Workshop 1 (Science Practice)

Fri, 10/22 4:15PM • 55:48

**SUMMARY KEYWORDS**

entry, questions, support, risks, proposed solution, innovation, benefits, judges, guidance, point, problem, partners, slides, criteria, naomi, outline, assessment, assessors, solution, sector

**SPEAKERS**

speaker 1, Naomi Penfold, Ana Florescu, Andrea Wong

**Naomi Penfold** 00:01

So welcome today. This is the first workshop from us at Science Practice. We're here to offer entrance support for the first time for the Ofwat Innovation Fund for this Breakthrough round two. We'll talk a bit more about what this support means and why it's different to the other types of support on offer. And we welcome you today for this workshop where we will present a lot of information about how to develop the content of your entry, and give you a chance to absorb some of that. So it's really nice to see you joining. Um, okay, so if I can get that right, okay, so it's a hi from us. And the first thing we'd ask is if you just check in zoom, that your name is right, that will really help us to know who's here and also help us with breakout rooms and Question and Answer later. And I'm Naomi, I'm a funding programme designer at Science Practice. And I'm joined by my colleagues, Andrea and Ana here today, I don't know if you want to unmute and say hi, wave.

**Andrea Wong** 01:12

Good morning.

**Ana Florescu** 01:13

Hi everyone. Thanks for joining.

**Naomi Penfold** 01:16

And you will see us on emails throughout your time when you're preparing your entry. You may also at some point hear from Richard our colleague, in case we have lots of reviews to entries to review. And we'll put them into the team as well. So this is us. And we know you've not met us before though, if you went to the launch webinar, you've heard a little bit about us. But just to let you know, we are a small research and design agency. And we work with funders to help them identify, understand and prioritise problems, and then support them to design effective funding programmes to solve these problems. And this includes building and supporting communities of innovators and people like yourselves to develop strong proposals. So some of our closest clients have have included Wellcome, Nesta, who we're working with on this one, and Humanitarian Innovation Fund. So we've worked across lots of domains. And over over, we've worked to explore problems in over 40 domains and develop programmes for these. And we have supported innovators across many disciplines. So from healthcare and diagnostics, to renewable energy and nutrition. We're not water experts. But we have worked previously on supporting innovators to develop solutions for water filtration, surface water drainage, and faecal sludge management, particularly in humanitarian context. And so we're not here to help you with your ideas for the for solving these problems in the water sector. But we do bring a wealth of experience of understanding innovation and also how to run funding [programmes] and what it means to have these entry forms that you're trying to prepare your content for. So we hope we can help you with that. My slides are being a little bit slow to advance, I apologise for that. Okay, so what we'll do today is, we will run through some of the more generic feedback, we've heard about the previous rounds. There's some pointers from the judges and assessors about what strong entries previously have done. And ways that entries can be improved for this current round. And we really hope that helps you to spot the points where you can really strengthen your ideas and your content, so that you put in the strongest entry. And we will also deep dive into some specific points around each of the three assessment criteria. And when we do this, we'll give you a couple of chances to sit back and absorb and reflect and work on your own entries in response to this guidance. There'll be chance throughout to ask questions. And we'll talk about how you can access one to one support from us after this workshop as well. One thing I would note is that we want to help you to work with colleagues on the call who you're sharing an entry with and some of you have told us who those are so we've pre assigned you to breakout rooms, if you don't think you're in a room already, or you spot some people on the call and you're taking this chance now to think oh, we could work together in these activity times, if you just send me a zoom chat message directly to host - potentially not to everyone, we can save everyone's inbox here - and send a message on zoom to the host and I can put you into those breakout rooms. That's for later as well. So do it any any point and I'll deal with it. Okay, so I'm really sorry, struggling with these slides. Okay, so just to let you know this meeting is being recorded and as with the launch webinar and previous Ofwat fund events, we will be sharing the slides, the recording and the transcript online after the workshop. [..] I've also sent the slides to your email inbox. There's a lot of information we're going to go through, we won't speak to all of it so it's good to have that as a reference, we hope. And what we do ask is that, you know, we've not scheduled a break today. So if you do need to step away or take a break, please feel free to do so. But if you are here, it'd be really great to have you here and be present and fully paying attention. We are asking you to do some activities in response to what we're talking about today. This is a zoom meeting. So you're free to unmute whenever but please remain muted while we're speaking. And when it comes to the question time, you can raise your hand and we'll come to you and we can ask you to unmute, you can also pop your question into the zoom chat if you prefer. And it's lovely to see some faces here today. If you are able to keep the video on that's wonderful for us, we're not speaking to an empty room. And of course, you can have off if you prefer. [...] if you have thoughts and questions, we really do encourage you to share those with the whole group today. We know this is a competitive fund. So there may be some questions that are more specific or you don't want to share with the group and it's fine to send those to our email inbox, at projects at science practice dot com. And we obviously won't do them live today. But we will come to them later. Okay, so over to you, Andrea.

