



Taking climate action for our future home and generations.
Maldon District Council's Climate Action Strategy 2021-2030.

Foreword

Maldon District Council declared a Climate Emergency at the February Council meeting earlier this year, this is alongside the 75% of local authorities who have also declared a climate emergency.

Since this motion at Full Council, we have been busy preparing how to approach Climate Action, setting out the Council's aspirations, identifying a core set of pledges and focusing on how we plan to engage with residents of all ages, with businesses and local community groups to help understand perceptions of climate change and to change behaviours.

It is easy to think that climate change is happening somewhere else in the world. However, we now experience regular episodes of extreme weather events and flooding, we breathe in poor quality air in built up areas, we are seeing a dwindling number of bees and wild flowers, and it upsets everyone to see plastics on our beautiful beaches. We think it is time to wake up and realise that we need to act quickly to protect our home and our future.



As a Local Authority, we have a vital role to play in achieving national net zero targets. The Council as an anchor organisation is uniquely placed to provide vision and leadership to local communities by raising awareness, influencing behaviour, and being a driver for local action that makes a real difference to the local environment. Through our powers and responsibilities, and by working with our strategic partners, a range of local people and communities, this strategy sets out how we will achieve this.

Cllr Wendy Stamp, Leader of Maldon District Council

Introduction

At a county level and national level, there are a number of important climate and energy programmes and initiatives underway to help achieve a collective approach.

Essex County Council's [Climate Action Commission](#) is already underway and makes a clear statement that *'Climate action simply cannot wait – it is the responsibility of every organisation and resident in Essex to do our part to help ensure the County has a bright and green future. Essex County Council is committed to taking action on climate change - to lead the way and inspire other authorities to follow'*.

Nationally, Government has set out its net zero target by 2050, this is set out in law through the [Climate Change Act 2008](#). The Climate Change Act 2008 will set out policy change through the [Sixth Carbon Budget](#), providing advice to ministers on the volume of greenhouse gases the UK can emit during the period 2033-2037. The Government is increasingly focusing policy on public health improvement by tackling the range of factors that can contribute to ill-health. The potential risks posed by climate change are driving policy makers to consider, and reduce environmental impacts, with a strong focus on reducing unhealthy emissions and improving energy efficiency by 2050. With the additional focus on the recovery from the Covid-19 health pandemic, government has set out to create a greener and more resilient UK economy and has allocated a £160bn package for Low-Carbon initiatives.

To achieve government targets, we must ensure we play our part at a District level. It is vital that the Council acts at pace, setting out a Climate Action Strategy with a locally supported, evidence-based approach, and is delivered through an on the ground, localised action plan that tackles both reducing the District's contribution to climate change and adapts to the impacts of climate change.

The Council already has a number of strategy documents which support the District's environment, people's health and activity and which promote Maldon District as a great place to work, live and visit and already helps to protect and enhance the District's natural resources. Like all local authorities providing services to the public, the Council has several statutory duties to help protect and enhance the local environment. The **Our Home, Our Future - Climate Action Strategy 2021-2030** aims to build on the work the Council does and accelerate this through further action and engagement.

Our beautiful District has some stand out environmental challenges. Maldon District is bounded by 70 miles of coast line and has a number of areas around Mayland, Tollesbury and Goldhanger where sea defences are at risk of being below the acceptable level of protection, potentially causing flooding to homes and valuable agricultural land. This is a serious concern when as a ¹County flooding is set to double by 2040, impacting 75,000 homes.

The District has areas of air quality concerns due to the use of older, more polluting heavy goods vehicles. With the prospect of greater development occurring across the District

¹ Essex County Council's Climate Action Commission report 2021

combined with the rate of flooding, a rise in sea levels, increased subsidence and rising levels of pollution, the Council and people who live in the District need to act.

The Climate Action Strategy is a positive step to identify ways to reduce carbon emissions and increase climate resilience across Maldon District. This will include developing strong climate partnership links, putting our hand up to be the first in line for sustainable transport options, to finding ways to support sustainable agriculture, and encourage development that meets all [future homes standards](#), and to engage and empower our communities to make low carbon and informed choices.

