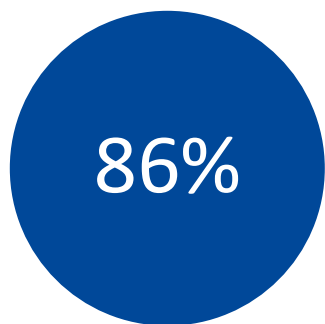


# Members' Briefing Communications & Community Engagement on Climate Change

Tom Day and Kerry Burgess

28 June 2023

## Most residents claim to be concerned about climate change...



of Essex residents say they are extremely, very or somewhat worried about climate change

Source: Essex Resident Survey 2022

“The UK public **are concerned** about climate change and the environment and there is a **widespread desire for action to be taken**.

There are several positive trends such as shifts in diets, purchasing behaviours and the growing uptake of electric vehicles.

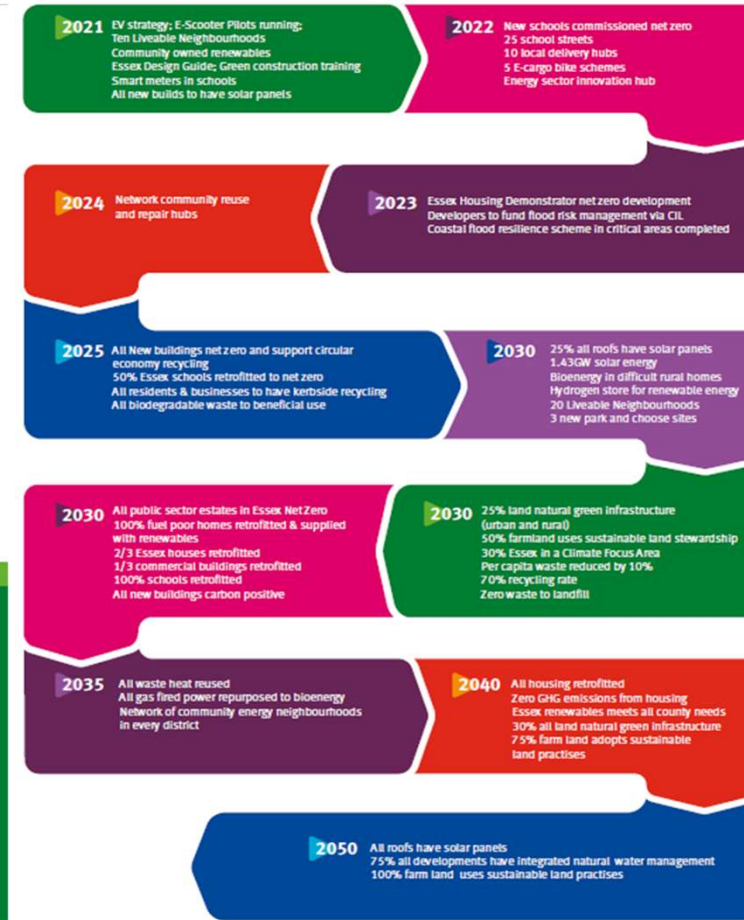
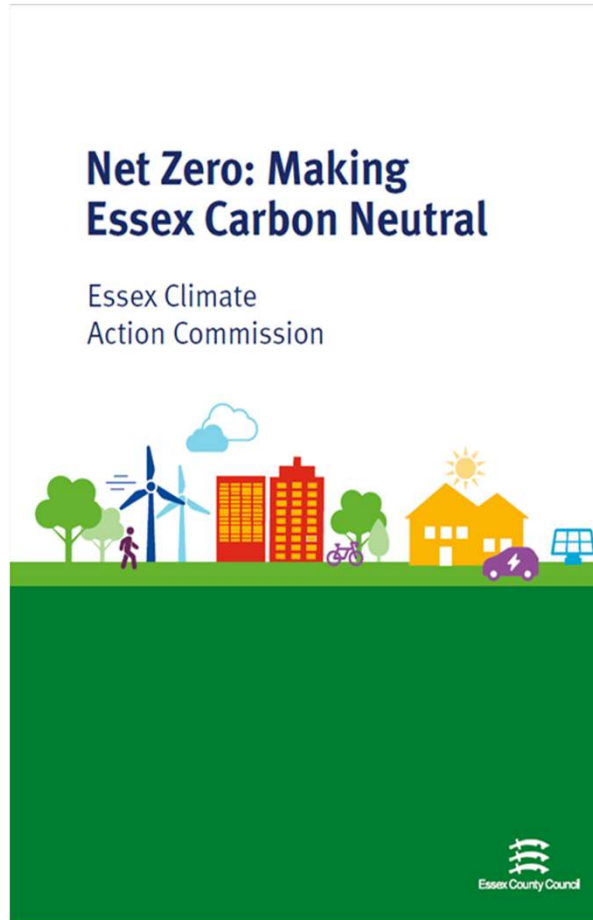
However, **most of us do not know what the most effective actions are** that we can take to reduce our emissions and environmental impacts, **nor do we appreciate the scale of change that will be needed** to reach net zero or adapt to climate change.”

