

Positive Impact Report 2026

October 2026

Waterplus

In 2026, the globally recognised Science Based Targets initiative (SBTi) validated our Net Zero target

This follows us being the first water retailer to gain a Net Zero standard from Carbon Footprint and confirms that our reduction pathway not only meets, but beats the science-based target trajectory for 1.5°C that many businesses aspire to.

Our Net Zero target for 2040 factors in the water wholesaler targets of Net Zero by 2030 in England and 2040 in Scotland, that are part of the supply chain for all water retailers, under Scope 3.

In our proactive and practical action to do more good for people and the planet, we're collaborating more with customers, and our industry, together with building greater connections and delivering positive impacts for communities.

This report highlights:

- our actions.
- how some of our customers are reducing water and carbon emissions.
- our future steps.



We help organisations to:

- save water.
- reduce carbon.
- lower costs.
- improve resilience.
- progress sustainability goals.

Water is essential to businesses, communities, public services, and to life.

So, we're on a mission to turbo-charge better water approaches in the UK to help the planet, people and future generations.

"Since 2022, we've been taking additional actions each year to help customers, communities and our supply chain reduce carbon emissions, while also improving the data we can track that is linked to our business, under Scope 1, Scope 2 and Scope 3. As a responsible business, we know carbon reductions help all people on earth, as well as the planet and nature and our ambition is to achieve Net Zero ahead of the science-based target year.

"The SBTi validation is just the latest progress point, as we build momentum and drive forward - encouraging faster decarbonisation in England and Scotland, sharing our knowledge and leading by example, in a credible way, following best practice."

Jason Scagell, Chief Executive of Water Plus

"Improving water efficiency doesn't just help the planet: it also cuts costs and reduces carbon for organisations across the UK. Our teams are already supporting more sites to closely track their water use, explore ways to reuse heated water, and make real progress towards sustainability goals.

"Through our customer-focused collaboration, substantial savings in costs, carbon emissions and accelerated reductions in energy use for multiple sites have been delivered by our team, drawing on their years of experience in water retail and providing efficiency services.

"Water is essential for businesses, communities, public services, and life itself, and we're partnering up to drive more positive change and efficiency results.

"Through our productive and powerful partnerships, we're also amplifying the practical steps that boost water efficiency to accelerate better water management across the UK for the benefit of people, the planet and future generations."

Tony McHardy, Managing Director, Corporate at Water Plus.

The content of this report has been endorsed by Ron Pierce, Chairman of the Board.



Jason Scagell



Tony McHardy

Creating positive impact for customers, communities, nature and the climate



Climate impact



1st Business water retailer with a SBTi-validated Net Zero target.



39% Reduction in Scope 1 and Scope 2 emissions (location-based) between 2024/25 and 2025/26.



2040 Target year for achieving Net Zero across Scope 1, 2 and 3



In the top 35% of companies worldwide in the EcoVadis sustainability rating.



Customer impact



821,000+ litres of water saved every day through large-scale programmes.



650+ water-efficiency devices installed during 2026 for one multi-site customer.



£638,000+ estimated annual wholesaler savings identified at 3 sites through data-led water management.



4,660 water-saving visits, leak repairs and device installations delivered through collaborative action



Community impact



570+ school pupils engaged through careers and workplace activities.



560+ hours of youth support funded through our Teenage Cancer



110+ crates of food and essential items collected for local foodbanks.



77 hours of volunteering supporting education and community initiatives.



Nature impact



6.8 hectares of new UK woodland funded through the Woodland Trust.



30 trees and two mini wildflower meadows supported through the NHS Forest programme.



9 mini meadows funded through the Ocean Conservation Trust's Blue Meadows programme.



9,000+ marine creatures expected to benefit from seagrass restoration activity.

