

Business review

Severn Trent Water – Our strategy

Our aim is to become the best water and waste water company in the UK, delivering the highest standards, lowest possible charges with great people, through continuous improvement and innovation.

Our strategic direction statement (SDS) sets out our direction of travel. To develop the statement, we consulted widely with key stakeholders, such as the EA, DWI, Defra, Ofwat, CCWater and Natural England. We also carried out detailed market research among our domestic and business customers.

The proposals set out in our strategy are based on making the improvements our customers tell us they want, while ensuring that the economic and environmental impacts of our actions are sustainable. They also address the complex and demanding long term challenges facing our industry.

Key Strategic Intentions

Our strategic direction is based upon eight Key Strategic Intentions (KSIs) which reflect what matters to our customers and wider stakeholder groups. We measure our performance within each KSI against our 20 Key Performance Indicators (KPIs), and organise the information in this report around them:

1. Providing a continuous supply of quality water
2. Dealing effectively with waste water
3. Responding to customers' needs
4. Minimising our carbon footprint
5. Having the lowest possible charges
6. Having the right skills to deliver
7. Maintaining investor confidence
8. Promoting an effective regulatory regime

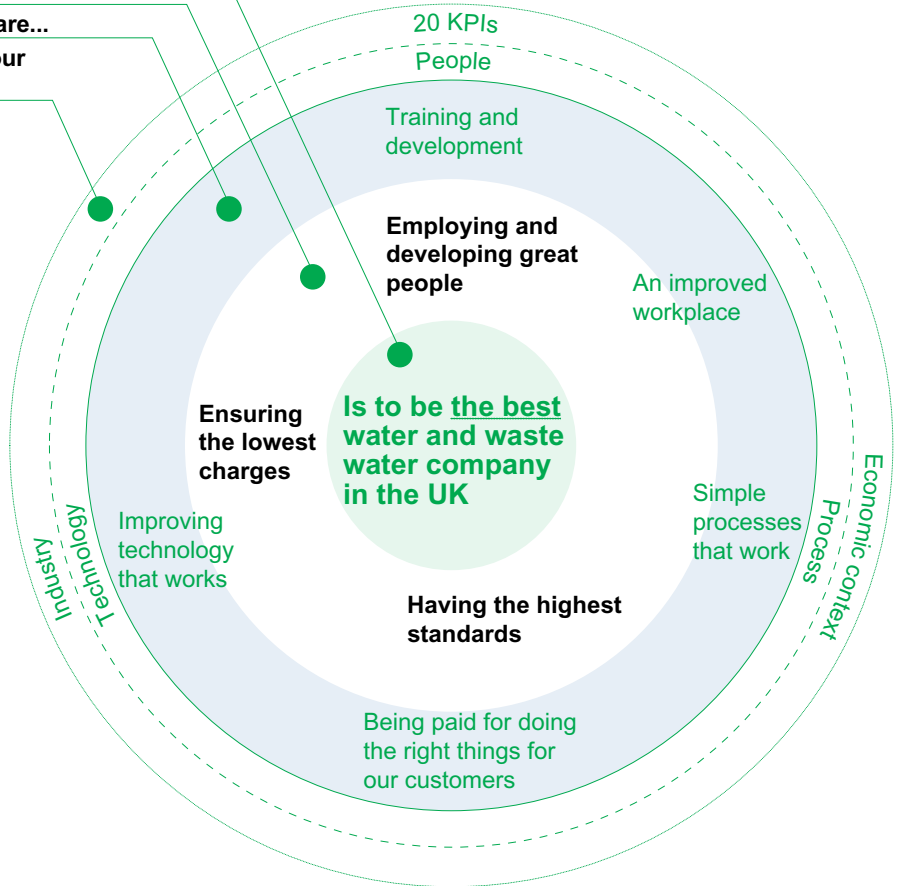
Our strategic framework

Our goal...

We do this by...

Our enablers are...

We measure our success by...



More information
www.stwater.co.uk

Focusing on the next regulatory period 2010–2015

Our commitments at a glance

Lower bills on average

Our average household bills (in today's prices) will be £13 lower in 2014/15 than in 2009/10. Our customers will start, and end, the five year period with the lowest average bills of any water and waste water company in England and Wales.

Further investment

We are investing around £1.3 million a day in our services, ensuring we continue to deliver a safe, reliable supply of drinking water and carry away and treat waste water effectively.

A more efficient water company

We will continually improve the way we work to help keep bills down. By 2015, our efficiency improvements will help make up to £8 of the £13 reduction of the average household bill.