

LET'S GO! NET ZERO

FINAL REPORT

2023/2024 (PHASE 1)



The West Sussex Councils jointly fund Let's Go! Net Zero

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EXECUTIVE SUMMARY

Aims and Objectives

Let's Go! Net Zero is a West Sussex business engagement programme, designed with the aim of inspiring and supporting micro, small and medium sized businesses to act on sustainability. This report focuses on activity in Phase 1 which ran from January 2023 - July 2024

The core objective is to reach as many businesses as possible across multiple sectors and located in all seven Districts and Boroughs of West Sussex.

The marketing strategy targets businesses near the beginning of their net zero journey. Messaging purposely focuses on the business case for net zero, including benefits such as reduced costs, increased access to tender opportunities, better employee engagement, and appeal to customers, investors, and new talent.

Business Engagement

Over 1,000 attendees at events (+161% of core KPI achieved)

47,717 businesses engaged through mass communication
(+119% of KPI achieved)

Over 7,200 social media video views achieved

Programme Delivery

The programme is delivered by the University of Brighton's Clean Growth UK and the Low Carbon Leaders network.

The delivery strategy is to "meet businesses where they are" and to raise sustainability up the agenda by showcasing businesses who have already taken meaningful action.

The method of delivery is split into three areas:

1. Demonstrator events that are sector-based and conceived, developed, and run by Let's Go! Net Zero.
2. Talks delivered by a recruited team of Green Business Champions (GBCs) at existing business events.
3. Published content with tips and advice distributed via the Let's Go! Net Zero website and social media.

The three delivery methods are purposefully integrated, with GBCs also featuring in both demonstrator events and website and social media content.

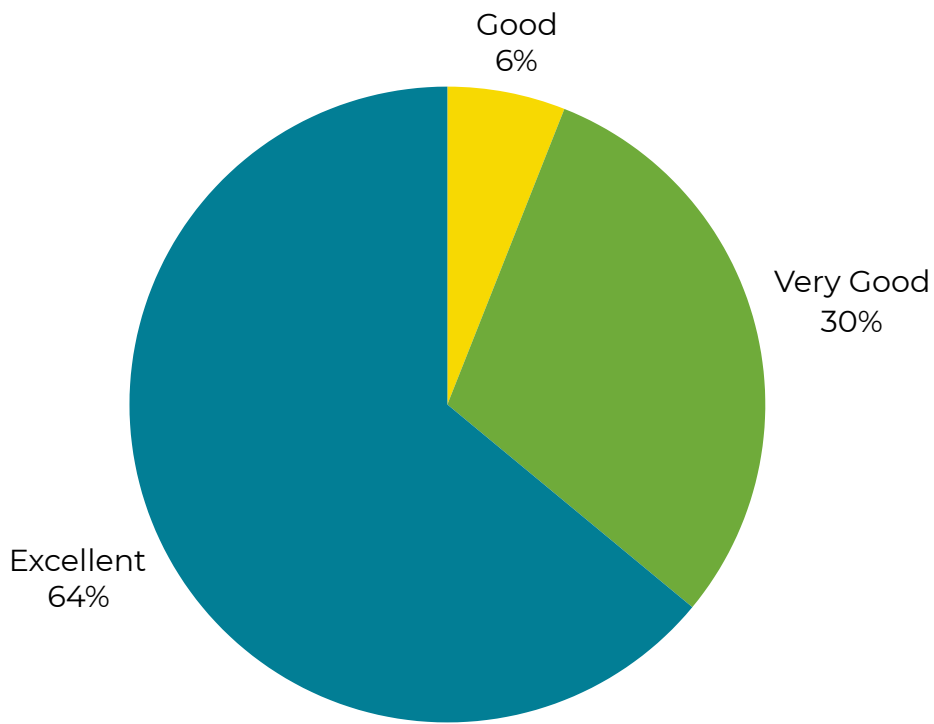
PROGRAMME OUTCOMES



PROGRAMME OUTCOMES



Demonstrator Events feedback:



“

Very informative panel who freely shared their knowledge - excellent! - Attendee from Growing Green: a sustainable business showcase for horticulture.

“

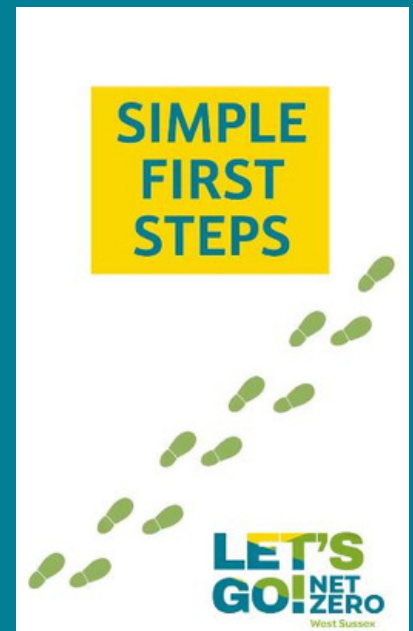
Inspiring speakers + excellent venue. - Attendee from West Sussex Sustainable Business Showcase.

