

Net Zero Neighbourhood Plan

Park Lane Estate, Tipton

Issue and Revision Record

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Introduction

Supporting Statements

Sandwell Council declared a Climate Emergency in March 2020. Following extensive consultation our Climate Change Strategy was adopted in October 2020 setting ambitions to reach Carbon Neutrality across all council functions by 2030 and borough wide by 2041. We have already made positive steps towards delivery of these targets but recognise the enormity of the challenge and the need to make the change “with” rather than “to” our communities.

Our bid to take part in the Net Zero Neighbourhoods project reflects this ambition, we see this project as a key stepping stone in our journey to Net Zero in 2041, taking the opportunity to learn, innovate and educate our communities and their leaders to help us accelerate the roll out of similar interventions and benefits to all our communities.

We have chosen the Park Lane Estate in Tipton for this bid because its location, history and diversity offer some unique challenges and opportunities. We believe this will enhance the learning we derive from the project and deliver meaningful outcomes for the whole borough as we plan the roll out across our other towns and communities.

Gillian Douglas, Director of Housing

We've been delighted to work with Sandwell Council on this Net Zero Neighbourhood Development Plan for the Park Lane Estate. In the context of the climate crisis, and WMCA's drive to achieve Net Zero across the region by 2041, the opportunity for Net Zero Neighbourhoods to drive building-level retrofit, low carbon mobility, neighbourhood regeneration and green spaces through the means of community engagement and co-design is an exciting one.

Enabling such change through the demonstrator project in Tipton should provide a template for rolling out the step-change needed across the region. We believe that taking a local approach is crucial for accelerating the transition to Net Zero, something we advocated for in the publication [A Place Based Approach to Net Zero](#) on behalf of the Net Zero Infrastructure Industry Coalition last year.

As we've worked with Sandwell Council to assess the range of interventions at the heart of this plan, it's clear that the proposals are credible, visionary and exciting, scalable and crucially, can be led in partnership with the community itself for maximum impact.

Luke Strickland, Net Zero Lead, Mott MacDonald

Summary

This Net Zero Neighbourhood development plan for the Park Lane Estate in Tipton presents a wide range of neighbourhood specific interventions that have been identified through workshops, consultation and insight from Sandwell Council. The elements range from immediate and short term localised actions, to longer term wider solutions around virtual energy networks. At the heart of the plan is the community itself, and the approach which will be taken to enable them to co-design and shape the solutions, their adoption and implementation. With the community at the core, the vision of an inherently low carbon neighbourhood that is an attractive and sustainable place to live, work and play can truly be achieved. Crucially, learning from this demonstrator project can then be applied across the borough and wider West Midlands, enabling neighbourhoods across the region to play their part in the transition to Net Zero by 2041. We believe that this is the right Net Zero Neighbourhood to invest in.

In terms of the structure of this document, the neighbourhood characteristics are presented in the first section, after which the portfolio of possible interventions is explored. These are themed around the built environment, low carbon mobility, the natural environment, and community growth. Multiple horizons have been considered, and the interventions assessed against the eight fundamentals of the West Midlands Inclusive Growth framework.

Next, the approach to community involvement, engagement and co-design is presented, before the capital investment and project delivery approaches are presented. In these final sections particular emphasis has been placed on the first phase and the pragmatic selection of priority interventions should the £1.65M funding be awarded to Sandwell Council for this neighbourhood. Underpinning the report are technical appendices which provide further detail where necessary.

We believe the Park Lane Estate would make an excellent location if chosen for the Net Zero Neighbourhood demonstrator project – whilst many of its characteristics around housing type are common with other areas in the region, it also already has many of the elements in place that would describe a “15 Minute Neighbourhood”. Its transport connectivity has huge potential, given the proximity of existing rail nodes, but also with the planned metro extension soon to pass through and business case development in process for the Sedgley Road metro stop and upgrades to Dudley Port station.

Added to that, Sandwell is already set to benefit from Towns Fund and Levelling Up Fund investment alongside this transport investment. Specifically the business case for Tipton High Street is due for submission in July 2022. Should the Net Zero Neighbourhood funding be allocated to this estate, it can act as a further catalyst in the transformation of this part of the region. Beyond these funding sources, wider funding avenues are also being explored, especially around a Virtual Energy Network in Tipton, which is also presented later in this document.

Neighbourhood Characteristics

Community

Overview

Park Lane estate is located in Tipton, Sandwell and comprises 372 residential properties, some of which have been recently built. The new properties are located to the south-east of Park Lane East. There is a mix of small shops (including newsagents, takeaways, a chemist) located along Park Lane East and community facilities/assets scattered throughout the area. It is a triangular site boarded by a disused railway line to the south-east (soon to become the metro link extension), Victoria Road (and Park) to the west, the Birmingham Canal to the north-east and with the Holy Souls Church at the northern tip of the neighbourhood.

The estate has a diverse community with a significant proportion of Bangladeshi Muslims. There is a strong community identity in Tipton, with many households having lived in the area through successive generations and identifying strongly with Tipton, although there is noticeable turnover in the PRS reflecting the more transitory nature of PRS tenancies in the area.

The area has high levels of deprivation but also strong, active and vibrant community groups, including Bangladeshi Women's Association, Litter Watch, Tipton Muslim Community Centre, Tipton Community Association and Tipton – Murray Hall Community Trust. These community groups will play a crucial role in delivering the Net Zero initiatives alongside Sandwell Council if funding is awarded.



Community

Demographics

The local household size, with 2.8 residents per dwelling, is larger than average for Sandwell (2.5) and West Midlands (2.4) with many generations sharing one house.

The age profile is even, with 22% under 16, 11% 16-24, 65% 25-64, and 13% 65 and over.

There is a large Muslim and Sikh population – in line with Sandwell but higher than West Midlands and England with a substantial Indian, Pakistani and Bangladeshi community.

The area has a larger than average concentration of residents with no formal qualifications.

Community assets

Tipton has great community infrastructure in a relatively small area with the main assets closest to the site listed below:

- Tipton Muslim Community Centre
- Shah Jalal Mosque
- Sacred Heart and Holy Souls Church
- Compass Education School
- Tipton Library (0.6 miles from Park Street)
- Sandwell Leisure Trust fitness and sports centre is located at the Carnegie Building, Victoria Road
- Victoria Park



Community

Community Groups and Existing Engagement Initiatives

The area has a strong community identity with active and vibrant groups - it will be essential to have their leadership on the Net Zero Neighbourhood initiatives. Community engagement will be crucial to the success of the scheme and the catalyst for a long-term change towards a sustainable neighbourhood.

- **Bangladeshi Women's Association** provides advice and support for the local community on a range of subjects, including welfare rights, housing, education, employment, debt and family issues. It is a longstanding and active group that also manages Tipton Muslim Community Centre and the Jubilee Centre in Great Bridge. The Association is led by a local Councillor and TMCC has a range of community activities.
- **Litter Watch** is a community led charity, supported by Sandwell Council and Serco. It was established to help Tipton residents tackle their environmental concerns and provide information. It arranges litter picks around the area and support the community to deal with environmental issues.
- **Tipton Community Association** is an organisation of volunteers which brings organisations and people in the Tipton area together. They organise various community events and provide a corporate routes for the community. They also operate Tipton Community Resource Centre.
- **Murray Hall Community Trust** builds community resilience through providing high quality services and support to people with a variety of needs, by working to give children the best start in life, make a positive impact on peoples' health and well-being, reducing isolation and loneliness, facilitate empowerment to ensure people get the right support and help individuals to maximise their potential.
- **Tipton THE - targeted early help** - offers support to children, young people and families who need some help to make things better. This may include support with parenting, routines and boundaries, maintain a safe standard of home conditions or keeping children safe. This is achieved through the development of a 'Team around the family' (TAF) plan. TEH will devise the plan with the children, families and all professionals working with the family.

In summer 2018 Sandwell Housing undertook consultation with local residents, following complaints of anti-social behaviour in the Oldbury / Tipton Green area. One of the priorities identified was the Environment.

There was a local consultation event at the Bangladeshi Women's Community Centre in Spring 2018 about the Corporate 2030 Vision, 70+ residents attended and consulted with the Council, providing their ideas, priorities and issues. This information was fed back to the corporate team and helped influence the new corporate plan. There has been localised engagement during community events such as Safer 6 which resulted in Housing arranging skip days, gating on some private alleyways, a joint intervention with the fire service to visit private properties and asking private sector housing to target the area. Prior to COVID there was an annual fun day in Victoria Park, being on the doorstep to the Park Estate many residents would attend. At this annual event the local authority was well represented with officers who represented and promoted their own service area.

Built Environment

Housing stock characteristics

The majority of the buildings in the neighbourhood are residential in use with retail and local services concentrated along Park Lane East. There are 372 residential properties, of which some have been recently built. The newer properties are located to the south-east of Park Lane East.

Wholesale and warehouse buildings are located by the canal along the north-east boundary line.

As discussed earlier, numerous primary community facilities/assets are scattered throughout the estate.



Shah Jalal Mosque viewed from the canal.



Built Environment

Housing Stock Characteristics

The majority of the houses in Park Lane Estate in Tipton are privately owned (owner occupier: 52%) with a small number being council owned and other social housing (9%). There are a significant number of private rented sector homes: 27%:

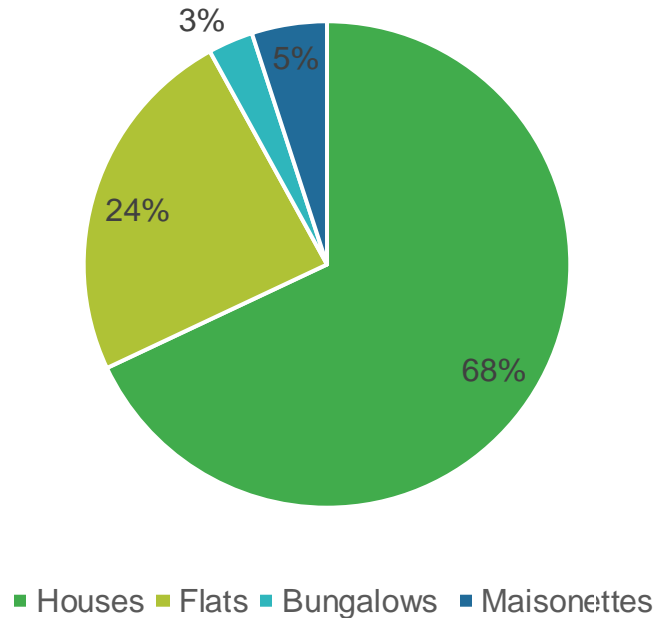
Council homes: 47
Owner occupiers: 193
Private rented sector: 93
Other: 39

The total housing mix is 68% houses (mainly terraced and semi-detached), 24% flats, 3% bungalows and 5% maisonettes.

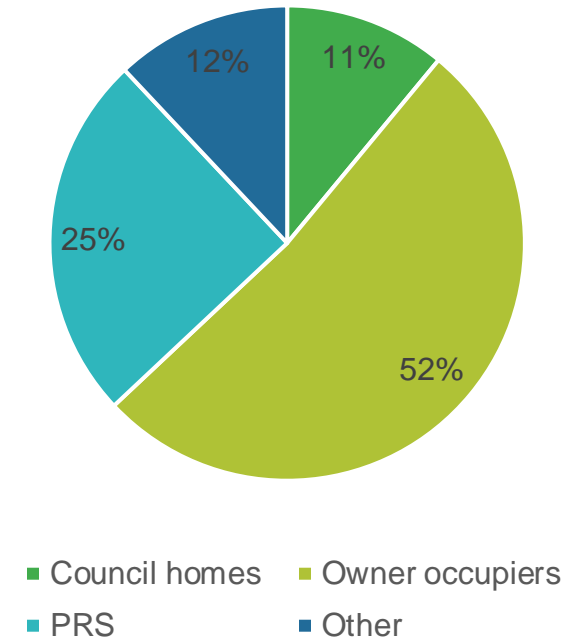
Residential buildings were typically constructed between 1900 and 1949 with more recent development located along Carnegie Avenue and Peel Street.

The estimated residential property values range from £71 000 to £148 000 with the average well below the average property value for the West Midlands.

Housing mix



Tenure mix



Built Environment

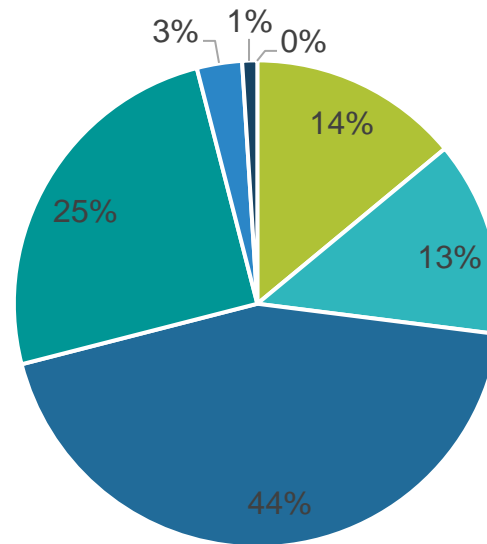
Housing stock characteristics

The EPC ratings of the existing homes are low: 26% B&C and 74% D-G

Typical for the region, the majority of houses are of brick construction with low performing thermal envelope:

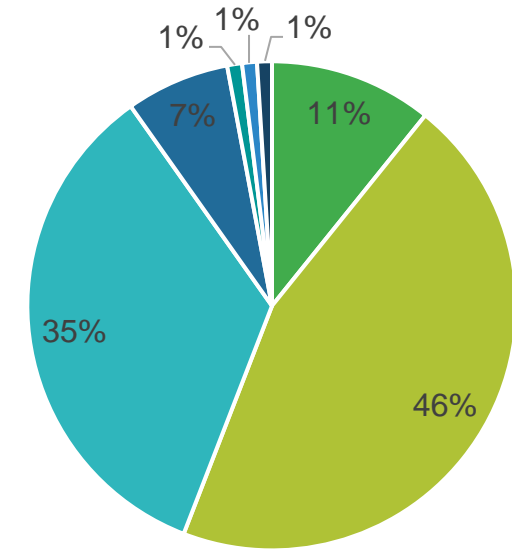
- approximately half of the properties have no wall insulation
- almost half of the properties have no roof insulation or insulation that's lower than average in performance
- even though the majority of the properties are fitted with double glazed windows, their performance is poor for most of them; 10% have only single glazing
- 70% of properties are not fully fitted with low energy lighting
- 85% properties rely on gas for heating and DHW; where electricity is used, space heating is provided via direct or storage electric heaters

Current EPC rating



■ A ■ B ■ C ■ D ■ E ■ F ■ G

Potential EPC rating



■ A ■ B ■ C ■ D ■ E ■ F ■ G

Transport Infrastructure Overview

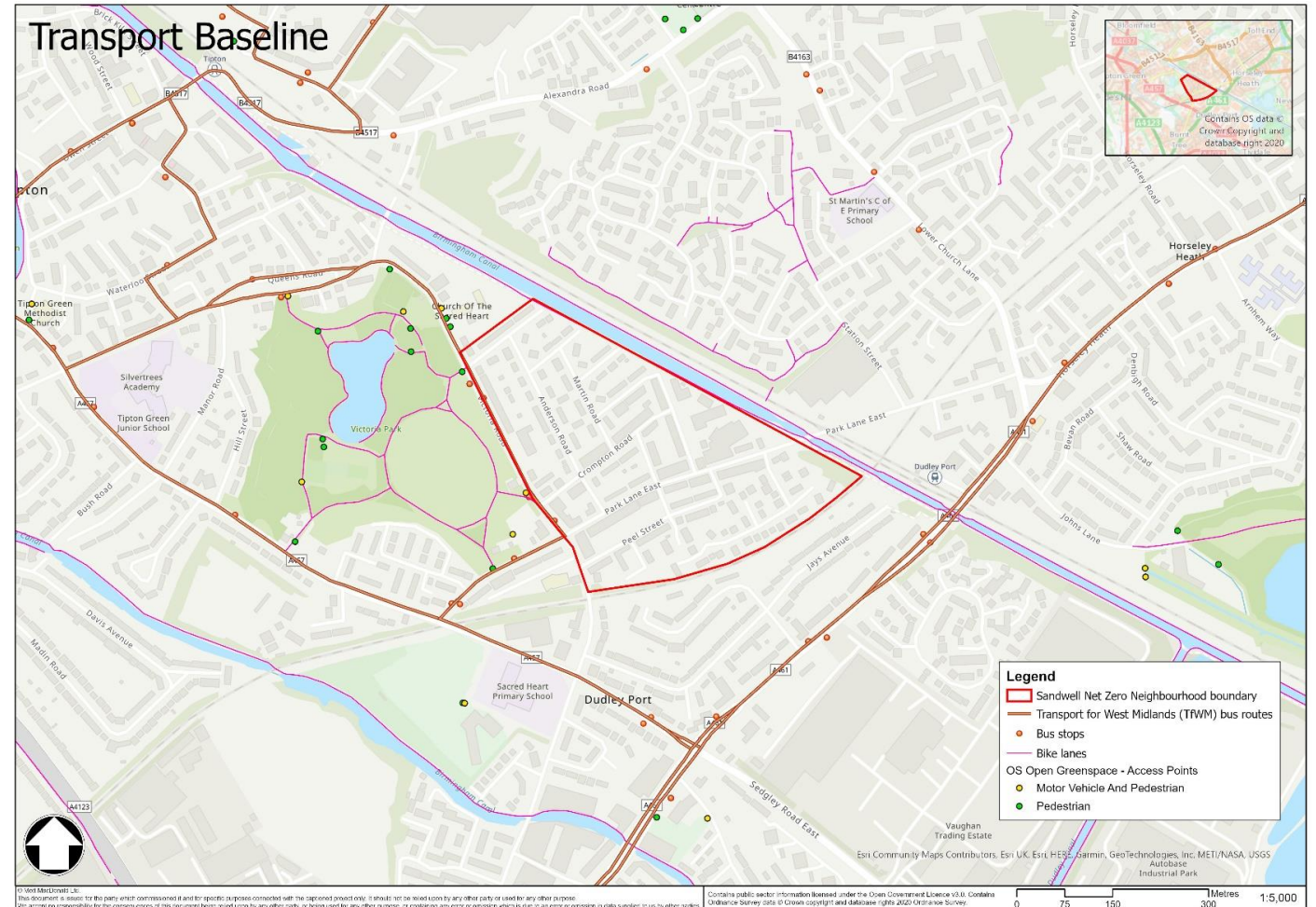
The neighbourhood is one of the best connected locations in the Black Country, and has strong public transport assets, comprising:

- Rail connections to Birmingham, Wolverhampton Coseley, Smethwick, and Oldbury from Tipton or Dudley Port stations.
- Bus connections to Dudley and West Bromwich. Dudley to Birmingham (74 service) and Walsall to Dudley bus services serve the neighbourhood and the area is part of the West Midlands Bus Improvement Plan approved by Government.
- The new Metrolink will enable residents to easily access central Birmingham, Dudley and Wednesbury.

However, the above have limitations and are underused:

Rail stations are difficult to access, have low frequency services (2/hr per direction) and un-welcoming surroundings. Patronage has increased by 400% to 500,000 per year over the last 20 years but is still less than half of other local stations such as Sandwell and Dudley. Routes to bus stops on Dudley Port Road are not direct.

There appears to be high car usage in the neighbourhood (a high proportion of taxi and uber drivers among residents) with narrow streets and parking issues being a feature of the area. At the same time 31% of households have no car or van availability.



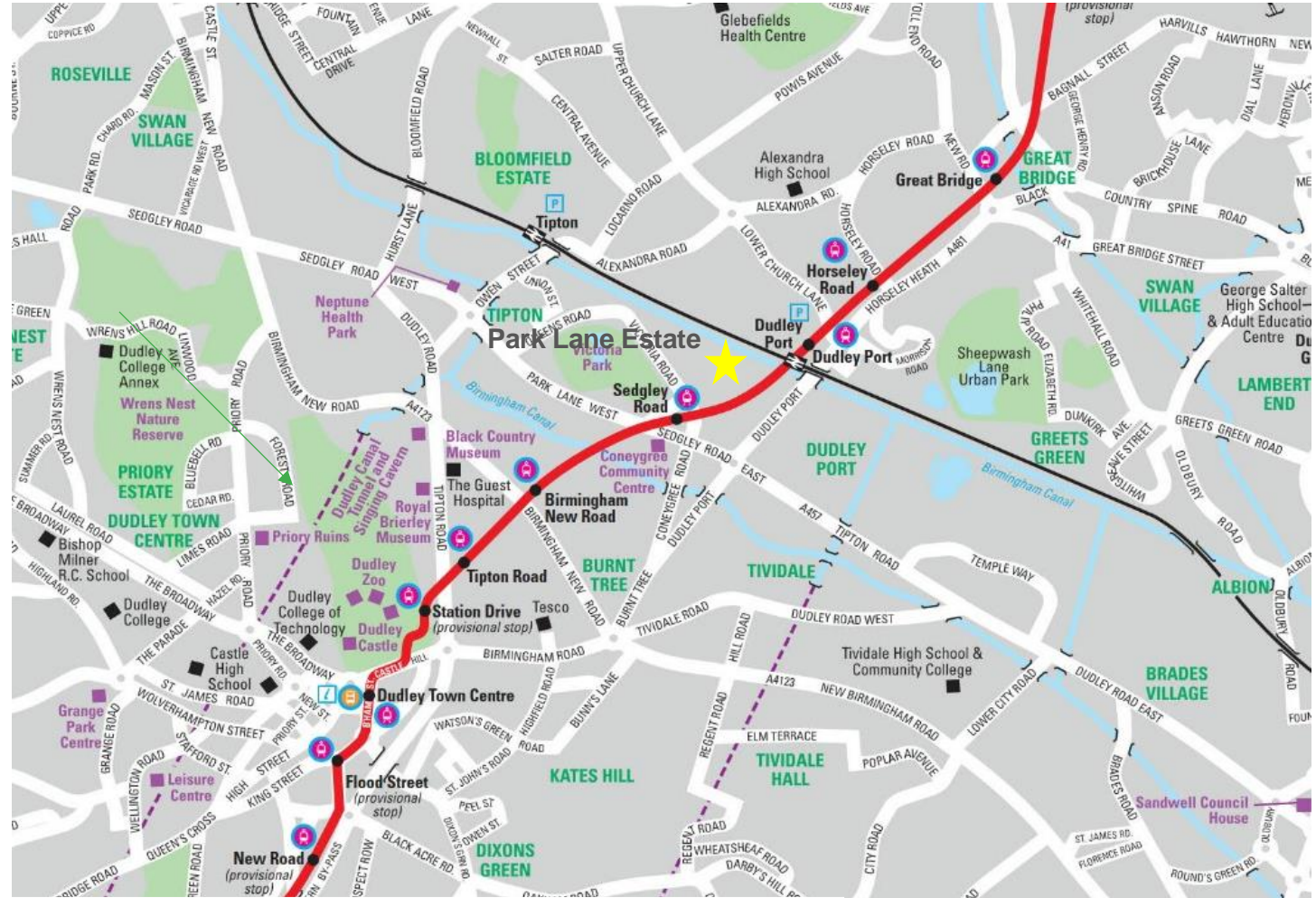
Transport Infrastructure

Metro Extension

The new £450million Wednesbury to Brierley Hill Metro extension forms part of Transport for West Midlands' (TfWM) ambitious plan to regenerate public transport in the region. Due to open in 2023, the new 11km line will extend the already successful Metro service further into the heart of the Black Country, providing convenient interchanges with local bus and rail services.

The journey between Dudley and Birmingham is estimated at 40 minutes, with Wolverhampton to Dudley around 30 minutes. An approximate travel time between Brierley Hill and Birmingham is 53 minutes. The new line will link Dudley and Brierley Hill directly with the Metro line serving Birmingham and Wolverhampton and provide fast and frequent services in each direction.

The Park Lane Estate will be served by two stops - Sedgley Road and Dudley Port. Good, direct and attractive pedestrian connections should be provided to both stops to maximise the use of the service.



Extract from Wednesbury to Brierley Hill Metro extension plan by TfWM.

Transport Infrastructure

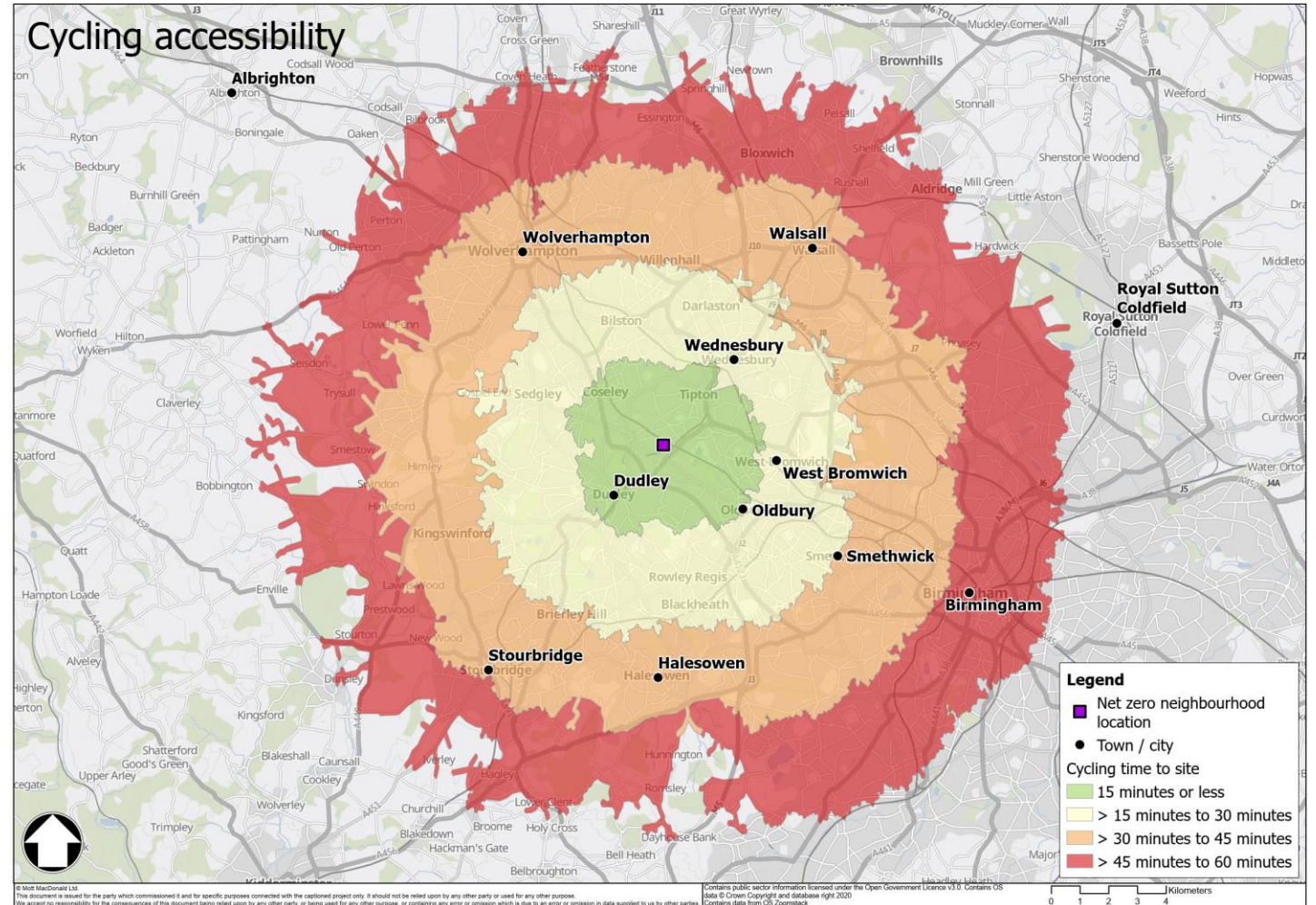
Cycling Accessibility

The site is close to national cycle route 81 along the Canalside, but the direct access to the canal path from the site is currently closed.

Four canal access points in the development are blocked off, which is a trend across the wider canal network. There is little or no activity on the canal which increases safety concerns for the users and risk of being isolated.

There is a good provision of cycle parking at Dudley Port Station, but the access provision to the station for cyclists is poor and unsafe.

Also, there is low proportion of people cycling, due to lack of skills and cycle storage facilities.



Amenities

The '15-minute neighbourhood'

The holistic approach and principles of a 15-minute neighbourhood are central to achieving a net zero neighbourhood, particularly around low carbon mobility and behaviour change.

A 15-minute neighbourhood is one in which residents can access all their most basic, day-to-day needs within a 15-minute walk or cycle from their home.

It is unlocked through a menu of policy actions and based upon four pillars:

1. proximity
2. diversity
3. density
4. ubiquity.

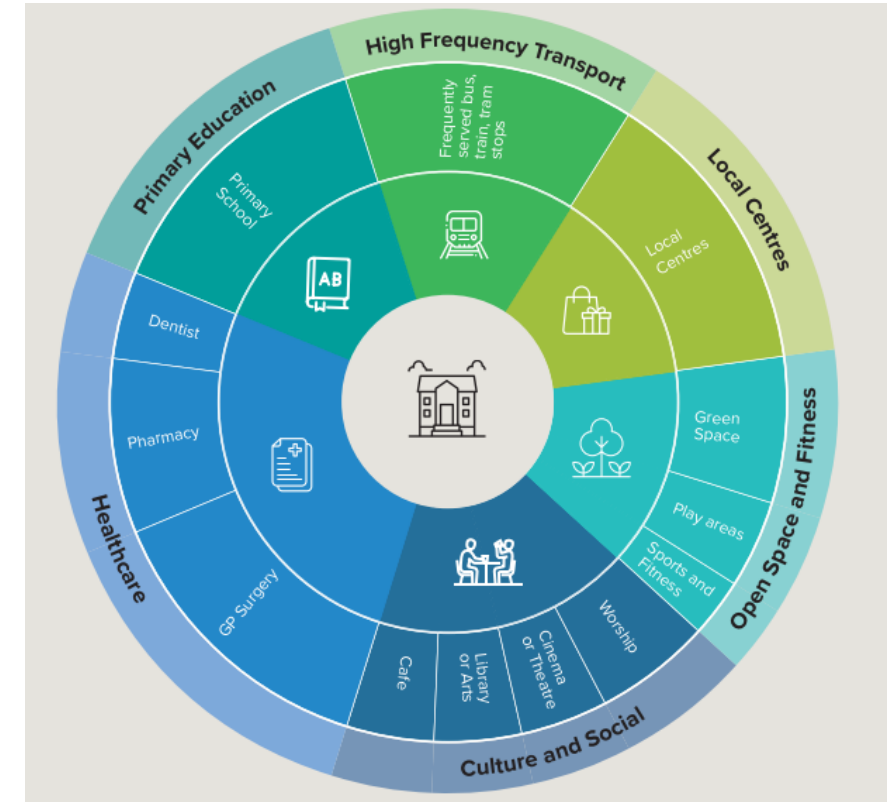
Reducing car use and encouraging active travel are central to delivering the 15-minute vision. '15-minute' policies can transform urban spaces into connected and self-sufficient neighbourhoods.

Taking into account the existing characteristics of the Park Lane Estate, it already has many of the features that would make up a 15-minute neighbourhood, and Phase 1 of the Net Zero Neighbourhood funding could unlock further features.

The 15-minute neighbourhood serves as an organising principle for urban development and urban life that makes life more liveable for residents, by improving air quality and making neighbourhoods safer, quieter, more diverse, inclusive and economically vibrant – all elements that chime with the Net Zero Neighbourhood concept.

Just like a Net Zero Neighbourhood, it requires a move towards a more decentralised and devolved planning framework that understands in granular detail the unique characteristics of each neighbourhood and encourages development that will demonstrably improve the quality of life of the residents in those neighbourhoods.

In the UK, there are relatively few examples of planning policies and interventions that nurture 15-minute neighbourhoods, but the low traffic neighbourhoods being pioneered in Waltham Forest and Sheffield – and those planned for Bristol, Bath, Manchester and other cities – are tentative first steps. There is huge potential for Park Lane Estate to embody 15-minute neighbourhood principles to address the low carbon mobility elements of a Net Zero Neighbourhood



Principles of a 15-minute neighbourhood.

Amenities

15-minute neighbourhood

The Park Lane Estate has good access to public transport, and amenities, as illustrated on the 15-minute isochrone to the right. Amenities are plotted showing 15-minute city features in the area. These include:

High frequency PT stops, Primary Education, NHS Primary care NHS Pharmacy, NHS Dentists, Cultural facilities, a cinema, main and regional centres, and Green space.

A score of (1 * amenity type weighting) is given if the area includes at least one point from the amenity layer. A score of 0 is given otherwise. Individual amenity layer scores are added for a total score.

