



Quest for Future Solutions™

A Proposal to Promote the

Low Carbon Economy

of Herefordshire and Worcestershire

The policy framework for promotion and securing of low carbon economic activity in Herefordshire and Worcestershire (H&W) is woefully inadequate, given that the forecasted potential low carbon market is £46 billion by 2015. We need to do something about this. Fundamental changes to the regional economy are underway but it requires an urgent stimulation to enable the region to secure its share of this market.

Given national policy and an emphasis on a Transition to a Low Carbon Economy, this paper briefly sets out the H&W policy framework and the stages of policy and promotional development required to ensure that Herefordshire and Worcestershire become seen as the area in which to locate a low carbon business and an area that will contribute to the UK transition to a low carbon economy.

1 National Policy Framework: Low Carbon Economy

The UK Low Carbon Transition Plan (2009) and the Conservative 'Low Carbon Economy' policy statement demonstrate that, at a national level, there is full recognition of the issues and opportunities that a low carbon economy presents. In 2009/10 Government alone invested over £269m in low carbon innovation technologies and several further financial incentives set the scene for a national transformation.

The Low Carbon and Environmental Goods and Services sector (LCEGS) is forecast to grow from £23.5bn in 2009/10 to £28.9bn in 2016/17; investment required in the UK energy infrastructure is estimated at £250 billion; the energy efficiency market, combined with sustainable construction requirements is estimated at billions as well as the market for climate change adaptation and mitigation.

- Proposal - evaluate those H&W sectors best placed to take advantage of the potential low carbon investments planned in the UK.

2 Herefordshire and Worcestershire Policy Framework: Low Carbon Economy

The Regional Spatial Strategy concentrates on the impacts of climate change; The Regional Economic Strategy hardly touched on the low carbon economy; Worcestershire County Council states that it will encourage the Local Enterprise Partnership (LEP) to address a low carbon economy; the South Worcestershire Development Plan completely ignores the subject area. The Worcestershire LEP states that it will 'maximise the value of our natural and economic assets in an environmentally sustainable way' and will look at aligning development with a transition to a low carbon economy.

The Herefordshire Economic Strategy is the only H&W document that does specifically develop environmental technologies and environmental assets as a core component.

In summary the H&W response to national policy in low carbon economic transformation is woefully inadequate.

- Proposal - the H&W policy framework is revised to reflect national level low carbon economy requirements and that H&W incentives and support are provided.

3 Herefordshire and Worcestershire Assets: **Low Carbon Economy**

The natural environmental assets of the H&W area are substantial and lead to a strong agricultural and tourism economic base. Some relevant information is available for both county areas.

From this natural asset base, substantial enterprise has developed in environmental technologies focussed on biofuels; biomass; other renewable energy; water and flood management; sustainable construction methods and materials.

- Proposal - collate regional environmental asset data to provide the basis for renewable energy generation capacity.
- Proposal - fully index the existing environmental technology and low carbon sector companies in H&W.
- Proposal – investigate the potential for expanding existing companies and developing new business in the environmental technologies and low carbon sector.

4 Case Studies: **Low Carbon Economy**

The potential for the H&W area to contribute to a low carbon economy is illustrated by a number of companies that have developed over the last 10 years. This despite a paucity of local support.

They include:

- Worcester Bosch
 - Thomas Vale
 - Eco₂Solar
 - Wiggley Wiggles
 - Speller Metcalfe
 - Malvern Solar Solutions
 - Caplow Energy
 - Green & Easy
- Proposal – develop a case study portfolio to demonstrate the low carbon sector existing in H&W; to demonstrate the potential for new low carbon business in the area; and to provide a foundation upon which the H&W area is promoted as an area for inward, low carbon investment.

5 Promotion for Herefordshire and Worcestershire: **Low Carbon Economy**

A joint Herefordshire and Worcestershire promotion will not only raise the profile of a low carbon economy and its benefits within our own county, but will substantially increase awareness of the benefits to external businesses considering a move or new location for investment.

Participants will be included in marketing and PR campaigns helping to grow business profiles. The overall objective of this proposal offers Herefordshire and Worcestershire and its businesses a strong foundation on which to promote the county and its many other benefits.

The approach has been used in other areas with great success - with joint participation it can and will work here.

6 Get Involved

This initiative needs funding from Herefordshire and Worcestershire's leading companies and strategic bodies. Although we will approach as many as possible individually, if you would like to be involved please contact us to offer assistance as soon as possible. It requires a budget of £30,000 for research funding and initial promotion.

Businesses that choose to join our project will be at the forefront of a changing attitude towards sustainable economic development across our counties; helping to grow a better Herefordshire and Worcestershire low carbon economy; one that works with our environmental assets and enhances the area we work and live in.

For more information contact:


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