

Scotland's Climate Change Declaration

South Ayrshire Council

2011 Report

Each of Scotland's 32 local authorities signed Scotland's Climate Change Declaration in early 2007, including South Ayrshire Council, who were the first to sign on 15 January 2007. The Declaration is a public statement wherein local authorities acknowledge the reality and implications of climate change and their responsibility to respond effectively. The Declaration also welcomes the actions of the UK and Scottish governments and the opportunities for local authorities to work in partnership with others in responding to climate change.

As signatories to Scotland's Climate Change Declaration, each Scottish local authority is committed to taking action across a range of key areas. These can be summarised as:

1. Providing effective **leadership, governance and management** on climate change.
2. Reducing the local authority's **own 'corporate' greenhouse gas emissions** from their estate, services and functions.
3. Taking action to reduce **emissions from the local authority area**
4. Assessing the risks of climate change impacts and working with others to **adapt to the impacts of climate change**.
5. Developing effective **partnership working and climate change communications**, including producing an annual statement of plans, activities and achievements.

This Report focuses on these five key areas.

The principles of effective Declaration reporting include:

- Providing clear, consistent and comparable information.
- Linking climate change reporting with existing reporting requirements and the council's own performance improvement agenda.
- Showing clearly how climate change is being integrated into council and Community Planning agendas, especially through Single Outcome Agreements.
- Highlighting key achievements and initiatives
- Communicating with the community, making the report easy to understand and available to the public.

This report aims to provide information in a transparent and easy to understand format:

- In relation to 'corporate' and 'area-wide' emissions, quantifiable data is presented, and this is communicated graphically.
- On adaptation, examples of adaptation action and process initiatives illustrate what is being done.
- On governance, leadership and management, and on partnership working, communications and capacity building, diagrams, process maps and examples of materials and events are provided where available.
- Web links are included where possible

Reference is also made to the previous 2009 and 2010 Declaration report, especially the year-ahead priorities listed in those reports.

South Ayrshire Council recognised the importance of the UK Climate Change Act 2008, Climate Change (Scotland) Act 2009 and associated guidance, national targets for emissions reduction and the evolving Scottish Climate Change Adaptation Framework. Also of use is the internationally recognised 'Greenhouse Gas Protocol' for consistent reporting of 'corporate emissions' and the lessons learned from

the suite of climate change National Indicators used by local authorities in England (NI185, NI186 and NI188).

Section 1

Governance, Leadership and Management

Please describe and illustrate the leadership, governance and management of climate change by your local authority.

Governance: [South Ayrshire Council](#) operates on a panel system. [Panel membership as at February 2010](#) is outlined on the Council website. The portfolio holder with the responsibility for this area of work sits on the leadership panel and links to COSLA, chairs the [South Ayrshire Sustainability Partnership](#) and sits on the Management Board of the local [Energy Agency](#) among other significant local bodies. The Council's Leadership Panel takes the role of approving the annual reports on progressing our Scotland's Climate Change Declaration commitments.

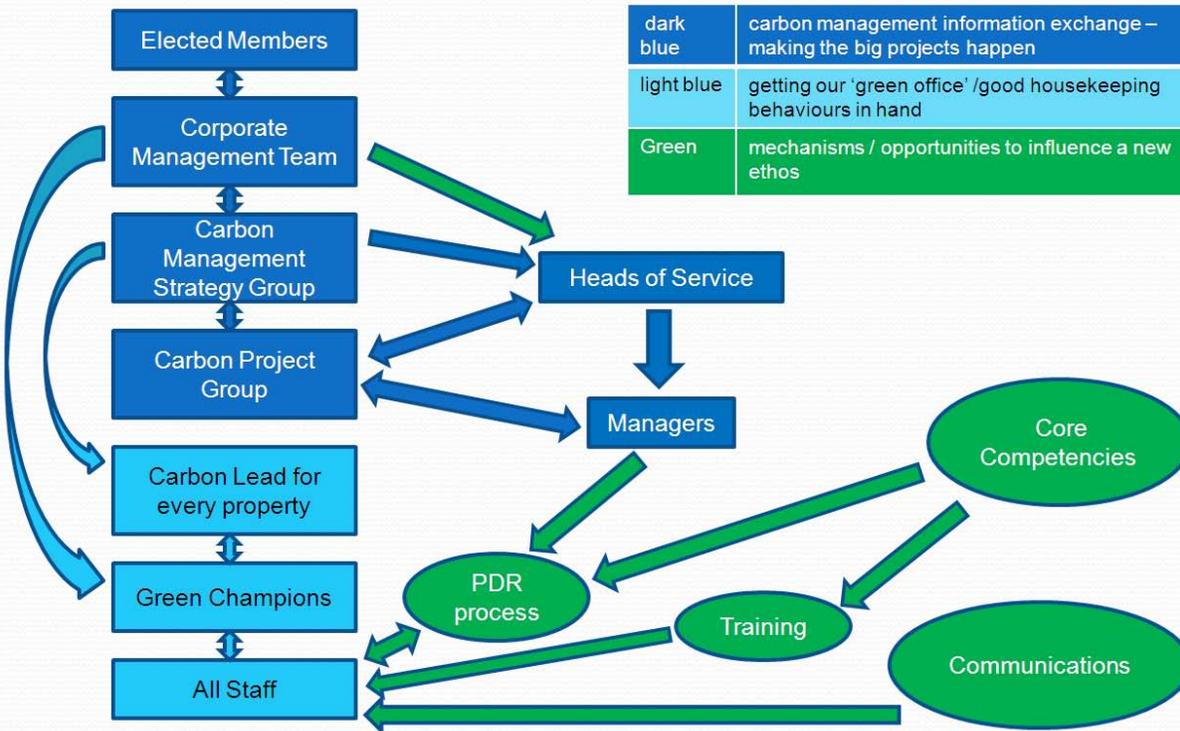
Leadership: South Ayrshire has shown leadership with a number of innovative projects over the past year. This includes the development of the following:

- Council's green champion's network for employees with its own dedicated online community of practice (see SSN poster display for details, 2011 annual conference at <http://conference.sustainable-scotland.net/poster.aspx>).
- Our Community Planning Partners signed an addendum to Scotland's Climate Change Declaration (see news story on Council website: <http://www.south-ayrshire.gov.uk/news/signing-up-to-climate-change.aspx>)
- Our 2011 WWF Earth Hour campaign which saw South Ayrshire come second on the UK on the basis of per head of population sign up rates.
- In 2011 South Ayrshire Council also became a WWF bronze achiever for sustainable timber procurement.
- The Council has introduced an innovative variable street lighting scheme to save carbon and energy(see news story on Council website: <http://www.south-ayrshire.gov.uk/news/dimming-idea-has-a-very-bright-future.aspx>) .
- Through the Community Planning Partnership the Council and the NHS took forward the procurement of some low carbon vehicles (see news story on the Council website: <http://www.south-ayrshire.gov.uk/news/clean-sweep-for-eco-sweeper.aspx>)
- Colmonell Primary School , referred to as under development in the 2010 annual report, is now completed and has won a number of awards. In order to meet the ambition of providing a highly sustainable building the design addresses issues of organisation, scale, context, landscape and biodiversity in a structure which minimises energy use. The interior spaces take best advantage of daylighting, natural ventilation and provide a healthy environment free from harmful chemicals. The building also features a green roof.

