

# WWEM 2010 Surpasses All Expectations

## Marcus Pattison

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**N**ovember saw the most successful WWEM event since its inception in 2005 with visitor numbers continuing to grow and exhibitors jostling to reserve the best places for WWEM 2012.



Malcolm Lythgo, Head of the Monitoring and Analytical Services at the Environmental Agency, at the Mcerts Presentation Dinner (Wednesday 10th November)

WWEM (Water Wastewater & Environmental Monitoring) took place at the Telford International Centre and welcomed a broad selection of visitors from every corner of the environmental monitoring community. As the largest event in the world to focus purely on environmental monitoring, WWEM 2010 attracted delegates from over 39 different countries including staff from regulators, water companies, industrial manufacturers, consultants, education, research organisations, process engineering companies and industrial companies.

WWEM 2010 retained its focus on environmental monitoring, providing the latest information on regulations, methods and technologies. However, the event's growth was partially a result of new features such as a laboratory conference, new partners such as CoGDDEM, Envirolink Northwest and many of the 120 exhibitors chose WWEM 2010 as the launch pad for a variety of exciting new technologies.

## New Gas Detection Zone

Twelve members of the Council of Gas Detection and Environmental Monitoring (CoGDDEM) exhibited a broad range of instruments for the detection of hazards including accidental exposure to low oxygen levels in confined spaces and to toxic or explosive gases. The CoGDDEM members were delighted with the participation. For example, Alan Henderson from Gas Sensing

Solutions said "This has proved to be an excellent networking opportunity and we are very pleased with the response to our products."

## Meet the Buyer Event



Meet the Buyer Event

UK Trade & Investment (UKTI) ran a workshop entitled 'Developing Your International Business' and their Commercial Officers provided political/economic overview for countries including Portugal, Turkey and Russia. They also provided access to 24

buyers from across Europe and Chris Welsh, from instrumentation company Cogent Environmental, met with several of the overseas delegations. He said "The meetings were extremely useful because they provided an opportunity to meet senior people from organisations with a genuine interest in the measurement of pollutants such as trace metals. This was an extremely cost-effective way to meet prospective clients and I am grateful to UKTI for creating this opportunity."

## Partners

The WWEM organisers joined forces with a broad range of leading organisations to ensure the success of the 2010 event. British Water, The Institute of Water, Sensors for Water Interest Group (SWIG), PROFIBUS, the Water Monitoring Association (WMA) and the Chartered Institute of Water and Environmental Management (CIWEM) were all closely involved.

Derek Lane, Deputy Chairman of PROFIBUS, said: "I feel that this event has helped us to raise our profile within the environmental monitoring sector and we will definitely be coming back in 2012. We received a lot of interest from visitors keen to find out more about us."

## Process Monitoring Conference



Process Monitoring Conference

Chaired by British Water, the process conference focused on the latest regulatory aspects of water monitoring.

The Environment Agency's Paul Wiggins summarised the Agency's position by saying: "We are here to protect the environment – not to try and catch people out. We have set clear standards for environmental monitoring and it is our job to ensure that those standards are met."

Quality data is dependent upon proper use of methods, standards, services and equipment, trained and qualified personnel, effective planning, quality assurance and quality control. Various schemes have been established to ensure the quality of environmental monitoring.

The Agency has recently moved to a risk based approach to monitoring. Operational Risk Appraisal (Opra) is used to assess the risk posed by discharges to water and helps to focus resources where the risks are greatest.



Responsibility for environmental monitoring is being moved from the Agency to process operators. This is known as Operator Self Monitoring (OSM) under which water companies and other businesses monitor their own discharges and report them to the EA. These results are used to determine how well the operator complies with its consent conditions. This means that those who discharge to water will be regulated in a similar way to those who emit waste and emissions (which are regulated under the EPR).

The Agency's John Tipping explained that OSM is being introduced in a phased programme. He said "In phases 1 and 2, water utilities and processes covered by EPR have been included. However, the roll out of the scheme to non-water companies not covered by EPR is currently being reviewed and we anticipate being able to publish the plan for phases 3 and 4 later in 2011."

