

**UK SUSTAINABLE DEVELOPMENT STRATEGY:
TAKING IT ON
EAST MIDLANDS REGIONAL DIALOGUE**

East Midlands Regional Assembly **Promoting Sustainable Development Group**, August 2004

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1 EXECUTIVE SUMMARY

This report presents the results of the East Midlands Consultation event held on 25 June 2004 as part of the government's public consultation on sustainable development. This consultation entitled "Taking it on" was part of the Government's commitment to review its 1999 strategy on sustainable development, *A better quality of life*. The consultation was held in every devolved administration in the UK and the English regions to help the UK build a strategic framework for sustainable development to 2020.

The objective of this report is to summarise the key findings and responses from the East Midlands regional dialogue held on the 25th of June 2004 at the PERA Innovation Centre, Melton Mowbray, Leicestershire. The dialogue hosted 136 participants from the business/commercial sector, voluntary sector and the public sector in the East Midlands, who answered questions from the Government consultation document "Taking it on" with a regional focus as requested by DEFRA. The views of participants were sought in three ways - round table discussions, workshops and posters

The workshops were the main mechanism for feedback. They covered the following four themes:

- Climate change and energy,
- Engagement,
- Regional dynamics and
- Sustainable procurement.

The dialogue event revealed the following key issues and messages:

Leadership – delegates called on the Government to lead by example.

Funding – suggestions were made to Government to rationalise/simplify funding streams.

Government priorities – for Government to be successful in implementing sustainable development, it has to set its priorities right to reinforce and push home the sustainability agenda.

Education – there is the need for an extensive education and awareness campaign to drive home issues concerning sustainable development.

Communication – to promote understanding of sustainability issues, there is the need to communicate effectively in a language that is inclusive and also the use of local examples to make sustainability issues real to the public.

This report presents the varied views and responses expressed by the participants and also the action to be taken next and by whom. The event identified a wealth of knowledge and experience amongst the delegates. It identified many varied and diverse examples of good practice that had been successfully implemented. It also provided examples of organisations integrating sustainable development into their "normal operations".

The challenge from the event is how we make sure that these excellent examples of good practice are "mainstreamed" and not an "add on" in future development in the East Midlands. The first step in this process, and an outcome of this event, is an East Midlands Expo taking place on 12 October at Sherwood Energy Village, Ollerton.

2 INTRODUCTION

Sustainable development is about making economic, social and environmental progress in such a way that we achieve 'development that meets the needs of the present without compromising the ability of the future generations to meet their own needs'. The concept of sustainable development has enjoyed unprecedented popularity in recent years. It played a central organising role at the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro and at the World Summit on Sustainable Development in Johannesburg in 2002.

The UK Government developed a Sustainable Development Strategy in 1999, called *A better quality of life*, and agreed to review it after five years. As part of this review the Government launched a public discussion on sustainable development called "Taking it on". In recognition that sustainable development is something that can only be achieved through the participation of everyone, the Government provided each region with the opportunity to shape the development of the new strategy by identifying priority issues in the region. Each region was asked to encourage regional and local level discussions on how we can better contribute to the delivery of sustainable development, to prioritise the key challenges facing the individual regions, and to identify what changes could be made at a national level to improve delivery.

The East Midlands Regional Dialogue was held on the 25th of June 2004 at the PERA Innovation Centre Melton Mowbray to form the East Midlands' response to the consultation, identify some of the main strengths of the region as well as the key challenges facing it, and also to feed into the key work areas of the Regional Assembly's Promoting Sustainable Development group. The workshops addressed the following issues:

- climate change and energy,
- engagement,
- regional dynamics and
- sustainable procurement.

The Promoting Sustainable Development group (PSD) of the East Midlands Regional Assembly organised the East Midlands Regional Dialogue, see Appendix 1 for members of the group.

In addition this report includes the responses from East Midlands Development Agency and East Midlands Regional Assembly – see Appendices 6 and 7.

Appendix 2 outlines the current mechanisms for the delivery of sustainable development in the East Midlands, as requested by DEFRA.

3 METHOD

The PSD group of the Regional Assembly agreed that the consultation should take the form of a one-day event to gather the responses from the Region. The method used to consult was a combination of round table discussions, a sofa discussion (that was used to set the scene for thought provoking questions), workshops and writings on posters around the venue. Delegates who attended the consultation were given a regional briefing paper on the prior to the consultation, - see Appendix 3.

The event started at 10 am with delegates seated in groups of approximately eight around eighteen round tables, this allowed close interaction between participants of different backgrounds, allowing the expression of wide and varied views.

Graham Bennett vice chairman of East Midlands Regional Assembly chaired the event. Jill Rutter of the Sustainable Development Unit, DEFRA gave a presentation on "Taking it on: Developing the UK Sustainable Development Strategy". Simon Drury, Chair of the Promoting Sustainable Development Group and UK Environmental Manager at Center Parcs, shed some light on the regional perspective on sustainable development.

Stan Crawford of Sherwood Energy Village hosted a sofa discussion that involved four "sofa guests" who commented on different topics related to sustainability. The main focus of the discussions was on sustainability, liveability and environment; public health; behavioural change and the business and commercial sector.

The purpose of the sofa discussion was to set the scene and provide the delegates with some thought provoking issues, prior to the round table discussions and workshops. The consultation questions were answered via, round table discussions, workshops and poster boards.

There were four workshops, each held twice, addressing climate change, sustainable procurement, engagement and regional dynamics. Each of the sessions of the workshops saw different participants expressing their views on the chosen topics. Other questions taken from the "Taking it on" document were put on boards around the rooms and participants added their views, after discussion. This allowed participants enough time to express their views independent of each other.

After the afternoon workshop, the keynote address was given by Derek Osborn, from the Sustainable Development Commission and the concluding remarks given by Graham Bennett

The consultation covered the majority of the questions posed in the national consultation document, although it was decided to exclude the questions relating to indicators as this area is extremely complex and requires some specialist knowledge. It was not considered possible to discuss the issues during the consultation event in sufficient depth to provide an informed response.

Further details of the consultation event are given in Appendix 4.

4. KEY MESSAGES FROM CONSULTATION EVENT

This section highlights the regional response to the questions specifically identified for consideration by DEFRA, and summarises the outputs from the workshops, round table discussions and poster notice boards. A full list of the responses to all the questions answered by delegates who attended the consultation is given in Appendix 5

4.1 DEFRA'S THREE MAIN QUESTIONS FOR THE REGIONS

DEFRA requested responses to the questions dealing with issues specific to the English regions. These were questions 29, 30 and 31 and were addressed in the Regional Dynamics workshops. An overview of the responses is detailed below:

29: What are the main challenges for delivering sustainable development in your region?

A key message from delegates was the need to effectively engage with and enlist the support of the public as well as the need to enthuse local authorities and other partnerships to help achieve behavioural change. This includes effective communication about the issues related to sustainable development together with the impacts of particular activities.

Challenges specific to the region were also highlighted by delegates, including the impact of the expansion of East Midlands Airport on quality of life; pressures for house building and the impact on the local environment; the debate of wind power versus the local environment in some parts of the region; the impact of farming practices on biodiversity and the landscape; social and resource inequalities; and the lack of an east-west rail link in the south of the region.

Action required by central government was also raised, including the need to strengthen national targets; the need for a more joined up and consistent approach; and the need to rationalise funding streams.

Question 30a: How can Regional Assemblies, Regional Development Agencies and other regional organisations better deliver sustainable development?

Delegates raised the need for the key regional organisations to take a more consistent approach, for example in developing and fully implementing coherent and integrated strategies. The importance of regional organisations embracing the principles of sustainable development corporately was also raised. To help achieve this, it was considered that the key regional agencies should have both an effective duty to promote and support sustainable development and to enforce policy.

Facilitating the exchange and pooling of ideas was considered to be an important role that the regional organisations could fulfil as was the need to engage the public. This could be achieved, for example, through simplifying

the language used and running a campaign to raise awareness. Lobbying government to take action was also seen as an important role.

Question 30b: What contributions from a national and local level would help the regions to improve delivery of sustainable development?

Clearer leadership, a consistent approach by government departments, legislative frameworks and enforceable national targets provided by central government were all considered to be important by delegates. Raising awareness and implementing initiatives to educate the general public were also seen as important roles for government.

Increased engagement and delivery at the local level, complemented by adequate resources and simplified funding streams, was considered to be an effective way to harness local enthusiasm and help to ensure that best practice becomes normal practice.

Question 31: How can regional sustainable development frameworks better contribute to the delivery of sustainable development?

Delegates raised the need to increase the ownership of Regional Sustainable Development Frameworks or Integrated Regional Strategies (RSDF/IRS) at the sub regional and local levels. Suggested means were through marketing to key bodies; the use of plain English to develop a common understanding of the priorities, objectives and the term sustainable development, for example through the use of local case studies; and building on and referring to good practice at the local level.

Delegates also raised the ideas of requiring local authorities to test their council's policies against the RSDF/IRS and to consider the impacts of their council's decisions on the sustainability of their area.

4.2 SUMMARY OF THE CONSULTATION EVENT

The summary of the consultation event is presented below under the following four headings: Common Themes Arising from all Workshops; Round Table Discussions; Responses from each Workshop and Poster Notice Board Responses.

4.2.1 Common Themes Arising from all Workshops

The four workshops were organised around the questions raised in the Government's consultation documents. The workshops were organised under the four headings,

- climate change and energy,
- sustainable procurement,
- engagement, and
- regional dynamics .

Despite delegates addressing a range of topics in the different workshops, the responses from delegates focussed on similar key issues, as summarised below. :

i) Language - there is the need for effective communication and information on issues concerning sustainable development. Delegates felt that there are numerous ways of communicating. For the Government to communicate sustainability issues effectively, however, they suggested that plain English should be used and jargon must be avoided; Government should communicate inclusively; and Government should use peer groups and local examples - many examples were cited in the East Midlands.

ii) Education - delegates felt that for Government to get everyone involved the public would need to be educated and that the education should cut across all learning levels and be a life-long learning process.

iii) Local partnerships - the use of local partnerships was seen as another potential tool for Government to use for sustainable development. Analysis of the responses from the workshops shows that more often than not resources are a key constraint for local partnerships, which are often catalysed by a 'crisis' situation. Many delegates felt that community cohesion is important for sustainable development although some environmental issues like installation of a wind turbine in a local area can be divisive. They called on local partnerships to bid strategically rather than chase small sums and also not to rely on grant support.

iv) Authorities - delegates called on authorities (Government, regional and local) to prioritise better, focus and write fewer strategies whilst doing more at the "sharp end". They called on authorities to streamline their decisions and make their ideas flexible. Authorities, they said, should use local exemplars and recognise that some ideas may not fit the criteria but still may be good.

v) Businesses - delegates recommended that businesses support/mentor each other and should take responsibility for the outcomes of their activities. They said businesses should have sustainability frameworks and goals, action plans and performance indicators.

vii) Funding - delegates called on Government to identify sustainable development as a mainstream function, not as a "add on" and to simplify funding of projects geared towards sustainable development.

In addition, Government should find ways of rewarding good behaviour, rationalise funding streams, clearly identify the benefits and use these criteria when funding projects.

viii) Best practice - responses from delegates revealed that there is the need to share good and best practice across barriers of potential groupings, to transfer best practice from one area of development or sector to the other when needed and to map existing activity and learn from it.

ix) Priorities - suggestions from delegates indicate that focus should be on a smaller number of group priorities.

x) Behavioural change - to help Government to change behaviour towards sustainability, the suggestions were that the Government should reward excellence, celebrate success, use legislation and improve plan/strategies.

xii) Joint venture - in terms of sustainability projects, there should be suitable grounds for shared ownership and partnerships at local and regional level.

4.2.2 Round Table Discussions

The round table discussions focussed on questions 2, 5, 6, 26, 27 & 28 of the Government's consultation document. Appendix 5 gives a list of the delegates' responses to all questions.

The main issues were around the definition of sustainable development. Many delegates felt that there needs to be a greater focus on "sustainable growth" rather than "increased economic growth" and that the emphasis should be on quality of life. Some delegates warned that the blatant over-use/labeling of activities or projects that are not sustainable as being sustainable should be stopped - so that the word sustainable development or sustainability does not become an empty phrase. Other issues raised related to the Government's four pronged definition of sustainable development - many delegates preferred the traditional three pronged approach, namely environment, social and economic. They questioned whether the objectives of the Government's definition had enough within them to allow sufficient ownership at all levels.

4.2.3 Responses from each Workshop

The four workshops focused on climate change and energy, engagement, regional dynamics and sustainable procurement. The responses are presented in the following four sections.

WORKSHOP 1. CLIMATE CHANGE & ENERGY

The climate change workshop discussed the issues raised in the briefing notes (Appendix 3) and addressed the questions 8, 9 and 10 of the Government consultation document (see Appendix 5 for responses to all the questions). Four themes emerged from the Climate Change workshops:

Awareness Raising -Whilst many members of the public are aware of climate change in general terms, there is a need for a major awareness campaign to increase levels of understanding of the issues and of the actions that can be taken in response. Organisations and individuals need to understand why action is needed and then what they can do.

Financial Incentives and Regulation- Participants recognised that awareness raising is not enough. Well-targeted financial incentives and appropriate regulation should also be used to stimulate changes in behaviour.

Demonstration Projects - Demonstration projects are another tool to encourage change by helping people realise in very practical terms what they can do to reduce carbon emissions and to adapt to the impacts of climate change.

Government Leadership - Underpinning all of these is the need for government leadership at every level. Government as a whole must be seen to act coherently in response to its own messages for the public to take the messages seriously.

Question 8. How can we encourage more public involvement in action to reduce emissions?

Awareness- Suggestions for raising awareness included general awareness campaigns, education and working with the media to help us all become 'carbon literate': Delegates felt that Government needed to be more proactive with awareness campaigns on TV, newspapers and perhaps through letterboxes, highlighting climate change as a significant threat and that all must take action on energy use, waste and transport. They thought we needed to ensure all school children are fully conversant with the issues and actions required. This way the next generation might have a chance of changing behaviour. National impacts should be translated to local levels, raising awareness at all levels. Developing individual understanding of responsibilities as well as rights was felt to be important and suggestions ranged from inclusion of an emission dial on vehicle dashboard displays to the inclusion in the national press or nightly news bulletins of a national system of indicators e.g. temperature rise, carbon emissions, etc. The media could be encouraged to promote actions or the curtailing of actions to reduce emissions. Most newspapers will currently go against actions that might have an effect e.g. fuel taxes. Delegates also felt that local government should have every bill/invoice showing what percentage is part of climate change e.g. environmental costs due to waste disposal, climate change levy.

Financial Incentives and Regulation – Several examples of how financial incentives and regulation could encourage behavioural change were promoted although one participant recognised that this could be a double-edged sword, in that the public could however vote out the government who applies these too vigorously.

Financial incentives from Government could be used to reward altered behaviour i.e. installation of energy efficiency/renewable energy in a household rewarded by cash. A taxation regime should be established to ensure the true carbon cost of emissions is paid e.g. aircraft fuel tax. An easier change would be the vigorous application of part M of the building regulations standards for energy conservation.

