



case study

environmental sustainability



Objective One is
part-financed by
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The Objective One Partnership
for Cornwall & the Isles of Scilly

MILLBROOK WORKSHOPS

Business Resource Services
Caradon Enterprise Centre
1 Holman Road
Liskeard Business Park
Liskeard
Cornwall PL14 3UT
Telephone: 01579 324100
Fax: 01579 324111
Email: businessinfo@caradon.gov.uk

the project

Caradon District Council developed 8 new workshops at Millbrook (a very rural location) providing good quality workspace for small companies in Caradon district.

The Programme has invested £219,612 from the European Regional Development Fund (ERDF) in the project which has a total cost of £549,031.



Director of the Objective One Partnership, Carleen Kelemen (left) and Caradon District Council's Chairman, Councillor Kath Pascoe (right) cut a ribbon to officially open the Millbrook Business Park on 26 September 2003

The new units are equipped with a host of environmentally smart features and have been designed to blend with their surroundings.

measures of environmental sustainability adopted

To promote the prudent use of natural resources

Energy efficiency is delivered via such technologies as automatic sensors on lights so they switch themselves off when they are not needed. Millbrook workshops is a water neutral site incorporating a rainwater harvesting and recycling system, drinking water supply from an on-site bore hole and a self contained drainage disposal system using a bio-bubble to manage foul water. Businesses are encouraged to reduce, reuse and recycle through information supplied in the welcome pack by Caradon District Council.

To protect and improve the environment

Detailed information about bus and train services is supplied to all tenants. 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 South East 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.



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benefits of environmental sustainability

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

Being water neutral has allowed the workshops to be sited in a rural area which otherwise would not have been an option due to the prohibitive cost of supplying water to the site. This provides work opportunities in what might otherwise be an isolated area.

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 their leases.

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

The shortage of quality premises at affordable rents is identified by the Cornwall and Isles of Scilly Objective One Business Task Force Strategy as a key constraint to business growth. Clearly the development of quality, resource efficient workspace at Millbrook 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 and provision of workspace in an isolated rural area.

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 said: *"Although home to some of South East Cornwall's most stunning scenery, parts of the Rame Peninsula also suffer from the district's highest rate of unemployment. About a third of our enquiries for business premises in Torpoint come from people on the Peninsula interested in starting up or expanding businesses, and we are delighted to be able to provide high quality, purpose built premises where they are so clearly needed."*

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.