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Subject: Sustainability Strategy

Report to: Environment Committee – Wednesday 16th March 2022

Report by: Kate Blakemore, Strategic Director

SUBJECT

This report presents to Members our initial five-year Sustainability Strategy.

RECOMMENDATIONS

Members of the Environment Committee are asked to:

- 1) Recommend to Council the adoption of the Sustainability Strategy to include the setting of a Council's own Net Zero target of 2035.**
- 2) Agree to the establishment of a sustainability forum to enable us to work collaboratively with external stakeholders to better deliver against this strategy, with terms of reference for this forum to be approved by Environment Committee**
- 3) Agree the allocation of up to £65,000 from the invest to save reserve to appoint an Environmental Strategy Officer on a fixed term basis for 18 months, to support the delivery of our Carbon Reduction Action Plan, Sustainability Action Plan and to support the development of the Investment Plan in relation this agenda as part of accessing the UK Shared Prosperity Fund.**
- 4) To note there is an underspend of £8,368 for this strategy work, which Members are asked to allocate as a small reserve to support sustainability initiatives during 2022/23.**

"We recognise 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" (Corporate Plan 2020-2025)

1. BACKGROUND

- 1.1** As the pressures of human activity on the natural world grow, Governments continue to redefine their strategic goals in relation to our environment. At a national level there is considerable support for an ambitious approach to decarbonisation and the improved management of natural resources. These wider goals are achievable only through the cumulative effects of action at a local level.

- 1.2 This was further solidified at the United Nations Climate Change Conference (COP 26) held at Glasgow in November 2021 last year, where Nations collectively took a range of decisions to limit any global temperature rise to 1.5 degrees Celsius. As a Council we are rising to this challenge through understanding our own organisation's carbon footprint and taking action to reduce it, alongside the creation of a broad Sustainability Strategy.
- 1.3 At the Environment Committee (10th September 2019), Members received a report in response to a Council motion on lowering the council's organisational carbon footprint and agreed to commission specialist external support to map and measure the Council's carbon footprint and develop a carbon reduction plan.
- 1.4 A further report was received by Environment Committee (9th June 2021), where it was resolved to:
- Confirm the Committee's ongoing support for the finalisation of the carbon footprint mapping work for the Council, alongside the development of an Action Plan to reduce the Council's carbon footprint.
 - Recommend to Full Council the appointment of a Great Yarmouth Borough Council elected Member (Cllr Paul Wells) to sit on the Norfolk Elected Members Climate Change Partnership Board.
 - To allocate £30,000 from the special projects reserve to develop an Environmental Sustainability Strategy and Action Plan to detail our pathway to Net Zero.

2. INTRODUCTION

- 2.1 This report presents to Members the Council's Sustainability Strategy (Appendix 1) and asks Members of this Committee to recommend this strategy to full Council for adoption.

3. DEVELOPMENT OF THE SUSTAINABILITY STRATEGY

- 3.1 To shape, guide and develop this Sustainability Strategy, the Council partnered with Eonomia, a specialist independent consultancy dedicated to helping clients achieve better environmental outcomes.
- 3.2 The Strategy itself was developed through a collaborative approach with Members and officers from the Council, alongside seeking and using input from organisations and individuals across the Borough.
- 3.3 Figure 1 below shows how this approach was used in developing the Sustainability Strategy.

Figure 1: Phases of Strategy Development



4. SUSTAINABILITY STRATEGY OVERVIEW

4.1 A Strategy is useful if it can provide a framework for action by getting everyone to move in the same direction to address a challenge. Our Sustainability Strategy highlights three environmental challenges that need addressing; all of which are interconnected:

- **The Climate Challenge:** Globally the world faces increasing climate insecurity driven by an unprecedented rise in temperature and the release of greenhouse gases into our atmosphere.
- **The Nature Challenge:** In the last 50 years the UK has witnessed a dramatic loss in the diversity of species present in our natural areas. 'Biodiversity' is a measure of a natural systems resilience and the loss of biodiversity limits nature's capacity to respond to change.
- **The Waste Challenge:** The health and quality of ecosystems is negatively affected by increasing levels of pollution; both from the release of chemicals and the mismanagement of physical waste.

4.2 Under each of these Challenges several objectives have been developed within the Strategy. These are summarised for ease at the start of the Sustainability Strategy document. Specifically, a target of Net Zero carbon emissions by 2035 has been set for Great Yarmouth Borough Council as an organisation. This target will be delivered through the implementation of the Council's Carbon Reduction Action Plan.

4.3 The impacts of these three challenges affect life in Great Yarmouth directly, for example through the threat of coastal erosion, the loss of biodiversity and the decline in quality of natural ecosystems, and lower-than-average recycling rates in the Borough and the potential for plastic pollution in our watercourses. Whilst the problems may have complicated causes, actions that are taken locally can become part of the solution, or at least avoid contributing to further damage.

4.4 There are already many ongoing initiatives within the borough of Great Yarmouth that are tackling and addressing these challenges. Our Sustainability Strategy has been designed to further support this work by stimulating dialogue and focusing thinking on sustainability

within the Great Yarmouth Borough Council itself and with the residents and businesses of the borough.

- 4.5 The Strategy articulates a locally shared vision and provides a guide for actions. Initially over the next five years (2022 to 2027) it is proposed that the Sustainability Strategy and Action Plan is a live document that will be reviewed annually and refreshed in milestone years over the next 13 years to 2035 i.e., 2027 to 2032 and 2032 to 2035.
- 4.6 Acting now will ensure that future generations can live, work and enjoy the Borough area as much as current generations do.

5. NEXT STEPS

- 5.1 The Sustainability Strategy spans and crosses all areas of Borough Council's operations. To deliver practical and sustainable change, the Council needs to work collaboratively and inclusively to embed sustainable practices in all that it does. To achieve this, it is 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.
- 5.2 Whilst our Sustainability Strategy provides a strong framework for action, it also requires the development of an Action Plan to ensure the Strategy can be delivered, and that progress can be monitored by the Committee. This work is already in progress and will be presented to the Environmental Committee for ratification in due course.
- 5.3 In order to deliver the Strategy and its Action Plan including embedding its principles across all council services, Members are also asked to note that additional capacity will need to be created within the organisation. This is covered within the finance section of this report.
- 5.4 In preparing this Sustainability Strategy, there has been considerable positive interest from individuals living or working in the borough and from organisations across the borough. To capitalise on this interest, it is proposed to establish a sustainability forum that will enable the council to work collaboratively with external stakeholders. It is therefore recommended that Members of this Committee receive a further report on the creation of such a forum, in due course. In addition to this it is suggested that a dedicated section is added to the Council's website to highlight this work and the links with local community and best practice.

6. FINANCIAL IMPLICATIONS

- 6.1 As both our Carbon Reduction Plan and Sustainability Strategy have been finalised, it has become apparent that additional resource is required to ensure we are able to deliver against the ambitions outlined within these key documents.
- 6.2 It is therefore proposed that Members agree to use £65,000 from Special Projects Reserve to appoint an Environmental Strategy Officer on a fixed term basis for 18 months. Separately, there is an opportunity under the Government's UK Shared Prosperity Fund to accelerate this agenda, and therefore it is also proposed that this resource will support the development of an Investment Plan, required to accessing these Government funds, to sustain this new officer resource after this initial fixed term period.
- 6.3 There is an underspend of £8,368 in terms of this strategy development work, which Members are asked to allocate as a small reserve to support sustainability initiatives during 2022/23.

7. LEGAL IMPLICATIONS

- 7.1 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.
- 7.2 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.
- 7.3 It is also likely that as central government refocuses on this agenda post pandemic, there will be further legislative matters which will need to be considered.

Area for consideration	Comment
Monitoring Officer Consultation:	As part of ELT review.
Section 151 Officer Consultation:	As part of ELT review.
Existing Council Policies:	Corporate Plan, Annual Action Plan, Economic Growth Strategy, Open Spaces Strategy.
Financial Implications:	Yes as set out in Section 6
Legal Implications (including human rights):	No, though context summarised in Section 7
Risk Implications:	As identified in report
Equality Issues/EQIA:	N/a
Crime & Disorder:	N/a
Every Child Matters:	N/a



Great Yarmouth Sustainability Strategy 2022-2027

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21st February 2022

Report for Great Yarmouth Borough Council

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Acknowledgements

Disclaimer

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Version Control Table

Version	Date	Author	Description
V1.0	09/12/21	Star Molteno	First Draft Shared with Client Kate Blakemore
V2.0	21/01/22	Star Molteno	Second Draft Shared with Client Kate Blakemore
V3.0	02/02/22	Star Molteno	Third Draft Shared with Client Kate Blakemore
V4.0	10/02/22	Star Molteno	Fourth Draft Shared with Client Kate Blakemore
V5.0	16/02/22	Star Molteno	Revised Summary shared with Client Kate Blakemore
V6.0	21/02/22	Star Molteno	Final Version Shared with Client Kate Blakemore

Foreword

Thinking about Sustainability asks us to think to the long term. To recognise that the choices we make today are important in ensuring that Great Yarmouth continues to be a place that supports a thriving community with a high quality of life.

Unfortunately, the growing pressures of human development on the natural world have created imbalance and this is destabilising our world through climate change but also in the pollution of our waterways and loss of biodiversity. Human action is threatening the very resilience of the natural systems upon which we depend.

We saw from COP26 that the commitments of national governments are vital in restoring balance. However, it is also important that all organisations and individuals look to the changes they can make in order to be part of the solution. As a Council we rise to this challenge by forming this strategy that can guide action over the coming years. We will commit to find ways of reducing carbon emissions, managing our natural spaces to support nature and provide opportunities for local people to make sustainable choices.

Moving towards sustainability is not something the Council can do on its own. The amount we can achieve will depend on the support we get from residents and local businesses. Working collaboratively has been at the core of the strategy development process, by engaging with key stakeholders and local residents through interviews, an online survey and a face-to-face workshop.

We recognise that this strategy is just the first step on a long journey, a journey that could bring us together as a community, strengthen our connection to our local surroundings and set an example for others. We are excited to see what we can achieve together.

“We recognise 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” (Corporate Plan 2020-2025)

To be signed by appropriate person at GYBC

Summary of the Council's Objectives

Priority 1 - The Climate Challenge: GYBC works to reduce the borough's carbon footprint

Vision: Great Yarmouth Borough Council will be a net zero organisation and will work with the community to reduce the Borough's overall footprint.

Climate Challenge Objectives	
A. The Council becomes net zero by 2035	
1	Lead by example and reduce greenhouse gas emissions generated from our own estates and operations to achieve net zero by 2035
2	Influence businesses from whom we buy goods and services to reduce their emissions, thereby impacting upon the Borough's overall footprint
3	Deliver carbon offsetting measures such as tree planting that not only ensures the Council meets its net zero target, but further removes greenhouse gases from the atmosphere
4	Work to improve the sustainability of our Council Housing stock whilst supporting residents to make sustainable living choices and reduce their emissions
B. GYBC works with residents and businesses to reduce the Borough's carbon footprint	
5	Increase opportunities for the community to make sustainable travel choices
6	Increase opportunities for the community to improve sustainability in their homes, make sustainable living choices and achieve emissions reductions
7	Work with local businesses to reduce their carbon footprint
8	Encourage the growth of low carbon businesses in the Borough

Priority 2 – The Nature Challenge: GYBC works to protect and enhance the Natural Environment of the Borough

Vision: Great Yarmouth provides space for nature, where the natural environment is protected and constantly improving. We envisage a Great Yarmouth where a resilient natural environment supports the health and wellbeing of our citizens and delivers key ecosystem services such as flood and climate change resilience. The Borough will prepare well and be resilient to the impacts of climate change, including coastal erosion, flooding and droughts.

