

Low Carbon Market Development Programme

(Help with Renewables)

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Carbon**

Low Carbon Market Development

Aim

To increase the market for renewable technologies in the Northwest region in order to support the growth of the renewable energy sector.

- Onshore/Offshore Wind
- Energy from Waste
- Micro-generation

Low Carbon Market Development

Outputs – 2009/10-11/12

- 43 jobs created
- 324 businesses assisted
- £1.65 m private/public sector funds invested
- 12 installations of renewable technologies

How can we help with Renewables?

Market Development Team

**Business
Development
Managers:**

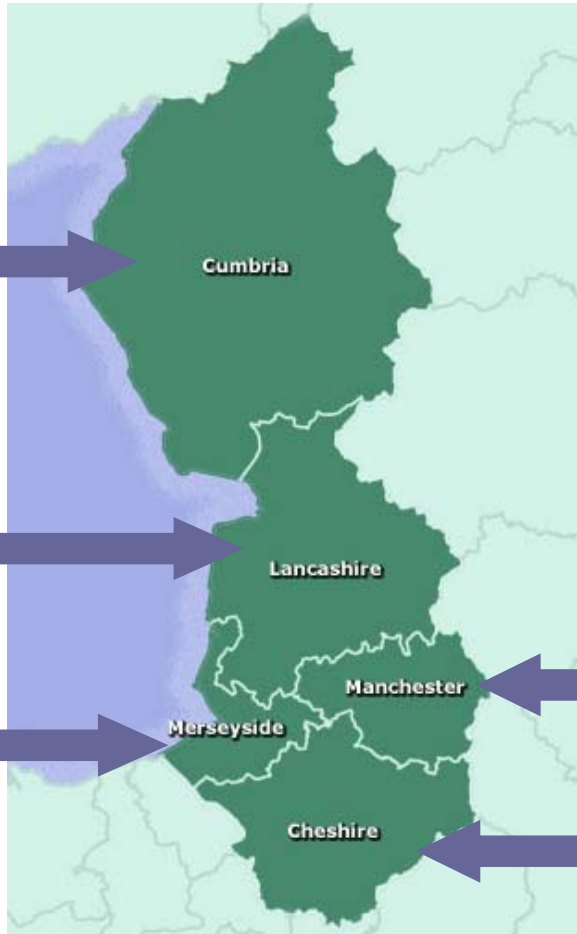
**Emma
Greenshaw**



**Stuart
James**



**Robert
Ellis**



Specialists:

Planning:

Denise Oliver

Grid Connections:

Geoff Owen

Finance:

Consultants

**Sarah
Williams**



**Gareth
Bennett**



Support & advice



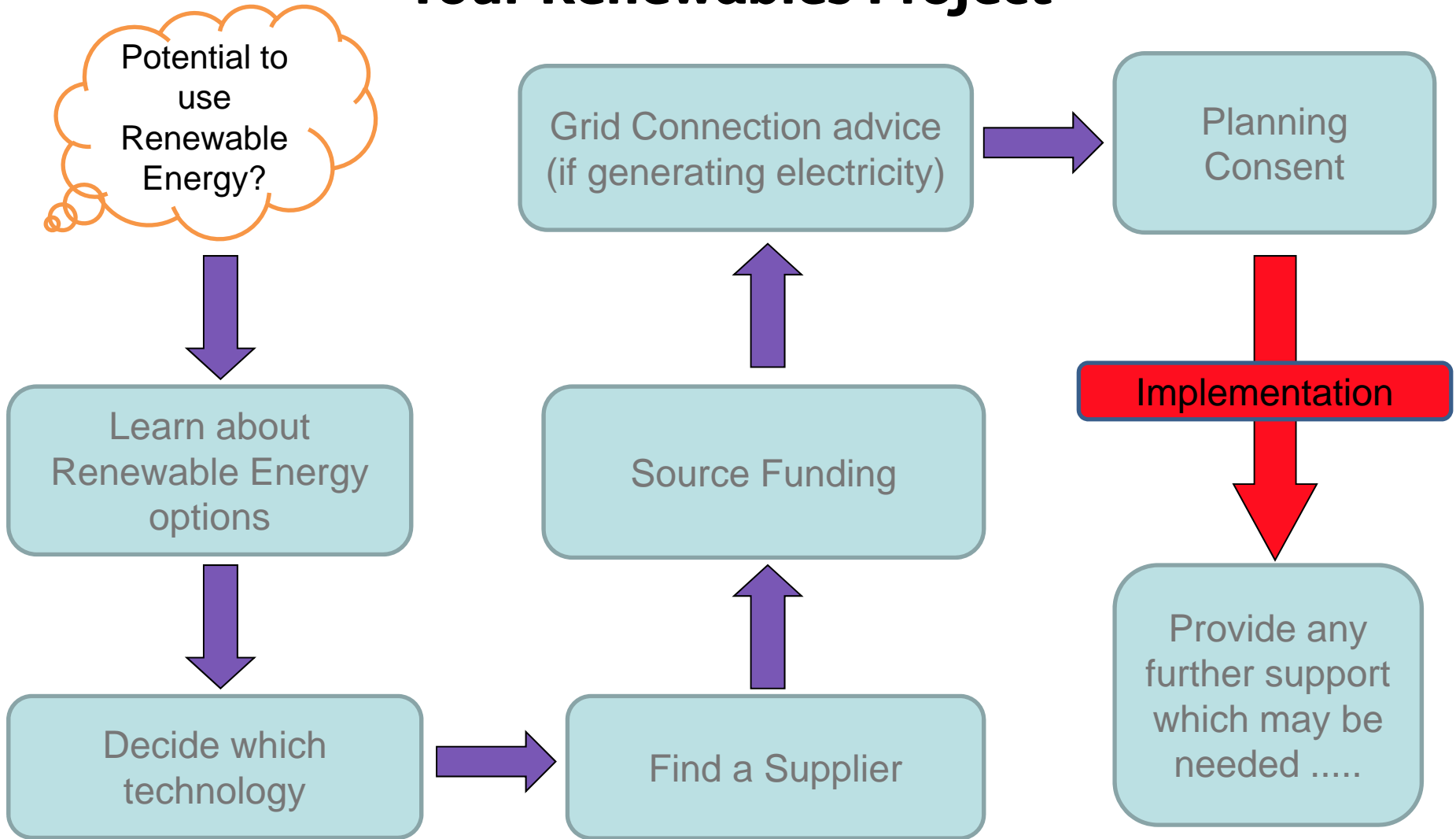
Research

NW renewable energy planning applications
Grid capacity issues in the NW
Finance options for renewable technologies

Low carbon technology guidance notes including:

Wind
Energy from Waste
Microgeneration

Your Renewables Project



Drivers

- 2°C
- Stern & Economic Opportunity
- Security of Supply
- Rising energy costs
- CO₂ & Renewable energy targets

- *Ultimately - Develop the NW EETS sector*

Christmas Present?

- £1.11 at the pump = £5 per gallon

Barriers

- Market failure
 - Cost of implementing renewables
 - Planning system
 - Grid connection
 - Information

Windfarm revolution tangled in red tape

- 262 UK projects await planning permission (representing 7 GW)
- 2020 renewable energy target looks increasingly remote

Guardian website 14 Jan 2009

Opportunities

- Existing business networks
 - Chambers, Green Business Clubs, Mayday network, etc
- Green businesses
 - Beyond resource efficiency & CSR
- Large energy users
 - Beyond the Carbon Reduction Commitment (CRC)
- New developments
 - eg Business parks
 - SRPs, LA Economic development, planning applications
- Feed-in Tarrifs - <5Mw
 - From 1 April

What have we done so far?

- August 09 – Jan 10 : enquiries from over 90 businesses / organisations
- Drafted set of technology guidance notes (Feb)
- Commissioned commercial finance study (Feb)
- Commissioned Planning Policy study (March)
- Assessing grid issues across NW (ongoing)
- Launch events in November – 46 SMEs
- Planning and food sector events before March
- Marketing strategy – identify target markets of greatest opportunity
- PR campaign to raise profile

What are we planning for 2010/11?

- Comprehensive events programme
 - Regional / Sub-regional / Local
 - Sector / technology specific (eg Food sector & anaerobic digestion)
 - Barrier related – financing renewables; planning; grid connection advice
 - “Piggy-backing” – existing sub-regional/local events (eg Chambers of Commerce, other green & business networks)
- Exhibitions
 - Primarily regional business events (eg Business NW)
 - 1-2 national events?

What are we planning for 2010/11?

- Technical support
 - Small funding pot to assist with tackling a barrier/developing best solution for project
- Advocacy
 - Planning study findings influence work with local authorities
- Marketing & PR
 - Exploit existing business/green networks
 - Mini web-site on “help with renewables”
 - PR campaign booster?

Need Help with Renewables?

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