Our aspirations

The Council wants to see action taken that will benefit our home and our future generations and has set out the following aspirations:

- To be a carbon neutral District by 2030 and ensure that all our strategic decisions, budgets and approaches to planning and regulatory decisions are in line with a shift to net-zero carbon by 2030;
- To improve our flood resilience and defences, to protect the land and homes in the District.
- To lead by example as a local authority and encourage local businesses, residents and parishes to make positive changes;
- To give our younger people a voice by launching the **Our Home, Our Future**, community engagement group;
- To challenge perceptions and encourage positive, long term behaviour change leading to healthier, greener lives;
- To identify and deliver economic benefits, leading to sustainable businesses, energy and environment related skills and jobs;
- Give residents, businesses and visitors the choice and opportunity to make greener, less harmful decisions;
- Reduce use of oil, natural gas and coal. Support the energy sector generating green energy to secure, low cost and low carbon energy supply.

Our approach to climate action

The Council's willingness to take action is supported by the following approach:

- Understand better the wider carbon footprints of residents and businesses caused by the energy and transport we use and the from the things we buy from around the world;
- Identify where we can influence and what we can directly control and act on to ensure we make a difference by 2030;
- To springboard action, the Council will align its pledges to the capabilities of its partners and adopt a partnership-based approach to local climate action. This approach will mobilise the energy and expertise of the private and public sector, as well as the wider community;

→ Importantly, the Council will work hard to develop a climate funding plan to evidence the plan of action, to mobilise local savings and to attract wider pools of capital to fund the implementation of the action plan;

→ Find out what residents and young people really think about climate change and give our young people a lead role in shaping their future. Understand perceptions and work with feedback and ideas to stimulate positive behaviour change, and local business and community led initiatives;

→ Continue to lobby government and industry for substantial investment. As a local authority we have a role to lobby Westminster to provide the powers and resources to make all carbon reduction targets possible. Maldon District Council is committed but it needs a fair and inclusive transition to net zero;

→ Finally, we must look outward and ensure Maldon District's Climate Annual Action Plan is aligned to [Essex County Council's Climate Action Commission](#), [Transport East](#), and links in with the Districts' and Boroughs' Climate Group, and further still listens to the insight from the [Place-Based Climate Action Network](#). We must also endorse and help to promote pilots and initiatives that the District will benefit from 'Cleaner, Greener, Healthier'.

Climate Action Pledges

The Council is going to take action to deliver the following Climate Action Pledges and will work with communities, businesses, local and national partners to take action by 2030. To make a difference between now and 2030, we need to develop carbon reducing pathways and a yearly action plan setting out pilot schemes and initiatives to help us:

1. Kick the car habit



By 2030, the action the Council and its partners will take, will:

- Promote and increase car sharing;
- See a roll-out of electric charging points, particularly where off-street parking isn't available;
- Increase use of electric Council vehicles;
- Encourage electric vehicle take up and install more EV charging points on Council property;
- Plan positively for a reduction car use in the District's Local Development Plan;
- Update the Council's Parking Strategy;
- Require all future TAXIs and buses to be electric vehicles;
- Lobby, and partner with ECC to invest in active travel schemes and improve cycling routes;
- Promote walking along Coast Paths (Maldon to Salcott opened July 2021)
- Help to upcycle, pass on and maintain bicycles;
- Enable better park and stride options;
- Encourage walking and cycling in place of car use;
- Implement a sustainable staff travel plan;
- Reduce the dependency of cars from the District's High Streets;



- Lobby investment in the digital network and support rollout of 5G and future connectivity advancements;
- Ensure decarbonising transport does not result in social or economic disadvantage;
- Promote consumer choice through low mile menus and local produce.



