

Low Carbon Workspaces

Grants to cut carbon emissions,
save money & minimise waste

Steering Group Report and Feedback

April – September 2021

www.lowcarbonworkspaces.co.uk

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Thames Valley Berkshire



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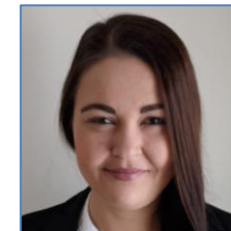
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News

- Between 2019/20 and 2020/21, Ngage Solution's decarbonisation activity resulted in a 45% reduction in CO₂e.
- Ngage Solutions announced pledge to help reduce climate change by halving greenhouse gas emissions by 2030 and achieving net zero carbon emission by 2050.
- Relaunched bi-monthly newsletter 'Low Carbon Lowdown' in June which goes out to over 31,600 recipients.
- We have recently released comms encouraging businesses to convert from gas to electric for 'energy security', in response to surge in gas prices.

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Project Update - Figures

	Target (Total Programme)	Last Meeting End of Q1 2021	End of Q3 2021 (28/09/2021)	Progress (%)
Enterprises awarded grant funding	75	39	49	65%
Grant funding awarded to SMEs	£375,000	£120,171	£154,328	41%
Grant funding delivered to SMEs	£375,000	£59,001	£119,439	32%
Projected reduction in carbon emissions from SMEs (annual saving tCO ₂ e)	468	204	269	57%

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Impacts of COVID-19



- Reduced opportunities to promote the scheme through the programme's conventional methods e.g. attending events etc. Consequently, the programme has increased its focus on digital marketing and experienced success in this area.



- LCW programme has continued to receive applications from business sectors that have been less impacted by the pandemic, or because they provide a commodity in higher demand.
- Businesses that have experienced success during the pandemic have taken the opportunity to invest surplus funds into low carbon technologies that are typically more costly.



- Supply chain disruptions have caused some applicants to request project extensions.

“Given the government continuing to prevent us from trading we will not be utilising the grant as the expense is not essential” - Travel company.

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Testimonials

“Working with Low Carbon Workspaces was a pleasure. Their process was simple, clear, fast and close to idiot proof. This is powerful, disturbing, understandable stuff - I see it now, visually!”
– Grant Recipient

“Thanks for all your support. Will certainly recommend your services. Will write a LinkedIn post on our LED lighting and let you know when I have published it so you can follow us too”
– Grant Recipient

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Getting LCW Noticed

34 news items for Q2/Q3 – including internal, stakeholder, and independent publications



Get a grant of up to £5000 to cut your carbon emissions & energy costs [Apply Now](#)

Visit Newbury for Newbury BID

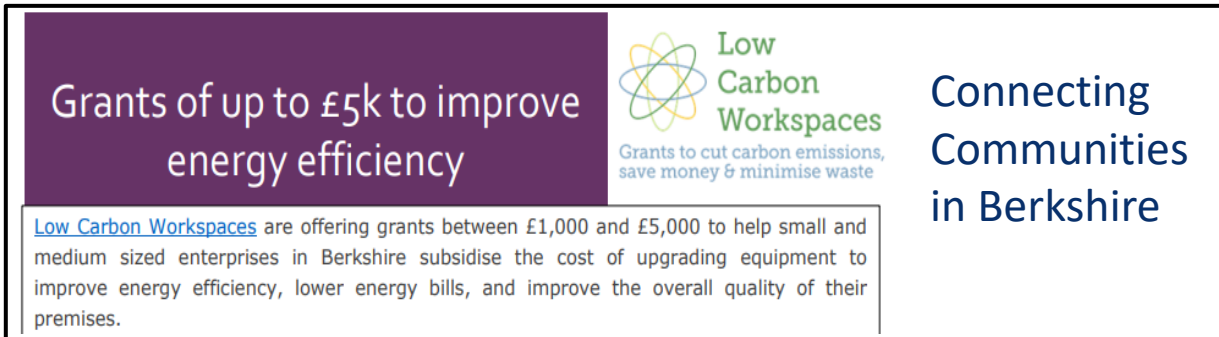


Reading City Vision News

ENERGY EFFICIENCY | SAVE MONEY | REDUCE CO₂

You could receive a grant of up to £5,000 to reduce your organisation's energy bills

Low Carbon Workspaces | European Union European Regional Development Fund



Grants of up to £5k to improve energy efficiency

Low Carbon Workspaces
Grants to cut carbon emissions, save money & minimise waste

Connecting Communities in Berkshire

[Low Carbon Workspaces](#) are offering grants between £1,000 and £5,000 to help small and medium sized enterprises in Berkshire subsidise the cost of upgrading equipment to improve energy efficiency, lower energy bills, and improve the overall quality of their premises.



