



*Easy money:  
a self-help guide for small retailers*



# Foreword

This pack will help you save money!

The British Retail Consortium has worked with Envirowise to develop a no-nonsense, easy-to-use information pack that will give you lots of sound advice and help on how to save money through reducing the amount of waste in your business.

As a small retailer, you are undoubtedly a very busy person! Running a business is time-consuming and hard work. The British Retail Consortium exists to help retailers of all sizes in the UK provide their customers with constantly improving services.

Reducing the amount of waste produced saves valuable resources and, crucially for your business, a reduction in waste equates to a reduction of costs - costs that come straight off your bottom line!

By following some of the simple, no-cost and low-cost measures in this pack, you can start to make your business a more efficient and profitable one.

It's not often you get offered something for nothing - but this pack gives you sound advice and support on how to make your business more profitable. Envirowise also offers additional support to companies just like yours through *FastTrack* site visits and on-line and telephone support. All of this help is FREE and confidential. This is why the British Retail Consortium wholeheartedly supports this pack and the services of Envirowise as an excellent resource for retailers.



**Jeremy Beadles**  
Director of Environment, Property and Transport  
British Retail Consortium

Environment and Energy Helpline 0800 585794

[www.envirowise.gov.uk](http://www.envirowise.gov.uk)



# Introduction

Did you know that using resources efficiently and reducing waste is one of the easiest ways of increasing your profits?

Putting in place simple, no-cost and low-cost measures can:

- reduce waste costs by up to 1% of turnover;
- cut water and sewerage bills by up to 50%;
- reduce energy bills by up to 20%;
- improve your store's environmental performance and public image.

This Pack will help you save money, reduce waste and help the environment.





# Introduction

## What this pack contains

- **The basics** - a whole host of reasons why this pack will help you improve your profit margins.
- **The elements** - waste, water, energy and recycling. Four info sheets giving you the full low-down on how you can reduce, re-use and save! **You'll find these sheets in the front pocket of this pack.** Each one is divided into:
  - The facts
  - Legal eagle (what the law says)
  - Top tips
  - Get started! Action forms.
- **Waste account** - a tool to help you work out how much waste costs you and how much you could save. **This info sheet is also in the front pocket.**
- **Extra info** - advice on how you can get grants to implement some of the changes in your business. Plus details of further free information you can get your hands on, and lists of good contacts and support to help you on your way.
- **Posters** - eye-catching reminders to help convince others in your store of the benefits of being resource-friendly. There's a big colourful poster for the staff room and a smaller poster to put in your window to tell your customers what you are doing to help the environment. **The posters are in the back pocket of the pack.**

## How to use this pack

**You can use this pack in three ways.**

- 1 Get the facts about how resource efficiency can improve your profit margins.
- 2 Use the info sheets to help you implement the practical steps.
- 3 Find out where you can get extra help, advice and grants to help implement resource-efficient practices.

There's no need to try and tackle everything at once. Start with one area - say, water - and get that right before moving on to another area.

Start with actions that will bring immediate savings and which cost nothing or not very much. For example, switching off lights and training staff to ask customers whether they would like a bag rather than giving them one automatically.

Encourage everyone to get involved. Motivate people by explaining what could be done and showing them what has been done.



# The basics

## Why bother?

When time is of the essence and there never seems to be enough hours in the day, why should you bother reading another piece of Government information about becoming more environmentally friendly - you're trying to run a business after all?

By implementing any of the suggestions in this pack, you could **start saving money now!** You could increase your turnover by between 1% and 4% - that money is pure profit.

If you still need more convincing then think about this...

