

2009

Worcestershire  
County Council

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# **ENVIRONMENTAL SUPPORT FOR BUSINESS**

A report on the provision of environmental business support  
and initiatives in Worcestershire

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## INTRODUCTION

This report explores the work that is currently being undertaken in Worcestershire to enable local businesses to achieve sustainable and 'green' business practices and outlines support that will be available in the near future. The aim of this report is to determine the effectiveness and suitability of this support and which organisations have a role to play in its provision, and also to identify any gaps in support offered or opportunities for joint working.

It is claimed that good environmental business strategies make sense both economically and environmentally but many businesses seem slow to introduce them. According to a new business survey by UK200Group and the University of Middlesex<sup>1</sup>:

"Time and money constraints are preventing many SMEs from introducing green initiatives.

The poll of 181 businesses across a variety of sectors found there was a 50-50 split between firms who had undertaken environmental improvements and those who had not – with recycling, waste minimisation and energy efficiency measures, such as the use of low-energy lightbulbs, the most common changes made."

There is a long way to go, however, before UK businesses begin to meet national emissions targets and so this report examines the accessibility of support for businesses in Worcestershire and analyses comparable activities in other parts of the West Midlands.

## AIMS AND OBJECTIVES

The aim of this report is to identify the effectiveness and potential for provision of environmental business support in Worcestershire and identify the issues surrounding take-up from local businesses.

The 'SMEs delay green initiatives' report highlighted that action by SME's on environmental issues was at best sketchy. A recent telephone survey suggests that Worcestershire is no different from the rest of the country.

In order to provide effective environmental business support in their area councils and other support organisations commonly focus on nine distinct areas. This allows them to measure the impact of various environmental initiatives have the potential to affect many areas of business. The nine areas are:-

- 1. Energy**

*Energy saving, Green Power Use*

- 2. Water**

*Water Management*

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<sup>1</sup> 'SMEs delay green initiatives', [www.greenerbusiness.co.uk](http://www.greenerbusiness.co.uk).

- 3. Waste**  
*Recycling, Composting, Packaging*
- 4. Purchasing/Procurement**  
*Paper Use, Use of Local Suppliers*
- 5. Transport**  
*Staff Travel Plans, Promotion of sustainable travel modes*
- 6. Site Management**  
*Biodiversity, gardens*
- 7. Pollution Control**  
*Monitoring air pollution and quality, carbon emissions*
- 8. Management and Communication**  
*Corporate Social Responsibility, Green Jobs, Training, Carbon footprint*
- 9. Financial Impacts**  
*Savings made through becoming more environmentally friendly*

The Federation of Small Businesses and the Herefordshire and Worcestershire Chamber of Commerce believe that to be effective across such diverse areas, information needs to be easily accessible and ideally environmental business support should be low cost or free of charge. Many of these issues are addressed by the projects mentioned below.

## **OVERVIEW OF SUPPORT AVAILABLE**

Information contained within this report was gathered using a variety of methods including direct contact with organisations via email or telephone, information from websites and examining funding applications.

Support available is discussed by organisation.

### **What support is currently available in the County?**

There are many initiatives operating across the county offered by both the public and the private sector.

#### ***Business Link***

Business Link will shortly be launching their Environmental Advisory Service (EAS), which will be available to SMEs across the whole of the West Midlands, including Worcestershire. The EAS will offer free diagnostic reviews to eligible clients – SMEs, excluding those in the land and retail sectors. They will not be offering face to face diagnostics for businesses with less than ten full-time staff but will instead signpost them to other resources e.g. web advice.

The primary focus of the EAS is to help businesses make real savings through more efficient resource and energy use. This may be through advice on simple no cost/low cost routes to savings or even technical support on new processes or equipment. To facilitate this more technical aspect they will offer revenue grant funding for eligible business clients.

The programme was launched on the 28 September 2009 and will cover: buildings, energy, water, purchasing and procurement, waste, transport and the financial savings that can be made by becoming more sustainable.

In addition a series of events and workshops will be organised across the region which they are keen to coordinate with Local Authorities and other organisations etc. in order to ensure consistency and reach as well as avoiding duplication of activity. This is a new initiative so at this stage it is not yet known what the uptake will be.

