Acting responsibly matters

The way we do business has a wide-ranging impact on the communities, environment and economy of the North West. By acting responsibly our contribution is far-reaching and ripples out across our region. To find out more, please click in each of the outer segments of the wheel.
Investing in the region’s infrastructure to keep the economy flowing

We believe passionately in using our investment programme to help keep the North West economy moving – generating jobs and income through our capital investments, providing income for North West residents.
Generating jobs and income through our supply chain

Supporting jobs through our supply chain provides a stimulus for the development of skills and jobs the North West economy needs. Working with responsible suppliers means we can achieve more and succeed together.
Providing a return which contributes to pension schemes relied on by millions

Providing a return to those who have invested in our future is a key part of being a responsible business. Our shares are held by individuals and large investors which provide a return, and contribute to pension schemes relied on by millions.
Acting with integrity to give confidence in the way we do business

We’re committed to high ethical standards of business conduct, strong corporate governance and acting with integrity so that stakeholders can have confidence in the way we do business. This translates to a good value service for our customers, an attractive rate of return for our shareholders, and transparency and fairness for our supply chain.
Finding new ways to solve environmental challenges for future generations

By investing in innovative technology we are looking to solve **environmental challenges**, which will help to enhance the environment for future generations.
Reducing our impacts is good for the environment and makes us more efficient.

Managing our impacts and reliance on natural resources is good for the environment, and helps make us a more efficient business reducing the pressure on customer bills.
Supporting a thriving regional tourism industry by protecting rivers, lakes and bathing waters

Managing our activities responsibly so we look after the beautiful landscapes and beaches of the North West ensures they continue to attract tourists, supporting a thriving regional tourism industry.
Enhancing the landscapes and beaches people enjoy, improving wellbeing and reducing the reliance on health services.

We will continue to protect and enhance these wild and wonderful places by minimising any adverse impact on these diverse habitats due to our own operations.
Bringing the curriculum to life through engaging education programmes

Our work with teachers and children to build awareness about water and the natural environment brings the curriculum to life and makes learning fun. This provides the next generation with an understanding of the true value that water brings to them and the environment and how we can all play our part.
Volunteering to help create better places and stronger communities

By encouraging our employees to volunteer on projects that address local issues, we help to create stronger communities. Working in partnership with other organisations means we can accomplish more together.
Building partnerships to develop employability skills for those who need it most

Our work places us at the heart of local communities. These are very important to us – they are where our customers and employees live and work. We seek to develop strong relationships based on mutual trust, respect and an understanding of the impact our work has on their everyday lives. By promoting education, skills development and employability, we are developing the skills the North West economy needs, whilst helping people back to work.
Providing access to nature and its wellbeing benefits

We manage some of the region's most beautiful landscapes, which are a haven for wildlife, a major pull for tourism and valued places of relaxation and recreation for our customers.
Motivating our employees to deliver better services to our customers

We recognise the importance of engaging actively with our employees. As a motivated workforce who take pride in their role deliver benefits to our customers.
Reducing the burden on health care services by looking after our people

Looking after the health and safety of our employees is paramount, as nothing we do is worth getting hurt for, and every day our employees deserve to go home safely. This reduces the wider burden to health care services through fitter, healthier employees and reduced accidents.
Attracting a diverse and talented workforce fit for a modern society

Increasing the diversity in our workforce ensures we have access to a broad set of views that are fit for our modern society. Demonstrating that we are a dynamic organisation helps to attract talent to ensure we have the best people to deliver our services.
Developing our employees so we continue to improve our services

Investing in the development of our employees and ensuring they have the right skills means we can continue to get better as a business.
Earning trust so our customers have complete peace of mind

Providing clean water and removing wastewater from properties is our major contribution to the health and wellbeing of customers and the wider public in the North West. They also place their trust in us to keep their personal details safe.
Supporting those struggling to pay to get back on their feet

We aim to provide bills that are good value for money by being an efficient business. But are well aware that the North West has some of the most deprived communities in the UK with some households struggling with their finances.
Delivering reliable services so our customers can just get on with life.

Great service enables our customers' lives to flow smoothly and they shouldn't even have to think about their water and wastewater services. But, if they do, we're here to help with the minimum of fuss.
Providing a helpful service our customers will appreciate

Customer service is at the heart of what we do and great service is what our customers deserve. Only by talking to, and more importantly listening to, our customers can we understand and meet their expectations.

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Delivering good value
At the lowest sustainable cost

Providing a great service to customers
The best service to customers...