**Andrea Wong** 06:19

Great, thanks so much, Naomi. So I'm going to tell you a little bit more about the coaching support that we're here to provide. Give you a bit of an idea about that. Can you go to the next slide Naomi, thanks. And so basically, there's a few different kinds of support that are being offered for entrants to Breakthrough 2 so you can read more about [these] yourself, book yourself into some of these on the website. But in summary, the support that's available from Nesta, Arup and Isle, you can check out the recording from last week's webinar, which I believe is available on the website. And you can also - so we at science practice are not dealing with the actual process or the T's and C's, but the delivery partners are -and so to get more on more help on that, you can look to these one to one surgery sessions. And that's where you can access a bit more support there. So that to get a bit more specific about that, and clarify the guidance that's already available on the website. There's also the find a partner page. So if you're looking to establish a new partnership, you can go there and also check off check out Ofwat's innovation directory as well. And so for water companies, that could be a great opportunity to review pitches from innovative suppliers who are interested in working with the sector. And for suppliers, you can register your interest there to be featured. And more information on that, again, is available on the website. The entrant handbooks are there as well. And but what we want to focus on today is really this entrant support, which is what we at science practice are going to be delivering. So what does that look like? Well, we're going to be providing support for more of a guidance and coaching perspective. And so that's helping to build on the feedback from the judges and assessors from previous rounds. And to make sure that the entries that you're putting forward are really communicating clearly and that you're putting together a compelling entry that matches with the challenge criteria. And so we're providing that support to lead entrants and invited partners as well. It's not a bid writing service. So we're not here to to write your entry for you. But what we can do is, is to provide you with guidance as to how that's lining up with that criteria. And it's also not ideation support to generate the innovative solutions, we're looking to you to come up with those. But if there's questions about what you can do to make sure that you're communicating the strengths of those solutions there in a way that's compelling to the judges, then we can help you with that. It's also not support for brokerage to find and form new partnerships. Again, there's a couple of different pathways for that if that is what you're interested in. We can direct you to those if you forget what those are just get in touch with us. And we're also not here to clarify the entry process or The terms and conditions again, that's what the one to one surgery sessions are with the other delivery partners. Right? And so what our approach is to coaching sorry, next slide Naomi, thank you. We, we want to make sure that we're tailoring to your key questions and needs. So we want to be quite have the flexibility to be quite individualised according to what your specific entry demands. We will also aim to provide feedback that's actionable, meaning that it's things that you can directly act on, you can apply that to strengthen your response, we're not just going to tell you well, it has to be better. But we're but not telling you how we'll always try to match our feedback with something that you can do. We also want to be flexible. So that's why we provided a range of formats to respond to different ways of working capacity. We've got calls, we're happy to respond over email, and workshops. So that's, that hopefully provides a range of different ways that you can access the support. And we also want to strive to be iterative. So we want to learn from what works. And that means that if we find out that we're getting common questions through from everyone, we'll do our best to communicate that across if we think that there's a wider misunderstanding that everyone could benefit from clarifying, for example. Within your own entry, we'll try to build on previous interactions that you've had with us and continue on from there. And something that we want to make sure that we highlight is that at Science Practice, we're here on this project to be a bit of a neutral bridge. So although we're not involved in the assessment directly, we're independent, we have listened to the assessors and drawn on their on their feedback from the previous rounds. And so our role is to act as that bridge to pass on that guidance to you. But really be there to work with you to develop more aligned entries in response to that. So to that end, you're encouraged to share early drafts with us and your entries will be treated in confidence.