[www.businesslink.gov.uk/westmidlands](http://www.businesslink.gov.uk/westmidlands)

### ***Business Resource Efficiency and Waste Programme (BREW)***

This programme started in April 2005, and uses part of the Landfill Tax paid by business to encourage businesses to reduce the amount of waste they send to landfill and to assist them in developing ways to achieve this. This has been mostly through developing and expanding existing programmes that have already proven successful.

[www.defra.gov.uk/environment/business/support/](http://www.defra.gov.uk/environment/business/support/)

### ***Carbon Trust***

The Carbon Trust advises SMEs about how to make savings by reducing energy use and raising employee awareness. Businesses can order a starter pack via the Carbon Trust website and can access a project planning tool – a ‘self help’ tool for organisations wanting to implement energy and carbon saving projects. It provides businesses with guidance on generating a basic specification of their requirements to use in discussion and negotiation with suppliers or contractors.

If a business spends over £50,000 per year on energy then the Carbon Trust can do a free on-site survey of them, identifying areas where they can save energy and giving advice on how to implement the changes needed. If cost of energy is under £50,000 per year they can do a telephone survey with the business. The business fills out a form and the results are then used to help advise them how to reduce their energy spend.

On the website they also suggest that businesses make an assessment of how they use energy so that they can understand where changes could be made – which can cut energy costs and reduce their carbon footprint.

The Carbon Trust provides a range of tools and products designed to help businesses do this, including:

- Walk-round Survey
- Action Plan Tool
- Carbon Surveys

The Carbon Trust also offer interest free business loans for equipment upgrades. Businesses can borrow £3,000-£400,000 interest free to give businesses the opportunity to modernise and reduce overheads. The loan repayments should be comfortably covered by their estimated energy savings.

[www.carbontrust.co.uk](http://www.carbontrust.co.uk)

### ***Energy Savings Trust (EST)***

Transport advice programme - The EST transport advice programme is available to organisations in England, Wales and Scotland, and offers practical solutions to help reduce costs and improve the environmental performance of car and van fleets.

They provide monthly fleet updates on current issues, as well as free telephone advice for business running fleets of less than 50 vehicles. For larger fleets (over 50 vehicles in England and Wales, and over 20 in Scotland) they offer a free fleet review to help businesses cut emissions where possible.

They also have useful resources, such as publications, case studies and press releases that can help businesses understand more about greener vehicles and efficient driving.

[www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)

### ***Environment Agency – West Midlands***

The Environment Agency works to protect and improve the environment in England and Wales. The Agency seeks to advise and influence to provide high quality environmental protection and improvement through an emphasis on prevention and education, and then vigorous enforcement where necessary. The Environment agency can provide help and advice for businesses who wish to become more sustainable but they are viewed as legislators and so people tend not to use their service for this purpose.

The Environment Agency also run 'NetRegs', a website detailing current environmental legislation and how it applies to different sectors.

[www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)

[www.netregs.gov.uk](http://www.netregs.gov.uk)

### ***Envirowise – free government supported environmental consultation, advice, and documentation for UK businesses.***

Envirowise seek to provide support to all UK businesses on resource efficiency issues to help them minimise waste and maximise profits. They work closely with regional Business Support Organisations to ensure that businesses receive the support they need. They do not run projects specific to Worcestershire and so are reliant on local business groups informing them of the training that businesses in the area require. They offer training free of charge and encourage these groups to take advantage of this.

Envirowise have started working with the Worcestershire Environmental Business Group (WEBG) and would like to work with the Chamber of Commerce.

There are some areas where Envirowise and Business Link overlap but they work together on these to ensure that they are offering the best possible support to local businesses. Business Link pass on referrals to Envirowise and a specialist advisor will

then contact the organisation. Envirowise train Business Link advisors in resource efficiency, and allow them to use Envirowise guides. The two organisations have also done joint events the last 2/3 years and plan to do more throughout region.

[www.envirowise.gov.uk](http://www.envirowise.gov.uk)

### ***Herefordshire and Worcestershire Chamber of Commerce***

The Chamber of Commerce have offered businesses advice on controlling and reducing utility costs through their 'Business Direction' newsletter. Occasionally there are articles relating to environmental advice for example energy efficiency was highlighted in the article and members are offered a free energy assessment. This newsletter would have been available only to their members.

The Chamber of Commerce have also run events for their members on climate change and energy efficiency.

The Chamber of Commerce has plans to create an Environmental Business Network with funding from Business Link. This has the potential to replicate the work that the Worcestershire Environmental Business Group (WEBG) already do but may also be an opportunity to compliment their work and work together.

