
Greenprint Forum Steering Group Meeting Agenda

Location: Online via Skype

Date: Tuesday 18 August 2020

Time: 10:00-12:00

Invited: Betsy Reid, Cathy Smith, Daniel Wareing, James Mallinder, Jane Healey, Luke Bennett, Peter Ross, Phil Gore, Sue Hall, Susan Harvey, Paul Horne (SCC Transport Strategy), Ian Rowland (Incredible Oceans), Laurence Moss (Greener Peasehall/Plastic Action Champion)

In attendance: Cathy Smith, Daniel Wareing, James Mallinder, Jane Healey, Luke Bennett, Phil Gore, Sue Hall, Susan Harvey, Paul Horne, Ian Rowland, Laurence Moss

Main Intended purposes of meeting

- Discuss SCC transport strategy and identify opportunities for Greenprint to assist/influence
- To explore values-based communications
- To discuss options for online engagement with Greenprint members

1. Welcome & Introduction
2. Update on ESC green agenda workstreams –James Mallinder/Phil Gore (5 minutes)
3. Active Travel modal shift (40 minutes)
 - a. overview of SCC Strategy – Paul Horne
 - b. opportunities for Greenprint to influence/assist – All
4. New Normal – embedding behavioural change - Ian Rowlands & All (30 minutes)
5. Use of technology for member engagement – Laurence Moss & All (30 minutes)
6. Projects update – Daniel Wareing (5 minutes)
7. AOB – associated with goals and vision either positive or negative that we need to be aware of and acting on – All (5 minutes)

Notes from meeting

1. Welcome and Introduction

Guests Paul Horne, Ian Rowlands and Laurence Moss were welcomed to the meeting.

2. Update on ESC green agenda workstreams

The joint letter from Greenprint and ESC Environment Task Group to the Secretary of State for Business Alok Sharma was issued on 3 August. We have not received a response as yet, as and when that is received it will be shared initially with this Steering Group and the ETG.

ESC has launched 6 new electric vehicles (pool cars and vans) now in use on the Norse fleet.

The verge conservation scheme Pardon the Weeds We're Feeding the Bees has received media attention and contact from other councils interested in replicating. ESC has an ambition to establish 100 such sites next year.

JM is now Chair of the Suffolk Waste Partnership and is keen to link the climate emergency to the issue of waste as well as to engage Plastic Action Champions.

The ETG reviewed a new management policy for churchyards to promote biodiversity.

ESC is developing for the ETG, a business plan for converting the Refuse Collection Fleet to biomethane fuels.

The ESC Annual Greenhouse Gas Report is nearing completion and will be shared at the next ETG meeting and with this Steering Group once complete.

The last ETG meeting also received a presentation on the Net Zero Leiston project involving a collaboration between EdF, the town council and the local community with a view to developing a model for enabling communities to go zero carbon that could be replicated elsewhere.

The draft Climate Action Plan is due to go to Cabinet Briefing in September then for final approval by Cabinet in October. Once approved the Plan will be shared with this Steering Group.

3. Active Travel modal shift

Paul Horne provided an overview of the work being done through the SCC Travel Strategy to promote the modal shift including:

- Local Links and cycle route maps to promote cycle routes
- Instigation of new cycle routes

It was noted that urban areas have tended to be favoured for resource due to greater potential for more cyclists using facilities whereas rural areas due to lower more dispersed populations the same impact is far more expensive. Also resource constraints have tended to mean that cycle routes receive less maintenance than main roads e.g. no gritting currently.

Through Tranche 1 lockdown recovery funding from government, SCC has also implemented temporary traffic segregation using plastic barriers to provide safe space for cyclists in Ipswich with more planned in Bury and Felixstowe. This has however received some negative reaction from both motorists but also cyclists, the latter because opportunities for faster cyclists to overtake slower ones are reduced.

SCC is developing business case for Tranche 2 funding from government to develop permanent traffic segregation which if successful would need to be spent by April 2021. Such schemes would have the potential to be Dutch-style i.e. providing adequate space for mixed ability cyclists so would not necessarily be exactly the same layouts as the current temporary schemes. If successful with an award SCC would look to carry out public consultation which Greenprint would assist with by alerting the membership and communicating the long-term vision which will be the main challenge given the shortcomings of the temporary traffic segregation which do not please all cyclists.