SOCIAL MEDIA VIDEOS

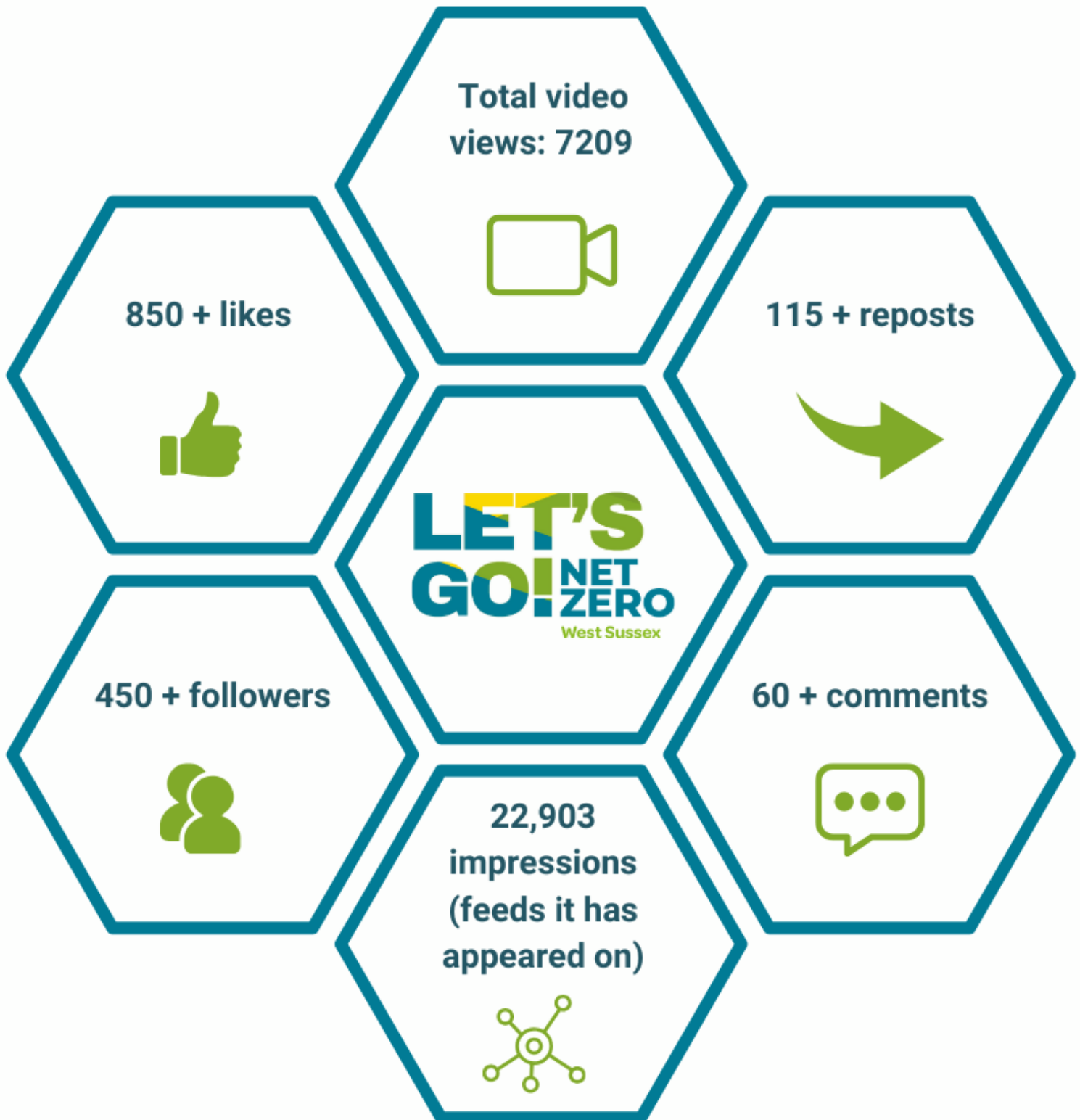
A bank of video content was produced in partnership with Pringle Productions. The videos covered:

- Small business sustainability tips from the Green Business Champions.
- Tips on how to get started on sustainability from the Green Business Champions.
- Sustainability facts and figures (relevant to a small business).
- Common sustainability questions answered.

73 videos were produced for distribution on the Let's Go! Net Zero LinkedIn page. Videos posted so far have amassed over 7,000 views.



SOCIAL MEDIA VIDEOS



IN PICTURES





MEET THE GREEN BUSINESS CHAMPIONS

Our Green Business Champions each bring hard-won industry knowledge and a wealth of experience making sustainable business work for the planet and the bottom line.



