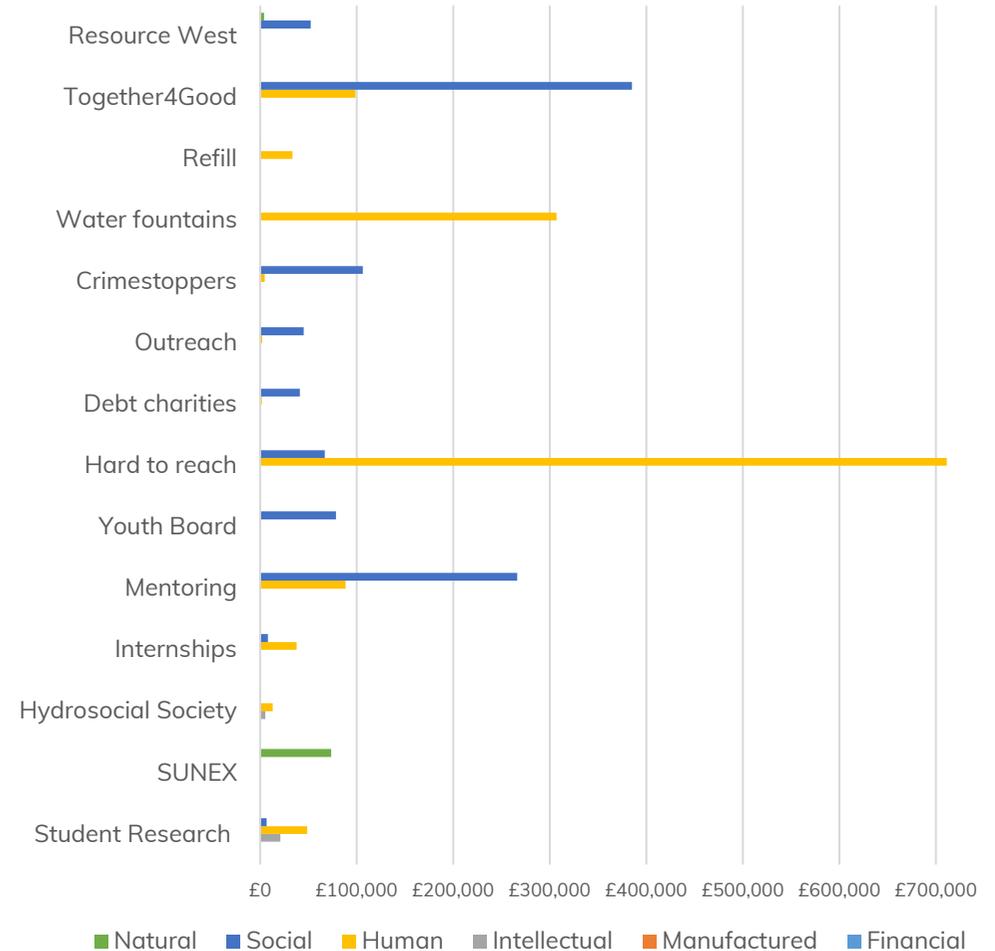
Capitals

The chart on the right-hand side summarises our estimated contributions towards each of the six capitals. Our social contract primarily focuses on human, social and natural, but in the long run may include the other capitals directly. As a reminder, the six capitals consist of:

1. **Financial:** The pool of funds used in business activities which may be obtained through financing or generated from activities or investments
2. **Manufactured:** Physical objects that include infrastructure and buildings
3. **Intellectual:** Organisational, knowledge-based intangibles including intellectual property, patents or rights
4. **Human:** Peoples competencies, education and experience.
5. **Social:** The institutions and relationships within and between organisations and communities.
6. **Natural:** All renewable and non-renewable environmental resources and processes including land, minerals, water and biodiversity.

Although our social contract programmes do not contribute towards all six capitals currently, we believe moving to the updated capitals framework will allow us to report our contributions in more granular ways in other reports and in future iterations of our Benefit and Transparency reports.

2020/21 Project Contributions to the Six Capitals





Social Return on Investment

SROI ratios measure the level of benefit relative to the level of cost. Our overall SROI for the current year is **£13**, which means that the benefits exceed the costs by 13 times.

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

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 chart overleaf displays the estimated average SROI for each of the programmes, which expands our analysis from our previous report. Estimates are based on current and future benefits (of between five and seven years depending on the initiative). Further detail is provided in **Appendix 1**.

We have not estimated SROI values for three of our nine social contract programmes. Two programmes - conservation and lakeside leisure require further data which we aim to collect over the next 12 months. Our Regional Strategies programme is an enabler for longer term benefits within our other programmes and so we have not calculated a separate SROI for this programme.

The data shows a range in SROI of between £4 to £58. Which means that for every pound that we invest in our social contract we achieve between £4 and £58 of social benefit.

The data suggests that our Community Engagement programme provides the largest SROI at £58. This is despite this programme having some initiatives on hold this year, with the calculation taking account of both past and future benefits.

With the aim of following best practise, for example those set out in the HM Treasury Green Book, we have used discounting techniques when calculating the SROI estimates. Discounting is an economic concept based on time preference, where people usually prefer value now rather than in the future. Therefore, costs and benefits used in the appraisal are discounted using the Social Preference Time Rate (3.5%), to allow for programmes of different lengths and with different profiles of net costs and benefits over time to be compared on a like for like basis.

We have also ensured that prices of costs and benefits are presented in real terms, meaning that they have been inflated to 2021 prices, wherever necessary, to ensure SROI estimates are as accurate as possible.

Where we have used cost data within the project evaluations, we have defined these as delivery costs. These consist of a breakdown of employee time, which is priced at a standard rate of £250 per day, plus an operational expenditure estimate.

