

DRAFT

Wychavon Intelligently Green Plan 2020-2030

Contents

1. Introduction	3
1.1 Why we need a plan.....	3
1.2 Our role	3
1.3 Creating this plan	4
2. Vision and targets	5
2.1 Our vision.....	5
2.2 Our targets	5
2.3 Are we being ambitious enough?	8
3. National and local context	9
3.1 National context	9
3.2 Worcestershire context	10
3.2 Wychavon context.....	10
4. Our priorities.....	13
4.1 Energy.....	13
4.2 Low carbon travel.....	14
4.3 Natural environment.....	16
4.4 Policy and resources.....	18
5. Implementation.....	20
6. Appendices	21

Summary

Since the industrial revolution, global temperatures have increased by one degree Celsius resulting in damaging climate change, the impact of which is already being felt across the world.

We recognise the need for urgent action to tackle the climate crisis at global, national and local levels. This Intelligently Green Plan is our response to the climate emergency.

The plan builds on our already strong leadership on carbon reduction and environmental stewardship and highlights what we've already done to reduce carbon emissions over the last decade or so.

It sets out what we will do during the next ten years to reduce our own emissions and how we will encourage businesses and residents to reduce their emissions.

Our vision is to lead the Wychavon district to be carbon neutral as quickly as possible and by 2050 at the latest. We also want to make the most of the opportunities that tackling climate change presents to further strengthen and grow our local economy and increase and improve a range of habitats across the district to support carbon capture and biodiversity.

We've set a target to significantly cut our own greenhouse gas emissions and four district wide targets aimed at reducing carbon emissions generated by homes, businesses and travel.

The plan contains four priorities - energy, low carbon travel, natural environment, and policy and resources. The plan highlights some of the things we have already done in each of these areas. Each priority is supported by a suite of actions aimed at reducing carbon emissions.

We will monitor and report progress on the plan's actions every six months as part of our usual Signals of Success performance reports.

We will use the following success measures to assess progress towards our vision and targets:

- Our own greenhouse gas emissions
- District-wide carbon emissions (under scope of influence of local authorities)
- Size of the low carbon economy
- Amount of renewable energy generated across the district
- Amount of carbon captured through council action

At the end of each financial year we will produce a short annual progress report for our Executive Board. We will publish this on our website.

We will review and refresh the Intelligently Green Plan actions in 2025.

We know that we cannot achieve a carbon neutral district on our own. While there is much we can do, significant government intervention is going to be crucial in enabling us to meet our own targets.

1. Introduction

1.1 Why we need a plan

Following the creation of the Paris Agreement in December 2015, 195 nations have committed to global action to limit temperatures from rising above 1.5 degrees Celsius by 2050. This is the point scientists warn climate change will start to push many natural ecosystems past a dangerous tipping point, which will have far reaching consequences for life as we know it.

In October 2018, the Intergovernmental Panel on Climate Change (IPCC) warned the planet was on course to miss the 1.5°C target. In January 2019, the IPCC published a special report that says limiting global warming to 1.5°C may still be possible with ambitious action from national and local governments, civil society, businesses and local communities. To achieve this goal, the greatest net decrease in carbon emissions must happen in the next decade and by 2050 emissions produced must be balanced out by carbon capture or offsetting, a position known as net-zero carbon or carbon neutral.

In February 2019, the Worcestershire Local Enterprise Partnership published the Worcestershire Energy Strategy. The strategy includes targets to reduce carbon emissions across the county by 50% by 2030 (against a 2005 baseline), tripling renewable energy generation and doubling the low carbon economy.

In May 2019, the UK Committee on Climate Change, set-up to advise the Government, called for the introduction of a net zero target for the UK by 2050. The Government agreed to this recommendation in July 2019. The Committee says this target is achievable using known technologies

We recognise the need for urgent action to tackle the climate crisis at global, national and local levels. This plan is our response to the climate emergency.

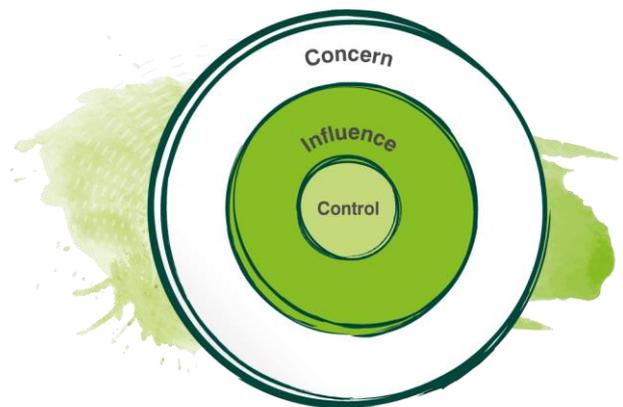
1.2 Our role

The United Nations and UK government are clear that local authorities have an important role in carbon reduction.