Management: In 2011 the Council reviewed the structure for delivery of carbon management and introduced the Strategy Group. The Carbon Management Strategy Group now leads the delivery of the Council's [Carbon Management Implementation Plan](#). This group is chaired by the Head of [Property and Neighbourhood Services](#) within the [Development and Environment Directorate](#) and includes reps from each directorate. It is supported by an operationally focused Project Group which is chaired by the Council's Sustainable Development Policy Officer and tracks the specifics of the various action areas which require to be delivered.

The graphic below shows some of the different routes to change used in South Ayrshire Council to pursue corporate management of climate change, in particular in relation to mitigation measures to reduce carbon emissions. Our climate change action seeks to exploit the mainstream corporate decision making and management structures.

Carbon management – routes to change...



Strategy: The mainstreaming of sustainable development and climate change into plans, policies, programmes and strategies is taken forward through a number of mechanisms at South Ayrshire Council. Every officer in the council has a role to play in responding to this agenda, and we aim to emphasize this through a Sustainable Development Scorecard within the new performance management system being implemented at present, which is called Covalent. In 2011 the Service Plans of those council services within the Development and Environment Directorate began to explicitly set out how they were tackling climate change and sustainable development, coinciding with the introduction of the public sector duties on climate change and to reflect on their commitments in covalent for the first time. It is intended that this will be developed in 2012 during the next round of service planning. The scorecard will be the coming together of different service and resource plan actions which can then inform the Corporate Plan, Community Plan and SOA.

The requirement to consider climate factors in all [Strategic Environmental Assessments](#) continues to be the key mainstream way of ensuring all plans, policies, programmes and strategies incorporate climate change. Those carried out recently include that for the [South Ayrshire Council Local Housing Strategy](#) and also underway is the SEA for the development plan. This follows on from the SEA of the main issues report for the plan, which was referred to in last year's SCCD annual report.

Climate Change is also picked up through the [Single Outcome Agreement for South Ayrshire](#), in particular in relation to national outcomes 10, 12 and 14. South Ayrshire Community Planning Partnership has a Sustainability Partnership as one of the five themed partnerships which make it up. In 2010-2011 the Sustainability Partnership worked to increase understanding of climate change with the Community

Planning Partnership Board, in particular in relation to Scotland's Climate Change Declaration and the public sector duties on climate change brought in by the Climate Change Act. The Board level partners (11 organisations in addition to the Council) signed an addendum to Scotland's Climate Change Declaration, including making a commitment to annual reporting on this topic.

Section 1 Priorities for the year ahead

- **Continue to work towards the development of a Sustainable Development and Climate Change Scorecard within the covalent system, including the development of linked actions in services and directorates across the council.**
- **Continue with application of [Strategic Environmental Assessment](#), in particular highlighting the climate factors component, to appropriate plans, policies, programmes and strategies across the council.**
- **Continue to develop the [South Ayrshire Sustainability Partnership](#), including encouragement of implementation and reporting of the commitments made with the partnership signing of Scotland's Climate Change Declaration in June 2011.**

Section 2

Reducing the local authority's own 'corporate' greenhouse gas emissions from its estate, services and functions.

What are your local authority's baseline emissions, actual emissions and emission reduction targets for its direct 'corporate' greenhouse gas emissions? Please make it clear what emission sources are included, and where data has been sourced.

The Council's measured carbon emissions from operations total 48880t CO₂e for financial year 2010/2011. The breakdown according to our carbon management plan monitoring is as follows:

- Waste – 19,769t CO₂e (40%)
- Energy – 20,339t CO₂e (42%)
- Fleet – 3,443t CO₂e (7%)
- Travel for work – 742t CO₂e (2%)
- Street lighting – 4587t CO₂e (9%)

Council housing, commuting and procurement have not been captured.

The Council's Carbon Management Plan (CMP) was approved in April 2008 and seeks a 20% reduction by 2013 from the 2005/06 baseline. This has been highlighted through the [South Ayrshire Single Outcome Agreement 2009-2012](#).

The Council has a Carbon Management Strategy Group chaired by Jim McQuillan, Head of [Property and Neighbourhood Services](#). This group is also supported by an operational project team who look at the detail of delivering. Together they seek to develop the [Carbon Management Implementation Plan](#), including everything from specific projects to strategic direction and policy statements. The Council also has an [Energy Strategy](#).

The Council has achieved [Carbon Trust Standard](#). The Council was also the joint highest placed Scottish Council in the league tables published in relation to the [carbon reduction commitment](#), however it will be important to redouble efforts to ensure that such performance can be maintained in future. At present there is a strong possibility that the Council will miss the target it has set itself for emissions reductions. This has been explored during 2010/11 in a number of ways, including:

- CMAT (Carbon Management Assessment Tool) review was undertaken in relation to the carbon management implementation plan and both the strategy group and the operational project group were involved in the process. The Chief Executive and Executive Director, Development and Environment also participated in the process.
- Following the approval of the 2010 Scottish Climate Change Declaration annual report a members seminar was held where the targets and the challenges ahead if the targets were to be met were discussed. The seminar was well attended with approximately half of the elected members attending. The topics discussed included energy in buildings, street lighting, transport and waste.

In 2010/2011 a total of £615,300 capital was invested in measures to reduce energy consumption including installation of thermostatic radiator valves (TRVs) in 5 buildings. The Council has invested heavily in Building Energy Management Systems (BEMS) that are proven energy efficient control systems on heating and ventilation systems in recent years which has allowed more proactive management. In the last year alone the saving in gas consumption was 6% with a value of over £70,000 and we have reduced our heating demand by 24% over the last nine years to the value of £2.25 million to the Council.

Figure 1: Capital investment in energy efficiency projects for 20010/11

2010/11 projects	Location	Cost £
Roofing and rooflights replacement	Carnegie Library	
Lighting	Citadel	16400
TRVs	St Johns, Newton, Struthers, Carrick Acad (old), McAdam Ho	23000
Lighting Controls	Rozelle	4400
Drinks Water Boilers	Newton House	4000
Computer energy management software	Various	67500
	Total	615,300

A reduction in carbon emissions of just over 10% has been achieved to date as demonstrated by the figure below. This is an improvement over last year and continues a trend in reducing carbon emissions. In order to meet our target of 20% reduction by 2013 there would need to be a step change increase in reductions of over 5% per annum for the next 2 years.