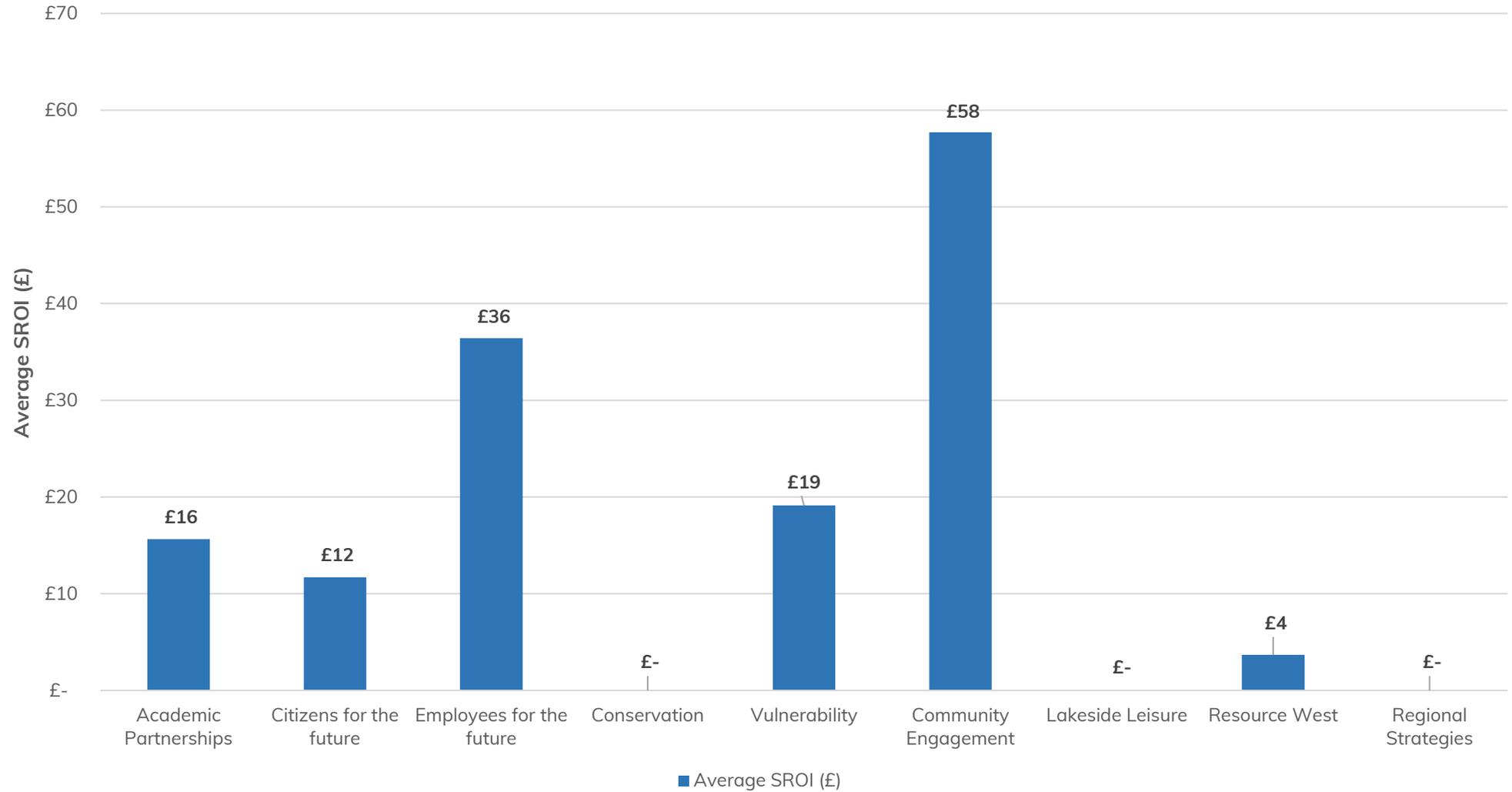


SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

To calculate the SROI estimate, we take our total discounted benefits and costs for the duration of the project and compute the ratio. Whilst we are confident with the robustness of our estimates, we must caveat that we have used a range of assumptions, guided by best practise, in order to calculate the SROI values. They do provide a useful comparison across projects and reporting years of our Social Contract, but they should not be used as a definitive standalone measure of social impact. We do however endeavour to improve these estimates with further research, ready for next year's Social Contract Benefit & Transparency Report 2022-23.



SROI Estimates for each Social Contract Programme

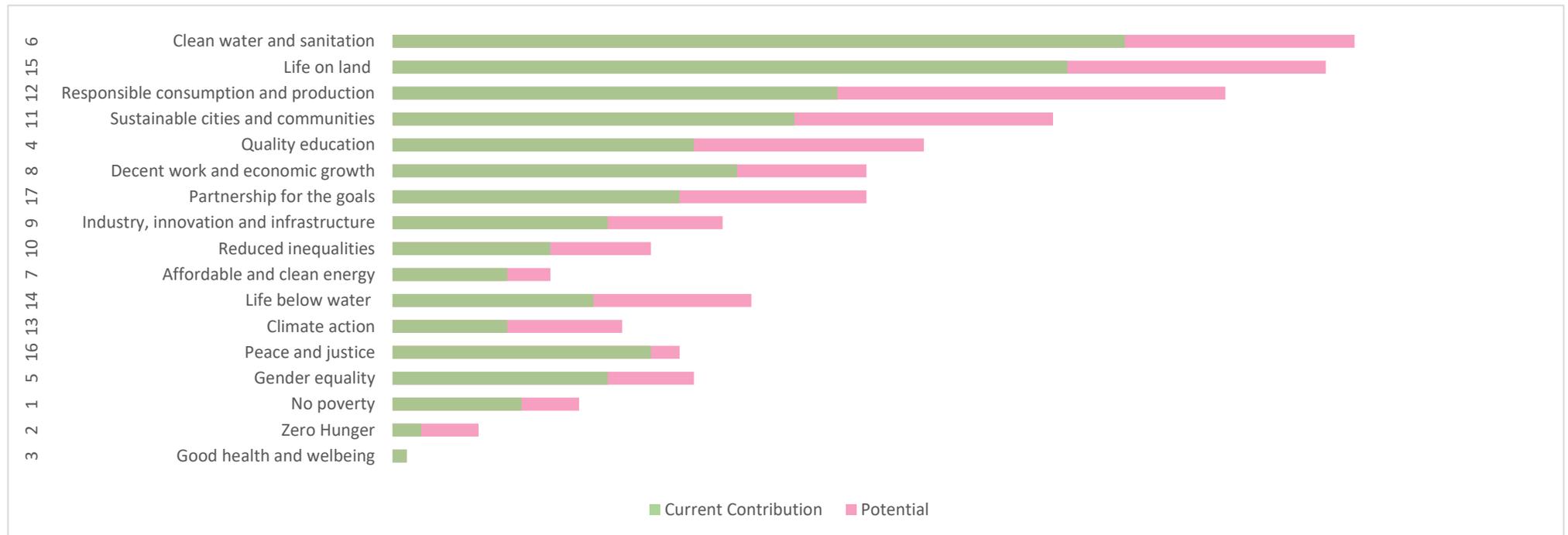




Sustainable Development Goals

The UN Sustainable Development Goals 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.

Each goal has a number of sub goals which we have used to quantify the relative contribution of our social contract activities towards each of the goals.





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. Our social contract initiatives directly complement these objectives,

Examples of some of the ways we are contributing to the delivery of the PIC are given overleaf.

Our latest leakage and water poverty plans are explored further in our Mid-Year Performance Report 2021/22, which can be found online at <https://www.bristolwater.co.uk/about-us/our-performance/>.



SOCIAL CONTRACT BENEFIT & TRANSPARENCY REPORT

Examples of how we are contributing to the Water Industry Public Interest Commitment

Triple the rate of sector-wide leakage reduction by 2030

- Our education activities within our social contract help customers to manage leakage on their own pipes
- In 2020/21 we achieved our lowest level of leakage ever reported.
- We are pleased that compared to other companies in the industry, we already deliver industry leading levels of service on leakage reduction.
- The reduction in leakage in 2020/21 by 4% to 35.5ML/d compared to 2019/20 and 19% since 2017/18 will make a big and early contribution towards the total industry target of a 50% reduction by 2045.

Make bills affordable for all households by 2030

- 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 also use our detailed neighbourhood information tool to target our social tariffs and support to those areas that need support the most.

Achieve net zero carbon emissions for the sector by 2030

- In July 2021 we published our net zero strategy. We have identified a range of ways that we can meet the challenge of hitting Net Zero carbon by 2030.
- Our preferred routemap considers a mix of pathways, including immediate action on water and energy efficiency, switching to renewable sources of energy and using carbon offsets, all in a managed way to provide a trajectory to 2030

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

- We estimate that the water fountains we have installed in Bristol City Centre will save Bristolians half a million pounds and prevent 50 miles of plastic bottle waste every year.

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

- 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.



Next steps for our valuation framework

Our initial stage of valuation framework relates to our social contract initiatives. We are developing our approach to incorporate more advanced techniques of economic evaluation, using principles set out in government guidance, such as the HM Treasury Green Book and the relevant supplementary guidance, as well as using insight from other pieces of advice such as the Dasgupta Review on the Economics of Biodiversity. This further work planned for the coming months means our contributions to society through our Social Contract will be better captured and more accurate.

We also plan to initiate two further stages to our benefits framework over the next 12 months.

- Stage two will incorporate the benefits framework into our wider investment planning, which will help to ensure that our investments are focused on delivering on what matters most for our local communities; and
- Stage three will develop a fully integrated benefits framework to capture, measure and make decisions around investment planning for future business plans.





