

INNOVATION IN THE COMMUNITY

WONDERFUL ON TAP



WHAT DOES SEVERN TRENT DO?

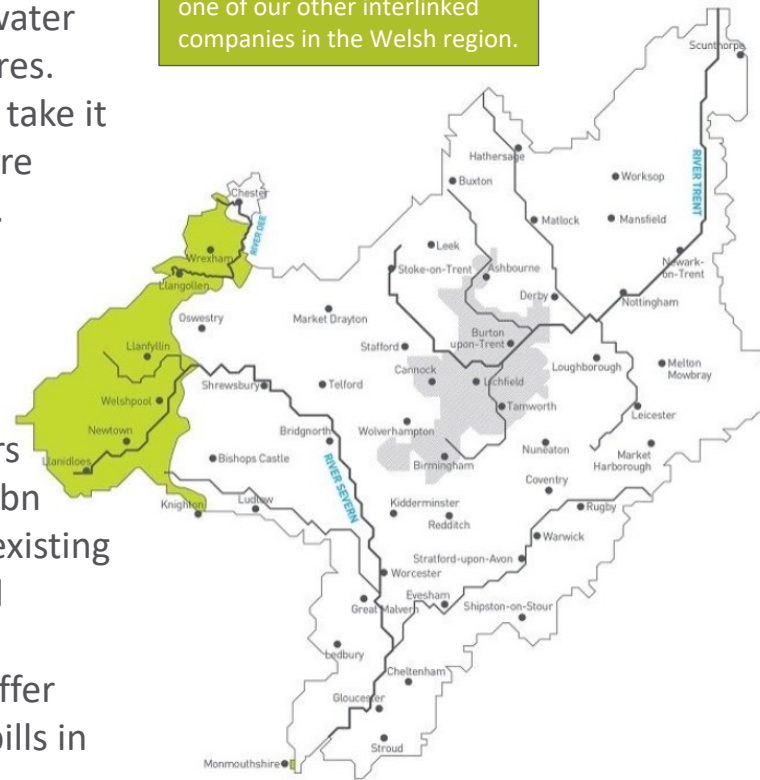
What does Severn Trent do?

- We provide over eight million people across our region with fresh, clean drinking water every day – that's about two billion litres.
- And when they've finished with it, we take it away again and clean and treat it before returning it safely to the environment.

Affordable bills

- To make sure that our customers can continue to enjoy our product for years to come we're investing more than £6bn between 2020 and 2025 on new and existing assets like pipes, treatment works and reservoirs.
- We do all of this while continuing to offer one of the lowest average combined bills in the country, at around £1 a day.

Green area is Hafren Dyfrdwy one of our other interlinked companies in the Welsh region.



4.6 million
households
and businesses
served

2.0 billion
litres of drinking
water supplied
each day

3.2 billion
litres of waste
water treated
each day

SEVERN TRENT STRATEGY

At Severn Trent we work in 5 year cycles called AMP's (asset management plan), this is where we think about what we want to work towards within those five years. Within our current AMP, below are our strategic outcomes.

- 1 A company you can trust
- 2 A positive difference
- 3 Lowest bills possible
- 4 A service for everyone
- 5 An outstanding experience
- 6 Good to drink
- 7 Water always there
- 8 Waste water safely taken away
- 9 A thriving environment

OUR PURPOSE AND VALUES



So you know our strategy and what our current focus is, but we also follow a framework to help us deliver our plans.

Our purpose is what we strive to achieve everyday, and the values are the behaviours we all need to show in order to get there.

HOW WE ARE REGULATED

As we are a monopolised industry we are heavily regulated, our top three regulators are:



OFWAT – Our financial regulators, here to make sure we are billing customers fairly and using their money effectively.



Drinking water inspectorate (DWI) – This regulator ensures our water is of high quality and will not make anyone poorly as a result of using it.



Environmental agency (EA) – The EA ensures that we do not harm our environment as a result of any of our processes.

Within our Asset Management Plans we have targets set for us or, as we call them, Outcome Delivery Incentives (ODI's).

