

CABINET	AGENDA ITEM No. 6
29 SEPTEMBER 2010	PUBLIC REPORT

Cabinet Member(s) responsible:	Cllr Samantha Dalton	
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PROGRESS ON DELIVERY OF THE ENVIRONMENT CAPITAL PORTFOLIO

R E C O M M E N D A T I O N S	
FROM : Cabinet Member for Environment Capital	Deadline date : 13 th October 2010
<p>1. That Cabinet considers and comments upon the draft “Home of Environment Capital Policy 2010” and recommends the policy, with any agreed amendments, to Council on 13th October 2010 for adoption as part of the Major Policy Framework.</p> <p>2. That Cabinet comments upon and supports the Home of Environment Capital communication and marketing approach for implementation subject to the adoption of the Major Policy by Council.</p>	

1. ORIGIN OF REPORT

- 1.1 This report is submitted to Cabinet following Environment Capital Scrutiny Committee on 9th September 2010.

2. PURPOSE AND REASON FOR REPORT

- 2.1 The purpose of this report is for Cabinet to develop a proposed policy which will form part of the major policy framework which will be considered by Council on 13th October 2010.
- 2.2 This report is for Cabinet to consider under its Terms of Reference No. 3.2.3 “To take a leading role in promoting the economic, environmental and social well-being of the area”.

3. TIMESCALE

Is this a Major Policy Item/Statutory Plan?	YES	If Yes, date for relevant Cabinet Meeting	29 th September 2010
Date for relevant Council meeting	13 th October 2010	Date for submission to Government Dept <i>(please specify which Government Dept)</i>	n/a

4. BACKGROUND

- 4.1 Peterborough’s Sustainable Communities Strategy contains four priorities: Creating Strong and Supportive Communities; Creating the UK’s Environment Capital; Creating Opportunities, Tackling Inequalities; Substantial and Truly Sustainable Growth. Each of these priorities has a number of specific outcomes, beneath which sit a diverse range of actions and interventions to deliver lasting positive change for Peterborough.

- 4.2 By adopting the Sustainable Communities Strategy, the Council has committed itself to becoming the UK's Environment Capital, building on the longstanding experience as one of four Environment Cities in the UK. The "journey" from Environment City to Environment Capital is considered appropriate given the shift towards more global environmental challenges, such as climate change, as well as the city's ambition to grow substantially and sustainably.
- 4.3 Environment Capital now has widespread support as a key focus and unique selling point for Peterborough which has been achieved through clear political direction and the efforts of a committed, cross-sector Environment Capital Partnership.
- 4.4 Significant building blocks are already in place including the Sustainable Communities Strategy referred to above, the Local Area Agreement, the creation of an Environment Capital Cabinet portfolio and the Environment Capital Scrutiny Committee itself. A wide range of Council policies and strategies also support the approach which has commitment from Opportunity Peterborough as a key tool in driving economic development and of the wider business community as represented by the Greater Peterborough Partnership (GPP) Growth Partnership.
- 4.5 The city is currently leading on some areas of environmental activity and is receiving global recognition for its unique "Peterborough Model". This project is being delivered through collaboration with IBM, Royal Haskoning and Green Ventures to create an accessible on-line tool for visualising the city's environmental performance. As a result of this and other initiatives, the city is gaining a significant reputation for its environmental innovation, experience and credentials.

5. PROGRESS ON THE WORK STRANDS

- 5.1 **Environment Capital Major Policy:** The newly developed, draft Environment Capital Policy is attached as Appendix 1 to this report. If adopted, the new policy will form part of the Council's Major Policy Framework and effectively replace the current Environment Policy adopted in 2000. It links the policy commitments back to the Sustainable Communities Strategy and the four priorities contained within it.
 - 5.1.2 The draft policy seeks to ensure that Environment Capital principles are a consideration in all Council services, strategies and policies. It is a brief document because the policy is underpinned by a wide range of specific policies and strategies each of which contains outcomes, actions, performance measures and targets. It should be noted that this framework of supporting documentation was not present at the time that the 2000 policy was drafted. As a consequence, the original policy was significantly more comprehensive.
 - 5.1.3 All aspects of the 2000 Environment Policy, with the exception of those relating to health and education, are covered by specific elements of the new policy together with relevant delivery strategies. The health section of the 2000 Policy focussed primarily on safer journeys to school and road safety. These are now covered by the "Increasing the Use of Sustainable Transport" section of the 2010 policy and delivered through TravelChoice, the Long Term Transport Strategy (Draft) and Local Transport Plan. The education element referred to environmental partnerships, which are already a cornerstone of Environment Capital delivery and activity in local schools. The latter is now implemented through the Eco-School initiative; however, specific reference has now been made to the importance of education in the 2010 Policy (under "General") following specific comments made at the Environment Capital Scrutiny Committee regarding its omission.
 - 5.1.4 It is intended that key partners across the city will adopt tailored versions of the new policy for their own organisation.
- 5.2 **Delivery:** The Director of Operations will be the corporate lead in ensuring that the policy is embedded throughout the organisation. It is intended that responsibility for specific elements of the policy will be allocated to Cabinet Members, Directors and Heads of Service as appropriate. As stated previously, the policy will be delivered through a range of

