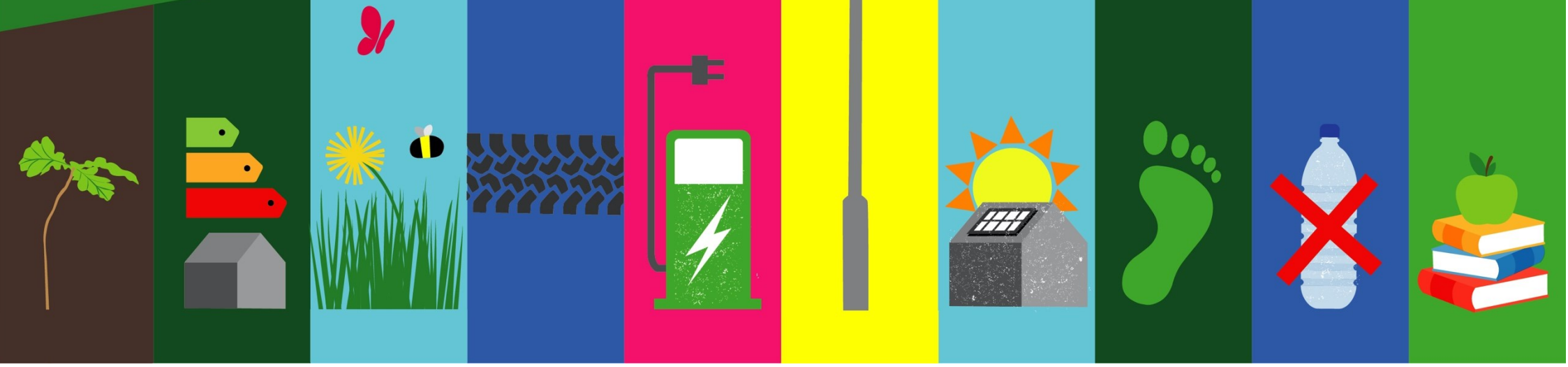




ACTION PLAN

JUNE 2021



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Foreword - Statement from the Deputy Leader

Climate Change is the most important challenge of our time and it is vital that Medway plays its part in ensuring that we do as much as possible to change and improve the way in which the Council and all those who live, work and study in Medway come together to make a lasting improvement to combat global warming.

The Council has recognised this by declaring a climate emergency at its meeting on 25 April 2019 and this action plan aims to set out how this challenge will be met over the coming years.

The scale and pace of the changes required are far-reaching and will require drastic changes in the way the Council delivers its many services. It will also require a combined commitment from both the Council and Medway's residents, communities and businesses as the Council cannot achieve this immense task alone.

Prior to declaring the emergency, the Council had taken action to implement better and cleaner ways of working. This plan builds on this by setting out a range of tasks to work towards our net zero carbon ambitions and points to the scale of the investment required to achieve the goals that are clearly set out.

The Government has already identified climate change as the most important long-term issue facing this country and Medway will need to be agile in bidding for as many funding opportunities as possible so that the area is at the cutting edge of the new programmes. It thus aims to become a beacon for such external investment, as part of its aspiration to be recognised as a child-friendly City of Culture by 2025.

This Action Plan is therefore both a blueprint and a working document to which we shall doubtless continue to add, and it also points to the opportunities the new technologies can create in terms of jobs and business enterprises.

Cllr. Howard Doe

Deputy Leader and Portfolio Holder for Housing and Community Services

Medway Council



Introduction to Climate Change

What is climate change?

Climate change means a shift in the earth's weather patterns and average temperatures caused by increasing levels of greenhouse gases in the earth's atmosphere. Greenhouse gases are naturally occurring and support life on earth however, over the last 150 years human activity has greatly contributed to increased levels of carbon in the atmosphere. Since the Industrial Revolution the balance of the carbon cycle has been changed due to human activity including burning huge amounts of fossil fuels such as coal, oil and gas. The extra carbon dioxide in the earth's atmosphere traps more of the sun's heat leading to a rise in global temperatures. In the last 100 years, we have already experienced a 1 degree Celsius (°C) rise in average temperatures and scientists predict that the trend is set to continue at pace without considerable reductions in carbon emissions.

Green House Gas (GHG)

A greenhouse gas is any gas in the atmosphere which absorbs and re-emits heat, keeping the planet's atmosphere warmer than it would be.

Carbon emissions

For simplicity we refer to all greenhouse gas emissions in this action plan as 'carbon emissions'. However, it is good to be reminded that 'carbon' and 'GHG' are a lot more than just carbon dioxide (CO₂). Other gases include methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFC), perfluorocarbons (PFC), sulphur hexafluoride (SF₆) and nitrogen trifluoride (NF₃).

CO₂e, or carbon dioxide equivalent, is a term used to describe all greenhouse gases as a standard unit. For any type or quantity of greenhouse gas, it represents the amount of CO₂ that would create the same amount of global warming. CO₂ is used as this is the most common greenhouse gas emitted by human activities.



Why do we all need to take action?

In 2015, countries around the world signed the Paris Agreement (an agreement within the United Nations Framework Convention on Climate Change - UNFCCC) with the aim of cutting carbon emissions to keep global warming below 2 °C, while pursuing efforts to keep it below 1.5 °C.

In 2018, the Intergovernmental Panel on Climate Change (IPCC) published a special report advising that global temperatures could increase to 1.5 °C above pre-industrial levels as soon as 2030 and would have a catastrophic impact on life on earth. The IPCC report found that for global warming to be limited to 1.5 °C, "Global net human-caused emissions of CO₂ would need to fall by about 45 percent from 2010 levels by 2030, reaching net zero around 2050."

In a year that saw the end of the warmest decade ever recorded, global climate protests gained momentum in 2019 calling for governments and decision makers to take more action. The UK government also became the first major global economy to set a net zero carbon target for 2050.

In November 2021, the UK will be hosting and chairing the United Nations annual Climate Change Conference, COP26. COP stands for Conference of Parties and is the decision-making body of the UNFCCC. Representatives from across the world are expected to attend to both address what has and hasn't been achieved since 2015 and to agree new tougher, plans to reach the Paris Agreement targets.

The scale of the challenge is immense and urgent action is needed in the short term if we stand a chance of avoiding a 1.5 °C rise. Everyone has a role to play, not just world leaders.

What is net zero carbon?

Net zero carbon (also known as carbon neutral) is the point at which carbon emissions in the atmosphere are balanced with carbon removal from the atmosphere. Achieving net zero carbon means reducing carbon emissions to almost zero and then safely removing the equivalent amount of remaining emissions from the atmosphere, for example by rewilding or planting trees.

Balancing the remaining amount of emissions is called **offsetting**. The process by which soil, trees, grasses, plants and areas of saltmarsh and wetland store carbon is known as **carbon sequestration**. Natural capital has an important role to play in mitigating climate change.

Net zero carbon is different to "zero carbon" which requires an activity to produce no carbon.



The Impact of Climate Change

Globally we are already experiencing the effects of climate change such as warmer temperatures, increased rainfall and flooding and an increase in storm events. More frequent and severe extreme weather are also predicted for the future, resulting in significant impacts:

- Hotter summers will lead to health and wellbeing risks (particularly for vulnerable members of the community such as the elderly).
- An increase in storm events and flood risks due to sea level rises and increasing intensity of rainfall.
- Risk of water supply shortages due to droughts.
- High temperatures and flooding will also bring risks to transport infrastructure and supplies/services.

This in turn will affect property values and food prices, bring a risk of new and emerging pests and diseases, threaten species and natural habitats, increase infrastructure costs and place increasing demands on energy and healthcare.

A [Climate Change Risk and Impact Assessment](#)¹ (CCRIA) has been developed by Kent County Council to understand the key climate risks that will have the greatest impact on Kent's society, economy, and environment. The CCRIA has been developed as a county-level version of the [UK Climate Change Risk Assessment](#)² (UK CCRA) published in 2017. As a result of the CCRIA, Kent County Council will be leading on a Kent-wide climate Adaptation Programme and Implementation Plan. Medway are contributing to the development of the Implementation Plan by identifying gaps and opportunities to build a climate resilient Medway over the next few years. Medway's Local Plan will also reflect the CCRIA work and will include policies which demonstrate the Council's commitment to address the causes and impacts of climate change.

What is the difference between climate adaptation, mitigation and resilience and why are they important?

Climate adaptation means preparing for the impact of climate change and taking appropriate action to prevent or minimise the damage it can cause, or to benefit from opportunities that may arise. Being prepared reduces the vulnerability of Medway and the organisations and individuals within it to climate change.

Climate adaptation is one of two main policy responses to climate change, the other being **mitigation** – cutting or preventing carbon emissions. Both approaches are necessary because once emitted, carbon emissions can remain in the atmosphere for

¹ <https://www.kent.gov.uk/environment-waste-and-planning/climate-change/kents-changing-climate/climate-change-risk-and-impact-assessment>

² <https://www.gov.uk/government/publications/uk-climate-change-risk-assessment-2017>



hundreds or years, meaning that even if emissions are dramatically decreased over the coming decade, further warming is now unavoidable. Adaptation is needed to deal with the climatic changes already set in motion.

Climate resilience is the capacity of a system to absorb the stresses imposed by climate variability and climate change.

Climate Emergency Declaration

Medway Council declared a Climate Emergency in April 2019 and passed a motion committing to:

- *reduce its carbon footprint and provide the local community with a clean, green future and be a place people want to work and live, which has a sustainable future.*
- *establish a clear action plan for Medway to deal with climate change, setting out an achievable and clear timeline.*

Our declaration fits into our Council Plan priority of making Medway a place to be proud of. The main outcome being a 'clean and green environment'.

The Co-Benefits of Tackling Climate Change

Our commitment to reduce carbon emissions and increase resilience to a changing climate can deliver many inter-linked local benefits such as improved air quality by supporting active travel options, which in turn brings improved health and wellbeing. Increased access to quality greenspaces can also improve physical and mental health. Energy efficiency improvements to buildings will reduce fuel bills for residents and businesses, contributing to a reduction in fuel poverty. Taking action in Medway to tackle climate change also provides an opportunity for low carbon local economic growth.

The response to the COVID-19 pandemic has demonstrated how communities were inspired globally to come together to show resilience in the face of an emergency. It also demonstrated the need to support the most vulnerable members of society. We must learn from the lessons of the pandemic so that we are better prepared to respond to the threat of climate change, putting it at the heart of our long-term recovery plans now.



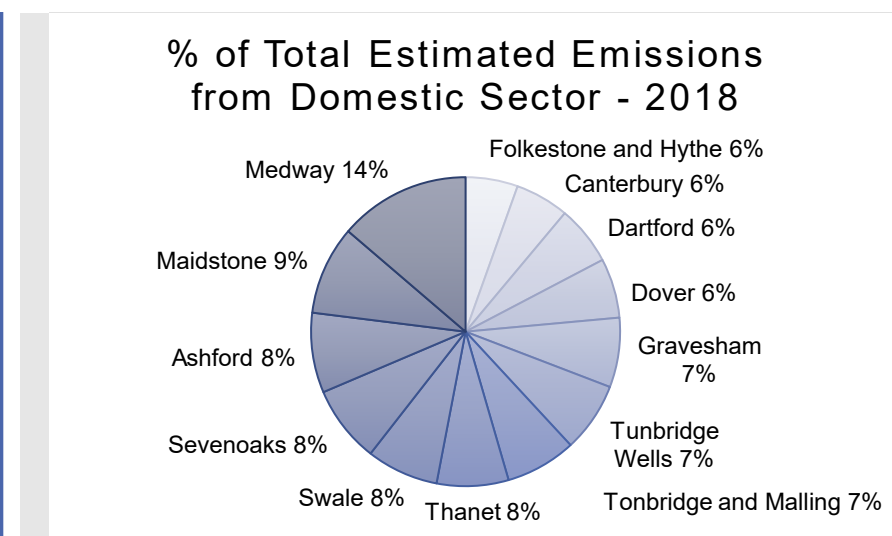
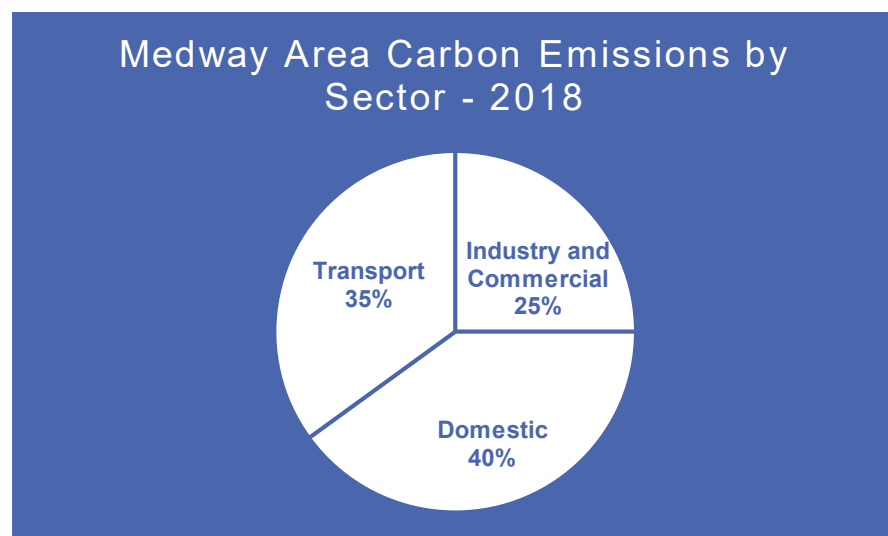
Evidence Base

Medway – area wide carbon emissions

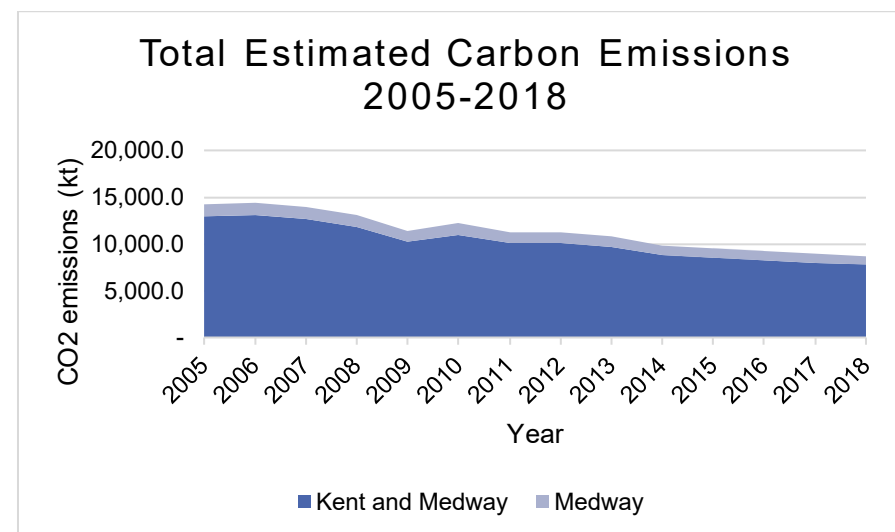
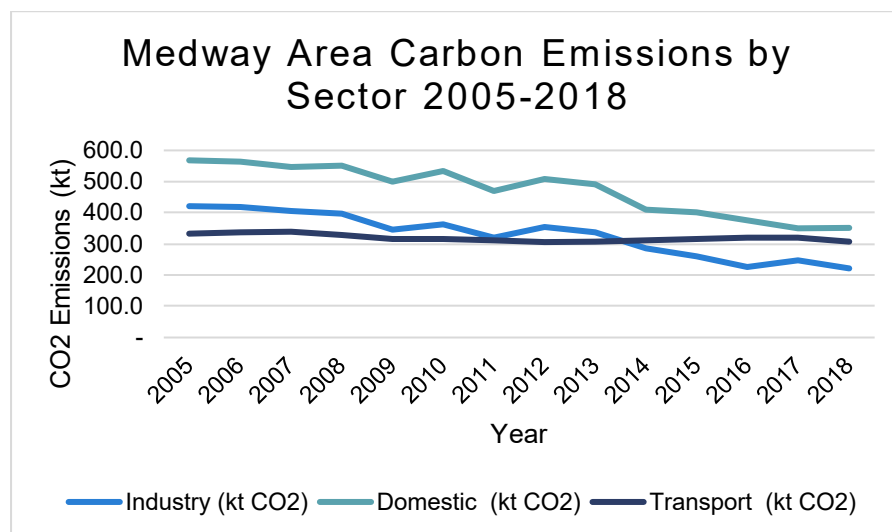
The Department for Business, Energy and Industrial Strategy (BEIS) publishes an annual report of carbon dioxide emissions by Local Authority area. The data is a subset of the UK's greenhouse gas inventory which contains the UK's official reported carbon emissions estimates.

Data for 2018 (the most recent national dataset available at the time of writing this plan) shows that total emissions from the Medway area were 871.8kt CO₂.

40% of Medway's emissions come from domestic energy consumption (351.6kt CO₂) with almost 70% of this attributable to gas consumption. Medway accounts for the highest proportion of emissions from the domestic sector across Kent and Medway, which is not surprising given Medway has over double the average population of other Kent district authorities.



