



Funded by
UK Government

GROWING WEST YORKSHIRE'S GREEN ECONOMY.

Impact Report 2023 - 2026



West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire



Growing the green economy.



Project summary

The *Growing the Green Economy in West Yorkshire* programme was a UK Shared Prosperity Fund (UKSPF) funded initiative, delivered by Green Economy to support the growth and development of the region’s green technology and environmental services sector.

The programme commenced in September 2023 providing two sector mapping studies, local network development and fully funded support to existing and emerging green technologies and environmental services sector providers, with a focus on strengthening local supply chains, improving competitiveness, and enabling the region to meet its net zero ambitions by 2038.

The programme provided tailored, specialist support for:

- Businesses providing green technologies and environmental products and services including energy efficiency, retrofit, renewables, nature based solutions, circular economy (including water and waste), heat networks, transport and environmental.
- Businesses diversifying into low carbon markets.
- New entrants into priority markets (retrofit, solar, ventilation).

The programme responded to clear market need - supporting businesses to capitalise on rapid sector growth, address skills shortages, and ensure that investment in the transition to net zero is captured within the local West Yorkshire economy.

Project highlights



231
businesses
supported



109
jobs created and
safeguarded



£2.2m
increased
sales



58
new market
entrants

"The Growing the Green Economy programme in West Yorkshire has driven real, measurable impact - building a stronger low carbon supply chain, upskilling local people, and supporting the region’s transition to a greener economy."

**Vincent McCabe, Strategic Lead (Green Economy),
West Yorkshire Combined Authority**

Tailored business support.

Green Economy developed a bespoke programme focused on stimulating innovation, supporting adoption of new products and services, building a community of suppliers and helping West Yorkshire Combined Authority to tackle the climate emergency.

What was included

- Tailored one-to-one support from experienced business advisors.
- Business diagnostic to benchmark, identify barriers and opportunities to grow and improve competitiveness.
- A bespoke action plan of prioritising business support and delivery activities such as:
 - Business planning and process development
 - Market intelligence and competitor analysis
 - Access to new sales or new market strategy
 - Certification / accreditation recommendations to demonstrate quality
- Free, searchable profile on Green Economy's Marketplace
- A weekly round-up of national tenders, sales opportunities, industry news and events
- Invitations to networking and growth opportunities

Green Economy supported 231 businesses, delivering:



£2,248,280
sales
increased



45
jobs
created



64
jobs
safeguarded



161
businesses entering
new markets



99
businesses
adopting new
products/services

Case study: Trust Electric Heating

- £500k increased sales
- Two new market entries
- Product testing and development
- Onsite visit with Mayor Tracey Brabin

Trust Electric Heating manufacture and install an innovative British electric heating solution for homeowners and businesses across the UK. They accessed support to drive commercial growth, requiring new routes to market to compete with other heating technologies and providers.

Fiona Conor, Managing Director Trust Electric Heating said:

“The support we have received from Green Economy has been invaluable. Being able to tap into their knowledge and connections means that we’ve made a huge leap forward with our growth plans.”



Sector mapping study

West Yorkshire Green Economy Sector Mapping Study

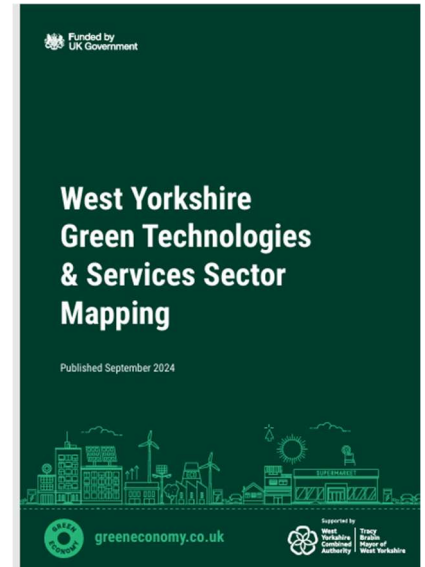
The programme included delivery of a comprehensive West Yorkshire Green Economy Sector Mapping Study, providing robust intelligence on the size, composition, and opportunities within the sector.

