

WOKING Green Business Guide



**Woking
Chamber**
of Commerce



How your business can profit from sustainability

WOKING WORKS

Woking Works is the website for the business community in Woking, featuring:

- a free online business directory
- a diary of business support events
- new developments in the Borough
- special offers and job vacancies.



What makes it different to other sites?

- It's only for businesses in Woking Borough.
- You don't have to have a website to register.
- You can advertise your special offers, job vacancies and business premises for free.



How to register

It's completely free!

Simply visit www.wokingworks.com and choose 'Add your business'.

Once live, log in anytime to update your entry, advertise special offers or promote job vacancies.



www.wokingworks.com



This guide has been compiled by Woking Borough Council and Woking Chamber as a source of information and inspiration for local organisations wanting to ensure they are doing what they can to prepare for the challenges facing our environment, economy and society.

It brings together the best local and national services and networks that can help any business in Woking Borough save money whilst helping the environment.

Welcome to Woking's Green Business Guide

We hope that you will take advantage of the wealth of advice and information available from organisations such as the Carbon Trust, Action Surrey and Veolia Water on issues such as energy saving, environmental management and water efficiency. There are also opportunities to learn about the environmental agendas of two Woking businesses – Repropoint and The McLaren Group.



Graham Mott
President of Woking Chamber

Both the Council and the Chamber are committed to the aims of Woking's Climate Change Strategy and this guide is intended to provide local businesses with the support and services required to improve resource efficiency, save energy and tackle climate change.



Ray Morgan
*Chief Executive
Woking Borough Council*

We look forward to hearing how you're getting on.



Moving to a low carbon economy

The Carbon Trust

The Carbon Trust is a not-for-profit company providing specialist support to help business and the public sector accelerate the move to a low carbon economy, through cutting carbon emissions, saving energy and commercialising low carbon technologies.

They provide a range of practical advice and services on how to take action, improve efficiency and reduce costs within the workplace, including online training tools to help firms identify carbon and cost saving opportunities by sector or technology.



For more information or for help in getting you started:

☎ **0800 0852005**

🌐 www.carbontrust.co.uk/adviceandservices

The Carbon Trust Standard

For organisations that have begun their journey to energy and carbon efficiency, it's important to gain robust, independent verification of your efforts from an independent authority on carbon reduction. The Carbon Trust Standard is the world's first carbon award for organisations measuring, managing and reducing their carbon emissions year-on-year. For more information on this service please visit:

www.carbontruststandard.com



Free monthly business guides

Why not sign up to the Carbon Trust's **Expert in Energy** free monthly business guides? Written by experts, they offer online advice and sessions to help businesses save money and reduce their energy use. The guides are delivered in a straightforward, objective and easily digestible way. For more information visit:

www.carbontrust.co.uk/expertinenergy



Water solutions for your business



A water leak on your premises is probably the last thing you would think of as a drain on your business finances. But a leak of one cubic metre (m³) of water per hour will cost on average nearly £10,000 over the course of a year, causing your bills to go sky high, not to mention the gallons of water wasted.

Your local water supplier, Veolia Water, supplies water to 1.3 million homes and businesses in the South East and knows exactly how costly leaks can be for businesses.

So when it comes to finding and fixing leaks, Veolia is your first port of call. They can detect leaks on your premises and repair them, helping to save you money and the environment.

Veolia Water also offers a range of business services, including:

- a review of your water consumption, identifying ways to reduce your bills
- on-site water contamination checks
- a review of your water pipes, drainage system, gas lines, electricity and data cables
- servicing new and existing water related assets, such as new connections and pipe replacements.

Contact Veolia Water for more information about their commercial services, and ways of reducing your water consumption.

☎ **0845 148 2912**

🌐 www.veoliawater.co.uk/services

✉ commercial.central@veoliawater



Case study from a Woking business

Repropoint

The challenge

It was summer 2008, early into the recession when many of our larger clients suggested that we should have an Environmental Management System in place to retain their business.

Repropoint's team were enthusiastic about the environment but could we afford to implement such a system in the midst of the worst trading period we had experienced?

How

We decided to aim for the British Standard for the Environment ISO 14001.

First we needed to understand the size of the problem. We brainstormed ideas and came up with a list of areas that we thought could be improved – the initial list had fifty two projects! Charts were created to target completion of each one and we achieved ISO 14001 certification within six months but this was really just the start on our environmental road.