Transport is the next highest contributor at 35% of the overall emissions. Motorways account for 22% of all CO₂ generated from transport activity (7% of total emissions for the Medway area), although this is outside of the direct control of Medway Council. Approximately a quarter of Medway's direct emissions come from non-domestic buildings such as offices, shops, universities, and schools. Use of electricity is the biggest contributor to these emissions (44%).



Overall, carbon dioxide emissions in Medway have reduced by 34% since 2005, but emissions from Transport have been relatively steady reducing only 7% overall in the same period. The reduction of emissions in Medway since 2005 follows a similar trend to the reduction in emissions across all the districts in Kent and Medway. The decarbonisation of the UK electricity grid has been the biggest driver of this reduction. However, emissions are not falling quickly enough to achieve the Kent and Medway target of net zero carbon by 2050³.

A review of the types of emissions, their comparative scale and rate of reduction shows the key areas to address in Medway are domestic gas use, transport emissions and electricity from industry and commercial emissions.

³ Refer to page 13 to read more about the Kent and Medway target in the Kent and Medway Energy and Low Emissions Strategy.

Grid decarbonisation

Electricity is generated in power stations and transported across the UK via the National Grid. Decarbonisation of the grid means to reduce the amount of CO2 emissions associated with the production of electricity supplied to our homes, schools and businesses. This is achieved by generating electricity using renewable alternatives such as wind power and a reduction in the use of fossil fuels such as coal.

While it has been the main reason for the reduction in carbon emissions in Medway and across the UK, the rate of decarbonisation falls short of the progress required to meet existing climate targets⁴. Rapid decarbonisation of the grid is needed as heat and transport sectors become electrified and create a demand for electric power.

New and emerging technologies have the potential to provide carbon free electricity. The [government's ten point plan](#)⁵ for a green recovery pledges £12bn investment across a range of initiatives including hydrogen and carbon capture.

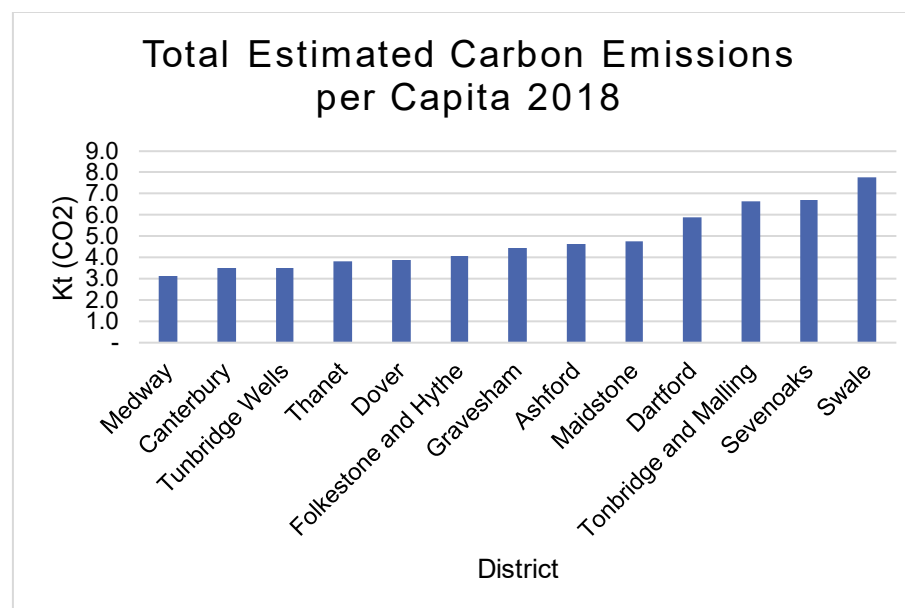
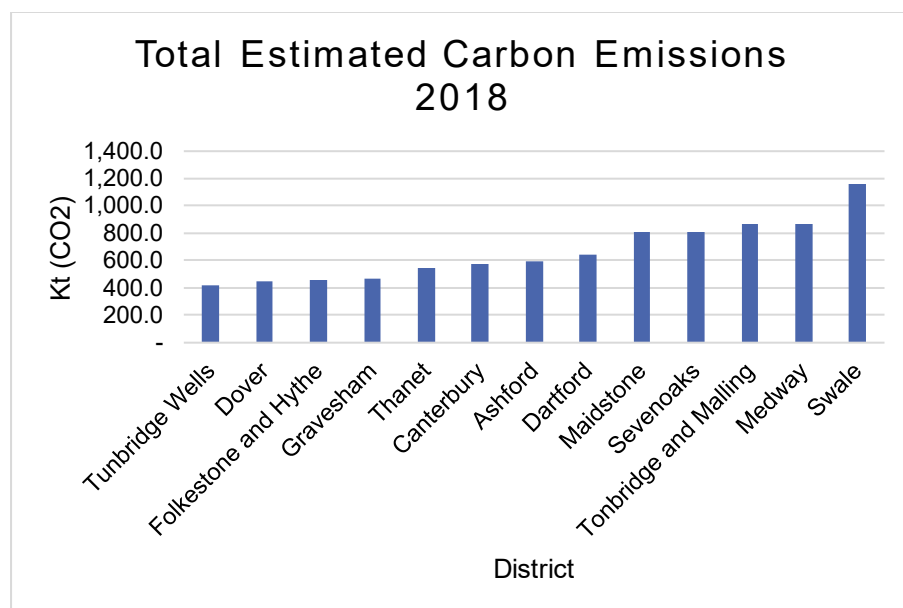
The most recent [United Nations Environment Programme Emissions Gap report](#) advises that the dip in global emissions due to travel bans and economic slowdown caused by the Coronavirus (COVID-19) pandemic, is only temporary and will not contribute significantly to overall emissions reductions unless countries pursue an economic recovery that incorporates strong decarbonisation.⁶

⁴ <https://www.pwc.co.uk/sustainability-climate-change/net-zero-2020/the-net-zero-economy-index-2020.pdf>

⁵ <https://www.gov.uk/government/publications/the-ten-point-plan-for-a-green-industrial-revolution>

⁶ <https://www.unenvironment.org/emissions-gap-report-2020>





Medway has the second highest level of total emissions of all the districts in Kent although it has the smallest per capita footprint. The average Medway residents' carbon footprint is 3.1 tCO₂e (tonnes of carbon dioxide equivalent) per year, a reduction of 40% since 2005. This is similar to the reduction rate in the South East. However, this will need to reduce to near zero by 2050, or sooner.

What is a carbon footprint?

A carbon footprint is the amount of CO₂e (carbon dioxide equivalent) released into the atmosphere because of a person or organisation's daily activities. **Per capita footprint** means the amount per person in a given area. The UK per capita footprint is 5.45 tCO₂e (tonnes of CO₂ equivalent) per year (2019).



Tyndall Centre and Scatter Analysis

The Tyndall Centre for Climate Change Research has translated the Paris Agreement targets of limiting temperature change to “well below 2°C and pursuing 1.5°C” into a fixed emissions ‘budget’ for local authorities. This is known as a [science-based target](#).⁷ It recommends that Medway stays within a maximum carbon dioxide budget of 5,700 ktCO₂e for the period 2020 to 2100. In 2018, the Medway area emitted 871.8 ktCO₂e. Therefore, if we continued to emit at the 2018 rate, we would use this entire budget within seven years from 2020.

Carbon Budgets

A carbon budget is a fixed limit on the total amount of carbon emissions that are allowed over a given time to keep global temperatures within a certain threshold. The UK government is the first country to set legally binding carbon budgets. A carbon budget places a restriction on the total amount of carbon emissions the UK can emit over a five year period. Each carbon budget covers a five year period starting from 2008. The fourth carbon budget runs from 2023-2027.

The science-based target recommends 95% of the carbon budget remains for Medway by just 2041. To stay within Medway’s carbon budget, the Tyndall Centre recommends a 13.4% cut in CO₂ emissions each year from 2020. A similar rate of reduction is required across the whole of Kent. In comparison, the average annual reduction rate of emissions in Medway since 2005 is just 3%, highlighting the rapid pace of change required to achieve the Paris Agreement targets.

Kent County Council commissioned a technical study to model the possible approaches to net zero carbon across Kent by 2050.⁸ The model uses the [SCATTER Pathways tool](#)⁹ to provide a highly ambitious, indicative pathway; an 88% reduction in emissions by 2050 against 2017 levels and a reduction of more than 50% in the next ten years. Less radical than the science-based pathway, the study sets out an aggressive programme of emissions reduction measures including producing less waste (57% reduction in the volume of waste on 2017 figures by 2025), switching to electric vehicles (63% share of vehicles are electric by 2025) and more energy efficient homes and new builds.

The study shows the scale of the challenge facing Medway in making its contribution to the Kent wide net zero carbon target. The degree to which it can feasibly be achieved is not considered in the study. Rather these figures are a demonstration of what needs to be done to meet (and close the gap in) the highly ambitious pathway.

⁷ <https://sciencebasedtargets.org/how-it-works>

⁸ [Insert link to KCC page when published](#)

⁹ <https://scattercities.com/>



The above analysis does not depict the true scale of emissions generated in Medway as it does not include indirect emissions associated with the goods and services used and brought through supply chains by every individual, office, shop, or school. Collaborating with other large organisations such as universities, hospitals and private businesses will be key to the success of this developing action plan and help to create the biggest impact possible.

What are direct and indirect emissions?

Carbon emissions are categorised into three groups by the international accounting tool, the Greenhouse Gas Protocol¹⁰.

Scope 1 means **direct emissions** associated with combustion of fuels by a consumer for example gas used for heating.

Scope 2 means **indirect emissions** from energy which is purchased elsewhere for example electricity. Although the carbon emissions result from an organisation's activities, they occur at sources it doesn't own or control.

Scope 3 includes all other **indirect emissions** that occur because of activity by a consumer, for example the products we buy. These emissions are harder to measure but can represent up to 80% of a Local Authority's total emissions when considered in full. Scope 3 emissions reporting is relatively new, and methodologies are still emerging to allow for measurement in many areas.

¹⁰ This international accounting tool provides a standard framework to measure carbon emissions.



Carbon dioxide emissions from our estate and operations

In 2006, Medway Council was one of 26 local authorities selected to take part in the third phase of the Carbon Trust's Local Authority Carbon Management Programme. The programme aimed to provide a comprehensive process for measuring carbon emissions produced by local authority activity, to develop a cost-effective plan for making reductions. This Action Plan replaces the [Carbon Management Programme Strategy and Implementation Plan](#)¹¹ whilst incorporating many of the actions.

Our carbon footprint includes our use of energy (to power and heat our buildings), our water use, the electricity to power streetlights, the fuel used in our fleet vehicles, the collection of household waste and emissions from staff travel. In the period between April 2014 and March 2019, the Council's carbon emissions fell by 43%. During the same period our energy consumption only really reduced by 11%. The amount of energy used in 2018/19 was the equivalent of meeting the annual energy needs of 3000 houses.

It should be noted that historically we have only recorded carbon emission data for the energy supply to our buildings and streetlighting. We will be using a new carbon accounting tool¹² to report on emissions from other sources, such as fleet mileage, which will allow us to track future carbon savings more accurately.

As with area wide emissions, decarbonisation of the UK electricity grid has contributed significantly to carbon reduction. Savings have also been achieved through energy efficiency initiatives in our corporate buildings such as lighting upgrades and insulation. This has led to a reduction of 1,872.82 tonnes of CO2 emissions per annum. Using Salix funding¹³, three solar photovoltaic (solar PV) power systems and two Combined Heat and Power (CHP) systems have been installed at Council sites including Medway Tunnel, Gun Wharf and The Old Vicarage (solar PV) and Medway Park and Strood Leisure Centres (CHP). Self-supplied electricity has increased from 6985 kwh in 2014 to 619097 kwh in 2019. In 2018/19 this represents less than 3% of the total electricity supply. There is still so much more we can do.

¹¹ <https://democracy.medway.gov.uk/mglIssueHistoryHome.aspx?IId=2079>

¹² The Greenhouse Gas Accounting Tool has been developed by Local Partnerships, working with the LGA, to provide a straightforward and consistent approach for councils seeking to calculate their own carbon baseline: <https://www.local.gov.uk/greenhouse-gas-accounting-tool>

¹³ Salix is funded by Department for Business, Energy and Industrial Strategy, the Department for Education, the Welsh Government and the Scottish Government. Salix provides 100% interest-free capital for the public sector to reduce their energy costs by enabling the installation of modern, energy-efficient technologies and replacing dated inefficient technologies. From 1st April 2021 the Salix Energy Efficiency Loan Scheme will be replaced by the Public Sector Decarbonisation Scheme (PSDS).



To inform our approach to reducing our emissions, we commissioned Local Partnerships¹⁴ to undertake a technical study to understand the Council's carbon footprint. The study identified a series of interventions to put the Council on a path to reducing its emissions by 95%¹⁵ by 2050.

The scope of the study includes emissions for which the Council is directly responsible:

- Direct emissions (Scope 1 and 2) from our estate and operations including gas heating, fugitive emissions, emissions from our small fleet vehicles and Refuse Collection Vehicles (RCV's), electricity for council owned buildings and street lighting. It does not include Council owned housing except for energy supplied to communal areas and sheltered housing.
- Indirect emissions (Scope 3) staff business travel and water.

We have not included areas of indirect control for example emissions from Local Authority Schools, staff commuting and contracted out services, such as school transport and waste disposal.

We have chosen the financial year April 2018-March 2019 as the baseline year for measuring future progress, as this is the year immediately prior to the Council declaring a Climate Emergency.

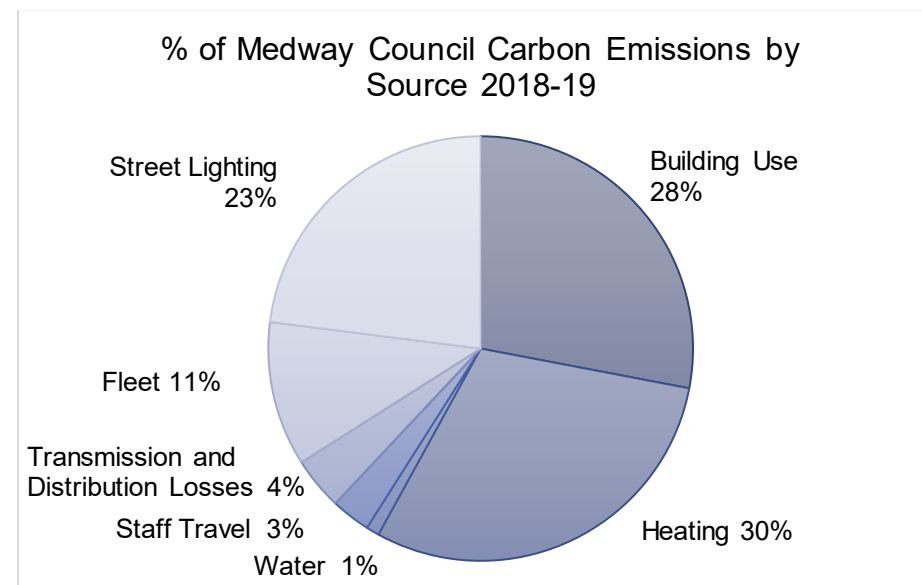
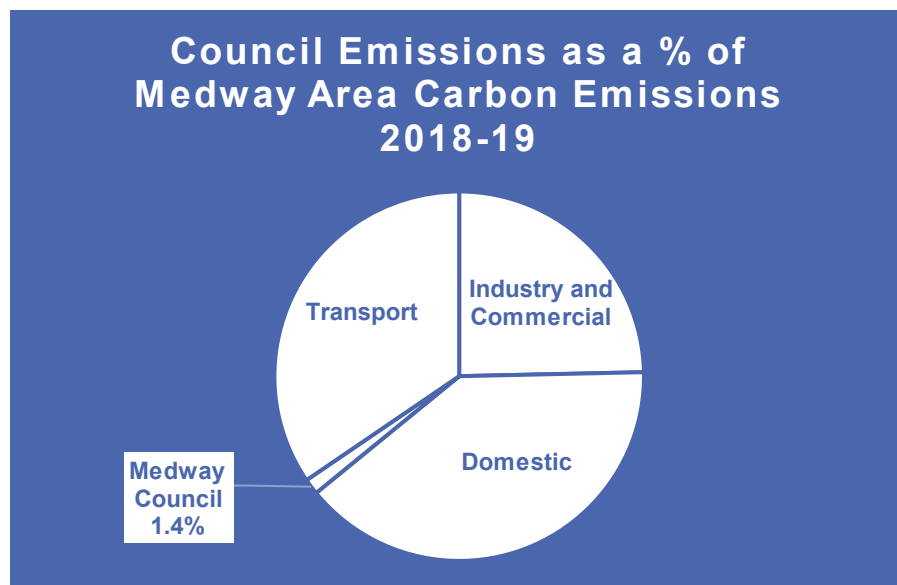
In 2018/19, the Council's carbon footprint represents approximately just 1.4% of the total direct emissions in the Medway area, at 12,105 tCO₂e. While we recognise that we have a pivotal role to play in providing local leadership, this shows the level of effort and commitment required, from as wide a range of people as possible including staff, residents, businesses, schools, local groups, suppliers and visitors, to respond to the climate emergency.