Figure 2

2010/11	Actual CO2 tonnes	Previous years progress (2009/10)	2010/11 CO2 savings (2005/06 baseline)	2012/13 Target savings
ENERGY	20,339	6.7%	8.8%	22.2%
STREETLIGHTING	4,587	-5.5%	-5.3%	12.4%
TRANSPORT	4,185	6.1%	14.3%	10%
WASTE	19,769	9.1%	14.2%	25.7%
TOTAL	48880	6.7%	10.4%	20.6%

The 2011/12 projects list is included below. Carbon reductions are being delivered via PC shutdown software which is now working relatively well across the organisation. BEMS (building energy management systems) are also beginning to deliver a noticeable increase in energy performance, with issues being picked up quicker by energy management staff as a result of the improved information. Further to the list below funding has been approved from the Council's repairs and renewals fund for combined heat and power projects across four swimming pools which are expected to be put in place in 2012/13.

Figure 3

2011/12 projects	Location	Cost £	CO2 kg	Annual saving £
Draughtproofing Quatroseal	8&10 Wellington Square	4500		
Drinks Water Boilers	Burns House	4240		
Drinks Water Boilers	County Buildings	16000		
PVs	Heathfield PS	54000		
Building Energy Management Systems	Pools and SouthPark	30,000	92	13,987
LED lighting	Dolphin House	6,000		
Drinks Water Boilers	John Pollock	5000		

The CMAT review process has this year identified additional projects which could allow the Council's carbon management plan target reduction to be met. While some of these can be implemented under current arrangements, additional finances now need to be sought for some of the further projects, and this will be a priority for the year ahead.

Emissions from waste have accounted for 40% of South Ayrshire Council's emissions in 2010/11. South Ayrshire Council has now agreed a new seven year recycling contract with Re-Gen Waste Ltd., of Northern Ireland which will guarantee the council is paid a very good return for the contents of its blue recycling bins over the next seven years, and will also allow glass to be collected for the first time in the blue bins along with additional materials, such as plastic trays, plastic flowerpots and toys, yoghurt cartons, plastic film, textiles, mobile phones and household batteries. In addition, blue household recycling bins are now collected every two weeks, instead of every four weeks, as this will help divert more wastes from the green landfill bin into the blue recycling bins, especially with the new contractor being able to accept the additional materials for recycling.

Other improvements in relation to waste collections are also anticipated to start to make a saving on carbon emissions in relation to transport emissions. It was identified that the garden waste collection service (brown bin) was highly seasonal and had potential to provide a saving, both financial and carbon, over the winter. In response to this it was decided that this service would be delivered as an 'opt in' service rather than as a matter of course. In the first month of operation, December 2011, only 800 brown bins were emptied as compared with 46,000 or thereabouts in December 2010. The same saving is anticipated in January and February 2012. The monthly brown bin service will be re-introduced in March for the summer season when the service is in demand. South Ayrshire Council will stop the black box glass collection service from March also, which will remove about 6 glass collection vehicles from the roads, and also realise carbon savings. South Ayrshire Council are also working on a 'Route Optimisation' project, to maximise the efficiency of our refuse collection routes, which is also estimated will remove 2 refuse collection vehicles from our fleet, as we will be working longer shifts and introduce more efficient refuse collection routes, which are computer designed for maximum efficiency. Re-Gen Waste will also be working closely with us to increase capture rates of recyclable materials, and we will be doing that through school visits, leaflets, newspaper and radio advertising etc.

Over the past year a number of behavior change projects around energy, waste and travel have also been taken forward by the council. As part of the Earth Hour 2011 campaign the Council challenged its network of green champions to take action by having a competition to see which buildings could reduce their energy use the most over the Earth Hour weekend. Three different types of buildings, a school, an office and a library, were awarded environmentally friendly prizes of their choosing as the best performers over the weekend of the competition. Earth Hour and other examples are included under section 5 of this report.

Street lighting has also been an area of progress in 2011. A total of 55 lighting units in Holmston Road, Ayr, were converted to variable lighting units. This will deliver an annual carbon dioxide saving of 19.42 tonnes when compared to the previous lighting arrangements for the road. The annual cost saving associated with the reduced energy bill is over £3000 and rising in line with energy costs. Similar variable street lighting projects are now in preparation for six more locations across South Ayrshire in 2012. (see news story on Council website: <http://www.south-ayrshire.gov.uk/news/dimming-idea-has-a-very-bright-future.aspx>)

Section 2 Priorities for the year ahead

Integrate carbon counting, along with other climate change issues, as an aspect of SEA for all PPPs. Include in templates, guidance and training.

Take forward planned projects for reductions:

- **Implement 2011 / 2012 energy projects list (see figure 3)**
- **Implement changes to waste arrangements**
- **Implement further variable street lighting projects**

Carry out and track the impact of a carbon management behavior change campaign.

Investigate alternative funding arrangements for outstanding projects list.

Section 3

Taking action to reduce the emissions from the local authority area

What are your local authority area-wide emissions? Please make it clear where data has been sourced.

The ecological footprint of South Ayrshire is 4.92 global hectares per person. The Carbon Footprint of South Ayrshire is 12.95 tonnes carbon dioxide per person. The greenhouse gas footprint of South Ayrshire is 17.27 tonnes of carbon dioxide equivalent per person. These figures are consumption based and calculated by the Stockholm Environmental Institute using the REAP methodology.

These 2006 estimates have been generated using Version 2 of the Resources and Energy Analysis Programme (REAP). The 2006 estimates supersede the 2004 estimates generated through REAP Version 1 and previously available online at www.sei.se/reap. Estimates for 2001, 2003, 2004 and 2006 are not directly comparable due to improvements in the source data and methodology used.

The footprints are shown in figures 4 to 7 and broken down into themed consumption categories. Most of the consumption categories used are classified using COICOP: a classification of individual expenditure by purpose. This is an internationally recognised classification used by Eurostat and the United Nations Statistics Division.

<http://unstats.un.org/unsd/cr/registry/regcst.asp?Cl=5>

Following this, figures 8-10 are a collation of the datasets provided by the Department of Energy and Climate Change (DECC) to represent Carbon Emissions produced within South Ayrshire in 2009. The trend in the values observed over the past five years since the data was first released is illustrated graphically. A total emissions chart is also provided including a line representing a 3% per annum reduction, as a rough benchmark guide in line with the Climate Change (Scotland) Act targets of 42% by 2020 and 80% reduction by 2050 (with 2005's figure as a baseline).

