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**Tuesday 1 April 2025**

**New funding to help hundreds more businesses cut energy costs and carbon emissions**

ANOTHER 1,300 businesses across the West Midlands are to get a share of £15m of new funding to cut their energy usage and bills, and help the region get to net zero by 2041, Mayor Richard Parker has announced today (Tuesday 1 April).

The Business Energy Advice Service (BEAS) pilot scheme is being led by the West Midlands Combined Authority (WMCA) and the Department for Energy Security & Net Zero (DESNZ).

It is one of a number of regional schemes that have already helped 2,400 businesses to identify measures to decarbonise and reduce energy demand, with match funded grant support available to implement actions.

If fully implemented, they would save £16m a year in gas and electricity costs and reduce their annual carbon emissions by 34,000 tonnes – the equivalent to the amount produced by 20,000 cars each year.

The new funding will save businesses a further £8m in annual energy costs and cut 17,000 tonnes of carbon.

SMEs can apply for a free energy efficiency audit leading to an opportunity to secure between £1,000 and £100,000 of match funding to implement recommended measures that can reduce their energy demand.

This could include supporting investment in new machinery and equipment, improved manufacturing processes, or LED lighting, solar power, heat pumps, and insulation.

The Mayor said: “High energy costs are holding businesses back. That’s why I’m taking action to make them cleaner, greener and more competitive.

“We’ve already helped more than 2,000 businesses cut millions of pounds off their gas and electricity bills and reduce their carbon emissions thanks to this expert advice and funding.

“I’m helping to power up businesses so they can invest in their own future and take on more staff. That’s part of my plan for a stronger and more prosperous future for everyone.”

Minister for Industry, Sarah Jones, said: "As part of our Plan for Change, we are continuing to provide support for businesses of all sizes to transition towards a more sustainable future - cutting costs and emissions.

"The BEAS pilot has already supported 2,000 businesses across the West MIdlands, and this £15 million boost will help many more businesses slash their carbon emissions and save millions on energy bills."

The West Midlands manufacturing base means there is a higher proportion of energy exposed businesses than any other UK region.

As a result, the government chose the West Midlands to pilot the scheme which looks at the best and most efficient ways of helping businesses reduce their gas and electricity usage and carbon emissions.

Birmingham-based craft beer maker Attic Brew Co was awarded funding to help install new energy efficient beer making equipment as well as a more efficient boiler, double glazing and lighting for its brewery in Stirchley, cutting annual carbon emissions by 65 tonnes and fuel bills by around £30,000.

Managing director Sam Back said: “The support we’ve had means we've been able to reduce equipment running costs, the level of heating we need and the co2 we produce. It has also unlocked additional support to help find future avenues for improvement.

“Without this help it’s likely we’d have had to scale down our plans to maintain the fantastic growth we’ve seen since we began brewing commercially in 2018.”

BEAS is being delivered by the WMCA and DESNZ through Business Growth West Midlands in partnership with Aston University, Coventry City Council, Black Country Industrial Cluster, Birmingham City Council, Warwickshire County Council, Staffordshire County Council, Worcestershire County Council, and Pro Enviro.

Find out more about BEAS and a range of support programmes for SMEs at [www.businessgrowthwestmidlands.org.uk](http://www.businessgrowthwestmidlands.org.uk/)/beas

**Photo caption:** *Mayor Richard Parker with Sam Back and Oli Hurlow, founders of Attic Brew Co in Stirchley, Birmingham who have had funding to cut their energy usage and carbon emissions.*

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**More information from the WMCA media team email**[media@wmca.org.uk](mailto:media@wmca.org.uk)

**Notes to Editors:**

**About the West Midlands Combined Authority**

Led by the Mayor of the West Midlands, the WMCA brings together 18 local councils to oversee the transfer of powers and funding from Whitehall to the West Midlands.

The WMCA is putting these new powers from government back where they belong, in local hands, bringing the region together to build a healthier, happier, better connected and more prosperous West Midlands.

Billions of pounds are being invested by the WMCA to improve the region’s transport network, transform its derelict industrial land into new homes and workplaces, support existing businesses and help grow the innovative, green industries of the future.

At the heart of this vision is a strong economy that is both green and inclusive, one that supports the region’s ambition to be net zero carbon by 2041 and offers everyone the opportunity of a good quality, affordable home and the skills needed for a worthwhile job.

**Mayoral priorities**

The Mayor has four priority areas of work for the region:

**Jobs for everyone** – Investing in jobs, skills, training, and apprenticeships, reducing youth unemployment, and ensuring everyone has a job that pays well.

**Homes for everyone** – Building social and affordable homes and creating vibrant communities so that everyone will have a place to call home.

**Growth for everyone** – Helping businesses grow, supporting innovation and creativity, and making sure everyone benefits while protecting the environment.

**Journeys for everyone** – Connecting communities and making travel easier, safer, and more affordable for everyone.