Adam Huttly - Founder of Red-Inc

Red-Inc is a B-Corp office supplies company with sustainability at its core.

Events spoken at:

SustainabiliTEA Business Chat
West Sussex Sustainable Business Showcase
Sustainable transport & logistics
How to take action on net zero if you're office-based



Simon Green - Managing Director, Stubcroft Farm Campsite

Stubcroft Farm Campsite is an eco-friendly, family farm and campsite.

Events spoken at:

Chichester Chamber Breakfast
West Sussex Tourism Symposium
Sustainable Business Summit - All the Ingredients for Sustainable Success
West Sussex Sustainable Business Showcase
Tales from the Tipi: the Business Case for Sustainable Tourism





Rachel Birrell-Gray - Marketing Manager, Adelphi Group of Companies

The Adelphi Group of Companies, an award-winning UK manufacturer and supplier of packing machinery and equipment.

Events spoken at:



Haywards Heath Business Association
West Sussex Sustainable Business Showcase
The Road to Sustainable Manufacturing



Krisi Smith and Mike Turner - Co-Founders, Bird & Blend Tea Co.

Bird & Blend Tea Co. B Corp, an eco-friendly tea company with people and planet at the forefront of all decision making.

Events spoken at:



Working together to reach net zero
Enterprise Nation: small business meet up West Sussex
SustainabiliTEA Business Chat



**Josie Cadwallader-Hughes -
Sustainability Director, Thakeham Group**

Thakeham is a construction company and community creator with a focus on zero carbon, infrastructure-led placemaking.

Events spoken at:

Construction in West Sussex: Building the future



Sam Zindel - Managing Director, Propellernet

Award-winning Propellernet is a B Corp digital agency that put people and planet first in everything they do.

Events spoken at:

Gatwick Economic Forum

Working together to reach net zero

TedX Brighton Dome

Worthing & Adur Chamber: Better Biz Fest



Andy Hepworth - Chairman, Hepworth and Company Brewers Ltd

Hepworth Brewery is an ecologically sustainable brewery.

Events spoken at:

Worthing & Adur Chamber – Better Business Fest
 Horsham Rugby Club Business Group
 Tales from the Taproom, Plate Up Local



James Lizars - Founder and CEO, Thrive Accountants

Thrive Accountants is a certified B Corp accounting practice and Million Tree Pledger.

Events spoken at:

East Grinstead Business Association
 Sustainability Lunch & Learn Business Event
 How to take action on net zero if you're office-based



**Duncan Anderson -
CEO, South Downs Leisure**

South Downs Leisure is an award winning sustainable charity and leisure trust, responsible for delivering leisure and hospitality facilities in Adur and Worthing.

Events spoken at:

Basepoint, Haywards Heath
Active Sussex at the Amex Stadium Brighton



**Tom Morphew -
Founder, Full Circle Farms**

Full Circle Farm are a regenerative farm in West Sussex who are on a mission to reduce food waste.

Events spoken at:

Growing Green: Tinwood
West Sussex Sustainable Business Showcase
TedX Brighton Dome





Steve Sawyer - Executive Director, Manor Royal BID

Manor Royal is a leading business location. The BID (Business Improvement District) was created to support, improve, and promote the benefits of doing business in Manor Royal, Crawley.

Events spoken at:

Manor Royal Matters



Ruth Anslow - Cofounder and Executive Director of HISBE Food

HISBE is an independent, climate-conscious supermarket on a mission to transform the food industry.

Events spoken at:

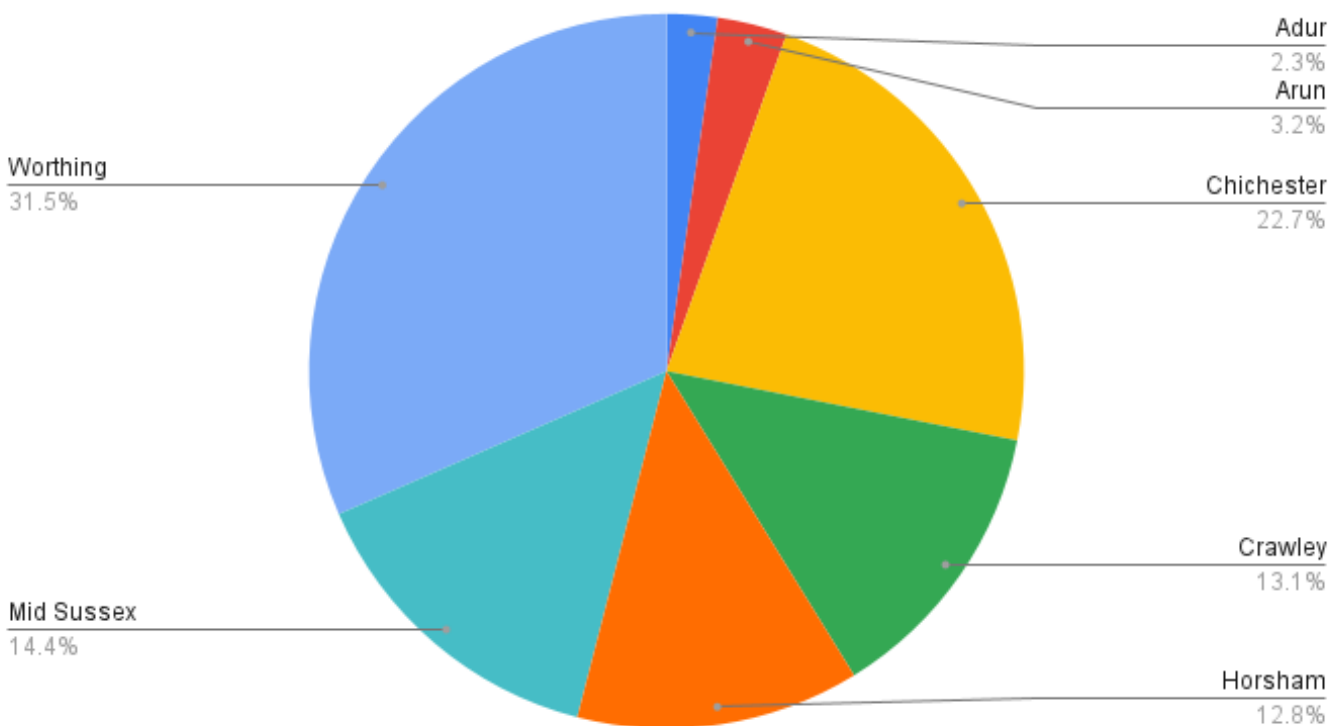
Working together to reach net zero
C2C Generate Growth Series - tips & inspiration for business owners

