

Engagement Overview

This document provides a summary of the engagement activities and a summary of the feedback received on the Commission's draft recommendations.

The financial situation of the Council has meant that the Council's planned engagement activities, discussed at the third Commission meeting, which involved a series of five workshops in November / December 2020 and an online survey, were reduced to an online survey only.

Commission Members have previously emphasised the need to engage a wider group of people to build support and develop the ideas for the Commission. In light of the reduced nature of the engagement activities conducted to date, Commission members may wish to consider additional recommendations related engaging individuals, groups and businesses on the recommendations going forward.

Citizens Assembly

As agreed at the outset of the project, a follow up discussion was held with former Citizens Assembly members on the draft recommendations. This online discussion was hosted by the Commission Chair on 10th February, 2021, and six former Citizens Assembly members were able to attend and share their views. Key summary points from the discussion include:

- The importance of public engagement, and need to find ways to overcome apathy and cynicism. Set this as the people's agenda not an agenda imposed by the Council. Need a vibrant engagement process to identify people / organisations to hold this agenda.
- Need to map local groups, to tap into the growing number of volunteers / people with energy and ideas.
- Low Traffic Neighbourhoods noted local opposition to road closures and how this was implemented.
- Opportunity in Schools to build on what is happening already in the borough. Noted the intention to develop a network of schools already being discussed, as a structure to introduce eco-schools.

Online Survey

The Council conducted an online survey to collect views on the initial recommendations from the Commission during a two week period (survey closed February 9th, 2021).

Of the 465 people submitting responses: around 69% are residents of Croydon, the majority of the remaining group either work in Croydon, or live very close to its administrative boundary.

Respondents came from the majority of Croydon's wards, however 54% of respondents came from just two wards, Crystal Palace and Upper Norwood, and South Norwood. Respondents who reported their demographic data were slightly more likely to be female (60% of respondents) and respondents were most likely to be middle aged. Only 4% of respondents were under the age of 30 and only 4% were over the age of 71.

As data from 2019 suggests 38% of the population of Croydon is under the age of 30, and around 9% over the age of 71 the respondent sample cannot be treated as a statistically representative sample of the Croydon population.

Ten out of 12 recommendations received overwhelmingly positive feedback. Summary feedback is provided against the recommendations below.

Headline recommendations and summary feedback

Getting the groundwork right

The Council will need to put in place the support mechanisms to drive change within the Council.

The Council should:

1. Establish measures to understand success

- Establish a clear and understandable baseline for carbon emissions in the borough and prepare a roadmap of required reductions to meet the net zero by 2030 target.
- Create a set of simple, understandable measures and accountability indicators to chart progress in tackling the climate emergency in Croydon and make the results regularly publically available.
- Host annual community events to review progress and enable the Community to hold the Council to account.

2. Establish oversight mechanisms

- Appoint a Councillor with responsibility for overseeing implementation of the recommendations
- Create a senior-level resilience officer with cross-Council responsibility for implementing actions and ensuring all Council activity works to support the net zero target.

3. Embed carbon reduction and climate adaptation in Council activities and strategies

- Conduct a thorough review of all current Council activity to ensure it is working to support the carbon reduction targets. Identify quick wins and longer term changes in Council activity that can reduce the carbon footprint of the borough.
- Conduct a thorough review of existing Council strategies and plans to ensure they support the carbon reduction roadmap, identifying co-benefits and revising those that are not aligned. This includes strengthening planning regulations to cut emissions from new developments and address adaptation risks, including on small scale builds.

4. Contribute to a broader knowledge exchange

- Engage with other councils / GLA to learn from their experience, share best practice and assess opportunities for collaboration.

Survey feedback: There was strong support for recommendations around better understanding and measuring progress on emissions reduction, and embedding climate change action in Council activities.