**Naomi Penfold** 12:38

Thanks so much Andrea. Okay, so I'm going to spend the next 15 minutes or so talking through some of the feedback that we have summarised from previous rounds and digging into assessment criteria one. And if you do have questions throughout, please feel free to pop them in the chat. And we'll pause to take some questions at the end of the next 10 to 15 minutes of slides. And also if you want to say hi to each other, please feel free to be using the chat to just to say Hi, we are trying to make this as interactive as possible. And but we'll probably get to that with the activity time. Okay, so the first thing that we wanted to make sure you're aware of and I'm sure if you've entered previous rounds, as well, you'll know this, there are three main assessment categories. And each category has a few listed criteria. This is what the judges are looking for. So they're looking for the strength of your entry in alignment with these criteria. So we have set out our guidance today under each of these criteria. And these are dealt with more in the launch webinar as well. And you should refer to the entrant handbooks as well for more information there. Okay, so first things first, with the entry form, we've taken a look at what the entry form looks like for you. And we want to know up front, obviously a catalyst, you've got one entry to do; for transform, you'd be doing a two stage process. These have got questions that do overlap. So everything we're saying today is generic for both streams. But there is slightly greater detail and evidence expected in the entries to transform. It's a larger pot of money. And some of those questions appear in stage two, rather than being at stage one as well. So just pay attention to to that so we can't guide you directly question by question. But broadly, the streams do ask the same questions. And one thing to note is we will talk very briefly about a video pitch later, that's for transform only. And, and the entry forms what you'll find in the handbooks and also in if you look at the online platform when you submit or the Word template provided for drafting entries. There are two different sets of questions. There's unassessed questions which are all the factual things about listing your partners, how much money does it total? These are the kinds of things - it's all at the beginning and there's quite a lot of questions, but they should be quite easy and fast to do and there might be something that's worth leaving to the end to do. And so we would recommend prioritising most of your time on the assessed questions. And these are split into a couple of general questions at the beginning to describe your entry. And then each of these assessed questions are split into the three assessment categories. And the entrant handbooks are really great at laying this out. And so just take a quick look now, very quickly, I hope you're aware of this, but there is a web page for both the transform and the catalyst streams. And if you go on these web pages, you'll find the key materials are linked down here. And if you look at, for instance, that catalyst Handbook, and there's a section here, which will point you to Section five, you get the entry questions that list the unassessed ones. And if we go to the assessed questions, you'll see it's quite clearly set out how they're done by criteria. And it does tell you here, what the judges are looking for. And and for instance, here's the criteria set out - these are the four bullet points, there's 1234 - for number one, and then they set out in here the guidance of what strong entries look like for those criteria. what the questions are, you'll experience in the form and the guidance for those questions. The questions and the question guidance are also available if you look at the Word document, for example, that they share, here. So if you want to draft your entry before you submit it to the platform, you can do it there. And you can also use the submittable platform to draft your entries too - it does save entries, if you have more than one entry, please speak to the delivery partners, they can help you to use that platform for multiple entries. And we also point you to several templates that you might experience along the way so that you need to submit as well. That's just a quick overview of how to enter. In terms of assessment, these entries are assessed for how well they meet the criteria, and the judges and assessors will look across your entry form. So although the questions are split out per criteria, you know, if you mentioned something a bit later, that's okay, they will take into account and the strength of how it meets the criteria. And the assessment includes a level of scoring, which is also set out on these handbooks. Okay, so for everything here, those handbooks, I would say are your first port of call. And the guidance we're suggesting today it's not exhaustive across all of the criteria, we're picking up on some key points we've heard from feedback from previous rounds. And we do recommend you look into some of these feedback. So these are all publicly available materials. And I think it's actually from the slides, you can click these to go there. But the decision documents are quite informative. There's winners showcases that have transcripts, as well as recordings if you didn't see them, where the judges speak about what they were interested in. And then if you have applied previously, and you've had feedback on your entries, and particularly if you were unsuccessful [...] last time, there may be some very specific feedback about which points the judges felt that could be strengthened. And so we do recommend you look at your individual feedback, and develop your responses [...] bearing that in mind. Okay, so what do successful entries look like? So according to previous rounds, what has worked well is when entries have clearly explained how they align with one of the fund's strategic themes or more; why the proposed solution would be the best answer to the problem; really outlined the potential impact or benefits for household water customers society, and or the environment - and that includes looking at the more longer lasting benefits too; why the entry is innovative; and why it wouldn't be done in business as usual; how risks have been identified and what the plan is to manage and mitigate those; and also having a comprehensive project management plan – we've heard that you're very good at that. So we're not focusing too much on that today. And things that were liked in previous rounds were having good connections with a good collaboration, lots of meaningful partners, solutions that could be transferable in the national context. And you know, being ambitious and bold was definitely favoured. And so thinking also about the feedback, the generic feedback on unsuccessful entries so far, the points where previous entries have not quite met the mark have been where the problem has not been clearly explained. And in particular, the recommendation is to provide evidence for the problem, why it's unmet, why the need is unmet. And that evidence could be evidence you have that's internal, it could be external evidence. [..] To be really strong, what the judges are looking for is an entry that clearly demonstrates that there's a high potential for benefit even though there's a risk of innovating, so really justify that, and outline your benefits. That the solution would be effective, innovative, and not something you could do as business as usual. And the judges are looking to be bold and ambitious. And this is a fund that's supporting innovation, which is inherently risky, some risks can be controlled so they really want honest assessments of the risks that are out there and also plans for how to control the ones that you can plan for. And, and there were several notes in the winner showcases about how having a really strong set of partners is, is such a strength, particularly partners that go beyond who you might normally work with: partners in different sectors who are also innovating in similar ways, partners outside your [...] normal supply chain - so this fund is really is asking you to collaborate widely. Okay. So I've included in the slide deck, just some reference slides if you want to dig into what those documents have, and I also encourage you to look those documents if you have time. But hopefully, our summary is helpful to you if you haven't got so much time to look through those documents. Okay, so for the next few minutes, I'll just talk about assessment category one, as a... (just check the chat as well as there anything coming through? I don't think so. Is it? Okay, cool. That's great.)