Although local authorities only account for a small proportion of the UK's greenhouse gas emissions, according to the UK Committee on Climate Change, they have a direct or indirect influence over about 40% of them.

This plan focuses primarily on the emissions within our spheres of control and influence as this is where we can have the greatest impact.

While there is much we can do, significant government intervention is going to be crucial in enabling us to meet our own local targets. This will require national policy decisions and further funding programmes such as the retrofitting of homes with low carbon energy measures. It will also require changes to national planning policy to require low carbon or carbon neutral new development.



1.3 Creating this plan

With our previous Intelligently Green due to expire in early 2020, in September 2019 our Executive Board agreed proposals to develop a new Intelligently Green Plan for the next ten years. In the months that followed we did a substantial amount of work to develop this plan involving research and seeking advice from a number of experts.

There was extensive input from councillors, managers, other officers, key stakeholders and residents. Hundreds of carbon reduction ideas were generated, which we have assessed and refined these based on their carbon impact, cost, deliverability and other potential impacts.

2. Vision and targets

2.1 Our vision

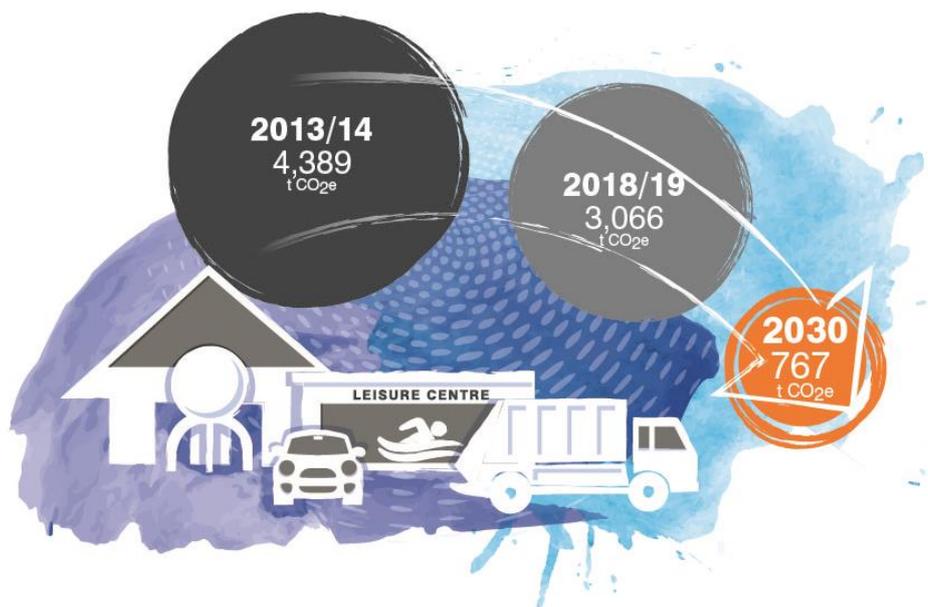
Our vision has three strands. These are:

- To lead the Wychavon district to be carbon neutral as quickly as possible and by 2050 at the latest.
- To make the most of the opportunities that tackling climate change presents to further strengthen and grow our local economy.
- To increase and improve a range of habitats across the district to support carbon capture and biodiversity.

2.2 Our targets

Our vision is underpinned by five targets for the next ten years. These are presented below. Three of these are in line with the Worcestershire Energy Strategy.

Target 1: Reduce our own greenhouse gas emissions by at least 75% from 3,066 tCO₂e in 2018/19 to 767 tCO₂e in 2030.



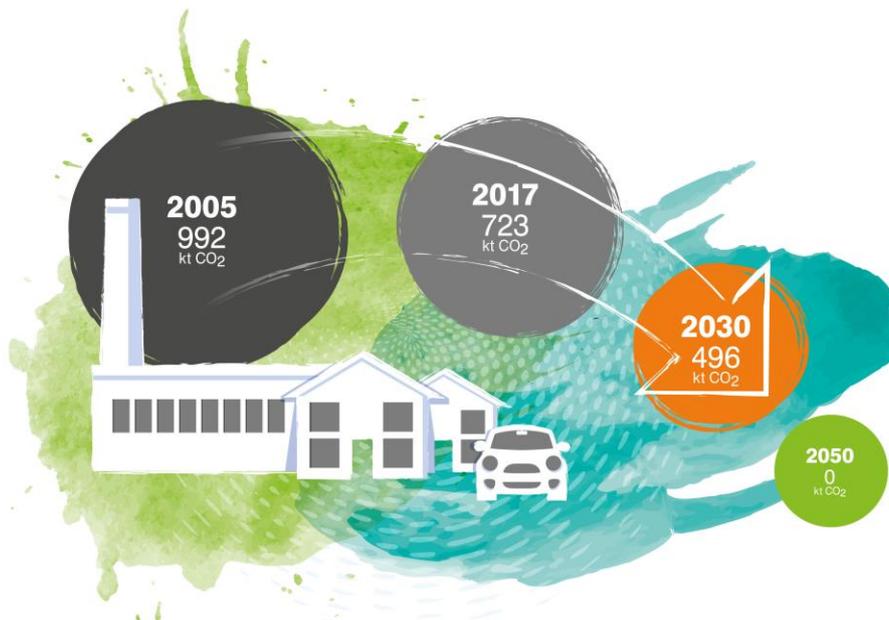
This target focuses on carbon emissions that are in our control. In 2018/19, our operations generated an estimated 3,066, tonnes of carbon dioxide equivalent gases (CO₂e), which is a 30% reduction compared with 2013/14.

