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Manager of Sector Development -Energy

# Presentation content

- ⦿ **Aims, scope, team**
- ⦿ **Focus**
- ⦿ **The opportunity**
- ⦿ **potential barriers**
- ⦿ **Activities planned**
- ⦿ **Case study**

# Low Carbon Sector Development Programme

## Aim:

*To support the energy sector in the Northwest, to achieve growth beyond that of the global market rate.*

2 year programme, Value: £2.5 million

*Expansion of core sector development programme*

## Outputs

- ⦿ 100 jobs created
- ⦿ 206 jobs safeguarded
- ⦿ 400 business assists

# Low Carbon Sector Development Programme

## How:

- ⦿ supply chain development
  - Develop and grow existing companies in the supply chain – exploit market opportunities
    - Stimulate, encourage and support Innovation to address market needs
  - Diversification - Help organisations to diversify in to the low carbon supply chain.
  - Inward investment - Working with the NWDA to support inward investment
- ⦿ Identify gaps and opportunities
- ⦿ Raise Supply Chain profile
- ⦿ Alert major users to business benefits (end-users/developers)

# Low Carbon Sector Development Programme

Sustainable energy technologies and services:

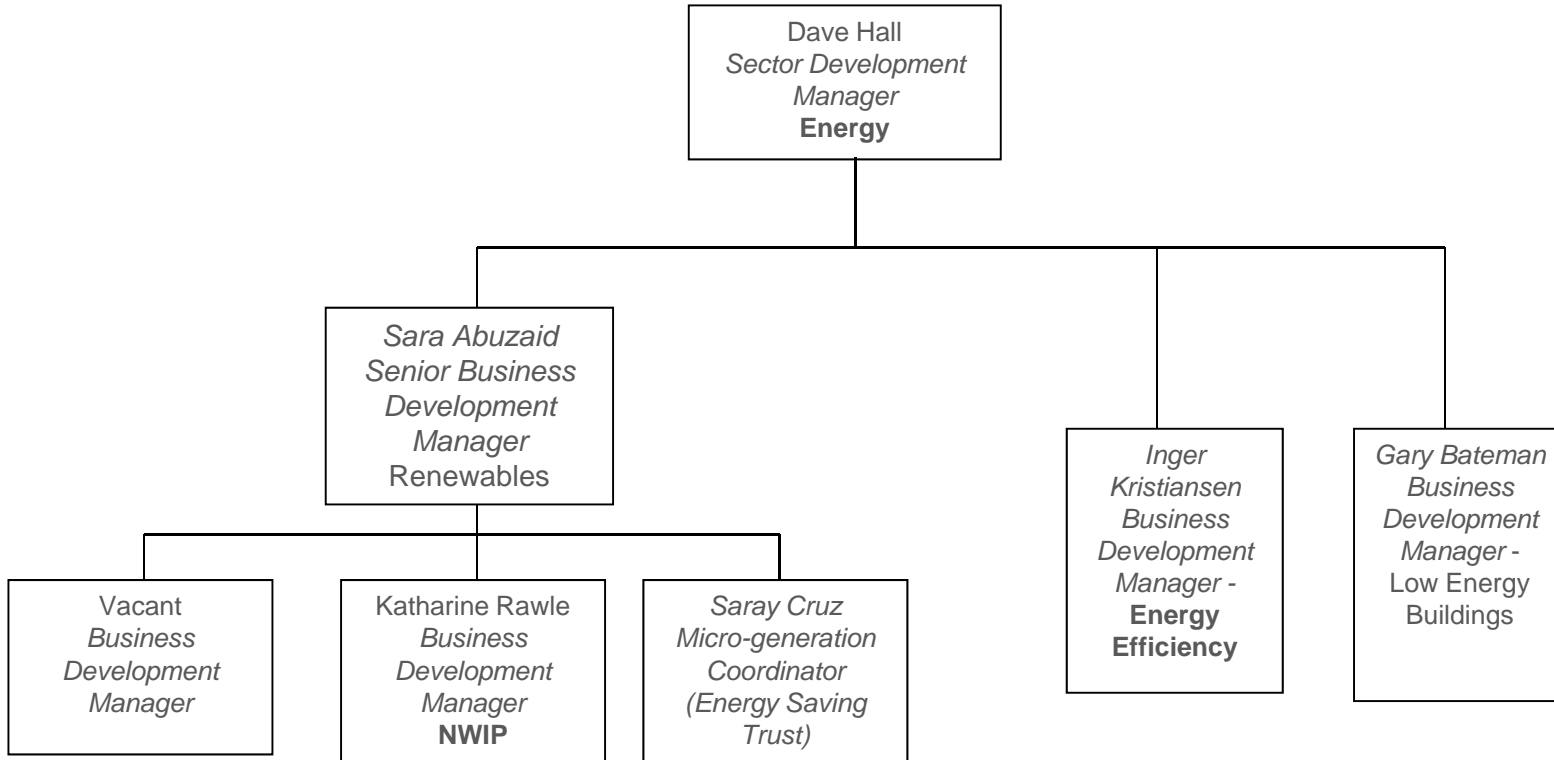
⦿ Energy efficiency

⦿ Micro-generation

⦿ Large scale renewables

Low energy buildings

# Sector Development – Energy Team



# Focus of work

## Large scale renewables

- ⊙ Wind industry supply chain
  - Aim to get turbine manufacturer to region
  - Develop and promote supply chain
  - Promote opportunities through Round 1 & 2 extensions and Round 3 and
- ⊙ Wet renewables (wave & tidal)
  - Promote NW capabilities to support industry (Ports brochure)
  - Develop and promote supply chain
  - Support regional projects and feasibility work
  - Coordinate NWTEG – key regional stakeholders