Nature Challenge Objectives	
9	Preserve and manage natural resources under Council ownership and work with landowners, with the aim of enhancing biodiversity
10	Help people improve their health and wellbeing by using natural outdoor spaces
11	Build a sense of ownership among communities for their local natural areas
12	Work to influence and directly improve water quality of inland waterways and coastal areas
13	Reduce risks from climate impacts where possible, including flooding and coastal erosion

Priority 3 – The Waste Challenge: GYBC works to reduce waste created in the Borough

Vision: *A Great Yarmouth where waste and pollution are minimised leading to a cleaner, safer environment and a greater enjoyment of our towns, countryside and coast.*

Waste Challenge Objectives	
14	Further reduce the amount of waste generated through Council activities through upcycling, reuse and recycling
15	Promote the efficient use of resources and waste minimisation in the residential and business communities, in particular by encouraging reuse
16	Improve waste collection services to maximise recycling and raise awareness of the benefits of good recycling practices
17	Reduce fly-tipping, littering and plastic pollution to waterways and the sea

The above priorities and objectives cut across all areas of council operations and the Council recognises that in order to deliver real sustainable change, we need to work in a collaborative and inclusive fashion and embed sustainable practices in all that we do. We will undertake the following to achieve this:

- Embed sustainable principles across Council departments;
- Improve coordination across Council departments of actions that support this strategy;
- 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.

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1.0 Why is a Strategy Needed?

A strategy is useful if it can provide a framework for action by getting everyone to move in the same direction to address a challenge.

There are three related environmental challenges that need addressing:

- 1) **The Climate Challenge:** Globally the world faces increasing climate insecurity driven by an unprecedented rise in the release of greenhouse gases into our atmosphere;
- 2) **The Nature Challenge:** In the last 50 years the UK has witnessed a dramatic loss in the diversity of species present in our natural areas. 'Biodiversity' is a measure of a natural systems resilience and the loss of biodiversity limits nature's capacity to respond to change.
- 3) **The Waste Challenge:** The health and quality of ecosystems is negatively affected by increasing levels of pollution; both from the release of chemicals and the mismanagement of physical waste.

These crises affect life in Great Yarmouth directly, for example through the threat of coastal erosion, the loss of biodiversity and the decline in quality of natural ecosystems, and lower-than-average recycling rates in the Borough and plastic pollution in our waterways. Whilst the problems may have complicated causes, actions that are taken locally can become part of the solution, or at least avoid contributing to further damage.

There are many ongoing initiatives within the Great Yarmouth Borough area that are already tackling these big challenges, and this strategy can support them by stimulating dialogue and focusing thinking on sustainability amongst Great Yarmouth Borough Council (GYBC), local residents and businesses. The strategy aims to articulate a locally shared vision and provide a guide for action over the next five years. The action plan creates the framework to deliver against this strategy, helping to set priorities and giving a steer on how to allocate resources. It is clear that resources aren't available to do everything at once and decisions will need to be made based on an understanding of priorities.

Taking action now will ensure that future generations can live, work and enjoy the Great Yarmouth Borough area as much as current generations do.

1.1 Scope of the Strategy

Taking a pragmatic approach to action at a local level, the strategy will focus primarily on areas in which the Council has the most opportunity to make change. In this way the Council will lead by example and aim to inspire others to also take action. Building on this, the Council recognises the importance of working collaboratively, and aims to explore new ways of working in partnership to build understanding of what is needed and how to effect change. These areas of influence each offer opportunities to take action towards meeting the strategic priorities of all three sustainability challenges.

To make progress towards the strategic priorities, a set of key actions have been identified under each priority. The rationale and policy alignment underpinning each of these action points is detailed in the Action Plan at the end of the document in Appendix A.1.0. This table also considers delivery aspects: who is to oversee delivery and over what timeframe.

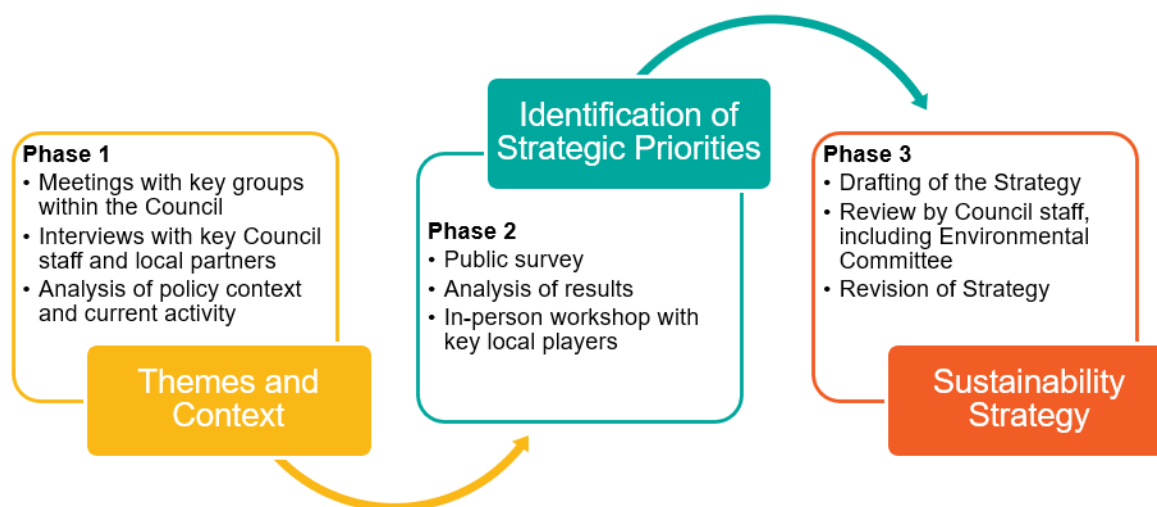
This strategy document includes:

- **The Policy Context.** An explanation of the wider policy objectives that provide a framework to guide sustainability work at a local level;
- **Strategic Priorities that address each of the Sustainability Challenges.** Each of the three challenges are outlined, with a focus on the implications for the Great Yarmouth Borough area, highlighting the objectives under each priority, and the key outcomes that will be achieved through this strategy;
- **Delivering the Strategy.** This section discusses who the council need to partner with in order to deliver wider change and considers new ways of working that can embed sustainability within the community and link to wider solutions regionally;
- **An Action Plan.** The action plan will map out the first steps that are needed to start on the journey to sustainability, and these will include how best to work with others, and how to find the resources needed both in terms of financing and understanding.

1.2 Development of the Strategy

This strategy was developed in close collaboration with members of the Council and sought input from a range of stakeholders, including organisations and individuals in the Borough engaged in sustainability work. Figure 1 shows the three phases of the strategy development process.

Figure 1 Phases of Strategy Development



In the first phase of the strategy development process, the opinions and insights of Council Members and staff were sought to gauge the level of ambition and understand the vision for the strategy. Meetings were held with key groups across the Council, including with the Environmental Committee and the Council's Management and Executive Leadership teams.

To be achievable, the strategy needs to be grounded in an understanding of Great Yarmouth, its people, places and current activities in the area of sustainability. Desk research was complemented by conversations with local individuals which helped the team to build this contextual resource. Interviews were held with key Council staff, such as the strategic planning manager, local partners like the Broads Authority and key players in sustainable transport in the area. These targeted interviews provided the strategy team with an understanding of the interplay between the strategy and the Council's other responsibilities. We were also able to draw upon input from experts on

specific topics such as public sector carbon emissions reductions, sustainable procurement, and sustainable transport.

To strengthen the ambition to deliver on the strategy collaboratively it is important that the strategy is meaningful and relevant for residents. In the second phase of the strategy development an initial iteration of themes was sent out for public feedback via an online survey. The survey was launched on 15th of October 2021 and ran for three weeks. The number of respondents was lower than hoped but those who did respond engaged fully and provided a wealth of interesting ideas and viewpoints.

The survey found that the top five sustainability issues of high concern to residents were;

- 1) Coastal erosion,
- 2) Water pollution, including plastic waste,
- 3) Biodiversity loss in the borough,
- 4) Development pressure on greenfield/undeveloped land, and
- 5) Vulnerability to climate change.

The full results of the survey are summarised in Appendix A.3.0.

A face-to-face workshop was held with key stakeholders in the Borough. The workshop allowed participants to engage in dialogue and share their ideas on the potential solutions to sustainability challenges. Discussion also focused on how the Council can support the delivery of the strategy by building partnerships across the Borough.

The strategy presented in this document is a synthesis of the perspectives encountered throughout the consultation phases of the project, the Council's vision for the Borough, and the technical expertise sought out by the Council.

2.0 Policy Context

2.1 National Policy Goals

As the pressures that human activity places on the natural world grow, the UK Government continues to redefine its strategic goals in relation to our environment. At a national level there is considerable support for an ambitious approach to decarbonisation and the improved management of natural resources. These wider goals are achievable only through the cumulative effects of action at a local level.

Climate and Decarbonisation Goals

The **Net Zero Strategy: Build Back Greener** (NZS) released in October 2021 sets out how the Government intends to reach net zero carbon emissions by 2050 which requires halving UK emissions in the next decade.¹ The NZS follows a sectoral approach outlining key commitments in power, fuel supply, industry, heat and buildings, transport, natural resources, waste, fluorinated-

¹ [BEIS \(2021\) Net Zero Strategy: Build Back Greener](#)

gases and greenhouse gas (GHG) removals. There are indications that new funding streams will be made available to local authorities to move forward in some areas including:

- Financial support to councils in an effort to clamp down on landlords not complying with energy efficiency regulations.
- Financial support to enable local authorities to implement free, separate food waste collections from 2025.²
- Publication of A Local Authority Toolkit, by the end of 2021 that should help local authorities reduce their transport emissions.

The important role of Local Authorities in delivering net zero was recognised in a recent **House of Commons Public Accounts Committee (March 2021)**; *“Local authorities have a key role to play in achieving net zero. They have significant scope to influence emissions in their area, for example, by leading decarbonisation of sectors such as housing and transport..... Local authorities can also influence local businesses and residents to take climate action themselves”*.³

Nature Goals

The **UK 25 Year Environmental Plan** (25 YEP) was published in 2018 and sets out the Government’s ten goals for protecting and enhancing the natural environment, improving its condition within a generation.⁴ By 2042, the 25YEP aims to restore 75% of protected sites, create or restore 500,000 hectares of habitats, recover iconic species, increase connectivity, forest cover and achieve a wide range of environmental and social benefits such as carbon capture, flood management, clean water, pollination and recreation.

The **Environment Act 2021** provides the legislative changes needed to ensure the delivery of the goals of the 25 YEP.⁵ A range of targets have been set to drive progress towards the desired environmental outcomes as laid out in the 25 YEP and the UK is now the first country to have a legal target to halt wildlife decline by 2030.

Local Authorities will be required to work together to produce Local Nature Recovery Strategies (LNRS) at a County level. These will be supported by the preparation of local Biodiversity Reports every five years, detailing monitoring data and actions taken. A new source of finance for biodiversity improvement projects will come through Biodiversity Net Gain (BNG) provision that requires new developments to demonstrate a 10% improvement in biodiversity either on site or offsite.

Waste Goals

The Environment Act also places new obligations on Local Authorities relating to the management of waste. These include:

- 1) An obligation on local authorities to collect a consistent set of dry recyclables: paper, card, metal packaging, glass, food and drink cartons (all by 2023) and plastic film (by 2026/2027).

² NB: The Environment Act places a statutory obligation on Local Authorities to commence food waste collections by 2023.

³ [House of Commons PAC \(2021\) Achieving Net Zero](#), p15

⁴ [Defra \(2018\) The 25 Year Environment Plan](#)

⁵ [HM Government \(2021\) The Environment Act](#)

- 2) Local authorities will be required to provide a weekly separate food waste collection to all households (by 2023).
- 3) Local authorities are required to take into account the quality of the material collected, and where technically and economically practicable to be collect them separately.

The Act also legislates for producer responsibility obligations, which places obligations on producers who place packaging on the market to ensure material is managed properly at the end of its life. Under the scheme, GYBC would receive payments for operating waste services. The scheme could result in changes to composition and tonnages of dry recycling as fee modulation and new targets will likely drive an increase in the recyclability of products and reduce the amount of packaging sent to residual waste.

2.2 Regional Policy Context

Policy direction for regional action was succinctly set out in the **2019 Norfolk County Council Environmental Policy** that outlines regional policy aims for delivering on the 25 YEP goals.⁶ The key policy aims include:

- the sustainable management and enhancement of the local landscape and oceans;
- connecting people with the environment to improve health and wellbeing; and,
- increasing resource efficiency and reducing pollution and waste.

