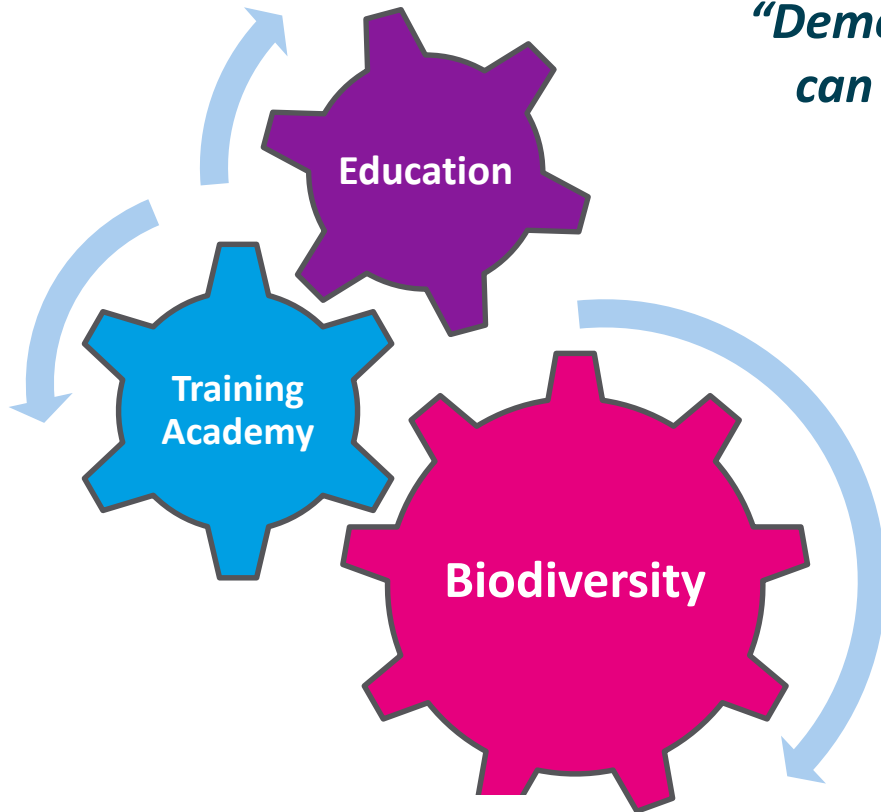


Societal purpose inherent in the plan

“Demonstrating how a privately owned company can run a public service, in the interest of all”



- ❑ **Educating** the next generation of water users
→ Reducing demand, raising awareness of sewer misuse and healthy living brings operational efficiency and societal good.
- ❑ New **Academy** to create the most **skilled** workforce
→ Improving performance, engagement and cost efficiency.
- ❑ Promoting **biodiversity** in our patch
→ **£10m** reward available over AMP7 for smart investment.

Financial ODIs discussed...

Biodiversity
(Water & Waste)

Farming for
Water

Using Water
Wisely

Green
Communities