existing policies and strategies including the Local Transport Plan, Biodiversity Strategy, Climate Change Strategy, Carbon Management Action Plan, Core Strategy and so on. Future reviews of such documents will ensure that all relevant aspects of the Environment Capital Major Policy are fully considered and incorporated. New documents, such as the emerging Environment Capital Supplementary Planning Document (SPD) will complete the approach. The draft policy included at Appendix 1 sets out the key Council policies, strategies and plans against each element.

- 5.2.1 A Single Delivery Plan for the Home of Environment Capital is currently being developed for publication and will bring together a range of prioritised projects and initiatives across the city all of which are fundamental to achieving the Sustainable Community Strategy goal.
- 5.2.2 Home of Environment Capital will only succeed if our actions as a city match our aspirations. This will mean making a real, positive difference to the lives of all who reside in, work in and visit Peterborough.
- 5.2.3 *For Peterborough citizens:* Home of Environment Capital means that we pioneer exciting environmental projects that lead the way in green living. The results make us proud and give us a better quality of life. We'll use this approach to make sure that we continue to improve our day-to-day performance whilst growing our reputation as a leading city (e.g. Green Glinton, Eco-Arts Project, Travel Choice, Future Jobs Fund and the Green Back Yard).
- 5.2.4 *For the local stakeholder:* Home of Environment Capital is our Unique Selling Point (USP). It is central to everything we do in the city and how we promote ourselves. It is a clear, differentiated position that puts us at the forefront of finding solutions for urgent national and international challenges. Through this we will play to our strengths, build our self confidence and develop our reputation whilst drawing investment and talent into the city (e.g. "The Peterborough Model", Environment Capital Single Delivery Plan).
- 5.2.5 *For the business person:* Home of Environment Capital is a way of bringing new ideas, new investment and greater visibility to our city. Making Peterborough synonymous with the environment plays to our strengths and positions the city to benefit from a low carbon economy. Home of Environment Capital is a positive message that we can substantiate through real examples that deliver investment and build Peterborough's reputation (e.g. Opportunity Peterborough Green Business Marketing Campaign, the Eco-Innovation Centre, Enviro-Cluster).
- 5.2.6 *As a way of introducing Peterborough to others:* Peterborough is an aspiring, fast growing city that pilots solutions to accelerate its pace of change towards sustainable living. We are Home of Environment Capital and proud to lead the way as environmental experts. We have everything we need to be a living laboratory to trial new thinking and new technologies. This approach is great news for citizens and businesses, and makes us a key player in the race towards sustainability (e.g. "The Peterborough Model", Environment Capital Marketing Campaign).
- 5.3 **Stakeholder Engagement:** The Director of Environment Capital, with support from GPP colleagues, has consulted with a wide range of partners to galvanise support for and input to the Environment Capital approach in order to build and maintain a common approach and culture across the city. Whilst individual views have varied, organisations such as GPP, Peterborough Environment City Trust (PECT), the Growth Partnership, Opportunity Peterborough (OP) and the Environment Capital Partnership have been broadly supportive of the new approach. As discussed at the July meeting of the Environment Capital Scrutiny Committee, promotion of the Home of Environment Capital must be backed by positive actions which deliver improved outcomes for local residents and communities. Getting the key messages out to residents and businesses alike is crucial to its success.
- 5.4 **Launch and Communications:** Marketing and communications expertise from city partners including, PCC, OP, PECT, GPP, UK Centre for Economic and Environmental Development (UKCEED), voluntary and business sector representatives has been pooled

to lead the development of a communications strategy to ensure that the new approach is successful in enhancing the city's regional, national and international profile. This profile will, in turn, support inward investment and economic development.

