



## **PROMOTING SUSTAINABLE DEVELOPMENT GROUP**

**Wednesday 18<sup>th</sup> July 2007, 10.00 am – 12.30pm**

To be held in Room 1/2, EMRA Offices, Melton Mowbray

### **AGENDA**

1. Welcome and Apologies
2. Notes from Previous Meeting
3. Climate Change\*
  - Presentation by Ecofys consultants on Programme of Action
4. Regional Sustainable Development Consultation\*
5. Behavioural Change\*
6. Sustainable Development Guidance for Regional Assemblies\*
7. East Midlands Expo 07 - Update
8. Any Other Business
9. Date of Next Meeting

\* Report attached

**EAST MIDLANDS REGIONAL ASSEMBLY**

**PROMOTING SUSTAINABLE DEVELOPMENT GROUP**

**MINUTES OF MEETING**

**HELD ON 4<sup>th</sup> JUNE 2007 AT EMRA OFFICES, MELTON MOWBRAY**

**Present**

Simon Drury (Chair)	Envirowise
Bettina Lange	EMEL
Clark Field	EMFEC
Helen Chadwick	EMRA
Hugh Fenton	EMAGE/Wellingborough LSP
James Luger	EMDA
Jonathan Harris	Regional Public Health Group
Katharine Hughes	EMRA
Cllr Lucy Care	EMRA member/Derby City Council
Mike Meech	GOEM
Paul Fleming	De Montfort University
Teresa Jackson	Groundwork East Midlands
Yvette Dearden	EMRA

**Guest Presenters:**

Ian Gordon	Derbyshire County Council
Philip Stamp	Defra

**Apologies**

David Short	Clegg Construction
Andrew Jenkins	Boots plc
Cllr Eloise Finch	East Northants District Council
Cllr Joan Travis	Derby City Council
Keith Melton	EMAGE
Miles Watkins	Aggregate Industries
Phil Keynes	Nottinghamshire County Council
Sharon Palmer	Environment Agency
Tony Marmont	Beacon Energy

<b>1.</b>	<b>Welcome and Apologies</b>
	The Chair welcomed all to the meeting and the apologies were noted.
<b>2.</b>	<b>Notes from Previous Meeting</b>
	The notes from the previous meeting were accepted as a true record.

<p><b>3.</b></p>	<p><b>Behavioural Change</b></p> <p>Philip Stamp from Defra presented the progress so far in developing the National Behavioural Change Strategy to the Group for comment. He anticipated that the Strategy would be published in the summer. The Group provided ideas for further developing the Strategy, for example the inclusion of a regional dimension.</p> <p>The Group was provided with an update on the regional behavioural change project – the Group discussed and noted the progress made to date by the Behavioural Change Steering Group. Philip Stamp asked to be kept up to date with progress.</p>
<p><b>4.</b></p>	<p><b>Climate Change</b></p> <p>Simon Drury expressed an interest in this item due to the work of AEA Technology.</p> <p>Ian Gordon from Derbyshire County Council gave a presentation on 'Everybody's Talking' –a promotional campaign funded by Defra's Climate Change Challenge Fund. A six week radio campaign has recently been run and a campaign vehicle has been purchased.</p> <p>The progress in developing the Climate Change Programme for Action was also discussed. This had previous been discussed by Policy Board - the Board's comments as well as this Group's comments would be discussed at the next meeting of the Climate Change Steering Group.</p> <p>The general view of the Group was that the Programme for Action should be more ambitious. Philip Stamp also suggested that it should fit with the Climate Change Bill and the five yearly programme introduced as part of the Bill.</p>
<p><b>5.</b></p>	<p><b>Communication Strategy</b></p> <p>Simon Drury introduced the agenda item – he is keen to develop and diversify the showcasing role of the group, particularly in the local and regional media. He would like to see more one day activities and further showcase what is happening in the region.</p> <p>Helen Chadwick reported that GOEM is working with De Montfort University to develop a communication strategy on energy and suggested that Simon Taylor be invited to a future meeting of the Group. This was agreed.</p> <p>Jonathan Harris suggested linking the communication strategy to the Nottingham Declaration.</p>
<p><b>6.</b></p>	<p><b>Regional SD Consultation and Champion Body – Update</b></p> <p>Simon Drury reported on a meeting held by the Sustainable Development</p>

	<p>Commission that he and John Freeman, Chair of Policy Board, attended. There are many different approaches to establishing champion bodies emerging around the regions.</p> <p>The Group was reminded of the feedback session to be held in the afternoon of Friday 8<sup>th</sup> June on the sustainable development consultation that has been taking place in the region. This consultation exercise has been led by EMRA, GOEM and emda.</p>
<b>7.</b>	<b>East Midlands Expo 07 - Update</b>
	<p>The meeting was updated on recent progress in relation to Expo 07. The steering group is meeting regularly and extra support has been contracted in to help with the organisation of the event.</p>
<b>8.</b>	<b>Any Other Business</b>
	<p>James Luger informed the meeting that Steve Lismore, the new Sustainable Development Team Manager, is now in post at emda.</p> <p>Jonathan Harris reported that the Investment for Health Strategy is under review with a key aim to ensure it is better integrated with the IRS Framework and Regional Economic Strategy. He is particularly keen that the revised strategy better addresses sustainable development and climate change. He would be pleased to hear from members of the Group who would like to contribute to the review.</p> <p>Clark Field suggested that a future meeting of the Group should discuss recent progress relating to central and local government procurement.</p>
<b>9.</b>	<b>Date of Next Meeting</b>
	<p>It was agreed to still hold the meeting on 18<sup>th</sup> July that had been previously arranged.</p>

# EAST MIDLANDS REGIONAL ASSEMBLY

## PROMOTING SUSTAINABLE DEVELOPMENT GROUP

18<sup>th</sup> July 2007

Item 3

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### Climate Change – Programme of Action

#### 1. Introduction

- 1.1 Since the development and publication of *The Potential Impact of Climate Change in the East Midlands* in July 2000 (updated in April 2004), the East Midlands Climate Change Steering Group has been working to promote action.
- 1.2 At its last meeting, the Promoting Sustainable Development Group discussed the progress to date in developing the Climate Change Programme of Action (PoA). The general view of the Group was that the PoA should be more ambitious. The Group's comments and the PoA have since been discussed by the Climate Change Steering Group.
- 1.3 Ecofys consultants have recently been recruited to manage and run the consultation process on the PoA.