How to find out more and get involved in our social contract

We'd love to hear what you think about our social contract! 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

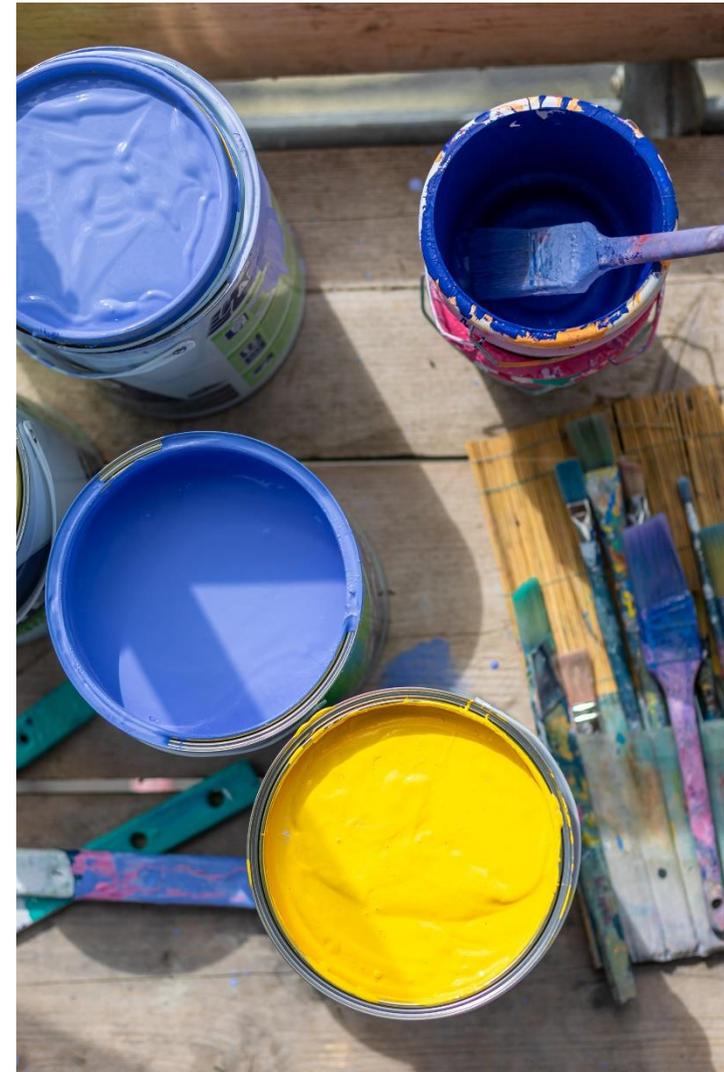




Appendix 1: Social Return on Investment (SROI) calculations

In this appendix we provide further information on our SROI calculations at an initiative level, updating the calculations since our 2019-20 Benefits and Transparency Report and providing further detail.

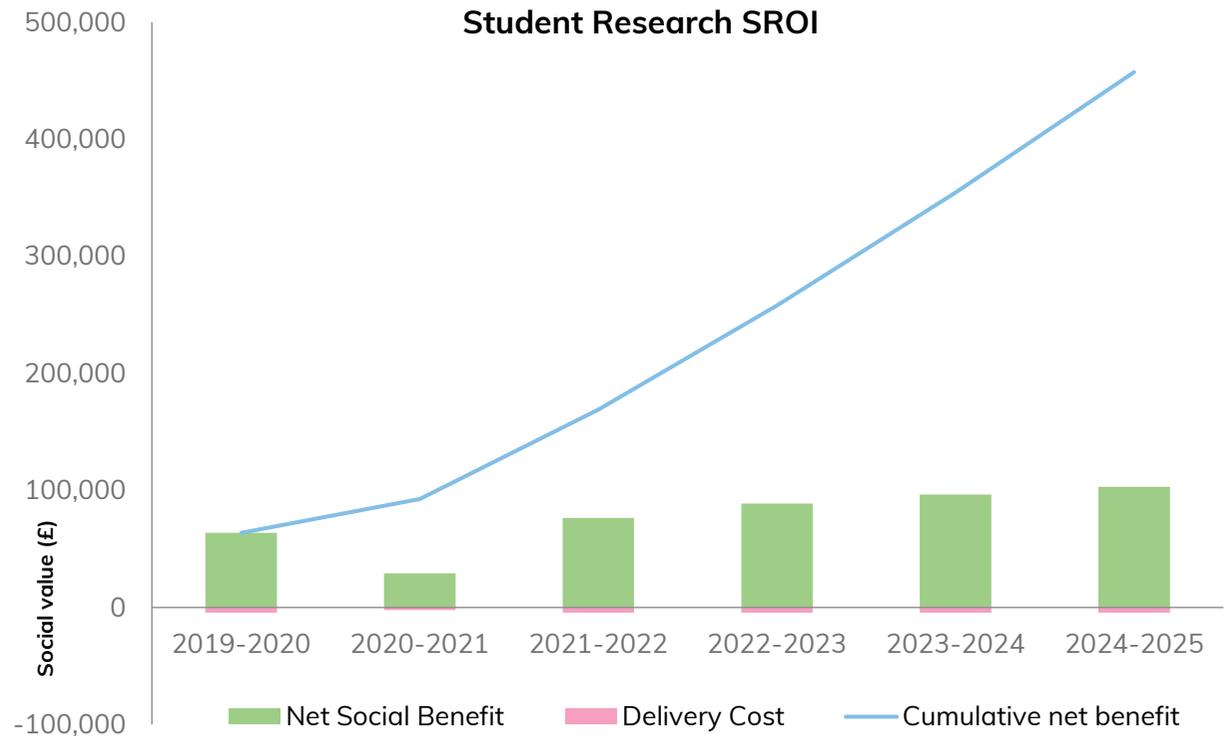
Some of our initiatives have been impacted by COVID-19, but as the projections show, we still envision a positive benefit in the long-run.





Academic partnerships – student research

This project aims to support student research projects which enhance our understanding of water use. We have projected that for the five-year cycle of this project, it will have a total SROI of **£21**.



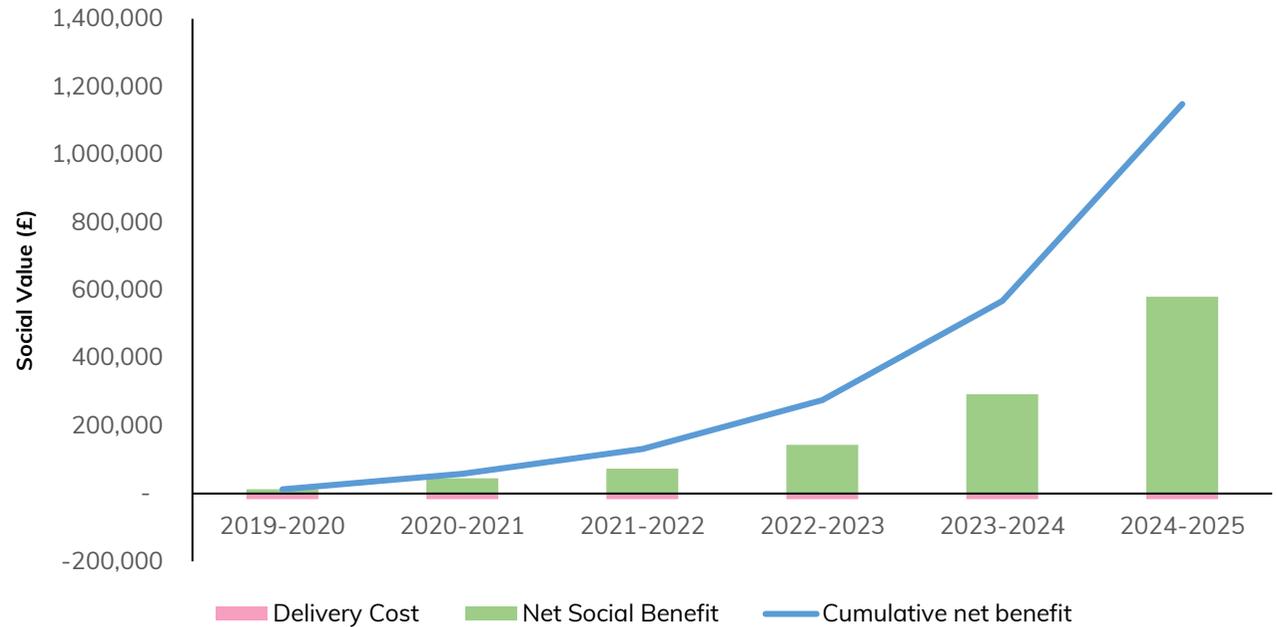


Academic Partnerships – SUNEX

The SUNEX project is a collaborative, international research project investigating sustainable food, energy and water, which looks to identify efficient solutions for energy, water and food supply for urban regions.