From achieving SBTi validation and reducing emissions, to helping customers save water, supporting communities and investing in nature recovery, Water Plus continues to power positive progress for people and the planet. For the latest information and extra insight:

[Webinars](#)

[Blogs](#)

[Resources / checklists](#)

[Customer / community updates](#)

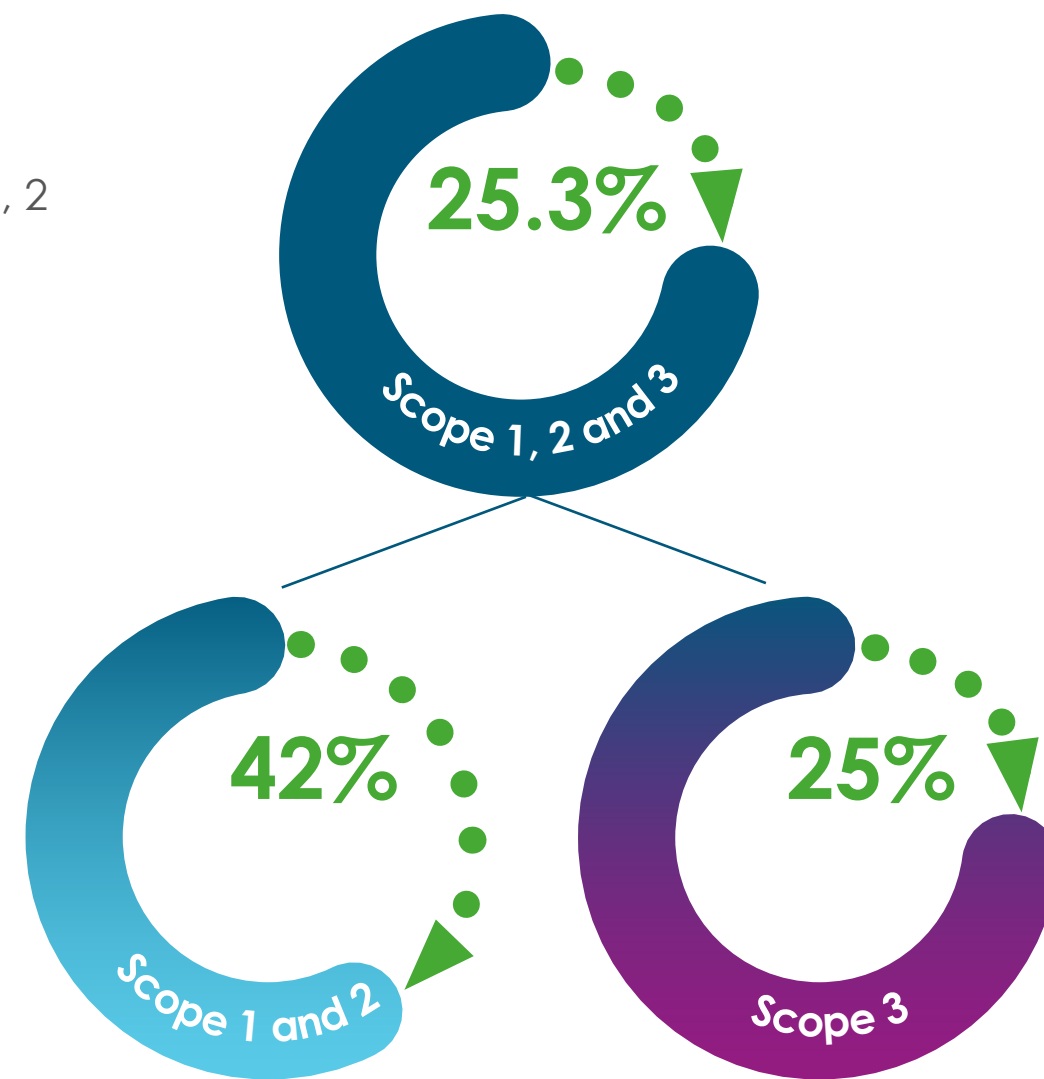
SBTi validation and Net Zero

The SBTi validated targets cover commitments to achieve net zero greenhouse gas emissions across the value chain.

By 2030

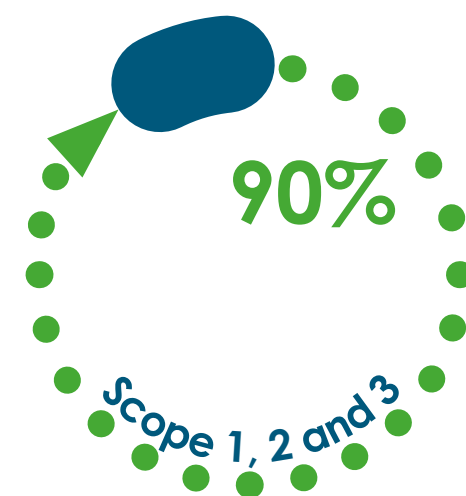
We commit to reducing Scope 1, 2 and 3 emissions by 25.3%.