Climate ready homes

Retrofitting homes and commercial property to reduce their energy use across the borough is a priority. The Council can provide certainty for retrofitting businesses by creating a pipeline of work through social housing, and increase confidence for homeowners to make changes to their properties by identifying local trusted trades people

The Council should:

1. Develop a pipeline of retrofit projects

- Conduct a detailed housing stock retrofit needs analysis.
- Accelerate efforts to decarbonise social housing, providing a pipeline of work for locally-based businesses.

2. Develop local retrofit delivery capacity

- Create a one-stop-shop for private retrofit advice, trusted traders, and accessing government grants.
- Create of a retrofit academy in association with Croydon colleges that can provide good quality education leading to good quality jobs in retrofit for residents in the borough.
- Provide training and upskilling of current construction sector workers.

Survey feedback: The two most popular recommendations both related to housing and the built environment. There were strong feelings regarding the need to deliver good quality green homes in the borough, and strong support particularly for recommendations on tougher standards in new home building, and schemes which support retrofit in existing homes. There was also strong support for the development of a retrofit pipeline.

Getting around

The Council will need to both reduce the need to travel and influence the type of travel adopted by residents and businesses to achieve the carbon reduction targets.

The Council should:

1. Adopt the 15-minute city model and embed it into the Local Plan to localise Croydon

- The 15-minute city model¹ is a decentralised urban design approach which locates work, shops, and other services such as doctors within 15 minutes travel of peoples home by walking, cycling, or public transport. This approach reduces demand for private transport, and provides more opportunities for local businesses.

2. Promote public transport and active travel to become the natural first choice

- Improve and extend cycle routes to connect all of Croydon, and define lanes with green infrastructure (hedges and planters)
- Develop and pilot Low Traffic Neighbourhoods in every ward. These should be designed in consultation with residents and local businesses, and target areas with poor air quality.

3. Provide the infrastructure to promote the use of electric cars

- Ensure the current commitment of 400 public charging points by 2022 is delivered and extended to improved access to rapid public charging points.

Survey feedback: The recommendations on transport generated strong feelings in a significant subset of the respondent group. A strong message came through that Croydon Council have failed to consult residents on previous schemes relating to incentivising active travel well enough, resulting in poorly planned schemes and a general lack of confidence in the council's ability to deliver the types of schemes proposed in the Commission's

¹ A concept developed by Professor Carlos Moreno of Sorbonne University
https://www.ted.com/talks/carlos_moreno_the_15_minute_city?language=en

recommendations (e.g. the 15 minute city). On the one hand, a large number of respondents called for cheaper, safer and more accessible public transport and active travel facilities.

Among those residents who had lost confidence in the council's ability to deliver, there was an aversion to the Commission's recommendations around prioritising public and active transport, and delivering a 15 minute city. Conversely, and particularly among this same group, there was strong support for facilitating the roll out of electric vehicles, both public and private, and the related infrastructure.

Green skills and jobs

The Council need to ensure Croydon citizens have access to good quality jobs created through investments in green sectors.

The Council should:

1. Promote green jobs and skills

- Develop a medium-term plan to identify the pipeline of future green jobs in the borough, and to identify and prioritise the skills needed to open up these opportunities to local people.
- Review how the Council can best support Croydon Works², in response to the current economic crisis, and in the medium term in support of the future green jobs strategy.
- Remove barriers for businesses to support training by creating a single point of contact to speak to about skills needs and support.

2. Harness anchor institution spending to strengthen the Croydon economy

- Engage with local anchor institutions (Council, NHS, and Education Institutions) to agree a Community Wealth Building approach to ensure their procurement spending supports local businesses and employment.

Commissioner feedback: I challenged on the Jobs, Skills and Employment working group the vague reference to 'good quality jobs' without clarifying what this means. I referred Jonathan Sharrock to the ILO guidelines that include, most importantly from my perspective, trade union recognition

Survey feedback: There was very strong support for both the Commission's recommendations on supporting creation of green jobs in the borough, and harnessing the power of anchor institutions and community wealth building to strengthen the local economy and accelerate its green transition. Respondents made suggestions around the provision of seed funding to local green businesses such as bicycle cargo and solar installation companies and incentives to local businesses which are proactive in reducing the environmental impact.