Key findings

- The green technologies and services sector is valued at £8.1 billion
- Forecast growth to £11.1 billion by 2026 (+37% growth)
- The sector supports over 53,000 jobs across West Yorkshire

This evidence base has been critical in identifying priority growth areas, highlighting supply chain strengths and gaps and informing targeted interventions and future investment.

[Read the report here](#)



West Yorkshire Retrofit Sector Mapping Study

The initial sector mapping identified retrofit as a critical priority area for achieving both economic growth and net zero targets, given the scale of housing decarbonisation required across the region. In response, a dedicated West Yorkshire Retrofit Sector Mapping Study was commissioned to provide deeper insight into this market.

Key retrofit statistics

- Sector value: £1.9 billion (2022/23)
- Projected growth: +26% by 2025/26

The study highlights retrofit as a major economic opportunity, essential to improving energy efficiency, reducing fuel poverty, and delivering net zero, and dependent on workforce capacity, supply chain development, and skills investment.

[Read the report](#)



Plugging the skills gap

Training programmes

To address the identified skills gap in priority technologies, Green Economy developed and delivered a series of training offers to increase local capacity. This included a training vouchers scheme enabling businesses to access accredited training and the development of a bespoke Installer accelerator training programme.



Installer Accelerator programme

The targeted training programmes focused on upskilling new entrants into the solar and ventilation markets.

Working with national and local partners including MCS Certified and YESSS Electrical, the programme provided technical training alongside sector support to develop successful, profitable businesses. specific as well as the technical qualifications, participants received guidance on business planning, sales and marketing and how to secure appropriate certifications and accreditations. They then received ongoing support to deliver their first install and receive customer feedback, and access to a pipeline of sales.

These interventions have increased local workforce capacity, supported new market entrants and strengthened the regional supply chain to meet growing demand



6
installer accelerators
delivered



29
Training vouchers
provided



58
new market
entrants

On completion of the course Amrit Mann, Dynamic Solar & EV said:

"I would never have had the confidence and know how to enter the solar industry if it wasn't for the accelerator.

I achieved a Level 3 in solar and battery in just days, with further support which continues well after the accelerator leading me to MCS Accreditation."

Local network development

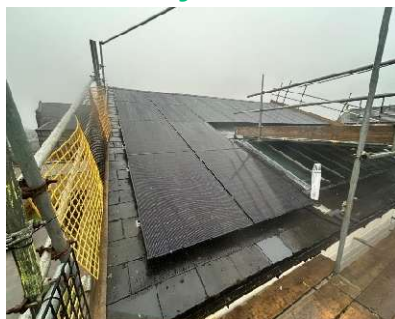
Alongside one-to-one support and training programmes, Green Economy was tasked with establishing a local network to drive innovation and collaboration across West Yorkshire's green economy. This work focused on raising the profile of the sector, building customer confidence and connecting businesses with growth opportunities. The local team worked with stakeholders and businesses to design and deliver a programme of activity focused on market growth.



Activity included

- Launch event with Tracy Brabin, Mayor of West Yorkshire Combined Authority for 50 delegates.
- 100 businesses created online searchable profiles on the Green Economy Marketplace, receiving a weekly round up of sales, tenders and growth opportunities.
- Delivery of 11 networking events, bringing together 461 attendees to hear from experts, collaborate with peers, showcase their products and services and access new growth opportunities.
- Invitations to profile raising activities including member spotlight features, social sharing and exhibition opportunities at events including Reset Connect. Expanded access to networks, opportunities, and supply chains
- Contributed to building a robust ecosystem of local installers, suppliers, and innovators
- Market stimulation – working with local businesses and stakeholders to identify sustainability projects for local audiences to access.

Case study: Purelec and Little Wellies



Little Wellies, a family-owned day nursery with three locations in West Yorkshire, were awarded a grant from West Yorkshire Combined Authority to install solar PV.