What is your local authority doing to measure and reduce the greenhouse gas emissions from your local authority area/communities?

The previous English national indicator 186 – which uses the DECC figures - has been included in the Single Outcome Agreement. The limitations of this indicator in comparison to the REAP footprint indicator have been noted, and opportunities to address this are being sought. An awareness of consumption-based emissions will be critical in order for appropriate decisions to

be taken in the local area as we move forward.

It is recognised that sustainable procurement is one of the ways that South Ayrshire Council can influence area wide emissions via the supply chain. South Ayrshire Council has made progress in relation to sustainable procurement over the past year. Sustainable procurement is discussed at every Procurement Forum meeting and progress is being charted against the Flexible Framework. Following on from the Council's annual Procurement Capability Assessment (PCA) for 2011 audit Scotland Excel recognised a national level of performance in relation to clear leadership and commitment from senior management in relation to sustainable procurement. In 2011 South Ayrshire Council also became a WWF bronze achiever for sustainable timber procurement.

The South Ayrshire Sustainability Partnership provides a key means of addressing area wide emissions. It has a role in promotion and advocacy on climate change issues with partners and to partners. The [Energy Agency](#), with which South Ayrshire Council has a Service Level Agreement, provides free and impartial energy advice across the South Ayrshire area, support and guidance for communities as well as providing a long standing education program in South Ayrshire schools. South Ayrshire Schools are also participating in eco schools with 24 learning establishments now having achieved green flag status. Sustainable development, in particular focusing on recruitment of green champions, has been covered at a recent employee awareness event, and climate change has also been a theme focus at the recent community conference and at the Youth Conference on volunteering. Some further examples are given under section 5.

Climate Change has been championed by the Sustainability Partnership, with discussions at Community Planning Partnership Board level ultimately leading to an addendum to Scotland's Climate Change Declaration being signed by all 12 board level partners. Some information has been gathered from some of these partners and appended to this report, and while this is initially primarily about their internal operational efforts to reduce carbon emissions, there is some initial evidence of area wide emissions action and the potential to increase cooperation and coordination going forward. The public sector duties guidance informed out work in 2011 and helped the Community Planning Board members to make the decision to sign up to the addendum to Scotland's Climate Change Declaration. While there is still much work to be done in collating different partner progress, identifying roles and how partners can work together better to tackle climate change, this will continue to be a focus in the coming year. The Sustainability Partnership has and will continue to work to increase awareness and understanding of the commitments and the duties with partners, with the annual returns allowing a reflection on progress at the year end.

Section 3 Priorities for the year ahead

South Ayrshire Council will continue to improve performance against the Flexible Framework.

Further dialogue around area wide emissions with Sustainability Partnership / Community Planning Partnership, including addressing consumption related challenges. In 2011/12 we will be able to pursue further our declaration commitments with partners, including in relation to area wide emissions.

A new Community Plan for the South Ayrshire area including the full range of partners and stakeholders will be developed and adopted by South Ayrshire Community Planning Partnership in 2012. South Ayrshire Council will work to ensure climate change is built into this new plan, responding to both the public sector duties and demand from the community.

**Figure 4:
THEMES AS PERCENTAGE OF TOTAL**

	Ecological Footprint Percentage Breakdown	Carbon Footprint Percentage Breakdown	GHG Footprint Percentage Breakdown
Housing	23%	32%	26%
Transport	19%	27%	23%
Food	27%	10%	17%
Consumer Items	13%	10%	12%
Private Services	5%	6%	6%
Public Services	10%	12%	13%
Capital Investment	2%	2%	2%
Other	0%	1%	0%

Figure 5:

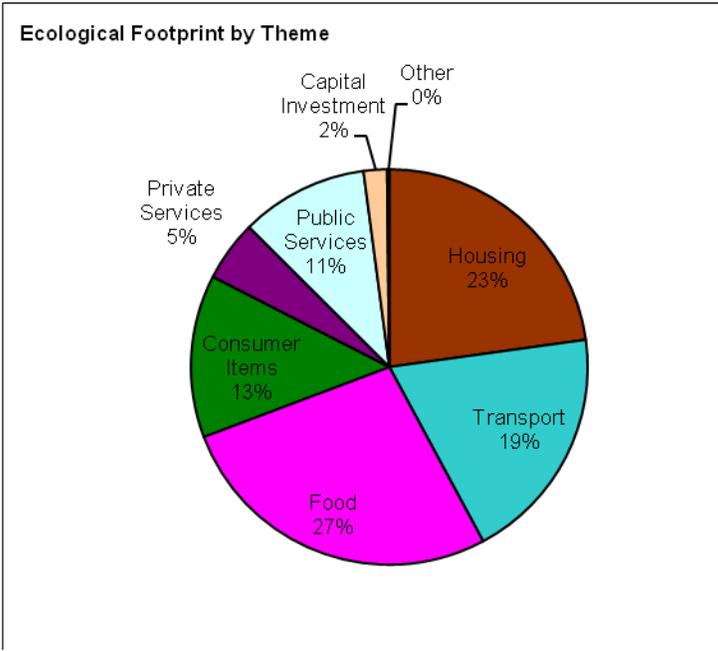


Figure 6:

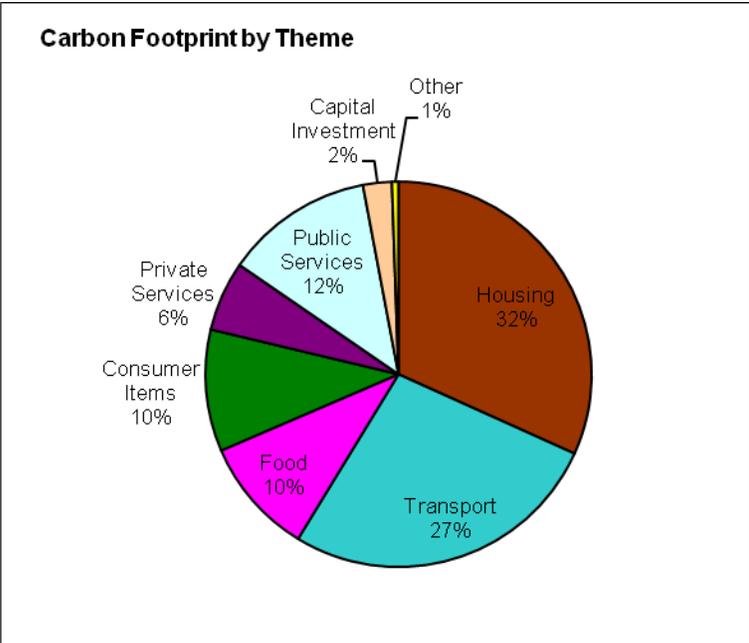


Figure 7:

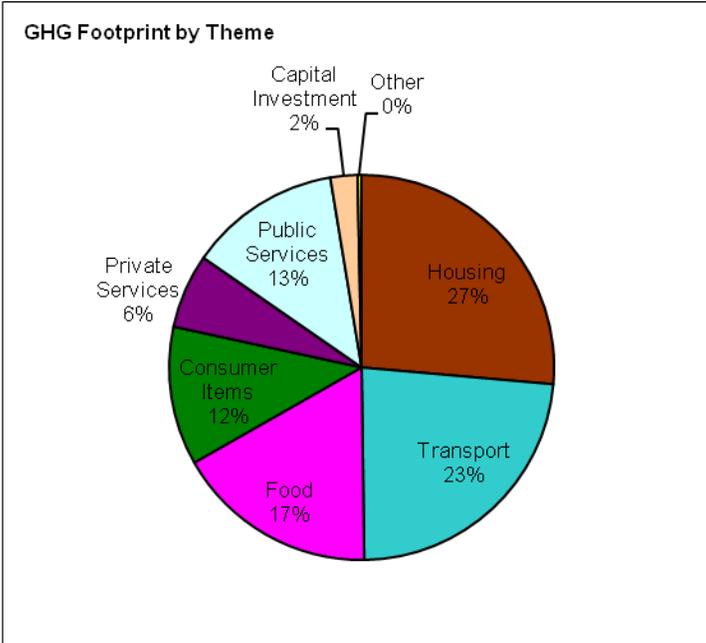


Figure 8: National Indicator 186 – Most recent data for South Ayrshire Council Area

Year	Per capita - Industry and Commercial (t)	Per capita - Domestic (t)	Per capita - Road Transport (t)	Per capita - Total (t)	Industry and Commercial (kt)	Domestic (kt)	Road Transport (kt)	LULUCF (kt)	Total (kt)	Population ('000s, mid-year estimate)	% per capita reduction since 2005
2005	3.3	2.9	2.2	6.0	364	329	240	-262	672	112	
2006	3.5	2.9	2.2	6.3	390	326	240	-251	705	112	-5%
2007	3.5	2.8	2.2	6.4	395	317	243	-238	716	112	-6%
2008	3.5	2.8	2.1	6.3	391	318	235	-237	707	112	-5%
2009	3.1	2.6	2.1	5.8	348	288	228	-223	641	111	4%

Figure 9:

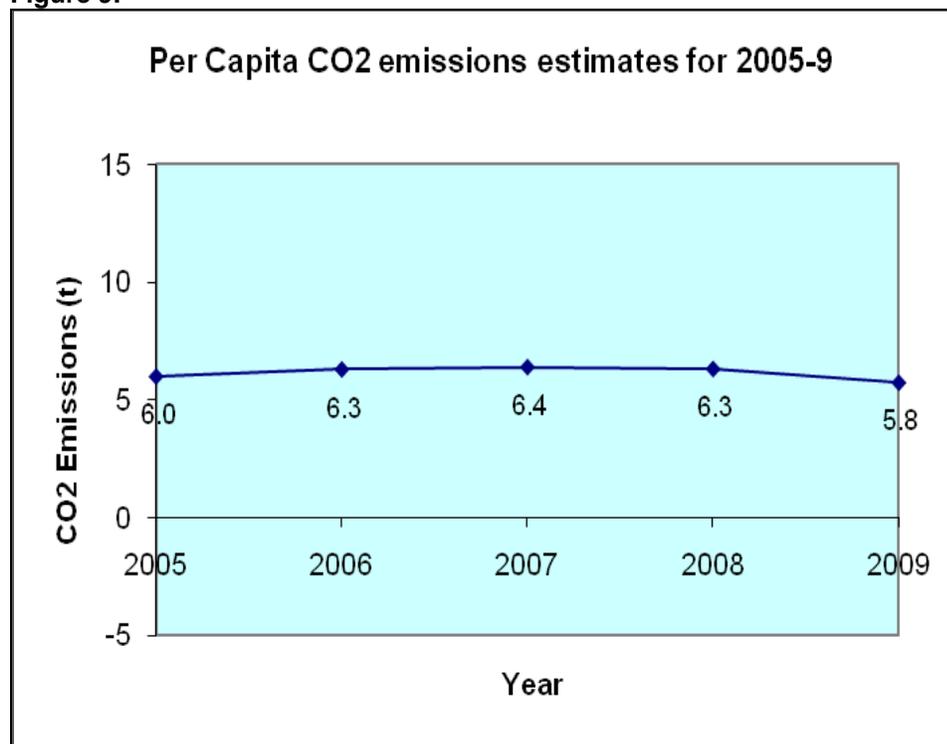
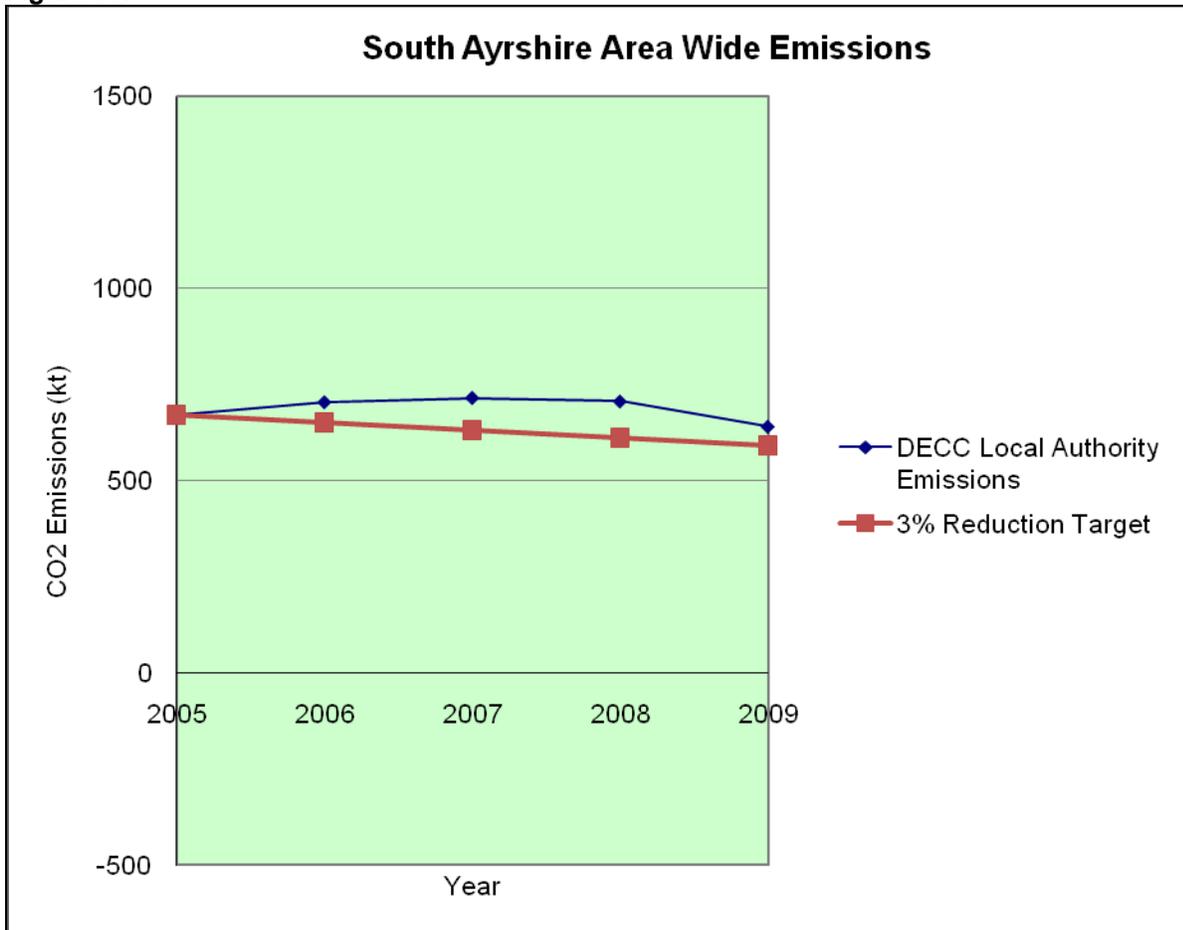


