

Case study 01

University makes a statement

Residents and regular visitors to Plymouth will have been unable to miss the striking new building that has risen in the heart of the city... (continued on page 7)



Foreword

Our environment... it's in our nature

The environment is one of the South West's greatest assets. It is an important driver of the economy attracting inward investment and supporting a healthy tourism industry. It is also an inspiration for good environmental management in the workplace.

That is why one of the key aims of the SW Objective 2 Programme is to protect and enhance the environment through the integration of environmental and economic benefits. This booklet gives you an insight into how the Objective 2 Programme has helped projects do this. They are heartening stories in their own right, but what they all have in common is a clear recognition that environmental issues, climate change and economic development are inextricably linked. Businesses that address their environmental impacts save money, have better community relations, and can secure genuine customer loyalty.

I hope this booklet shows how enterprise, commitment and partnership can help achieve real, tangible gains for the region's environment and business prosperity at the same time. We hope that the lessons of environmental-economic integration, learnt and tested out through the Objective 2 Programme, inspire you and others to take up the challenge. The future of the South West depends on it.

Richard Cresswell

South West Regional Director, Environment Agency

Leaving a Legacy

‘To protect and enhance the environmental assets of the region’

Since 2000 the South West Objective 2 Programme has provided support worth £120 million to over 160 projects that deliver new jobs, help businesses start and grow, and raise skill levels in the region. One of its objectives is to protect and enhance the environmental assets of the region, in recognition of the importance of the environment as a key economic driver.

This booklet (one of a series of four) aims to give an insight into some of the untold environmental successes of the Objective 2 Programme. It shows how activity aimed at economic regeneration has had a positive impact on our environment, and how environmental and economic issues need not be mutually exclusive.

Each of the projects featured has made, and continues to make, a positive contribution to the economic vitality of the South West, while also being environmental success stories. As such, they are living examples of the environment driving economic activity. The lessons to be learnt from them are many and varied, but they are lessons that if learnt, will ensure a lasting economic and environmental legacy.





Case study 01

University makes a statement

Residents and regular visitors to Plymouth will have been unable to miss the striking new building that has risen in the heart of the city. Plymouth University's flagship Roland Levinsky building will provide state of the art teaching accommodation, a new home for the faculty of arts and accommodate the university's student information gateway and Peninsula Arts. It will also provide public access to promote interaction between 'town and gown' and act as a focal point for the city.

Facilities will include a cinema, lecture theatre, a gallery, office space, business incubation and facilities for a variety of arts disciplines.

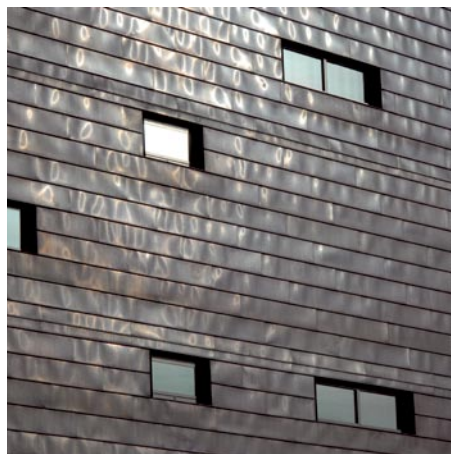
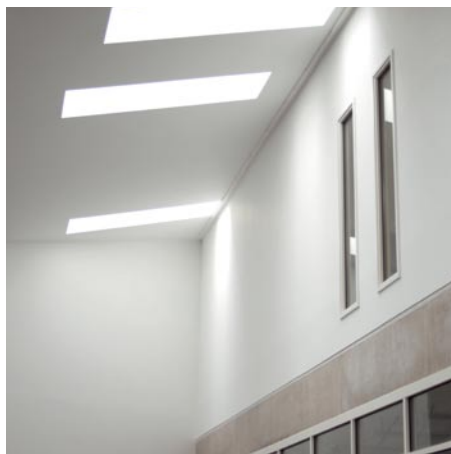
While this is truly an iconic statement building, with an adventurous design, the need to ensure it meets the highest environmental standards has also been taken into account. The aim is to achieve a 'very good' BREEAM rating (an environmental assessment method developed by the Building Research Establishment) and the project is on target to do this.

