

# Independent review of Corporate Responsibility Report

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## Lead Organisation:

Sustainability West Midlands (SWM)  
Project Managers: Anna Bright (Chief Executive)

## Partners:



## Project Duration:

November 2016

## The Project

### Aims

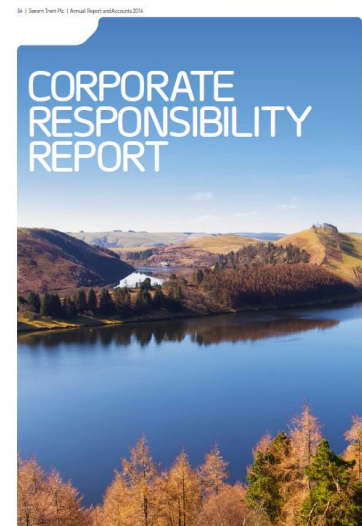
Every year Severn Trent report on their Corporate Responsibility performance as part of their Annual Report and Accounts. Severn Trent commissioned SWM to provide an independent review of this report, along with a wider review of communications materials associated with Corporate Responsibility. SWM used the ['West Midlands Futures Toolkit 2020-2060'](#) as a framework to review the report considering key future challenges for organisations in the region.

We produced a report summarising our findings and recommendations for improvement, and presented our recommendations to the Corporate Responsibility Committee.

### Challenges

Severn Trent is one of the largest of the 10 regulated water and waste water companies in England and Wales providing services to more than 4.3 million households and businesses in the Midlands and mid-Wales. Severn Trent operates under regulation from the Drinking Water Inspectorate, Environment Agency, Natural Resources Wales and Ofwat.

Severn Trent work within five-year planning cycles determined by Ofwat called Asset Management Plans (AMPs). The framework on which activities are developed consists of a package of 45 performance commitments agreed with Ofwat. Of these, 33 Outcome Delivery Incentives (ODIs) reward Severn Trent for good performance or penalise them for poor performance. Many of these ODIs are related to sustainability and corporate responsibility including targets around improved river quality, number of pollution incidents, successful catchment management schemes, and leakage.

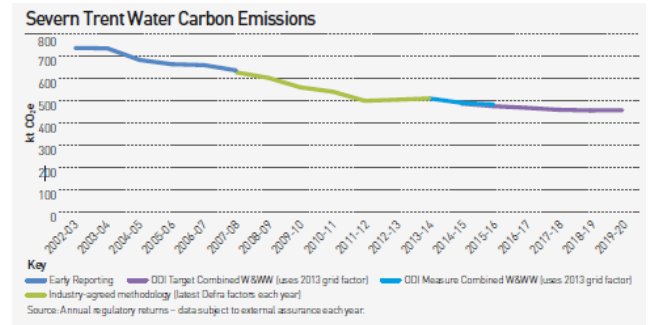


## The Outcome

SWM provided a concise report highlighting areas of good practice and making recommendations for improvements to Corporate Responsibility Report, building on discussions with Severn Trent where opportunities to develop their corporate social responsibility agenda were highlighted.

Our recommendations included:

- Building on the high-level commitment to corporate responsibility and leadership at a more local delivery level with clear ownership
- Addressing areas that are not currently included in the Corporate Responsibility Report such as reporting on waste management and water consumption within the organisation
- Developing current programmes such as employee volunteering schemes so that they offer wider benefits which are measured
- Improving communication channels regarding Severn Trent’s activity on corporate responsibility so that case studies and activity is easy to find. This includes the website and Twitter



The recommendations were presented to the Corporate Responsibility Committee with many of them being endorsed and taken forward as actions.

## The Future

Severn Trent have demonstrated progress in corporate responsibility and are transparent in their reporting, including it in their Annual Report and Accounts. They have recently appointed a Corporate Social Responsibility Lead who is pushing this agenda forwards and we hope will be able to build upon our recommendations to increase performance even further.

## The Extra’s

### Awards and endorsements

Severn Trent won the ‘Environment Award’ at the Utility Week Awards in December 2016, awarded for their clear and conscious commitment to good environmental management going further than legal or regulatory compliance.



## Contact Details

For further information or help with strategy development, please contact the SWM team on 0121 237 5890 or enquiries@swm.org.uk.