Since those early days we regularly tick off targets completed and add on more projects.

We work closely with our suppliers to reduce waste. Reduction in packaging, recycling of ink and toner cartridges and recycling of machine parts have helped us to reduce waste sent to landfill.

What we did

✓ Recycle waste

Before we started we sent twelve paladins of waste per week to landfill and four for recycling: paying heavily for the privilege. Now, with the co-operation of our team we send four paladins to landfill and twelve for recycling, generating enough money on the sale of clean paper to make the exercise cost neutral.

✓ Email quotations

Our company produce an average of thirty five quotations per day, for the sale of capital equipment. These quotations would include terms and conditions plus brochures on the appropriate equipment. With the permission of our clients and the agreement of our solicitors, we now email all quotations, including a link to our terms and conditions and a link to the specific machine quoted – all from our download centre on our website. This results in a faster service and saving on postage, paper and envelopes.

With landfill tax increasing annually this is important both financially as well as morally.

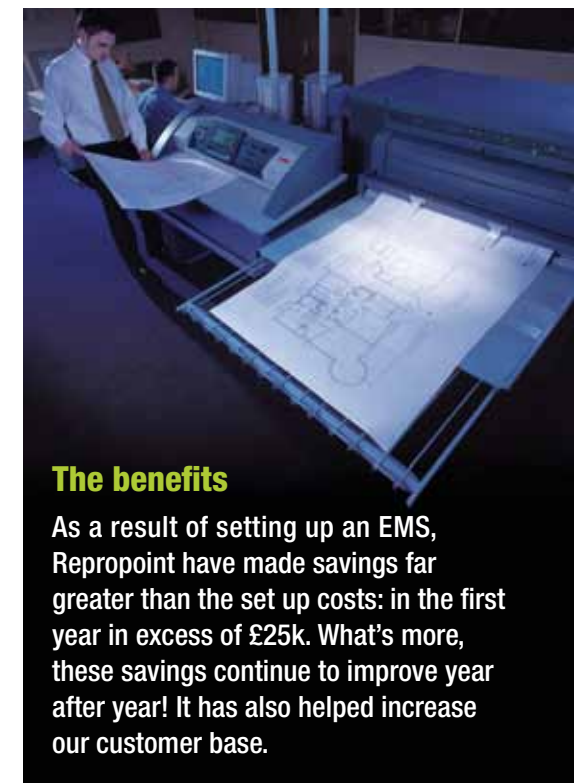
Our EMS team meet quarterly to review progress, set new targets and report on any new savings.

✓ Email invoices

Most of our invoices and account statements are also sent by email – again saving postage, paper and envelopes. All clients with an account can access their account statement online using a password control.

✓ Less delivery vehicles

The largest project was to reduce the amount of delivery vehicles we operate thus reducing carbon emissions. Many clients regularly received twice daily collections/deliveries. Fortunately technology has helped us, as many jobs are now received via FTP or the web. We discussed the problem with our clients and reduced the round to once daily, resulting in the reduction of our fleet of seventeen vans to only ten, showing a significant saving on both fuel and running costs.



The benefits

As a result of setting up an EMS, Repropoint have made savings far greater than the set up costs: in the first year in excess of £25k. What's more, these savings continue to improve year after year! It has also helped increase our customer base.

Conclusion

Businesses today are so busy surviving that many 'house-keeping' items are let slip. Try standing back, take input from your team, list and prioritise, and then tackle in 'bite-size' chunks. The financial saving can be significant and the effect on the environment very positive.

Local energy solutions

Energy prices and the control of maintenance charges are significant issues for any business, with direct financial implications, as well as a wider impact on the environment.

The **Thameswey Group** has significant technical expertise in planning, designing and delivering low carbon energy solutions, offering tailored advice and support in identifying and installing low emission/renewable energy technologies.

Thameswey can also assist in addressing sustainable energy issues within the supply chain, as part of a company-wide carbon reduction scheme.

With a history of successful and innovative programme development, Thameswey can offer excellent opportunities to develop and deliver community-focused business programmes for carbon reduction.

Thameswey Limited is a wholly owned subsidiary of Woking Borough Council, providing advice to the private sector, local authorities and the wider community, on all aspects of sustainable energy and carbon reduction.

To find out how your business could benefit please contact Thameswey.