The illustration below shows the sources of those emissions. More than half are generated from our three leisure centres and the lido. Another 29% come from FCC's waste and street cleaning vehicles and 11% are generated from heating and powering the Civic Centre. The remainder are from our public toilets and other buildings, staff and councillor travel and the waste we produce at the Civic Centre.

Sources of our greenhouse gas emissions (2018/19)



Target 2: Halve district wide carbon emissions from 992 kt CO₂ in 2005 to 496 kt CO₂ in 2030.

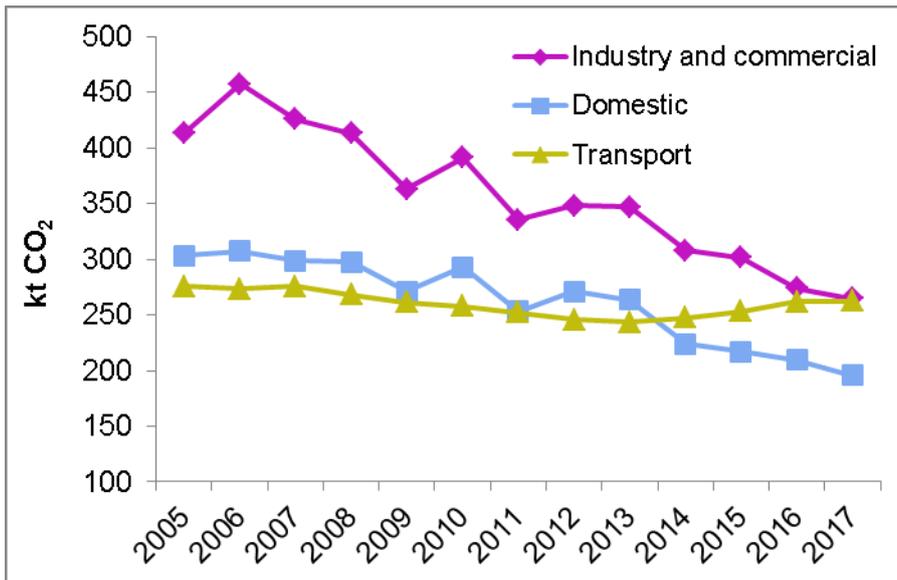


This target is about carbon emissions generated by households, businesses and travel across the Wychavon district. According to the UK Climate Change Committee, we have the ability to influence around 40% of these emissions.

In 2005 the Wychavon district generated 992 kilo tonnes of carbon dioxide (kt CO₂). These exclude heavy industry, agriculture and motorway emissions, which are beyond our direct influence and control.

In 2017 the district generated 723 kt CO₂, this amounts to 5.8 tonnes of CO₂ per person. Industry and commerce accounted for 37% of these emissions, 36% were from transport and 27% were from homes. As the chart below shows, industrial and domestic emissions have fallen steadily over the past decade. However, since 2013 transport-related emissions have increased.

Wychavon district carbon emissions by sector (2017)

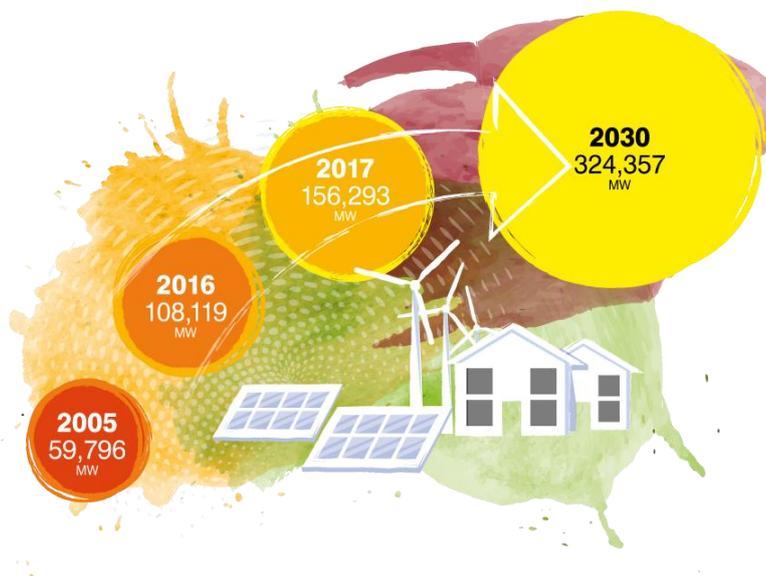


There has been a 27% reduction in carbon emission across the district between 2005 and 2017, which is the last year for which figures are currently available. Some of this will be down to decarbonisation of the National Grid. To reach our target a further 226.65 kt CO₂ would need to be removed or offset through schemes to reduce emissions and capture carbon.