#### 2. Programme of Action Discussion

- 2.1 Ecofys consultants will be attending this meeting to give the Group a presentation on progress to date in developing the Programme of Action.
- 2.2 Sharon Palmer, Chair of the Climate Change Steering Group, will provide an introduction to the background of the PoA and Ecofys consultants will give a presentation outlining the headline issues for the East Midlands and the form that the PoA is taking to date. This will then be followed by a discussion.

#### 3. Recommendation

- 3.1 **The Promoting Sustainable Development Group is asked to discuss the issues arising out of the presentation**

Yvette Dearden  
Head of Regional Policy & Sustainable Development

# EAST MIDLANDS REGIONAL ASSEMBLY

## PROMOTING SUSTAINABLE DEVELOPMENT GROUP

18<sup>th</sup> July 2007

Item 4

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### Regional Sustainable Development Consultation

#### 1. Background

- 1.1 All members of the Promoting SD Group were invited to a workshop on 8<sup>th</sup> June to discuss the feedback of the sustainable development consultation that has been taking place in the region. This consultation exercise has been led by EMRA, GOEM and emda and is to feed into the IRS refresh and meeting the Government's requirement for a sustainable development champion body in the region.
- 1.2 The sustainable development consultation sought stakeholder views on:
  - Regional SD priorities and the 'big SD idea' (as requested by DEFRA) for the East Midlands to inform the 'refresh' of the IRS.
  - The membership, form and function of the East Midlands Promoting Sustainable Development (PSD) Group, including the ideal set of competencies to ensure the Group can effectively undertake its role as the regional group for coordinating delivery of SD.
  - How the separate regional SD critical friend/challenge function might be delivered, including the ideal set of competencies for a critical friend body and alternative approaches for delivering this role.

#### 2. Summary of Consultation Findings

- 2.1 A summary of the consultation findings are attached as Appendix 1 to this report.

#### 3. Recommendations

- 3.1 **The Promoting SD Group is asked to discuss the consultation findings and establish a steering group to feed into the IRS Refresh process.**

Yvette Dearden  
Head of Regional Policy & Sustainable Development

## BIG SD Idea for the East Midlands

Consultees were asked to identify an SD Big Idea for the region – “If by acting together as a region, we could do one thing to improve our quality of life and move towards a sustainable future, what should it be?”

A wide range of SD Big Ideas have been suggested, with a large number of consultees identifying climate change and environmental capacity (identified by the Environment Group and EMEL). The vast majority of consultees (90% of the online survey) said that the region should set itself a target associated with achieving the Big Idea.

### *Consultee Views on the Big SD Idea for the East Midlands*

- **Climate Change and Energy**
  - The East Midlands should set itself an ambitious challenge and target on climate change / carbon reduction – eg. at least ensure that the East Midlands meets / exceeds the Government’s target of reducing greenhouse gas emissions by 12.5% below 1990 levels by 2008-2012 and domestic CO2 emissions by 20% below 1990 levels by 2010.
  - The region should insist that all investments are required to reduce carbon – climate change issues should be central to investment decisions.
  - A low carbon economy by year x.
  - The Climate Change challenge should be cross-cutting – leading to actions in fields such as energy production, efficiency, renewable energy, transport, construction, housing (zero energy housing), waste, education, industry, coastal issues etc.
  - The region should provide clear statements and actions for how it will hit Government targets.
  - It should highlight the potential for public sector procurement to help address Climate Change.
  - All public sector bodies in the region should all state what actions they are undertaking to address Climate Change, how they are contributing to government targets and how they will get other organisations that they fund to address Climate Change.
  - eg. Linking to initiatives such as the EM Regional Health Partnership’s aim of getting all Health Trusts to sign up to the Nottingham Declaration.
  - The IRS should include quantitative and binding targets, and echo these in other regional strategies.
  - The East Midlands should major on bio-renewables – and pilot a renewable heat obligation rather than just a renewable energy obligation. This would build on the region’s high energy crop hectareage, existing capacity in Nottinghamshire etc.
  - Include a focus on energy efficiency in buildings (in line with RSS policies) – linked to the housing growth area agenda – all zero energy by year 20XX.
  - East Midlands should set itself the objective of becoming a self contained region on energy.
  - Eradicate fuel poverty in the East Midlands. Target: No fuel poverty by 2012.
- **Enhancing and Conserving Environmental Capacity**
  - Enhancing, conserving and living within our Environmental Capacity – this should be a

central aspect in the IRS vision – linking to the planning process and economic development / regeneration.

- The Big Idea should focus on achieving good environmental status rather than just focusing on not *exceeding* environmental capacity limits.
- The idea should link to the green infrastructure agenda and socio-economic regeneration, housing growth agenda etc.
- It should refer to the joint statement on environmental capacity, produced last year by the Environmental Partners.
- Aligning decision-making processes – monitoring role for environmental capacity.
- Some form of offsetting mechanisms may be appropriate – resulting in net improvements to environmental infrastructure.
- The region should adopt a strategic approach to identifying areas and actions for enhancing environmental capacity / green infrastructure – identify things that are not happening and geographic areas of opportunity and deficit (in line with the Regional Biodiversity Strategy).
- The Environment Group and EMEL are happy to provide further information and identify actions to support the Environmental Capacity big idea.

- **Skills for a vibrant economy**

- Higher level skills being essential for the region to compete in the global economy.

- **Economic Development**

- A strong economy is central to many of the region's other SD objectives (eg. reducing equalities, reducing social deprivation)
- Especially concentrating on the development of rural needs and communities rather than constantly on urban ones.
- Creating employment opportunities.

- **Waste reduction**

- Targets for waste reduction both commercial and domestic in line with the new Government Waste Strategy. Target: 50% of all household waste to be recycled by 2020.

- **Sustainable, integrated transport**

- Liveable Cities - People-friendly Towns & Cities for walking, cycling and public transport. Targets: traffic calming for every school, 20mph speeds on residential streets, 30mph speed limits in all Urban Areas. Walking, cycle and bus routes to all major work, shopping and retail places. 1,000 miles of signed cycle routes by 2012.
- Change our approach to traffic engineering to minimise fuel consumption rather than maximise traffic speeds. Target: reduce road mileage traveled in the region by 20% in 4 years.
- Integrated Transport System. Target: reduced travel times, carbon emissions and delays.
- Carbon emission reduction through sustainable transport and travel.