[www.hwchamber.co.uk](http://www.hwchamber.co.uk)

### ***NISP (The National Industrial Symbiosis Programme)***

NISP is a free business opportunity programme that delivers bottom line, environmental and social benefits and is the first industrial symbiosis initiative in the world to be launched on a national scale. They are government funded by DEFRA.

Have engaged with over 70 businesses across Hereford and Worcester to date.

[www.nisp.org.uk](http://www.nisp.org.uk)

### ***Worcestershire County Council***

There are a number of initiatives from the County Council which include an environmental element in them. The council does not currently offer businesses direct support.

### ***Competitiveness through Collaboration***

The aim of this project is to build a business led Environmental Technologies Network across the Marches Sub-Region (inclusive of the Rural Regeneration Zone), which will engage with businesses to encourage participation in new markets, information exchange, knowledge transfer, collaboration and innovation whilst actively encouraging

business to engage with business support agencies, universities and projects operating at the regional, national and international level as well as the regional Cluster Opportunities Group (COG).

This Network will create a sustained interface between the opportunities of the market and the penetration of support mechanisms and the local SME's involved in the Environmental Economy.

Contact: Susan Crow, email: [scrow@worcestershire.gov.uk](mailto:scrow@worcestershire.gov.uk)

#### *RE:think Energy 2 project*

Worcestershire County Council will soon be able to offer SMEs support and assistance to capitalise on the low carbon economy, through sustainable energy advice, training and the installation of energy efficiency and renewable energy measures through the RE:think Energy Project, due to start in January 2010. This project will create one and a half job posts in Worcestershire.

The project will run across Shropshire, Herefordshire, Staffordshire, Telford & Wrekin, Warwickshire and Worcestershire.

#### *RE:think (Appendix 2)*

The original RE:think project has been running across the West Midlands, covering parts of the Malvern Hills and Wyre Forest. The project has had over 200 enquiries since it started. Most of the businesses that have applied for funding have been very rurally based businesses, e.g. farms and B&Bs. Typical grant amount has been for about £20,000. To date only one grant has been awarded in Worcestershire. For further details please see Appendix 2.

Contact: Susan Crow, email: [scrow@worcestershire.gov.uk](mailto:scrow@worcestershire.gov.uk)

#### *Sustainable Business Action Pack*

A sustainable business action pack is being developed by the sustainability team at the County Council. This will enable local businesses to conduct their own basic environmental audit and create an environmental policy. It has been provided to the Chamber of Commerce for distribution to their members and once developed further it may be possible to use it county-wide.

There is potential for Worcestershire County Council to work on finalising the information in the 'Business Action Pack' with local groups such as the WEBG, the Chamber of Commerce, Business Link and Transition groups. This would mean that the profile of the pack would be raised in the county among these groups, thus leading to it being recommended as a resource for businesses, and the knowledge of local business

people could be used to develop the document. It could then be made available on the council's Green Directory Business pages.

### Sustainable Tourism Initiative

Worcestershire County Council is working with Destination Worcestershire to develop a Sustainable Tourism Initiative for the county. Areas covered include: applying for the Green Tourism Business Scheme, Green Marketing, Energy and Waste Management.

Events were run in November 2008 and May 2009. A total of 68 people attended. Tourism businesses who attended the events were provided with 'goodie' bags containing energy efficient lightbulbs, save-a-flush bags and a sustainable tourism 'action pack' – which guides them through creating an environmental audit and assessing their business practices and is available on the Worcestershire Green Directory business pages.

As part of this initiative a laundry card has been developed. The card is similar to the laundry cards seen in some large hotel chains and is printed on recycled card using vegetable-based inks. It prompts guests to request clean towels only when fresh ones are really needed to save water and reduce environmental impact. It also contains 'five steps' to being a better visitor. These include shopping for locally-produced food, recycling waste where possible and seeking sustainable travel options whilst on holiday instead of driving everywhere. Destination Worcestershire will be providing a free pack of the cards to every small hotel and B&B in the county with less than 20 bedrooms.

It is hoped that this work will continue with funding from Advantage West Midlands (AWM).

When the funding is confirmed Destination Worcestershire may wish to rethink their provision of the workshops. One problem encountered with running events entitled 'Sustainable Tourism' is that only those already interested in sustainability attend. In order to gain a wider audience sustainable tourism and general environmental issues should be a topic discussed at future events where sustainability is not the main subject being covered. This way one would be able to reach businesses which are not yet interested in becoming 'greener'.