Target 3: Double the size of Wychavon’s low carbon economy by 2030

We are currently working with the Worcestershire LEP and the county council to agree a definition of the low carbon sector and calculate estimated figures for Wychavon’s low carbon economy. We will adopt the agreed definition or, as an alternative, our own definition and we will estimate figures for Wychavon based on this definition and incorporate all of this in the final version of the plan.

Target 4: Treble the amount of renewable generated in the district from 108,119 MW in 2016 to 324,357MW in 2030.



Target 5: Capture at least 500 tonnes of carbon per year by 2025 through restoring, enhancing and creating a range of habitats across the district

2.3 Are we being ambitious enough?

We believe this is an ambitious, yet deliverable plan. It leaves scope for us to do more and move at a faster pace as technological, policy and financial developments allow.

We recognise there will be some people who want our vision and targets to be even more ambitious. However, we recognise that over half the district's emissions are outside our control or influence and that many of the changes needed to make the district carbon neutral much sooner than 2050 are outside of our control.

We want to focus on delivering actions which will be most impactful and use our influence to support residents, businesses and partners to reduce their own carbon emissions.

3. National and local context

3.1 National context

The Climate Change Act 2008 set out a legally binding target to reduce the UK's carbon emissions by 80% against 1990 levels by 2050. In July 2019 the target was updated to reaching net zero carbon emissions by the 2050.

To meet these targets, the UK Government has set five yearly carbon budgets which legally restrict the amount of greenhouse gases the UK can emit during the period.

The [Clean Growth Strategy](#), published in October 2017, sets out the Government's proposals for decarbonising all sectors of the UK economy through the 2020s. It explains how the whole country can benefit from low carbon opportunities, while meeting national and international commitments to tackle climate change.

In January 2018, the government published '[A Green Future: Our 25 Year Plan to Improve the Environment](#)'. This sets out goals for improving the environment in England, within a generation, and details how the government will work with communities and businesses to do this.

In July 2018, the government published '[Reducing emissions from road transport: Road to Zero Strategy](#)'. This sets out new measures to clean up road transport and lead the world in developing, manufacturing and using zero emission road vehicles. The document outlines how the government will support the transition to zero emission road transport and reduce emissions from conventional vehicles during the transition.

In July 2019 the Climate Change Committee published its latest update report, which acknowledged the progress the UK has made so far and stated there was cause for optimism that the UK could become carbon neutral by 2050. However, the committee warned most of the country's greenhouse gas emission reductions over the last five years had been achieved in electricity generation, with little progress being made in other sectors.

In October 2019, the Environment Bill was introduced to parliament. This provides a basis for tackling climate change, biodiversity loss and environmental risks and confirms the UK as one of the leading developed nations in moving towards net zero emissions. Importantly it sees the role of local government as being essential in responding to environmental challenges locally and the bill includes proposals on resource management and environmental protection. Both of these support the targets and ambitions set out in the Climate Change Act.

In 2019, the government published proposals for a Future Homes Standard, including proposed options to increase the energy efficiency requirements for new homes in 2020. If introduced, the Future Homes Standard would require new build homes to be future-proofed with low carbon heating and world-leading levels of energy efficiency. We responded to the Government's consultation on elements of the standard stating our strong support for higher energy efficiency standards in new development above the current Building Regulation requirements.

In early 2020, the government pledged to bring forward a ban on new diesel and petrol car sales from 2040, to 2035.

3.2 Worcestershire context

Worcestershire Local Enterprise Partnership's 2014 **Strategic Economic Plan** outlines the county's growth ambitions and identifies key sectors as opportunity areas, including advanced manufacturing and agri-tech. The plan also contains a goal of reducing carbon emissions while meeting growth ambitions and an ambition to increase local energy generation with geothermal energy development proposed as key means of achieving this.

The 2018-2027 [Worcestershire Biodiversity Action Plan](#) identifies 17 habitats and 26 species, or species groups, which are of particular conservation priority in the county. There is an individual action plan for each of these which gives an overview of the current status of the habitat or species in Worcestershire, identifies threats to it and current areas of work or activity being undertaken by partners.

In February 2019 Worcestershire Local Enterprise Partnership published a [Worcestershire Energy Strategy](#). This contains the following vision for the future of energy in Worcestershire:

- By 2030, Worcestershire will have a thriving low carbon economy which supports the creation of high-value jobs, and stimulates investment and clean growth across the county.
- We will have high-quality energy-efficient housing stock and a robust, diverse energy infrastructure, underpinned by low carbon generation which utilises Worcestershire's unique local resources.