- **Ensure improvement in quality of life for disabled people**

- Starting from the recognition that many disabled people do not have quality of life.

- **Living within our means, 'one planet living' for East Midlands**

- Reducing the region's ecological footprint and achieving 'one planet' living by 2050, with marked progress by 2025. This would involve reducing the region's current ecological footprint from 5.4 global hectares per capita to 1.8 gha/capita (ie. 3 fold reduction).

- (The Yorkshire and Humber region has made a pledge to reduce its ecological footprint by 25% in 10 years).
- To achieve this reduction, the East Midlands would have to break the linkage between economic growth or increased prosperity and increased environmental impact.
- This would also link to reducing the region's carbon footprint.
- **A Sustainable Development Commission for the East Midlands**
  - Set up a regional SDC which hears evidence from experts and community and reports on "The Sustainable Region". Target: the Commission should be set up by set date and report by set date.
- **Waterspace.**
  - A major regional drive on making best use of our canals, seafronts, rivers and derelict canals as hubs for regeneration and nurturing vibrant new sustainable communities.
  - Linking to environmental, economic, community regeneration and improvements - providing locations more attractive places to work and live.
  - Use of canals as sustainable travel corridors (eg. the TPT alongside the Chesterfield Canal in Derbyshire).
  - Canals for attracting visitors.
  - Target: X km of waterfront improved; X ha of land adjoining waterfront, developed.
- **Young people**
  - A regional drive to set up local health/sport centre/swimming pools with cinema etc and ways to 'keep the young off the street'.
- **Local Food**
  - Support local food companies in the region with routes to market initiatives – setting a target for a minimum number of producers helped to supply.
- **Raising public awareness of SD**
  - A community project to demonstrate sustainable development using places that the public views positively - post offices, public houses, cafes. Develop an information service on actual daily activity.
- **SD and Development Standards**
  - Make sure that actors with the resources and expertise to create a step-change in development standards and the wider regional economy understand why / how SD objectives can be addressed through new developments.
- **SD Education**
  - A regional drive to promote SD in education in the East Midlands.

# IRS Refresh

## **The current IRS Vision (January 2005):**

**“The East Midlands will be recognised as a region with a high quality of life and sustainable communities that thrives because of its vibrant economy, rich cultural and environmental diversity and the way it creatively addresses social inequalities, manages its resources and contributes to a safer, more inclusive society.”**

**This will be achieved for the benefit of present and future generations through the integration of:**

- **A vibrant and competitive economy with increased productivity characterised by high quality employment, learning and skills, enterprising individuals, innovative businesses and improvements in the physical infrastructure.**
- **Cohesive and diverse communities that empower and engage people, are safe and healthy, combat discrimination and disadvantage and provide hope and opportunities for all.**
- **A rich, diverse and attractive natural and built environment and cultural heritage.**
- **Sustainable patterns of development that make efficient use of land, resources and infrastructure, reduce the need to travel, incorporate sustainable design and construction, and enhance local distinctiveness."**

## **IRS Priorities - The five agreed priorities for the Region:**

- 1. Reduce inequalities in the region by combating discrimination and improving equality of access to economic opportunities, education, health and decent homes**
- 2. Conserve and enhance the natural environment by tackling the biodiversity deficit and enhancing the Environmental Infrastructure**
- 3. Create sustainable and healthy communities throughout the region by:**
  - **Empowering and engaging communities**
  - **Ensuring sustainable design and construction.**
  - **Improving access to services and opportunities, including affordable housing and cultural activities**
  - **Reducing the fear of crime and anti-social behaviour**
  - **Developing Social Capital**
- 4. Improve economic performance and competitiveness by:**
  - **Encouraging enterprise and innovation**
  - **Improving the performance of existing businesses**
  - **Ensuring ongoing development of learning and skills**
  - **Ensuring the efficient use of the region's infrastructure, including ICT**
  - **Creating high quality employment opportunities**
- 5. Use natural resources more efficiently and reduce the impacts on climate change by:**
  - **Reducing energy consumption including fossil fuel through travel**
  - **Increasing the amount of energy generated from renewable sources**
  - **Reducing the amount of waste generated**

## **The IRS Refresh:**

The IRS is undergoing a 'light touch' refresh. The refresh particularly aims to strengthen the linkages between regional and local/sub-regional SD priorities in order to make the IRS more relevant to organisations at the local level. Consultees were also asked about the IRS Vision and Objectives, as well as any other changes / developments needed during the refresh.

## **Consultation Questions asked:**

- Does the IRS Vision need to be updated?

- What are the key SD issues for the region, your local area or sub-region?
- How well do you think the current IRS reflects local and sub-regional SD issues?
- How could local and sub-regional SD issues be reflected more strongly in the IRS in the future?
- What actions need to be included in the IRS to progress local and sub-regional SD issues?
- What targets might the IRS include on the key local and sub-regional SD issues?
- How strong do you think the links are between the IRS and key local strategies and documents? (eg. Community Strategies, LAA, LDF etc)
- How else do you think the IRS should be changed or developed during the IRS 'refresh'?

## Summary of Consultation Responses:

### IRS Vision

- Climate change (mitigation and adaptation measures) and carbon reduction should be explicitly mentioned in the Vision as a cross cutting theme.
- The Vision should highlight the four priorities of the UK SD Strategy – sustainable consumption and production, climate change, natural resource protection and sustainable communities.
- In line with the emphasis in the UK SD Strategy, the key point is to focus on integration – doing things differently to integrate economic, social and environmental priorities, rather than addressing individual “legs of the stool” (economic, social and environmental) in isolation.
- The IRS Vision should refer to breaking the linkage between economic development and increased environmental impact.
- The IRS Vision should be worded so that progress towards achieving the Vision can be quantified and monitored.
- Vision covers too much of everything needs to be a little narrower with smart targets.
- The IRS should include timelines for achieving the Vision and the priorities
- The vision and priorities should reflect key emerging concepts in the region - such as Green Infrastructure, the biodiversity deficit (and landscape scale improvements) and the need to enhance and conserve the region's environmental capacity.
- Issues relating to housing growth in the region should be prominent in the Vision – eg. sustainable buildings, energy efficiency, water efficiency, high quality design (to address the region's poor performance on design quality identified by CABE), green infrastructure, building better landscapes.
- The vision should include the goal of reducing health inequalities – or inequalities in general (inc. economic, social and environmental inequalities).
- IRS Vision needs to reflect the RSS vision and policies (eg. on sustainable buildings).
- “Vibrant economy” should be swapped for “sustainable” or “high and stable economy” in line with the emphasis of the UK SD Strategy.
- Currently no reference to coastal, rural or urban issues in the Vision.
- Who is the vision for? Are they signed up to it? What actions will organisations take to achieve the Vision? How is it being disseminated? How do we measure our progress? These all need to be clearly stated.
- Need to get people signed up to the Vision – otherwise it can just get ignored.