... So if you do have any questions, please feel free to pop them in the chat. So just as a reminder, assessment category one was covered in the launch webinar, it's to do with the positive impact for water customers, society and or the environment. And these are the criteria that are being assessed against. So address a significant need or opportunity; align with one or more of the strategic innovation themes; be effective in addressing the problems or opportunities; and set out a realistic reflection of external risks. These are the risks of innovation that you can't control, and how and justify why the benefits are worth those risks. So I'm going to go through some of these points one by one. So for reference, these are the five strategic innovation themes. Again, there's more about it in the launch webinar. But the guidance that we heard here was that they're not looking for you to align with all five themes. What's important here is to really outline which of the themes you align with - one or more - and to outline how strongly your entry aligns with these themes. So don't worry too much, if you know, there's no need to work out every single theme, how you align, some of them, you may not be aligning with and that's absolutely fine. So when it comes to that first point of the criteria addressing a significant need or opportunity, and I think most entries were pretty strong with this last time, really clarifying what the problem is that you are trying to address and starting with a problem. What was important to note is that you should be really focusing on problems and unmet needs and opportunities that will bring benefit to household water customers. It's their money that this fund comes from. And then also why the society and or the environment. And the [...] feedback we heard was that the more evidence you can provide about this problem, the more well-evidenced your description is, the better, there is a point in the form for you to add external references as well. And so that can save your word count, if you use that, that point. And for transform stage two in particular, they're looking for evidence of the scale of the problem. One way... another question in the form.. is to outline as well where you're starting from today. So there may have been work already done on this problem. And what the judges are looking for is a clear description of how you are building on what's already been done and building on sector knowledge. And if your solution is to change the way something's done and displace an existing approach, you'll want to outline why this is needed, why is your proposed solution going to be transformative in how you [...] address that problem going forward? So you can point out what's working well and describe why more is needed. Okay, so a strong tip we heard was to make a really strong case for your proposed solution. And to do so, the guidance is to outline intended outcomes, impacts and benefits, and clearly explain how your proposed solution is going to arrive at those outcomes. And in some of the forms, they asked specifically for you to use SMART objectives. These are Specific, Measurable, Achievable, Relevant and Time-bound objectives. And so if the guidance does ask for that, please do use it. When you talk about benefits, again, household water customers first and foremost, as well as society and or the environment, those are the benefits that are really important to explain clearly in your entry. In terms of longer term impact and wider benefits, the aim of this fund overall is to build innovation capacity across the water sector, so benefits extend beyond solving the immediate problem of your entry and include how your actual approach, the project you're going to do, and the collaborations you build will help build that innovation capacity across the sector. So it's really a great opportunity to outline that at this point of the form. And another key question is why this solution and not others, so you may have an idea for how to solve a problem. But they're really looking to see evidence of why this idea and not another idea, you may have done some design research, some stakeholder research, to understand the problem and that might be leading you to your proposed solution at this point. It's really great to include that kind of research, stakeholder research, design research, within your entry if you can. It's also notable looking at some of the previous winning entries, the kinds of things that have come up with strengths are like the specific cooperations and why doing something as a really coordinated approach across a collaboration is better than then keep trying to solve the problem on your own or in an ad hoc way. And also, like [...] setting out why other solutions wouldn't work in your opinion is a good thing to do. And finally, for this assessment criteria, and this is a really a point that I would emphasise, it's come through quite strongly in some of the guidance. Your proposed solution might sound great, the problems real, the solution sounds like it could work. But with innovation, there's this inherent risk that there might not be adoption by others, the solution that you think might work now may not be the one that you learn works as you test it and try it,... and so there's an inherent risk that this project might fail. And that's okay. You know, the judges say, you know, be bold, be ambitious, take those risks. But what they're really looking for in this particular question of the form is for you to justify why the potential benefits make it worthwhile taking that risk, because you're using household water customer money. And so they're really looking for a strong justification to take those risks because of those potential benefits. And as we spoke about previously, those benefits are ranging from immediately solving a problem for the water customer, and also the benefits to the wider sector, and building that innovation capacity. So there's a real chance here to make the case for your entry and why it's worth spending that money. And there's also a chance here to think about how you can manage some of those innovation risks, how you can adopt an innovation based approach. And by that we mean testing things at the beginning, starting small, learning what works and like adapting based on what you learn there, that gives you an opportunity to fail fast. So if it really isn't going to work, you're not going to spend, you're not going to go a long time or spend a lot of money till you realise it's not going to work. And so we really encourage you to think about talking about these innovation practices and reflecting those innovation practices in your overall project plan and your approach throughout this entry. You can also think about how you're going to plan to actually capture the learnings and insights that you gained along the way. So that even if your project fails, there is a benefit to the sector by sharing these learnings and having done this project. And so we really encourage you to ask the questions of what is the benefit, even if we don't manage to arrive at this proposed solution in the end? Okay. So I have in reference, there is a part of handbooks that talks about this approach to risk, I really strongly recommend that you look at that it was one of the points of guidance that really stuck out to me from looking across the various sources. I'm going to pause just quickly here and see if anyone does have any questions. Thank you for listening so far. And looking to the same chat, you can also raise your hand. If you do have any questions, we can also help you during this next activity time as well. So I think we can move straight into that activity time. Just checking. Well, we're just saying goodbye to our colleague Ana as well, who is just leaving us there. Okay. Great, so into our activity time, Andrea, back to you.