The strategy contains a target to reduce the county's carbon emissions by 50% by 2030 (against a 2005 baseline), with an aspiration to work towards a target of net zero carbon emissions by 2040. There are three key targets to be delivered by 2030. These are:

- Reduction in carbon emissions of 50% on 2005 levels by 2030.
- Double the size of the low carbon sector between 2016 and 2030.
- Tripling energy production from renewable generation by 2030.

3.2 Wychavon context

This council has shown strong leadership on carbon reduction and environmental stewardship for over a decade. We first signed up to the **Worcestershire Climate Change Pledge** in 2005, agreed a climate change action plan in 2008 and adopted our first [Wychavon Intelligently Green Plan](#) in 2012. This set out our vision for a greener, more energy efficient and self-sufficient Wychavon.

Our strategic commitments to carbon reduction have been matched by practical action. Examples include investing in the Pershore hydropower scheme, installing solar panels on the Civic Centre and public toilets, delivering a wide range of domestic energy efficiency schemes, creating new habitats and installing 24 electric vehicle charging points in our car parks.

In February 2020 we agreed an ambitious new **four year strategy** for the council which provides the strategic context for this plan. This will focus our spending and people

resources over the next four years on three key priorities – Supporting People, Strong Economy and Places and Sustainable Environment. Seven of the strategy’s 12 goals are relevant to this plan, these are listed below.

- Tackling climate change
- Improving the natural environment
- Improving access to local transport
- Improving links between places
- Encouraging well designed, distinctive and sustainable developments
- Growing the economy
- Minimising waste and keeping the district clean

The **South Worcestershire Development Plan (SWDP)**, also known as the local plan, was adopted in February 2016 by the three south Worcestershire councils, which include Wychavon. The SWDP deals with both strategic cross boundary matters, including overall housing and employment requirements, and also includes detailed policies that are used in decisions on planning applications on a day to day basis by all three councils. The three councils are currently reviewing the SWDP and are seeking to identify land to accommodate an additional 14,000 dwellings and around 200 hectares of employment land for the period up to 2041.

Timeline of our commitment to carbon reduction (visual)

- 2005 signed up to the **Worcestershire Climate Change pledge**
- 2008 commissioned free **independent advice** from the **Energy Saving Trust and Carbon Trust**
- 2008 agreed a **climate change action plan** and signed the **Nottingham Declaration**
- 2011 coined the term ‘**intelligently green**’
- 2011 installed 42 **solar photovoltaic panels** on the Civic Centre
- 2012 published our first **Wychavon Intelligently Green Plan**
- 2012 met with the **Minister of State for Climate Change and Energy** to talk about our Intelligently Green Plan
- 2012 signed up to **Climate Local**
- 2012/13 installed our first **electric vehicle charging points**.
- 2013 invested £300,000 in the **Pershore hydroelectric power scheme**
- 2014 launched the inaugural **Wychavon Intelligently Green Awards**
- 2016 led a **ground-breaking study into heat use** across Worcestershire
- 2018 began installing innovative **energy and water saving features** in some of our public toilets
- 2019 created **new and improved habitats for pollinators**
- 2019 began **trailing a HERU** at the Civic Centre
- 2019 installed **solar panels** on some of our public toilets
- 2019 began work on developing a new **Intelligently Green Plan**

- 2020 installed 20 additional **electric vehicle charging points** in our car parks

Case study

Ground breaking study

We led a ground breaking and innovative [study](#) looking at heat use across Worcestershire and how various methods could be used to meet demand more sustainably. The publication of the report in January 2017 generated extensive media coverage on BBC local radio and a piece on Farming Today.

The study, funded by the Government's Heat Network Delivery Unit (HNDU) and the Worcestershire Local Enterprise Partnership, had a particular focus on public sector buildings and large scale business use, but could also be used for housing.

The results indicate real opportunities to develop heat networks throughout the county and further feasibility work is likely in key sites including Worcester, Redditch, Bromsgrove and Kidderminster.

A key part of the study focused on geothermal heat in the south of the county, and in particular how this might support growers in the Vale of Evesham in particular Offenham. The village is home to several important horticultural companies who all use a substantial amount of heat to grow fruit and vegetables supplying national supermarkets and wholesalers.

The findings indicate real potential in harnessing this sustainable and natural source of heat, which was first understood when boreholes were drilled in the 1980s. Worcestershire County Council commissioned a further study, in line with the report's recommendations, to assess geological data in the Worcester Basin, an area that stretches from the Malverns to the Cotswolds. This study has reinforced the belief that there is a real opportunity below our feet in parts of the Wychavon district.

A further HNDU application for a full feasibility study is likely to be made by the county council in the near future, looking specifically at the geothermal possibilities on the edge of Worcester and also Offenham, to build on the previous work.