### IRS Objectives

- Consensus amongst consultees that the 17 objectives are all still important and relevant to the region.
- Scope for more explicit reference in the objectives to climate change, environmental capacity, green infrastructure, biodiversity deficit, good quality design and the need for integration of economic, social and environmental issues.
- The IRS objectives could be made more specific – with targets and timelines. The present ones are very general.
- Needs more reference to rural issues – the IRS could pick up on the recently completed Rural Action Plan – which identifies 7 priorities for rural areas: Rural housing; Green infrastructure; Enterprise, innovation & employment; Improving access to jobs and services; Developing active communities; Supporting land based rural businesses; and Addressing climate change.

### Local and Sub-Regional SD Priorities:

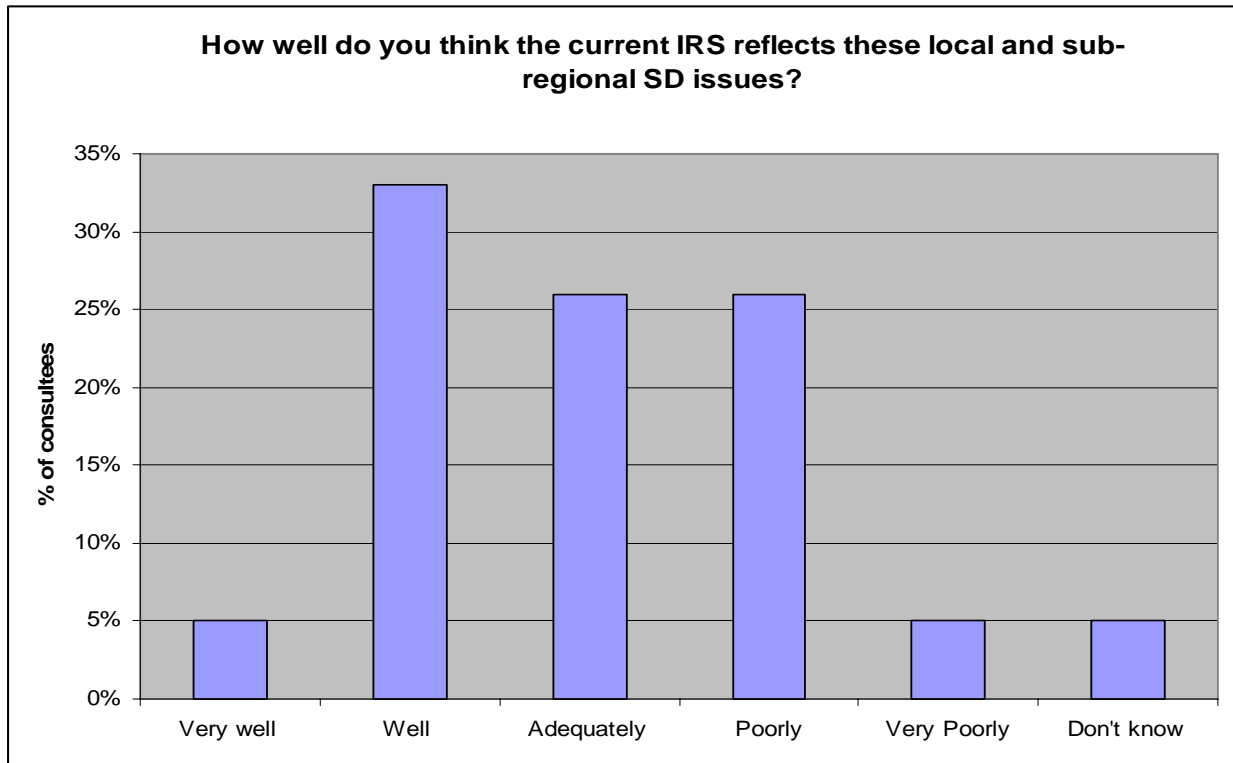
Consultees identified a wide range of SD priorities for their local areas and sub-regions. The following shows priorities identified by county. There is a broad degree of commonality across the counties in issues such as climate change, transport, waste/recycling, education and reducing inequalities. Some particular geographic priorities are also apparent – eg. brownfield reclamation in Derbyshire, coastal issues in Lincolnshire, housing growth in Northamptonshire,

<p><b>Derbyshire</b></p> <ul style="list-style-type: none"> <li>• Carbon emissions from all sources</li> <li>• Climate change</li> <li>• Energy / Energy production</li> <li>• Ensuring new building is sustainable</li> <li>• Housing insulation</li> <li>• Flood risk - Trent Valley</li> <li>• Development of Markham Vale</li> <li>• Improving access to employment via training</li> <li>• Local Food Supply</li> <li>• Reducing inequalities</li> <li>• Infrastructure to develop tourism</li> <li>• Natural environment protection and enhancement</li> <li>• Personal attitudes towards consumption</li> <li>• Transport</li> <li>• Priority transport improvements to help economy</li> <li>• Road congestion / reducing traffic</li> <li>• Reclamation of brownfield land</li> <li>• Waste / recycling / waste minimisation</li> <li>• Rural diversification and supporting rural economy</li> </ul>	<p><b>Lincolnshire</b></p> <ul style="list-style-type: none"> <li>• Climate Change</li> <li>• Coastal regeneration</li> <li>• Coastal flood risk</li> <li>• Economic regeneration</li> <li>• Economic reliance on food and food processing</li> <li>• Employment</li> <li>• Energy efficiency</li> <li>• Health</li> <li>• Joined-up transportation</li> <li>• Migrant Worker influx</li> <li>• More proactive management of cultural resources...such as archaeology</li> <li>• Renewable energy sources</li> <li>• Stakeholder education and engagement</li> <li>• Sustainable construction</li> <li>• Training</li> <li>• Transport</li> <li>• Urban regeneration</li> <li>• Wider awareness of the area's potential.</li> </ul>
<p><b>Leicestershire</b></p> <ul style="list-style-type: none"> <li>• Access to schools, health, work &amp; services, work, retail and industry</li> <li>• Affordable, accessible, quality public transport</li> <li>• Children &amp; Young People</li> <li>• Climate Change</li> </ul>	<p><b>Northamptonshire</b></p> <ul style="list-style-type: none"> <li>• Climate Change</li> <li>• Crime</li> <li>• Eco development guidance and information</li> <li>• Growth in population and economy</li> <li>• Environmental impacts</li> </ul>