The maximum score possible is 5.85 (100%). Given the scoring criteria, the site scores 50% of possible amenities within a 15 minute walking distance. Although the site scores well in terms of amenities, the pedestrian and cyclist routes are of poor quality. To achieve the full potential of this neighbourhood, investment in improving pedestrian and cycle routes should be considered. The provision of absent amenities could be facilitated through the future potential funding opportunities and low carbon mobility features are therefore identified later within this Net Zero Neighbourhood plan.

Absent



Primary Care



Entertainment



Cinema



Main and Regional Centres

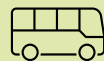
Present



Dentist



Primary Education



High Frequency PT



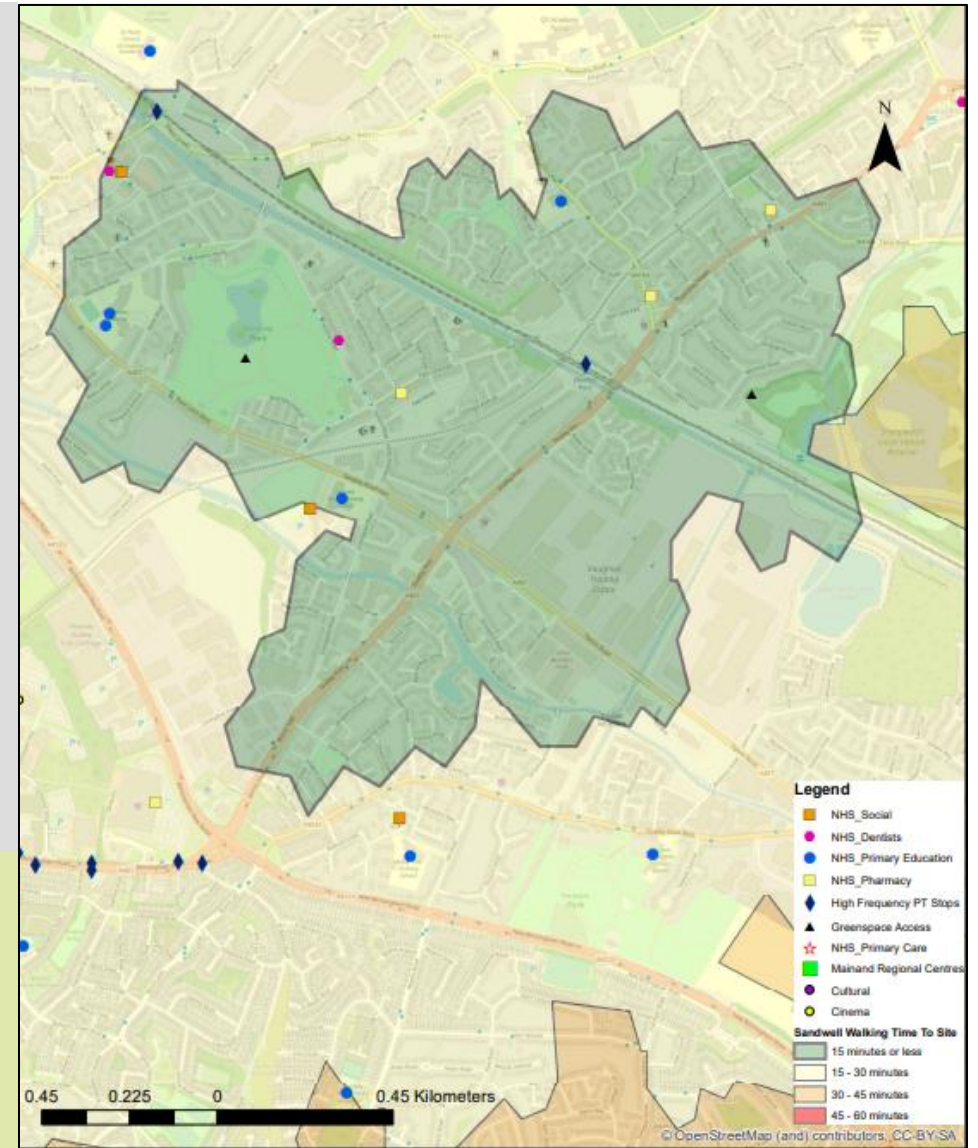
Pharmacy



Social



Green Space



Natural Environment

Green Infrastructure

The estate is surrounded by open spaces, with Victoria Park and Birmingham canal framing it from the north-east and south-west. Further east, within a 15 minute walk lies Sheepwash Nature Reserve. Victoria Park has good provision of cycle paths and a skate park together with a pond and a mix of open meadow and parkland areas. It is a very valuable local resource, that also hosts local community events and could be used to a further extent to increase physical activity in local population.

The Birmingham Canal could potentially create one of main links for cyclists and pedestrians with the wider area (two train stations and Sheepwash Nature Reserve) but it is not currently accessible from the site, as the four entrances onto the towpath from the estate have been blocked in the past due to fly tipping and anti-social behaviour.

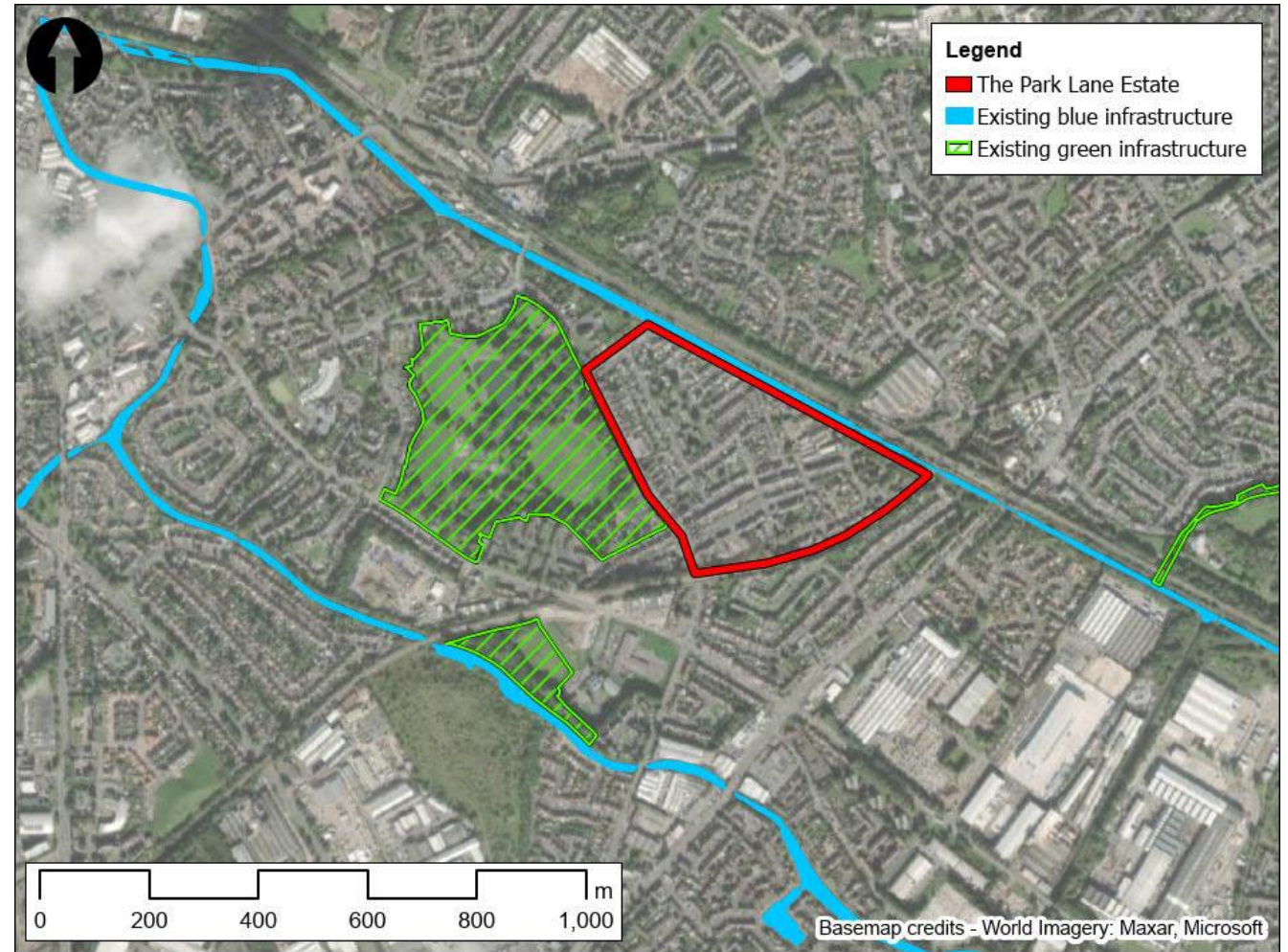
There is relatively poor green infrastructure within the estate itself, with very low tree planting and local open space provision. There is therefore an opportunity to create green corridors that would support pedestrians, wildlife, improve air quality and the amenity value of the estate.



Victoria Park



Sheepwash Nature Reserve



Green and blue infrastructure plan.

Portfolio of Interventions



Interventions

Overview

Based on the analysis of available baseline data, wider policy review and three workshops with SMBC, a portfolio of interventions have been identified for the Estate. These recognise the importance of the holistic approach when identifying potential bespoke neighbourhood interventions to achieve Net Zero – a principle at the core of Sandwell’s Climate Change Strategy 2020-2041 and PAS 2035, the framework for building level retrofit. In the future delivery of the Net Zero Neighbourhood Plan there is considerable value in scaling up to a whole neighbourhood approach, in order to identify both synergies and multiple benefits of certain interventions but also to avoid potential unintended consequences.

The process that enabled identification of the potential interventions started with baseline data analysis, using existing open data in an ArcGIS online webmap. The topics covered included community demographics, environmental constraints and assets, community resources, housing and connectivity (including public transport and active travel links). In parallel to gathering the data was a workstream focused on the appropriate approach to community engagement, key stakeholders and community groups and relevant wider plans, policies and strategies that support and align with the Net Zero Neighbourhood Plan.

In order to maximise the combined knowledge of Mott MacDonald specialists and Sandwell officers we ran three interactive workshops that allowed review of the proposed interventions in a holistic manner and to discuss community priorities and key elements of the community engagement plan. The result is a palette of interventions derived from an assessment of local needs and which embody a ‘place-based’ approach to Net Zero – a tenet of the Net Zero Neighbourhood vision.

The interventions are aligned with the following themes: Built Environment, Low Carbon Mobility/Active Travel, Natural Environment and Community Growth. The list of potential interventions goes beyond what could be achieved within the Phase 1 £1.65m funding package but there is a potential for match funding and private sector investment in the medium and longer term horizons, so the interventions have also been split into the short- and long-term packages. To demonstrate wider alignment with regional ambition, the interventions have all been mapped against the eight principles of the WMCA Inclusive Growth Framework.



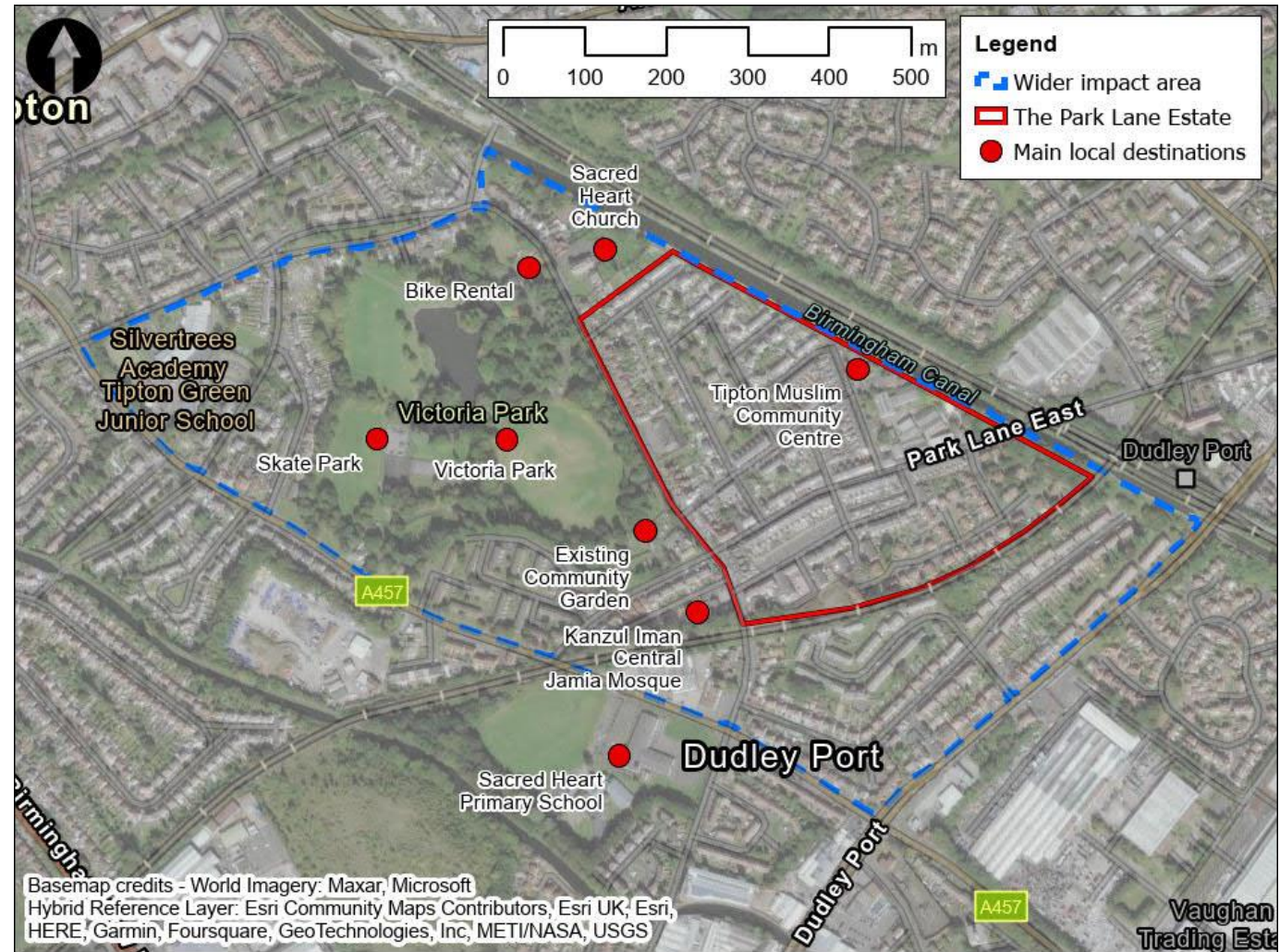
WMCA’s Eight inclusive growth principles.

Interventions

Overview

For some interventions to yield their full long-term benefits, they need to extend beyond current red line boundary of Park Lane Estate. These interventions mainly relate to active transport and community engagement. To capture this, a wider blue line boundary has been added which encompasses Victoria Park, Silvertrees Academy, the Sacred Heart Church and the area adjacent to Dudley Port Station as the main destination points and/or community activity centres. The blue line boundary encompasses a wider influence area whilst maintaining the neighbourhood scale.

As presented earlier, in the development of this plan a holistic approach has been taken, incorporating the principles of 15-minute neighbourhoods. The 15-minute neighbourhood approach helps realise many of the same benefits sought by a Net Zero Neighbourhood, especially in reducing car use, improving air quality and making neighbourhoods safer, quieter, more diverse, inclusive and economically vibrant.



Map of the Park Lane Estate and wider impact area.

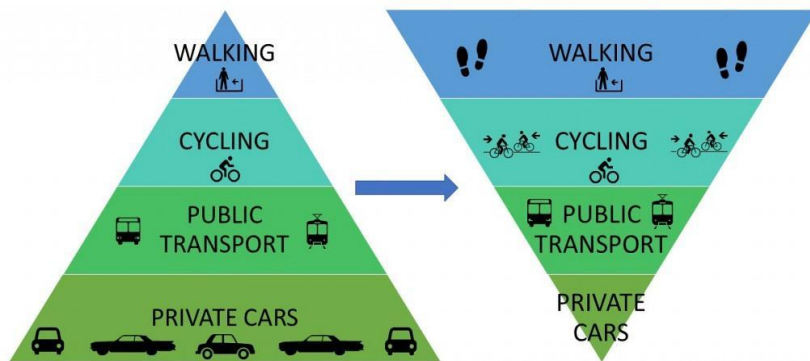


Image via Bike Republic.pl

Immediate interventions – built environment

Immediate built environment interventions are the core interventions that could be implemented to maximise the benefits of the £1.65m Phase 1 Funding. According to baseline data, approximately half of the residential property have insufficient, or no roof, wall or window insulation. By allocation of a large proportion of the funding towards those needs, we can ensure immediate improvement to energy efficiency, heating cost and carbon emissions. These inherently embody the fabric-first approach from PAS 2035.

Intervention	Cost	Potential funding	Long-term outcome
Cavity wall insulation	£850 pp	ECO4 funding, LA Flex Social Housing Decarbonisation Fund- for council properties	Insulated homes, warmer and more energy efficient, lower heating cost.
Roof insulation	£650 per property	ECO4 funding, LA Flex Social Housing Decarbonisation Fund- for council properties	Insulated homes, warmer and more energy efficient, lower heating cost.
External and internal walls insulation	£12 000 pp- LA rates (with known contractors)	ECO4 funding LA Flex- for council and private properties Social Housing Decarbonisation Fund- for council properties	Insulated homes, warmer and more energy efficient, lower heating cost.
Windows	£2500 pp- LA rates (with known contractors)	ECO4 may include windows SMBC windows replacement programme Social Housing Decarbonisation Fund- for council properties	Insulated homes, warmer and more energy efficient, lower heating cost.
PV (panels with batteries) on private houses	£9000	ECO4 funding LA Flex	Lower energy bills, potential for selling energy to the grid
PV on community buildings	Dependent on roof area	PV on community buildings	Lower energy bills, potential for sharing the energy with community. Opportunity to work with local Mosque and community centre- support them to support community engagement
Heat pumps	£5000-£20,000 varies	ECO4 funding, LA Flex Social Housing Decarbonisation Fund- for council properties	Lower heating cost, significantly lower CO2 emissions.
Underfloor heating	£1800pp	ECO4 funding, LA Flex Social Housing Decarbonisation Fund- for council properties	Lower heating cost
Low energy bulbs	£80 pp		Lower energy bills
Low energy appliances	Varies		Lower energy bills

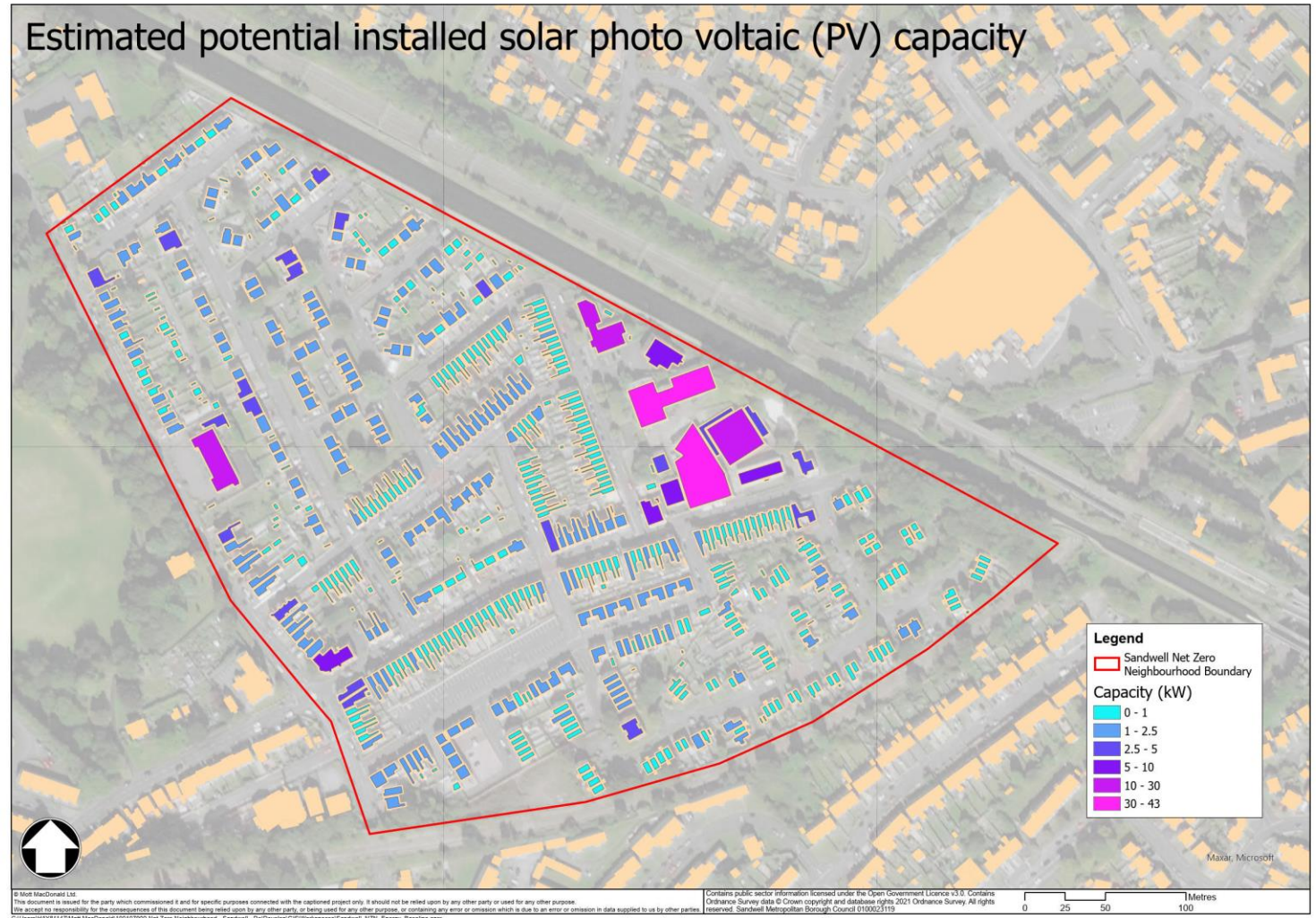
Immediate interventions

Estimated potential for PV capacity

The diagram to the right illustrates the potential of installing solar photo voltaic panels on the houses within Park Lane Estate. The best results would be achieved from installing PV widely on residential properties within the estate, as they form the majority of the available roof space, rather than just focusing on community buildings.

Since most houses are privately owned with only 9% being owned by the Council, implementation of this opportunity will require close engagement with the community. Along with education and support from the council to encourage buy-in from the property owners.

The community engagement plan forms a crucial part of this Net Zero Neighbourhood Development Plan, as it is recognised that the community will be central in driving the transition to Net Zero in the long term.



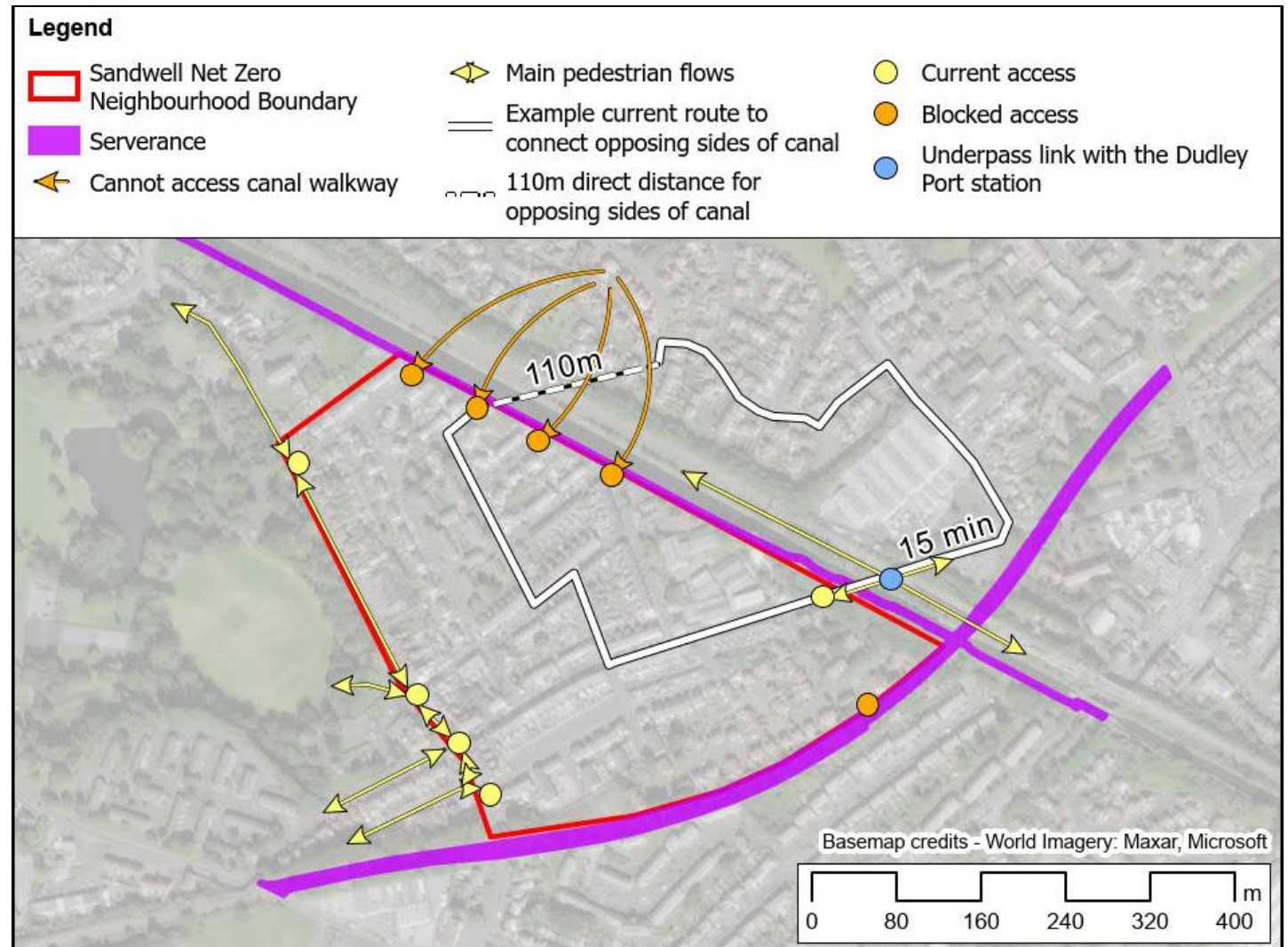
Immediate interventions

Connectivity and permeability

Although the estate is located in an area well served by public transport and local amenities, the estate permeability is low. There is severance along the entire north-eastern and southern faces, with over 1km between crossing points on foot between Tipton Station and Park Lane West. This single crossing point is poorly lit and overlooked. This creates, for example, an unnaturally long walking route to Q3 Academy Tipton. The access to the canal itself from the site is currently blocked at all four locations by metal fencing. Victoria Park is also only accessible via gates, as the park is fenced off.

The existing connections and links through the site are also of poor quality, running along car-dominated streets with very little planting and narrow footpaths. Particularly poor is the underpass link with Dudley Port station and the future Metro stop.

The four access points to the canal path were blocked in the past due to fly tipping issues. It is considered that health and connectivity benefits are now greater than the risk of fly tipping reoccurring. Consideration has also been made for future measures to deal with this problem, should it happen. Increased use of the canal path and presence of people will provide natural surveillance for the area and improve its safety and security, along with a community neighbourhood watch scheme and local authority powers to install CCTV cameras and issue fines. Taken together, fly tipping and other anti social behaviours could be discouraged and eradicated whilst unlocking the benefits of opening up canal towpath access.



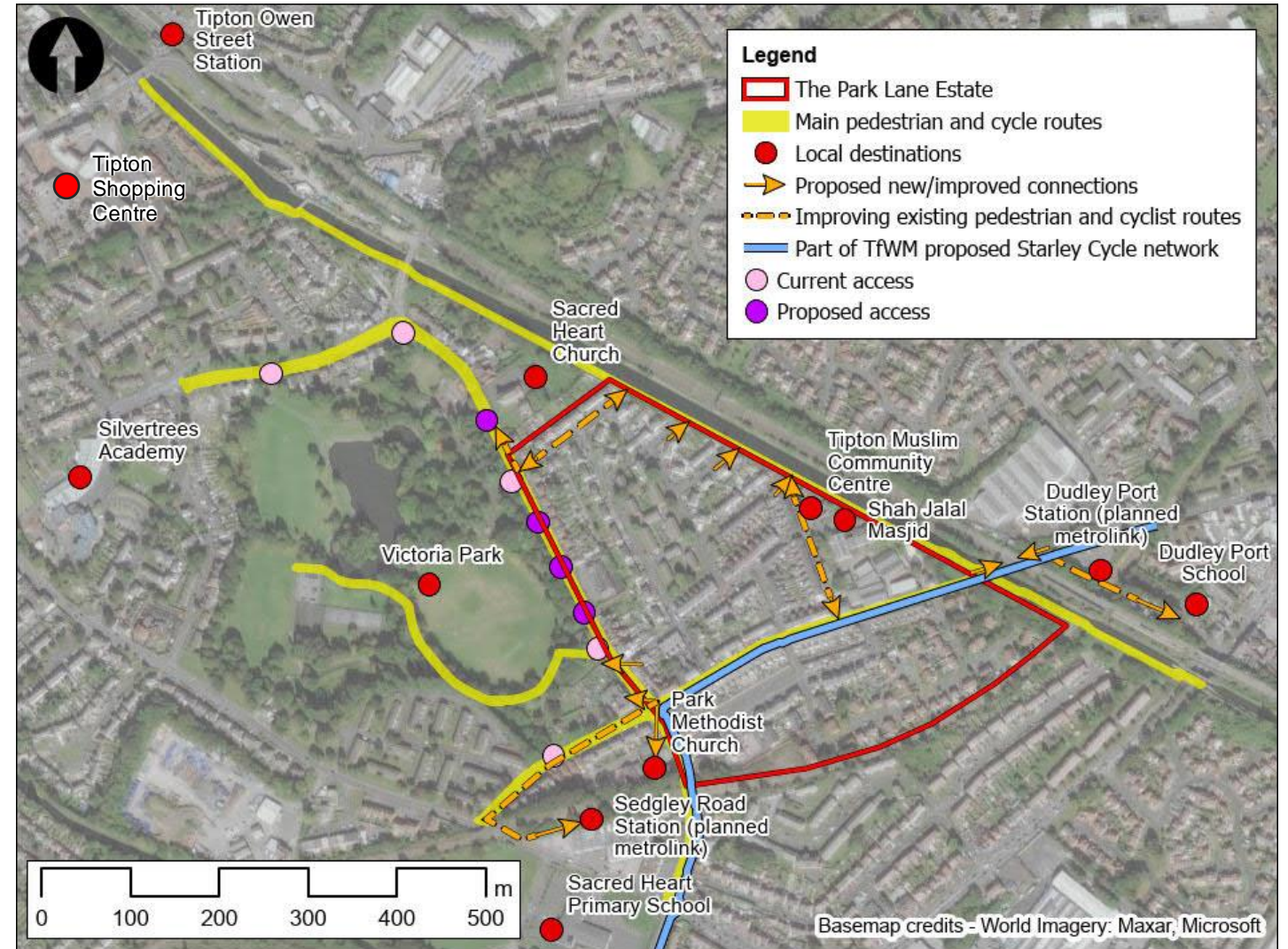
Access and permeability plan.

Immediate interventions

Connectivity and permeability plan

To encourage active travel the improvement of the cycle and pedestrian connections and infrastructure should be viewed as a priority. It is recommended that the immediate interventions should include:

- Opening up Victoria Park by adding four new access points
- Opening access to the canal (four access points)
- Improving the linkage from the canal to Victoria Park via Park Street, bridging Victoria Road (160m in length).
- Improving the linkage from planned Starley Network on Park Lane East with surfacing on Wellington Road (160m in length).
- Improving the pedestrian environment within the site,
- Improving pedestrian links with main destinations, including public transport (Dudley Port station underpass) and schools
- Engaging with the community, explaining the benefits of active travel, and assisting with alternative route planning for walking, cycling or public transport.



Immediate interventions

Connectivity and active travel

Local streets are not suitable for segregated cycle routes due to their narrow width, so improved surfacing and signage may be a better approach.

Taken together these would all lead to an immediate improvement in air quality, health and wellbeing.

Sandwell has already initiated multiple projects aimed at increasing the amount of active travel within the borough, including the proposed TfWM Starley Cycle Network.

Locally, there are also plans to open a cycle storage and bike rental centre in Victoria park with the aim to deliver cycle leader training programmes, to members of the community, who can then share this knowledge with others.

This cycle scheme is scheduled to start in summer 2022 and the scheme is operating across all six towns in Sandwell. The bikes are being provided by Cradley Heath Community Link, who received donations from Halfords, and are being stored in council storage containers, one of which will be located in Victoria Park.



Underpass connecting the Park Lane Estate with Dudley Port Station – unsafe environment for pedestrians and cyclists. .