**In our hands: behaviour change for climate and environmental goals**

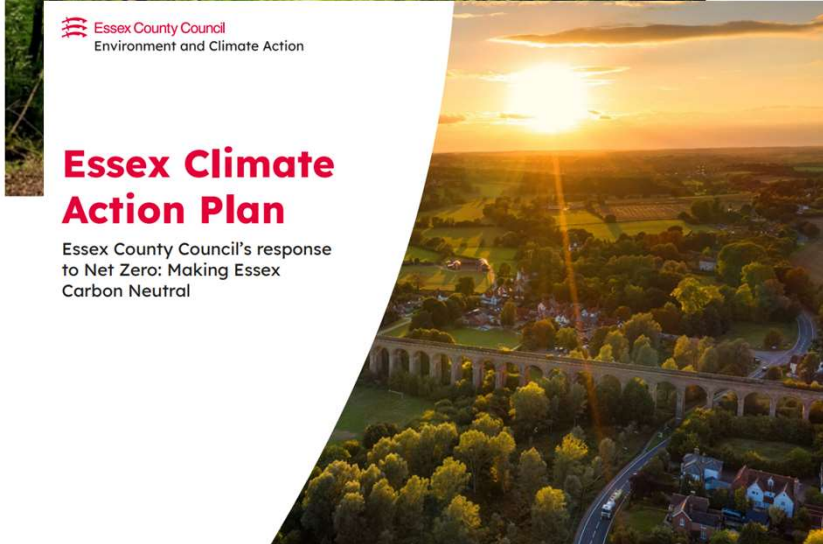
House of Lords Environment and Climate Change Committee

# The Essex Climate Action Commission

- Established May 2021, one of the first councils in the UK to have formed an independent Commission. Many commissioners from the local community.
- Chaired by Professor Jules Pretty, the Commission comprises over 30 commissioners, with varying backgrounds from public, private and third sectors.
- Two co-chairs from Young Essex Assembly
- Net Zero: Making Essex Carbon Neutral report provided a roadmap on how the county will achieve its goal to become net zero, including recommendations on community engagement
- Report launch event 20 July 2021



## Essex's £200m climate action plan is unveiled



Essex County Council  
Environment and Climate Action

## Essex Climate Action Annual Report

2021-22



- In Nov '21 ECC published its 4 year, £200m climate action plan
- We report annually on climate action across the county
- Click the link to see the reports: [Plans and Reports](#)