### Worcestershire Green Directory Business Pages

The Worcestershire Green Directory provides information and advice for businesses about adopting sustainable business practices. Areas of focus include: energy, water, environmental management, transport, 'green' meeting venues and green tourism. The directory lists organisations that can help local businesses and provide guidance and support. It appears however that the business advice section of website has had very few visits in the last year.

There is potential for the Green Directory Business Pages to be used to establish the County Council as a central point of contact for environmental business support. The council could act as a mediator to organise events, training and advice for businesses in the county using organisations such as Business Link, Groundwork, Envirowise etc. This would mean that local businesses only have to consider one organisation when they wish to become 'greener'.

The business pages will need more promotion in order to be an effective channel through which to provide information to local businesses. There are a number of ways in which this can be done, including promoting the directory at events for businesses, running interesting articles and competitions for businesses on the website, writing a blog on sustainable business which is hosted on the directory pages etc.

[www.worcestershire.gov.uk/greendirectory](http://www.worcestershire.gov.uk/greendirectory)

### ***Worcestershire Environmental Business Group (WEBG)***

Working with local companies the Worcestershire Environmental Business Group (WEBG) offers support and advice to businesses wishing to become more sustainable. They run a programme of events throughout the year and businesses are able to access an array of environmental expertise gained by the WEBG team in industrial situations.

The Worcestershire Environmental Business Group is currently re-thinking the way it operates. They are an independent group with almost 200 members and currently have no outside funding so are planning to start charging for membership. They will continue to run open events throughout the year but membership will include benefits such as a login to a members section on their website which will contain resources that only members of the group can access. This will provide local businesses with a point of contact for sustainable business advice and extra resources should they join. Unfortunately, charging for membership may possibly limit membership numbers for the first couple of years as many businesses currently seem reluctant to spend money on improving their green credentials. This group has the potential to be a strong basis for future work.

The Worcestershire Environmental Business Group (WEBG) could work with Envirowise to provide support and advice on waste. It has been suggested to WEBG that Envirowise could make a valuable contribution to the services they offer their members.

Contact: Joe Ellis, email: [worcesterenvironmentalbusiness@googlemail.com](mailto:worcesterenvironmentalbusiness@googlemail.com)  
[www.recs.org.uk](http://www.recs.org.uk)

## ***Worcestershire Partnership***

### *Climate Change Pledge*

The Worcestershire Climate Change Pledge has been developed by the Worcestershire Partnership (a group made up of local authorities, public services and local businesses) and allows businesses to demonstrate their commitment to the environment by signing a pledge. Although it was initially developed for partnership organisations (not businesses) it can easily be applied in a business setting.

The aim of the pledge is to reduce total greenhouse emissions in Worcestershire; raise awareness of Climate Change issues; and assist adaptation to the impacts of climate change. Businesses can choose which pledge actions they will aim to complete and then report back to the Worcestershire Partnership with their progress. In return for their report they will be given a dated pledge logo which they can put on their website to demonstrate their commitment to their customers.

A Partnership 'Climate Change Communications Group' has been established, part of its remit is to help raise the profile of the pledge and increase sign-ups. The Partnership should continue with their communications strategy and incorporate work which raises the profile of the Climate Change Pledge among businesses to increase awareness and sign-ups.

Further information about the pledge can be found online at [www.worcestershire.gov.uk/climatechangepledge](http://www.worcestershire.gov.uk/climatechangepledge)

### *Warmer Worcestershire*

An aerial thermal imaging survey of Worcestershire was carried out from January to March 2009. The data has been used to produce a thermal map of the entire county, enabling residents and businesses to see the amount of heat lost through the roofs of their properties.

The project data can be used to encourage businesses to look at the heat loss of their premises, to insulate them in order to save money, reduce carbon emissions and ensure the good health of their employees.

The project is helping deliver fuel poverty and climate change targets in Worcestershire's Local Area Agreement.

[www.warmerworcestershire.com](http://www.warmerworcestershire.com)

***WRAP West Midlands***

WRAP helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change. In the West Midlands WRAP has focused on construction, aggregates, composting and wood recycling.

