



case study

environmental sustainability



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The Objective One Partnership
for Cornwall & the Isles of Scilly

WOODWORKS 2

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the project

The Silvanus Trust runs the Woodworks 2 Project which helps small businesses create and maintain new jobs in the woodland management and wood-using sectors by providing one-to-one business support, off-the-peg training and bespoke courses. The project has successfully secured 93 jobs in the last 6 years.

The Programme has invested £100,000 from the European Social Fund (ESF) in the project which has a total cost of £233,000.



measures of environmental sustainability adopted

To promote the prudent use of natural resources

The project helps underpin businesses that enable the sustainable management of local woodland. Support is given to businesses on how waste wood can be turned into a resource and sold as a raw material or product. An equipment pool including a mobile kiln and a chainsaw mill has been set up by the project to supply kit which can't be hired in the open market. The project offices recycle a range of products such as paper, toner cartridges, glass, organic waste, tube lighting and cardboard. The project seeks to reduce the quantity of waste coming into the system by reusing paper, and buying products with less packaging.

To protect and improve the environment

Training in sustainable woodland management is central to the project aims and taught as best practice to all beneficiaries. Woodmeets, meetings open to anyone with an interest in woodlands and wood, have been fostered to create business opportunities, networks and market research, problem/solution sharing as well as providing a local voice for the industry. The project has its own environmental policy which includes requirements for the local sourcing of equipment, consultants, supplies, contractors. Efforts to reduce travel by staff include car sharing, working from home and from partner organisation's offices.

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

Beneficiaries are encouraged to trade on the environmental credentials of their product.

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

One-to-one business planning with beneficiaries identifies areas of environmental practices and performances which could be improved and training is then delivered to upskill the beneficiary in this area.

benefits of environmental sustainability

Training beneficiaries to include environmental sustainability within their practices allows them to trade on these credentials and can help secure a job for a customer who would rather buy green products.

Reducing waste by finding local uses for waste products provides materials for woodworkers such as woodturners and means the business has to get rid of a lot less waste and can make money from selling the material on.



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Providing an equipment pool has allowed the microbusinesses which typify this sector access to kit which can add value to their products.

Local sourcing in-house is essential if the project is to gain respect by practising what it preaches, and importantly it also helps build relationships with local suppliers. Involvement with Woodmeets has successfully matched trainees and their skills with woodland businesses and their corresponding skills gaps. It also provides the opportunity for people to work collaboratively to help secure bigger contracts which would otherwise be lost. Local sourcing has the added benefit of reducing product miles and therefore business costs associated with transportation.

In summary the economic benefits created through the adoption of environmental sustainability measures have been costs savings and improved supplier relationships for the project; and upskilling in best practice, improved marketing and increased business opportunities for individuals in the Cornish woodland and wood products sector.

lessons learnt

Sarah Young, project manager of Woodworks 2 says: *“Many of the businesses are set up because the individual has a personal interest in woodland and it has been a lifestyle choice to enter this sector. They are custodians of the countryside and it would be daft for them not to be environmentally sustainable.”*

“It’s absolutely crucial to Cornwall that our woodlands are managed responsibly as the tourism industry, which is so important, relies on the health of the natural environment; therefore it should be implicit in everything we do.”

“It is helpful to sit down with a business and explain what environmental sustainability means and how it can be beneficial to them. The one to one approach really makes a difference.”

East Cornwall Forestry, owned by Roger Bloye, is a small business which up until recently only employed subcontractors when needed and had no permanent employees. The work was there but Roger could not afford to stop working and train a new member of staff. Woodworks is able to help the business manage the impact that taking on new staff has on a very small business through a wage subsidy, and a training

programme which is tailor made to fit with the business needs and the employees skills gaps.

When East Cornwall Forestry employed Danny in October, he was unemployed, but had experience as a tree surgeon. Roger was able to bid for more work and has successfully won larger contracts for tree maintenance and weed spraying for large planting schemes. Work has gone so well that Roger has just signed up another employee. *“For the first time for several years I have found myself with a good bunch of workers,”* said Roger.

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.