**Andrea Wong** 29:25

Great, thanks. So we heard that one of the challenges associated with entering for this fund is finding the time and capacity to prepare an entry. And so today what we're doing is making space and time to reflect on some of the points that we've gone through and to share and consider how you might apply these to your entry. Can you go on to the next slide Naomi, thank you. So just a reminder of assessment category one, some of the key points to keep to remember are that strong entries will address a significant need or opportunity for customers, society and or the environment. And so Naomi had more detail on that on the previous slides. If you need a reminder, you can look back and click the links for more details on that. There was also the point about aligning with one or more of Ofwat's five strategic innovation themes. And so we had the point that it's not necessary to align with all five. But to identify which are the one the ones or the one that you are aligning with, and to make a strong case for to make it explicit what that alignment is. We've also talked about how it's important to highlight how you will or could be effective in addressing these problems, or opportunities throughout your application. And we also want you to set out a realistic reflection of external risks and how the benefits of potential customers line up against those and outweigh those. So potential customer sorry, society and the environment. So it's making sure that you're developing a thoughtful response that really highlights that and doesn't leave room for guesswork to the assessors, we want you to make sure that you're putting it out there. And that they can, they can clearly identify that. So then in terms of what we're going to be working on today, and we really want to give you time to absorb some of some of those points. And so what we're going to invite you to do is to go into a breakout room with your group. Some of you have already talked about how, or have already told Naomi about who you'd like to work with. If you haven't done that, then you can pop that into the chat, either just in the main chat or to a direct in a direct message to Naomi. And we can we can put you into a breakout room with your group. Or you can stay in this main space and just go on mute, go off camera and work individually. And so the idea would be to focus on one of your entries if you have multiple entries that you are going to be working on. And we can answer questions or, and to do that if you're in a room. There's just in zoom, if you hover over the bottom menu, there should be a place when you're in the breakout room to request help. There's just four squares which say breakout rooms, you can click that and choose the option that says ask for help. And so what we're going to ask you to reflect on is the problems or what's already been done. Why is this not? Why has this not solved the problem? So that's kind of the state-of-the-art kind of argument. And we also want you to think about the outcomes, benefits and impact. So how would addressing this problem benefit household customers society and or the environment in the short and long term? And what would the wider benefits to the water sector be? Also, why and how would your proposed solution be effective [...] at achieving these benefits? We also want you to think about why your solution is best. So that's really making sure that you're communicating: what are the alternative solutions? And why is your proposed solution better than those? And have you designed that in with the relevant stakeholders in in mind and in communication with them? We also want you to think about why the risk is justified. So Naomi has talked about how there is that acknowledgement that of course, this is a time when you're being encouraged to innovate. Innovations could fail. We want you to think about how you might how your innovation might fail and what are the external risks? And then in response to that, why is it indeed worth spending customer money to take those risks? So what's what's the potential gain there? And we want you to think about what of these that you already know. So what information do you already have? What have you already thought about that would enable you to answer these questions? What evidence do you have? We also want you to think about what the uncertainties of the unknown still are. So what is it that you need to know and that you you haven't got nailed down yet - giving yourself a bit of an assignment over that. And then think about how you can find that information. So are there colleagues that you need to speak with? Is there evidence that you need to dig up? What do you need to do to make sure that you're filling in those gaps in your application and making sure that once you you do that, you'll be able to present back the strongest possible entry. So focus on the most useful points for your entry. And you can refer back to the previous slides for specific details and guidance, that's a bit of a shortcut for you, in terms of looking back at that key criteria, so you're gonna have 15 minutes for this. [cut: breakout room time...]