- 5.4.1 Peterborough has been an Environment City for 15 years, and 'Creating the UK's Environment Capital' for a further two years. Now the city is repositioning itself as 'home of environment capital' which gives Peterborough a unique differentiation backed up with nearly two decades of substance and progress. Sustainability helps us deliver on a range of agendas to create a better, stronger city: health, economy, education, growth, inward investment.
- 5.4.2 A number of branding options were considered by the group and following consultation with the leader, Deputy Leader and Cabinet Member for Environment Capital the strap line "**Home of Environment Capital**" was considered to be the most appropriate and effective. It should be noted that this supports rather than replaces the Sustainable Community Strategy priority referred to previously. To aid with visual communication a logo has been produced (Appendix 2) which complements the now widely used city marketing brand "Peterborough...the Future is You".
- 5.4.3 Key messages include:
- Home of Environment Capital is a challenge the city has set itself;
 - It calls on everyone to help build a better future for the city by getting behind Home of Environment Capital;
 - Home of Environment Capital draws on our city's strengths to form our ethos.

An internal launch campaign is planned for autumn 2010. Using existing resources and already planned marketing activities we seek to engage local stakeholders, residents and businesses.

It should be noted that the "Home of Environment Capital" is a city concept. The Council, by adopting the major policy is committing itself to the concept which already has widespread support amongst the business community and other partners.

- 5.5 Performance Management:** At its meeting in July, the Environment Capital Scrutiny Committee resolved that before the City Council launched its Environment Capital approach, agreed criteria should be met and an independent assessment should be undertaken. The most cost effective basis for this comparative work is the Forum for The Future Sustainable Cities Index. The organization assessed Peterborough as part of the Jonathan Porritt Master Class in Nov 2009. A summary of the approach and the 2009 assessment is included as Appendix 2. It is intended that Forum for the Future assess the city again as part of the 2010 Index later this year. It should be noted that the Index compares Peterborough with a number of much larger UK cities but is one of only a few, reliable local authority comparators. This is likely to become more of a challenge with the deletion of the National Indicator set.

- 5.5.1 As mentioned previously, the existing strategies which support and deliver the "Home of Environment Capital Policy" contain within them specific outcomes, actions and targets. These are routinely monitored and reported upon. For example, an update on progress relating to the Bio-diversity Strategy was considered by the Environment Capital Scrutiny Committee at its September meeting.
- 5.5.2 In addition, key deliverables, outcomes and performance measures will be developed and monitored as part of the Single Delivery Plan referred to previously.
- 5.5.3 The success of the Major Policy will also be assessed and monitored through an officer checklist which will accompany future reports and decisions. The checklist, currently under development, will cover all aspects of the policy set out in Appendix 1.

6. CONSULTATION

- 6.1 The Major policy has been considered by a wide range of Stakeholders as set out in Section 4.
- 6.2.1 Environment Capital Scrutiny Committee considered the draft “Home of Environment Capital” Policy on 9th September. The Committee resolved that officers should:-
- (i) Ensure that the Home of Environment Capital Policy makes reference to all of the other related policies and strategies; and
 - (ii) Re-write the opening paragraph of the Policy to make clearer the intent of the Policy, including that details of the related policies and strategies are yet to be included.

Both recommendations have now been incorporated in the latest draft of the policy attached at Appendix 1.

- 6.2.2 As a consequence of these recommendations and other comments made during the debate, a number of changes have been made to the policy. Key supporting strategies, policies and plans are now listed under each outcome and new policy elements have been added to cover education, procurement and the built environment. With those additions, all elements of the 2000 policy, which the 2010 policy will replace, are included.

7. ANTICIPATED OUTCOMES

- 7.1 Subject to comments made by Cabinet, it is intended that the Home of Environment Capital Policy be considered by Council at its October meeting and adopted as part of the Major Policy Framework.

8. REASONS FOR RECOMMENDATIONS

- 8.1 The Council’s current Environment Policy (2000) is now out of date and does not adequately take into account Peterborough’s growth targets or the global environmental challenges which we now face. Nor does it take into account the wide range of policies, plans and strategies, developed since 2000, which contribute to environmental improvement. The adoption of the Home of Environmental Capital Policy will ensure that environmental considerations are placed at the heart of all Council policies, strategies and services ensuring that Peterborough grows both substantially and sustainably. The communication and marketing approach will ensure local, national and international recognition for the emphasis it places on environmental quality and performance.

