



STROUD DISTRICT COUNCIL

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ENVIRONMENT COMMITTEE

MEMBER REPORT

NAME OF ORGANISATION/BODY	Climate Leadership Group
DATE OF LAST MEETING ATTENDED	31 January 2023

BRIEF REPORT

Climate Leadership Gloucestershire met in person in January for our first Annual General Meeting. Representing SDC, I was elected as the new Chair, for the next six months.

We received reports from two of the thematic leads, as follows:

1) Economy (Business Support)

Sarah Danson (Director of Strategic Growth, GFirst LEP) gave a presentation which highlighted the importance of funding certainty to encourage businesses to make long term investments and to accelerate business action on climate change.

She set out the risks associated with the current landscape of business support in Gloucestershire, funding for some of which is currently set to end in March.

She highlighted that the recurring message from Government, business representatives and stakeholders, was that businesses do want to decarbonise but need financial and advisory support to do so.

Sarah made the following recommendations, which were accepted by the partners:

- Develop and secure funding for a medium term (2-3 year) programme to support 'green-growth' with short, medium and long term actions. Revise current KPIs for business engagement to those that reflect sustainable growth.
- Develop a green economy supplier-to-consumer matching platform and provide support to grow the green economy sector by raising demand for its services.
- Build a forum of local 'sustainable' business leaders to help to develop business support activities and act as role models and mentors.
- Build a forum of business support providers and business membership organisations to maximise benefit from available resources.
- Align with the 'Anchor Institutions' work in the public sector and pilot project in the private sector to support business adoption and employee behaviour change.

2) Behaviour Change

Emilie Woodger-Smith and Kelly Osbourne from the County Council's climate engagement team provided this report.

The County Council has recognised the importance of external engagement to change individual behaviours and have been expanding their team to accommodate this. This team now run a range of campaigns including on waste reduction, supporting initiatives such as tree planting and delivering a range of door-to-door engagement activities. More recently the team have supported the recent net zero transport symposium and initiated the Trusted Voices and Food Waste campaigns.

The Engagement team's broad strategy has so far focused on 4 key themes: 'food', 'energy and home', 'travel', and 'waste and stuff'. They highlighted that their Trusted Voices campaign is reaching a wide audience group and that these groups were often previously hard to reach or unengaged. This work also links to a particular behaviour change mechanism which the team were focused on called 'Social Norming' which can help promote and normalise desired action E.g. Campaigns such as the Wear Not Waste Not campaign, highlighted that 1/3 of people in the UK already wear second hand clothes.

Another live campaign via which councils and others can share examples of good practice is via Greener Wednesdays – where Emilie gets online and talks about stories which engage directly with residents on sustainability & waste topics.

The presentation concluded with a request that, all CLG members:

- Review the actions suggested, identify those which have already been completed, and consider how best to implement the remaining actions where possible.
- Agree to explore the development of a joint engagement strategy, formal engagement group and shared budget for public engagement with climate related behaviour change. Share consistent messages for the public across all organisations in line with the engagement strategy.
- Explore the creation of a community fund for behaviour change projects.

Other matters covered at the AGM included:

- Discussion of the Onshore Wind consultation and potential changes to the National Planning Policy Framework, and agreement to support a county-wide response
- Reflection on the work of the CLG over the past year, and agreement of some areas of new/renewed focus for the future
- Endorsing the approach of a single bid to the Innovate UK: Fast Followers fund to avoid duplication and competition – SDC's 2030 Manager has since led on this submission

REPORT SUBMITTED BY	Cllr Chloe Turner
DATE	16 March 2023