Existing provision of cycle parking at Dudley Port Station.

Immediate interventions – low carbon mobility and active travel

A balanced Net Zero Pathway needs a 10% reduction in CO₂ per km by 2023, WMCA's 2041 Net Zero Pathway requires a 35% reduction in car km and 35% reduction in CO₂ per km.

Intervention	Cost	Potential funding	Long-term outcome
On street EV charging points	Level 2 chargers cost £12 000 per charger, including network connections. Level 3 charging stations range from GBP 9,600 to 28,000 for the charger and hardware (with average £18 000)	As of 1 January 2022, the ORCS has funded the installation of 2,038 public charging devices since the scheme was established in 2017.	Access to EV charging points, infrastructure in place.
Cycle storage within public spaces. Work with local institutions to place cycle parking on Wellington Road (near Tipton Muslim Community Centre) and Park Lane East near shops at Victoria Road end, and Sacred Heart and Holy Souls Catholic Church on Victoria Road.	Wooden bike shed for around £400 or a steel shed for around £500, large metal-framed sheds with perspex coverings for around £1,000.	West Midlands Cycling Charter Sandwell has already initiated multiple projects aimed at increasing the amount of active travel within the borough, including proposed TfWM Starley Cycle Network. Locally, there are also plans to open a cycle storage and bike rental centre in Victoria park. The bikes are provided by Cradley Heath Community Link	Accessible and safe cycle storage encourage use of bikes and long term shift in behaviour.
Cycle parking at school	Cost depends on type of parking provided: average £8,000 per school	West Midlands Cycling Charter	Cycle routes and parking facility at school to encourage active travel and early years positive habits building in kids.
Open access to Victoria Park	Providing min additional 4 access points to Victoria Park. Low cost measure (<£2000)		Permeable and inclusive open space. Increased usage, improved safety, walking and cycling routes
Improve permeability and connectivity of pedestrian and cyclist routes. Provide connection points/links to Dudley Port station in the area and the National Cycle Route 81, provide signage and lighting.	Mixed Strategic Cycle Route cost is typically £0.46-0.88million/km. The cost depends on the level of infra changes needed. Assume 0.5km.	West Midlands Cycling Charter	Improved, easy, safe and attractive pedestrian access to public transport to encourage shift in transport behaviours. Reduce reliance on cars.
Improve linkage from canal to Victoria Park via Park Street, bridging Victoria Road. 160m in length. And from planned Starley Network on Park Lane East with surfacing on Wellington Road: 160m in length.	Resurfacing cycle route cost £0.14-0.19 million/km	West Midlands Cycling Charter	Improved, easy, safe and attractive pedestrian access to public transport to encourage shift in transport behaviours. Reduce reliance on cars.
Reopen four blocked entrances to the canal path.	Cost depends on the extent of fences to be removed. This is likely to be per entrance, estimated at <£2000. Public realm works may be needed.	Potential for Canal and River trust funding.	Permeable and inclusive open space and active travel route. Increased usage, improved safety, walking and cycling routes. Wellbeing and physical activities. Native planting will support biodiversity and green and blue corridors.

Immediate interventions

Proposed location of EV charging points

The map illustrates potential locations for EV charging points that have already been identified by the Council. The kerbsides highlighted in green would be suitable for charge point installation based on a number of factors including (but not limited to) available road space, footway width and parking restrictions.

Sandwell is already looking at installing three charging points. The Net Zero Neighbourhood Plan proposes additional three standard charging points and two fast charging points with the exact number depending on final costings. This element is understandably closely connected with a Western Power Distribution quote for connecting the EV points to the wider electroactivity network.

The fast-charging points (type 3) are proposed due to the significant number of taxi drivers in the neighbourhood that could benefit from them in future.



Immediate interventions – natural environment and green spaces

Natural environment and green spaces interventions are closely connected with active travel and community growth. They all aim to improve local environment (air quality, biodiversity, water retention) and the wellbeing and health of community members. Greener streets improve the quality of the public environment, encourage walking and cycling while reducing car use. Involvement in community gardening groups and local food production can continue to improve community bonds and knowledge about the natural environment and sustainable food production. Encouraging and supporting gardening and tree planting in private gardens can substantially increase green cover within the estate and increase biodiversity and amenity value as well as contribute to urban cooling – a priority of Sandwell’s climate strategy.

Intervention	Cost	Potential funding	Timescale	Long-term outcome
Greening streets: Tree planting Green verges Trial tree and wildflower planting along highways/roads	Varies – Wildlife Trusts can provide free trees alongside other charities.	WMCA has small Community Green Grants schemes (potentially tree planting funds opportunities)	Immediate start, ongoing management	Improved quality of pedestrian and cyclist links, elimination of heath island, improved air quality, improved biodiversity and wellbeing. Tree planting along roads- mitigate lack of open green spaces, tackle vehicle air pollution. Change hard landscapes to soft soil and grass- absorb carbon.
Improve biodiversity along the canal. Raised vegetation around benches	Combined with reopening the canal and improving canal path.	West Midlands Cycling Charter	Immediate	Long term improvement to biodiversity and connectivity of the canal corridor, improvement in amenity value and making it attractive pedestrian and cycle route.
Encourage gardening in private gardens, organise community gardening groups. Propose small tree planting in back gardens.	Run by local charity/community groups with support from the council	WMCA has small Community Green Grants schemes (potentially tree planting funds opportunities)	Immediate start, long term activity	Private gardens play major role in supporting wildlife and biodiversity in urban areas, by improving them, we support biodiversity and habitat connectivity. Food production, education, physical activity.

Immediate interventions – community growth and engagement

The community will be the driving force behind the net zero transition and community engagement will be at heart of co-design, selection and implementation of any interventions proposed. To enable the needed long-term shift in behaviour and change towards more sustainable neighbourhoods, Sandwell will be working closely with the community to support and empower local residents.

Intervention	Cost	Potential funding	Timescale	Long-term outcome
Provide dedicated support in community centre to help access funding and understand the energy efficient solutions	1 person 2 days a week		Immediate start, long-term provision	Supporting private house owners to make the improvements and change to net zero measures easy and financially beneficial. Ensuring buy in from the community.
Involve people in design and management of local open spaces.	Run by local charity/community groups with support from the council	WMCA has small green community grants schemes (potentially tree planting funds opportunities)	Immediate start, ongoing management	Sense on involvement and ownership. Caring about community.
Encourage neighbourhood watch groups, litter picking events.	Run by local charity/community groups (Litter Watch) with support from the council		Immediate start, long term activity	Sense on involvement and ownership. Caring about community.
Organise community events focused on sport, mobility, natural environment, educate at school	Run by local charity/community groups with support from the council		Immediate start, long-term, reoccurring events	People care of what they know and own, create long-term engaged community, improve safety and amenity of the area, encourage physical activity, improve wellbeing.
Net Zero economy training scheme Local authority focus is on providing training and engagement with the local community around climate change and how we could use this to deliver targeted training, albeit adapted and moulded for local needs by using the local community centre. It could include practical skills training (PV fitting, insulation installation etc.) to be used on retrofitting schemes.	Run by external provider using local community centre.	Carbon Literacy Training SCVO Vision 2030 Climate Change training grant.	Medium to long term	Local residents could be trained in delivering retrofitting services to housing within the region. Employment activating and providing skills for the future.

Future interventions – Built environment

Built environment interventions form a large proportion of the Phase 1 funding allocation, focused around building fabric improvements. However, various longer horizon interventions have been identified throughout the development of this Plan. These will be investigated in more detail during Phase 1, with a key outcome of the first phase being the planning for future phases.

Intervention	Cost	Potential funding	Timescale	Long-term outcome
Heat network (ground source or air source, potential to use canals)	Expensive and unique to each location.	Green Heat Network Fund	Future investment	Air and ground pumps are a sustainable source Can use the grid and potential to make money from selling Creates jobs More reliable costs Opportunity to work with the Canal and River trust More sustainable than individual heat pumps- can't be taken out, responsibility on LA or private company to maintain. The GreenSCIES team worked with Sandwell on a heat network feasibility project in Smethwick and the key findings from that study were around the potential benefits of integrating solar PV with heat networks and using that to supply charging points for electric vehicles. There could also be opportunities to recover heat from local industrial processes and expand the area covered.
Community energy scheme (see later slides in Capital Investment Plan)	Scheme dependant	UK Shared Prosperity Fund / Levelling up Fund (round 2)/ Strategic Infrastructure Fund	Dependant of the available funding	Security of supply via renewable energy produced for the community on council / community assets, Potentially future profit via next generation grid payback to put back into community projects. Depending on appetite for risk, CE council schemes (e.g. Sandwell+) could be expanded to become interrelated micro-grids (i.e. extending the potential for optimisation of renewable energy generation / cost reduction).

Future interventions – Low carbon mobility and active travel

In terms of low carbon mobility, it is expected that interventions against this theme may form a higher proportion of future phases, especially given the timescales of the Metro extension. These will also be investigated in more detail during Phase 1, with a key outcome of the first phase being the planning for future phases.

Intervention	Cost	Potential funding	Timescale	Long-term outcome
Improve train station environment/ connections / public realm	Dudley Port Station improvement likely through Midlands Metro, Network Rail and TfWM . Business case needed for further improvements. Typical small to medium station development is £10-60m .	Midlands Metro schemes Network Rail TfWM	Future investment	Attractive and safe environment encourages use of public transport.
One way streets	£10,000 - £15,000 cost for a one way street		Future investment	Slow down vehicular traffic, make it easier to walk or cycle.
Local facilities and community spaces within walking distance	Depends on the facilities to be provided. Further studies needed to identify the extent.		Future investment	15 min Neighbourhoods, walkable communities, most facilities within walking distance.
The metro extension stops	£45m (estimated cost of Wednesbury Depot) this includes Construction, design and sundry costs.	That metro station will be built in existing metro project.	Future investment	Better access to public transport, reduce reliance on cars.

Future interventions – natural environment and green spaces

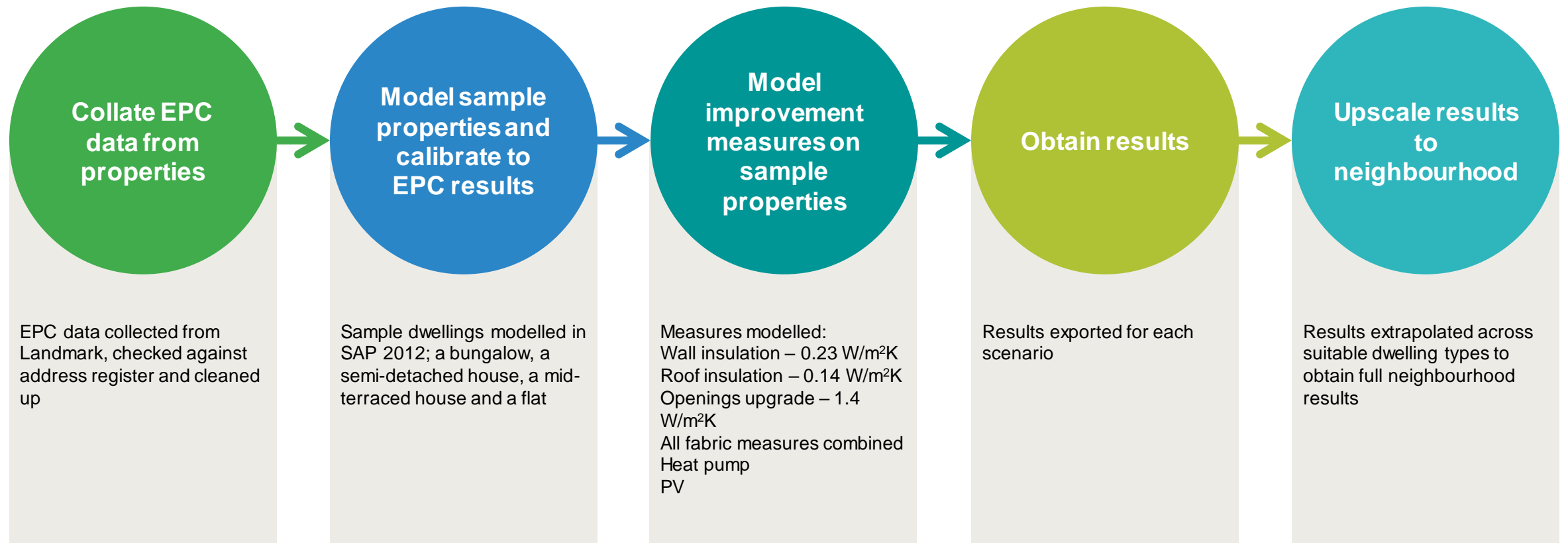
As with the other themes, it is expected that certain natural environment interventions will fall into future phases. These will also be investigated in more detail during Phase 1, with a key outcome of the first phase being the planning for future phases.

Intervention	Cost	Potential funding	Timescale	Long-term outcome
Sustainable Urban Drainage	Depends on type of interventions, could be delivered under highway improvements in the area.		Future investment	Reduction of water run-off, improved biodiversity, improved amenity value.
Rainwater harvesting in private gardens	Cost of water containers		Future investment	Water retention and recycling, reduction in water run-off, water saving.
Communal allotments/food growing area. Community led food growing schemes in local green spaces (building on and expanding the existing community garden located in south-east corner of Victoria Park, on the back of Methodist Church)	Run by local charity/community groups with support from the council.	WMCA has small green community grants schemes. Potential funding from the Local Government Association for community engagement	Future investment	Supporting community activities and ownership of the area, improving biodiversity. Encourage physical activity, improves mental and physical well being. Community engaged in creating positive, sustainable change. Using greenspaces in and outside of allotments.
Turn some of parking spaces into pocket parks/doorstep play areas		WMCA has small green community grants schemes.	Future investment	Supporting community activities and ownership of the area, improving biodiversity. Encourage physical activity, improves mental and physical well being
Green walls and roofs on community buildings		WMCA has small green community grants schemes.	Future investment	Measures to adapt to more frequent extreme weather.

Energy calculations

Methodology

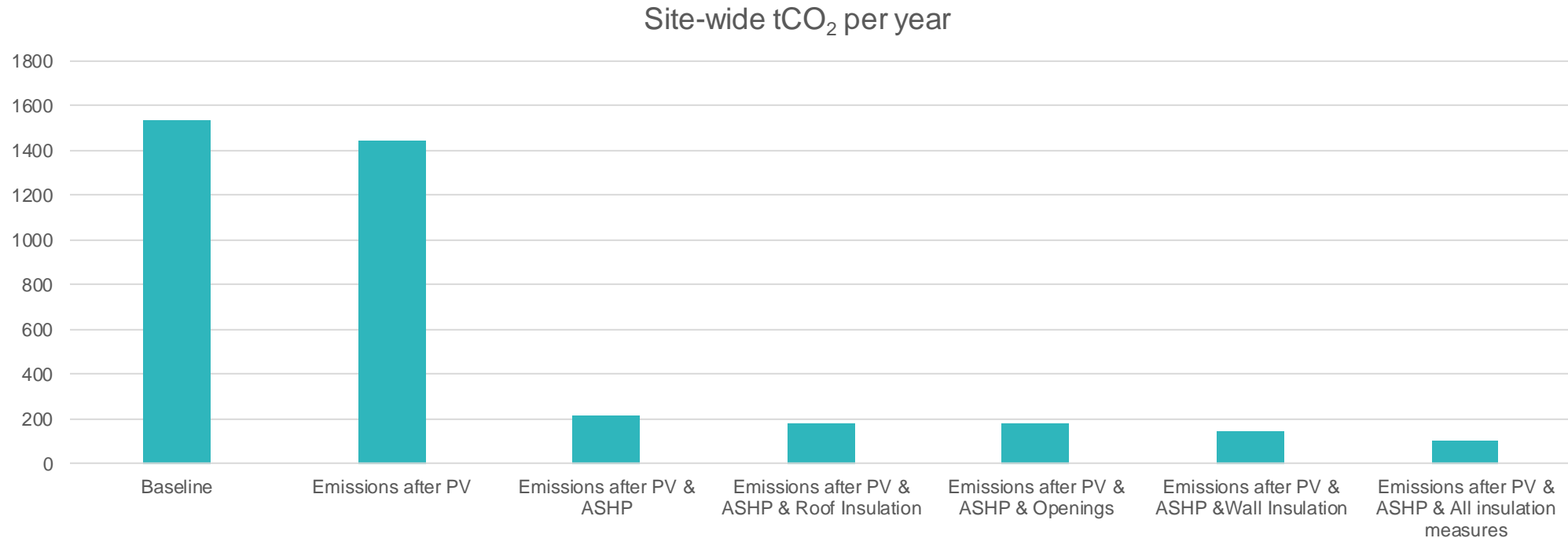
As presented in the previous slides, interventions relating to the building fabric form a high proportion of the Phase 1 spend. A key element in this is the carbon savings they achieve, and the next few slides present their anticipated carbon savings, derived following the methodology below.



Energy calculations

Estimated Neighbourhood CO₂ Emission Results

The graph below shows the approximate baseline CO₂ emissions from the neighbourhood from the built environment, and the progressive impact of a portfolio of measures, as an indication of potential carbon savings that could be achieved. More detail is presented on the following slides on the comparative effect of different measures.



Based on SAP 10.2 carbon factors which are incorporated in the new Part L document.

Energy calculations

Results – Reductions per dwelling type (pre-PV)

While all measures have been modelled for all dwelling types, different measures have different level of impact depending on the dwelling type. The tables below present the reductions which could be achieved by each measure in ascending order, with the final measure being installation of air source heat pumps (ASHP), which has been the most impactful for each house type, along with the highest-contributing fabric measure relevant to each dwelling type. For the bungalow type, where the building fabric is already assumed to be efficient, only ASHP reductions are presented.

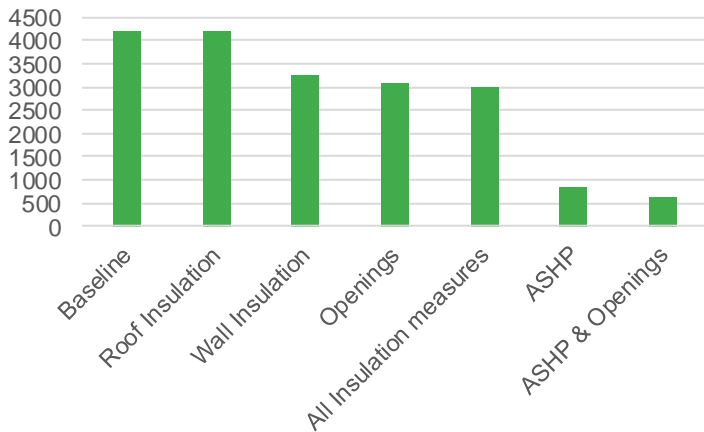
Mid-terraced house	
Roof Insulation	0%
Wall Insulation	23%
Openings	27%
All Insulation measures	28%
ASHP	80%
ASHP & openings	85%

Semi-detached house	
Openings	3%
Roof Insulation	18%
Wall Insulation	22%
All Insulation measures	48%
ASHP	81%
ASHP & Wall Insulation	85%

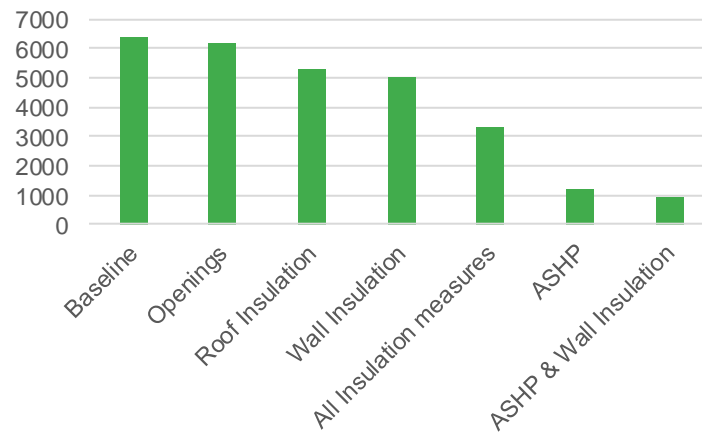
Flat	
Openings	2%
Roof Insulation	8%
Wall Insulation	24%
All Insulation measures	36%
ASHP	80%
ASHP & Wall Insulation	85%

Bungalow	
ASHP	75%

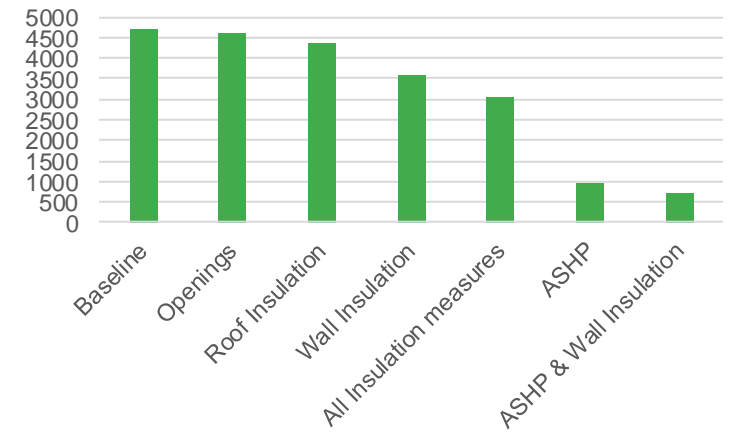
Mid-Terraced Total CO₂



Semi / End-terraced Total CO₂



Flat Total CO₂



WMCA Inclusive Growth Framework



A more deliberate and socially purposeful model of economic growth - measured not only by how fast or aggressive it is; but also by how well it is created and shared across the whole population and place, and by the social and environmental outcomes it realises for our people - an economy that shares the values of its citizens.









West Midlands Combined Authority definition of Inclusive Growth

The West Midlands Inclusive Growth Framework draws on the 'Doughnut Economics' principles of living within planetary boundaries and above a baseline of acceptable living standard. It has the climate change challenge and the restoration of the environment as the outer limit on growth, and the meeting of human needs and aspirations as the inner one. To achieve the eight missions of the framework is to achieve economic strength. The interconnectedness of each is recognised, and the opportunities and challenges inherent in that brought to the fore. On the following pages we will illustrate how the proposed Net Zero Neighbourhood interventions relate to the eight framework pillars. When taken together, the interventions across all the themes make a strong contribution to regional inclusive growth across a wide range of pillars.

Community wealth-building is a key mechanism of Sandwell's Inclusive Economy Deal, and the WMCA Applied Inclusive Growth team was keen to support the council in establishing its own anchor network, to ensure more commissioning and procurement could be invested locally in the six towns and their businesses. A key element of the solution was recruiting extra committed capacity to bring the anchor network together. Sandwell MBC had already accessed funding to create an Anchor Network Coordinator post, and WMCA worked with them, CLES and Black Country Chamber of Commerce to design the post, advertise it, recruit and design the induction. The Anchor Network Coordinator is now in post, and they have been inducted as a new Inclusive Growth Business Partner, enabling them to develop their knowledge and bring key challenges to a collaborative group of people committed to delivering inclusive growth in practice.

WMCA Inclusive Growth Framework

Built Environment interventions in relation to WMCA Inclusive Growth Framework









	 Climate Resilience	 Affordable and Safe Places	 Connected Communities	 Education and Learning	 Health and Wellbeing	 Equality	 Inclusive Economy	 Power, Influence and Participation
Cavity wall insulation	●	○			○			
Roof insulation	●	○			○			
External and internal walls insulation	●	○			○			
Windows	●	○			○			
PV on private houses	●	○	○		○		○	
PV on community buildings	●	○	○		○			○
Heat pumps	●	○			○			
Underfloor heating	●	○			○			
Low energy bulbs and appliances	●	○						
Heat network	●	●	●		○	●	○	○
Community energy scheme	●	●	●					●

Key:

- Direct positive impact
- Indirect positive impact









WMCA Inclusive Growth Framework

Low Carbon Mobility and Active Travel interventions in relation to WMCA Inclusive Growth Framework

	 Climate Resilience	 Affordable and Safe Places	 Connected Communities	 Education and Learning	 Health and Wellbeing	 Equality	 Inclusive Economy	 Power, Influence and Participation
On street EV charging points	●		●					
Cycle storage within public spaces	○		●		○	○		
Cycle parking at school	○		●		○			
Open access to Victoria Park			●		○			
Improve train station environment / connections / public realm	○		●					
One-way streets	○	○			○			
Improve permeability and connectivity of pedestrian and cyclist routes	○		●		●			
Reopen the canal, improve the canal path			●		●	○		
Improve access and quality of routes to bus and train stops and local destinations	○		●			○		
Local facilities and community spaces within walking distance	○		●	○	○		○	
The metro extension stops	○		●			●	●	









WMCA Inclusive Growth Framework

Natural Environment and Green Spaces interventions in relation to WMCA Inclusive Growth Framework

	 Climate Resilience	 Affordable and Safe Places	 Connected Communities	 Education and Learning	 Health and Wellbeing	 Equality	 Inclusive Economy	 Power, Influence and Participation
Greening streets: Tree planting Green verges Trial tree and wildflower planting along highways/ roads	○				●	○		
Improve biodiversity along the canal. Raised vegetation around benches	○				○			
Sustainable Urban Drainage		●						
Rainwater harvesting in private gardens	○							
Encourage gardening in private gardens, organise community gardening groups. Propose small tree planting in back gardens.			●	●	○			●
Communal allotments. Community led food growing schemes in local green spaces	○		●	●	○			●
Turn some of parking spaces into pocket parks/ doorstep play areas			●		●			●
Green walls and roofs on community buildings	○							

WMCA Inclusive Growth Framework

Community Growth and Engagement interventions in relation to WMCA Inclusive Growth Framework

	 Climate Resilience	 Affordable and Safe Places	 Connected Communities	 Education and Learning	 Health and Wellbeing	 Equality	 Inclusive Economy	 Power, Influence and Participation
Provide dedicated support in community centre to help access funding and understand the energy efficient solutions	○		●	●				●
Involve people in design and management of local open spaces.				●				●
Encourage neighbourhood watch groups, litter picking events.								●
Organise community events focused on sport, mobility, natural environment, educate at school	○		●	●				●
Net Zero economy training scheme Local authority focus is on providing training and engagement with the local community around climate change and how we could use this to deliver targeted training, albeit adapted and moulded for local needs by using the local community centre. It could include practical skills training (PV fitting, insulation installation etc.) to be used on retrofitting schemes.				●			●	●

Community Engagement Approach



Community Engagement Objectives and Approach

Refer to Appendix I for the full Community Engagement Plan

This section sets out the approach that will be taken for community engagement and communications on the Net Zero Neighbourhood plan for Park Lane Estate. It includes best practice methodology for community engagement and public consultation to support effective programme delivery.

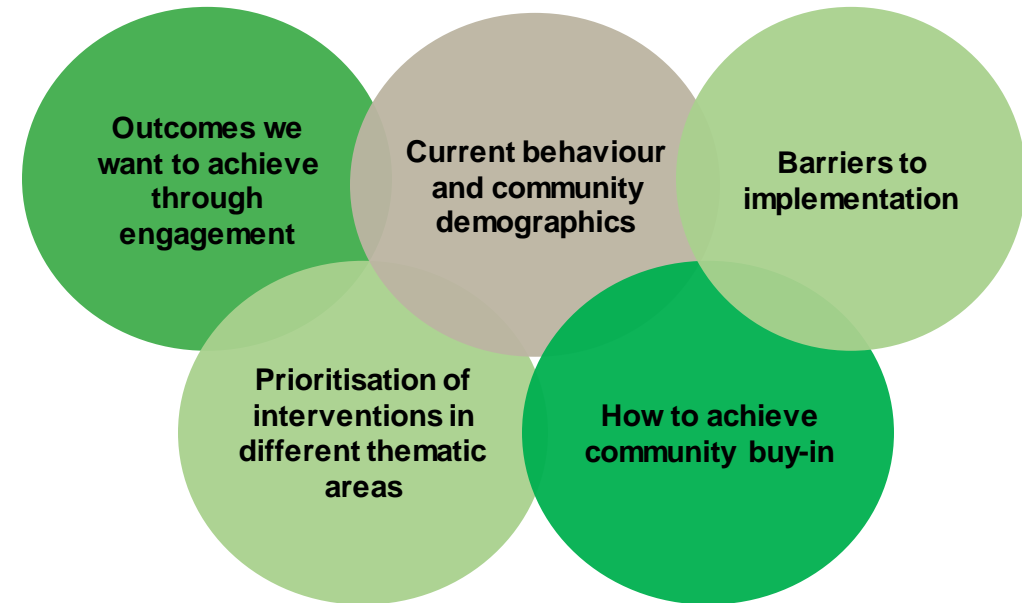
The community is critical to the success of the scheme. It is our intention to develop strong and effective relationships with all community leaders to build trust and confidence. Building these relationships from an early stage of the project will reduce the risk of ineffective communications and a lack of trust in the plan.

We recognise that different stakeholders and members of the community have different interests and priorities, and that effective delivery of the NZNP requires a meaningful engagement process, both in introducing the scheme and during continued engagement.

The key objectives of this plan are:

- To provide consistent and effective leadership and control of all community engagement.
- To create positive stakeholder participation in NZNP development.
- To identify and mitigate key NZNP stakeholder and community engagement risks.

Key to understanding how we approach engagement are the following elements, which are explored within the Engagement Plan:



Community Engagement Plan Objectives and Approach

To move forward with a just transition to Net Zero which brings the Park Lane Estate community along on the journey, delivering positive social outcomes for everyone in the community well into the future, it is essential that engagement planning begins from a deep understanding of the community. It is also key that we understand how people living and working in the Park Lane Estate might be affected by the proposed interventions, in order to understand how they might be perceived.

The Community Engagement Plan approach brings together the following elements to create a tailored plan that will help secure the success of the NZNP as it is introduced to the community.

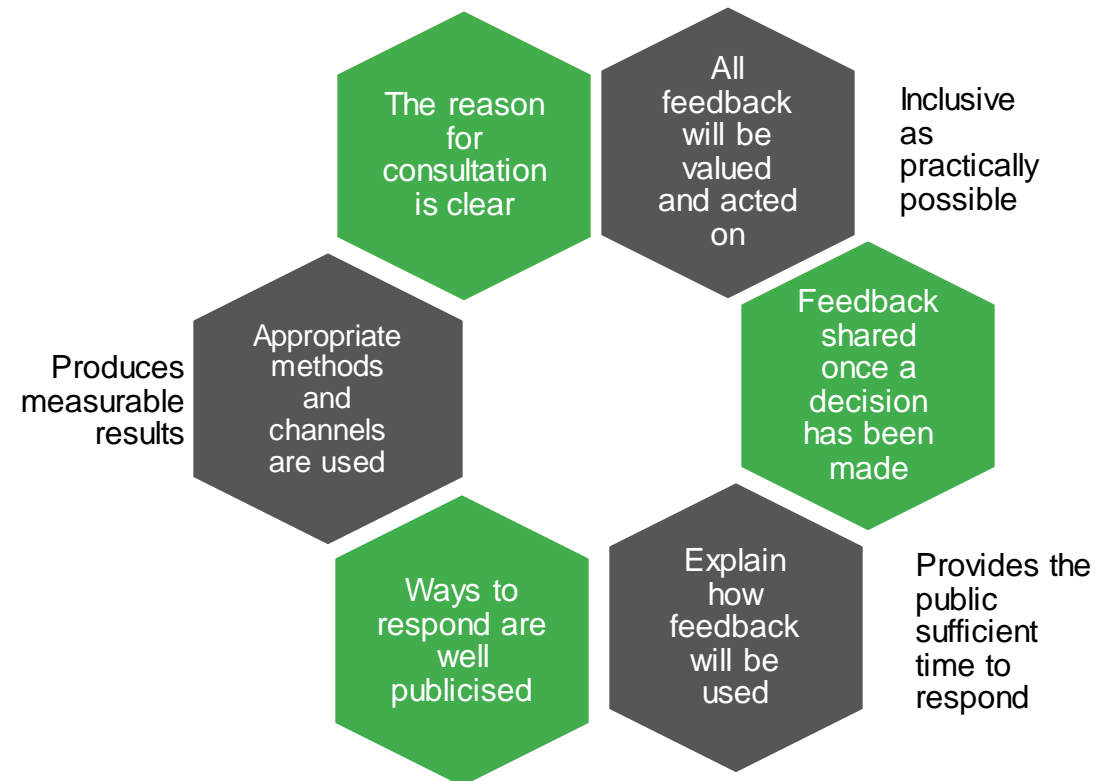
- **Best practice principles** – best practice principles for engagement are the starting point to successful delivery of the NZNP. Specifically, best practice principles for engagement in climate change should be followed, in line with research carried out by [University College London](#) and [Climate Outreach](#).
- **Community context** – a baseline understanding of who the community is (see Neighbourhood Characteristics baseline above and Community Context section of Engagement Plan, Appendix) and the assets on Park Lane Estate, including potential stakeholders, demographics, community resources, businesses, housing, employment, accessibility and behaviours.
- **Evidence** – an exploration of how the community might perceive or experience proposals. This is to better understand how to approach each issue, based on published evidence and engagement with the Council and past engagement with Sandwell on the topic of climate change from a public survey carried out by the Council in 2020.
- **Communication channels** – different methods of communication, to be tailored to the appropriate audience.
- **Key messages and recommendations** – Based on evidence, key messages and recommendation for carrying out engagement in each key thematic area.