Getting people and businesses involved

The headline recommendations will need buy-in and engagement from Croydon residents and businesses to make them a reality. This will require both awareness raising activities across the borough about the actions residents, business and other local organisations can take, and engagement activities to inspire people to take action.

² Croydon Works is Croydon's Job and Training Hub providing a free recruitment service, working in partnership with Job Centre Plus, Croydon College and Croydon Council <https://croydonworks.co.uk/>

The Council should:

1. Develop a positive borough-wide campaign

- Framing the climate change emergence as a challenge 'Croydon is taking on', and different sectors are tackling.
- Promote existing national campaigns targeting increasing awareness of action residents can take, and scale local campaigns and existing action by sharing practice across the borough.
- Support local innovation through the provision of small seed funding grants to locally-based organisations / residents to deliver creative local campaigns to promote action.

2. Promote action at scale

- Develop a high profile campaign to reduce the emissions of all schools by 2025. Providing advice and support for all schools to become Eco-schools.
- Increase the profile of local businesses taking action to reduce carbon emissions through the establishment of Croydon Green Business Awards.
- Pilot social value leases on Council owned assets to incentivise the creation of social, local economic and environmental outcomes through a reduction in rent.
- Strengthening community-based organisations to enable them to support and scale action within their communities. Council to provide a flexible range of support for community led action, led by interests of local groups, including support to access small-scale funding.

Commissioner feedback: While there are frequent references throughout the draft to the need to engage with businesses and community groups, there is no mention of the need to engage with trade unions. This omission is especially notable in the section entitled *Getting People Involved*.

Survey feedback: There was broad support for the Commission's recommendations around developing campaigns, promoting action across the community, and changing the narrative around climate change in the borough. On these recommendations there was a much higher rate of ambivalence (i.e. respondents neither agreeing or disagreeing), possibly indicating again a lack of confidence in the ability of the Council and its partners to deliver such a campaign but very few respondents actively disagreed that this should be a focus for local stakeholders.

The scepticism reported above, in relation to the effectiveness of a local public campaign on climate change is underscored in questions on what initiatives respondents thought would work to get local residents and businesses taking action in the borough.

From the pre-determined options respondents were presented with, only around 25% of respondents saw a creative local public campaign as likely to be successful, compared to 36% who thought a schools focused campaign would be effective, and 50% who thought both better use of existing public and community spaces and green business awards would be effective.

Among the open ended responses on effective initiatives, there was strong support for programmes involving tree planting and restoring local green spaces. Perhaps the strongest message also coming out of the open-ended responses, however, was the need to get

consultation and community engagement right, when planning changes in people's local areas.

Annex 1 – Working Group Recommendations

HOUSING AND PLANNING: Accelerating the reduction of carbon emissions from buildings across the borough								
Theme	Recommendation	Croydon Council Direct Control	Lobby Other Body	Timescales	Financial Cost to Council (Rating)	Supporting Behaviour Change	Carbon Saving (Rating)	Co-benefits
Reducing Carbon Emission from Buildings	1. Develop a high profile campaign to reduce the emissions of all schools in Croydon to zero by 2025. Scale existing eco-schools programme. Establish yearly targets and provide co-ordinating support for all schools in Croydon to become an Eco-School by 2025 [see Awareness, engagement and communication]	X	X	1-3 years	Upfront costs are likely to be recouped over a 20-30 year lifespan	X	Low	A high profile cross-community campaign to decarbonise all schools by 2025 would build momentum and public engagement. Long-term savings on energy bills. Establish leadership of the Council on the topic for this sector. Requires close collaboration with academy trusts. Campaign could be led by Croydon Council or another body.
	2. Conduct detailed housing stock retrofit needs analysis	X		1 year	Low		Enabling activity	Wider understanding of emissions sources in borough
	3. Accelerate efforts to decarbonise social housing. Providing a pipeline of activity for local businesses.	X		10 years	Significant up front capital costs but these can be shared with housing associations and built into existing maintenance budgets		High	A rapid, scaled-up, plan for decarbonisation of social homes will support a reduction of fuel poverty in the borough.