The main sources of emissions are our operational buildings (heating and electricity) which account for 58% of total emissions, street lighting at 23% and emissions from Council fleet vehicles at 11%. Transmission and distribution losses is the term used to describe the proportion of electricity purchased by the Council that is lost between the power station and the point of use (e.g., buildings or street lighting).

¹⁴ Local Partnerships is a joint venture between the Local Government Association, HM Treasury and the Welsh Government.

¹⁵ According to the Tyndall Centre for Climate Change Research, to become net zero carbon, it is assumed that all sectors will need to reduce emissions by at least 95% from current levels, with the residual 5% being reduced over the period 2050 to 2100. This is due to the difficulty in making further marginal reductions at these reduced levels. - <https://democracy.manchester.gov.uk/documents/s2324/Climate%20Change.pdf>





The study uses the science-based target approach to reducing emissions at a rate that is in line with keeping global temperature rises below 1.5°C. This means that emissions will be halved every ten years as opposed to reducing emissions by a fixed amount every year. It sets the first carbon budget accounting period to 2027 and thereafter recommends five-year intervals in line with the UK government carbon budgets.

The recommended first carbon budget allowance for the period 2020-2027 is 57,631 tCO₂e. This budget allocation will be our target against which we will monitor progress.

To meet the First Carbon Budget, example interventions include energy efficiency measures within Council buildings, installation of solar PV systems, light-emitting diode (LED) lighting and investment in a River Source Heat Network. The full report can be read here ([insert link when published](#)).

High level financial budget modelling based on current market conditions, indicate that an investment of more than £11.7m would be needed to meet the costs of these measures, which is far beyond existing allocated budgets. Detailed work will be needed to finalise the budget needs, and this will be part of the relevant actions in the plan.

It is important Medway implements these measures within the First Carbon Budget, as the carbon savings achieved on electricity and renewable energy measures will diminish as the grid decarbonises.

These initial interventions alone will not be enough to fully achieve the First Carbon Budget in line with the science-based pathway and further example interventions could include delivery of solar car ports and electrification of the entire Council fleet. The following will also need to be considered by 2024-2026:

- Limitations on existing electric battery technology and the associated investment in the power networks that would be needed to enable electrification of the RCVs that is only modelled from 2030 onwards and/or
- Advances in alternative technology such as hydrogen power could expedite the move away from diesel RCVs.

To allow for project set up time and delivery timescales the pathway does not show any significant savings before 2022. The pathway also assumes that continued efforts will be made to keep within the remaining Carbon Budgets set in line with the science-based pathway, after the First Carbon Budget. The interim carbon budgets for this trajectory will be 2032, 2037, 2042 in line with government and our area wide carbon budgets. If we follow this pathway, it is estimated that 605tCO₂e will need to be offset to meet our target of net zero carbon by 2050. This could be achieved by developing renewable energy assets and using the energy generated or by planting trees. For example, every hectare of trees planted would sequester around 315 tCO₂e over a 100-year lifetime.

While not fully costed, the scale and pace of near immediate investment and change is clear. As with the area wide ambition for a net zero carbon Medway by 2050, it will require considerable effort. The study also considered a reduction scenario of net zero carbon by 2030. However, this was not considered to be achievable at this time due to the significant technical and financial investment required.



Our Approach

Our response to the climate emergency will align with the [Kent and Medway Energy and Low Emissions Strategy](#) (KMELES)¹⁶, adopted by Medway's Cabinet in January 2021. The objective of the KMELES is to outline a joint Kent and Medway approach to achieving a reduction in carbon emissions, improvements in air quality, reduction in fuel poverty and delivery of a clean energy supply. The Strategy sets an agreed Kent and Medway target of net zero carbon emissions by 2050. Significant action is required in the next ten years to achieve this target.

We acknowledge the government's recent commitment to reduce emissions by 78% by 2035 however for now, the Medway target will remain as net-zero emissions by 2050 (in line with the KMELES), particularly as the government has yet to announce how it will be feasibly achieved. We will continue to monitor and assess opportunities to bring the reduction target forward, responding to new funding opportunities as they are presented.

Adopting the Strategy serves to not only acknowledge its relevance in setting out a consistent approach to net zero carbon emissions but also realises the significance of working in partnership at scale. It offers an opportunity to pool the resources and expertise required to address the climate emergency, which we are committed to doing.

The **four aims** of the Strategy are to provide an essential ongoing **evidence base** to identify areas of opportunity and to facilitate the development of **policies** to future proof clean growth and make the most of existing and emerging opportunities. The Strategy also supports the public sector in their **leadership** role and enables a focus on increased and accelerated **action** where it is needed most.

Ten high level priorities and associated activities have been identified for the immediate, short term (2023), medium (2027) and long term (2030). The ten priority areas for the next five years are detailed here:

- 1. Emission reduction pathways to 2050** - Set five-year carbon budgets and emission reduction pathways to 2050 for Kent and Medway, with significant reduction by 2030.
- 2. Public sector decision making** - Develop a consistent approach across Kent and Medway, to assess, manage and mitigate environmental impacts (both positive and negative), resulting from public sector policies, strategies, service delivery, commissioning, and procurement.

¹⁶ https://www.kent.gov.uk/__data/assets/pdf_file/0009/112401/Kent-and-Medway-Energy-and-Low-Emissions-Strategy.pdf



3. **Planning and development** - Ensure climate change, energy, air quality and environmental considerations are integrated into Local Plans, policies, and developments, by developing a clean growth strategic planning policy and guidance framework for Kent and Medway, to drive down emissions and incorporate climate resilience.
4. **Climate emergency funding** - Establish a trusted Kent and Medway 'Climate Emergency' carbon sequestration, offset and renewable energy investment scheme and fund.
5. **Building retrofit programme** - Develop Kent and Medway net zero carbon building retrofit plans and programmes for public sector, domestic and businesses.
6. **Transport, travel, and digital connectivity** - Set up a smart connectivity and mobility modal shift programme – linking sustainable transport, transport innovations, active travel, virtual working, broadband, digital services, artificial intelligence and behaviour change.
7. **Renewable energy generation** - Set up an opportunities and investment programme for renewable electricity and heat energy generation.
8. **Green (and blue) infrastructure** - Develop and implement a multi-functional, natural capital opportunity and investment programme – focusing on environmental projects that store carbon, increase climate change resilience, improve air quality and soil health, and increase biodiversity.
9. **Supporting low carbon business** - Develop and implement a business recovery and support programme for Kent and Medway businesses to cut costs and win new business.
10. **Communications** - Develop a comprehensive communications, engagement and behaviour change programme targeted at residents, employees, businesses and visitors.

Against Priority Area 8, we have also included actions around blue infrastructure due to the significant role Medway's blue assets play in addressing climate change. We have identified an 11th priority area – Climate Adaptation and Resilience - which we feel is important to include in our planning and this can be found later in the document.

This Action Plan explores each of the high-level priorities, setting out the challenges, progress to date and proposed actions against each of them.

Our actions will focus on:

- reducing/eliminating our carbon emissions through efficiency and renewable energy initiatives. We will consider using offsetting to balance our carbon emissions to achieve net zero although this should be the last tool in the pathway.
- supporting others in reducing/eliminating their carbon emissions
- promoting climate resilience



Against each action we have identified the availability of existing resources. Our timescales for delivery match the ambition of the KMELES.

Key to Timescales:

Do It Now – Within the next year

Short – 2023

Medium – 2027


Long – Post 2030

Key to Resources:

£ Fully funded/Core budget or successful award of grant funding

£ Partially funded/Award outcome awaited

£ Funding to be secured

 Delivered through existing staff

 Partially staffed

 Staff resource to be secured

What is a Carbon Hierarchy?

A carbon hierarchy is a preferred order for implementing measures to achieve net zero carbon.

Reducing - using energy efficiency measures to reduce the demand for energy such as LED lighting.

Eliminating – using energy from renewable sources that does not produce any carbon emissions such as solar PV systems.

Removal – using carbon offsetting to balance the remaining amount of emissions, such as planting trees. This is generally seen as the last step in a carbon management strategy. Offsets are often purchased after all other ways to reduce carbon emissions have been exhausted.



Actions

1. Emission Reduction Pathways to 2050

Our estate and operations

What we want to achieve

We will set organisational five-year carbon budgets and an emissions reduction pathway to 2050, with significant reduction by 2030.

Our First Carbon Budget (2020-2027): 57,631 tCO₂e.

Our Reduction Target: 95% by 2050 on 2018/19 baseline year.

It will also be important for us to have a good understanding of how efficiently we use our energy, where the energy comes from and the impact on our carbon emissions. Actions taken to improve energy efficiency will also help to reduce energy bills.

We will continue to refine our emissions reduction pathway for each of the main sources of carbon emissions, based on good practice and emerging policy.

Progress

Further to the assessment of our carbon emissions for the baseline year we have already:

- Identified areas in which we can refine our data collection methods and will continue to do this year on year.
- Received training on a Greenhouse Gas accounting tool.

This will help us to report consistently, year on year, against the First Carbon Budget allowance.

We have also undertaken an initial assessment of the Council's Scope 3 emissions and the areas of influence the Council has over the wider geographical area so that we can take a phased approach to the expansion of the baseline.



Area wide emissions

What we want to achieve

We are committed to supporting the development of a Kent and Medway emission reduction pathway to net zero carbon by 2050. We will work with our partners and networks to persuade government to overcome barriers to progress and release support, for example through our representation on the Association of Directors of Environment, Economy, Planning and Transport (ADEPT) group.

Progress

In January 2021, Medway's Cabinet adopted the KMELES. We will continue to support the development of a cross county emission reduction pathway through our membership of the Kent Environment Group and the Kent Climate Change Network.






What can you do?

[Visit our Climate Change web page](#) to find out more about how you can help to reduce carbon emissions in Medway.






Follow our social media pages ([Twitter](#), [Facebook](#) and [Instagram](#)) to get tips and ideas on how you can take action.










1. Emission Reduction Pathways to 2050

	Action		Sub Actions	Owner	Stakeholder	Timescale	Resource
1.1	Ensure that the Kent and Medway Energy and Low Emissions Strategy (adopted in January 2021) is implemented and continue to engage with KCC and other Kent districts on joint opportunities to achieve net zero carbon targets			Climate Change Co-ordinator via Climate Change Network, Environmental Services	Council	Do It Now	 £
1.2	Develop a comprehensive energy monitoring and targeting programme to understand the council's current carbon/energy performance and to map potential pathway(s) against set budget periods for the Council to achieve net zero carbon emissions by 2050	1.2.1	Form a 'Carbon Reporting Working Group' that will ensure early engagement, joint briefing and cooperation across departments to achieve efficiencies and save time when reporting on carbon emissions	Head of Corporate Performance & Business Intelligence	Council	Do It Now	
		1.2.2	Calculate carbon emissions from Council estate and operations and consider how these can be incorporated into a future carbon reduction pathway	Climate Change Co-ordinator, Environmental Services.	Council	Do It Now	 £
		1.2.3	Identify priority actions, and finalise budget needs, to reduce consumption-based emissions from Council estate and operations	Climate Change Co-ordinator, Environmental Services	Council	Do It Now	 £
		1.2.4	Continue to refine data year on year for reporting efficiency	Head of Corporate Performance & Business Intelligence /Carbon Reporting Working Group	Council	Do It Now	



		1.2.5	Centralise council vehicle mileage data collection	Head of Corporate Performance & Business Intelligence /Carbon Reporting Working Group	Council	Do It Now	
		1.2.6	Roll out the use of fuel cards where appropriate and collect data in litres of fuel as opposed to miles	Head of Business Change	Council	Short	 £
		1.2.7	Report annual carbon emissions	Climate Change Co-ordinator, Environmental Services/Head of Corporate Performance & Business Intelligence	Council	Do It Now	 £
		1.2.8	Develop a re-baselining policy and an 'Assurance and Verification' policy in line with Government Guidance	Climate Change Co-ordinator, Environmental Services	Council	Do It Now	
		1.2.7	Set out alternative population growth projections using information sources (such as the Authority Monitoring Report, the Local Housing Needs Assessment, Joint Strategic Needs Assessment and Population Health Management) to better assess the challenges from climate change and impact on service requirements.	Head of Planning Consultant in Public Health	Council	Short	 £



1.3	Undertake an assessment of Scope 3 emissions and use this to inform further actions and projects to reduce emissions more widely across Medway based on area carbon budget.	1.3.1	Undertake an assessment of Scope 3 emissions	Climate Change Co-ordinator, Environmental Services & Service Leads via Climate Change Steering Group	Council; Community	Short	 
		1.3.2	Map the areas of influence the Council has across Medway, review policies to align with the climate emergency and drive down carbon emissions.	Climate Change Co-ordinator, Environmental Services & Service Leads via Climate Change Steering Group	Council	Short	 
		1.3.3	Engage with Local Partnerships on the development of an LGA guidance document for reporting on supply chain emissions associated with social care provision.	Assistant Director Adult Social Care/ Assistant Director Children's Social Care	Council	Do It Now	
1.4	Develop a Climate Change Scorecard for Medway			Head of Corporate Performance & Business Intelligence/ Climate Change Co-ordinator, Environmental Services	Council	Short	
1.5	Review outcomes from Carbon-Pathway (C-PATH) cloud-based resource project to identify key performance indicators			Head of Corporate Performance & Business Intelligence KCC/Daedalus Environmental Limited	Council	Short	



2. Public Sector Decision Making

What we want to achieve

We want to better understand and manage our carbon and environmental impact.

We will ensure the climate emergency and our net zero carbon ambitions are at the forefront of decision making and are embedded in our key strategies and plans such as the Council Plan, the emerging Local Plan, and the forthcoming Medway 2037.

One of our core Council values is to become a Child Friendly City and accordingly we will provide young people with the opportunity to contribute to our climate change programme. We aspire to become a City of Culture and with that comes a platform to reach a wide audience to influence low carbon decisions and create a green legacy.

Our spending decisions will give significant weight to our net zero carbon ambitions and sustainable development. As contracts come up for renewal, we will secure contracts that prioritise a low carbon footprint.

We will build on existing, and create new, partnerships to share best practice and influence others.

The COVID-19 pandemic has had a significant effect on the local and global economy. However, it also presents us with an opportunity to do things differently; enabling us to embed green recovery principles into our decision-making processes and presenting an opportunity to potentially invest in new and local jobs with low carbon impact or infrastructure.





Progress

We have already included a section in our Council decision making reports to remind Council officers that they all have a responsibility to take action to reduce the carbon footprint associated with the services they provide. The report includes a prompt to consider the positive or negative climate change/carbon emission implications arising. We want to improve on this by providing officers with the tools to better assess the impact of their decisions.




We have already replaced 5000 street lights with LED lamps and are embarking on an ambitious street lighting replacement programme which will see a further 24,000 energy efficient lights fitted by the end of 2022. A new Central Management System (Telensa's PLANet) allows us to switch the lights on and off and dim them, where necessary. This will give us better control over energy consumption as the system will automatically notify us of any faults and reduce the need for regular inspections.