Electrical Trade Magazine

Helping the environment makes good business sense

Grants available to your customers

- Up to £5,000 available, covering 1/3 of the cost of projects that reduce energy consumption.
- Your customer gets a cost reduction on their project and you still get full payment.

* Eligible installers may be based nationwide, but projects must be in Buckinghamshire, Bedfordshire, Berkshire, Hertfordshire or Northamptonshire.

* See eligibility criteria at lowcarbonworkspaces.co.uk



Wokingham Borough Council

Wokingham Borough Council

- Save Money
- Cut Energy Usage
- Reduce Carbon Footprint
- Improve Working Environment
- Boost Eco-Credentials
- Engage Staff
- Drive Innovation
- Increase Productivity

Low Carbon Workspaces - Grants Scheme

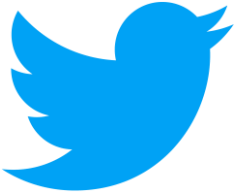
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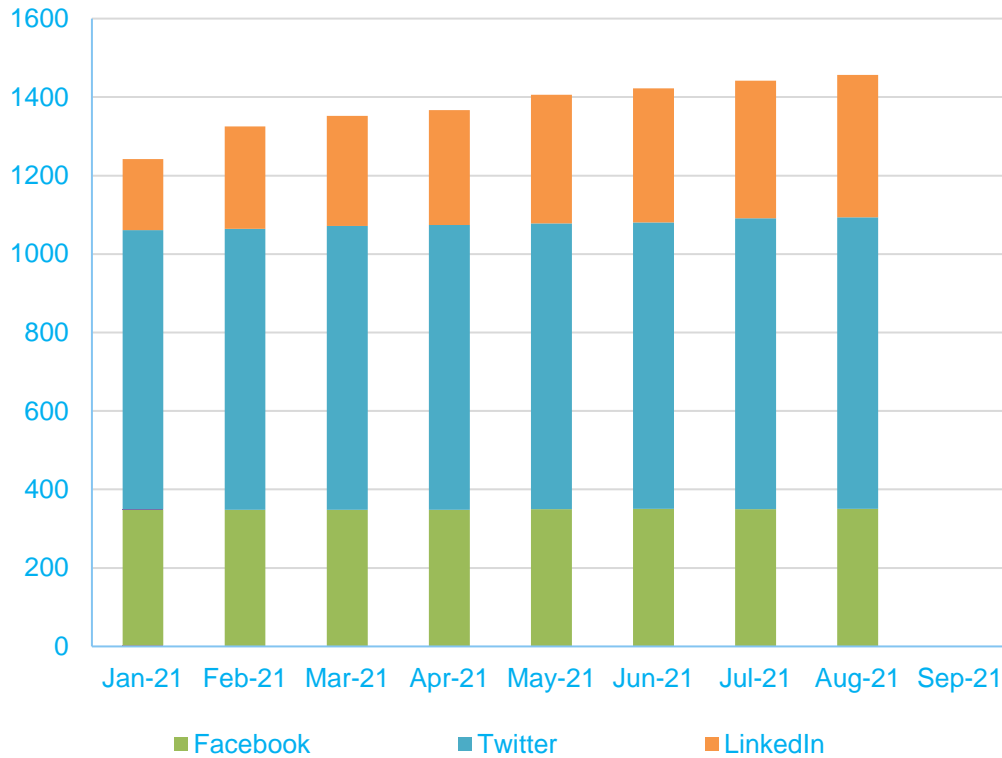
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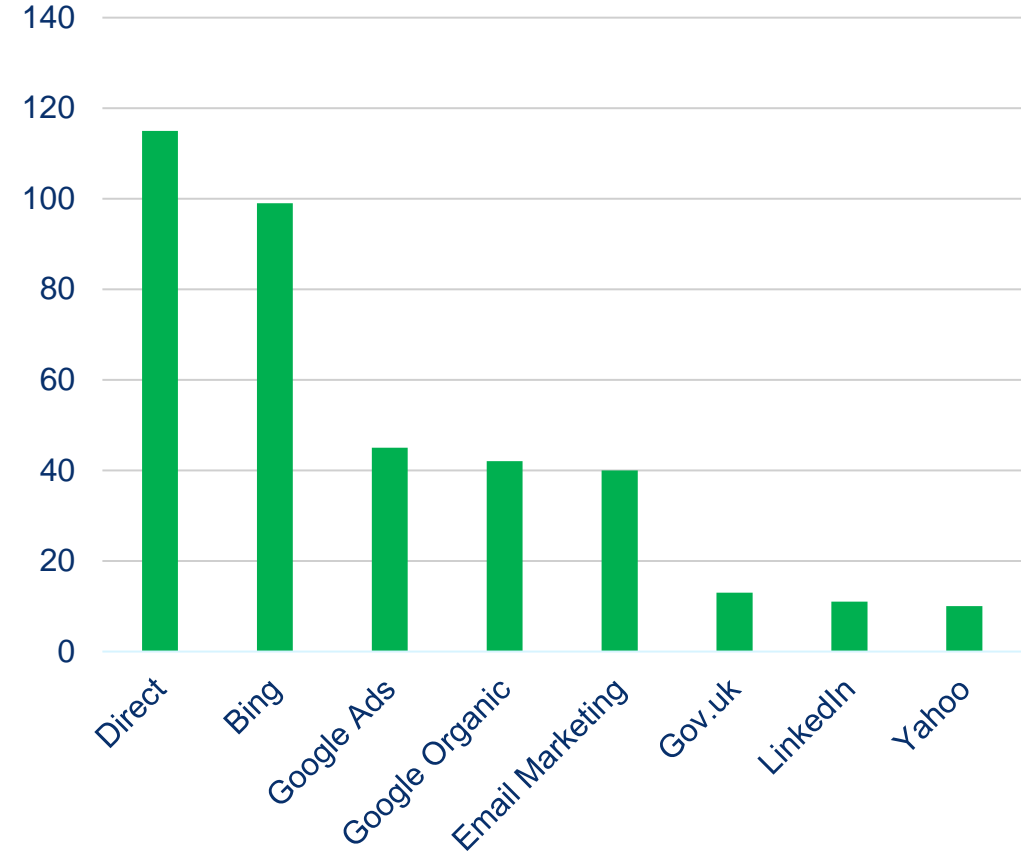
Social media & digital marketing