[www.wrap.org.uk](http://www.wrap.org.uk)

## **What is happening elsewhere in the West Midlands?**

### ***The Business Environmental Support Scheme for Telford (BESST)***

BESST is a partnership between local private and public sector businesses. They aim to assist businesses to improve their environmental performance, in order to boost competitiveness and reduce their impact on the environment. Through BESST local businesses have a forum to exchange new ideas and share best practice at workshops and a variety of topical events.

[www.telfordbesst.co.uk](http://www.telfordbesst.co.uk)

### ***Staffordshire Business and Environment Network (see Appendix 1)***

SBEN aim to provide an affordable portfolio of high quality environmental services and support to aid Staffordshire Businesses improve not only their environmental performance but also their competitiveness and profitability.

[www.sben.co.uk](http://www.sben.co.uk)

### ***Groundwork West Midlands***

Groundwork is a leading environmental regeneration organisation, working in partnership for the benefit of local people, the local environment and local business. Their purpose is 'to build sustainable communities through joint environmental action'. Each year the four Groundwork Trusts in the West Midlands are actively involved in over 400 regeneration projects. Groundwork is keen to start working in Worcestershire and have recently submitted an application to Business Link in order to help them do this.

[www.groundworkwm.org.uk](http://www.groundworkwm.org.uk)

### ***Groundwork Environmental Business Services West Midlands***

Groundwork's Environmental Business Service has helped thousands of organisations improve their environmental performance. They provide a wide range of training and advice to organisations on environmental business issues.

Groundwork is now an approved supplier for Business Link's Environmental Advisory Service. Businesses will be able to get a free two-day environmental diagnostic; Groundwork will help identify the areas in which they need to make changes and then the business can apply for a grant for 50% of the costs.

Worcestershire County Council could explore the possibility of working with Groundwork in Worcestershire. This partnership may provide the opportunity to offer businesses similar support to that given by the Staffordshire Business and Environment Network which is run by full council staff and is given £30,000 of funding per year for training and events.

[www.groundworkebs.co.uk](http://www.groundworkebs.co.uk)

***Midlands Environmental Business Company***

The Midlands Environmental Business Company was formed in 2001 to reflect the growing role of developing business opportunities within the environmental business sector. It is a highly active network of more than 300 individuals and organisations from both the corporate and public sectors of the central region of the United Kingdom, providing an information and experience exchange network, and signposting service. MEBC is committed to promoting the values of sustainable development and the benefits to be gained when they are practically deployed.

Very few members (two) are based in Worcestershire.

[www.mebconline.com](http://www.mebconline.com)

## **PRIVATE SECTOR SUPPORT**

It is important to consider that some businesses may go to a private company in order to get advice and support. In most instances these companies will charge for their services.

Below are some examples of businesses that offer these services:

### ***BDS (The Business Development Service)***

BDS delivers major contracts for a range of business funding providers and has extensive links with business support sources in the Midlands. They offer a number of services including:

- ISO14001
- BS8555
- KEPI (Key Environmental Performance Indicator)

Business performance can be logged and benchmarked against similar businesses, leading to a clear, measurable action plan.

[www.bds-uk.co.uk](http://www.bds-uk.co.uk)

### ***CO2 Balance***

Work with range of companies, large and small, to calculate their carbon footprint, give advice on how to reduce it and then, once reduced, offset remainder in community projects in Africa.

Carbon reduction is achieved through staff engagement and better use of resources. Businesses' carbon emissions will never get to zero. So rather than ignore the remaining carbon CO2 Balance help them offset it with projects in Africa, primarily Kenya. One of their main projects is to build brick fires, which means that people only use half amount of wood they usually need to burn for cooking. This reduces carbon, prevents deforestation and has a social benefit – people spend less time and money on getting wood.

Many of the companies that they deal with have tried to get help from the Carbon Trust but were deemed too small or told that they had to go on a waiting list and so went to CO2 Balance. They have found that people are refocusing their marketing budget; spend less on advertising and are using funds to become more environmentally friendly. They can then promote their green credentials, which get a good reaction from their customers. Rather than offsetting company emissions many businesses now offset for specific things, e.g. a hotel stay.

[www.co2balance.uk.com](http://www.co2balance.uk.com)

***Joseph C Ellis Business Support***

An independent environmental management systems consultant for Worcestershire.

Contact: [joatyardley@hotmail.com](mailto:joatyardley@hotmail.com)

***Resource Balance***

A not-for-profit private company that delivers resource management, business advice and communications solutions to clients in the public, private and the third sectors. They operate across the country and do not have any government funding so charge for their services. Work includes setting up 'compost doctors' for East Sussex County Council.