This provides a high-level framework for action in the region which GYBC can support at a district/local level. Action within Great Yarmouth Borough area will contribute to a regional approach to tackle environmental challenges, by working in alignment with neighbouring authorities.

Neighbouring councils are also considering their role in tackling climate change and improving sustainability locally. Each council has its own unique approach, but all are striving towards a similar goal of reducing emissions and protecting their local environment. Councils have declared their net zero goals with varying scope and ambition, ranging from 2030 to 2050. As part of this strategy, GYBC is committing to a target of net zero by 2040 and to support this goal, we have recently completed a baseline carbon audit and are establishing a Carbon Reduction Action Plan that details the actions required over the next five years to meet our net zero target.⁷

In order for action to be successful, a number of sustainability issues must be dealt with in partnership at a regional level. Coastal management or the protection of biodiversity are not issues which can be contained within authority boundaries: a joint approach is required. Organisations such as the Norfolk Climate Change Partnership, Norfolk Coast Partnership, the Anglian Eastern Regional Flood and Coastal Committee and the Broadland Catchment Partnership play a vital role in bringing together ambition and communicating these across different authorities.^{8,9,10} Transport

⁶ [Norfolk County Council \(2020\) Environmental Policy](#)

⁷ In preparation by GYBC

⁸ [Norfolk Coast Partnership - Norfolk Coast Partnership \(norfolkcoastanb.org.uk\)](#)

⁹ [Anglian Eastern Regional Flood and Coastal Committee \(RFCC\) - GOV.UK \(www.gov.uk\)](#)

¹⁰ [Our Catchment - Broadland Catchment Partnership](#)

similarly is a sector which must be addressed at the regional (if not national) level, with input from the district authorities.

In the business sector, the New Anglia Local Enterprise Partnership (NALEP) is a key driver for the low carbon economy in the region, promoting the transition to a post-carbon economy through sustainable food production and sustainable energy generation.¹¹ New initiatives like Net Zero East are also bringing together regional players to accelerate the transition to net zero by 2050.¹²

This is not an exhaustive list of all the regional initiatives and partnerships moving the sustainable agenda forward, but it gives a flavour of how much drive there is in the area and of the potential for working collaboratively across the region.

2.2.1 Current Commitments of GYBC

The **Corporate Plan for Great Yarmouth (2020-2025)** identifies that a 'High quality and sustainable environment' is one of the four strategic priority areas in which the Council look to drive and facilitate change.¹³

Three strategic outcomes were identified to achieve this and these are supported by a range of strategic aims:

- A high quality sustainable local environment where people feel proud to live.
- Our coastline and inland water will be managed in an environmentally focused and holistic way.
- Reduce our carbon footprint, improve recycling and prevent waste across the Borough.

The **Local Plan Core Strategy (2015-2030)**, which is the strategy that aims to meet housing needs in the Borough and support its growth, highlights that climate change and sustainability also need to be central principles in planning.¹⁴ In the Core Strategy, the Core Policy 1 "Focusing on a sustainable future" mentions:

"Climate change is one of the greatest challenges facing the nation in the future and is reflected in the challenges and objectives in this Plan. Planning can help to support the transition to a low carbon economy and to provide resilience to impacts from a changing climate. Policies in the Core Strategy and future Local Plan Documents will focus on the location and design of new development in the borough, ways to minimise greenhouse gas emissions, the risk of flooding and will encourage the use of renewable energy."

The Council's commitment to supporting the transition to a low carbon future through its planning policies is driven by:

- planning for new development in locations and ways that reduce greenhouse gas emissions;
- actively supporting energy efficiency improvements to existing buildings; and
- encouraging the use of renewable resources in a way consistent with the Government's zero carbon buildings policy.

¹¹ [Home - New Anglia LEP](#)

¹² [Net Zero East](#)

¹³ [Great Yarmouth Borough Council \(2020\) The Plan: 2020-2025](#)

¹⁴ [Great Yarmouth Borough Council \(2015\) Great Yarmouth Local Plan: Core Strategy 2013-2020](#)

The **Local Plan Part 2** (LPP2), which details the policies underpinning the Core Strategy, is in the final stages of development. An updated **Open Spaces strategy** is being prepared as part of the LPP2, which will bring more detail about how green spaces in Great Yarmouth Borough area will be managed within the scope of the Local Plan and provide a new audit of open spaces in the Borough (parks and gardens, accessible natural greenspace, outdoor sports facilities, amenity greenspace...).¹⁵ A **Green Infrastructure strategy** is also being drafted, which will supersede the **2019 Habitats strategy**.¹⁶

GYBC's **Locality strategy** highlights the social needs of the community, and the existing inequalities that prevent some groups from enjoying a good quality of life.¹⁷ There are many actions within this sustainability strategy that could provide win-win opportunities in meeting sustainability priorities whilst also supporting healthier lifestyles and strengthening community networks. As work towards sustainability gathers momentum within the Great Yarmouth Borough area, there could also be potential for delivering training and jobs locally for example within the renewables sector and sustainable building construction sector.

The **Great Yarmouth Transport Strategy** states that *"transport improvements are fundamental to achieving sustainable housing and economic growth in Great Yarmouth, tackling inequality, improving health and supporting regeneration."*¹⁸ There is significant focus on providing cleaner and healthier ways to travel, such as walking, cycling and public transport. This is supported by the **Local Cycling and Walking Infrastructure Plan** drafted in 2021, which outlines a number of proposed cycle and walking routes in the Borough and specifies a number of 'Active Travel Network Support Schemes' that provide infrastructure to encourage use of the networks.^{19,20}

All these strategies have a bearing on how the Borough moves forward on its sustainability commitments. The sustainability strategy aims to bring together these visions into one strategy and going forward will provide a reference for how these different areas can be brought to work together and enhance each other.

3.0 Strategic Priorities

GYBC's overall vision is for a cleaner, healthier, safer Great Yarmouth. The Borough will be adapting to climate change, protecting and enhancing its precious natural resources, and helping local people and businesses to make sustainable choices.

3.1 The Climate Challenge

Priority 1 - The Climate Challenge: GYBC works to reduce the borough's carbon footprint

¹⁵ [Great Yarmouth Borough Council \(2013\) Open Spaces study](#)

¹⁶ [Great Yarmouth Borough Council \(2019\) Habitats Monitoring and Mitigation Strategy](#)

¹⁷ [Great Yarmouth Borough Council \(2021\) Great Yarmouth Locality Strategy](#)

¹⁸ [Great Yarmouth Borough Council \(2019\) Draft Great Yarmouth Transport Strategy](#)

¹⁹ [Great Yarmouth Local Cycling and Walking Infrastructure Plan](#)

²⁰ At the time of publication of this strategy, the LCWIP is going through the final stages before being submitted to DfT for approval

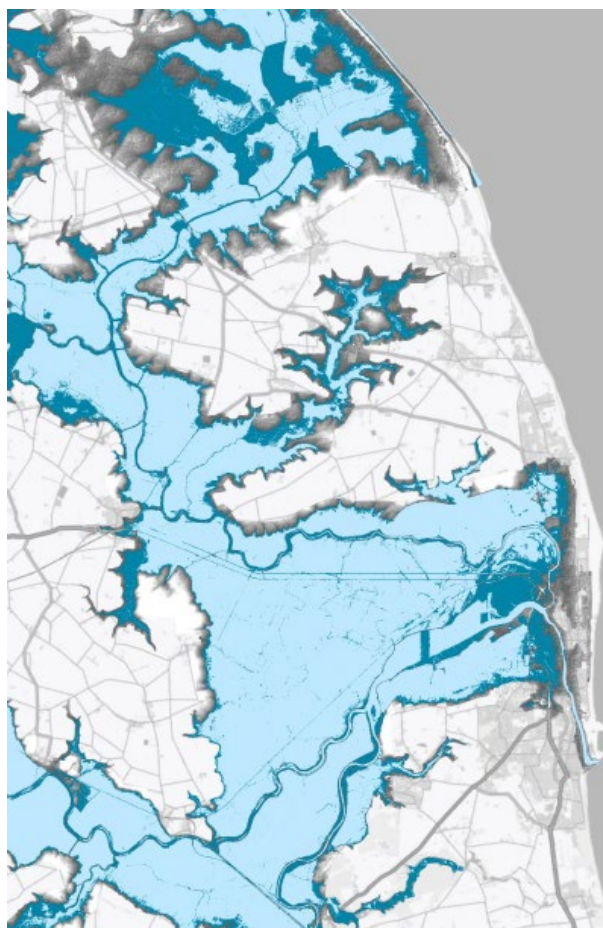
Vision: Great Yarmouth Borough Council will be a net zero organisation and will work with the community to reduce the Borough's overall footprint.

3.1.1 Climate Challenge: What are the issues?

The world faces increasing climate insecurity driven by an unprecedented rise in the release of greenhouse gases into our atmosphere. Due to its coastal situation and low-lying topography, the Great Yarmouth Borough area is at risk from the climate change effects of sea level rise and the increased intensity of weather events.

Coastal erosion and flooding are problems which the Borough is already dealing with, and which are likely to increase in severity and frequency. In 50 years from now, the mean sea level around Great Yarmouth is expected to rise by 0.2-0.4m and potentially by 0.6-1m+ by 2100. This will make land much harder to drain and will increase the risk of flooding events, as shown in Figure 2.²¹

Figure 2: Changes to Land Below Mean Sea Level with One Metre of Sea Rise



Source: *The Future Impacts of Climate Change Broadlands Futures Initiative* ²²

²¹ [NCC, SCC and UEA \(2020\) Natural Capital Evidence Compendium for Norfolk and Suffolk.](#)

NB: This is under UKCP18 RCP8.5 scenario climate change scenario which is the most extreme.

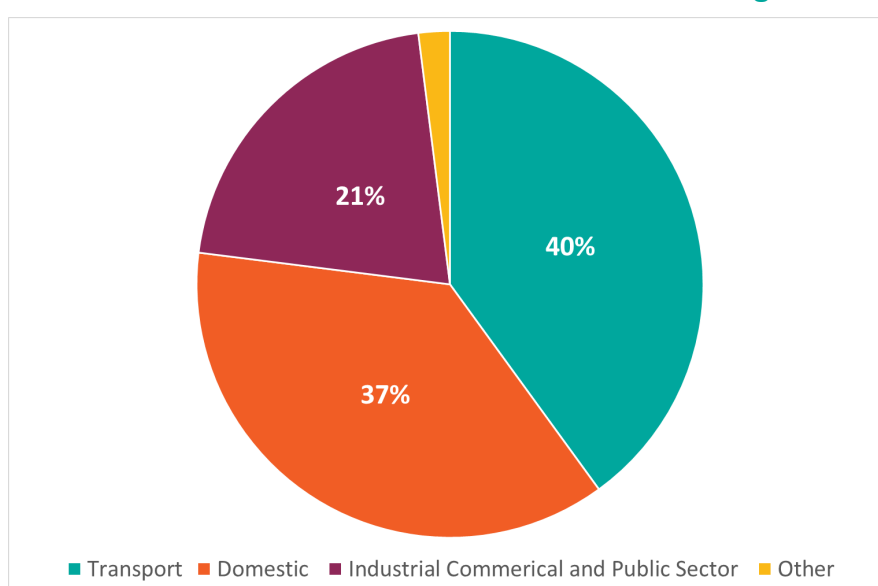
²² [Broads Futures Initiative \(2020\) The Future Impacts of Climate Change](#)

In order to tackle these challenges, the Borough needs to decarbonise to avoid the further intensification of climate change effects (mitigation) and prepare for the changes associated with the effects already in train (adaptation).

The total carbon emissions attributed to the Great Yarmouth borough area in 2019 were **349.9ktCO₂**, which is comparable to other local authorities in the county.²³ The recent carbon audit shows that the Council's emissions account for around 2% of total emissions in the Borough area. It is however recognised by the National Climate Change Committee that local authorities, through their policies and practices, can have a strong influence on **more than a third** of emissions locally²⁴, therefore it is important we recognise the pivotal role we play and direct our actions to areas where we can have maximum impact.

There are many differing ways of accounting for carbon emissions. Figure 3 is based on government data that attributes the carbon to the end-use rather than where the emissions take place²⁵.