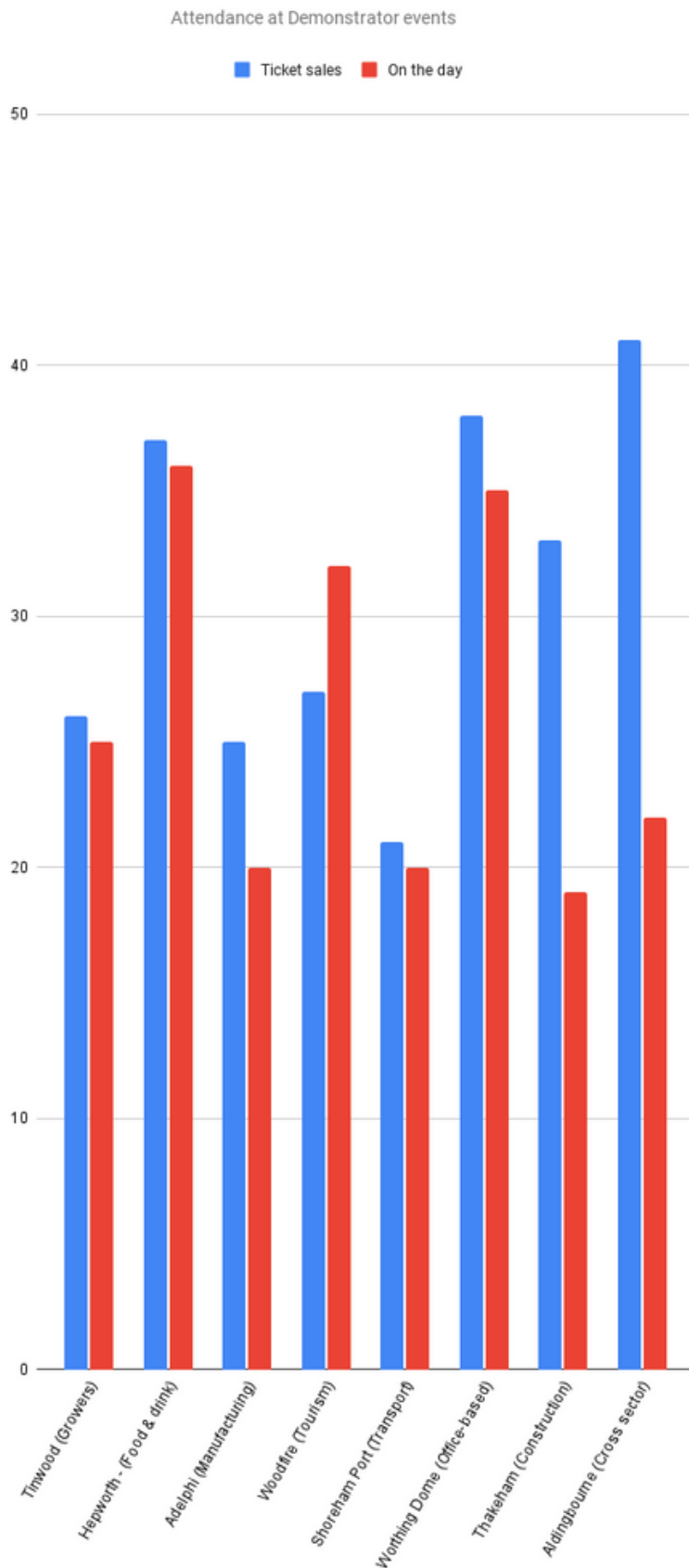


BUSINESS STATS

The pie chart below shows the combined attendance of small and medium-sized enterprises (SMEs) at the Demonstrator events and events where the Green Business Champions delivered a talk, broken down by the businesses in each District and Borough. There was strong attendance from businesses across the county, with many prepared to travel a considerable distance to attend the relevant sector event.

Number of businesses attending events in the Let's Go! Net Zero programme





The bar chart shows ticket sales and attendance numbers for the eight Demonstrator events. The significant reach of social media and promotion of the Demonstrator Events led to a high level of interest and application for tickets at the events. As has been seen with many in-person events post-Covid, we did see some drop off in numbers of attendees at the events.

Let's Go! Net Zero Demonstrator events and events where Green Business Champion talked

		Total SME Attendance
1	Worthing & Adur Chamber: Better Biz Fest	29
2	Tales from the Taproom, Hepworth's	23
3	Tales from the Tipi, Woodfire	15
4	C2C Generate Growth Series - tips & inspiration for business owners	4
5	Sustainability Lunch & Learn Business Event	19
6	Plate Up Local	41
7	Enterprise Nation: small business meet up West Sussex	12
8	Growing Green, Tinwood	16
9	Working together to reach net zero	164
10	Manor Royal Matters	115
11	Horsham Rugby Club Business Group	20
12	Sustainable Business Summit - All the Ingredients for Sustainable Success	55
13	How to take action on net zero if you're office-based	23
14	The Road to Sustainable Manufacturing	13
15	SustainabiliTEA Business Chat	44
16	Active Sussex at the Amex Stadium Brighton	15
17	East Grinstead Business Association	60
18	Chichester Chamber Breakfast	37
19	Haywards Heath Business Association	47
20	West Sussex Tourism Symposium	80
21	Sustainable transport & logistics	8
22	TedX Brighton Dome*	130
23	Worthing & Adur Chamber – Better Business Fest	44
24	Basepoint, Haywards Heath	5
25	Billingshurst & Horsham Chamber	28
26	Construction in West Sussex: Building the future	8
27	West Sussex Sustainable Business Showcase	11
	<i>*Total attendance 1,300 - 10% of total attendance assumed as West Sussex businesses</i>	
	Total attendance West Sussex businesses	1,066
	Businesses attending more than one event in the programme	20
	Total individual West Sussex businesses	1,046

BUSINESSES BY DISTRICT DEMONSTRATOR EVENTS

Horsham District Council



**Horsham
District
Council**

Demonstrator event:

*Tour & Tales from the Taproom:
Food & Drink Sustainability
Showcase*



18 July 2023



Hepworth and Co Brewery
Taproom, Pulborough

Speakers:

Andy Hepworth (Hepworth Brewery)

Sarah Payne (Cocoa Loco)

Olivia Thomas (Nutbourne
Vineyards)

Christian Barrington (Mud Foods)

Total Attendance: 36



Event key takeaways:

The food and drink sector survives on slim margins and volatile supply chains. Localising supply, investing in on-site renewable energy generation and minimising waste were key themes of this event.

Hepworth's Brewery is a truly innovative sustainability pioneer. Led by its founder, Andy Hepworth, the company is run in a purpose-built facility with unique technologies including a beer source heat pump and a CO2 capture and reuse machine.

Investment in solar panels in 2017 was paid off within 5 years and now provides both renewable energy and a source of additional income.



You have the choice of investing and the question I ask is: Why wouldn't you do it?



Andy Hepworth

The event included wine and beer tasting, locally sourced pies and fair trade chocolate.

Highlight: a guided walking tour of Hepworth's Brewery.

Chichester District Council:



Demonstrator event:

Tales from the Tipi: the business case for sustainable tourism



27 September 2023



Woodfire Camping, East Lavington

Speakers:

Lesley Foulkes (Langham's Brewery)

Simon Green (Stubcroft Farm Campsite)

Steve Pommery (Tottington Manor)

Total Attendance: 32



Event key takeaways:

Tourism is a key sector for West Sussex and Chichester District offers some of the most scenic countryside in the area.

This event combined these features, with an outdoor gathering in tipi tents centred around a "five mile feast" (all ingredients sourced within five miles of the site) cooked over a fire.

Warmly hosted by Woodfire Camping, the talks focused on local sourcing, managing waste and restoring habitats and biodiversity.