[www.resourcefutures.co.uk](http://www.resourcefutures.co.uk)

***The Green Consultancy***

A leading independent specialist in energy and environmental management. Provide practical and sustainable solutions to energy and environmental needs to reduce costs and minimise impacts.

They have carried out over 900 projects on behalf of Carbon Trust and many of their services can be fully or part funded by the Trust.

[www.greenconsultancy.com](http://www.greenconsultancy.com)

## TRAINING

### ***Batalas Limited***

#### ISO 14001 Lead Auditor Training Course

Location: Venues across the country incl. Stratford-upon-Avon, Southampton, Manchester, Leeds, Cardiff, Belfast, and Birmingham (south)

Duration: 5 days

Price: £850

Certification: IEMA

#### ISO 14001 Internal Auditor

Location: Venues across the country incl. Stratford-upon-Avon, Southampton, Manchester, Leeds, Cardiff, Belfast, and Birmingham (south)

Duration: 2 days

Price: £495

Certification: IEMA

#### ISO 14001 Implementation Training

They also provide a series of workshops to guide businesses through every stage of the implementation process. Implementation workshops are available as in-company events only.

For more information visit: [www.batalas.co.uk](http://www.batalas.co.uk)

### ***Herefordshire and Worcestershire Group Training Association***

#### Practical Environmental Management

For anyone who wants to discover or update their knowledge of environmental issues and to gain practical solutions relevant to business operations. This training course has been designed for middle managers, team leaders and supervisors who have responsibility for decision-making, managing budgets, allocating tasks and meeting performance targets. It will also enable them to take corrective action and be confident in dealing with environmental issues and customer queries.

Location: Worcester

Duration: 1 Day

Price: £95.00

Certification: WGTA Certificate

[www.wgta.org.uk](http://www.wgta.org.uk)

### ***Qualatis Environmental Training***

#### ISO 14001 and EMAS foundation IRCA A17363

Designed to provide businesses with a thorough knowledge of environmental management systems, allowing them to develop and effectively implement a certifiable system. The course focuses on developing a system around identified aspects and legislation in order to ensure continual improvement and prevention of pollution.

Location: Woodland Grange, Leamington Spa

Duration: 1 day

Price: £297

Certification: IRCA

#### Environmental internal auditor IRCA A17268

Suitable for people who are, or will be, responsible for conducting environmental management system audits within their organisation, and you want to use the most appropriate and reliable techniques.

Location: Woodland Grange, Leamington Spa

Duration: 2 days

Price: £497

Certification: IRCA

#### Advanced EMS auditor

Designed for people wishing to develop their environmental auditing skills to a professional level.

Location: Woodland Grange, Leamington Spa

Duration: 5 days

Price: £997

Certification: IEMA

#### CIWM waste awareness certificate

Covers the key elements of waste management, waste minimisation and helps organisations stay within the law.

Location: Woodland Grange, Leamington Spa

Duration: 1 day

Price: £297

Certification: CIWM

#### Environmental Legislation Awareness

Equips delegates with a knowledge and understanding of the legislative structure, current environmental legislation and how it is enforced.

Location: Woodland Grange, Leamington Spa

Duration: 1 day

Price: £297

Certification: Unknown

For more information visit: [www.qualatis.co.uk](http://www.qualatis.co.uk)

### ***The Key Consultancy Limited***

#### Associate Certificate Course in Environmental Management

The Institute of Environmental Management and Assessment (IEMA) is a recognised specialist authority in the field of the environment. This popular 2 week certificate is aimed at managers and safety and environmental practitioners who have responsibility for environmental management and leads to associate membership of IEMA for successful candidates.

Location: The Mount School in Bromsgrove, Worcestershire.

Duration: Two week public or In-company course

Price: £1745.00 + VAT per place

Certification: IEMA

After completing the IEMA Certificate they offer a progression to the NEBOSH National Diploma in Environmental Management in a shortened format.

[www.thekeyconsultancy.co.uk](http://www.thekeyconsultancy.co.uk)

### ***Worcester College of Technology***

Worcester College of Technology used to offer training for businesses in Environmental Management. It is understood that the Worcester Management Centre (part of Worcester Tech) no longer offer Environmental Management training.