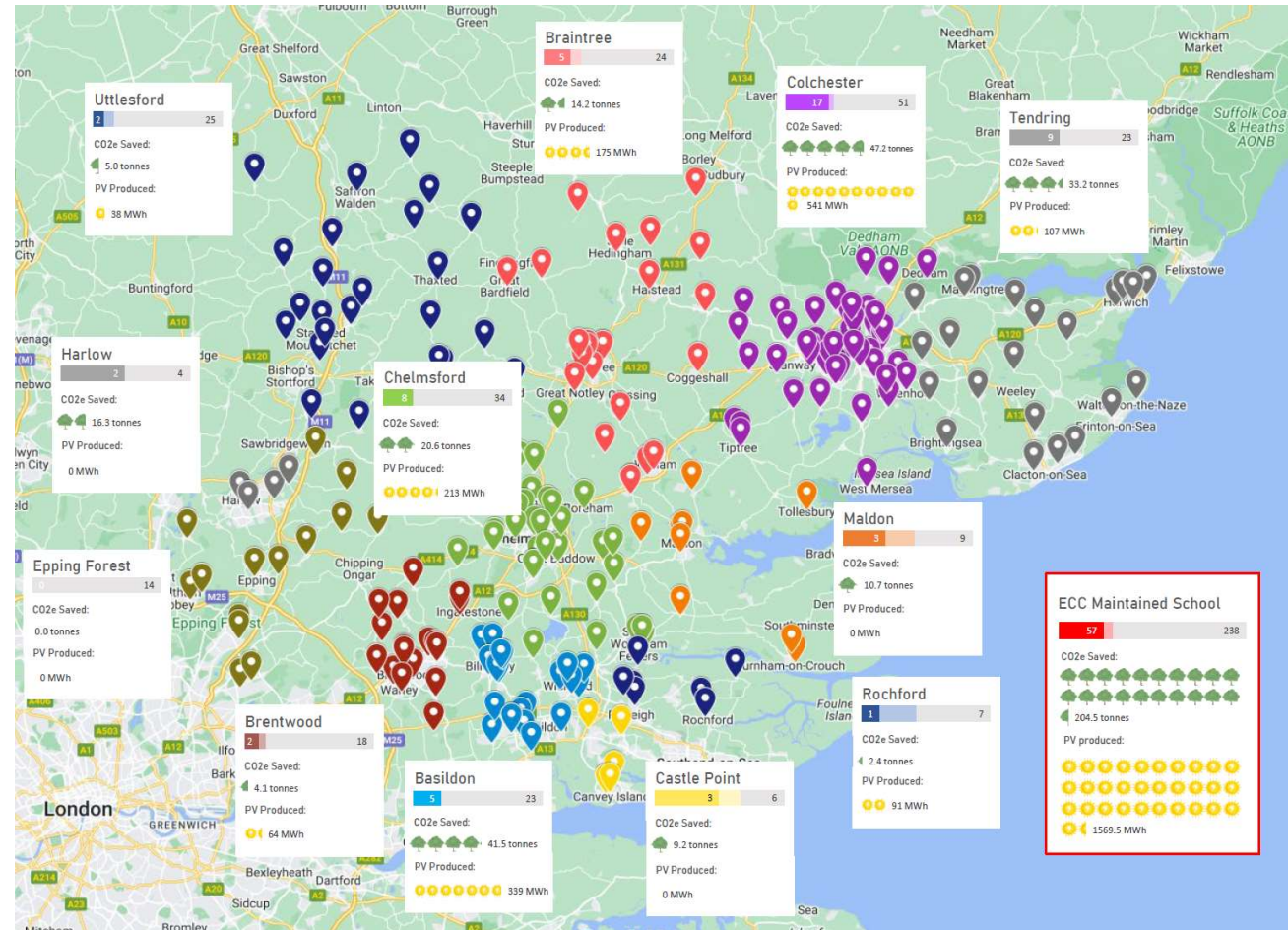


# Working With Schools & Young People



# Enabling local schools to take action on climate change

- Since May 2022, the School Energy Team have completed 66 school energy surveys across Essex, 27.6% of the maintained schools' estate.
- Over **200t Co2e** saved, over **1500 MWh** produced
- The team is on track to have surveyed one third of the entire maintained school estate by June 2023.
- Bespoke recommendations made for schools across all aspects of energy usage from lighting to student engagement.
- Support with energy data analysis

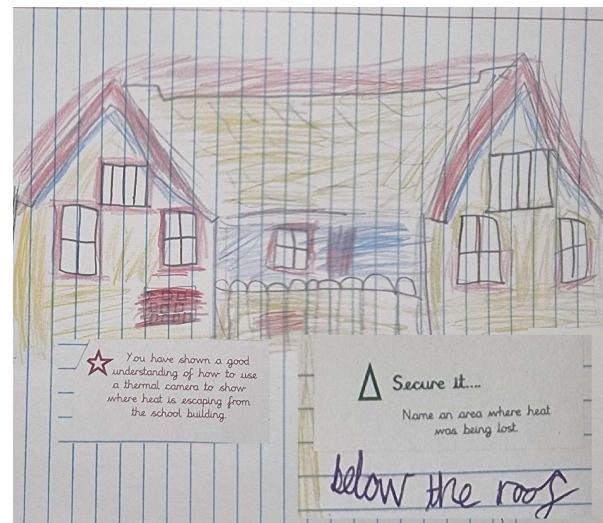


# Energy Challenges Essex

- 9 schools between Oct/22 and Jun/23 participated on the Energy Challenges Essex
- "2IMPREZS" Energy Challenges Essex project is a EU funded project to accelerate the decarbonisation of schools through student-led energy campaigns
- Schools saved an average 17% on their energy bills in comparison to the same period last year
- 5 Primary schools in Essex and 1 in the Netherlands participated in an online School Exchange in June 2023
- Schools got access to Virtual Reality games which help to increase learning



Date	Electricity Reading	Difference
15.11.22	08668	
23.11.22	09253	585
28.11.22	09408	155
5.12.22	10767	1359
9.01	Christmas holidays	
9.01.23	11274	
16.01.23	11554	280
23.01.23	11274	



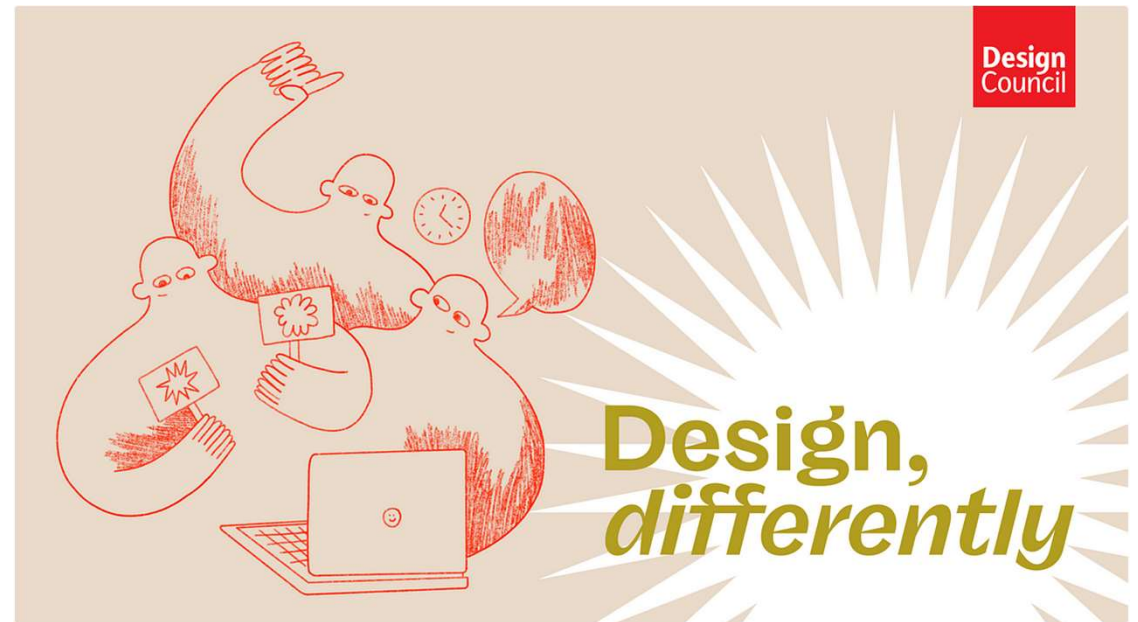
# Design, Differently - Climate Ambassador Network