9. ALTERNATIVE OPTIONS CONSIDERED

- 9.1 Peterborough’s environmental reputation and, most recently, its ambition to create the UK’s Environment Capital is already widely known both locally and nationally. It is therefore considered appropriate to build on this reputation to move the city forward.
- 9.2 The Council could decide to maintain Peterborough’s existing Environment City focus but it is considered that the agenda, both in terms of the environmental challenge and the future growth target, has changed substantially since the designation was awarded in the early 1990s. Home of Environment Capital substantially updates the approach in line with these considerations.

10. IMPLICATIONS

- 10.1 “Creating the UK’s Environment Capital” is one of four priorities in the Sustainable Communities Strategy aimed at delivering *“a truly sustainable Peterborough, the urban centre of a thriving sub-regional community, of villages and market towns, a healthy, safe and exciting place to live, work and visit and famous as the environment capital of the UK.”*
- 10.2 There are no direct financial implications associated with the adoption of the policy. These will be part of the consideration when the policy is applied to specific service areas, policies and strategies.

10.3 As outlined in Section 4, the “Home of Environment Capital” approach will have positive impacts in relation to other Sustainable Community Strategy priorities particularly in relation to improving health and economic development.

11. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985)

Sustainable Communities Strategy 2008 - 2011

Local Area Agreement 2008-11.

Environment Policy 2000

Sustainable Community Strategy 2008 – 2011.

Peterborough – Home of Environment Capital Communication Strategy (Draft) August 2010

Home of Environment Capital – Major Policy 2010

Introduction:

Peterborough is the UK's Home of Environment Capital - a place where environmental issues are put first in a city which aspires to be a role model and leader in all aspects of sustainable development.

As the Home of Environment Capital, Peterborough not only delivers sustainability but thinks sustainably. Environment Capital is as much about the intellectual response we bring to the challenges of the future as it is about the way we manage resources and grow our economy.

Our agenda has moved far beyond that of an Environment City. We are using the sustainability agenda to improve quality of life for all our people - residents, visitors and workers alike. Our Environment Capital will provide solutions to our health outcomes and will support our on-going work to build strong and safe communities. It will inspire and influence everything we do - not as an add-on policy, but as an integral way of thinking across the whole of our agenda.

As the Home of Environment Capital, we seek, as thought leaders, to raise the bar for sustainable development across the country. We will use our Environment Capital to pilot new solutions for all aspects of the sustainability agenda and we will share our learning - and learn from others - to ensure that the UK leads the world in solving our environmental challenges.

For the people of Peterborough being the Home of Environment Capital means living in a city and villages where quality of life constantly improves through the adoption of sustainable solutions to today's and tomorrow's issues. Where health gets better because we exercise more, use sustainable forms for transport and have access to high quality nature. Where education constantly improves and delivers young people ready to take up jobs in the industries of the future particularly in a growing low carbon economy. Where communities get stronger as we build cleaner and greener neighbourhoods.

Mission Statement:

Peterborough City Council is committed to improving the environment in its progress towards a sustainable city. The policies and activities undertaken and promoted by the Council have many impacts on the environment. The Council has a leading role in "the Home of Environment Capital", by contributing to the creation of a high quality local environment, both now and for future generations and in reducing the adverse impact of the city on global communities.

To that end, it has adopted the Sustainable Communities Strategy which has, as one of four priorities, "Creating the UK's Environment Capital".

The Council will continually monitor and improve its environmental performance and comply with relevant legislation, policies and codes of practice to achieve the four outcomes supporting the Environment Capital priority. A wide range of policies, strategies and plans support the delivery of the policy. Key strategies are included under the relevant policy outcome below:-

Making Peterborough Cleaner and Greener:

(Key delivery through: Open Space Strategy (awaiting adoption), Trees and Woodland Strategy (awaiting adoption), Bio-Diversity Strategy)

- We will minimise, and wherever possible eliminate, the release of substances which will cause demonstrable damage to the environment or its inhabitants.
- We will protect, and where possible and appropriate, enhance habitats and bio-diversity.