2. Public Sector Decision Making

	Action		Sub Actions	Carbon Impact	Owner	Stakeholder	Timescale	Resource
2.1	Ensure that climate change is incorporated and embedded into the refreshed Council Plan and all other relevant council policies, strategies, plans and contracts.	2.1.1	Climate Change is included in the refreshed Council Plan as a Council Value (and will be included in internal service plans) to ensure action is embedded into everything we do. Named project leads will be responsible for the delivery of individual actions.	Reduction; Elimination; Resilience; Support Others in Reduction	All Service Managers	Council	Do It Now	
		2.1.2	Include an obligation to report on the impact of change on carbon emissions in Council decision reports. Consider opportunities to increase the effectiveness of accounting for the impact. Also consider including wider environmental impacts in decision reports.	Reduction; Elimination; Resilience; Support Others in Reduction	Climate Change Co-ordinator, Environmental Services	Council	Do It Now	
		2.1.3	Investigate formal accreditation to BSI ISO14001 - Adaptation to Climate Change	Reduction	Climate Change Co-ordinator, Environmental Services	Council	Short	 £
		2.1.4	Consider mapping actions against the United Nations	Reduction; Elimination;	Climate Change Co-ordinator,	Council	Do It Now	








			Sustainable Development Goals to identify gaps and areas for improvement	Resilience; Support Others in Reduction	Environmental Services & Service Leads via Climate Change Steering Group			
		2.1.5	Continue to maintain minimum levels of waste to landfill (and promote through social media)	Reduction	Waste Disposal Manager, Environmental Services	Council Residents	Do It Now	
		2.1.6	Explore innovative construction methods and materials used in the delivery of the HIF Road scheme to find low carbon and lower cost options. This could include using materials with an optimum design life and less embodied carbon, recycled materials, or sourcing materials nearer to the site and reusing materials on site to minimise transportation movements.	Reduction	HIF Highways Delivery Programme Manager	Council	Do It Now	 £
		2.1.7	Continue to recycle road material and explore other options for its reuse	Reduction	Principal Engineer, Highways	Council	Do It Now	
		2.1.8	Support partners in the development of a carbon calculator to include CO2 emissions and increase the recycled content in the materials used on the	Reduction	Principal Engineer, Highways; Volker Highways, Tarmac	Council	Do It Now	£





			Highway Infrastructure Contract. Medway is a trial site in the project.					
		2.1.9	Develop a Smart City Strategy	Reduction; Support Others in Reduction	Smart City Project Officer, Business Change	Council	Do It Now	
2.2	Review Medway Procurement Policies to ensure positive support for third party emission disclosure and reduction and to identify environmental impacts on future projects	2.2.1	Review relevant waste disposal contracts as they are retendered	Support Others in Reduction	Head of Category Management Waste Disposal Manager, Environmental Services	Council	Do It Now	 
		2.2.2	Consider the feasibility of applying a scoring mechanism that favours emission reduction	Reduction; Support Others in Reduction	Head of Category Management Head of Adult Partnership Commissioning	Council	Do It Now	
		2.2.3	Include a carbon reduction statement within tender documents provided to suppliers to ensure they prioritise emission reductions, sustainability and environmental considerations within their proposals and that suppliers provide a sustainability statement with all tenders.	Reduction	Head of Category Management Head of Adult Partnership Commissioning	Council	Do It Now	






		2.2.4	Tender documents already include a section on supplier commitment to reducing single use plastics. Review to make this more measurable.	Reduction	Head of Category Management	Council	Do It Now	
		2.2.5	Introduce a social value policy.	Reduction	Head of Category Management	Council	Do It Now	
2.3	Ensure Climate Change is embedded within the Cultural Strategy and City of Culture Bid	2.3.1	Ensure climate change priorities/green outcomes are at the heart of our plans for 2025.	Support Others in Reduction	City of Culture Bid Director	Council	Do It Now	
		2.3.2	Review policies for air quality, transport, waste management and sustainability at events/festivals	Reduction; Support Others in Reduction	Head of Festivals, Arts, Theatres and Events, Culture and Libraries Service	Community; Council	Short	£
2.4	Ensure Climate Change is embedded within the Child Friendly City vision and action plan			Support Others in Reduction	Child Friendly Medway Project Officer	Young People	Do It Now	
2.5	Ensure that the green ambition is at the heart of the COVID-19 recovery plans for Medway and consider how beneficial changes associated with the management of the pandemic may be solidified into lasting change	2.5.1	Create a "Back to Better" Plan. The Head of Business Change has reviewed all COVID-19 recovery plans and developed a "key themes" document to pull the various "Back to Better" workstreams together. The priority themes identified are: Remote & Agile	Reduction	Head of Business Change	Council	Do it Now	





			Working, Remote Meetings with External Stakeholders, External Processes, Internal Processes, Cashless, External Communications. Many of these workstreams address the Climate Change objectives (including reduced travel and reduction in printing & paper) and are listed as separate actions within this action plan.					
2.6	Identify training needs for staff, councillors and other groups on the climate emergency and the impact of decisions on carbon emissions. Provide training and identify opportunities to add carbon management messages to existing training. Consider base level training for all employees and more targeted training for decision makers.	2.6.1	Roll out of climate change/carbon literacy training for staff	Reduction; Support Others in Reduction	Climate Change Co-ordinator, Environmental Services/Senior Workforce Development Officer	Council; Staff	Short	 £
		2.6.2	Medway Adult Education to embed carbon management into lifelong learning programmes and	Reduction; Support Others in Reduction	Medway Adult Education Programme Managers	Council; Staff	Short	 £



			design bespoke training for staff (alongside Workforce Development)					
2.7	Continue to support the reduction of single use plastic within our communities	2.7.1	Promote the concept of Refill to reduce the use of single use plastics. Offer residents and businesses access to water refill stations to help tackle single use packaging	Support Others in Reduction	Head of Health and Wellbeing Services, Public Health	Community; Businesses; Residents	Do It Now	 £
		2.7.2	Set up a working group and carry out an audit of avoidable single use plastic across Council owned buildings. Develop a timeline to work towards all council buildings being single use plastic free and all other sites (including schools and council events)	Reduction; Support Others in Reduction	Head of Health and Wellbeing Services, Public Health with input from Head of Festivals, Arts, Theatres and Events, Culture and Libraries Service/Waste Disposal Manager/Assistant Director Education and SEND Medway Norse	Council; Young People; Schools; Community	Short	£
		2.7.3	Support annual litter picks and measures to reduce the amount of plastic waste across Medway	Reduction; Support Others in Reduction	Environmental Services Partnership and Development Manager, Environmental Services	Community	Do It Now	
		2.7.4	Co-ordinated clean-up programme of marine plastic pollution	Support Others in Reduction	Green Space and Access Programme Manager	Community/Ecology	Do It Now	 £



					Living River Foundation/Medway Swale Estuary Partnership			
2.8	Explore opportunities to join the Green Creative programme to ensure that we act to support climate change and environmental sustainability across our culture, libraries, and events programmes			Reduction	Head of Festivals, Arts, Theatres and Events, Culture and Libraries Service	Council; Community; Residents	Do It Now	
2.9	Provide work placement and internship opportunities to support the development and delivery of the climate change action plan			Reduction; Support Others in Reduction	Climate Change Co-ordinator, Environmental Services	Council; Young People	Do It Now	£
2.10	Address sustainability issues associated with food production, waste, and procurement within the newly formed Medway Food Partnership.			Reduction; Resilience	Head of Health and Wellbeing Services, Public Health/Service Leads via Climate Change Steering Group & Norse.	Council; Community; Businesses; Residents	Short	



3.Planning and Development

What we want to achieve

To establish and deliver a vision for Medway's sustainable growth in the new Local Plan, supporting the transition to a low carbon future in a changing climate. The Local Plan will set the framework for Medway's growth up to 2037, and it will demonstrate the Council's commitment to address the causes and impacts of climate change.

Our growth strategy will be based on strong principles to secure a healthy and resilient future for our environment and communities. Policies on energy, transport, design, green infrastructure, natural resources and waste will help shape new development, with the aim of reducing carbon emissions. We will seek to plan and design places that reduce the need to travel by car and achieve the highest viable energy efficiency.

The Development Management process will consider the environmental impacts from proposed development and will require developers to set out how their proposals comply with local and national policy and objectives regarding climate change. Appropriate conditions will be imposed to secure the measures agreed and monitoring will take place to ensure compliance.

We have the opportunity to plan strategically for sustainable development, and deliver new approaches to energy, transport and design as Medway grows over coming decades.

Challenges

Planning is only one means of influencing our natural and built environment. As new development only accounts for a small proportion of the homes, businesses, and services in Medway, it may take some time before the benefits of building more sustainably are reflected in our carbon measures.

Much of Medway's growth is through regenerating brownfield sites. These offer good opportunities for sustainable travel, but development can be challenged on viability, and the more expensive measures that could deliver lower carbon may not be feasible to deliver.

Government continues to reform the planning system and is extending the opportunities for buildings to be converted to new homes without the need for planning permission or infrastructure contributions. This limits our ability to influence new development and secure improvements over and above the minimum standards applied nationally.



There is a high level of housing needed in Medway, and construction will inevitably impact on the environment. Our challenge is to direct development to the most suitable locations, with appropriate mitigation and adaptation, and deliver to the standards required to make a meaningful contribution to addressing climate change.

Progress




From April 2020, major residential developers have been required to submit a Climate Change and Energy Efficiency statement in their applications for Planning consent. From March 2021 this requirement will be expanded for all residential and commercial applications for new builds.

Our Air Quality Planning Guidance for Developers, introduced in 2016, requires developers to help improve local air quality through appropriate offsetting and mitigation, such as installing charging points for electric vehicles and planting trees and cycle storage to encourage a modal shift towards more sustainable travel. The number of charging points to be provided depends on the type of development and type of parking provided and can be as much as one charging point per dwelling where parking is allocated.






More than 600 electric vehicle charging points have been secured as part of the planning process, these include developments such as at Rochester Riverside, Berengrave Nursery - Rainham, Kitchener Barracks - Chatham and developments on the Hoo Peninsula.







3. Planning and Development

	Action		Sub Actions	Carbon Impact	Owner	Stakeholder	Timescale	Resource
3.1	Plan-making and development management to fully support the transition to a low-carbon future in a changing climate.	3.1.1	Prepare draft planning policy as part of the Regulation 19 Draft Plan for statutory public consultation in 2021, and ongoing negotiation through the development management process	Reduction; Resilience	Head of Planning	Council; Developers; Residents	Do It Now and Ongoing	
		3.1.2	Shape places to help secure radical cuts in carbon emissions. This requires the location and layout of new development to be planned to: <ul style="list-style-type: none"> • deliver the highest viable energy efficiency; • reduce the need to travel, particularly by private car; and • secure the highest possible share of trips made by sustainable travel. 	Reduction	Head of Planning	Community Developers	Do It Now and Ongoing	
		3.1.3	Actively support and help to drive the delivery of renewable and low-carbon energy generation and grid infrastructure.	Reduction; Elimination	Planning Manager Policy	Community; Developers	Short and ongoing	



		3.1.4	Shape places and secure new development to minimise vulnerability and provide resilience to impacts from climate change, in ways consistent with cutting carbon emissions.	Reduction/ Elimination; Resilience	Head of Planning/Planning Manager Policy	Community; Developers	Short and ongoing	
		3.1.5	Ensure that there are real opportunities to encourage community-led initiatives, such as the promotion of decentralised renewable energy use or securing land for local food sourcing.	Supporting Others in Reduction	Planning Manager Policy	Community	Medium	
		3.1.6	Promote opportunities for sustainable transport use and local transport solutions.	Reduction	Head of Planning/Head of Transport and Parking/ Planning Manager Policy	Community; Developers; Transport operators	Short and ongoing	
		3.1.7	Draft planning policy will address design, heat opportunities, Carbon Fund, community led initiatives, waste hierarchy, road user hierarchy and street design, and parking.	Reduction; Resilience	Planning Manager Policy	Developers; Community; Council	Short and ongoing	
		3.1.8	Ensure that major developments include sustainable drainage systems	Reduction; Resilience	Flood Drainage and Special Projects Officer, Planning	Developers	Do It Now	



		3.1.9	Finalise Hoo Development Framework - a strategic masterplan - setting out key principles for sustainable growth.	Reduction/ Elimination; Resilience	Planning Manager Policy	Council; Developers	Short	
		3.1.10	Complete an Environmental Impact Assessment for the Housing Infrastructure Fund Road and Rail schemes.	Reduction; Elimination	HIF SEMS and Partnership Programme Manager	Council	Short	
		3.1.11	Implement Surface Water Management Plan for Hoo which looks at proposed growth areas in the context of water management	Reduction; Resilience	Flood Drainage and Special Projects Officer, Planning	Council	Short	
3.2	Ensure that relevant planning policies and guidance are reviewed and updated as required.			Reduction; Resilience	Head of Planning	Council	Short	



4. Climate Emergency Funding

What we want to achieve

We will develop a robust financial strategy for delivering on our net zero carbon commitments. We will identify and target innovative finance solutions and explore opportunities such as renewable energy investment schemes, crowd funding, carbon sequestration and offset funds.

We will continue to review available grant funding and successfully apply for financial support while also joining together with other local authorities to expand our purchasing power and deliver change at scale.

Challenges

Achieving a net zero carbon target by 2050 will be a huge challenge for the Council due to the scale of investment required. Our carbon baseline assessment concluded that more than £11million will be required to reduce the Council's carbon footprint during the First Carbon budget period alone (2020-2027). This does not take into account the wider area of Medway and the years up until 2050. While some measures will provide a direct financial return on investment, many may not. Where projects do not meet the requirements to be included within the Council's budget setting process, grant funding opportunities will be explored. This will require the appointment of a dedicated External Investment Officer to identify and review external funding opportunities and to provide business case support for relevant bids.

Progress

We launched the Medway Tree Fund at the end of 2020. Anyone living, visiting, or working in Medway can donate towards the next generation of trees in Medway. The full cost of planting a tree is £350 although any amount can be donated. We will report on the amount of donations made and the number of trees planted at intervals throughout the year. Donations can be made on the our website at www.medway.gov.uk/treefund.

What can you do?

If you are a Medway community group or partnership with an interest in tackling climate change you can tell us your plans at www.medway.gov.uk/takeaction. Finding out how we can support you with your plans means that we can develop "ready to go" projects for when grant funding or subsidies become available.



4. Climate Emergency Funding

	Action	Carbon Impact	Owner	Stakeholder	Timescale	Resource
4.1	Seek funding opportunities which will support emissions reductions across Medway and deliver actions in the Climate Change action plan	Reduction	External Investment Officer Post (Vacant)	Community	Do It Now* /Ongoing	
4.2	Submit resourcing proposal for consideration ahead of budget setting for 2022/23	Reduction	Strategic Environmental Protection Manager/Climate Change Coordinator, Environmental Services	Council	Do It Now	
4.3	Establish a robust financial strategy for delivering climate change work	Reduction	Chief Finance Officer	Council	Do It Now	
4.4	Work in partnership to evaluate options for a carbon offset fund and/or permanent crowdfunding space to support projects in the action plan	Removal	External Investment Officer Post (Vacant)	Community; Council; KCC and other Kent districts	Short	
4.5	Work in partnership to develop a common carbon metric for calculating the carbon offset value of nature-based offsetting	Removal	Climate Change Co-ordinator, Environmental Services/Greenspaces and Access Team Leader	Council	Do It Now	 £

* only achievable within timescale if External Investment Officer appointed



5. Building Retrofit Programme

Our estate

What we want to achieve

We will set up a net zero carbon buildings retrofit plan and programme across our corporate portfolio and where possible in schools and our Housing Revenue Account (HRA) properties, where the supplies are paid for by the Council.

We will establish a strategy to ensure that the 3,000 homes owned by the Local Authority comply with national targets set by Central Government which are likely to see improvements to Energy Performance Certificate (EPC) ratings over the next ten years and the decarbonisation of stock by 2050.

Challenges

At the time of writing, there are no subsidies or funding streams available to comply with the awaited new national targets to lift the minimum EPC rating. Our Housing Revenue Account will need to substantially remodel its investment in stock and capacity to absorb all costs, likely to be between £15,000 - £25,000 per property to meet the 2050 target.

Progress

A consultant has been commissioned to develop a programme of works that would improve the energy efficiency of, and in future de-carbonise, our housing stock. The Housing Revenue Account has an asset management database that provides clear information for boiler, window, door, and roof replacements that need to be undertaken over a thirty-year period. Newly installed boilers will be A rated and new roof works will increase loft insulation to 300mm.

With regards to the buildings from which we deliver our services, work is underway to develop and implement phase one of Re:fit, a retrofit programme which will result in energy savings. Re:fit is a national procurement initiative for public bodies wishing to implement energy efficiency measures within their buildings or their estates. As a result of the measures, carbon emissions are reduced, and energy savings achieved. SSE, a multi-national energy company, has carried out a high level assessment of twelve buildings and improvements are intended to be made by the end of 2021, subject to final designs and approvals.



Area wide

What we want to achieve

In line with the Council's Private Sector Housing Enforcement Policy, we will continue to work with residents and landlords to ensure that appropriate standards for rented homes are achieved. In addition, we will continue to engage at a strategic level with local and regional partnerships to give access to schemes offering discounted energy efficiency measures.

Challenges

The electricity and gas used by buildings for power and heating causes 65% of the direct carbon dioxide emissions in Medway. Promotion of available funding schemes is needed to ensure that residents in Medway are aware of how to access the funding. Schemes are engagement based and dependent on agreement from both landlords and tenants to allow works to take place. In some circumstances this will involve a contribution towards works.

Progress

We publish a Home Energy Conservation Act (HECA) report every two years; Medway Council's [latest HECA report](#)¹⁷ was published in 2019 and reflects our commitment to the Kent Environment Strategy. It also identifies the actions Landlord Services will take to increase energy efficiency.

