



URN: 22-058

Subject: Adoption of the Great Yarmouth Sustainability Strategy & Action Plan

Report to: Council - 21 July 2022

Report by: Paula Boyce, Strategic Director

SUBJECT MATTER

The Environment Committee has led on the development of a Great Yarmouth Sustainability Strategy including a first 3-year Action Plan aimed at delivering the challenges set-out in the Strategy. The work is a culmination of members', council staff, specialist external advisors' and community representatives' input, and ideas to address climate change in its widest sense. The Strategy is now being recommended to Council for adoption.

RECOMMENDATION

That the Council:

- a. **Adopts** the Great Yarmouth Sustainability Strategy and initial 3-year Action Plan as set out and attached in this report.

1 BACKGROUND

- 1.1 On 16 March and 19 July 2022 the Environment Committee received the proposed Great Yarmouth Sustainability Strategy and Action Plan. The Strategy spans and crosses all areas of Borough Council's operations and its impact and support for the geographic area of the borough as a community leader.

2 SUSTAINABILITY STRATEGY DEVELOPMENT

- 2.1 To deliver practical and sustainable change, members agreed that the council needs to work collaboratively and inclusively to embed sustainable practices in all that it does. To achieve this, it was proposed to embed sustainable principles across all council services, improve the co-ordination across all council services to ensure the actions deliver positive incremental changes that support the Sustainability Strategy's vision, establish new ways of working with the community to achieve wider change and establish accountability for delivery, improve

communication between Great Yarmouth Borough Council and residents on sustainability matters and engage actively in regional partnerships seeking to deliver regional responses to the sustainability challenges.

- 2.1 Members have recognised that whilst the Sustainability Strategy itself and target for Net Zero by 2035 for the council as an organisation provides a strong framework for action, it also requires a robust Action Plan to ensure the Sustainability Strategy is delivered, that progress can be monitored by this Committee through its forward plan mechanism.
- 2.2 Members have been very clear and are committed to delivering the proposals within the Action Plan working hand-in-hand with council officers. This includes input from ward councillors, resident engagement and public communications - communities working together to reduce our overall carbon impact supported by the Borough Council.

3 ACTION PLAN DEVELOPMENT

- 3.1 Members of the Environment Committee took part in an action planning workshop held on 28 April 2022. Subsequently to that, a series of twelve sustainability workshops were held involving all council staff. This took place on 19 & 20 May 2022 as part of the council's staff conference.
- 3.2 Feedback received has informed the development of the Sustainability Strategy's Action Plan. This initial plan, for three years, is designed to help the council, its partners organisations, suppliers and communities to galvanise resource and efforts to support the borough to become more sustainable.
- 3.3 The action, projects and initiatives contained in the Action Plan have been prioritised across the three years of the Plan to ensure it is deliverable in a timely manner but is also realistic. Some of the inter-dependencies for example, impact its delivery including the wider work being undertaken by the Norfolk Climate Change Partnership, Norfolk County Council and New Anglia LEP.
- 3.4 The Action Plan will be kept as a 'live' document and updated as each project/action is progressed with monitoring undertaken by the Environment Committee on a 6-monthly basis.

4. FINANCIAL IMPLICATIONS

- 4.1 Environment Committee has agreed to the recruitment of a Climate Change Officer to co-ordinate and support delivery with recruitment is presently underway. The 3-year Action Plan indicates which actions/projects can be undertaken within existing resources, and which may be dependent upon other funding streams being made available. This includes opportunities to seek external funding.
- 4.2 Additionally, an underspend of £8,368 from Sustainability Strategy research and development work undertaken has been allocated to a small reserve to support sustainability initiatives. Officers will also look to secure external funding as and when opportunities arise.

5. LEGAL IMPLICATIONS

- 5.1 In June 2019, the UK Government legislated the 2050 Net Zero target, following a recommendation from the Committee on Climate Change by amending the Climate Change

Act 2008. Whilst local authorities find themselves in an ambiguous position as to their role in tackling climate change and where they fit into a coherent national picture, as they do not have a specific duty to deliver Net Zero, nor to report emissions reductions, they clearly have a leading role under this agenda. In many cases councils are already delivering emission reductions or taking actions which affect how Net Zero might be achieved by other public bodies and businesses.