The statement building benefits from a liberal use of natural light, highly efficient low energy heating and lighting and a facade designed to reduce solar gain. The use of Welsh slate offcuts to face the lower aspects of the 12,000m² structure provides a contrast to the striking copper roof while utilising a cheap material that would otherwise be waste (for every tonne of roofing slate produced there is a staggering 100 tonnes of waste!).

In addition the project regularly reports on where it sources its materials and labour. This will help build up a picture of the wider environmental benefits that can be delivered through careful focus on the supply chain

Finally, the development is all taking place on what was a car park, meaning all in all an efficient and environmentally sound use of space at the very heart of the city.

Applicant	University of Plymouth
Objective 2 investment	£5,218,000
Total cost of project	£10,437,000
Economic outcomes	£22 million new and safeguarded sales, 136 new and safeguarded jobs



Case study 02 Going green wins gold

The Venus Company, which runs beach cafes across the South West, is a member of the South Hams Green Tourism Business Scheme (GTBS), a project which provides green accreditation for tourism businesses that reduce their environmental impact.

At Venus the environment is taken very seriously – as well as being a Gold award winner in the Green Tourism Business Scheme, Venus was overall winner in the Devon Environmental Business Initiative (DEBI) in 2003 and an award winner in the national Business Commitment to the



Case study 02
Going green wins gold

Environment awards in 2004. In 2005 Venus was also honoured to receive the 'Best in a Marine Environment' award at the prestigious Responsible Tourism Awards at the World Travel Market.

The GTBS project, which was run as a pilot by South Hams District Council from 2002 to 2005 was so successful that it is now being rolled out across the region by South West Tourism. It assists tourism businesses from Country Clubs to Guest Houses. Each business receives an environmental audit that identifies opportunities to reduce both environmental impacts and costs, and can then choose to implement any of these measures to gain a bronze, silver or gold award. To date, over 50 businesses in the South Hams have achieved at least a bronze award.

In achieving a gold award, Venus has implemented many measures at its four sites including returning used cooking oil for recycling, buying local and organic food and drink, using chlorine free paper, biodegradable packaging and wooden cutlery.

In addition The Venus Company has raised over £20,000 for the South Hams 'On The Right Tracks' programme that will help conserve the area's historic green lanes – unsurfaced, deep, steep sided tracks that offer 'an away from it all' atmosphere.

With the roll out of the scheme across the region, more and more businesses and visitors are benefiting from additional quality assurance, customer satisfaction and closer links

Case study 02
Going green wins gold



with local suppliers. The scheme also gives the visitor peace of mind that their stay is having a minimal impact, with the environment the ultimate winner.

Applicant	South Hams District Council
Objective 2 support	£222,000
Total cost of project	£458,000
Economic outcomes	54 new and safeguarded jobs, £8 million new and safeguarded sales



Case study 03

Environment means business

When Seth Whitford of Pepper Communications Ltd first became involved with the Envision project little did he realise quite what an impact it would have.

Pepper, a Plymouth based printing and direct-mail production company, was established in 1982 and now employs 28 staff and has a £2.5m turnover.

Envision provided a dedicated mentor who undertook initial surveys followed by in-depth support over a long period including the drawing up an integrated waste and recycling policy and identifying lighting alternatives to save energy usage.

Envision works because the advice it gives is firmly based on the business benefits of environmental action. At Pepper this has meant significant savings including £18,000 a year saved after setting up a new waste segregation system, £5,500 a year saved on purchase of printing plates which are now sold for recycling and a further £18,000 a year using a new high bay lighting system. With such annual savings the cost of investing in such initiatives can be recouped in only a few years, meaning it makes sound long term business sense.

The project was set up as a partnership of organisations that all had the same aim and has quickly developed a strong presence in the business community. One of its strengths lies in this joined up partnership approach which means that it is extremely responsive and flexible to the needs of businesses.

