



# Scottish Water

## Shaping the future of water services

Scottish Water provide vital water and waste water services to nearly every household and business in Scotland. Their vision is 'to be trusted to care for the water on which Scotland depends'. Key to this trust is demonstrating that they listen well to their customers. So when Scottish Water were reviewing their Strategic Plan, they wanted to make sure they opened up an extensive public consultation.

As part of a wide-reaching 'Shaping the Future' campaign, Scottish Water used Citizen Space alongside a number of in-person events. This helped to maximise accessibility, providing a user-friendly digital response mechanism where people could participate at any time.

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"We want to hear whether customers think we have identified the right priorities to build on our successes in the years ahead. We also want to listen to customers' views about future charge levels and the extent to which they would like to see service improvements in return."

*Chief Executive, Scottish Water*