



putting together a 10-point-plan

greening communities

Start your local *greening our community* campaign by identifying issues which matter to local people and which the council can take action on. Through consultation, and with reference to other corporate goals, a set of objectives can be established to provide a clear focus for action.

A clear list of ambitious but achievable objectives or targets is an excellent way to give life to a greening campaign. It will also allow the council to report its achievements clearly at the end – perhaps then moving onto a further set of pledges. It could be a 10-point-plan, or your council may choose to have fewer objectives. At least four objectives or targets would be best.

Our work with MORI suggests that councils will reap the benefits in terms of public satisfaction when they can announce objectives have been met: there is a strong correlation between 'clean and green' action and public satisfaction with the council.

Below are four ways in which four different councils have set out their local greening targets: one through a local greening campaign, a Local Public Service Agreement, the Best Value Performance Plan, and one through the Core Strategy for the planning framework.

Local Area Agreements provide another way for local authorities to commit to environmental actions. Authorities can pledge to undertake green action to help hit wider social outcomes. For more information see the LAA Environment leaflet on the LGA website.

1 Establishing targets through a local greening campaign. Manchester City Council's Greening Manchester campaign

"Growth in the city's economic well-being will rely in part on the success of measures that aim to reduce its 'eco-footprint.' The 'greenness' of the city will be a steadily growing driver of its economic success and social well-being as both business and personal locational choices are influenced by perception of the city as a place to live, work, trade and visit... A greener city will not just benefit residents by helping to enhance the local economy. It can reduce poverty and improve the health of the population through the greening process, for example through increased energy efficiency and reduced air pollution which respectively reduce heating costs and respiratory illness."

(Extract from Manchester City Council report of March 2005).

- **Target 1** – reduce citywide CO2 emissions at a rate exceeding UK Kyoto targets.
- **Target 2** – reduce the hectareage of city land identified as contaminated or potentially contaminated by over four per cent per annum.
- **Target 3** – increase the rate of household recycling by one per cent more than the average of municipal waste collection authorities.



- **Target 4** – incorporate into the Development Guide for Manchester 2 a framework of environmental standards to encourage progressive achievement of the UK's most ambitious environmental targets for new build – reflecting eco-foot print methodology.
- **Target 5** – complete a city wide tree audit, assemble a management and development strategy and require a net increase of 10 per cent on all new developments.
- **Target 6** – achieve 62 per cent of morning peak hour trips to the city centre by modes other than the private car by 2008.
- **Target 7** – extend Metrolink to become the UK's largest modern light rail network.
- **Target 8** – support renewable energy production in Manchester by CHP and micro-CHP, wind turbines, photovoltaics and other sources to achieve recognition as leading UK city in this field.
- **Target 9** – to achieve acceleration of the water quality improvement programme with the Environment Agency and United Utilities and increase the percentage of sites of satisfactory litter cleanliness from 80 to 100 per cent.
- **Target 10** – to undertake three new initiatives annually which enable the city and its stakeholders to demonstrate the city's increasing green credentials.

2. Agree targets within an LPSA. **Cornwall sets its sights on winning £12 million reward – Cornwall's LPSA targets**

Reflecting Cornwall's community strategy – which underlines local people's feelings about the need to preserve the sense of place and how this is tied up with the local environment, many of the targets in Cornwall's local public service agreement are 'greening' objectives. Cornwall's county and district councils, in co-operation with police and the health

community, have agreed to enter the government incentive scheme which offers £1 million prizes for hitting each of 12 hard-to-reach targets.

These are the relevant targets (there are other targets related to eg education, social care etc).

- **Transport – increase level of patronage on local bus transport.** Achieve an additional 163,000 journeys on local buses. This is an extremely important and challenging target with the potential to improve the quality of people's lives by reducing congestion, improving air quality, increasing access to essential services such as health and education, and providing an important social outlet in rural communities.
- **Waste – increase the amount of recycling and composting by two per cent above the previous target to 20 percent.** It is really important that everyone living in and visiting Cornwall helps to achieve the higher targets of recycling and composting which we are committed to meet in the local public service agreement.
- **Energy efficiency & social deprivation – reduce fuel poverty by improving energy efficiency by free advice to 3000 additional households.** Cornwall has the worst rate of fuel poverty in the south-west and is amongst the worst nationally; the rate of excess winter deaths is around double the national average. Fuel poverty has a detrimental effect on health, education, employment and the condition of the housing stock. This target directly addresses these important issues.
- **Natural environment – protect and enhance biodiversity. Assess and improve the condition and management of county council sites and 39 other sites with significant biodiversity.** One of Cornwall's greatest strengths is its natural environment. Our coast and countryside, the landscapes and wildlife that it supports underpin our



way of life and strong sense of place. This innovative target, the first of its kind in Britain, demonstrates the county council's commitment to acting upon what we have been told by improving our natural environment now and in the future.

