

Case study: Low Carbon Business Support in Worcestershire

Rank: Second	Score: 77.8%	Same score as 2021
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Worcestershire County Council's [support for businesses](#) webpage offers extensive advice and guidance to local businesses, including a dedicated section for clean growth grants to enable businesses to both access funding and upskill in low carbon and sustainability issues.



Worcestershire County Council has also been nominated as the lead authority to disseminate the [Community Renewal Fund](#), which is a fund to help locations across the UK prepare for the Shared Prosperity Fund to be opened in 2022 to support people and communities in the UK.



Activities taking place in the county include:

- Skills support is offered to encourage employers to influence, inform, motivate and inspire local students.
- Clean growth support is offered to enhance the low carbon economy by enabling business to get involved.
- Along with the clean growth support advertised on the website, there are also twelve additional support functions offered, including business mentoring, free accreditation schemes to support health and wellbeing and how to engage businesses with the future workforce.
- The webpage also features eight useful online tools for businesses to access. This covers business mentoring, events portals and an innovation platform.
- Worcestershire County Council also produces a business newsletter which provides information on available grants, support, upcoming events, business news, county council updates and an opportunity to hear from local businesses.
- The [Worcestershire Growth Hub](#) also has a clean growth and sustainability web page. This offers support and advice to SMEs with energy efficiency, generating onsite energy and innovations in low carbon technology.
- The Growth Hub also features case studies demonstrating the benefits of its services and support, showing how businesses can be positively impacted when using the service and, therefore, encouraging others to use it.

There is also strong evidence that the county council works closely with its district councils on this issue, as they have cited the various support programmes and local low carbon growth support as benefitting their localities too.

Worcestershire's efforts to support local businesses with both reducing their energy spend, making investment in renewable energy more viable and commercialisation of low carbon technologies is reflected in the successful delivery of two European funded programmes; the [Business Energy Efficiency Programme](#) and the [Low Carbon Opportunities Programme](#). Regarding the former, 780 businesses have been supported with energy saving measures (as of June 2021), resulting in 18,000 tonnes of CO₂ being saved.

Image: Sustainable growth (Pixabay)