

SUSTAINABILITY CABINET COMMITTEE

Agenda Item 45

Brighton & Hove City Council

Subject: 10:10 City Campaign Update
Date of Meeting: 9 February 2011
Report of: Strategic Director, Resources
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Key Decision: No
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report is an update on the implementation to date and next steps for the Brighton and Hove citywide 10:10 campaign.
- 1.2 Cabinet signed up to the 10:10 Campaign on November 12, 2009, and the Leader made the citywide campaign one of her priorities for 2010, reflecting the importance of the council's leadership role in the citywide campaign, and committed the council to working to reduce carbon emissions from its own operations by 10% in 2010/11.
- 1.3 The campaign, now internationally recognised, is set to continue, building on the success of its first year.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Committee notes the progress of the city-wide campaign over the past year
- 2.2 That the Cabinet Committee notes that the campaign is set to continue.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS

- 3.1 The 10:10 campaign was launched nationally in October 2009, and has become a high profile and widely-recognised national and international campaign to encourage people and organisations to sign up and cut carbon emissions.
- 3.2 Brighton and Hove has taken a lead and developed a city-wide campaign, led by a steering group formed of a partnership of local organisations and individual businesses, including the council. This leadership has been regularly championed and received national recognition, support and coverage, for example in a recent 10:10 press release stating: "There are pockets of activity all around the country but Brighton and Hove is by far and away the most determined and dedicated... we are using the example of Brighton as a model to the other cities we aim to sign up."

3.3 The Brighton & Hove 10:10 campaign secured critical funding from the City Sustainability Partnership, Brighton and Hove City Council and the University of Brighton's Knowledge Transfer Partnership scheme which enabled it to appoint a project manager (in place since May 2010), run planning workshops, develop a recognisable brand and website, with a high-profile launch across the city in April 2010.

The following key campaign objectives were set:

- To sign up people, businesses and organisations engaging all areas of the Brighton and Hove community;
- To communicate with the national campaign to ensure activity in Brighton & Hove receives national and international coverage;
- To link with other city sustainability initiatives and share ideas and best practice;
- To support pioneers in different strands of activity (e.g. education, health, etc);
- To share information and advice on cutting carbon and living a more sustainable lifestyle.

3.4 The campaign is achieving or has met all of its original objectives, and the following are headline activities that have taken place over the past eight months:

- Brighton & Hove City Council, the two universities and the Primary Care Trust joined Brighton & Hove Buses as early supporters, promoting the campaign internally and externally to staff and customers/city residents;
- The campaign website receives a consistently high number of new users each week, and features regular blogs and updates from across the Brighton and Hove 10:10 community;
- SEEDA funding was secured In November 2010 for academic case studies of people, businesses and organisations taking part in the campaign. This work was completed in January 2011 and is now being prepared for promotional use as an example of the 'pioneer' approach;
- The campaign has been extensively covered in local, national and international media (examples include 10/10/10 events, Health strand stories, Profitnet Business event);
- The campaign has been advertised across Brighton & Hove on 50 percent of the Brighton & Hove buses fleet with a logo and website address and the tag line "sign up and cut your carbon";
- The campaign has beaten all other city campaign sign up rates, not just in terms of cities or other local communities in the UK but internationally; and is on track to meet its ambitious target of over 2,500 people and organisations across the City.

3.5 The citywide campaign has been promoted at a comprehensive range of events, including business events, Paddle Round the Pier, a fashion "swishing" (clothes swapping) event and various community food growing activities. Eye-catching campaign information has been developed to promote sign-up.

3.6 Following a number of successful sign up stalls at summer festivals (Pride, Brunswick and several local school fairs), the national campaign database manager reported that *"these are the largest batches of offline sign ups since the national launch last year"*.