(Extracts taken from Cornwall County Council's website)

3. Embed objectives in the council's core strategy for the planning framework.

Shropshire's core strategy objectives

A council's core strategy for land-use planning underpins the local development framework, which in turn reflects the priorities in the local community strategy.

"Planning authorities are now expected to adopt a 'Spatial Planning' approach. Spatial planning goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function... This means, for example, that spatial planning will provide the means to take forward those elements of the community strategy that relate to the physical development and use of land..."

"The county council considers that proposed changes to the planning system provide an opportunity to develop a strategic policy approach which recognises the links between topic areas which have, until now, either been considered separately or for which there has been little spatial policy guidance as part of the planning system. There are clear benefits to be derived from an integrated approach to the identification of policy priorities for topic areas such as waste; minerals; air, soil and water resources; biodiversity; and landscape. In light of this, the council proposes to develop a novel and innovative response

under the heading 'Sustainable Resource Management in Shropshire'."

"...the top priorities identified in the community strategy... include:

- 'preserving and enhancing Shropshire's natural environment and heritage';
- 'a strong and diverse economy with jobs for a skilled and competitive workforce'.

"Over the next 5 years, the community strategy commits the county council to:

- conserving and managing landforms, habitats and species;
- developing, protecting and managing the county's landscape asset;
- reducing carbon dioxide emissions by improving energy efficiency, and increasing the use of renewable energy;
- minimising waste and increasing recycling;
- improving townscapes and urban green spaces;
- celebrating local distinctiveness."

Reflecting these priorities, the environmental objectives proposed in Shropshire's core strategy are:

1. to protect and enhance the character of the landscape and minimise adverse development in particularly sensitive areas;
2. protect, conserve and enhance Shropshire's diverse historic environment and manage change in such a way that respects local character and distinctiveness and improves the public realm;
3. to protect and enhance the populations and natural ranges of species and the quality and extent of wildlife habitats and ecosystems in Shropshire;



4. to mitigate potentially adverse affects on water quality from new or extended development;
5. to minimise any increase in the susceptibility of land use activities to flooding;
6. protect and improve soil quality and soil retention;
7. to maximise the efficient use of materials, promoting greater recycling of waste material;
8. reduce greenhouse gas emissions;
9. reduce air pollution in line with National Air Quality objectives.

All extracts are taken from Shropshire County Council's report from July 2005 Core Strategy for Sustainable Resource Management: Issues and Alternative Options Discussion Document.

4. Set clear 'greening' targets in the Best Value performance plan. Lincoln City Council – Creating a better Environment

The council has a 'community plan purpose' set out in the Best Value performance plan: "To promote the best possible sustainable environment and protect it for us and for future generations."

"The fifth strategic plan has been produced alongside the Best Value performance plan this year and is itself an evolving document. The strategic plan is also reviewed annually and the underpinning strategic policy and financial planning framework, ensures that the major priorities are clearly identified and effectively resourced. The major priorities are reviewed each year, following extensive public consultation, but are always supportive of the priorities and core values of the council. The strategic plan consultation exercises undertaken in late

2004/05 indicated that over the next year the residents of Lincoln would like to see concerted effort to tackle a range of issues."

The plan particularly reflects the importance to local people of frontline services such as refuse collection and street cleansing.

2005/6 'Best Environment' action plan is to:

1. produce a Recycling Plan by April 2006;
2. introduction of wheeled bins for domestic refuse and dry recyclables and a kerbside collection for glass – all areas of city by June 2006;
3. bring all open space under the management of one directorate – by April 2006;
4. progress work to create management plans covering biodiversity of all land areas by May 2006;
5. develop a contaminated land database by March 2007;
6. implement the air quality action plan by September 2005;
7. ensure the LA21 Action Plan is incorporated into the Review of the Community Plan by March 2006;
8. complete and publish a Climate Change Strategy by September 2005;
9. train all staff in implications of Sustainability by September 2005;
10. introduce Sustainability Impact Assessment on all relevant committee reports by April 2006.