Delegates felt that Government could audit local government on a regular basis on steps it has taken to engage the public to encourage emission reduction.

It was suggested that Company car schemes should only allow low emission cars, and all items for sale should include the total carbon cost of production (including food, pesticides, transport, packaging and refrigeration).

Demonstration Projects - Delegates felt that demonstration projects need to relate to individual circumstances and to be well publicised. They should show, with examples, how easily people can reduce emissions at home,

school, work and play, ways to reduce emissions and the consequent savings of CO₂ and money.

Government Leadership - Many of the examples of government leadership offered by delegates related to transport and energy use. They considered Government should lead by example e.g. scaling down airports expansion program to the level at which technological improvements allow us to compensate for the increased emissions, linking possible reduction in road building and airports to compensating investments in renewable energy, and offering alternatives to existing fossil fuel sources.

Local authorities could develop alternative modes of transport i.e. joined up bus services to get people out of cars and encourage use of shared transport, ensuring public transport is first choice for conferences. In particular, delegates thought Government should set an example - when the media concentrate on John Prescott and his three Jaguars, no one will see the need to use public transport, cycle, walk, run, car share, car pool etc.

Question 9. How can more people and organisations be encouraged to consider the impacts of climate change on their activities, and to respond to them? What are the opportunities for, and barriers to, progress?

Adaptation was seen as not so much an environmental problem, but more as a social and economic issue. Interestingly some participants did not make a clear distinction between mitigation and adaptation in responding to this question, suggesting that the need for adaptation is not as well understood as the need for emission reduction. This view is supported by the lack of suggestions for demonstration projects, other than a general suggestion to share best practice.

Awareness. It was felt that more information needed to be provided on individual adaptation options. Indicators could be used to measure adaptation responses for local authorities and businesses, and there was a need to educate staff/organisations of impacts of various issues on climate change. This knowledge can then be cascaded and shared and may ultimately have an impact

Financial Incentives and Regulation. Delegates considered there should be some Government intervention in organisations to encourage them to consider adaptation.

Government Leadership. A common theme was that Government should set targets, regulate, set a good example and provide incentives. It should encourage action by making national targets into best value performance indicators for local authorities/companies etc to meet e.g. like waste targets. One suggestion was that training be given to directors of local authorities and council members on the implications of climate change for delivering services and costs. Local government has a key civic leadership role. This gives it opportunities, but there can be built-in barriers where services management has priorities e.g. economic development, which are in real terms a long way from addressing climate change and other sustainability issues. Need to

include sensible targets within the corporate performance assessment framework for councils.

Question 10. What opportunities are there for making sure that considering the impacts of climate change are an essential part of policy and decision-making as part of the drive for sustainable development?

All the examples in this section related to the theme of government leadership. The strongest suggestion was for a carbon emission assessment of all proposals - for every development/procurement/policy change, have a climate change assessment in the same way as there are environmental impact assessments for some planning issues. Other suggestions included the proofing of all development/legislation for the impacts of climate change, and ensuring that in all public building projects, the lifetime carbon emission cost is included in the analysis.

Delegates suggested a sustainable development assessment of all legislation and that Government should lead in making sure climate change and sustainable development are addressed in policy and planning at all levels.

Delegates felt that in local authorities etc, the carbon emission costs of recommendations should be included alongside 'equal opportunities implications' etc. They considered business plans and council service plans should encourage adoption of an environmental management system. In businesses it was suggested that carbon emissions should be a target for which an organisation is accountable i.e. through audit, but that the opportunities that climate change can bring should be explored – energy efficiency and renewable energy technology, public transport.

WORKSHOP 2. ENGAGEMENT

The engagement workshop discussed the issues raised in the briefing notes (Appendix 3) and addressed the questions 17, 18, 19, 20 and 21 of the Government consultation document (see Appendix 5 for responses to all the questions).

The views expressed by delegates on the engagement workshop were:

Communication. There is the need for effective community consultation.

Support. Communities should be given capacity to identify needs, plan and support. The potential exists to deliver sustainable development, but more support is needed to achieve it.

Resources. Provide communities with the necessary resources required.

Partnership. Get involved in existing partnership arrangements and demand that sustainable development agendas are addressed. People need to be supported and empowered to get involved and need to feel their contributions are valued.

Question 17. What are the main barriers to community action on local social or environmental issues?

Some of the main barriers to community action on local social or environmental issues identified by delegates were the lack of effective communication, education and low level of awareness. Other issues that were well stressed were issues concerning funding. Delegates suggested that rationalising and simplifying funding streams would help to remove the barriers for community action to be taken.

Question 18. What can be done at a national or local level to improve support for community action and participation in all areas?

Many delegates felt that to improve support for community action, the communities must be involved in the decision making process. This they said could be done through local partnerships. They noted that local partnerships face resourcing constraints and are often catalysed by crisis.

There were suggestions made to authorities to transfer best practice and also the mapping of existing activities and learning from it.

Question 19. How can we empower communities to take greater control over the quality of their local environment and to tackle their other priorities?

To empower communities to take greater control over their environment, there is the need to educate and communicate inclusively. The use of local examples was seen as a way to empower communities, as delegates noted that using local examples makes issues like climate change real for people to take action.

Other issues noted were the priorities of the authorities. Delegates suggested authorities should be flexible with their ideas by streamlining their decision-making and also writing less strategies but doing more at sharp end.

The best way to achieve change was by good examples. Sustainable development needs to be integrated in all decisions. It should be mainstream, not an after thought. Many examples of good practice in the East Midlands were identified. Others should learn from the success. All need to play their part i.e. Government, regions, businesses, the public.

Government has a key role in setting the framework. Government should set and maintain the framework. This is repeated below

Question 20. How is the UK likely to be most successful in achieving the behaviour changes that will be needed if we are to move toward long-term sustainability and what would be the right balance of measures by government and others?

Delegates considered the best way to achieve change was by experiencing good examples. Sustainable development needs to be integrated in all decisions. It should be mainstream, not an after thought. There are many examples of good practice in the East Midlands that could be used to help

others. We should learn from this success be able to convince others to take action. Delegates felt that all groups need to play their part i.e. Government, regions, businesses, the public etc.

Government has a key role in setting the framework to achieve sustainable development. Government should set and maintain the framework to help existing groups implement action.

Question 21. How can communication and raising awareness support government and others' efforts most effectively?

Delegates felt there were many mixed messages coming from Government. It was not joined up. Sustainable development should be an underlying theme for each department. Simple consistent messages should be given. Again Government could learn from best practice in the East Midlands

WORKSHOP 3. REGIONAL DYNAMICS

The regional dynamics workshop discussed the issues raised in the briefing notes (Appendix 3) and addressed the questions 29, 30, 31, 32, 33, 34 and 35 of the Government consultation document (see Appendix 5 for responses to the questions). The workshop included the three questions (29, 30 and 31) in the Government consultation document requested by DEFRA for the regions to answer – see page 6.

The key themes arising from these workshops included sharing good practice and rewarding excellence; effective communication; simplifying funding; and a joined up and consistent approach at both national and regional levels.

Question 29: What are the main challenges for delivering sustainable development in your region?

A key message from delegates was the need to effectively engage with and enlist the support of the public as well as the need to enthuse local authorities and other partnerships to help achieve behavioural change. This includes effective communication about the issues related to sustainable development together with the impacts of particular activities.

Challenges specific to the region were also highlighted by delegates, including the impact of the expansion of East Midlands Airport on quality of life; pressures for house building and the impact on the local environment; the debate of wind power versus the local environment in some parts of the region; the impact of farming practices on biodiversity and the landscape; social and resource inequalities; and the lack of an east-west rail link in the south of the region.

Action required by central government was also raised, including the need to strengthen national targets; the need for a more joined up and consistent approach; and the need to rationalise funding streams.

Question 30a: How can Regional Assemblies, Regional Development Agencies and other regional organisations better deliver sustainable development?

Delegates raised the need for the key regional organisations to take a more consistent approach, for example in developing and fully implementing coherent and integrated strategies. The importance of regional organisations embracing the principles of sustainable development corporately was also raised. To help achieve this, it was considered that the key regional agencies should have both an effective duty to promote and support sustainable development and to enforce policy.

Facilitating the exchange and pooling of ideas was considered to be an important role that the regional organisations could fulfil as was the need to engage the public. This could be achieved, for example, through simplifying the language used and running a campaign to raise awareness. Lobbying government to take action was also seen as an important role.

Question 30b: What contributions from a national and local level would help the regions to improve delivery of sustainable development?

Clearer leadership, a consistent approach by government departments, legislative frameworks and enforceable national targets provided by central government were all considered to be important by delegates. Raising awareness and implementing initiatives to educate the general public were also seen as important roles for government.

Increased engagement and delivery at the local level, complemented by adequate resources and simplified funding streams, was considered to be an effective way to harness local enthusiasm and help to ensure that best practice becomes normal practice.

Question 31: How can regional sustainable development frameworks better contribute to the delivery of sustainable development?

Delegates raised the need to increase the ownership of RSDF/IRS at the sub regional and local levels. Suggested means were through marketing to key bodies; the use of plain English to develop a common understanding of the priorities, objectives and the term sustainable development, for example through the use of local case studies; and building on and referring to good practice at the local level.

Delegates also raised the ideas of requiring local authorities to test their council's policies against the RSDF/IRS and to consider the impacts of their council's decisions on the sustainability of their area.

Question 32: What are the main challenges for delivering sustainable development in your local area?

Improving the transport infrastructure, in particular the provision of public transport was cited by delegates as a main challenge as was the provision of a cohesive transport policy.

Developing regional and local markets, in particular for food, was seen to be important. The impact of farming on the landscape and biodiversity was also raised.

Challenges highlighted that relate specifically to local government included overcoming the lack of trust between local people and the local authority; securing co-operation and joint working between neighbouring authorities; developing effective partnerships; engaging the public in local decision-making; and ensuring joined up thinking by local authorities.

The need for central government to recognise local aspirations together with the issues of enabling local action and building the capacity and social infrastructure of local communities were also raised.

Awareness raising and education; rewarding good behaviour; regulatory support; strengthened national targets; and a consistent approach by regional bodies were all issues that were raised again.

Question 33: How can we re-energise local delivery and strengthen local leadership for sustainable development?

Communicating in plain English and providing adequate resources and funding were two key issues raised by delegates. In terms of resources and funding, delegates considered that more resources were needed, for example to build the capacity of local communities, develop partnerships and improve engagement; and that funding that already exists should be made easier to access.

Promoting activity at the local level was seen to be important, for example through the use of community development workers, parish plans and market town health checks. Celebrating success and rewarding excellence was also raised, for example through awards and grants.

Awareness raising was once again highlighted, in particular with reference to those people with leading roles, including elected local government members, local government chief executives and business leaders.

Question 34: How could local stakeholders make the most of existing partnership arrangements, strategy requirements, freedoms and flexibilities to improve delivery of sustainable development?

Delegates considered working within a shared framework and developing or engaging with partnerships to be important as well as developing a better understanding of the scope and role of the existing partnerships.

In relation to this question in particular, delegates did comment upon the need for questions within this consultation to be phrased in plain English.

Question 35: What can be done to build the capacity of local professionals and local communities to deliver sustainable development?

Key means suggested by delegates included sharing good practice and ideas; the provision of training opportunities, resources and recognition; rewarding excellence; promoting the use of appropriate tools; and working in partnership with community groups.

Funding, in particular simplifying funding streams, was again seen to be important.

WORKSHOP 4. SUSTAINABLE PROCUREMENT

The sustainable procurement workshop discussed the issues raised in the briefing notes (Appendix 3) and answered Questions 11, 12, 13 and 14. (Appendix 5 contains response to all the questions).

A summary of the responses and concerns expressed by the participants during discussions of the questions at the Sustainable Procurement workshops are as follows.

Question 11: What steps do you think government, business, and others should be taking to promote a more innovative, competitive, resource-efficient, low-waste, economy whilst also improving our environmental performance?

Government and the public sector are directly responsible for around 40% of GDP. If the sustainable development strategy is to have any credibility in the eyes of business and the public then government needs to be seen, in deeds as well as words, to be delivering its share of the sustainability agenda.

In particular, sustainable procurement of goods and services (including energy) must be made part of the performance management framework for all public sector organisations. 'Whole of life' rather than simple 'acquisition' costs should be the criterion used for assessing 'best value'. Sustainable development targets should be as much the day-to-day concern of chief executives as are those of finance and service delivery. The Gershon review is widely seen as an example of how government procurement policy is driven exclusively by cost considerations to the exclusion of environmental and social factors.

A real and practical demonstration by the public sector of its sustainable development credentials would have a significant impact ('leading by example') on the general public (many of whom work for it and all of whom receive its services) and on the private sector with whom it contracts.

Question 12: What steps do you think need be taken by government, business, and others over the short and long-term to help businesses make more sustainable products (ones that have reduced environmental and social impacts)?

Again, the role of the public sector as a major consumer of goods and services was seen as a crucial tool to be used in delivering sustainable development. If the public sector starts to include explicit sustainable

environmental and social criteria in its contract specifications then suppliers will need to change their practice in order to remain competitive. This change in practice will, in most cases, become the standard for both public sector and private sector supply.

Public sector 'muscle' in the commissioning of major capital schemes was also seen as very important, with a greater emphasis on the use of sustainable materials and on the energy efficiency of buildings, equipment etc being required. The public sector practice of building 'down to a price' rather than 'up to a specification' was seen as a common problem, with all of the long-term (whole-of-life) issues that then ensue.

Education of the whole of the supply chain by a mixture of carrots ('sustainable business practices preferred') and sticks ('unsustainable businesses need not apply') was also felt to be important.

Question 13: What steps do you think need to be taken by government, business and others over the short and long-term to help business and household consumers choose more sustainable goods and services?

In many cases, the sustainable option is already the most cost-effective, particularly when whole-of-life costs are taken into account. Consumers and businesses need to be informed and educated about this and the effect it can have on the bottom line.

In those cases where sustainable goods and services are less obviously cost effective (e.g. because of long pay-back times) then government, through its economic (e.g. taxation) and social policies should seek to level the playing field such that sustainable products and services become the cost-effective option.

Question 14: What areas of consumption do you think need to be tackled first? Why? What actions need to be taken by whom?

Government should set specific targets for all public sector organisations around the use of sustainable goods and services. For example, the commitment to 10% of electricity generated from renewable resources should translate into a requirement for all public sector organisations to purchase at least 10% of their electricity from such sources.

4.2.4 Poster Notice Board Responses

The questions not addressed in the workshops, or in the round table discussions, were presented on notice boards. Delegates were invited to add their responses to the boards. Two questions were addressed - 22 & 25. Responses to these two questions from the delegates can be found in Appendix 5.

The main comments highlighted the need for the UK to lead by example and invest in energy efficiency and conservation techniques; to make sure that all

new government buildings were low energy and addressed adaptation to climate change; and also that fair trade should be promoted.

Question 22. What are the top international and EU priorities for sustainable development that should be dealt with in the new sustainable development strategy?

Delegates want a focus on renewable energy and energy efficiency. This should be a priority, rather than simply increasing fossil fuel supply. Similarly they suggested that we should make significant investments in a replacement strategy for natural resources.