2. Create less waste

By 2030, the action the Council and its partners will take, will:

- Establish a Business and Youth Engagement group to act as ambassadors, to promote new and established ways to re-use, reduce and recycle;
- Enable the group to educate and inform residents in terms of consumer choice at supermarkets, the products that produce the most emissions, or have travelled the furthest to reach the home;
- Home grown initiatives (from garden to table) and composting;
- Encourage Community up-cycling, turn waste into art and link to culture;
- Understanding the circular economy so that we can make informed choices;
- Improving the waste life cycle so that we are managing waste more sustainably;
- Reduction in waste, in particular plastic waste;
- Achievement of at least the 68% recycling by 2030 according to Climate Change Committee which advises government;
- Encourage the diversion of surplus food to foodbanks;
- [Develop Libraries of things](#) - Encourage people to give stuff away and borrow things rather than purchase more.



3. Show Nature we care



We will:

- Protect the District's Natural Capital including coastal habitats, biodiversity and natural greening;
- Deliver [Green Infrastructure Strategy 2019](#) projects;

- Continue to delivery air quality improvement via the Market Hill Air Quality Action Plan;
- Continue with town greening and greenways on redundant rail and canal connections;
- Plant more trees, and support rewilding, ²4% of the District is woodland;
- Mow the grass less frequently;
- Create more inviting, usable spaces and parklets;
- Carry out a strategic flood risk assessment as part of the Local Plan Development Review;
- Protect and care for our marine life;
- Set up Coastal Guardians and encourage clean and positive use of coast paths;
- Be a welcoming home for more insects and wildlife (Buzz stops, not just bus stops);
- Clean beaches and waterways;
- Sustainable development;
- Link exercise to waste – jogging, walking and litter picks, path clearing clubs);
- Grow the green estate, via Environment Land Management Schemes and seek benefits from this (reinvest and offset harm);
- Composting schemes and compostable waste toilets in parks;
- Identify how we actively carbon capture;
- Welcome solar farm developments;
- Support sustainable farming - promote ecological methods and local practices that are economically viable, environmentally sound and protect public health.



4. Be a Council that leads by example



We will:

- Reduce energy use in the Council estate;
- Procure services from companies who demonstrate sustainability and support net zero carbon;
- Require deliveries to come by electric vehicles and machinery;
- Implement a staff travel plan;
- Continue to be a paperless environment;
- Encourage and support staff ideas;
- Upskill and train staff in relevant areas of expertise;
- Review carbon output of current Council buildings and vehicles; produce a heat decarbonisation plan and plan for future improvements;
- Support Parish councils - help them to lead by example;
- Recover and recycle office materials where possible.



² Friends of the earth Climate Action District Data 2021

5. Develop a strong policy commitment to Climate Action

We need to:



- Respond to Environment Bill and legislation from government in support of achieving net zero targets by 2050;
- Influence positive change through the Essex Design Guide and Maldon District Design Guide;

- Ensure policy helps shape the District in ways that contribute to reductions in greenhouse gas emissions, fossil fuels, minimise vulnerability and improve resilience, and support renewable and low carbon energy and associated infrastructure;
- Ensure environmental impact is represented in all of our policies and risk assessments;
- ³Only 32% of homes in the area are well insulated and 12% of households in the area are in fuel poverty. We need to better with our local developers to develop a Zero Carbon Build Charter in line with the Future Homes Standards 2025, and find out what they are already doing to provide greener methods of build, heating, insulation and energy technology solutions;
- Ensure all Council Strategies complements and delivers Climate Action
- Raise funds for action - emission reduction and offsetting from S106 and CIL payments;
- Lobby government to change building regulations and provide greater certainty on its energy mix for net zero;
- Monitor the potential development of Bradwell-on-Sea for GW-scale, new nuclear development or other potential development and seek to maximise sustainable construction methods, mitigation for any local environmental impacts and maximise the benefits to local people and businesses, supporting job creation and supply chain opportunities. (currently not engaged with MDC, BrB states it aims to reengage in future years);
- Shape a legacy vision, should the District receive a new Nuclear Development;
- Understand future planning and development impacts; e.g. Greenfield to brownfield land use (farm land used as solar farms, change of status at the end of lease period).