**Naomi Penfold** 35:39

[return from breakout rooms] Yeah, I think we've got everyone. Great. Okay. And I hope you can all see my screen. And I hope that was useful time for you. I'm sorry if the 60-second countdown cut you off. You can always repeat the exercise for other entries and we hope you have time to continue later as well. For now, though, we're going to move into the other two assessment categories. So I'm going to speak again for 10 minutes, apologies more of my voice. And again, please feel free to ask questions in the chat, we'll try to take them at the end of this block of slides or we can take them into in that 15 minute activity time as well. And so just a quick reminder as well, that the guidance today is is not exhaustive, please do refer to those entrant handbooks for all the different things, we're picking up on some of the major points that we heard from the feedback like the most important points that it seems to be, building on the previous rounds. So a quick reminder that assessment category two is innovation enablers and innovative solutions. So strong entries will use innovative approaches and or solutions that would not be funded as part of business as usual. And there's a series of innovation enablers, which you may use or be developing, which would help to build this innovation capacity across the sector and so therefore accelerate practice. They also are looking for you to set out your plans for adoption at scale across the water sector. So those innovation enablers are spoken about in the launch webinar also in the entrant handbooks, just quickly: collaboration - we had a question about that just now; openness - open data, sharing what you're learning, perhaps even saying up front that you're working on something so people can find you and get involved; adaptability - so it's really within that innovation practice, being able to learn fast, fail fast, and then iterate and adapt based on what what you're learning; innovation risk management - particularly if you can control any of the risks of being more experimental, we're looking for a strong plan on how to develop those plans; scalability and deployability - so anything that helps the the wider sector and all household customers is great; and a long term view, you know, you might have benefits that are.. that come out at different points in time. So those enablers, you know, really do speak to those where you can and your entry again, maybe not all of them are relevant. But that's, that's totally fine. But do do refer to them in your entry where you can. So just a couple of points for this assessment category. The first point is to describe how your solution and approach are innovative. And the definition set out in the handbook. I hope this is fairly familiar for everyone working in innovation is that innovative means testing something that's new, totally new, or adapting ideas or practices from elsewhere that perhaps haven't been established yet in the water sector but maybe they're being used elsewhere, we know that the banking sector has been pretty good with using open data, and really building out the banking practices using that, for example, or adopting proven approaches. So you could be bringing an approach that maybe it's been used in a different market, a different country and bring them to the UK so that we can test it here and then scale it across the UK. And so on any any proven approach as well that perhaps it maybe it's been done in a small way that hasn't been tested at scale yet. So all of those are improvements on what we have already and there are ways that you can describe your solution as innovative. And you also want to outline here, why what you're going to do is better than what's already deployed, and how how that would lead to real transformational change, like really big benefits. And that's all about your solution. But there's also questions about your approach. So how's your approach itself? How is that innovation based approach? And how are you going to use or develop those innovation enablers in a way that meets the aim of the fund to build innovation capacity across the sector. So there's a two ways of thinking... there's two different questions within this part of the entry form - one is about your solution, one is about your approach. So we really encourage you to think about both of those. Um, and finally, there's a question about supporting adoption at scale, and that includes a plan for how you might do this as well. So how are you going to begin your implementation? If there are opportunities to scale, what does that look like? What does that mean? And what are the barriers you might face in doing so? I think the judges are looking to see evidence that you've really thought these things through, it gives them confidence that, you know, you're aware of of the challenges, barriers you might hit, and you have started to think about what to do about them. okay, the second point here, is to really explain why your entry goes beyond business as usual. We heard this is a really important point. So a lot of the ideas sound really great. And they might have really clear benefits as to why you should try it. But then the question back is to tell the story of, okay, if this is a really strong idea why are you not already doing it? So what are your barriers within businesses usual, to doing this? and this is what this fund is for. So it's for those innovations that you just are just not within your remit, normally require different kinds of resourcing, bigger collaborations, pr, you know, maybe it's got a high level of risk, that is just not possible to take within normal business. And so the judges are really looking for you to outline that justification in this entry. And it's not enough simply to be innovative, it's really got to be something you couldn't do otherwise. And where you are building on things that have maybe existed for some time, maybe some technologies have existed for some time, do explicitly outline how you plan to build on the learning and experience that's already been acquired in those solutions. Okay, and then the final assessment category is capacity, capability and commitment to deliver. We'll focus a little less on this. So we've heard that your project plans are really strong. And you know, it's less of a with the last point is in this in this section. But just to outline strong entries, the criteria to show commitment to the entry, there's a question about senior commitment and making sure that, yeah, the project is set up to succeed; be delivered by a team with relevant skills and experience; set out realistic and achievable programme; demonstrate a realistic and considered costing, which makes effective use of customer funds; and demonstrate a clear and a proportionate approach to addressable risk. So it's just a couple of points, we're going to pick up on it today. So the first one is to strengthen your entry partnerships, we did just discuss this in the previous activity. Any partner that helps you to achieve your goal, I think there's a, what's really needed in this part of the form is to make sure that the skills and experience that you need for the solution of the proposed solution are met by the different people you're involving and the different collaborators you are involving, and really, actually explicitly outline who's doing what, who's bringing what. And so you may have a great list of partners, you may have a great list of all the skills and experience that you know you need. So do do the work to map those and just make it clear to the judges and assesses who's bringing what and why, why you've got the complete jigsaw in front of you. And do make sure that you list every partner - there's the unassessed questions that have a box for doing that, and I think previous entries might have missed that sometimes. So just make sure you do that. And, and there was a.. maybe, I don't know if you're too late to this round, maybe not. But there was a suggestion in one of the winners showcases that you could look for new partners outside your region, outside the sector. And one way to really encourage that is to talk about what you're doing openly so perhaps you've got an idea for an entry that you could post a blog about, and try to get it out there and see who comes to you. The judges are quite keen to see collaborations outside of the water sector as well so that that innovation learning from across the country in different sectors is really coming into the water sector too, and vice versa. And then secondly, think about how you'll succeed as a collaboration. We hope your entries - they should be led by a water company or NAV - but of course, you should be developing those with your partners. And it's nice to see those groups here today doing that. You can consider how you can involve partners in your video pitch for transform, for example, and maybe how you can make it clear that every partner is really engaged in the problem. Of course everyone's got the senior commitment and the other financial commitment too that comes with it. And also consider your governance. The previously successful entries have thought about who should be involved in making decisions, are community stakeholders relevant? How will you manage decisions and disputes? And really that that forward planning to set yourself up for success in a broader collaboration. Okay, and the second point is have a clear plan for delivery. So the thing I will point out here is that this is a really a chance to map your thinking about how to deal with innovation, how to adopt a fail-fast practice, a learning practice, an iteration practice, how will you articulate that in your project plan, you know, make your project plan, and the narrative that you've got earlier, really match each other. And it's a real opportunity to show that you're putting your thoughts into practice in your planning. And, and we've also heard.. please make sure the budget lines add up. And that you, you've dotted your i's and crossed your t's across the form so that the whole story all adds up everywhere. And okay.

