



REPORT TO: GREENER STRATEGIC GROUP 8 OCTOBER 2009

SUBJECT: AWARENESS RAISING EVENTS – GREEN BUSINESS SEMINAR AND RENEWABLES EVENT 2010

BY: HEAD OF DEVELOPMENT SERVICES

1. REASON FOR REPORT

- 1.1 To provide an overview of the Green Business Seminar held on 15 September 2009 and feedback to the Greener Group on the success of the event. The Group is also requested to consider proposals for a further awareness raising event on renewable technologies aimed at householders to be held in early 2010.

2. RECOMMENDATION

- 2.1 The Group is requested to note feedback from the recent Green Business Seminar.
- 2.2 Agree proposals for a Renewables Exhibition in early 2010. The Community Planning Partners are encouraged to provide a financial contribution or allocate staff time and resources towards the organisation of the event.
- 2.3 Agree to the development of a Renewables Directory detailing local suppliers, installers, sources of advice and available funding.

3. BACKGROUND

- 3.1 A Green Business seminar was held at the Gallery, Elgin Library on 15 September 2009. The main focus of the evening was energy efficiency with presentations from Envirowise and the Energy Savings Trust (EST). A further presentation was delivered by a local businessman on the use of alternative fuels within a small vehicle fleet.
- 3.2 The event was well received with approximately 25 delegates attending to represent various businesses across Moray. The cost of organising the

event notwithstanding the significant staff time and resources was in the region of £1,500. There was very positive feedback from delegates on the usefulness of the event (a list of delegates is provided in Appendix A). The audience showed an interest in attending future awareness raising events, in particular there was an appetite for learning more about renewable energy

- 3.3 Therefore it is proposed to host a renewables event in January/February 2010, specifically aimed at householders, giving practical advice on the appropriate use of equipment, local suppliers, installation, costs and potential savings. The event is to be held at Elgin Town Hall on a Saturday, where various exhibitors will be invited to demonstrate their products and services relevant to householders and answer queries from the public. Alongside the exhibitions it is proposed to hold seminars on the renewable technologies including solar, wind, biomass and geothermal. The Council intends to occupy a stand with officers available to provide advice on the need for planning permission and building standards requirements.
- 3.4 The aim of the event is to provide householders in Moray with sufficient information to allow them to make an informed decision regarding the benefits of and the installation of equipment. The promotion of renewable technologies and potential increase in the installation of renewable energy within Moray would assist in reducing greenhouse gas emissions in line with Scottish Government targets and Single Outcome Agreement commitments. The event should also identify business opportunities for local businesses.
- 3.5 It is proposed to promote the event through the Moray Community Planning Partnership and the media including local newspaper and radio. The cost associated with the event including the hiring of the venue, catering and promotion of the event is expected to be in the region of £2,000. It is anticipated that exhibitors and speakers will participate free of charge. The Greener Group partners are encouraged to participate in the event, in particular Forestry Commission Scotland given their expertise in biomass. This project may be eligible for Leader funding of up to 50%, the partners are requested to consider a financial contribution or allocation of staff time to help assist in the organisation of the event. In support of the event, work will begin on compiling a Directory of Local Businesses associated with Renewables or Energy efficiency products and services.

4. SUMMARY OF IMPLICATIONS

(a) Community Plan / Theme Plans / Partner Plans

The development of a programme of awareness raising events will assist in the achievement of Single Outcome Agreement and National Outcomes 12 & 14.

“We value and enjoy our built and natural environment and protect it for future generations”.

"We reduce the local and global environmental impact of our consumption and production".

The Local Action Delivery Plan commits the Group to organising awareness raising events on the use of alternative fuels and energy consumption.

(b) Policy and Legal

The Greener Group is one of five Strategic Theme Groups, established in March 2008 as part of the revised Community Planning Partnership structure, with responsibility to address identified national and local outcomes within Moray's SOA.