Principles of Community Engagement

For successful delivery of the NZNP, identifying, engaging, and involving the community in the plan development, and thus facilitating their influence decision making, is key. If well-managed, it will create long term, trusted two-way relationships. The Community Engagement Plan has been designed so that the engagement adheres to best practice principles for engagement:

- **Engagement will enable informed opinion.** NZNP engagement will fully outline its purpose and explain how results will be used. Explaining to stakeholders how their feedback will add value can increase response rate. Survey questions will be framed in a way that gathers measurable feedback and can be evaluated objectively.
- **Engagement will be well planned and timely.** The community will be given adequate time to submit their response. Sufficient time will be allowed so the consultation results can be properly analysed, fed into the consultation report and directly into the decision-making process.
- **Engagement will be inclusive.** The approach will explicitly target a representative cross-section of views from the community. Specialised engagement will be used for hard to reach, marginalised and/or vulnerable groups.
- **Engagement will be undertaken using appropriate methods.** Consultation feedback will be captured via face to face and digital methods.
- **Engagement results will be acknowledged and fully considered.** The full range of views gathered during consultation will be fully considered. The analysis will draw attention to areas of agreement and disagreement and will be compiled in a consultation report for client consideration and design review.



Community Engagement Plan

Community behaviours

1

There is a strong community identity in Tipton and through the Muslim Community Centre and Bangladeshi Women's Association, there has been good engagement with Council consultations.

2

The Environment has been identified as a priority by the community. Priority areas identified in a Sandwell-wide survey on climate change identified improving air quality as a top priority.

3

There is high private car use and high proportions of owner occupied and privately rented homes with low energy efficiency.

4

Prior to COVID-19 there was an annual fun day in Victoria Park, which was well attended by the community.

5

Recycling rates in Sandwell are generally low.

Community and wider stakeholder identification

The NZNP will impact a wide range of stakeholders, and it is vital they are engaged with early to fully understand their needs; to help inform the NZNP development. Engagement provides valuable stakeholder insight to help inform design and shapes the development of appropriate messaging and the most effective communications channels to use. Effective community engagement will build wider NZNP understanding, advocacy, and support.

Once an in-depth stakeholder identification mapping process has taken place during the early NZNP initiation stages, the Community Engagement Team will continue to review the stakeholder landscape to identify relevant key individuals and groups as they emerge.

All statutory stakeholders will be identified as standard to ensure compliance for public consultation.

Community

Bangladeshi Women's Group
Litter Watch
Tipton Muslim Community Centre
Tipton Community Association
Tipton – Murray Hall Community Trust

Political

Ward Councillors Tipton Green Ward
Cllr Abid Hussain
Cllr Syeda Khatun
Cllr Charn Singh Padda
Council Leader, Cllr Kerrie Carmichael
Cabinet Member for Housing, Cllr Charn Singh Padda
Cabinet Member for Environment, Cllr Zahoor Ahmed
Cabinet Member for Adults, Social Care & Health, Cllr Suzanne Hartwell
MP, Shaun Bailey
Mayor of the West Midlands, Andy Street

Environmental

Climate Change Project Manager at SMBC,
Jo Miskin
Canal and River Trust

Leisure and Culture

Sandwell Leisure Trust
Park bike scheme – Sandwell Council

Children and Young People

Shah Jalal Mosque And Madrasha
Compass School
Tipton Green School
Scared Heart Primary
Tipton COG

Older People

Age UK Sandwell

People with Disabilities

Local access group

Businesses

Local businesses

Landowners/Site occupiers

Greensquare Accord Housing (a registered provider).

Other Interest Groups

The Sacred Heart and Holy Souls Catholic Church
Black Country Chamber of Commerce
Sandwell and West Birmingham CCG

Evidence review summary

Communications considerations

Communications considerations	Supporting evidence from engagement
<p>Built environment</p> <ol style="list-style-type: none"> 1. Communicating the health benefits of retrofitting 2. Communicating the financial benefits of retrofitting 3. Addressing negative perceptions around the cost of retrofitting, building or installing energy efficient infrastructure 	<ul style="list-style-type: none"> • From a climate change consultation carried out in Sandwell in 2020, when asked about prioritise for housing, making Council owned homes more energy efficient ranked highest with 58% agreeing they should be prioritised for higher efficiency standards, followed by privately built new homes with 47%. Higher efficiency for private rented and owner occupied homes was less of a priority (30% and 20%, respectively). • In a workshop carried out with the Council, it was noted that there is low solar PV use, and that some homes are more suitable than others for it. It was also noted that it may be beneficial to explore a community energy scheme to help address this, which would provide community energy from a central location (i.e. the community centre) which would be more cost effective, This approach was echoed from a comment in the 2020 consultation, which also suggested generating renewable energy in school buildings/ other community owned or controlled buildings. • In a workshop carried out with the Council, it was indicated that it would be helpful to communicate the amount residents would be likely to save if they retrofitted their homes.
<p>Low carbon mobility and active travel</p> <ol style="list-style-type: none"> 1. Communicating the health benefits of shifting away from car travel 2. Considerations around promoting public transport 3. Considerations around promoting active travel 4. Considerations around addressing perceptions of crime/safety during travel 5. Considerations around addressing negative perceptions about switching to electric vehicles 6. Considerations around reduction of parking 	<ul style="list-style-type: none"> • From a climate change consultation carried out in Sandwell in 2020, when asked about views on air quality / climate change, respondents said poor air quality improvement (34%) and traffic reduction / sustainable transport (20%) were the most important. Concerns about health impacts was of least concern (3%). Comments noted air quality improvement should focus on areas around schools. People were more receptive to the idea of reducing air pollution than addressing climate change. When asked about priorities for transport, 33% of respondents said that addressing unsustainable transport was a priority, after reducing waste (77%) and recycling more (53%), demonstrating that it is of moderate importance to residents. • In a workshop carried out with the Council, it was noted that cycle training and walk to school programmes should be used to promote behaviour change. The Council is currently planning the delivery of cycle training in Victoria Park. • It was also noted in the workshop that, at Park Lane Estate, poor perceptions of the canal will need to be challenged, due to ongoing issues of antisocial behaviour. Ideas included working with the Canal and River Trust to add lighting and take action to prevent flytipping • In the workshop, it was suggested that there are many people employed in the taxi industry or otherwise using vehicles for work in the area, so communications need to be tailored to address industry shift as well. It was also suggested that loss of parking and creation of one way streets would be a particularly challenging topic, which could be eased by explaining the 'why' behind the intervention.

Evidence review summary

Communications considerations

Communications considerations	Supporting evidence from engagement
<p>Natural environment and green spaces</p> <ol style="list-style-type: none"> 1. Benefits of access to green space 2. Benefits of a healthy environment 3. Food growing opportunities 	<ul style="list-style-type: none"> • From a climate change consultation carried out in Sandwell in 2020, when asked about additional actions people wanted to see, tree planting / green space (16%) was the third priority after sustainable transport (27%) and education / encouraging behaviour change (25%), suggesting moderate importance to people. • In a workshop carried out with the Council, it was suggested the community could get involved in planning trees and putting biodegradable tags around young trees encouraging the community to water them. It was also suggested that greater community involvement could be achieved through gamification – such as a community growing competition in partnership with local organisations such as the community centre, schools, police and local business, which could be supported by small grants funding. • It was suggested in the workshop with the Council that there would be many volunteers willing to get involved with tree planting, such as Litter Watch, and trees could be obtained for free from the Wildlife Trust. There is an issue of limited land to plant on, therefore an exercise needs to be undertaken to identify planting land. Further, it was suggested that talking about what wildlife can be introduced through different biodiversity interventions, such as letting grass grow, is helpful, including the particular species like newts and common lizards. There are also existing plans to increase allotments in Victoria Park and that there would be an opportunity to align this with implementation of the plan and community growing space / opportunities for community ownership.
<p>Community growth and engagement</p> <ol style="list-style-type: none"> 1. Business, employment and the local economy 2. Behaviour change to reduce waste 3. Education 4. Information and communication 	<ul style="list-style-type: none"> • At a workshop with Sandwell Council, it was suggested that getting local businesses involved would be essential to the success of the initiative, especially where that can help support implementation of interventions. This could be accomplished through sponsorship of community events, sponsoring planters or tree planting, or other initiatives. • From a climate change consultation carried out in Sandwell in 2020, when asked about what people were doing to address climate change, the majority (40%) responded that they were 'recycling/reducing waste'. • In a workshop carried out with the Council, it was identified that community trust will play a large part of implementing interventions at Park Lane Estate, in particular, to get into peoples homes it will be important to have someone known and recognised in the community, such as a Community Liaison and/or energy officer. • The Bangladeshi Women's Association have identified that a key barrier in the community is education – they emphasised that there needs to be more awareness raised while not over complicating it and embedding activities as an everyday matter.

Channels of engagement summary

A range of engagement channels are proposed, tailored appropriately to different audiences, to promote the NZNP, gain feedback on proposals, attain community buy-in and also promote behaviour change. The channels are summarised below. The aims, audiences and timing is available in the detailed Community Engagement Plan in the Appendix for this report.

- **One to one meetings:** Stakeholders should be contacted at the outset of engagement to warm them up to the aspirations of the plan and get early feedback on interventions. For some stakeholders (mainly non-community based such as Age UK or the Canal and River Trust) it may be more appropriate to utilise one to one meetings to discuss interventions, for others it is advisable for them to be involved in multi-stakeholder discussions. Some may be involved in both, where key stakeholder buy-in is needed to champion the NZNP plan development, such as with the Bangladeshi Women's Association. **Audience: community and wider stakeholders. Start: October 2022**
- **Multi-stakeholder discussions** – An initial community NZNP workshop should be arranged early on to discuss the proposals. The aim of this initial workshop should be to agree priorities, discuss barriers and provide input to implementation. A further outcome should be the formation of a Community Working Group which will see the implementation of the NZNP through to completion. **Audience: key community stakeholders. Start: October 2022**
- **Online public consultation platform** - Dedicated webpage with NZNP details and an embedded survey to gather public feedback. It is proposed a survey is distributed to residents in January 2023 to obtain feedback on proposed interventions. This should cover household demographics, barriers to implementation and concerns, priorities and ideas for implementation, to help achieve greater community buy-in. **Audience: local community. Start: November 2022 – must avoid running into Christmas holiday period.**
- **NZNP Information Hub** – The community centre could be used as an 'NZNP Information Hub' where a dedicated individual would be stationed on particular times/days to promote the survey while it is live, provide information about the NZNP and provide support and signposting to information on interventions. **Audience: local community. Start: January 2023**



Channels of engagement summary

- **In-person community events** - In person events to foster a sense of community and also provide a way to gather public feedback. **Audience: local community. Start: January 2023** Suggested events include:
 - Cycling clinic – how to ride and repair bicycles
 - Community fun day – sponsor the previous fun day, host an NZNP booth which has practical and hands on activities to get children and young people involved, such as making your own seed bomb or bug hotel.
 - Schools sessions – this could include a talk at local schools on topics such as recycling and energy consumption reduction at home, or organising a plogging walk / run – mixing sports and collecting waste
 - Community excursion – organise a community field trip to a sustainability project in the region, such as another community energy project.
- **Community competitions and demonstrator projects** – **Audience: local community. Start: January 2023**
 - Competitions might include:
 - Growing competition – community or businesses competing for the best sustainable growing project, similar to the [‘Britain In Bloom’](#) competitions.
 - Challenges – walk or cycle to school or work or [practical actions challenges](#) promoted in schools.
 - Demonstrator projects might include:
 - Retrofitting the local community centre
- **Informational materials** - To reduce waste, rather than printing booklets, information should be sufficiently short and concise as to be printed in a single flyer, available at the Community Info Hub and other places in the community, and distributed among residents where necessary. It is suggested that it will be necessary for all residents to receive a flyer at the outset of the plan with a brief description of the NZNP and information on how they can access the NZNP website and survey, the Information Hub location and contact information. **Audience: local community. Start: October 2022 to promote the survey**
- **Community Liaison Officer** - It is suggested that a community liaison officer is brought on board to be a trusted person within the community who can provide information on the project through from inception to completion. It is also suggested to make use of local energy advice partnership (LEAP) services, to provide information door-to-door on energy saving advice and opportunities. **Audience: local community. Start: January 2023**
- **Media Relations** - Use of social media channels and marketing team to extend ‘reach.’ To support day to day handling and promotion of key milestones – including consultation events. **Audience: local community. Start: October 2022 to promote the survey**
- **Council and partner communications channels** - Will enable access to wider audiences, synchronise messages and ensure consistency of information and message. To support day to day handling and promotion of key milestones – including consultation events. It is suggested dedicated NZNP social media accounts are created to increase community interest and buy-in. **Audience: local community. Start: October 2022 to promote the survey**

Community journey

Key Messages and Recommendations – Built Environment

Communicating the health benefits of retrofitting and energy efficiency improvements

“Cold homes can affect your health and the health of your household, ranging from blood pressure increase, common colds and pneumonia.”

A community liaison officer should target homes that are occupied by typically more vulnerable people such as children, older people and disabled people, through door knocking exercises. Information should be made available online about the risks to health from a cold home and the benefits that can result by retrofitting.

Communicating the financial benefits of retrofitting and energy efficiency improvements

“We can help you cut energy costs through helping you make your home more efficient”

A community liaison officer should target homes that are occupied by low-income households who would feel the most benefit of cost saving measures, through door knocking exercises. Information should be made available online about the real monetary saving that households can experience as a result by retrofitting.

Addressing negative perceptions around the cost of retrofitting, building or installing energy efficient infrastructure

“We can help fund, organise and support you in making a more efficient home”

Information on the benefits of energy efficiency improvements can be distributed directly to households in the post and online. Word of mouth between local residents will be important in convincing those that are unsure or unconvinced by energy efficient infrastructure. This should also be supplemented by engagement with key community leaders such as the Bangladeshi Woman’s Association who can help build trust between the community engagement team and residents.

A pilot project in the community that can help demonstrate the benefits of energy efficiency improvements is recommended, such as retrofitting the community centre. Sessions could be held at the community centre on the approach taken, providing information on funding avenues, options, the outcomes, and how it can be applied in residents’ own homes.

Community journey

Key Messages and Recommendations – Low carbon mobility and active travel

Communicating the health benefits of shifting away from car travel and considerations around promoting active travel

“Being physically active for everyday journeys is good for your mental and physical health: exercise prevents and treats many diseases and helps you get better outcomes from medical treatments you receive.”

“Active travel can offer a convenient, accessible and affordable way to move more. Social rides are a great way to spend time with your family and get to know your neighbours.”

“We are working on improving road safety so everyone can enjoy walking and cycling.”

“We can help you learn to cycle safely, no matter your age or ability level.”

Many people just need the confidence to shift towards active travel. Cycling can feel intimidating for those that are not confident on a bike. Community engagement officers could encourage those with low levels of confidence to use new and existing Council and schemes through Bikeability, local schools and at Victoria Park to learn how to ride a bike and become more confident on the road. Additionally, engagement materials should raise awareness that for some journeys, walking is a easy and healthy alternative.

Additionally, active travel should feature in conversations regarding potential cost saving measures when compared to driving a car.

Community journey

Key Messages and Recommendations – Low carbon mobility and active travel

Addressing perceptions of crime/safety during travel to encourage more uptake of active travel

“We are working on making green spaces and walking routes safer and more attractive and want to hear about your experiences”

During one to one meetings and in-person events, community engagement officers should listen to what people are concerned about suggest potential mitigation against risks. Special attention should be given to different experiences of men and women, LGBT+ people, ethnic minorities and older people who may feel more vulnerable when traveling. To address perceptions about ASB and flytipping in green spaces which can make these spaces feel unsafe, signage could be added to encourage behaviour change.

Addressing negative perceptions about switching to electric vehicles

“As electric vehicles are more affordable to maintain, they can often be a better value investment over the long term.”

“Government funding is available to help you purchase an electric vehicle”

There is an array of programs and support from a national and local level to help people switch to an electric vehicle. These existing resources should be linked to via the online platform alongside and FAQs section that can address any questions that people may have. This information can also be provided via flyers and the Information Hub.

Considerations around reduction of parking

“We are reducing on-street parking to make room for safer active travel and new community spaces”

It is understood that loss of parking will be a key issue among residents which may raise concerns and this needs to be managed appropriately. This messaging should be used alongside with messaging regarding active travel and public transport. Its is important that travel alternatives are given whilst explanation that the purpose of the intervention can create cleaner and greener streets that benefits. This should be discussed at in person events with imagery of existing or proposed interventions, such as the introduction of pocket parks, to demonstrate the possibilities of removing car parking spaces.

Community journey

Key Messages and Recommendations – Natural environment and green spaces

Benefits of access to green space and benefits of a healthy environment

“Greenspace is multifunctional – it provides social, economic and environmental benefits”

“Protecting, creating and enhancing green space is good for your well being, your local environment.”

A great way to get people understanding and caring for green spaces and the environment is through practical learning and regular use of these spaces. There is an opportunity to get children involved in learning about ecosystems and habitation creation and protection through school programmes. Additionally, events and clubs should be encouraged to make best use of green spaces such as a gardening or jogging club that can make use of the existing spaces

“By planting native trees we can improve air quality for you and your children and create a better place to live,”

Local groups such as litter watch already actively participate in maintaining the community. Engagement through Litter Watch meaning tapping into an already interested and engaged group of people who may want to support interventions that support the local ecosystem.

Food growing opportunities

“Growing your own food is great way to save money and eat more healthily.”

“Joining a community gardening group can help you meet people in your community and learn from each other.”

A gardening club and creation of allotments can create opportunities for people to get involved in growing their own food. Encouraging an active community of people who are involved can help information sharing and participation from those less experienced. It is recommended that older people, disabled people and children in particular are involved in community growing, as they stand to benefit the most from these activities.

Community journey

Key Messages and Recommendations – community growth and engagement

Business, employment and the local economy

“By getting involved with the Park Lane Estate Net Zero projects, you can promote your business within the community”

One to one meetings and workshops should be pursued with local businesses to demonstrate the opportunities available to them for sponsorship of community events, sponsoring planters or tree planting, or other initiatives.

Behaviour change to reduce waste

“Reducing your household waste can save you money and protect the environment.”

Engagement targeted toward adults should be through engagement materials at in person events and available on the online platform. This can explain local bin collection, different types of recycling and tips on how to use leftover food in future meals. Whilst children should be engaged on the importance of reducing waste through school programs.

Education, Information and Communication

“Learning about net zero will improve your health, your community and the environment”

Establishing strong links with local schools is vital in educating children on the importance and advantages of achieving net-zero. Additionally, having easy to read and understandable information available online and at events will empower people to make positive changes. The community need to be made aware of the net zero plan and proposed interventions through as wide range of communications channels as possible, including existing groups, business, flyers, online and door to door knocking.

Capital Investment Approach

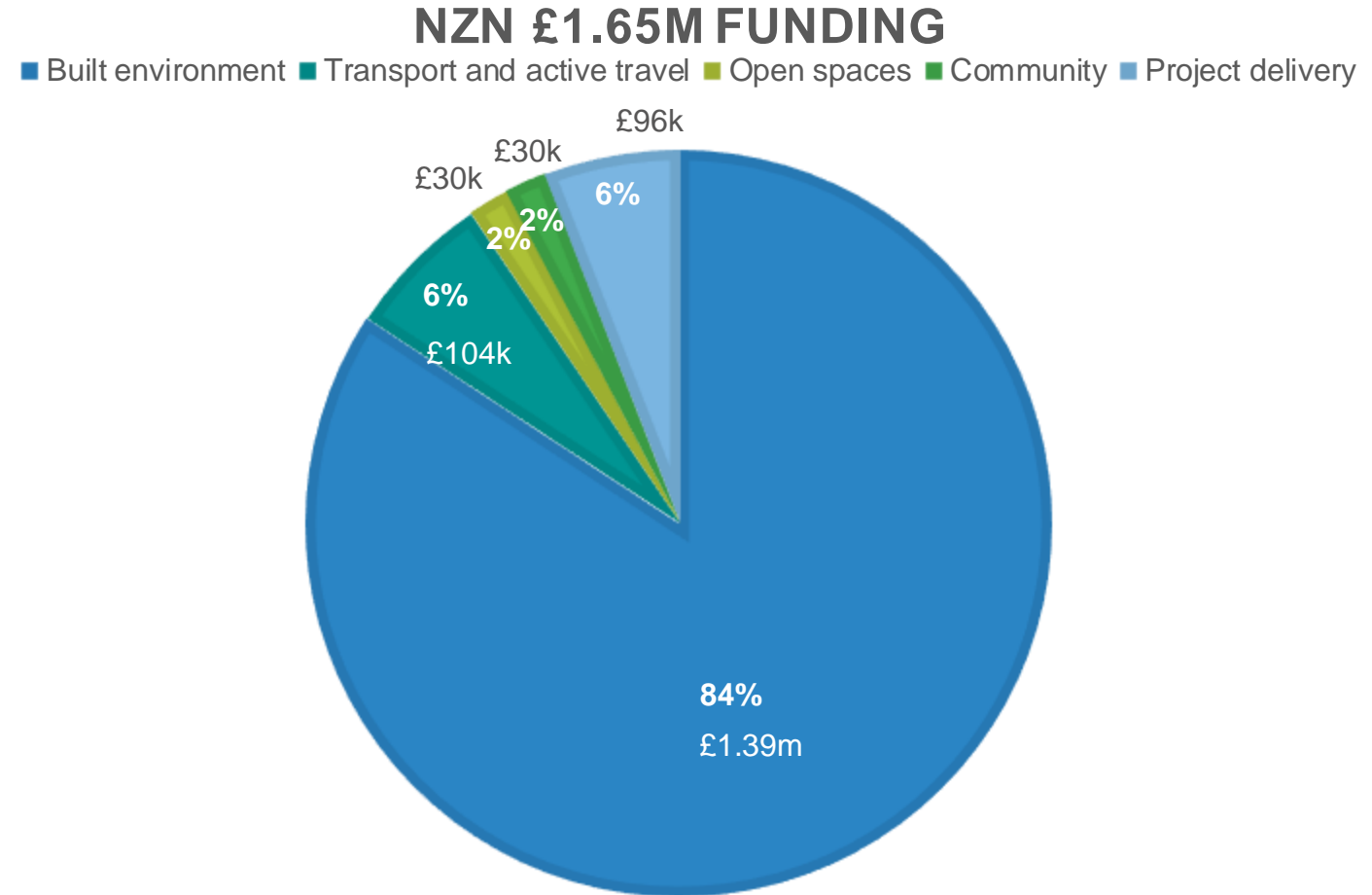
Capital investment

Overall approach and Phase 1 summary

As has been presented above, a wide range of interventions have been identified across the core themes of Built Environment, Low Carbon Mobility/Active Travel, Natural Environment and Community Growth. These span a range of horizons, and the emphasis in this section is identifying which are the priority interventions which could be delivered within the £1.65M Phase 1 funding, and which are better placed in future phases.

For ease, the breakdown of the first phase and its constituent elements is presented in the graphs on the following slides. The first phase is heavily focused on building fabric interventions for a proportion of the lowest EPC rated homes. Future phases include wider roll out of building fabric measures across more homes in the estate, as well as a higher proportion of transport interventions, coinciding with the Metro extension implementation. More detail on the build-up of costs is presented in the appendices.

After that, we present the details of the consortium forming to explore wider funding routes for the development of a neighbourhood-wide virtual energy network, which will supplement the £1.65M funding, and enable more detailed consideration of some of the longer horizon interventions in parallel with the capital spend in Phase 1.



Phase 1 interventions

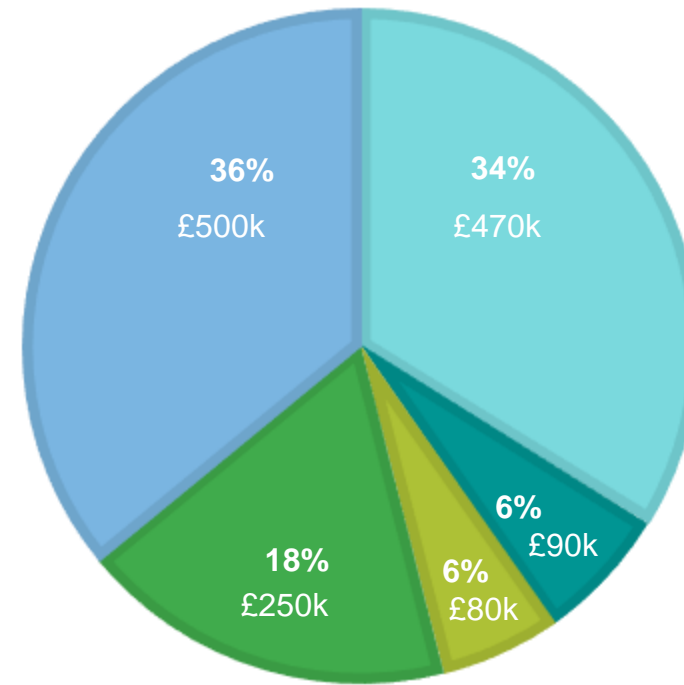
Breakdown of immediate built environment interventions funding allocation.

As shown on the previous page, building fabric investment forms the majority of the proposed spend in Phase 1, accounting for £1.39M. This is targeted at improving the energy efficiency of the lowest EPC rated properties and aiming for PV installation on ~ 50 properties and ASHP for approximately 50 properties as well. This is fully in line with the “fabric first” approach in PAS 2035.

In line with the principles of the community engagement plan, the first phase includes a strong emphasis on community involvement and co-design. The high private home ownership has influenced the breakdown of costs, with the number of properties identified representing only a proportion of the properties in the neighbourhood but targeted at those for which an immediate carbon impact will make the most difference.

NZN FUNDING, £1.39M BUILT ENVIRONMENT

- PV for 50 properties
- Roof insulation for 120 properties
- ASHP for 50 properties
- Cavity wall insulation for 100 properties
- Double glazing for 100 properties

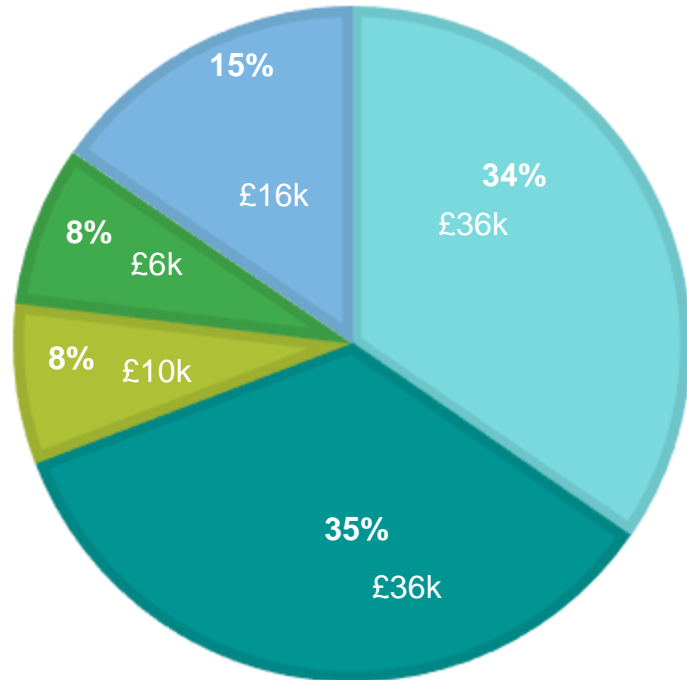


Phase 1 interventions

Breakdown of immediate active travel and open space funding allocations.

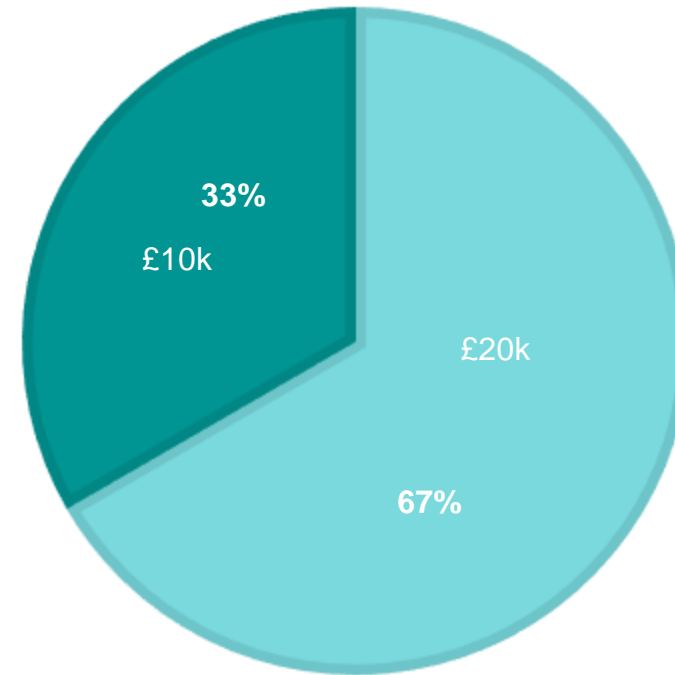
NZN FUNDING, £104K ACTIVE TRANSPORT

- On street standard EV charging points
- On street 2 fast charging EV points
- 4 new access points to Victoria Park
- Reopening 4 blocked access to the canal
- Cycle storage for 2 local schools



NZN FUNDING, £30K OPEN SPACES

- Street greening
- Provide landscaping at the canal openings

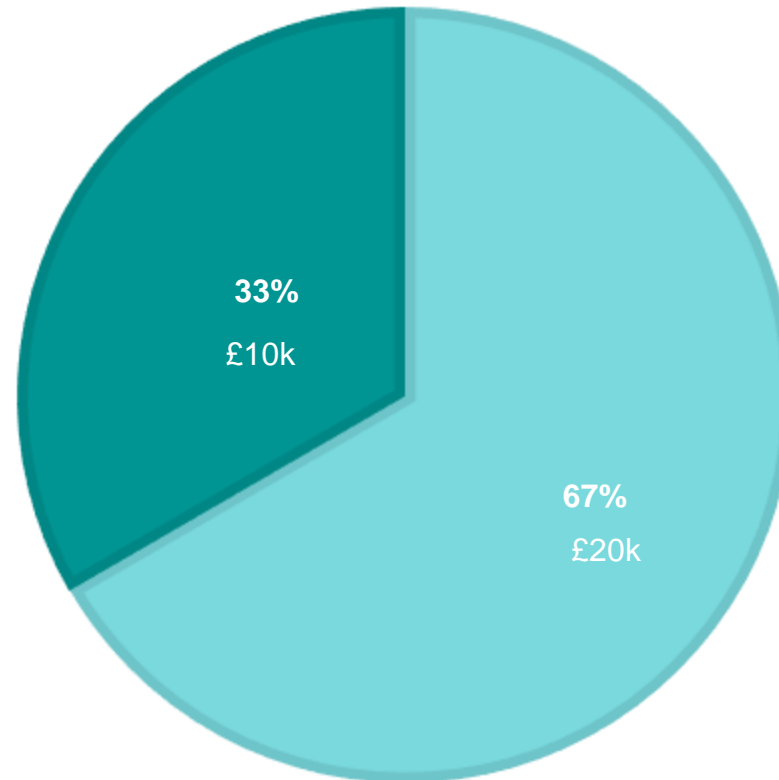


Phase 1 interventions

Breakdown of immediate community funding allocations.

NZN FUNDING, £30K COMMUNITY GROWTH

■ Officer support in community centre ■ Support community groups



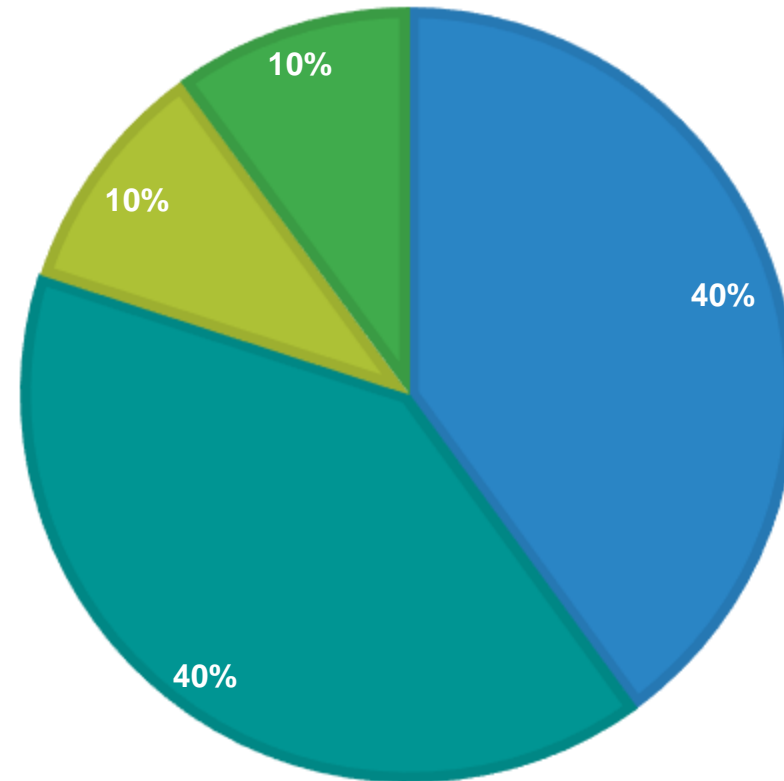
Future interventions

Breakdown of future interventions funding allocation.