Question 25. What lessons can we learn from other countries to shape our sustainable development strategies and how we put them into practice?

Energy was again a key theme identified by delegates. There is need for greater investment in energy efficiency, efficient heat/power generation and greater use of sustainable energy sources.

Increases in population were addressed with one suggestion that Government should limit benefit of family having more than two children. Also that there should be focus on education for sustainable development and better trading links at community level between nations – to address fair trade issues.

Any action should include the “Social inclusion proofing” of policies, strategies and more autonomy, backed by enforceable strengthened national targets, should be provided. .

4.5 OTHER ISSUES

Other issues and questions were raised at the event, prompted by the consultation questions. These focussed on loopholes or areas in which the consultation questions were thought to be incorrectly phrased or be insufficiently comprehensive.

They included:

- How committed are we?
- What do we need to do to prevent further climate change? And why did the Government not ask that question in its consultation? How should climate change adaptation and mitigation measures be addressed in an integrated way?
- Why does central Government not include incentives in grants (annual settlements, etc)?
- Why is there no joined up Government? e.g. why no encouragement for modern public transport despite CO₂ targets. What should the UK

Government do to promote reduction of carbon emissions on the global scale?

- Bio fuels can take off in the East Midlands, but need fuel tax changes. Without these, the UK and the region will be importing bio diesel from far away in a few years time. What is being done about that?
- What indicators are essential and should be highlighted to the public?

4.6 Evaluation of the event

The consultation was a hectic five and half hours process. The approach adopted by the Promoting Sustainable Development Group of the East Midlands Regional Assembly to elicit information from delegates was effective as it allowed all the priority questions to the region to be answered. The method also allowed a high level of personal interaction between participants throughout the consultation process.

The event, including production of the Regional Response, has cost over £9,000 – which has to be found out of the GOEM Sustainable Development Promotions budget; reducing the amount available for other activities across the region. There was confusion over the arrangements with the Sustainable Development Commission. We were asked to provide dates for our event before the Commissioners had been appointed, leading to a conflict in diaries. Although our event was re-arranged to a date to suit our Commissioner he later became unavailable at the programmed time. As a replacement Commissioner was not available the event had to be rearranged to meet his requirements. The timescales – from DEFRA advising the Regions of what was required, to the dates of the events – were very tight, imposing pressure and heavy workloads on staff already committed to other areas of work.

Details of the consultation process and the evaluation of the event itself are given in Appendix 4.

5 THE WAY FORWARD

The event brought out a number of key issues for both the Government and the East Midlands Regional Assembly to focus on and take action. These are identified below in the form of Action Plans.

5.1 ACTION PLAN -NATIONAL

Throughout the consultation process, delegates identified the following as key issues for the Government to focus attention on to achieve sustainability:

Leadership by example - Government is expected to lead by example which will go a long way to help influence behaviour. Many delegates felt that for Government to achieve its aim it must not contradict its policies with its actions.

Priorities- Government should identify and support its priorities and should adequately equip and fund sustainability issues and projects.

Education and awareness- there is a need for greater mass education and awareness raising on sustainability issues.

Legislation- Government is expected to legislate where necessary to change behaviour and promote sustainable development. It should be aiming at maintenance of stable levels of economic growth and high employment rather than maintenance of high and stable levels of economic growth and employment.

Communication – effective communication is required to bring greater understanding of issues e.g. clear explanation of problems, how individuals can respond and what actions they can take. Solutions should be made part of everyday life

5.2 ACTION PLAN - REGIONAL

The primary outcome of the event was the commitment by those present to maintain the interest and enthusiasm generated and to take positive action. Throughout the day, and particularly during the workshops, it was evident that there was a wealth of knowledge and experience amongst the delegates and that much could be learnt by sharing of good practice. The Chair, in his closing summary, proposed a Sustainable Development Trade Fair at which regional organisations, businesses and individuals could share and promote their activities through short presentations or demonstration stands. This proposal is being taken forward by the Promoting Sustainable Development Group and is to be held at Sherwood Energy Village on 12 October 2004. Details of the proposed event are given at Appendix 8.

In addition to this, delegates suggested the following regional actions:

Evaluation - The East Midlands region should collect data to form a baseline against which it can measure its progress. It could utilise its Universities and Research Development Agencies to help in further research of the region's problems and evaluation of progress towards achieving sustainability. The progress should be compared with other regions

Integration - Sustainability concerns should be integrated into all policy areas

Regional Position Statement - There is a need for a clear regional position statement. i.e. who is doing what.

Incentives - Incentives should be provided for individuals to take action based on existing good practice.

The key work priorities identified and currently being addressed by the East Midlands Regional Assembly's Promoting Sustainable Development Group are:

To **showcase good practice in sustainable development** to businesses and other organisations – examples of good practice have been identified from around the region, a sustainable development trade fair is planned for October 2004 and about 50 success stories are featured on the Regional Assembly's website.

To develop a co-ordinated approach to **sustainable public procurement** in the region – a project is underway with Trent Strategic Health Authority identified as a pathfinder. Influencing local authority chief executives and sharing good practice are both given high priority.

To develop a co-ordinated approach to the mitigation and adaptation to **climate change** in the region – a project is underway to promote sustainable design and construction, building upon the strong foundation within the region. The first phase of this project is due to be completed at the end of September 2004. The most effective way of engaging partners to address climate change issues in partnership are also currently being considered.

To raise public awareness of sustainable development through **education and engagement** - a project has recently been completed on Education for Sustainable Development in schools. Relevant materials have been identified and reviewed and work has taken place with pilot schools in the East Midlands to review how they are implementing education for sustainable development.

The regional dialogue event feedback supported the PSD group's concentration on these areas of work. However, many delegates felt that the current rate of implementation of sustainable development was too slow. The proposed Expo on 12 October should help to maintain a dialogue with the delegates and "show case" what is currently available in the region. It is a first step in the process.

APPENDIX 1: THE REGIONAL PANEL

The role of the regional panel was adopted by the Regional Assembly's Promoting Sustainable Development Group.

This group was established in July 2003 to work in partnership with stakeholders in the region to:

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

Full membership

Simon Drury (Chair)	Center Parcs Ltd
Yvette Dearden	East Midlands Regional Assembly
Cllr John Bull	East Midlands Regional Assembly
Alan Smith	Groundwork
Andy Barron	East Midlands Development Agency
Clark Field	EMFEC Regional Colleges
Bettina Lange	East Midlands Environment Link
Derk van der Wardt	East Midlands Rural Affairs Forum
Neil Robinson	East Midlands Airport
Hugh Fenton	East Midlands Action Group on the Environment
Sally Stowell	Sport England
John Firth	Severn Trent Water
Jonathan Harris	Regional Public Health Group
Keith Melton	Institute for Sustainable Development in Business
Nick Brown	Nottinghamshire County Council
Nick King	Environment Agency
Paul Fleming	De Montfort University, Leicester
Terry Nash	Gusto Homes
Tony Marmont	Beacon Energy
Diane Whitehead	GOEM
Zoe Lindsay	National Housing Federation

Regional Dialogue Event Working Group:

Simon Drury	Center Parcs Ltd
Yvette Dearden	East Midlands Regional Assembly
Bettina Lange	East Midlands Environment Link
Keith Melton	Institute for Sustainable Development in Business
Diane Whitehead	GOEM
Paul Fleming	De Montfort University, Leicester

APPENDIX 2: CURRENT MECHANISMS FOR THE DELIVERY OF SUSTAINABLE DEVELOPMENT IN THE EAST MIDLANDS

The East Midlands Integrated Regional Strategy (IRS) Framework is the region's Sustainable Development Framework. The region's agreed vision for a sustainable future, its sustainable development indicators and the regional priorities all form part of the IRS Framework.

The IRS Framework ensures that the wide range of partners involved in developing the various regional strategies work in a co-ordinated and integrated way. It ensures that the various regional strategies are compatible both with each other and the region's sustainable development objectives – in other words, they are working in a co-ordinated way towards the same goals, ensuring that regional policies and action take sustainability fully into account. The Regional Economic Strategy, Regional Planning Guidance, Regional Environment Strategy, Energy Strategy and the family of social strategies including Investment for Health and Housing, are all component strategies of the IRS Framework.

The East Midlands Regional Assembly, Government Office for the East Midlands and East Midlands Development Agency are all committed to working together to ensure that this integrated and co-ordinated approach continues to go from strength to strength. The East Midlands Regional Assembly has the lead role of developing the IRS Framework and ensuring that the component regional strategies are compatible and together help the region move towards its vision and objectives. By working with partners, the Regional Assembly develops, promotes and uses appraisal tools such as the East Midlands Integrated Toolkit to help achieve this – available at www.emtoolkit.org.uk

The IRS Framework is currently in the second phase of its first review. The first phase of the review resulted in a revised vision, revised sustainable development objectives and a new set of priorities for the region. The second phase is focussing upon the delivery of the IRS and the key challenges in the region. Consultation is taking place until mid September – particular emphasis is being given to receiving comments from sub regional and local organisations, including local authorities and Local Strategic Partnerships. Due to the nature of the IRS Framework, a wide range of partners have been involved in revising the IRS as a key part of the process.

The Regional Assembly has published its first State of the Region report (July 2004) with many regional partners contributing to its development. The report monitors the East Midlands' progress in achieving the sustainable development objectives of the IRS Framework and provides a snapshot of the region's progress over time. It shows how the East Midlands compares to the English average and also picks out headline messages for the region for each sustainable development objective. The intention is to review the State of the Region report annually.

APPENDIX 3: REGIONAL DIALOGUE PAPER

PREPARING THE EAST MIDLANDS' RESPONSE

The Government is reviewing the UK Sustainable Development Strategy and wants to know what each region considers to be important. A national consultation was launched on 21 April and it includes the opportunity for you to make your views and ideas known to Government.

The Government explains that sustainable development is about making economic, social and environmental progress in such a way that we achieve 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'. The decisions we all make every day and the actions we all take at home, at work, and at play, can have effects across the world and can help to make a better or worse future for ourselves and our children.

We know that we still face a huge challenge in achieving sustainable development and that action is needed at all levels, from the individual to internationally. As a region we need to make sure that the East Midlands is able to meet the challenges that it faces in an informed and positive way and that it can look to the UK Sustainable Development Strategy to help it do so with confidence.

We welcome your views on what you think the UK Strategy should say. This is your opportunity to contribute to a debate being organised within the East Midlands by the Regional Assembly's Promoting Sustainable Development Group.

THE EAST MIDLANDS

The East Midlands is a large and diverse region characterised by a wide range of contrasting environmental, social and economic conditions. It has a population of 4.2 million with 40% of the population living in towns and villages of less than 10,000 inhabitants, making it one of the more rural regions in England. It also includes the three major cities of Nottingham, Derby and Leicester and the regional centres of Lincoln and Northampton. Most of the region's cities and towns remain relatively self contained and for the most part, vibrant and healthy. However, there are areas of serious economic and social disadvantage.

Similarly, whilst the region can boast a number of significant environmental assets, such as the Peak District National Park and the Lincolnshire Wolds Area of Outstanding Natural Beauty (AONB), overall the East Midlands is comparatively impoverished in environmental terms.

SOME KEY CHALLENGES FACING THE EAST MIDLANDS

- Between 1981 and 2000 the region's population increased from 3,852,800 to 4,207,900 – a rise of over 9%. The Regional Planning Guidance is looking to provide approximately 14,000 new homes in the region annually
- The region has below average workforce skills, levels of educational attainment and average earnings. This is combined with a low take up of learning opportunities.
- There are areas facing major regeneration challenges including some urban areas, the coalfields and rural communities. These areas are often characterised by serious problems of social exclusion and deprivation.
- Inequalities in health in the region are marked. Those communities experiencing the poorest health are also those with the poorest housing, lowest incomes, highest levels of unemployment and physical and social isolation.
- The region is underrepresented in strongly growing sectors such as electrical engineering, telecommunications, and finance and business services
- Throughout much of the region surface water is already fully utilised during summer months and much of the groundwater is subject to unsustainable abstraction regimes. Pressures from development and climate change need to be managed
- Over the last century the East Midlands has suffered perhaps the worst decline in biodiversity of any English region, partly due to agricultural practices
- As in other regions, pressure is growing on transport infrastructure as travel demand increases. The main north-south routes are increasingly congested. Settlements close to the M1 corridor and economic development nearby have encouraged the use of the car and road freight. In addition, poor east-west links remain a key issue.
- Nottingham East Midlands Airport is a key national and regional asset but has significant environmental impacts that need to be sensitively managed.

SOME KEY STRENGTHS OF THE REGION

The East Midlands does also, however, have a lot going for it, including;

- A varied and resilient industrial base, with a strong tradition in manufacturing and specialists in newer industries, as well as growing strengths in the service sector.
- A regional economy that has been growing more quickly than the UK average for nearly 20 years.
- Excellent centres of learning and research in the region's eight universities.
- Outstanding natural assets coupled with a rich heritage and cultural mix and a national reputation for sporting excellence.
- A unique range of habitats from the upland moorlands of the Peak District to the wetlands of the Trent Valley and the dunes of the Lincolnshire coast.
- Strong locational advantages.
- Mixes of compact urban development and rural settlement patterns that have contributed to consistent economic growth.

WHAT YOU CAN DO

Read this document and, if you'd like more detailed information, the national consultation document "Taking it on" at www.sustainable-development.gov.uk and then e-mail your views to us at susdev.goem@go-regions.gsi.gov.uk.

Alternatively, you can write to us at Sustainable Development Team, GOEM, The Belgrave Centre, Stanley Place, Talbot Street, Nottingham. NG1 5GG.

Paper copies of the national consultation document can be obtained from Defra publications, Admail6000, London. SW1A 2XX.

All comments should be sent to us before 31 July 2004

WHAT NEXT?

When the regional consultation period ends on 31 July we will look at all the comments received and compile them into a single report that reflects the views of the East Midlands. This report will be sent to the Department for Environment, Food and Rural Affairs (Defra) to help shape the national strategy.

You will be able to read the report at www.defra.gov.uk, www.emra.gov.uk or www.go-em.gov.uk. Paper copies can be obtained from GOEM at the address above.

REGIONAL DYNAMICS

OVERVIEW

The East Midlands Integrated Regional Strategy (IRS) Framework is the region's Sustainable Development Framework. Partners in the region have worked hard to ensure that the various regional strategies are working in a co-ordinated and integrated way towards the same goals. In its white paper 'Your Region, Your Choice', the government applauded this integrated approach. The East Midlands is recognised for the strength of its partnership working at the regional level.

The Regional Economic Strategy, Regional Planning Guidance, Regional Environment Strategy, Energy Strategy and the family of social strategies including Investment for Health and Housing, are all component strategies of the IRS Framework. The East Midlands Regional Assembly (EMRA) has the role of ensuring that they are compatible and together help the region move towards its vision and objectives. EMRA uses appraisal tools - sustainability appraisal and the forthcoming EM Integrated Toolkit - to help achieve this. The region's agreed vision for a sustainable future, its sustainable development indicators and the regional priorities all form part of the IRS Framework.

