



ENVIRONMENT CAPITAL PARTNERSHIP

MINUTES OF MEETING HELD 11TH DECEMBER 2008

Present

Ken McKay, Chairman
Nick Goodman, GPP
Trevor Gibson, Opportunity Peterborough
Hugh Cripps, PECT
Rev. Richard Paten, Railworld
Charlotte Palmer, PCC
Peter Slinger, RIBA
Phil Newby, Green Ventures
Holly Draper, Opportunity Peterborough
Phil Newby, Green Ventures
John Cameron, PCC

1. Apologies:

Apologies for absence were received from: Clive Morton, Catherine Cairns, Mike Lennox, Jenna Hiley, Phil Harker, Mike Barnes, David Denson, Simon Pickstone, Teresa Wood, Julia Chatterton, Phil Harker, Nick Hammond, Cllr Pam Kreling, Wayne Stimson, Kerrie Ginns, Matthew Hunt

2. Minutes of Last Meeting held on 11th December 2008

The minutes of the last meeting were agreed as an accurate record.

3. Environment Capital Marketing and Communications

Holly Draper gave a presentation of the EC Marketing and Communications strategy. This strategy provides a structure to the communication of the environment capital aspiration and includes positive phrases that should be included in communications, words and phrases that should be avoided and a list of spokespeople. NG also added that we are looking to compile our own "forward features" for the city, identifying key themes at particular times of the year – i.e. Fuel poverty and energy efficiency in Jan and Feb, Green spaces in the summer.

Holly's presentation can be found at http://www.gpp-peterborough.org.uk/webpages/EnvironmentCapitalPartnership/meetings_environment.html.

NG to circulate up-to-date Manifesto via the website.

NG to remove the term "illegal phrases" from the strategy

RP suggested that we should be engaging with religious and faith groups and calendars. **NG to explore this with faith communities and speak to Peter Brotherton.**

PN suggested that we encourage high profile and highly respected Peterborians to champion our cause and help raise our profile. **NG liaise with Phil Newby to compile some ideas.**

RP reminded the group about the IPCC UN Climate Change conference in April. NG suggested we could do a reciprocal event in Peterborough. **NG to explore possibilities.** HC asked whether there will be another Environment capital event next year, building on the success of the launch and PECT AGM in November.

NG to circulate the forward features list to communications teams in the city to identify when and how we can all promote particularly issues at the same time.

4. EC progress monitoring

TG updated on monitoring progress of Environment Capital. It was anticipated that EC partners would be able to contribute data and information, but nothing has been forthcoming so far.

TG and NG to continue to develop this area of work over the next few months.

PS reminded the group of the importance of the built environment in the city and the role it plays in our aspirations, HC suggested that the Built environment audit that PECT undertook some years ago could be used as a reference document. CP suggested that there might be an opportunity to get a question around EC in the Citizens panel, to help us monitor progress.

A project exploring how Peterborough could be represented virtually (using a mixture of static and real time information) was outlined. Whilst in its early stages the tool is being developed with IBM and Royal Haskoning.

5. EC review 2008 and Looking forward

Ken gave a brief overview of the progress this year. An overview can be found at http://www.gpp-peterborough.org.uk/webpages/EnvironmentCapitalPartnership/meetings_environment.html

The question was then posed to the group, *what are the priorities for next year and what are the gaps in our*

Environment capital work at the moment.

HC felt that whilst quick wins were necessary we were still short of *The Big One*, something radical and bold. HC outlined PECT's retrofitting project which would see some houses in the city retrofitted to CSH standards. Also need to develop the water efficiency programme, perhaps on a ward by ward basis.

PS suggested that we do something bold in the city centre, perhaps replacing St John's spire with energy generation technology. Whilst this does seem a bold idea perhaps this concept could be developed initially through "mock ups" of what it could look like. **PS to generate some visual representations of what it could look like.**

PN committed to continuing to develop the virtual city idea with IBM and Royal Haskoning. Also important to influence the groups around us and engage those national figures in the city. Also thought it was good to approach activity on a ward by ward basis.

JC outlined the work that is being done around enforcement and how that can contribute to the EC agenda, in addition education and engagement is an important tool.

HD felt that we should be looking to identify local community champions who could provide an example of good practice on EC initiatives.

TG committed to continuing work on the environmental capital work and particularly how we can make good use of the IGS .

GJ reiterated the work to make Peterborough *the* place to run environmental business. Next year's Expo is still be sited and there has been significant interest from Essex. To retain the Expo in Peterborough the city would need to provide some form of guarantor facility for the event.

CP – Developing a thermal imaging from the air project to identify homes with more insulation, also progressing the Green backyard , prison bags and Peterborough in Bloom next year.

NG committed to progressing the Eco-Schools agenda in the city. NG sees an environmental graduate scheme for the city as the big one. It's unique, sustainable and will, very quickly and organically, create a network of practitioners who started their career in the city. Some will stay, some will go but all will benefit the city and establish recognition of what we are doing.

6. AOB

PS stressed that he didn't like the use of the term branding and marketing. HD responded that these were familiar words and commonly used in this context.

The meeting next month would primarily be taken up with a City Marketing focus group, our chance to

influence the city's branding.

7. Date of next meeting 8th January 2009, 10-1 Venue to be confirmed

Meeting closed at **16.00**

RESPONSIBLE	ACTION	DEADLINE
NG	NG to circulate up-to-date Manifesto with the minutes – on website	asap
NG	NG to remove the term “illegal phrases” from the strategy	asap
NG	NG to explore this with faith communities and speak to Peter Brotherton.	asap
NG	NG to circulate the forward features list to communications teams in the city to identify when and how we can all promote particularly issues at the same time.	asap
NG	NG liaise with Phil Newby to compile some ideas regarding high profile Peterborians.	asap
NG	NG to explore possibilities of a reciprocal IPCC event in the city	asap
TG and NG	TG and NG to continue to develop this area of work over the next few months.	asap
PS	PS to generate some visual representations of what St John's church could look like.	asap