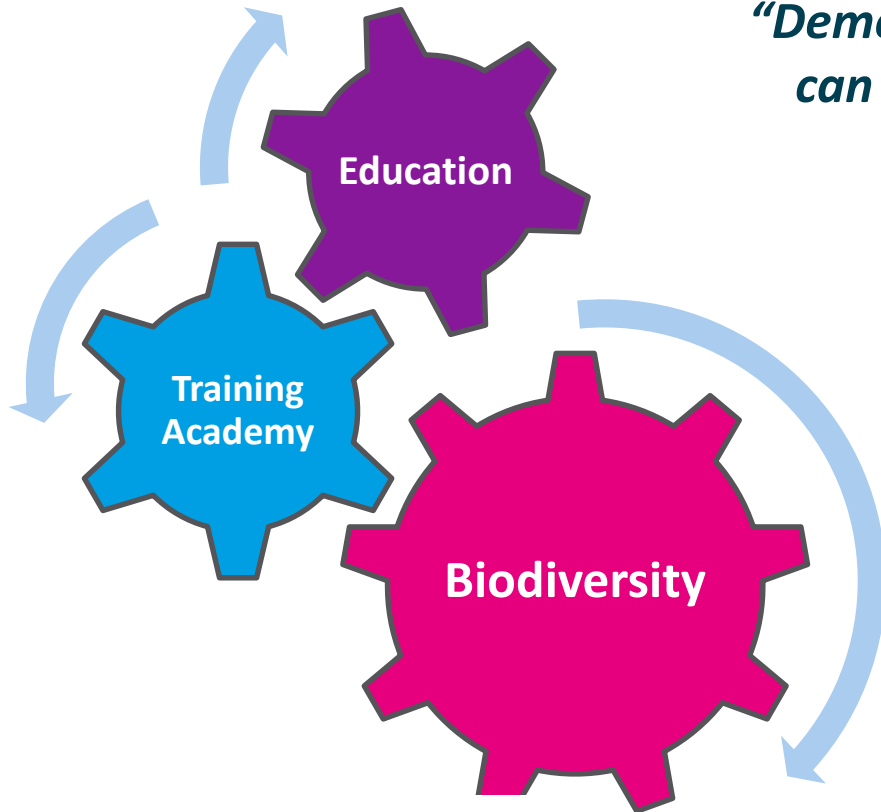


## Societal purpose inherent in the plan

*“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