Figure 3: Main Sources of Emissions in Great Yarmouth Borough Area



Source: Local Energy Asset Representation for Norfolk. Catapult Energy Systems Sept 2021 and Carbon Trust Carbon Baseline for GYBC, 2021

Figure 3 shows that **transport** is a largest contributor to emissions locally, followed closely by **domestic consumption**. Therefore, these are two areas of focus to help meet our climate challenge objectives.

However, when thinking about transport and domestic consumption, Great Yarmouth faces specific local challenges which need to be recognised:

²³ Local Energy Asset Representation for Norfolk. Catapult Energy Systems Sept 2021.

²⁴ [Climate Change Committee \(2020\) Local Authorities and the Sixth Carbon Budget](#)

²⁵ [BEIS \(2021\) UK Local Authority and regional carbon dioxide emissions national statistics: 2005 to 2019](#)

- Within the housing stock a **quarter of domestic buildings are over a century old** so will require substantial intervention to be suitable for low carbon forms of heating such as heat pumps.²⁶
- Great Yarmouth also has **high levels of fuel poverty** in some communities. In certain areas his effects up to a quarter of households. In addition, nearly 4% of homes in Great Yarmouth lack central heating, which is notably higher than the Norfolk average of 2.4%. This limits the potential of residents to invest in energy efficiency improvements themselves. However, were external funding available to upgrade these homes in a carbon efficient manner, there is an opportunity to lift households out of fuel poverty by reducing their ongoing running costs and alongside making carbon savings.
- Great Yarmouth has the **lowest uptake of electric cars** and vehicles of all boroughs in Norfolk, with only 113 vehicles, around a third of the number of the other Norfolk boroughs.²⁷

3.1.2 What We Are Already Doing

Climate change adaptation

- Action has already been taken to protect the community from the threat of coastal flooding. In 2019 Great Yarmouth received a £40.3 million investment from central government and local partners which has been put towards the refurbishment and upgrade of tidal defences to provide protection to more than 4,500 homes and businesses in the area.²⁸ Further funding needs will be assessed following this current phase of investment.
- The New Anglia Local Enterprise Partnership (NALEP) has also contributed significantly to projects that mitigate the damage from climate change to the local economy.

Decarbonisation

- Government collected data on emissions by local authority area indicate that the Great Yarmouth Borough area has reduced emissions by 57% between 2005 and 2018.²⁹ This reduction is higher than in the other Norfolk boroughs with the exception of the City of Norwich.
- In 2021, GYBC commissioned a baseline audit of its own carbon emissions that maps the organisational footprint and indicates where savings can be made.
- In 2022, GYBC will publish its Carbon Reduction Action plan which details the actions required over the next five years to meet its net zero target.

Transport

- Prior to the outbreak of COVID-19, the Council worked with Active Norfolk and Liftshare to understand and assess of how staff travel to work and identify ways to increase more sustainable travel options. In pre-covid times the Council encouraged cycling to work and lift sharing, providing access to a shared pool car for work journeys.

²⁶ P 81 in Local Energy Asset Representation for Norfolk September 2021, Catapult Energy Systems – figure relates to Great Yarmouth and North Norfolk areas combined

²⁷ Alternative Fuel Strategy and Action Plan for East Anglia NALEP 2021

²⁸ [£40m Great Yarmouth flood defence upgrade set to start - Great Yarmouth Borough Council \(great-yarmouth.gov.uk\)](https://www.great-yarmouth.gov.uk/news/40m-flood-defence-upgrade-set-to-start)

²⁹ Local Energy Asset Representation for Norfolk. Catapult Energy Systems Sept 2021.

- In 2019 the Council invested in rapid charging electric vehicle (EV) points, and an E-scooter pilot was launched in March 2021.
- Local Cycling and Walking Infrastructure Plans (LCWIP) are currently being developed which will better guide future funding to increase sustainable travel options for our residents.

Energy and Buildings

A regional study has been conducted to understand local energy demand, how it fluctuates, how it is generated and stored. This is combined with an analysis of the building stock in the area and social factors that could affect routes to decarbonisation. This study provides a great resource to support strategic decisions on decarbonisation of the building stock in Great Yarmouth Borough area, but it will require detailed interpretation to translate it into a roadmap of actions.

3.1.3 What We Will Do

GYBC aims to reduce its own carbon emissions and work with the community to do the same. The objectives identified that will focus work to meet the Climate Challenge are:

Climate Challenge Objectives	
A. The Council becomes net zero by 2035	
1	Lead by example and reduce greenhouse gas emissions generated from our own estates and operations to achieve net zero by 2035
2	Influence businesses from whom we buy goods and services to reduce their emissions, thereby impacting upon the Borough's overall footprint
3	Deliver carbon offsetting measures such as tree planting that not only ensures the Council meets its net zero target, but further removes greenhouse gases from the atmosphere
4	Work to improve the sustainability of our Council Housing stock whilst supporting residents to make sustainable living choices and reduce their emissions
B. GYBC works with residents and businesses to reduce the Borough's carbon footprint	
5	Increase opportunities for the community to make sustainable travel choices
6	Increase opportunities for the community to improve sustainability in their homes, make sustainable living choices and achieve emissions reductions
7	Work with local businesses to reduce their carbon footprint
8	Encourage the growth of low carbon businesses in the Borough

3.1.4 Key Selected Outcomes

The actions the Borough will be taking to deliver these objectives are detailed in The Action Plan A.1.0 (Table 2). A selection of outcomes are provided below for reference.

To meet the objectives of section A and reduce the Council's own emissions, by the end of the first year of the strategy, we will have:

- Developed a council wide implementation strategy to meet the agreed net zero target.
- Aim to achieve 100% of Council's energy sourced from a true green tariff.
- Established a sustainable procurement strategy and contract management framework which promotes environmentally friendly procurement.

Across the five years of the strategy we will have:

- Improved data collection systems to ensure that data can be easily collected and used to identify GHG reduction opportunities and monitor progress against the net zero target.
- Played 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.

To meet the objectives of section B and work to support others in the Borough to reduce emissions, by the end of the first year of the strategy, we will have:

- Signposted residents to funding streams for transition to sustainable and low carbon practices to boost uptake of grants locally.
- Explored how local public transport services could be improved to increase accessibility and uptake, and linked to the development of multi-modal transport hubs.
- Supported businesses seeking to improve their sustainability through signposting to sources of expertise and funding

Across the five years of the strategy we will have:

- Supported the expansion of infrastructure that facilitates low carbon transport and active travel such as cycle paths, bike parking and e-bike charging points.
- Encouraged the sharing of good practice amongst businesses and local organisations through a partnership structure.

3.2 The Nature Challenge

Priority 2 – The Nature Challenge: GYBC works to protect and enhance the Natural Environment of the Borough

Vision: *Great Yarmouth provides space for nature, where the natural environment is protected and constantly improving. We envisage a Great Yarmouth where a resilient natural environment supports the health and wellbeing of our citizens and delivers key ecosystem services such as flood and climate change resilience. The Borough will prepare well and be resilient to the impacts of climate change, including coastal erosion, flooding and droughts.*

3.2.1 Nature Challenge: What Are the Issues?

In the UK, nature is in poor health. Data shows a 60% decline in priority species since 1970, and no improvement in the last decade with a 22% decline from 2011 to 2016.³⁰ Biodiversity, a measure of the amount of variation in natural ecosystems, is one of the main markers for the health of ecosystems and is nature's toolkit for responding to change. Declining biodiversity can affect food production, economic prosperity and quality of life.³¹ The benefits that we receive from nature, known as ecosystem services, are dependent on the health and resilience of our ecosystems.

In 2018, the asset value of the UK's Natural Capital was valued at £921 billion.³² The value of the UK's natural capital is under serious threat from the decline in biodiversity.

Great Yarmouth Borough area spans 192km.² It includes areas of mixed farmland which are interspersed with areas of wet woodlands and grazing marshes. The Borough forms the backdrop to the Broads which are recognised as a naturally functioning wetland ecosystem of international cultural, environmental and ecological importance.³³ The coastline and dunes at Winterton-on-Sea within the Borough are designated as part of the Norfolk Coast Area of Outstanding Natural Beauty (AONB).

The borough has six Sites of Special Scientific Interest (SSSIs) - Breydon Water, Burgh Common & Muckfleet marshes, North Denes Dunes, Hall Farm Fen, Trinity Broads and Winterton & Horsey Dunes, as well as several European Special Areas of Conservation (SACs), Special Protection Areas (SPAs) and Ramsar sites. The condition of these sites is monitored regularly and work is progressing at a strategic level across Norfolk to investigate and address potential adverse impacts on such sites.

The need for new housing has increased development pressure and as the availability of brownfield sites diminishes this ultimately increases the risk of loss of greenfield sites and high-grade agricultural land.³⁴

3.2.2 What We are Already Doing

- Great Yarmouth has been successfully awarded a Trees for Cities grant to plant 500 semi-mature trees in the town over the next two years. Further financing is actively being sought to enable more planting and further development of Great Yarmouth's tree canopy.
- The Venetian Waterways in Great Yarmouth have been awarded Green Flag Award and Green Heritage Site Accreditation. Restoration of the area was funded by a £1.7m National Lottery grant awarded through The National Lottery Heritage Fund and The National Lottery Community Fund, plus further support from the borough council, New Anglia LEP and the Government.
- The Open Spaces Strategy and Green Infrastructure Strategy are currently being reviewed.

³⁰ [National Biodiversity Network. State of Nature report \(2019\)](#)

³¹ [HM Treasury. The Economics of Biodiversity: the Dasgupta Review \(2021\)](#)

³² [ONS \(2020\) UK Natural Capital Accounts](#)

³³ [Great Yarmouth Borough Council \(2008\) Landscape Character Assessment](#)

³⁴ [Great Yarmouth Borough Council \(2021\) Sustainability Appraisal Report](#)

3.2.3 What We Will Do

The objectives identified that will focus work to meet the Nature Challenge are presented below. The actions the Borough will be taking to deliver these objectives are detailed in the Action Plan (Table 2).

Nature Challenge Objectives	
9	Preserve and manage natural resources under Council ownership and work with landowners, with the aim of enhancing biodiversity where possible
10	Help people improve their health and wellbeing by using natural outdoor spaces
11	Build a sense of ownership among communities for their local natural areas
12	Work to influence and directly improve water quality of inland waterways and coastal areas
13	Reduce risks from climate impacts where possible, including flooding and coastal erosion

3.2.4 Key Selected Outcomes

The actions the Borough will be taking to deliver these objectives are detailed in The Action Plan A.1.0 (Table 2). A selection of outcomes are shown here.

By the end of the first year of the strategy we will have:

- Completed an audit of the Council owned outdoor spaces and use this information to develop a strategy for improving the management of these spaces to include increasing the usage of them
- Developed a Biodiversity Action Plan to identify local conservation priorities that can feed into Local Nature Recovery Strategy process.

Across the five years of the strategy we will have:

- Developed a programme of community involvement in the development and maintenance of outdoor natural spaces.
- Engaged with the Broads Authority, Tourism Business Improvement District, Town Centre Business Improvement District and tourism related companies to minimise litter including waterways pollution.
- Provided support to communities at risk from coastal erosion, linking up with regional action on this issue.