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	4. Engage with local businesses on commercial building retrofit – explore tax-based incentives	X		1 year	Self-financing	X	High	Close engagement with existing business networks (some of which are already progressing in this area) such as Business Improvement Districts could help scale up action in this area.
	5. Engage with residents associations and particularly owners of apartment buildings on communal retrofit	X	X	1 year	Low		High	This agenda aligns with the existing need to regenerate low quality apartment buildings, addressing safety standards and fuel poverty. Building maintenance contracts can present obstacles which a third-party support facility could help residents to navigate.
Skills and Advice	6. Creation of a one-stop-shop for private retrofit advice, trusted traders, and accessing government grants	X	X	1-2 years	Setup and running costs likely modest, might be supported by grants/external finance	X	Enabling activity	Build trust and confidence in private home-owners and landlords to invest in their own retrofit. Access to government grants
	7. Creation of a retrofit academy in association with Croydon colleges	X	X	1-3 years	Funding to be sought from external stakeholders	X	Enabling activity	The academy can provide good quality education leading to good quality jobs in retrofit for residents in the borough
	8. Provide training and upskilling of current construction sector workers Social value commitments and other procurement provisions might be utilised, alongside closer working with local providers.	X	X	1 year	Government support needed	X	Enabling activity	Ensure good quality work and keep financial flows in the local area.

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Planning	<p>9. Strengthen planning regulations to cut emissions from new developments and address key adaptation risks, including small scale builds.</p> <p>Develop a set of principles and regulations to ensure that additional homes do not compromise the commitment to a greener, cleaner and more attractive borough.</p>	X	X	1-2 years	Low		Enabling activity	<p>Croydon Council is implementing standards set out in the London Plan which will improve the climate change performance of major developments. However, gaps remain in the standards required of small-scale developments.</p>
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TRANSPORT: Promoting public transport and active travel to become the natural first choice ³ .								
Theme	Recommendation	Croydon Council Direct Control	Lobby Other Body	Timescales	Financial Cost to Council (Rating)	Supporting Behaviour Change	Carbon Saving (Rating)	Co-benefits
Planning	1. 15-minute city incorporated into Local Plan to reduce the need to travel Decentralised urban design approach which locates work, shops, and other services such as doctors within 15 minutes travel of peoples home by walking, cycling, or public transport	X	X	Ongoing to 2030	Low	X	High	Reduce travel Improve air quality Improve wellbeing Increased social cohesion
	2. Park and ride schemes to reduce vehicles entering central Croydon	X	X	2-3 years	Medium-low	X	Low-medium	Reduce traffic in central Croydon and encourage more people to travel direct using public transport
	3. 'School streets' - no parking near schools Introduced at all schools along with campaigns to encourage parents not to drive to schools	X		1-2 years	Low	X	Medium	Improve air quality
	4. School bus provision Use data from the Covid school bus provision to assess if school buses should run all the time.		X	2-3 years	Cost borne by TFL	X	Low	Improve air quality

³ <https://www.urbantransportgroup.org/system/files/general-docs/Transport%20Decarbonisation%20Plan%20-%20UTG%20consultation%20response%20%28Aug%202020%29.pdf>