## Micro generation technologies

- ⊙ Support for all small scale renewable energy technology and service providers
  - solar thermal; ground & air source heat pumps; hydro
- ⊙ Develop and grow supply chain capability to meet market need
- ⊙ Increase number of suppliers with MCS

# Focus of work

## Energy Efficiency

- ⊙ Technology approach
  - All regional suppliers supported
  - Linked in with Carbon Trust, Enworks etc
- ⊙ Highlighting regional suppliers' capabilities
- ⊙ Move towards targeted support - Work on regions strengths areas of potential growth
  - SSL
  - SMART metering

## Low Energy Buildings

- ⊙ Regional and national projects
  - New build
  - Major refurbishment
- ⊙ Work closely with developers, construction companies, architects – linking them in with regional supply chain companies

## So what is the opportunity?

*There a number of key 'drivers' stimulating the demand and increasing the need for low carbon technologies and services*

○ Climate Change

Government Policy &  
Initiatives

Low Carbon Transition Plan  
Renewable Energy  
Strategy  
Climate Change Act  
CRC  
EU ETS  
Feed-in-tariffs  
ROC's  
Building Regulations  
BREEAM  
Etc....

## So what is the opportunity?

- ⊙ Security of supply (mitigation of risk)
  - Local
  - National
- ⊙ Volatile energy prices
- ⊙ Corporate and social responsibility
- ⊙ Consumer awareness
- ⊙ Expanding global demand

## Potential barriers

- ⊙ Majority of sector is SMEs
  - Credibility issues
  - Limited finance
  - Lack of resources
  - Lack of strategic direction
- ⊙ Lack of communication/sharing of knowledge
- ⊙ Profile of the sector and capabilities
- ⊙ Lack of coordinated approach to the marketplace – Confusion surrounding technologies and benefits
- ⊙ Potential market opportunities not clear to suppliers
- ⊙ Marketing approaches – not exploiting current opportunities
- ⊙ Accreditation skills and training

# 2010-11 Key Activities

## ⊙ Market Research

- Further development work on SSL
- Wind supply chain – supporting diversification
- SMART grids, hydrogen Fuel Cells??

## ⊙ Information Dissemination

- Industry updates
  - Regular energy e-bulletin
  - Website
  - Events
- Consultations

## ⊙ Networks and partnerships

- NW Energy Forum
- NWTEG
- NWIP
- Regional and national partners i.e. TCE

## ⊙ Conferences

- Envirenergy 2010
- NWEF Annual conference

## ⊙ Productivity

- Wind Supply chain project (DECC funded)
- Looking to expand the programme

## ⊙ International Trade

- Working closely with UKTI
- Both inward and outward trade mission
- Priority markets include:
  - USA (west coast & east coast - new England area)
  - South America – Chile, Brazil
  - Iberia
  - Middle east – U.A.E

# 2010-11 Key Activities

## ◉ Sector Promotion

- Directories
  - Wind
  - Energy efficiency
  - Micro-generation
  - Offshore??
  - Low energy buildings??
- Case Studies
  - Innovation and best practice
- Tradeshows (showcase regional expertise)
  - All energy 2010
  - BWEA 32
  - BWEA Offshore
  - Energy solutions 2010
  - Eco-build 2010
  - European Energy Forum 2010??
  - Energy 2010??

- Publications
  - Energy Efficiency Now (move to quarterly)
- Events
  - Energy Technical workshops
  - Funding workshops
  - Innovation workshops
  - Policy and legislation workshops
  - Partner events i.e. UKTI, Joule Centre

## ◉ Technical Support Programme

- Support across all energy sectors
- For:
  - Certification/testing/technology appraisal
  - Business planning
  - PR/Promotion activities
  - Market strategies/research
  - Planning/licensing

# 2010-11 Key Activities

## ⊙ Innovation

- University – business collaboration
- Support innovation-ready businesses
- Help with commercialisation and demonstration projects
- Work more closely with regional initiatives – EIC, Joule Centre, LEC

## ⊙ Skills

- Work to identify industry needs and support regional initiatives i.e. *National Skills Academy for Green Skills*
- Concentrate on higher level skills & learning support projects

# Case Study: Air Energy Management

- Compressed air consultancy company based in Wigan
- New start up need support with marketing strategy Which Envirolink provided through technical support Programme.
- Envirolink helped to raise profile through media Coverage in local press and EE NoW publication
- £400,000 Carbon trust energy efficiency loan scheme (largest SME loan for compressed air system)
- **3 jobs** created **3 jobs** safeguarded

*“I really want to express my thanks to Envirolink for all your support and I trust that you can see that it was worth while.”*

*Richard Dainton  
Air Energy Management*



# Case Study: MLS Fabrications

- Based in Manchester
- Offer Intelligent kitchen Ventilation system (IKV). The system meets building regulations whilst improving energy efficiency
- Envirolink has worked closely with MLS Fabrications on developing a DVD to show and explain the IKV at work.
- Provided support to re-brand and launch the technology
- Envirolink is currently working on a demonstration site in Trafford park
- **7 jobs** safeguarded.

*“Envirolink has helped us explain and demonstrate the IKV at work in the Energy Efficiency sector”.*

Mike Shaw  
MLS Fabrications.



[www.ikv.uk.com](http://www.ikv.uk.com)

## In a nut shell!

- ① Huge opportunities for growth in the sector
- ① Envirolink Sector Development team aims to ensure that NW suppliers capitalise on this opportunity

## Contact details

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