

Cornwall Climate Change Action Plan (3CAP)

Strand: Business and the Low Carbon Economy

Consultation Response Questionnaire – July/August 2009

Collated Response

Overall response:

- 100% of responders say they support the proposal overall
- 84% say they support the rationale for this strand of work (15% did not respond to this question)
- 70% feel that the process by which this consultation draft has been prepared has been effective (15% did not respond to the question)
- 54% feel that this is nothing missing from the proposal, and some of the 38% who felt that there was something missing, some of whom have provided suggestions for additional points to be included.
- 70% agree with the proposed priorities included within the paper. Other responders have suggested alternative priorities.
- A number of other constructive comments have been received and will be considered at the next stage. A key comment is about making the final input even more concise.
- Responses have been received by approximately 15% of the database of businesses to which the consultation was sent. For a public sector consultation to a purely business audience during August, this is considered to be a fairly good level of response.
- Responses have been received from a variety of businesses and sectors. There are a number of responders who have not permitted us to reveal their details. Those organisations which have permitted us to publicise their responses are: Doble Quality Foods, Imerys, May Gurney, Michael Thorne Construction, Mpad, Ocean Housing, Tregothnan, Transition Falmouth, Cornwall and Isles of Scilly Economic Forum.

Please refer to the Cornwall Climate Change Action Plan (3CAP): Business and the Low Carbon Economy Consultation Paper

1. Do you support the rationale for this strand of the 3CAP?

Yes: **(84%)**

No: 0

No response: (15%)

If the answer is "No", what do you feel is unsuitable?
Please specify which and explain why.

More clarity is needed to explain the rationale for the private sector. There appears to be a dichotomy between on the one hand prioritising specific sectors and businesses with high energy demand and greenhouse gas output, and on the other hand developing a lower level generic

process suitable to improve the energy and resource efficiency of any business. If this is intended as a two pronged approach to implementation, then this should be made clear.

2. Do you feel that the process by which this consultation draft has been prepared has been effective?

Yes: **(70%)**

No (15%)

No response: (15%)

If "yes", which elements in particular?

- Open Discussion
- Iterative process
- The Finance aspect is important as business needs to be aware of what's in it for them
- I felt the use of a fairly small group to formulate ideas, followed by general circulation for consensus comment achieved a good balance of consultation and communication
- Direct mail approach

If the answer is "No", what you do have done differently, or suggest could be improved for the future?

- Get rid of all the wordy jargon, it doesn't work and switches you off
- More clarity is also needed on the question of effective leadership and private sector engagement, which underpins the process. The present strategy talks about delivery of change for business by business, but the process so far has been one in which the public sector has lead by inviting 'key private sector leaders' to assist in identifying actions, but it is not clear how representative these leaders actually are of the businesses most in need of change. It would be helpful to include information on the members of the task and finish group, to improve confidence. The reservations expressed in Table 2 of activities (page 10) that SMEs are hardly heard and valued, and want more of a role points towards this issue, as does the relatively thin list of actual businesses involved in the process so far. For the future, it is important to involve specialist trade organisations and business groupings, such as the companies in the Cornwall Marine Network, to a greater extent, so that the market specific, and sector specialist knowledge aspects of transition to a low carbon economy can be considered in more detail. A generic approach will only go so far.

3. Do you think that there are any significant actions missing from the proposal?

Yes (38%)

No **(54%)**

No response: (8%)

If "yes", please specify.

- Part of the strategy needs to be ensuring Cornwall has sufficient local generation so that it does not need to import electricity; has energy security and reduces transmission losses
- Innovation and near market research
- impacts of diminishing energy resources and water etc
- I think that the Hub (MPAD) should be consulted or considered to be on eof the key stakeholders as it has access to a large number of young self-employed / business

professionals within Cornwall. I felt surprised that it was missing from the list

- There are no actions in the plan so far that recognise any of the work that is already being done Nationally to address building a low carbon recovery. The actions appear to assume that Cornwall is on its own, must look inwards only, and cannot benefit from either the investment plans being formulated by the Treasury, nor the extensive technical work already being done elsewhere by organisations to create effective frameworks for transformation. A major strand of work should be for both private and public sector to plug in to what is already being done, rather than trying to invent their own wheel this side of the Tamar.

