



## case study

# environmental sustainability



Objective One is  
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the European Union



The Objective One Partnership  
for Cornwall & the Isles of Scilly

## CORNWALL PURE BUSINESS

Cornwall Enterprise  
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Telephone: 01872 322814  
[www.cornwallpurebusiness.co.uk](http://www.cornwallpurebusiness.co.uk)

### *the project*

The Cornwall Pure Business programme aims to attract 78 new high-quality businesses to Cornwall, creating 780 new jobs and injecting £23.4 million into the Cornish economy over the next four years.

Cornwall Enterprise received £679,272 from the European Regional Development Fund (ERDF) towards the project which has a total cost of £1,358,546.

Cornwall Pure Business is designed as a red carpet service to target and attract inward investment from businesses in key sectors (food and drink, new media and IT, marine, envirotech, medtech, engineering and aerospace). The initiative provides support and tailored information on employment, recruitment, housing, business premises, education, marketing, industry networks, market intelligence and routes to financial support. It promotes a positive image of Cornwall as a place to do business to businesses that will make a positive economic and environmental impact to the region.

### *measures of environmental sustainability adopted*

#### **To promote the prudent use of natural resources**

The project recycles its office paper, requires contractors to print all hard copy promotional materials on recycled paper and provides electronic copies of brochures and information in response to enquiries. The project reduces energy consumption in the offices by following policies to turn off lights and electrical equipment when not in use.

#### **To protect and improve the environment**

SMEs of less than 20 employees are targeted as it is felt these will make the least impact on the environment. The project decreases the need for staff to travel by using telephone conferencing for meetings, and



operates the Pure Innovation initiative electronically. Except for the PR contract every service bought into the project is sourced locally and only local contractors were invited to tender. Companies are encouraged to network using the sector networks developed by Cornwall Enterprise and the Pharmaceutical Network was specifically set up by the initiative.

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

The unique selling point of the inward investment campaign is the lifestyle afforded by the natural environment of Cornwall, and promotional materials have a key message that companies relocating should want to work in harmony with the Cornish environment. The environmental technology sector is specifically targeted for support by the initiative. The energy and environment sector were consulted about, and inputted into, the content of promotional materials for the environment technology sector.

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

Relocated businesses are offered aftercare support according to their needs identified through a questionnaire which includes questions about environmental business practices.



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### benefits of environmental sustainability

It is important for Cornwall Pure Business to offer support on environment related issues to businesses to ensure potential inward investors receive at least an equivalent, and hopefully superior, service in Cornwall than in other areas they might consider relocating to.

The main selling point for inward investment contained within the inspirational marketing campaigns is the lifestyle afforded by Cornwall's environment. Therefore it is crucial for the initiative's (and that of Cornwall) brand that potential investors are encouraged to protect and preserve this key asset through their business activities.

The natural feel and look of the recycled paper used for the brochures is felt to reinforce the 'green and wholesome' brand which the initiative is engendering. By making the Property Focus brochure available electronically the project has reduced the print run by up to 3000 copies, thus saving money and providing a speedier service to their clients.

The advantages of targeting smaller businesses that are likely to have a smaller negative impact on the natural environment is that these businesses are often freer to move and more flexible about where they are prepared to relocate to.

Signposting businesses to environmental support agencies can help make that company more profitable by improving its environmental performance.

The project deliberately engaged with local contractors as it was felt that it would be hypocritical not to support local business plus the project would be able to meet contractors regularly to discuss work, which has meant that the quality of the work has been excellent.

Businesses using the local networks have been able to collaborate on contracts, on which they could not compete as individual businesses, and to source goods and services locally thus further strengthening the business economy in Cornwall.

In summary the economic benefits obtained by the project by adopting an environmentally sustainable approach have been the development and protection of a strong and recognisable brand, cost savings, an improved business support service and buy-in from the environmental technology sector. Economically the inward investors have gained a first-class framework and setting in which to do business.



*Cornwall offers an environment where work / life balance is second to none*

### lessons learnt

Bonnie Mockett, Inward Investment Assistant Manager of Cornwall Pure Business had this to say:

*"Environmental sustainability is not onerous and can have seemingly intangible benefits such as building team spirit and morale. Don't go too far at first; find the balance of what is achievable. There is a vast amount of information and assistance available so do use it."*

Danielle Atkins, Inward Investment Manager comments:

*"Businesses in Cornwall are more profitable than the rest of the UK . We believe this success is due to the environment that Cornwall offers."*

*"Cornwall stimulates free-thinking, innovation and creativity – all factors in developing and sustaining competitive advantage. This, coupled with a work / life balance second to none, is why Cornwall is a 21st century location for knowledge-based business with massive support and investment being made to nurture these companies."*

**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](mailto:objectiveone@cornwall.gov.uk).**



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### **Cornwall Pure Business case study**

SmileChild is a fast growing internet and mail order company which has relocated their entire business to Cornwall thanks to the help of Cornwall Pure Business and Finance Cornwall.

Rebecca Cambridge of SmileChild takes up the story: *“We looked around for areas of the country that offered good expansion packages for small businesses, and Cornwall came up trumps. We also had strong personal reasons for moving to this part of the world. We wanted to bring the children up in a more rural environment, and the education down here is superb - a fantastic choice of schools.”*

SmileChild specialises in environmentally sustainable and ethically sourced products for babies and their parents. Realising that the company could be located anywhere in the country, Rebecca and Will set about finding a new home for the business that would give them the quality of life they sought for themselves and their four children.

*“Our premises at Callington Business Park in the Tamar Valley really fit in with the eco-friendly ethos of our business - it’s a brilliant new development that’s just won an environmental award. It uses earth energy heating and there’s a wind-driven generator that helps keep our electricity bills down.”*

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Tinnars Way  
Moss Side Industrial Estate  
Callington  
Cornwall PL17 7SH  
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24hr Orderline: 0800 195 6982  
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Email: [customerservices@smilechild.co.uk](mailto:customerservices@smilechild.co.uk)  
Website: [www.smilechild.co.uk](http://www.smilechild.co.uk)



**Will and Rebecca Cambridge display some of SmileChild’s environmentally sustainable and ethically sourced products**