Attendance included the local MP, Experience West Sussex and the South Downs National Park, who spoke about the Green South Downs Sustainability Certification.

“

You can't beat serving up a feast, cooked over open fire where everything is sourced from the surrounding area.

Stella & Griff, Woodfire Camping

”

Highlight: being outside and so connected with nature, whilst discussing how to use business to help restore the natural world.

Chichester District Council:



Demonstrator event:

Growing Green: a sustainable business showcase for horticulture



18 October 2023



Tinwood Estate, Chichester

Speakers:

Leah Mathias-Collins (Vitacress Herbs)

Greg Hill (Hill's Plants)

Archie Evans (Berries on Tap)

Art Tukker (Tinwood Estate)

Tom Morpew (Full Circle Farms)

Total Attendance: 25



Event key takeaways:

Horticulture and growing supports a large number of jobs in West Sussex and is one of the more resource-intensive sectors when it comes to the environment.

The expert panel shared insights into managing scarce resources efficiently like water conservation and heating/cooling technology.

Upfront investment can feel risky, but the panel agreed long term benefits and cost savings justified investment in more sustainable growing methods.

Held at the beautiful Tinwood vineyard, attendees were treated to a healthy lunch with sparkling wine.

“

I believe off the back of today's event, we should collaborate on a sustainability charter for West Sussex Growers.

”

Rachel Williams

West Sussex Growers Association

Highlight: Tom Morpew's story about Full Circle Farms and “growing people as well as food” by offering opportunities to volunteers experiencing grief or depression.

Worthing Borough



ADUR & WORTHING
COUNCILS

Demonstrator event:

How to take action on net zero if you're office-based



31 January 2024



The Dome Cinema, The
Atrium, Worthing

Speakers:

Sam Zindel (Propellernet / Low
Carbon Leaders)

James Lizars (Thrive Accountancy)

Adam Huttly (Red-Inc)

Rebecca Louis (Mayo Wynne
Baxter)

Maddy Cooper (Flourish /
Marketing Declares)

Total Attendance: 35



Event key takeaways:

The service sector can feel more distant from the sustainability conversation, because it's not responsible for carbon-intensive processes found in industry.

However, extensive business travel, digital carbon footprints and influencing clients and suppliers were all engaging topics for conversation.

With every member of the panel working at a B Corp business, the pros and cons of taking your company on this journey were discussed. The speakers also shared practical ideas that could be readily adopted by the varied business audience.

Consultancies can have a big influence and lead the sustainability agenda in their networks and sectors.



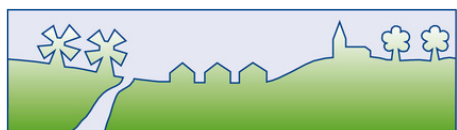
Adopting an approach with sustainability at the core has been transformational for the business.

Adam Huttly, Red Inc



Highlight: The rich experience of the speakers who shared practical ideas that could be readily adopted by the businesses present. Plus the stunning setting!

Mid Sussex District Council



**MID SUSSEX
DISTRICT COUNCIL**

Demonstrator event:

*The Road to Sustainable
Manufacturing*



28 Feb 2024



The Adelphi Group of
Companies, Haywards Heath

Speakers:

Rachel Birrell-Gray (Adelphi)
Ken Oake (Edwards Vacuum)
James Budd (Design Packaging)

Total Attendance: 20



Event key takeaways:

Tucked away on an industrial estate in Haywards Heath, Adelphi manufacturing is quietly leading a revolution in the manufacturing sector.

Attendees were given a tour of the facility - including a pioneering evaporation cooling system that is suspended from the main warehouse roof.

Taking small steps to reduce carbon emissions in manufacturing processes and physical premises was a key takeaway.

“

It's about taking things step-by-step - starting with the things that are most in your control.

”

Rachel Birrell-Gray, Adelphi

Mid Sussex has three large industrial business parks which were represented at the event along with the Mayor of the town.

Highlight: Seeing pioneering solutions around the facility on the walking tour.

Adur District



ADUR & WORTHING
COUNCILS

Demonstrator event:

Sustainable transport and logistics: accelerating the transition



27 March 2024



Shoreham Port, Shoreham

Speakers:

Lydia Harvey (Shoreham Port)
Gareth Sear (Gatwick Airport)
Adam Huttly (Red-Inc)
Sam Keam (Zedify)
Stuart Brittle (Medisort)

Total Attendance: 24



Event key takeaways:

With one fifth of global emissions estimated to come from travel, the transport sector is facing huge challenges to reduce its environmental impact.

Shoreham Port is one of only a handful of global ports to be certified as an “EcoPort”. It made for the perfect venue for the conversation to flow...

Five short talks were delivered covering logistics and “last mile” delivery, updating old vehicles with new battery technology and how Gatwick Airport are facing up to the challenges of de-carbonising its huge ground operation with big investment in infrastructure.



