

# Enterprise

maintaining the infrastructure of the UK

## Case Study: Severn Trent - Gloucestershire Flood Response in July 2007

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### Background

**Severn Trent has been a valued customer for a number of years, during which Enterprise has developed a strong track record of our customer focused approach.**

**It was Enterprise's willingness to adopt a holistic long-term approach that differentiated us from our competitors and led to the award of a further long-term contract.**



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### Initial Situation

On Sunday 22nd July 2007 the floods which had been building in the Gloucestershire area broke into the Mythe Water Treatment Plant in Tewkesbury.

Severn Trent, the water utility in the Midlands, serves over 140,000 homes with clean drinking water from the Mythe plant.

The plant had to be shut down and evacuated leaving many thousands of people without water.

### Key Customer Requirement

The key requirement was to supply fresh water to all those homes and restore the supply from Mythe.

This need saw an unprecedented effort from Severn Trent, Enterprise, the Police and the Army.

*"We have not seen flood levels of this magnitude before,"* said Anthony Perry, an Environment Agency spokesman. The scale of the flooding broke all records and devastated the regions.

### Our Response

Enterprise's Regional Director of Water for the Midlands, responded the instant that he heard of the flooding to the water treatment plant.

He worked throughout Sunday night with the Severn Trent teams at Finham to organise the first stage of the response, which was to locate millions of bottles of drinking water for immediate distribution.

By Monday, Sean had been joined by colleagues from the Water division and Jane Bullough from Recruitment Services.

Alongside Severn Trent, the Police and the Army, Enterprise helped to create a three pronged emergency response

to get an alternative water supply to local residents:

This included the distribution of five million litres of bottled water every day, placing 1,500 bowsers around the county and working on the water system to restore it to full operation as soon as possible.

The Severn Trent and Enterprise teams based at Staverton concentrated on the procurement, distribution and continual replenishment of the bowsers. The team effort was incredible, with Enterprise alone bringing in approximately 15 permanent staff and over 100 operatives from all over the business. An even greater contribution was made by Severn Trent.

Following direction from a Severn Trent Incident Manager, three Enterprise Managers ran the Situation Centre at Staverton 24 hours a day for 13 days.

Enterprise Recruitment Services based staff at the Staverton depot for the full two weeks.

Their vital contribution to the operation was the immediate advertisement and recruitment of 200 drivers and mates in the first 24 hours.

Once the internal supply of possible candidates had been exhausted they tapped into their broad external network, ensuring that everyone recruited had a health and safety induction and was sufficiently trained.

From that point on they worked to make sure that there were always enough operatives to maintain the continuous cycle, matching personnel requirements with vehicle availability and timetabled filling of bowsers.

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## Success

**"The dedication and commitment shown by all Enterprise employees involved in this exercise was tremendous" said Dan Holland Managing Director of the Water Division.**

**"This was a very complicated project carried out at short notice. It demonstrated the great commitment in Enterprise to deliver and work tirelessly for the customer. Well done all those involved"**



Our transport department assisted with the search for appropriate lorries and trucks to be used in the distribution of the bowzers and the bottled water. 70 small tankers and 40 articulated lorries were required for a round-the-clock service of delivering fresh water to the bowzers.

The six hubs that made up the region each had dedicated teams assigned to ensure that the distribution and replenishment process was running smoothly and that any problems were resolved quickly. The procedure was for articulated lorry tankers to drive to the hubs allowing the smaller tankers to fill up. The latter would then do a 'milk round' replenishing all the bowzers in their route. This 24 hour cycle made sure that the local residents had enough fresh water.

The administration required to run this operation was immense and yet needed to be simple and clear. Extra printers and office furniture were rapidly purchased, maps and boards showing progress and hub activity covered all surfaces.

The emergency offices at the Staverton site were a place of continuous, frenetic activity for almost two weeks. In addition to the planned routes for bowser replenishment, priority sites such as hospitals and retirement homes had to be assigned emergency procedures to ensure their water supply. Broken and damaged bowzers also had to be taken away and repaired, with immediate replacements provided.

## Achievements

The scale, speed and urgency of this operation were unprecedented and would have been impossible were it not for the tireless dedication and genuine team work of all those involved.

Within two weeks all water was reconnected and the treatment plant was operational once more. Together we had achieved the most important objective.

The bowser operation managed by Enterprise was so successful that Severn Trent requested that the team applied the same principles to the recovery programme.

As soon as the water was reconnected to people's homes and deemed potable, the operation was switched from a replenishment programme to a retrieval programme. This saw up to 240 bowzers collected every day for a week from 8am to 8pm and returned to their points of origin right across England.

Enterprise Recruitment Services also remained at Staverton to manage the manning of the recovery programme.

## Conclusions

Enterprise will be using this extraordinary experience as a basis for talking to its other customers about disaster planning. This will help them ensure that they have the appropriate actions in place, should anything on this scale happen again.

Andy Smith, Severn Trent Water Services Director said:

*"I'd like to thank all a tEnterprise for their invaluable contribution.*

*Your people showed great commitment and ingenuity in using all the resources they could to support us in this mammoth exercise.*

*We are very pleased with the input they provided to get the situation back to normal."*

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