

**Appendix 2:** Output from the Climate Change Action Plan Expert Forum session held on 24<sup>th</sup> March 2011

1. The Forum discussions were structured around three approaches available to the Council in tackling climate change; with all three having important roles to play in underpinning and generating prioritised actions. The three approaches are:
  - (a) **Awareness raising**, with key questions here being:
    - (i) Are we *opening our dialogue* with our residents on the right foot? (front foot?)
    - (ii) What should we do to *attract attention*?
    - (iii) How do we convince everybody that this really matters?... *NOW not tomorrow!*
    - (iv) What's the message – *different for different folk*?
    - (v) How should we *format the message*?
  - (b) **Engaging**, with key questions here being:
    - (i) How do we *keep the dialogue going*?
    - (ii) What will *hold people's attention*?
    - (iii) what do we need to do to make carbon reduction an *active part of everybody's decision-making*?
    - (iv) Can we '*nudge*' or '*shove*' the choice?
  - (c) **Delivering**, with key questions here being:
    - (i) How do we turn a *choice into an action*?
    - (ii) What will *hold people's resolve*?
    - (iii) How do we show people that it's all worthwhile – *feedback the benefit*?
    - (iv) How do we get people to *move on* to deliver more low carbon choices (*keeping their appetite*)?
2. Using the output from the Expert Forum (pre-attendance priorities, minutes and flip-charts) along with the initial consultation round submissions the core findings may be summarised as follows:
  - (a) **Awareness Raising**
    - (i) Need effective and **innovative communication** to show a way forward towards low carbon living – incorporating plain English, clarity and directness of style.
    - (ii) Low carbon living is just **part of a sustainable lifestyle** – it is not a separate issue; without this understanding carbon reduction argument on its own can be confusing.
    - (iii) Provide a **tangible vision** of what a genuinely sustainable/self-reliant/future-proof South Cambridgeshire would look like.
    - (iv) **Face-to-face** communication is the most effective.
    - (v) **Constructively counter negative** and regressive messages and media coverage.
    - (vi) Provide **free and dependable advice** on sustainable energy matters across domestic, community and business sectors.
    - (vii) Specific attention must be paid to 'mainstreaming' climate change to **make responses normal and desirable**:
      1. sustainable energy terminology as **common** currency;

2. **embed** in other messages across all sectors (e.g. food, farming, shopping, fuel poverty);
  3. ensuring **visibility** at all levels;
  4. using **images** to support words;
  5. focus on **younger** audiences;
  6. securing **cross-sector** support;
  7. all SCDC **Members** as advocates.
- (viii) Understanding financing (a key message carrier) whilst also putting '**pay-back**' into **perspective** – wellbeing, security, comfort etc. are all important. Overall what do people get out of tackling climate change – clear consistent message required.
- (ix) Ensure all community actions are as visible as possible – use **local case studies**
- (x) Make the most of **existing channels** and audiences.
- (xi) Provide **targets and indicators** of change.

(b) **Engaging**

- (i) Explain that there is a **choice**.
- (ii) Always show people the first, and **then next, step** into low-carbon living (an incremental progression instead of a blind leap).
- (iii) Build the **Council's capacity to discuss** the difficult climate change issues (especially at executive and senior management levels)
- (iv) Provide **information/education programme** for RSL's, estate agents, commercial house builders and public sector procurement bodies.
- (v) Provide strong **leadership and champions** across all sectors (sustainable working and more general lifestyle choices).
- (vi) **Ownership** ultimately lies with individuals, although family, neighbours and community support is often crucial.
- (vii) **Energy use is not a bad thing** – it just needs to be much more sustainable.
- (viii) **Be realistic** about the choices people will make or consider.
- (ix) Residents want a **strong lead and clear message** from the Council.
- (x) Highlight the **cost of doing nothing** and that this will impact all aspects of our lives.
- (xi) Use involvement with **schools**.
- (xii) Need for Council to **strongly support community projects** based around sustainable energy (especially community renewables) and other initiatives.
- (xiii) Community actions need not just be voluntary – **social enterprise** has a significant role to play.
- (xiv) Keeping **up to date** with initiatives and projects.
- (xv) Getting to the decision-making of **those that are not already convinced** – demonstrate the benefits.
- (xvi) Help needs to be **targeted**.

- (xvii) Access people at key **points of change** in their lives (e.g. moving home).
- (xviii) Engage **intermediaries** and third parties (e.g. estate agents).
- (xix) Evaluate and **publish outcomes** to promote and improve future decision-making.
- (xx) make better use of **Energy Performance Certificates** to engage residents and building occupiers on the steps they can take to save energy, carbon and money.
- (xxi) Continue to develop and maintain the South Cambridgeshire **Sustainable Parish Energy Partnership**.
- (xxii) Extensive roll-out of Sustainable **Parish Energy Booklets**.

(c) **Delivering**

- (i) Ensure **land-use planning policies and decisions** are consistently and explicitly in support of more sustainable and low-carbon living and commercial activity (especially: energy saving, microgeneration, community renewable energy projects, Travel Plans and adaptation to climate change impacts).
- (ii) Pursue, **monitor and enforce** the delivery of sustainable energy details in construction.
- (iii) Actively support the delivery of **community-based renewable energy** schemes.
- (iv) Make the most of the **Feed-in Tariff (F-iT)** and **Renewable Heat Incentive (RHI)**.
- (v) Link **Travel for Work** plans into Travel Plan area networks and ensure major growth areas have Travel Plan co-ordinators.
- (vi) Actively instigate the establishment of **'revolving' sustainable energy** funds for community use (e.g. via S106, F-iTs, the Renewable Heat Incentive and potential future off-set funding)
- (vii) Skill up all Council **front-line officers and Members** to provide advice and explicitly champion sustainability within their fields of expertise and in relation to the issues they may be promoting.
- (viii) Provide support in preparation for and options in delivery of the Government's new **Green Deal**.
- (ix) Support **social enterprise**.
- (x) Provide a **stable and long-term** carbon reduction service – will normalise activity.
- (xi) **Target interventions** – for example towards off-gas-grid properties and communities.
- (xii) Ensure **Council's own** building and internal operations (including procurement) provide working examples of low-carbon working.
- (xiii) Implement measures with **Council's housing** tenants and their respective properties to secure steps required for low-carbon living