

Our vision

To be the **best performing**

distribution network operator in the UK by 2018

We will achieve this by demonstrating industry leadership in the three areas below:

An employer
of choice

- > The safest – with an exemplary safety record
- > A place where people love to come to work

A respected
corporate
citizen

- > The most reliable networks
- > The most satisfied customers
- > The most innovative
- > Deliver on our commitments

Sustainably
cost-efficient

- > Be the lowest cost electricity distributor
- > Deliver profitable growth in our unregulated business

Our values

The **DNA** of our business

Our values communicate the behaviour we expect of our staff and our contractors. They form the basis of the way we do business.

Integrity

We will do what we say we will do and build trust and confidence by being honest to ourselves, our colleagues, our partners and our customers.

Continuous improvement

We are committed to learning, development, innovation and achievement.

Diversity and inclusiveness

We recognise and encourage the value which difference and constructive challenge can bring.



Respect

We treat our colleagues and our customers the way in which we would want to be treated.

Responsibility

We always act in an ethical, safe and socially/environmentally aware manner.

Unity

We are stronger together and this comes from a shared vision, a common purpose, and supportive and collaborative working.