**Andrea Wong** 45:47

Should we just go into the activity, Naomi, and then we can take questions separately.

**Naomi Penfold** 45:53

Sure. That sounds good

**Andrea Wong** 45:54

Like during the time. So we want to do something quite similar for the next... for to reflect on what Naomi's just talked about for assessment categories two, and three. And so just to recap, can you advance the next slide? Thank you. To recap, strong entries will use innovative approaches and or solutions, which would not be funded as part of business as usual. They will also develop innovation enablers which accelerate practice beyond business as usual, and they'll set out plans for adoption at scale across the water sector. And for the assessment criteria three. Can you go to the next slide? Thank you. So we're looking for entries that show commitment, that show commitment to that entry. So there's something behind that there's a commitment to deliver that. And, that commitment is made by a team who has the relevant skills and experience to do so. We're also looking for you to set out a realistic and achievable programme, demonstrate a realistic and considered costing, which makes effective use of the customer funds, and to demonstrate a clear and proportionate approach to addressable risk. So next slide, please. Thank you. So in the second worksheet, that you were sent out an email, you'll find something to reflect on these aspects. So again, the focus is looking at what do you already know? What don't you know? And then how can you find out about the the gaps in what you brought, in the information that you've already got covered in terms of the entry. So same drill: Naomi will put people into the breakout rooms and if you don't have any colleagues who you're working with today in this workshop, then you can just stay with us in this main space.