Marketing Reach by Channel



Enquiry sources - 2021



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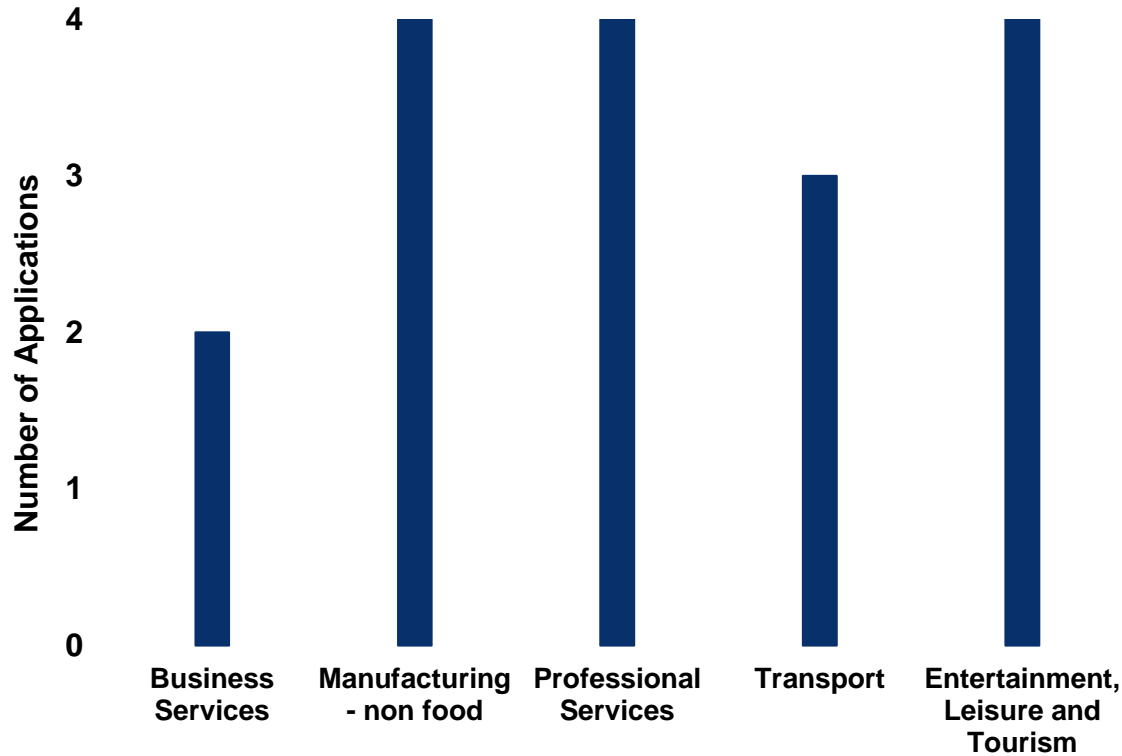
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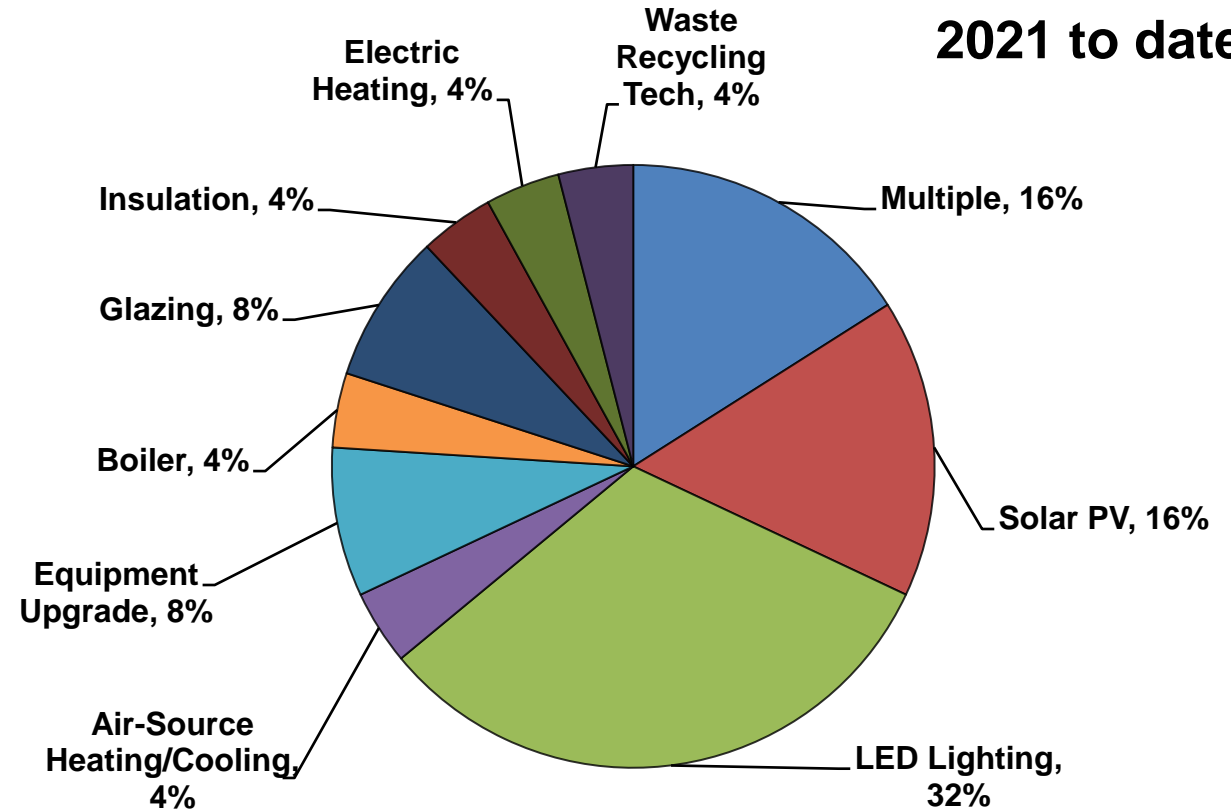


Interesting Insights

Applications by popular sector 2021 to date



Interventions 2021 to date



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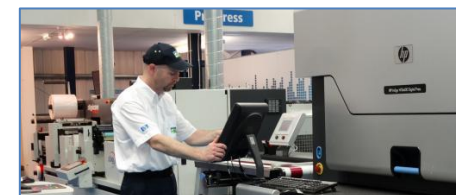
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Successes



- To date – Berkshire business have saved **133 tonnes of CO₂e** per year, and nearly **£60,000** in energy bills.
- Five case studies have now been written for Berkshire SMEs supported:
 - Thermatek** – A cold storage manufacturer in Hungerford
 - Westies Dry Cleaners** – A dry cleaners in Maidenhead
 - Big Wipes** – A cleaning wipes manufacturer in Maidenhead
 - Berkshire Labels** – A label printers in Hungerford
 - HiFi Cinema** – A home audio-visual systems provider in Aldermaston
- Low Carbon Workspaces participated in Reading Climate Festival for the second year. This included appearances at other events run throughout the week. A panel of “success stories” gave feedback on their experience of the scheme.
- Programme outputs have now exceeded 50% of profiled targets. Q2 targets for outputs were also exceeded this year.