6. CONCLUSION

- 6.1 The Council recognised in its Corporate Plan 2020-2025, that the world is changing, and we must meet the challenge of global climate change by playing a positive local role leading by example. Great Yarmouth will be a place where sustainability is at the heart of our work and where people take pride in the clean and attractive environments found here.

BACKGROUND PAPERS

Area for consideration	Comment
Monitoring Officer Consultation:	As part of ELT
Section 151 Officer Consultation:	As part of ELT
Existing Council Policies:	Sustainability Strategy Carbon Reduction Plan
Financial Implications (including VAT and tax):	As set out in the report
Legal Implications (including human rights):	As set out in the report
Equality Issues/EQIA assessment:	N/a
Crime & Disorder:	N/a
Every Child Matters:	N/a





GREAT YARMOUTH'S SUSTAINABILITY STRATEGY

A 3-Year Plan of Action for the Borough (2022 to 2025)





Table 1: Icons used in Action Plan




Icon	Area of Influence	Description
	Built Environment	Council owned buildings, residents' homes, business premises etc.
	Natural Environment	Green spaces, beaches, waterways, agricultural land etc. Horticulture & arboriculture management.
	Waste and Recycling	Waste related operations and recycling services.
	Transport and Travel Infrastructure	Transport infrastructure, support for alternative forms of travel etc. fuel use, mileage.
	Council Operations	Processes internal to the Council's ways of working.
	Engagement and Collaboration	Communication and collaboration both within the council, reaching the community and local businesses, and more widely in the region.

Priority 1: The Climate Challenge

ACTION	AREA OF INFLUENCE	LEAD	YEAR	OUTCOME	PROGRESS
1. Lead by example and reduce greenhouse gas emissions on our own estates and operations to achieve net zero by 2035.					
1.1 Improve data collection systems to ensure that data can be easily collected and used to identify Greenhouse gas (GHG) reduction opportunities and monitor progress against the net zero target (e.g. data management systems for Council buildings, business travel data, front line services).		Climate Change Officer	Yr1 22/23	Date available and in use to measure impact	
1.2 Identify what percentage of the council's energy can be sourced from a true green tariff and develop a business case.		Climate Change Officer	Yr2 23/24	Lower carbon buildings	
1.3 Prepare Fleet Strategy and review the council's vehicle usage and as the opportunity arises, replace fleet vehicles with more fuel-efficient or alternative fuel/power options whilst ensuring household waste & recycling collection routes are optimised.		Head of Environmental Services & Sustainability Director of Operational Services	Yr1 22/23	Lower carbon fleet	
1.4 Seek funding opportunities to retrofit existing council buildings to be greener/low carbon i.e. solar panels, PV, insulation, alternative fuel heating/lighting systems, crematorium etc.		Climate Change Officer	Yr2 23/24	Lower carbon, more energy efficient buildings	






<p>1.5 Support sustainable travel options for council employees Including lease schemes for Electric Vehicles and Cycle to Work Scheme</p>		<p>Head of Environmental Services & Sustainability Head of Organisational Development</p>	<p>Yr2 22/23</p>	<p>Lower impact on the environment</p>	
<p>1.6 Promote behaviour change to net zero that staff & members can adopt in offices: switching off screens, lights, heaters and other electrical equipment. Lights on timers etc.</p>		<p>Climate Change Officer</p>	<p>Yr1 22/23</p>	<p>Lower impact on environment</p>	
<p>2. Influence businesses from whom we buy goods and services to reduce their emissions, thereby impacting upon the Borough's overall footprint.</p>					
<p>2.1 To contribute to the Local Plan review to continue to deliver sustainable development by encouraging low carbon development which enhances biodiversity and the natural environment, whilst still meeting housing needs and delivering economic growth.</p>		<p>Strategic Planning Manager Climate Change Officer</p>	<p>Yr1 22/23 onwards</p>	<p>Low carbon & sustainability considered</p>	
<p>2.2 Evaluate sustainability outcomes delivered through our procurement activities.</p>		<p>Climate Change Officer</p>	<p>Yr1 22/23 onwards</p>	<p>Lower carbon purchases. Positive environmental influence on supply chains</p>	