3.3 The Waste Challenge

Priority 3 – The Waste Challenge: GYBC works to reduce waste created in the Borough

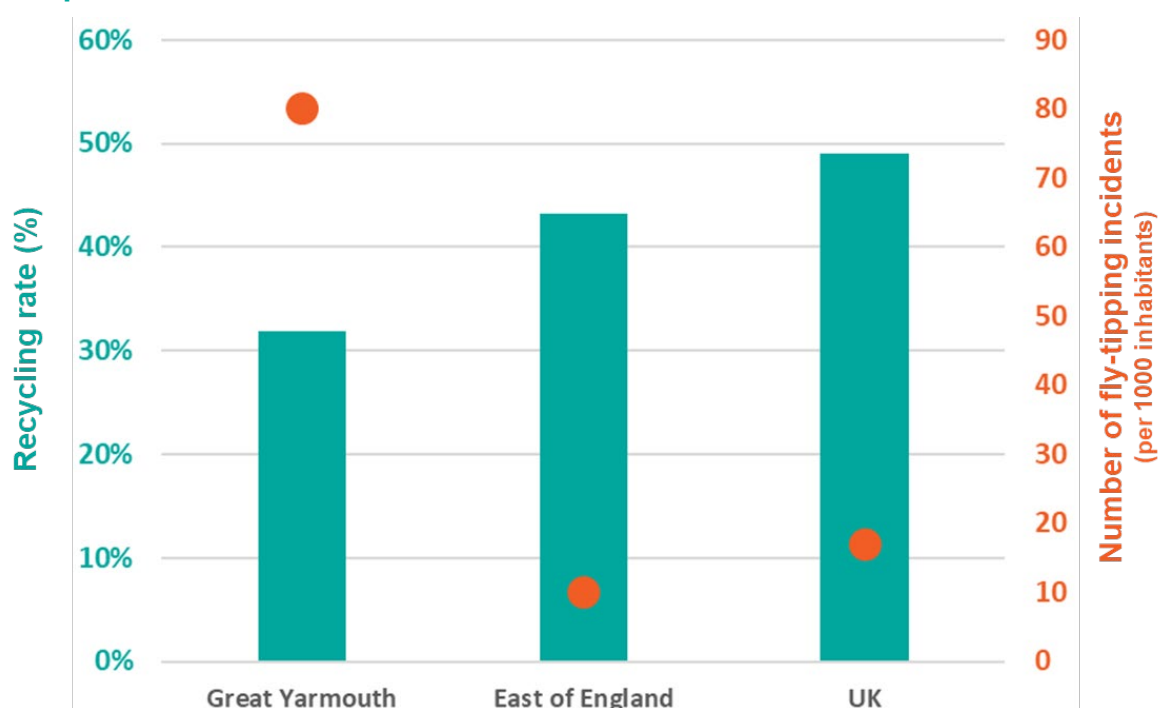
Vision: *A Great Yarmouth where waste and pollution are minimised leading to a cleaner, safer environment and a greater enjoyment of our towns, countryside and coast.*

3.3.1 Waste Challenge: What Are the Issues?

Producing less waste and recycling more is crucial to dealing with the waste crisis we face both nationally and globally. Reuse and recycling help to conserve natural resources by keeping materials circulating for longer and reducing the need to produce raw material, thus saving energy and reducing GHG emissions from production. It also diverts waste from landfill (a practice that produces large quantities of methane – another powerful GHG) or incineration (which releases CO₂ and other emissions into the atmosphere).

According to the **2021 Great Yarmouth Sustainability Appraisal**, the percentage of household waste sent for reuse, recycling or composting was 31.9%.³⁵ This is significantly less than the figures recorded for the eastern region of England (49%), and the UK as a whole (43.2%)³⁶ (see Figure 4).

Figure 4: Recycling rates and number of fly-tipping incidents in Great Yarmouth compared to other areas



Source: Eunomia. GY Sustainability Appraisal (2021) and Defra Fly-tipping statistics (2021).

This relatively low recycling rate is understood to be linked to a particular set of circumstances by which Great Yarmouth Borough area is affected.

- **There is a high level of deprivation in the Borough.** The wards of Nelson and Northgate are amongst the UK's most deprived neighbourhoods, and while there has been recent improvement in the Borough's standing in the Indices of Multiple Deprivation, in 2019 the borough was ranked the 32nd most deprived in the country.³⁷ For the residents living in

³⁵ Data from 2017/2018 cited in [Great Yarmouth Borough Council \(2021\) Sustainability Appraisal Report](#)

³⁶ NB more recent data from 2019 shows that the UK recycling rate has increased to 46.2%.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1002246/UK_stat_s_on_waste_statistical_notice_July2021_accessible_FINAL.pdf

³⁷ <https://www.ons.gov.uk/visualisations/dvc1371/#/E07000145>

areas of high deprivation, waste minimisation and recycling is unlikely to be seen as a priority issue.

- **Low recycling performance is clustered within urban populations** who have a particular set of barriers to engagement. Affected areas include those with a high proportion of multiple occupancy housing, large immigrant communities with potential language barriers and a higher-than-average number of elderly residents. In these situations, a common understanding of the recycling rules, and the differences between materials that can and can't be recycled may be lacking, leading to low recycling rates and/or high levels of contamination.
- **As a highly popular tourist destination, Great Yarmouth faces an additional challenge of managing the waste of visitors.** with over 1 million staying visitors and slightly under 4 million one-day visitors in 2011.³⁸ Many of these people come to spend time along the beachfronts of Great Yarmouth (the Golden Mile), Gorleston and Hemsby. In this setting, a large amount of waste is generated from the food and drink businesses along the seafront and there is a significant risk of littered waste entering the sea.
- **The borough also has a high incidence of fly tipping.** The national average is 17 incidents per 1,000 people locally, and 10 per 1,000 in the East of England.³⁹ Great Yarmouth reported 7,993 in 2016/17, an equivalent of 80 incidents per 1,000 people (see Figure 4).⁴⁰

3.3.2 What We Are Already Doing

Council Operations and Waste Collection Services

In the area of waste, the Council has already taken key steps to lead by example:

- Office recycling systems are in place to deal with paper, card, glass, metal cans, plastic, toner cartridges and crisp packets. Food waste caddies were introduced in 2019 with the unwanted organic material being composted using vermiculture on-site (worm bins). The substrate is used as plant feed. Single use disposable cups were replaced in February 2020 with reusable cups, but further work could be done to reduce a wider range of single use plastic items.
- The Council is adapting our waste collection services to meet the requirements of the Environment Act 2021
- Continuation of the garden waste collection service on a subscription basis, which runs successfully in the areas in which it operates. The Government has consulted on a requirement to provide free garden waste collections, which may require the Council to move away from its current subscription-based system.

Business waste

The FACET scheme currently in operation is helping to instill new ways of managing waste, particularly among tourism businesses along the seafront in Great Yarmouth and Hemsby.⁴¹ The Interreg FACETscheme (funded from spring 2021 until March 2023) intends to facilitate the adoption of circular entrepreneurship in the tourism and leisure sectors by working with businesses

³⁸ [Great Yarmouth Borough Council \(2020\) The Corporate Plan 2020-2025](#)

³⁹ [Defra \(2021\) Fly-tipping statistics for England, 2019/20](#)

⁴⁰ [Great Yarmouth Borough Council \(2021\) Sustainability Appraisal Report](#)

⁴¹ [Introduction to FACET for businesses - Great Yarmouth Borough Council \(great-yarmouth.gov.uk\)](#)

along the seafront to reduce their waste and associated costs through reuse and recycling in smarter ways, as well as protecting the coastal environment through litter reduction. The project aims to achieve a 15% reduction in the amount of single use packaging used by the participating businesses, a 15% reduction of business waste generated and a 50% reduction in the number of on-street waste collections in two years. So far, the scheme has been very successful in engaging businesses in waste reduction and management activities including:

- supporting food and drinks businesses in developing waste reduction plans, with 90% of businesses expressing interest in a cardboard recycling scheme;
- implementing a reusable cups pilot scheme in 2021-2022; and
- introducing a fruit and vegetable composting bin pilot scheme (likely to be implemented in 2022).

Community Action against Littering

The community is already actively involved in caring for its environment and addressing waste pollution. There are several schemes afoot locally which are targeting littering and fly tipping, such as several community-led beach cleans (e.g. Norfolk Beach Cleans), the Great Yarmouth Community Clean Up week, and the Love Clean Streets app which is used by residents to report incidences of fly tipping.^{42,43,44}

3.3.3 What We Will Do

In our actions on waste, our priorities reflect those of the waste hierarchy and support the creation of a circular economy.⁴⁵ The primary goal is to eliminate or substantially reduce waste generation, followed by support for recycling and composting. Only then should products be considered waste and disposed of accordingly.

The objectives identified that will focus work to meet the Waste challenge are:

Waste Challenge Objectives	
14	Further reduce the amount of waste generated through Council activities through upcycling, reuse and recycling
15	Promote the efficient use of resources and waste minimisation in the residential and business communities, in particular by encouraging reuse
16	Improve waste collection services to maximise recycling and raise awareness of the benefits of good recycling practices
17	Reduce fly-tipping, littering and plastic pollution to waterways and the sea

⁴² [Home | Norfolk Beach Cleans](#)

⁴³ [Great Yarmouth community comes together to complete spring clean - Great Yarmouth Borough Council \(great-yarmouth.gov.uk\)](#)

⁴⁴ [Love Clean Streets - Find Reports](#)

⁴⁵ [Defra \(2011\) Guidance on applying the Waste Hierarchy](#)

3.3.4 Key Selected Outcomes

The actions the Borough will be taking to deliver these objectives are detailed in The Action Plan A.1.0 (Table 2). A selection of outcomes are shown here.

By the end of the first year of the strategy we will have:

- Examined options for how future waste and recycling services should be commissioned from 2023 when contract with GYBS ends.
- Run a staff awareness campaign to reduce the amount of waste from Council operations and to promote best practice waste management
- Produced and promoted a map of collection points of hard-to-recycle items (e.g. Terracycle collection points).

Across the five years of the strategy we will have:

- Hosted local community events where residents can reuse and recycle unwanted items
- Examined options for how future waste and recycling services should be commissioned from 2023 when contract with GYBS ends
- Worked with water companies to incentivise water efficiency in urban and rural settings.

3.4 Delivering the Strategy

The priorities and objectives presented in this strategy cut across all areas of council operations and will require a collaborative and inclusive approach in order to embed sustainable practices in all that we do. In order to embed these practices it is suggested that a officer working group is established to oversee the delivery of this strategy through the implementation of the Action Plan.

The Council also has a well established Environment Committee which will continue to oversee this work, receiving 6 monthly updates of progress against this Strategy.

In addition to this both officers and elected Members will continue to work collaboratively with local and regional partners in supporting both this strategy and wider sustainability ambitions.

Further to this we will:

- **Embed sustainable principles across Council departments:**
 - awareness raising and communications programme for council staff to highlight work on sustainability across the Council's estate and operations.
- **Improve coordination across Council departments of actions that support this strategy:**
 - establish a dedicated resource to oversee the delivery of this strategy, making connections across the Council's strategic work and seeking out funding opportunities to facilitate action.
- **Establish new ways of working with the community to achieve wider change and establish accountability for delivery:**
 - Set up a key partners forum and explore the potential for a citizens' forum.
 - Develop an engagement plan addressing how local people can take action to tackle climate change across all three themes; reducing carbon emissions, sustainable travel choices, waste minimisation etc.
- **Improve communication between GYBC and residents on sustainability matters:**
 - Add a sustainability section on the Council's website with a key point of contact

- Send out quarterly newsletter to email list of interested residents on sustainability matters building on the response to the public survey
- **Engage actively in regional partnerships seeking to deliver regional responses to the sustainability challenges:**
 - Norfolk Climate Change Partnership
 - Greater Norwich Development Partnership
 - East of England Plastics Coalition
 - New Anglia Local Enterprise Partnership
 - Neighbouring Authorities
 - Institute for Sustainability Leadership, University of Cambridge
 - University of East Anglia

3.4.1 Key Selected Outcomes

The actions the Borough will be taking to deliver these objectives are detailed in The Action Plan A.1.0 (Table 2). A selection of outcomes are shown here.

By the end of the first year of the strategy we will have:

- Established a dedicated resource to oversee the delivery of the strategy and make connections across the council's strategic work.
- Set up a key partners forum and explore the potential for a citizens' forum
- Developed an engagement plan addressing how local people can take action to tackle climate change across all 3 themes; reducing carbon emissions, sustainable travel choices, waste minimisation etc.

Across the five years of the strategy we will have:

- Engaged actively in regional partnerships seeking to deliver regional responses to the sustainability challenges
- Improved communication between GYBC and residents on sustainability matters by adding a sustainability section on the Council's website with a key point of contact and sending out quarterly newsletter to email list of interested residents on sustainability matters.

3.4.2 Monitoring and Reviewing

Key Performance Indicators are designed for demonstrating continuous improvement and as such are not ideal to demonstrate progression of an action plan, except where specific time bound targets have been set.

Alternatively, a set of milestones developed by the council team could be used to monitor achievements and guide delivery. One survey respondent suggested working with the University of East Anglia to establish indicators covering emissions and environmental protection. A flexible approach is suitable as some of the actions require sourcing external funding, and partnership work which currently cannot be timetabled into the plan.