KEY CHALLENGES

The regional priorities address key challenges, including reducing inequalities in health, the provision of affordable housing, creating high quality employment opportunities, the loss of biodiversity and climate change. Each of the individual regional strategies also include challenges, for example within the Regional Planning Guidance the Nottingham East Midlands Airport is recognised as a key national and regional asset but with significant environmental impacts that need to be sensitively managed. How the region deals with conflicting issues is also a challenge in itself.

As a region we also need to rise to the challenges of delivering sustainable development in an integrated and co-ordinated way by strengthening the links between the regional, sub regional and local levels and influencing behavioural change both at home and work, for example by using natural resources more efficiently and living in a healthier way.

ACTION

The IRS Framework is currently being reviewed – an updated and agreed vision, a refined set of sustainable development objectives and a number of priorities for the East Midlands have already been developed. Partners in the region are also currently piloting an on-line integrated toolkit to assess the potential impacts of policies and projects. It is based on the region's objectives and can be viewed at www.emtoolkit.org.uk.

The Regional Assembly has established a Promoting Sustainable Development Group – its priority work areas are showcasing good practice, sustainable public procurement, climate change, including sustainable design and construction, and education for sustainable development.

Initiatives such as Neighbourhood Renewal aim to narrow the gap between deprived and better-off neighbourhoods. In addition, Local Strategic Partnerships encourage stronger working between local communities and service providers.

CONSULTATION QUESTIONS

What are the main challenges for delivering sustainable development in your region?

How can Regional Assemblies, Regional Development Agencies and other regional organisations better deliver sustainable development? What contributions from a national and local level would help the regions to improve delivery of sustainable development?

How can regional sustainable development frameworks better contribute to the delivery of sustainable development?

What are the main challenges for delivering sustainable development in your local area?

How can we re-energise local delivery and strengthen local leadership for sustainable development?

How could local stakeholders make the most of existing partnership arrangements, strategy requirements, freedoms and flexibilities to improve delivery of sustainable development?

What can be done to build the capacity of local professionals and local communities to deliver sustainable development?

CLIMATE CHANGE

OVERVIEW

Our climate is changing: The 1990s was the warmest decade in the East Midlands since records began. Since the 1930s, December rainfalls over Central and Eastern England have increased by 38% while July totals have fallen by 31%.¹

Increased temperatures will impact on how we design, live and work in our buildings, on transport and on wildlife. Changing rainfall patterns will impact on the quality and availability of water for drinking and agriculture, on flooding from the sea, rivers and sewers and again on wildlife.

These changes are already happening. What we can do now, as a society is to make choices about reducing our carbon emissions and about how we adapt to the changes. The more we reduce our emissions, the more we will limit future changes to the climate.

KEY CHALLENGES

At a recent workshop, East Midlands delegates unanimously agreed three key climate change challenges:

1. We need to raise awareness of climate change issues amongst the public at large.
2. We should promote reductions in carbon emissions, working hard towards a zero carbon emissions target.
3. We must act now to adapt to the coming changes, with particular emphasis on coastal flood protection.

ACTION

Both public and private organisations have developed demonstration projects to reduce carbon emissions - through increasing energy efficiency and using renewable energy. Sherwood Energy Village, Chesterfield Innovation Centre, Mablethorpe Wind Park, Hockerton Housing Project and Daventry Solar Plan are just some examples of practical projects across the region. Eleven East Midlands local authorities have signed up to the Nottingham Declaration and the Environment Agency in common with some other organisations now obtains 100% of its energy from renewable sources.

¹ For more information read "The Potential Impacts of Climate Change in the East Midlands - Summary Report" July 2000 and the Update Report April 2004 available from www.ukcip.org.uk

There has been less action on adaptation but the Environment Agency is already taking climate change into account in the design of flood defence schemes and in planning for the future management of water resources.

The East Midlands Regional Assembly has identified climate change in its Regional Environment Strategy and has developed a Regional Energy Strategy. Its Promoting Sustainable Development Group has established a Climate Change Sub-Group with a key project being to promote sustainable design and construction – this includes responding to the challenge of climate proofing new and refurbished buildings now.

Climate change is the most pressing environmental issue of our time. Are we doing enough?

CONSULTATION QUESTIONS

How can we encourage more public involvement in action to reduce emissions?

How can more people and organisations be encouraged to consider the impacts of climate change on their activities, and to respond to them? What are the opportunities for, and barriers to, progress?

What opportunities are there for making sure that considering the impacts of climate change are an essential part of policy and decision-making as part of the drive for sustainable development?

SUSTAINABLE PROCUREMENT

OVERVIEW

HM Treasury anticipates that by 2005/6 the public sector will be responsible for expenditure of around £320 billion per annum, with some £250 billion of this under the control of 'local' public sector bodies such as local authorities, NHS, educational establishments etc. Some £120 billion of the total will be spent on 'goods and services' from third parties.

By extrapolating these figures for the East Midlands, it is estimated that EM public sector organisations between them procure around £10 - £12 billion worth of goods and services per year, representing between 1% and 2% of total UK GDP.

Through their purchasing decisions, EM public sector organisations have the potential to promote sustainable economic, social and environmental development:

- directly, through their choice of products and suppliers, and
- indirectly, through 'setting a good example' and through the setting of appropriate SD standards to be reached by products and suppliers

KEY CHALLENGES

If the East Midlands is to contribute its fair share towards sustainable development in the UK then it needs to promote a culture, in business, workplace and home, where sustainability is at the heart of the decisions we take.

The EM public sector and business communities have perhaps the key role to play in this process. However, public sector 'targets' and private sector 'motivators' (e.g. expansion, profit) rarely encourage this mindset. We therefore need to develop practical and effective ways of engaging with and persuading organisations to 'do their bit'.

ACTION

Much good work is already being undertaken in the East Midlands. Examples include the decision of Nottinghamshire County Council to use recycled aggregate in its roads programme and East Bridgford school to source and serve locally grown, healthy produce for its school meals.

However, much of this practice is not shared, nor is it part of an integrated approach. The Regional Assembly's Promoting Sustainable Development Group has therefore set up a Procurement Sub-Group to address some of these issues, and to:

- promote sustainable development as a key performance indicator for heads of public sector organisations
- promote sustainable procurement as a desirable and achievable goal for all those making day-to-day purchasing decisions
- develop a toolkit of practical aids to help the purchasing decision process.

CONSULTATION QUESTIONS

What steps do you think government, business, and others should be taking to promote a more innovative, competitive, resource-efficient, low-waste, economy whilst also improving our environmental performance?

What steps do you think need be taken by government, business, and others over the short and long-term to help businesses make more sustainable products (ones that have reduced environmental and social impacts)?

What steps do you think need to be taken by government, business and others over the short and long-term to help business and household consumers choose more sustainable goods and services?

What areas of consumption do you think need to be tackled first? Why? What actions need to be taken by whom?

ENGAGEMENT

OVERVIEW

The Regional Assembly sees engagement of stakeholders, the community and the individual as integral to the success of its approach to promoting sustainable development. Without active involvement of many key players, progress is unlikely to be made.

KEY CHALLENGES

Key challenges for the East Midlands are how to implement measures that help protect the environment and improve quality of life and how to make sure that sustainable development is an integral consideration in the decision making process.

Key considerations include:

- how do we achieve the “strong vibrant communities” referred to in the Government’s consultation document?
- We need to change attitudes by showing the positive benefits of sustainable development. What is the best way of achieving this?
- How can we provide information and education in the best form to help people change attitudes and behaviour? What is the role of regulation? Has it been successful?
- How do we explain this to “the general public”, to “professionals” and to “decision makers”?

ACTION

There are many examples of good practice in the region where people have been able to address sustainability issues and improve quality of life. We need to learn from this experience. These examples include Events, Show Houses and Exhibitions for the General Public; Eco Schools and Education for Sustainable Development in schools; and courses at Local Universities for professionals.

The Regional Assembly’s Promoting Sustainable Development Group’s key work areas include showcasing sustainable development and working with schools and young people to encourage “Education for Sustainable Development”. That is, to try and integrate the principles of sustainable development into the entire decision making process of regional bodies, business and individuals, by providing them with better information on which to make a decision.

One of the region’s sustainable development objectives is ‘to involve people, through changes to lifestyle and at work, in preventing and minimising adverse local, regional and global environmental impacts’.

The Regional Assembly is also seeking to promote behavioural change in Draft Regional Planning Guidance (RPG) 8 through:

- A Traffic Growth Reduction Target;
- A Travel Behavioural Change Strategy; and
- Promoting recycling rates above national targets.

CONSULTATION QUESTIONS

What are the main barriers to community action on local social or environmental issues?

What can be done at a national or local level to improve support for community action and participation in all areas?

How can we empower communities to take greater control over the quality of their local environment and to tackle their other priorities?

How is the UK likely to be most successful in achieving the behaviour changes that will be needed if we are to move toward long-term sustainability, and what would be the right balance of measures by government and others?

How can communication and raising awareness support government and others' efforts most effectively?

APPENDIX 4: THE EAST MIDLANDS CONSULTATION PROCESS

Outline of Process:

The main consultation had two themes – a consultation event and a web-based consultation in which the Regional Dialogue Paper was placed on GOEM and EMRA websites and comments invited. In addition to responses received in the region, several organisations responded directly to DEFRA; either in response to the national consultation or in comment on the Regional Dialogue Paper. Where responses to DEFRA were copied to the region they have been taken into account. Some related events have also been held across the region; although not directly linked to the consultation they have been aimed at raising awareness and consideration of sustainability issues e.g. Integrating Sustainable Development into Community Strategies; How to make Lincoln a Sustainable City. In addition, the East Midlands Integrated Toolkit is being piloted and promoted across the region at present.

Consultation event:

It was held on 25 June at PERA, Melton Mowbray, Leicestershire.

The agenda for the day:

10.00	Registration and coffee	
10.30	Introduction and welcome	Graham Bennett, Vice Chair of Regional Assembly
10.40	Setting the scene, reasons behind the consultation, DEFRA's PSA target	Jill Rutter, Sustainable Development Unit, Defra
11.05	Regional comment	Simon Drury, Chair, Promoting Sustainable Development Group
11.30	Sofa discussion, Q&A	Hosted by Stan Crawford, Sherwood Energy Village. Sofa guests: Bettina Lange, Keith Melton, Alan Smith, Jonathan Harris
12.15	Table discussion, including Lunch	
1.30	Workshop 1	
2.15	Coffee and change workshops	
2.30	Workshop 2	
3.20	Keynote speech	Derek Osborn, Sustainable Development Commission
3.50	Next steps and close	Graham Bennett

136 people attended, either as delegates or contributing to the procedures of the day, covering a range of sectors including business, voluntary/community, education, faith, health, local authorities, regional organisations, national organisations and central government departments. Wherever possible, the administrative correspondence – invites, papers etc - was handled electronically. All food during the day was locally provided and its source identified. The main auditorium was set out in cabaret style to allow interaction between delegates and this was encouraged throughout the day by table based activity and workshops. *Two questions from the national consultation paper (22 and 25)* were incorporated into posters that allowed delegates to comment by using stick on post-its. Five of the attending organisations placed displays in the main reception area. The aim of the sofa discussion was to initiate a lively, challenging and possibly controversial exchange of views with a forum of regional representatives. Each of the four sofa ‘guests’ gave a two minute presentation on a subject of their choice which prompted informal debate between them and the chair.

The presentations focused on:

- Sustainability, liveability and environment.
- Public health.
- Behaviour change.
- And the business and commercial sector

The opportunity was then given for delegates to raise questions from the floor. Unfortunately time constraints limited the number of floor questions that could be taken. In the future considerably more time should be allowed for interaction between the floor and the regional representatives.

Table discussions included the completion of a pre-prepared questionnaire covering questions 2, 5, 6, 26, 27, and 28 from *Taking it On*. This proved very popular, with every table entering into debate and fully completing their questionnaires.

Four workshops were held in the afternoon on:

Climate Change – covering issues such as public involvement, mitigation and adaptation, flooding, planning guidance, renewable energy, consideration/inclusion of climate change issues in decision making

Answering questions 8, 9 and 10 from Taking it On

Sustainable Procurement – discussing the need to decouple economic progress from environmental degradation, to increase material and energy efficiency, to promote more sustainable procurement by households and business

Answering questions 11, 12, 13 and 14 from Taking it On

Engagement – covering issues such as environmental education, encouraging behavioural changes, community empowerment to encourage participation in community strategies, involvement in the developing Milton Keynes Communities Plan

Answering questions 17, 18, 19, 20 and 21 from Taking it On

Regional Dynamics – examining regional leadership, the sub-regional agenda and the inter-relationships between regional organisations, shared objectives, statutory constraints and requirements, measures to improve the coordination of regional, sub-regional and local agendas.

Answering questions 29, 30, 31, 32, 33, 34 and 35 from Taking it On

Although most of the questions contained in the national consultation document were addressed during the consultation event those relating to indicators were not. Consideration of indicators requires a level of background knowledge and understanding of the issues involved, and it was felt that there was insufficient time and expertise available to be able to provide an informed and accurate response to these questions.

The three questions relating to the English regions were discussed in the Regional Dynamics workshop.

The Regional Dynamics and Engagement workshops proved the most popular with over 40 delegates in one session on Regional Dynamics. Overall, however, the 4 workshops were reasonably well balanced with strong representation in all.

It is indicative of the level of interest and commitment that, despite the keynote speaker not being able to attend until late on a Friday afternoon, he still spoke to a full auditorium. Very few delegates left early. Although only 31 people returned their evaluation forms, 93.5% of them found the day useful.

Follow up action: throughout the day, and particularly during the workshops, it became evident that there were a large number of initiatives underway across the region that were of interest to those present but of which they were largely unaware. To positively follow up the interest generated at the conference the Chair proposed a Sustainable Development Trade Fair at which regional organisations and individuals could share and promote their activities through short presentations or demonstration stands.

This proposal is being taken forward by the Promoting Sustainable Development Group and is to be held at Sherwood Energy Village on 12 October 2004.

Breakdown of attendees at consultation event: There were 136 attendees at regional event, either as delegates or contributing to the day). A breakdown by organisation is as follows.

East Midlands Regional Dialogue

Sector	Number (approx)
Local Authority	43
Health	6
Faith	2
Consultants	3
Voluntary / community sector	16
Sector specific (Future Energy Solutions, National Energy Action)	2
Business (including sector organisations e.g. East Midlands Professional Engineering Institutions)	9
Public	2
Education	10
National orgs e.g. EH, EN, CA, CLBA, NFU	8
Departments e.g. Defra, EA, GOEM, SD Commission	12
Regional organisations e.g. emda, RA	14
Housing	2

Notes:

Not all attendees are accounted for

Delegates included 9 elected members and 6 representatives from the East Midlands Regional Development Agency

APPENDIX 5: RESPONSES TO INDIVIDUAL QUESTIONS

Question 2. Is an explanation of what sustainable development means based on the UK Government's four objectives approach of the 1999 strategy useful?

If 'Yes', what changes would you make to improve it?