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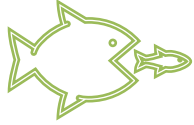
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Challenges



- As SMEs transition out of lockdown to normal trading, ensuring that the green agenda is not lost alongside other key business priorities – keeping the low carbon agenda as the “biggest fish to fry”.



- Suppliers of energy efficiency equipment experiencing supply chain delays leading to delays on applications and claims.



- Finding new channels for LCW to engage with SMEs, whilst mitigating against message fatigue to maintain a strong pipeline of projects.

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Summative Evaluation



- Since the last update, **Winning Moves Ltd** were awarded the tender for the evaluation of Phase 2 of the Low Carbon Workspaces Programme.
- Work has now begun on the mid-term evaluation report. A sample of SMEs who received a grant as of end of Q2 2021, along with stakeholders have been interviewed over the last month. Further stakeholder and SME feedback will be gathered for the final report at the end of 2022.
- The mid-term report should be completed by the end of November 2021, with the final evaluation report being produced.
 - Findings will be disseminated.
 - Insights will be raised at Q4 Steering Groups.

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The Future

- Countries to set net zero emissions targets, which governments responsible for two-thirds of global emissions have already done, and to set targets for emissions cuts by 2030.
- To formulate plans for countries to adapt to the impacts of the climate crisis.
- To encourage more developed countries to provide finance to the developing regions of the world for emissions cuts and adaptation.



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The Future



- Berkshire Carbon Report sets out how the LEP can move forward to create a net zero county. The Low Carbon Workspaces project will be a key tool for SMEs to achieve this.
- In order to build a more sustainable, resilient and zero-carbon future, a whole economy transformation is crucial. As we enter this decade of critical climate action and in the run up to COP26, Low Carbon Workspaces is helping SMEs to take meaningful and tangible steps towards sustainability and play their part in the shift towards a low-carbon economy.
- Develop a series of video case studies to visually showcase success stories.

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What do you think the programme is doing well, and what can be improved?

Group Feedback	Programme Actions
The marketplace is 'noisy' at present – achieving successes during this time is a credit to the scheme.	To prevent message fatigue and ensure continued success, the programme will continue to explore new vehicles of promotion.
Existing video case studies are well received and help clients engage. However joint case studies of local groups of SMEs could be brought together within larger case study "clusters".	
Communication of the LCW team is excellent.	
More joint social media campaigns with stakeholders should be undertaken.	We will aim to tailor future messaging to place LCW more directly into the narrative of the 'net-zero journey'.
Take more of a holistic approach – relay to businesses how LCW fits within business' overall 'net-zero journey'	
LA events should be attended, either as guests or as speakers.	Members of the team will attend more of these events.



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How can the programme be made more accessible to businesses?

Group Feedback	Programme Actions
Target business premises based on low EPC rating.	The programme will investigate these avenue of promotion.
Target landlords/developers/agents who will experience the long-term benefits of decarbonisation.	
Inclusion of LCW flyer/information in annual business rates bills will help to spread word of the programme.	This action has been successful in LAs within LCW areas. We will attempt to replicate in as many LAs as possible.
Engagement on Instagram with SMEs, this would also cater to a younger audience.	This avenue will be explored with our marketing department.



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Do you have any other suggestions/queries about how the programme is running?

Group Feedback	Programme Actions
Steering Group members would be interested to receive district-specific data relating to the progress of funding distribution.	The programme will aim to collate and disseminate the requested data.
Steering Group members would like to receive updates to see how referrals have progressed.	
LCW Project Officers may benefit from attendance to regular meetings with regional Economic Development Officers (EDOs).	LCW Project Officers will follow up with respective EDOs to explore this opportunity.



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How do you think the programme can mitigate against message fatigue and keep our offering fresh?



Group Feedback	Programme Actions
<p>Focus on video engagement. Businesses are eager to talk about their own achievements, and this provides a relatable platform through which to sell the grant.</p>	<p>LCW is currently in the process of identifying suitable candidates to be the subject of video case studies. Steering group will be updated on future progress.</p>
<p>Focus messaging on long-term benefits to businesses, particularly surrounding the bottom line, supply chain and procurement benefits.</p>	<p>The programme will aim to tailor future messaging around these key topics.</p>
<p>Publicity around COP26 should be undertaken.</p>	<p>Plans are in place to publicise around COP26 – the programme hopes to engage as fully as possible around this event.</p>

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