3.5 Areas of focus for the longer term

In delivering this strategy it is intended that Great Yarmouth can build its reputation as a borough that is taking sustainability seriously and working towards a positive vision.

If GYBC successfully delivers on this strategy it could focus on building its reputation as a ecotourism destination. Being the centre of the offshore renewables sector in the UK is a draw, and

this should be complemented by providing opportunities for tourists to holiday with low impact, enjoy quality natural spaces for recreation and support the local economy. In this way the borough may be able to attract additional inward investment and stimulate economic growth.

Placing sustainability centre stage would enable an exciting and flourishing future for the Great Yarmouth Borough area.

A.1.0 The Action Plan

N.B. The Action Plan has been pulled out as a separate document, to be finalised. The structure of the action plan gives detail of policy alignment and rationale, timeframe and responsibilities

Objectives	Area of Action	Key Actions	Policy Alignment / Rationale	Responsibility	Outcomes	Timeframe
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A.2.0 Key terms

Term	Abbrev.	Explanation
Biodiversity Net Gain	BNG	Biodiversity Net Gain is a concept proposed in the 25 YEP and mandated as a condition of planning permission in the 2019 Environment Bill. BNG requires a 10% increase in biodiversity after development, compared to the level of biodiversity prior to the development taking place.
Carbon neutral		Having no net release of carbon dioxide into the atmosphere.
Carbon offsetting / offsetting		Practices and technologies to neutralise remaining emissions that cannot be entirely removed.
Decarbonisation		The reduction of carbon dioxide emissions through the use of low carbon power sources, achieving a lower output of greenhouse gasses into the atmosphere.
Direct and indirect emissions		Direct emissions are those produced directly by an organisation; indirect emissions are produced by a contractor or supplier on behalf of an organisation.

Ecosystem services		Ecosystem services are provided free of charge by our natural environment, sometimes referred to as 'natural capital'. Ecosystem services are our life-support system and enable us to thrive. Ecosystem Services include Provisioning services, fresh water, food and materials, timber and minerals, Supporting services, functions that underpin all the other ecosystem services, like soil formation, nutrient and water cycling, and biodiversity. Regulating Services of natural processes for good air quality, water and soil quality, water flow and flood control, and pollination. And finally, Cultural services, the 'nonmaterial' benefits from our interaction with the natural environment, offering inspiration, tranquillity, recreation, and cultural heritage. We must look after our environment; after all, it looks after us.
Electric Vehicles	EV	An electric vehicle is a vehicle that uses one or more electric motors for propulsion. It is considered a low emissions vehicle as it does not produce carbon emissions from the combustion of fossil fuels. It does still produce emissions in the form of particulate matter (e.g. tyre and brake dust).
Facilitate the Adoption of Circular Entrepreneurship in the Tourism and leisure sector	FACET	€3.89 million project co-funded by the European Regional Development Fund to accelerate the transition from linear to circular business practices in the coastal tourism and leisure sector.
Great Yarmouth Borough Council	GYBC / the Council	This refers to the Council as a whole and relates to its role as a decision-maker and service provider for the Borough.
Great Yarmouth Borough area	the Borough	This refers to the territory under the jurisdiction of GYBC and includes its constituent parishes.
Great Yarmouth Borough Services	GYBS	A sub-division of Norse, a county council services provider owned by Norfolk County Council.
Greenhouse gases	GHG	<p>The Earth can maintain a regular average temperature (about 15°C) despite heat leaving the planet's surface because a layer of gases in the atmosphere absorb and release heat – a process known as the greenhouse effect. Greenhouse gases are those that have this effect, each with differing lifetimes and abilities to capture heat (infrared radiation). The most referred to is carbon dioxide (CO₂), but it also includes methane, nitrous oxide, and many others.</p> <p>GHGs are used to quantify emissions and for carbon budgets in the UK.</p>

Green Infrastructure	GI	The network of parks, green spaces, gardens, woodlands, rivers and wetlands, as well as urban greening features such as street trees and green roofs, that is planned, designed and managed to deliver a wide range of ecosystem services such as water purification, air quality, space for recreation and climate mitigation and adaptation.
Local Cycling and Walking Infrastructure Plans	LCWIP	Local authorities were mandated to produce local strategies as a result of the 2017 Government Cycling and Walking Investment Strategy. The Strategy sets out the Government's ambition to make walking and cycling the natural choices for shorter journeys or as part of a longer journey.
Local Nature Recovery Strategies	LNRS	Local Nature Recovery Strategies are a flagship measure in the Environment Bill. They are a new system of spatial strategies for nature which will plan, map, and help drive more coordinated, practical, focused action and investment in nature's recovery to build the national Nature Recovery Network.
Local Plan (and Local Plan Part 2)	LP (LPP2)	The Local Plan is the overarching planning policy strategy that guides how development is delivered in a planning authority area.
Net zero		<p>Setting net zero targets is the common method for quantifying and monitoring emissions reductions. In October 2021, the Science Based Target Initiative (SBTi) launched its Net Zero Standard for organisations. This is the first net zero standard and it aims to provide a science-based approach to achieving net zero. The standard defines net zero as "at least 90% reductions", with the remaining 10% neutralised, i.e. "the permanent removal and storage of carbon from the atmosphere", for example through carbon offsetting via tree planting. Importantly, this standard includes emissions from Scopes 1, 2 and 3 within the target.</p> <p>Note that the definition of net zero has been vague until recently, and not all net zero strategies will follow this definition.</p>
Net Zero Strategy: Build Back Greener	NZS	This is the Government strategy that sets out how it intends to reach net zero carbon emissions by 2050 which requires halving UK emissions in the next decade.
New Anglia Local Enterprise Partnership	NALEP	The New Anglia Local Enterprise Partnership works with businesses, local authority partners and education institutions to drive growth and enterprise in Norfolk and Suffolk.

Net Zero		The target of net-zero means cutting greenhouse gas emissions, to as close to zero as possible, and offsetting the remaining emissions to prevent global temperature rise.
Resource efficiency		Avoiding waste, reusing or recycling materials and things.
Scope 1, 2, 3 emissions		<p>Scope 1: Greenhouse gas emissions from using owned or controlled sources (mainly energy related)</p> <p>Scope 2: Greenhouse gas emissions occurring as a consequence of the use of grid-supplied electricity, heat, steam and/or cooling</p> <p>Scope 3: All other greenhouse gas emissions that occur as a result of activities taking place within wider operations, supply chains, investments etc.</p>
Sustainable Drainage Systems	SuDS	By mimicking natural drainage regimes, SuDS aim to reduce surface water flooding, improve water quality and enhance the amenity and biodiversity value of the environment.
25 YEP		The UK 25 Year Environmental Plan, 2018

A.3.0 Summary of Responses to Public Survey

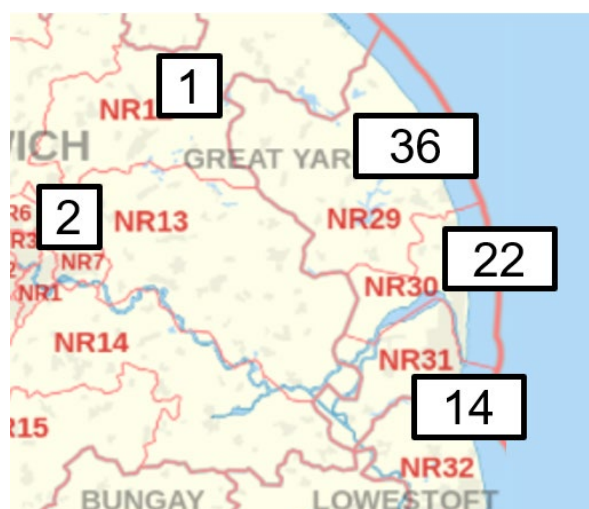
A.3.1 Who Responded?

The public survey was open for three weeks and promoted by the council using its normal communication channels and social media. In this time 87 responses were given which is low but understandable given the short duration of the survey, and the quality of the engagement was high in terms of respondents' willingness to give detailed answers. Close to half (44%) of respondents indicated that they would like to be kept up to date on sustainability engagement opportunities going forward and left their email.

The gender balance was skewed towards women; 60% with 35% of respondents men and 5% preferred not to divulge.

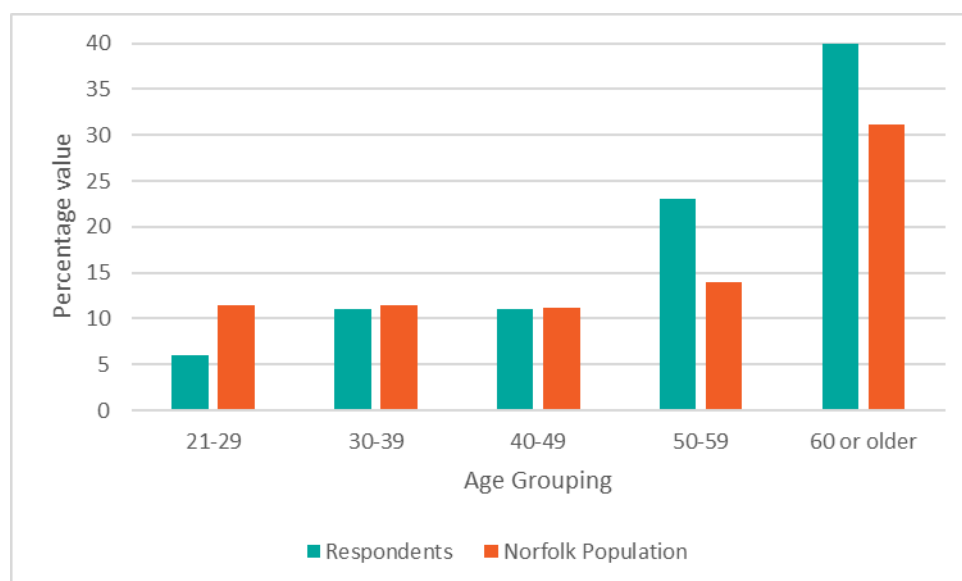
The geographic spread of respondents was broad, covering all areas of the borough. See Figure 5

Figure 5: Number of Respondents per Postcode



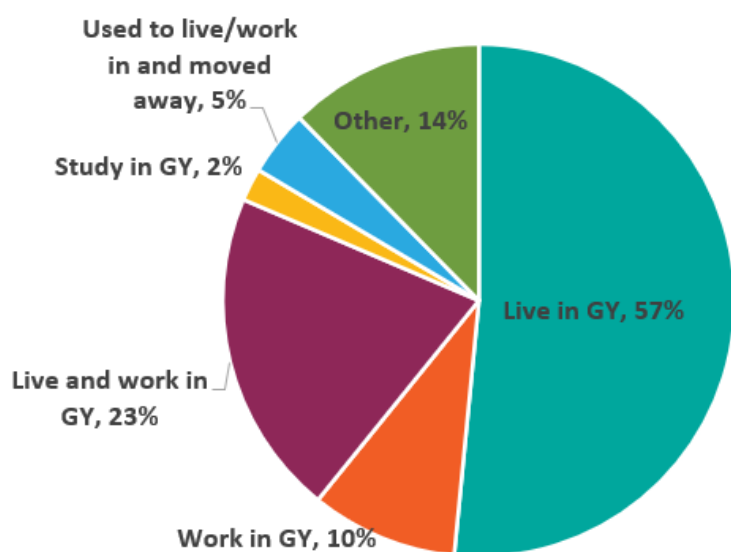
The age distribution of respondents shows a strong skew to the older age range with 40% of the respondents over the age of 60. However, this mirrors the regional age distribution of Norfolk as a whole suggesting that age-wise the sample is representative of the local population. 90% of respondents identified as white, with 8% preferring not to answer this. Again, this is in keeping with the demographic of Great Yarmouth. See Figure 6.