The benefits of this project all revolve around sustainability, a reduction in carbon emissions, an increase in the awareness of the value of water, and a reduction in PCC. For this project, we project the SROI to be **£14** if maximum benefits are realised.

SUNEX SROI

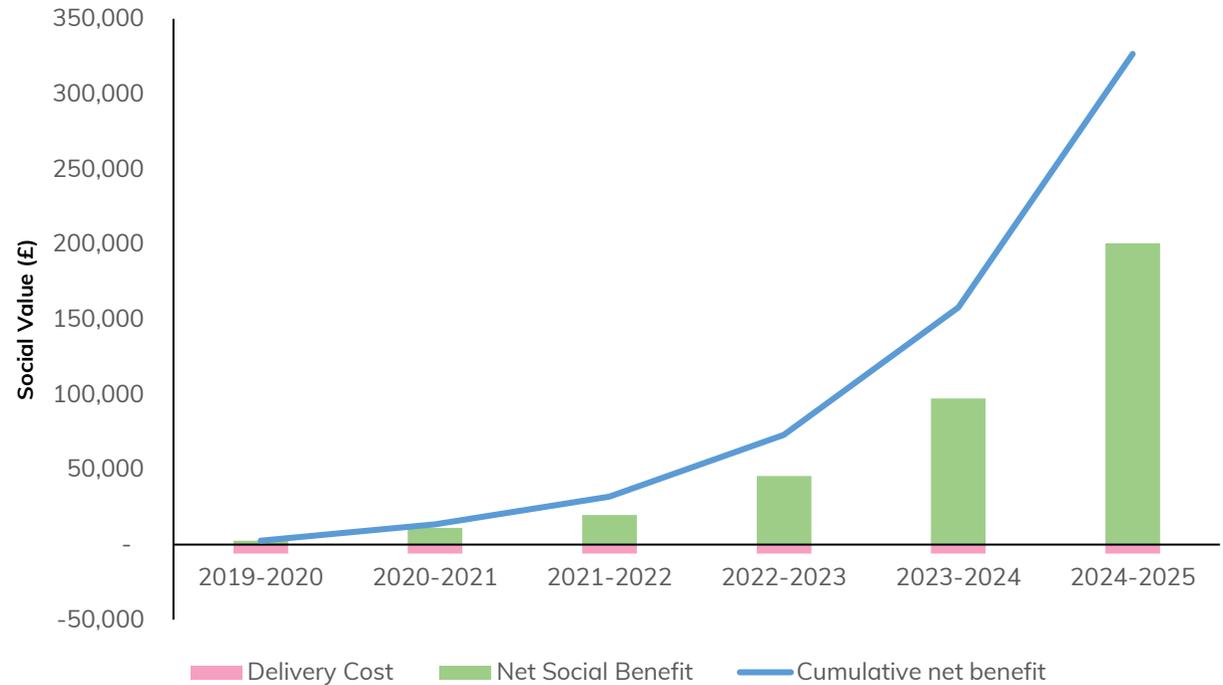




Academic Partnerships – Hydrosocial History

The Hydrosocial history project aims to preserve and provide access to our heritage and sites, to raise awareness of the value of water. This project is fairly cost efficient to run, relative to the estimated benefits received. The main benefits the Hydrosocial history Society offers are those of increased human capital and wellbeing of the students involved, and improvement in the awareness of water and therefore a reduction in future PCC. We estimate this initiative to provide a SROI of **£11**.

Hydrosocial History SROI



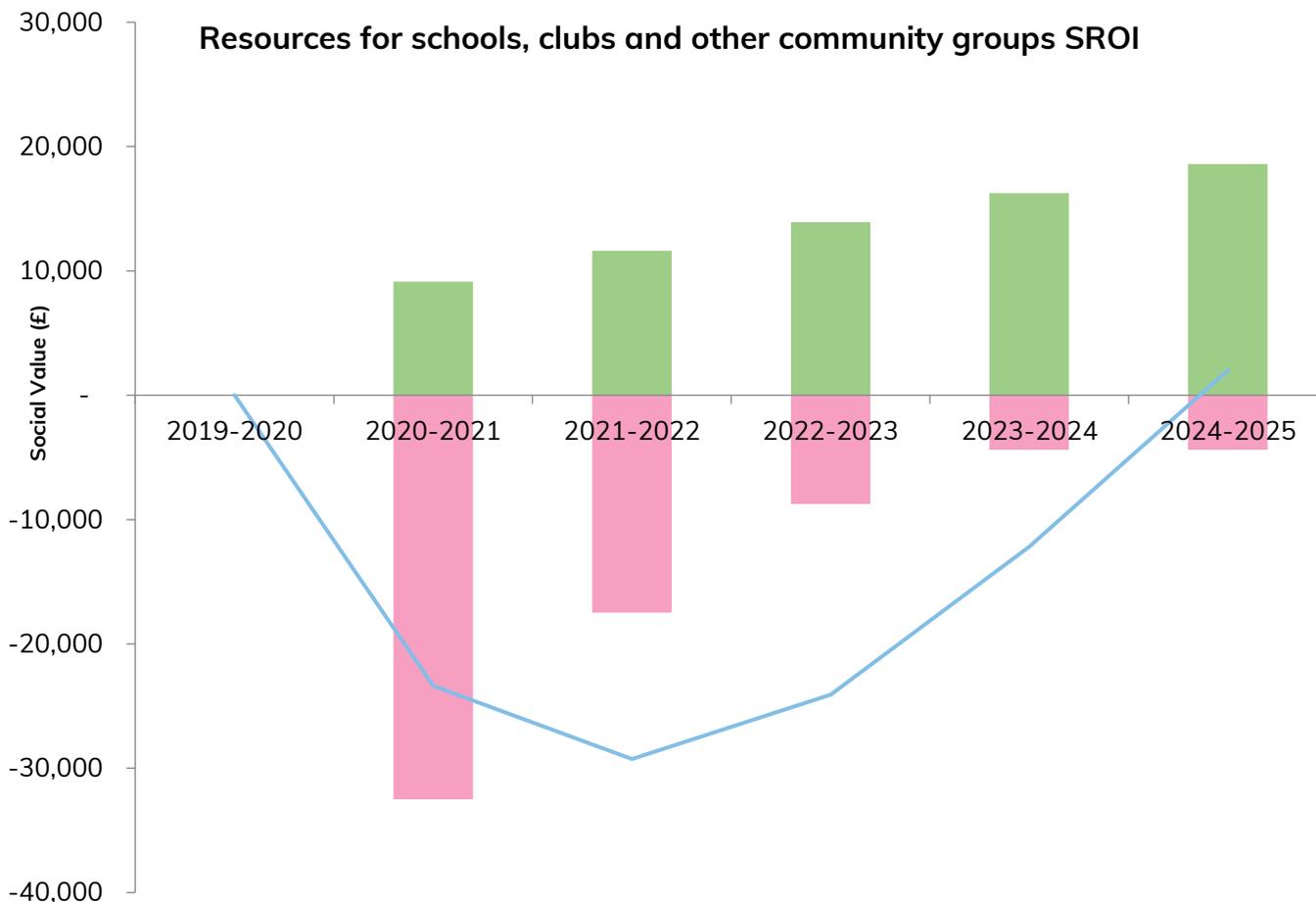


Citizens for the Future – Education Resources

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, but with updated cost data. The graph below demonstrates the value of the educational resources over time.

The initial outlay of cost was incurred 2021/22. The on-going costs are further development of resources as well as staff time involved in promoting the resources within schools and community groups. Over time, the benefits accumulate and generate a positive return over time with a SROI value of **£1**.