- 3.7 As groups of the community respond differently to different types of engagement, Brighton and Hove 10:10 encouraged early adopters or pioneers within different sectors, or 'strands' to create action plans to engage with their peers.
 - 3.7.1 The recruitment of enthusiastic, motivated and creative pioneers has been a key aspect of the citywide campaign's success. To encourage support from all areas of Brighton and Hove's diverse community it was essential to recruit representatives from different strands: Health, Education, Business, Third Sector & Charities, Large Organisations, Arts & Culture and Communities & Streets. These pioneers have their time voluntarily throughout the year, supported by the Brighton and Hove 10:10 steering group.
 - 3.7.2 An overview of the Pioneers' key activities and future plans is attached (see Appendix 1)
- 3.8 The 10:10 campaign has been used by Brighton & Hove city council as an internal communications and employee engagement vehicle, with an ongoing poster campaign and a range of activities, reported at the last Sustainability Cabinet Committee.
 - 3.8.1 There is scope for further employee engagement, for example working with environmental champions, continuing to use the campaign's eye-catching designs and messages to promote awareness and behaviour change in carbon reduction. The strategic leadership for this area is now with the Strategic Director for Resources, bringing the potential to further consolidate the approach between the Property, Energy Management and Sustainability Teams.
- 3.9 The national 10:10 campaign is set to continue, building on the international success of its first year.
 - 3.9.1 Having built a strong relationship with the national campaign, the Brighton and Hove 10:10 campaign has been set up as a community interest company (CIC), enabling it to bid for further funding. The three CIC directors, together with the steering group and project manager are exploring options for a phase two programme, focusing on city-wide actions to tackle carbon emissions, as well as continuing to build the momentum of the pioneers' activities (see Appendix 1).
 - 3.9.2 The CIC has funding for the project manager until April 2011, and several funding bids have been submitted to support the continuation of the project manager's post and the move to phase two.
 - 3.9.3 The team is currently working on the preparation and sharing of case studies and other evaluation tools locally, nationally and internationally; and an event to celebrate its success and launch phase two.
 - 3.9.4 A £5,000 discretionary grant was awarded by the council in late December 2010 from the community and voluntary sector grant funds. The grant acknowledges 10:10's contribution to a number of priorities within the City's Sustainability Strategy, and represents value for grant monies in terms of potential leverage.

4. CONSULTATION

- 4.1 Environment Champions across the council have been consulted.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The 10:10 campaign is expected to continue into 2011 and beyond with the support of the project manager post to April 2011. A grant of £5,000 was awarded in December 2010 to Brighton & Hove 10:10, a recently registered Community Interest Company to support back office costs. Progress against the agreed project plan is reported to a steering group and overseen by the Directors of Brighton & Hove 10:10 CIC.

Finance Officer consulted: Anne Silley Date: 27/01/11

Legal Implications:

- 5.2 On-going commitment to the 10:10 campaign will assist the council in complying with its obligations under the Carbon Reduction Commitment (CRC) Energy Efficiency Scheme. This is an emissions trading scheme in which local authorities and other specified bodies are required to participate. The obligations stem from the CRC Energy Efficiency Scheme Order 2010, made under section 44 of the Climate Change Act 2008.

Lawyer Consulted: Oliver Dixon Date: 14/01/11

Equalities Implications:

- 5.3 None.

Sustainability Implications:

- 5.4 10:10 addresses one of the key sustainability challenges – cutting greenhouse gas emissions to limit the future impacts of climate change.

Crime & Disorder Implications:

- 5.5 None anticipated

Risk and Opportunity Management Implications:

- 5.6 There are risks relating to the 10:10 brand and what happens nationally; but national campaign plans are developing around a “cutting carbon 10% at a time” tag and continue to gain momentum.

Corporate / Citywide Implications:

- 5.7 The 10:10 campaign is a significant city-wide, community campaign which has shown real buy-in across the local community.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 We could end support for and engagement with 10:10 at the end of 2010/11 financial year, but this is not the recommendation.

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 Support for a city-wide sustainability campaign was one of the Leader's Top 10 Priorities for 2010, and the 10:10 campaign has fulfilled that role

SUPPORTING DOCUMENTATION

Appendices:

1. Pioneers activity

Documents in Members' Rooms

None

Background Documents

None

