

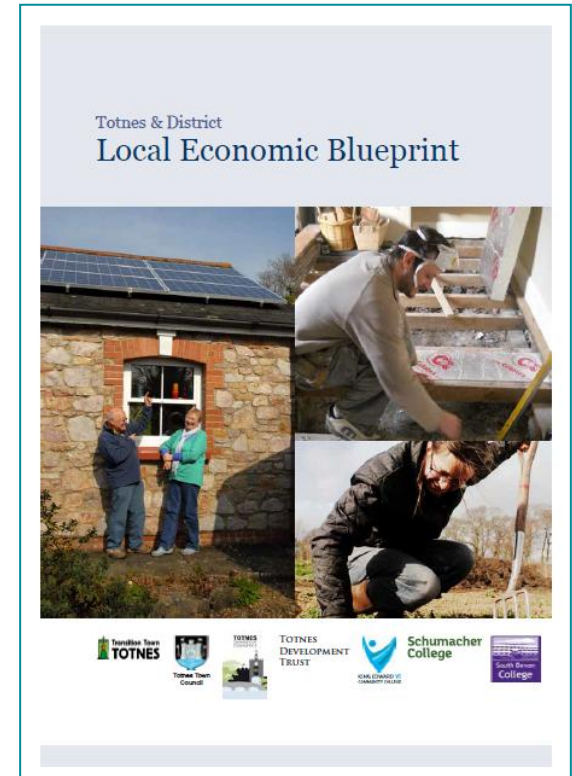
# REconomy Project



helping you build a new kind of  
local economy, where you live

# Aims of Economic Evaluation

- To quantify the potential economic value of key resilience-building sectors
- To focus on food, retrofitting homes and renewable energy
- To recommend a number of projects or activities
- To unite local strategic partners behind their delivery



Outcome: **better informed strategic economic planning and decision-making**, that will help build the resilience of the local economy, and so the local community.

# Our stakeholder group

“The purpose of our local economy is **to maximise the wellbeing of our entire community**, and to do this in a way that uses and distributes resources fairly and respects natural limits.”



“This work is genuinely leading edge, and I’m glad to have supported it”

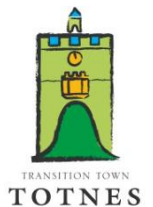
- Richard Sheard, CEO,  
South Hams District Council  
& West Devon District  
Council



Totnes Town  
Council



Dartington



# Why does buying locally matter?

Locally sourced products	<p>Good for our local farmers, producers, growers, processors (suppliers)</p> <p>Helps keeps local suppliers in business plus other env-social benefits and local multiplier effect applies</p>	<p>Good for our local suppliers and local outlets</p> <p>Maximum local multiplier, - keeps most £ circulating in T&amp;D, provides most jobs, optimum social and env benefits</p>
Products from other places	<p>Good for others somewhere else</p> <p>Pays some local wages</p>	<p>Good for our local outlets and retailers</p> <p>Provides more jobs for local people per £ spent, plus local multiplier effect applies</p>
	Bought from supermarkets	Bought from local independent outlets

We are not suggesting 100% of our requirements should or could be met locally. There will always be trade.

We are aiming to restore some balance, and talk about 'appropriate' localisation where there are **net benefits** overall.

# Potential economic opportunities

## RE-LOCALISING FOOD

£22m leaves our local food economy each year.

Local retailers support 3 x more jobs as the main supermarkets.

Local food producers employ 50% more workers than larger scale farms.

## ENERGY EFFICIENT HOMES

Retrofitting activity is worth £26m (basic) - £75m (full).

This relates to around 70 to 700 jobs across the supply chain.

We want to maximise our share of these.

## DEVELOPING RENEWABLES

This could generate over £6m worth of energy pa for householders and community investors.

Solar PV technology alone could deliver 370 jobs across the supply chain, some of them based here.

**CARE AND HEALTH** Opportunities for local NHS spend and alternative means of exchange.

**Developing 10% of this opportunity is worth over £5m over the next 1-2 years – worth even more thanks to the local multiplier effect.**



# Turning opportunities into reality



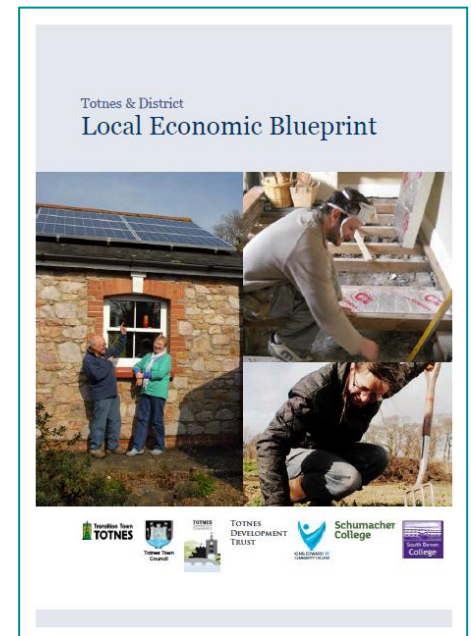
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CONNECT, CONTRIBUTE, PARTICIPATE...**

Fiona Ward [fionaward@transitionnetwork.org](mailto:fionaward@transitionnetwork.org)

Kindly supported by the Calouste Gulbenkian Foundation, the Roddick Foundation and the Tudor Trust among others.



