

SEVERN

TRENT

ENVIRONMENTAL INCENTIVES

for builders and developers



Our water. Our environment. Our communities.

If you're a builder or developer, you could receive financial incentive payments when you build water efficient homes, commercial premises, or sustainable drainage systems.

We're one of Britain's largest water companies, serving people across the Midlands from the outskirts of Sheffield down to Bristol.

More than eight million people enjoy fresh, clean drinking water from Severn Trent every day. And when they've finished with it, we take it away again, clean it and treat it before returning it safely to the environment.

Our role is vital in protecting and sustaining water as a natural resource for the communities we serve today and for generations to come.

The environment directly impacts our communities and our ability to thrive. Our natural surroundings not only provide and purify our water but also support the essential functions that sustain our daily lives. Our environment supports who we are, and we need to take care of it.

We don't take this for granted, and that's why we've launched our Environmental Incentive Scheme.

Read on to find out how you can be rewarded for helping build a more sustainable future for us all.

A framework for all

In April 2025, Ofwat brought in a new set of guidelines to cover Environmental Incentives offered to home builders by water companies in England. These include:

- All water companies must offer a water efficiency incentive;
- A single common list of fittings used by all water companies to calculate water efficiency incentives; and
- All incentive schemes must be self-funded by an 'Environmental Component'.

How this works

When you get a new connection quote from us for a domestic property or a commercial property with solely domestic use, you will see an 'Environmental Component' included as part of the overall charge.

Like other water companies in England, we use the Environmental Component only to fund incentive payments back to builders, not for anything else. If we receive more than we pay out in any year, we'll use any surplus to fund future schemes.

You can find a full breakdown of our Environmental Incentives by scanning this code or by going to: stwater.co.uk/environmental-incentives



Incentives available to you as a new home builder

Our water incentive

You can help protect the environment by reducing unnecessary water use and promoting water efficiency in the new homes you build. To support this, we're offering incentive payments across three levels of water efficiency. You could receive up to **£350** per property.

If you can demonstrate that a new home has been built to use no more than 100 litres of water per person per day, you can apply for one of the following incentive payments:

- 100 litres or less (per person per day) – **£250**
- 90 litres or less (per person per day) – **£300**
- 85 litres or less (per person per day) – **£350**

Applying for your water incentive payment

Make your original connection application (water services or waste only). You must tell us at this point that you intend to apply for incentives later on.

Complete your connection and install all internal fixtures and fittings.

Within 12 weeks after your water service connection, you must make a separate application for your incentive by sending us a completed Environmental Incentive Application Form.

Our rain garden incentive

Rain gardens are an effective way to manage rainwater and help prevent local flooding. By capturing run-off from roofs, they reduce the amount of water flowing into watercourses during heavy rainfall.

A rain garden is a shallow, landscaped dip designed to temporarily hold stormwater and allow it to slowly soak into the ground. These gardens use water-tolerant plants that can comfortably withstand temporary waterlogging for up to 48 hours. The result is an attractive, low-maintenance, and wildlife-friendly feature that supports nature while helping manage excess rainwater.

We're offering an incentive of **£100** per property for the installation of a rain garden.

You can find more information on rain gardens online at the Royal Horticultural Society and Susdrain.

The permeable surface incentive

Choosing permeable surfaces instead of traditional solutions can make a big difference in managing rainwater. These surfaces allow water to drain naturally, helping to reduce flood risk. They can also help to cut down pollution carried in run-off, creating a more environmentally friendly solution. Examples of acceptable permeable surfaces include:

- Porous concrete block paving or porous concrete
- Loose gravel
- Porous asphalt

We're offering two incentive payments for installing a permeable driveway or parking space:

- **£150** for a permeable surface that attenuates water and releases it into our network
- **£275** for a permeable surface that fully infiltrates into the ground with no connection to our network

Applying for your rain water incentive

Make your original connection application (water services or waste only). Let us know at this point that you want to apply for your incentive later on.

Complete your connection and install your preferred rainwater management solution.

Within 26 weeks after your water service connection, you must apply for your incentive by sending us a completed Environmental Incentive Application Form.



Incentives available to non-household premises with solely domestic use

From 1 April 2026, we've extended our **water efficiency incentive scheme** to include non-household customers whose properties use water for **solely domestic purposes**.

Properties with any commercial water fittings or appliances will remain outside the scope of the scheme. A commercial water fitting or appliance is something we wouldn't normally expect to find in a home. Examples include large industrial washing machines or dishwashers, drinks vending machines, or other specialist equipment that typically uses higher volumes of water.

If a water fitting or appliance uses more than the maximum limits set for our environmental incentives, we will classify it as commercial. In these cases, you won't be eligible for the scheme — but don't worry, you also won't be charged the environmental component.

Eligible customers can now apply for our **£250 water efficiency incentive**.

To qualify, all water fittings installed at the property must meet the maximum capacity and flow rates required to achieve our 100 litre per person per day efficiency incentive.

Checking your application

You can access our Environmental Incentive Scheme application form on our website [here](#).

When we receive your application, we'll review it to make sure your connection meets the scheme rules and supports the protection of water supplies and the environment. In some cases, we may also need to carry out a physical check. These checks can be done in person, by video call, or by reviewing photos of the development.

Please allow us **15 working days** from the date you submit your Environmental Incentive application to complete all necessary checks. During this time, the property must be unoccupied, all fixtures and fittings installed, and the property must remain under your ownership.

By applying, you agree to these checks taking place.

Applying for your water incentive payment

Make your original connection application (water services or waste only). You must tell us at this point that you intend to apply for incentives later on.

Complete your connection and install all internal fixtures and fittings.

Within 12 weeks after your water service connection, you must make a separate application for your incentive by sending us a completed Environmental Incentive Application Form.





Any questions?

If you have any questions about our Environmental Incentives please send us an email to EIS@severntrent.co.uk

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