

## Target 2030 Client Guide



HM Government



**EUROPEAN UNION**

European Regional Development Fund



# Client Guide

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## Project background

Target 2030 is a business energy efficiency project that aims to support small and medium sized enterprises (SMEs) in Gloucestershire, Swindon and Wiltshire to achieve a change in their energy consumption, putting them on a more sustainable footing for the future.

The service is funded through the European Regional Development Fund and delivered by Severn Wye Energy Agency, a sustainability charity with 20 years of experience supporting local firms.

The programme is an extension of the Target 2020 scheme (2017-2020), and aims to support 300 Gloucestershire SMEs and 90 SMEs in Swindon and Wiltshire, offering two branches of support:

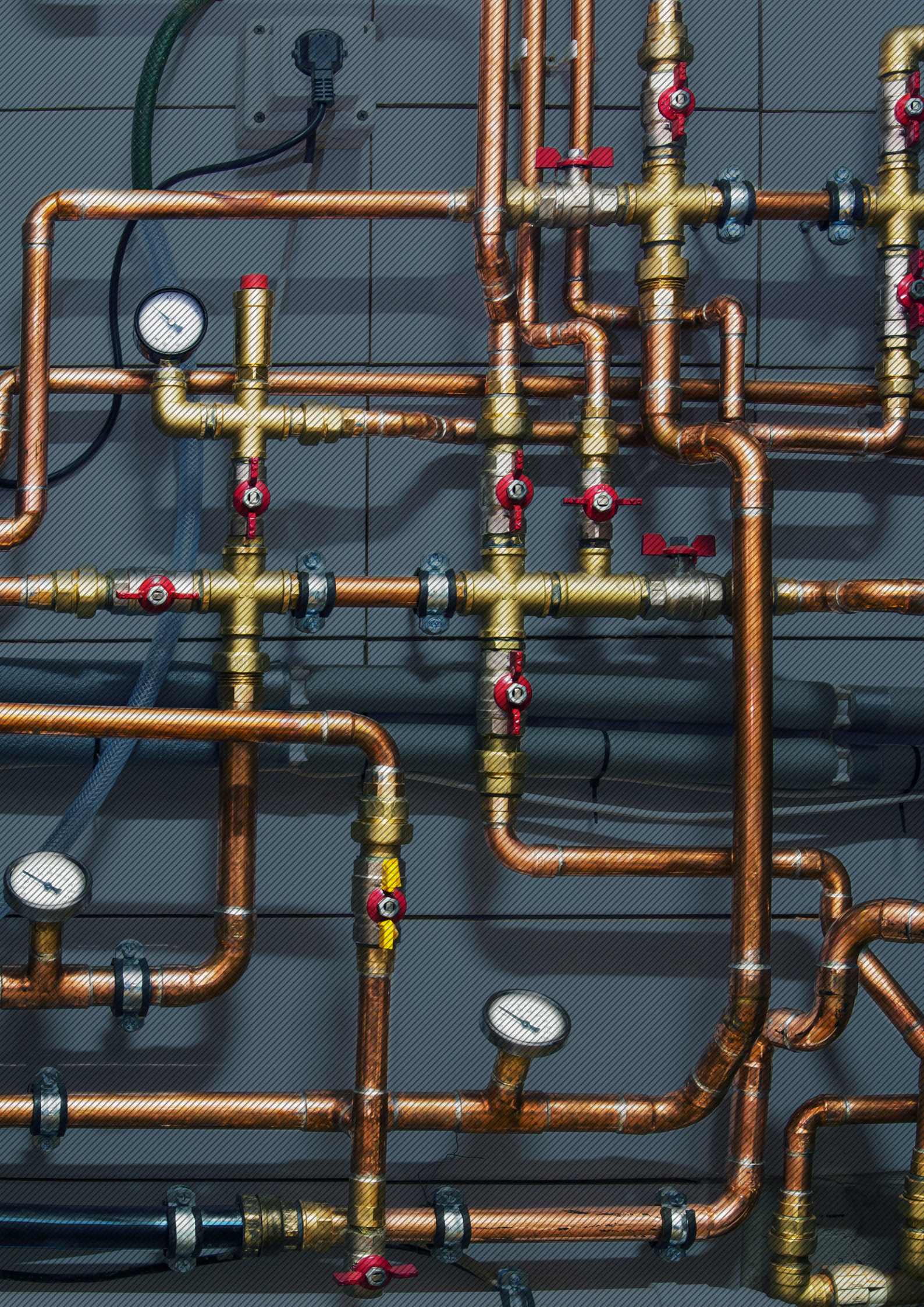
### Free energy efficiency survey

A free energy efficiency survey from one of Severn Wye Energy Agency's expert Business Energy Advisors, along with an analysis of historical energy bills and a detailed energy action plan report highlighting the key points and recommendations.