Future funding phases are anticipated to include wider roll out of building fabric measures across more homes in the estate, as well as a higher proportion of transport interventions, coinciding with the Metro extension implementation.

FUTURE FUNDING AND PRIVATE INVESTMENT.

■ Built environment ■ Transport and active travel ■ Open spaces ■ Community



Funding and Finance Plan

Additional funding opportunities – Community Energy Flexibility Study

To compliment the £1.65m WMCA funding, Sandwell Council is partnering with CarbonTrack, Energy Systems Catapult, Whole Energy System Accelerator and Mott MacDonald as a consortium in developing a funding application for a Community Energy Flexibility Study through a localised Virtual Energy Network.

Identified funding sources include SIF – Ofgem’s Strategic Innovation Fund; NIA – the Networks Innovation Allowance; and the Flexibility Innovation Program from BEIS. Applications are being developed at present for submission in the Autumn.

Given the range of building types and uses in the wider area, the Virtual Energy Network is expected to closely match the 15-minute neighbourhood area (refer to pages 17-18).

We would welcome other partners to this consortium, such as the WMCA, if this would achieve added benefits for the region.



Funding and Finance Plan






Additional funding opportunities – Community Energy Flexibility Study

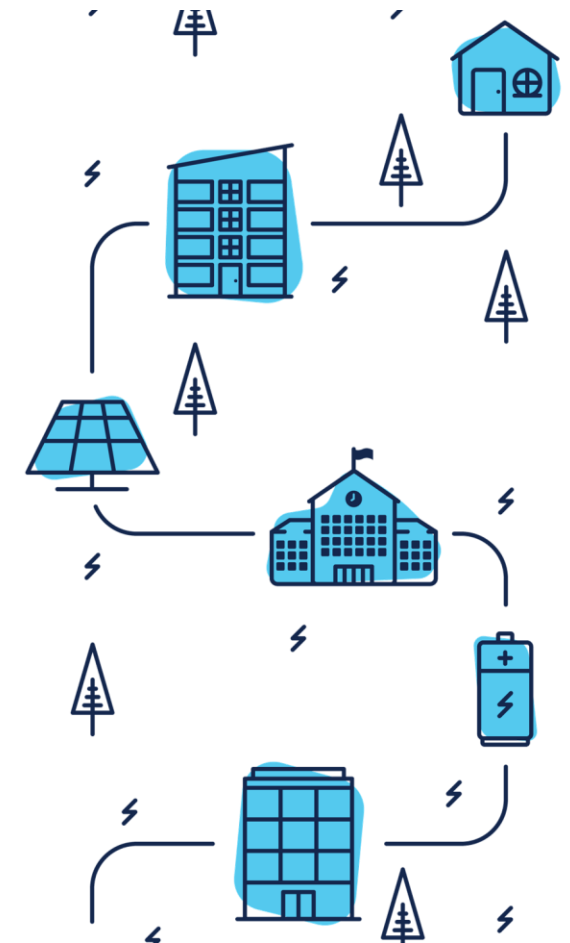
The project elements include:

- Developing and piloting a platform to make visible and enable community flexibility provisions; both existing and new
- Identification and registration of local distributed energy resources (DER) and local demand-side measures
- Mapping individual assets' consumption, generation or storage profiles and building patterns for various building archetypes in the community
- Mapping the supply and demand energy flows at the community level
- Enabling control and connect capability of flexibility provisions over the platform at a local and community level through participation in a community based virtual energy network (VEN)
- Applying platform control algorithms which optimize energy flows at the consumer site and the community level to accrue value
- Automating control where possible to reduce the need/impact of manual intervention which requires a change in consumer habits and integrating smart assets to provide a single user interface for consumers to see those assets acting in unison
- End-to-end connection to operators to enable automated activation of flexibility assets according to triggers of market pricing, grid constraints or carbon emissions
- Development of business models which ensure benefits are appropriately distributed to incentivize investment in renewable technologies, from an understanding of the benefits in cost-savings to the consumer and the operator in reduced reinforcement costs and other areas,
- Utilising the platform to connect flexibility assets to the most relevant local and national flexibility markets for the purpose of balancing the grid and generating income for the consumer
- Building the system to achieve the objectives set out by the Smart System and Flexibility Plan 2021 (SSFP)

Funding and Finance Plan

Additional funding opportunities – Community Energy Flexibility Study

Organisation	Summary of roles and responsibilities
	<ul style="list-style-type: none"> • Platform design, development, test and implementation • Site survey • Flexibility scenario modelling • Whole systems net zero modelling
	<ul style="list-style-type: none"> • Modelling • Living Labs
	<ul style="list-style-type: none"> • Project management • Net zero Planning • Renewables design • Implementation
	<ul style="list-style-type: none"> • Community engagement • Community benefits modelling and validation
	<ul style="list-style-type: none"> • Whole system grid simulation • Scenario modelling • Operator integration



Project Delivery Approach

Overall approach

This Delivery Plan element takes the framework of interventions and map them into potential initial project phases based on likely funding, design and installation timescales. For the first phase the plan also maps out in detail the essential up front community engagement timescales, informed by the Community Engagement Plan prior to funding applications, design and construction. The plan also sets out likely delivery team requirements, potential contract considerations, an initial list of potential partners and other stakeholders that are relevant to the interventions proposed.

In terms of quality assurance and governance, the plan will draw out PAS 2035 compliance elements for the retrofit options, adding timescales for modelling/calculations, testing, commissioning, monitoring and evaluation.

High level project risks and opportunities identified at this early stage are also captured.



Project Partners and Governance

Project Governance – Sandwell MBC will be the leading organisation in the implementation the Net Zero Neighbourhood Plan, should funding be awarded. Organisational capacity will take the form of the appointment of an internal Project Lead to drive the project forward, supported by further procurement of consultancy support where needed. As can be seen in the capital investment breakdown presented earlier, a budget of £96k has been allocated from the £1.65M Phase 1 funding to cover the project implementation and coordination, anticipated to be over a two-year period. This will cover the costs of the project lead appointment and would be further supplemented through internal resources as has been the case during the preparation of this plan.

The Housing Directorate will remain the project sponsor as the intervention initially will focus on addressing the fabric of buildings and the infrastructure supporting energy supplies into peoples' homes. However, it is acknowledged that this will require input from other partners across the Council and a wider multi-agency Board or Steering Group will need to be established to ensure cross-cutting opportunities aren't missed. There will need to be a strong community voice within the governance structures for the project, ideally with representation on the Board / Steering Group.

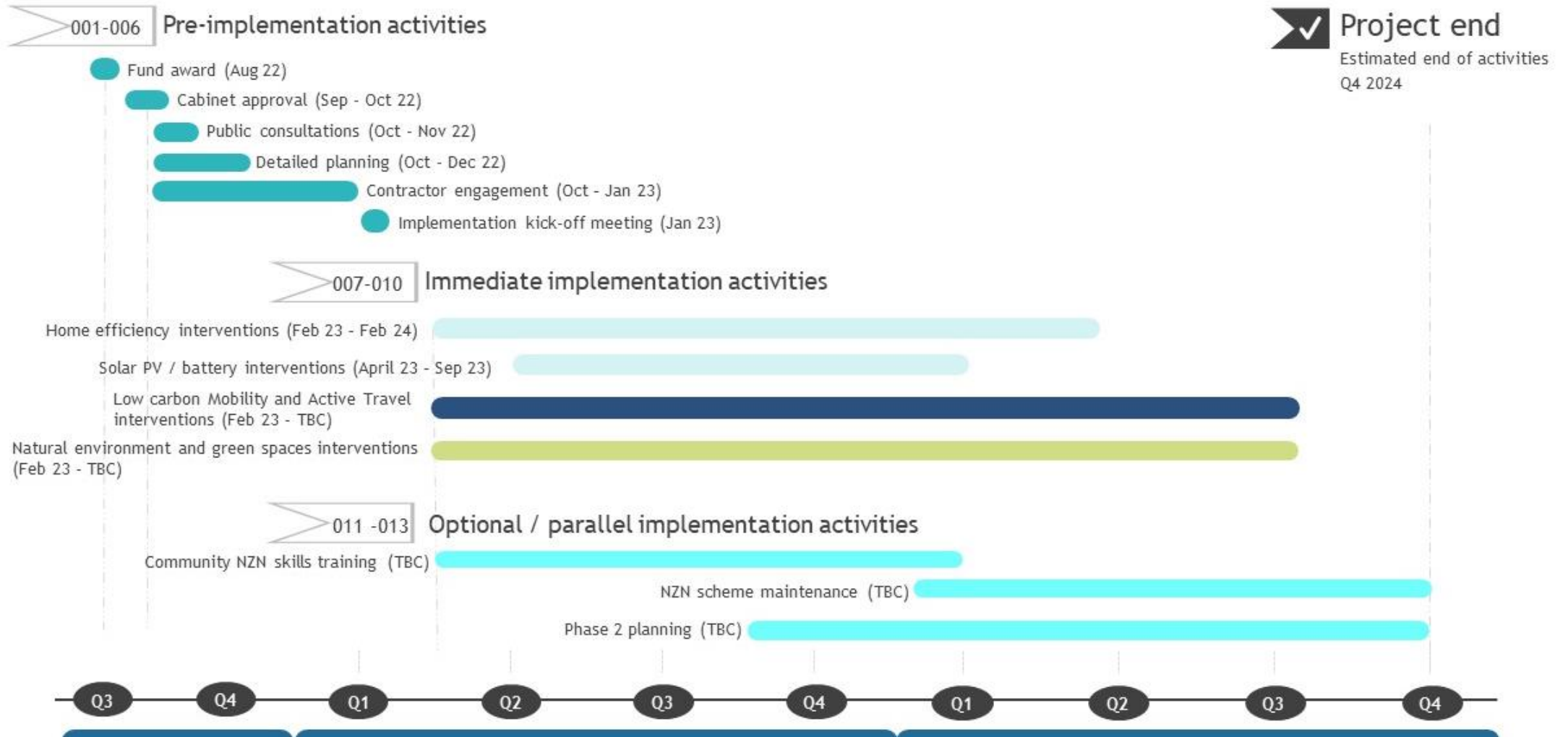
From an overall governance perspective, upon award of funding, the plan would be taken to Cabinet for ratification and to trigger Sandwell's formal governance, reporting and oversight procedures upon Cabinet approval.

Community Engagement – the council has a strong record of co-production and community involvement. Across a number of different teams, the Council has resources that can be deployed to engage with Local residents. We also benefit from a very strong voluntary sector who we can harness to work with us on the delivery of behaviour change within our communities. We understand our communities often respond more positively when they feel in control of the change and our strong track record of co-production of service improvements gives assurances that we will be able to deliver this element of the project.

Technical Expertise – Whilst the Council has a number of subject matter experts on matters that will support the delivery of Net Zero neighbourhood, we are mindful that this is a fast-paced environment with many opportunities to be innovative and test new concepts. It will be critical to delivery that the council can pull on external expert advice, support and intervention throughout the duration of the delivery phase of the project. In the first instance it is expected that the route to this expertise will be through the same organisation as the consultancy support for the overall delivery, but further expertise will be sought through consortium partners aligned with specific funding bids, or through existing Council supply chains (for example for installation of insulation).

An indicative implementation programme is included on the following slide.

Implementation Roadmap



Key Intervention Risks and Opportunities

Intervention considerations	Opportunities & risks
<p>Insulation (wall, roofs & windows)</p> <ul style="list-style-type: none"> • Access to homes • Private / council owned property scheme approach 	<ul style="list-style-type: none"> • Any program of development will need to consider how access to homes and businesses will be provided. By ensuring private and council owned homeowners and tenants are consulted with regard to their current insulation levels and energy expenditure needs, a schedule can begin to take place for the implementation of interventions. • The option to provide better insulation / window quality across the NZN will need to account for home ownership and again it is of key importance that engagement is undertaken with the community to ensure the most advantageous mix of carbon and fuel poverty reduction measures are delivered in order of priority.
<p>Air Source Heat Pumps</p> <ul style="list-style-type: none"> • Access to homes • Private / council owned property scheme approach 	<ul style="list-style-type: none"> • Any program of development will need to consider how access to homes and businesses will be provided. By ensuring private and council owned homeowners and tenants are consulted with regard to their current energy expenditure needs, a schedule can begin to take place for the implementation of interventions. • The option to provide ASHP will need to account for home ownership and again it is of key importance that engagement is undertaken with the community to ensure the most advantageous mix of carbon and fuel poverty reduction measures are delivered in order of priority.
<p>Solar PV & Battery solution</p> <ul style="list-style-type: none"> • Electricity price rises • Council asset savings • Future export pricing • Social and economic value benefits 	<ul style="list-style-type: none"> • 'Household energy bills increased by 54% in April 2022, a record increase, and are likely to rise again in October..' House of Commons Research Briefing. By installing solar PV panelling and battery storage across initially 100 properties within the NZN, there is potential to reduce the annual electricity bills for each consumer in the NZN by circa 50% and protect against future price increases. Installation of panels only would mean a smaller reduced saving in the region of 25%. • Installation of PV / battery solutions on council owned assets (housing, schools, libraries, hospitals) will represent long term investment in carbon zero infrastructure, providing year on year savings regardless of the incumbent council. • An opportunity and a risk regarding the installation of solar PV / battery solutions is future government & electricity supplier policies, regarding the export of excess energy back to the grid. The current Smart Export Guarantee is a reduction in export rate (pence per kWh) in comparison to the previous 'Feed-in Tariff' scheme, and it is unclear if the current scheme rate will be reduced / improved in the future. • Consideration should be made regarding the amount of resource and effort needed to deliver the implementation of these home efficiency and energy generation interventions. If the community could provide skills and resources (immediately or following training) needed, there may be long term social & economic benefits created by the project.

Organisational delivery capability

Selected Sandwell case studies relevant to the Net Zero interventions proposed

1

Cradley Heath in Bloom

Partnership funded through the LA and WM Police, Heart of England in Bloom and local traders.

A replicable model which could be applied along Park Lane businesses.

2

Boscobel TMO

Immediately adjacent to Park Lane Estate, the creation and operation of the Boscobel TMO by Sandwell Council is great example of collaborative working, as well as being an immediate route for sharing Net Zero learning from the project

3

Oldbury – canal access project

Partnership with community association in Langley Village and Canal and River Trust to remove 100m+ of fencing and make the canal and local park more accessible.

Learning could be immediately applied for Park Lane Estate

4

Climate Champions network

A proven network of community climate champions is already mobilised across the borough. Momentum and contacts could be utilised for Net Zero Neighbourhood champions when scaling up the programme.

5

Towns Fund & Levelling Up Fund

Sandwell and Mott MacDonald have already successfully prepared business case submissions for a range of Towns Fund and Levelling Up Fund projects across the borough, including Tipton High Street

Project delivery

Contract Management

SMBC would require the following posts to be filled for delivery:

- *Project Management*- pull on from internal resources
- *Contracts Manager*- from a construction-based background- Band H (£42-47k)

SMBC would require the following to pull technical expertise:

- *Retrofit Co-ordinators/ Assessors*- full time technical role, to ensure buildings are compliant with PAS2035. Previous procurement exercises indicate that this role equates out to circa £600/property of a day rate of around £400-500
- *Commercial Input*- Surveyor

Whether this is internal or externally sourced resources is dependent on timing and capacity at the point of being ready to deliver the plan. SMBC is aiming to deliver the plan within 18 to 24 months to maintain the momentum and buy in from stakeholders and community.

Budget

SMBC to fund Council property building works via HRA, with a focus on properties within the 'red line boundary' to begin with. Building works on properties within the blue line area will likely form part of 'phase 2' and there is potential to adopt a blended approach of HRA funding and seeking to draw funding from other sources.

Match Funding

Sandwell will investigate the opportunity to draw match funding by applying to funding from:

- energy related schemes for the private sector (e.g. LAD3).
- Social Housing Decarbonisation Project- potential to include properties within the area in the wave 2 Social Housing Decarbonisation funding bid (open September to end of October).

Project delivery

Risk Management

The key identified risks are around community engagement and uptake of specific interventions from homeowners. These risks are mitigated by the inclusion of a wide range of interventions and options to utilise the funding and also a very thorough Community engagement plan, along with the excellent relationships that the local authority has with community groups. A detailed understanding of the potential stakeholder risks will become clear once the community engagement establishes a regular dialogue. All key risks will be recorded in the community engagement database and programme risk register and shared with the wider team to action and mitigate against as required. Potential risks may include:

- Failures that occur on privately owned properties, which could leave a legacy of problems for the local authority – mitigation measures include seeking legal ‘buy in’ and involvement early on, with processes in place for what happens and who is responsible when things go wrong.
- Risk that owner occupied properties will not take up the offer – the plan incorporates a detailed approach to community engagement. The area chosen as the net zero neighbourhood pilot is one with a strong community and history of community groups engaging with the local authority. The community engagement plan focuses on building trust and confidence and engaging with residents via the known and well-established local community centre.
- Community safety – mitigation includes the appropriate Community Safety and Trading Standards teams being involved in delivery, to reduce the risk of ‘follow on’ scams emerging from this work.
- Risk of dissatisfied stakeholders – it is recognised that not all proposals will be viewed as favourable and certain stakeholders will have issues with some or all NZNP elements. This is usual and the community engagement delivery will manage stakeholders to develop satisfactory conclusions as appropriate. The engagement opportunities will also be used to assist with educating residents about the purpose of the funding for the NZNP, and to manage expectations about NZNP delivery.
- Inadequate engagement – the CET team should be responsible for ensuring that community engagement and consultation is adequate and compliant, safeguarding the reputations of SMBC and the NZNP.

Project delivery

- Equality risks – It is important that engagement is as inclusive as possible and uses the recommended approach set out to make sure people from all different backgrounds are included in engagement. In addition to engagement, it is also important to understand the ways in which people may experience interventions differently based on who they are, to ensure engagement and messaging is targeted and people get the support they need to make the intervention a success.
- Timeliness / constrained programme – programme constraints mean timeframes are limited during which engagement can be undertaken, therefore engagement must be focussed and must not extend beyond what is proposed in this plan. This risk will be managed if the engagement team undertakes their responsibilities in a timely manner to facilitate the outcomes we want to achieve through engagement.

Project Assurance & Progress Monitoring:

As this is a demonstrator programme, Sandwell Council plans to involve the WMCA in the monitoring and governance throughout each stage of the program.

Sandwell Council will develop a steering group which feeds into the council's existing climate change governance and Capital Investment Board.

The steering group will involve a number of internal and external stakeholders and partners, such as: the Housing Cabinet Member, housing management and officers, specialist officers from across the council (Climate Change Officers, Repairs and Maintenance etc), project management officers, WMCA and local community leaders.

The project will be regularly monitored and all involved stakeholders will be encouraged to capture lessons learned.

Conclusion

Conclusion

The application of cross-sector expertise in the development of this plan has identified a range of credible, applicable and scalable neighbourhood-specific interventions which will enable the Park Lane Estate community to transition to an exciting Net Zero future. The plan provides the WMCA, Sandwell Council and the residents of the Park Lane area with confidence in choosing the right solutions for the neighbourhood, building more detailed business cases, and gaining trust and buy-in from the community in the process. But that's just the start – a successful demonstrator project will help build momentum in this crucial decade towards the regional Net Zero target of 2041, providing the firm foundations for rapid scale-up and roll-out across other neighbourhoods in Sandwell.

At the heart of the plan is the community itself, and the approach which will be taken to enable them to co-design and shape the solutions, their adoption and implementation. With the community at the core, the vision of an inherently low carbon neighbourhood that is an attractive and sustainable place to live, work and play can truly be achieved.

We believe that this is the right Net Zero Neighbourhood to invest in.



Appendices

Appendix A- Capital Investment Breakdown

Low Carbon Mobility and Active Travel

Intervention	Item Cos Low (£)	Item Cost High	Quantity Low	Quantity Medium	Quantity High	ROM Cost (Q Low / C Low) (£)	ROM Cost (Q Medium / C Low)	ROM Cost (Q High / C Low)	ROM Cost (Q Low / C High)	ROM Cost (Q Medium / C High)	ROM Cost (Q High / C High)
On street EV charging points	9,600	28,000	3	5	10	28,800	48,000	96,000	84,000	140,000	280,000
Cycle storage within public spaces	400	1000	2	5	10	800	2,000	4,000	2,000	5,000	10,000
Cycle parking at school	8,000		1	2	3	8,000	16,000	24,000	0	0	0
Open access to Victoria Park	2,000		1			2,000	0	0			
Improve permeability and connectivity of pedestrian and cyclist routes	460,000	880,000	1	2	5	460,000	920,000	2,300,000	880,000	1,760,000	4,400,000
Reopen the canal, improve the canal path	2,000		1			2,000					
Improve access and quality of routes to bus and train stops and local destinations	140,000	190,000	1	2	5	140,000	280,000	700,000	190,000	380,000	950,000

Appendix B- Property Characteristics

Property Type and Built Form

Property type	Number of Houses	Percentage of Total Number of Properties (%)
Flat	91	24
Bungalow	9	3
House	254	68
Maisonette	18	5
Total	372	100

Built form	Number of Houses	Percentage of Total Number of Properties (%)
End Terrace	81	22
Mid-Terrace	160	42
Enclosed End-Terrace	3	1
Enclosed Mid-Terrace	1	0
Semi Detached	95	26
Detached	28	8
No data	4	1
Total	372	100

Appendix B- Housing Characteristics

Windows

Window Description	Number of Houses	Percentage of Total Number of Properties (%)
High performance glazing	50	13
Fully double glazed	291	78
Mostly double glazing	9	2
Partially double glazing	7	2
Some triple glazing	1	0.3
Some secondary glazing	1	0.3
Partial secondary glazing	3	0.8
Single glazed	10	3

Window Energy Efficiency Description	Number of Houses	Percentage of Total Number of Properties (%)
Very Good	50	13
Good	71	19
Average	229	62
Poor	10	3
Very Poor	12	3

Appendix B- Property Characteristics

Walls

Wall Description	Number of Houses	Percentage of Total Number of Properties (%)
Average thermal transmittance 0.19 W/m ² K	8	2.2%
Average thermal transmittance 0.22 W/m ² K	2	0.5%
Average thermal transmittance 0.23 W/m ² K	26	7.0%
Average thermal transmittance 0.25 W/m ² K	11	3.0%
Average thermal transmittance 0.26 W/m ² K	2	0.5%
Average thermal transmittance 0.28 W/m ² K	1	0.3%
Cavity wall, as built, insulated (assumed)	30	8.1%
Cavity wall, as built, no insulation (assumed)	11	3.0%
Cavity wall, as built, partial insulation (assumed)	47	12.6%
Cavity wall, filled cavity	6	1.6%
Solid brick, as built, insulated (assumed)	1	0.3%
Solid brick, as built, no insulation (assumed)	175	47.0%
Solid brick, with external insulation	1	0.3%
Solid brick, with internal insulation	1	0.3%
Timber frame, as built, insulated (assumed)	46	12.4%
Timber frame, as built, no insulation (assumed)	2	0.5%
Timber frame, as built, partial insulation (assumed)	2	0.5%

Wall Energy Efficiency Description	Number of Houses	Percentage of Total Number of Properties (%)
Very Good	50	13
Good	84	23
Average	50	13
Poor	19	5
Very Poor	169	46

Appendix B- Property Characteristics

EPC Ratings and Energy Consumption

Current Energy Rating	A	B	C	D	E	F	G	Total
Number	0	52	49	163	94	11	3	372
Percentage	0%	14%	13%	44%	25%	3%	1%	100%

Potential Energy Rating	A	B	C	D	E	F	G	Total
Number	40	170	130	26	2	2	2	372
Percentage	11%	46%	35%	7%	1%	1%	1%	100%

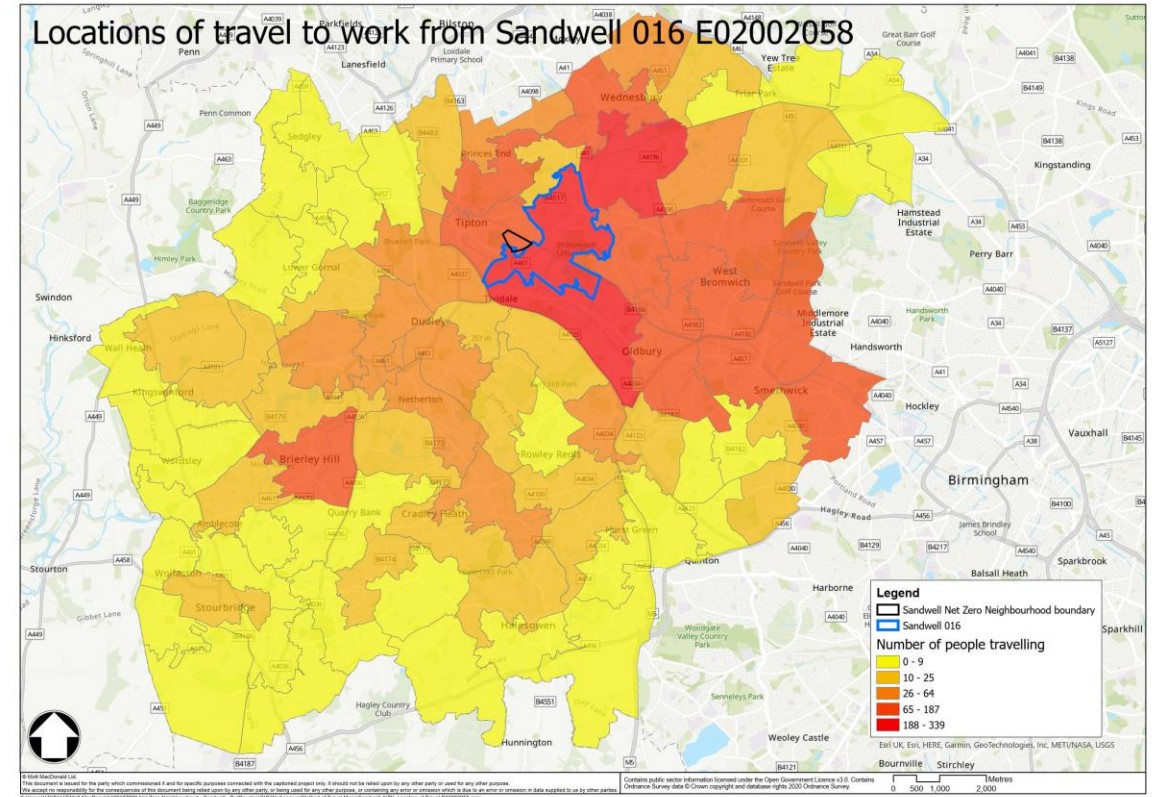
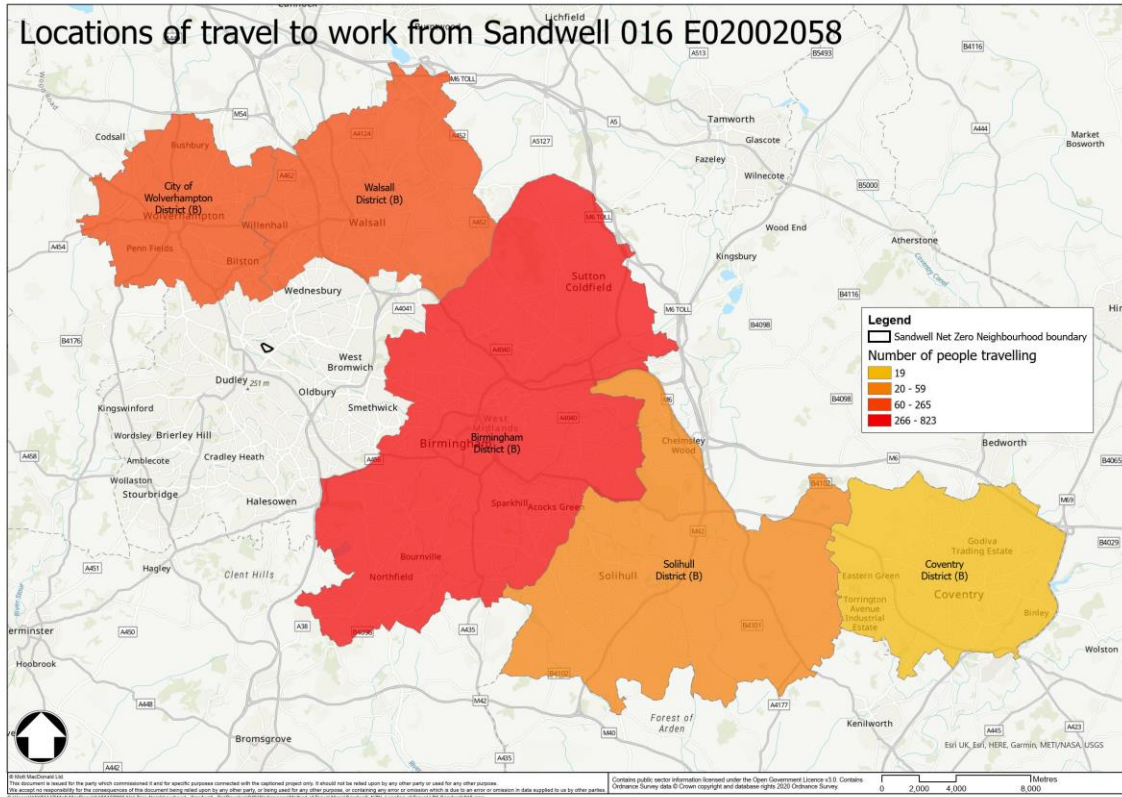
Main Fuel	Electricity	Gas	LPG	No heating	Total
Number	48	318	3	3	372
Percentage	13%	85%	1%	1%	100%

Current Energy Consumption	Average (kWh/m ²)	Potential Energy Consumption	Average (kWh/m ²)
Number	282.1143	Number	137.9734

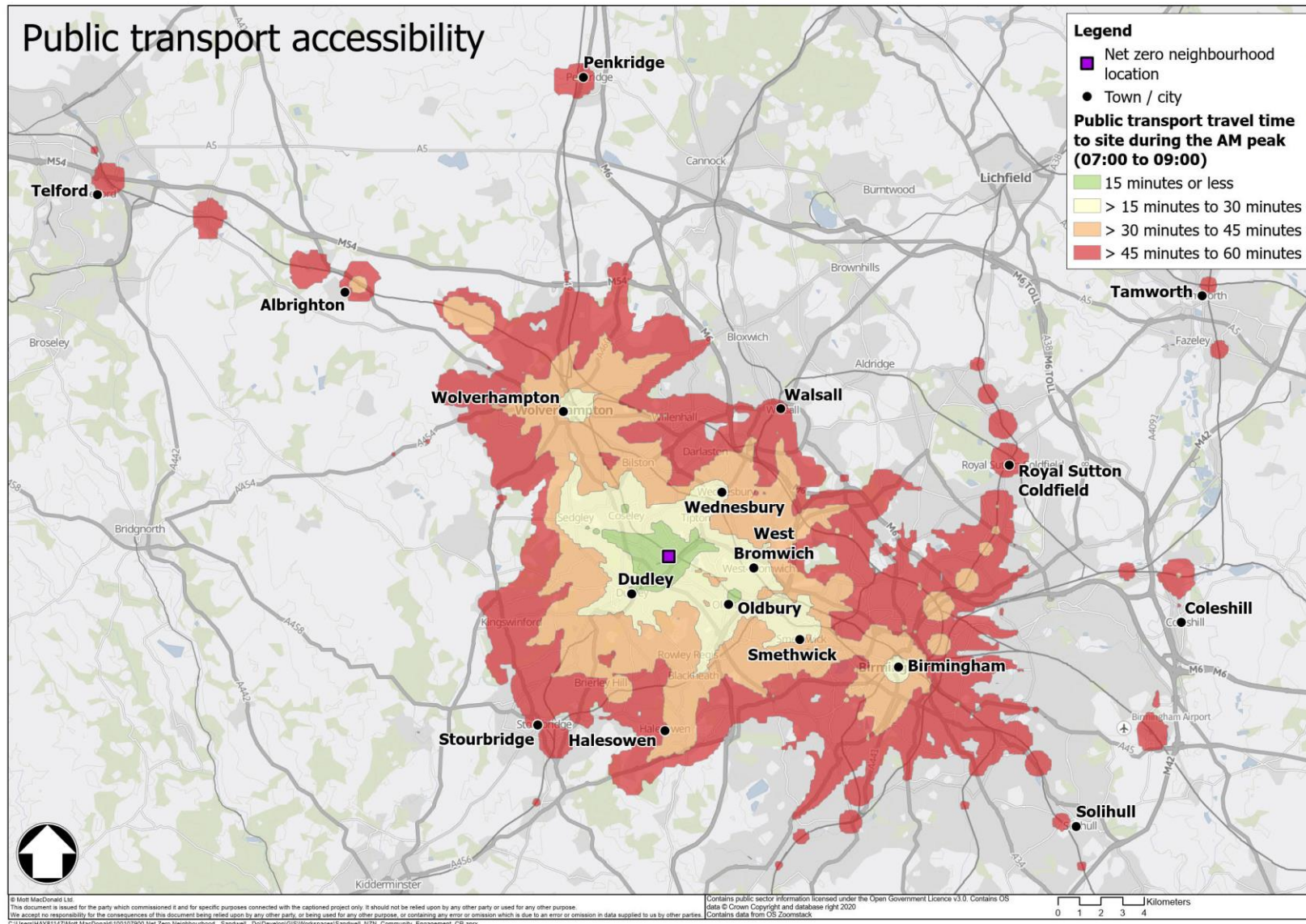
Appendix C- ASHP vs Boiler Carbon Emissions for Property Types