³ Friends of the Earth Climate Action District Data 2021

What we know about the District today and current behaviours

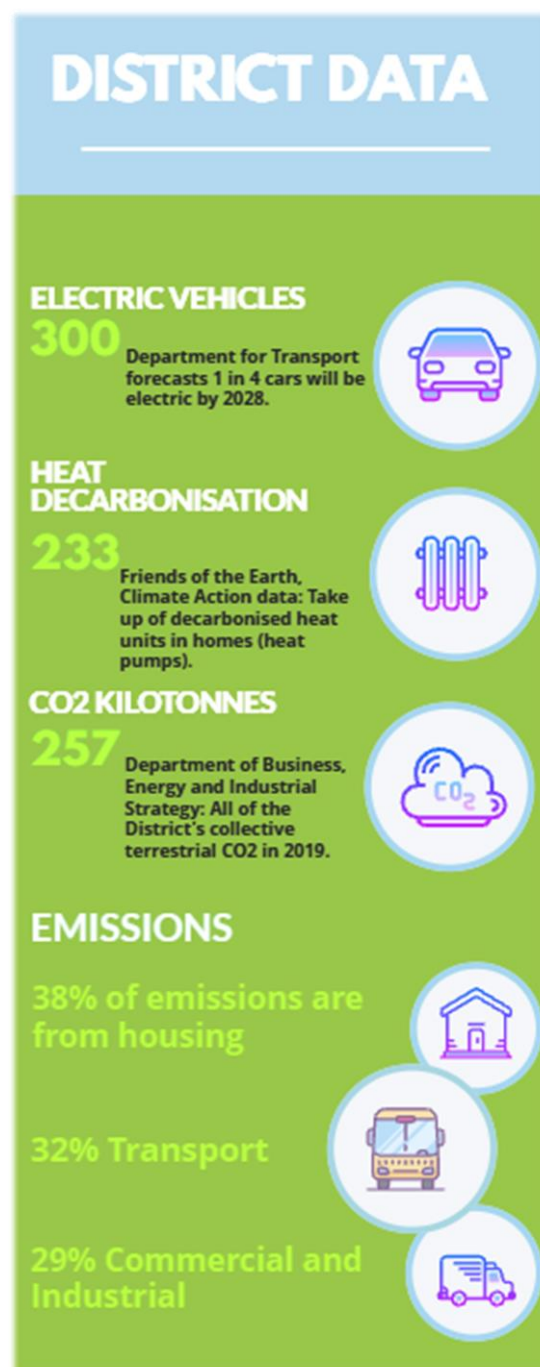
It's helpful to gather a range of data and insights that will inform the decisions we need to make and to help engage with our communities. Using data and insights we can set out to understand how much energy we use, our carbon footprint, air quality readings, traffic density, car ownership, fuel and energy consumption, flooding risks, and a gather a range of known behaviours and outputs that help provide a clear picture about the challenges we face, what our perceptions of climate change are and to inform pathways to enable us to reduce direct emissions and change behaviours by 2030.

Earlier this year a survey was conducted by Essex County Council. They spoke with 150 Maldon District residents. The results from this tells us the following:

- The men who took part in the survey tended to be more sceptical about behaviour change;
- Lower income households and families feel they will be personally impacted by climate change;
- Younger public transport users are more likely to car share and are open to new modes of transport;
- Most engaged are females, middle-aged and those who are more affluent. They are proactive and willing to take-action and change behaviours;
- ⁴284g of meat and dairy is consumed on average per person per day. Older people said they were less likely to believe that switching their diet has a significant impact on climate change.