<p>2.3 Play an active part in the Norfolk Climate Change Partnership to explore reducing GHG emissions on a regional level, share lessons learned, encourage joint procurement opportunities.</p>		<p>Strategic Director (PB)</p>	<p>Yr1 22/23 onwards</p>	<p>Low carbon & sustainability considered</p>	
<p>3. Deliver carbon offsetting measures that not only ensures the council meets it net zero target, but further removes greenhouse gases from the atmosphere.</p>					
<p>3.1 Explore local opportunities for nature-based offsetting such as tree planting, tree management and re-wilding.</p>		<p>Head of Environmental Services & Sustainability Climate Change Officer</p>	<p>Yr 2 23/24</p>	<p>Local open spaces being invested in and biodiversity increased.</p>	
<p>3.2 Support community schemes to promote biodiversity through schemes such as: wildflower areas, bird boxes, community take-over and growing projects.</p>		<p>Climate Change Officer</p>	<p>Yr 2 23/24</p>	<p>Local open spaces being invested in and biodiversity increased.</p>	









4. Work to improve the sustainability of the borough's housing stock whilst supporting residents to make sustainable living choices and reduce their emissions.

<p>4.1 Improve the energy efficiency of homes within the council's housing stock. E.g. Eco-homes where we build/develop, future new developments to include solar panels, retrofit insulation.</p>		<p>Director of Housing Assets</p>	<p>Yr1 22/23 onwards</p>	<p>Lower carbon, more energy efficient buildings</p>	
<p>4.2 Encourage and support private home owners to seek financial support towards making their homes energy efficient – see 6.2 Warm Homes Scheme.</p>		<p>Head of Environmental Services & Sustainability</p>	<p>Yr1 22/23 onwards</p>	<p>Lower carbon, more energy efficient buildings, saving homeowners fuel bills.</p>	
<p>4.3 Promote community energy schemes signposting to lead partners for advice, information & guidance.</p>		<p>Head of Environmental Services & Sustainability Climate Change Officer</p>	<p>Yr3 24/25</p>	<p>Communities able to access information to support schemes</p>	

5. Increase opportunities for the community to make sustainable travel choices.






<p>5.1 Identify opportunities for multi-modal public transport hubs that will link up active travel options with public transport services. <i>Multi-modal transport is transport which enables people to use different modes of transport in a safe and reliable way, e.g. cycling to a station, storing the bike, and continuing the journey by train/bus</i></p>		<p>Development Director</p>	<p>Yr2 23/24</p>	<p>Low carbon & sustainability considered</p>	
<p>5.2 Support the expansion of infrastructure that facilitates low carbon transport and active travel such as cycle paths, bike parking and e-bike charging points, car share scheme, bike rental through the development & adoption of a Borough-wide Design Code to ensure</p>		<p>Development Director</p>	<p>Yr2 23/24 onwards</p>	<p>An increase in green travel</p>	





urban design of new developments supports active travel & health lifestyles.				options available locally.	
5.3 Proactively work with the private sector to increase the supply of EV (Electric Vehicle) charging points and other investments in infrastructure that facilitate the uptake of electric vehicles.		Head of Customer Services Strategic Director (KB)	Yr1 22/23 onwards	An increase in green travel options available locally.	
6. Increase opportunities for the community to improve sustainability in their homes, make sustainable living choices and achieve emissions reductions.					
6.1 Raise awareness of and signpost residents to available funding streams that support a transition to sustainable and low carbon practices to boost uptake of grants locally e.g. off-street EV charging points, retrofitting properties.		Climate Change Officer	Yr 2 23/24	An increase in green travel options available locally. Residents supported to opt for EV vehicles	
6.2 Continue to implement the 'Warm Homes' Scheme working with other Norfolk councils.		Director of Housing Assets	Yr1 22/23 onwards	Lower carbon, more energy efficient buildings, saving homeowners fuel bills.	
6.3 Develop a communication & engagement plan to raise understanding of the climate challenge and encourage behaviour change to include working directly with our own tenants		Head of Communications & Marketing Climate Change Officer	Yr 1/ Yr2/ Y3 22/23 23/24 24/25	Increased awareness & practical behaviour	




