



SEVERN TRENT

Embracing Community: A regional approach to apprenticeship recruitment

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WONDERFUL ON TAP

A BIG HELLO!



Millie Coutts
Employer Brand Manager



Charlotte Robertson
New Talent Resourcing Manager



Households and businesses served

4.7m

Litres of drinking water supplied each day

2bn

Total Group employees (average)

8,691

Average during 2023/24

See note 8 to the financial statements

Litres of wastewater treated each day

3.3bn

NEW TALENT AT SEVERN TRENT

CREATING OPPORTUNITIES IN OUR REGION



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NEW TALENT AT SEVERN TRENT...

450

people on new talent
programmes

220

people on an
apprenticeship

100

apprenticeship
opportunities in 2025

3

key business areas:
Business, Ops, Stem

apprenticeships

graduates

work experience

SO, WHAT WAS OUR CHALLENGE?



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**As our intake grew,
we faced a
key challenge...**

**Attracting quality talent
across our patch.
We needed to approach our
campaign differently.**

So, **what** did we do?



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1. We identified where our challenge locations were.



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2. We reviewed our objectives and strategy: opting for a broad and regional approach.



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A REACH OF ONE MILLION ACROSS OUR PATCH

Objective: To reach one million people in our community, resulting in attracting quality applications in every corner of our region.

- Continue our success of attracting a diverse range of candidate applications from across our region.
- Face into location challenges with a more targeted attraction approach to drive uplift in applications.

Broad attraction strategy (covering our entire patch)

Worcestershire

Gloucestershire

Shropshire

Nottinghamshire

Wrexham

Regional attraction strategy (covering areas we struggle to recruit)

**3. We got the right people
on the pitch.**



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THE PEOPLE ON THE PITCH

A key player, as we know that referrals are the second source of hires in our business.

Our campaign team

Internal communications

PR

Social

Employer Brand

New Talent

Tip! Having an ambition and something to aim towards gave the team motivation and clear direction.

4. We utilised channels we knew worked, and explored new channels.



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OUR ATTRACTION CHANNELS...

| | | | |
|--|---|--------------------------------------|--|
| Social Media (boosted and organic) | Events (virtual and in-Person) | PR (national and Regional) | Severn Trent Consumer Website (location targeted) |
| School outreach | Internal Communications (company-wide and regional) | Job boards | Severn Trent Careers Website |

Across most attraction channels we used a broad and regional approach.

CASE STUDY: GEORGIA, OPS TEAM MANAGER

- Joined as an ops apprentice 8 years ago
- Supported various events
- In 2024, went on local radio in Shropshire to not only talk about apprenticeships and her journey, but explain what project she was working on in the area and what positive impact they were having in her local community



CASE STUDY: HAYDEN, APPRENTICE LEAKAGE TECHNICIAN

- Attended a webinar
- Attended a discovery day
- Applied in 2024, successful through the process and joined in September 2024
- Presented at the 2025 apprenticeship webinar
- Taken part in photoshoot