(c) Resources (Financial, Risks, Staffing + Property)

Financial

There will be costs associated with the renewables event these have been identified within the report as being in the region of £2,000. A further report with a detailed breakdown of costs will be prepared for information for the next Greener Strategic Group meeting on 21 January 2010.

Risks

The awareness raising events are directly related to efforts to reduce greenhouse gas emissions. The risks associated with climate change are recognised nationally. By signing the Climate Change Declaration, the Council has committed itself to take action to address this.

Staffing

There will be requirements for Council and Community Plan Partner staff time to oversee the organisation of the event. The report has requested partners to contribute in term staff time and resources where possible.

Property

There are no implications for Council properties as a result of this report.

(d) Consultations

None

5. CONCLUSION

- 5.1 The development of an awareness raising event to promote renewable technologies will assist efforts to reduce greenhouse gas emissions, this is consistent with the aims of the Single Outcome Agreement and the Greener Strategic Group Local Delivery Action Plan.**

Author of Report: Emma Gordon, Planning Officer

Background Papers:

Ref:

green business seminar

15TH SEPTEMBER 2009
"THE GALLERY", ELGIN LIBRARY,
COOPER PARK, ELGIN

DELEGATE LIST

Business Name	Address
1. Simpson & Wright	Merson Grant, 96 Moss Street, Keith
2. Kenny Shand	Springfield
3. Barry Parkins	The Moray Council
4. Jean Grimshaw	Sandyland Podiatry, 23 Green Street, Rothies AB38 7BD
5. Gordon Brailsford	Mossett Tavern, Mossett Forres
6. Councillor Graham Leadbitter	The Moray Council
7. CKD Galbraith	RT Christie, 5 Commerce Street, Elgin IV30 1BS
8. Fiona Marr	Harper MacLeod
9. W Reid Butchers	(JP Robertson), Phillip Robertson, 16 Harbour Street, Hopeman, Moray
10. Four Steps Coaching	Fiona Mathers, 38 Melrose Crescent, Macduff, AB44 1QX
11. Volunteer Centre Moray	Mairi McCallum, 15 High Street, Elgin IV30 1TQ
12. Mr Alastair Jamieson	Norwood Guest House, Cullen
13. Mrs Laing	
14. Walkers Shortbread Ltd	M Shiach, Aberlour House, Aberlour AB38 9LD
15. House of Hair Fashion	Charles McKay, West Cathcart Street, Buckie AB56 1PN
16. Paul McBain	Keystone, Forres
17. Bob Chandler	Trading Post Buckie
18. Stefan Gelloch	Buckie Ham Palace Ltd, 1 The Square Fochabers IV30 7DG
19. Kevin Neish	Speyfruit
20. Ian Taylor	Speyfruit
21. Cliff Mearns	Speyfruit
22. British Redcross Bookshop	80A South Street, Elgin, Moray
23. Gordon & MacPhail	Neal Urquhart & Robert Munro, George House, Boroughbriggs Rd, Elgin
24. Waste Watchers Can Recycling Training Enterprise	Units 7-9 March Lane, Buckie, Banffshire AB56 4BB
25. Grant Keir	Green Parks Ltd, Silversands Leisure Park, Lossiemouth
26. Alan Bodman	Stonehouse, Teanland, By Elgin IV30 8QU
27. Cllr John Russell	The Moray Council
28. Louisa Coursey	The Energy Savings Trust
29. Robbie Weir	Envirowise
30. Roddy Davies	Envirowise
31. Ron Taylor	Parklands
32. Reni Milburn	The Moray Council
33. Stewart Halkett	The Moray Council
34. Emma Gordon	The Moray Council
35. Mairi McIntosh	The Moray Council
36. Councillor Fiona Murdoch	The Moray Council
37. Mrs M Kearney	Garmouth Stores



energy saving trust

envirowise

FOR MORE INFORMATION
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WWW.ENVIROWISE.CO.UK

