

Community Involvement Working Group

This briefing summarises the findings of the Community Involvement Working Group, led by Quentin Given of Tottenham Friends of the Earth and involving representatives from the London Sustainability Exchange, new economics foundation, Muswell Hill Sustainability Group, Tottenham Traders Association and Haringey Council.

The aim of the working group has been to identify what role the Council should play (in terms of resources, direct delivery or supporting measures) to bring about borough wide involvement to achieve 40:20 as well as specific actions needed in the short medium and long term. (Appendix 1 shows the outputs the Carbon Commission are invited to determine).

Further background information on the development of Haringey 40:20 and action so far on climate change can be found in the Appendix.

What scale of activity is needed to achieve 40:20?

The following physical measures are based on scenario modelling to achieve a 40% reduction from direct CO₂ emissions. These will require support from individuals, organisations and businesses, as well as the delivery and financial structures in place to enable uptake. A range of other actions to tackle consumption based CO₂ emissions would contribute to the wider economic and well being benefits for the area.

- Approx 30,000 homes (out of a total 100,000 in Haringey) or an equivalent number of businesses moved on to decentralised energy networks (also known as community heating systems, served by Combined Heat & Power plant, providing heat and energy to groups of buildings)
- 125,000 average homes (or equivalent businesses) using locally produced electricity from Combined Heat & Power generation
- 25,000 home installing multiple energy efficiency measures
- 25,000 homes installing solar panels
- 97 mega watts of solar renewable energy (non-domestic)
- 925 thousand square meters worth of commercial floor space treated with energy efficiency

The Role of the Council

1. Supporting voluntary led action on 40:20

Where there are existing green groups or organisations, the Council can provide support in order to increase capacity and effectiveness of voluntary led action. Examples include:

- **Face to face engagement** carried out by local people with other local people has been proven to be most effective at changing behaviour. In the Muswell Hill Low Carbon Zone, a partnership between the Council and a local sustainability group, volunteers received training to carry out door knocking to promote a Council-procured contract for home energy efficiency measures. The joint association of the Council working with the local sustainability group has achieved a 50% take up of measures in an area of 1000 buildings.
- Support with **accessing Council services** for new and innovative projects: The 40:20 team were the first point of contact for *Food from the Sky* when this social enterprise sought planning permission to grow food on the roof top of local supermarket Budgen's.
- **"How to" guides** to deliver local events: The Muswell Hill Sustainability Group was provided with information and support to run their own compost giveaway event using the Council's waste management contract. This model could be expanded to new areas.
- **Networking** diverse groups together across the borough: The annual 4020 conference and website forum create opportunities for sharing learning. The 40:20 map shows where there are existing community led sustainability initiatives (see appendix 2).
- Residents are often concerned about consumer protection and "cowboy" builders. The Council's **endorsement of suppliers or contractors** as part of a community-led recommendation scheme, like the 'trip advisor' website, could help increase take up of energy saving measures. This could also prevent a situation where too much choice leads to consumer inertia as was seen by the recent solar PV roof rental schemes.
- The Haringey Timebank (a network for exchanging skills and time) has recently received funding to run for a further 3 years to be expanded to the borough as a whole. A clear environmental focus has been identified, a 'Greenbank', and its partnership with Haringey 40:20 is being developed. This could provide an **incentive for volunteers** to carry out engagement activities.
- The Muswell Hill Sustainability Group is developing the **Community Barcode Bags Campaign** whereby shoppers take a re-usable barcoded bag to a local shop where 1p is then donated to charitable projects. They are looking for Haringey to support the scheme as a pilot with a view to launching the scheme nationally.

2. Leading on community involvement through Council services and in areas of need

In some parts of the borough there is currently limited community-led activity on 40:20 or there are vulnerable groups requiring multiple support services. Haringey Council should take a more direct role in community involvement in these areas to ensure equitable benefit from 40:20, examples of action include:

- Haringey Council now has a direct strategic role in statutory **health provision**, and a range of other Council services particularly those tackling **unemployment and fuel poverty** could be tapped into. Haringey's *Warm Homes Healthy People* fund will target take up of 300 people over 60-years-of-age during the cold weather focusing on **warmth grants, benefits advice, accident prevention and ways of keeping active**.
- **Homes for Haringey** (arms length social housing), has around 20,000 properties and therefore provides potential to engage around 50,000 residents.
- Among ethnic minority SMEs or resident groups Haringey 40:20 may need to be introduced to people in another **language, and materials could be co-produced to take into account cultural differences**.
- Learning should be sought from the National Council for Voluntary Organisations (NCVO) project to help VCOs supporting vulnerable people in England to explore the implications of climate change (such as fuel poverty) for their work and beneficiaries.
- Some green groups are currently focussed on a **single issue** such as food growing and could be supported to develop into new areas such as home energy saving by being linked up with another group.

