

<b>ENVIRONMENT CAPITAL SCRUTINY COMMITTEE</b>	<b>Agenda Item No. 8</b>
<b>9 SEPTEMBER 2010</b>	<b>Public Report</b>

## **Report of the Cabinet Member for Environment Capital**

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### **PROGRESS ON DELIVERY OF THE ENVIRONMENT CAPITAL PORTFOLIO AND LAUNCH OF THE HOME OF ENVIRONMENT CAPITAL INITIATIVE**

#### **1. PURPOSE**

- 1.1 This report is presented to the Environment Capital Scrutiny Committee to update Members on progress with regard to the delivery of the Environment Capital portfolio following comments made at its meeting in July 2010 and to consider proposals for launching the “Home of Environment Capital” initiative later in the year.

#### **2. RECOMMENDATIONS**

- 2.1 Members are asked to consider and comment on the progress towards and proposed process for launching Environment Capital later in 2010 which will be reported to Cabinet on 29 September and Council on 13 October for consideration.

#### **3. LINKS TO CORPORATE PLAN, SUSTAINABLE COMMUNITY STRATEGY AND LOCAL AREA AGREEMENT**

- 3.1 “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.”*

#### **4. BACKGROUND**

- 4.1 This report focuses on the next steps in relation to “creating the UK’s Environment Capital” following an outline report of the approach to be taken which was considered by this Committee at its July meeting and also by the Sustainable Growth Scrutiny Committee in the same month.
- 4.2 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 four specific outcomes, beneath which sit a diverse range of actions and interventions to deliver lasting positive change for Peterborough.
- 4.3 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 global environmental challenges such as climate change as well as the city’s ambition to grow substantially and sustainably.
- 4.4 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.

- 4.5 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 the support of Opportunity Peterborough as a key tool in driving economic development and of the wider business community as represented by the GPP Growth Partnership.
- 4.6 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.
- 5.2 The draft policy seeks to ensure that Environment Capital principles are a consideration in all Council services, strategies and policies.
- 5.3 It is intended that key partners across the city will adopt tailored versions of the new policy for their own organisation.
- 5.4 **Delivery:** The Executive Director of Operations will be the lead in ensuring that the policy is embedded throughout the organisation. It is expected that responsibility for specific elements of the policy will be allocated to Cabinet Members, Directors and Heads of Service as appropriate. The policy will be delivered through a range of existing policies and strategies including, the Local Transport Plan, Biodiversity Strategy, Climate Change Strategy, Carbon Reduction Strategy, Trees and Woodland Strategy, 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.
- 5.5 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 key to achieving the Sustainable Community Strategy goal.
- 5.6 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 of who reside in, work in and visit Peterborough.

*For Peterborough citizens:* Home of Environment Capital means we will 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 will 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 Glington, Eco-Arts Project, Travel Choice, Future Jobs Fund and the Green Back Yard).

*For the local stakeholder:* Home of Environment Capital is our 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)

*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)

*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)

5.7 **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, PECT, the Growth Partnership, Opportunity Peterborough and the Environment Capital Partnership have been broadly supportive of the new approach. As discussed at the July meeting of this 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.

5.8 **Launch and Communications:** A task and finish team comprising marketing and communication expertise from a wide range of partners including, PCC, OP, PECT, GPP, UKCEED and voluntary and business sector representatives, is leading the development of a marketing and communications strategy to ensure that the new approach enhances the city's regional, national and international profile. This profile will, in turn, support inward investment and economic development.

Peterborough has been an Environment City for 15 years, and 'creating the UK's environment capital' for a further 2 years. Now the city is repositioning itself as 'home of environment capital': This 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.

A number of options for branding were considered by the group. Following consultation with the leader, Deputy Leader and Cabinet Member for Environment Capital the phrase "**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. A logo has been developed as part of the strategy and is reproduced in Appendix 2. The design complements the now widely used city marketing campaign "Peterborough...the Future is You".

Key messages include:

- Home of Environment Capital will be good for Peterborough
- All of us can help build a better future for the city by getting behind Home of Environment Capital
- Home of Environment Capital is our city's ethos – we may not be the best at everything, but we are striving to consistently put sustainability first, and all working towards the same goal.

A launch campaign is being planned for the Autumn.

5.9 **Performance Management:** At its meeting in July, the 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's Sustainable Cities Index. The organisation assessed Peterborough as part of the Jonathan Porritt Master Class in November 2009 and a summary of the approach and the 2009 assessment is included as Appendix 3. 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 it 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 site.

5.10 The success of the Major Policy will be assessed and monitored through an officer checklist which will accompany future reports and decisions. The checklist will cover all aspects of the policy set out in Appendix 1. Key deliverables, outcomes and performance measures will be developed as part of the Single Delivery Plan mentioned previously.

5.11 The Environment Capital Scrutiny Committee may wish to review both the performance data and checklists at future meetings.

## **6. IMPLICATIONS**

6.1 The launch of the Home Environment Capital initiative will ensure that sustainability is embedded throughout Council services and across a range of key city stakeholders.

## **7. CONSULTATION**

7.1 The Major policy has been considered by a wide range of Stakeholders as set out in Section 5.

## **8. EXPECTED OUTCOMES**

8.1 The launch of Environment Capital, backed by a major policy, a range of high profile projects, a SPD and a bespoke marketing campaign will maintain Peterborough's position as a leading city from the environmental perspective with positive benefits for the city's future development and all of its communities. The Committee is asked to comment on the proposals set out in the report in order that these comments can be reported to Cabinet on 29 September 2010 and to Council on 13 October 2010 for consideration.

## **9. 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

## **10. APPENDICES**

Appendix 1 – Draft Home of Environment Capital – Major Policy

Appendix 2 – Proposed Home of Environment Capital Logo

Appendix 3 - Extract from Forum for the Future Sustainable Cities Index