Figure 10:



Section 4

Assessing the risks of climate change impacts and working with others to adapt to the impacts of climate change.

What is your local authority doing to adapt to climate change?

Climate change adaptation has also been included in the [Single Outcome Agreement for South Ayrshire](#).

Climate change has been identified in the Council's Strategic Risk Register.

A range of council activities respond on a regular basis to weather impacts. These include design and construction, winter maintenance, flooding prevention and coastal zone management. Routine maintenance, such as maintenance of culverts etc, is required to prevent future impacts. The Council also takes steps in relation to communications for example promotion of the Scottish Government 'ready for winter' message (see <http://www.south-ayrshire.gov.uk/ready-for-winter/> for details).

During financial year 2010/11 the Ayrshire Civil Contingencies Team (ACCT) were contacted on 5 occasions via the duty pager system for weather related incidents in the South Ayrshire Council area. The Team were also contacted on numerous occasions by both SEPA and the Met Office through email messages and fax messages advising and warning of potential severe weather events, including; heavy rain, snow, strong winds, ice etc.

One of the main issues that ACCT assisted with during financial year 2010/11 was the gathering of information in relation to service disruption and levels of grit available across the 3 Ayrshire Council area's for submission to Scottish Government during early December when we had the heavy snow fall.

In financial year 2011/2012 so far ACCT have been contacted on 14 occasions via the duty pager system on weather related incidents in South Ayrshire. Due to concerns over the increased frequency of severe weather related incidents being recorded in the Ayrshire area the ACCT are working on Flood Response Plans and are considering developing a Severe Weather Plan. The Team have also developed new protocols for the dissemination of weather related information that they receive from SEPA and the Met Office.

Weather related challenges which have and will continue to be faced by the Council include:

- Coastal, pluvial and fluvial flooding
- Instances of high wind causing disruption and structural damage
- Snow, ice and water related issues (e.g. burst pipes) from winter weather events
- Damage to assets from all of the above, including property, roads and natural assets (trees blown down etc)
- Variable demand for physical resources such as salt and sand bags as well as specialist equipment suitable for operation of services in extreme conditions
- Planning allocation of human resources for extreme events

Some climate related changes are also being felt, for example a longer growing season. This can mean both increased green space maintenance requirements for the Council, and in turn an increase in costs and carbon of carrying out this work.

With a view to long term planning, South Ayrshire Council staff have participated in training

regarding the UK 2009 Climate Projections ([UKCP09](#)) tool, and following this prepared an initial report into predictions that can be generated by the tool in relation to South Ayrshire. This report was discussed in June 2010 at the Council's Sustainability Forum, both with Council officers and with partners. A pan Ayrshire meeting on the topic of adaptation was held in late September 2010, and a follow up meeting taking in Dumfries and Galloway Council and issues of area wide mitigation took place in late November 2010. This work helped to increase the understanding of climate change adaptation and the sort of responses that may be required going forward.

Section 4 Priorities for the year ahead

- Roads and transportation to keep a record of the roads implications of extreme weather events
- Establish appropriate partners and scale on which to address this issue (within the local authority, local authority area partnership approach, Ayrshire wide, south-west Scotland etc)
- Set out a route map and resources to develop our adaptation agenda (Service Plan actions were developed in 2011 and are being pursued to help explore where we can progress this agenda. Next steps will be developed in the 2012 service planning process.).

Section 5

Developing effective partnership working and climate change communications, including producing an annual statement of plans, activities and achievements.

Please describe and illustrate your local authority's partnership working on climate change.

South Ayrshire Council Chief Executive is one of two Scottish Local Authority Chief Executives who sits on Scotland's 2020 Climate Group. The group aims to consider how Scotland's business, voluntary and public sectors can work together to help achieve Scotland's targets and the transformational changes required in the Scottish Government's Climate Change Delivery Plan.

South Ayrshire Council is the lead partner in South Ayrshire Sustainability Partnership, a theme group of the South Ayrshire Community Planning Partnership. The partnership meets several times a year, chaired by Councillor Peter Convery and bringing together a range of local partners. Details of members, meeting notes and other information can be found by referring to the Sustainability Partnership webpages at <http://www.south-ayrshire.gov.uk/sustainability-partnership/>

The Sustainability Partnership, in turn, works with the higher level Community Planning Partnership Board. Board membership details including which partners are represented can be found at <http://www.south-ayrshire.gov.uk/cpp/community-planning.aspx> along with access to Board papers. Key sustainability achievements of the board include:

- Signing by Board partners of an addendum to Scotland's Climate Change Declaration (see <http://www.south-ayrshire.gov.uk/news/signing-up-to-climate-change.aspx> for details)
- Reporting on progress against the above mentioned addendum. At the end of 2011 Strathclyde Fire and Rescue, Strathclyde Partnership for Transport, Ayr College,

Strathclyde Police and Voluntary Action South Ayrshire all reported on their progress against their commitments in the South Ayrshire area. This can be found on the Sustainability Partnership webpages at www.south-ayrshire.gov.uk/sustainability-partnership/climatechange.aspx

- Purchase of low carbon vehicles including an electric street sweeper (see <http://www.south-ayrshire.gov.uk/news/clean-sweep-for-eco-sweeper.aspx> for details)

Please describe what your local authority has done on climate change communications.