- Every year the UK produces about 428 million tonnes of waste - that's enough to fill the Royal Albert Hall every hour of every day.
- About 85% of that 428 million tonnes of waste is sent straight to landfill (the 'dump'). By 2016, that percentage has to be reduced to 35% under a piece of legislation called the landfill directive.
- The Government is determined to increase the cost of waste disposal over the next few years and that will inevitably affect your bottom line.
- We use 70% more water than we did in the 1960s - and this figure grows every year.
- Every day, we each use 150 litres of water. Are we thirsty? No, we each drink only 1% - a mere 1.5 litres/day.
- It's getting hotter. Emissions of carbon dioxide, the global warming gas, are 12 times higher than they were in 1990 - that's only 12 years ago. Most of these emissions come from burning coal, oil and gas to create energy.
- The Government is committed to reducing the UK's carbon dioxide emissions by 2010 to 20% of the 1990 levels. To help achieve this, the Climate Change Levy was introduced in 2001. This is a tax paid by businesses on electricity supplies produced from coal, oil and gas.
- The cost to you of the Climate Change Levy is about an additional 10% on your energy bill. But the less energy you use, the less tax you pay!

There are many good environmental reasons for reducing your store's impact on the environment, but there's one exceptional business reason that you can't afford to ignore - **saving money**.

This info pack is called *Easy Money* because that's exactly what you could be pocketing by implementing a few simple practices in your business.





# The basics

## What is waste?

You may think that this is an obvious question, but if you imagine that waste is just what you put in the bin or the skip, then you'd be wrong. The proper definition of waste in your store is anything that does not end up as a saleable item, ie it costs you money rather than makes you money!

Waste could include the leaking tap in the gents' loo, the storeroom light that is always switched on and the packaging your stock arrives in. Even the time spent managing and handling those items that don't get sold is waste.

As retailers, you'll be more aware than many people of the importance of having a competitive edge. By using this information pack, you could improve your bottom line and streamline resources. This will help to maintain that advantage.

## Help from Envirowise

**Don't forget that Envirowise is here to help at any time.** Call the Environment and Energy Helpline on freephone 0800 585794 with any questions. You can also click on the website ([www.envirowise.gov.uk](http://www.envirowise.gov.uk)).

Want some more hands-on help?

You could be eligible for a *FastTrack* visit. This is a free waste review of your business. An experienced advisor will visit you and help with ideas and advice on how to make savings in your store.

All the services offered by Envirowise are free and totally confidential.





# Extra info

Don't think you have to do all this on your own. There are lots of organisations (many funded by the Government) whose job it is to help you run a more profitable business by reducing waste.

This section contains:

- a list of **useful contacts** offering advice and information;
- a short list of free **publications** with lots of practical tips and ideas to help you on your way;
- a list of **grants and other support** available to UK businesses seeking to improve their environmental performance;
- advice on how to be a **legal eagle** and improve awareness about legislation in your store.





# Useful contacts

Organisation	Services	Contact details
<b>Envirowise</b>	<ul style="list-style-type: none"> <li>Free advice from Envirowise experts through the Environment and Energy Helpline</li> <li>Free publications and tools that provide up-to-date information on waste minimisation issues, methods and successes</li> <li>Free, on-site waste reviews from Envirowise advisors, called <i>FastTrack</i> visits, that help businesses identify and realise savings</li> <li>Free events about ways of saving money by reducing waste</li> <li>Free information about waste minimisation clubs and other partnerships across the UK that provide a chance for local companies to meet and share best practice</li> </ul>	Environment and Energy Helpline Tel: 0800 585794 E-mail: <a href="mailto:helpline@envirowise.gov.uk">helpline@envirowise.gov.uk</a> Web: <a href="http://www.envirowise.gov.uk">www.envirowise.gov.uk</a>
<b>Action Energy</b>	<ul style="list-style-type: none"> <li>Free information and advice on how to save energy through the Helpline and a network of experts</li> <li>Free publications on energy-saving measures</li> <li>Free, on-site energy surveys by an Action Energy consultant to assess energy use and draw up a savings plan</li> <li>Free events about energy-saving opportunities</li> </ul>	Environment and Energy Helpline Tel: 0800 585794 E-mail: <a href="mailto:help@actionenergy.org.uk">help@actionenergy.org.uk</a> Web: <a href="http://www.actionenergy.org.uk">www.actionenergy.org.uk</a>
<b>Environment Agency</b>	<ul style="list-style-type: none"> <li>Regulates environmental legislation in England and Wales</li> <li>Acts as a single point of contact for companies in England and Wales for packaging waste and other waste-related matters</li> </ul>	General Enquiry Line Tel: 0845 933 3111 E-mail: <a href="mailto:enquiries@environment-agency.gov.uk">enquiries@environment-agency.gov.uk</a> Web: <a href="http://www.environment-agency.gov.uk">www.environment-agency.gov.uk</a>
<b>Scottish Energy Efficiency Office (SEEO)</b>	<ul style="list-style-type: none"> <li>Provides information and advice on energy and environmental issues in Scotland</li> <li>Advice and support services can also be obtained from SEEO regional project officers based at various Energy Efficiency Advice Centres throughout Scotland</li> </ul>	Tel: 0141 242 5835 Web: <a href="http://www.energy-efficiency.org">www.energy-efficiency.org</a>