Envision, which has now received two phases of Objective 2 support worth over £1million, has provided substantial assistance to over 400 businesses in the Objective 2 area, and advised many more. The environmental benefits of this are considerable. Envision has to date helped businesses in the South West to divert 50,000 tonnes of waste from Landfill, save nearly 6 million kwh of wasted energy, and 8,440 litres of vehicle fuel. All this means an estimated 6,000 tonnes of CO2 have been saved, meaning the project is making a real contribution to tackling climate change, while boosting business performance.

Applicant	Environment Agency (on behalf of the Envision Partnership)
Objective 2 investment	£1,030,000
Total cost of project	£2,427,000
Economic outcomes	95 jobs created, £3 million new sales

Case study 04

Rural workspace sets new standards

Back in November 2002, Torridge District Council secured funding from the South West Objective 2 programme and the South West Regional Development Agency for the construction of eleven new managed workspace units at Dobles Lane, Holsworthy, to complement ten fully occupied starter units constructed in 1991.

The project was seen as important in maintaining and enhancing the economic vitality and diversity of this rural area and provides a range of flexible business spaces as well as a dedicated training/seminar room for the on-site provision of business support together with meeting facilities, IT facilities and a reception desk.

While the focus of the project was on the need to regenerate the rural economy it is the project's environmental credentials that really make it stand out.

With the encouragement of the Objective 2 Programme, the project managers took the principles of environmental sustainability fully on board. The result is an exemplar rural workspace development that has been the inspiration to a number of other projects across the region and beyond

Unusually for this type of building the units are timber framed and clad, with the wood sourced from local forests and the building specification incorporates energy efficient lighting, high thermal insulation levels and reduced exposed



Case study 04
Rural workspace sets new standards

elevations (through terracing). A gravity-fed rainwater harvesting system has also been installed.

The attention to detail is impressive with concrete slabs made with recycled fly ash, a large number of roof lights and reclaimed bricks on the lower elevations. This posed a specific construction challenge for the contractor to match old imperial brick sizes and metric blockwork and frame!

The Dobles Lane extension represents both a real contribution to the economic vitality of the local area and the region as well as showing how such developments can be positive for the environment. It is certainly a far cry from the traditional “crinkly shed” workspace. Little wonder then, that the project has been recognised nationally and even internationally as an example of how European Structural Funds money is being used to deliver integrated economic and environmental benefits.

Applicant	Torridge District Council
Objective 2 investment	£635,000
Total cost of project	£1,271,000
Economic outcomes	60 jobs created, £2.8 million new and safeguarded sales



Leaving a Legacy

The future

Six years ago, when the Objective 2 Programme was launched, the idea of the environment as a cross cutting theme was a new one. There was still the view that it might be a barrier to successful delivery of the Programme. The projects described in this booklet, just a tiny fraction of many with stories no less fascinating, show how far we have come. Not only is the environment now seen genuinely as an important driver of the economy, but project managers have come to realise the benefits of integration.

However, we must now move on. The Objective 2 Programme, and the exemplar projects it has funded, has been a pilot for an approach that shows the value of effective integration. All these projects contribute directly to the economic regeneration of the region, through increasing sales, creating jobs or raising skills, but do so in ways that place the environment at the centre of their activity.

It is now up to all regional partners to apply this on a wider basis, through procurement, through Local Area Agreements, and through local, regional and national funding programmes of all types. Indeed, the need to address climate change means that we no longer have a choice in the matter. We have to break down the remaining barriers between the environmental and economic sectors where they exist. The challenge is for us all to take inspiration from the stories in these booklets and apply the principles within our own businesses, organisations and partnerships to create a truly low carbon economy. What a challenge, what an opportunity.

**Economic growth within environmental limits,
It's in our nature.**

LEARNING THE LESSONS OF ENVIRONMENTAL
INTEGRATION IN ECONOMIC DEVELOPMENT
FROM THE SW OBJECTIVE 2 PROGRAMME 2000—2006

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There are three other booklets in this series. These are:
Natural environment
Historic environment
Training and awareness

All four booklets, and further information, are available
at www.devon.gov.uk/business

If you would like any further information on the projects in this booklet,
or any other aspect of environmental integration in the SW Objective 2 Programme
please contact the SW Objective 2 Environmental Sustainability Theme Partnership
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South West of England
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ENGLISH HERITAGE



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