



ClearWater revival: An effective and attractive ClearWater installation at Hanau-Wilhelmsbad Golf Club, Germany

Clear Way to compliance

ClearWater, the number one below ground washpad water recycling system for golf clubs, is set to break records this year as **David Mears** explains

Highspeed Group's class-leading wash-off system ClearWater is on course to achieve greater sales in 2014 – and not only in the UK. One reason for the impetus is that legislation is driving sales. It has always been an offence to cause pollution and a surge in business was experienced with the introduction of the Groundwater (England and Wales) Regulations 2009. We, our competitors, the Environment Agency, other government bodies and the media have been bringing the requirements of legislation to the attention of as many as possible over the last ten or more years yet, surprisingly, there still remains a number of golf courses and others who continue washing off machinery to ground.

Bringing matters to a head recently has been awareness that the EU Water Framework Directive is due for full implementation in 2015. So, there is very little time left to bring wash-off facilities up to legal requirements. If you are inspected and found to be non-compliant by causing pollution, pleading ignorance of the law is no defence! Do not think 'They won't check on us'. We know for a fact that the Environment Agency is enforcing the requirements of legislation in many areas. One sale of a ClearWater sys-

tem to a golf club recently was as a direct result of a visit from the Environment Agency! Pollution was traced back to the club via a stream. The club responded quickly and now has a very effective ClearWater wash-off system.

So what is contributing to ClearWater's appeal and success? Price is a factor and, as ClearWater can be bought for 'self-installation', this is very competitive. As far as we know, no other genuine recycling system is offered with this option. Other unique selling points include: It is safely below ground. This means that you don't see it (apart from discreet turret tops set in the ground); our picture exemplifies this point. There are no big shiny boxes that are affected by large temperature fluctuations and it is pleasing on the eye. One other advantage of below ground is the stable and low temperature of the water inside the system. Being well below the 20°C temperature threshold for the formation of Legionella bacteria, we consider it to be safer. The system capacity of our standard system is 5,000 litres and allows ample time for effective treatment. ClearWater also appeals because it is simple and easy to operate and maintain with very few moving parts.

We decided years ago that customers

needed not only a very effective wash-off and recycling system but one that was approved and could bring added benefits. We submitted ClearWater to the WTL (Water Technology List) gaining approval in March 2008. This meant customers could write off 100 percent of the cost of installing ClearWater against taxable profits under the ECA (Enhanced Capital Allowance) scheme. Many have reaped the benefits of this. One competitor only recently realised this.

Expansion of sales activity with systems in the US and Germany and leading the way with offers in the UK has helped. US research showed that there were courses with old above ground wash-off systems that had fallen into disrepair and that a simple effective alternative would be considered. This and that GCSAA's magazine *Golf Course Management* has just featured our first system in the US has been encouraging.

Budgets may still be tight but investing in ClearWater now will not only provide an effective and attractive recycling system but also save valuable water and ensure you are legal!

David Mears is joint managing director of Highspeed Group. For information on ClearWater visit www.clearwatertv.co.uk, call +44 845 600 3572 or email info@highspeed.co.uk