☎ **0845 601 5515**
🌐 **www.thamesweygroup.co.uk**
✉ **info@ecsc.uk**

Thameswey
Ltd



Solar photovoltaic shading at Woking's Pool in the Park

Combined Heat and Power at the Woking Town Centre Energy Station

The green alternative to a vehicle fleet!

Woking Borough Council has teamed up with Enterprise Rent-a-Car Ltd to bring you **WeCar**, an innovative way of providing car hire to businesses and residents that is convenient, affordable and good for the environment.

WeCar is a membership-based car club scheme that offers short-term (up to four hours at a time), affordable access to a car, while positively contributing to the objectives for a cleaner, greener Borough.

Not only does car club membership reduce the number of cars on the road, WeCar uses fuel efficient vehicles to reduce the impact on the environment. WeCar also provides a green and cost-effective business mileage solution for local companies.



How does it work?

Members are given access to an easy-to-use online booking system. A special card is used to access the vehicles, which are currently located in dedicated bays in the Shoppers' Car Park in Woking Town Centre.

Step 1

Search for and reserve available cars online for the date and time you've requested.

Step 2

Go to WeCar at your specified reservation time. Hold your membership card over the sensor in the windscreen and WeCar will open.

Step 3

Simply return WeCar to the original pick-up location, hold your membership card over the sensor in the windscreen to signal the end of your rental, and you're finished!

It's as easy as 1, 2, 3, when you travel with the WeCar!

To find out more about how your business could benefit from utilising the WeCar scheme as part of your company travel plans, visit **www.wecar.co.uk**

WeCar

Woking Chamber

Woking Chamber is the business heart of Woking. With hundreds of members representing businesses of every type and size from restaurants, retailers, banks, accountants and solicitors to designers, IT companies, printers and many more.

Woking Chamber adds value to your company by bringing businesses together.

Promoting Woking's green businesses

Has your business cut energy use, implemented environmental management, reduced waste, saved fuel or achieved recognition for its efforts?

Woking Chamber wants to hear about your company's environmental success stories and to share these across Woking's business networks.

Tell us about your experiences by emailing office@wokingchamber.org.uk

Small and medium sized companies can:

- make new contacts at our networking events
- generate sales leads at our annual exhibition
- improve your knowledge at our seminars
- raise your profile through our many promotional opportunities
- socialise with business colleagues at lunches and dinners.

Larger companies can:

- be seen as a good neighbour
- improve your local recruitment opportunities
- allow your junior executives to experience committee work
- have your views heard by Woking Borough Council and Surrey County Council
- build a network of trusted, local suppliers.

Join Woking Chamber now at www.wokingchamber.org.uk



Woking Chamber's environmental dos and don'ts

Woking's business community can save money and help the environment by following these simple tips.

✓ Do

- ✓ Minimise consumption of air conditioning if windows can be opened instead.
- ✓ Check the settings on heating or cooling to ensure minimal waste.
- ✓ Set time controls to minimise the running time of heaters/coolers.
- ✓ Segregate and recycle all waste to minimise the amount going to landfill, such as paper/card, plastics and drinks cans.
- ✓ Segregate all hazardous waste from going to landfill, such as fluorescent lights, batteries, plasterboard, chemicals, solvents and inks.
- ✓ Encourage alternative modes of transport, such as walking or cycling to work where possible.
- ✓ Suggest opportunities for environmental improvements with appropriate members of staff.
- ✓ Replace flickering fluorescent tube lights promptly – they use more electricity!
- ✓ Promote environmental awareness to customers and suppliers.

✗ Don't

- ✗ Leave phone chargers or other electrical appliances plugged in unnecessarily.
- ✗ Use portable electric heaters, except as an absolute last resort!
- ✗ Leave your monitor on when you stop using your PC.
- ✗ Leave lights on when leaving a room or when daylight levels are adequate.
- ✗ Leave office equipment, such as computers, photocopiers and printers switched on when not in use.
- ✗ Use screensavers on your PC (when you could switch off instead).
- ✗ Allow unnecessary travel.

Case study from a Woking business

McLaren Technology Centre

The company

The McLaren Group is a diverse organisation, covering the six companies of the McLaren family. With high-technology racing and automotive business at its core, we believe in seeking to minimise our impact upon the environment. As a leading business in Woking, the innovative **McLaren Technology Centre** has sought to be environmentally sustainable. It has become the hub from which we have implemented measures aimed at reducing our carbon footprint and becoming more sustainable.