4. Our priorities

This section sets out four key priorities. These are energy, low carbon travel, natural environment, and policy and resources. For each of these we highlight some of the key issues, some of the things we've already done and the actions we are going to focus on during the life of the plan. Appendix 1 contains a more detailed action plan including likely carbon savings, deliverability and co-benefits.

4.1 Energy

This section will begin with some figures about domestic and commercial energy use in Wychavon.

We have already

- Reduced **energy consumption** at the Civic Centre.
- Installed **42 solar photovoltaic panels** on the Civic Centre.
- Invested £300,000 in the **Pershore hydroelectric power scheme**, which now provides energy to the nearby leisure centre.
- Invested £52,000 to install **solar panels** on seven of our public toilets.
- Carried out a **thermal image survey** of the county to highlight heat loss from properties through the Warmer Worcestershire project.
- Delivered a wide range of **energy efficiency schemes** in partnership with Act on Energy including loft and cavity insulation, thermostatic radiator valves, draught proofing, water tank jackets, new boilers, energy advice surgeries and campaigns.
- Delivered 262 **solid wall installations** under the Green Deal Communities project
- With Rooftop installed **photovoltaic panels** on 23 properties in Badsey.
- Supported a Rooftop Housing development at Blakes Hill, North Littleton. The development was built to the **Code for Sustainable Homes Level 6**, and was the first of its kind in the district.
- Led a **ground-breaking study into heat use** across Worcestershire. A key part of the study focused on geothermal heat in the south of the county, and in particular how this might support growers in the Vale of Evesham.
- Adopted a **renewable and low carbon energy policy** within the South Worcestershire Development Plan

We will

Control

- Reduce energy consumption in all our buildings through active energy monitoring and reporting, energy champions and switch it off campaigns.
- Investigate and implement measures to significantly reduce energy consumption and carbon emissions generated by our three leisure centres and the lido.
- Switch to purchasing green gas and green electricity for all our buildings when our current energy contracts expire in 2021.
- Consider measures to reduce the carbon impact of our other buildings including the Civic Centre and public toilets.

Influence

- Invest £100,000 over four years to promote the growth of the low carbon economy in Wychavon including increasing our investment in the Low Carbon Opportunities Programme and apprenticeship grants to business working in green technologies.
- Facilitate a domestic bulk solar PV buying scheme.
- Work with partners to consider a green loans scheme to help householders install energy efficiency measures and renewable technologies.
- Work with social housing providers to deliver carbon neutral housing schemes.
- Run targeted energy efficiency awareness campaigns aimed at residents.
- Promote development of further renewable energy schemes in the district including solar PV and geothermal.
- Consider the development of a biofuel or low carbon oil buying club.

Concern

- Lobby power distributors and OFGEM to upgrade distribution networks/ increase capacity for renewable.
- Lobby the government to provide Council Tax or other incentives to drive take-up of home energy efficiency measures.

Case study to add before plan is finalised

Greener loos

4.2 Low carbon travel

Many parts of Wychavon are highly reliant on road transport, with low levels of access to public transport outside of the towns. Transport is responsible for 36% of the district's carbon emissions. While there was a 12% fall in transport related emissions between 2005 and 2013, since then emissions have grown steadily and are now 8% higher than in 2013. Encouraging people to swap their petrol or diesel vehicles for low emission vehicles and to use more sustainable forms of travel is critical to reversing this trend.

This section will also include some figures on vehicle numbers in Wychavon and modes of travel.

Our vision is for there to be a comprehensive network of reliable and affordable electric vehicle charging facilities right across Wychavon so that nowhere in the district is any further than five miles from an easily accessible charging point.

From direct provision of EV charging points and incentivising others to install them, to requiring new developments to incorporate EV infrastructure and identifying sites for potential EV filling stations, there are a number of strands to the role we can play in delivering the vision.

We have already

- Installed 24 **electric vehicle charging points** in our car parks across the district.
- Provided an **electric pool car** for staff travel.

- Funded several **community-led transport schemes** including Norton juxta Kempsey community minibus service.
- Delivered **cycling projects** in Evesham.
- Worked with our waste contractors, FCC to trial a fully **electric refuse vehicle**.

We will

- Reduce council-related staff travel through agile working and switch to lower emission vehicles for our small fleet.
- Work with the other Worcestershire district councils to develop a taxi licensing policy to encourage the take-up of electric and other low emission vehicles and to discourage higher polluting older vehicles.
- Ensure that cycling and walking options are an intrinsic part of all plans for new settlements in Wychavon.
- Increase car parking provision at Droitwich Spa, Honeybourne and Pershore railway stations by 31 March 2024.
- Improve connectivity between the railway stations and the towns and between Worcestershire Parkway and the surrounding areas through improving signage and piloting one or more bike hire schemes by 31 March 2022.
- Promote an already established carpooling scheme, such as BlaBla Car.
- Appoint an active travel project officer to lead work with partners on new cycle routes and the development of cycling and walking plans by 31 March 2023.
- Investigate a work place parking levy offering discounts for low carbon transport initiatives i.e. EV charge points, bike scheme, car sharing and renewable energy installations.
- Promote the development of at least one electric forecourt in the district.
- Review EV charging points in our own car parks and encourage and incentivise others to install them including making installation of EV charging points a condition of grant funding for new village halls or other new community buildings and encouraging businesses and tourist destinations to consider installing EV charge points and to convert to lower emission vehicles..
- Deliver a programme of funding, mentoring and advice to improve and increase the range of community based transport options available across the district including the ticket to ride project by 31 March 2023.
- Move all FCC fleet to low emission vehicles when technology and energy infrastructure permits.