The Design Council has selected to work with Essex County Council to develop a Climate Ambassador Network for its Design, Differently Programme, led by the Commissions 'young co-chair.

Design Differently, funded by The National Lottery Community Fund, will share design tools and methods to help facilitate the Ambassador Network.

The programme is made up of interactive online learning sessions, one on one coaching calls and in-person expert visits from April to October 2023.

The programme will increase the outreach of the network and aid in its effectiveness to fight climate change in Essex.



# Let's Go Zero



# Working in Partnership with Essex Local Authorities



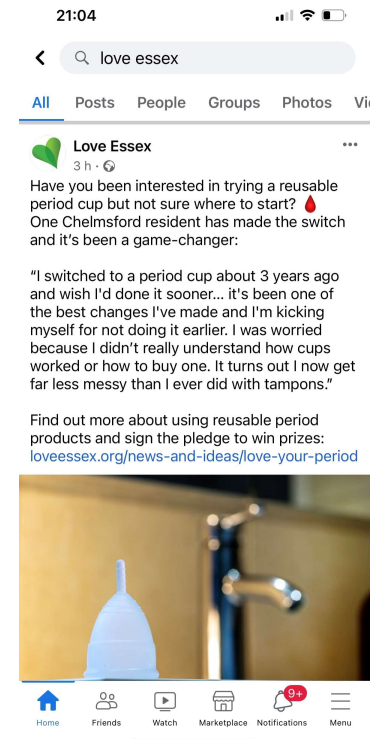
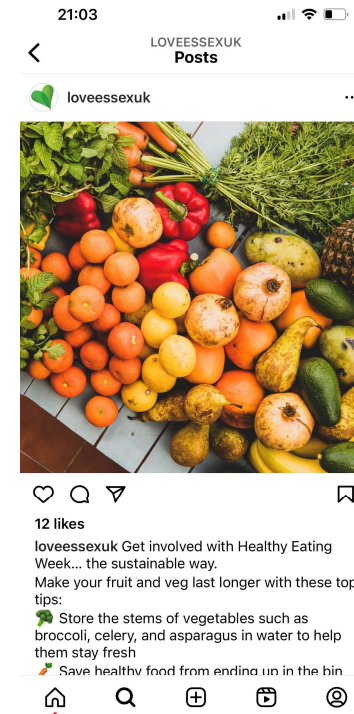
# Love Essex

Working in close collaboration with District, City and Borough Councils and managing the Essex Waste Partnership's public brand, Love Essex.

Engaging with audiences over 18,500 via the Love Essex Newsletter and over 17,000 through Facebook, Twitter and Instagram. All supported with the Love Essex website attracting over 500,000 visitors over the last year, as well as taking advantage of other print and digital opportunities to drive behaviour change.

Using insight, best practice and resident-led design to ensure value-for-money, successful, waste reduction and recycling initiatives and campaigns.

Love Essex Champions are a community of over 180 people taking part in virtual volunteering activities every month to help us waste less and look after our world.



# Love Essex initiatives

- Subsidising >1,000 [home compost bins](#) each year, providing 'how to' guides and learning opportunities
- Offering a [£30 towards the purchase of cloth nappies](#), providing inspiration and signposting
- Coordinating over 200 virtual volunteers engaging with waste reduction and recycling initiatives in their communities – [Love Essex Champions!](#)
- Awarding microgrants to local projects delivering waste reduction in their communities – 78 projects funded in 2022
- Investing in [food recycling](#) with a direct-to-resident intervention planned to reach nearly 400,000 households
- Delivering co-funded partnership campaign promoting food waste reduction through behaviour change – [Love Essex, Love Food](#)
- Re-launching the award-winning [Love Your Period](#) campaign providing inspiration to adopt reusable menstrual products
- Supporting re-use through [partnership with Freegle](#) – now used by nearly 90,000 Essex residents, with 14,000 items swapped in 22/23
- Developing a range of new behaviour change interventions direct-to-residents and through ECC's network of recycling centres