3. Influencing businesses and organisations

Haringey Council can use its influence to engage businesses and organisations through existing partnerships, direct outreach or other statutory powers and functions. Examples include:

3.1 For profit and not for profit sector

- **Major investors** in affordable housing within the borough could be engaged to target new occupants moving into properties with environmental behaviours.
- **Large-scale regeneration projects** might provide a spur to encourage businesses to improve their properties and cut carbon. **Business in the Community (BitC)** currently has a member of staff from Sainsbury's seconded to work in Tottenham to **share corporate expertise with SMEs**. This type of programme should be engaged to support 40:20. Similarly there are a number of large corporate organisations in the borough that could be engaged to **sponsor the greening of a local area**.

- Haringey Council has links with 43 **housing associations and social landlords** operating in the borough providing approx 10,000 properties and could build on these relationships to promote good practice in physical and behaviour change measures.
- A carrot and stick approach is required to mainstream involvement of businesses. The Council could investigate offering a **reduction in business rates** to businesses offering green goods and services or reducing CO₂ emissions from their premises.
- The Council could target a small number of **estate agents** in the area to run a **pilot** promoting Haringey 40:20 that can then be used as a case study to engage other estate agents. This could include promoting awareness of the Green Deal, EPCs and Landlord Tax Reduction Incentive for energy efficiency improvements.
- The North London Business Support Agency, local **Traders Associations** and local retail park networks may provide effective means to engage businesses locally but require top level buy in.
- Membership to Haringey 40:20 is currently free and open to all, however a **minimum standard for green businesses** could be introduced alongside promotion of green awards at a sub-regional level (in association with the ERDF funded 'Green Light North London' project providing free environmental support to SMEs) and the creation of local green **businesses directory**.
- **Business membership** could be **made visible** to consumers through the use of window signage. Those qualifying for a 'gold-level' having achieved a certain level of savings could promote this to their clientele and benefit from council-led advertising.

3.2. Community and voluntary sector

- There are over **230 third sector organisations** operating in the borough. The Haringey Association of Voluntary and Community Organisations (HAVCO), which provides support to these organisations, could be engaged with to understand how its members could be involved in 40:20.
- The **Haringey Multi-Faith Forum** and **Churches Together North Thames** may provide forums to support 40:20.
- Sustainability is now promoted well through the schools curriculum. Further work is required to drive action among schools communities and on school campus buildings. **Haringey's Governor and schools networks** such as Green Champions and head teacher forums could be engaged to support 40:20. LSx has a range of resources for school governors including a Green Governors Toolkit, however experience has shown that due to the number of pressures on schools' time, this work is challenging.
- **Haringey Youth Climate Change Ambassadors** already carry out a range of activities relating to 40:20 and further opportunities should be identified working with the Youth Council.

4. Collaboration across sectors

Haringey 40:20 as a membership organisation involving businesses, organisations, voluntary groups and residents could provide opportunities for cross-sector collaboration. Examples of this include:

- Haringey Council worked with **En10ergy** to gain agreement for a community owned solar PV on the roof top of Marks & Spencer supermarket as part of the DECC Low Carbon Communities Challenge. En10ergy now has around 100 share owners.
- Using **consumer power** to drive greening of local businesses. Existing schemes such as *9 carrots* have had a limited impact; however local wedge cards are popular and could be linked to green businesses or products.
- There are a number of social enterprises in the borough such as 'Food Cycle, which collects waste food to provide low cost environmentally friendly meals. There is interest from community groups to create a **social enterprise** to deliver home insulation and create employment opportunities in Tottenham.
- Schools are challenging to engage due to the number of pressures on staff time. Haringey Council's **Schools Sustainable Investment Fund** provides funding for measures and project management costs to implement energy efficiency measures however there is a gap around work to engage schools to agree to install physical measures and carry out initial surveys for work. En10ergy is currently running a pilot among 6 schools in Tottenham that could be replicated elsewhere.