Case study

Investment in electric vehicle charging

The number of electric vehicle charging points in Wychavon's public car parks soared at the start of 2020 thanks to our £150,000 investment.

A total of 20 new 7Kw chargers were installed as part of our commitment to supporting the growth of the ultra low emission vehicle market, to help reduce the district's carbon footprint. This takes the number of EV chargers in our public car parks to 24.

The project was part funded by a grant of £64,000 from the Government's Office of Low Emission Vehicles (OLEV) and was supported by the Energy Saving Trust.

The new charging points are in car parks in Broadway, Droitwich, Evesham and Pershore, We are also investing in a new all electric vehicle for staff to use while on council business, as a replacement for the hybrid vehicle we bought in 2012.

4.3 Natural environment

Wychavon is a largely rural district, with a rich and diverse natural environment. The southern part of the district forms part of the Cotswolds Area of Outstanding Natural Beauty and there are a number of Sites of Special Scientific Interest, and local nature reserves.

The natural environment has a key role to play in reducing our carbon footprint. When eco-systems are joined up and work as they are intended to, they have the potential to capture and store significant amounts of carbon. They also offer a host of other benefits that can alleviate some of the impacts of climate change such as flooding or drought.

This section will include a description of the district’s key habitats and visuals of the 15 Biodiversity Action Plan (BAP) habitats and 13 priority species.

15 different BAP habitats	13 different BAP priority species
Ancient and Veteran Trees 8 Arable Farmland 9 Canals 2 Fen and Marsh 2 Grassland 8 Hedgerows 7 Ponds and Lakes 5 Reedbed 4 Rivers and Streams 7 Road Verges 13 Scrub 1 Traditional Orchard 8 Wet Grassland 5 Wet Woodland 5 Woodland 10	Bats 13 Black poplar 1 Brown hairstreak 4 Common Clubtail 4 Farmland birds 13 Great crested newt 2 Grizzled skipper 3 Nightingale 2 Noble chafer 5 Otter 4 Shad 1 Violet click beetle 1 Water vole 1

We have already

- Established **Avon Meadows wetlands** in Pershore in partnership with the town council and designated it as a local nature reserve.
- Worked with others to create and manage **Stoulton woodlands**
- Supported and contributing **funding for community gardens, allotments and woodlands**
- Created **new and improved habitats** for bees, butterflies and other insects in council managed green spaces with more to follow.
- Created a **pollinator garden** at the civic centre.

We will

Control

- Review all council owned land and assess the suitability for natural habitat restoration and creation
- Consider purchasing of strategic land to create additional high carbon storage habitats such as woodland or wetlands.
- Shape and adopt emerging national and local policies on biodiversity and green infrastructure as they emerge and integrate those that develop through the life of this plan.
- Eliminate the use of herbicides and pesticides in all our parks and open spaces by 31 March 2024 and trial less carbon intensive machinery.

Influence

- Map and deliver a Wychavon Nature Recovery Network, as part of the wider Worcestershire Nature Recovery Strategy, which identifies and prioritises areas for habitat restoration, creation and connectivity.
- Work with other organisations to enhance the natural environment and natural carbon capture and storage.
- Create ten hectares of new wetland and work with the Heart of England Forest and other partners to restore, enhance and create 30 hectares of Wychavon's characteristic Biodiversity Action Plan habitats (including traditional orchards, species-rich/west grassland and broadleaved woodland) by 31 March 2024.
- Help deliver the Worcestershire Pollinator Strategy including creating new and improved pollinator habitats on our own land, promoting parish pollinator packs and signposting to existing advice for residents to encourage more wildlife friendly practices.
- Work with town and parish councils to identify new opportunities for developing allotments in areas of high demand.

Concern

- Lobby and seek to influence farming and other land use practices which reduce carbon emissions or create carbon capture opportunities and deliver wider environmental benefits.

Case study

Places for pollinators

Pollinating insects are in severe decline in Britain, so we're working to create vital habitats in our parks and green spaces filled with plants and flowers that are rich in nectar and pollen.

We have done this by signing up to supporting the 'Pollinator Friendly Worcestershire' initiative, which means planting differently or cutting back less.

Pollinator areas are currently in Droitwich Community Woods, Addyes Way Open Space, Rebekah Gardens, Vines Park and in St Peter's Fields – and more are set to follow in the future.