Within this target, we will reduce Scope 1 and 2 emissions by 42% and Scope 3 emissions by 25%.



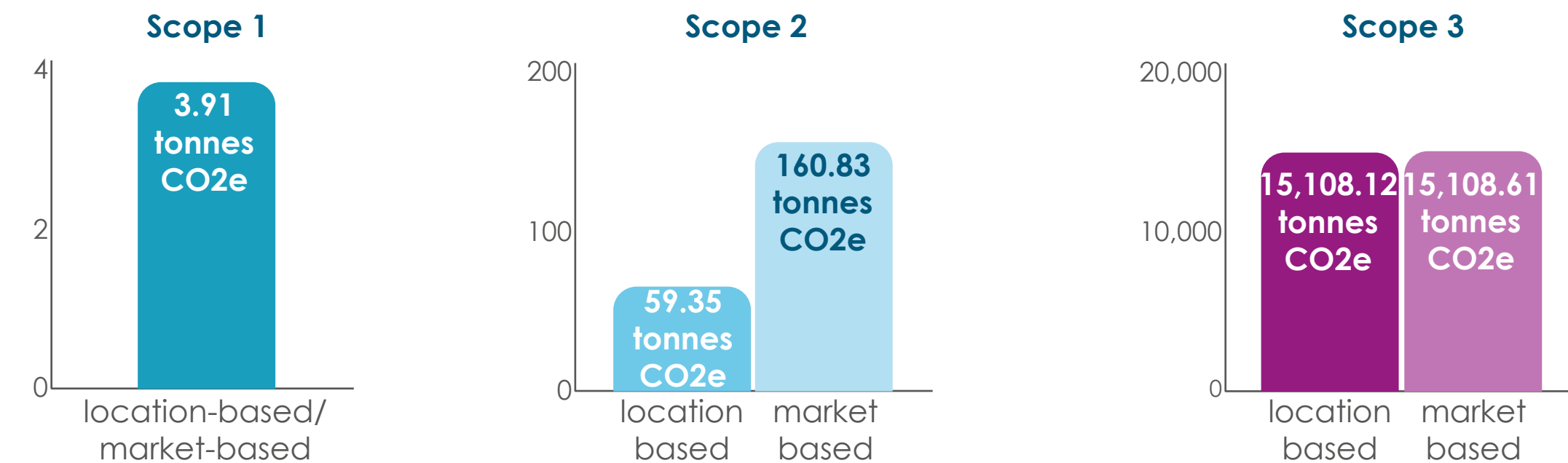
By 2040

We also commit to reducing absolute Scope 1, 2 and 3 emissions by 90% by 2040.



The journey so far

Latest year:



The 2025/26 financial year includes moving into a new main office location, with an increase in related Scope 3 emissions. Moving to our new office generated a 39% reduction in Scope 1 and Scope 2 emissions (location-based) between the 2024/25 and 2025/26 financial years.

Baseline year 24/25:

- Scope 1: 51.10 tonnes of CO2e (location-based and market-based).
- Scope 2: 52.87 tonnes of CO2e (location-based) and 21.03 tonnes of CO2e (market-based).
- Electricity was from 100% renewable sources in the 24/25 baseline year for the previous main office.
- Scope 3: 14,469.57 tonnes of CO2e (location-based) and 14,443.99 tonnes of CO2e (market-based).

First SBTi-validated Net Zero target water retailer

We are the first business water retailer to have a Net Zero decarbonisation target validated by the Science Based Targets initiative (SBTi). Our plan will take teamwork, co-operation and collaboration with a range of organisations to achieve reductions over time.