				change taking place	
7. Work with local businesses to reduce their carbon footprint & encourage the growth of low carbon businesses in the Borough.					
7.1 Support local businesses seeking to improve their sustainability through signposting to sources of expertise and funding working in partnership with New Anglia LEP, the Norfolk Climate Change Partnership and Norfolk CC.		Head of Inward Investment	Yr1 22/23 onwards	Increased awareness & practical behaviour change taking place Businesses adopting more Circular Economy solutions	
7.2 Encourage the sharing of low carbon/net zero good practice amongst businesses and local organisations through partnership structures.		Head of Inward Investment	Yr1 22/23 onwards	Businesses adopting more Circular Economy solutions	



Priority 2: The Nature Challenge




ACTION	AREA OF INFLUENCE	LEAD	YEAR	OUTCOME	PROGRESS
8. Preserve and manage the natural assets under the council's ownership and work with other landowners with the aim of enhancing biodiversity where possible.					
8.1 Working with Norfolk County Council & advisors WRE (Water Resources East) as part of the Local Nature Recovery Strategy, to carry out an assets inventory of natural resources in the Borough area to quantify the ecosystem services that these can deliver.	 	Strategic Director (KB)	Yr2 23/24 Ongoing	Information available to support baseline data and inform biodiversity interventions	
8.2 Use assets inventory to identify opportunities for the council to access new funding mechanisms focused on the management of natural assets for ecosystem services delivery (e.g. Biodiversity Net Gain).	 	Strategic Director (KB)	Yr3 24/25	Information available to support baseline data and inform biodiversity interventions	
8.3 Assist in fulfilling regional targets of a 'Million Trees in Norfolk' by supporting tree planting initiatives in the Borough area.		Strategic Director (KB)	Yr 1 22/23 onwards	Increase in the number of trees in the borough	

<p>8.4 Maximise biodiversity where possible through planting schemes and changing open spaces, tree and park management where appropriate (e.g. trial no-mow areas on council open spaces).</p> <p>Consider maturity of biodiversity and enhance e.g. verges, gardens of remembrances with wildflowers, bee friendly roundabouts, install bee bricks, install vibrant signage to explain/promote : <i>'Excuse the weeds we're feeding the bees</i></p>		<p>Head of Property & Asset Management Director of Operational Services</p>	<p>Yr 1 22/23 onwards</p>	<p>Increased awareness and practical biodiversity interventions made possible</p>	
<p>9. Help people improve their health and wellbeing by using outdoor natural spaces.</p>					
<p>9.1 Work together with partners such as Active Norfolk, Green Gym and Park Run to encourage people to use natural spaces.</p>		<p>Strategic Director (KB) Head of Environmental Services & Sustainability</p>	<p>Yr 1 22/23</p>	<p>Increase in community pride, health & wellbeing and activities that take care of local surroundings</p>	
<p>10. Build a sense of ownership among communities for their local natural areas.</p>					
<p>10.1 Establish and support a Great Yarmouth Sustainability Forum to involve and engage with community and interest groups.</p>		<p>Strategic Director (PB)</p>	<p>Yr 1 22/23</p>	<p>Improved awareness and ownership of sustainability in practice</p>	
<p>10.2 Develop a programme of community and schools involvement in the development and maintenance of outdoor natural spaces and explore demand for a community gardening scheme.</p>		<p>Climate Change Officer</p>	<p>Yr3 24/25</p>	<p>Increased awareness of sustainability, low carbon and net zero</p>	





<p>10.3 Continue to promote and support volunteer-led beach clean-ups, and town/village litter picks.</p>		<p>Head of Environmental Services & Sustainability</p>	<p>Yr1 22/23 onwards</p>	<p>Reduction on litter. Increase in community pride and involvement</p>	
<p>10.4 Lead community awareness campaigns on the impact of inaction & action. i.e. – frisbees, sky lanterns, balloon releases etc.</p>		<p>Climate Change Officer Head of Marketing & Communications</p>	<p>Yr1 22/23 onwards</p>	<p>Reduction on litter. Increase in community pride and involvement</p>	
<p>11. Reduce risks from climate impacts where possible, including flooding and coastal erosion.</p>					
<p>11.1 Continue to provide support to communities at risk from coastal erosion & flooding, linking up with regional action on this issue.</p>		<p>Head of Property & Asset Management</p>	<p>Yr1 22/23 onwards</p>	<p>Communities engaged in agenda</p>	