This early insight to our work tells us that empowering people to make low carbon choices is all linked into the Levelling Up agenda and that we must ensure initiatives are subject to Equality Impact Assessments. People living in poverty feel they will be disproportionately burdened by higher fuel costs and potentially locked out of the Electric Vehicle market due to affordability. To then be charged more for parking or be forced to use expensive and

⁴ Friends of the earth Climate Action District Data 2021



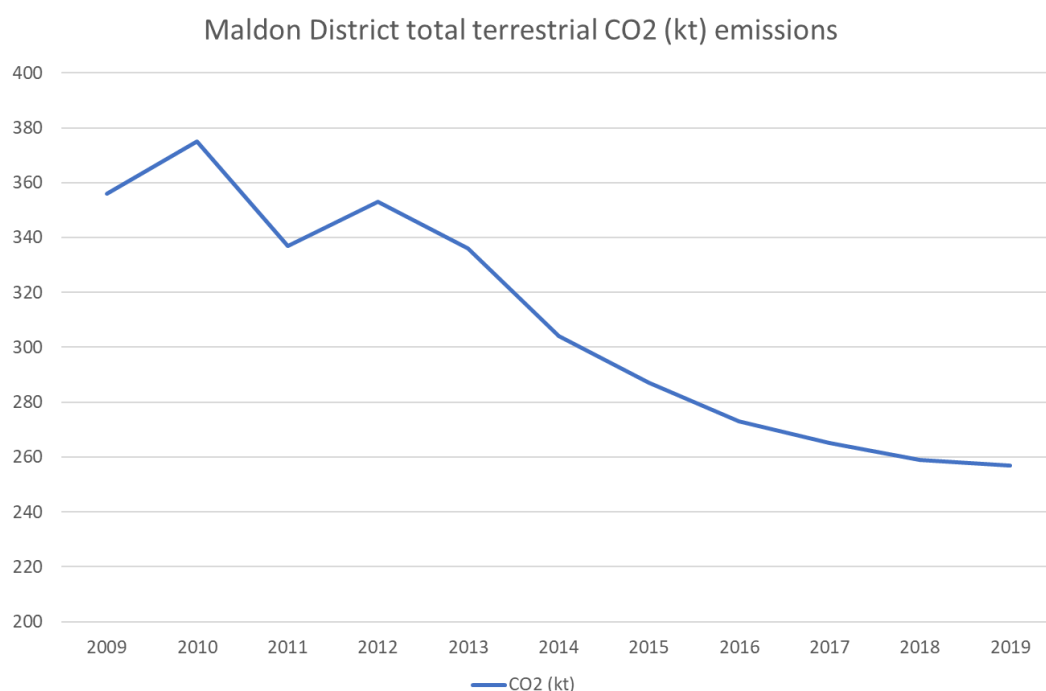
limited public transport adds to the challenges people face and will impact their quality of life.

We must be fair and practical and acknowledge that Climate Action choices will be made based on personal circumstances. Our work through **Our Home, Our Future** engagement group will listen to the concerns based on affordability and accessibility for all.

Our carbon emission data

Carbon emissions across the District are currently calculated each year by the Department for Business, Energy & Industrial Strategy (BEIS) who release local authority wide carbon emissions data (there is always a two-year lag in the publication of each year's data e.g. 2020 data will not be published until 2022).

The current CO2 emissions data shows totals of terrestrial CO2 reported in kilotonnes for the period of 2009-2019:



This tells us that CO2 terrestrial emissions are reducing year on year, and there still a long way to go.

To put things into perspective, a car puts on average a pound of CO2 in the sky for every mile driven.