Many other wildflower areas are in the process of being implemented across the district including Pershore, Evesham and the surrounding villages.

We are experimenting with various pollinator seed mixes and some of the varieties we're using include wildflowers such as Ox-eye Daisy, White Clover, Buttercup, Cranesbill, Selfheal, Vetch, Yarrow and Yellow Rattle.

As residents have shown interest and because there have inevitably been a few questions, we're going to be putting simple signage in place in the future to show where the wildflower areas are and to demonstrate our commitment to what we're doing.

In 2019 we became one of the beneficiaries of the 'Places for Pollinators' campaign following the planting of a new demonstration garden at the Civic Centre. The garden is one of ten Places for Pollinators that West Midlands Butterfly Conservation will be helping to create in the region over the next two years. With pollinating insects in serious decline, the project encourages people to create habitats in their gardens or at workplaces that are filled with plants and flowers rich in nectar and pollen. Doing this in an area like the Vale of Evesham is particularly important, given its reliance on insects to pollinate the plants that provide much of the food grown in the area. We hope our garden will show what can be achieved in a relatively small space and that it will inspire others to follow our example. The new garden provides a selection of plants like bugle, red valerian, sweet rocket, phlox, scabious, cranesbill and buddleia, which are very attractive to many species of insect.

4.4 Policy and resources

This section will contain a piece on relevant policies in the SWDP and data on the district's waste figures.

We have already

- Introduced household recycling collections for **batteries, textiles and small electrical items** in October 2018
- **Trialled a HERU** here at the Civic Centre, the appliance can heat hot water with everything from waste nappies and plastics to coffee cups and food
- Introduced **new recycling points** for coffee pods, water filters and crisp packets
- Run a **three year campaign** to reduce litter and single use plastics
- **Appointed a new** urban designer role leading work on delivering well designed, development.
- First launched the **Wychavon Intelligently Green Awards** in 2014 to celebrate and promote local green projects and activities
- Issued **a call for sites** for potential large scale renewable and low carbon energy projects as part of the review of the SWDP.

We will ...

- Reduce the average household black bin waste by at least 10% (2018/19 baseline) by 2024 through targeted waste reduction campaigns and incentivising at least five communities to set up community fridges to reduce their food waste.
- Pilot on the go recycling facilities for plastics and cans in one or more towns by 31 March 2021.
- Explore more sustainable options for disposing of green waste from our own activities/land.

- Strengthen our procurement policies to allow additional weight to be given the carbon cost in competing bids and require contractors to report on their carbon emissions.
- Ensure that all new council strategies, policies and plans encourage and incentivise carbon emission reductions wherever possible.
- Carry out a call for sites to identify land suitable for renewable technology developments.

Influence

- Run a four year campaign to reduce litter and single use of plastics involving a package of measures including education, litter picks enforcement action and engaging with schools
- Pilot on the go recycling facilities for plastics and cans in one or more towns
- Review and refresh the Wychavon Intelligently Green Award scheme after 2020 with greater community involvement and a focus on carbon reduction.
- Work with developers for the SWDP strategic allocations to consider how energy for the development could be provided from a decentralised source and ensure consideration for climate change adaptation is at the heart of their proposals.
- Work with one or more high schools to help them develop their own Intelligently Green Plans.
- Seek to influence the Worcestershire Pension Fund investment strategy to make impact-driven sustainable investments.

Concern

- Lobby the government to require all new homes to be carbon neutral as soon as possible and to urgently update national planning policy to minimise carbon emissions.
- Lobby the government and / or our MP's on any other issues that arise over the lifetime of the plan that we see as important in realising the vision and targets we aspire to, as set out above.

Case study

Revolutionising rubbish
Civic Centre HERU trial

5. Implementation

We are recruiting a shared carbon reduction officer with Malvern Hills District Council. This officer will work with our Intelligently Green Group to manage delivery of the plan and keep track of its progress.

Reducing emissions requires action by all staff and councillors. The carbon reduction officer will work across the council to ensure that carbon reduction is embedded in relevant policies, service delivery and procurement decisions.

We will monitor and report progress on the plan's actions every six months as part of our usual Signals of Success performance reports.

We will use the following success measures to assess progress towards our vision and targets:

- Our own greenhouse gas emissions
- District-wide carbon emissions (under scope of influence of local authorities)
- Size of the low carbon economy
- Amount of renewable energy generated across the district
- Amount of carbon captured through council action

At the end of each financial year we will produce a short annual progress report for our Executive Board. This will also highlight any changes in technology and national policy developments. We will publish the annual update on our website and include a summary in our annual report.

We will carry out a review and refresh of the Intelligently Green Plan actions in 2025.

6. Appendices

- Table of the actions from section 4 with the following details:
 - Timescales (short-term = 2 years, medium term = 5 years, long term = by 2030)
 - Estimated carbon impact
 - Deliverability
 - Other potential impacts
- A list of references and data sources referred to in the plan

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