5. Leveraging funding and incentives

Haringey 40:20 can leverage discounts from suppliers in return for promoting low carbon goods and services or provide expertise and capacity to developing grant funding applications:

- **Discounts** on green energy tariffs and other local goods and services are promoted through Haringey 40:20.
- En10ergy have established a **low carbon bulk buying group**, providing discounts and extended warranty periods.
- Area based programmes such as RE:NEW, Low Carbon Zone, Low Carbon Communities Challenge, ERDF and Capital Growth are examples of **grant funding** the Council has worked to secure, for the benefit of local residents and organisations, by working directly with local groups to design project proposals.
- Haringey 40:20 could play a role in **assembling large scale investments** that are more economically viable for example, by grouping non profit organisations to access the London LEEF fund that requires a minimum of investment of £1m,

6. Increasing visibility and measuring progress

Haringey 40:20 can increase the visibility of good news stories and of leading action:

- The **Annual Carbon Report to full Council** provides a forum to review and debate progress being made to achieve the 40:20 target and in future as Haringey 40:20 builds its reputation and membership could be used by the community as a whole at a borough level.
- **Case studies** disseminated through the Haringey 40:20 website, press, newsletters, and existing networks such as Sustainable Haringey. For example, recent Low Carbon Zone green business awards saw a local Hairdresser and Fish and Chip shop celebrate reducing their energy use by 30%. These and other examples could be used to build up a range of case studies relating to each type of business in the borough.
- Using Council communications such as borough wide mail outs, Council tax bills, and **publicly owned advertising space**, such as bus shelters for Haringey 40:20 or for the promotion of local activity run by green groups where they already have a strong reputation in their area.

The message

- The message for residents needs to be delivered **through a trusted group or network** and communication materials should be co-created around people's interests. Haringey 40:20 could provide downloadable and customisable communications materials or a printing allowance within local libraries.
- At the organisation or business level one-to-one engagement, communications need to be **face to face and directly tailored** to the interests and objectives of those involved.
- There is a tension between the need to communicate **simple messages** that focus on each person achieving a 40% CO₂ reduction (an example might be "2 tonne stories") and the opportunity to communicate a **broader message** linking to well being and a thriving local economy which is more likely to appeal to a wide range of people who may not identify with the environmental movement, but could become diffuse.
- Haringey's **ethnically diverse population** provides an opportunity to link to communities on the front line of climate change and develop a model for global citizenship.
- The link between **high income wards in the borough and high CO₂ emissions** (see borough maps in context paper) was first made in the Annual Carbon report to Full Council in January 2011 and has struck a chord among many within the community.

Resources

- At a borough wide level Haringey is lucky to have **significant capacity among sustainability groups**, Transition Town movements, food growing groups and social enterprises, who have trail blazed in this area. However we are far from having the number of people needed to achieve the change required.
- There is, however, a feeling among green group volunteers that people feel overstretched and therefore additional capacity among volunteers may be limited. However there are also likely to be **untapped resources** if a culture of civic engagement and campaigning can be developed, particularly among young people.
- To increase volunteer capacity and deliver sustained involvement work effectively there is a need for **paid additional volunteer coordinators** (likely to be working from within voluntary sector organisations rather than the Council).
- There is currently one full time Council officer focussed on community involvement initiatives and one full time fuel poverty officer. These posts are supported with smaller amounts of time from members of the wider Carbon Management & Sustainability team leading on technical and planning policy projects (decentralised energy and housing retrofit and commercial sector). There is also a limited Council revenue budget for the production of communications materials and events.
- Haringey Council has mostly received **grant funding** for pilot projects, activity such as the Haringey 40:20 website development and conferences, supported by staff time. However, grant funding for local authorities may be less likely to be available in the future, particularly for community involvement based activities.
- Haringey recently agreed a **capital investment** programme worth £8m for solar photovoltaic arrays (using prudential borrowing) within the aim of creating a source of revenue for 40:20 initiatives. Although this scheme has been curtailed due to Feed In Tariff changes it is hoped that additional low carbon investment schemes around the Green Deal and Decentralised Energy could create a source of revenue. (These are being considered by the Low Carbon Investment Working Group).

Key questions for the Commission

1. **Are these the right roles for the Council given the scale of ambition (see: practical measures needed to achieve 40:20), and the roles of other sectors/organisations in driving community involvement?**
 1. Supporting voluntary led action on 40:20
 2. Leading on community involvement through Council services and in areas of need
 3. Influencing businesses and organisations
 4. Collaboration across sectors
 5. Leveraging funding and providing incentives
 6. Increasing visibility and measuring progress
2. **The majority of actions identified are short term – what are the medium and long term actions required and how should the Council and Haringey 40:20 prepare for these now.**
3. **Should the focus of the message on attaining a 40% CO2 reduction be maintained or should a broader message be introduced focussing on the wider benefits to the local economy and wellbeing?**
4. **How should current resources be prioritised, what levels of resources are required and where could additional funding be identified from?**

