



case study

environmental sustainability



Objective One is
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The Objective One Partnership
for Cornwall & the Isles of Scilly

CALLINGTON BUSINESS PARK

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the project

Caradon District Council developed a business park with a range of new industrial units providing good quality workspace for small companies in Caradon district.

The Programme has invested £126,172 from the European Regional Development Fund (ERDF) in the project which has a total cost of £315,430.

The new units are equipped with a host of environmentally smart features and have been designed to blend with their surroundings. The business park has won the Michelmores and Western Morning News Commercial Property Awards Green Award 2003.

measures of environmental sustainability adopted

• To promote the prudent use of natural resources

Energy efficiency is provided in a number of ways; through an earth energy pump system, the installation of suspended ceilings to reduce the cubic content of rooms, high spec thermal insulation, double glazing, the siting of windows and a clearstory to make the best use of sunlight. Site managers are monitoring the wind-dam, which supplies renewable energy to the workshops, in order to ensure maximum efficiency for the generator and to produce electricity for lighting common parts. Businesses are encouraged to reduce, reuse and recycle through information supplied in the welcome pack and the provision of paper recycling facilities.

• To protect and improve the environment

Detailed information about bus and train services is supplied to all tenants and cycle racks have been installed. Business networking and local product sourcing is encouraged via the business services list of work unit tenants. All tenants are encouraged to adopt an environmental purchasing policy covering the resource efficiency, non-hazardous nature and localness of materials and products. Green energy



supplies are bought to supply the work units.

• To take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services

Marketing of the units uses images of the natural environment to encourage inward investment in SE Cornwall. Promotions emphasise the environmental credentials of the business units.

• To increase awareness of residents, businesses and visitors of the value and importance of the environment

A comprehensive welcome pack is given to each tenant and is regularly revised and updated. The pack includes in depth information and contacts for advice on a wide range of environmental issues including energy efficiencies, local transport, environmental management systems, reviews and policies for businesses. An electronic version of the welcome pack is available for other commercial unit providers to give to their tenants in order to increase knowledge amongst the business community. Regular contact is made with tenants to check whether they need further information or help on environmental matters.

benefits of environmental sustainability

The business benefits for the tenants of the buildings are manifold; energy efficiencies mean businesses can operate at a lower business cost and so become more competitive, market advantages are offered where



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buyers of products require environmental credentials of their suppliers and improved company profile can be secured to provide branding and marketing opportunities. This increases the desirability of the work units for business and therefore the customer base for the site managers.

The business network helps tenants to get to know each other and get on as neighbours, as well as promoting local purchasing which keeps the money 'in the family' thereby helping tenants to positively succeed and maintain a good company profile.

The welcome pack and updates create a good working relationship with the tenant and forms an important part of customer care. It sets the scene for the quality of accommodation and service provision that can be expected by occupiers.

The shortage of quality premises at affordable rents is identified by the Cornwall and Isles of Scilly Business Task Force Strategy as a key constraint to business growth. Clearly the development of quality, resource efficient workspace at Callington makes significant inroads to tackling this obstacle.

In summary the economic benefits created through the adoption of environmental sustainability measures have been costs savings, increased competitiveness and marketing opportunities for the tenants, and for Caradon District Council an expanded customer base for their units.

lessons learnt

Neil McCulloch, Business Resource Manager of Caradon District Council, is very enthusiastic on the subject of environmental sustainability: *"Without Objective One we could not have done an awful lot of what we do as the match funding has enabled us to seriously look at the environmental sustainability aspects of the building and how the standard building regulations could be exceeded. The advice we give on environmental sustainability has to be correct and up-to-date as people rely on the information as a basis on which to make business related decisions. And businesses like to know that environmental sustainability will give them a fairly swift payback."*

Caradon's Chairman Councillor Kathleen Pascoe, who also represents the Callington ward, said: *"As our Beacon Council status for Supporting the Rural Economy shows, we're serious about helping local businesses get started and grow, but that doesn't have*



Left to right: Councillor Ron Overd (Supporting the Rural Community and Economy portfolio holder), Councillor Kathleen Pascoe (Caradon's Chairman and a Callington ward member) and Councillor Ivor Nichols (Safeguarding the Environment portfolio holder) with the Green Award

to be at the expense of our distinctive environment. The sustainable features in these workshops make good business sense as they will cut energy costs substantially."

Carleen Kelemen, Director of the Objective One Partnership, said: *"Cornwall is built on small businesses, so the Objective One Programme is working on those conditions that can maximise performance. Part of the strategy is to invest in quality workspace. Objective One is playing a crucial role in Caradon by doing this and enabling local businesses to flourish and provide jobs and income for Cornwall today and into the future."*

For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email objectiveone@cornwall.gov.uk.