Yes,

- Blatant over-use/labelling of all activities, projects as being sustainable are not.
- Should be demonstrable, be it qualitative or quantitative.
- Do the objectives have enough within them to allow sufficient ownership of them at all levels including community level- ownership of responsibility?
- Needs changes, priority should be the recognition of the need to improve people's quality of life within the carrying capacity of the woven eco-systems.
- Unhappy with high and stable levels of economic growth. Why high? It should be economic and social development that can be sustained through prudent use of resources, without damage to the environment. This should not be defined by GDP.
- Should we substitute 'progress' for 'growth' in the definition?
- Need a better measure of quality of life as part of definition.
- Better enhancement as well as protection of environmental asset should be written.
- Net gain as principle.
- At least it covers/crosses the four areas.
- Definition does not matter; it is about the journey from the start point.
- Real examples will help.
- Explain choices and impacts of what it means.
- But why should economic growth be high and stable?
- The four statements are too rose tinted; they assume movement in one direction only and there won't ever be a downside. But at the same time society has to cut back or stabilise.
- Define and clarify what is meant by social progress.
- Stress that all four should be worked at the same time.
- Need to recognise downside
- Strategy cannot be universal and external.
- Growth cannot continue indefinitely.

- Yes, but needs layman's version to engage those not in audience.
- Protection and enhancement of the environment.
- Stable economic development that enhances quality of life for everyone.
- Yes, but maybe should be a fifth that covers the links between each of the four plus their impacts on each other.
- Need to mesh the economic and social e.g. considerations around public sector purchasing, not just cheapest has to contribute to social inclusion.
- Should be prudent use and re-use of natural resource. Plus minimisation of waste production packaging - too much inequality on communities least able to deal with it.
- "Better quality of life" does not necessarily mean 'sustainable'. There is the need for the recognition of finite resource use.
- Concern about the definition of economic programme. Is it comparable with sustainable development?
- Broadly agree with objectives.
- Need to change economic growth to stable economy.
- Lack of understanding from general public. Perception that it relates to housing department.
- Yes, the issue of sustainable development needs to be simplified.
- Sustainability means different things to different people.
- Little distinction between the 4 objectives and the 4 priority areas why not just use the priority areas.
- Also why have 4 when the traditional 3 (economy, environment, society) are well established.
- The economic aspect is very dubious.
- Maintain sustainable levels of economic growth & employment.
- Cohesive communities that recognises the needs of everyone.
- Use of natural resources.

If 'No', how would you explain it instead?

No,

- Given 1 is too open-ended, where 'needs' and given 3 assures economic growth is a path of salvation when in my respects it is the objective that already overrides sustainability.
- It's too complex; we need to define the audience and phrase the explanation accordingly. A cascade could be useful ranging from businesses, family members, varying in complexity.

- The original Brundtland's definition was easier to understand for the public, but the Government's definition is a bitter technical approach.

Question 5. Are there any social, economic or environmental limits that must be protected in all circumstances? If 'Yes' what do you think they are?

Yes,

- Some have already been reached e.g. climate change, water resources in the East Midlands; lowest levels of SSSI are in terms of percentage care and have lost a lot of biodiversity.
- Sustainable development does not address recreating/restoring past problems as well as preserving in the future.
- Some of the unintended consequences may be to the disadvantage of particular sectors e.g. rural areas.
- Need a 'croak' some groups may not be in a position to change their behaviour and we need to avoid disadvantaging them further.
- Carbon dioxide and pollutant levels have to be the ceiling.
- Need to maintain a repository of biodiversity through protected reserves.
- But difficult to be specific about which.
- More protection of green fields/biodiversity by regulation of use of green field plus protection of brown field land.
- Strategy must not be socially divisive; it must close the gap between the advantaged and the disadvantaged and must not make it wider.
- Water and air quality must not deteriorate.
- Always comply with environmental regulations particularly waste.
- Respect designations
- Work life balance
- Need to balance: Air, water and soil quality to be kept high.
- Full and fulfilling employment.
- A safe, diverse and cohesive community.
- No Developments to be approved if a species could become extinct as a consequence.
- Access to essential services for those without a car.
- Any development or strategy must contribute to social inclusion.
- Proactively engage with excluded communities.
- Limit is a very difficult expression. Clearly there must be in terms of environment but social?? A social limit could be one car per family!!

What we need is a shift from a compensation culture to a responsibility culture. No sustainability if no responsibility.

- Refer to need to ensure that future generations can meet their own needs.
- Carbon is in the atmosphere.
- Protect the socially deprived from the impact of any economic consequences of sustainable development.
- Reduce inequalities and protect those who are socially deprived from further economic deprivation.
- Environmental-habitats/water.
- Environmentally – biodiversity needs to be protected as this is an area which is suffering in the East Midlands.
- Environmental: Climate change, Carbon dioxide reduction (RCEP 60%-2050).
- No trade-offs.

No,

- Sustainable development implies (constant) change.
- There may be priorities but they will shift.
- The strategy should not be socially divisive e.g. organic food is generally more affordable for the better off. However, the less well off are unable to take advantage of food that has no additives, no pesticides and has been grown in a less environmentally friendly way.
- Development to be approved if a species could become extinct as a consequence.

Questions 6. Are the four priority areas identified above the right ones for the UK as a whole to focus on over the next few years? If 'No', what would you change?

- The overarching theme is changing behaviour, this need to be emphasised more. Need to recognise that the four identified headings are not silos; they are interlinked and are very broad and therefore enabling.
- Education and awareness is the key to delivering a sustained approach in social, economic and environmental initiatives.
- Integrated approach with performance targets, time scales and measurable outputs (not just talking shops).
- Education. The need to fully engage with and better inform citizens of complex and inter-related issues surrounding sustainable development is required. Education of young people; educate the educators; build into the curriculum.

- Should link climate change to sustainable consumption, production, and use of natural resources as well as energy.
- Environmental and social justice should each be given the status of priority areas.
- Possibly on added human rights dimension and should make clear that these apply at all levels including international.
- Education.
- Yes, important thing is the links across and between the priorities (they are all encompassing).
- Yes, so long as its priorities recognise demographic change e.g. the ageing of the population and social justice includes issues such as inequalities of health.
- The fifth commandment – take them forward together.
- Greater emphasis on quality of life not standard of living.
- Climate change -but add adaptation
- Yes, so long as social justice includes social equality.
- The concept of social justice needs to be on an international scale so that the UK will not influence its own problems upon other countries.
- Need to recognise that relative emphasis could vary across regions.
- Should include action to achieve sustainable transport (fully utilise existing legislation. e.g. road user charging) Road traffic Act, Transport Act, Environment Act, Human Rights Act.
- No - priority areas need to be more specific e.g. transport-carbon dioxide emissions, noise, inconvenience that is air pollution, road accidents.
- Yes-but with additions for Biodiversity and skills
- Need to retain people for future especially for local carbon future.
- Voluntary sector can only really contribute if they are resourced to do it-this means can't participate in LSP's.
- Yes, they cover the main areas which are important.
- The word 'sustainable' appears, perhaps replacing this with a more concrete terminology would be beneficial.
- It is encouraging to see the economy is not given as a priority.
- Yes to: Climate change & energy plus sustainable consumption.

Question 8. How can we encourage more public involvement in action to reduce emissions?

- Some national system of indicators printed in the press/broadcast e.g. temperature rise, emission, etc.

- Financial/cash incentives, directly related to day-to-day activities.
- Need to make a step change in the applying of the building regulations standards for energy conservation.
- Establish a taxation regime to ensure the true carbon cost of emissions is paid e.g. aircraft fuel tax.
- Make it real – Government awareness at household level.
- Government to lead by example e.g. to scale down airports expansion program to the level technological improvements allow, where emissions go down.
- Develop alternative modes of transport i.e. joined up bus services to get people out of cars.
- Government to be more proactive with awareness campaigns. They can do what many small organisations cannot and more efficiently. E.g. TV adverts.
- Reward positive action and penalise negative action.
- Use incentives and develop demonstrations.
- Engage them to find their own solutions through community programs. People are assisted through medium term programs in changing habits.
- Link possible reduction in road building and airports to compensating investments in renewable energy.
- Make messages fun and simple.
- Local Agenda 21 activities -rely on the weather.
- Have an emission dial on dashboard display.
- Unfortunately the best way is taxation/regulation. The public could however vote the party out who comes up with the ideas.
- Show how easily people can reduce emissions at home, school, work and play and give with examples ways to reduce emissions, the result of action in terms of CO₂ tonnes and money saved.
- Use television more, school curricular, voluntary, Local Government and businesses.
- Offer alternatives to existing fossil fuel sources.
- Business- encourage use of shared transport; ensure public transport is first choice under conferences.
- International -tax air fuel.
- National awareness raising campaign targeted at children to influence parents.
- In terms of national use regulation and fiscal means. For Local Government use leadership.
- Education, advice and guidance; culture, values; carbon literacy.

- Financial incentives from Government to reward altered behaviour i.e. installation of energy efficiency/renewable energy in a household rewarded by cash.
- Encourage media to promote actions or the curtailing of actions to reduce emissions. Most newspapers will currently go against actions that might have an effect e.g. fuel taxes.
- Regional and local initiatives such as dCARB-uk.
- Encourage focus groups from different sectors.
- Lead by example; explain in more detail to the public at large. Give a graphic example of the worst scenario.
- Ensure all school children are fully conversant on the issues and actions required. To ensure at least this next generation might have a chance of changing behaviour.
- Improve public transport and reduce dependence on cars.
- Lease/company car schemes should only allow low emission cars.
- Government to audit local government on a regular basis on steps it has taken to engage the public to encourage emission reduction.
- Exercises/models in public places. Interactive models.
- Education and publicity in schools, younger the better.
- Developing know how's of individual responsibilities as well as rights.
- Setting examples, abandoning road widening, people would not join in without seeing their leaders doing things e.g. when John Prescott and his jaguars are concentrated on, no one will see the need to use public transport, cycle, walk, run, car share, pool etc.
- Use carrots and sticks.

Question 9. How can more people and organisations be encouraged to consider the impacts of climate change on their activities, and to respond to them? What are the opportunities for, and barriers to, progress?

- Examples of best practice for businesses and local authorities in adaptation.
- Translate national impacts to local levels, raising awareness at all levels.
- Need to educate staff/organisations of impacts of various issues on climate change. This knowledge can then be cascaded and shared and may ultimately have an impact.
- Simplify messages.
- Financial reward for good carbon reduction behaviour not bad or neutral behaviour.

- Government intervention in organisations made to consider it.
- Better education; let us see the facts (and less of science fiction). Get coordinated, accepted view.
- Encourage through making national targets that are like best value performance indicators for local authorities to meet e.g. like waste targets.
- Give training to directors of local authorities and council members on the implications of climate change for delivering services and costs.
- Local government has a key civic leadership role. This gives it opportunities, but there can be built in barriers where services management has priorities e.g. economic development, which are in real terms a long way from addressing climate change and other sustainability issues. Need to include sensible targets within the corporate performance assessment framework for councils.
- Lack of indicators to measure adaptation responses for local authorities and businesses.
- All items for sale should include the total carbon cost of production (including food, pesticides, transport, packaging and refrigeration).
- Education and information, better information, more responsibility by manufacturers.
- Assisting the businesses opportunities climate change brings.
- Local government should have every bill/invoice show what percentage is part of climate change e.g. environmental costs due to waste disposal, climate change levy.
- Government should set targets, regulate, set examples and provide incentives.
- Not environmental problem, but social and economic.
- Government campaigns on TV, newspapers and perhaps through letterboxes, highlighting climate change as a significant threat and that all must take action in energy use, waste and transport.
- Relate impacts directly to lifestyle at international, national, regional and local levels.
- Public awareness campaign
- Organisations- stakeholder pressure. People – take your ethics to work with you.
- Opportunities –energy efficiency and renewable energy technology.
- Barriers – incomplete appraisals of effects of climate change. It is more than a flooding/drought issue.
- Mo.
- Barriers- planning based on car use, road building and aviation expansion.

- Opportunities – public transport.
- Taxation to modify carbon use alongside education and media.

Question 10. What opportunities are there for making sure that considering the impacts of climate change are an essential part of policy and decision-making as part of the drive for sustainable development?

- It is not just new policy and decision-making, it is recognising that past policies has to change.
- Government lead to make climate change and sustainable development addressed in policy and planning at all levels.
- Ensure part of business plans and council service plans encourage adoption of environmental management system.
- We always encourage people to recycle/consider the atmosphere etc. but I am sure that most people do not understand the impact of their actions, more information/education required.
- Change road policy focus put sustainability at the centre.
- Appropriate designs for houses and developments.
- Provide indicators for adaptation for local government and businesses.
- Clearly understood concepts promoted to all citizens, especially school children, their families/friends i.e. cascade information.
- Ensure that in all public building projects, the lifetime carbon emission cost is included in the analysis.
- Exploit examples of bad developments.
- In local authorities etc, the carbon emission costs of recommendations should be included alongside 'equal opportunities implications' etc.
- For every development/procurement/policy change, have a climate change assessment such as you have an environmental impact assessment for some planning issues.
- Sustainable development assessment of all legislation.
- All development/legislation to be proofed for the impacts of climate change.
- Make it as a target for which a public organisation is accountable i.e. through audit.

Question 11. What steps do you think government, business, and others should be taking to promote a more innovative, competitive, resource-efficient, low-waste, economy whilst also improving our environmental performance?

- Make sure sustainability is a criteria for deciding what to centrally procure; easy to train procurers; achieve sustainability object more quality.
- Education, public information, films i.e. on the lines of Powergen adverts.
- Energy use – examine each department’s use of energy and where it can be cut.
- Communities will not engage until they see sustainable issues and initiatives being carried out.
- Central market place.
- An organisation that produces good quality recycled paper but exploits its workers is NOT a sustainable supplier. Its NOT just about environmental issues.
- Recognition that resources are finite, translate this into for example using recycled products or trying to minimise use.
- Resistance to change – education for larger required.
- UK Government should revoke international trade agreement, which force the public sector to bid to global competition without environmental constraints.
- Present cost, long term, as life costs e.g. 25, 50, 100 years for public to see full environmental impacts.

Question 12. What steps do you think need be taken by government, business, and others over the short and long-term to help businesses make more sustainable products (ones that have reduced environmental and social impacts)?

- Educate suppliers.
- List of sustainability objectives.
- Support mentors
- Private/public sector projects in major energy areas e.g. housing and urban development to form platform for export/competitive economy in sustainable products.
- Ensure that approved supplier lists do NOT prevent new businesses with sustainable products entering these lists and tendering processes.

Question 13. What steps do you think need to be taken by government, business and others over the short and long-term to help business and household consumers choose more sustainable goods and services?

- Engage private sector in supplying services to huge domestic sector, housing, transport, etc. private sector more motivated to efficiency and success because of financial constraints.

- Local Authorities to set examples i.e. energy use across departments, car use, free public transport etc.
- Not enough public information and education.
- Organisations wield huge consumer power, which can be very effectively used to influence sustainable products and services NOT just about environment; sustainability is much wider.
- Would like the Government to encourage suppliers to produce environment data sheets for their products.
- Selection of products and environmental policy e.g. CO₂ mitigation.
- Make more of publicizing how far food/materials (all goods) have travelled.

Question 14. What areas of consumption do you think need to be tackled first? Why? What actions need to be taken by whom?