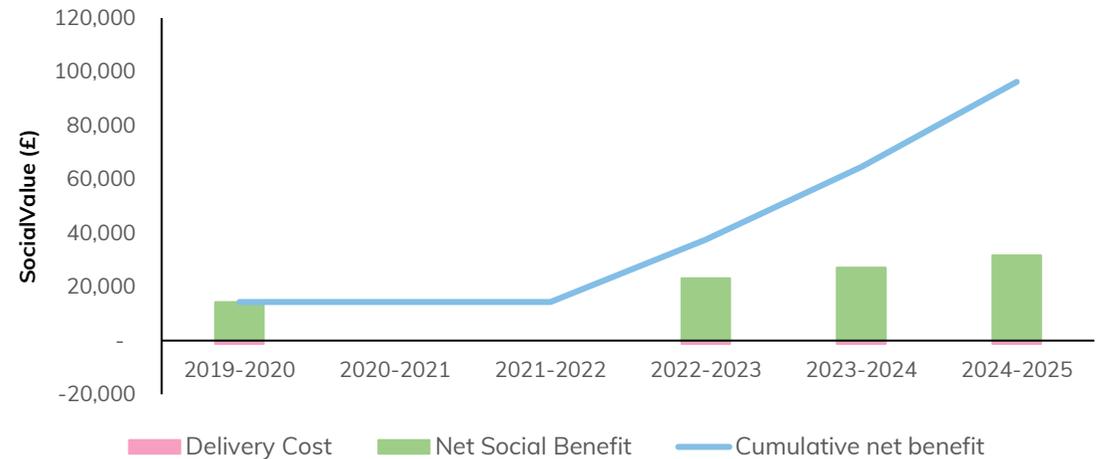
Citizens for the future – Hosting School Visits

This project is where we host 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. Due to the time in nature involved in this project, we believe that through participation students experience wellbeing benefits. In addition they have an increased awareness of the value of water, contributing towards a reduction in our per capita consumption performance commitment. As this project has a low cost to run, we estimate it delivers an estimated SROI of **£23**.

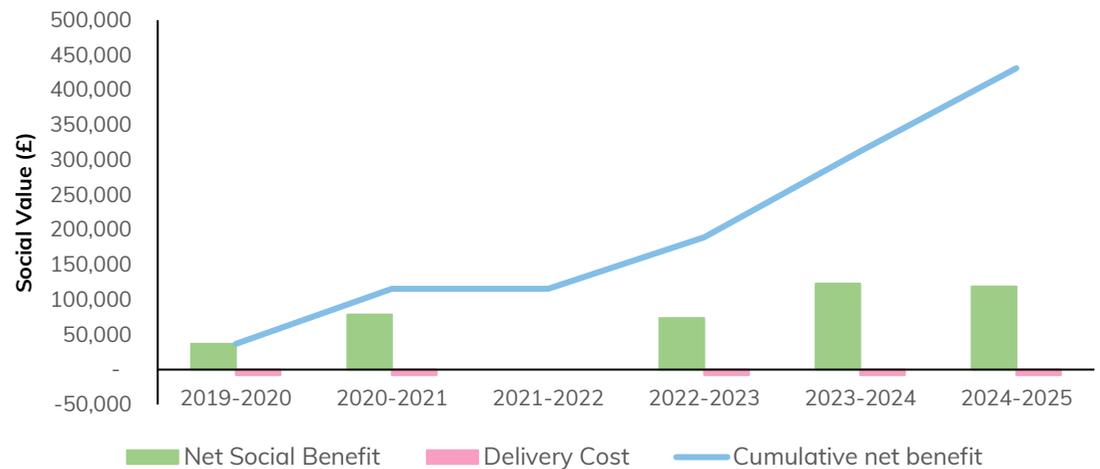
Employees for the future – Work Experience

For our work experience project we estimate the main benefits will be an increase in future employment, wages and productivity for the students participating. We use research conducted by the Department for Work and Pensions to estimate the monetary values to these benefits. We also understand work experience projects improve self-esteem and confidence, as well as a reduction in anti-social behaviour. We estimate a SROI of **£13** for this social contract initiative.

Hosting visits to Schools SROI



Work Experience SROI

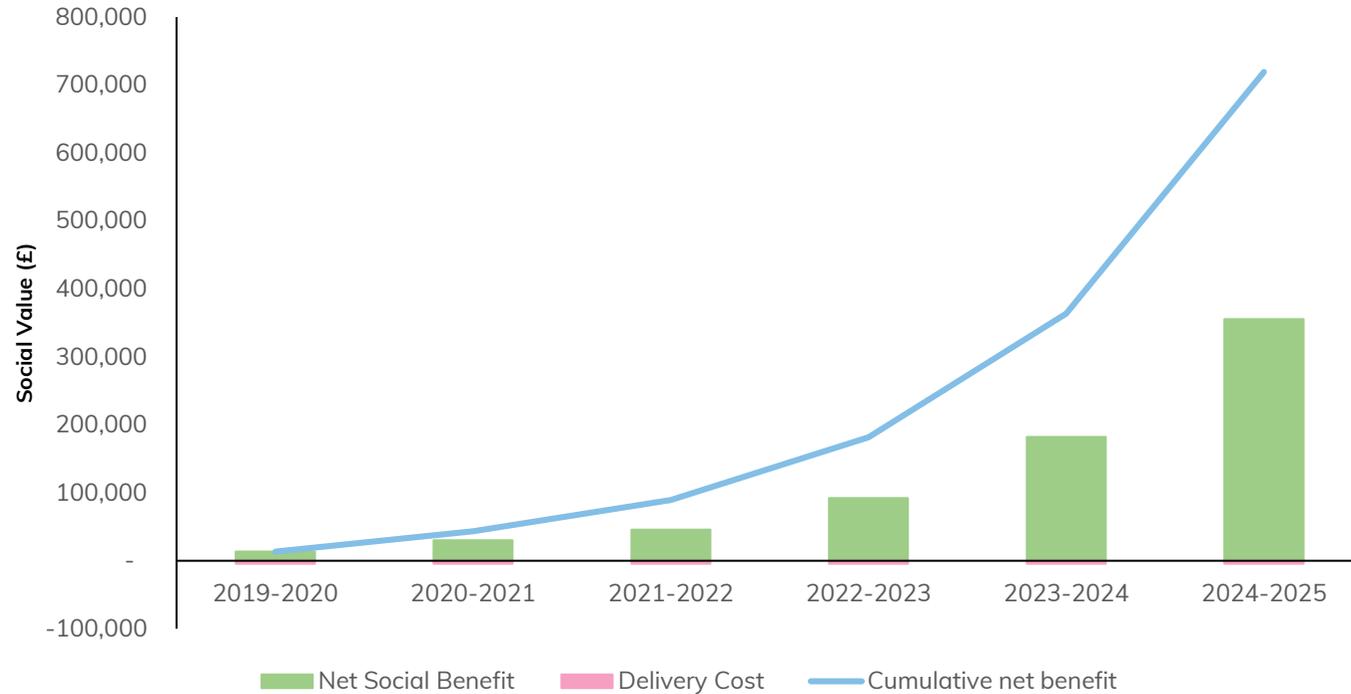




Employees for the future – Internships

This project is a collaboration with UWE to provide internships to students. These are run over the summer with a specific focus on improving workforce diversity. This project realises similar benefits to the work experience project, where students should see an improved level of wellbeing, due to an improvement in employability, an increased level of self-esteem and confidence, as well as increased employability from the provision of experience in the workplace. We estimate a SROI for this project of **£33**.