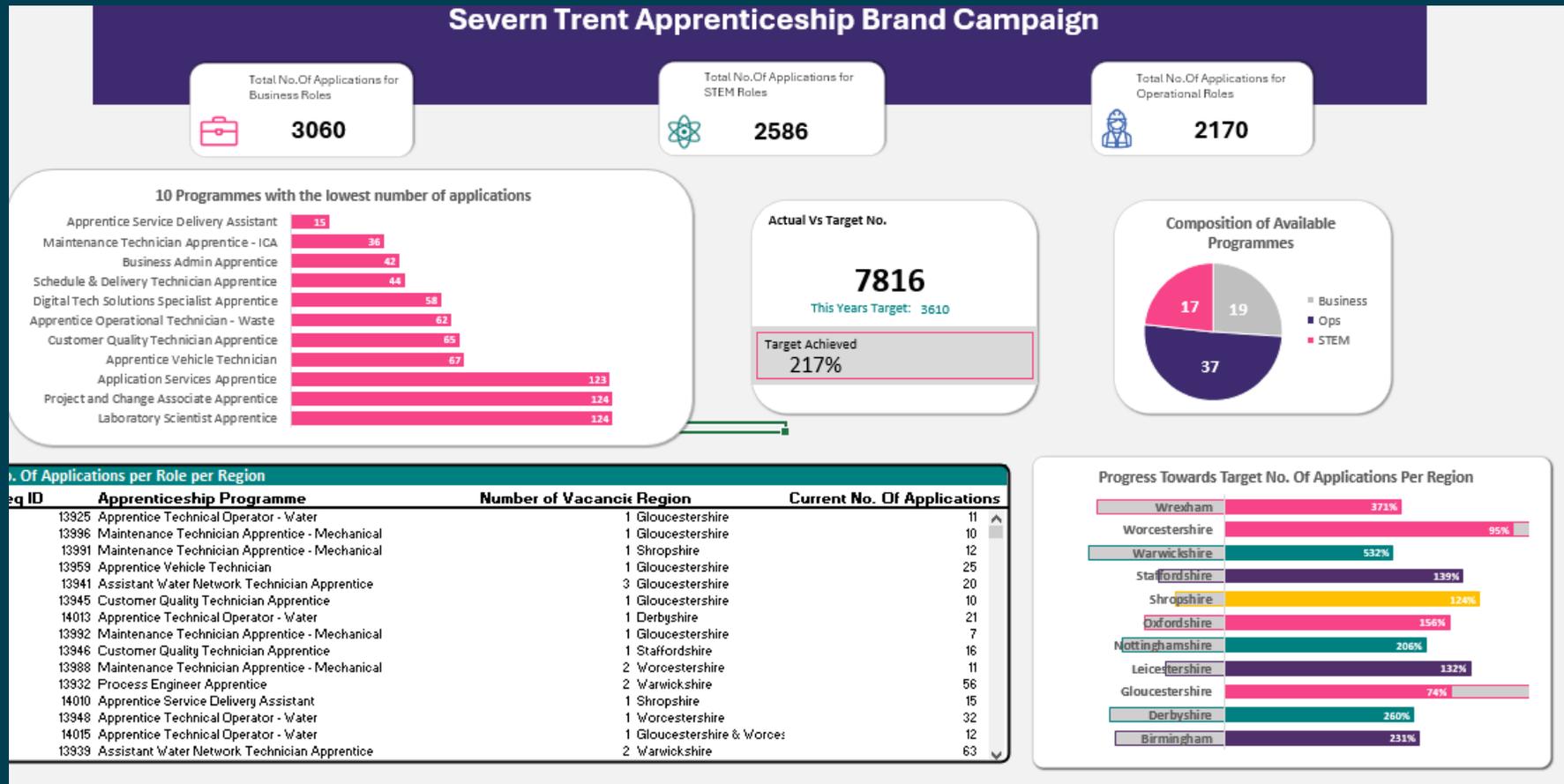
5. We had bi-weekly check-ins to track progress and monitor the campaign.



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KEEPING TRACK OF THE CAMPAIGN

We built a dashboard, so we could keep track of the applications. Below is an example of the dashboard we used, screenshot taken from March – mid way through the campaign.



New! We also set targets, so we has a clear vision to aim towards.