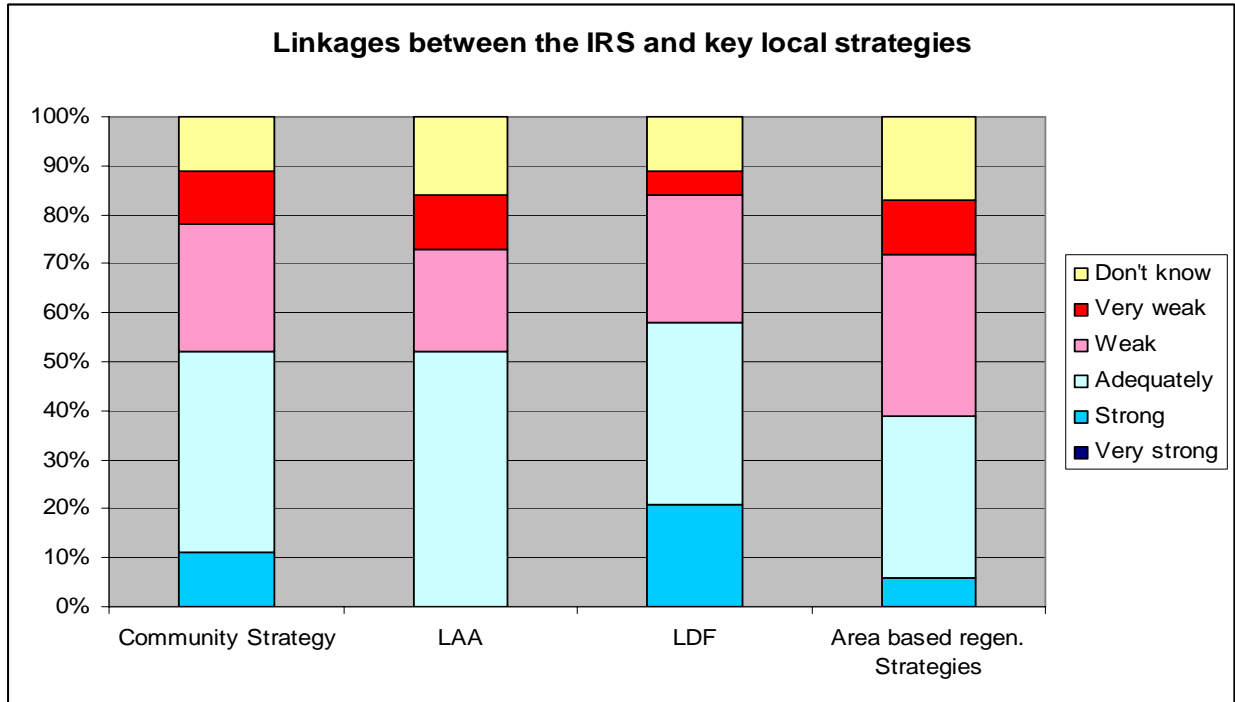
<ul style="list-style-type: none"> <li>• Crime &amp; Disorder</li> <li>• Cultural and community resources in growth areas</li> <li>• Education</li> <li>• Energy efficiency</li> <li>• Environment</li> <li>• Existence of out of town shopping - eg Fosse Park</li> <li>• Health/long term conditions</li> <li>• Inequalities</li> <li>• Kerbside recycling</li> <li>• Reducing Landfill</li> <li>• Waste / recycling</li> <li>• Neighbourhood Development</li> <li>• Transportation</li> <li>• Parking</li> <li>• Promoting cycling, walking and public transport</li> <li>• Promoting economic growth</li> <li>• Rail links to parts of the region</li> <li>• Recreation for Senior Citizens</li> <li>• Road accidents</li> <li>• Sporting Facilities</li> <li>• Supporting inward investment</li> <li>• Supporting social enterprise</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Health</li> <li>• Housing growth</li> <li>• Housing strategy - all income bands</li> <li>• Inequalities</li> <li>• Regeneration</li> <li>• 'Spatial' plan for the area</li> <li>• Transport</li> <li>• Transport Infrastructure</li> <li>• Integrated Transport Policy</li> <li>• Waste</li> </ul> <p><b>Nottinghamshire</b></p> <ul style="list-style-type: none"> <li>• Climate Change</li> <li>• Access for disabled people</li> <li>• Economic resources of disabled people</li> <li>• Education and promotion of sustainable development</li> <li>• Education and skills</li> <li>• Employment land in the city</li> <li>• Energy conservation and distribution</li> <li>• Housing</li> <li>• Housing insulation</li> <li>• Low skills levels and poor educational achievement</li> <li>• How to develop a sustainable transport policy?</li> <li>• Inequalities</li> <li>• Personal attitudes towards consumption</li> <li>• Progress does not create further divides</li> <li>• Recycling</li> <li>• Reducing traffic</li> <li>• Sustainability addresses equality issues</li> <li>• Sustainable new building</li> <li>• Transport</li> <li>• Transport development</li> <li>• Need for new housing</li> </ul>
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### Linkages between the IRS and Key Local Strategies:

The majority (64%) of local and sub-regional consultees felt that local and sub-regional SD priorities were “very well”, “well” or “adequately” reflected in the IRS. 31% felt that they were “poorly” or “very poorly” reflected.