In February 2011 South Ayrshire Council launched South Ayrshire Green Champions to empower and encourage South Ayrshire Council employees to take action to be more environmentally friendly and make savings for the Council, both in terms of carbon and cash. A launch event was attended by approximately 100 staff from across the organisation and an online Community of Practice was developed to continue the discussion and debate beyond the launch event itself. The online community has been used to share information, hold discussions and debates and to publicise relevant events. Further development work with the network is planned.

South Ayrshire Council heavily promoted WWF Earth Hour 2011 and the success of this was demonstrated by South Ayrshire achieving the second highest sign up rate per head of population of any local authority in the UK. As well as switching lights off, South Ayrshire Council implemented a promotional campaign through the media and online which involved encouraging individuals, staff and community planning partners to participate. As part of this a competition for the building that reduced its energy use the most over the weekend of Earth Hour was organised. The winning buildings all received prizes including an office building getting draft proofing and a library being given a recycling bin. This press release <http://www.south-ayrshire.gov.uk/news/a-top-spot-for-south-ayrshire-as-world-switches-off-to-tackle-climate-change.aspx> shows how that achievement was used to reinforce the message with additional communications continuing to highlight the switch off message. Our success is also reflected in our inclusion as an example of best practice in the WWF 2012 Earth Hour guide for local authorities. http://assets.wwf.org.uk/downloads/wwf_latoolkit_2012.pdf

The Council has undertaken a campaign to introduce and encourage office recycling in selected Council buildings. A total of 235 recycling bins were purchased from the Zero Waste Fund to allow 365 desk side bins were removed and Waste Stations to be set up. This was communicated to staff by emails sent to each employee within the relevant building, notices on the recycling bins and staff notice boards, Council Communications Bulletins, Team Briefings, the Green Champions Community of Practice and visits from Waste Awareness Officers who were available to answer any further questions. So far County Buildings, Burns House, John Pollock Centre, 8/10 Wellington Square and the Citadel Leisure Centre. Improvements by way of further provision of bins and encouragement of employees to utilise the new facilities are continuing.

South Ayrshire continues to take forward sustainable transport behavior change initiatives. Particularly successful in the past year has been the handy sized Cycling in South Ayrshire pocket map displays cycle routes across South Ayrshire on one side of the map with lots of useful information on local tourist attractions, tips on bike maintenance, cycle signs and more listed on the other side. The map was even laminated it is wipe dry if caught in the rain. The map was launched during Bike Week 2011 and went on to win the 'Most Creative Design' award in the Pocket Media Awards 2011, proving not only was the map itself a great piece of communication material letting residents and visitors find their way around our cycle routes, but the communications publicising the map (for example <http://www.south-ayrshire.gov.uk/news/pedal-pushers-mapping-their-way-to-health.aspx>) to get it out to potential users were also successful, as it was by way of an internet pole that the winner of the award was selected.

In relation to climate change adaptation the Council has also proactively promoted the Scottish Governments 'ready for winter' campaign, including featuring the campaign on the Council webpage (see <http://www.south-ayrshire.gov.uk/ready-for-winter/> for details).

Please describe what your local authority has done to build capacity on climate change – internally, with partners and/or with the community.

South Ayrshire Council has a service level agreement with the local Energy Agency and through this a number of services are provided. A range of activities are taken forward through this partnership, including a CPD seminar series for both Council Officers and other interested partners.

In 2010/11 the Energy Agency also delivered the following:

- energy awareness lessons to 1260 pupils in South Ayrshire schools with overwhelmingly positive feedback on the lessons
- eco-driving and sustainable transport advice was given to 2558 local residents and 79 local employees
- 98 individuals were assisted with a view to installing renewable in their homes
- 14 energy efficiency audits of local businesses
- 3 businesses were assisted with a view to installing renewable in their premises
- 2 community renewable projects were assisted and 5 communities were assisted with energy efficiency measures
- 10825 households received advice on energy efficiency measures
- 1 landlord events and 10 landlord audits took place
- 190 Tenants benefitting from energy assistance package

Liz Marquis, Director of the Energy Agency, is also the Vice Chair of the Sustainability Partnership. A poster was displayed at the SSN 2011 conference outlining how South Ayrshire Council and the Energy Agency worked in partnership to deliver a lifetime carbon dioxide saving of 18,500 tonnes and fuel bill saving of £3.6 million through the Universal Home Insulation Scheme funded by Scottish Government. A poster was prepared giving more information about this successful scheme and is available in the SSN conference poster compendium at <http://conference.sustainable-scotland.net/poster.aspx>. It can also be found at the end of this report.

South Ayrshire Schools are also keen participants in the [eco-schools](#) programme, with all schools now registered participants and 23 green flags having been awarded to educational establishments in South Ayrshire. There is also interest in eco-congregations within the South Ayrshire area.

The Council has also been keen to support Climate Challenge Funded projects within the local community where possible, be this through inclusion in the South Ayrshire Sustainability Partnership, or through passing on contacts and knowledge.

Section 5 Priorities for the year ahead

- **Further develop the South Ayrshire Council employee Green Champion Network to deliver carbon savings through behavior change**
- **Work with community planning partners on awareness and understanding of climate change and how the community planning partnership can best support delivery of the national transformational outcomes**
- **Deliver comprehensive climate change communications around WWF Earth Hour 2012**

Climate Change Progress Highlights of the Past Year

Please use the following section to highlight the local authority's main climate change achievements in the past year. This can include processes, plans, projects, partnerships, events, investments, and actions.

- The agenda is becoming more mainstreamed with a number of services including specific sustainability and climate change actions in their service plans.
- Introduction of BEMS (building energy management systems) is now delivering energy savings because of the improved management information it provides and the ability of the energy management team to be more proactive as a result.
- Launch of the South Ayrshire Council Green Champions Network and associated community of practice
- Earth Hour 2011 proved to be a real highlight, generating a buzz in the local area and putting South Ayrshire second in the UK for per capita sign up to switch off.
- Community Planning Partnership sign up to an addendum to Scotland's Climate Change Declaration.