	Bungalow			Mid-terraced			Semi / End-terraced			Flat	
	Total CO ₂ / Boiler	Total CO ₂ / ASHP		Total CO ₂ / Boiler	Total CO ₂ / ASHP		Total CO ₂ / Boiler	Total CO ₂ / ASHP		Total CO ₂ / Boiler	Total CO ₂ / ASHP
Baseline	1374.6419 49	338.06695 2	Baseline	4215.24	863.11	Baseline	6427.58	1230.62	Baseline	4730.36	943.93
			Wall insulation	3250.34	655.98	Wall insulation	5016.83	958.57	Wall insulation	3606.29	715.77
			Roof insulation	4196.88	819.22	Roof insulation	5281.79	1004.28	Roof insulation	4373.09	848.00
			Openings	3072.40	625.31	Openings	6220.02	1166.20	Openings	4613.62	889.49
			All insulation measures	3019.77	616.24	All insulation measures	3337.70	669.03	All insulation measures	3049.31	619.80

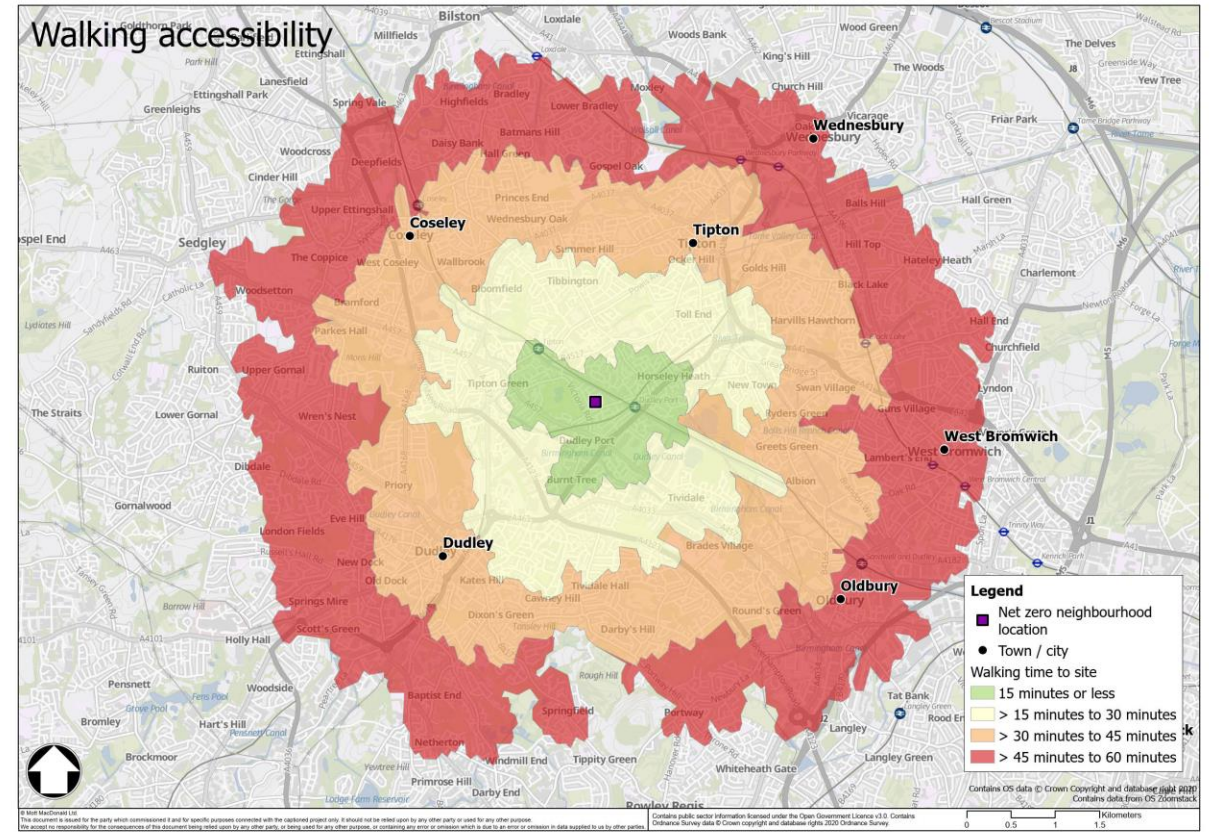
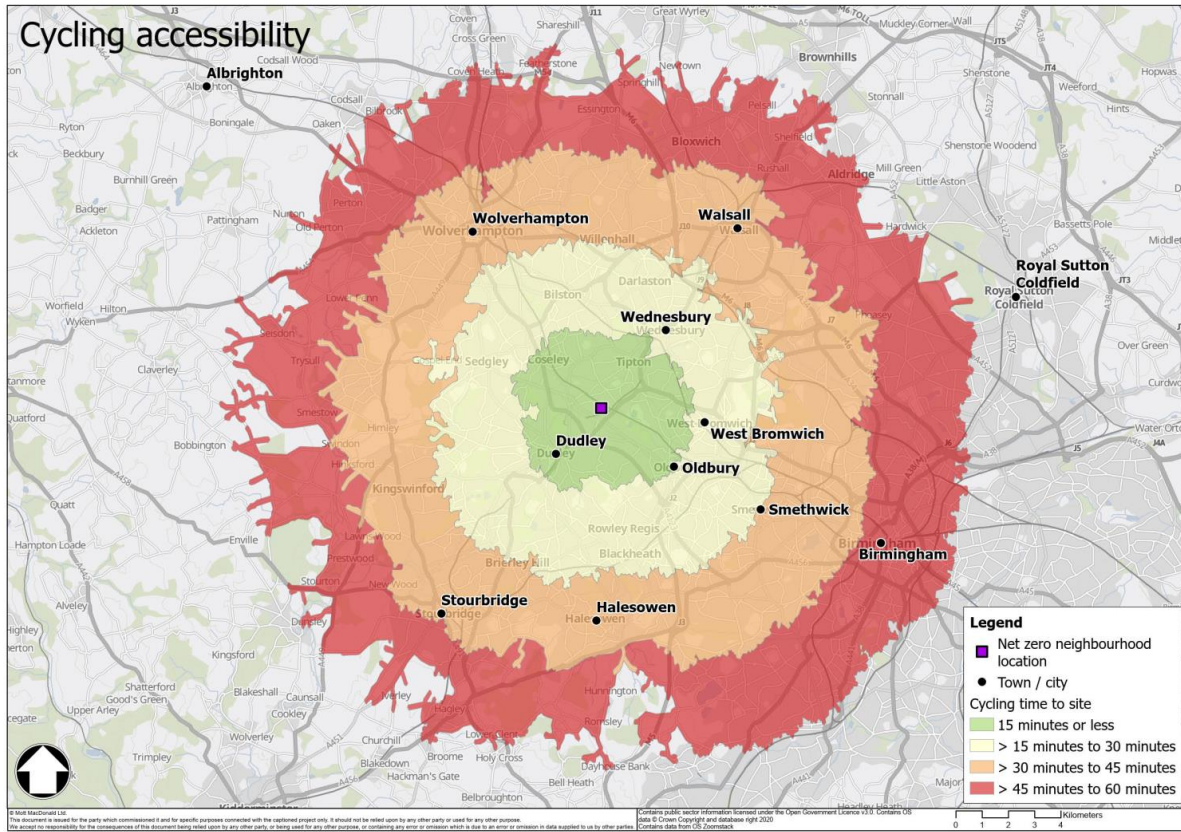
Appendix D- Locations of Travel to Work from Sandwell



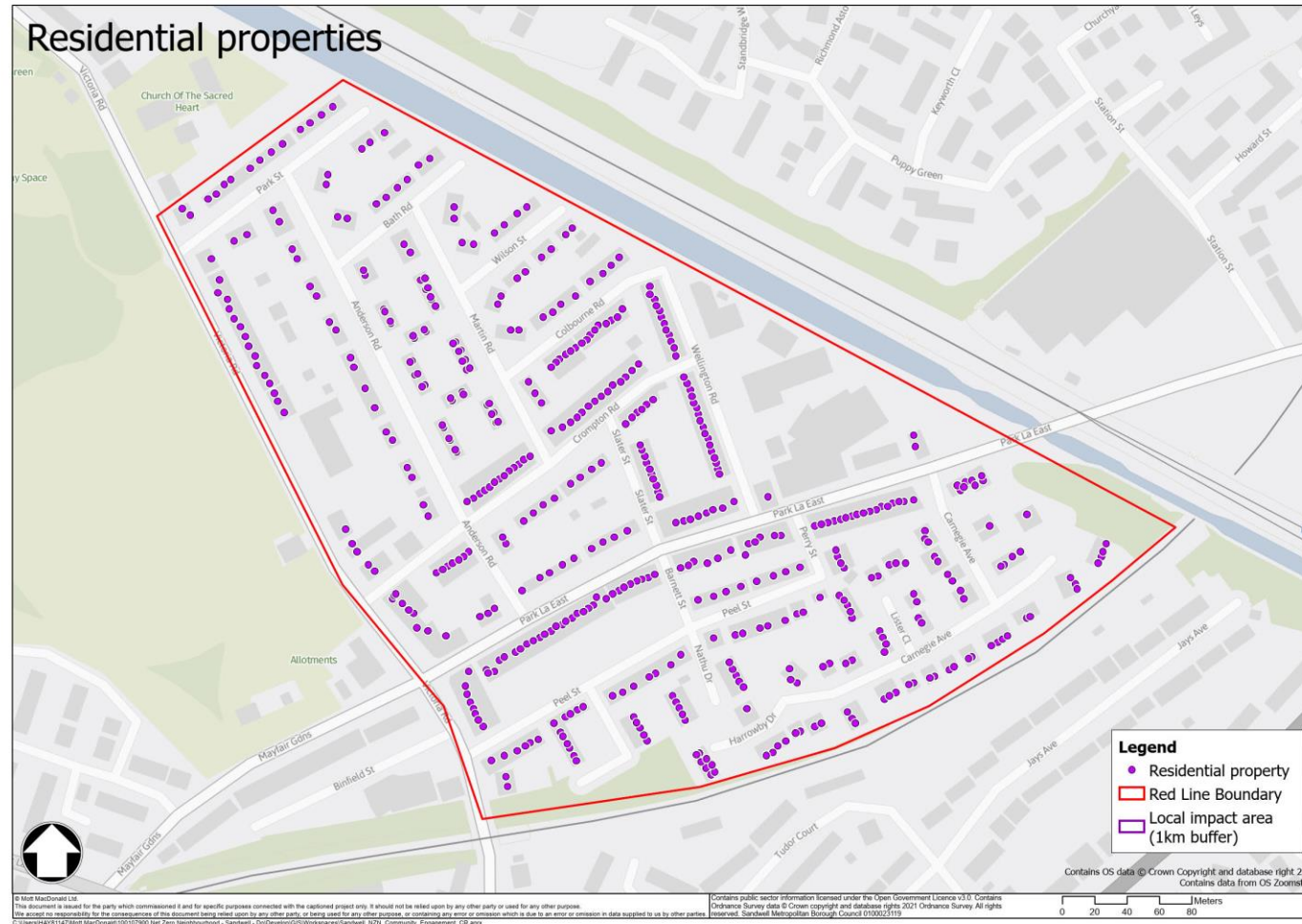
Appendix E- Public Transport and Active Travel Accessibility



Appendix E- Public Transport and Active Travel Accessibility



Appendix F- Residential Properties



Appendix G- Low Carbon Mobility Costing

Intervention	Cost	Timescale	Long term outcome
On street EV charging points	Type 2 chargers to date in Sandwell have cost £12k per charger, including network connection. Level 3 charging stations range from GBP 9,600 to 28,000 for the charger and hardware. Type 3 in Sandwell are expected to be greater than £12k, so an average of 9,600 and 28,000 is used: £18,800	Immediate to mid-term start	Access to EV charging points, infrastructure in place.
Cycle storage (in places of some existing parking spaces)	There is more flexibility with outdoor bike storage. Wooden bike shed for around £400 or a steel shed for around £500, large metal-framed sheds with Perspex coverings for around £1,000	Immediate start	Accessible and safe cycle storage encourage use of bikes and long term shift in behaviour.
Improve permeability and connectivity of pedestrian and cyclist routes	Provide connection points/links to Dudleyport station in the area and the National Cycle Route 81. Mixed Strategic Cycle Route cost is typically £0.46-0.88m/km. The cost depends on the level of infra changes needed.	Immediate start, long-term, ongoing	Improved, easy, safe and attractive pedestrian and cycle routes. Reduce reliance on cars.
Improve access and quality of routes to bus and train stops and local destinations	For example: Resurfaced cycle route costs £0.14-0.19m/km (canal side routes)	Immediate start, long-term, ongoing	Improved, easy, safe and attractive pedestrian access to public transport to encourage shift in transport behaviours.
Cycle parking at school	Cost depends on type of parking provided. Example cost for a school in Birmingham: (£8,000 per school)	Immediate, one off intervention	Cycle routes and parking facility at school to encourage active travel and early years positive habits building in kids.
Improve train station environment/connections/ public realm	Station improvements likely through Midlands Metro. Business case could take existing plans and develop a complementary package. Typical small to medium station development is £10-60m	Long-term	Attractive and safe environment encourages use of public transport.
One way streets	£10,000 - £15,000 cost for a one way street	Long-term	Slow down vehicular traffic, make it easier to walk or cycle.
Open access to Victoria Park	Removal or partial removal of existing parameter fencing. Low cost measure (<£2000)	Immediate	Permeable and inclusive open space. Increased usage, improved safety, walking and cycling routes
Local facilities and community spaces within walking distance	Depends on the facilities to be provided. Further studies needed to identify the extent.	Long-term, as opportunities arise	15 min Neighbourhoods, walkable communities, most facilities within walking distance.
The metro extension stop	£45m (estimated cost of Wednesbury Depot) this includes Construction, design and sundry costs.	Long-term, as opportunity arise	Better access to public transport, reduce reliance on cars.
Reopen the canal, improve the canal path	Cost depends on the extent of fences to be removed. This is likely to be per entrance, estimated at <£2000. Public realm works maybe needed.	Immediate start, long-term ongoing	Permeable and inclusive open space and active travel route. Increased usage, improved safety, walking and cycling routes. Wellbeing and physical activities.
Education and information through school and community events	Run by local charity/community groups with support from the council	Long-term, ongoing	Increased awareness of benefits of active travel, both for environment and health.

Appendix H- Demographics

Employment Rate and Wages- 2021

Area	Employment Rate % (aged 16-64)	Unemployment Rate % (aged 16-64)
Sandwell	73.2	5.2
West Midlands	73.6	5.2
England	75.1	4.6

Area	Annual pay- gross	
	Number	Conf %
Sandwell	31,490	3.6
West Midlands	35,698	3.8
England	38,876	0.7

Appendix H- Demographics

Households- 2011

Dwelling Type	Sandwell	West Midlands	England
All categories: Accommodation type	121,498	2,294,909	22,063,368
Unshared dwelling: Whole house or bungalow: Detached	13,814	547,026	4,949,216
Unshared dwelling: Whole house or bungalow: Semi-detached	53,218	854,301	6,889,935
Unshared dwelling: Whole house or bungalow: Terraced (including end-terrace)	31,700	524,532	5,396,459
Unshared dwelling: Flat, maisonette or apartment: Total	22,582	356,386	4,668,839
Unshared dwelling: Caravan or other mobile or temporary structure	59	7,885	80,964

Tenure	Sandwell	England	West Midlands
All categories: Tenure	121,498	22,063,368	2,294,909
Owned	69,135	13,975,024	1,489,094
Shared ownership (part owned or part rented)	701	173,760	15,230
Social rented	33,439	3,903,550	435,170
Private rented	15,674	3,715,924	321,670
Living rent free	2,549	295,110	33,745
	Sandwell	England	West Midlands
Average household size	2.5	2.4	2.4
Average number of rooms per household	5.1	5.5	5.4
Average number of bedrooms per household	2.6	2.8	2.7

Appendix I – Community engagement plan

Appendix I



Net Zero Neighbourhood Plan Park Lane Estate, Tipton

Community Engagement Plan

June 2022

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Net Zero Neighbourhood Plan Park Lane Estate, Tipton

Community Engagement Plan

June 2022

Issue and Revision Record

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1 Definitions and Abbreviations

1.1 Definitions

- NZNP– Net Zero Neighbourhood plan for Sandwell Metropolitan Borough Council (SMBC).
- Stakeholder – any individual, group of individuals or organisation that are affected or could be affected by the NZNP.

1.2 Abbreviations

Abbreviation	Meaning
GDPR	General Data Protection Regulations
SMBC	Sandwell Metropolitan Borough Council
WMCA	West Midlands Combined Authority
CET	Community Engagement Team
SMP	Stakeholder Management Plan
SME	Small to Medium Enterprise
TCPA	Town and Country Planning Act
WCAG	Web Content Accessibility Guidelines

2 Introduction

2.1 Community Engagement Plan

The purpose of this Community Engagement Plan is to document the approach that will be taken for community engagement and communications on the Net Zero Neighbourhood Plan ('NZNP') for Park Lane Estate. It includes best practice methodology for community engagement and public consultation to support effective programme delivery. The NZNP will provide the template for other net zero neighbourhood plans across Sandwell Metropolitan Borough Council (SMBC).

2.2 NZNP background

Park Lane Estate is a largely residential neighbourhood located in Tipton, a town in the West Midlands. Tipton is one of six towns that make up SMBC. SMBC is a metropolitan borough, meaning some services are provided through a joint authority, West Midlands Combined Authority (WMCA).

The Net Zero Neighbourhood Demonstrator programme has been established by the WMCA as one part of its strategy to cut regional carbon emissions to net zero by 2041, using a localised approach to developing targeted solutions. Park Lane Estate been identified as one of the neighbourhood to participate in this programme, and become a template for rolling out the step-change needed across the region.

2.3 NZNP objectives and proposals

Mott MacDonald has been working alongside the Council to develop a set of potential interventions which aim to help Park Lane Estate in its transition to Net Zero, aligned to the plan's objectives:

- Low carbon mobility and active travel
- Community engagement and co-design
- Warm, energy efficient housing with low carbon heating
- Neighbourhood regeneration and green spaces
- Community resilience and inclusive growth opportunities



Interventions have been developed through research and stakeholder workshops undertaken with the Council, to create a set of realistic and targeted measures which can be adapted to suit community needs. The interventions have been grouped into four key thematic areas:

1. Built environment
2. Low carbon mobility and active travel
3. Natural environment and green spaces
4. Community growth and engagement

It is essential that these interventions are tested with the community to make sure that they are fit for purpose and developed in such a way to suit specific community needs.



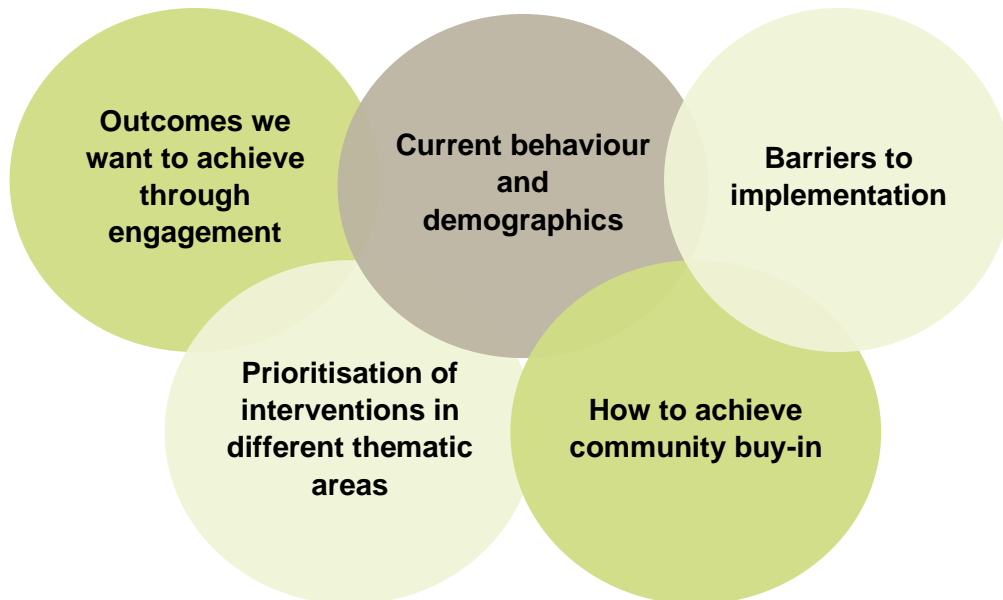
2.4 Aims of the Community Engagement Plan

The community is critical to the success of the scheme. It is our intention to develop strong and effective relationships with all community leaders to build trust and confidence. Building these relationships from an early stage of the project will reduce the risk of ineffective communications and a lack of trust in the plan.

We recognise that different stakeholders and members of the community have different interests and priorities, and that they require a meaningful engagement process, both in introducing the scheme and during continued engagement.

The purpose of this Community Engagement Plan is to set out best practice approaches for SMBC to getting community feedback relating to NZNP interventions, based on research and engagement, as well as identify community interest groups, key audiences and the most appropriate communication methods and approaches for engaging them.

Key to understanding how we approach engagement are the following elements, which are explored within the Engagement Plan:



The key objectives of this plan are:

- To provide consistent and effective leadership and control of all community engagement.
- To ensure the clarity and consistency of what is communicated to all community groups.
- To create positive community participation in NZNP development.
- To identify and mitigate key NZNP stakeholder and community engagement risks.

2.5 Approach of the Community Engagement Plan

To move forward with a just transition to Net Zero which brings the Park Lane Estate community along on the journey, delivering positive social outcomes for everyone in the community well into the future, it is essential that engagement planning begins from a deep understanding of the community. It is also key that we understand how people living and working in the Park Lane Estate might be affected by the proposed interventions, in order to understand how they might be perceived.

The Community Engagement Plan approach brings together the following elements to create a tailored plan that will help secure the success of the NZNP as it is introduced to the community:

- **Best practice principles** – best practice principles for engagement are the starting point to successful delivery of the NZNP
- **Community context** – a baseline understanding of who the community is (see Neighbourhood Characteristics) and the assets on Park Lane Estate, including potential stakeholders, demographics, community resources, businesses, housing, employment, accessibility and behaviours.
- **Evidence** – an exploration of how the community might perceive or experience proposals. This is to better understand how to approach each issue, based on published evidence and engagement with the Council and past engagement with Sandwell on the topic of climate change from a public survey carried out by the Council in 2020.

- **Communication channels** – different methods of communication, to be tailored to the appropriate audience.
- **Key messages and recommendations** – Based on evidence, key messages and recommendation for carrying out engagement in each key thematic area.
- **Risks and opportunities** – Early identification of potential risks and opportunities. .

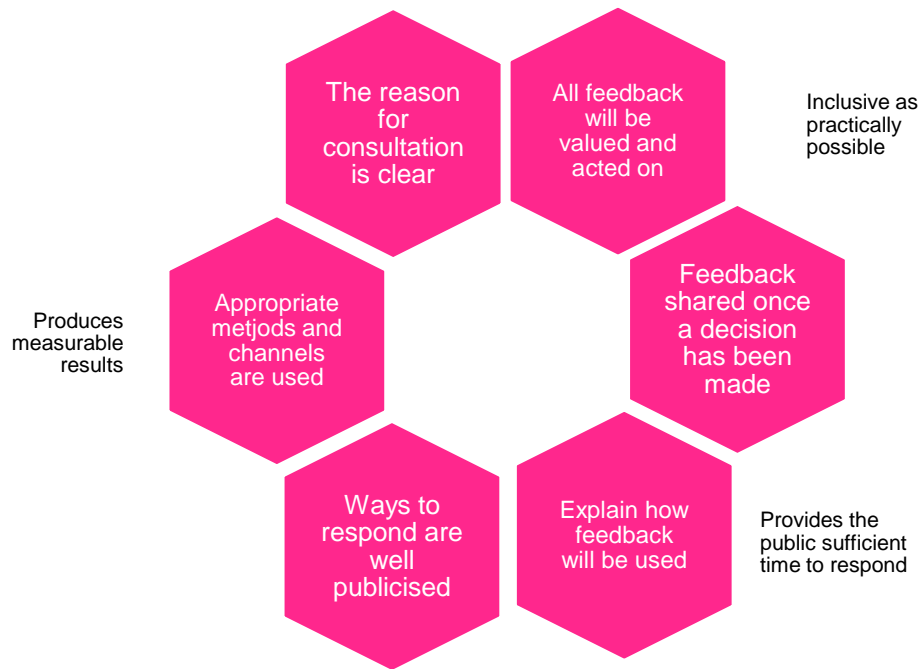
2.6 Principles of Community engagement

For successful delivery of the NZNP, identifying, engaging, and involving the community in the plan development, facilitating their influence decision making is key. Where managed well it will create long term, trusted two-way relationships. The Community Engagement Plan has been designed so that the engagement adheres to best practice principles for engagement:

- **Engagement will enable informed opinion.** NZNP engagement will fully outline its purpose and explain how results will be used. Explaining to stakeholders that their feedback can add value will increase response rate. Survey questions will be framed in a way that gathers measurable feedback and can be evaluated objectively.
- **Engagement will be well planned and timely.** The community will be given adequate time to submit their response. Sufficient time will be allowed so the consultation results can be properly analysed, fed into the consultation report and directly into the decision-making process.
- **Engagement will be inclusive.** The approach looks to gain a representative cross-section of views from the community. Specialised engagement will be used for hard to reach, marginalised and/or vulnerable groups.
- **Engagement will be undertaken using appropriate methods.** Consultation feedback will be captured via digital and hard copy surveys and telephone consultation.
- **Engagement results will be acknowledged and fully considered.** The full range of views gathered during consultation will be fully considered. The analysis will draw attention to areas of agreement and disagreement and will be compiled in a consultation report for client consideration and design review.



Figure 2.1: Approach to Community engagement and public consultation for the NZNP



3 Community Context

3.1 Community overview

Park Lane Estate in Tipton, Sandwell comprises over 300 residential properties, a mix of small shops mainly located along Park Lane East and Victoria Road, and community resources including a school, mosque, community centre and dental surgery. Just to the north of the site is Sacred Heart and Holy Souls church, and to the east Victoria Park, a large public green space which previously hosted a well-attended community fun day prior to COVID-19. To the west the estate is bordered by the Birmingham canal and to the south-east a railway line which will soon become the metro link extension.

Through engagement with the Council, it is understood that Park Lane Estate has a diverse community with a strong identity, with successive generations which have close ties to Tipton. Previously, through the Muslim Community Centre and Bangladeshi Women's Association, there has been good engagement with Council consultations. These stakeholders will be key to securing the success of the engagement pan and leading the way for the community,

Park Lane Estate has high private car use, low recycling rates and high proportions of owner occupied and privately rented homes with low energy efficiency. These are some of the challenges that the NZNP will seek to overcome. There is already a level of understanding in the community that some action needs to be taken. Through consultation, the Environment has been identified as a priority by the community, and priority areas identified in a Sandwell-wide survey on climate change identified improving air quality as a top priority.

3.2 Socio-demographic profile of the area

The area profile provides a wider contextual demographic characterisation of the area in which Park Lane Estate falls. The data includes the current social and economic context of the area and relevant comparators, namely Sandwell, the West Midlands, and England. In comparing these regions, where the area deviates by more than 3%, the difference is regarded as considerable and is reported as such.

The demographic data has been sourced from publicly available data and only applies to the resident population.

3.2.1 Children (under 16)

Table 3.1 shows that children make up 22% of the total population of the LIA (immediate area surrounding the neighbourhood'). This figure is in line with the Sandwell figure (23%), the West Midlands figure (20%) and the England figure (19%).

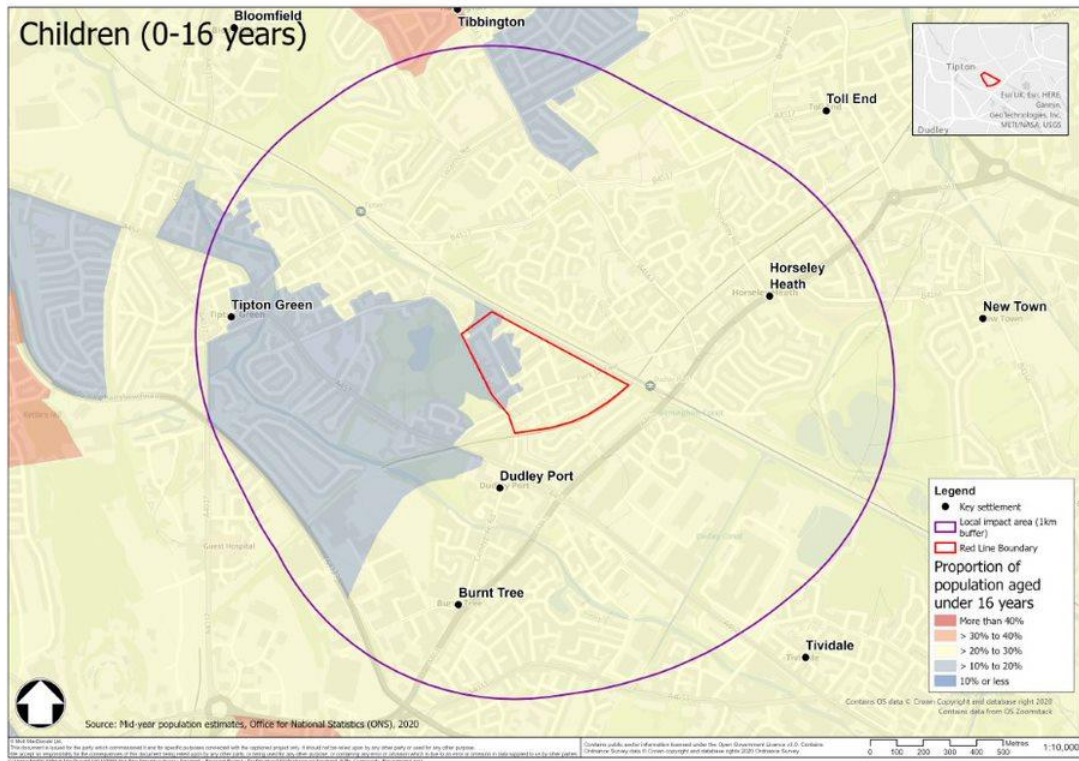
Area	Total 2020 population	Aged under 16	% Under 16s
Local impact area	21,086	4,670	22%
Sandwell	329,042	74,862	23%
West Midlands	5,961,929	1,170,586	20%
England	56,550,138	10,852,240	19%

Source: ONS 2020 mid-year population estimates

Table 3.1: Children (under 16)

Figure 3.1 demonstrates that the proportion of children under 16 years in the LIA falls between 10 and 30%. This is largely in line with the areas immediately surrounding the estate.

Figure 3.1: Proportion of population aged under 16 years



Source: Ordnance Survey Zoomstack

3.2.2 Young people (16-24 years)

Table 3.2 shows that the proportion of young people in the local impact area (11%) is in line with the local average (10%) in Sandwell, as well as both the regional (11%) and national proportion (11%).

