

UNITED KINGDOM

Water use efficiency

Location

Tiptree

Programming period

2014 – 2020

Priority

P5 – Resource efficiency & climate

Measure

M4 – Investments in physical assets

Funding (EUR)

Total budget 394 787.19
RDP support 157 913.04
Private funds 236 874.15

Project duration

2016 – 2018

Project promoter

Wilkin & Sons Ltd.

Contact

andrey@tiptree.com

Website

www.tiptree.com/

A leading manufacturer of preserves and jams used RDP support to increase its winter water storage capacity for use during the summer dry months.

Summary

Wilkin & Sons Ltd. is a leading manufacturer of preserves and jams. At the Tiptree Farm the company grows approximately 65 hectares of soft and stone fruit to process into preserves, jellies, marmalades and purees. Prior to the project, the business used 160 000m³ of water per year for irrigation, including 120 000m³ from local streams for irrigation, as well as 40 000m³ of recycled factory water.



The business used RDP support to increase its winter water storage capacity by 80 000 m³ to 190 000m³. This means that water can be abstracted during peak flow and stored until it is needed, rather than abstracted during the drier summer months.

Results

- 8 new permanent jobs are foreseen over the next few years, the company is already a major employer of local people.
- The trickle irrigation systems reduce the company's general water consumption (as the water drips to the roots, reducing evaporation).
- The likelihood of the company doubling fruit production is increased by the more efficient and reliable water system.
- Wilkin & Sons extracts water in a responsible way, monitored by the Environment Agency. The company plans to only abstract water from local, shared areas when water flow is high.

Context

Wilkin & Sons Ltd. is a leading manufacturer of preserves and jams. At the Tiptree Farm the company grows approximately 65 hectares of soft and stone fruit to process into preserves, jellies, marmalades and purees. Prior to the project, the business used 160 000m³ of water per year for irrigation, including 120 000m³ from local streams for irrigation, as well as 40.000m³ of recycled factory water.

The large farm is located in Essex, South-East of England, which is also, on average, the driest part of the driest county in the UK. The farm has struggled in the summer months, when the local reservoirs and brooks are at their lowest levels.

Objectives

The beneficiary developed a long-term investment plan which aimed to:

- reduce the farm's water abstraction during summer months, and
- reduce its overall water consumption

Activities

The business used RDP support to increase its winter water storage capacity by 80 000 m³ to 190 000m³. This means that water can be abstracted during peak flow and stored until it is needed, rather than abstracted during the drier summer months.

Main results

8 new permanent jobs are foreseen over the next few years, the company is already a major employer of local people.

The trickle irrigation systems reduce the company's general water consumption (as the water drips to the roots, reducing evaporation).

The likelihood of the company doubling fruit production is increased by the more efficient and reliable water system.

Wilkin & Sons extracts water in a responsible way, monitored by the Environment Agency. The company plans to only abstract water from local, shared areas when water flow is high.

Key lessons

n/a

Additional sources of information

n/a