It's really simple to understand how to be more sustainable in travel by choosing the best vehicle for the journey you are making. The future of inner city travel is not getting in a 2 tonne machine to move around under 100kg of person.



Sam Keam, Zedify

Highlight: A guided walk around Shoreham Port pointing out all of the sustainability-led activity on site.

Crawley Borough Council



Demonstrator event:

Building the Future



23 April 2024



Woodgate, Pease Pottage

Speakers:

Josie Cadwallader-Hughes
(Thakeham)

Richard Murphey (Thakeham
Advanced)

Ellie Wilkins (Thakeham Advanced)

Adam Eaton (Thakeham)

Alan Francis (Southern Sheeting)

Dean Wynter (Crawley College)

Total Attendance: 19



Event key takeaways:

Construction sites have struggled to embed sustainable practices for years. 23% of all materials on sites go to waste without even being opened.

There is also a large amount of embodied carbon in the buildings that are being constructed.

Thakeham Homes hosted a fantastic event to demonstrate how construction can be done with sustainability principles from design to completion.

New materials are being designed to reduce embodied carbon and the industry is facing up to new legislation that promotes nature and biodiversity restoration.

The changing climate is impacting working conditions with wetter winters and hotter summers... and so adaptations are being rolled out to maximise productivity.

Highlight: A walking tour to see aspects of the new development that support sustainable house building.

Arun District Council



Demonstrator event:

West Sussex Sustainable Business Showcase



25 June 2024



Aldingbourne Country Centre, Westergate

Speakers:

Adam Huttly (Red-Inc)
Rachel Birrell-Gray (Adelphi)
Tom Morphew (Full Circle Farms)
Simon Green (Stubcroft Farm Campsite)
Melanie Asker (Greenwood Plants)

Total Attendance: 22



Event key takeaways:

Aldingbourne Country Centre has an inspiring story of supporting inclusive work opportunities and cutting edge design of its wooden clad buildings.

This final event in the programme brought together speakers from multiple sectors and included the recent winner of the Federation of Small Business - UK's most sustainable business award, Stubcroft Farm Campsite.

Three inspiring talks and an expert panel covered some of the basic advice for businesses starting out on their sustainability journeys. Tips included:



***The best time to start is now.
Take small steps in your control.
Don't wait for the perfect plan.
Talk and collaborate with others.***



Highlight: Recognising that sustainability is good for the planet and good for business.

BUSINESS IMPACT

MID SUSSEX WOOD RECYCLING PROJECT

Mid Sussex Wood Recycling Project owner David Treadwell said:

“

As a small business, that is on a continual journey toward Net Zero, these events are really useful to us. They enable us to take time out from our busy schedule and engage with other business leaders who also have Sustainability high on their agenda.

As transport counts for a high percentage of our carbon emissions, the Transport event gave us the chance to see what other businesses were doing to tackle the issue. The options that were discussed meant we had first hand working knowledge to tap into. Costs, benefits and supplier information was made available to us.

The Sustainable Build event was hosted by Thakeham Homes, who we have previously worked with. The presentations were detailed and provided new information to us. The Thakeham representatives were available after the event and this enabled us to have further discussions with them. As a direct result we have managed to secure additional work across the Thakeham portfolio. It is of obvious benefit to us and also provides Thakeham Homes with an auditable trail of how their timber waste is processed.

”



BUSINESS IMPACT

THESIS TECHNOLOGY

Ana Palmer, Managing Director, Thesis Technology

“

As a supplier to the NHS we have joined in their commitment to Net Zero 2050 and are therefore accessing available support. The team at Clean Growth in Brighton, Let's Go! Net Zero, and the Growth & Sustainability team at Chichester District Council have been extremely helpful.



The events we have attended so far have been interesting, informative and very relevant, with friendly and knowledgeable presenters.

We recently signed up with Future Plus to undertake impact assessment for the next stage of our sustainability journey.

”



HOME

Carbon Reduction Pla

Supplier name: Thesis Technology Products Ltd

Publication date: October 2023

1. Commitment to achieving Net Z

Thesis Technology Products Ltd. is committed to achieving Net Zero emi

2. Baseline Emissions Footprint

"baseline emissions are a record of the greenhouse gases that have"



LEARNINGS - PROGRAMME ANALYSIS

Let's Go! Net Zero has been a successful programme with far reaching benefits for the West Sussex business community. It has met the programme aims of 'meeting businesses where they are', sharing expertise and actionable opportunities for local businesses to take practical steps towards lowering their carbon footprints and realising the business benefits of doing so.

The project has built some significant strengths:

- Delivered strong business engagement through Demonstrator Events.
- Established a strong brand with consistent tone of voice and well-recognised look and feel.
- Consistently delivered high quality, impactful communications messaging through a range of platforms.
- Brought together a multi-faceted delivery team, building skills and expertise through the duration of the programme.
- Built a greater understanding of 'what works' in building sustainability for a business and shared this messaging in person and through communications channels.
- Acted as a springboard for the Green Business Champions to be recognised on regional and national platforms.