### 30% grant funding towards improvements

Following on from the survey you will be able to apply for partial grants towards installing recommended energy efficiency measures. Grants are in the range of £500 to £60,000. The grant is subject to meeting a minimum carbon saving, and covers 30% of the cost of purchase and installation.







Target 2030

# 12 steps to lowering business energy bills

There are twelve steps to follow to access a Target 2030 grant.

## 1 | Are you eligible?

We can support most SMEs, but check the eligibility criteria on page 6

## 2 | Contact Severn Wye

☎ 01452 835060  
✉ [business@severnwyte.org.uk](mailto:business@severnwyte.org.uk)

## 3 | Preliminary phonecall

We can visit or call to run through what's on offer

## 4 | On site energy survey

Your assigned Business Energy Advisor will survey the property

## 5 | Report presentation

The results of the survey are presented, with recommendations

## 6 | Grant consultation

Consider whether you wish to install any grant-eligible recommendations

## 7 | Apply for a grant

You get quotes for improvements and fill out the application pack

## 8 | Grant offer

Your application is checked and when approved, you receive an offer letter

## 9 | Installation

The installation of energy saving improvements can now take place

## 10 | Claim the grant

Once you have paid for the work, send in evidence and claim your 30%

## 11 | Publicity

We produce a case study and plaque to display, promoting your changes

## 12 | Ongoing obligations

We help make sure you store the required state aid and grant records

# Step 1

# Eligibility

## Who can receive support through the scheme?

A Severn Wye Business Energy Advisor will discuss the business' eligibility with you before you start. The information below sets out the main criteria, such as being a small or medium sized enterprise (SME). Your application form will ask questions to allow your Business Energy Advisor to determine your eligibility.

## What is an SME?

An organisation can be classed as an SME if the following apply:

- Fewer than 250 FTE employees; *and*
- Annual Turnover  $\leq$  €50m or Balance Sheet total  $\leq$  € 43m

The Target 2030 programme is open to SMEs in Gloucestershire, Swindon and Wiltshire.

Additional criteria include:

- You must receive less than 50% of your main funding (or zero funding) from government or local government.
- If you are applying for a Carbon Saving Grant you must not be applying for funding towards works that are your statutory or legal responsibility to carry out.
- Your business must be in an eligible sector (your Business Energy Advisor can identify this).

The list below shows the main sectors that are **not** eligible for the Target 2030 programme:

- Fishery and aquaculture sectors supported by EFF
- Primary production, processing and marketing of agricultural products, supported by EAFRD
- Coal, steel and shipbuilding sectors
- The synthetic fibres sector
- Generalised (school age) education
- Banking and insurance companies
- Credit Score under 20

The grant for the survey and for the carbon saving grant will be structured as De Minimis funding under State Aid. Therefore, the SME must confirm the total De Minimis funding over the last three financial years (the current fiscal year and the previous two fiscal years) will not exceed the De Minimis threshold (including support through this project). This will be checked at application.

## Step 2

# Contact

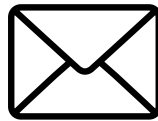
If you would like to know more or are interested in taking part, then you can contact Severn Wye's business team using these methods.



### Phone

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01452 835060  
during office hours



### Email

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Send a message and your number  
to [business@severnwyte.org.uk](mailto:business@severnwyte.org.uk)



### Visit the website

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Latest information online  
at [target2030.co.uk](http://target2030.co.uk)

## Step 3

# Preliminary phonecall

### Bills and things

One of our Business Energy Advisors will call you to check your eligibility and find out a bit more about what you're hoping to achieve.

At this point, **you will be asked to provide recent energy bills or usage data**. This data is an important part of being able to make recommendations that fit the way your business uses energy.



## Step 4

# On site energy survey

The Business Energy Advisor will come to you to carry out an energy survey. Before this is carried out they will ask you to **sign a participation form** that details what the scheme is, how it could help you, and to confirm your eligibility.

The energy survey will cover many aspects such as:

### Historical energy analysis

As well as providing us with at least a year's worth of utility bills (gas, electricity and water), your Business Energy Advisor will ask you to explain how and when energy is used on-site, to understand your business energy needs better.

