



Nottinghamshire  
County Council

# Beacon Council Scheme: Sustainable Energy

## Case Study: Awareness Raising

Audiences for our awareness raising work include our staff, schools, businesses, professionals, householders and the general public. We are currently developing an environmental awareness raising and behavioural change strategy framework, which covers energy and climate change issues.

Many activities will reach more than one type of audience but, for the sake of brevity, the activities are only listed once for a key target group. Key energy-related activities for these respective audiences are as follows.

### Staff

We are currently expanding an environmental champions programme, initially introduced into Environment department, to cover staff from all six departments in County Hall and other West Bridgford offices. The programme includes raising awareness of energy issues and facilitating positive behavioural change both at work and at home. We also have experience of providing comprehensive training in energy management for caretakers and site managers.

### Schools

The County Council, through both Education and Environment Departments, has a long history of supporting environmental education and activity within schools. We support the EU Eco-Schools Award and in 2004 - there were over 40 schools in the county registered with the Eco-Schools programme with many more planning to join.

Awareness raising and behavioural change work with schools is also delivered through partnership work. For example, the Newark and Sherwood Energy Agency, established with European Funding and our support, has been able to provide staff time for work with schools.

The County Council has also been a long time supporter and steering group member of the Energy Learning Centre, which provides a unique learning resource for local schools with its wide range of hands on energy models and experiments.

### Businesses

Through our business support function we have promoted sustainable energy as part of our assistance to a number of local businesses. For example, at **Hexgreave Hall**, near Bilsthorpe, we have been involved in the hall's £2million refurbishment, loaning £200,000 and leveraging in £300,000 of EU monies to support the conversion of an old hall and buildings into a business centre. A wood burning boiler, fuelled through wood from willow coppice grown on the estate provides all the centre's heat through a 'district heating' scheme for a group of buildings. The estate also is party to a countryside stewardship scheme seeking to restore woodland, hedgerows, meadows and millponds. The **Turbine Business Innovation Centre**, Shireoaks, Worksop has a number of sustainable energy features, including solar panels, photovoltaics, a wind turbine and energy efficient boilers. It has been designed by Environment Department, with the whole project led by the County Council in partnership with the Alliance Sub-Regional Strategic Partnership, Bassetlaw District Council and

benefiting from European Regional Development Fund grant. The total project cost is about £3.3m, with £0.9m from our business support function. We have also provided business support to local companies such as **Eclectic Energy**, who design small scale renewable energy systems, and **Phase Lighting**, whose distribution of lighting products includes the innovative Anion lamp, which incorporates an air-purifying unit into an energy-saving light.

We have also worked in partnerships that provide or promote business support that helps benefit the environment. One example is the Nottingham-based **BEST Network**, which is working, primarily through supply chains, to help small and medium size enterprises throughout the East Midlands improve their environmental performance. We are founder members of BEST's scientific advisory panel. Through our work with local strategic partnerships we supported publication of the 'Mind Your Own Business' leaflet, a guide for businesses to enhance profits and combat climate change.

### Professionals

One of the key ways we have been trying to influence the work of professionals has been through the development of the Sustainable Developer Guide for Nottinghamshire. Developed through a County Council led partnership of local authorities, the Environment Agency and Newark and Sherwood Energy Agency, the guide is intended as a useful resource for anyone involved with the development process. Much of the guidance relates to energy issues and there are specific sections on energy use and renewable energy. The work of the Nottinghamshire

Agenda 21 Forum has tended to target professionals or representatives of key county organisations. In 2004 it staged a successful climate change conference following the completion of a study it commissioned into the causes and effects of climate change in Nottinghamshire. An attractive summary of the study, 'Climate change in Nottinghamshire: what does it mean for you?' has also been published.

We have also been in partnership with a project called **Skills Training for Renewable Energy (STREEM)**, which is an education and training programme for the region's growing renewable energy sector. STREEM works in partnership with a number of professional and trade institutions, and can provide on-going professional development opportunities.

### Householders

Following on from the publication of the Sustainable Developer Guide, a slimmer publication specifically aimed at householders is now complete. Householders are also the target for campaigns, information and support provided by the energy advice centre for the region and the district energy advice centres. An example of this is the current 'Sungain' project. This provides discounted solar hot water systems to householders and housing associations throughout Nottinghamshire and Derbyshire and is being delivered by Nottingham Energy Partnership on behalf of the Local Authorities Energy Partnership. The County Council is also supporting the establishment and development of household Eco-Teams, which address energy as part of their programme.

### General Public

We are involved in a number of publications that are targeted at the general public. The award-winning Living for Tomorrow magazine is published jointly with support of the City Council, as part of a partnership between Nottingham Green Partnership and the Nottinghamshire Agenda 21 Forum. About 14,000 copies are produced three times a year and distributed through a mix of direct mail to individuals, hairdressers, doctors and dentists, and by cycle courier to public buildings and community centres. The magazine aims to inspire positive change through stories about local people, businesses and other organisations, and has proved to be very popular. A Living for Tomorrow website is currently being developed. The environment department also publishes 'Your Environment', which informs the public about our work. The recent issue contains a centre spread 'spotlight on energy', including a competition to win a £300 energy makeover for a Nottinghamshire household.



### Contacting us

email **[beaconenergy.en@nottsc.gov.uk](mailto:beaconenergy.en@nottsc.gov.uk)**  
phone **0115 977 4351**  
post **Environment Department, Trent Bridge House, Fox Road  
West Bridgford, Nottingham NG2 6BJ**  
internet **[www.nottinghamshire/greenissues.gov.uk](http://www.nottinghamshire/greenissues.gov.uk)**  
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