Planned activity includes:

- Continuing to improve Scope 1, 2 and 3 carbon data accuracy.
- Working with suppliers to reduce supply chain emissions, ensuring the entire supply chain aligns with the Intergovernmental Panel on Climate Change's (IPCC) recommendation to achieve global carbon emission reductions of 72% or more.
- Continuing to explore and implement carbon reduction actions.
- Maintaining 100% renewable electricity at the main office.



How we're reducing emissions

Increased energy efficiency in 2025 and 2026 included installing over 150 additional LED light panels at our main office to replace less efficient lighting. We introduced water efficiency measures at the site, and our main office now runs on 100% renewable electricity.

To drive positive impacts at scale for the environment, employees and communities, we complete an annual ESG assessment through EcoVadis. Water Plus ranks in the top 35% of companies globally

Beyond carbon

Beyond reducing our own emissions, we support projects that help to accelerate nature recovery and provide wider environmental benefits. This activity, known as Beyond Value Chain Mitigation (BVCM), encourages broader climate action while supporting biodiversity and ecosystem resilience.

Woodland and nature recovery

We have funded 6.8 hectares of new native UK woodland through the Woodland Trust since 2022, including 2.6 hectares planted in 2025.

During 2026, we supported the planting of 30 trees and two mini wildflower meadows through the NHS Forest programme. This activity supports biodiversity and creates greener spaces, shelter and shade that benefit patient and staff wellbeing.

Wildflower seeds for the meadows at healthcare sites will be planted in autumn 2026.

Seagrass restoration

We funded nine Mini Meadows (equates to 90 square metres of seagrass meadows) and the Ocean Conservation Trust's Blue Meadows programme conservation activities in 2026. Our five-year commitment supports seagrass regeneration and restoration activities through to 2031.

The programme is expected to:

- Provide habitat for more than 9,000 marine creatures.
- Capture approximately 86.4kg of carbon.
- Capture approximately 37.8kg of nitrogen.

Our 2026 support builds on previous efforts, including funding additional seedlings at the charity's UK seagrass cultivation lab in 2024, helping restore 12 hectares of seagrass meadow around the UK coast.

These projects support biodiversity, nature recovery and climate resilience, while creating environmental benefits that extend beyond our operational footprint.

While reducing our own environmental impact is important, some of the greatest opportunities to create positive change come through the organisations we work with every day.



Helping customers to save water, carbon and cost



Water efficiency

Helping other organisations with SBTi-validated targets to make progress on sustainability goals remains a core focus for us.

We installed over 650 water-efficiency devices in 2026 for one multi-site customer with an SBTi-approved target. Of these, 310 will also reduce energy use through lower hot water demand. This followed 546 devices being installed in 2025.

At another location, 744,000 litres of water a day were saved, (equivalent to avoiding 263kg CO2e daily). In just 22 working days our efforts saved the equivalent of 5.7 tonnes of CO2e.



Delivering customer water saving at scale

Over 821,000 litres of water are saved daily following one large-scale programme.

Insight and engagement activity we delivered helped 800 primary and secondary schools and hundreds of businesses to save enough water to fill 3.2 million tea cups, or 10,262 baths. The daily saving equates to approximately 290.3kg CO2e.

The programme included 4,660 water-saving visits, small leak repairs and funded device installations. Water Plus led the customer engagement approach, using insight and analysis to identify sites that would benefit most.



Turning water data and insight in to action

Working in partnerships with one customer, a data enhancement and 17-site water audit programme delivered:

- a 42.5% average daily use water saving at one location.
- 17 data loggers installed to help track and monitor water use.
- 120+ water efficiency devices installed at 4 sites in 2025 are cutting carbon emissions and reducing energy use, as less hot water is used. The organisation included the installations in their social value report to highlight the positive steps they are taking.
- Network mapping to trace pipework at 14 locations in 2026, following 2 sites being mapped in 2025. It gives more detail for faster tackling of water issues if needed.

At one site, the data logger identified 8,000 litres of additional water use per hour. Without intervention, this could have cost over £210,000 in annual wholesaler charges and generated 24.7 tonnes of CO2e.

Following leak detection activity, overnight use reduced from around 8,000 litres an hour to approximately 400 litres an hour.

Data loggers helped to identify over £638,000 of estimated annual wholesaler savings at additional sites.