ACTION – DW to liaise with Paul Horne if and when Tranche 2 grant is awarded to SCC for purpose of communication and consultation with Greenprint network

In addition Safer Places – temporary socially distanced high streets – have been introduced by District Councils as part of the lockdown recovery response in some towns including Beccles and Felixstowe,

closing the high streets to motor traffic during shopping hours to enable pedestrians to distance from one another without putting themselves in danger from traffic. These have the potential to become longer-term in which case SCC would take over the “ownership” of the schemes. Some good feedback from high street businesses which are generally in favour has already been received.

SCC’s current intention is that moving forward, cyclists and pedestrians would not be expected to mingle in any future cycle routes as they currently are in many shared cycle/footways – to avoid creating any new conflicts between cyclists and pedestrians. However existing shared cycle/footways will not be reviewed actively by SCC owing to resource constraints and also physical space constraints, legal constraints and land ownership constraints. However if particular conflict points exist these can be brought to the attention of SCC on a case by case basis.

It was also noted that Local Transport Note 1/20 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/906344/cycle-infrastructure-design-ltn-1-20.pdf marks a welcome shift in government approach with more emphasis on ensuring quality infrastructure that actually works for “active travellers” to encourage more to participate in modal shift in recognition of its contribution to the recovery from Covid-19 lockdown.

For further information on SCC action to promote active travel during the recovery visit:

SCC emergency active travel page <https://www.suffolk.gov.uk/coronavirus-covid-19/active-travel-improvements-for-cycling-and-walking/>

The page contains

1. the Transport Recovery Plan which is scheduled to be updated with more local info
2. outline of the plans in tranche 1 (including those now on hold)
3. the survey page for feedback
4. the feedback email address for tranche 1 schemes & new schemes

Suffolk cycle twitter - @SuffolkSpokes

Suffolk cycle email - Spokes.People@suffolk.gov.uk

Suffolk cycle maps/info - <https://www.suffolkonboard.com/cycle>

4. New normal – embedding behavioural change

Ian Rowlands provided an overview of the values-based system of communication which recognizes that different people have a different view of the world (broadly grouped as Settlers, Pioneers and Prospectors) and that communicators need to understand these different perspectives in order to communicate effectively as a different framing of a particular message will be needed in order to obtain a positive response from a Settler than from a Pioneer for example – by appealing to their values. A good example may be promotion of solar PV – a settler may be tempted by the self-sufficiency and energy security it offers, a prospector by being seen to be a trend setter among their peers, whilst a pioneer may be persuaded by the environmental argument alone.

The Campaign Company's [Value Mode Test](#) is an online self-testing tool which provides a good indicator of which category you fit into.

The LGA are arranging communications training sessions. **ACTION – DW to circulate details once available**

5. Use of technology for member engagement

The issue of traditional Forum events not being possible during lockdown, and the opportunity to utilize technology to engage with our members remotely, were identified and discussed. Laurence Moss presented some ideas for improving member engagement through the online media during lockdown and recovery. Luke Bennett pointed out that the ESC Community Partnership Forum would be held in virtual form this year.

ACTION – DW to collate list of potential approaches and circulate to Steering Group for feedback.

6. Projects update

Plastic Action – inaugural online session using Zoom was held for Plastic Action Champions on 29 July, very well received by those volunteers in attendance, exploring theme of action sustained under lockdown, led by Daniel Wareing and Jason Alexander (Rubbish Walks) with support from Laurence

Moss. Further informal “coffee morning” type Zoom sessions facilitated by Rubbish Walks to follow. Idea for future coffee morning session to focus on contamination of recycle – **ACTION – DW to pass request to Jason Alexander.**

Two volunteers have withdrawn from network under lockdown, one for reason of relocating out of county. Total number of registered volunteers on network currently 79. Levels of engagement vary widely.

Active Travel “on hold” under Covid lockdown. Quiet Lanes partners all ready to go once funding decision from SCC 2020 Fund has been announced (as this would create opportunity of bigger impact), interest from communities has been gathered county wide though lion’s share in East Suffolk. ESC communications team primed to support.

7. AOB – associated with goals and vision either positive or negative that we need to be aware of and acting on

Suffolk Coast & Heaths AONB and Dedham Vale AONB Recovery Grants have been announced. Deadline for applications is 5 October 2020.

<http://www.dedhamvalestourvalley.org/grants-and-funding/sustainable-development-fund/>

<https://www.suffolkcoastandheaths.org/managing/grants/sdf/>

ACTION – DW to circulate details of grants to membership

8. Date of next meeting:

17 November 2020.