Appendix 1: Outputs from the Carbon Commission

Sector	Council role	1. Investment ST 2012-2014 MT 2015-2017 LT 2018-2020	2. Direct delivery Short/Med/Lon g Term	3. Enabling measures Short/Med/Long Term	Wider benefits e.g. well- being, local economy etc
1.1 Green Deal - Social Housing					
1.2 Green Deal - Private housing					
1.3 Green Deal - commercial properties					
1.4 Decentralised energy networks					
2.1 Community Involvement – individuals					
2.2 Community Involvement – commercial sector					
2.3 Community Involvement – community and voluntary sector					
3.1 Green enterprise – existing low carbon sector					
3.2 Green enterprise – inward investment					
4.1 Sustainable Transport – modal shift walking and cycling					
4.2 Sustainable Transport – modal shift public transport					
4.3 Sustainable Transport – low carbon vehicles					
5.1 Sustainable Regeneration of Tottenham					

Appendix 2: Background information

Haringey adopted a target to reduce CO2 emissions by 40% by 2020 after a Friends of the Earth Campaign working with local community groups such as those involved in the Sustainable Haringey network.

Since this time a number of grant funded pilot projects have been carried out to test approaches to reducing carbon emissions, such as the Mayor of London Low Carbon Zone and DECC Low Carbon Communities Challenge.

In 2010 Haringey became a DECC Local Carbon Framework Pilot local authority and funding has been used to carry out a range of feasibility studies to understand how the 40% CO2 reduction could be achieved across the borough and develop Haringey 40:20 to galvanise local action. .

Haringey 40:20 was launched as a membership organisation in June 2011. There are currently around 150 members. Members qualify by making a pledge or subscribing to the monthly newsletter.

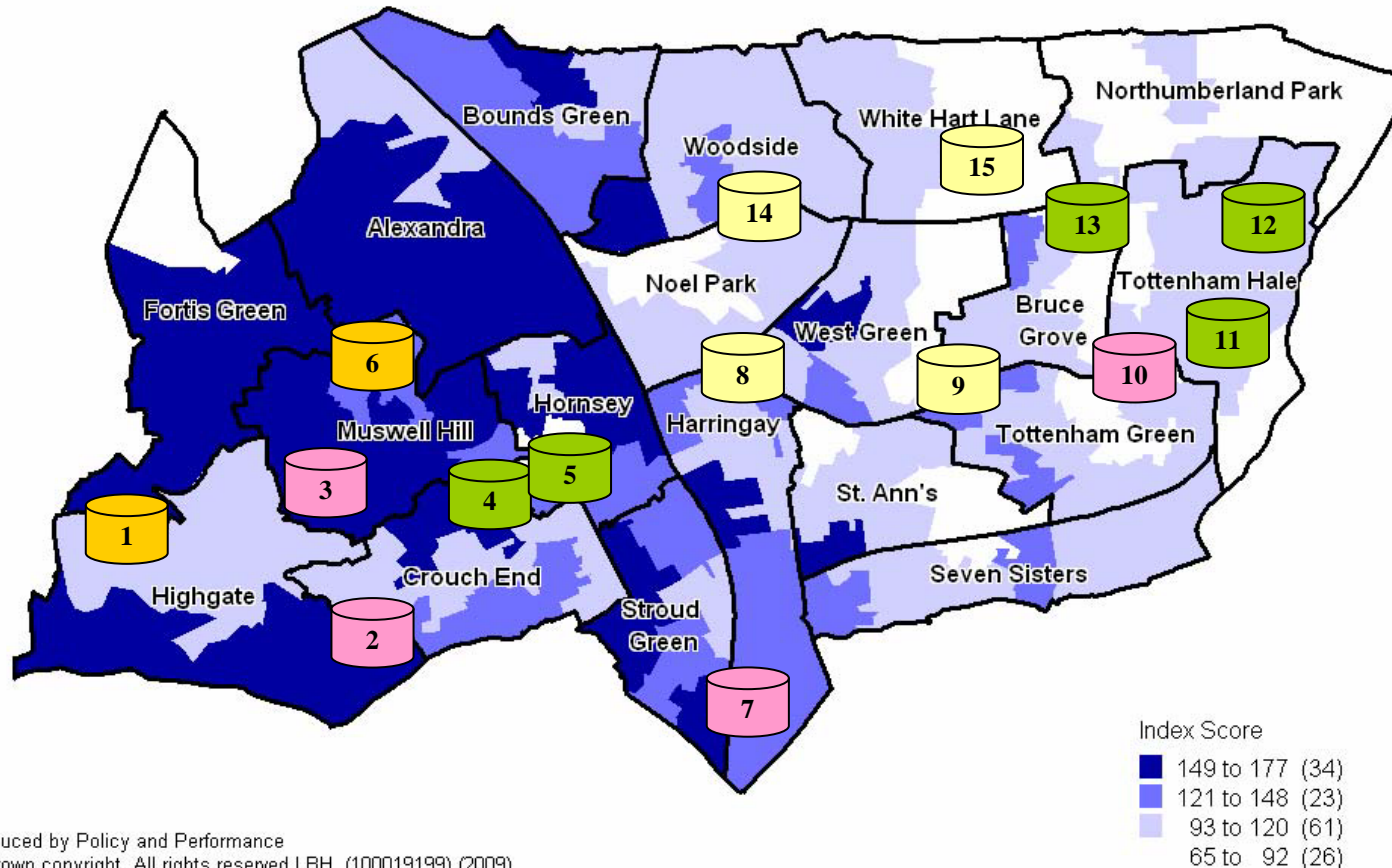
With a clear focus on the 40% reduction target by 2020 supplementary messaging has linked a lower carbon Haringey to a cleaner, healthier and more equitable way of life.