We have published our Statement of Intent (SOI) in relation to the government's Energy Company Obligation (ECO): Help to Heat funding, part of the Affordable Warmth programme. The SOI sets out how we intend to identify households who could be eligible for the funding. Read the SOI [here](#).¹⁸

Access to the scheme and installation is undertaken by ARAN installations. More information is available on our website [here](#).¹⁹





¹⁷ https://www.medway.gov.uk/downloads/file/4028/home_energy_conservation_act_report_2019

¹⁸ https://www.medway.gov.uk/downloads/file/5584/energy_company_obligation_eco







¹⁹ https://www.medway.gov.uk/info/200153/private_housing/93/kent_and_medway_warm_homes_scheme









5. Building Retrofit Programme

	Action		Sub Actions	Carbon Impact	Owner	Stakeholder	Timescale	Resource
5.1	Regulate private landlords to ensure all rented homes in Medway comply with government Minimum Energy Efficiency Standards	5.1.1	Deal with any complaints received regarding properties being marketed as F rated under the government's Minimum Energy Efficiency Standards.	Support Others in Reduction	Trading Standards Team Leader/Head of Strategic Housing	Residents; Landlords	Do It Now	
5.2	Improve the way the Council communicates about discount and energy grant schemes available to businesses and residents including those who are in fuel poverty, on a low income and are vulnerable to living in a cold home due to age/health conditions.	5.2.1	Identify and explore initiatives to provide energy efficiencies measures to private homes in Medway	Support Others in Reduction	Head of Communications and Marketing/ Head of Strategic Housing/ Climate Change Co-ordinator	Residents; Businesses; Landlords	Do It Now	
		5.2.2	All schemes which are promoted by the council will be reviewed for legitimacy by the Trading Standards department before proceeding	Support Others in Reduction	Trading Standards Team Leader	Community; Residents; Businesses	Do It Now	
		5.2.3	Medway Adult Education to run courses for people to make their own homes more energy efficient (green DIY, retrofitting)	Support Others in Reduction	MAE Community Learning Manager	Community; Residents	Short	










5.3	Identify and deliver priority actions for key buildings via the Re:fit Energy Efficiency and Low Carbon Programme in a phased programme		Phase 1	Reduction	Head of Capital Projects/Head of Sport, Leisure, Tourism and Heritage/Head of Festivals, Arts, Theatres and Events/ Crematorium Manager	Council	Phase 1: Short	 £
		5.3.1	Introduction of Building Management Systems - Heating Controls	Reduction	Head of Capital Projects	Council	Phase 1: Short/ Whole Programme: Long	 £
		5.3.2	Control Optimisation - deploy Integrative Controls Strategy sensors to monitor energy usage in Council buildings and the optimisation of spaces	Reduction	Head of Capital Projects	Council	Phase 1: Short/ Whole Programme: Long	 £
		5.3.3	Energy efficient appliances	Reduction	Head of Capital Projects	Council	Phase 1: Short/ Whole Programme: Long	 £
		5.3.4	LED Lighting Corporate (LED Conversion for all those Corporate sites not captured in Phase 1 Re:fit)	Reduction	Head of Capital Projects	Council	Phase 1: Short/ Whole Programme: Long	 £
		5.3.5	LED Lighting Housing (this is subject to surveys but would probably encompass	Reduction	Head of Capital Projects	Council; Residents	Phase 1: Short/	 £





			communal areas and external LED)				Whole Programme: Long	
		5.3.6	Complete next phase of low energy LED smart street lighting upgrade programme	Reduction	Principal Engineer, Highways	Council	Short	 £
		5.3.7	Carry out a full condition survey of lighting in car parks to inform energy efficiency standards/requirements for LED replacement programme	Reduction	Head of Transport and Parking	Council	Do It Now	 £
		5.3.8	Water use reduction and conservation will be looked at as part of Re:fit	Reduction	Head of Capital Projects	Council	Phase 1: Short/ Whole Programme: Long	 £
		5.3.9	Roll-out the conversion of all suitable heating systems to low carbon heat pumps or equivalent to all the Estate	Reduction	Head of Capital Projects	Council	Phase 1: Short/ Whole Programme: Long	 £
		5.3.10	Assess viability of installing solar PV on all council buildings/assets and corporate building car parks.	Reduction; Elimination	Head of Capital Projects	Council	Phase 1: Short/ Whole Programme: Long	 £
		5.3.11	Undertake a carpark review to establish the possibility of installing solar PV, including solar canopies, as well as EV	Reduction; Elimination	Head of Capital Projects	Council	Phase 1: Short/ Whole Programme: Long	 £



			charging points - solar car ports - additional initiative					
		5.3.12	Improvements to sheltered accommodation via Re:fit	Reduction	Head of Capital Projects	Residents	Medium	 £
		5.3.13	Undertake a landfill review to establish the potential for solar PV	Elimination	Climate Change Co-ordinator; Strategic Environmental Protection Manager	Council	Short	 £
5.4	Review council commercial waste management practices and identify opportunities for improvement (own property)	5.4.1	Audit council waste management arrangements (all buildings)	Reduction	Head of Capital Projects/Medway Norse	Council	Do It Now	 £
		5.4.2	Audit council waste arisings (all buildings)	Reduction	Head of Capital Projects/Medway Norse	Council	Do It Now	 £
		5.4.3	Follow up on any recommendations for improvements	Reduction	Head of Capital Projects/Medway Norse	Council	Do It Now	 £
5.5	As part of the COVID-19 recovery process, review underutilised built assets and consider opportunities for property rationalisation to make energy efficiency savings.			Reduction	Head of Capital Projects	Council	Short	
5.6	Ensure that energy efficiency and renewable energy technologies are a priority in the refit or the			Reduction; Elimination	Head of Capital Projects/ Assistant Director Regeneration	Council	Short to Medium	 £



	building of any future builds used by the Council							
5.7	Continue to engage with schools on how to improve their buildings/assets	5.7.1	School governors introduced to the Re:fit programme; continue to engage with schools when required.	Support others in Reduction	Head of Capital Projects/Assistant Director Education and SEND	Schools; Community	Long	 £
5.8	Investigate ways in which to improve council owned housing stock and make it more energy efficient.	5.8.1	Explore opportunities to deliver exemplar energy efficiency homes through the HRA	Reduction	Head of Strategic Housing	Residents	Short	 £
		5.8.2	Develop plans to ensure that all council housing stock meet the national and government targets for energy standards	Reduction	Head of Strategic Housing	Residents	Long	£



6. Transport, Travel and Digital Connectivity

What we want to achieve

We will reduce emissions from road transport by promoting and facilitating the uptake of electric and ultra-low emissions vehicles, encouraging modal shift through enhanced sustainable infrastructure, and tackling congestion hotspots.

Digital connectivity has a vital role to play in reducing the need to travel and influencing behaviour change by making more information available. We need to encourage digital transformation and take-up, foster innovation, enable access and move to a more data-led approach to optimise Council services.

We also want to meet our air quality objectives through the delivery of the Air Quality Action Plan (AQAP).

Challenges

Some of the main challenges in this area include:

- Overcoming barriers and outlining a Council vision to transitioning to ultra-low emission vehicles.
- Identifying and securing funding for initiatives and working with private companies in a challenging commercial environment as the economy recovers from the COVID-19 pandemic.
- Providing consistent fit-for-purpose digital infrastructure throughout Medway and making it easier for residents to work remotely.
- Ensuring residents have the skills and confidence to take a digital-first approach

Progress

- **Active Travel Fund**

We were awarded funding by the Department for Transport in 2020 to deliver short-term Active Travel infrastructure improvements that promote safe walking and cycling. This included improved cycle infrastructure in Chatham and enhancements to over 10k of Public Rights of Way across Medway. A second tranche of Active Travel Funding will deliver permanent improvements to Medway's walking and cycling network by the Summer of 2022.

- **Electric Vehicles (EVs)**

We are developing an Ultra-Low Electric Vehicle (ULEV) Strategy that will support the expansion of charging infrastructure in Medway to meet the growing demand. The Strategy will consider multiple EV uptake scenarios to 2040 and 2050, zonal mapping and criteria for on-street charging facilities and provide an outline Implementation Plan.



A new pilot project has seen electric vehicles made available as pool cars for social workers in Medway, based out of MHS Broadside. Six BMW i3 EVs were delivered in November 2020 and are now in use on a 12-month trial.

- **Road Defect Monitoring Pilot**

We will be piloting an innovative operational road defect monitoring solution, combining both computer vision (video) and telematics (detecting movement of the vehicle) sensors attached to a fleet of vehicles, to collect data on pavement condition/defects on a continuous basis. The project aim will be to bolster the current survey regime by increasing network coverage, providing the real-time capture of emerging defects and predictive analytics.

- **Winter Gritting – Conversion to Pre-Wetted Salt and Road Temperature Pilot**

We will be investing in the conversion of our gritting fleet to pre-wetted salt and installing road temperature sensors to provide more accurate data. This will enable our Highways engineers to make more informed decisions about when to grit Medway roads over the winter months. This will also be our first exciting step to creating an “Internet of Things” (IoT) network.

- **Internet of Things (IoT) Network**

In response to the topography and scale of Medway, our approach will be to start with the deployment of a Low Power Wide Area Network (LPWAN), which is a wireless communication network that interconnects radio-equipped devices, at low bandwidth and smaller data packages, over a wide geographical area. The Council are also exploring other mobile telecommunications depending on the use case, signal strength and distance for data to travel.




IoT solutions can be relatively low cost and can deliver savings and reduce the Council’s carbon footprint in the process. IoT sensors can cover a range of applications, including temperature, proximity, pressure, motion, water, air quality and more.

- **Digital Connectivity**





Medway has started to build the digital foundations to achieve our Smart City ambitions. CityFibre have just begun work on a full fibre network, which will reach over 90,000 residences by 2024. The company are investing to replace ageing copper-based networks with gigabit-capable full fibre connectivity. CityFibre are working in close partnership with the Council to maximise the benefits of the project, utilising modern building techniques to deploy the network quickly and minimise disruption to residents.








6. Transport, Travel, and Digital Connectivity

	Action		Sub Actions	Carbon Impact	Owner	Stakeholder	Timescale	Resource
6.1	Complete feasibility/demand study for EV charging points in Medway and publish a ULEV strategy and delivery plan. Facilitate the installation of EV charging point infrastructure on council land and public highway to align with current and future demand, parking arrangements and budgets.	6.1.1	Ensure Medway's residents and businesses understand the options for and benefits of EV ownership, are aware of grants they can apply for, and where they can find charging points	Support Others in Reduction	Head of Transport and Parking; with strategic and technical input from Head of Business Change	Residents; Businesses; Council	Long	 £
		6.1.2	Set up a dedicated area on the Council website, including EV charging point survey to help identify demand, requested locations and other relevant items of feedback.	Support Others in Reduction	Sustainable Transport Manager	Residents; Community; Businesses	Do It Now	 £
		6.1.3	Publish a five-year EV strategy and delivery plan, including detailed analysis to help inform the rollout of EV charging points across Medway, consistent with	Support Others in Reduction	Sustainable Transport Manager	Residents; Community; Businesses	Medium	 £







			those installed across the Kent network.					
		6.1.4	Work collaboratively with our public and private sector partners to identify key locations where charging points can be installed to facilitate the usage of EVs, including taxi and private hire operators.	Support Others in Reduction	Sustainable Transport Manager	Residents; Community; Businesses	Long	 £
		6.1.5	Submit bid to OZEV for 34 Electric Vehicle charge points at strategic locations across Medway for installation in the Summer of 2021.	Support Others in Reduction	Sustainable Transport Manager	Residents; Community; Businesses	Do It Now	 £
		6.1.6	Review strategically located council owned sites for potential installation of rapid charging points for public use, including town centres, residential locations and other destinations.	Support Others in Reduction	Sustainable Transport Manager	Residents; Community; Businesses; Council	Long	 £
		6.1.7	Ensure the future long-term sustainability of EV charging by integrating infrastructure into new development, as stipulated within Air Quality Planning Guidance.	Support Others in Reduction	Sustainable Transport Manager/ Head of Planning	Residents; Businesses; Community	Medium	 £







		6.1.8	Review current parking standards policies/arrangements to ensure consideration is given to the successful management of EV parking bays.	Support Others in Reduction	Sustainable Transport Manager	Council	Medium	 £
6.2	Continue to deliver bus infrastructure improvements, and explore opportunities to facilitate the use of ULEV on bus routes in Medway	6.2.1	Maintain productive relationships with local bus operators with a view to establishing a 'Bus Improvement Plan' and introduce data reporting to include fleet comparison and journey time information	Support Others in Reduction	Head of Transport and Parking	Businesses	Do It Now	 £
		6.2.2	Explore opportunities for phased uptake of ULEV on supported bus routes.	Support Others in Reduction	Head of Transport and Parking	Businesses	Short	 £
		6.2.3	Work with local bus operators to develop a strategy that facilitates the introduction of electric buses in Medway, including the identification of funding opportunities at national level	Support Others in Reduction	Head of Transport and Parking	Businesses	Short	 £
		6.2.4	Explore opportunities to provide electric charging points for buses at the proposed new station at Hoo as part of the HIF project	Reduction	HIF Rail Delivery Manager	Community	Do It Now	 £









6.3	Continue to develop sustainable transport schemes and plans and actively promote behavioural change through walking and cycling initiatives, linked to the delivery of effective infrastructure.	6.3.1	Progress the development of new walking and cycling facilities via the Active Travel Fund investment	Support Others in Reduction	Head of Transport and Parking	Community	Do It Now	 £
		6.3.2	Support travel planning opportunities, covering workplace, schools and other educational settings, securing developer funding where available.	Support Others in Reduction	Head of Transport and Parking	Young People; Schools; Businesses; Community	Short	 £
		6.3.3	Promote and facilitate walk and/or cycle to school initiatives, including local and national focus events.	Support Others in Reduction	Head of Transport and Parking	Young People; Community	Do It Now	 £
		6.3.4	Engage with universities and colleges to identify and promote safe walking routes	Support Others in Reduction	Senior Transport Planner (Initiatives)	Young People; Universities/ Colleges	Do It Now	
		6.3.5	Implement the Medway Rights of Way Improvement Plan 2020-2030 (to meet the objectives T2A-T2C) (https://www.medway.gov.uk/downloads/file/5531/medway-rights-of-way-improvement-plan-2020-to-2030)	Support Others in Reduction; Resilience	Greenspaces and Access Team Leader	Community	Long	Resource varies for each action point






		6.3.6	Undertake a gap analysis to understand how accessible the river is. Twenty-one miles have no legal or public rights of way, and these are being mapped to develop an action plan for unlocking this route as and when it is possible.	Support Others in Reduction; Resilience	Greenspaces and Access Team Leader	Community	Long	
		6.3.7	Delivery of cycle paths and footpaths within the Housing Infrastructure Fund scheme where possible	Support Others in Reduction	HIF SEMS and Partnership Programme Manager	Residents; Community	Some Medium (by 2024) and some Long	 £ (long term – funding will come forward as part of planning)
6.4	Continue the delivery of digital transformation projects to enable increased access to online services to reduce printing and the need for travel	6.4.1	Implement measures to print large documents over a certain page length in the most efficient way possible	Reduction	Head of Business Change	Council	Do It Now	
		6.4.2	Move to online access for: <ul style="list-style-type: none"> • Older persons and Disabled Bus Passes • Medway Youth Passes • Parking Permits and continue to create usable and accessible	Reduction	Head of Transport and Parking/ Head of Digital	Residents; Young People	Short	 £







			forms for projects as they arise.					
		6.4.3	Provide virtual Road Safety lessons to KS1 & 2 children	Support Others in Reduction	Head of Transport and Parking	Young People	Do It Now	 £
		6.4.4	Reduce the number of Multifunctional Devices (MFDs) at Gun Wharf to reflect the reduction in office-based staff who are now remote working	Reduction	Head of Business Change	Council	Do It Now	
		6.4.5	Implement a paperless solution for fostering panels	Reduction	Head of Corporate Parenting (Children's Social Care)/Head of Business Change	Council	Do It Now	 £
		6.4.6	Implement a paperless solution for Quality Assurance & Safeguarding Statutory meetings	Reduction	Head of QA & Safeguarding (Children's Social Care)/Head of Business Change	Council	Do It Now	 £
6.5	Tackle congestion hotspots through Variable Message Signs (VMS), traffic signal infrastructure and programming upgrades and smart cities initiatives	6.5.1	Improvements to the operation of traffic signal-controlled junctions and crossings through programming changes or upgraded equipment	Reduction	Head of Transport and Parking	Council; Community	Do It Now	 £
6.6	Continue with our proactive and dedicated approach to improving air quality across Medway through the delivery of	6.6.1	Review and refresh current Air Quality Action Plan	Reduction	Strategic Environmental Protection Manager	Council; Community	Short	







	the Air Quality Action Plan (https://www.medway.gov.uk/downloads/file/1982/medway_air_quality_action_plan_2015).							
		6.6.2	Development and Adoption of Air Quality Action Plan for Medway Four Elms Hill AQMA	Reduction	Strategic Environmental Protection Manager	Council; Community	Short	£
		6.6.3	Develop and deliver an anti-idling campaign across Medway	Support Others in Reduction	Strategic Environmental Protection Manager	Community	Do It Now	 £ (Subject to funding bid; expected release - late 21/22)
		6.6.4	Promote car sharing via Lift Share (including the Medway Council car share community group for staff) and investigate whether there are any barriers to staff using the scheme and how these can be overcome.	Support Other in Reduction	Strategic Environmental Protection Manager; Head of Communications and Marketing	Community; Residents; Businesses	Short	£
		6.6.5	Explore the feasibility and benefits of providing internal eco driving courses for staff.	Reduction; Support Others in Reduction	Strategic Environmental Protection Manager	Council	Short	
		6.6.6	Explore the feasibility and benefits of setting up a local fleet recognition	Support Others in Reduction	Strategic Environmental Protection Manager	Businesses	Do It Now	









			scheme such as ECO Stars					
		6.6.7	Support local SMES to switch to ULEV via the Kent REVS scheme	Support Others in Reduction	Assistant Director, Regeneration	Businesses	Do It Now	
6.7	Review the council's current grey fleet (owned and leased) and replace with ULEV where feasible.	6.7.1	Replace Council fleet vehicles (owned and leased) with electric by end of first carbon budget (2027) or where possible at next point of exchange (latest 2025)	Reduction; Elimination	Head of Business Change (Delivery)/Head of Category Management /Head of Transport and Parking (EV Strategy)	Council	Short	 £
		6.7.2	Ensure Medway Norse are contracted to report on both Waste Fleet and Driver Performance Indicators and to implement a year-on-year reduction in the carbon dioxide emissions per tonne of waste collected and household visited. This should be included in LATCO 2013 agreement	Reduction	Environmental Services Partnership and Development Manager	Council	Do It Now	
		6.7.3	Initiate a pilot project to provide a pool of Electric Vehicles for Social Workers in Medway	Reduction	Head of First Response & Early Help (Children's Social Care)/Head of Business Change	Council	Do It Now	£
6.8	Replace Refuse Collection Vehicle fleet at end of life (2023)	6.8.1	Review potential emission reduction options for RCV fleet including impact on	Reduction	Head of Environmental Services	Council	Long	 £







	and consider phased replacement with alternative fuel technology from 2030.		service design, available infrastructure and fuel type					
		6.8.2	Medium and long term RCV fleet replacement strategy (non-fossil fuel)	Reduction/ Elimination	Head of Environmental Services with support from Head of Business Change, Head of Category Management and Head of Finance Strategy	Council	Medium/ Long	
6.9	Enabled by the Back to Better programme and supported by the Corporate Management team, review the Council's staff home working policy, business travel mileage policy and essential car user policy/staff parking provision.	6.9.1	Completion of review and adoption of revised essential car user policy which will address the current incompatibility with the Council's climate change initiative.	Reduction	Head of Human Resources	Council	Short	
		6.9.2	Engage bus operators to establish whether they would offer travel discount for Council staff, both to and from work, and during work hours when travelling for work purposes.	Reduction	Head of Transport and Parking	Council	Do It Now	 










