

Working together to create value

Business model

Our Vision statement sets out our commitment to delivering significant value beyond financial return, and our business model shows how we go about creating that value.

It demonstrates how we draw upon different resources and relationships and transform these to deliver greater returns whilst making a positive impact through our Total Contribution to the UK. It is through these processes that we are able to grow our business and outperform the market with a spirit of conscious commercialism.



- > **Resources and relationships**
See page 10
- > **Strategic objectives**
See page 12
- > **Key performance indicators**
See page 44
- > **Our Total Contribution**
See page 11
- > **Material issues**
See page 46