New suggested activities/priorities:

- Eden Climate Fund: Suppliers contribution to a low carbon Cornwall – 2 responses
- Get Government to listen to SMEs – 1 response
- present cornwall as 'the pioneer of warmer climate in the UK' and explore the potential benefits, alongside the activities in LCE Consultation – 1
- All Companies supported to do an Oil Vulnerability Audit, so further encouraging a commitment to a low carbon future – 1
- Address technology issues, such as broadband speed in rural areas, which will be key in getting people involved – 1
- Generate media interest and publicity in relation to the benefits and successes achieved by the pioneering organisations as they come on line (new?) – 1
- Develop a strong personal contact network as wide as possible across businesses in Cornwall – 1
- Create a proper business grouping of companies in the green sector, led by private sector key owners/executives. Could be part of the CCCI. Then carry out a rationalisation of the green sector quangos in Cornwall, so that the two parts make a coherent whole – 1
- Use the public procurement process to incentivise the public and private business to do more business with companies and organisations who are showing strong practical commitment to lowering their own and the regions carbon footprint – 1
- Develop support funding plans for implementation by businesses wanting to improve efficiency in an open programme, try not to run out of funds just as the whole thing picks up momentum – 1
- Key sectors, analyse market intelligence of key supply chains to identify the big energy and material consumers, and concentrate help for larger gains – 1

4. Do you agree with all the proposed priorities included within the paper?

Yes (70%)

No (23%)

No response: (7%)

Which in particular do you agree with?

- develop innovative financial support systems.... this is vital
- I think the introduction of Carbon Budgets in Cornwall is a great concept. How people will react to that will be the interesting aspect
- The need to be able to find out 'what like-minded other businesses are doing to avoid re-inventing the wheel.
- I believe that increasing communication between businesses within Cornwall will enable greater synergies to be realised
- Communication is key
- The actions are probably too numerous to be really effective and more concentration given to developing the easy wins (low hanging fruit)

If the answer is "No" are there proposed priorities that you feel are unsuitable?
Please specify which and explain why.

- Development of Carbon Budgets for Cornwall

The idea of disaggregating budgets down to individual company level is not supported. The UK's overall Carbon Budget targets 2008-2011 and 2013-2017 are already predicted to be met by current policies, and so this is not necessary. The approach for Cornwall's Businesses should be all carrot and no stick. The stick will come in any case when the companies that have failed to mitigate the impact of climate change and high carbon costs lose out in competition. The focus should be on communication, and real help for companies to change, with Cornwall gaining a fair share of the funding identified in the Budget 2009 paper, and set out in Budget 2009 Chapter 7 pages 133-135. Cornwall's actions in the private sector should be direct and measurable, but not should not be based on the public sector's questionable target setting culture.

5. How would you prioritise the most important/immediate **Activities** for delivery?

Priorities agreed through existing priority list

- Develop Carbon Budgets for Cornwall
- CDC should show leadership.....
- Cornwall Council to show leadership and as an exemplar
- Identify the 'Low Hanging Fruit' opportunities, providing support for the resulting 'Quick Win' options
- Raise senior executives, SME business owners and others understanding that climate change already presents a genuine risk to business operation.
- Provide clear, simple, jargon-free information and improved guidance for businesses
- Develop Appropriate Set Of Low Carbon Economic Indicators
- Provide effective support frameworks which help senior executives and business owners identify and implement 'quick win' improvements in energy efficiencies and sustainable business practices. (Reduced heating, use of lighting, switching off appliances etc)
- Use services of professional media company to develop short sharp presentation (preferably sector specific and no more than 10 minutes) which gain senior executive and business owner attentions
- Develop innovative financial support systems
- Develop a 'private sector' leadership group comprised of high profile business leaders, Institute of Economic Development, Chambers of Commerce, FSB, Cornwall Chambers of Commerce and Industry, Facilitators and lobbying groups. (potentially reworded to Engage the private sector more closely, bring in a top 100 leadership group of companies to set the pace, hand over control and funding to a private sector implementation group with the public sector holding only an oversight role)

Priorities taken from wider short-term actions list:

- No. 7: Private sector to work together and prepare for a big change by identifying and improving opportunities for cross-sector collaboration. Private and public sector should work together to consider what if any options exist for rewarding such collaboration.
- No. 72: Provide support for Cornish businesses to start measuring their carbon footprints, whilst recognising that current data collection methods remain imperfect.

6. Would you like to make any other comments?

- Expand task force to include more private businesses with strong green credentials which can act as ambassadors – 1
- No Comments: Great ideas but these must be communicated at the right level
- More needed on generation and using non electrical sources of energy like solar hot water

▪ I think this is a great idea. What will be interesting is how businesses respond. We have clients who don't believe in climate change and only take 'green' actions because it ultimately saves them money

▪ 3 CAP Interim headline targets -

The Renewable Energy target (20% of demand to be met by renewables in Cornwall) makes no technical sense. All Cornwall's electricity consumption is drawn from the national grid, and it is not possible to label renewable energy electricity produced in Cornwall as exclusively consumed in Cornwall, as it is part consumed by every user of the grid. The correct target should be based on production, not consumption. The target should be: Cornwall's contribution of electricity to the national grid from renewable sources will be at least 20% of Cornwall's average long term demand.

7. Overall, would you support this strand of the Cornwall Climate Change Action Plan in principle (Subject to the review of comments and any necessary amendments as a result of the consultation process)?

Yes **(100%)**

No: 0

No response: 0

If your response is no, please can you advise what would need to be completed in order that you would be able to agree to the strand?

Lucy Harris
Manager
Cornwall and Isles of Scilly Economic Forum
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