		6.9.3	Explore possible improvements to the Gun Wharf shower, changing, and cycle facilities to promote improved active travel to work.	Support Others in Reduction	Head of Capital Projects	Council	Short	
		6.9.4	Review the current salary sacrifice scheme and ensure that this supports the council's climate change aspirations	Support Others in Reduction	Head of Human Resources	Council	Short	
		6.9.5	Ensure Council ICT systems are set up for home use and distance learning	Reduction	Head of ICT/Head of Business Change	Council	Do It Now	 £
		6.9.6	Promote the EV option which is available through the provider of the council's private car lease scheme for staff	Support Others in Reduction	Head of Human Resources/Head of Communications and Marketing	Council	Do It Now	
		6.9.7	Continue telephone/video assessments and meetings where appropriate, visiting clients when a face-to-face assessment is required (for example with complex cases/safeguarding/Occupational Therapy)	Reduction	Adult Social Care	Council	Do It Now	
6.10	Carry out a regular staff travel survey to establish baseline data to help understand barriers to a shift towards more sustainable modes of	6.10.1	Explore funding options for the appointment of a Travel Plan Coordinator to oversee development of the Council's Staff Travel Plan.	Support Others in Reduction	Head of Transport and Parking	Council	Short	 £






	travel (both commute and business travel)							
		6.10.2	Establish a Travel Plan Working Group comprising of Council representatives from relevant departments, with meetings to be scheduled periodically.	Support Others in Reduction	Head of Transport and Parking	Council	Medium	 £
		6.10.3	Conduct a biennial online staff Travel Plan survey to help inform aims, objectives and targets, including an action plan of supportive measures.	Support Others in Reduction	Head of Transport and Parking	Council	Medium	 £
		6.10.4	Agree sign-off and publish survey results and Travel Plan via MedSpace and set a review date. Consider the use of Power BI in communication with the Council's Business Intelligence Team.	Support Others in Reduction	Head of Transport and Parking/ Head of Corporate Performance & Business Intelligence	Council	Short	 £
		6.10.5	Explore options to support more sustainable travel incentives including staff cycle hire schemes, showers, cycle storage and improve the way the Council communicates about existing incentives for staff (such as the ETC fare discount card for staff travel)	Support Others in Reduction	Head of Transport and Parking	Council	Long	 £



6.11	Refresh Medway's Local Transport Plan to further facilitate a dramatic shift in priorities to public transport and active travel and to reflect net zero carbon ambition, growth, emerging technologies and government legislations	6.11.1	Produce a timetable to refresh the Local Transport Plan	Support Others in Reduction	Head of Transport and Parking	Council	Short	 
		6.11.2	Explore opportunities for differential charging rates for CPZ permits and season tickets based on vehicle emissions	Support Others in Reduction	Head of Transport and Parking/Assistant Director Frontline Services/Parking Business Manager	Residents	Short	 
6.12	Carry out a taxi and private hire ULEV feasibility study to understand barriers and opportunities for electrification of fleet	6.12.1	Undertake an engagement survey with the trade on barriers to converting to ULEV	Support Others in Reduction	Strategic Environmental Protection Manager/Principal Licensing and Enforcement Manager	Businesses	Do It Now	
		6.12.2	Once the Licensing Policy has been agreed (which will set the vision for the future on conversion to ULEV) a feasibility study will be undertaken on the Policy which will include looking at charging infrastructure and the impacts on the trade.	Support Others in Reduction	Strategic Environmental Protection Manager/Principal Licensing and Enforcement Manager	Businesses	Medium	 



6.13	Review transport provision policies with private transport sector, including school transport providers to incentivise and switch to Ultra Low Emission Vehicles			Support Others in Reduction	Head of Category Management School Admissions and Transport Senior Officer (just school transport commissioning)	Businesses; Schools; Young People	Short	
6.14	Improve the digital connectivity across Medway	6.14.1	Work with the private sector to attract investment in a Full Fibre Network (FFN) for Medway	Support Others in Reduction	Smart City Project Officer	Residents; Businesses; Young People; Council	Short	
6.15	Introduce smart parking solutions to reduce usage of paper tickets and remove the requirement for cash collection and parking enforcement			Reduction	Head of Business Change	Community	Do It Now	



7. Renewable Energy Generation

What we want to achieve

To work in partnership across Kent and wider South East Local Enterprise Partnership (SELEP) region to determine the overall capacity and opportunities for the installation of renewable energy sources in Medway.

Challenges

Some of our main challenges in this area include:

- Meeting the scale of investment required.
- Overcoming barriers to new and innovative large-scale renewable energy solutions.

Progress

We have been successfully awarded funding to undertake a Heat Mapping & Energy Master Planning Feasibility Study. The scope of this study will focus primarily on the potential expansion of Hoo St Werburgh, and will also consider potential network opportunities in Strood, Rochester and other sites with high heat loads. The findings and recommendations of the study will inform whether the Council seeks additional funding to carry out feasibility work to dovetail with the Housing Infrastructure Fund project, emerging Local Plan and Hoo Development Framework.

A separate techno-economic feasibility study for a River Source Heat Pump in Chatham and Chatham Maritime is also underway.

For the first time, we have supported Medway residents and small businesses to install roof-top solar panels via the collective buying scheme 'Solar Together Kent'.





Case Study

In 2021, apple and pear grower AC Goatham & Son and Beba Energy completed the installation of one of the UK's largest roof mounted solar panel arrays. Using the existing roof space of the buildings at two of Goatham's 25 farms - Flanders Farm in Hoo, Medway and Howt Green Farm near Bobbing, the new solar array will provide all of the power for the packing and cold storage operations.






This solar array will generate enough power to run the equivalent of 317 4-bedroom homes for a year, reducing Goatham's carbon emissions by 293,121kg's per annum or the same as planting 7,328 trees each year. This is an important step for AC Goatham & Son in helping to further reduce the carbon footprint of their growing and distribution operations.






7. Renewable Energy Generation

	Action		Sub Actions	Carbon Impact	Owner	Stakeholder	Timescale	Resource
7.1	Deliver a low-cost solar panel group buying programme for residents in Medway through Solar Together Kent			Support Others in Reduction	Climate Change Co-ordinator, Environmental Services	Residents	Do It Now	 £
7.2	Carry out a Heat Mapping and Master planning study to assess the feasibility of a heat district network within the areas of Hoo and Strood.	7.2.1	Undertake feasibility study	Reduction	Smart City Project Officer; Strategic Environmental Protection Manager; Strategic Infrastructure Planner	Council	Do It Now	 £ (BEIS and core budget)
		7.2.2	Submit a bid for additional funding for a Techno Economic feasibility study (Phase II)	Reduction	Smart City Project Officer	Council	Do It Now	
		7.2.3	Detailed planning development phase (Phase III)	Reduction	Smart City Project Officer	Council	Short	£
7.3	Carry out a River Source heat district network study in Chatham, building on the 2019 Atkins Heat Mapping and Master Planning study (Phase I).	7.3.1	Undertake a Techno-Economic Feasibility study (Phase II)	Reduction	Head of Capital Projects	Council	Do It Now	 £ (BEIS and core budget)



		7.3.2	Submit a bid for additional funding for a Detailed Planning & Development study (Phase III, commercialisation) in parallel with a bid for the Green Heat Network Fund for CAPEX grant	Reduction	Head of Capital Projects	Council	Short	£
7.4	Explore the feasibility of alternative energy sources in Medway	7.4.1	Support opportunities for a joint Kent & Medway Renewable Energy (and storage) Opportunities Mapping study	Support Others in Reduction	Head of Business Change; Head of Planning	Council; Community; Developers	Short	
7.5	Explore the viability for larger scale renewable energy production within Medway	7.5.1	Explore the potential for larger scale solar PV generation through acquisition from a third party	Reduction; Elimination	Head of Capital Projects	Council	Long	
		7.5.2	Land purchasing for solar and energy production	Reduction; Elimination	Head of Valuation and Asset Management	Council	Long	£
		7.5.3	Explore the feasibility of developing large scale renewable generation projects - River Heat Source	Reduction; Elimination	Head of Capital Projects	Council; Businesses; Community	Long	
		7.5.4	Promote and support community energy projects by raising awareness of their existence with the wider community	Support Others in Reduction; Resilience	Climate Change Co-ordinator, Environmental Services	Community	Do It Now	
		7.5.5	Energy Centres to be considered alongside	Reduction	Head of Capital Projects	Council	Medium	 £



			heat networks to maximise energy production opportunities					
7.6	Ensure that all new technologies and ULEV options are considered when designing the new operations depot (Maidstone Road)			Reduction; Elimination	Head of Capital Projects	Council	Short	 £
7.7	Explore options to switch to a Green Energy Tariff.			Reduction	Head of Capital Projects	Council	Do It Now	
7.8	Explore the feasibility and benefits to the council of having a dedicated Energy Team.	7.8.1	Requirement for stakeholder engagement, bidding for funding and commissioning feasibility studies for large scale renewables projects - to be delivered by Re:fit contractor and an Energy Data Monitoring and Verification officer.	Reduction	Head of Business Change/Head of Capital Projects	Council	Short*	 £

* only achievable within timescale if Energy Data Monitoring and Verification Officer appointed



8. Green and Blue Infrastructure

What we want to achieve

Develop a multi-functional, natural capital opportunity and investment programme – focusing on environmental projects that store carbon, increase climate change resilience, improve air quality and increase biodiversity.

Challenges and Opportunities

Made up of large areas of countryside, wildlife sites, nature reserves, ancient woodlands, urban greenspaces, marshes, mudflats and saltmarshes, Medway's green and blue infrastructure is a highly valued natural resource in terms of the environmental benefits it provides.

Flower-rich chalk grasslands, found both in the Kent Downs Area of Outstanding Natural Beauty and within urban Medway, lock away carbon in the soil beneath although this habitat is under threat from lack of management. Soil holds three times as much carbon as the atmosphere, it reduces the risk of flooding by absorbing water, provides a wildlife habitat, and delivers 95% of global food supplies. Unfortunately, soil is a limited resource under pressure from climate change, population growth, urban development, waste, pollution, and the demand for more (and cheaper) food²⁰.

The saltmarshes of the Medway Estuary provide a natural form of coastal sea defence and play an important role in storing carbon. However, they are also vulnerable to the effects of climate change, including through sea level rise. Within the next 100 years, this loss (across the Medway Estuary and Swale) is expected to be at around 290 hectares, much of which will be in Medway and include islands such as Nor Marsh (a key high tide bird roost) and Darnet. We will work with our partners to support the protection of these assets.

Medway has over 1900 hectares of parks and open spaces, but this asset alone will not be enough to achieve our aims, so it is vital that we act in partnership with all those who manage land so that our combined efforts have real impact. With the Council acting as an enabling partner, the work of Medway's community, voluntary, Friends Groups and land managers will be key to the success of our climate change actions.

Medway's existing and developing green infrastructure offers the Council, stakeholders, and the local community a real and tangible opportunity to adapt to and help mitigate against climate change. The planting of trees²¹ will help store carbon, increase

²⁰ The Environment Agency – The State of the Environment: Soil – June 2019:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/805926/State_of_the_environment_soil_report.pdf

²¹ <https://www.woodlandtrust.org.uk/trees-woods-and-wildlife/british-trees/how-trees-fight-climate-change>



biodiversity, tackle air pollution, provide shade, and enhance landscape character as well as benefit resident's and visitor's health and well-being.

Access to greenspace and rights of way will be encouraged for both recreation and sustainable travel thus reducing car usage. Wildlife corridors and natural connectivity will be an integral part of land use planning in parks, open spaces, and gardens, including private gardens where gardening for wildlife will be encouraged.

Other opportunities will be explored including reducing the frequency and amount of grass cutting, the creation of wildflower lawns and meadows and the potential of natural areas to mitigate against flood risk. Green walls and green roofs will be encouraged in all developments, as well as plants and shrubs that are more tolerant of climate change.

Progress

During the summer lockdown of 2020, over twenty volunteers (some from the Medway Urban Greenspaces Forum) were trained via video to use the I-Tree Canopy survey; an online method of surveying canopy cover using aerial photographs. Volunteers then took small parcels of Medway and recorded the landcover at many thousands of points – 20,000 in total. They recorded tree cover (including street trees, woodland trees and trees in parks or private gardens), farmland, grassland and impervious surfaces. Overall, Medway's tree canopy is 16.5% of its area. This is slightly less than the Kent average of 17%. The time provided by the volunteers has provided new insight into the tree resource of Medway and forms a cornerstone of the evidence for the emerging Tree Strategy.

We consulted with Plantlife and Kent Wildlife to find out the best approach for reviewing the management of our grass verges. The advice from the consultation was to stop mowing the grass areas and assess what plants grow naturally. As a result, during 2020, we created 30 miles of wildflower verges allowing a wider diversity of wild grasses and flowers to thrive, providing a vital food source for bees, hoverflies and butterflies. We intend to create an additional 100 miles of naturalised rural and urban grass verges, which will add to our existing 140 miles of roadside verge.

The Forestry Commission for the Urban Tree Challenge Fund awarded funding to plant 13,842 small trees (one to two years old) across ten sites in Medway. The planting was completed in February and March 2021.






What can you do?

If you would like to find out more about joining a volunteer group to make a difference in your local park or greenspace, visit our web page [here](https://www.medway.gov.uk/info/200184/parks_and_play_areas/321/volunteer_at_a_park/2)²² for more information.