- We will continue to improve and enhance the urban and rural environment whilst improving access to the latter.

Conserving Natural Resources:

(Key delivery through: Climate Change Strategy, Carbon Management Action Plan, Climate Change Adaptation Strategy (awaiting adoption), Waste 65+, Energy Study, Water Cycle Study, Core Strategy (awaiting adoption), Supplementary Planning Document (under preparation))

- We will seek to minimise the use of energy and will ensure that, where energy is used, it will be done so effectively and efficiently. We will, where practicable, use sustainable energy sources and will invest in, demonstrate and promote the benefits of energy efficiency and renewable generation. By doing so, we will help to reduce the impacts of climate change and our contribution to its causes.
- We will minimise the creation of waste, and will reuse or recycle materials where this is cost effective. We will ensure transportation and disposal of our waste to comply with current safe practice.
- We will seek to minimise waste of energy, and will ensure that, where energy is used, the greatest possible proportion becomes useful heat, light or power. We will use environmentally safe and, where practicable, sustainable energy sources and will invest in, demonstrate and promote, the benefits of energy efficiency.
- We will promote and encourage development which incorporates the highest environmental standards.

Increasing the Use of Sustainable Transport:

(Key delivery through: Local Transport Plan, Long Term Transport Strategy, Core Strategy, Supplementary Planning Document (under development))

- Through our "TravelChoice" initiative, will use the least polluting transport methods compatible with our necessary service provisions and use smarter measures to influence travel behaviour for all Peterborough residents.
- We will implement Travel Plans for our employees, elected members and schools and use planning controls and other procedures to encourage the development and use of such Plans by all other employers and their employees in the City.

Growing our Environment Business Sector:

(Key delivery through: Economic Development Strategy, Core Strategy, Supplementary Planning Document (under development))

- Using the Enviro-Cluster and Eco-Innovation Centre as a base, to support the development of the "green" and low carbon business sector through our Economic Development and related activities.

General:

- The Council is committed to raising awareness of environmental issues in the community, local schools, and businesses as well as within the Council itself.
- The Council will consider environmental impacts as part of its procurement of goods and services.
- In addition, the Council will ensure, through the development and implementation of a **Single Delivery Plan**, that "Home of Environment Capital" contributes to the wider Sustainable Communities Strategy including the priorities:-

Creating Strong and Supportive Communities, Substantial and Truly Sustainable Growth and Creating Opportunities and Tackling Inequalities

Proposed “Home of Environment Capital” Logo



FORUM FOR THE FUTURE – SUSTAINABLE CITIES INDEX 2009

(extract from Forum for the Future Sustainable Cities Index)

Definitions:

The indicators, in their groups, provide a snapshot of sustainability in each of the cities assessed.

environmental impact basket:

This basket gives an indication of the cities' environmental performance through the inclusion of data on air and water quality, resource use and ecological footprint:-

- air quality – the annual mean of Nitrogen Oxides as NO₂
- river water quality – the percentage of rivers where biological and chemical quality was deemed to be good or fair
- ecological footprint – the impact of services, food, housing, transport and consumables on the environment
- household waste collected per head.

quality of life basket:

This basket looks at the social sustainability of a city – what it feels like to live in.

- Health: Life expectancy from birth
- Green Space: Number of Green Flag and Green Pennant awards per 100,000 people
- Transport: Number of minutes per month spent getting to four key services: food store, GP, secondary school and further education (similar to NI 175)
- Employment: % of the working population claiming Job Seekers Allowance (NI 152)
- Education: % of the population with an NVQ2 or above (similar to NI 79)

future-proofing basket:

The indicators in this basket aim to reflect the preparedness of the city for the future and readiness to respond to the challenge of sustainability:-

- local authority commitments on climate change – local authorities were given points based on three criteria
- green business per capita – the number of green businesses listed on yell.com
- biodiversity – percentage of land deemed to favour biodiversity
- recycling – per cent of household waste recycled or composted.

Environmental Impact	Rank
Air Quality	1st
Biodiversity	1st
Waste	21st
Ecological Footprint	18th
Overall Rank	11th

Quality of Life	Rank
Employment	12th
Education	17th
Health	19th
Green Spaces	14th
Overall Rank	16th

Future-Proofing	Rank
Climate Change	11th
Food	2nd
Economy	6th
Recycling	1st
Overall Rank	3rd