

Lancashire Business Environment Association

The Lancashire Business Environment Association (BEA) offer cost-effective practical support to business – helping to reduce environmental pressures and at the same time offering tangible business benefits.

Due to a new contract from ENWORKS, we needed to expand our services to enable a far greater number of businesses to be engaged and supported with information, advice and training on resource efficiency and corporate responsibility.

MGA Marketing Ltd have provided us with telemarketing support to help recruit business to the programme, arranging appointments for our Environmental Advisor to carry out resource efficiency audits. MGA staff presented themselves as part of the Lancashire BEA explaining the service, making the appointments and providing us with a structured report of appointments on a daily basis.

MGA had experience of similar work which enabled them to provide us with advice on the best way of achieving our targets. Our targets were exceeded and we have now begun to work with MGA on a longer term basis, also recruiting businesses to seminars and workshops.

Feedback from businesses indicates a smooth process from initial contract by MGA to completion of the audit by our Advisor. We had considered recruiting a member of staff to undertake this role but have found working with MGA a flexible and cost effective alternative.

Mick Smith
Director
Lancashire Business Environment Association