The more information you can provide the better the analysis an advisor can do and the more accurate the predicted savings in the final report will be.

### Discussion with management

Our Business Energy Advisor will want to confirm hours of operation and to see what measures have already been considered and discounted and why. They would also want to find out what your organisation might be keen to consider.

### Whole site energy survey

The Business Energy Advisor will look around the entire site to assess opportunities that include heating and hot water, insulation, lighting, process energy (motors drives, cellar services etc), user behaviour and renewable energy savings e.g. solar panels. Depending on the size of the premises the survey will usually take an hour or two, but could be up to half a day for more complex sites.



## Step 5

# Report presentation

Each SME will receive an energy report. The report will be presented by our experts to the organisations management team for consideration. All of the recommendations are summarised at the end of the report and broken down into **no cost**, **low cost** and **capital cost** measures. There is also a recommendations section, which shows measures that may be suitable for grant funding.

Your Business Energy Advisor is always happy to follow up the report with extra research into specific measures where required.

We will ask you to sign a declaration detailing the amount of support you have received to date throughout the project. Then if you choose not to apply for a grant, we will send you a De Minimis statement. If you do apply for a grant you will receive a De Minimis statement in Step 12.

## Step 6

# Grant consultation

There is no obligation to access a carbon saving grant to install measures that will reduce your business' carbon footprint. You can exit the programme at this stage, and some businesses have chosen to use their energy efficiency report to access alternative sources of funding at a later date.

However, most participants will choose to access the carbon saving grant to make energy efficiency improvements more affordable, and reduce payback times significantly.

## Talk to your Business Energy Advisor

Following the energy efficiency report and recommendations, you may have a clear idea of which measures to install to reduce your carbon output. In this case you can move onto Step 7 and complete the Grant Application Pack to begin the process to claiming your 30% grant.

If you're still unsure, talk to your Business Energy Advisor who will be able to help you decide how which of the recommendations would be worth prioritising, explain the grant requirements and process, and can help you with the Grant Application Pack itself.







## Step 7

# Apply for a grant

You will need to get quotes for the measures you want to install. For measures costing under £24,999 you only need to provide one quote to us, however we recommend you get three quotes so you can check value for money. For measures costing over £25,000 you will need to go out to tender, and certain criteria will need to be met.

The copies of the quotes will need to be forwarded to your Business Energy Advisor highlighting which quote you would like to go ahead with. The full details are included in the grant application pack and terms and conditions, which you will need to read, complete, sign and return.

The grant amount will be up to 30% of the cost of the measure, but must meet certain carbon saving requirements. If your organisation is VAT registered, the grant offered will exclude the cost of VAT.

## Step 8

# Grant offer

### Approval process

On receiving the quotes the Business Energy Advisor will put the application to a project panel. This will check the proposed measures meet all requirements.

It is anticipated that a response will be made within 10 days of all quotes being received and other requirements being met. Please note the grant is not confirmed until a grant offer letter has been sent to the organisation and then it has been signed and returned.

### Offer letter

Once your grant is approved, you will be sent two copies of the grant confirmation letter, this will detail the total amount of grant offered.

One of the confirmation letters will need to be signed and returned to confirm that you will be moving forward with the installation. This must be signed and returned within ten working days or the grant may be reallocated.

Once you have signed to accept the grant, the grant offer remains valid for three months from the date of the grant confirmation letter, unless agreed otherwise. You will also have received the grant claim form, which you will need to hold onto until you claim the grant.