The college have said that they can run bespoke training programme for companies in Environmental Awareness. If there is a demand for programmes the college will respond to employers needs e.g. ISO 140001 and NVQs in Environmental Management

Location: Varies

Duration: Dependant on course

Price: Varies

Certification: Worcester Technology College

[www.wortech.ac.uk](http://www.wortech.ac.uk)

## **OPTIONS**

Having considered the situation for businesses in Worcestershire and the support available, this report demonstrates that there are a significant number of options for businesses e.g.:

- Attending events addressing sustainable business issues run by organisations such as Envirowise, Business Link, the County Council and WEBG
- Obtaining an environmental audit from one of the organisations listed in this report and following recommendations
- Larger businesses can gain free audits from the Carbon Trust and Business Link's Environmental Advisory Service. They may also wish to make use of the Energy Saving Trust's transport advice programme.
- Submitting funding applications to projects such as RE:think or the Carbon Trust in order to get funding for energy efficiency and renewable technologies
- Using websites e.g. The Carbon Trust, Netregs, EST, Business Link
- Using the council's Green Directory pages for advice and information
- Becoming members of local environmental business groups e.g. WEBG and using them as a forum to get help and information.
- Using a private company to help them with their environmental needs

## **CONCLUSIONS**

There is quite a lot of support available to businesses but the perception that support is limited is in part due to lack of awareness and confusion as to who to go to for help. There are moves to increase level of support. One of the key issues for the success of this is getting business take-up.

There are a few grants available to SME's and most of the projects focus on networking and advice. Future projects that have been mentioned in this report will improve opportunities for businesses to network and apply for grants and advice. Research conducted for this report suggests that there are 5 main problems leading to the take up of environmental support currently available to SME's:

1. Awareness - many companies are not aware of local and national initiatives
2. Duplication - Business Link, Envirowise and WEBG may be seen to be doing the same thing
3. Understanding - People do not always see sustainability issues as being relevant to their business
4. Motivation - The biggest barrier to most SME's is time
5. Relevance - at a time when survival is the main aim of most companies environmental issues must be seen to contribute to the bottom line

Improving the content of the business pages of the Worcestershire Green Directory website will help the Council to communicate with businesses about what is available in the county and to promote services, training and events. This website has the potential to join different streams of support together more effectively.

## USEFUL DOCUMENTS

### Funding Applications

RE:think Application, Advantage West Midlands **ADV-25 Issue 06**, Full Application Form

Competitiveness through Collaboration Application, Advantage West Midlands **ADV-25 Issue 06**, Full Application Form

### Websites

Batalas Limited: [www.batalas.co.uk](http://www.batalas.co.uk)

Business Green.com: [www.businessgreen.com](http://www.businessgreen.com)

Business Link: [www.businesslink.gov.uk/westmidlands](http://www.businesslink.gov.uk/westmidlands)

BREW: [www.defra.gov.uk/environment/business/support/](http://www.defra.gov.uk/environment/business/support/)

Carbon Trust: [www.carbontrust.co.uk](http://www.carbontrust.co.uk)

CO2 Balance: [www.co2balance.uk.com](http://www.co2balance.uk.com)

Energy Saving Trust: [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)

Environment Agency: [www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)

Envirowise: [www.envirowise.gov.uk](http://www.envirowise.gov.uk)

Greener Business: [www.greenerbusiness.co.uk](http://www.greenerbusiness.co.uk)

Groundwork: [www.groundworkwm.org.uk](http://www.groundworkwm.org.uk) and [www.groundworkebs.co.uk](http://www.groundworkebs.co.uk)

Herefordshire and Worcestershire Chamber of Commerce: [www.hwchamber.co.uk](http://www.hwchamber.co.uk)

Herefordshire and Worcestershire Group Training Association: [www.wgta.org.uk](http://www.wgta.org.uk)

Midlands Environmental Business Company: [www.mebconline.com](http://www.mebconline.com)

NetRegs: [www.netregs.gov.uk](http://www.netregs.gov.uk)

NISP (The National Industrial Symbiosis Programme) [www.nisp.org.uk](http://www.nisp.org.uk)

Resource Balance: [www.resourcefutures.co.uk](http://www.resourcefutures.co.uk)

Staffordshire Business and Environment Network: [www.sben.co.uk](http://www.sben.co.uk)

The Business Environmental Support Scheme for Telford (BESST): [www.telfordbesst.co.uk](http://www.telfordbesst.co.uk)

