

Making

Woking

a more  
sustainable

and profitable

place to do  
business

## The bottom line on rubbish

### A business case to reduce your waste

If you are a business, trying to weave your way through a raft of waste legislation, to simply identifying a licensed waste carrier, can be a difficult task to undertake without the right advice or support.

Surrey County Council now have a team on hand to help guide you through this process.

As a business, however small, you are obliged to dispose of your waste in a responsible manner. Businesses have a duty of care for waste they produce and need to ensure that it is dealt with and disposed of safely. Compliance with legislation should be an essential part of your organisation's management policy and will go a long way to help you achieve Environmental Management Systems status.

The cost of disposing of your waste is going to rise, so why not look at ways of minimising your waste streams in the first place and reuse and recycle what is left?

Business recycling schemes are being set up throughout the county, to help make it easier and more cost effective for companies to join in. Business breakfasts and seminars are also being held, to help businesses that attend, have a better understanding of what help is available to them.

If you are interested in finding out more about any of the topics mentioned, please visit our web pages on:  
[www.surreycc.gov.uk/businesswaste](http://www.surreycc.gov.uk/businesswaste) or email us at [businessrecycling@surreycc.gov.uk](mailto:businessrecycling@surreycc.gov.uk)



## Message from the President of Woking Chamber of Commerce

The debate over global warming and the environment has raged for many years now, and continues to do so. What is of no doubt however, are two things. The scientists all agree that there is a problem, and as the experts they should know better than anyone; and secondly, if you are in business, you have a social and corporate responsibility to ensure that you are doing all you can to reduce the effect that you are having on the problem.

This responsibility is ever increasing and often confusing due to the amount of legislation that is being produced in this area, and the amount of places we can go to get help are manifold.

Making the decision to change and be sustainable within your business can only be beneficial to the environment, but also provide economic benefits to you and your business.

This guide has been produced by Woking Chamber of Trade & Commerce to help you find the right information in the areas that apply to you. I truly hope you all find it useful.

I would like to thank all of our partners in its production; Business Link, Environwise, Surrey County Council and Woking Borough Council and Woking Local Agenda 21, for their support in this venture. I hope it becomes a 'well thumbed' document in your office and helps you progress to a more profitable and sustainable business environment.

**Alan Jordan**  
President, Woking Chamber of Commerce  
Date of Publication - October 2007



Too good to be true? Business Link can help your businesses to achieve these in a practical and positive way.

Climate Change is not only a fact but is happening with increased pace. Give your business a "green makeover" and tap into the opportunities created by concern for the environment and avoid risks to your business.

#### The Business Link Service offers you:

- Guidance from an experienced Business Adviser
- Help to navigate your way through the wealth of information and regulation
- Assistance with access to any financial support available
- Referral to specialist partners, suppliers and support providers as appropriate.

Sustainable business practice is sensible business practice.

Business Link can help you to review your product or service, how you buy and sell, how you recruit, train and develop your people, how you work within your local community – and how you can minimise any detrimental effect on the environment.

#### Free Booklet

Contact Business Link for an initial discussion and to request our free easy-to-read booklet that gives you 40 top tips on making money in a positive way from sustainable business practice.

#### To Contact Business Link

Telephone: 0845 600 9 006  
Email: [success@businesslinksurrey.co.uk](mailto:success@businesslinksurrey.co.uk)  
Visit: [www.businesslink.gov.uk/southeast](http://www.businesslink.gov.uk/southeast)



## MAKING WOKING A MORE SUSTAINABLE AND PROFITABLE PLACE TO DO BUSINESS

An Introduction to Running a Green Business  
and a Reference Outline to Current Legislation and  
Responsibilities for the Future

## Why Build A Sustainable Business?

Build a sustainable business operating with environmentally friendly principles as its dominant corporate dogma and you will find profitability and efficiency arrive as a bonus.

Watch the waste, cut energy usage, choose products in your processes that are ethically produced, make fewer business journeys, question the attitude of your suppliers and urge your team to join the crusade with commitment, enthusiasm and vigour and watch your bottom line grow.

Be perceived as a caring business and a good neighbour in the community by improving your company's environmental and social performance and sales, turnover, customer footfall and profits will increase while costs will fall.

Whether you like it or not, the environment is a business issue and the more your business is perceived as accepting the challenge and performing above minimum expectations, the more respect the company or organisation will gain. Most importantly, people will want to do business with you and increasingly be willing to pay a premium for that privilege.

The growth in demand for organic, fair trade and locally produced food and other products is evidence that the consumer is embracing the message. Make a head start and you can be ahead of the legislation and, however small your operation, enjoy an enhanced image.

