



# Identifying and promoting green growth opportunities

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# Overview

- Introduction to Green Economy
- Scope and approach
- Why is low carbon growth so important?
- What can councils do to support low carbon growth?
- Case studies
- Conclusion



# Who are we?

- Focused on supporting the development and growth of the UK's low carbon sector.
- Part of the Growth Company - social enterprise focused on enabling growth, creating jobs and improving jobs.
- Run a dedicated business support programme for businesses in the low carbon sector since 2013
- Programme re-branded in 2022 with a national focus. Offer includes:
  - **121 advice, events & training programme.**
  - **Decarbonisation support for businesses**
  - **Marketplace to bring together buyers and suppliers.**
  - **Support to councils to develop low carbon business bases.**



The  
Growth  
Company



17,000  
tonnes  
CO2  
saved

500  
strong  
network

£11m  
sales  
brokered

100  
Jobs  
created

350  
business  
supported



# Scope of work & methodology

- **Aims:**
  - Identify the **key levers councils** can use to attract, retain, grow a low carbon business base.
  - Understand the **challenges and benefits** of sector specific engagement.
  - Identify **best practice examples** that can support low carbon growth
- **Approach:** Desk research + interviews
- **Scope:** Low carbon businesses = Products and Services linked to Net Zero.
- **Report structure:** Based on 7 key themes: Strategy, funding & finance, investment, business support, skills, innovation and partnership.

# Thank you...



# Why is low carbon growth important?





# 1. STRATEGY:

## CONTEXT, LEVERS & NEXT STEPS

### Strategy current context:

- Clear and growing level of ambition and commitment from councils – 300 councils declared a climate emergency
- Challenging landscape means councils can struggle to prioritise climate goals over statutory duties
- Lack of standardisation around measuring and reporting make it difficult to report outcomes at a LA level
- Climate commitments not always integrated across wider council strategies.

LEVER	NEXT STEPS
1. Develop clear commitments (SMART, accessible, linked to low carbon growth)	<ul style="list-style-type: none"><li>• Make a commitment</li><li>• Scope the scale and size of the low carbon sector</li></ul>
2. Integrate into wider strategies – procurement, planning, economic development, skills, investment	<ul style="list-style-type: none"><li>• Identify, join up and act on any direct controls councils have to support low carbon growth</li></ul>
3. Demonstrate leadership	<ul style="list-style-type: none"><li>• Secure recognition and buy-in by incentivising staff through job descriptions</li><li>• Identify a senior responsible officer to lead activities</li><li>• Identify a councillor</li><li>• Promote internally and externally</li></ul>



# 2. FINANCE & FUNDING:

## CONTEXT, LEVERS & NEXT STEPS

### Finance and Funding current context:

- Capital grants schemes LADS, PSDS, Sustainable Warmth, Solar Together, Homes Upgrade Scheme help to drive investment.
- Funding can be competitive, fragmented, announced at short notice and overlapping.
- Limited evidence that local supply chains benefit, typically go via existing frameworks.
- Currently no pre-requisite for ROI evaluations.

LEVER	NEXT STEPS
1. Engage with local suppliers	Develop stronger links with procurement team / providers / Tier 1 contractors
2. Promote opportunities locally	Map existing channels, work with growth hubs and other support organisations
3. Monitor and evaluate	
4. Identify net zero projects and funding opportunities	Establish priorities to ensure accurate information so that investment decisions can have the biggest impact locally.





# 3. ATTRACTING INVESTMENT: CONTEXT, LEVERS & NEXT STEPS

## Attracting low carbon investment current context:

- Majority of councils have divested control of inward investment to regional organisations (IPO's, LEP's, CA's etc)
- Roles create awareness of investment opps, attract investors and facilitate investor establishment / expansion.
- Divesting control leads to a disconnect between climate commitments and investment propositions.
- Credible investment propositions require access to accurate information on supply chains, assets etc.
- Identifying new sites can be expensive and time consuming.
- Devolution deals and recent budget announcements will lead to change in responsibilities / powers.

LEVER	NEXT STEPS
1. Links investment strategy to net zero commitments	Ensure collaboration at the local, sub-regional and regional level Explore the potential of setting investment and promotion targets around green / net zero.
2. Utilise local knowledge to identify and map sector strengths and natural assets.	Map existing assets and potential net zero zones. Leverage relationships with central government.
3. Use planning powers and controls to unlock investable net zero sites.	