Internships focussing on improving diversity SROI



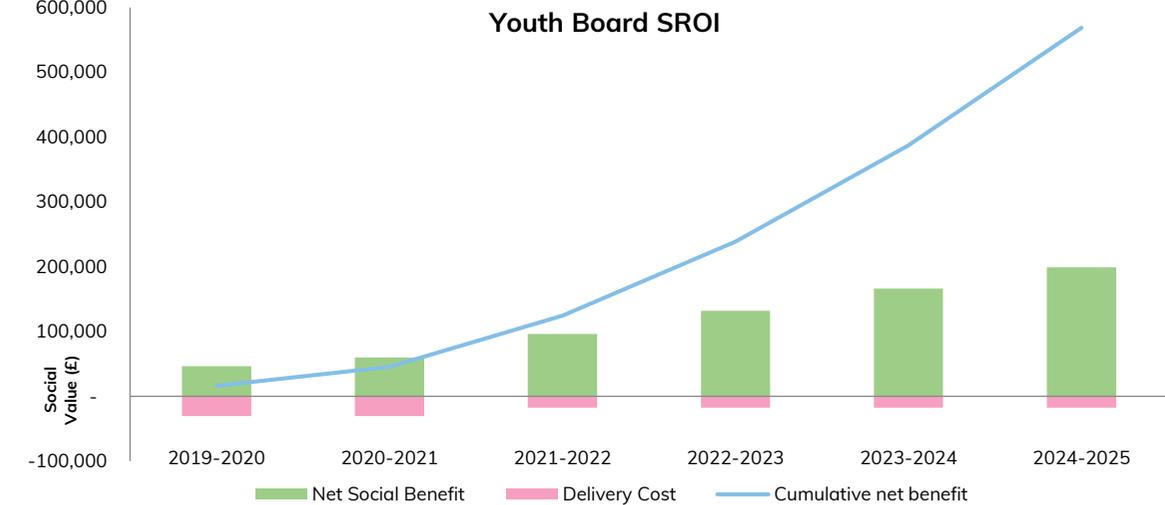
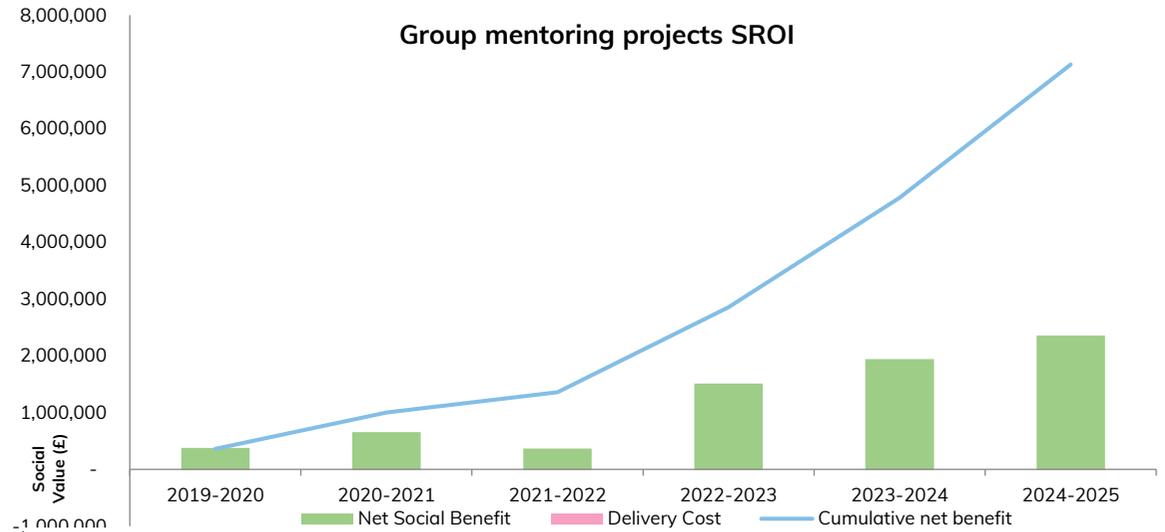


Employees for the Future - Mentoring

We have projected the SROI for this initiative using the same methodology as last year, but with updated cost data. Our mentoring project focusses on our existing relationship with Ablaze Bristol and West of England Mentoring to provide mentoring to students in a range of different formats. We have estimated the SROI to be **£94**.

Employees for the future – Youth Board

Our Youth Board aims to bring the views of young adults (sixth formers) into our decision making as well as providing development opportunities and business experience for those involved. This project should provide benefits to the local community through increased confidence, a feeling of being part of the community, as well as direct support with CV guidance and improved employability. We estimate the SROI to be **£5**



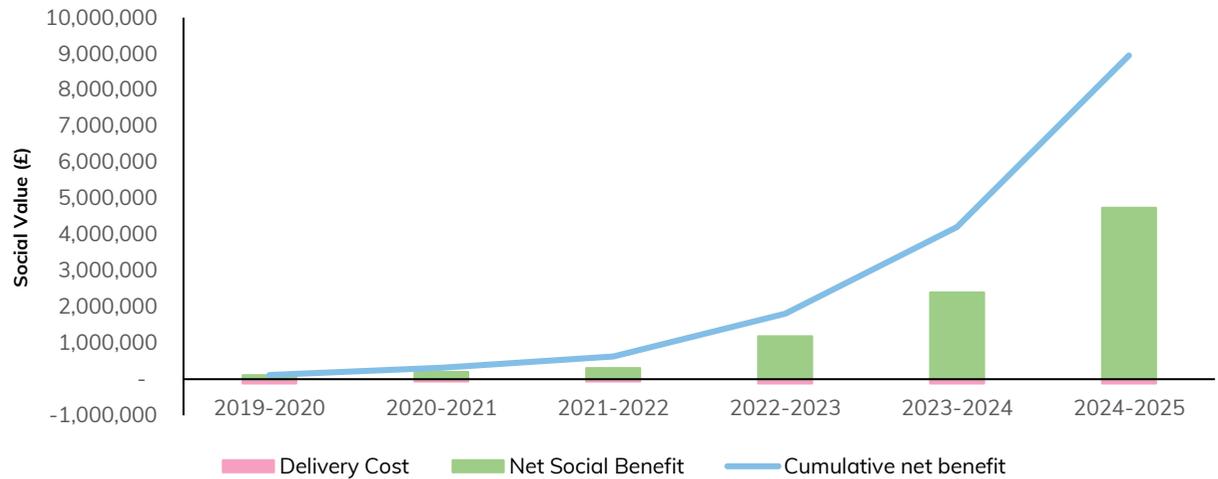
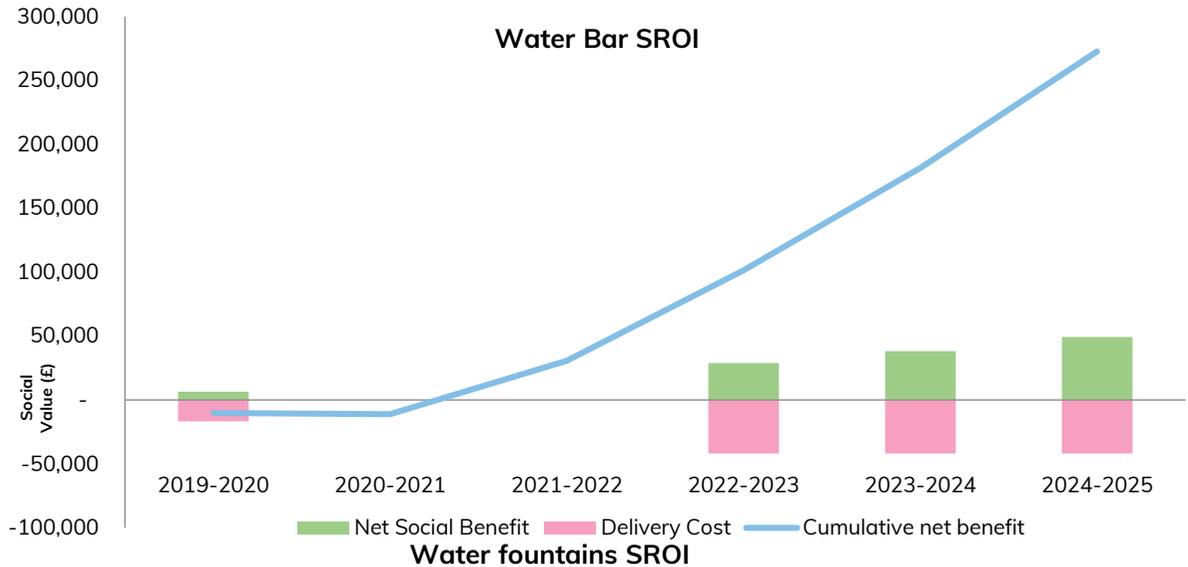


Community Engagement – Water Bar

For 2021/22 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 2020-2021. We estimate the SROI to be **£1**.