# Conferences and webinars for parish councils

- Biannual climate conferences for district and borough councils led by Cllr Schwier
- Essex County Council has hosted webinars for the Essex Association of Local Councils (EALC), including a Climate Crisis course which ran from September 2021 to September 2022, and a Climate Crisis Conference in January 2022.
- Over the course of a year, the Climate Crisis course covered themes such as Waste, Community Engagement, Energy, Land Use and Green Infrastructure. The course was well attended by councillors and staff.
- The EALC Climate Crisis conferences In January of 2021 and 2022 gave participants the opportunity to speak on the same themes. Speakers included Cllr Peter Davey, Chairman of the EALC, Tom Moat from the Essex Forest Initiative and John Meehan from the Essex Climate Focus Area.
- RCCE webinar Sep 2023



# Local Nature Plans

- **Stisted and Tiptree Parish Councils and Wivenhoe Town Council were selected to work with ECC and Involve on a project that will see the creation of Local Nature Plans.**
- **This is one of the first projects to deliver the aims and objectives of the CFA.**
- **Residents from these areas attended a one-day workshop to decide how they feel their local environment should be treated.**
- **These recommendations will be presented to members of the local council. This will provide the basis for the council's Local Nature Plan.**



# Enabling local communities to develop local energy projects – innovation & scaling up

- ECC is a delivery partner on an EU funded project “South East New Energy” (SENE). This has led to 2 successful bids to Innovate UK, 1 to Ofgem and 1 to Horizon 2020 (EU) for funding, recognising success with engagement on community energy.
- These projects aim to remove barriers to decarbonisation in local communities/explore the potential to generate their own energy.
- As a delivery partner in the project, Essex County Council has worked with local communities and Parishes on local energy feasibility studies – e.g.
  - Colne Valley 4 Parishes solar and storage project
  - Witham Town Council solar estate project
  - Manningtree PACE rooftop community solar and storage



# Working With Local Businesses



# Enabling businesses to take action on climate change

- The Net Zero Innovation Network, a group comprising of 30 plus businesses, academic institutions and the public sector has been developed to take forward climate related themes outlined by the Essex Climate Action Commission.
- Low Carbon Across the South and East (LOCASE) project. Since the project launched in 2016, £2.6m has been awarded to 397 businesses with an estimated 2,902 tonnes CO<sub>2</sub> equivalent emissions reduction and £992,534 cost savings per annum within Greater Essex (including Southend and Thurrock).
- Multiple visits to local green businesses across the county, to find out more about innovative sustainability projects taking place as per example in [the video](#).



# Climate Focus Area

Covering over one third of Essex the Climate Focus Area (CFA) will allow Essex County Council to accelerate pilot projects aimed at reducing carbon emissions.

Objectives of the CFA are primarily to achieve 100% sustainable farming and 30% natural green infrastructure by 2030 (target for the whole county is by 2040). *This is key to supporting agricultural productivity in the face of climate challenges.*

Communications surrounding the CFA include:

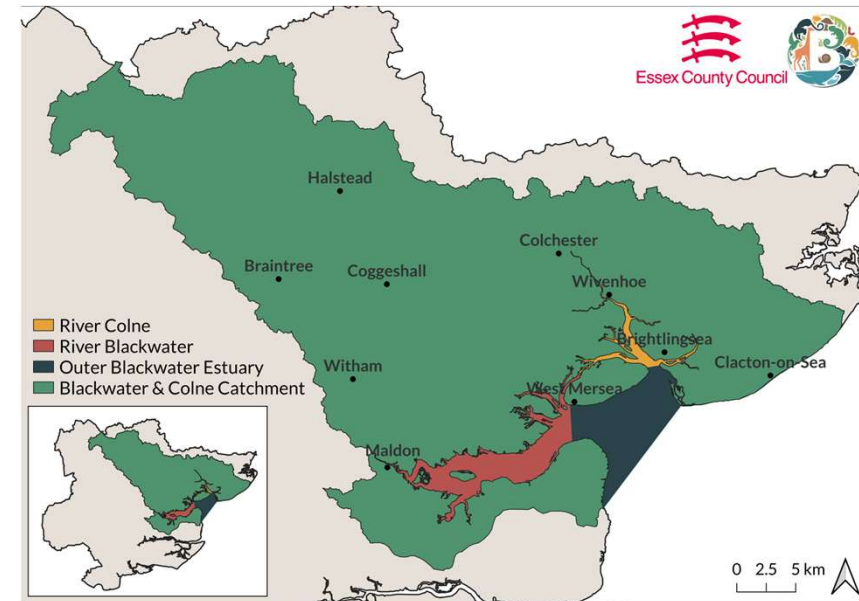
- Working with four landowners on business plans for investment in green infrastructure
- Supporting a North Essex Farm Cluster to share best practise
- Working with local communities and parish councils to support greening and nature recovery
- Programme underpinned by communications and outreach plan.