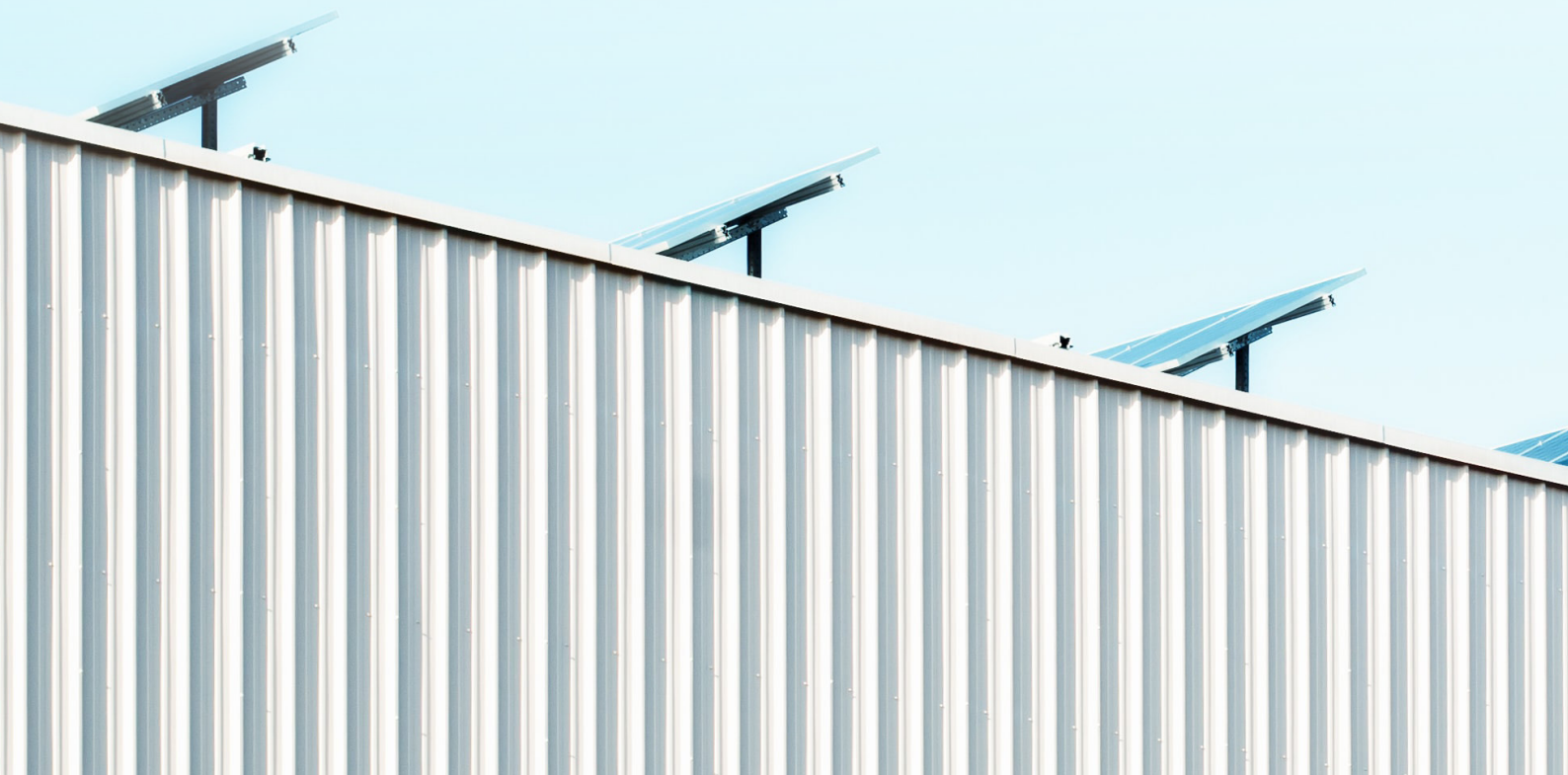


## Step 9

# Installation

The installation can take place after grant confirmation has been received.

Any changes to the works (scope, installer, costs etc) that happens between receiving the offer letter and installing the improvements must be confirmed in writing to Severn Wye. Changes may affect the grant amount you are eligible for.



## Step 10

# Claim the grant

Once the installation is completed and paid for, you can claim the grant.

