



Customers: driving our future 2014  
A Water UK Innovation Hub  
Wednesday 9 July  
9.00 am – 4.00pm

#### Venue

IBM  
76 Upper Ground  
London SE1 9PZ

**It is mandatory for guests to bring ID (such as a driving license or bank card) for security reasons**

#### By Train and Underground

Waterloo and Blackfriars (Thameslink) stations are all within walking distance. IBM's South Bank building is located between the Royal National Theatre and the London Weekend Television Studios. From Waterloo, follow the signs from the station for the South Bank. Get to road level, York Road, and head north towards the rail bridge, bear left under the bridge, into Concert Hall Approach, heading for the Royal Festival Hall. Turn right onto Belvedere Road (which becomes Upper Ground as you walk under the bridge) past the Royal National Theatre, and IBM is on your left. From Blackfriars, walk over Blackfriars Bridge, turn first right into Upper Ground and IBM is just past LWT Studios. Other nearby underground stations are Temple, Embankment and Southwark with a 10-15 minute walk.

#### Car Parking

There are public car parks close to South Bank and meter parking is also available in the streets nearby.



#### Timings

##### Wednesday 9 July 2014

- Registration for delegates opens at 9.00am, with the conference starting at 9.30am
- Please note, all guests will need to sign in at the main IBM reception so do arrive in plenty of time
- The conference will close at 4.00pm

#### Queries and contact details

Direct phone: 020 7152 4555  
Mobile: 07980 287425 (for the day of the conference)  
Email: [gsurridge@water.org.uk](mailto:gsurridge@water.org.uk)