

# Sustainability Strategy & Online Engagement Workshops

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## Lead Organisation:

Sustainability West Midlands  
Project Manager: Anna Bright (Chief Executive)

## Customers:



## Project Duration:

March – September 2020

## The Project

Worcester City Council declared a climate emergency in July 2019 and committed to taking action to help the city become carbon neutral by 2030. The authority has written a draft strategy setting out options to achieve this. The Council commissioned SWM to provide an independent review of their draft sustainability strategy as well as delivering three online workshops to engage with elected members, businesses and residents to obtain their feedback.



## Aims

The council had recently completed their draft Sustainability Strategy and were keen to ensure that it was independently reviewed prior to going out for public consultation. It sets out proposed policies in six areas:

1. Reducing carbon emissions in the city so that Worcester can become a carbon-neutral city by 2030
2. Making the work of Worcester City Council carbon neutral
3. Developing the city's low carbon economy and ensuring sustainability becomes embedded in the practices of businesses
4. Protecting Worcester's natural environment and enhancing its biodiversity
5. Ensuring the city is prepared for and able to cope with the effects and impacts of the changing climate
6. Reducing Worcester's consumption of resources.

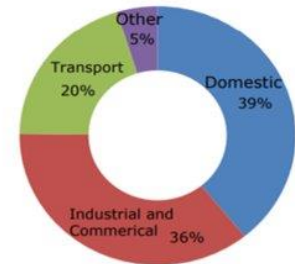
SWM undertook this review with consideration of best practice in the development of sustainability strategies and action plans, and leading practice from other local authorities both locally and nationally.

## Challenges

The main challenge of the project was the restrictions on work and travel practice as a result of the Covid-19 pandemic. The Council had originally planned to hold a series of face-to-face workshops in order to engage with key stakeholders. However, as this was not possible it was agreed that online workshops would be delivered using Zoom.

## The Outcome

SWM have developed criteria for reviewing local council climate action plans that contains 34 individual metrics based on a synthesis of good practice guidance and examples. The draft climate strategy and action plan were reviewed against the criteria, rated and future improvements suggested. A Red Amber Green (RAG) rating was used. Green indicates good progress at this stage. Amber indicates more progress required but given the development status of the strategy most of this is expected. Red indicates this should be a priority for further development work. Of the 34 metrics within the criteria, the draft strategy and action plan scored 9 Green, 17 Amber and 11 Red. This demonstrates a strong commitment and direction in a draft strategy prior to consultation, with lots of opportunity for further strengthening during the next development stages.



Greenhouse Gas Emissions from Worcester City (CO2e)



SWM delivered three well attended online workshops for elected members, businesses, other organisations and residents. Each workshop included a presentation from SWM on the context for the sustainability strategy and regional activity, followed by a presentation from the Council on the detail of the strategy and key questions for consideration. All sessions were supported by the Managing Director of the Council, David Blake, and allowed

ample time for discussion and questioning.

## In the Future

The Council will use the feedback obtained from the engagement workshops and wider consultation, along with the recommendations within SWM's report to refine their sustainability strategy, and will go on to develop an associated action plan.

## Links and Downloads

Information about sustainability at the Council can be obtained on their [website](#).

## Contact Details

For further information on the project or to work with us in one of a variety of ways, please contact the SWM team on 0121 237 5890 or [enquiries@swm.org.uk](mailto:enquiries@swm.org.uk).