# Useful contacts

Organisation	Services	Contact details
<b>Scottish Environment Protection Agency (SEPA)</b>	<ul style="list-style-type: none"> <li>Regulates environmental legislation in Scotland</li> <li>Provides a single point of contact for companies in Scotland for packaging waste</li> </ul>	SEPA Corporate Office Tel: 01786 457700 Web: <a href="http://www.sepa.org.uk">www.sepa.org.uk</a>
<b>Northern Ireland Environment and Heritage Service</b>	<ul style="list-style-type: none"> <li>Regulates environmental legislation in Northern Ireland</li> <li>Provides a single point of contact for companies in Northern Ireland</li> </ul>	Environmental Protection Tel: 028 9025 4754 E-mail: <a href="mailto:EP@nicos.gov.uk">EP@nicos.gov.uk</a> Web: <a href="http://www.ehsni.gov.uk">www.ehsni.gov.uk</a>
<b>British Retail Consortium (BRC)</b>	<ul style="list-style-type: none"> <li>Represents all types of retailers in the UK</li> <li>Produces publications on all aspects of the retail industry including a sectoral sustainability strategy</li> <li>Lobbies Government and regulators on behalf of its members</li> </ul>	Tel: 020 7854 8900 E-mail: <a href="mailto:info@brc.org.uk">info@brc.org.uk</a> Web: <a href="http://www.brc.org.uk">www.brc.org.uk</a>
<b>SWAP</b>	<ul style="list-style-type: none"> <li>Provides practical advice on sustainable waste management</li> <li>Co-ordinates 'Greening the High Street' - an innovative partnership of retailers seeking ways to improve their environmental performance</li> </ul>	Tel: 0113 243 8777 E-mail: <a href="mailto:mail@swap-web.co.uk">mail@swap-web.co.uk</a> Web: <a href="http://www.swap-web.co.uk">www.swap-web.co.uk</a>
<b>Waste and Resources Action Programme (WRAP)</b>	<ul style="list-style-type: none"> <li>Offers advice to businesses on collecting and selling materials for recycling</li> <li>Provides advice on buying recycled products and materials</li> <li>Works to create markets for recycled products and materials</li> </ul>	Helpline Tel: 0808 100 2040 E-mail: <a href="mailto:info@wrap.org.uk">info@wrap.org.uk</a> Web: <a href="http://www.wrap.org.uk">www.wrap.org.uk</a>
<b>The Composting Association</b>	<ul style="list-style-type: none"> <li>Promotes best practice in composting and works to develop compost markets</li> </ul>	Tel: 01933 227777 E-mail: <a href="mailto:membership@compost.org.uk">membership@compost.org.uk</a> Web: <a href="http://www.compost.org.uk">www.compost.org.uk</a>
<b>Business Link</b>	<ul style="list-style-type: none"> <li>Delivers independent advice to local businesses throughout England</li> </ul>	General Enquiry Line Tel: 0845 600 9006 Web: <a href="http://www.businesslink.org.uk">www.businesslink.org.uk</a>



# Useful publications

Envirowise has produced lots of helpful publications and tools to help you reduce waste, water and packaging costs. Below is a list of some that you might find useful. You can order them either online at [www.envirowise.gov.uk](http://www.envirowise.gov.uk) or through the Environment and Energy Helpline on freephone **0800 585794**.