The organisation provides a forum to coordinate and support activity at a borough wide level, supported by and currently housed within the Council and is overseen by a steering group of community representatives. Current benefits for members include:

- Haringey 40:20 has set up a small fund for community led projects making use of Feed in Tariff payments from installations on 3 local schools and corporate sponsorship.
- A number of discounts, such as reduced green energy tariffs, are also available to members on the 40:20 website.
- A space for local businesses to promote green goods and services
- Useful information, case studies, links and a discussion forum
- Newsletter

Appendix 3: Map of voluntary led action

Index score of how likely people are to be concerned about the environment
 100 = National average, Higher score = more likely
 Haringey Super Output Areas
 MOSAIC 2009



The map above gives the location of key community initiatives currently active in the borough, overlaid against 'likely concern for the environment' based on MOSAIC socio-demographic profiling from 2009 (this draws on a range of data such as income, educations, council tax band and is therefore only an indication).

It is of note that the distribution of high likely concern in the borough closely mirrors that of high energy use and high household income.

The groups mapped out are listed below, and although not an exhaustive list, provide some evidence for the range and distribution of projects with community networks developed around them.

1. Highgate Climate Action Network
2. Crouch End Transition Town
3. Muswell Hill Sustainability Group
4. Food From the Sky (food growing and young person training)
5. Hornsey Meadow Orchard Project (food growing)
6. eN10ergy, Muswell Hill Sustainability group & Muswell Hill Low Carbon Zone
7. Transition Town Finsbury Park
8. SusTrans DIY Streets Initiative (sustainable transport measures)
9. Tottenham Civic Society
10. Friends of the Earth Tottenham
11. Friends of Tottenham Marshes (nature and good growing)
12. Living Under One Sun (Community Allotment and Big Lottery Funded scheme focussed on building social capital)
13. Back 2 Earth (Community Allotment with strong health and wellbeing focus)
14. Haringey Timebank
15. Selby Centre (2nd largest community centre in England; the base of 33 charities)

Appendix 4: Haringey 4020 vision statement (www.haringey4020.org.uk)

Imagine people walking and cycling to work in Tottenham's thriving green business sector. Electric cars, state of the art buses and cyclists move fluidly along Green Lanes and through Crouch End. The view from Alexandra Palace glistens with solar panels crowning the rooftops, producing electricity and lower energy bills. Hidden under the roof tiles, layers of insulation keep homes warm and cosy during London's cold winters.

This is the Haringey we can create if we choose to - cleaner, greener and more prosperous. Choosing this future means addressing our two biggest challenges. Haringey is one of the UK's most unequal boroughs. Some of the UK's wealthiest neighbourhoods sit alongside some of the most deprived, so we need economic growth. We also have a responsibility to tackle climate change and cut our carbon emissions. Doing both at the same time is ambitious. It has never been done before.

Haringey Council is committed to achieving this ambition. Cutting our carbon emissions by 40% by 2020 will improve the daily lives of everyone living in our borough. This is the 40:20 target. It's a tough goal, but one that must be achieved because it will make life better for everyone living and working in Haringey. The council is working with experts to understand how to do it.

The changes will be made in our homes, gardens, workplaces and public spaces. This isn't something completely new. Many people are already making great strides forward – our families, our neighbours, local entrepreneurs on our high streets and volunteer organisations across the borough. Haringey 40:20 connects the change makers with people who want to get involved. It helps people understand what they can do, not just why they should do it. We can shape our borough today to make it better for us tomorrow. Let's start now.