Figure 6: Age Distribution of Respondents Compared with Regional Distribution



The majority of respondents live in Great Yarmouth (70%), with a third working in the area (30%) see Figure 7

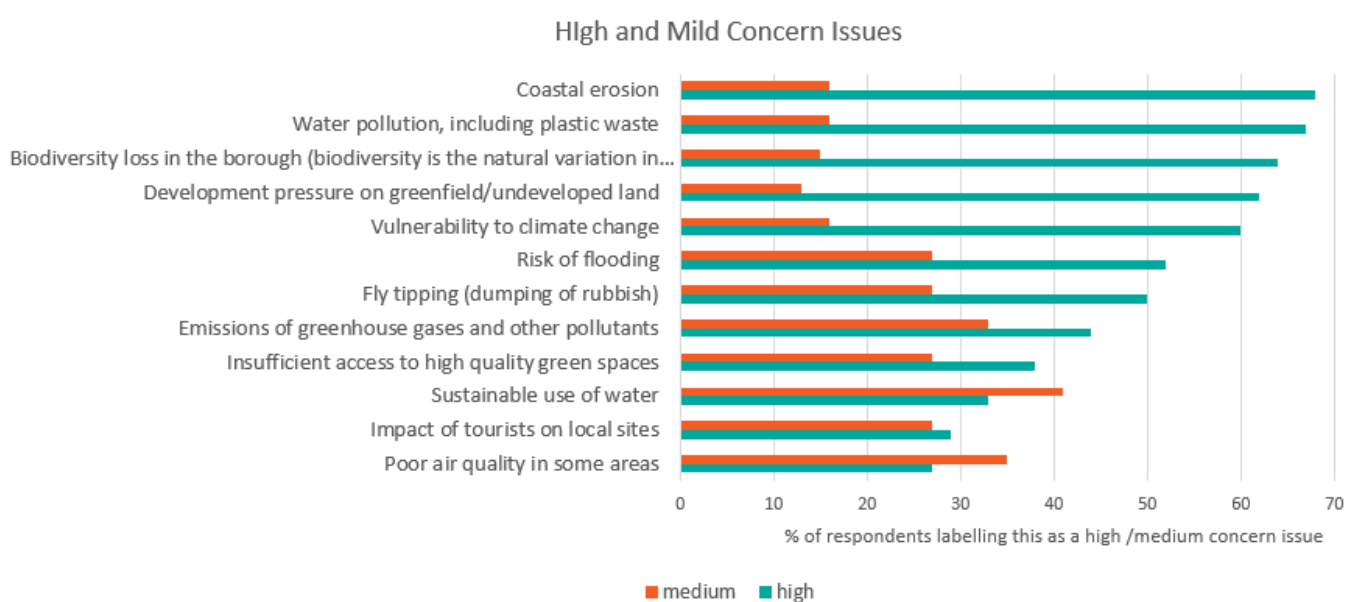
Figure 7: Respondents Relationship to Great Yarmouth



A.3.2 What Were Their Views?

When looking at which sustainability issues were of high concern to residents the top five were

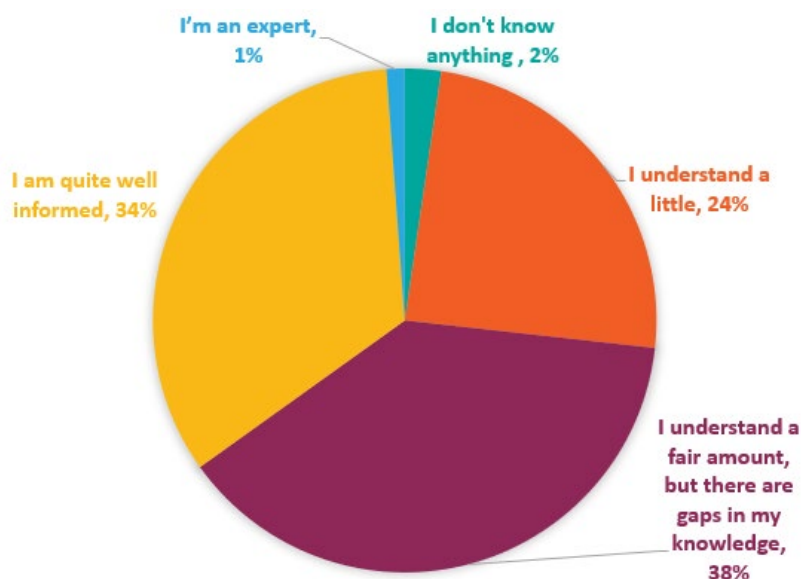
- 4) Coastal erosion,
- 5) Water pollution, including plastic waste,
- 6) Biodiversity loss in the borough,
- 7) Development pressure on greenfield/undeveloped land, and
- 8) Vulnerability to climate change.



A.3.2.1 The Climate Challenge

Existing levels of knowledge on climate change were fairly high suggesting that the individuals who responded were more likely to be those already thinking about and interested in sustainability issues. See Figure 8. The same question was used in a Broads Public survey earlier in 2021 which received 167 responses. The level of existing knowledge on climate change was slightly higher in the respondents to the Broadlands Futures Initiatives Community Survey with 41% claiming they are 'quite well informed' compared to 34% in this survey.⁴⁶ The overall pattern of results was very similar.

Figure 8: Level of Existing Knowledge on Climate Change

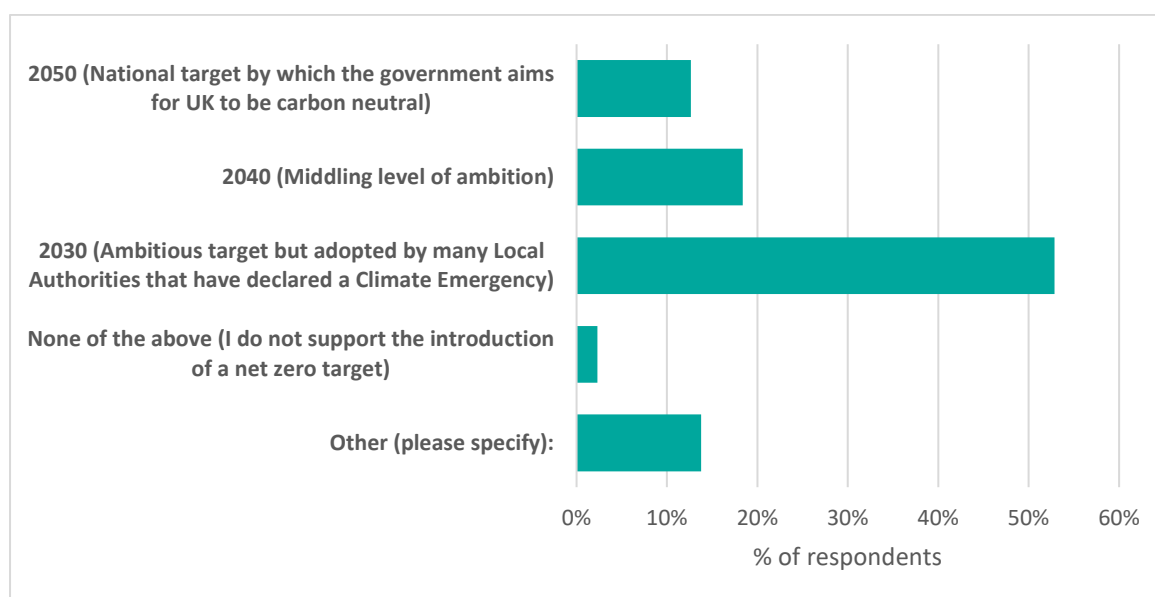


Amongst this group of people who responded to the survey there was very strong support for an ambitious carbon reduction target aiming for Net Zero by 2030. Over half the group supported this and many comments indicated the sense of urgency felt by respondents on the need to act quickly. See Figure 9. Only two individuals did not support the setting of a net zero target.

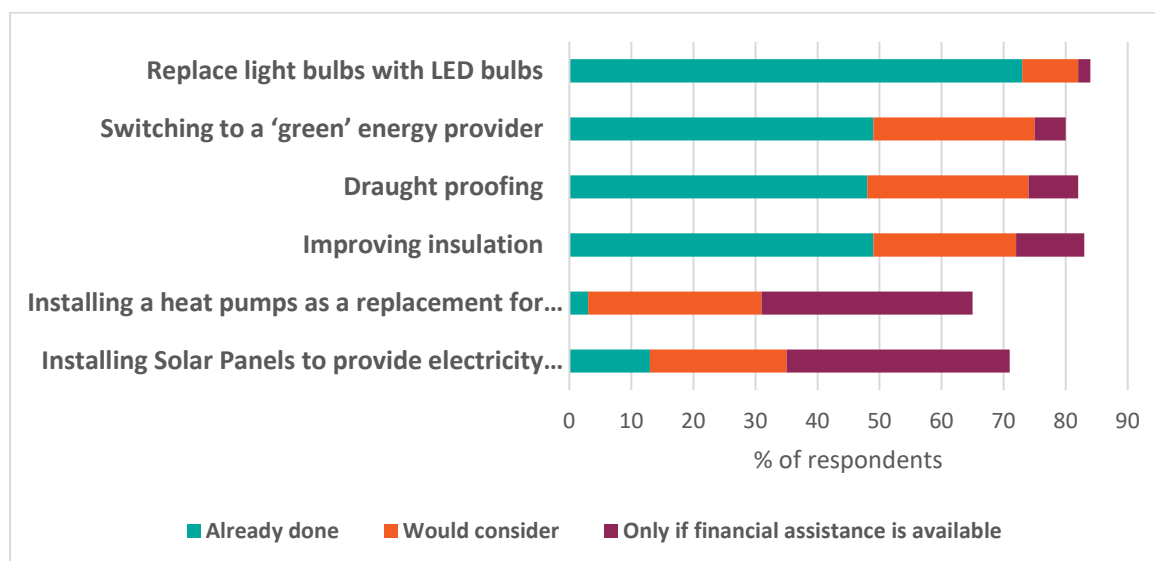
- Nineteen individuals added that they 'often feel anxious' about the effects of climate change on the Great Yarmouth area.

⁴⁶ https://www.broads-authority.gov.uk/__data/assets/pdf_file/0030/385482/BFI-Interim-Survey-Results-Summary-2021.pdf

Figure 9: Support for Net Zero Target Setting



When it comes to taking domestic action to achieve decarbonisation, over 65% of respondents would consider the energy saving changes suggested. For the more expensive investments such as installing heat pumps and solar panels half of these respondents would only consider making these changes if some financial assistance were made available.



When asked about ways of reducing transport related emissions, the greatest support was seen for improvements to active travel routes; walking and cycling routes both in town and long distance.

Which of the following do you think would encourage people to use their cars less around where you live?	% of support from respondents
Improved walking and cycling routes in towns	67%
Longer distance cycling routes between villages and towns	60%

Pedestrianised zones in towns	47%
Other	33%
Access to discounted bike schemes and adult cycle training	31%
Access to E-bikes and E-scooters	24%
None of the above	5%

Respondents had many suggestions for how the council can help residents to reduce their carbon emissions:

- Helping people to insulate their homes to the best possible outcome, so heating requirements are lower. More cycle paths and reintroducing trains.
- Invest in solar street lighting and LED.
- Start by ensuring all council buildings and houses are insulated
- Financial packages to assist in helping with home energy improvements (solar, heat pump etc)
- We cannot afford to make any changes and we don't qualify for any of the government help so financial support to people with low incomes who don't qualify for benefits would be a good idea?
- Improved public transport and safe cycling routes to areas of employment.
- Collect and process waste food
- Information: a more friendly website would be a great start. I don't think a lot of the people in Great Yarmouth think that the climate is a serious concern to those in control. National surveys show that the general public is willing to make changes; they need leadership
- Clearer information on different heating systems. For example, heat pumps are extremely expensive, even with the £5,000 subsidy to move from gas. But there has been no useful testing of FAR infrared ceiling panels. These may be cheaper to install and to run than air source heat pumps but they are not being discussed.
- I am drawing up plans to refurbish the fire damaged building to the rear of Fastolff House and would like to strip it back to basics and upgrade insulation to current standards or better.

A.3.2.2 The Nature Challenge

Biodiversity loss featured in the top 5 local concerns, and water pollution was second after coastal erosion. These findings were echoed in the strong support shown for a range of greenspace improvement ideas.