Priority 3: The Waste Challenge

ACTION	AREA OF INFLUENCE	LEAD	YEAR	OUTCOME	PROGRESS
12. Further reduce the amount of waste generated through the council's own activities such as upcycling, reuse and recycling.					
12.1 Work towards zero single use plastic in council operations by 2023/24.		Head of Environmental Services & Sustainability Climate Change Officer	Yr1 22/23 onwards	Reduction of single Use Plastics year on year	
12.2 Support and grow SEG Green Group and the running of staff awareness campaigns to reduce the amount of waste from council operations and to promote best practice waste management.		Head of Organisational Development Climate Change Officer	Yr1 22/23	Increase in awareness of sustainability issues and direct action	
12.3 Promote waste prevention and minimisation. Lead by example by supporting exemplary reuse and recycling schemes.		Head of Environmental Services & Sustainability Climate Change Officer	Yr1 22/23	Reduction in overall council (as an organisation) and household waste	



13. Promote the efficient use of resources and waste minimisation in the residential and business communities, in particular by encouraging reuse.

<p>13.1 Support the ongoing Circular Economy Project FACET by exploring ways to build on successes, provide continued support, and advice for businesses minimising their waste.</p>		<p>Strategic Director (PB)</p>	<p>Yr1 22/23</p>	<p>Increase in the number of businesses adopting Circular Economy solutions</p>	
<p>13.2 Investigate the set-up of 'Maker Spaces' including upcycling workshops for local people to learn how to recycle/reuse their household items.</p>		<p>Head of Inward Investment Climate Change Officer</p>	<p>Yr2 23/24</p>	<p>Feasibility Study undertaken. Maker Spaces identified with partners and funding secured</p>	
<p>13.3 Host local community events where residents can reuse and recycle unwanted items (Amnesty Days).</p>		<p>Head of Environmental Services & Sustainability Director of Operational Services</p>	<p>Yr3 24/25</p>	<p>Communities sharing and avoiding waste Reduction in fly tipping</p>	
<p>13.4 Grow a sharing community through the establishment of a 'Library of Things' community borrowing service.</p>		<p>Climate Change Officer</p>	<p>Yr2 23/24</p>	<p>Increase in loaned & shared equipment. New employment/skills & training opportunities created</p>	



13.5 Complete a feasibility study on the development of an app for businesses to offer reduced priced food nearing end of life		Climate Change Officer	Yr2 23/24	Community pride increased. Awareness of refill/reuse, and less litter created	
14. Improve waste collection services to maximise recycling and raise awareness of the benefits of good recycling practices.					
14.1 Introduce a weekly food waste collection in line with Government requirements.		Head of Environmental Services & Sustainability Director of Operational Services	Yr3 24/25	To reduce organic/food waste requiring disposal To increase composting	
14.2 Continue to raise awareness through marketing campaigns focused on waste reduction, reuse and recycling appropriately.		Head of Communications & Marketing	Yr1 22/23	Increased recycling and quality of materials	
14.3 Analyse the impact of Deposit Return Scheme (DRS) and Extended Producer Responsibility (EPR) on services offered from 2023 onwards, including a review of how litter could be managed better if additional resources were available.		Head of Environmental Services & Sustainability Director of Operational services	Yr3 24/25	Develop a plan for investment via DRS and EPR	

15. Reduce fly-tipping, littering and plastic pollution to waterways and the sea.

<p>15.1 Tackle littering by encouraging the use of reusable or recyclable cups across the fast food and hospitality sector (building on FACET pilot studies).</p>		<p>Head of Environmental Services & Sustainability Climate Change Officer</p>	<p>Yr1 22/23</p>	<p>Reduction in litter, and increase in use of disposable packaging (cups etc)</p>	
<p>15.1 Produce and promote a borough map of local drop-off and collection points for hard-to-recycle items.</p>		<p>Climate Change Officer</p>	<p>Yr2 23/24</p>	<p>Increased awareness of recycling drop-off places</p>	