It has also presented some opportunities:

- The success of the programme could be used to recognise West Sussex nationally as an innovative county for the Green Economy.
- The website could be further developed to provide ongoing resources and support for businesses.
- There are opportunities to work more closely with other business support organisations to cascade expertise and best practice.
- The Green Business Champions have been stellar ambassadors for reducing carbon and for demonstrating the business benefits of doing so. The network could be further enhanced.

LEGACY

Keeping Momentum

Building on the success of the last 18 months of delivery is key.

With an established brand, a Green Business Champions team, a live website and over a thousand businesses attending events and hearing about sustainability actions, there is an opportunity to facilitate meaningful impact through further business engagement and support.

Green Business Champions now have an elevated profile to spread the message too. Tom Morpew, for example, spoke at TedX Brighton in April 2024.

West Sussex Credibility

Using Let's Go! Net Zero as an outward-facing brand, West Sussex has the potential to become known for sustainable business support.

The green economy can be a key part of the growth strategy for West Sussex and this programme has added credibility for this endeavour.

Businesses Acting

Having raised awareness, the next step is action.

Many of the businesses that engaged with Let's Go! Net Zero had little knowledge about the steps to take and how to make progress on sustainability.

Our event surveys found that almost all attendees planned to take action, however it is likely that they will need support to follow through.

Future Focused

The strong level of interest and engagement in Let's Go! Net Zero has demonstrated that businesses want to engage and act to protect their future.

In order to maintain relevance and capitalise on emerging opportunities, it is important for West Sussex to have a future focused plan that continues to support businesses transition to Net Zero.

BREAKDOWN OF KPIs

Event KPIs	Actual	Target	Achieved
Number of individual businesses attending meetings/events where Green Business Champions speak	942	433	193%
Number of exemplar SME businesses speaking at demonstrator events	26	12	217%
Number of individual businesses attending demonstrator events	117	217	54%
Number of businesses attending more than one event in the programme (where info available)	20	not a KPI	n/a
Number of businesses supported across West Sussex (total number attended across all LG!NZ events)	1,046	650	161%
Number of events attended by Green Business Champions	36	36	100%
Marketing and communications KPIs			
Number of businesses receiving mass communication on benefits of sustainability action via the programme	47,717	40,000	119%
Number of business case studies generated	12	12	100%
Social media impact (not a KPI), Let's Go! Net Zero content appeared on (impressions)	22,903	not a KPI	n/a
Let's Go! Net Zero social media video views	7,209	not a KPI	n/a
KPIs gathered via surveys			
Number of participants reporting an intention to introduce new green business solutions	176	200	88%
Number of participants reporting increased intention/opportunity to collaborate as a result of intervention	158	50	316%
Number of participants with early-stage carbon reduction measures/plan or accessing support	124	325	38%
Number of participants reporting that they better understand the application of green business solutions	173	487	36%
Number of participants making a new commitment to take action on sustainability	161	260	62%
Other			
Number of enterprises taking first steps (seeking support outside the programme)	43	162	27%

The KPIs for Demonstrator attendance is based on delivering 10 events, this was reduced to 8 events mid way through delivery. Surveys were provided to businesses attending the demonstrator events. The KPIs are based on these surveys being available to attendees at the third party events the Green Business Champions attended. Early on in the project, this was found to be unrealistic. Support provided by Clean Growth UK and the SDNP has been recorded here under enterprises taking first steps.

THANKS & ACKNOWLEDGEMENTS

We offer thanks to everybody who has supported Let's Go! Net Zero to date, in particular:

West Sussex County Council and the West Sussex Councils, who have funded and provided first-class support across all aspects of the programme.

Experience Sussex, West Sussex Growers' Association, and local Chambers of Commerce, who have helped promote the programme.

All of the event hosts and partners and food and drink providers, who have helped make the events programme such a success.

The Green Business Champions, who have stepped up to inspire West Sussex businesses on their sustainability journey.

The delivery team at the University of Brighton's Clean Growth UK and Low Carbon Leaders, including:

Sam Zindel, Low Carbon Leaders - programme lead for Green Business Champions team and events curator and host.

Lucy Bennett, Low Carbon Leaders - events producer and video content co-ordinator.

Laura Gelder-Robertson, Low Carbon Leaders - programme research and development and events curator.

Robb Cunningham, Clean Growth UK - programme lead for marketing and communications.

Cassie Galbraith, Clean Growth UK - marketing, design, and social media.

Jo Carpenter, Clean Growth UK - project management.

Mark Riminton, Clean Growth UK - account management.

Pringle Productions, the programme's video production partner.

And last but not least, the West Sussex business community, who have inspired us with their engagement and commitment to sustainable business.