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	5. Low-traffic neighbourhood – piloted in every ward and developed in consultation with residents and local business ⁴	X		2-3 years	Low	X	Low-medium	Reduce motor traffic, and in doing so, reduce air pollution, noise pollution and road accidents. Residential streets more pleasant, inclusive and safer for people to walk and cycle Reduce car ownership
	6. Lobby to extend ULEZ out to M25		X	3-5 years	Low		Medium	The Ultra-Low Emissions Zone is already being extended to the north and south circular.
	7. Lobby to introduce ‘road pricing’ instead of the congestion charge and extend it across all of London		X	5+ years	Cost borne by TFL		High	Reduce motor traffic Improve air quality Road pricing means that instead of a flat rate charge people will be charged based on the length of their journey and the emissions that vehicle produces.
Increase Cycling	8. Improve and extend cycle routes	X	X	Ongoing to 2030	(To be advised))	X	Low-medium	Develop a coherent and contiguous set of cycle routes to connect all of Croydon. Consideration of running cycle lanes alongside tram routes and/or railways lines
	9. Increase access to cycle storage	X		Ongoing to 2030	Low	X	Low-medium	Increase safety for cyclists
	10. Cycle lane safety – cycle lanes to be marked with hedges / planters instead of lines of paint	X	X		Low	X	Low	Increase safety for cyclists, reduce street level pollution, improve our streetscapes

⁴ Noted that since this recommendation was developed, residents’ concerns in Crystal Palace have led to a change in approach. The Awareness Working Group discussed this intervention as an example of what can go wrong when the community is not engaged appropriately. This recommendation will be developed to clarify the engagement required. <https://wp.croydon.gov.uk/newsroom/report-recommends-replacement-low-traffic-neighbourhood-scheme/>

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Public Transport	11. More affordable public transport		X	1-2 years	Cost borne by TFL and/or national government	X	Medium	Encourages people who have cars to use them less Reduces the travel costs for people.
Private Cars	12. Rapid public charging points for electric cars and vans installation - ensure current commitment of 400 public charging points by 2022 is delivered and extended to improved access to rapid public charging points. ⁵	X	X	On-going to 2022	(To be advised on current financial commitments / cost)	X	Low	Improve air quality
	13. Subsidise electric vehicles – charging, parking.	X	X	Immediate	Low		Low	Improve air quality
	14. Reduce number of parking spaces across the borough Targeting areas of low air quality first	X		Ongoing to 2030	Low		Low-medium	Less public space for parking will reduce car ownership and traffic.
	15. Increase access to electric hire car hubs		X	Ongoing to 2030	Low	X	Low-medium	Improving air quality
Measuring Progress	17. Measure air quality across borough at key intervention areas. Publically report findings	X	X	Ongoing to 2030	Low		Enabling activity	

⁵ <https://www.croydon.gov.uk/transportandstreets/charging-points-for-electric-cars-and-vans>

ENERGY: Changing energy use across the borough.								
Theme	Recommendation	Croydon Council Direct Control	Lobby Other Body	Timescales	Financial Cost to Council (Rating)	Supporting Behaviour Change	Carbon Saving (Rating)	Co-benefits
Renewable Energy	1. Increase Croydon production of renewable energy by 10% every year Council/London-owned energy company and/or supporting individual and community renewable energy installation (e.g. Solar panels).	X	X	Ongoing to 2030	Low – Cost if Council owned installation	X	High	Skill training Job creation.
	2. Resident Switching Campaign- publicise renewable energy percentage of energy providers to inform residents/ local business switching	X		Immediate	Low	X	Enabling activity	
	3. Croydon Council switch to renewable energy only supplier across all Council owned assets	X		Immediate – 1 year (tbc if purchasing power agreements in place)			Medium	
Energy Efficiency	4. Reduce energy use in households One-stop shop advice on actions / funding sources (Insulation, boiler replacement)	X	X	Ongoing to 2030	Low	X	High	Local business Potential for job creation.