²² https://www.medway.gov.uk/info/200184/parks_and_play_areas/321/volunteer_at_a_park/2









8. Green and Blue Infrastructure

	Action		Sub Actions	Carbon Impact	Owner	Stakeholder	Timescale	Resource
8.1	Secure new community growing spaces	8.1.1	Secure a new garden/allotment space from which to deliver the Grow Your Own educational programme, community projects and activities	Resilience; Support Others in Reduction	Skills & Employment Programme Manager	Community	Do It Now	
		8.1.2	Review of current allotment holding process to make better use of existing allotments	Resilience; Support Others in Reduction	Greenspace and Access Programme Manager/Medway Norse	Residents	Do It Now	
		8.1.3	Seek locations for expansion of allotment facilities	Resilience; Support Others in Reduction	Greenspace and Access Programme Manager/Medway Norse	Residents	Short	
		8.1.2	Work with community partners, including housing, to develop more urban growing spaces, including edible trails and green walls, including educating residents how to design and cultivate	Resilience; Support Others in Reduction	Skills & Employment Programme Manager	Community	Short	
		8.1.3	Secure a new community tree nursery	Resilience; Removal	Greenspace and Access Programme Manager	Community	Short	



		8.1.4	Secure green spaces for new developments within the new Local Plan	Resilience; Removal	Head of Planning/Greenspace and Access Programme Manager	Community; Developers	Medium	
8.2	Increase tree canopy cover in Medway to support resilience to climate change and disease.	8.2.1	Engage volunteers to carry out an annual tree canopy coverage survey.	Resilience	Greenspace and Access Programme Manager in partnership with Medway Urban Greenspaces Forum	Community	Do It Now	
		8.2.2	Develop a Tree Strategy and funded action plan, setting clear actions and targets	Resilience	Greenspace and Access Programme Manager in partnership with Medway Norse	Council	Do It Now	
		8.2.3	Sustain existing healthy tree stock (street trees, open spaces and woodlands) and ensure there is no net loss of Street or Open Space Trees within Medway	Resilience; Removal	Medway Norse	Council; Community	Short	 £
		8.2.4	Planting hedges along roads	Resilience; Removal	Greenspace and Access Programme Manager in partnership with Medway Norse	Community	Medium	 £
		8.2.5	Maximise the management of existing woodland estates (re-instate coppicing for biodiversity, timber, landscape and carbon storage)	Resilience; Removal	Greenspace and Access Programme Manager in partnership with Medway Norse	Community	Medium	 £













		8.2.6	Through the Strategic Environmental Management Scheme connect SSSI woodlands of the Hoo Peninsula from Upnor to Northward Hill (High Halstow).	Resilience	HIF SEMS and Partnership Programme Manager	Community	Short	 £
		8.2.7	Subject to viability and soundness testing embrace 20% target to Biodiversity Net Gain in Local Plan	Resilience	Head of Planning	Council; Developers	Short	 £ (use of KCC Ecology Service)
		8.2.8	Embrace initiatives including woodland trust scheme for School Tree planting	Support Others in Reduction	Greenspace and Access Programme Manager	Young People; Schools	Medium	 £
		8.2.9	Collaborate with partners to plant over 10 000 trees by the end of March 2021 and review options on submitting further funding bids to support the tree planting programme in the future	Reduction; Removal	Greenspace and Access Programme Manager in partnership with Medway Norse	Community	Short	 £
		8.2.10	Continue with the annual bulb and tree planting programme	Reduction; Removal	Medway Norse	Community	Do It Now	 £
8.3	Identify opportunities for natural solutions to climate change	8.3.1	Identify habitat areas within Medway for protection as carbon sinks and wildlife habitats. This should include both terrestrial and marine habitats.	Resilience; Removal	Greenspace and Access Programme Manager	Community; Ecology	Short	 £








		8.3.2	Undertake a joint working project to repair historic flood defences of existing salt marsh islands	Resilience	Greenspace and Access Programme Manager In partnership with Peel Ports and RSPB	Community; Ecology; Council	Short	£
8.4	Support the delivery of a Nature Recovery Network in collaboration with the Kent Nature Partnership	8.4.1	Participate in the Kent Nature Partnership working group on nature recovery and embed in green and blue infrastructure framework	Resilience	Greenspace and Access Programme Manager	Council	Medium	👤
8.5	Continue to increase the number of wildflower verges on council owned land.	8.5.1	10 new sites will be added to the planting programme for completion in 2020/21	Resilience; Removal	Medway Norse	Council; Community	Short	👤 £
8.6	Continue to support community volunteer groups (including Medway Urban Greenspaces forum) with maintenance and conservation of existing and new greenspaces and continue to monitor the improvements to biodiversity	8.6.1	Achieve volunteer hours of 14000 hours per annum	Resilience	Medway Urban Greenspaces Forum/ Greenspace and Access Programme Manager/ Medway Norse	Community; Young People	Short	👤 £
8.7	Investigate the viability of producing Woodland Carbon Units (WCU) for others as well as meeting the Council's own needs through tree planting, or whether the Council should purchase of WCU from others.			Removal	Climate Change Co-ordinator, Environmental Services	Council; Businesses; Community	Short	👤 £



8.8	To complete and deliver the Green and Blue Infrastructure Framework and ensure that developer contribution funds are secured for its delivery.	8.8.1	Develop the Framework and capture the green and blue infrastructure projects in the Infrastructure Delivery Plan supporting the Local Plan.	Resilience	Greenspace and Access Programme Manager/Planning Manager Policy	Council; Community; Developers	Do It Now	 
		8.8.2	Consider contributions to green infrastructure projects in a revised Guide to Developer Contributions and Obligations	Resilience	Greenspace and Access Programme Manager/Planning Manager Policy	Developers	Do It Now	 
8.9	Ensure Housing Infrastructure Fund programme and other regeneration programmes include the creation of green open spaces providing benefits to both local community and wildlife	8.9.1	Embed green and blue infrastructure in the HOO Development Framework	Resilience; Removal	HIF SEMS and Partnership Programme Manager/Greenspace and Access Programme Manager	Council; Developers	Short	 
		8.9.2	Explore opportunities to provide planting and screening to mitigate against the impact of noise and air pollution and improve the visual impact of the new road as part of the HIF	Resilience	HIF SEMS and Partnership Programme Manager	Community	Do It Now	 
8.10	Establish a Strategic Environmental Management Scheme (SEMS) to develop a network of public open spaces (Phase II SEMS)	8.10.1	Secure planning permission for Cockham Community Parkland	Reduction	HIF SEMS and Partnership Programme Manager/Greenspace and Access Programme Manager	Council; Developers	Do It Now	 



		8.10.2	Design and deliver a green “living bridge” over the Peninsula Way to re-connect the communities and landscape and provide a safe walking and cycling route and encourage the movement of wildlife through an otherwise segregated landscape	Removal	HIF SEMS and Partnership Programme Manager	Community; Wildlife	Medium Complete by March 2024	 £
		8.10.3	Finalise Cumulative Ecological Impact Assessment	Removal	HIF SEMS and Partnership Programme Manager	Council	Short	
		8.10.4	Investigate how to capture the carbon savings which are being made through SEMS and apply carbon calculator equation to all Medway owned land	Reduction	Climate Change Co-ordinator/Greenspace and Access Programme Manager	Council	Short	 £
8.11	Establish clear guidance on the use of pesticides and herbicides on council owned land.	8.11.1	Continue with the 'Reduction Usage Plan' which has been trialled with Norse and engage with other council contractors on the implementation of the plan.	Resilience	Medway Norse	Council	Do It Now	 £
8.12	Make soil improver made from composting food and green waste available to Medway residents	8.12.1	Investigate when new contract is procured in September 2025	Resilience	Waste Disposal Manager, Environmental Services	Council; Residents	Medium	 £



9. Supporting Low Carbon Business

What we want to achieve

Local businesses are an important part of Medway's journey to 2050 goals and can be leaders in innovating and adopting new business practices which promote environmental benefits.

Climate change resilience is an important aspect of overall business resilience, which has been cast keenly into the spotlight by the COVID-19 pandemic. Adopting climate change resilience measures will help businesses emerge stronger from the pandemic and can help businesses be more competitive in a world where combatting climate change is increasingly valued by customers.

Challenges

Medway has a wide business base, with over 14,000 businesses calling Medway home. Business engagement can be a challenge – despite many established business fora led or attended by the Council, its current reach is limited.

Progress

The Council's *Medway for Business* webpages link to a range of low carbon support schemes, including Low Carbon Across the South East, Solar Together Kent, the Kent Realising Electric Vans Scheme and the Workplace Charging Scheme.

There are several established business engagement routes, including *Medway for Business*, four Town Centre fora and the COVID-19 Recovery Economy and Infrastructure Cell. A Customer Relationship Management system (CRM) is under development to support business engagement.





What can you do?

If you are a business, you can [find out about low carbon support funding opportunities here](https://www.medway.gov.uk/info/200345/business_funding).²³










²³ https://www.medway.gov.uk/info/200345/business_funding







9. Supporting Low Carbon Business

	Action		Sub Actions	Carbon Impact	Owner	Stakeholder	Timescale	Resource
9.1	Engage and work with local businesses within Medway to work towards the net zero carbon target.	9.1.1	Engage with local business owners through the Medway for Business network and residential homes/day care to develop awareness of the climate change action plan.	Resilience	Assistant Director, Regeneration Head of Adult Partnership Commissioning	Businesses	Do It Now	
		9.1.2	Work with the Kent Invicta Chamber of Commerce and the Kent and Medway Growth Hub to embed net zero carbon understanding in start-up business support, and other business training provided on Medway's behalf.	Support Others in Reduction	Assistant Director, Regeneration	Businesses	Do It Now	
		9.1.3	Work with the Skills and Employability Plan business partners to develop awareness of the net zero carbon ambition and identify low carbon employment opportunities/address skills shortages.	Support Others in Reduction	Skills & Employment Programme Manager	Young People; Businesses	Medium	
		9.1.4	Develop and promote initiatives to encourage businesses to recycle commercial waste. Signpost businesses to Low Carbon initiatives such as Upcycle your waste project	Support Others in Reduction	Assistant Director, Regeneration/ Head of Communications and Marketing	Businesses	Short	






		9.1.5	Link to Medway Adult Education remake project, donate excess resources, to then learn to re-use, mend, upcycle, repair	Support Others in Reduction	Skills & Employment Programme Manager	Community	Short	 
9.2	Support and promote low carbon and circular economy opportunities to businesses in Medway	9.2.1	Evidence and celebrate with regular updates.	Support Others in Reduction Resilience	Assistant Director, Regeneration	Businesses	Short	
		9.2.2	Support local SMES to switch to ULEV via the Kent REVS scheme	Support Others in Reduction	Assistant Director, Regeneration	Businesses	Short	
9.3	Explore initiatives to incentivise good practice among our businesses such as environmental excellence awards for organisations committed to sustainable ways of working, leading in environmental best practice and working towards net zero carbon targets	9.3.1	Incorporate climate change criteria into the Kent and Medway Healthy Workplace award programme	Support Others in Reduction; Resilience	Head of Health and Wellbeing Services	Businesses	Short	 
		9.3.2	Incorporate Climate Change as a category in the Medway Business Awards (2022 at the earliest)	Support Others in Reduction; Resilience	Assistant Director, Regeneration	Businesses	Not until 2022 at earliest	
		9.3.3	Include low-carbon and environmental criteria within the Healthy Early Years Award for private, voluntary, and	Support Others in Reduction	Head of Health and Wellbeing Services	Businesses; Young People	Medium	 



			independent childcare settings and accredited childminders in Medway					
9.4	Require new entrants to Innovation Park Medway to prioritise emission reductions, sustainability and environmental considerations within their proposals.	9.4.1	Ensure all self-certification proposals through the IPM Local Development Order consider emission reductions, sustainability, and environmental considerations in line with the adopted IPM Design Code.	Support Others in Reduction	Assistant Director, Regeneration – IPM Project Team	Businesses	Short	
		9.4.2	Consider sustainability at pre-application phase	Support Others in Reduction	Assistant Director, Regeneration – IPM Project Team	Businesses	Short	
		9.4.3	Consider emissions, sustainability, and environmental considerations at early stage of marketing interest	Support Others in Reduction	Assistant Director, Regeneration – IPM Project Team	Businesses	Short	
9.5	Engage with Medway's largest businesses and organisations to work jointly on initiatives that reduce energy use or generate renewable energy.	9.5.1	Explore opportunities to consider installing solar panels on commercial buildings and selling power from the panels	Reduction; Elimination	Head of Capital Projects/Head of Planning/Skills and Employment Programme Manager	Businesses; Council	Short	
9.6	Explore projects to ensure that the Essential Packaging and Waste Directive is being followed by Medway mail order and online			Reduction	Trading Standards Team Leader	Businesses	Short	£



	businesses, post EU exit.							
9.7	Develop the market for climate change related local business and local jobs to support the growing low carbon economy.	9.7.1	In partnership with existing educational networks (universities and colleges), ensure carbon neutral/climate resilient training is integrated into Further Education and opportunities for a newly skilled workforce are supported by local businesses.	Support Others in Reduction; Resilience	Skills and Employment Programme Manager/ Medway Education Partnership Partners: Medway Place Board and Medway Learning Partnership	Young People; Universities/ Colleges; Businesses	Do It Now	
		9.7.2	Medway Adult Education to deliver entry pathways into 'carbon neutral/climate resilient' training, working with partners to progress onto higher level training	Support Others in Reduction	Skills and Employment Programme Manager Medway Education Partnership	Young People; Businesses; Community	Short	
9.8	Capture the fleet practices of current partners and engage with businesses to promote Eco driving	9.8.1	Consider including a clause in partner contracts to require them to implement a fleet management scheme.	Support Others in Reduction	Head of Category Management	Businesses	Do It Now	



10. Communications

What we want to achieve

We are committed to working with our partners across Kent to deliver the Kent Environment Communications and Engagement Strategy, using clear and consistent messaging across a variety of platforms. We will increase awareness of climate change issues, engage those who live, work and study in and visit Medway in decision making and we will support community action to see positive change. We will improve the knowledge of our staff about climate change and the actions we can take to work towards a net zero carbon Medway. It is important that we provide regular updates on our progress against the action plan.

Challenges and Opportunities

Concern for climate change is evident as has been demonstrated by the global climate strikes in 2019. We have an opportunity to lead by example, but we don't have all the answers. To shape our actions, we need to hear from academics, young people of Medway, our thriving voluntary and community groups, business champions and from those that responded to the COVID-19 pandemic with a desire to make a difference in their community. We also need to find ways to hear from the people that are currently disengaged and support residents and businesses to have access and skills to communicate digitally. The introduction of digital access to public sector meetings linked to the COVID-19 pandemic allows new audiences to meaningfully engage with decision-makers on key topics such as climate change. We have an opportunity to highlight the link between COP26 and practical ways in which people who live, work and visit Medway can take action and make lasting changes.

Progress

To inform our Action Plan and our approach to tackling climate change:

We held a staff workshop in April 2019 to generate ideas from staff, identify actions already underway and gather ideas for further action.

We attended and supported Medway Youth Council's annual conference, about climate change, in November 2019. Officers sat on a "Question and Answer" panel alongside representatives from the Medway Youth Climate Change Group and Extinction Rebellion. It was an opportunity to hear young people, from schools across Medway, talk about what climate change means to them now and their concerns for the future. In their summary report, Medway Youth Council set out actions including working in partnership with us to improve recycling and encourage other positive environmental changes. In support of our Child Friendly Medway vision, we are committed to making sure the views of young people in Medway are included in our action plan and have appointed a representative from the Medway Youth Council to become a member of our Climate Change Member Advisory Board.

At the end of 2019, we sought views from residents on climate change via the Citizens Panel, resulting in 210 responses.



Highlights from 2019 citizens panel survey

Of the following statements:

“I have good knowledge about the causes and effects of climate change” - only 66% of respondents agreed

“I am worried about the effects of climate change on future generations” - 87% of respondents agreed

“I am worried about the effects of climate change on me personally” – only 60% of respondents agreed

“My actions can help tackle climate change” - 72% agreed

“Reducing the impact on the environment is a personal priority” - 70% agreed

The most frequently cited actions the Council should consider taking to lower carbon emissions included:

Plant trees

Support electric or hydrogen buses

Install electric vehicle charging points

Ideas also included:

Renewable energy generation including support for district heating schemes, installation of solar panels on Council owned buildings and the introduction of grant schemes to help residents install solar PV on domestic properties.

Provide energy advice to residents and businesses, advice on community sharing/reuse/recycling facilities

Investment in active travel infrastructure including cycle routes and pedestrian crossings.

Provide residents with more information on how to calculate their carbon footprint, evidence-based information on how to reduce it and more information on recycling.



Behaviour Change and Awareness

The results of a [Climate Change Behavioural Insights Study](#), completed in 2020, show that people's willingness to take carbon reducing activities lies in two main areas; introducing home energy saving measures and making changes in travel behaviour. The study also suggests that leading with an environmental message is rarely the best way to communicate climate change actions - financial savings and ease are deemed the most effective messages to inspire action. The study makes further useful recommendations which are key to the delivery of our action plan.

We already undertake many behavioural change and awareness initiatives related to tackling carbon emissions such as air quality, active travel and waste and recycling. We will put climate change at the forefront of these campaigns and report collectively on their impact.

Case Studies

We have participated in the KM Green School awards for the last two years and have supported schools in raising the awareness of what impact air quality can have on their health, the environment they live in and supporting them in changing the ethos within their schools. St Mary's Island Church of England School were awarded Clean Air for School's Champion in 2020 for the work the school's climate and energy group undertook. They monitored the air quality in two locations on the school site and used this data to support discussions with other classmates on air quality and active travel. This led them to undertake an anti-idling campaign at the school, which included them producing banners to display outside of the school to promote their message.





We usually visit schools to raise awareness of air quality, it's affects and what to do to reduce these impacts. Due to the restrictions imposed because of the COVID-19 pandemic, we wanted to find a way to still share these key messages with our schools in Medway. We have produced an animated [air quality video](#) which can be accessed from the Council website. It has been sent to all schools in Medway and we will continue to promote it and respond to feedback.

Before the COVID-19 pandemic, our Environmental Engagement officers were regularly attending school assemblies, youth and local interest groups to highlight climate change and the importance of reducing emissions and increasing recycling. Following our visit to Luton Junior School, we received feedback telling us that pupils had continued to develop their learning in the classroom by creating recycling posters and artwork.





"Blue and White – sort it right!" is our campaign to promote separating paper and cardboard at the kerbside. The benefit of correctly separating the materials is that the material goes directly to the paper mill and requires far less processing than if it is mixed with other recyclable material. We have produced new livery for our collection vehicles to promote the campaign.








