



Business Development

How important are wildlife and environmental considerations?



Who we are?

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Business Development as a multifaceted concept

- Increasing business size/new building requirements
- Extension/conversion of existing premises
- Increased production/increased range of products



Wildlife/environmental/landscape considerations in relation to business development

Where is the best site?

How to choose?

How do I make a decision?



- Location in relation to the business
 - Local surroundings
 - Local visual context
 - Access
 - Financial drivers
 - Sustainability/future proofing your business
- Environmental constraints:
 - Water courses
 - Local ecology
 - Site/Ground suitability
 - Physical constraints
 - Trees



Planning permission

How well does the site lend itself to the planning process in relation to your objective/s?

Planning Permission

- Is planning permission required?
- NO-HOORAY!!
- YES-never mind this will just take a bit longer than I thought!
- Implications
 - Habitats surveys & potential mitigation measure
 - Local visual context/impact on landscape
 - Sensitive and well thought out design & 'green' measures

Sustainability and Business Development



Significance of sustainability in terms of business development

‘WISHLIST’

- Sustainable long term use
- Lowest possible impact on the environment
- Lowest cost for best outcome

‘CRINGE LIST’

- Potential loss of habitat/biodiversity
- Lack of outdoor recreation space
- Surface water/flood risk
- Impact on visual amenity
- Loss of community context



Impacts of increased production/new range of products

Traffic?

Pollution?

Longer term impacts of change?

There may be fewer specific impacts but they may be more significant impacts in the wider and longer term perspective



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BALANCE





Wildlife/Environmental/Landscape considerations

It's not just about the considerations in the here and now, we must also consider the future for our clients and also ourselves



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Forge Property Consultants

- Barn conversion; financial assistance through Marches Growth Hub
- Green roof
- Rain water harvesting

Why did a small business make these choices?



Forge Property Consultants

- Supports what we encourage our clients to do – 'we walk the walk'
- Greater pride in a sustainable and well-designed office
- Financial assistance also part of the decision making process
- Happier workforce
- Outdoor teambuilding and charity events support a cohesive workforce
- In keeping with the rural/agricultural nature of our business



Positive Contributions of Wildlife/Environmental/Landcapse considerations

- Enhance company profile
- Can be more attractive to both clients and employees
- PR opportunities
- Links between nature & wellbeing as an increased focus for businesses
- Multiple benefits:
 - Planting to combat pollution
 - Vegetation and impacts on water/flood risk
 - Retaining/creating habitats = retention of species / biodiversity



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'Nature Inspires'

- Impacts of stress, depression & anxiety on the individual
- Impacts of stress, depression & anxiety on the business (direct and indirect)
- How a connection to nature & wildlife can have a positive impact on the above
- Increasing body of work to support the theory that natural and green space have a significantly more positive impact on an individual than urban spaces
- Healing, soothing, restoring characteristic of nature
- **Intrinsic yet largely subconscious appreciation for nature & green space**



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TEST TIME



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RESULTS

IMPROVED:

- Mood and mental focus
- Memory
- Concentration
- Creativity
- Productivity

FURTHER BENEFITS:

- Can lower blood pressure
- Can ease muscle tension
- Encourages lunchtime exercise



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There is a general lack of understanding of the value of nature in its many forms but there are so many benefits

- With business development of any kind, how do you reconcile financial drivers both direct and indirect on the business as a whole in this context?
- With business development of any kind, how do you attribute value to land which has the capacity to help achieve a better working environment with other competing demands?
- Can a business incorporate wider community benefits in this context?
- Multiple benefits: 'double bubble': large corporations using the environment as good PR and positive community relations whilst also involving employees in nature activities such as building bug hotels in school, hedge laying as team building exercise etc



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Conclusion

- Wildlife/environmental/landscape considerations can have multiple benefits in relation to any kind of business development
- As such these considerations need to be seen as a positive contribution to business development and futureproofing measures



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Samuel Johnson, wisely stated:

“Deviation from nature is deviation from happiness.”