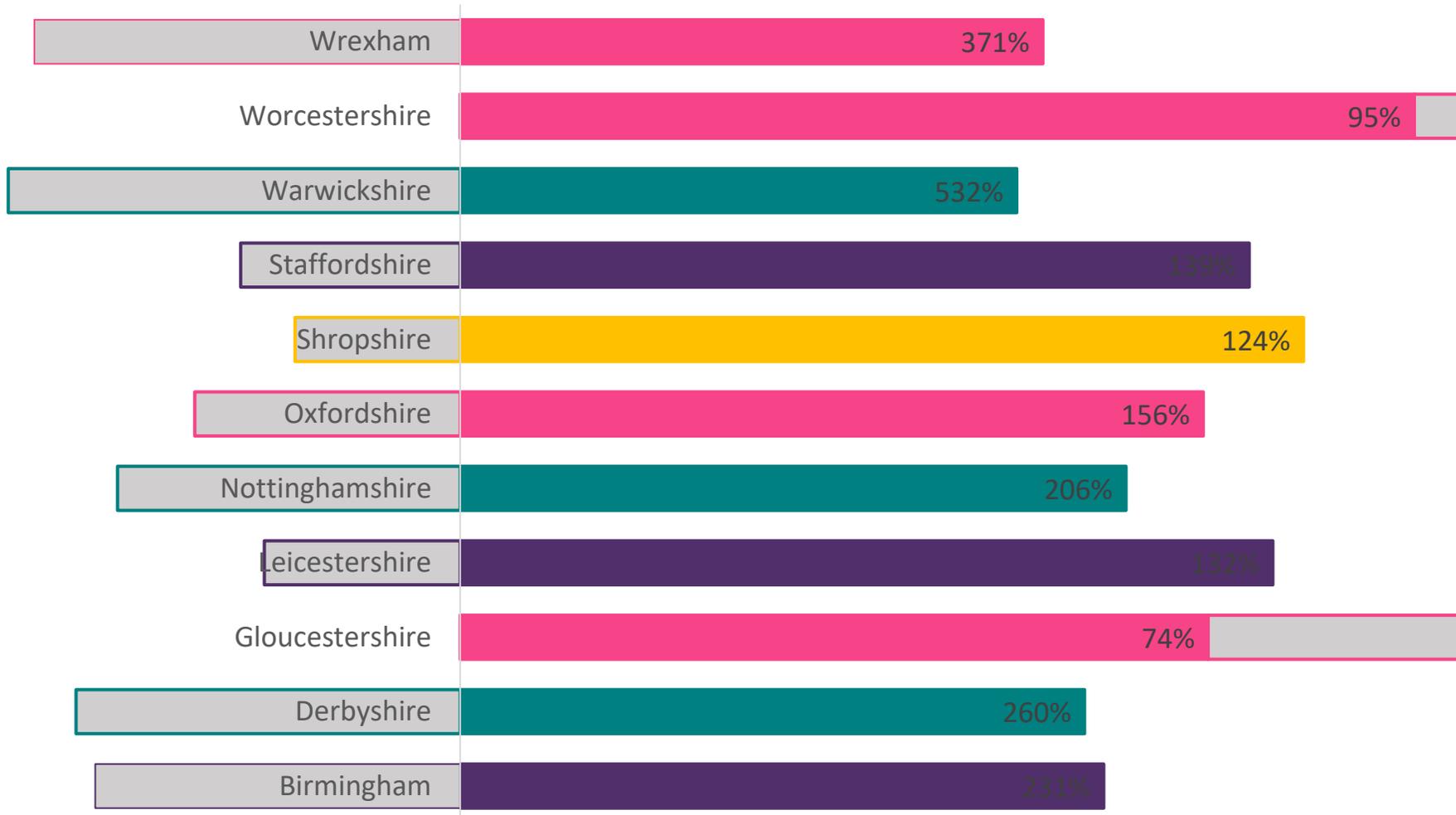
So, **how** did we do?
Did we reach a million...



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SUMMARY BY LOCATION

Progress Towards Target No. Of Applications Per Region



- Our targets were exceeded in all areas aside from Gloucestershire and Worcestershire.
- We found that some areas there were low application volumes for specific roles.
 - Overall, our targeted approach allowed us to fill our assessment centres and drive better quality candidates.

We reached
1 million people across
our communities...



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| Activity | Total reach |
|--------------------------------------|--------------------|
| Social | 446,060 |
| Severn Trent Customer Website | 293,589 |
| PR | 280,000 |
| Internal Comms | 14,440 |
| Events and School Outreach | 1,225 |
| Total | 1,035,314 |

How did the reach translate
into applications...



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CAMPAIGN RESULTS (8 JAN – 28 MARCH)

**No. of
applications**

**2024:
7,800**

**2023:
3,600**

217% +

**No. of
applications
per area**

**Business
3,060**

**STEM
2,586**

**Ops
2,170**

5 things we learnt...

- **Don't need to do everything yourself** – utilise your experts (and their networks).
- **Engage the business and meet them where they are experts** - visit them in their region instead of 'head office-centricity'.
- **Be realistic** – Geography will be a barrier, with limited team and time, you won't always be able to be 'out there'.
- **It's never going to be perfect** – despite loads of work, investment and relationship building – we still didn't get the perfect spread of applications.
- **You'll need to flex along the way** – things will crop up where you'll need to adapt your strategy.

**Thank you for listening,
come and chat to us in
the break.**



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