Consultees were also asked about the strength of links between the IRS and key local strategies (such as Community Strategies, Local Area Agreements, Local Development Frameworks and area based regeneration strategies). As shown in the chart below, links were weakest to local area based regeneration strategies. Links to Community Strategies, LAAs and LDF were considered to be at least “adequate” by just over 50% of consultees.



**Other comments for the IRS Refresh:**

Consultees provided additional comments on potential changes / developments to be incorporated into the IRS refresh:

- As well as setting the Vision and priorities, the IRS needs to clearly show how the Vision and priorities will be achieved, by when and what different partners are doing through implementation of the suite of daughter strategies.
- Derive targets for key areas of concern. ‘Smart’ targets on a GIS basis
- The IRS should highlight the key actions in the region to address priorities – eg. climate change.
- IRS should show what amounts of money / resource are going into initiatives (like the Regional – identifying who is doing what, and where gaps currently lie.
- IRS needs to provide an overarching framework to enable coordinated joint working between regional, sub-regional and local partners.
- Clearer linkages with local and sub-regional delivery actions.
- The IRS should emphasise the importance of sub-regional implementation to achievement of regional SD goals.
- The IRS needs to highlight how LAAs will contribute to regional SD objectives. It could also show how partners would contribute to a “Regional Area Agreement”.
- The IRS should highlight how the current dislocation between IRS priorities and growth areas should be addressed.
- The refreshed IRS needs to link closely to the RSS regarding sustainable communities and the new RES.
- Monitoring – use of ISEW, regional progress on SD should make use of resident surveys.
- Need for emphasis on actions to promote behavioural change to contribute to SD.

- We need the top ten sustainable development challenges for the region which everybody signs up to addressing.
- IRS needs to consider how sustainable development is communicated from the committed few to the general public effectively.
- Good joined-up thinking and use of specifics to illustrate progress - still not convinced that enough being done to make it a document which large sections of the community will engage with.
- Overall, I think it's about wider community engagement, both within regional bodies and beyond – the IRS is irrelevant if not read and acted upon.

# Regional SD Champion / Critical Friend Role

## **Background**

In *Securing the Regions' Futures*, Government endorsed the Sustainable Development Commission's recommendation that the role of regional sustainable development roundtables be strengthened as regional 'champion bodies'. Government identified a set of principles and common purposes to underpin regional champion bodies – as shown below.

### **Regional SD Champion Bodies - Securing the Regions' Futures, 2006**

An effective regional sustainable development roundtable or champion body should be:

- a. *Independent* (providing an effective critical friend role to regional bodies and where appropriate constructively challenging regional policies or strategies from an SD perspective).
- b. *Inclusive* (with wide cross-sectoral representation).
- c. *Influential* (as a result of its membership and actions).
- d. *Capable of delivering* campaigns, programmes and projects that exemplify SD excellence.
- e. *Well-networked* (through partnerships within and beyond the region, including the SDC).
- f. *Sustainable* (run efficiently with resources secured from within the region to ensure stability and from outside the region where relevant opportunities arise).

Common purposes for regional SD Roundtables or a champion body:

- Raising the profile of particular regional SD issues based on sound regional evidence and data.
- Identifying opportunities for joint projects or initiatives which, by acting as catalysts, would significantly improve regional performance on SD and which could not be delivered by other existing mechanisms or single agencies working alone.
- Providing a well-managed 'critical friend' and 'constructive challenge' function in the region to further the achievement of SD through relevant regional plans, policies and programmes.

*Source: Securing the Regions' Futures, 2006*

### **SDC statements on Regional SD Roundtables:**

In addition, the Sustainable Development Commission's statements regarding regional SD roundtables include:

"We found that roundtables work best when they: are independent; have secure and sufficient funding and resources; have crosscutting support and representation; play a 'critical friend' role; have an influential and authoritative membership; are capable of delivering projects; and are well-networked".

Roundtables have not been without their problems and there are a number of barriers that prevent them being as effective as they might be. Problems identified include:

- A lack of independence
- A lack of resources
- A lack of crosscutting support and buy-in
- A lack of clarity of their role
- Getting business support and engagement
- Not being 'action-oriented'.

*Source: "The next steps – An independent review of sustainable development in the English regions" –*

Currently in the East Midlands, there is no standalone SD roundtable, but the Promoting Sustainable Development Group (PSDG) reports to EMRA's Regional Policy Board (RPB) and brings together LA representatives and economic, social and environmental partners with an agreed role to remain the principal SD delivery body. However, RPG has so far felt that the SD 'constructive challenge' / critical friend function should be provided through a separate mechanism. It was felt that if the PSDG took on the responsibility of evaluating the SD work carried out by EMRA, GOEM and *emda* it would dramatically change the function of the Group, and that if the PSDG took on this additional critical friend role, it was likely to weaken the main strength of the Group – i.e. as a delivery group.

The consultation has therefore aimed to inform regional partners in reviewing both:

- i) The membership, form and function of the PSDG, in order to assess and recommend the most effective membership and align the delivery priorities of the group with the IRS Refresh/identification of regional SD priorities. The review would not alter the 'delivery' status of the PSDG, but will extend to considering new arrangements and linkages between existing regional groups and address issues such as 'independence'.
- ii) How the separate critical friend/challenge function will be delivered. It will identify the ideal set of competencies for a critical friend body and consider alternative approaches for delivering this role with a particular emphasis on building on existing regional forums. It will provide recommendations to inform cross-organisational consideration and decisions by *emda*, EMRA and GOEM for how best this critical friend / constructive challenge function should be delivered.

**PSDG – Consultation questions asked:**

- What functions should the PSDG undertake?
- How effective has the PSDG been in delivering these roles?
- To deliver these functions, what should be the form, competencies / skill sets of the PSDG?
- Which organisations should be represented as members of the PSDG?
- Do you have any other comments on the future work of the PSDG?

**Regional SD Critical Friend/Challenge Function – Consultation questions asked:**

- What characteristics and functions should a sustainable development critical friend / challenge body in the East Midlands have?
- What do you think should be the key competencies for the critical friend / challenge body? (eg. independence, accountability etc)
- Which organisations should be represented on a regional SD critical friend body?

- Are there any existing bodies or groups that could be developed to play this critical friend role? If not, how should this function be delivered?

