



Environment Capital Single Delivery Plan

Trevor Gibson

Environment Capital Director



Situation

Environment Capital now has widespread support.

Taken 3 years of work to build this positive position.

Significant building blocks in place: Sustainable Community Strategy, Local Area Agreement, Environment Capital Partnership, Scrutiny Committee, business leader support, political leadership.

Situation



- Regional, national and internationally leading on some areas of work ...but *“Mind the Gap!”*
- Nervousness and legitimate concerns about ‘declaring Environment Capital status’ from some quarters has slowed progress
- The result is that the ongoing agenda can be regarded as reflecting the original Environment City agenda – so “business as usual?”
- Resources pressures and time limited resources
- Areas of performance are also in decline in some areas often, but not always, beyond the city’s control

So where next.....

We need a solution which....



- Mitigates the genuine risks of declaring Peterborough as 'The Environment Capital of the UK'
- Reduces nervousness and helps to diffuse some opposition/garner support
- Allows us to capitalise on existing support now
- Is the impetus to accelerate the pace of change and move us to the next phase. (i.e. creates the substance)



The Solution will need to...

- Position Peterborough and help build its environmental reputation whilst managing risks
- Continue to build the Environment Capital way of thinking and way of working in the city
- Continue to build the Environment Capital culture amongst a broader stakeholder group
- Includes a range of activities both seen (the hearts and minds) and unseen (the substance and building blocks) in the short, medium and long term.
- **Makes the words “Environment Capital” and “Peterborough” synonymous**



If we do the marketing without delivering
the substance... we will fail

If the substance does not begin to deliver
improved outcomes for people ...

Decisions Taken - June



Making Environment Capital a 'major policy'

- Putting the EC SPD in place and harnessing the skills in the ECP
- Adopting a 'sustainability' decision filter for council decisions (onus on us to propose asap)
- Creating a definition for Environment Capital along with outward facing prospectus and a briefing document for all city ambassadors
- Developing the environment capital support package for inward investment (businesses)
- Independently measuring progress by signing up to the *Forum for the Future Sustainable Cities Index*



Example

Single Delivery Plan component for
Marketing Environment Capital

Phil Newby – GPP/ ECP Member

Environment Capital Development Programme – 2010 - 2011



www.UKEnvironmentCapital.com

Project	Activity	What element of environment capital is this delivering on?"	What other areas of the city agenda does this project make a contribution to?"	Outputs (including key milestones) (NB. Need dates)	Lead Officer and Organisation	Status / Completion
Thinking						
Watercycle Study	Complete study, consider and consult on recommendations. Embed in policy. Use outputs to inform Env Cap SPD.	EC 01 Conserving natural resources	GO 03 Building the Infrastructure of the Future	Publication of final study by end March 2010. Recommendations to play a key part in the development of council strategy and policy particularly in relation to the delivery of substantial and sustainable growth.	Julia Chatterton, PCC	March 2010
Energy Study	Consult on recommendations and programme of actions. Embed in policy making. Use outputs to inform Env Cap SPD	EC 01 Conserving natural resources	GO 03 Building the Infrastructure of the Future	Proposed programme of city wide energy conservation through 8 energy action zones and renewable energy infrastructure. Recommendations to play a key part in the development of council strategy and policy particularly in relation to the delivery of substantial and sustainable growth.	Julia Chatterton, PCC	March 2010
Peterborough Model Sustainable City Visualisation	Web based visualisation of Peterborough's Environmental Performance to encourage and facilitate	EC 01 Conserving natural resources EC 05 Growing Peterborough's	GO 03 Building the Infrastructure of the Future SSC 04 Building pride in Peterborough	-Delivery of collaboration process and software tool to co-ordinate programmes of activity by major infrastructure providers. Phase 1 delivered April for Energy, Water and Environ Cluster.	Trevor Gibson, PCC	Pilot Phase Completes April 12 th

Environment Capital Single Delivery Plan



Next stage of ECP development an integrated delivery plan

- Policy Development

- Delivery

- Marketing: Unified Brand / Consistent Narrative

Environment Capital Marketing Single Delivery Plan



Joint programme development for launching that will 'make Peterborough and Environment Capital synonymous'

- Public, Private, Third Sector Team
- Joint strategy document to support a shared objective... that is mutually beneficial
- Unified brand, consistent narrative - Environment Capital for a 3 year period



Peterborough

CREATING THE UK'S ENVIRONMENT CAPITAL



Peterborough

HOME TO THE UK'S ENVIRONMENT CAPITAL



Peterborough

HOME OF ENVIRONMENT CAPITAL



Peterborough

THE UK'S ENVIRONMENT CAPITAL



Peterborough

UK ENVIRONMENT CAPITAL



Peterborough

ENVIRONMENT CAPITAL UK



Peterborough

HOME OF ENVIRONMENT CAPITAL

Environment Capital Marketing Single Delivery Plan



- Strategy drafted and completed by joint team
- Confirmed commitment from partners
- Co-ordinated 'Launch Programme' under construction for the autumn with stakeholder engagement, multi channel marketing, and PR
- Without specific campaign spend and set in the context of cuts and shrinking budgets
- Budget and ROI tracking essential establish the value of work and thereby retain commitment of the partners

Environment Capital Marketing Single Delivery Plan – Next Steps



- July – Planning and organising
- August – Creating source documents (Briefings, case studies)
- Sept - Stakeholder engagement, briefing and implementation planning
- October - Implementation

Environment Capital Marketing Single Delivery Plan – Summary



Progress being made on the Environment Capital Objective through an integrated approach.

Maturity of the partnership lends itself to a Single Delivery Plan.

Joint Marketing demonstrates the benefits of:

- Unified objective
- Pooled resources / partner commitment
- Empowerment leading to fast / effective decisions