

Appendix 2: Output from the Climate Change Action Plan Expert Forum session held on 24th 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