



## case study

# environmental sustainability



Objective One is  
part-financed by  
the European Union



The Objective One Partnership  
for Cornwall & the Isles of Scilly

## H2OK SYSTEMS LIMITED

Nanjerrick Court  
Allet, Truro  
Cornwall TR4 9DJ  
Tel: 01872 542100  
Fax: 01872 542101  
www.h2ok.co.uk

### the project

Unlocking Cornish Potential graduate Helen Stimpson is helping a Cornwall-based company expand its range of services into the sustainable systems sector. Helen, who graduated in 2005 in Geography from Leeds University, is Sustainable Systems Consultant for H2OK, based at Allet, near Truro.



Helen Stimpson, Sustainable Systems Consultant for H2OK

Helen has recognised the growing demand in companies and households for sustainable systems such as rainwater harvesting, which collects rain and reuses it for non drinking water uses such as toilets, washing machines, vehicle washing and for watering gardens. These systems reduce the need to abstract, treat and pump mains water, preserving a natural resource, reducing carbon emissions and saving money on increasingly costly water charges.

She took the post via Unlocking Cornish Potential, a Combined Universities in Cornwall project run by Cornwall College that has received Objective One investment. Graduates are placed with businesses and offered support including an expert mentor.

Helen, who is from London and now lives in Truro, explained her job, how Unlocking Cornish Potential had supported her and ambitious plans for company expansion.

She said: *“Quite a few modules in my degree were about sustainable development, sustainable cities, sustainable energy and renewable energy technologies. H2OK has brought me in to assess the commercial scope of sustainable systems across the South West. Because the company already deals with waste water systems it is a natural transition to move towards environmental technology such as rain water harvesting and grey water systems.”*

*“There is the potential for a huge market out there and my research into sales potential has involved talking to architects, developers, council planners, the South West Regional Development Agency and a number of non governmental organisations. This research has already generated enquiries and contracts for site work and assessments.”*

*“Unlocking Cornish Potential has supported this with two mentors – one for marketing and one for renewable energies. My plan is to eventually head a sustainable systems sector of the company.”*

H2OK was founded in 1995 with two employees. Now it has 40 employees with a further number of subcontractors helping it to a turnover in excess of £5 million, with continued growth in mind beyond the South West.

Phil Badger, founder and managing Director of H2OK, is delighted to have Helen on board. *“We have for some time now wanted to raise our profile in the sustainable market. Helen has helped us identify the market size and shape which will enable H2OK to devise a strategy to become the market leader in the South West for water-related sustainable solutions.”*

Ben Leonard, of Unlocking Cornish Potential, said: *“The sustainable development and renewable energy market is a real growth area in Cornwall where we have*

## environmental sustainability



### case study



Objective One is  
part-financed by  
the European Union



The Objective One Partnership  
for Cornwall & the Isles of Scilly

*considerable expertise. UCP is delighted to support Helen and H2OK to enable to them to enhance their commercial offering in this important area. With the renewable energy degree at the CUC, several market leading renewables consultancies and a growing band of entrepreneurs focussing on this in the county, it is an exciting demonstration of the skills base emerging in Cornwall."*

**For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email [objectiveone@cornwall.gov.uk](mailto:objectiveone@cornwall.gov.uk).**



*Helen has recognised the growing demand in companies and households for sustainable systems such as rainwater harvesting*