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Simple changes mean big savings, Deloitte advises

BUSINESS adviser Deloitte has issued guidelines for companies wanting to create a more environmentally-friendly IT system.

Its research found fewer than a third of businesses are undertaking any carbon reduction initiatives with their IT system.

And 40 per cent admit to being 'many years away' from introducing changes.

Stephen Mercer, consulting partner at Deloitte North West, said: "An effective green IT policy not only helps the environment but can also cut costs at a time when any reduction in outgoings should be welcomed. Improving the efficiency of IT equipment is an easy way to reduce companies' impact on the environment.

"Changing the habits of the workforce will be central to the environmental efficiency of an organisation. Few people know that using a moving screen-saver uses twice as much power



STEPHEN MERCER
He says an effective green IT policy can help to cut costs

as simply leaving the system active, whereas switching it to standby mode can use up to 10 times less."

Mr Mercer said 'data centres' - where energy consumption is measured - can easily police the energy being used.

He added it was also important that IT teams switch off the servers for applications that have been replaced and implement a strategy to slow the growth of storage requirements.

He added: "Making only a few simple changes can make a significant difference to the energy consumption of a business."

Driver Jonas aims for growth

PROPERTY consultancy Driver Jonas believes the current downturn could result in more companies 'going green'.

The company has seen its Manchester-based sustainability team grow rapidly over the past year.

Over the past two months it has recruited two people and has won a national sustainability award.

Jon Lovell, head of sustainability, said: "The downturn brings the benefits of a sustainable approach to property development and management

into even sharper focus.

"Sustainability remains a top priority, whether clients are looking to cut costs or seeking to differentiate their brand their assets."

The York Street-based company has added Dr Nick Buck and Kevin Muttitt to its sustainability team.

Sustainability consultant Dr Buck joined from building consultancy GVA Grimley, bringing with him extensive academic experience in environmental planning and development.

Mr Lovell said: "Kevin and Nick's appointments have further strengthened our offering at a time when demand for our services continues to rise."

Traders bringing more than just a little festive cheer

Last year, they generated an amazing £42.6m for Manchester, and the city's Christmas markets are likely to provide a welcome revenue boost as the downturn starts to bite, writes **Chris Osuh**

MANCHES-TER'S Christmas markets look set to defy predictions of economic gloom in a 10th anniversary bonanza.

Figures show that last year the markets generated £42.6m in additional revenue for the city.

And, if trade continues at the rate seen in the opening weekend - when 50,000 people visited the stalls - the markets are expected to be worth even more to the local economy this year.

Manchester city council has not disclosed how much money passes through stallholders' tills for commercial reasons. But its research reveals how much of a boon the initiative provides to other city centre businesses.

It says a total of £26m was spent last year in shops by people attracted to the city centre

by the markets, while a further £7m went on food and drink, £4.5m on travel, £3.5m on accommodation, and around £1.6m to leisure venues such as theatres and cinemas.

The markets began in 1998 with just 17 stallholders, brought to Manchester by the city of Frankfurt. Today, it boasts 200 stalls, offering goods from mulled wine to ethical stocking fillers.

Anya Manke, of Bremen, Germany, runs St Ann's Square's gluhwein stall and was one of the original traders. She told the M.E.N: "We could only get a stall in Frankfurt Christmas market on condition that we sold ice cream - in the winter - and

"As an event, the markets have grown in the hearts and minds of people in Manchester"

worked our way up. "Then the opportunity to come to Manchester came up, and we were asked because we spoke English.

"Year on year, our business in Manchester has grown. We were concerned this year because of the banking crisis, but we have been busy so far.

"In a way, more than anything, we are dependent on the weather, so we need it to stay cold and dry."

Although they might be vulnerable to the weather, the markets offer considerable benefits to small catering businesses, says Penny Bailey, of Didsbury, whose Albert Square stall specialises in festive food and drink made with ethical local produce.

She said: "If it wasn't for the markets we could have gone under.

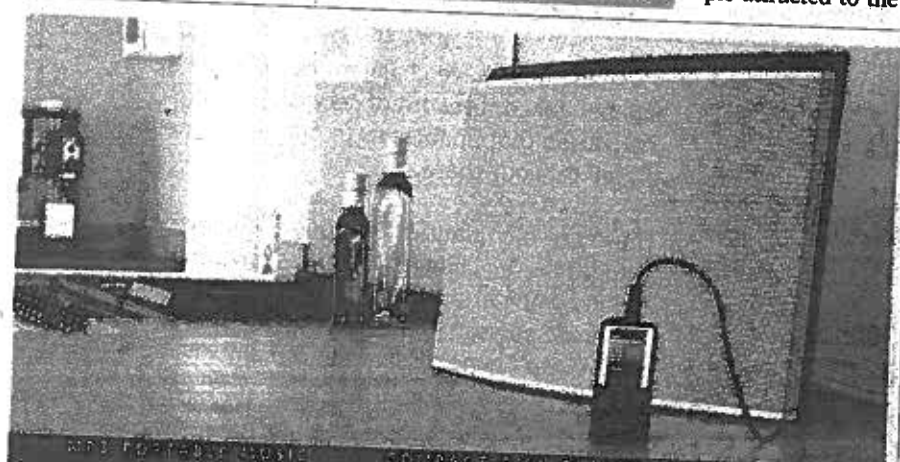
"Our last business, a juice bar on Piccadilly station approach, failed as the station was redeveloped and more and more competition came to the area.

"But, four years ago, we were approached by the council's events team to work for the Manchester Markets and it changed our lives. We ended up selling the shop, where we were



CHEERS TO CHRISTMAS Market trader Penny Bailey on the mulled wine stall in Albert Square

paying £60,000 in rent. Now, we pay a fraction of the rent and our profit is considerably more. "Being on the market has dramatically reduced overheads, enabled me to raise money to put back into the business, and now I can pay staff a better rate. "When the markets finish we can take a month off and get ready for the summer festivals and markets." Despite the economic down-



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