	5. Campaign to encourage resident / local business switch from gas to electricity for heating/cooking			Ongoing to 2030	Low	X	Medium	
	6. All new builds meet highest energy efficiency standards [see Housing and Planning recommendation 9]	X		Ongoing to 2030	Low		Medium to high	

JOBS, SKILLS AND EMPLOYMENT: Promoting green jobs and skills

Theme	Recommendation	Croydon Council Direct Control	Lobby Other Body	Timescales	Financial Cost to Council (Rating)	Supporting Behaviour Change	Impact (Rating)	Co-benefits
Skills strategy	1. Council develop a medium-term plan to identify the pipeline of future good green jobs in the Borough. Including <ul style="list-style-type: none"> • large-scale adoption of energy efficient buildings [see Housing and Planning recommendation 9] • alignment with investments in carbon neutral innovation 	X	X	1 year	Low in development. There may be a cost of implementation	X	Enabling activity	Supports the delivery of green infrastructure and work, towards long term ambition. Provide appropriate engagement and leadership to businesses in the Borough. Local jobs
	2. Croydon Works supported to promote jobs in a changing climate, including new vacancies which are	X	X	1-2 years	Low in development.		Enabling activity	

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	arising in the COVID economy, and in relation to the labour market in neighbouring Boroughs				Cost of implementation			
	3. Improve skills gaps information - Including questions in business surveys to ensure Council and colleges have information about emerging skills needs and gaps.	X		1 year - ongoing	Low		Enabling activity	
Procurement	4. Harnessing anchor institution spending to strengthen the Croydon economy. Council and local anchor institutions to use procurement to support high quality, local jobs – E.g. Good Employer Charter Croydon developed to reflect sustainability ambitions.	X	X	2-3 years	Low		Medium	Local jobs
Business Training	5. Skills contact point Removing barriers for businesses to support training by creating a single point of contact to speak to about skills needs and support	X	X	2-3 years	Low	X	Medium	

ADAPTATION AND RESILIENCE: Developing a borough programme that embeds adaptation practices in all the Council's work								
Theme	Recommendation	Croydon Council Direct Control	Lobby Other Body	Timescales	Financial Cost to Council (Rating)	Supporting Behaviour Change	Impact	Co-benefits
Adaptation Assessment	1. Conduct a thorough assessment of the current landscape for climate adaptation in Croydon , how risks will evolve in future, what are the co-benefits and issues of social justice, what is within Croydon's control and what needs national support.	X		1 year	Low		Enabling activity	
	2. Develop climate adaptation pathways for Croydon outlining current and future climate risks, and including a climate change risk assessment to understand current level of risk and vulnerabilities (e.g. including considering overseas risks), and drive action and communication	X		1 year	Low in development. There may be a cost of implementation		Enabling activity Reduce risks	
Adaptation Programme	3. Develop and implement a broad programme of activities on climate adaptation that engages widely across the Council to facilitate embedding adaptation practices in all of the Councils' work. Create a map of policies and strategies being updated in the short term as opportunities to embed adaptation. This programme should include a timeline, with clear responsibilities and	X		1 year for development Ongoing implementation Immediate	Low in development. There may be costs of implementation		Enabling activity Implementation leads to reduction of risks: flooding, high temperatures, water supply, natural capital	Reinforcing actions through Council strategies

	acknowledgement of who will cover the costs							
Best practice	4. Contribute to a broader knowledge exchange exercise with other Councils / GLA to learn from their experience, share best practice and assess opportunities for collaboration.	X		2-3 years	Low		Enabling activity	

AWARENESS, ENGAGEMENT AND COMMUNICATION: Accelerating action in communities across the borough							
Theme	Recommendation	Croydon Council Direct Control	Lobby Other Body	Timescales	Financial Cost to Council (Rating)	Supporting Behaviour Change	
Raising Awareness Across the Borough <ul style="list-style-type: none"> Climate change Action you can take 	1. Positive framing borough wide campaign - the climate emergency as a challenge that we can respond to. Campaign to operate at different levels <ul style="list-style-type: none"> Top level messaging – ‘Croydon is taking on the challenge’ Sector level messaging promoting action on Commission recommendations e.g. Builders are taking on the challenge "We're teaching new skills to take on the challenge Community level messaging highlighting locally based organisations e.g. <ul style="list-style-type: none"> Addington Community Group is taking on the climate challenge Crystal Palace Transition Town is taking on the climate challenge Families are taking on the climate challenge Harris Academy is taking on the challenge 	X		1 year ongoing	Low	X	
	2. Croydon residents: Amplify: Promote existing national campaigns targeting increasing awareness of action you can take personally which is consistent with the borough wide campaign.	X		1 year-ongoing	Low Co-ordination costs for locally	X	