## Essex Climate Focus Area



Working together  
to achieve net zero



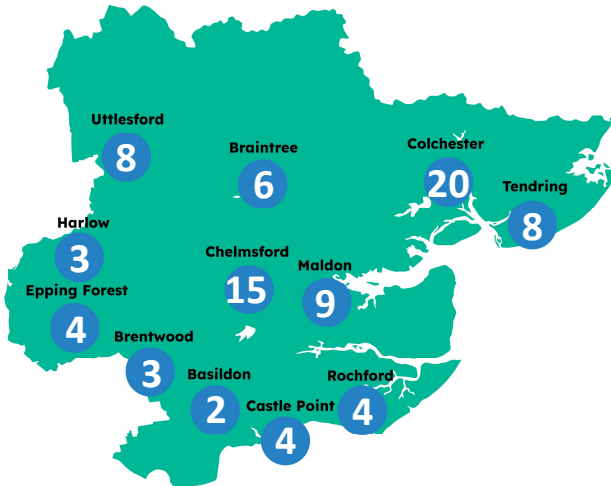
# Helping Communities deliver their own projects





# Climate Action Challenge Fund

## Application regional breakdown



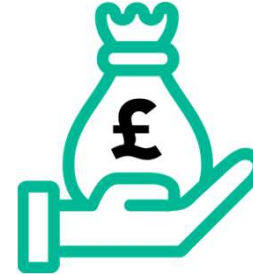
**89**

applications received



**41**

applications approved

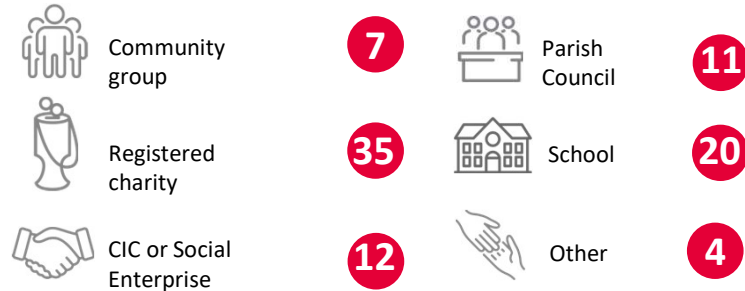


**£500,000**

All awarded



## Applicant type breakdown



# Community Energy

**What is Community energy?** Community Energy refers to a variety of schemes that all involve the generation, storage, efficiency or demand-reduction of renewable energy – for example, energy generated via wind and solar power – and are led by community members to benefit a local area and drive climate action



**“Mission Zero”** by Rt Hon Chris Skidmore MP highlighted the role of community leadership and the need to **“turbocharge community energy and action”** and the benefits of a place based, place sensitive locally led approach to net zero as one of its six key pillars for action on net zero

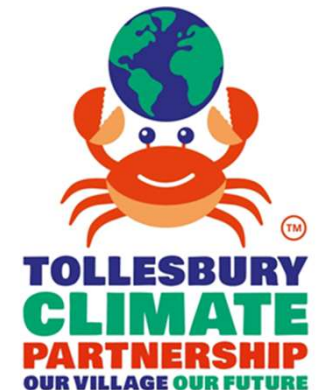
# The Pathways programme: enabling local communities to develop local energy projects

## Pathways Programme: Supporting energy projects that are led by local residents for local benefit

- Created Aug 2020 when Essex had no community energy organisations
- Nurtured eight groups and went on to mentor and establish **four community energy companies** across Essex to date – Community Benefit Societies
- These groups have now helped to raise £1.9m in grant funding for local energy projects
  - funding from UKPN to support Fuel poverty and Local Energy advice in Colchester, Chelmsford, Maldon and Uttlesford
  - Community share offer to retrofit local primary school
- Pathways extended to March 2024



SUSTAINABLE DANBURY



# Community energy laying foundations – Pathways progress so far

The community energy work has engaged with **1,000 people** across Essex via a growing community network

**4 new community energy organisations (CBSs) created** from a starting position of zero

**National awards for Pathways programme** for scaling up and partnership work from Community Energy England

**National roll out** of ECC Pathways programme sponsored by DESNZ

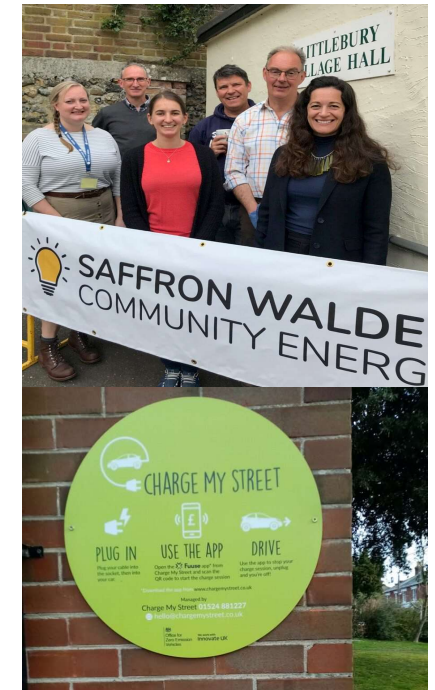
Funding secured **by community** to **retrofit a primary school** including first successful community share

Installed **175kwp** of solar PV on **3 schools** and outdoor centre

Supported **1600 residents** and **200 homes** with **energy efficiency measures and advice** reducing bills in low income households, saving households **£130,000**

Installed **3 EV charge points** financed and owned by communities. Partnership between the CE Groups and Charge My Street

**Sustainable and inclusive transport** bicycle services for NHS staff and adapted bicycles for care homes.



# Solar Together



- As of June 2023, Solar Together Essex delivered over 1,800 Solar PV installs in domestic roofs so far.
- These delivered Solar PV installs will avoid over 1,400 tonnes of CO<sub>2</sub>e annually and over 35,000 tonnes of CO<sub>2</sub>e across the 25-year system lifetime.