Community Engagement – Water Fountains

Our water fountains provide clean drinking water for free, help reduce plastic waste and promote healthy living. We estimate the SROI of this project to be **£19**. Our fountains were turned off in response to the pandemic and some were vandalised, which has limited the level of benefit this year.





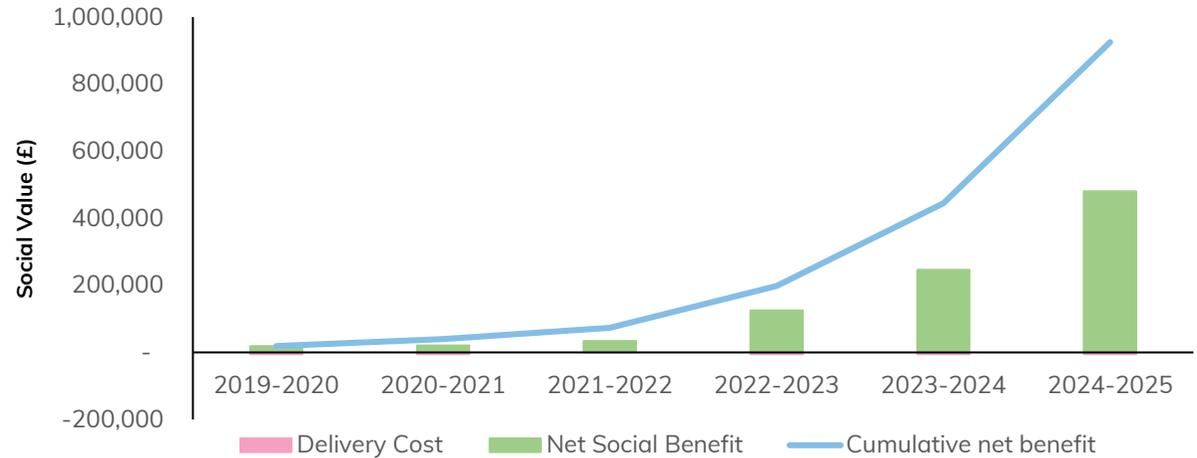
Community Engagement – Refill

Our refill project provides free public access to drinking water refills through the support of local business. It provides similar benefits to our water fountains project, for example greater access to clean, free drinking water, promoting health and reducing single-use plastic consumption. We estimate this project provides a SROI of **£46**. Benefit has temporarily been limited due to outlets being closed during lockdown.

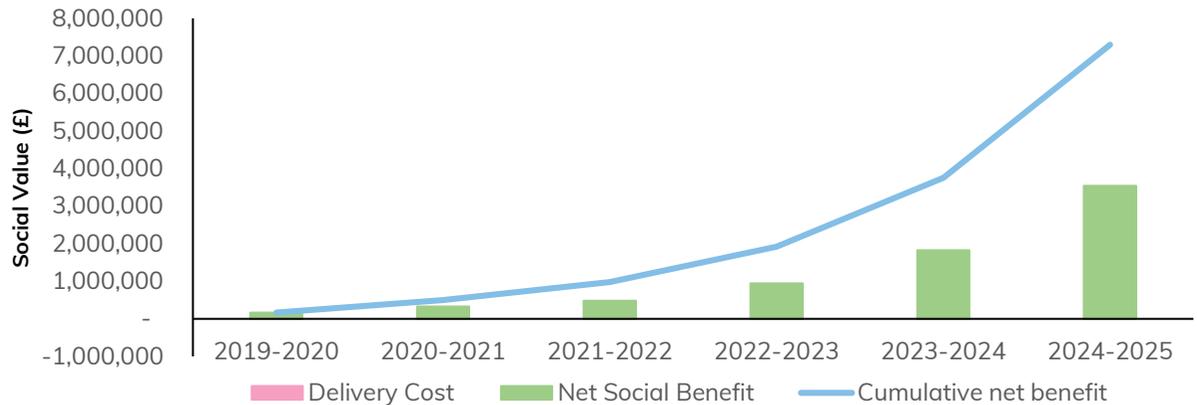
Community Engagement – Together for Good

Research shows that volunteering in the community can have profound effects, such as an increase in trust within the community, a boost in the feeling of safety and the wellbeing effects of giving back to your community. These positive effects, combined with the low cost of running this project, demonstrates why the SROI is relatively high to other projects. As such, we estimate this project provides a SROI of **£166**.

Refill SROI



Together for Good SROI





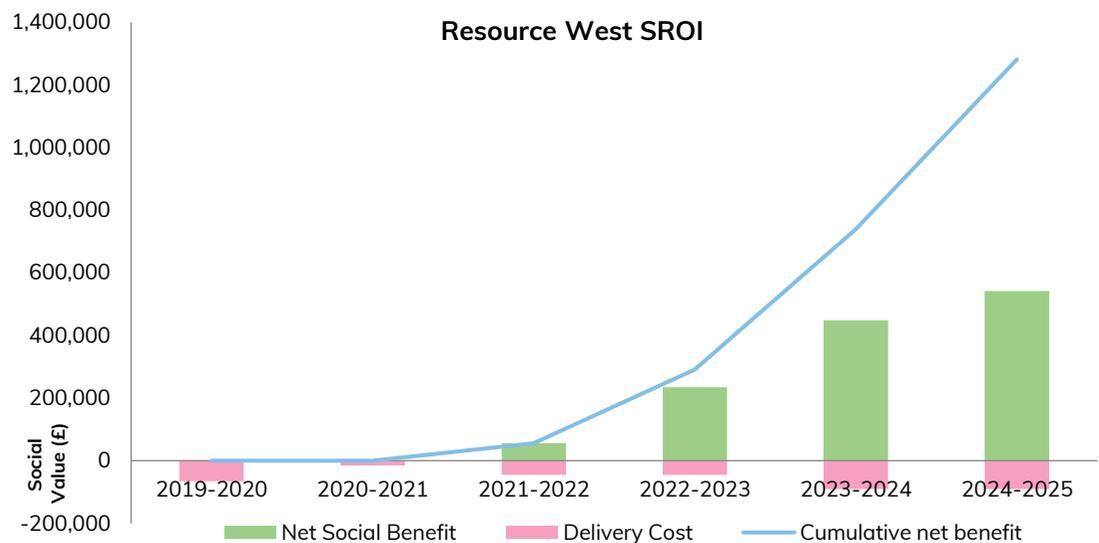
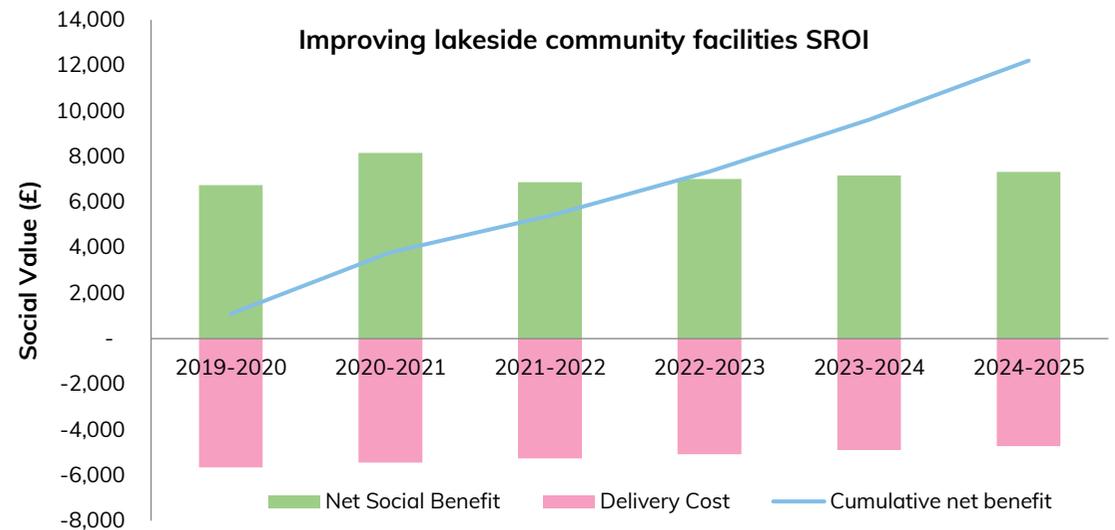
Lakeside Leisure – Refreshing Lakeside Facilities

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. We have estimated the SROI for this initiative to be **£1**.