- Dissemination of local/regional best practice.
- Prioritise local/regional purchasing.
- Joint purchasing policies e.g. electric buses, bulk purchase across a number of Local Authorities.
- Each local authority buys renewables to meet 10% by 2010. Each local authority to buy 2MW wind turbine and get past own planning department.

Question 17. What are the main barriers to community action on local social or environmental issues?

- Some of the main barriers to community action on local social or environmental issues identified by delegates were the lack of effective communication, education and low level of awareness.
- There are many good examples of successful community action, but few people are aware of it. These examples need to become “mainstream”
- Ensuring that social and environmental issues are a main part of the evaluation criteria for funding was seen as a key priority.
- Seeing Government “practice what is preaches” was raised a number of times
- Funding was identified as a main barrier.
- Lack of knowledge amongst “some professional advisors” was seen as a barrier. Communities want to take action and aim for ambitious targets, but “professional advisors” are sometimes more cautious.
- Delegates suggested rationalising and simplifying funding streams would help to remove the barriers for community action to be taken.

Question 18. What can be done at a national or local level to improve support for community action and participation in all areas?

- Many delegates felt that to improve support for community action, the communities must be involved in the decision making process. This they said could be done through local partnerships.
- They noted that local partnerships face resource constraints and are often catalysed by crisis.
- Delegates mentioned that the use of peer group support, rather than “official contacts”, could improve support for community action and participation in all areas.
- There were suggestions made to authorities to transfer best practice more effectively. Many examples of good practice were identified, but many delegates were unaware of all of these.
- There was a need to map the exiting examples of good practice and activities and to learn from these.

Question 19. How can we empower communities to take greater control over the quality of their local environment and to tackle their other priorities?

- To empower communities to take greater control over their environment, there is the need to educate and communicate inclusively.
- The use of local examples was seen as a way to empower communities, as delegates noted that using local examples makes issues like climate change real for people to take action.
- Other issues noted were the priorities of the authorities. Delegates suggested authorities should be flexible with their ideas by streamlining their decision-making and also writing less strategies but doing more at “sharp end”
- Ensuring “decision takers” are aware of the existing good practice, was seen as a key priority. Being able to present information on schemes to highlight the social and environmental benefits as well as simply the cost.

Question 20. How is the UK likely to be most successful in achieving the behaviour changes that will be needed if we are to move toward long-term sustainability and what would be the right balance of measures by government and others?

- The best way to achieve change was by good examples. Sustainable development needs to be integrated in all decisions. It should be mainstream, not an after thought. There are many examples of good practice in the East Midlands identified. Others should learn from the success. All needs to play their part i.e. Government, regions, businesses, the public.

- Government has a key role in setting the framework. Government should set and maintain the framework.

Question 21. How can communication and raising awareness support government and others' efforts most effectively?

- Delegates felt there were many mixed messages coming from Government. Government action was not "joined up".
- Sustainable development should be underlying theme for each department.
- Simple consistent messages should be given.
- Again Government could learn from best practice in the East Midlands.

Question 22. what are the top international and EU priorities for sustainable development that should be dealt with in the new sustainable development strategy?

- Use renewable energy
- Energy efficiency and conservation
- Implement Aarhus.
- We should make significant investments in replacement strategy for natural resources.

Question 25. What lessons can we learn from other countries to shape our sustainable development strategies and how we put them into practice?

- Investment in energy efficiency, efficient heat/power generation and greater use of sustainable energy sources.
- More electric trains powered by home grown hydroelectric power.
- MAG-LEV trains where are they? Only in Japan.
- Integrate climate change impact work with mitigation measures.
- Limit benefit of family having more than two children.
- In Australia children are taught about the environment, recycling and the importance of water. They are taught to be responsible for their own actions affecting these issues.
- Building trading links at community level between nations.
- Promote fair trade so that all trade becomes fair.
- Social inclusion proofing of policies, strategies and action.
- Be given more autonomy and backed by enforceable strengthened national targets.

Question 26. What more do we in Government need to do to improve our own leadership in sustainable development? How would you like to see reporting improved?

- At the moment Government is not leading, it is responding/ reacting.
- Leadership needs statements forwarded by resource and commitment.
- What happened to the great ministers – what are they doing?
- Setting high standards e.g. building regulations can come from Government.
- Short term and deliverable activities that make choice at an individual level easier is essential. E.g. if you know a high, quality, reliable and affordable bus service is available, the possibility of getting out of their cars will be enhanced.
- Provide more education and implement tools to help householders and businesses (especially middle managers) to understand how they can achieve sustainable development in the short term. Central and local governments to provide appropriate support networks to achieve this.
- Recognise contradiction in policy e.g. promoting massive expansion in aviation whiles trying to cut CO₂ emissions.
- Change in fiscal system to reward responsible and sustainable eco-system behaviour.
- More leadership at National level is essential.
- If it is important, the government should regulate e.g. building regulations should have much higher standard for energy efficiency.
- Be joined up e.g. reducing traffic and education, choice policies are diametrically opposed.
- Clear targets by NHS relating to sustainability.
- Mixed messages from different Government departments do not help.
- If it is a priority, it is so far all not just some.
- The Government should concentrate on raising people's awareness of the issues and shaping their behaviour in a way that they realise that they have a personal responsibility to the collective benefit.
- Concentrate more on changing attitudes and making the point that we all have to accept personal responsibility for the benefit of our communities and the population as a whole.
- Leading by personal example.
- Integrated transport system including road traffic reduction target.
- Procurement to be based on not just cost but environmental and other issues should also be considered.
- Ensure that environmental/renewable energy standards are included in the specification for all new developments, especially major ones e.g. Milton Keynes/ S. Midlands.

- Infrastructure, doctors, dentist, education, community.
- Financial support.
- Greater empowerment/support at local level.
- Create awareness of the need for sustainable development.
- Campaign and include in national curriculum
- Greater emphasis in schools-education.
- Give people the feeling of ownership; instil idea that it affects them and their future.
- Each about implications.
- Need leadership stance from Government.
- Currently low priority- involvement from treasury to make commitment to sustainable development.
- Lead by example e.g. ministerial cars
- Set and enforce stronger environmental standards on industry / manufacturing.
- Government is not leading in sustainable development – which Departments claim to be? Other countries are better – needs to cut across Departments including D.T.I-Sustainable Development not made enough of an issue in media and education, public information.
- Strengthen the links between Government Departments
- Strengthen the RDA role in sustainable development.
- Has to be seen to be doing it!
- Building design
- Public transport.
- Setting of realistic targets on sustainable development, which are achievable at a national level.
- Elevated status within government DEFRA is not sufficiently high up the government hierarchy.
- Government needs to be seen considering sustainable development issues when making key public policy decisions especially planning and transport.
- Leading by example.
- Community-based programmes to encourage behaviour change.

Question 27. What do you see holding back effective action by Government?

- The various departments need to take sustainable development as a common theme with agreed actions.

- The policies and programmes of each Government department should pull in the same direction with no conflict between them.
- Massively complex and competing and at times parallel agendas.
- How can the plethora of programs be rationalised and how can those that remain be joined up.
- Complete lack of joined up implementation across government departments or agencies.
- Lots of cultural shifts e.g. health and safety localisation menus that local show pillars cannot be used.
- Fear of short-term political unpopularity e.g. car lobby, fuel influence of multi-national businesses.
- Adversarial value of national politics –lots of common growth that should be taken out of political fray.
- Parallel – in times of war, parties work together to deal with a national treat. Issues like climate change should be treated in exactly the same way.
- Not joined up.
- Too many departmental agendas.
- Political party changes impacts on process, decision making etc.
- Resources.
- Political will.
- Clear direction and strong emphasis.
- Quick wins and small steps.
- Difficulty to tackle.
- Effective public transport especially tackling bus services.
- Cost and revenue.
- Tax gain mitigates against bio fuel development.
- Welfare rights.
- Poor communication between sections of the Government.
- Lack of joined up working.
- International pressures.
- More commitment required to overarching on an international scale.
- Financial incentives but less short-term ruling.
- Conceived political support.
- Money, political risk, lack of complete understanding by politicians.

- Possible industrial 'black mail'- i.e. SPGs-developers threaten to go to another country standardizing of environmental standards i.e. housing energy efficiency.
- Inability to relate to communities.
- As above, sustainable development doesn't cut across departments.
- Technological fixes.
- Government departments not working together with a common vision and government policy actively encouraging actions that contradict sustainable developments e.g. Gershon Review.
- Fear of what electorates want!!
- Lack of political will.
- Position on political agenda.
- Lack of lateral thinking.
- Getting the message across to public- i.e. wind farms can make a profit, only need one.
- Non NRU don't get funding for community strategy. LSP's can't deliver, need money /resources.
- Too complex to "sell" the issue needs simplifying.
- The significant funding of consultation paper (Taking it on) Need to be processed quicker.
- Economy is always top priority.
- Multinational companies have too much influence.
- Businesses.
- Clear leadership.
- Positive.

Question 28. In what areas is a clearer lead from us needed to promote sustainable development? What form might this take?

- Targeting a low carbon economy; encouraging a big reduction in carbon usage.
- Need to mobilise people's interest and participation; need to have the man in the street aware of consequences.
- Government needs to link progress on sustainable development with financial incentives to enable action.
- Sustainability must be built into:
- Targets – we increasingly do not do anything unless it is a target.
- Policy – be joined up e.g. education choice and transport.

- Fiscal arrangements – nothing change in waste until landfill tax came in.
- Regulation – needed along with the above to change behaviour e.g. stronger lead across all Government service is essential, also leadership by example.
- Sustainable development procurement criteria.
- Make better use of physical capacity (e.g. Tesco car park) in operating local markets.
- On the link between healthy foods, nutrition, good farming practices and environment, educate people about where their food comes from.
- Mapping of good practice and sharing at regional/national level.
- Raising awareness of sustainable development as a reality at local level.
- Importance of the local supply of goods and services.
- Sustainability should be an overarching activity present in all branches of Government activity.
- Clearer processes.
- Clearer tools to access funds.
- Less complex access to funds.
- Stick approach to push recyclable plastic goods etc (Sainsbury's containers).
- Clearer targets and penalties for local government through audit commission.
- Commitment and targets to drive funding into excluded communities to be used by them not for them.
- Taking action/education to promote behaviour change.
- Awareness of impact of climate change.
- Define it properly, but do not exploit it and pretend that all is well.
- Decisions/actions can be taken which are not always sustainable and therefore to badge them as sustainable is not helpful.
- Capacity building to deliver sustainability needs to be improved and funded.
- All areas-waste, transport, energy, health, education i.e. No national sustainable development programme in the curriculum.
- Examples from Government- on waste-why should packaging weigh more than the object.
- Government not following their own sustainable objectives i.e. fossil fuel use, plastics production.
- Affluence associated with waste production - break the link.

- Minimizing the North/South divide, e.g. re-distribution of civil servants.
- Need to change behaviour of individuals.
- Need to know why? Should be part of whole education system
- Be provided with information in order to be able to make informed decisions.
- Simplified message i.e. deliver message in clear way.
- Clearer explanation of how we can use funding for sustainable development.
- Guidance i.e. communication strategy is not getting through to organisations.
- Providing funding for sustainable development strategies.
- Planning and transport e.g. Airport expansion, Road building.
- Businesses.
- Clear leadership.
- Positive.

Question 29. What are the main challenges for delivering sustainable development in your region?

- Enlisting public support.
- Enthusing local authorities and other partnerships.
- Enforceable national targets should be strengthened.
- The selfishness of individuals.
- The need to raise levels of responsibility.
- Too much dependence on conflicting national imperatives/funding controls.
- Technocratic definitions do not engage public who also need to change behaviour.
- Overall commitment.
- Involve local groups in disadvantaged communities in design and delivery of action.
- Balancing the need of city and county areas re: transport, waste disposal, and employment.
- Impact of expansion of East Midlands' airport on quality of life.
- Social problems of inner city and sink estates- non-productive asylum seekers and refugees.
- Wind power versus local environment in parts of the regions.
- Effects of changes in farming economy on landscape and biodiversity.

- Try to reduce the need to travel.
- Sustainable community.
- No east-west rail link in south of region.
- Housing pressure from the SE without futile damage to the environment and depletion of natural resources in the East Midlands.
- Add quality to the built environment both conservation and sustainable design.
- Much to commend with respect to the IRS approach but no statutory force to environmental and social strategies of RES and RPC's. Structures favour economic development e.g. SSP's
- Inequality of resources.
- Getting messages across to general public.
- Making networked ways instead of linear ways might help.

Question 30a. How can Regional Assemblies, Regional Development Agencies and other regional organisations better deliver sustainable development?

- Social inclusion 'proofing' of strategies and actions.
- Facilitate exchange of ideas.
- Get consistent approach. Is EMDA delivering the same agenda as EMRA?
- Be given effective duty to promote and support social and environmental aspects of sustainable development.
- Need to ensure that they have embraced sustainability from within before delivering it externally.
- By having more coherent and integrated strategies, which are fully implemented.
- Spend money on campaign of awareness raising.
- Take regions seriously.
- Pooling of ideas.
- Simplify terminology; get some term so it is not just a nice idea. Probably sharpen focus to get some identifiable wins.
- Lobby nationally to better motivate Government.
- Sustained common voice. Common manage to engage public and create demand.
- Give all the counties/districts/voluntary sector/businesses equal recognition and value in the decision-making processes.
- Better monitoring of delivery of policy aims. Follow up on failures, more teeth to enforce policy.

Question 30b. What contributions from a national and local level would help the regions to improve delivery of sustainable development?

- Clear leadership/ownership.
- Changes in attitudes.
- National leadership currently lacking.
- National conviction that all of Central Government is pursuing the sustainable development agenda.
- More delivery at grassroots.
- Engagement and control at local community level.
- More national government resources to provide social housing.
- Enforceable national targets should be strengthened.
- Far more nationally driven awareness raising.
- Initiatives to educate the wider population.
- Sustainable development, still predominantly an issue for theorist, academics and practitioners.
- Legislative framework from central government and appropriate levels of resources that will enable it to happen.
- Legislative frameworks that adequately support all aspects of sustainable development e.g. building regulations.
- Changes in how public transport funding are made.
- Harnessing local enthusiasm and helping to make best practice general practice.
- Lack of leadership in Central Government to pursue sustainable development objectives.

Question 31. How can regional sustainable development frameworks better contribute to the delivery of sustainable development?

- By marketing the sustainable development frameworks to local authorities, businesses, local strategic partnerships, schools & colleges, communities and groups.
- Improved local communication links.
- Agree (fewer) basic common principles and criteria (easy to apply).
- Encourage excellence at the local level by being aware of local initiatives rather than imposing the framework.
- Ensure there is a common understanding of the policy statements and how they affect real world decisions.
- To revise IRS in plain English with no technical jargon.