What we do to help the environment

✓ The building

We designed the McLaren Technology Centre to work in harmony with the environment and to do so, visually it needed to blend in. A height limitation of 11 metres above ground level means the deep plan building is sunk into the landscape, shielded from view by the planting of 100,000 new trees. Shrubs, a flower meadow and the five lakes around the building immerse it into the surrounding environment, with the lake water then used to cool the building.

✓ Carbon reduction

We have made reducing carbon emissions a priority and have set initiatives across McLaren. These have included encouraging our staff to use laptops instead of desk computers and adopting a more energy-saving rather than comfort-focused attitude.

Our carbon emissions continue to drop and we are working towards Energy Performance Certification and Display Energy Certification.

✓ Energy efficiency

Our building is contemporary and has energy efficiency built into its design. We have lots of new initiatives which we hope will gain us Carbon Trust Standard recognition. These include systems to automatically turn off air conditioning and lighting in unoccupied areas, replacing halogen lighting in our building with more energy efficient LED and metal halide bulbs and replacing the lights leading up to the VIP entrance. We also capture rain water from the roof and car park using a drainage system which tops up the lakes and cooling system.

✓ Waste management

Last year, our company produced around 1,072 tonnes of general waste. Disposing of this impacts on the environment, therefore we are committed to a fully integrated waste management system. Waste wood is chipped and delivered to an energy waste management facility in Slough. Hazardous waste streams are recycled or disposed of via chemical and bacterial treatment. Of the 1,072 tonnes of waste produced last year, only 168 went to landfill, the rest was recycled.

Key facts and figures

13,000 kWh – units of electricity saved per year

18% – The target reduction in CO₂ emission levels by 2012

Heat created by electricity generation is captured by the CHP system and used to keep the building warm

✓ Considerate neighbours

We aim to be viewed as a considerate neighbour and the natural design of the McLaren Technology Centre serves to achieve this. Much of the 50-hectare site has been transformed into a public-access park and responsible land management means wildlife has thrived in the area.

Conclusion

Many businesses in Woking can benefit from being more sustainable and sympathetic to the environment. We will continue to set ourselves targets and concentrate on Corporate Social Responsibility by conserving the environment, connecting with people and creating opportunity through innovation.

Helping your business to take action



Action Surrey offers advice to residents, schools and businesses on how to reduce energy and water consumption.

The jewel in Action Surrey's crown is Oak Tree House – a fully functioning three-bedroom home showcasing the types of measures we can all make to turn our own homes into a low-carbon-living utopia.

Throughout the property, different measures have been used to help reduce the amount of energy used in the house. From installing low energy appliances to fitting solar photovoltaic panels, the house has been designed to minimise the environmental impact, while maximising quality of life.



To arrange a tour of Oak Tree House, please email info@actionsurrey.org

Through a variety of simple measures, Action Surrey can help your employees become less energy reliant and save money on their energy bills. Free membership of Action Surrey provides access to the online community and a range of exclusive guides, from saving water to the opportunities presented by the Government's Green Deal.



Action Surrey advice centre

Contact Action Surrey for advice about assisting your staff to reduce their energy bill.

☎ **0800 783 2503**
🌐 **www.actionsurrey.org**

Actio₂n Surrey
SURREY'S LOW CARBON COMMUNITY

Achieving a sustainable future for Woking

Woking Local Action 21 (LA21) work towards creating a thriving Borough with a strong community spirit where everyone uses our planet's resources fairly, taking account of global and future needs, by:

- providing advice on green living
- supporting local food production
- helping local schools and businesses reduce their carbon emissions
- contributing to local policy making
- making sustainability fun!

Think globally, act locally.

Web: www.wokingla21.wordpress.com

Email: wokingla21@yahoo.co.uk

Woking Local Action 21 is a voluntary group, supported by Woking Borough Council.



WeCar[®]

by enterprise



Car sharing by the hour.

WECAR BENEFITS:

- The use of a car without the expense and hassle.
- Cars are conveniently parked in central Woking locations and available 24/7.
- Rent for an hour or for the day.
- The low hourly rate includes up to 30 miles of fuel & Collision Damage Waiver per rental.*

IT'S EASY TO BECOME A WECAR MEMBER.

To learn more and fill out an application, go to wecar.co.uk and click on 'Join WeCar'.

For more information, log on to: wecar.co.uk



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