The Agency checks the quality of self-monitoring through Operator Monitoring Assessment (OMA) which covers the monitoring of emissions from industrial installations regulated under the Environmental Permitting Regulations (EPR), and discharges from Water Utility sites that are subject to permits requiring OSM and Urban Waste Water Treatment Directive (UWWTD) self monitoring.

The quality of environmental monitoring by the operators of regulated processes is underpinned by MCERTS, the Agency's monitoring certification scheme, which is designed to improve data quality by setting standards for instruments, laboratories and the people that do the monitoring.

Paul Wiggins explained that the Agency is now able to adopt a more robust approach to MCERTS. He said "There is now a good number of flow meters that have achieved MCERTS, so all new and replacement meters must now be certified."

During his presentation Sira's Bob Cooper said: "Since the MCERTS scheme started, the quality of flow monitoring has improved immeasurably." (Perhaps not the most appropriate adverb, but you know what he means!)

A large number of instruments are currently being assessed under the MCERTS scheme and several of them received an MCERTS certificate at the WWEM Gala Dinner (see below). Paul said "We can now look forward to a time when the number of certified analytical instruments will enable us to enforce the MCERTS policy for all new and replacement water quality monitoring instruments."

Debbie Hudson gave a presentation in which she explained the role of UKAS with regulators and the water industry and how regulatory requirements are interpreted with respect to ISO 17025 and UKAS accreditation. She explained that utilities have to use laboratories that are accredited to both ISO 17025 and MCERTS for waters (there are now eleven of them) and that this covered both sampling and testing.

### New Lab Conference

This year's event included a dedicated Conference for the laboratory sector, managed by the BMTA. Focusing on efficiency, sustainability, MCERTS and accreditation, the Lab Conference addressed the key issues facing commercial laboratories in the new low-carbon, post-recession era.

UKAS outlined the role of accreditation, NPL covered proficiency

testing, CitySprint discussed issues relating to sample transportation, BOC explained the importance of accredited gas calibration standards, EXOVA described a recent development in data management and Hazel Davidson from ALcontrol outlined best practice for sampling environmental waters. Hazel also mentioned examples of worst practice; showing photographs of inappropriate sample containers. She discussed the importance of 'chain of custody' documentation, explaining how forms should be completed correctly to avoid delays and she demonstrated how analytical data can be made available very quickly using the @mis online system.

### Workshops

More than 70 Workshops were run during the event in specially constructed rooms within the exhibition hall. Covering a host of issues relating to the practical monitoring and analysis of water, the Workshops proved extremely popular enabling visitors to tailor their visit to meet their specific areas of interest.

Among the most popular sessions included that given by Tom Woolley of Technolog on remote data monitoring. Visitors listened intently as he highlighted the key benefits, such as a considerable reduction in the number of site visits, instant access to data via the internet and a reduction in Carbon Footprint.

Glyn Horner of GE Analytical spoke of the global adoption of Total Organic Carbon (TOC) and how this method has superseded both COD and BOD in some parts of the world. Focusing on advances in TOC methodology, Glyn showed how the most advanced TOC instrumentation can now deliver accurate results in seconds.

Continuing with a similar theme, HACH LANGE's Martin Small gave an overview of the new BioTector, which provides a different approach to on-line TOC analysis. He explained how the BioTector can provide maximum uptime and reliability due to a patented self-cleaning oxidation technology that easily handles difficult samples and significantly reduces maintenance.

In the Gas Detection Zone Julian Butler from Shaw City gave a fascinating presentation entitled 'PID Awareness'. He pinpointed key considerations to ensure optimum results from a PID, such as appropriate service and calibration methods and how to choose the right monitor for the right application.

Other popular workshops included OTT Hydrometry's description of a new remote water quality monitoring method that employed satellite technology to assess large areas in a very cost-effective manner. Following the cost reduction theme, John Howell from Intellitect Water described a project in Bournemouth in which a new ammonium sensor was assessed for final effluent monitoring. The results of the trial indicated a significant cost reduction in comparison with traditional methods employing reagent chemicals.