Water stewardship

Building resilience through collaboration

Bigger water users, including in the public sector, are seeing broad benefits from a 2026 water stewardship programme delivered through new collaborative action.

The programme includes:

- interactive workshops,
- peer-to-peer learning,
- assignments to help in developing a Water Stewardship Charter.

Among those seeing results in 2026 are Tameside and Glossop Integrated Care NHS Foundation Trust and Stockport NHS Foundation Trust.

Both trusts added data loggers to water meters and held sustainability action days in 2026, as part of their proactive water management approach with Water Plus.

We have engaged a variety of UK organisations in the water stewardship programme, delivered by Ireland-based 20FIFTY Partners, with funding from United Utilities.

"Overall it's been a great programme and will be useful in strengthening operational resilience, alongside improving water efficiency."

"It has certainly helped with reviewing our water metering strategy, so we can improve water monitoring and targeting, and I look forward to the follow up support."

"The programme builds on our wider action-taking with Water Plus that's underway to increase water efficiency and reduce carbon emissions."

Energy & Waste Compliance Officer at Tameside and Glossop Integrated Care NHS Foundation Trust.



Customer success stories

Suntory

Suntory Beverage & Food Great Britain & Ireland (producer of Ribena and Lucozade) wanted a water partner with a proven track record of supporting manufacturers and large organisations.

The partnership has included water workshops, efficiency audits, data logger installation and the identification of a potential £500,000 saving opportunity. The work supports Suntory's ambition to reduce water intensity as part of its 2030 sustainability goals.

**£500,000
SAVING**

"The Water Plus team make it easy to navigate the water industry requirements and, through their proactive approach, we've seen a number of benefits from our work together."

"Water Plus has been a great partner to help us identify where else we could deliver water efficiency in our operations."

Supply Chain Director, Suntory Beverage & Food GB&I.



Co-op

Just like Co-op, we have also continued to support the Great Big Green Week, encouraging further environmental action across businesses and communities.

Results delivered through our partnership with Co-op include:

- Increased efficiencies across 15 sites, saving an estimated 755 litres of water per day.
- A £415,000 reduction in wholesaler water charges identified.
- Data logger installations helping strengthen operational resilience and identify future savings opportunities.
- Volunteering support helped to improve outdoor learning environments at Co-op Academies.

**755l /day
SAVING**

"The Water Plus team's commitment, innovation and ability to simplify complex processes have made a measurable and lasting impact on our business."

Co-op Supplier Relationship and Contract Compliance



Community impact



Careers hub and school engagement

We started the partnership in 2022 and expanded in 2024 through the Careers Observatory programme, working with three schools to provide students with insight into workplaces, careers and sustainability.

The programme has included:

- More than 570 school pupil visits to the Water Plus office.
- Approximately 77 employee volunteering hours, including 22 hours in 25/26.
- Engagement with pupils on career pathways, workplaces and water efficiency.



Staffordshire Girls & Women's Football League

We continue to help build confidence, skills and participation in sport through our support of the local girls and women's football league.

Season 1 support included:

- 10 referee courses.
- 8 coaching qualifications.
- More than 40 referee kits.

Season 2 support included:

- 6 referee courses.
- 2 coaching qualifications.
- More than 28 referee kits and equipment packs.

Through the partnership, we have also promoted water-saving behaviours, with shower timers and water-efficiency messaging shared across the league.

"The biggest value from our partnership has been attracting more people to get involved in the league, with additional coaching qualifications leading to more girls and ladies taking up the sport."

Staffordshire Girls' and Ladies' Football League Vice Chair.



Teenage Cancer Trust

Water Plus continues its long-term partnership with the Teenage Cancer Trust, helping fund additional support for young people facing cancer.

The partnership has already funded:

- 467 Youth Support Co-ordinator hours during 2025.
- More than 560 hours of support across England and Scotland through activity in 2025 and 2026

"Every day, seven young people in the UK hear the words 'you have cancer', so joining our efforts with Water Plus continues to deliver meaningful and lasting positive impacts."

Senior Relationship Manager,
Teenage Cancer Trust.



Stoke-on-Trent foodbanks

Volunteering and fundraising activity has helped provide practical support to local communities with over 1.42 tonnes of food collected.