The Key Consultancy Ltd: [www.thekeyconsultancy.co.uk](http://www.thekeyconsultancy.co.uk)

Warmer Worcestershire: [www.warmerworcestershire.com](http://www.warmerworcestershire.com)

Worcestershire County Council: [www.worcestershire.gov.uk](http://www.worcestershire.gov.uk)

Worcestershire Environmental Business Group: [www.recs.org.uk](http://www.recs.org.uk)

WRAP: [www.wrap.org.uk](http://www.wrap.org.uk)

## APPENDICES

### Appendix 1

#### **CASE STUDY: Staffordshire Business and Environment Network (SBEN)**

Staffordshire Business & Environment Network (SBEN) has been running successfully for the past 17 years. Although the network is based within Staffordshire County Council, it is driven by a Management and Organisers Group, made up entirely of representatives from Staffordshire companies. These range from large companies (Michelin Tyre) to micro businesses, with perhaps one or two employees. They have an Organisers Group meeting, approx every 8 weeks to discuss the day to day running of the network e.g. SBEN's progress, update on events, marketing, working with partners, finances etc. The Management Team meet three times per year to discuss more complex issues, such as the Constitution.

They offer a membership scheme to SMEs within Staffordshire to help them become more environmentally aware and as a result, help them to reduce costs and hopefully increase their profits.

The network also organises training events. They only charge a nominal fee for these:

Breakfast Seminar – just £10 including a cooked breakfast

Half Day Training – £30 including lunch

Members say that they would much prefer to attend breakfast seminars, as it doesn't take up too much of their working day. They also prefer half day events to full days.

The SBEN also arrange enviro visits to larger businesses (e.g. Rolls Royce), where environmental initiatives are well established. These visits are free of charge and include a presentation by the host company and also a site tour. It provides an opportunity for members to network whilst picking up hints and tips to take back to their own workplace.

A meeting is held each October to plan the following years' programme of events. This meeting is attended by the Organisers Group and any 'partners' that they work with.

The SBEN also have an environmental helpline. If any of their members have issues, such as recycling, they endeavour to find a solution to their problem. The helpline is also supported by the Organisers Group, who offer members an initial period of free telephone advice, up to a max of 2 hours. This includes support from local Solicitors, meaning that businesses make a significant saving.

The network work closely with various 'partners' - including local universities and also Groundwork ([www.groundwork.org.uk](http://www.groundwork.org.uk)). Groundwork currently offers SBEN members a free environmental healthcheck, which would normally cost about £350.

Visit [www.sben.co.uk](http://www.sben.co.uk) for further information.

## Appendix 2

### CASE STUDY: RE:think, Rural Regeneration Zone (RRZ)

#### Number of enquiries by county (only those in the RRZ can/have applied)

COUNTY	
Shropshire	171
Herefordshire	80
Worcestershire	38
Cheshire	1
Gloucestershire	1
Staffordshire	1
Dudley	1
Powys	1
Devon	1
Radnorshire	1
	<b>296</b>

#### Where enquiry was generated from (if detail provided)

SOURCE	
Consultant	31
Internal	19
Installer	25
Funder	5
Word of mouth	42
Marketing	45
	<b>167</b>

#### Number of grants awarded by county at end of July (please note this is due to be updated early next week with the latest board figures)

Count of County	Status
County	Complete
Herefordshire	9
Shropshire	15
Worcestershire	1
Grand Total	25

*Continued...*

**Total value of grants awarded at end of July (please note this is due to be updated with the latest board figures)**

County	Data	Complete
Herefordshire	Sum of Grant requested	197033.48
	Sum of Private Match	334609.27
Shropshire	Sum of Grant requested	208891.74
	Sum of Private Match	377443.1
Worcestershire	Sum of Grant requested	16230
	Sum of Private Match	16230
Total Sum of Grant requested		422155.22
Total Sum of Private Match		728282.37

**Type of technologies approved at end of July (please note this is due to be updated with the latest board figures)**

Type of technologies approved	
Air source heat pump	1
Biodiesel production	0
Biomass fuel production	0
Biomass heating	8
Biomass oven	1
Combined heat and power	0
District heating	0
Ground source heat pump	3
Hydro electricity	0
Photovoltaic	5
Solar thermal	6
Wind turbine	9

Visit [www.rethinkenergy.org.uk/staffordshire](http://www.rethinkenergy.org.uk/staffordshire) for more information