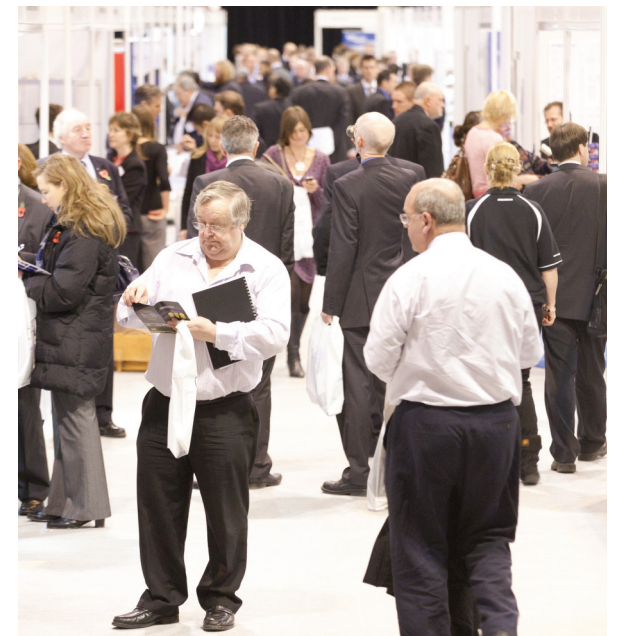
Darren Hanson from YSI Hydrodata drew a large crowd for his workshop on the network of River Thames continuous monitoring systems that are operated by the Environment Agency. He explained how the monitoring sondes, which were designed for deployment within the river, have mostly been located in locked cabinets at the water's edge. Sample water is pumped past the instrument's sensors and consequently the health & safety issues relating to site visits are minimised.

### MCERTS Presentation Dinner (Wednesday 10th November)

The Gala Dinner has become a firm favourite in the diaries of the environmental monitoring community. During the dinner, MCERTS certificates were presented by Malcolm Lythgo, Head of Monitoring and Analytical Services at the Environment Agency. The recipients were as follows:

- ATi
- Siris Environmental
- Detectronic
- Endress & Hauser
- OTT Hydrometry
- KROHNE
- Pulsar
- YSI
- Aquamatic
- Siemens Milltronics
- Simon Richardson
- James Hudson

### Exhibition



The Exhibition

At the end of WWEM 2010, the organisers surveyed the exhibitors and were delighted with the response with over 80% already looking to re-book or increase their stand size for WWEM 2012.

For example, YSI Hydrodata's stand was extremely busy throughout the event. Director Ian Thompson said "Visitors were able to see our latest MCERTS approved products and view live data from estuarine monitoring buoys in Wales. The event was a great success for us and we have already booked a larger stand for WWEM 2012."

Craig Harrison, Managing Director of Aquaread, was thrilled with his company's exposure at WWEM. He said: "Judging by the number of orders, interest and leads that we had during the exhibition, I can safely say that it has been a success. Hats off to the organisers!"

Sarah Blayds, Marketing Manager at HACH LANGE also reported brisk business, adding: "On the first morning there were more visitors on the stand than we could cope with. Our new real-time wastewater treatment optimisation system was the subject of particular interest and we have already booked a larger stand for WWEM 2012."

Chelsea Technologies, also enjoyed significant interest. The company's Justin Dunning said: "The overall experience was very positive for us. We met a significant number of potential customers and the hall seemed much busier than previous events."

Entry to the WWEM 2010 exhibition was free of charge to all pre-registered visitors, with no charge for parking or refreshments, so it is perhaps understandable that this was such a popular event. However, as organiser Marcus Pattison explains: "The visitors to WWEM all had a professional interest in testing and monitoring. They were there to learn about the latest regulations and technologies, and a quick walk round the 120 plus exhibitors at WWEM 2010 provided a valuable overview of everything that is happening in this sector."

"At a time when the economy is struggling to emerge from recession, it is very encouraging that WWEM 2010 was the most successful yet and we are looking to continuing the upward trend in 2012."

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