During the year:

- 83 crates of donated items for the Stoke-on-Trent Foodbank were collected at two Tesco stores by Water Plus volunteers in November 2025. The food donations amounted to over 880kg, which provided enough emergency food packs to feed 90 people with three nutritionally balanced meals for three days.
- It follows our volunteers gathering more than 50 crates, holding 513kg of food items, in a foodbank drive at ASDA Wolstanton in June 2025.
- Employee collections at our main office weighed in at 16.52kg, this combined with the ASDA foodbank, helped to feed over 57 people.
- A further collection of food in December 2025, gathered 15.18kg for Stoke-on-Trent Foodbank.

Building a business ready for the future

Investing in and developing our people helps us strengthen services for customers today, while creating opportunities for future growth and innovation.

In 2026



16 colleagues completing apprenticeships



20 additional qualifications achieved across the business

“My apprenticeship has been a truly rewarding journey. I’ve had the chance to learn, grow, deepen my knowledge and build valuable professional skills.”

Hiral, Test Engineer

“Water Plus has supported my development from a service advisor into a trusted team leader, shaping a career built on consistent performance, strong communication and a genuine commitment to customer experience.”

Katy, Team Leader

Water Plus also continues to:

- Provide trained Mental Health First Aiders. We’ve had these in place since 2019 and remain committed to this.
- Pay in line with the Real Living Wage; a UK wage rate based on the cost of living. The business pay it voluntarily and have every year since 2021. The real living wage is separate from the mandatory minimum wage rates set by the government (correct as of August 2026).
- Support professional and personal development through ongoing learning opportunities.

Each year our employees complete a range of training courses to keep their skills up to date. These include:

Topic	% completion rate
Business ethics	100%
Anti-bribery and anit-corruption	100%
Anti-discrimination and harassment	100%
Number of learning hours completed by employees in 25/26	2,595 hours

Looking ahead

As Water Plus enters its second decade, our focus remains clear: helping customers, communities and partners make meaningful progress towards a more sustainable future.

SBTi validation marks an important milestone. And it's just the beginning. We will continue to build on the foundations established in 2026, creating positive impacts through practical action,



Climate

Our SBTi-validated Net Zero target and decarbonisation pathway provides a clear framework for the years ahead. We will continue to reduce emissions across our operations while improving the quality and accuracy of Scope 3 data, which represents the largest proportion of our carbon footprint.

Future priorities include:

- Continuing progress towards our 2030 and 2040 SBTi targets.
- Working closely with suppliers and industry partners to support carbon reduction across the value chain.
- Improving Scope 1, Scope 2 and Scope 3 emissions data and reporting.
- Exploring new opportunities to reduce operational emissions.
- Maintaining 100% renewable electricity supply for our main office location and identifying further energy-efficiency improvements.



Communities

Strong communities are essential to a sustainable future. Through volunteering, partnerships and charitable support, we will continue to invest in initiatives that help people to thrive.

Future priorities include:

- Growing colleague volunteering opportunities.
- Expanding education and careers engagement programmes.
- Continuing support for local community projects and charitable organisations.
- Building opportunities for young people through sport, skills development and workplace engagement.
- Creating more opportunities to combine community impact with environmental



Customers

Water efficiency remains one of the most practical ways organisations can reduce costs, improve resilience and cut carbon emissions.

We will continue to help organisations in identifying opportunities, using data more effectively and taking action to reduce water waste.

Future priorities include:

- Expanding the water stewardship programmes with customers and industry partners.
- Delivering more data-led water efficiency and leakage reduction programmes.
- Supporting organisations working towards Net Zero and wider sustainability targets.
- Increasing water-saving impact through large-scale collaborative initiatives.
- Developing new ways to help customers improve operational resilience in the face of growing water scarcity challenges.



Nature

Alongside our carbon reduction activities, we will continue supporting projects that help restore habitats, encourage biodiversity and strengthen the natural environment.

Future priorities include:

- Expanding nature-based solutions and restoration projects.
- Supporting biodiversity initiatives in local communities and nationally.
- Building on existing woodland, NHS Forest and seagrass restoration partnerships.
- Identifying opportunities to create wider environmental benefits through collaboration and innovation.
- Encouraging broader climate action beyond our own value chain.