**Naomi Penfold** 47:57

So just letting people join their rooms... [Cut: breakout room time.] [Rejoining after breakout rooms.] So just before we finish, if you are applying to transform, there is a video pitch that you will need to do. And what I will say is that you need to register to do this, no later than Friday, the fifth of November for a slot on zoom that following week. So if you've got any questions about that process, please do ask the delivery partners. But from us, what we've heard from the feedback is that it's a really great opportunity to really focus on the benefits to household water customers, society and or environment, justify why customers money should be spent to pursue this project. Previous people have done this, with one person presenting or with partners involved, there's lots of creative ways you can get your partners involved in preparing that pitch. And we would recommend that you do support your pitch with slides or visual aids. So like I'm talking to you right now with a slide showing is a good way to support what you're saying out loud with some kind of visual that helps add information or backup your point. And if you do get to stage two, there's an opportunity to re-record that pitch, which we would recommend you do, if you have the capacity to. And then finally, yeah, one thing that we would say is just make sure when you do draft the entry, it's something we can look for as well, it's just to make sure your narrative makes sense. So if you send an entry through to us to review, we will look to see you know, as someone who's reading that for the first time, we'll be able to see if it makes sense or not. So please do see us as someone that can support you to check that and and do just check that we have things like your budget and things add up. And when you submit you'll be submitting into submittable platform, and we'll need to attach any of the additional templates that are outlined on the web pages. So all links, not inks, links are available from those web pages. There is a Word template if you want to do that collaboratively before you get onto the platform. What we've heard is that when you submit, you get a PDF and it may not.. the format may look not look as you've submitted, but don't worry about that. The judges and assessors see the formatting from the platform. And you can use any rich text. So you can use bullet points. So just don't worry too much about the formatting any rich text formatting is fine. And that will what you see on the platform is what gets sent through to the judges and assessors. Okay, so next steps, Andrea, couple of minutes with you.

**Andrea Wong** 50:46

Sure. So I'll try to make this quite quick. So today, we've covered quite a bit of ground, we went over the entry forms and the assessment criteria, aquick summary of the assessors feedback from previous entries, and guidance and suggestions for how to write a clear and compelling entry in line with the challenge criteria. And so we invite you to reflect on that on that to look back at the slides and think about what you learn from that and what your next steps could be to put into practice. But in terms of what to do going forward, can you go to the next slide Naomi. So there's online entry forms for both streams, catalyst and transform. And for catalyst, there's one stage entry process, and that closes on the eighth of December. For transform, there is a couple of different stages. And so first of all, you'll have to register for a video pitch by the fifth of November. And so what's involved in that is just recording a presentation, kind of like we've done today in zoom. So you're just be recording yourself doing that. And there's ways to sign up to do that. And we've and so the stage one closes on the 16th of November, stage two opens on the 15th of December and closes on the eighth of February. And a summary of the process is available at the link there which I think Naomi can put into the chat. And then next slide, Naomi. Thank you. So as we said at the very beginning, for more information, you can go to the website, look at the entrant support. That's where we've got information on webinars and events, upcoming and past and also you can find information there about one to one surgeries, you can find the find a partner page, the entrant handbooks are all there. And of course, information about the entrant support, which we've been going over today. So a tip for when you're looking at all of that stuff is to dig around for the feedback from the previous rounds. That's that that can be quite helpful. There's quite a lot to go through. We've tried to summarise it today. But if you want more details, there are certainly more details about that there. Next slide. Great, thank you. And so how can you get more help from us? We're happy, as we said, and I think there was a question in the chat about that as well - you can email us your questions, we aim to respond within three working days. And you can send us as many emails as you like. You can also sign up for a 20 minute coaching call. That's one per entry initially, depending on demand, we'll gauge that and see if we can open up the offer for a second call. But where you can choose when that happens. So if you think it would be more useful to you to have an earlier call, that's a bit more general, then we can do that. If it's helpful to have a call once you've already sent us your draft to review then we can also do that. But you'll just get one initially so pick what you'll prioritise for that. And you can also email us your draft entry to review as I said, we can respond either over a call or we can do that in writing. So we'll aim to turn that around within five working days. And all the important information about this is on the website. So thanks very much. I think that brings us to the top of the hour. Hopefully you found today useful. We'll take any questions from from you now if you want to stay on. [Thank you.] We've also got a feedback form which Naomi's put a link to in the chat. If you do have feedback on today and you want to tell us specific things about what you would like support on then you could fill that in there. You can also email us.

**Naomi Penfold** 55:04

Yes, the questions that have just shown on screen as well. Thank you.

**Andrea Wong** 55:11

Okay, we can stay on for about five more minutes in case people have questions dribbling in. But otherwise, thank you very much, everyone and have a great afternoon.

**Naomi Penfold** 55:21

Thank you from me, too. It was great to meet some of you for the first time. And we hope to see you in subsequent support as well.

**speaker 1** 55:31

That's great. Thank you. Thank you bye. Thank you. Thank you. Yeah, thanks very much. Very helpful. Thank you.