- *Savings in store* (EN276)
- *Finding hidden profit - 200 tips for reducing waste* (EN30)
- *WasteWise: increased profits at your fingertips* (IT313) - an interactive CD-ROM with all that you need to get started on reducing waste
- *Cutting costs by reducing waste* (V159) - a video introducing the benefits of waste minimisation
- *Unpack those hidden savings - 120 tips on reducing packaging use and costs* (EN250)
- *Green efficiency: running a cost-effective, environmentally aware office* (GG256)
- *Water bills... are you splashing out too much?* (EN323)
- *Cost-effective water saving devices and practices* (GG67)

Free publications and tools on reducing energy use and costs are available from **Action Energy**. You may find the publication below useful, which can be ordered either online at [www.actionenergy.org.uk](http://www.actionenergy.org.uk) or through the Environment and Energy Helpline on freephone **0800 585794**.

- *Energy efficiency action pack - for retail premises* (GPG 190)

These are just a few of the many free publications and tools available from Envirowise and Action Energy. Friendly staff at the Environment and Energy Helpline can tell you about others that you may find useful.



Environment and Energy Helpline 0800 585794

[www.envirowise.gov.uk](http://www.envirowise.gov.uk)

[www.actionenergy.org.uk](http://www.actionenergy.org.uk)



# Grants and support

## FastTrack visits from Envirowise

**Free**, confidential on-site waste reviews from an independent Envirowise expert to help you identify waste and realise cost savings. *FastTrack* visits are aimed at small and medium-sized businesses with fewer than 250 employees. At the end of the visit, you will be given a confidential report and a suggested action plan.

To book a *FastTrack* visit, call the Environment and Energy Helpline on freephone 0800 585794 or fill in the application online at [www.envirowise.gov.uk](http://www.envirowise.gov.uk)

## Greening the High Street

Greening the High Street is a partnership of retailers working together to look at ways of reducing waste in the sector. For more details, contact Greening the High Street, c/o SWAP on 0113 243 8777.

## Action Energy

Action Energy aims to help businesses cut their energy costs by offering information, advice, practical help and financial support.

Its **free** services include:

- **Energy surveys** - free, on-site energy surveys from an energy efficiency advisor.
- **Design advice** - professional, independent and objective advice about energy efficient and environmentally conscious building design. Up to two days of free consultancy plus a 30% subsidy towards further days are available.
- **Interest-free loans** for small and medium-sized enterprises (SMEs)\* in England and Wales to fund energy-saving projects.

To find out more, call the Environment and Energy Helpline on freephone 0800 585794 or visit [www.actionenergy.org.uk](http://www.actionenergy.org.uk)

## Loan Action Scotland (Scotland only)

Loan Action Scotland provides interest-free loans from £5 000 to £50 000 for investments that reduce energy costs. Loan Action Scotland is open to all SMEs\* based in Scotland.

For further information, application forms and advice on how to apply:  
Freephone: 0800 092 9002  
E-mail: [loanactionscotland@glasleac.co.uk](mailto:loanactionscotland@glasleac.co.uk)  
Web: [www.energy-efficiency.org](http://www.energy-efficiency.org)

\* SMEs are defined as having fewer than 250 employees and an annual turnover of less than £25 million.



# Grants and support

## Invest Northern Ireland

Invest NI provides environmental advice and support to businesses in Northern Ireland. Invest NI supports environmental audits and provides an environmental enquiry point which includes energy efficiency advice and support.

Loan Action Northern Ireland offers interest-free loans to SMEs through Invest NI in a similar programme to Loan Action Scotland. Invest NI also offers interest-free loans for investment in environmental technologies under the Green Technology Initiative.

For further details on the support available from Invest NI, phone 0800 262227 or visit [www.investni.com](http://www.investni.com)

## PowerShift

PowerShift is the Energy Saving Trust programme to promote the use of cleaner, alternative fuels in vehicles. PowerShift can offer grants of up to 70% of the additional cost of buying a clean fuel vehicle or converting existing vehicles. Grants are available to help with the purchase of approved vehicles running on liquefied petroleum gas (LPG), natural gas and electricity (including hybrid vehicles).