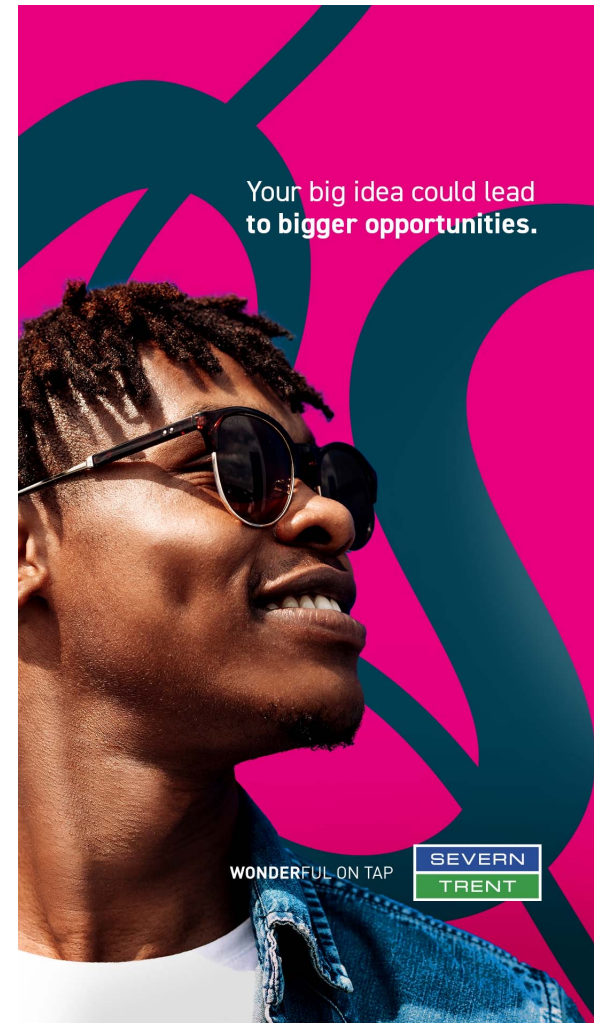
WHAT IS THE PROGRAMME AND WHY?

Vision Statement- Severn Trent and our communities innovating together.

Mission Statement: An annual ideas challenge which aims to support entrepreneurship in the Severn Trent community, focussing on underrepresented areas.

We will make the best ideas happen to improve life for our customers, get individuals on the road to personal success, and be socially purposeful in our community.

Why Wavemakers? This programme isn't focused on established businesses, pure research or on providing work placements. This programme is about identifying new, innovative solutions from members of our communities and supporting them through partnerships with universities, training, and funding to grow their ideas into a product or service which benefits all of our communities.



WHAT IS THE PROGRAMME AND WHY?

What are Wavemakers key aims?

1. Support entrepreneurship
2. Engage our communities
3. Improve lives for our customers
4. Be socially purposeful



WHAT'S THE CHALLENGE?

Wavemakers is aiming to recognise and celebrate innovation in our community.

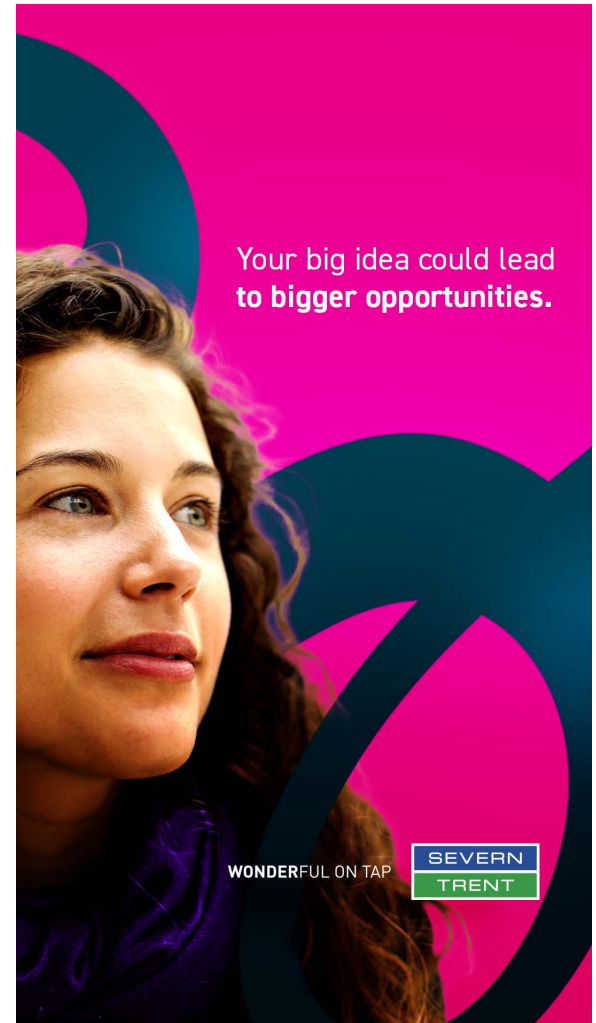
We want to address the challenges we have today as well as find answers to some of the water industry's bigger long-term challenges. Addressing these will be crucial for our communities to thrive on into the future.

This innovation competition combines two of our core principles across Severn Trent:

- Ensuring a sustainable water cycle, and
- Making the most of our resources.

Water is precious, and by minimising its use or recycling water, we can protect the natural water cycle as much as possible, now and in the future.

Making the most of our limited water resources ensures river ecosystems and biodiversity are protected and reduces the volume of water we need to pump and treat across our network.



