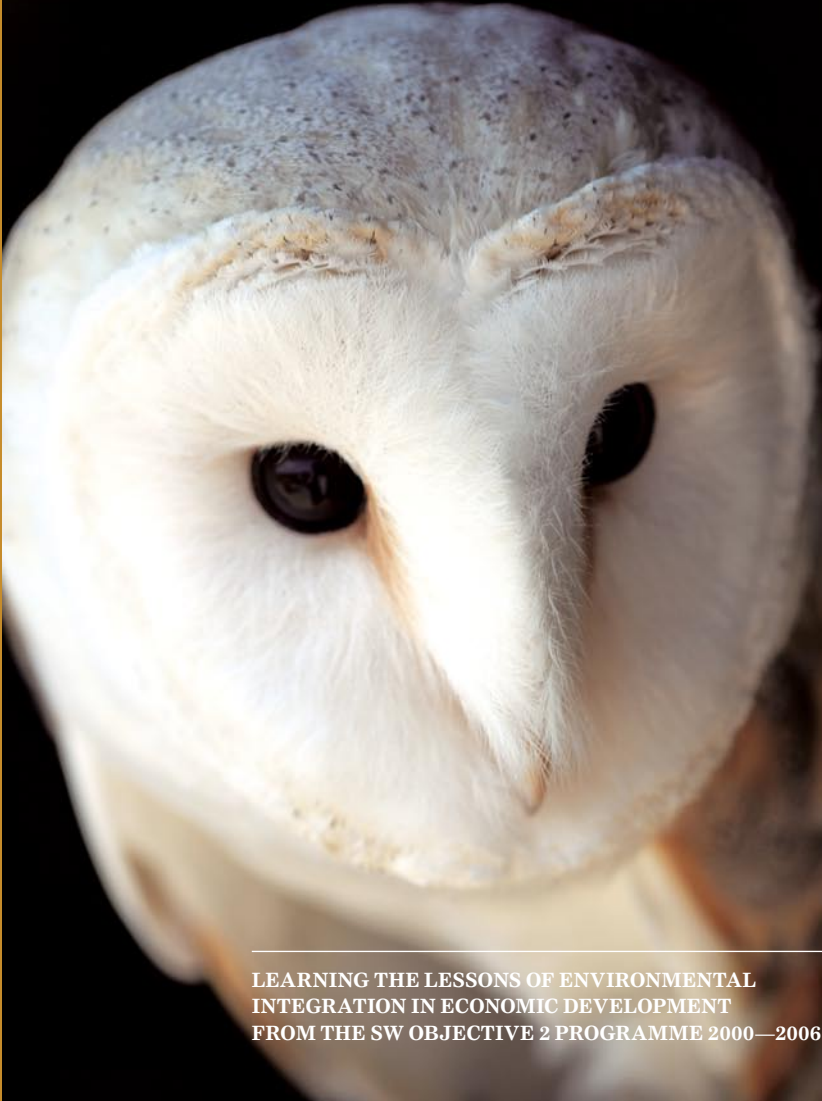


Case study 01

Birds, bats and business support!

Meet Caddie, a Barn Owl that has taken up residence in a state of the art workspace development in Devon... (continued on page 7)





Foreword

Our environment... it's in our nature

The natural environment of the South West is very special. As well as contributing to a greatly valued quality of life, it is a significant driver of the region's economy. One of the primary aims of the SW Objective 2 Programme is to protect and enhance this asset, and to integrate programmes and projects for the environment and economy so that they are mutually supportive and sustainable.

This booklet tells four stories ranging from the provision of business space for knowledge based companies through to improving markets for local produce. What they have in common is a recognition that the natural environment is not a barrier to economic development but an opportunity. Businesses that take account of impact on the environment, and factor this in to their business planning and management can save money, add value to their brand, secure better community relations and maintain customer loyalty. This message has already been adopted by many businesses, large and small. We want to build on this, ensuring the environment is at the heart of all business.

Equally, the environmental sector can recognise that by working in collaboration with businesses we are able to achieve gains for the natural environment. We hope that the lessons of environmental integration learnt from the Objective 2 programme will provide food for thought and help to inspire the adoption of this approach more widely.

Janette Ward

South West Regional Director, Natural England

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

Birds, bats and business support!



Meet Caddie, a Barn Owl that has taken up residence in a state of the art workspace development in Devon.