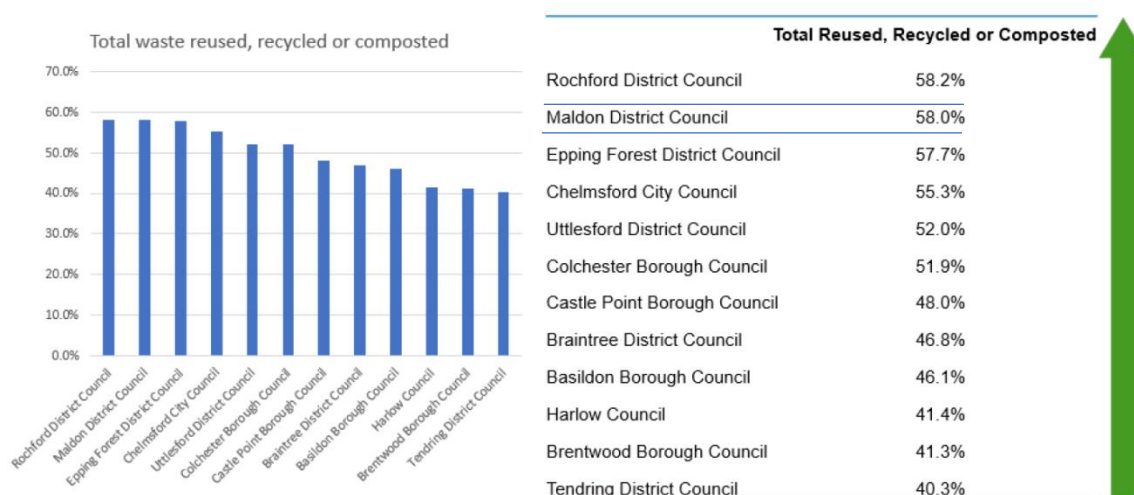
In 2005 the District's (an area of 98.34 Km²) terrestrial CO2 total was forecasted at **429 kilotonnes**.

In 2019, Maldon's collective terrestrial CO2 emissions was forecasted at **257 kilotonnes**.

(source: Department of Business, Energy & Industrial Strategy, UK local authority and regional carbon dioxide emissions national statistics, 2019)

Our recycling data

Recycling alone is not enough to make the impact needed to reduce and prevent the impacts of climate change and we need to change the perception of “I am doing my bit”. To make a real difference we all need to make better consumer choices and avoid generating unnecessary food and packaging waste. We must find ways to reduce pressures on recycling centres and refuse companies. The following Essex Waste Partnership graph shows the percentage total waste reused, recycled or composted for Maldon 2020-2021. Reassuringly it tells us that the District is performing well, when compared to other authorities in the county.



What further information and data do we need to inform the Climate Action work of the District?

To ensure we gain a better understanding to inform our priorities and the action we take, we will need to collate and curate a range of data. We will need to source and commission the following evidence base, recommendation studies and tools:

- The direct and indirect carbon footprint of the economy of Essex and Maldon District;
- The consumption-based greenhouse gas emissions by the County and at District level;
- The circular economy opportunities;
- Recommendations and carbon reduction pathways to reducing direct emissions by 2030;
- Pathways to sustainable transport (also focusing on affordability and accessibility);
- Develop an online tool 'District heatmap' showing the District's Green space and biodiversity hotspots, Renewable energy, Sustainable shops: repair, reuse and refill, Low carbon buildings, Local community groups – and any other asset that can be plotted onto the map.

Our existing policies and strategies

Taking Climate Action in the Maldon District doesn't just enable us to take positive steps in reducing carbon emissions and harm to the District we love. By continuing to embed, greener, healthier and growth through the work of our other main strategies, Prosperity, Community, Place, it gives us the opportunity to:

- Improve the health and well-being of our residents;
- Generate a low carbon, local economy and greener business growth;
- Strengthen our communities by working together more on green initiatives;
- Improve equality - Level up areas that need support and investment;
- Improve our visitor offer;
- Make the District more accessible through better, greener modes of transport.

Maldon District Council already has several strategies and guides which already set out climate and environment improvement policies, projects and plans. It is a challenge for the Council to deliver all strategies and plans. It is an aim of the Climate Action Strategy to recruit a Climate Action Officer, this officer will have the responsibility of working with colleagues to review and validate existing strategies and to help bring to life the work set out within these documents:

- Corporate Plan 2019-2023
- Place Strategy
- Prosperity Strategy
- Community Strategy
- Green Infrastructure Strategy SPD
- Renewable and Low Carbon Technologies SPD
- Sense of Place, Place Plan
- Place shaping policies in Local Development Plan
- Place related management plans
- Parking Strategy
- Walking and Cycling (Maldon District Cycle Action Plan 2018)
- Maldon District Design Guide SPD
- Local Development Plan review.

National Policy:

- Energy White Paper
- Heat Decarbonisation Strategy
- Ten Point Plan for a green industrial revolution
- DLUHC (Housing White Paper Planning for the Future and NPPF)
- National Energy and Climate Plan (NECP).