Resource West

The Resource West project is a partnership of local stakeholders which facilitates transformational shifts in consumer behaviour to reduce consumer consumption and waste. We estimate that some of the benefits experienced from this project will be a greater engagement with the public on the topic of the environment, a push towards Carbon neutrality by 2030 and a reduction in traffic congestion.

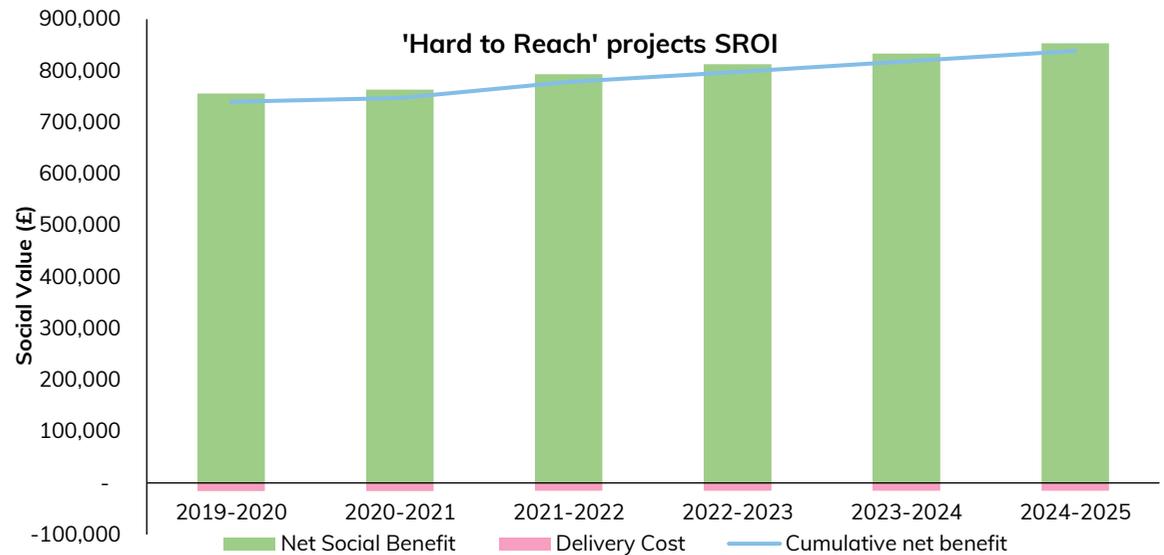
Resource West continues to be a longer-term strategic project. We have revised the costs for the initiative when compared to the Pilot Year. As a result, the cumulative benefit of the programme is still increasing. We forecast a SROI for this project of **£4**.





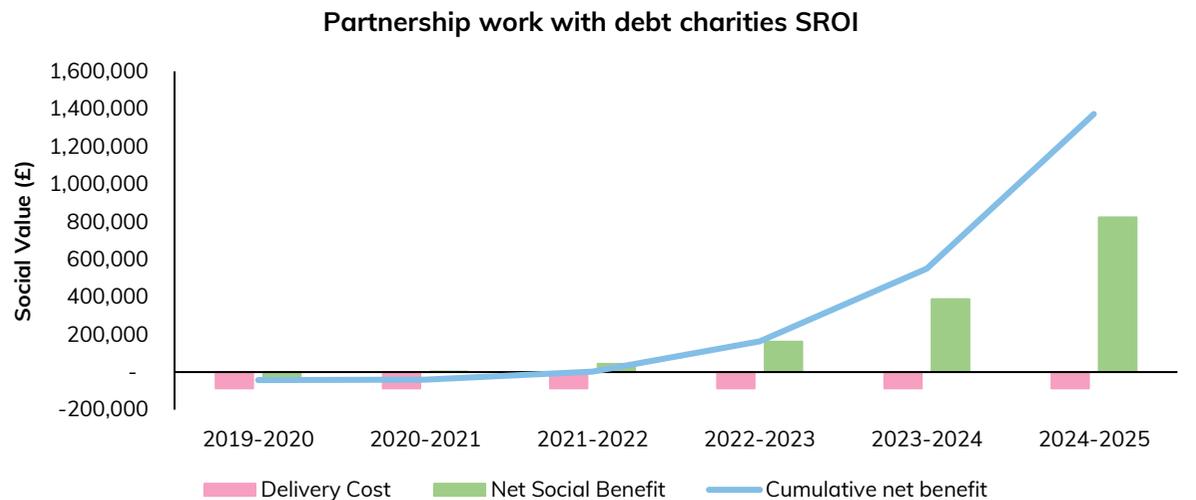
Vulnerability – Hard to Reach

Our Hard-to-Reach projects within the Vulnerability Programme have had a significant boost in projected benefits this year, combined with a small saving in cost. This in turn provides a SROI of £52. Our Hard to Reach project is crucial for those that need our help the most. We work with local charities, current funded partners and new charities to promote our lower tariffs and PSR to customers who we find harder to get the messages to.



Vulnerability – Debt Charities

This project aims to increase partnership work with debt charities, ensuring that customers receive full debt advice before receiving Assist, rather than just help on their water bill. We believe the benefits involved with this initiative includes a reduction in the risk of homelessness, an increased ability to pay water bills and a feeling of support for those vulnerable customers. We estimate the SROI for this project to be £4.





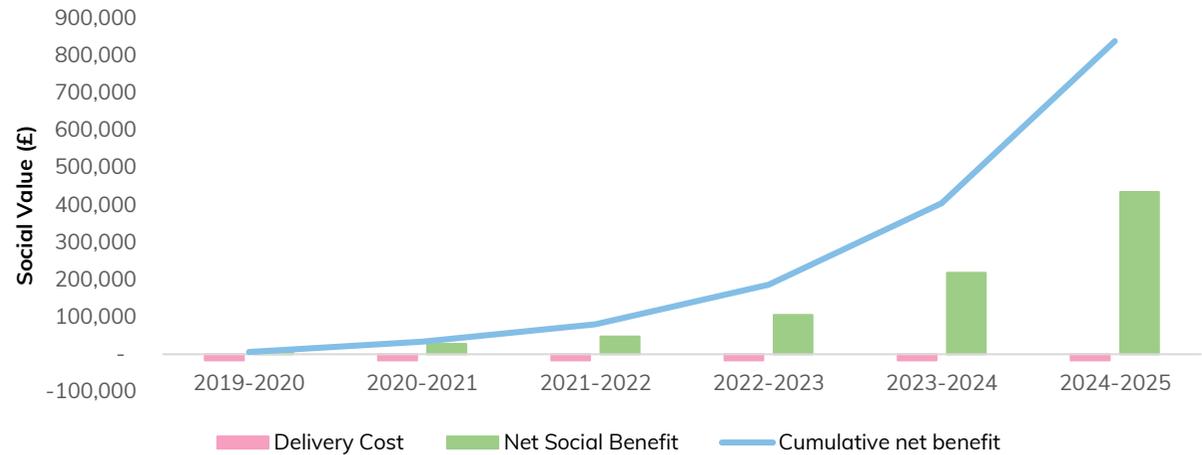
Vulnerability – Outreach

Our outreach community events aim to reach out to customers in need of help with their bills and PSR. The benefits experienced with this project are similar to those experienced with our debt charities project. We estimate the SROI for this project to be **£11**.

Vulnerability – Crimestoppers

Our partnership with Crimestoppers aims 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. We estimate the SROI of this project to be **£9**.

PSR 'outreach' community events SROI



Partnership with Crimestoppers to drive awareness of our PSR SROI