# 4. BUSINESS SUPPORT:

## CONTEXT, LEVERS & NEXT STEPS

### Business support current context:

- Low carbon businesses operate in a market driven by government policy rather than market forces
- Current support is almost exclusively delivered via the growth hub network
- Support programmes vary from general growth advice to dedicated low carbon support programme
- Business support landscape is changing – UKSPF does not match the quantum or length of ERDF and role of national government support – not yet clear.
- Varied prioritisation of decarbonisation activities may lead to a fragmented support landscape.

LEVER	NEXT STEPS
1. Ensure economic growth strategies are aligned with net zero commitments	Map the sector
2. Influence and shape future business support programmes through the lens of green.	
3. Leverage networks and channels to promote and signpost businesses to support providers	Map business support offer, update websites.



# 5. GREEN SKILLS:

## CONTEXT, LEVERS & NEXT STEPS

### Skills current context:

- Includes all the skills needed to get to net zero, will affect all our jobs in some way and therefore future requirements are difficult to predict
- LSIP presents an opportunity for collaboration but more data is needed to develop requirements.
- A review of regional skills strategies show that they do not always represent local climate ambitions.

LEVER	NEXT STEPS
1. Leverage existing data to shape local skills requirements	<ul style="list-style-type: none"><li>• Supply chain intelligence</li></ul>
2. Work with Employer Representation Bodies to influence and shape (where possible) LSIP outcomes to match net zero requirements	
3. Signpost businesses to relevant training providers and training opportunities	<ul style="list-style-type: none"><li>• Map training landscape</li><li>• Amend website to promote / signpost.</li></ul>



# 7. PARTNERSHIPS:

## CONTEXT, LEVERS & NEXT STEPS

### Partnership current context:

- Councils are already successfully engaged in partnerships to support net zero commitments
- Partnerships vary in focus, geography, tiers of government etc
- Initiating and sustaining relationships can take significant time and coordination
- Measuring the outputs of partnerships can be challenging.
- Stakeholders normally enter partnerships on a voluntary basis – driving action can be challenging
- Low carbon growth isn't always considered / part of the initial focus but some growing evidence of focused p/ships

LEVER	NEXT STEPS
1. Influence scope of existing partnerships to consider low carbon growth	<ul style="list-style-type: none"><li>• Consider the objectives and KPI's through the lens of low carbon growth</li><li>• Work across geographies to develop consistent monitoring and evaluation</li></ul>
2. Develop partnerships with business, sector organisations, trade associations	<ul style="list-style-type: none"><li>• Understand sector organisations and how they can support local growth</li><li>• Develop stronger ties with the local supply chain.</li></ul>

# Hackney London Borough Council



## Incorporating low carbon growth into climate strategies:

- Draft action plan and implementation plan launched 2022
- Clear and ambitious targets, led by Mayor of Hackney
- Large focus on green skills and helping residents and businesses can be part of the transition.
- Target to **double the size of the Green Economy**
- Retraining programmes and **new opportunities for jobs, skills and businesses** is a constant thread running through the action plan.
- Green Economy **opportunities / impacts are mapped for each theme within the action plan**
- **Mapping** the size and scope of the Green Economy



# Greater Manchester CA

## Aligning Investment strategies with climate commitments

MIDAS, Greater Manchester's IPO worked with the Greater Manchester Combined Authority, and its 10 Local Authorities to **translate the city-regions 2038 Carbon Neutral ambition and major development projects into investable propositions** that would support the attraction of foreign-owned low carbon businesses.

In 2021 in response to the regions commitments to being “greener, fairer and more prosperous”, MIDAS updated their **KPI's to shift the focus from jobs created and projects landed to include a new target for securing low carbon projects** thereby ensuring the regional investment strategy aligned to wider strategic priorities.



# Conclusion



- Leadership - stimulate the demand & build market confidence
- Approaches needs to be local – based on local strengths, expertise etc.
- Map the sector – get to know your supply chain!
- Identify, join up and act on levers to maximise opportunities for local suppliers
- Signposting to support training, opportunities.



# Thank you!

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