	<p>Promote resident energy switching campaign to renewable suppliers</p> <p>Encourage resident / local business switch from gas to electricity for heating/cooking</p> <p>Regular reporting on borough progress using existing mechanisms in an easy accessible form (e.g. council tax bills, social media)</p> <p>Scale: Local campaigns and existing action by promoting / sharing good practice /learning between local groups.</p> <p>Innovate: Support local innovation in raising awareness through the provision of small seed-funding grants to locally-based organisations / residents to develop and deliver effective/creative local campaigns to promote action on Commission recommendations:</p> <ul style="list-style-type: none"> ○ Climate ready homes ○ Getting around ○ Green skills and jobs ○ Getting people and businesses involved 				based organisation	
	3. Develop a high profile campaign to reduce the emissions of all schools by 2025	X	X	1-3 years		X
	<p>4. Businesses:</p> <p>Amplify: Using existing business networks to raise awareness of the action local businesses can take.</p>					
	<p>5. Council:</p> <p>Staff insight sessions – promoting joined up strategy and improving intervention delivery. Priority areas informed by map of policies and strategies that are being updated in the short term [see Adaptation recommendation 3]</p> <p>Council co-ordination - Create a senior-level resilience officer with cross-Council responsibility for implementing actions and ensuring all Council activity works to support the net zero target.</p>	X		1-2 years	Low	

Increasing Engagement Across the Borough: <ul style="list-style-type: none"> • Getting involved • Taking action 	6. Schools: Amplify: Promote existing school schemes providing practical advice to schools to reach zero carbon ⁶ ; and education materials ⁷ Campaign to encourage parents not to drive to schools Scale: Scale existing Eco-schools programme. Establish yearly targets and provide co-ordinating support for all schools in Croydon to become an Eco-School by 2025 [see Housing and planning recommendation 1]	X	X	1-3 years	Low	X
	7. Businesses: Amplify: Green Business Award Increase the profile of local businesses taking action to reduce their carbon emissions. Innovate: Pilot social value leases on Council owned assets to incentivise the creation of social, local economic and environmental outcomes through a reduction in rent	X	X	2-3 years	Low	X
Community-based organisations	8. Support community-based organisations to promote action within their communities Scale: Council to provide a flexible range of support for community led action, led by interests of local groups, including support to access small-scale funding.		X		Low	X
Measuring and Reviewing Progress	9. Create a set of simple, understandable measures to chart progress in tackling the climate emergency in Croydon. These measures should be accessible to Croydon residents and businesses to enable the Council to be held to account for progress. 10. Establish a clear and understandable baseline for carbon emissions in the borough and prepare a roadmap of required reductions to meet the net zero by 2030 target.	X		1 year - ongoing	Low	Enabling

⁶ Ashden campaign to support all schools reach zero carbon <https://letsgozero.org/>

⁷ Education for Sustainable Citizenship
<http://www.omep.org.uk/omep-uk-early-childhood-sustainable-citizenship-award/#>

	11. Community events to review progress and hold the Council to account. The Citizen's Assembly allowed different groups to come together and identify recommendations, this process can be used going forward to review actions.					
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Annex 2: Examples of Awareness, Engagement and Communication interventions