### Remember:

1. People are keen to work for a responsible employer. The right policies will help both recruitment and retention.
2. The community you operate in – be they your customers, neighbours, trade association or peers - will respect and appreciate your commitment to good practice.
3. Concern for the environment is good P.R. and an excellent media story.
4. Your suppliers will be proud to deal with you and ensure you enjoy a priority service.
5. Business relationships with the local authority will be enhanced and they will view your activities and any growth plans with greater respect – knowing your historical commitment to environmental good practice and an ethical stance.
6. Your business will benefit by reducing, or certainly containing, energy and waste disposal costs and may reap tax advantages.
7. If you operate a concern with shareholders, 'sleeping' partners, or are a not for profit organisation with trustees, they will expect you to abide by or exceed current legislation.
8. Your accountant, auditor, bank manager and those that benefit from your profits and cost savings will develop a new respect for your business wisdom. Commonsense says: "Why not build a sustainable business?"

## Current and Future Legislation

Current legislation is mainly concerned with the disposal of waste, although Lord Puttnam is chairing a joint committee on the draft Climate Change Bill which will aim to introduce a clear, credible, long-term framework for the UK to achieve its goals of reducing carbon dioxide emissions and to ensure that adequate steps are taken towards adapting to the impacts of climate change. Although the contents of this bill are not yet known, it is likely that it will contain legislation that will have an impact on business.

Companies may not be aware that there already exist energy efficiency rules for fluorescent lighting ballasts. Details of this legislation can be downloaded from [www.defra.gov.uk](http://www.defra.gov.uk).

Every business that produces or disposes of waste is under a duty of care to ensure that they handle waste safely and in compliance with the regulations in this area. Part of this duty of care involves making sure that anyone else dealing with or disposing of your waste has the necessary authorisations to do so. You can find a directory of businesses authorised to recycle or dispose of your waste on the NetRegs website [www.netregs.gov.uk](http://www.netregs.gov.uk).

When you transfer your waste to another person or organisation, you have to have a valid Waste Transfer Note. You can use individual waste transfer notes or you can use a 'season ticket' to cover repeated transfers of the same type of waste to the same handler. You must keep your waste transfer notes for at least two years.

From October 30 2007, in addition to the general duty of care rules, any non-hazardous waste that you send to landfill must be treated in-house or elsewhere before it can be land filled. This requirement already applies to hazardous waste. Liquid wastes will be banned from landfill.

Non-hazardous solid waste includes household and builders' skip waste. Specific legislation applies to waste electrical and electronic equipment (WEEE) and this imposes obligations on users, producers and distributors of WEEE. For business users WEEE must be stored, collected, treated, recycled and disposed of separately from any other waste.

The business must also obtain proof that any WEEE was given to an authorised waste management company and was treated and disposed of in an environmentally sound way.

As a business owner, you have to be aware of environmental legislation and this changes frequently. There are no exemptions for small businesses and fines can be severe. To keep up to date visit [www.environment-agency.co.uk](http://www.environment-agency.co.uk). A wealth of waste minimisation tips are available from Envirowise at [www.envirowise.gov.uk](http://www.envirowise.gov.uk).

As government policy is to reduce landfill, landfill taxes are spiralling upwards. Waste material and waste disposal costs every business money. Could your waste provide a raw material for someone else?

Find out more about recycling or re-using at [www.wrap.org.uk](http://www.wrap.org.uk).

Getting to work on time, comfortably, relaxed and in a good frame of mind to join colleagues in a day of productive activity is an increasing challenge, as both roads and public transport get busier and busier. That is why a travel plan to help your team have a satisfactory experience getting to and from work is a good idea.

If you are moving to a new office or work premises, or perhaps extending your existing facilities, you may well find that Surrey County Council will require a travel plan as part of their planning requirements. They may well have imposed conditions on the developer of your premises that the tenants produce a travel plan.

Sensible travel minimises costs and obviously helps the environment and ensures your business behaves as a good neighbour minimising the impact of traffic.

Although there are professional organisations that will prepare and monitor a travel plan for your organisation, excellent advice for smaller businesses to prepare their own transport plans is available from Surrey County Council who produce a detailed guide. Email [graham.clarke@surreycc.gov.uk](mailto:graham.clarke@surreycc.gov.uk) for more information and a copy of the documentation that includes planning requirements.

And never forget the potential advantages of letting your staff work from home when it is appropriate. It saves you space and resources and they benefit from the time they are not travelling.

It is important that all companies go beyond the basic quality management systems and standards (although they must make themselves familiar with these regulations as a matter of compliance) and exceeds what is an essential 'licence to operate'.

By voluntarily applying environmentally friendly procedures they will enjoy economies of real scale and be in the right frame of mind to easily absorb new legislation as it comes along.

Organisations like Business Link Surrey ([www.businesslink.gov.uk](http://www.businesslink.gov.uk)) have detailed advice on extensive money saving/planet saving schemes.

