

# Severn Trent Water

Severn Trent Water (STW) is the world's fourth largest privately owned water company, serving over 8 million customers across the heart of the UK, stretching from the Bristol Channel to the Humber, and from mid-Wales to the East Midlands.

Every day, STW supplies its customers with around 2 billion litres of drinking water, which is enough to fill over 1,000 Olympic-sized swimming pools, to the highest standards in Europe. STW was the only company to score in the top category of four out of the five key assessment areas of the Drinking Water Inspectorate. The company has also achieved 99.9% compliance with water quality standards every year from 1997.

## Overview

### Objectives

- Improve productivity
- Reduce absence
- Be an 'employer of choice'

### Challenges

- Influence employees based over a large geographical area
- Reach 1,600 with no internet access

### vielife solution

Integrated on and offline approach using:

- vielife Online
- Healthy eating days
- Festive focus programme
- Strength & resilience programme

### Results

- 60% employees registered with vielife Online
- 99.9% confidence rate in health & well-being assessment results
- STW won a key Personnel industry award

## Overview

Since 2002, STW has aimed to enhance the value of its human capital, making efforts to reduce sickness absence levels within the business and improve the productivity of those at work.

The programme initiatives encompassed a diversity of projects ranging from a new best practise approach to lifting, handling injuring, a cancer awareness campaign, to a work-life balance policy. One role for vielife was to provide the data to assess the success of the health initiatives against the original objectives.

The main challenge has been that employees were distributed over a vast area throughout the Midlands. It was essential that vielife engaged all STW employees, from those on sewage plants, to those based in offices.

A further challenge lay in the fact that out of the 5,500 employees, 1,600 did not have regular access to email/internet as part of their job. Therefore, paper versions of the vielife online assessments were required, and personalised reports were produced to enable employees without access to the internet to benefit from the health advice provided, relating to their own specific strengths and weaknesses.

## Strategy

vielife Online was launched at STW in May 2004. During the initial health assessment stage, stress and nutrition were identified as the company's principal issues. The following health and behaviour change programmes were executed, designed to tackle these issues:

- **Healthy eating days** – during which information is provided to highlight the importance of, and provide tips on, having a healthy diet.
- **Festive Focus programme** – to support

and advise people on how to deal with the stresses and strains of the season on waistlines, time and bank balances.

- **Strength and resilience programme** – during which information is disseminated via seminars and printed materials, to help people improve their resilience to stress, by identifying stressors and looking into coping strategies. Seminars on stress and its relationship to sleep, as well as workshops on relaxation techniques are some parts of this eight week programme.

## Results

2,340 employees, 60% of the online population, have registered with vielife Online so far. A sufficient number of employees took the first Health & well-being assessment to achieve 99.9% confidence rate, assurance that the assessment results were a true representation of the population as a whole. vielife and STW are working together to implement health behaviour change programmes to address identified issues.

Since working with vielife, STW has won the Personnel Today award for Managing Health at work.