- Recognise priorities and be bold in sticking to them.
- By embracing and using existing indicators where appropriate.
- Daughter strategies of IRS need to own and deliver each other's targets.
- By the clearest and simplest possible statement of sustainable development objectives.
- By clearer understanding of what is meant by sustainable development through relevance to local case studies.
- By ensuring they provide guidance on what issues need to be looked at what level.
- By requiring reports given to local authorities for decisions to contain a section explaining the effect of the recommended decision on the sustainability of the area.
- By getting the local authorities scrutinizing committees to test their council's policies against the framework and publish the results of those tests.
- Make them easier to understand and simpler to use.
- They must be seen by others as overarching and integrated not as add-ons.
- By engaging organisations and individuals throughout the region and making sustainable development relevant and accessible to everyone.
- Too many strategies not easy to understand, integrate strategies into an understood and deliverable concept.
- Less complex, less red tape, too rigid.
- To include it in base housing allocations, to include proportion of affordable houses as targets in local area (especially rural ones). Support local authorities that try to enforce these.
- Setting housing and land use targets and reuse of brown fields.

Question 32. What are the main challenges for delivering sustainable development in your local area?

- Not all major companies involved.
- Lack of regulatory support to create level playing field.
- Consistent approach from regional drivers.
- Lack of enforceable, strengthened national targets.
- East-west rail link very poor.
- Improvement to rail network and reduce traffic growth.
- Lack of public transport that enables choice other than car.
- Lack of cohesive transport policy e.g. free car policy at business lines.

- Too much emphasis on tourist transport services rather than social need (Derbyshire).
- Poor transport infrastructure (Lincolnshire).
- Opportunities- growing economy, shift in any demographics, more cultural diversity.
- Challenge- to embrace the area for its potential to contribute to sustainable development through development of regional markets for products and services. Strengthen the ability to provide food for the region.
- Changes in farming economy. Impact on landscape and biodiversity.
- Awareness raising/education to allow people to develop ways of doing things differently.
- Developing services and local food production which is/are accessible in the local area.
- Ensuring that local aspirations are future proofed through policy and support.
- Finding ways of successfully encouraging all members of the population to actively contribute to sustainable development. Reward good behaviour.
- Low skills base makes it difficult to attract high quality companies.
- Lack of trust between local people and local authority.
- Securing co-operation or joint working (e.g. procurement, waste management) between neighbouring authorities and with voluntary and community sector.
- Government should enable local action especially on social and environmental issues to take place and recognise local aspirations.
- Collective ownership.
- Capacity of local communities.
- Promotion at high level (leadership).
- Working partnerships with local authorities joined up thinking.
- Local government that understands the need to centralise democratic process, which enable people to make decisions which affects their own lives.
- To build and establish in schools and amongst teachers a powerful area of influence.
- Local and public engagement in local decision-making.
- Good social infrastructure.

Question 33. How can we re-energise local delivery and strengthen local leadership for sustainable development?

- Make it clear this is a long-term approach not just another initiative.
- Show good links between leadership and activity on the ground.
- By popular publication of both approval of good schemes and criticism of poor schemes using 'sustainability' as a cover word without justification.
- Sufficient community engagement/involvement.
- Support voluntary sector and social enterprise development.
- Incentivise or legislate.
- More resources for community development workers.
- Share best practice.
- By providing better capacity to deliver through increased resources.
- Provide funding for sustainable development at local level and lead by good example.
- Provide funding streams.
- Resources for capacity building e.g. leadership coaching and mentoring.
- Provide funding that is easier to access for different projects.
- Financial penalties for not doing so.
- Celebrate success.
- Reward excellence with awards and publicity and give favourable grants that encourage best practice.
- Hold regular competitions for all age groups around creative projects, environmental projects etc. e.g. use recycled materials for art works.
- Fund no NRF LSP's to promote and deliver community consultation. Use community development workers.
- Promote use of community planning instruments (i.e. parish plans and market town health checks). Provide support to deliver quality parish council initiatives.
- Working with existing partnerships and ensuring adequate funding is available.
- By ensuring that leading elected members serve officers and local businesses, leaders are fully committed and understand the benefits.
- Explaining the issues in everyday language and putting them in context.
- Simple inclusive language.
- Good communication at all levels.

- Communicate the importance of sustainable development to everyone regularly.
- Better communication.
- Improve communication and speak plain English.
- Coordinated plans and specific, measurable, achievable, reliable and tangible targets.
- Awareness raising for local authority chief executives.
- Renewal of leadership by the Government but in partnership with LGA.
- By requiring all councils to nominate a sustainable development champion and by the RA appointing a sustainable development champion.

Question 34. How could local stakeholders make the most of existing partnership arrangements, strategy requirements, freedoms and flexibilities to improve delivery of sustainable development?

- Develop and share framework.
- Developed shared approach and indicators.
- Joint targets and focused set of goals in work plan.
- Working together to develop shared ownership of crosscutting and single-issue goals.
- Ensure that there is crosscutting discussion/study as well as topic specific work.
- Getting involved with the Local Strategic Partnerships.
- Involvement in neighbourhood partnerships to improve health/education skills and adaptability to change.
- Understand sustainable development and build into own plans for planning and delivery.
- By being thoroughly engaged and taking responsibility to ensure that this happens and insisting on ever higher standards from service and products providers.
- Find out who they are, look at their business plans and take it from there. It may have the right words level; does it have the ability to deliver the right action?
- Good example of technical jargon with no real meaning in the real world.
- Better two-way communication to promote successes and failures.
- By raising the profile of the sustainable development issues in ways ordinary people will understand.
- Better understanding of each other's objectives and influences.

- Be aware of practical working examples.
- Know how they all work and link.

Question 35. What can be done to build the capacity of local professionals and local communities to deliver sustainable development?

- Communicate issues through sustainable development workshops to sectors and by locations.
- Sharing best practice.
- Empower local professionals and communities to develop creative ideas by providing resources and recognition.
- Sharing of ideas and good examples.
- Provide clear examples and means to assess and monitor achievements.
- Get out from behind the desk and talk to the people.
- Simplify funding streams and bidding procedures.
- Work in partnership with community groups. Devolve funding.
- Place specific duty on local authorities to do this and subject the process to Central Government audit.
- Resources for capacity building.
- Simplify funding and monitoring schemes.
- Fund innovative projects and publicise.
- Reward excellence (awards, publicity favourable grant structures to encourage best practice).
- Funding training and development initiatives.
- Provide grants to schools and communities for environmental projects.
- Better targeting of resources linked to outcomes.
- Shared training and development.
- Ensure a total understanding of what is required and how by engaging local businesses and communities the objectives can be achieved.
- Develop awareness of problem. Make standards part of planning guidance.
- Educate, simplify and empower.
- Accessible academic courses at regular universities.
- Implement recommendations from the capacity building strategy with regards to the capacity building infrastructure strategy (Home Office) and promote implementation within the region.

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- Promote use of instruments and tools enabling communities to set their own priorities and support in delivering these.
- Concentrate on small range of priorities. Get better understanding of linkages and continual effects of actions and policies.
- Make an integral part of their work and development plans (job description) and as a method of monitoring and rewarding achievements.
- Create local wildlife area or wild meadows. Find out what is already there.

APPENDIX 6: EAST MIDLANDS DEVELOPMENT AGENCY RESPONSE

Summary Response to the Taking-it-on Consultation

The approach to a new strategy (Q1):

The new strategy should be “bottom up” rather than “top down” to reflect the diversity of infrastructure and priorities across the UK, between and within the English Regions (whether this be economic, transport, housing, environmental, health or social conditions). In terms of setting the scene, the strategy must also set out a much stronger national and regional agenda that integrates and recognises the role that ‘sustainable transport’ and ‘sustainable economic development’ play in delivering this strategy. It should also be forward-looking and identify opportunities from emerging sectors to address challenges, for example construction and environmental technology in reducing use of natural resources. The strategy should also focus on clear action plans for the regions. A good example in this region is the component strategies of the region’s Sustainable Development Framework (the Integrated Regional Strategy), where priorities for action are set out with lead agencies and partners responsible for delivery. We would also suggest that the new national strategy contains robust and clearly linked monitoring and datasets that link local to national and other EU regions. This is important to highlight regions of best practice and allow greater dissemination/knowledge sharing within the EU and between UK regions.

What is sustainable development, and how do we do it? (Q2-5):

Although the 10 principles currently set out are helpful, for clarity, we would suggest adoption of the principles and hierarchy suggested by the Scottish Exec, Welsh Assembly and the SDC, with reference also to ‘optimise’ and ‘make most efficient use of natural resources’, to reflect environmental and economic opportunities, and that critical natural capital makes reference to both natural resources and biodiversity. The definition in the new strategy must also focus on the opportunities of crucial economic drivers and support initiatives that will pay dividends both to the environment, local communities and economic performance. The RDAs are key partners, helping and supporting the delivery of a number of projects around improving innovation, enterprise, tourism, exploiting supply chain diversification, ICT, productivity, improving skills, and regeneration and renaissance in market towns, rural and urban areas. Some examples of projects funded by the RDAs have been recently highlighted in the Smart Growth publication (a copy is enclosed).

Setting priorities (Q6-7):

We would agree that the 4 priority areas are sensible for tackling the social and environmental challenges of SD (the 2nd priority area should also refer to ‘productivity and efficiency’ to highlight economic drivers, the 3rd priority must also reference biodiversity). The current wording of the 1st and 4th areas for progress places too much focus on business in achieving the SCP and climate change challenges, and should therefore also mention the role to be

played by 'households and consumers'. This is particularly important for areas such as transport, energy use and greenhouse gas emissions. Policies to tackle issues such as climate change need to be set at national and global level, but given our response to Q1, the regional and local level will have key roles to play in developing policy to fit a national framework. Also given our response to Q1 around scene setting, the opportunity to embrace sustainable economic development (through supporting innovation, R&D, skills for example) and transport/infrastructure improvements (improving opportunity for modal shift with public transport and freight) does present the RDAs with an opportunity to help deliver this strategy.

Climate change and energy (Q8-10)

Greater involvement from the whole of society is crucial to tackle this issue. To date, programmes and delivery have focused on commercial, industrial use and the energy sector, but they must further engage the power generation sector, other emerging sectors, household and the transport sectors. Education and public awareness is important, through demonstration projects of energy efficiency and renewable energy, high profile advertising and employing popular culture such as soaps, and media celebrities, labelling products and information on energy bills. Many of the RDAs are supporting a number of projects of this nature around the UK, as shown in the attached publication. In the East Midlands, *emda* will be focusing our efforts and investment over the next 2 years through an 'Energy for Life' Star Prize; improving the business support service for energy efficiency, improving the energy performance of existing and new buildings and maximising growth in the energy efficiency sector through skills development. We would also suggest that government explore the implications and opportunities of financial incentives for households and business consumers (examples could include extending current energy efficiency programmes, reductions in council tax for energy efficient homes, or corporation tax/stamp duty reductions for properties with green energy supplies or properties with Eco homes excellent rating). This will need a long term commitment, and we could learn from programmes run in Germany and Sweden. The government and public sector have a big role to play through better procurement, and we would be very keen to explore how best we could work with the Regional Centres of Excellence for Procurement, to help promote and engrain better procurement in the public sector and private sector supply chains. In this region, we are also keen for this to work alongside and build upon significant investment made in business support projects such as the BEST Supply Chains (see attached publication) that will work with large supply chains to explore greater engagement by business in a commercial environment. We would also see the need for greater advocacy of the benefits, and greater adoption of "best practice" for all new homes, physical regeneration and all publicity procured schemes and projects, using best available sustainability tools, i.e., Breeam, Eco-Homes and Sequel standards. *emda* are already actively exploring and using these benchmarks in the tender selection process for sustainable infrastructure and housing development for projects such as the regeneration of the former Shirebrook colliery site. Similarly in the private sector, high profile individuals/businesses could lead by example, advocating in

partnership with government simple, cheap and powerful CSR and PR opportunities, not just formal accreditation schemes such as BS8555 and EMAS (which unfortunately have a cost for accreditation). We would also suggest that much greater reference must be made to the role that a sustainable transport structure will have in reducing GG emissions; transport should have its own section in the strategy, where emissions are defined against other sectors at a national and regional level. Aviation is also an area this national strategy could promote and steer a more robust and balanced approach to aviation policy. Growth in passenger and freight aviation will afford real progress in regional competitiveness and economic growth. We do recognise that this should be delivered in such a way that encourages government departments, the aviation sector and its associated industries across the UK and EU to maximise opportunities to reduce environmental impacts and align climate change and aviation policy in a more integrated and positive manner.

Sustainable consumption and production (Q11-14)

Our response to questions 8-10 above also applies here. More focus needs to be given to the economic and business advantage of being more resource efficient, using best practice examples from the Action Energy and Envirowise programmes and the REWARD (Regional and Welsh Appraisal of Resource Development) project, together with wider economic growth opportunities in other sectors such as environmental technologies, using the work many of the RDAs are undertaking and reviewing for the regional Environmental Economies. This sector has a very significant role to play and resources and support must be maintained at a regional and national level to allow research and development and innovation of competitive new processes and equipment into the market place, through the replacement of the landfill tax credit scheme (DTI led Technology Strategy), national and regional support from WRAP and creating more opportunity for greater investment from RDAs through the PSA framework. We would again suggest that government should look closely at the opportunities that could be afforded from financial incentives, and that national and regional business support providers from all sectors work more closely to ensure that more accessible and impartial networks of support services, aligned to customer needs and economic drivers at a local and regional level are in place. Several of the RDAs have already taken a leading role in bringing this into place at a regional level, including *emda*, where we have committed £0.75million for the creation of an integrated network of all business support providers by 2007. We would again suggest procurement and supply chain mentoring as a good opportunity to realise wider CSR and economic benefits. This strategy could stimulate government as a whole to be more innovative in its approach, setting a good example and having wider influence through procurement practices. The adoption of a recognised standard for good procurement, CSR and environmental practice would be welcomed for all public sector organisations. We would welcome clear labelling of all goods and products with other campaigns and education to influence consumer choice, both to commercial, public sector and households/consumers. Promotion must be owned across Whitehall departments, there is a huge economic opportunity

within the innovation, enterprise and skills agenda where DTI and RDAs can help deliver this change to gain economic gain for the regions, however the message has to date focused too much on the environment, rather than economic arguments. We would suggest the priority area for consumption is energy and fuel (including transport). Action is specifically needed to ensure consumers switching to green electricity can trace generation source. Action is also needed in more sustainable building design and construction and delivering significant investment in renewable technologies, infrastructure and skills, innovation and diversification of supply chains into new markets emerging from this investment. Other priorities include waste production and the growth in the recycling industry and environmental technologies sector.

Environment and social justice (Q15-16)

We would suggest that delivery targets areas of poorest quality, which in many cases have social and economic hardships, to gain community ownership and engagement in these areas. There are a number of examples in the East Midlands, particularly in the ex mining communities of North Nottinghamshire, where significant investment from *emda* and partners is bringing about significant improvements in the quality of the local environment, improving infrastructure, helping communities with skills and training and attracting investment to stimulate job creation and wealth. Examples include the former Avenue Coking Works, Sherwood Energy Village and other former collieries at Manton and Shirebrook. Other examples are included within the attached publication. We must also avoid initiative overload and take a fresh approach that brings a local dimension and delivery of the Sustainable Communities Plan. Further research and base lining of the negative impact of environmental inequalities needs to be undertaken to create the 'business case' for its acceleration onto other wider funding programmes.