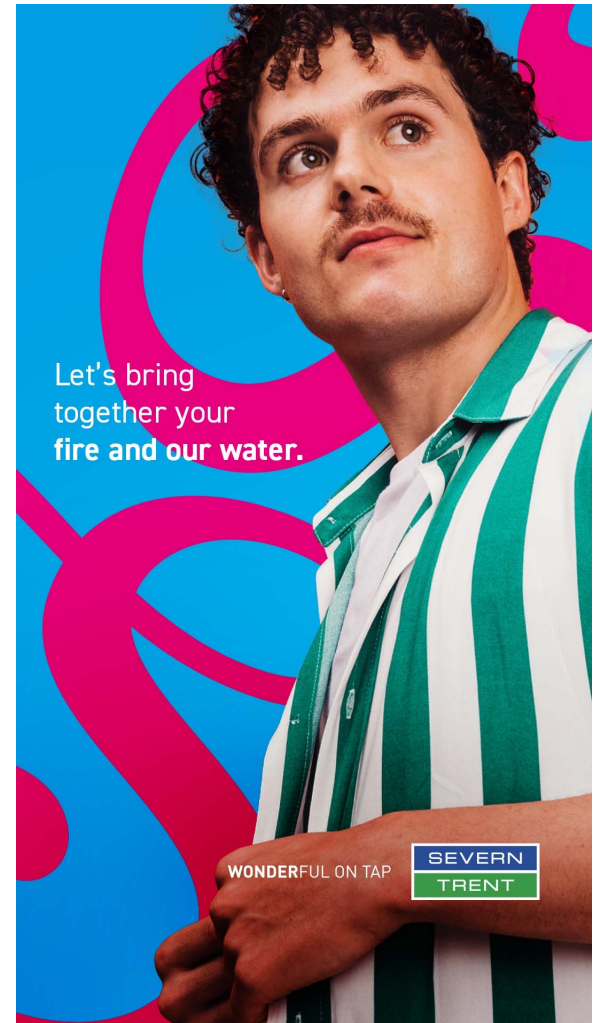
WHAT'S THE CHALLENGE?

When recycled water is used throughout the community, fresh water is freed up to be used as drinking water. This means our drinking water goes further, we can reduce pollution in the surrounding community, while providing water for industrial and irrigation purposes.

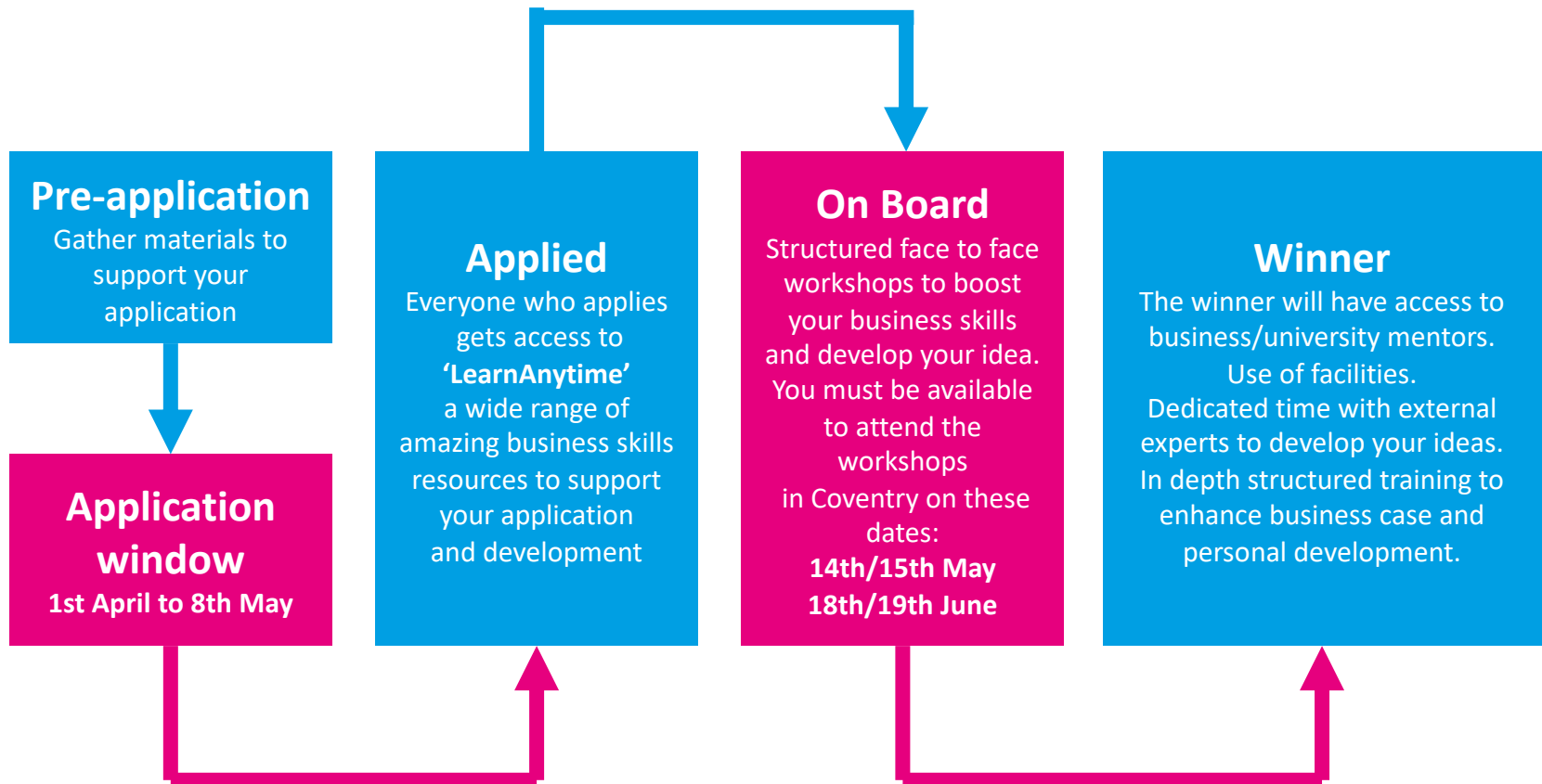
We have run trials of rainwater harvesting and domestic wastewater recycling. These have shown that both options will reduce customer bills and protect the environment. However, the main challenge is the cost of the equipment and disruption caused when retro-fitting them into an existing house.