## **Summary of Consultation Responses - PSDG**

Consultees offered a range of comments relating to the PSDG summarised in the following boxes

### **What functions should the PSDG undertake?**

Consultees broadly agreed with the existing roles and priorities of the PSDG:

#### *Terms of Reference:*

1. Demonstrate and showcase sustainable development;
2. Lead cross-cutting initiatives;
3. Co-ordinate regional activity; and
4. Develop and promote good practice

#### *Current PSDG Priorities:*

- To develop a co-ordinated approach to sustainable public procurement in the region.
- To promote and co-ordinate the mitigation and adaptation to climate change in the region, including the promotion of sustainable design and construction.
- To contribute towards a co-ordinated approach to influencing behavioural change and promote engagement in sustainable development issues.
- To contribute to the IRS Framework Refresh
- To contribute towards improving LSP skills and knowledge

### **Views on the Effectiveness of the PSDG:**

Consultees had mixed views about the effectiveness of the PSDG to date – comments include:

- It is very effective in most areas, but still needs to develop work with LSPs.
- It has some highly committed people who do a good job with very little resource.
- It has contributed to most [of the priorities] – but least to “contributing to improving LSP skills and knowledge”.
- Mixed - successful with those community groups it has established links with. However concerns that large sections of the public are not engaged.
- It lacks resources to do things.
- The profile and awareness of the PSDG is not high enough – with many regional, sub-regional and local consultees not aware of its existence.
- It lacks its own independent identity and instead appears to be a sub-group of the Regional Assembly – in contrast with SD roundtables in other regions such as Sustainability West Midlands and Sustainability South West.
- It's remit may be *too* broad.
- It's not sufficiently action focused – it just seems to talk about things and organise the annual expo - too much talk and not enough action.
- Weak links to other organisations – at regional, sub-regional and local levels.
- Weak links between the PSDG and other groups such as the Rural Affairs Forum, Environment Group and Energy Group. The PSD Group's Terms of Reference refer to the need to ensure horizontal linkages across all groups under the Board – we feel that this is currently not happening effectively.

- PSDG needs to show what added value it brings.
- It lacks a clear focus for its work – but the big SD idea(s) will help provide the focus.
- It lacks influence. Members of the PSDG are not senior enough and lack authority.
- Members would need to be one level more senior to really have influence.
- It needs members who are passionate champions about making things happen, rather than attending meetings and representing different organisations.
- It's not dynamic enough at the moment to attract passionate champion types.
- Rural issues are not well reflected in the PSDG.

### **Future Roles of the PSDG:**

Future roles identified by consultees include:

- All those roles identified in its current priorities [ above ].
- PSDG should provide annual updates on regional SD progress
- Measuring regional progress – eg. Assessing carbon emissions and highlighting the key gaps where action is needed.
- Providing a catalyst for delivery by others.
- PSDG needs greater involvement of industry – eg. Power generation sector.
- Raising awareness of SD amongst the public sector – 'de-mystifying' SD for people
- Some consultees questioned the decision to split the delivery role and critical friend functions – a refreshed PSDG could also provide the critical friend role, as well as providing a catalyst for delivery – these two roles should be mutually beneficial – splitting them risks duplication.
- The East Midlands has a confusing array of different groups and splitting the Critical Friend and catalyst for delivery roles of a SD roundtable is confusing – I don't really understand why the two have been separated".

### **Future Form / Future Strengthening of the PSDG:**

- Environment Agency, Natural England, LAs, LSPs/SSPs, business networks, Regional bodies (emda, emra and GOEM), regional fora e.g. EMEL, EMRAF, health, social partners, champions, universities - individuals with currency in SD.
- The PSDG needs to have passionate, driven individuals, who will make things happen. Each member should act as an ambassador to raise its profile (the RAF did this with little resource).
- PSDG should not be too big - it needs to include Business, EA, voluntary, 3 LA reps, health etc.
- PSDG membership should be a better cross section covering East Midlands regional priorities, including rural issues.
- I'm confused by the idea of splitting out the roles for SD delivery and critical friend – it may weaken both functions - the two functions seem to naturally fit together.

Scope for future strengthening:

- The PSDG needs greater resource to do things – eg. GO, RA, RDA funding like in other regions, as well as core government funding.
- Need for better communications.
- PSDG needs to have closer links to people doing the delivery, especially in LAs/LSPs.
- The PSDG needs to develop closer links to other groups such as the Regional Environment Group, Climate Change Group and Rural Affairs Forum.
- PSDG needs greater clout and revitalising like in the North East.

*Links to Wider Structures:*

- As well as providing comments on the PSDG and CF role, consultees also said that the group structure of the RPB is confusing, and it needs reviewing.
- The IRS refresh is a golden opportunity to look at structures and functions of the RPB and all its groups.
- After the IRS refresh, the Policy Board should look at its structures to ensure delivery of the IRS and that all groups are 'fit for purpose'.
- The East Midlands has too many groups - it would make sense for the Climate Change and Environment groups to be combined – and possibly for the Environment Group and Environmental Advisory Group to be combined – because the same things get discussed at different meetings.
- EM Climate Change Steering Group would be better reporting to the Environment Group on adaptation and the Energy Group on mitigation (the Framework for Action would enable this)
- The EM Climate Change Steering Group should sit alongside the Environment and Energy Groups but not under the PSD Group, which has a far different role ie delivering projects, not policy/ strategy

## ***Regional SD Critical Friend/Challenge Function***

Consultees made constructive comments on the characteristics, functions and key competencies of any body playing a critical friend role, who should be involved and whether an existing organisation could take the role on summarised in the following boxes. A number of consultees highlighted that the critical friend and coordination role are closely aligned and questioned the need or sense in splitting the two roles between two different organisations.