When Torridge District Council planned to extend their existing industrial estate at Caddsdwn, just outside Bideford, to respond to a demand for more business space, the environment was a serious consideration. Part of the project involved the re-development of existing farm buildings, and the site contained several mature hedgerows.



A local ecologist was brought in to survey the site and found that bats used the farm buildings. It was therefore important to ensure that the provision of modern office and workshop space was balanced against the needs of these tiny mammals. Careful planning meant that the hedgerow feeding corridors were maintained and the ridge tiles were specially designed to allow bats access to the roofspace.

In addition all surface water is taken to a newly created attenuation pond, which has not only been visited by kingfishers and a host of dragonflies, but contributes a pleasant working environment and makes Caddsdwn a great place to do business.

A substantial part of the roofspace of one of the buildings was given over to a luxury owl residence, following expert advice. 'Within a few weeks of completion, and much to our surprise, Caddie had arrived – and now is one of our main marketing tools' says Doug Jenkin, the project manager, 'We also have two species of bat using the site.'

Case study 01
Birds, bats and business support!

As well as the habitat improvements on site, a wide range of green measures have been built into the development including a wood-chip fuelled underfloor heating system, photo-voltaic cells and solar-panels, wind-catchers and a system to reuse rain water. During construction there was also a focus on using sustainable materials, such as timber and reclaimed brick. All in all Caddstown is a fine example of environmentally smart construction.

And Caddie isn't the only wise inhabitant of the award-winning business centre. Since Caddstown opened its doors, nine new knowledge-based companies have taken roost in the ex-farmhouse.

Applicant	Torridge District Council
Objective 2 investment	£1,943,000
Total cost of project	£3,886,000
Economic outcomes	148 jobs created, £22 million new sales

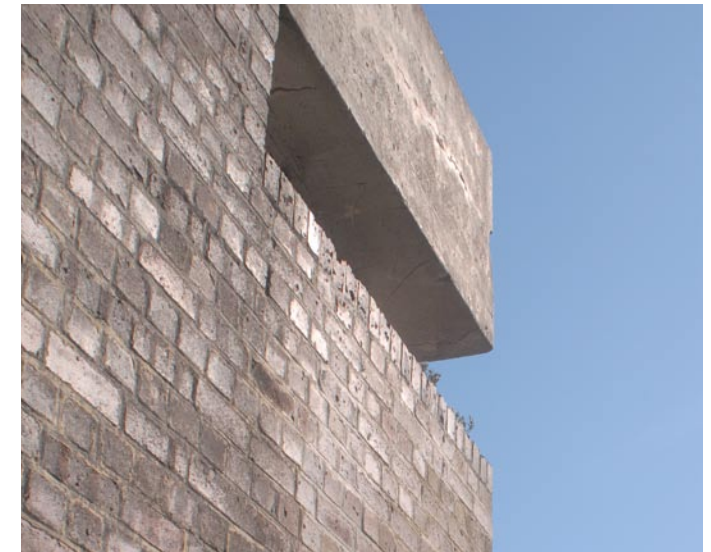


Case study 02

Developing people, naturally

Further south, in the Torbay area, another species of bat has benefited from intervention supported by Objective 2, and this time it was a project aimed at building community skills that has been the catalyst.

Groundwork South West was supported to undertake a variety of community development work with the aim of increasing the range of skills of local people, and so helping them into work or training. Groundwork's philosophy is to engage people in projects that improve their own neighbourhood, and in Torbay this has been no different.



Case study 02
Developing people, naturally

The wide range of community led projects supported includes the creation of a wildflower meadow, improvements to a wetland area, and the development of a sensory garden.

At Peak Tor Cove, just a stones throw from the bustling Torquay Harbour, sits a curious brick-built structure that was once a World War II Mine Watchers post. The Ilsham Groundwork Group, with the help of the Torbay Coast and Countryside Trust, worked at improving the area, and part of this included work to the structure, in the hope that it might attract roosting Lesser Horseshoe bats. Sylvia Bevis of Devon Bat Group explains ‘it was unsuitable for regular use by the bat as the structure was too draughty. Members of the group helped put doors internally at the top and bottom of the mine watchers post, drastically altering the temperature and humidity.’



Case study 02
Developing people, naturally

The lesser horseshoe bat was originally a cave-roosting bat, although most summer colonies now use old buildings. Winter hibernation still mainly occurs in caves. In Britain, the lesser horseshoe bat is now found only in south-west England and Wales. Only about 200 summer (or all-year) roosts are known.