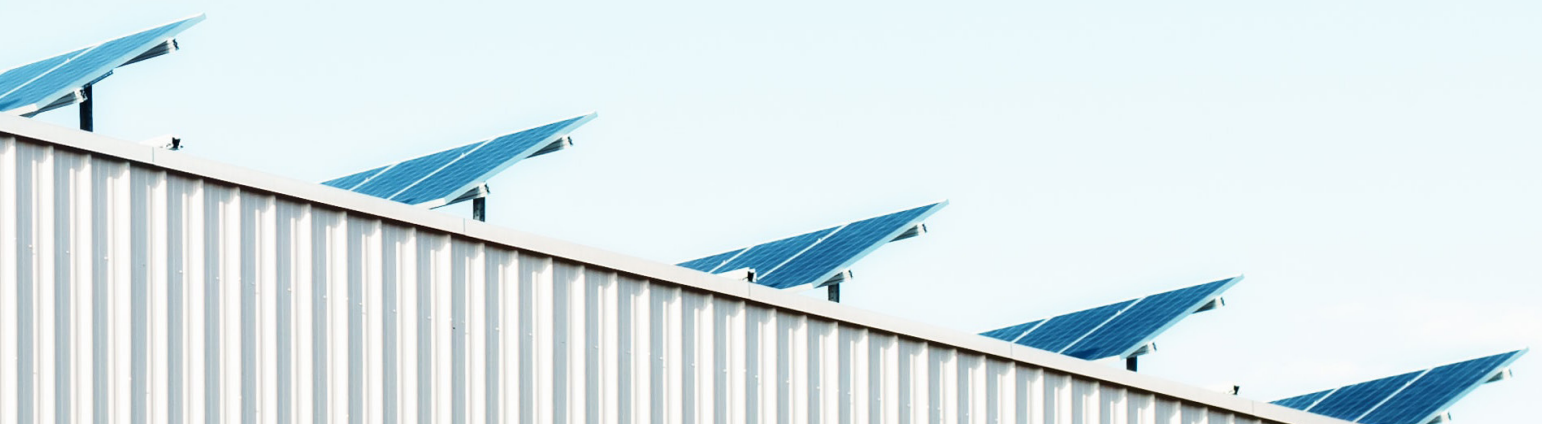
## Evidence required

We require proof of installation and payment before the grant can be paid to you. Evidence includes:

- Completed claim form, including bank details for BACS payment
- Invoice(s) for the work completed
- Redacted bank statements showing the funds going to the installer
  - If you are paying by credit card you will first need to pay off the credit card, and provide evidence of this before you can claim
  - If you are paying by cheque, then a photo of the cheque and cheque stub will be required
- Photos of the newly installed equipment

## Payment

Payment will be made directly your business bank account, normally within 40 days of the receipt of a claim form (complete with required evidence). However, there will be a system of rolling payments and a maximum amount of grants that can be paid during any one period. If this affects you, we will ensure that you are prioritised when the funding becomes available for the next payment period.





## Step 11

# Publicity

### Case studies

As part of the programme we are keen to create case studies on all installations. These may be published on the project website, promoted on social media and shown as examples of effective energy efficiency improvements at industry events. We hope that as well as communicating the value of energy efficiency, it will offer some positive public exposure to your business' sustainability journey.

Drafts of any case studies will be shown to you prior to publication. In some circumstances case studies will be created prior to any installations taking place to highlight findings of the survey process.

### Plaques

Towards the end of the programme, we will provide you with a plaque which must be displayed next to your grant-funded installation, identifying the part-funding received from the ERDF.

## Step 12

# Ongoing obligations

As this project is funded by the European Regional Development Fund (ERDF) there are requirements following support. These include:

- Any records relating to the grant must be kept until the end of 2033
- Your details will be used to support the ERDF programme research and evaluation activities. MHCLG will need to share all or some of your personal data with the national evaluator of the ERDF programme. In some cases, the national evaluator, may use the contact details to contact a sample of direct or indirect beneficiaries for the purpose of the National Evaluation of the programme. Please see the Privacy Notice for the Purpose of Data Collection for ERDF document (supplied with the Terms and Conditions) for more details





# Benefits to energy efficiency



## Boost profitability and competitiveness

Money saved on energy costs goes straight on the bottom line. For a business with a profit rate of 5%, a cut in annual energy costs of £1,000 is equivalent to increasing annual turnover by £20,000.

Target 2030 surveys typically identify annual savings of up to 30% on annual energy costs.



## Improved working environment

A more energy efficient workplace can often be a better working environment. With improvements such as modern LED lighting, better heating controls or reduced draughts, improved efficiency can result in a happier workforce and this can result in increased productivity or a reduction in absenteeism.



## Guard against avoidable costs

Energy efficiency can reduce maintenance costs; e.g. efficient lighting has a long life expectancy so requires fewer replacements.

Reduce maximum capacity charges on your electricity bills by installing more efficient equipment



## Gain credibility as a high efficiency supplier

Many firms are considering the environmental impact or carbon emissions of their supply chain. Highlighting how you reduce your carbon footprint can help with new or existing contracts.



## The public love a sustainable business

People do not like waste. Publicising the steps you have taken to reduce waste or environmental impact to staff and customers can help raise a company's profile and inspire trust in its commitment to being a force for good in the world.



## Make a genuine contribution

You will be contributing to national and international efforts to tackle big sustainability issues such as:

Energy Supply Capacity – can we keep the lights on?

Energy Security – can we guarantee we can keep the lights on?

Climate Change – go beyond merely offsetting to lower your emissions