Continuing to power positive progress

The challenges around climate change, water scarcity and sustainability require long-term commitment and collective action. By working alongside customers, colleagues, communities, suppliers and partners, Water Plus will continue to play its part in creating positive outcomes for people, the planet and future generations. Together, we're helping shape a future where every drop counts.

Appendix

The Carbon Footprint Net Zero Standard means we have a robust framework for carbon reductions aligned with international best practice and standards, including science-based targets.

- Carbon Footprint have assessed 24/25 and 25/26 carbon data for Scope 1, Scope 2 and all elements of Scope 3.
- A supply chain review was completed by September 2025 to gather the additional carbon emissions data needed to set a science-based aligned reduction strategy and target.
- Where full carbon data is not available, spend-based carbon calculations have been made.
- Some elements of carbon calculations are based on estimated square footage energy use, together with utility data, where that is available through landlords. Employee commuting covers EVs with estimates where activity data is unavailable, and accounts for homeworking days.
- Carbon Footprint reports are to ISO 14064 standard, with calculations to ISO 14064-1 and previous assessments comparisons in line with ISO 14064-2.

Reduction pathway active measures

Like any Net Zero plan, it takes teamwork, cooperation and collaboration with a range of different organisations to see the reductions over time.

Our Net Zero SBTi validated target for 2040 takes account of the target set by water wholesalers to achieve Net Zero by 2030 in England and 2040 in Scotland. The targets are part of the supply chain for all water retailers and fall under Scope 3.

Results of Water Plus Limited's carbon footprint assessment by scope and GHG Protocol emission categories

	Emission source	24/25		25/26	
		Location-based (tCO ₂ e)	Market-based (tCO ₂ e)	Location-based (tCO ₂ e)	Market-based (tCO ₂ e)
1	Natural gas	51.10	51.10	3.91	3.91
	Refrigerants	0.00	0.00	0.00	0.00
1	Scope 1 total	51.10	51.10	3.91	3.91
2	Electricity	52.87	21.03	59.35	160.83
2	Scope 2 total	52.87	21.03	59.35	160.83
3.1	Purchased water (wholesaler - retailer)	6,920.13	6920.13	7,414.83	7,414.83
	Purchased goods and services	3,138.47	3,138.47	3,764.40	3,764.40
	Water	0.91	0.91	0.48	0.48
3.2	Capital goods	4,688.26	4,688.26	3,345.34	3,345.34
3.3	Scope 1 and 2 WTT	20.16	10.73	16.04	16.04
	Transmission and distribution	5.69	1.11	7.54	7.54
	Transmission and distribution (upstream)	0.96	0.00	0.00	0.00
	Cash opt out EV vehicles T&D	0.03	0.03	0.05	0.05
	Grey fleet EV vehicles T&D	0.00	0.00	0.01	0.01
3.5	Waste	5.78	5.78	2.40	2.40
	Wastewater	1.11	1.11	0.40	0.40
3.6	Flights	48.97	48.97	6.93	6.93
	Cash opt out vehicles (fuel)	24.23	24.23	35.91	35.91
	Rail	7.43	7.43	3.75	3.75
	Hotel stay	5.37	5.37	4.60	4.60
	Grey fleet (fuel)	3.20	3.20	2.73	2.73
	Hire cars (fuel)	0.00	0.00	1.02	1.02
	Cash opt out vehicles (EV) charging	0.32	0.58	0.49	0.91
	Grey Fleet EV charging	0.00	0.00	0.09	0.16
3.7	Commuting	424.38	424.38	453.43	453.43
	Homeworking	55.38	55.38	47.38	47.38
3.8	Electricity	10.88	0.00	0.00	0.00
	Natural gas	10.85	10.85	0.00	0.00
	Wastewater	0.15	0.15	0.00	0.00
	Water	0.13	0.13	0.00	0.00
3.11	Use phase of sold product	0.03	0.03	0.20	0.20
3.12	End-of-life treatment of sold products	0.01	0.01	0.11	0.11
3	Scope 3 total	14,469.57	14,443.99	15,108.12	15,108.61
All	Tonnes of CO2e	14,573.54	14,516.12	15,171.38	15,273.35