10. Communications

	Action		Sub Actions	Carbon Impact	Owner	Stakeholder	Timescale	Resource
10.1	Engage with the Medway Place Board and Medway Champions to develop awareness and explore joint opportunities to achieve net zero carbon targets:	10.1.1	Develop and deliver a Medway Champions training module.	Reduction; Support Others in Reduction	Climate Change Co-ordinator, Environmental Services/Medway Place Manager/ Medway Adult Education	Community	Short	 £
		10.1.2	Explore opportunities to engage with young people through the Medway Place Board	Reduction; Support Others in Reduction	Climate Change Co-ordinator, Environmental Services; Medway Place Manager	Young People	Do It Now	
		10.1.3	Develop an informal staff network to become conduits for future campaign information and share best practice	Reduction; Support Others in Reduction	Climate Change Co-ordinator, Environmental Services	Community; Council	Do It Now	
10.2	The Council will support KCC and other Kent districts to develop a joint communications, engagement and behaviour change strategy and action	10.2.1	Develop and promote engagement activities with KCC and other districts to support COP26	Reduction; Support Others in Reduction	Head of Communications and Marketing	Community; Council	Do It Now	








	plan as per 10.1 in ELES IP							
10.3	Design and deliver the "Small Changes" public information campaign focusing on how individuals can reduce their carbon footprint	10.3.1	Promote national days and how the community can support these	Reduction; Support Others in Reduction; Resilience	Head of Communications and Marketing, All Environmental Services teams	Community	Do It Now	
		10.3.2	Continue to support 'Plastic Free Medway'	Reduction; Support Others in Reduction	Head of Communications and Marketing; Climate Change Co-ordinator	Community	Do It Now	
		10.3.3	Promote campaigns to reduce resident's environmental impact (Kent Green Action)	Support Others in Reduction	Head of Communications and Marketing, Environmental Services Partnership and Development Manager	Community	Do It Now	
10.4	Create a programme of events and opportunities for our communities to contribute to the developing action plan	10.4.1	Engagement programme (internal and external) to obtain the views of staff, residents, businesses and stakeholders to inform the annual review of the action plan	Reduction; Support Others in Reduction	Head of Communications and Marketing/Climate Change Co-ordinator	Staff; Residents; Communities; Businesses; Young People	Do It Now	 (to be costed)






		10.4.2	Consider engagement opportunities through existing neighbourhood forums.	Support Others in Reduction	Head of Planning; Head of Communications and Marketing	Community	Do It Now	
		10.4.3	Consider engagement opportunities via Citizen's Panel	Support Others in Reduction	Head of RCET Business Intelligence Team	Community	Do It Now	
10.5	Regular progress updates will be provided on the Council's web pages, social media platforms and Medway Matters.	10.5.1	Social media accounts are being updated to have a specific eco/climate change following	Support Others in Reduction; Resilience	Head of Communications and Marketing; Environmental Services Partnership and Development Manager; Head of Digital	Community	Do It Now	
		10.5.2	Continue to develop climate change hub on the Council web pages	Support Others in Reduction; Resilience	Head of Communications and Marketing, Head of Digital Climate Change Coordinator, Environmental Services	Community	Do It Now	
		10.5.3	Issue content via new Climate Change e-newsletter	Support Others in Reduction; Resilience	Head of Communications and Marketing; Climate Change Coordinator, Environmental Services	Community	Do It Now	






		10.5.4	Good presence on climate change action in every edition of Medway Matters (quarterly)	Support Others in Reduction; Resilience	Head of Communications and Marketing;	Community	Do It Now	
		10.5.5	Include and promote campaigns on Adult Social Care provider portal	Support Others in Reduction	Head of Communications and Marketing/Adult's Partnership Commissioning	Community	Short	
10.6	Identify groups in Medway working towards community climate action. Showcase and seek out funding opportunities to support their work	10.6.1	Provide social media best practice session for community groups in Medway.	Support Others in Reduction	Head of Communications and Marketing	Community	Short	
		10.6.2	Invite groups on the Council's climate change webpage to tell us what they are doing to tackle climate change so that partnerships can be established, and good work promoted.	Support Others in Reduction	Climate Change Co-ordinator, Environmental Services; Head of Digital	Community	Do It Now	
10.7	Ensure advice is available for residents and schools wanting to learn more about the climate	10.7.1	Develop and promote school lesson plans and home learning resources on climate change and air quality.	Support Others in Reduction	Climate Change Co-ordinator, Environmental Services; Strategic Environmental Protection Manager	Young People; Schools; Residents	Short	







	emergency, this will include funding and support available							
		10.7.2	Further engagement with young people through Medway Primary and Secondary School Associations and Trust executives	Support Others in Reduction	Assistant Director Education and SEND; Head of Communications and Marketing; All Environmental Services teams Child Friendly Medway Project Officer	Young People; Schools	Do It Now	
		10.7.3	Appoint representative of Medway Youth Council (MYC) to the Climate Change Member Advisory Group. Engage with MYC to support actions in their annual conference report and promotion of the climate change message within their communities.	Support Others in Reduction	Climate Change Co-ordinator, Environmental Services	Young People	Do It Now	
		10.7.4	Advice available both online and via telephone	Support Others in Reduction	All with coordination from Climate Change Co-ordinator, Environmental Services	Community; Businesses; Young People; Residents	Do It Now	






10.8	Encourage schools and colleges to support the climate change agenda by committing to reducing their carbon emissions.	10.8.1	Encourage School and College Governing Bodies to include climate change on their agendas.	Support Others in Reduction	Assistant Director Education and SEND Child Friendly Medway Project Officer	Young People; Schools	Do It Now	
		10.8.2	Continue to support the KM Green School Awards and promote the successes of the participating schools to share best practice and drive positive behaviour change	Support Others in Reduction	Strategic Environmental Protection Team Leader; Healthy Settings Programme Manager; Sustainable Transport Manager	Young People; Schools	Do It Now	
10.9	Continue working towards decreasing the amount of household waste collected and reduce levels of contamination in recycling waste streams by providing clearer information and guidance.	10.9.1	<ul style="list-style-type: none"> Continue to promote "recycling in lockdown" to residents Continue to signpost residents to recycling facilities for products unable to be recycled at kerbside and the correct methods for recycling batteries and electrical goods Continue with household waste reduction and recycling campaign including educating Council tenants on need to reduce waste 	Support Others in Reduction	Head of Communications and Marketing; Environmental Services Partnership and Development Manager	Residents	Do It Now	





			<ul style="list-style-type: none"> Continue with monthly composting/regular gardening feature Continue to promote season specific actions i.e., Halloween, Christmas etc 					
		10.9.2	Promotion of waste hierarchy – Refuse, Reduce, Reuse, Repurpose, Recycle	Support Others in Reduction	Head of Communications and Marketing; Environmental Services Partnership and Development Manager	Residents; Young People; Businesses	Do It Now	
		10.9.3	Medway Adult Education to run an education programme for families and communities to increase awareness of how to live and consume to reduce landfill waste	Support Others in Reduction	MAE Community Learning Manager	Community; Young People	Short	 £
		10.9.4	Develop projects and networks to help facilitate sharing economy initiatives - Sustainable Cafes/Resource Libraries	Support Others in Reduction	Head of Communications and Marketing/Medway Norse	Community	Short	 £
10.10.	Develop/deliver a behavioural change programme to staff and councillors to reduce carbon			Reduction; Support Others in Reduction	Climate Change Co-ordinator; Senior Workforce Development Officer; Head of	Council; Staff	Short	 £



	impact while working at home/the office and in home lives e.g., sustainable transport options, energy efficiency, procurement and waste.				Communications and Marketing			
10.11	Incorporate climate change into Medway's Public Health Schools Programme including:	10.11.1	Consider supporting the Eco schools international award programme to encourage schools to join up and become more sustainable - some Medway schools used to be signed up to the programme (2006)	Support Others in Reduction	Head of Health and Wellbeing Services; Head of Communications and Marketing	Young People; Schools	Medium	 £
		10.11.2	The Better Medway Schools Award	Support Others in Reduction	Head of Health and Wellbeing Services	Young People; Schools	Medium	 £
10.12	Encourage participation among networks in the Green Champion category of Pride in Medway Awards and promote the successes of the nominations/winner to drive positive	10.12.1	Redefine criteria to include low carbon achievements.	Support Others in Reduction	Head of Communications and Marketing	Community; Businesses; Young People	Short	



	behaviour change.							
10.13	Develop and deliver energy efficiency, renewable energy awareness campaign to private homeowners and landlords	10.13.1	Educating households on need for energy efficiency	Support Others in Reduction	Head of Communications and Marketing; Head of Strategic Housing; Climate Change Co-ordinator	Residents	Short	 £
10.14	Explore joint working and academic research opportunities with universities			Reduction; Support Others in Reduction; Elimination; Resilience	ALL	Young People; Universities	Short	 £

* only achievable within timescale if additional staff resourcing



11. Climate Adaptation and Resilience

What we want to achieve

We will be prepared for a changing climate and robust adaptation measures will be implemented to ensure resilience for all.

Our role as Lead Local Flood Authority

As a Lead Local Flood Authority (LLFA), Medway Council are responsible for developing, maintaining, and applying a strategy for local flood risk management and have lead responsibility for managing the risk of flooding from local sources which includes surface water, groundwater and watercourses.

Key statutory duties included within the strategy include maintaining a register of local flood risk assets, investigating flood incidents, and acting as a statutory consultee on the planning process. This enables us to understand which areas are affected by local sources of flooding and ensure that new developments do not increase flood risk and considers the most up to date climate change guidance relating to river flow and rainfall.

Where existing developments are affected by local flooding sources, we work with our Highways Service, landowners, residents, and external partners including the Environment Agency and Internal Drainage Boards to provide advice and identify and assess options to reduce flood risk and adapt to the challenges of climate change.

We also work with external partners to implement plans relating to tidal flood risk which consider sea level rise for the next 100 years.

The new Medway Local Plan will provide policies to secure effective and appropriate measures for adaptations and resilience to climate change, and direct development from vulnerable locations.

What can you do?





Our strategy is currently being updated, but you can view our existing strategy [here](#).

You can also visit our [flood risk web page](#) to find out if you are at risk of flooding and to report flooding.







The National Flood Forum are a charity which help, support, and represent people at risk of flooding. Further information can be found on their website [here](#).







11. Climate Adaptation and Resilience

	Action		Sub Actions	Carbon Impact	Owner	Stakeholder	Timescale	Resource
11.1	Continue to respond to engagement opportunities on the development of a Kent and Medway Climate Change Adaptation Programme and Implementation Plan			Reduction; Support Others in Reduction; Resilience	Head of Planning/Emergency Planning Manager	Council	Do It Now	
11.2	(LLFA) Maintain, keep under review, apply, and monitor a local flood risk management strategy to prioritise local flood management approaches.	11.2.1	Review and revise the current local flood risk management strategy to be consistent with the newly published Environment Agency National Flood and Coastal Erosion Risk Management Strategy.	Reduction; Support Others in Reduction; Resilience	Flood Drainage and Special Projects Officer	Council	Short	
11.3	(LLFA) Implement relevant government guidance on taking climate change into account for flood risk decision making to mitigate the effects of climate change.	11.3.1	Work with Planning Policy Team to ensure that flood risk specific Local Plan and Development Management Plan policies consider relevant climate change guidance.	Reduction; Support Others in Reduction; Resilience	Flood Drainage and Special Projects Officer	Developers; Council	Do It Now	
11.4	(LLFA) Work in partnership with other risk management authorities to reduce	11.4.1	Increased gully cleansing in areas with known flood and drainage	Reduction; Support Others in	Principal Engineer, Highways	Residents; Businesses	Do It Now	




	the risk of flooding from all sources.		problems (Highways led).	Reduction; Resilience				
		11.4.2	Identify and appraise options for a Flood Alleviation Scheme to reduce flood risk and increase resilience in Luton (2021) for potential delivery funding dependant thereafter.	Reduction; Support Others in Reduction; Resilience	Flood Drainage and Special Projects Officer	Residents; Businesses	Do It Now	
		11.4.3	Identify and deliver improvements in Hoo using outputs from the Surface Water Management Plan.	Reduction; Support Others in Reduction; Resilience	Flood Drainage and Special Projects Officer	Residents; Businesses	Do It Now; Short and Medium	
		11.4.4	Strood Flood Risk Strategy	Reduction; Resilience	Flood Drainage and Special Projects Officer	Environment Agency; Riverwall Owners	Do It Now	
		11.4.5	Undertake Surface Water Management Plan for Lower and Middle Stoke	Reduction; Resilience	Flood Drainage and Special Projects Officer		Do It Now	
11.5	(LLFA) Inform spatial and infrastructure planning, development and regeneration to manage the current and future risk of local sources of flooding.	11.5.1	Input into Local Plan policy setting and provide advice to Hoo Development Framework	Reduction; Support Others in Reduction; Resilience	Head of Planning	Residents; Businesses	Do It Now and Short	
11.6	(LLFA) Act as a consultee for planning applications to promote sustainable surface water	11.6.1	Number of housing developments by unit incorporating sustainable drainage systems.	Reduction; Support Others in Reduction; Resilience	Flood Drainage and Special Projects Officer	Residents	Do It Now	



	arrangements in new developments							
		11.6.2	Number of commercial developments incorporating sustainable drainage systems.	Reduction; Support Others in Reduction; Resilience	Flood Drainage and Special Projects Officer	Businesses	Do It Now	
11.7	(LLFA) Work with other risk management authorities to maintain and update where necessary flood maps in the area to understand the risk of flooding.	11.7.1	Work with the Environment Agency to use mapping and modelling outputs from Surface Water Management Plans to update Environment Agency Flood Mapping for local sources.	Reduction; Support Others in Reduction; Resilience	Flood Drainage and Special Projects Officer	Council	Short	
11.8	(LLFA) Work with other flood asset owners and riparian owners to ensure a programme of maintenance is delivered to improve asset and channel performance to reduce the risk of flooding from all sources.	11.8.1	Share flood risk incident information with Highways Service to inform Highways Drainage Action Plan and maintenance	Reduction; Support Others in Reduction; Resilience	Flood Drainage and Special Projects Officer	Council	Short	
11.9	(LLFA) Support emergency response partners and communities to plan, prepare, and exercise for future flood scenarios to reduce	11.9.1	Record significant flood events on the Severe Weather Impact Monitoring System (SWIMS).	Reduction; Support Others in Reduction; Resilience	Flood Drainage and Special Projects Officer/Emergency Planning Manager	Council	Do It Now and Ongoing	



	the consequences of flooding.							
11.10	Ensure the Heatwave Plan and Cold Weather Plan are reviewed and updated annually			Reduction; Support Others in Reduction; Resilience	Emergency Planning Manager/ Head of Health and Wellbeing Services, Public Health	Community	Do It Now	



Delivery Partners and Networks

Our participation in and collaboration with the following groups will be key to the success of our net zero carbon and climate resilience ambitions:

Kent Climate Change Network (led by Kent County Council, comprising of all district councils in Kent, Kent Police, Kent Fire and Rescue Service and the NHS)

Kent Energy Efficiency Partnership

Kent and Medway Sustainable Energy Partnership

South East Local Enterprise Partnership (SELEP) Clean Growth Network/working group

Kent and Medway Environment Group

Kent and South East Nature Partnership

Kent and Medway Air Quality Partnership

Kent Estates Partnership

Kent Resource Partnership

Kent Planning Officers Group

Kent and Medway Economic Partnership

Local community groups including Medway Urban Greenspaces Forum and Towards Plastic Free Medway

Association of Directors of Environment, Economy, Planning and Transport



Strategies Relevant to our Action Plan

This Action Plan links to and is complemented by other Medway policies and strategies, listed here. At the time of writing, we are also monitoring the progress of the Environment Bill 2020 and National Planning Policy Framework to ensure that our actions align.

Medway Council

Council Plan

Medway 2037 (emerging strategy building on Medway 2035)

Local Plan (draft due to be published in 2021)

Local Transport Plan

Electric Vehicle Strategy

Air Quality Action Plan

Air Quality Planning Guidance

Tree Management Guidance

[Rights of Way Improvement Plan 2020-2030](#)

Tree Strategy (currently in draft, due to be published in 2021)

Local Flood Risk Management Strategy

Kent Wide

Kent Environment Strategy

Kent and Medway Energy and Low Emissions Strategy

Kent Biodiversity Action Plan

Fuel Poverty Strategy



Monitoring and Reporting

We have established an Officer Steering group, made up of key officers across the Council, to oversee the development of the cross-cutting action plan. Sub working groups will be set up for each of the priority areas to progress the immediate actions.

We will monitor and report on our progress twice a year to Cabinet; once to provide an update on our progress against the action plan and a separate update against our carbon baseline to ensure sufficient progress is being made or to identify where greater focus is required to keep us on track.

While the action plan currently contains actions up to 2030, it is intended to be a live document, with new activities and programmes of work added annually. We will review it to include new and refined actions as we build on our knowledge, new opportunities and national policy arise (particularly as a result of COP26), funding becomes available and as we build on our engagement programme.

We will continue to report on progress to the cross party-political Member Advisory Board on a quarterly basis. We encourage our communities and stakeholders to view the proceedings via our website [here](#) or in person.

We will provide further updates throughout the year to communicate how we are tackling climate change. These updates will be shared through social media channels, the climate change hub on our website, an e-newsletter and Medway Matters.



Contact Details

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