Which of the following actions would you like to see the Borough prioritise on greenspace and biodiversity	% of support from respondents
Improve the biodiversity of waterways and coastal environments	82%
Increase the amount of tree cover in the Borough	77%
Protect the greenfield/undeveloped areas of the Borough	75%
Improve the biodiversity of parks and greenspace	72%
Increase the amount of accessible greenspace	51%
Other	11%
None of the above	1%

Respondents were asked if they knew a piece of land that could be managed to allow nature to flourish. Many people had clear suggestions to make:

- The dune area on North Drive beach could be converted to a managed nature reserve with restricted access (walkways to explore the nature) to humans (and dogs). If done right, and it's large enough, this area could become an attraction for paying visitors.
- The barren area between the seafront Premier Inn and Outer Harbour could be converted into a wildlife haven for birds etc.
- The area next to Wellington Pier, behind the old beach huts.
- The old railway line running from Salisbury Road to Barnard Bridge
- Grass verges along blackfriars road, space for trees/ shrubs/ flowers?
- Land along Scratby Road
- Ormesby recreation ground
- South Quay, Great Yarmouth. Remove the parking but retain access to berths and make a linear park/ green space along the river.
- Enhance the public footpath off gapton Hall Road just past macdonalds make it a nature reserve with paths
- There is a small green area on The Walk that could be much better managed for wildlife.
- Shrublands Y&A Centre field not accessible at all to public.
- The waste ground behind the recreational ground in Gorleston.
- The field at the back of Caister Roman site and the old helipad field by the stadium could be planted as wooded areas.
- Land backing on to Winifred Way Caister
- Old airfield at Caister and surrounding areas
- pound lane filby
- <https://w3w.co/skid.shredding.imposes> - Poor Land in Hemsby adjacent to a SSSI
- Winterton Dunes (3 mentions)

- St Nicholas playing field Great Yarmouth
- The old helicopter landing site adjacent to the greyhound stadium
- We need to protect Bluebell wood in Gorleston.
- The hedgerow and Lane at the top of the Holway
- Field near Caister Water Tower
- The fields across from the Persimmon housing estate at the top end of Caister where it meets Ormesby.

A.3.2.3 The Waste Challenge

Respondents were asked what would help you to reduce your waste and recycle more:

- More green bin collections would obviously create more recycling. Collection once every 2 weeks isn't enough so only roughly 50% of our waste is recycled.
- Ability to have a food waste container that is collected for composting.
- Free green waste as lots of retired in the area that cannot afford the bin system
- better information provision of where to recycle items, e.g. a map of terracycle recycling points in the borough
- A leaflet to show what to recycle



Source: <http://www.edwordle.net/create.html>

<p>Actions to help visitors to Great Yarmouth to be more environmentally minded?</p>	
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Better infrastructure on or near to beaches to manage littering	81%
More sustainable transport options to minimise extra car usage by tourists, e.g. shuttle buses, cycle rental etc.	80%
Green electricity charging points e.g., for rental boats and cars to minimise reliance on diesel generators.	66%
Creating eco-tourism destinations such as nature reserves or demonstration projects	64%
Reusable schemes for takeaways	64%
Campaigns aimed at visitors about the sustainable use of water	35%
Other (please specify):	22%

A.3.3 Getting Involved

Finally, respondents were asked about their willingness to get involved in practical actions to support the sustainability strategy. Around a third of all respondents expressed willingness to engage in these ways. In the comments other respondents said that they were already engaged locally in similar ways.

Which activities would you be interested in getting involved with?	% of respondents who indicated willingness
Sponsoring a tree in a street	38%
Supporting the establishment of local reuse or refill schemes	38%
Attending meetings to discuss local practical sustainability projects	37%
Looking after community open space near to you	36%
Joining a group to improve green areas locally including back lanes	36%
Working with neighbours to remove weeds in the street where you live (so as to avoid the need for Council weed treatment)	36%
Helping to promote recycling and composting	36%
Helping a local school to make a wildlife area	31%

Joining a local food growing project	22%
Joining an exercise class in a park	19%
None of the above	14%

A.3.4 Conclusions

The public survey showed that amongst this group of respondents there was strong support for many aspects of the Sustainability Strategy. The survey was also useful in generating ideas, some of which have been incorporated into the action plan. As an initial exercise in engaging the public with the strategy the survey was successful in generating interest and building a network of people willing to be engaged further.

A.4.0 References

Table 1: National Plans and Strategies of Relevance

Plan/Strategy Title	Description	Link
Decarbonising Transport: A Better, Greener Britain (2021)	The report outlines DfT's six strategic priorities to deliver the vision of a net zero transport System by 2050.	Decarbonising Transport – A Better, Greener Britain (publishing.service.gov.uk)
Environment Act (2021)	The Act brings into UK law plans for environmental protections and recovery, supporting the UK 25YEP.	Environment Act 2021 (legislation.gov.uk)
National Planning and Policy Framework (NPPF) (2019)	The National Planning Policy Framework sets out the Government's planning policies for England and how these should be applied ¹ . It provides a framework within which locally prepared plans for housing and other development can be produced.	National Planning Policy Framework (publishing.service.gov.uk)

State of Nature (2019)	The 2019 State of Nature report is a health check on how the UK's wildlife is faring. It is put together using wildlife data from a group of 50 conservation organisations.	State-of-Nature-2019-UK-full-report.pdf (nbn.org.uk)
The Economics of Nature: the Dasgupta Review (2021)	Independent, global review on the Economics of Biodiversity, setting out how we should account for Nature in economics and decision-making.	The Economics of Biodiversity: The Dasgupta Review (publishing.service.gov.uk)
Town and Country Planning Act (TCPA) 1990	Section 197 places a duty on local planning authorities to make provision for the preservation or planting of trees	Town and Country Planning Act 1990 (legislation.gov.uk)
UK 25 Year Environmental Plan (2018)	Ten goals for improving the UK environment within a generation. Supported by the Environment Act passed into law in November 2021.	25 Year Environment Plan - GOV.UK (www.gov.uk)
UK Clean Growth Strategy (2018)	Blueprint for Britain's low-carbon future.	Clean Growth Strategy (publishing.service.gov.uk)
UK Climate Change Act (2008)	The Act sets a 'net zero' greenhouse gas emission target for 2050; provides for a system of carbon budgeting; and establish a Committee on Climate Change.	Climate Change Act 2008 (legislation.gov.uk)
UK Green Finance Strategy	Strategy aiming at aligning private sector financial flows with clean, environmentally sustainable and resilient growth; and strengthening the competitiveness of the UK financial services sector	BEIS Green Finance Strategy July 2019 (publishing.service.gov.uk)
UK Net Zero Strategy: Build Back Greener (2021)	This strategy sets out how the Government intends to reach net zero carbon emissions by 2050 which requires halving UK emissions in the next decade.	net-zero-strategy-beis.pdf (publishing.service.gov.uk)

Table 2: Great Yarmouth and Norfolk-wide documents of relevance to this Strategy

Title	Date	Link
Great Yarmouth Documents		
FACET for Businesses	2020-2023	Introduction to FACET for businesses - Great Yarmouth Borough Council (great-yarmouth.gov.uk)
Great Yarmouth Carbon Audit	2021	Not publicly available online
Great Yarmouth Corporate Plan	2020-2025	The Plan 2020-2025 - Empowering, Enterprising and Engaging (great-yarmouth.gov.uk)
Great Yarmouth Flood Risk: Economic Impact Report	2015	Mott MacDonald Report Template (great-yarmouth.gov.uk)
Great Yarmouth Habitats Monitoring and Mitigation Strategy	2019 (will be superseded by Green Infrastructure strategy, being drafted)	Habitats M and M Strategy Jan 2019.pdf (great-yarmouth.gov.uk)
Great Yarmouth Local Cycling and Walking Infrastructure Plan	2021	Great Yarmouth LCWIP Summary July 2021.pdf (citizenspace.com)
Great Yarmouth Local Plan Part 2	In preparation	Not publicly available online
Great Yarmouth Local Plan: Core Strategy	2015 -2030	Local Plan Core Strategy Adopted 2015 NF.pdf (great-yarmouth.gov.uk)
Great Yarmouth Locality Strategy	2021-2016	Great Yarmouth Borough Council Locality Strategy (great-yarmouth.gov.uk)
Great Yarmouth Sport, Play and Leisure Strategy	2015-2029	GYBC Sport, Play and Leisure Strategy 2015-2029 (great-yarmouth.gov.uk)
Great Yarmouth Sustainability Appraisal	2021	Sustainability Appraisal Report incorporating proposed modifications June 2021 (great-yarmouth.gov.uk)

Great Yarmouth Transport Strategy (Draft for Consultation)	2019	2019-09-16-gyts-draft.pdf (citizenspace.com)
Great Yarmouth Transport Strategy and Implementation Plan	2020	About Transport in Great Yarmouth - Norfolk County Council
Open Spaces Study	2013 (in revision, draft expected Jan 2022)	Open Space Study (great-yarmouth.gov.uk)
Regional Documents		
Alternative Fuel Strategy and Action Plan for East Anglia NALEP	2021	Element Energy presentation, not publicly available online
Breckland Council Sustainability Strategy	2021	What does climate change mean for the District? - Breckland Council
Broadland Council Environmental Strategy	2019	broadland-council-environmental-strategy-document (southnorfolkandbroadland.gov.uk)
Broadlands Future Initiative: The Future Impacts of Climate Change	2020	The Future Impacts of Climate Change (broads-authority.gov.uk)
Broads Authority Climate Adaptation Plan	2016	Climate-Adaptation-Plan-Report.pdf (broads-authority.gov.uk)
Decarbonisation Evidence Base and Strategic Recommendations Report	2020	Transport-East-Decarbonisation-Evidence-Base-and-Strategic-Recommendations-Report WEB.pdf (transporteast.org.uk)
Kings Lynn and West Norfolk Climate Change Strategy	2021-2024	Our climate change work Our climate change work Borough Council of King's Lynn & West Norfolk (west-norfolk.gov.uk)
Local Energy Asset Representation for Norfolk	2021	Catapult Energy Systems, not publicly available online
Natural Capital Evidence Compendium for Norfolk and Suffolk	2020	PowerPoint Presentation (norfolkbiodiversity.org)

New Anglia Local Enterprise Partnership Industrial Strategy	2020	New Anglia NSU Local Industrial Strategy Exec Summary.indd
Norfolk County Council Environmental Policy	2019	Environmental policy - Norfolk County Council
Norfolk County Council Local Transport Plan	2021	Local Transport Plan - Norfolk County Council
Norfolk Green Infrastructure and Recreational Impact Avoidance and Mitigation Strategy	2021	Norfolk GI RAMS Strategy March 2021.pdf (gnlp.org.uk)
North Norfolk District Council Environmental Charter	2021	environmental-charter-v8-hyperlinks.pdf (north-norfolk.gov.uk) https://modgov.north-norfolk.gov.uk/documents/s6351/Environment Charter Appendix One - OS Final Draft.pdf
Norwich City Council Environment Strategy	2020-2025	Environmental Strategy Norwich City Council
South Norfolk Council Environmental Strategy	2019	south-norfolk-council-environmental-strategy-document (southnorfolkandbroadland.gov.uk)

A.5.0 About Eunomia

Eunomia is a consultancy that works with private, public and third sector organisations across a range of environmental themes. We have worked extensively with local authorities in the UK over the past 10 years, and at a national level Eunomia worked with the UK government's Committee on Climate Change to set out the actions that would be required in the field of waste management to achieve the country's carbon objectives. More recently, we have been working on assisting authorities to reduce their carbon emissions, improve biodiversity and become more sustainable. Recent carbon and biodiversity strategy focussed work includes:

- Climate Emergency Strategy (London Borough of Hounslow)
- Climate Emergency Action Plan (Isle of Man Government)
- A Guide to Net Zero (University of Bath)
- Carbon Offsetting Strategy (Bristol City Council)
- Green Urban Landscape Policy (LB Redbridge)

We provide truly independent advice. We are not seeking to promote a particular approach but to put forward a strategy that suits the local administration, people, place and market.

We are passionate about facilitating improvements for the environment. We developed the concept of a locally-governed funding scheme for the environment which was identified as good practice in the 25 Year Environment Plan.

Our focus is on making a difference. We look beyond submitting a report to finish a project, to think about how the strategies we have helped design will be implemented. Our specialists understand the complexities of gaining agreement to, and implementing, ground-breaking changes, and what is needed to move from concept to reality.