To find out more, phone TransportEnergy on 0845 602 1425 or visit [www.transportenergy.org.uk](http://www.transportenergy.org.uk)

## CleanUp

CleanUp is the Energy Saving Trust programme aimed at reducing harmful emissions from both commercial and public sector diesel vehicles. The programme offers grants of up to 75% on fitting emission control technologies to diesel-powered vehicles, 75% for converting heavy good vehicles from diesel to natural gas and 50% for replacing older diesel engines with newer, cleaner diesel engines.

To find out more, phone TransportEnergy on 0845 602 1425 or visit [www.transportenergy.org.uk](http://www.transportenergy.org.uk)

## Photovoltaic Demonstration Programme

The Energy Saving Trust is leading a £20 million, three-year Department of Trade and Industry programme to stimulate the installation of solar photovoltaic panels on the roofs of domestic and commercial buildings. Grants of 50% of costs are available to SMEs for installations between 0.5 kWp and 5 kWp.

To find out more, visit [www.solarpvgrants.co.uk](http://www.solarpvgrants.co.uk) or call the hotline on 0800 298 3978.



# Grants and support

## Who recycles what?

Table 1 gives details of some organisations that can provide advice and information on recycling issues. You may receive a payment or a credit for certain items.

Table 1 Organisations that can help with recycling\*

Item	Contact details
Aluminium cans and foil	Alupro 5 Gatsby Court, 176 Holliday Street, Birmingham B1 1TJ Tel: 0121 633 4656 Fax: 0121 633 4698 Web: www.alupro.org.uk
Plastic vending cups	Save-A-Cup Recycling Company Limited Suite 2, Bridge House, Bridge Street, High Wycombe HP11 2EL Tel: 01494 510167 Fax: 01494 510168 E-mail: <a href="mailto:hq@save-a-cup.co.uk">hq@save-a-cup.co.uk</a> Web: www.saveacup.co.uk
Inkjet and laser cartridge recycling	Office Green Ltd Orchard House, Portland Commercial Estate, Ripple Road, Barking, Essex IG11 0TW Tel: 020 8592 9998 Fax: 020 8592 9982 E-mail: <a href="mailto:mail@officegreen.co.uk">mail@officegreen.co.uk</a> Web: www.officegreen.co.uk Collection and order hotline: 0800 833480

The Mailing Preference Service is a free service funded by the direct mail industry to enable customers to have their address removed from direct mail lists. For more details and an application for, contact: Mailing Preference Service, Freepost 22, London W1E 7EZ.

## Buying recycled products

If you would like to buy recycled products and help to 'close the recycling loop':

- Search the *UK Recycled Products Guide* at [www.recycledproducts.org.uk](http://www.recycledproducts.org.uk). This database is produced by the National Recycling Forum and Waste Watch (Tel: 020 7089 2100, E-mail: [info@wastewatch.org.uk](mailto:info@wastewatch.org.uk), Web: [www.wastewatch.org.uk](http://www.wastewatch.org.uk)).
- Search WRAP's website ([www.wrap.org.uk](http://www.wrap.org.uk)).

\*This list is not exhaustive but has been compiled from information currently available to Envirowise. The listing of an organisation should not be regarded as an endorsement of its services or products by Envirowise. Similarly, Envirowise makes no claim for the competence or otherwise of any organisation not listed.