Helping communities to help themselves (Q17-18)

We would suggest that capacity and resources in this sector need to increase. This is often not a homogenous sector, and not always readily formed into collective groups capable of responding jointly, which is hampered by poor engagement structures and duplication of effort and funding from public and statutory bodies, and insufficient recognition of the role of community groups. Sub Regional Strategic Partnerships (for delivery of economic development at a sub regional/county level in the East Midlands) and Local Strategic Partnerships do provide an opportunity to improve this, provided that they can be fully inclusive of local communities. There also needs to be greater communication, recognition and support from funding bodies of the need to address capacity issues in a meaningful way, by providing sustainable sources of funding that is mainstreamed as opposed to piecemeal, for example NRF funding.

Changing behaviour (Q20-21)

There needs to be a blend of different options. Publicity and awareness raising is important, disseminating proven best practice and case studies

appropriate to the audience (public sector, business and households) to show that it works, using sector champions, well respected/high profile individuals and high impact and targeted advertising on the TV, radio, newspapers and the web supported by multi sector and agency partnerships. This must go hand-in-hand with incentives and regulations on products. This strategy could make a smarter link to the education and skills agenda, suggesting that SD becomes integral to the national curriculum (not just environment and science related course), business training, university business related degrees, vocational development and business/trade groups and associations. At a regional level, the opportunity exists for the SD skills development to be integrated more fully within the Regional Framework for Employment and Skills Action (FRESA) and the Regional Skills Partnerships (RSP). There must also be simple ways presented to help households gain an understanding together with incentives to think about changing patterns in households and transport (information to council tax payers, utility bills and house purchasers)

Beyond the UK - SD in Europe and internationally (Q22-25)

The top priority is for the UK economy to be among the most competitive in the EU, and certainly for a number of the UK regional economies, including the East Midlands to be in the top 20 regions in terms of their economic output, resource productivity, environmental footprint, disparity and environmental quality, i.e. an agenda that advocates sustainable economic growth. At present only two regional economies (South East and East of England) can be considered to be in the top 20 regions when considering a composite indicator (employment, unemployment, disparity, GDP per capita and resource productivity). On environmental issues, we consider climate change and resource productivity to be the key priorities for the EU, including identifying how improvements in natural resource use and environmental quality could also stimulate economic development in areas such as environmental technology, tourism, inward investment and forestry. Actions the UK could do must firstly focus on setting a good example, including improving procurement and highlighting how economic growth and wealth generation can be in line environmental protection. The comments regarding aviation set out in response to question 8 above could also be an appropriate area for UK Government to take greater leadership in the delivery and reporting of economic and environmental impacts. The UK could also maximise economic opportunities around inward investment and international markets to help develop and share technological development that combats issues such as climate change, especially in those EU states where environmental impacts need to reduce and where economic opportunities are at their greatest.

Getting the structures right for leadership (Q26-35)

This strategy must gain full ownership and integration by Whitehall, and recognise the opportunities that economic development, transport, new housing and infrastructure and the Sustainable Communities Plan could deliver. Our response to Q22-25 would provide a useful way forward. To date,

lack of coordination and changing/confused messages in central government, especially outside DEFRA has held back effective and coordinated action, especially in areas such as procurement, greening government, transport and aviation and the opportunities of wider government policy and regional governance. These issues reflect themselves in a similar way at a regional level. Resolution at the national level will bring clarity and a greater opportunity for integration to build on good progress to date in the region, and to better tackle sensitive issues such as aviation and growth. We see RDAs as one of the primary delivery vehicles to influence and bring about change in the regions, provided we deliver against core targets and outcomes that reflect sustainable economic growth and infrastructure, not unsustainable economic growth which only focuses on economic growth or unsustainable infrastructure development (i.e. not developing in line with economic development). There are challenges to this, which include integrating local community, environment and economic development partnerships and groups in a society that is drawn between local consumers balancing local priorities and challenges with an increasingly global economy and consumer choice. Further exploration of local area agreements for integrating funding at a local level could provide a useful opportunity to integrate funding to a coordinated delivery agenda. Local leadership and delivery from the public sector will need to play a crucial part in bringing about change across all sectors of society, by also recognising the role it has to play in the procurement agenda and public awareness raising. Greater clarity and support from national and regional government can provide the framework, but a more embracing targetory framework focused on outcomes and measuring change is essential.

The business contribution to sustainable development (Q36-37)

The business contribution to SD must consider regional economies that are changing substantially in terms of sectoral make-up and the predominance of micro, small and medium enterprises operating in highly competitive national and international markets, where the focus is on survival. Contributing to SD must be framed in a simple and opportunistic manner that understands what motivates business, i.e. profit, customer base, share price and competitiveness. Our response to previous questions has already eluded to the opportunities, potential solutions and some existing examples. We would advocate the following measures to facilitate and support and greater contribution from the business community;

Greater integration and leadership from government policy which presents opportunities to business, to build upon a regime of increasing legislation.

Awareness raising and raising skills levels in the education system and within business and trade bodies, to equip business with the necessary skills to recognise and respond to opportunities. This we propose would be through a number of routes, such as more business champions to advocate and demonstrate economic rewards, greater demonstration of best practice across sectors from existing government programmes such as Envirowise, support and mentoring from trade associations, CBI, IoD and sectoral groups, and higher quality and integrated business support that considers customer

needs rather than an uncoordinated plethora of different providers pushing their own tools.

Provision of quality and easily understandable data that allows business and sectors to understand their impacts as opposed to household impacts. This will require greater coordination of mass balance studies and projects such as REWARD. There are a number of sectors, such as retail, food and drink, that also have a very close link with consumers and wider society and this could be a useful avenue to also influence and respond to public attitudes

Greater exploration of financial incentives to encourage business to use resources efficiently. Our response to questions 8-10 above suggest possible options which could be explored by government.

Higher quality and more efficient procurement within both the private and public sector, since these both invariably influence and support a cross section of SMEs providing goods and services. *Emda* are already providing support to projects that explore supply chain mentoring alongside quality business support to enable SMEs to engage and recognise business benefits, and we would welcome the opportunity to explore with the new regional centres of excellence for procurement as to how this agenda could be delivered.

To help encourage increased sustainable procurement practice, there needs to be a much more focused drive, especially within the public sector, for a culture of corporate social responsibility, if necessary incorporated into a targetory regime across Whitehall and all departments. Considering just Environmental Management Systems and Commitments, we would urge government to take a more imaginative approach since the current focus on EMAS and other systems such as BS8555 does not allow accreditation without financial cost. A simpler and no cost commitment that is properly marketed and supported by government and all regional offices could be a mechanism for monitoring and reporting progress.

Greater consideration must also be given in this strategy to wider economic opportunities that many of the RDAs have identified from new business creation in the environmental economy and environmental technologies sectors. Not only will this help achieve environmental sustainability, but also increased GDP, job creation and employment, improved skills levels, inward investment and tourism.

Measuring our progress (Q38-42)

To date indicators have been focused too much on the silos of SD, we would welcome more integration of indicators in areas such as disparity and resource productivity to align sustainable economic growth with social and natural resources, particularly for energy and waste. Indicators may also need to look at changing societal aspirations and culture. We would also recommend that indicators are adopted that ensure that comparisons can be made between the UK and other member states, and also a similar comparison can be done for regional comparisons, so that we can track our continuing performance around sustainable economic growth. It would also be useful that these indicators can track disparities within regions. Indicators

should represent areas in which the partner departments and organisations signing up to the strategy have a capacity to influence- such issues are addressed in detail in documents like 'Choosing the Right Fabric' and 'On Target? Government by Measurement'. The proposed lists should have a tighter focus, and a greater connection to what the strategy is actually trying to achieve by ensuring that SD indicators and targets 'bite' on key public sector, private sector and household consumers and therefore adds value. These should concentrate on those areas not covered by so many other initiatives. The strategy itself covers issues like social capital and resource efficiency at some length, but these are either not measured, or under represented, in the proposed indicator list.

APPENDIX 7: EAST MIDLANDS REGIONAL ASSEMBLY RESPONSE

Section 3 What is sustainable development, and how do we do it?

3: What should be our vision of sustainable development in the U.K.?

The Assembly supports the Sustainable Development Commission's view that there is a need for economic development that generates wealth without damaging the environment. However, alternative wording is proposed for the overall vision. The vision could refer to *"high levels of employment and a vibrant economy"* instead of "maintenance of high and stable levels of economic growth and employment".

4: What should be the guiding principles for U.K. decision-makers, and how can they be made widely practical and relevant both within and beyond government?

A key guiding principle should be that sustainable development is at the heart of all decision-making. Through the Integrated Regional Strategy, our regional sustainable development framework, the Assembly has always sought to achieve this. A major driver for the development of the East Midlands Integrated Toolkit, mentioned above, has been to provide support and help for decision-makers in ensuring that sustainable development principles are fully taken into account in policy development and implementation.

Section 4 Setting Priorities (Page 18)

6: Are the four identified priority areas the right ones for the U.K. as a whole to focus on over the next few years? If 'No', what would you change?

The term "environment and social justice" is unclear. The text later in the document (page 24, para 7.3) uses the term "environmental inequalities" instead. It is suggested that this is a better term that is more readily understood. It is proposed that the term "environmental and social inequalities" is used instead in the priorities.

The following regional sustainable development priorities have been agreed by the East Midlands Regional Assembly and these are now commended to the government:-

Reduce inequalities

Conserve and enhance the natural environment

Create healthy and sustainable communities

Improve economic performance and competitiveness

Use natural resources more efficiently

Section 5 Climate Change and Energy (Page 20)

8: How can we encourage more public involvement in action to reduce emissions?

There is a need to raise awareness of climate change issues, making them real for people. One way of doing this is to establish and showcase practical demonstration projects that aim to reduce carbon emissions – examples in the East Midlands include Sherwood Energy Village, Chesterfield Innovation Centre, Mablethorpe Wind Park, Hockerton Housing Project and Daventry Solar Plan.

The East Midlands Regional Assembly is keen to showcase activity in the region - one of the key work priorities of the EMRA Promoting Sustainable Development Group is to showcase good practice and there are a series of 'success stories' featured on the sustainable development pages of our website with the aim of trying to inspire more activity.

In addition, it is important that government demonstrates its own commitment by leading by example and also through legislative and regulatory measures.

20: How is the U.K. likely to be most successful in achieving the behaviour changes that will be needed if we are to move toward long-term sustainability and what would be the right balance of measures by government and others?

The government needs to recognise that the provision of information, help, education and encouragement will only result in a certain level of behavioural change. There are certain areas where measures by the government itself, including taxation and regulation, will be needed to secure the necessary change in individual behaviour. For example, increased mobility and ease of travel, particularly by air, is threatening the achievement of the Kyoto carbon reduction targets. The government therefore needs to review mechanisms within its control whereby the true environmental, social and economic costs of certain forms of behaviour are reflected in its own policies on taxation and regulation. Whilst it has proved to be unpopular with voters and motorists, the fuel escalator tax was a clear use of taxation to influence individual behaviour.

The Regional Assembly is seeking to promote behavioural change through draft Regional Planning Guidance as follows:-

A Traffic Growth Reduction Target (Policy 41)

A Travel Behavioural Change Strategy (building on the analysis underpinning the various Multi-Modal Studies that have taken place in the Region) (Policy 42)

Promoting recycling rates above national targets (Policy 38)

Section 11 Getting the structures right for leadership (Page 30)

27: What do you see holding back effective action by Government?

Whilst the government has made progress in setting up sustainability plans for government departments and has sought to co-ordinate action on sustainability across government, there is little evidence that sustainable development is really at the heart of government decision-making. It is

notable that the consultation exercise is being undertaken by DEFRA and the foreword is only signed by DEFRA Ministers. This contrasts with a number of other initiatives such as the Sustainable Communities Plan where a wide range of departments have worked closely together and jointly badged government policy.

A way of ensuring that sustainable development is genuinely at the heart of all decision-making would be to ensure it influences the government's spending review. It needs to be promoted as an integral part of decision-making by the Prime Minister and Chancellor of the Exchequer.

It would be helpful if the Government could clarify the relationship between the UK Strategy for Sustainable Development and the Sustainable Communities Plan.

30: How can Regional Assemblies, Regional Development Agencies and other regional organisations better deliver sustainable development? What contributions from a national and local level would help the regions to improve delivery of sustainable development?

The East Midlands Integrated Regional Strategy (IRS) Framework is the region's Sustainable Development Framework. It ensures that the various regional strategies are compatible both with each other and the region's sustainable development objectives – in other words, they are working in a co-ordinated way towards the same goals, ensuring that regional policies and action take sustainability fully into account.

The IRS is currently under review - the key challenge for the revised IRS is to ensure that it also provides the framework for securing greater integration in the delivery of national and regional policies. This challenge could be addressed by government ensuring a more co-ordinated approach at the regional level, for example through the rationalisation of funding streams. Advice by government to those working at the sub regional and local levels, for example in relation to community strategies, should also explicitly and clearly set out the need to work within the regional context and frameworks.

Achieving sustainable development should also become a statutory responsibility for Regional Assemblies.

The Regional Assembly's Promoting Sustainable Development Group key work areas include working towards a co-ordinated approach to sustainable public procurement in the region, addressing climate change issues including initiating a project on sustainable design and construction, encouraging action by business for example by showcasing good practice and promoting success stories across the region.

The Regional Assembly has undertaken work with business to assess how businesses can make a greater contribution to delivering sustainable development. This has led to further work on sustainable procurement and showcasing good practice.

The Assembly believes that greater emphasis needs to be given to housing issues. In particular there is insufficient reference to housing and its role in sustainable communities. There are also insufficient housing-related

indicators – additional indicators for affordable housing and homeless are critical to sustainability. The document has too much focus on environmental issues and there is little synergy with PPS1 which has been criticised for too much emphasis on economic and social issues.

APPENDIX 8 EAST MIDLANDS EXPO 2004



East Midlands EXPO 2004

Tuesday 12th October 2004 at Sherwood Energy Village

A trade fair to promote and showcase the large number of initiatives in the East Midlands that together contribute towards a more sustainable future for the region. It will bring people together from the private, public and voluntary sectors to see what is happening around the region, share good practice and ideas, and inspire even more activity.

Exhibitors: The aim is to have up to 120 exhibitors from around the region demonstrating and displaying services, goods and projects. The themes for the day are:

Health and fitness

Support for business

Low carbon solutions

Local food and fair trade – providing refreshments to be sold on the day

Presentations: There will be a programme of presentations throughout the day for organisations and businesses to provide more information about their work and initiatives – these will typically last between 15 and 20 minutes.

Tour of Sherwood Energy Village: Those attending the trade fair will have the opportunity to join a tour of Sherwood Energy Village.

ANY QUESTIONS?

Please contact Yvette Dearden – email: yvette.dearden@emra.gov.uk

A SERVICE, PRODUCT OR PROJECT TO SHOWCASE?

Please contact Lesley Chapman **by 3rd September**

Email lesley.chapman@emrlga.gov.uk

A PRESENTATION TO GIVE?

Please make initial contact with Lesley Chapman **by 3rd September**

Email lesley.chapman@emrlga.gov.uk

WISH TO REGISTER YOUR INTEREST TO ATTEND?

Please contact Lesley Chapman – email: lesley.chapman@emrlga.gov.uk