With the significant decline in the species mainly down to loss of, or damage to, summer maternity roost sites due to deterioration and unsympathetic renovation of old buildings and barns, work such as that carried out at Peak Tor Cove is a vital part of efforts to reverse this decline, and its success is demonstrated by the now habitual presence of Lesser Horseshoe bats in small numbers at the site.

However, while this is cause for celebration this is no time to relax and work will continue at the site as according to Sylvia ‘they are fussy animals and this roost will probably need more tweaking as time goes by’. While many of the nearly 150 people who have benefited from the project in the Torbay area will hopefully move on to employment or training, having gained a range of skills and confidence, the all-new bat-friendly Mine Watchers Post will continue to provide refuge for these most threatened mammals for years to come.

Applicant	Groundwork South West
Objective 2 investment	£116,000
Total cost of project	£242,000
Economic outcomes	149 people trained



Case study 03

Butterflies helped to fly again

This is an exciting time for naturalists in the Tamar! The Heath Fritillary butterfly was historically linked with the traditional practice of woodland coppicing, giving it the local name of the ‘Woodman’s Follower’ as it followed the cycle of cutting around a wood. Sadly it is now one of our rarest butterflies, numbers having declined by almost three quarters since 1984. It has only been saved from the brink of extinction by the concerted action of conservationists. As part of the Tamar Mining Heritage project, the small butterfly is being re-introduced to sites from which it has become extinct, following intensive habitat restoration work to replicate the sunny woodland clearings of the past.



Case Study 03
Butterflies helped to fly again

This is part of a much broader project aimed at improving the natural and historic environment of the valley and attracting visitors to the area. The aim is to generate 10,000 extra visitors to the project area by the end of 2008 with additional sales worth nearly £6,000,000. So this really is a project that delivers significant environmental and economic benefits.

The recent history of the Heath Fritillary in the Tamar is a varied one. Fifty years ago there were several small colonies in abandoned market gardens and woodland rides and clearings. Indeed the populations in the Tamar provided the source for a previous introduction scheme in Devon. However, until work to reverse the decline started in earnest they had recently dwindled to one small site.

The process of re-introduction is a lengthy one. It is important to ensure that the habitat conditions are right and the butterflies' favoured food plants are present before eggs are taken from a thriving colony and reared to adult stage in captivity. Finally, these adults are released into the prepared areas. From then they are on their own, although how the population establishes itself will be closely monitored over the coming years.

Applicant	West Devon Borough Council
Objective 2 investment	£1,042,000
Total cost of project	£2,108,000
Economic outcomes	7 jobs created, £6 million additional and safeguarded sales.

Case study 04

Eat moor local food

Exmoor has a unique and special landscape. While thousands of people visit the area each year because of its natural beauty, most may not realise that the food they eat can help conserve this special place. However, our decisions as consumers can have a big influence on the way land is managed, because the character of the landscape and the quality of the environment are directly linked to the way the land is used to produce food and other goods.

Jane Birch of the Exmoor Food Links project is a firm believer that increasing the market for locally produced food has a real and positive impact on the Exmoor landscape, from cider orchards to Somerset lamb.

Jane hopes to increase demand for locally produced food and drink as a key part of the wider development of sustainable





Case study 04
Eat moor local food

tourism. Providing this local produce is becoming more and more important as so many visitors come to enjoy the beautiful moors, farmland and wooded valleys.

She wants to help visitors appreciate the link between what they eat and drink and the characteristics of the area. By working with both the producers and those who use the produce in their pubs, shops, restaurants and schools, she is encouraging growth of both supply and demand. To enable this to happen more effectively, producers have been supported to set up a cooperative to market and distribute their goods to both trade customers and through home deliveries. This cooperative is called ‘Source’ and so far has 35 members. This has a positive impact on the businesses themselves, helping them reach new local markets and so increase sales, as well as reducing ‘food miles’.

Jane is convinced we can all do our bit, ‘Every part of the country has its own unique landscape character, much of it due to the land management practices that have evolved with the local environment. Most of the habitats and landscapes today are the products of this past land management. By maintaining and increasing the market for locally distinctive produce we can ensure our locally distinctive landscapes are also maintained’.

Applicant	West Somerset District Council
Objective 2 investment	£152,000
Total cost of project	£304,000
Economic outcomes	42 businesses assisted, £2 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.**



There are three other booklets in this series. These are:
Historic environment
Energy and resource efficiency
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
through Ian Hutchcroft, Sustainable Prosperity Manager, Devon County Council
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