## 2023

- **Over 7,000 registrations of interest**
- **32% Saving for a 12 panel system – 4.6kWp**
- **Over 438 installs delivered as of June 23 (forecast – 700 in total by Oct/23)**

## 2022

- **6400 registrations**
- **36% average saving on market prices**
- **648 Solar PV installations delivered and 63 battery only retrofits**
- **521 tonnes annual carbon reduction**

## 2021

- **5065 registrations (2120 in 2019)**
- **37% average saving on market prices at 2021 auction**
- **467 Solar PV installations delivered and 53 battery only retrofits**
- **464 tonnes annual carbon reduction**

# Helping Residents take action



# Arts & Culture and Climate Action film

Essex County Council has commissioned and will be sharing a film capturing ECC funded projects that connect arts & culture and climate action.

Projects include:

- **Arkade, promoted awareness of coastal erosion due to climate change, and how it can be fought, through photography.**
- **The Deepenings project walk, gathered individuals to explore Mersea Island and Cudmore Grove to uncover the impact of climate change on the area.**
- **Wyrđ Flora foraging workshops, saw those in attendance learn about natural food sources and also involved a tea-blending masterclass using naturally sourced ingredients.**



# Volunteering

## Essex Forest Initiative

- launched in October 2019, there have already been 143,000 trees planted across the county. Trees planted 2022/2023: 100,624
- Total area in ha in 2022/2023: 21.7ha & hedgerow length planted in 2022/23: 13,803m
- The project saw 485 volunteers from local communities this winter and a total of 2,425 hours spent tree planting.

## Country Parks

- Over 10,000 volunteers' hours across our country parks to manage our green spaces



# Climate Action Advice Packs



Link to the Climate Action Advice Packs:

[What can I do?](#)



# Carbon Literacy

Carbon Literacy training is available to all employees and members.

Training provides knowledge and understanding of climate change, with specific focus on Essex.

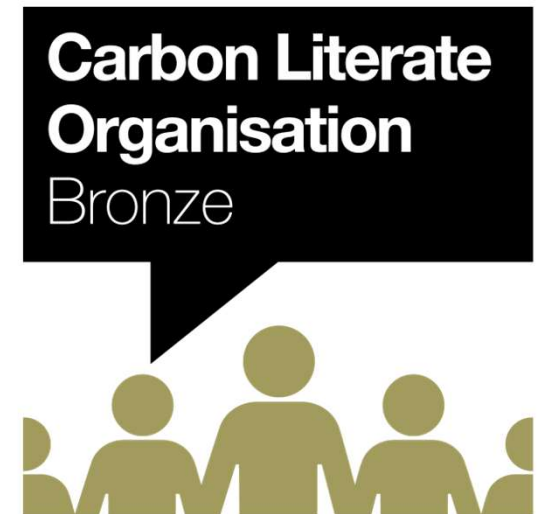
More than 800 individuals at ECC have registered for the training with over 8000 modules completed.

Over 260 individuals have completed the training and received Carbon Literacy accreditation.

Essex County Council has been officially accredited as a Carbon Literate Organisation.

Next training date: 13 July

Next pledge drop in session: 15 August



# Employee climate network

- Launched 30 March
- First climate network talk on Procurement 21 June
- Over 150 members and growing



**Climate Network Session - Procurement**

Welcome Slido activity



<https://www.slido.com>

#1075768

Rosalyn Murphy

Barry Messenger

Sarah Howard

0:48 / 57:16

# Awards

## Shortlisted for:

**Local Government Chronicle (LGC) Awards - 8 June** - Community Involvement and Climate Response categories.

**The MJ awards - 23 June** - Leadership in Responding to the Climate Emergency category.

## Attended:

**Carbon Literacy awards 15 June** - Carbon Literacy Bronze award.



# Events programme 2023

- Spring into Business Expo – 08/06
- Green skills summit – 09/06
- Manningtree Earth Festival – 11/06
- Essex Secondary Science Festival – 23/06
- Great Bentley Carnival – 24/06
- **The Tendring Show – 8/7**
- **Chelmsford Green City – 22-28/8**
- **Festival of Business – 05/9**
- **Zero Waste event, Saffron Walden library – 16/9**
- **Climate train – 8/10**
- **Design for Planet Festival – 16-18/10**
- **Net Zero Festival – 31/10**
- **ECC Autumn Climate Conference – 31/10**



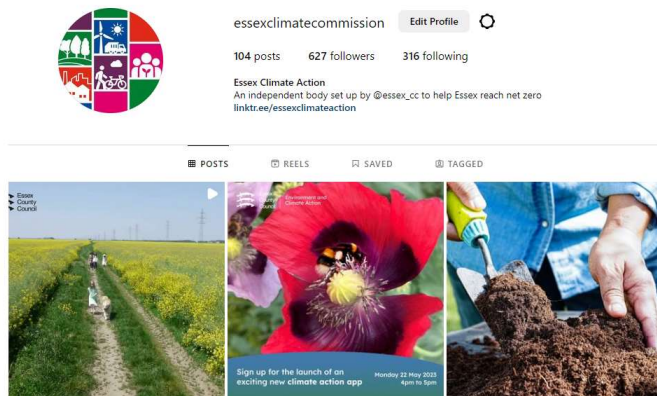
# Digital channel outreach

Essex is Green Facebook page - 9,382 page likes.