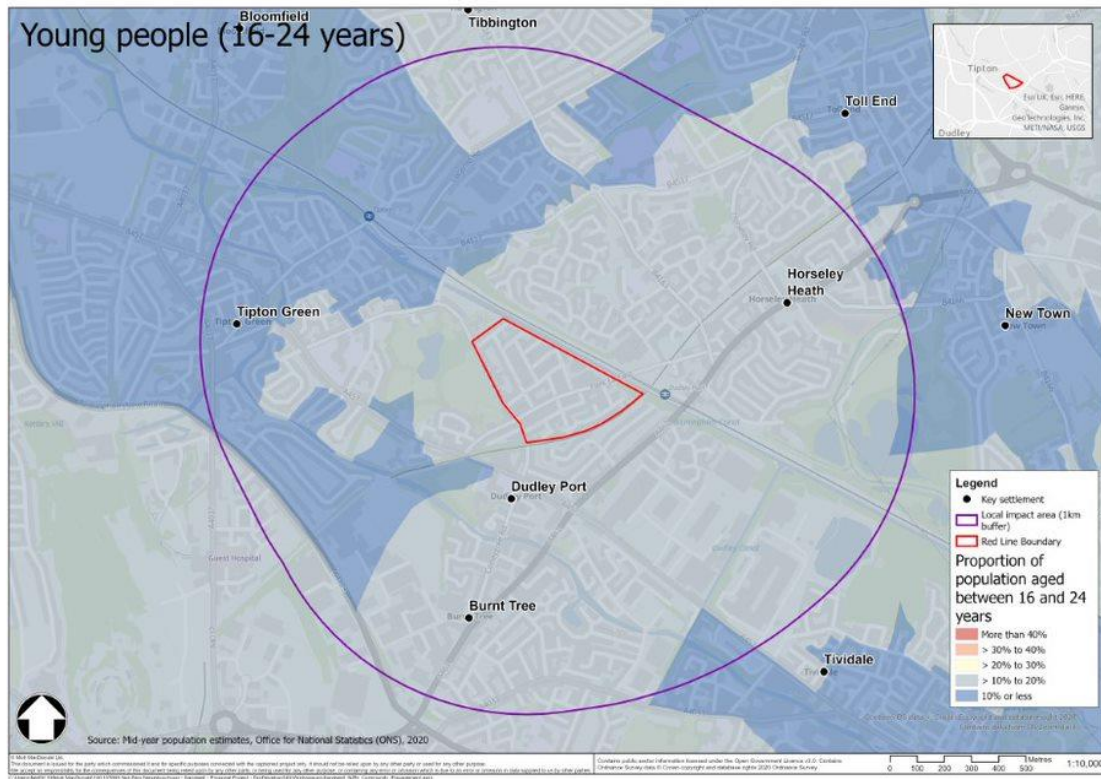
Table 3.2: Young people (16-24 years)

Area	Total 2020 population	Aged 16-24	% 16-24
Local impact area	21,086	2,258	11%
Sandwell	329,042	34,462	10%
West Midlands	5,961,929	661,022	11%
England	56,550,138	5,950,637	11%

Source: ONS 2020 mid-year population estimates

Figure 3.1 shows that the proportion of young people on the LIA is between 10 and 20%. This is largely in line with the areas immediately surrounding the estate.

Figure 3.2: Proportion of population aged between 16 and 24 years



Source: Ordnance Survey Zoomstack

3.2.3 Working age population (16-64 years)

The following table shows that the working age population (people aged between 16 and 64 years) in the LIA (65%) is in line with the comparable figures for Sandwell (62%), West Midlands (62%) and England (62%).

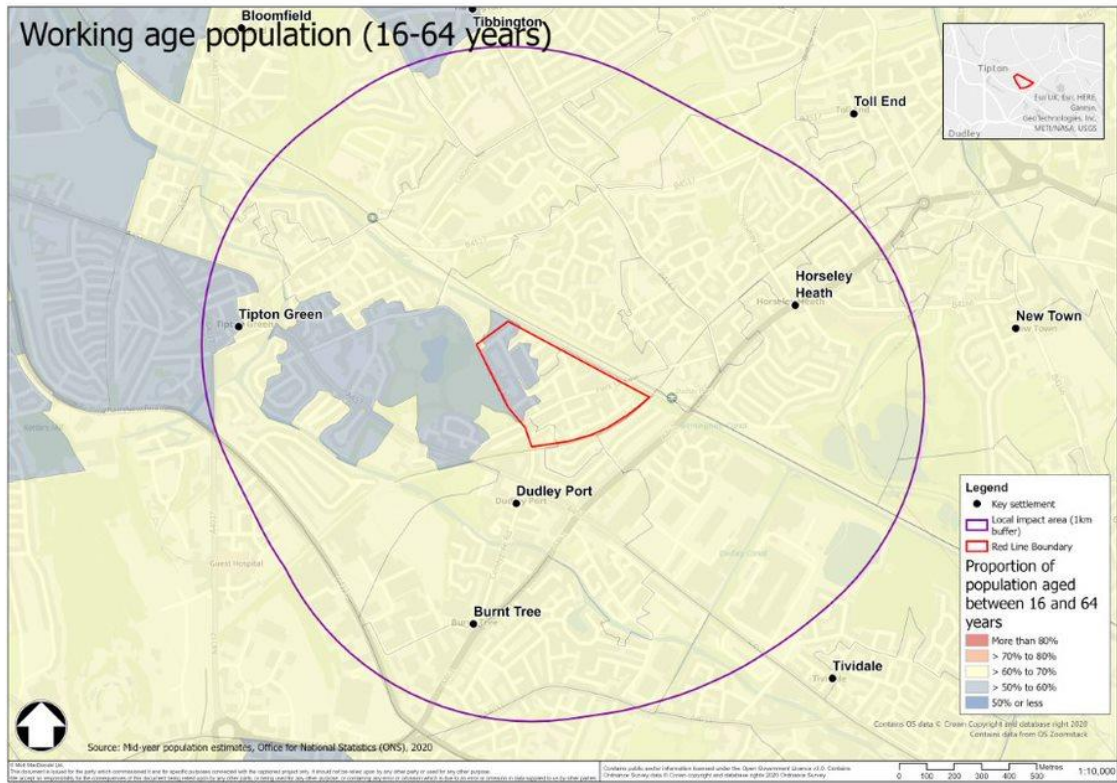
Table 3.3: Working age people (16-64 years)

Area	Total 2020 population	Age 16-64	% 16-64
Local impact area	21,086	13,756	65%
Sandwell	329,042	204,882	62%
West Midlands	5,961,929	3,678,342	62%
England	56,550,138	35,233,879	62%

Source: ONS 2020 mid-year population estimates

Figure 3.1 demonstrates that the proportion of working age residents in the LIA falls between 50 and 70%. The wider area also largely has a proportion of residents who are of working age between 50 and 70%,

Figure 3.3: Proportion of population aged between 16 and 64 years



Source: Ordnance Survey Zoomstack

3.2.4 Older people (age 65 and over)

The following table shows that the proportion of older people (aged 65 and over) in the LIA (13%) is in line with the figure for Sandwell (15%) but considerably lower than the West Midlands (19%) and England (19%).

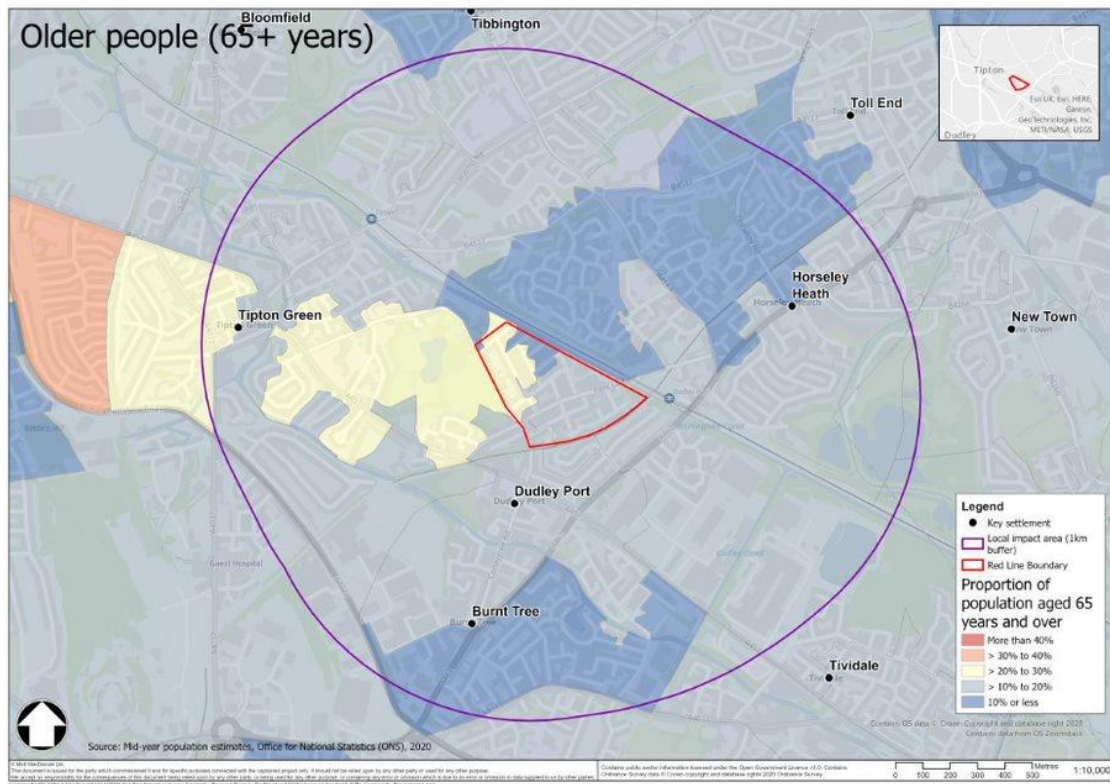
Table 3.4: Proportion of older people aged 65 and over

Area	Total 2020 population	Aged 65 and over	% 65 and over
Local impact area	21,086	2,661	13%
Sandwell	329,042	49,298	15%
West Midlands	5,961,929	1,113,001	19%
England	56,550,138	10,464,019	19%

Source: ONS 2020 mid-year population estimates

Figure 3.4 demonstrates that the proportion of older people (aged 65 and over) living in the LIA is between 0 and 30%. This is largely in line with the surrounding areas.

Figure 3.4: Proportion of older people aged 65 and over



Source: Ordnance Survey Zoomstack

3.2.5 Disability

Table 3.5 shows the proportion of the population who have a long-term health problem or disability that limits their day-to-day activities. It shows that 19% of the total population in the LIA have a disability that limits their day-to-day activities either a little or a lot. This is in line with figures for Sandwell (21%) and West Midlands (19%) but is lower than England (18%).

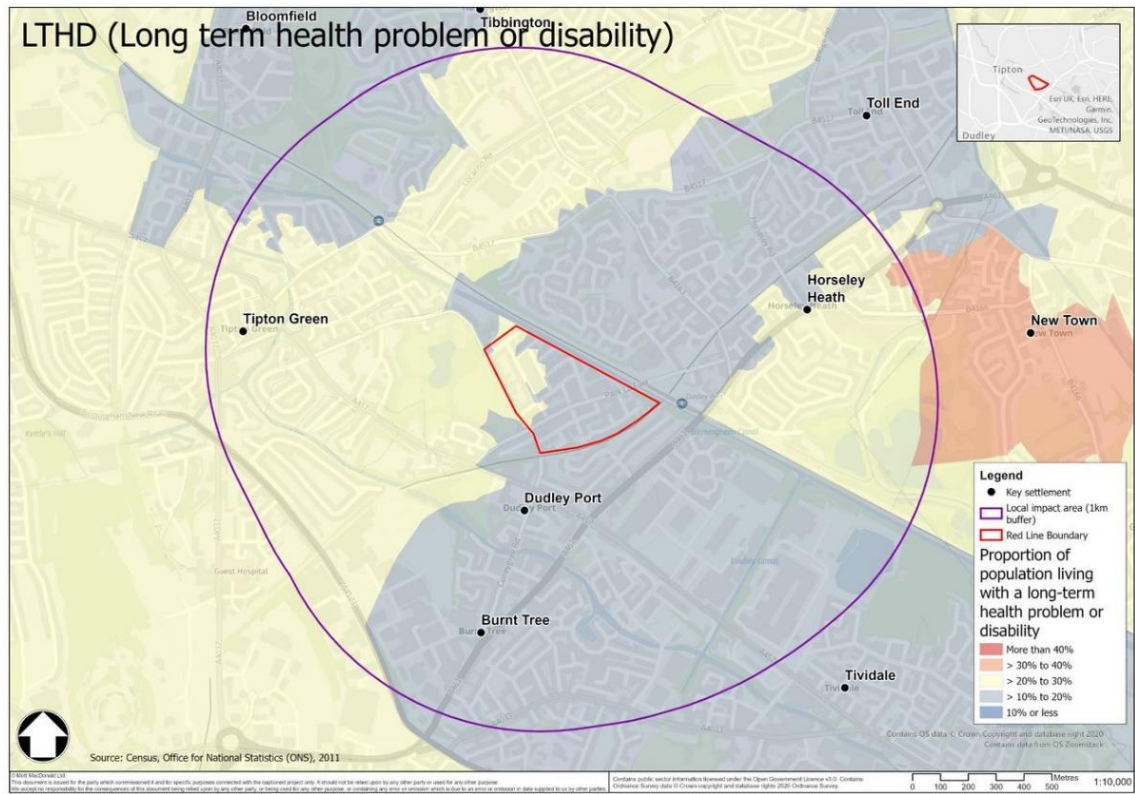
Table 3.5: Population by disability

Area	% Day-to-day activities limited a lot	% Day-to-day activities limited a little	% Day-to-day activities not limited	% LTHD
Local impact area	10%	9%	81%	19%
Sandwell	11%	10%	79%	21%
West Midlands	9%	10%	81%	19%
England	8%	9%	82%	18%

Source: Census 2011

Figure 3.5 shows that the proportion of the population in the LIA with a long-term health problem or disability is between 10 and 30%. This is in line with surrounding areas, but slightly lower than New Town, to the east.

Figure 3.5: Proportion of population with a long term health problem or disability



Source: Ordnance Survey Zoomstack

3.2.6 Ethnicity

The following table provides a breakdown of the population of the LIA, Sandwell, West Midlands and England by ethnicity.

Table 3.6: Population by ethnicity

Race and ethnicity	LIA	Sandwell	West Midlands	England	
White	English/Welsh/ Scottish/Northern Irish/British	64%	66%	79%	80%
	White Irish	0.2%	0.7%	1.0%	1.0%
	White Gypsy or Irish Traveller	0.1%	0.0%	0.1%	0.1%
	Other White	4%	3%	3%	5%
Mixed/ multiple ethnic groups	White and Black Caribbean	2%	2%	1%	0.8%
	White and Black African	0.1%	0.2%	0.2%	0.3%
	White and Asian	0.6%	0.7%	0.6%	0.6%
	Other Mixed	0.3%	0.5%	0.4%	0.5%
Asian/ Asian British	Indian	10%	10%	4%	3%
	Pakistani	7%	5%	4%	2%
	Bangladeshi	3%	2%	0.9%	0.8%

	Chinese	0.3%	0.3%	0.6%	0.7%
	Other Asian	2%	2%	1%	2%
Black	Black African	1%	1%	1%	2%
	Black Caribbean	3%	4%	2%	1%
	Other Black	0.7%	0.8%	0.6%	0.5%
Other ethnic groups	Arab	0.1%	0.3%	0.3%	0.4%
	Any other ethnic group	1%	1%	0.6%	0.6%
Minority Ethnic (non-white British)		36%	34%	21%	20%

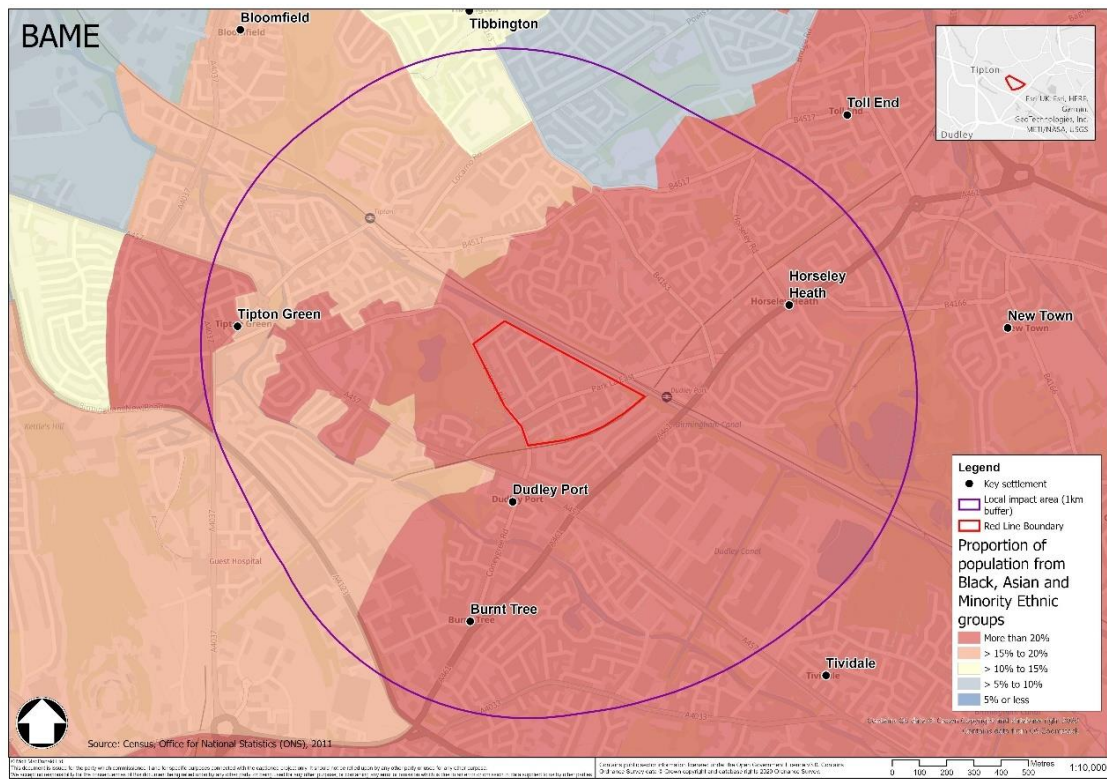
Source: 2011 Census, ONS - ethnic group

Table 3.6 shows:

- The proportion of the White British population in the local impact area is 64%. This is considerably lower than the population in the West Midlands (79%) and England (80%) but in line with Sandwell (66%).
- The Indian population makes up 10% of the population in the local impact area. This is in line with Sandwell (10%) but considerably higher than the West Midlands (4%) and England (3%).
- The Pakistani population in the local impact area is 7%. This is in line with comparable figures for Sandwell (5%) and the West Midlands (4%) but higher than England (2%).
- The Bangladeshi population in the local impact area is 3%. This is in line with Sandwell (2%) the West Midlands (0.9%) and England (0.8%).
- The total population of people from an ethnic minority in the local impact area is 36%. This is in line with Sandwell (34%), but considerably higher than the West Midlands (21%) and England (20%).

Figure 3.6 shows that the proportion of people in the LIA from a minority ethnic background is more than 20%. This is in line with surrounding areas.

Figure 3.6: Proportion of population from an ethnic minority group



Source: Ordnance Survey Zoomstack

3.2.7 Deprivation

The Index of Multiple Deprivation (IMD) brings together data covering seven different aspects or 'domains' of deprivation into a weighted overall index for each Lower-layer Super Output Area (LSOA) in England. The scores are then used to rank the LSOAs nationally and to calculate an IMD score for each local authority area. These are then divided into deciles or quintiles, with 1 being the most deprived 20% of LSOAs, and 5 the least deprived 20% of LSOAs (in the case of quintiles).

The following table shows the proportion of the population of the local impact area who live in each deprivation quintile. The estate falls within an area of relatively high deprivation, where 56% of the population lives within the most deprived quintile. This is considerably higher than the comparative population for the West Midlands (30%) and England (20%). None of the population fall within the least deprived quintile, which is considerably lower than comparable figures for the West Midlands (14%) and England (19%).

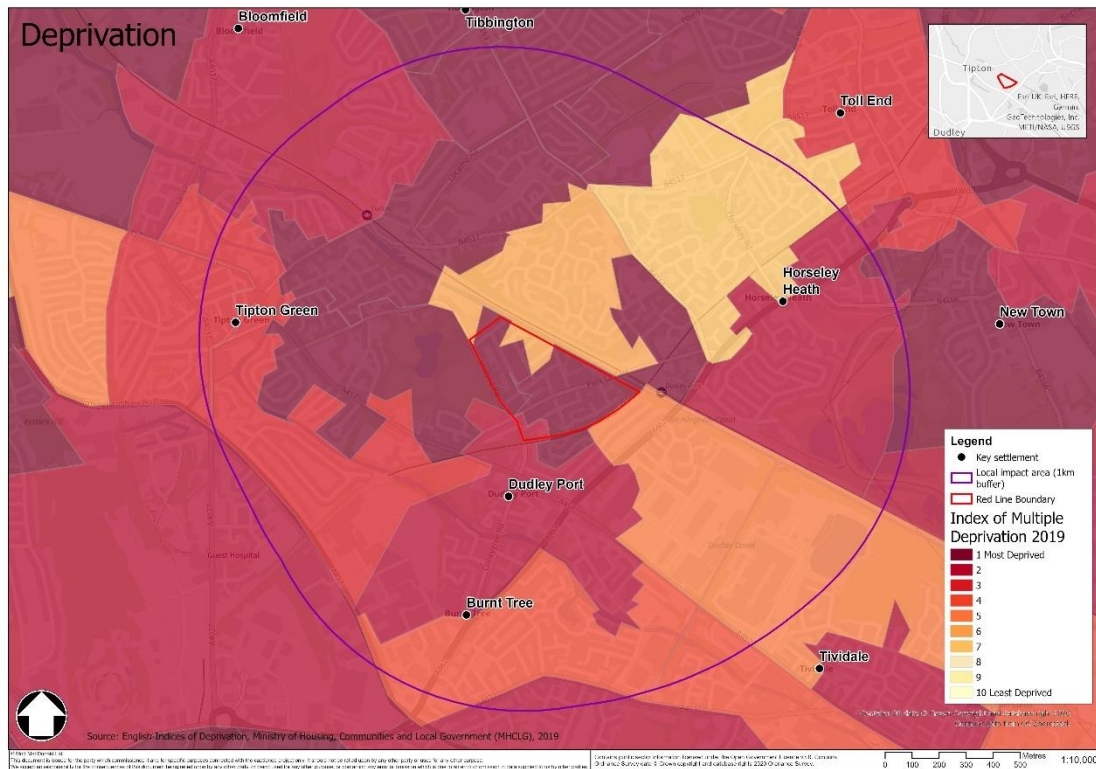
Table 3.7: Deprivation by quintile

Location	Most deprived quintile	Second most deprived quintile	Third most deprived quintile	Fourth most deprived quintile	Least deprived quintile
Local impact area	56%	22%	11%	11%	0%
Sandwell	61%	21%	15%	3%	0%
West Midlands	30%	19%	20%	17%	14%
England	20%	21%	20%	20%	19%

Source: IMD

Figure 3.7 shows that that generally, deprivation is mostly in line with surrounding areas in Sandwell, with lower levels to the east and north of the estate.

Figure 3.7: Deprivation



Source: Ordnance Survey Zoomstack

3.2.8 Employment

Generally, Sandwell has lower employment when compared to other areas. The table below demonstrates that Sandwell has a slightly lower economic activity rate (77.2) when compared to the West Midlands (77.6) and England (78.7). The employment rate for Sandwell is slightly lower than that of the West Midlands (73.6) and England (75.1). The unemployment rate for Sandwell (5.2) is in line with the West Midlands (5.2) but higher than England (4.6).

Table 3.8: Employment, unemployment and economic activity

Location	Economic activity rate - aged 16-64	Employment rate - aged 16-64	Unemployment rate - aged 16-64
Local impact area	-	-	-
Sandwell	77.2	73.2	5.2
West Midlands	77.6	73.6	5.2
England	78.7	75.1	4.6

3.2.9 Community resources

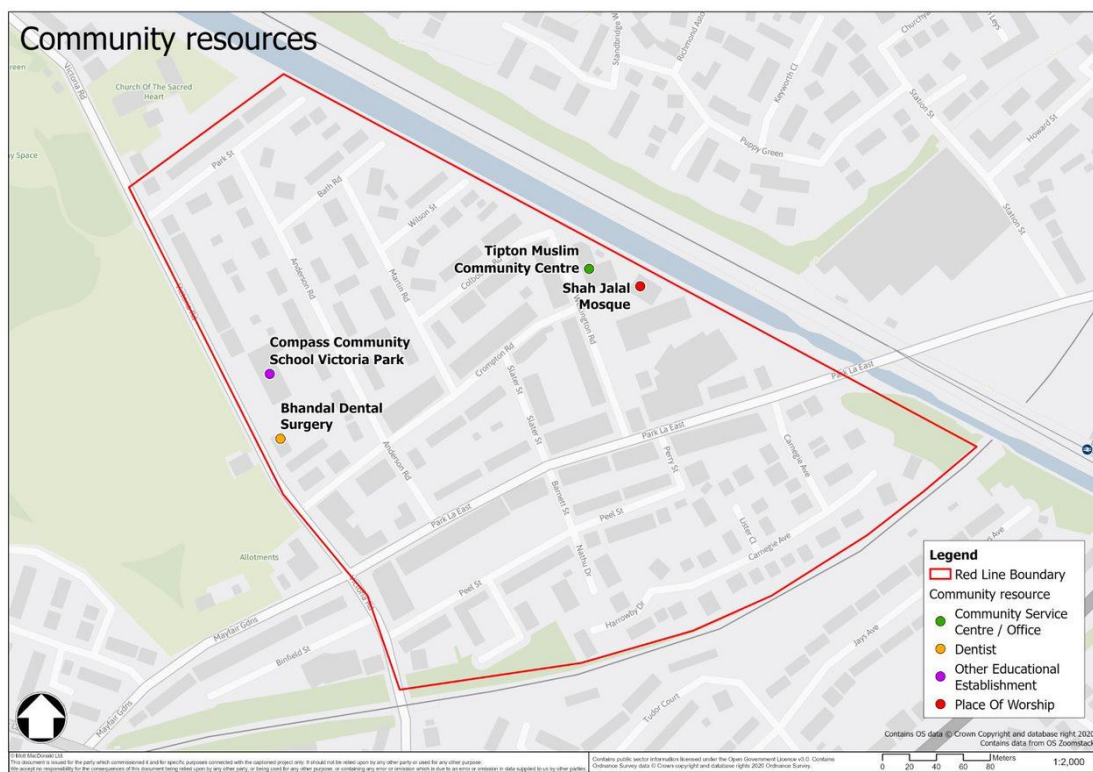
There are several community facilities and resources located both within, and in close proximity to the Park Lane Estate area. Within the area boundary, there is:

- Compass Community School
- Shah Jalal Mosque
- Bhandal Dental Surgery
- Tipton Muslim Community Centre

There are a range of different community facilities in the local impact area which are likely to be accessed by local residents, including Victoria Park, to the east of the site, and Sacred Heart and Holy Souls Church, to the north of the site, Tipton Library and Sandwell Leisure Trust fitness and sports centre are also located nearby.

Figure 3.8 maps the location of community resources and facilities within the estate.

Figure 3.8: Park Lane Estate community resources



Source: AddressBase

3.2.10 Housing

The Park Lane Estate study area, demonstrated by the red line boundary in the figure below, is a community made up of 372 homes. Based on data obtained from AddressBase Plus, it is understood homes are mainly terraced houses (245) followed by flats (91) semi-detached homes (95) and detached homes (28).

The following table demonstrates that the typical household size in the local impact area is 2.8 persons per household, slightly higher than the figure for Sandwell (2.8) and higher than the West Midlands and England (2.4, respectively). On average, the number of rooms is lower in

Sandwell (5.1) when compared to the West Midlands (5.5) and England (5.4) demonstrating there may be some instances of overcrowding.

Table 3.9: Household size and rooms

Indicators	Local impact area	Sandwell	West Midlands	England	Data source
Household size (residents per dwelling)	2.8	2.5	2.4	2.4	Census 2011 - Rooms, bedrooms and central heating, ONS
Average number of rooms per household	-	5.1	5.5	5.4	Census 2011 - Rooms, bedrooms and central heating, ONS

Figure 3.9: Park Lane Estate residential properties

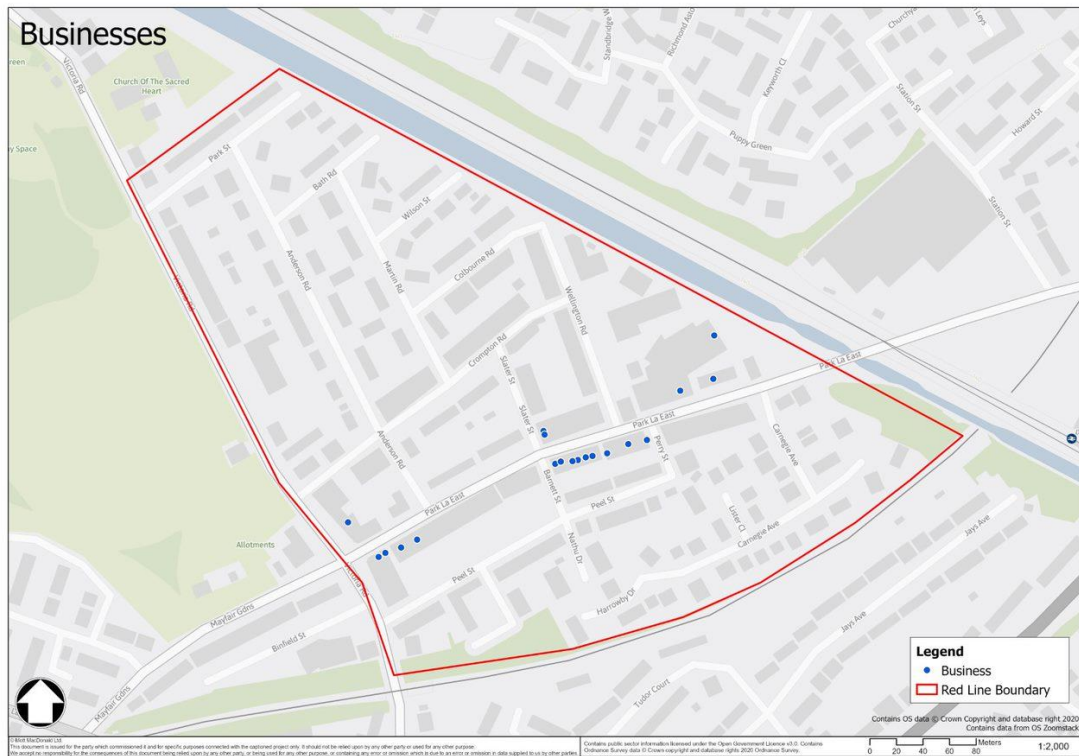


Source: AddressBase

3.2.11 Businesses

There are a number of commercial units located within the estate. These businesses are largely located along Park Lane East and Victoria Road. Their locations are demonstrated in the map below.

Figure 3.10: Park Lane Estate businesses



Source: AddressBase

There are several types of businesses operating on the estate. The majority of these are retail, but there are also takeaways, offices, manufacturing, wholesale and a warehouse. These are listed in the table below.