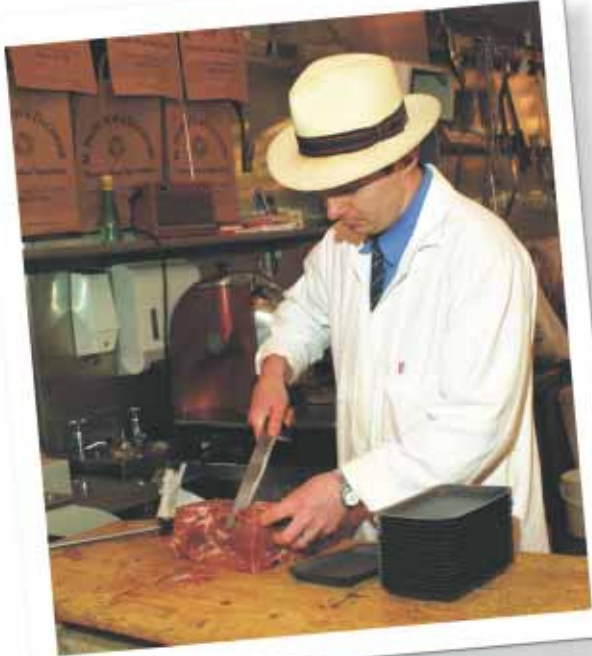


# Legal eagle

It's a good idea to keep up to date with environmental legislation relevant to the retail sector.

- Contact the Environment and Energy Helpline on freephone 0800 585794 for information about legislation and how it could affect your business, or visit the Envirowise website ([www.envirowise.gov.uk](http://www.envirowise.gov.uk)).
- Contact the British Retail Consortium (BRC) for advice and information about new developments affecting the retail sector or visit the BRC website ([www.brc.org.uk](http://www.brc.org.uk)).
- Download relevant legislation from [www.hmso.gov.uk](http://www.hmso.gov.uk). You can also buy it from The Stationery Office (Tel: 0870 600 5522, E-mail: [customer.services@tso.co.uk](mailto:customer.services@tso.co.uk), Web: [www.tso.co.uk](http://www.tso.co.uk)).

Have a look at the questions below and see how you fare. How can you improve awareness about legislation in your store?



- |  |                              |                             |
|--|------------------------------|-----------------------------|
| Is someone responsible for knowing about environmental legislation?                  | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Do you have a file of relevant environmental legislation?                            | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Is this file updated regularly (say, every six months)?                              | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Do you have a copy of your contractor's waste carriers licence?                      | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Do you hold your waste transfer notes for two years in a designated file?            | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Do you hold your consignment notes (for hazardous waste collections) for five years? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Are all staff aware of how legislation applies to your store's operations?           | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Do your premises need to comply with the packaging waste regulations?                | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

If you answer 'no' to any of these questions, contact the Environment and Energy Helpline to find out how the law applies to your business.

## This pocket contains:

- a large poster for you to put up in the rest room or back area of the shop to raise staff awareness of waste, water, energy and recycling issues;
- a small poster for display in the shop window or by the till to tell your customers about how you are doing your bit for the environment.

Why not put these posters up in your shop to help you and your staff save money by reducing waste?

If you'd like more **free** posters, call the Environment and Energy Helpline on freephone 0800 585794. Helpline staff can also give you **free** advice about waste and other environmental issues.



Environment and Energy Helpline 0800 585794

[www.envirowise.gov.uk](http://www.envirowise.gov.uk)

Envirowise - Practical Environmental Advice for Business - is a Government programme that offers free, independent and practical advice to UK businesses to reduce waste at source and increase profits. It is managed by AEA Technology Environment and NPL Management Limited.

Envirowise offers a range of free services including:

- ✔ Free advice from Envirowise experts through the Environment and Energy Helpline.
- ✔ A variety of publications that provide up-to-date information on waste minimisation issues, methods and successes.
- ✔ Free, on-site waste reviews from Envirowise consultants, called *FastTrack* visits, that help businesses identify and realise savings.
- ✔ Guidance on Waste Minimisation Clubs across the UK that provide a chance for local companies to meet regularly and share best practices in waste minimisation.
- ✔ Best practice seminars and practical workshops that offer an ideal way to examine waste minimisation issues and discuss opportunities and methodologies.

The British Retail Consortium (BRC) represents the whole range of retailers, including the large multiples, department stores and independent shops, selling a wide selection of products through centre-of-town, out-of-town, rural and virtual stores. The BRC exists to help the UK retail industry provide its customers with constantly improving services and its employees/stakeholders with constantly improving opportunities by:

- securing a wide understanding of the industry's contribution to the UK's economy;
- seeking to protect and enhance the reputation of the industry;
- securing the policy and legislative frameworks and the economic conditions in which the retail sector can thrive.



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