Think about:

- Using low energy bulbs and switching off unnecessary lights
- Making sure your cleaners use environmentally friendly materials
- When you buy new vehicles, choose the most economic and clean technology models available. Plan journeys sensibly avoiding traffic delays and, where possible, collecting return loads.
- Minimise your packaging – perhaps using shredded waste paper instead of bubble wrap or foam peanuts.
- Water bills can cost 1% of turnover. Conduct a water audit and watch out for leaks.
- For every additional degree in temperature you typically pay an extra 8% in heating costs. Are you heating empty space and running radiators at weekends?
- Electrically powered tools use just a tenth as much energy as those running on compressed air.
- Do not leave electrical equipment on standby and ensure it is switched off overnight.

You are taking action to save energy, reduce waste and be a more sustainable business because it makes economic sense and increases your bottom line.

But don't hide your light under a bushel.

Tell the media, your customers, your suppliers, the local community and especially your staff when you make a 'green' decision and take action to be a sustainable company.

It increases customer and supplier loyalty and results in improved staff recruitment and retention. Most people like the idea of working for and with a responsible, caring company.

It is vital you involve your team every step of the way. If they do not co-operate in your waste and energy saving schemes all your best efforts are to no avail. Ensure staff and fellow directors or partners are on board and fully understand why certain actions are being taken. Tell them what is being achieved as you audit your progress. Listen to their ideas – your staff are closest to the day-to-day operations of a business and may well have a brilliant concept that could really help your objective. Provide them with a route to talk to you about sustainable initiatives.

And don't forget to tell Woking Chamber of Commerce about your plans. It can support you, help you publicise your green credentials and you will enjoy the fellowship of fellow travellers. Contact the Chamber on 01483 729922 or visit [www.wokingchamber.org.uk](http://www.wokingchamber.org.uk).

- Business Link – on 0845 600 9 006 or visit [www.businesslink.gov.uk/southeast](http://www.businesslink.gov.uk/southeast)
- Envirowise for water and waste guidance. Go to [www.envirowise.gov.uk](http://www.envirowise.gov.uk)
- Recycling help is available from WRAP - [www.wrap.org.uk](http://www.wrap.org.uk)
- Energy saving tips from The Carbon Trust - [www.carbontrust.co.uk](http://www.carbontrust.co.uk)
- Waste exchange guidance from NISP - [www.nisp.org.uk](http://www.nisp.org.uk)
- Check out the Environment Agency for waterwise information at [www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)
- Fair trade information is available at [www.fairtrade.org.uk](http://www.fairtrade.org.uk)
- For Business in the Community go to [www.bitc.org.uk](http://www.bitc.org.uk)
- Woking Borough Council is at [www.woking.gov.uk](http://www.woking.gov.uk)
- Woking Chamber of Commerce - [www.wokingchamber.org.uk](http://www.wokingchamber.org.uk)
- Surrey County Council - [www.surreycc.gov.uk](http://www.surreycc.gov.uk)
- NetRegs - [www.netregs.co.uk](http://www.netregs.co.uk)
- Woking Local Agenda 21 - [www.windowonwoking.org.uk/sites/la21](http://www.windowonwoking.org.uk/sites/la21)

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



The Thamesway group of companies has significant technical expertise in planning, designing and delivering low carbon energy solutions and can offer businesses tailored advice and support in specifying and installing low emission/renewable energy technologies and in reducing energy costs.

Thamesway can also assist in addressing sustainable energy issues in the supply chain as part of a company wide carbon reduction scheme. With a history of successful and innovative programme development, Thamesway can offer excellent opportunities to develop and deliver community focused business programmes for carbon reduction.

Thamesway 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.

For further details please contact  
020 7922 1668 or [info@ecsc.uk.com](mailto:info@ecsc.uk.com)

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Woking Borough Council is wholly supportive of this guide, which compliments the Council's Climate Change Strategy objectives and recognises the significant impact that businesses can make by addressing climate change and sustainability issues. A revised Climate Change Strategy, due for publication in 2008, will include a new theme on 'Business' to provide support and signposting for how organisations in Woking can play their part in acting locally on climate change. This guide will form a key resource for this new theme.

# LESS IS MORE

Envirowise is a Government-funded programme dedicated to putting the sustainable use of resources at the heart of UK business practice.

Since 1994 Envirowise has helped UK businesses save over £1bn by enabling them to significantly reduce their environmental footprints impact.

Envirowise offers businesses of all sizes and sectors a wide range of free, independent and practical advice designed to genuinely improve their processes, profitability and competitiveness. Services include:

- The Envirowise Advice Line on 0800 585794
- An encyclopaedic website ([www.envirowise.gov.uk](http://www.envirowise.gov.uk)) of valuable and relevant information
- On-site visits conducted by a nationwide team of expert advisors
- Over 200 events each year, from Product Design Workshops to major exhibitions



Woking Chamber  
of Trade & Commerce  
*The Key To Business*



envirowise } SUSTAINABLE PRACTICES  
SUSTAINABLE PROFITS

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