Our Partners

The Council already works with a number of statutory bodies and local agencies. We will continue to work with these to progress the work of the Climate Action Strategy.

Local and regional:

Essex County Council, Climate Action Commission
 District and Boroughs Climate Forum
 CORE group
 ECC Nature Partnership and Local Nature Recovery Strategy (not yet started)
 Sense of Place Business board
 Burnham-on-Crouch Business Board
 Essex County Council's Insight team
 Visit Essex (tourism)
 The Essex Communications Group
 South East Energy Hub
 SELEP
 Transport East
 Mid Essex Health Alliance.

National:

Place Climate Action Network
 Ofgem
 The Office for Environmental Protection (OEP)
 Environment Agency
 Natural England
 Historic England
 The Office for Low Emission Vehicles
 Magnox and Nuclear Decommissioning Authority (NDA)
 The Centre for Sustainable Energy (National Charity)
 Defra (Clean Air Strategy, Climate Change, Green Future)
 DfT(Gear Change, MRN, Airports & Ports Policy Statements, Decarbonising Transport, RIS 2)
 Network Rail Strategies
 BEIS (Industrial Strategy, Clean Growth Strategy, Nuclear Energy)
 Visit Britain.

Funding plan, grant funds and incentives

Currently residents, landlords, housing developers, businesses, community groups, schools and in some cases local authorities can apply for funding depending on the criteria for application and the responsibilities to spend monies. Listed below are a few funding options to be explored further to understand how the Council can attract funding and develop a long-term funding plan.

- Nuclear Decommissioning Authority and Magnox;
- Welcome Back Fund;
- Energy Saving Trust;
- LoCASE – The Low Carbon Across the South East programme;
- Rural Community Energy Fund;
- Community Energy England;
- Green Homes Grant;
- Non-Domestic Renewable Heat Incentive;

- Active Travel Funding;
- Restore your Railway bid;
- Future Levelling Up Fund bids;
- South East Energy hub initiatives;
- DfT – national sustainable funding for transport (await outcomes from DfT spend review)
- Identify opportunities from COP26 (November 2021);
- Local Authority Delivery Fund - In March 2021, Government announced £200m for low-income households heated by mains gas through a third phase of Local Authority Delivery (LAD) funding;
- Home Upgrade Grant - £150m available to support for low-income households off the gas grid through the Home Upgrade Grant (HUG);
- Citizens Advice Essex -The Warm Homes Fund.

Engagement

Using an Asset Based Community Development (ABCD) approach, we will engage with local communities, young people and businesses to capture ideas, develop initiatives and support community led schemes to bring about long-term behaviour change and raise awareness. We will deliver engagement through the following activities and groups:

- Our Home, Our Future campaign;
- Welcome Back Fund engagement - post Covid-19 fund helping high streets recover and thrive;
- Existing community groups and schools;
- Conduct consultations;
- Parish Forum and Parish Councils;
- Staff on the ground;
- Council social media channels and local community page admins;
- Sense of Place board;
- Housing residents' association groups;
- Business groups;
- Climate Action Strategy Member working group;
- Local Climate Action Friends;
- Maldon District Developers' & Agents Forum.

Next steps

To kickstart the work of the strategy, here are a set of initial steps the Council will need to take:

- Recruit a Climate Action Officer;
- Climate Action Officer to produce 2022-2023 action plan, setting out outcomes for this period;
- Continue to present strategy to partners and developers;
- Launch Our Home, Our Future engagement activities;
- Set out short, medium, long-term actions, recognising some will be beyond 2030;
- Gather local District data and set out known trends and behaviours;
- Continue to build database of Climate Action Friends;



- Commission carbon net zero pathways and opportunities District study;
- Report on and monitor any committed, secured or allocated funding;
- Review any announcements from COP26, UN Climate Change conference in November 2021.

i Picture source: Essex County Council COP26 Electric Battle Bus, attended by Cllr Carlie Mayes