# Growing our local food economy

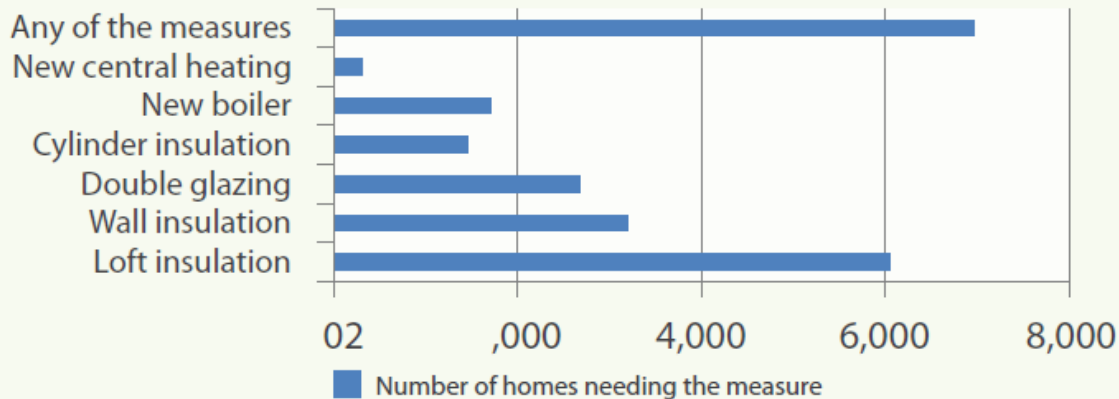
In T&D we spend about £30m pa on food and drink



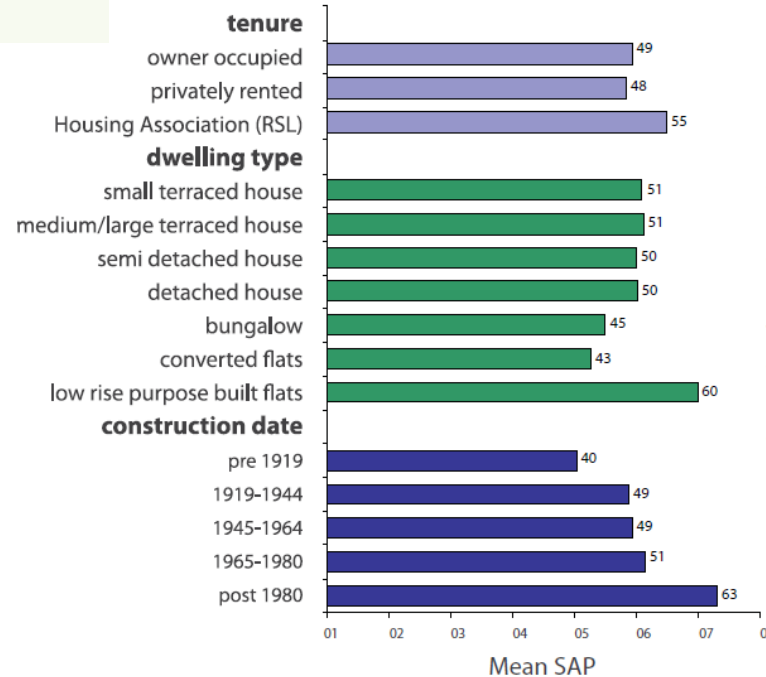


# Growing our local retrofit market

Retrofitting our homes is worth £26m - £75m



- strategy, network & research
  - build network of local firms
  - explore home & business finance options including Green Deal
  - define strategy to grow market with network
  - review planning processes with SHDC
  - feasibility studies for local natural materials
  - study potential retrofit technology & materials
- raise awareness & create demand
  - expand Open Homes and EcoHome Fair events
  - co-design mechanisms with councils to help stimulate demand
  - leverage Transition Streets & promote local schemes
  - promote action by landlords

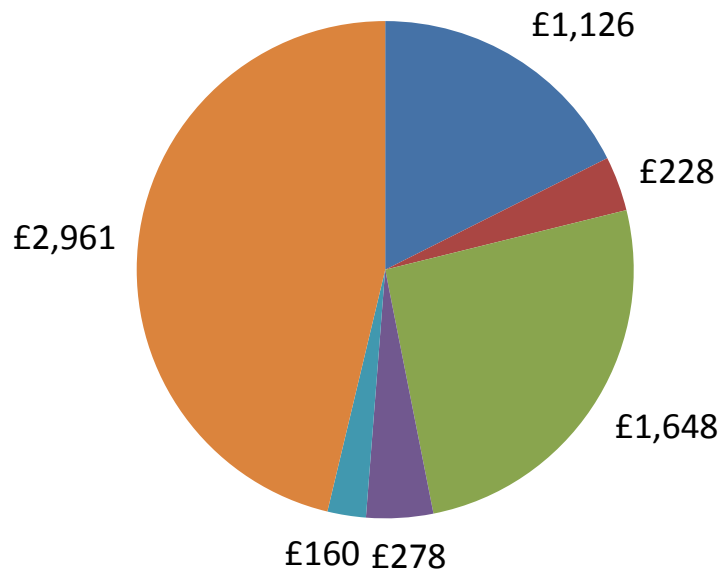


# Growing our local renewables sector

## Our assets can produce over £6m worth of energy pa

Renewables value by type, £th pa

- Solar PV
- Solar thermal
- Wind
- Wood/biomass
- AD - gas
- Gasification



- strategy, network & research
  - build network of local firms
  - explore home & business finance options including Green Deal
  - define strategy to grow market with network
  - review planning processes with SHDC
  - feasibility of biomass/woodfuel scheme
  - feasibility studies for local RE manufacturing or supply chain
- raise awareness & create demand
  - expand Open Homes and EcoHome Fair events
  - co-design mechanisms with councils to help stimulate demand
  - leverage Transition Streets & promote local schemes
  - run series of targeted campaigns on PV