Green Economy worked with the business to develop the project brief and introduce them to local suppliers. Green Economy helped to compare quotes, leading to Wakefield based Purelec, winning the £10,000 project.

Jason Eastwood, Facilities & Finance Director Little Wellies said:
 “Green Economy’s help was invaluable in sourcing local suppliers for our solar installation. Thanks to them, we were able to invest with confidence.”



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West Yorkshire Impact report 2023-26

Green technologies and
environmental services
businesses receiving
support:

231

109



Total number of jobs
created or safeguarded
through business
support:

£2.25m



Total sales increased by
businesses following
support.

West Yorkshire's green technologies and
services sector is valued at **£8.1bn** and
expected to grow to **£11.1bn** by 2026.
The sector employs more than **53k**
people locally.



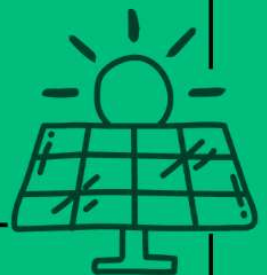
West Yorkshire's domestic retrofit sector
contributed **£1.9bn** to the local economy
in 2022/23, with **730 businesses**
employing 16k people. Sales increased
by 8.4% from 2021 - 23 and projected to
grow by 26% in 2026.

161

businesses supported
to enter new markets

58

new entrants to the green
technologies and
environmental services.



481

attendees at 11 networking events

99

businesses supported to adopt new or
improved products and services.



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Building a green economy powered by local suppliers



About us

Green Economy, part of the Growth Company, is an independent, social enterprise supporting businesses across the UK to cut carbon, reduce costs and drive business growth as the country transitions to a low-carbon, climate-ready economy.

In partnership with local government, and directly for business, we provide services to grow the green tech and environmental services supply chain and deliver corporate and industrial decarbonisation.

What we do

For local government

Enabling sustainable growth for regions and partners

We are an independent, social enterprise, working with partners to deliver net zero. We provide intelligence, training and support services to help our partners turn environmental policy into action.

For business

Accelerating the low-carbon transition by aligning sustainability with economic growth

We help organisations improve resource efficiency, strengthen supply chains and adopt green technologies, while championing the growth of local low-carbon suppliers and service providers.

By working across the entire green supply chain, we ensure that the shift to a cleaner, more sustainable economy delivers benefits for businesses and communities.

Our vision

Green Economy's vision is a net zero carbon economy that delivers prosperity, inclusivity and opportunities for businesses and communities.

Our mission

To accelerate net zero by simplifying corporate and industrial decarbonisation, whilst removing the barriers linked to slow and low adoption of green tech and environmental products and services.

Why Green Economy?

Independent experts

Our consultants are qualified experts, providing trusted, data-led, impartial advice, independent from technology and solution providers to ensure we recommend tailored solutions that align with your organisation's vision.

Socially driven

Green Economy, powered by The Growth Company, is a social enterprise providing practical solutions as the UK transitions to net zero. Choosing Green Economy as your partner enables us to further corporate decarbonisation, whilst ensuring the green tech supply chain creates high-quality jobs for the communities we serve.

Market leading

Decades of experience delivering results in decarbonisation and sector growth, our team of experts are unique in supporting the entire supply chain for the good of the planet and the UK economy.

Unique proposition

We take a holistic approach providing end-to-end support that delivers net zero for organisations creating prosperity for the wider community.

Living our values

We're on a mission to be net zero carbon by 2035. We hold the internationally recognised standard for [environmental management systems](#), have pledged commitment to the United Nations Race to Zero and are accredited as a Carbon Literate 'Bronze' Organisation.



Powered by



About us

We are part of the Growth Company, an accredited social enterprise with over 30 years' experience of designing and delivering market-leading support programmes.

Our vision is a net zero carbon economy that delivers prosperity, inclusivity and opportunities for businesses and communities.

www.greeneconomy.co.uk