### **What characteristics, functions and key competencies should the regional SD critical friend / challenge body have?**

- The critical friend function needs authority – otherwise the bodies it supports/reviews will not listen to it.
- It needs to involve senior people on it who have clout – and over the long-term, not just at the first meeting. Sending less senior staff along on their behalf will reduce the impact.
- In the North East, a senior level appointments board added authority to the selection of the SD roundtable members, which added credibility to the roundtable's critical friend work.
- Regional, sub-regional and local bodies all need to sign up to being the subject of the critical friend's attention – will senior level commitment.
- The critical friend should have a key role in reviewing data to monitor regional progress on SD priorities – eg. carbon emissions, by getting the regional observatory to gather the data
- There is plenty of information in the region – eg. State of the Region report – it needs to be put to best use for reviewing regional SD progress.
- The SD critical friend should not be overly environmental.
- It should focus on reviewing the contribution of public agencies at the regional level (eg. LSC, RDA, JC+, RA) and also at the local / sub-regional levels if there is sufficient resource to do so.
- Review of the sub-regional / SSP level is especially important because there is a gap between regional strategic commitments to SD and delivery at the sub-regional level.
- The CF body should also review the work of the Regional Policy Board and the PSDG, reviewing how they are meeting their objectives and having impact in the region.
- The SD critical friend body needs to have good links to and make use of existing groupings such as the RAF, asking RAF views on progress being made on rural SD issues.
- The critical friend function needs to play a coordination role of partners in the region to ensure that people work together effectively.
- The critical friend role is not just scrutiny. Scrutiny tends to happen at the end, once a strategy etc has been produced. Critical friend is more about helping people during the process of developing a strategy or actions, in a constructive, supportive and questioning manner.
- It needs to make use of experts in particular fields – drawing in their knowledge to help review regional progress in specialist areas.
- It needs to be open, engaging, have a sense of humour, with the minimum of bureaucracy.
- It needs adequate secretariat / support that is fully independent from those to whom it is a critical friend / challenge.
- It needs to be composed of those committed to achieve SD in the East Midlands.
- It needs to be an equality challenger who can address all equality areas.
- It requires an officer / secretariat support – but it would not need a great amount of money – drawing on the knowledge of experts. The additional funding or in-kind resources should come from Government or GOEM, and possibly emda and EMRA.

- In other regions, the whole SD roundtable function is delivered with a total of £60 core funding – this is then used to leverage in more funding for individual initiatives.

### **Which organisations should be represented on a regional SD critical friend body?**

- The critical friend needs to identify regional priorities that it wants to look at (reflecting IRS priorities) and then seek inputs from the appropriate experts.
- It should be an oversight body with knowledge of key areas, including areas outside the PSD group e.g. energy, health.
- No 'organisations' should be represented on it. It needs to be composed of individuals, from a variety of backgrounds, who fit the independent / committed to SD criteria.
- It should have senior representation from Regional Bodies, emra, emda and GOEM, and other key regional partners, e.g. Learning and Skills, health, some champions with links to delivery groups
- It should include high profile people from business, who have vision and get things done – eg. the head of Igloo.

### **Are there any existing bodies or groups that could be developed to play this critical friend role? If not, how should this function be delivered?**

Consultees had a range of views on how the critical friend function should be delivered.

- Many had no appetite for creating a new body.
- Some thought it made sense to re-combine the delivery and critical friend functions within a **revitalised SD roundtable** (PSDG) under the wing of a regional body such as the Regional Assembly (as in the case of Sustainability West Midlands, Sustainability South West and Sustaine in the North East).
- Others felt that the critical friend function could sit within the **Regional Policy Board** or EMRA **Regional Scrutiny Board**.
- Subject to more resource, some consultees felt that the SD critical friend could sit well with the Board's scrutiny role. It could set up sub-groups to cover different SD issues – chaired by members of the Scrutiny Board, but made up of experts from outside. This is how the scrutiny panel operates already.
- Many consultees identified a major difficulty of the PSDG as its lack of funding and saw the need to place it under the wing of an existing body – the RA seems an obvious choice to some consultees because of its existing responsibilities for the IRS and scrutiny roles – others felt that it would need to be completely independent of EMRA and RPG so that it can also review EMRA contribution to SD.
- Others were interested in linking the critical friend to **other existing bodies** such as the East Midlands Centre for Constructing the Built Environment (EMCBE) or the Regional Centre of Excellence in Procurement.

# **EAST MIDLANDS REGIONAL ASSEMBLY**

## **PROMOTING SUSTAINABLE DEVELOPMENT GROUP**

18<sup>th</sup> July 2007

Item 5

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### **Behavioural Change**

#### **1. Background**

- 1.1 At its last meeting, the Group discussed and noted the progress made to date by the Behavioural Change Steering Group on the regional behavioural change project.

#### **2. Final Study – Regional Behavioural Change**

- 2.1 In line with the timetable provided to the Group at its last meeting, the final study was submitted to the Behavioural Change Steering Group in July. Copies of the executive summary of the final report 'Investigating Behavioural Change with Respect to Sustainable Development in the East Midlands – A Scoping Study' will be available at the meeting.

#### **3. Recommendation**

- 3.1 **The Group is asked to note the completion of the study.**

Yvette Dearden  
Head of Regional Policy & Sustainable Development

# EAST MIDLANDS REGIONAL ASSEMBLY

## PROMOTING SUSTAINABLE DEVELOPMENT GROUP

18<sup>th</sup> July 2007

Item 6

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### Sustainable Development Guidance for Regional Assemblies

#### 1. Background

- 1.1 In June 2007, the Government published its 'Guidance Note for Regional Assemblies on Best Practice for Embedding Sustainable Development in their Existing Core Functions'. This guidance implements a commitment the Government made in 'Securing the Regions' Futures' published in April 2006.

#### 2. The Guidance Note

- 2.1 The Guidance Note is structured around the following key roles of Regional Assemblies:
- 'Voice of the Region', Policy Co-ordination and Partnership role
  - Regional Spatial Planning, Transport and Housing
  - Regional Scrutiny of Regional Development Agencies/Regional Economic Strategies.
- 2.2 The Guidance highlights that Regional Assemblies are examples of institutions where joining-up agendas – for example through partnership working or by working across spatial boundaries – is integral to their work and to their success and that Regional Assemblies have a critical role to play in shaping a more sustainable future for each region.
- 2.3 In addition, the Guidance sets out examples of best practice to illustrate the many ways in which Regional Assemblies, as unique regional organisations, can and do use their existing functions to shape a more sustainable future for their regions. East Midlands Expo is included as an example of best practice.
- 2.4 The guidance is available at <http://www.sustainable-development.gov.uk/advice/documents/Guid%20Reg%20Assemblies.pdf>

#### 3. Recommendations

- 3.1 **The Promoting SD Group is asked to note the publication of the Government's 'Guidance Note for Regional Assemblies on Best Practice for Embedding Sustainable Development in their Existing Core Functions'.**

Yvette Dearden  
Head of Regional Policy & Sustainable Development