1,500+ Essex Climate Action Newsletter subscribers.

Essexclimate website - 1,900 unique users Jan-Mar 2023.

Essex Climate Action social media channels: over 1000 followers and a combined audience reach of around 35,000 and around 17,000 profile visits.



Over 10,000 likes and 700,000 people reached with a single post

# Website development



**241,560**  
trees planted



**75.00**  
hectares planted



**23,664m**  
hedgerow created



## June

- 8 June - Spring into Business Expo, Charter Hall, Colchester
- 9 June - Green Skills Summit, County Cricket Ground, Chelmsford
- 11 June - Manningtree Earth Festival, Manningtree
- 23 June - Essex Secondary Science Festival, Anglia Ruskin University, Chelmsford
- 25 June - Essex Book Festival Midsummer Madness, Cressing Temple Barns, Braintree, Essex CM77 8PD
- 29 June - Check-in @ Stansted Annual Regional Exhibition, Hotel Novotel, Coppice Road Stansted CM24 1SF

## September

- 5 September - Essex Chambers of Commerce Festival of Business 'A Changing World', Hylands House, Hylands Estate, Chelmsford, Essex CM2 8WQ



It's time to start think  
Cars are one of the n  
long journey from Essex to Cambridge would emit nearly four times the carbon (CO2)

One of the best things about improving energy efficiency at home is that it cuts bills and reduces our carbon footprint.

# Carbon Cutting Essex app



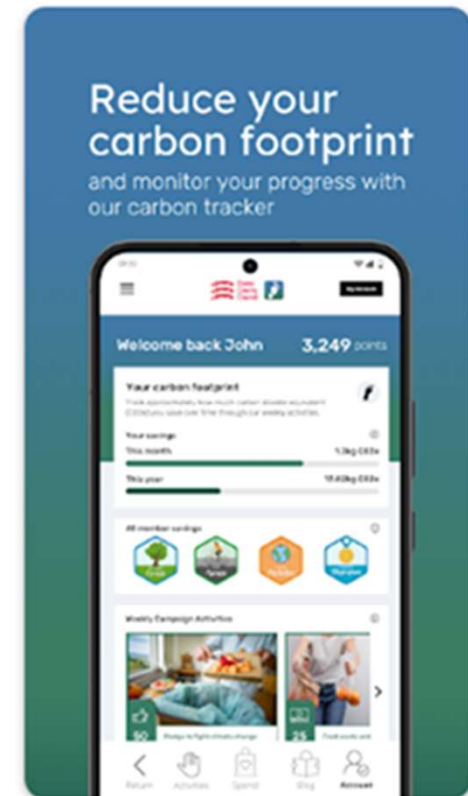
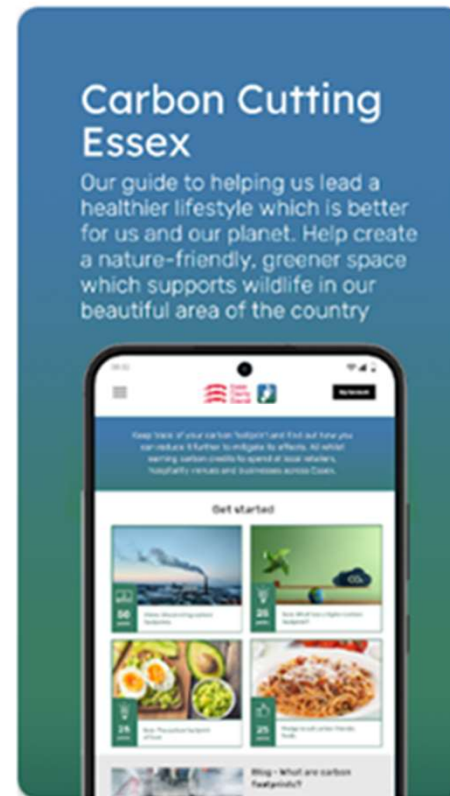
Launched 22 May 2023.

The app will track an individual's carbon footprint and identify opportunities to reduce carbon emissions.

Emission mitigation will be rewarded with credits which can be used to purchase real life rewards.

Schools and businesses can use the app as well as individuals.

The app will be promoted externally through promoted and targeted content on a wide array of social media channels as well as promotion through local media channels such as newsletters, and events.



# End of presentation

## Questions and answers





This information is issued by:  
Essex County Council

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Facebook: [www.facebook.com/essexclimateaction](https://www.facebook.com/essexclimateaction)

Twitter: @EssexisGreen

Instagram: [www.instagram.com/essexisgreen](https://www.instagram.com/essexisgreen)

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