South Ayrshire Council Green Champions Communities of Practice



SUMMARY

The **Green Champions CoP** at South Ayrshire Council launched in February 2011. It is an online network for employees to **discuss, share and act** on ideas to reduce carbon emissions and so support the Council's Carbon Management Plan and Climate Change duties. There have been posts from **over 40 employees** including the **Chief Executive and Directors**, with topics ranging from vegetable growing on Council properties, switching off lights, to over packaging, and the joys of cycling. It is **step in the right direction** in terms of a **new greener ethos** for South Ayrshire.

KEY CONTACTS

Lorna Jarvis, Sustainable Development Policy Officer. Telephone 01292 612297

Andrew Marnie, Energy & Resources Group Leader. Telephone 01292 613071

<http://www.communities.idea.gov.uk/welcome.do>

PROJECT OBJECTIVES / WHAT WE DID

With an expected carbon charge of £216,000 due in 2012/13 financial year, budget challenge cuts of £9m in 2011/12 and an energy bill of over £4m, it was crucial to ensure that energy efficiency became embedded in employee behaviour.

The Green Champions CoP aimed to:

- Support employees with an interest in sustainability to nurture, cajole, guide and educate other employees, with the aim of encouraging behavioural change.
- Create an environment of senior management-backed credibility and support to enable champions to feel justified and confident in advising peers and co-workers on energy efficiency and other green matters.
- Stimulate debate on a diverse range of topics among the employee community

Green Champions at launch event



HOW WE DID IT

- **Partnership working** with SSN in developing the CoP.
- **Asked champions to set out what they would like to do or reasons why they joined.** The Enterprise manager commented in his joining comment: as a manager in South Ayrshire Council, it's important to understand the green agenda.
- **PR/Communications support**
- **Chief Exec, Directors and senior corporate support**
- **Launch event linked to Earth Hour campaign with inter-office energy efficiency competition.** Result: a reduction in energy use by 8% over the weekend, equating to three tonnes of CO2. One library saw a 78% reduction in consumption. Estimated gain if repeated every weekend: £30,000 or 60 tonnes of CO2 saving each year.
- **Provided a forum** for employees fed up with a particular issue e.g. lack of recycling bins – **enabling other champions to step in and help.**

Workshop exercise with green champions



WHAT WE LEARNED

The CoP needs:

1. **regular postings and promotion to keep people logging on**
2. **Continued monitoring to pick up on issues that need to be taken through other channels or times when posts are tailing off.** The CoP can generate activity reports which provide a monthly reality check on how it is going. To the number of employees logging on and reading posts has remained relatively constant, although a dip in postings was noted in September.
3. **Further development, beyond the existing interested employees. Communications via other channels is also required.** At present, not all employees have regular access to a networked computer. Messages have to come from many angles to change the ethos of the organisation. We are also using methods such as Core Brief, Communications emails and posters.



Various Forum topics on the Green Champions CoP

NEXT STEPS

More work to be done to keep champions motivated and ensure an active CoP, and that the activity then turns into real carbon reductions.

- We hope to **work with the Energy Agency** to provide **additional support and new ideas** to the champions, including arranging another event for the champions.
- **Go beyond the early adapters.** So far the CoP is a volunteers network, so uptake is unevenly distributed across different teams and work bases. With growing recognition of the importance of sustainable behaviour being part of the day job for everyone, we hope to **reach out to more teams and work bases and be able to welcome them into a supportive existing community.**
- The **Community Planning Partnership** is now also piloting a CoP with the aim of duplicating this at theme group level.

SUMMARY

The Universal Home Insulation Scheme was announced in the Scottish Government budget of February 2010. All 32 Local Authorities were invited to bid for a share of a £10m fund to offer a range of free home insulation measures to improve energy efficiency and reduce fuel poverty. South Ayrshire Council were awarded £500k on 11th October 2010. The Energy Agency were appointed the Managing Agent to run the scheme for South Ayrshire Council. The Energy Agency, a non-profit making organisation, promotes energy efficiency, renewable energy and sustainable transport to householders, businesses and communities in south west Scotland.

KEY CONTACTS

Michael Carr – Project Manager
Tel No: 01292 525507
michaelcarr@energyagency.org.uk
www.energyagency.org.uk

Zhan McIntyre – Coordinator,
Housing Policy and Strategy,
Community Care and Housing,
Children and Community
Tel No: 01292 612916
Zhan.mcintyre@south-ayrshire.gov.uk

PROJECT OBJECTIVES / WHAT WE DID

Objectives:

- › To provide free energy efficiency measures to a large number of Scottish households
- › To deliver emission savings and assist in reducing fuel poverty

Partners:

- › South Ayrshire Council
- › Energy Agency
- › Scottish & Southern Energy - provided Carbon Emission Reduction Target (CERT) funding
- › Energy Saving Scotland advice centre south west (ESSac) provided:
 - Scottish Government Energy Assistance Package
 - Renewable energy advice
 - Benefit checks
 - Interest free loans
 - Transport advice
 - Social tariff checks

Before the project began areas of "above average risk" of fuel poverty were selected by the Housing Policy and Strategy Team with support from the Property and Design Team. Fuel poverty is defined as spending 10 per cent or more of household income on domestic fuel bills.

All households in the targeted areas were offered free cavity wall insulation, loft and top-up loft insulation, energy advice and access to the Scottish Government Energy Assistance Package.

HOW WE DID IT

To raise awareness of the project, letters were sent to all households in the targeted communities followed by door to door visits. Posters and flyers were displayed in shops and community centres and presentations were given to community groups and community councils.

Trained surveyors responded to requests for appointments and undertook doorstep surveys. They gathered data relating to build and form of the property, heating fuel and systems. They also established what insulation measures were suitable for the household and arranged free installation.

Households then received a detailed energy report specific to their home and additional energy saving advice.

Annbank, Coylton, Mossblown, Symington, Tarbolton, & all surrounding rural properties east of the A77



RESULTS

4,963 households were targeted:-
2,568 households engaged with surveyor
1,564 households participated in a doorstep survey

Insulation Measures Installed

410 cavity walls Insulated

169 lofts Insulated

521 lofts topped-up

Referrals to ESSac

128 benefit checks
140 social tariff checks
132 additional energy advice
217 Energy Asslst. Package Stage 4
196 renewable energy advice
245 interest free loans Information
44 transport advice

Lifetime CO₂ savings of 18,500 tonnes and fuel bills savings of £3.6m

NEXT STEPS

An evaluation of all participating local authorities, highlights South Ayrshire Council as delivering one of the most successful schemes.

The lessons learned in UHIS 1 are invaluable in improving future projects. In particular, a high profile marketing campaign and the use of media would encourage a lot more people to take up the offer of the scheme. Involving elected members would also assist in making communities more aware of what is happening in their area.

South Ayrshire Council have been awarded £450,000 by the Scottish Government to run UHIS in Troon in 2011-2012. A Managing Agent is yet to be appointed.