The outcomes of innovation can be highly technological, or they can be simple - 'appropriate' technology. Either way, we embrace innovation as a critical part of our route to the future.

We would love to hear your ideas to support developing innovative options to either reduce water usage or help to recycle used water, making these technologies cost effective and available to more customers.



WHAT'S THE CHALLENGE?



HOW CAN I APPLY?

If this sounds like something you're up to and have a passion for, please apply by submitting your idea at wavemakers.awardsplatform.com. There's help available on how to use the platform.

You can submit your idea in any format, some examples below:

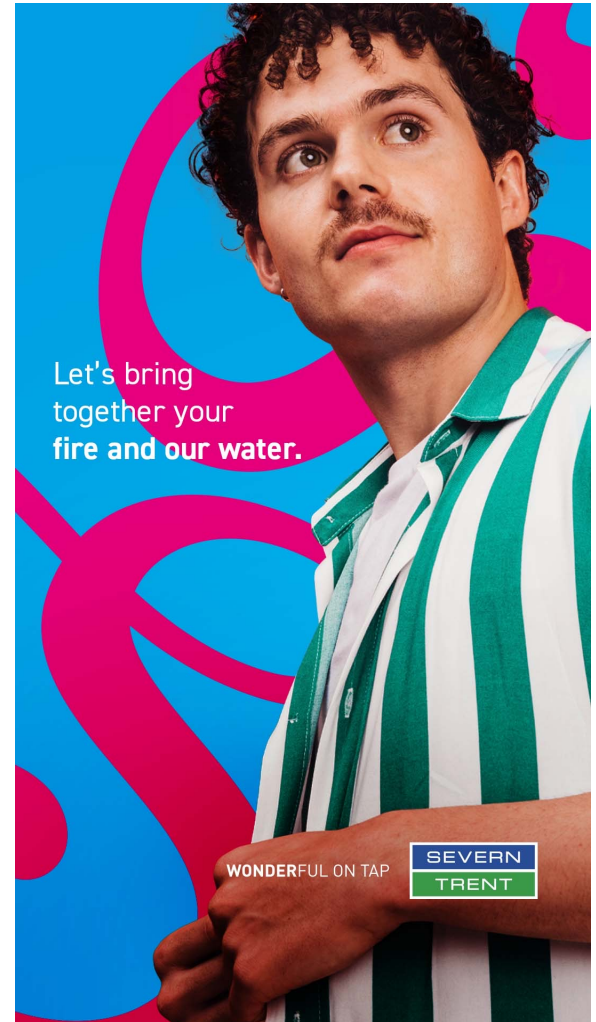
- Document – PowerPoint/Word etc
- Videos
- Apps
- Podcast

Be as creative and engaging as possible to really grab our judges attention!

Please use the 'Pitching your idea'(add link) template to ensure you cover all the pieces of information we would love to see to make an informed decision.

If you would like any additional support or need to ask a question please contact us on: wavemakers@severntrent.co.uk

We can't wait to see what innovative ideas you have and hopefully work with you to bring them to life.





GOOD LUCK

Wavemakers

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