

# SUSTAINING LONDON'S LANDSCAPE DURING DROUGHT SEASON

**THE CLIENT** A 97-acre building complex in London's financial centre.



## THE WATER SUPPLY EMERGENCY

A Water Direct contracted customer, is issued with a drought order from its water utility wholesaler, meaning excess commercial use of water is not permitted.

## POTENTIAL CONSEQUENCES

- Irreparable damage to a vast area of established and newly-planted landscaping
- Loss of millions of pounds worth of investment

## THE SOLUTION

During a drought order, commercial facilities can be restricted in their water usage for any processes that aren't considered essential; this includes watering landscaping and planting.

This customer has invested a great deal in creating surrounding areas of the highest standard, to meet the expectations of such a high-profile environment.

Any period of drought and the subsequent restrictions on water usage pose a substantial risk to the multi-million-pound landscaping investment.

In preparation, they invested in planned bulk deliveries from Water Direct. This ensured that when any drought order was implemented, the customer had access to an alternative water supply ready to be brought in to allow the watering and irrigation of the surrounding landscape to continue.

Water Direct collected water from out of the area, where no drought order restrictions were in place, to fill underground header tanks that were then used to irrigate and maintain the quality of the landscape, plants and foliage around the facility.

## CLIENT COMMENT

The Operations Manager at the building complex commented: "We continue to use Water Direct's services to ensure we can maintain the world class environment around the facility and protect the investment. The potential cost of damage to the grass, trees and plants greatly outweighs the price of installing water tanks and arranging tanker deliveries which enables us to maintain our irrigation system. It's reassuring to know that should a drought order be issued again, we can rely on Water Direct to provide an alternative supply."



The Victor Building  
Earls Colne Business Park  
Essex CO6 2NS

0345 345 1725 • [enquiries@water-direct.co.uk](mailto:enquiries@water-direct.co.uk)

[www.water-direct.co.uk](http://www.water-direct.co.uk)