Focus	Stakeholder	Amplify	Scale	Innovate
		Promote existing national campaigns Amplify existing action in Commission recommendations: <ul style="list-style-type: none"> Climate ready homes Getting around Green skills and jobs Getting people and businesses involved 	Local campaigns and existing action Scale action in Commission recommendations: <ul style="list-style-type: none"> Climate ready homes Getting around Green skills and jobs Getting people and businesses involved 	Support local innovation, piloting Croydon specific interventions Promote innovation in Commission recommendations: <ul style="list-style-type: none"> Climate ready homes Getting around Green skills and jobs Getting people and businesses involved
Awareness raising: <ul style="list-style-type: none"> Climate change Action you can take – changing behaviours 	Residents	1. Using existing community / public space to raise awareness and provide everyday visual cues to support behaviour change E.g. Have a few big digital screens specifically devoted to “The future of Croydon” Use empty shops as venues to highlight campaigns and actions people can take. La mer commence ici” / “The sea starts here” – labelling on road drains and awareness materials to raise awareness of waste disposal. 2. Support residents to identify actions they can take which are achievable. E.g. Identify a range of actions which are Easy, Attractive, Social and Timely. ⁸	8. Scale local campaigns and existing action by promoting / sharing good practice /learning between local groups. E.g. Map local groups and develop an online resource of groups across the borough. Promote existing group activities Develop online activities to share and document examples of good practice / lessons between groups. 9. Develop packages of materials to support groups not currently engaged in action to discuss importance of zero carbon and actions they can take	11. Support local innovation in raising awareness through the provision of small seed-funding grants to locally-based organisations / residents to develop and deliver effective/creative local campaigns to promote action on Commission recommendations. E.g. Street art festival “The future of Croydon” theme Brit School Work on a project around the future of Croydon Ecoembes” App:. Every time a “green action” is taken or visit a green business points are accumulated

⁸ The Little Book of Green Nudges <https://www.bi.team/wp-content/uploads/2020/09/LBGN-2.pdf>

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		<p>Promoting personal action through carbon calculators which make actions clear and achievable https://www.cat.org.uk/info-resources/free-information-service/green-living/carbon-calculators-ecological-footprints/</p> <p>3. Regular reporting on borough progress using existing mechanisms in an easy accessible form. E.g.</p> <p>Using Council Tax payment forms to report on progress to carbon zero and show case examples across the borough.</p>		
	Schools	<p>4. Develop a high profile campaign to reduce the emissions of all schools in Croydon to zero by 2025.</p> <p>Engagement with schools , sharing existing resources / materials e.g.</p> <ul style="list-style-type: none"> • Ashden campaign to support all schools reach zero carbon https://letsgozero.org/ • Education for Sustainable Citizenship http://www.omep.org.uk/omep-uk-early-childhood-sustainable-citizenship-award/# • Eco schools https://www.eco-schools.org.uk/ 		
	Businesses	<p>5. Using existing business networks to raise awareness of the action local businesses can take. E.g.</p> <p>Provide business inductions and advice sessions.</p>	<p>10. Promote action taken by businesses in Croydon. E.g.</p> <p>Croydon Green Business Awards</p>	
	Council	<p>6. Promoting joined up strategy and improving intervention delivery across the Council. E.g.</p> <p>Staff insight sessions – promoting joined up strategy and improving intervention delivery. Priority areas informed by map of policies and strategies that are being updated in the short term [see Adaptation recommendation 3].</p>		

Appendix 1 – Croydon Climate Crisis Commission Draft Recommendations Feedback

Focus	Stakeholder	Amplify	Scale	Innovate
Engagement: <ul style="list-style-type: none"> • Getting involved • Taking action 	Residents	12. Promote actions taken by residents across the borough	16. Support the development of community support infrastructure. E.g. Funding to support the infrastructure of local action groups Develop a champion network of local community activists	
	Schools	13. Promote actions taken by schools across the borough	17. Scale existing Eco-schools programme. Establish yearly targets and provide co-ordinating support for all schools in Croydon to become an Eco-School by 2025	
	Businesses	14. Promote actions taken by businesses across the borough 15. Incentivising green business behaviour. E.g. If businesses meet certain green standards they receive free advertising.		18. Pilot social value leases on Council owned assets to incentivise the creation of social, local economic and environmental outcomes through a reduction in rent