OVQ49: Do you have any views on how the structure of the price control innovation funding could be adapted to better focus on whole systems problems, and ensure strategic alignment with other public sector initiatives?

Request that consideration is given by Ofwat and Ofgem to specifically carve out a proportion of the SIF and Water Breakthrough Challenge funds to jointly fund cross sector innovations.  At present funding has to be sought from one or other or simultaneously through both which is a barrier to more cross sector collaboration.  If this proves successful, this could be broadened out to facilitate collaboration with other sectors.