Table 3.10: Park Lane Estate businesses by type

Table	Name	Street
Factory/Manufacturing	RCF Bolt and Nut Co (TIPTON) Limited	Park Lane East
Warehouse / Store / Storage Depot	P and H Services (TIPTON) Limited	Park Lane East
Wholesale Distribution	GSS Fasteners Limited	Park Lane East
Office / Work Studio	Nobull Recruitment Ltd	Park Lane East
Office / Work Studio	Victoria Property Management	Victoria Road
Shop/Showroom	Time Unique Fabrics	Victoria Road
Restaurant / Cafeteria	Peps Chip Shop	Park Lane East
Shop / Showroom	Vietnam Nails Salon	Park Lane East
Shop / Showroom	Butt Travel	Park Lane East
Shop / Showroom	Shanjatal food store	Park Lane East
Shop / Showroom	AJ Properties	Victoria Road
Shop / Showroom	Cash 4 Clothes Ltd	Park Lane East
Shop / Showroom	Duggals Chemist	Park Lane East
Shop / Showroom	HDI Appliances	Park Lane East
Restaurant / Cafeteria	Caspian Pizza Tipton	Park Lane East

Shop / Showroom	E B Motorcycles	Park Lane East
Shop / Showroom	The Local	Victoria Road
Shop / Showroom	Spa Rituals	Park Lane East
Shop / Showroom	Riaz Hairdressers	Park Lane East
Shop / Showroom	Warszawa Islamabad	Park Lane East
Shop / Showroom	Sekhon News	Park Lane East
Shop / Showroom	Park wines	Park Lane East

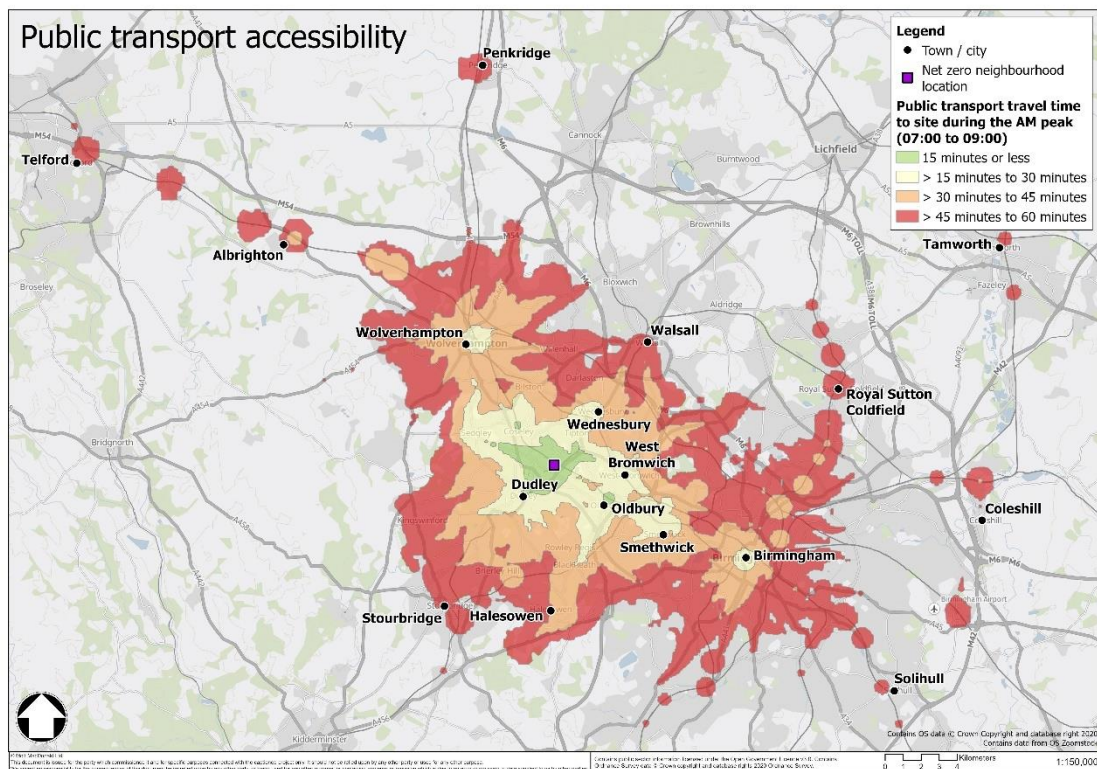
Source: AddressBase

3.2.12 Transport

3.2.12.1 Public transport accessibility

In terms of public transport accessibility, the map below shows the public transport travel time from the estate during the AM peak travel time between 7am and 9am. Many key settlements are located under 30 minutes from the estate, including Dudley, Wednesbury, West Bromwich, Oldbury, Smethwick and Wolverhampton. This suggests the estate generally has good public transport links to wider areas for work, shopping and leisure.

Figure 3.11: Public transport accessibility

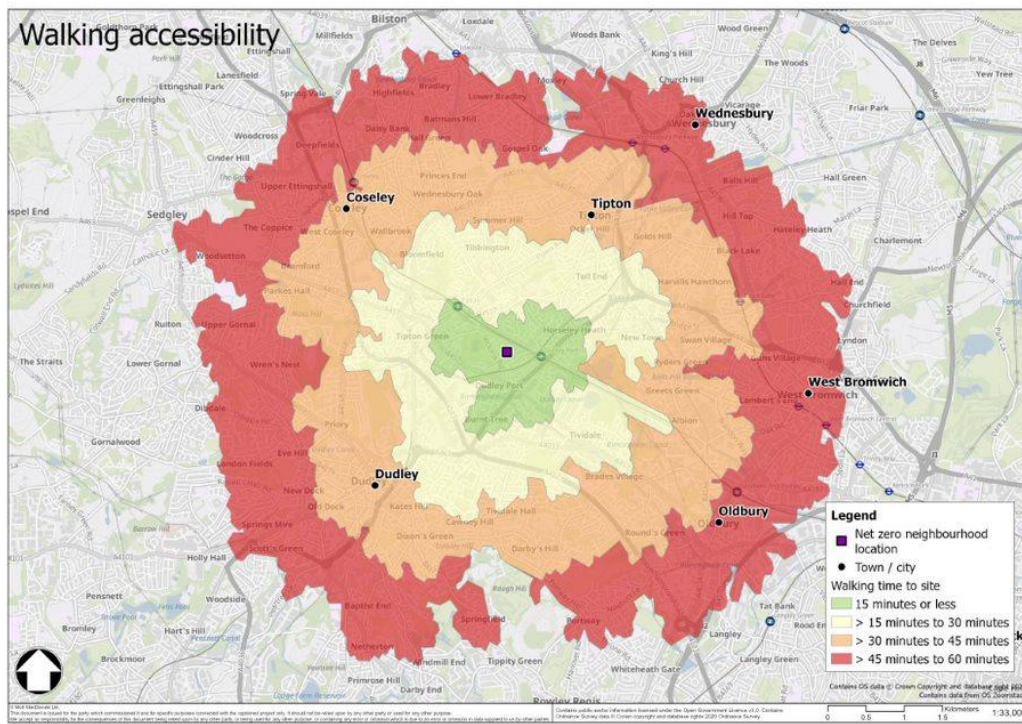


*The public transport accessibility of the site was calculated using the most current public transport timetables from ATOC and Traveline. TRACC software was used to calculate the quickest route available to the site.

3.2.12.2 Walking accessibility

The map below shows the surrounding areas of the estate and their distance from the estate for pedestrians. The estate is a 45-minute walk to major settlements, indicating that a range of amenities that these settlements have is out of reach for many people to walk.

Figure 3.12: Walking accessibility

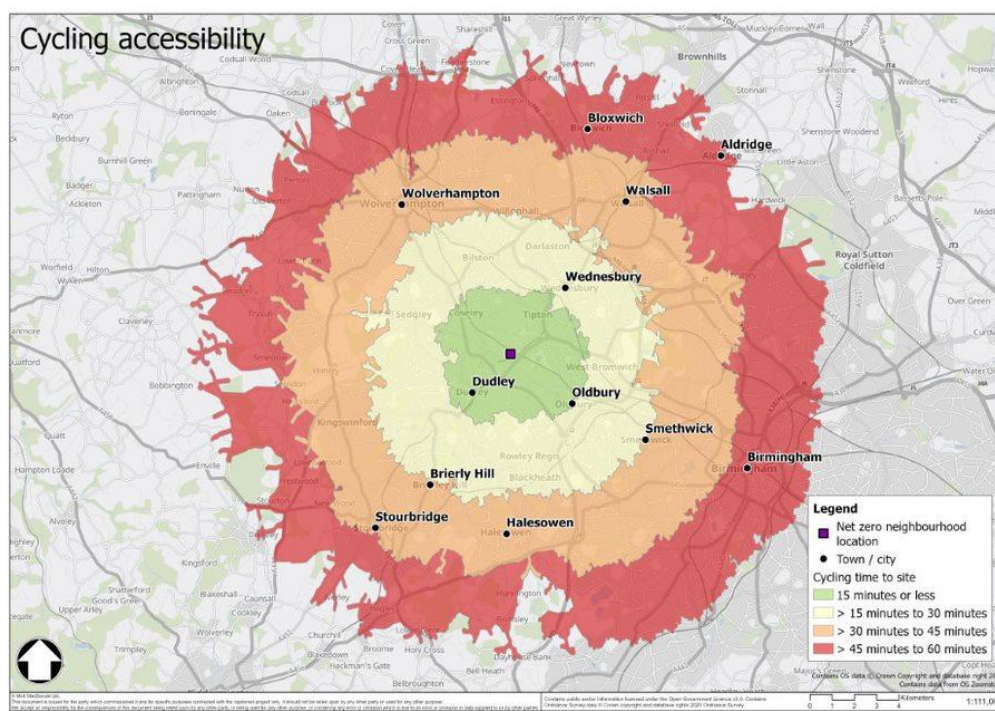


* The ArcGIS tool was used to calculate the above, using the accessible road network and a walking speed of 4.8km/h

3.2.12.3 Cycling accessibility

The map below shows the surrounding areas of the estate and their distance from the estate for cyclists. The estate is 15 minutes from Oldbury and Dudley by bike, and 30 minutes from Wednesbury, indicating the estate has fairly good cycling connectivity.

Figure 3.13: Cycling accessibility



3.2.12.4 Access to a car or van

In the Local Impact Area, the proportion of those with no access to a car or van (31 %) is in line with that of Sandwell (34%), however is higher than the West Midlands (25%) and England (26%).

Table 3.11: Access to a car or van

Location	Total households	Households with no access to car or van	% households with no car or van availability
Local impact area	7,665	2,400	31%
Sandwell	121,498	41,197	34%
West Midlands	2,294,909	566,621	25%
England	22,063,368	5,691,251	26%

Source: 2011 Census, ONS - car or van availability

4 Stakeholder mapping

4.1 Introduction

The NZNP will impact a wide range of stakeholders, and it is vital they are engaged with early to fully understand their needs; to help inform the NZNP development. Engagement provides valuable stakeholder insight to help inform design and shapes the development of appropriate messaging and the most effective communications channels to use. Effective community engagement will build wider NZNP understanding, advocacy, and support.

An initial stakeholder mapping exercise has been carried out to understand the diverse range of stakeholders and their specific requirements for the NZNP.

This initial stakeholder identification mapping process should be updated upon initiation of the NZNP, to continue to review the stakeholder landscape to identify relevant key individuals and groups as they emerge.

Stakeholders have been identified in the following groups:

- Community
- Political
- Environmental
- Leisure and culture
- Children and young people
- Older people
- People with disabilities
- Businesses
- Landowners/Site owners
- Other interested groups

4.2 NZNP Stakeholder groups

Key stakeholders have been grouped into categories to ensure they are engaged with, and their needs are captured.

The following identified stakeholder groups have been reviewed during the initial stakeholder identification mapping. They will be amended where required and key stakeholder relationship owners assigned. For example, the SMBC team may prefer to manage certain key landowner or MP relationships, due to existing relationships, or these may be delegated to a member of the CET.

Community

- Bangladeshi Women's Group
- Litter Watch
- Tipton Muslim Community Centre
- Tipton Community Association
- Tipton – Murray Hall Community Trust

Political

- Cllr Abid Hussain
- Cllr Syeda Khatun
- Cllr Charn Singh Padda
- Cabinet Member for Housing, Cllr Zahoor Ahmed
- Cabinet Member for Environment, Cllr Ahmad Bostan
- Cabinet Member for Adults, Social Care & Health, Cllr Suzanne Hartwell
- MP, Shaun Bailey
- Mayor, Andy Street

Environmental

- Climate Change Project Manager at SMBC, Jo Miskin
- Canal and River Trust

Leisure and Culture

- Sandwell Leisure Trust
- Park bike scheme – Sandwell Council

Children and Young People

- Shah Jalal Mosque And Madrasha
- Compass School
- Tipton Green School
- Scared Heart Primary
- Tipton COG

Older People

- Age UK Sandwell

People with Disabilities

- Local access group via Sandwell Borough Council

Businesses

- Local businesses shown in Table 3.10

Landowners/Site occupiers

- Greensquare Accord Housing (a registered provider).

Other Interest Groups

- The Sacred Heart and Holy Souls Catholic Church

- Black Country Chamber of Commerce
- Sandwell and West Birmingham CCG

5 Evidence Review

5.1 Overview

This chapter sets out a summary of the existing evidence for communications considerations associated with the proposed NZNP interventions. Evidence from a 2020 community consultation in Sandwell regarding climate change priorities and from a workshop carried out with Sandwell Council are also detailed in relation to these considerations, along with specific groups who may be differentially affected by proposals.

5.2 Built Environment

Communications considerations	Supporting evidence from engagement	Specific groups to consider
<p>Communicating the health benefits of retrofitting</p> <p>Retrofitting existing buildings and homes, providing new energy efficient buildings and homes and installing or connecting to district heating networks can help to ensure warm and insulated homes and prevent against the health and wellbeing impacts of living in a cold home.¹ Children older people and disabled people are likely to experience greater adverse health effects of cold housing when compared to other groups.^{2 3}</p>	<ul style="list-style-type: none"> ● From a climate change consultation carried out in Sandwell in 2020, when asked about prioritise for housing, making Council owned homes more energy efficient ranked highest with 58% agreeing they should be prioritised for higher efficiency standards, followed by privately built new homes with 47%. Higher efficiency for private rented and owner-occupied homes was less of a priority (30% and 20%, respectively). ● In a workshop carried out with the Council, it was noted that there is low solar PV use, and that some homes are more suitable than others for it. 	<ul style="list-style-type: none"> ● Children ● Older people ● Disabled people

¹ International Energy Agency, (2014): 'Capturing the Multiple Benefits of Energy Efficiency Capturing the Multiple Benefits of Energy Efficiency'. Liddell, C, Morris, C. (2010) 'Fuel poverty and human health: a review of recent evidence'. Marmot, M, Geddes, I, Bloomer, E (2011): The health impacts of cold homes and fuel poverty, London: Friends of the Earth & the Marmot Review Team.

² Hames, D. and Vardoulakis, S. (2012): 'Climate Change Risk Assessment for the Health Sector Defra'. Marmot Review Team (2011) 'The Health Impacts of Cold Homes and Fuel Poverty'. London: Department of Epidemiology and Public Health, University College London.

³ The Housing and Ageing Alliance (2013) 'Policy Paper: Health, Housing and Ageing'

Communications considerations

Communicating the financial benefits of retrofitting

Improving the energy efficiency of new and existing buildings and homes, can reduce the cost and consumption levels of heating a building or home.

Fuel poverty is directly related to the energy efficiency of a building and occurs when owners or residents cannot afford to keep adequately warm at a reasonable cost given their income.⁴

Research suggests that fuel poverty is more common among people from ethnic minority backgrounds and disabled people.⁵

Addressing negative perceptions around the cost of retrofitting, building or installing energy efficient infrastructure

Retrofitting existing buildings and homes, providing new energy efficient buildings and homes and installing or connecting to district heating networks is likely to involve an upfront monetary cost. Although this may be mitigated by the cost savings from having a more energy efficiency building or home in the long-term, the upfront cost may be unaffordable for some. This could be the case for people at risk of financial exclusion, who experience difficulty accessing appropriate and mainstream financial services, such as bank accounts and loans. This includes young people not in employment, older people, single parent families (the vast majority of whom are led by women) and people from BAME backgrounds.

Supporting evidence from engagement

was also noted that it may be beneficial to explore a community energy scheme to help address this, which would provide community energy from a central location (i.e. the community centre) which would be more cost effective, This approach was echoed from a comment in the 2020 consultation, which said also suggested generating renewable energy in school buildings/ other community owned or controlled buildings.

- In a workshop carried out with the Council, it was indicated that it would be helpful to communicate the amount residents would be likely to save if they retrofitted their homes.

Specific groups to consider

- Disabled people
- People from ethnic minority backgrounds
- People living on low income
- Older people
- Young people not in employment
- Single parent families
- People from ethnic minority backgrounds
- Women

⁴ Marmot, M, Geddes, I, Bloomer, E (2011): The health impacts of cold homes and fuel poverty, London: Friends of the Earth & the Marmot Review Team.)

⁵ Department for Business, Energy and Industrial Strategy (2017): 'Ethnicity facts and figures: Fuel poverty'.

5.3 Low carbon mobility and active travel

Communications considerations

Communicating the health benefits of shifting away from car travel

There is a direct relationship between health, air quality and transport infrastructure.⁶ Road transport is a major source of emissions.⁷ Harmful air pollutants can impact human health in a variety of ways in both the short and long term. Although air pollution affects everyone, some people can be more affected by air pollution, particularly those with existing cardiovascular, respiratory and allergy-related conditions (therefore many older and disabled people) as well as children and pregnant people.⁸

People who live in deprived areas can also be more susceptible to the impacts of air pollution, potentially because they tend to be in poorer health than the rest of the population and reside in areas closer to busy roads.⁹

Considerations around promoting public transport

Enhanced promotion and improved infrastructure can increase the use of public transport, reducing reliance on cars, thus reducing air pollution.

Changes to public transport infrastructure have the potential to impact several groups that are more likely to be dependent on public transport such as children, young people¹⁰, people from ethnic minority backgrounds, disabled people¹¹ and older people.¹²

Children are often dependent upon parental support for their mobility needs, therefore becoming less active themselves, in turn preventing the myriad benefits active travel may bring.¹³ Also, disabled people generally

Supporting evidence from community engagement

- From a climate change consultation carried out in Sandwell in 2020, when asked about views on air quality / climate change, respondents said poor air quality improvement (34%) and traffic reduction / sustainable transport (20%) were the most important. Concerns about health impacts was of least concern (3%). Comments noted air quality improvement should focus on areas around schools. People were more receptive to the idea of reducing air pollution than addressing climate change.
- From the consultation, when asked about priorities for transport, 33% of respondents said that addressing unsustainable transport was a priority, after reducing waste (77%) and recycling more (53%), demonstrating that it is of moderate importance to residents.
- From the consultation, the highest priority for transport was 'invest in public transport' (69%) followed by 'replace buses with electric buses (51%) then 'encourage cycling and walking' (44%). Lower priority areas related to interventions such as increasing parking costs, car sharing and reducing private vehicle use.
- In a workshop carried out with the Council, it was noted that cycle training and walk to school programmes should be used to promote behaviour change. The Council is in the process of planning cycle training in Victoria Park.

Specific groups to consider

- Children
 - Older people
 - Disabled people
 - Antenatal women
 - People living on low income
-
- Children
 - Young people
 - Older people
 - Disabled people

⁶ WHO (2013): 'Review of evidence on health aspects of air pollution (REVIHAAP) project: Technical report'

⁷ DEFRA (2019): 'Air quality: Explaining air pollution – at a glance'

⁸ Faculty of Public Health (2013): 'Transport and health: A position statement'; Cowie, H. et al., (2015): 'Air quality, health, wellbeing and behaviour'

⁹ Fechta, D., et al (2015): 'Associations between air pollution and socioeconomic characteristics, ethnicity and age profile of neighbourhoods in England and the Netherlands'; Pearce, J., et al (2013): 'Geographical and social inequalities in particular matter (PM10) and ozone air pollution in the EU: 2006 to 2010'; Public Health England (2018): 'Health matters: Air pollution'

¹⁰ Department for Transport (2013): 'Valuing the social impacts of public transport'

¹¹ Government Office for Science (2019): 'Inequalities in mobility and access in the UK transport system'

¹² RAC, 2019 Report on motoring.

¹³ WHO (2011): 'Health co-benefits of climate change mitigation: Transport sector'

Communications considerations

Supporting evidence from community engagement

Specific groups to consider

have fewer travel options compared to non-disabled people and are more reliant on public transport.¹⁴

Considerations around promoting active travel

Accessible active travel infrastructure has the potential to make a valuable contribution in promoting physical activity and reducing health inequalities by considering and designing infrastructure with everyone’s needs in mind.¹⁵

The promotion of and improvements to infrastructure for walking and cycling encourages the use of healthier and more environmentally friendly modes of travel. Research suggests that older people¹⁶, women, disabled people and people from ethnic minority backgrounds are less likely to participate in active travel modes due to issues including reduced physical mobility, safety concerns and inaccessible infrastructure.¹⁷

Evidence highlights that in England in 2019, men made three times as many cycle trips as women, and cycled 3.7 times as many miles as women.¹⁸

Considerations around addressing perceptions of crime/safety during travel

The shift away from car travel could negatively impact some groups if they are more likely to be victims of crime or more likely to fear crime. These groups are likely to be differentially affected while they are travelling on foot or on public transport.

- In a workshop carried out with the Council, it was noted that at Park Lane Estate, poor perceptions of the canal will need to be challenged, due to ongoing issues of antisocial behaviour. Ideas included working with the Canal and River Trust to add lighting and take action to prevent flytipping

- Children
- Older people
- Young people
- Disabled people
- People from ethnic minority backgrounds
- People living on low income
- Men
- Women

- Young people
- Older people
- Women
- LGBT groups
- People from ethnic minority backgrounds
- Men

¹⁴ Government Office for Science (2019) ‘Inequalities in mobility and access in the UK transport system’

¹⁵ DfT (2016): ‘Cycling and walking investment strategy’

¹⁶ TfL (2016): ‘Older Londoners’ perceptions of London streets and the public realm: Final report’

¹⁷ Department for Transport (2020): ‘Average number of trips made and distance travelled’.

¹⁸ TfL (2016): ‘Older Londoners’ perceptions of London streets and the public realm: Final report’

Communications considerations

Supporting evidence from community engagement

Specific groups to consider

Considerations around addressing negative perceptions about switching to electric vehicles

As not everyone is able to afford an electric vehicle (EV), the move toward electric may leave behind those who cannot afford to make the switch.

Although the cost of EVs (either referring to the total, including purchase and operation costs, or even in the future the upfront) may reach cost parity with conventional petrol and diesel cars, low income households may still be unable to afford them and benefit from the lower motoring costs in the long term.¹⁹

Also, the location of charging stations can also be an issue of equity among different road users in case these take up space on pavements from pedestrians obstructing their movement and causing difficulties in the accessibility of people with physical impairments.²⁰

There may also be a difference in access to charging locations, depending on housing type. This means those on lower incomes, such as those living in council housing, may not have the same access to charging stations as those living in developments with private access to charging stations.

Considerations around reduction of parking

A reduction in parking infrastructure, especially if this includes spaces close to services and facilities or Blue Badge parking, can disproportionately impact those who may be reliant on a car to travel if appropriate alternatives for transport are not available. This can adversely affect parents with young children²¹, and disabled people who rely on such parking facilities in order to access a range of services and facilities, as well as, potentially, their homes. This can lead to knock-on effects on parents and disabled people's independence, exacerbating issues such as loneliness and social isolation.²²

- In a workshop carried out with the Council, it was suggested that we need to explore ways to encourage people to think more mindfully about idling vehicles and pollution, which could tie into initiatives around schools such as 'idle-free zones'.
- In a workshop carried out with the Council, it was suggested that there are many people employed in the taxi industry in the area and those using vehicles for work, so communications need to be tailored to address industry shift as well.

- People living on a low income

- In a workshop carried out with the Council, it was suggested that loss of parking and creation of one way streets would be a particularly challenging topic, which could be eased by explaining the 'why' behind the intervention. .

- Disabled people
- People using pushchairs

¹⁹ Mullen and Marsden (2016): 'Unconsidered futures: Limits of economic assumptions in forecasts for electric vehicles'.

²⁰ Zhi-Hong Zhu, Zi-You Gao, Jian-Feng Zheng, Hao-Ming Du, 'Charging station location problem of plug-in electric vehicles', Journal of Transport Geography (volume 52, April 2016, pages 11-12)

²¹ Pettersson, G., (2009), 'Priorities for the use of bus transport by disabled people, older people and parents with young children in buggies', Association of European Transport

²² Equality and Human Rights Commission (2017): 'Being disabled in Britain: a journey less equal'

5.4 Natural environment and green spaces

Communications considerations	Supporting evidence from community engagement	Specific groups to consider
<p>Benefits of access to green space</p> <p>The ability to access and use green space has been shown to impact positively on both physical and mental health. Green space can play a fundamental role in facilitating and promoting social interaction²³, which in turn can support a sense of belonging and community²⁴ and improve overall levels of happiness.²⁵ This is likely to particularly benefit older people as they are often more vulnerable to loneliness and social isolation compared to other sections of the population.²⁶ Green space can also have a positive role in a child's cognitive development,²⁷ their wellbeing,²⁸ and is linked to lower BMI. Access to green space has also been shown to have positive health benefits for disabled people, and people with autism or learning disabilities in particular.²⁹ Access to safe green and open space can also benefit pregnant women by reducing blood pressure and depression.³⁰ The benefits of green space in improving mental well-being are</p>	<ul style="list-style-type: none"> ● From a climate change consultation carried out in Sandwell in 2020, when asked about additional actions people wanted to see, tree planting / green space (16%) was the third priority after sustainable transport (27%) and education / encouraging behaviour change (25%), suggesting moderate importance to people. ● In a workshop carried out with the Council, it was suggested the community could get involved in planning trees and putting biodegradable tags around young trees encouraging the community to water them. It was also suggested that greater community involvement could be achieved through gamification – such as a community growing competition in partnership with local organisations such as the community centre, schools, police and local business, which could be supported by small grants funding. 	<ul style="list-style-type: none"> ● Children ● Older people

²³ Kim, J. and Kaplan, R. (2004): 'Physical and psychological factors in sense of community: New urbanist Kentland's and nearby orchard village'.

²⁴ Pinder, R. Kessle, A. Green, J. Grundy, C. (2009): 'Exploring perceptions of health and the environment: A qualitative study of Thames chase community forest'.

²⁵ Alcock, I. White, M. Wheeler, B.W. Fleming, L.E. and Depledge, M.H. (2014): 'Longitudinal effects on mental health of moving to greener and less green urban areas'

²⁶ NHS (2018): 'Loneliness in older people'; WHO (2016): 'Urban green spaces and health: A review of evidence'.

²⁷ Davdand, P. Nieuwenhuijsen, M.J. Esnaola, M. Fornas, J. Basagana, X. Alvarezpedrerol, M. Rivas, I. Lopez-Vincente, M. De Castro Pascual, M. Su, J. Jerrett, M. Querol, X. and Sunyer, J. (2015): 'Green spaces and cognitive development in primary school children'.

²⁸ Alcock, I. White, M. Wheeler, B.W. Fleming, L.E. and Depledge, M.H. (2014): 'Longitudinal effects on mental health of moving to greener and less green urban areas'.

²⁹ Hartig, T. Mang, M. Evans, G.W (1991) Restorative effects of natural environment experiences; Hartig, T. Mitchell, R. DE VRIES, S. and Frumkin, H. (2014) Nature and health; Herzog, T. Black, A.M. Fountaine, K.A. Knotts, D.J (1997) Reflective and attentional recovery as distinctive benefits of restorative environments; Kaplan, R and Kaplan, S (1989) The experience of nature: A psychological perspective; Ulrich, R.S, Simmons R.F, Losito B.D, Fiority, E, Miles, M.A and Zeison, M. (1991) Stress recovery during exposure to natural and urban environments.

³⁰ Grazuleviciene, R. Dedele, A. Danileviciute, A. Venclovine, J. Grazulevicius, T. Andrusaityte, S. Uzdanaviticute, I and Nieuwenhuijsen, M.J. (2014) The Influence of Proximity to City Parks on Blood Pressure in Early Pregnancy; McEachan, R.R. Prady, S.L. Smith, G. Fairley, L. Cabieses, B. Gidlow, C. Wright, J Davdand, P. Van Gent, D and Nieuwenhuijsen, M.J. (2016) The association between green space and depressive symptoms in pregnant women: moderating roles of socioeconomic status and physical activity.

Communications considerations

Supporting evidence from community engagement

Specific groups to consider

now often included as part of a green agenda in some mental health treatment programs, known as ecotherapy.³¹ Research has found that in urban areas, people from ethnic minority backgrounds tend to have less access to local green space and the green space is often of poor quality.³² Evidence also shows that safety of urban green space is particularly important to people from ethnic minority backgrounds and women due to previous experiences of victimisation or harassment.³³

Benefits of ecosystem services

Trees and other planting can provide a range of ecosystem services, such as filtering harmful pollutants³⁴, storing and sequestering carbon³⁵, reducing flood risk³⁶, providing shade³⁷ and improving local aesthetic.

Research highlights the health benefits of increasing tree stocks in cities including longer life expectancy, fewer mental health problems, better cognitive development and functioning, better mood and healthier babies.^{38 39}

Food growing opportunities

Promoting food growing opportunities may enhance access to healthy food for all, benefitting especially children and older people.

Gardening offers invaluable lessons to children, from developing and engaging with their own senses and motor skills, to encouraging healthy eating, learning responsibility and patience and developing social skills. Several academics have also suggested that early life experience of nature can help to develop an

- It was suggested in the workshop with the Council that there would be many volunteers willing to get involved with tree planting, such as Litter Watch, and these could be obtained for free from the Wildlife Trust, although there is an issue of land to plant on, therefore an exercise needs to be undertaken to identify planting land. Further, it was suggested that talking about what wildlife can be introduced through different biodiversity interventions, such as letting grass grow, is helpful, including the particular species like newts and common lizards.

- In a workshop carried out with the Council, it was identified that there are existing plans to increase allotments in Victoria Park and that there would be an opportunity to align this with implementation of the plan and community growing space / opportunities for community ownership.

All groups

- Children
- Older people
- Disabled people

³¹ Mind (2007): 'The Green Agenda For Mental Health'.

³² Chartered Association of Building Engineers, (2010) 'Community green: using local spaces to tackle inequality and improve health'

³³ World Health Organisation (2016): 'Urban green spaces and health, a review of evidence'.

³⁴ Freer-Smith, P., Beckett, K. and Taylor, G. (2005). Deposition velocities to Sorbus aria, Acer campestre, Populus deltoides x trichocarpa 'Beaupré', Pinus nigra and x Cupressocyparis leylandii for coarse, fine and ultra-fine particles in the urban environment.

³⁵ Köhl, M., Neupane, P. and Lotfiomran, N. (2017). The impact of tree age on biomass growth and carbon accumulation capacity: A retrospective analysis using tree ring data of three tropical tree species grown in natural forests of Suriname. P.

³⁶ Dunne, T. and Leopold, L. (1998): 'Water in environmental planning'. Gill, S., Handley, J., Ennos, A. and Pauleit, S. (2007): 'Adapting Cities for Climate Change: The Role of the Green Infrastructure'.

³⁷ Robinette (1970) cited in Miller, R., Hauer, R. and Werner, L. (2015). Urban forestry.

³⁸ World Health Organisation (2011): 'Burden of disease from environmental noise Quantification of healthy life years lost in Europe'.

³⁹ Department for Environmental Food and Rural Affairs (2013): 'Guide to UK Air Pollution Information Resources'.

Communications considerations

Supporting evidence from community engagement

Specific groups to consider

environmental awareness, stewardship and a positive relationship with nature later on in life.⁴⁰

Gardening can be beneficial to an older person's mental health, sense of responsibility, connection to others and continuation of learning. Especially in a community environment, gardening can also alleviate feelings of loneliness.⁴¹

5.5 Community growth and engagement

Communications considerations

Supporting evidence from community engagement

Specific groups to consider

Business, employment and the local economy

Research shows a disparity in unemployment for young people⁴², ethnic minority communities⁴³ and disabled people,⁴⁴ who are disproportionately represented amongst unemployed people. Potential increases in employment opportunities due to new job creation schemes could assist in implementing net zero interventions is therefore likely to benefit these protected characteristic groups more than other sections of the general population.

- At a workshop with Sandwell Council, it was suggested that getting local businesses involved would be essential to the success of the initiative, especially where that can help support implementation of interventions. This could be accomplished through sponsorship of community events, sponsoring planters or tree planting, or other initiatives.

- Working age people
- Young people
- Disabled people
- People from ethnic minority backgrounds

Behaviour change to reduce waste

Promoting behaviour change to reduce waste, increase reuse and increase recycling through communications campaigns is likely to be particularly successful with certain groups.

- From a climate change consultation carried out in Sandwell in 2020, when asked about what people were doing to address climate change, the majority (40%) responded that they were 'recycling/reducing waste'.

- Children
- Older people

⁴⁰ Finger, M. (1993): 'Does environmental learning translate into more responsible behaviour'; Louv, R. (2005): 'Last child in the woods: saving out children from nature-deficit disorder'; Palmer, J. A. (1993): 'Development of concern for the environment and formative experience of educators'; Wilson, E.O. (1990): 'Biophilia'

⁴¹ The King's Fund (2016): 'Gardens and health: Implications for policy and practice'.

⁴² EY Foundation (2016): 'The employment landscape for young people in the UK'.

⁴³ UK Government (2019): 'Unemployment: ethnicity facts and figures'

⁴⁴ House of Commons (2020): 'Disabled people in employment'

Communications considerations

Supporting evidence from community engagement

Specific groups to consider

Research shows that the language of 'climate change' and 'carbon footprints' resonates well with those aged 18-34 and less so with those aged 55+. Older people and ethnic minority groups, who see lower recycling rates, may therefore benefit from improved communications campaigns around motivations driving waste reduction and recycling.⁴⁵

However, research shows that young people are less likely to recycle food waste, the most common reason for not recycling food being that the odours were offensive or that it was untidy.⁴⁶

Improving communications around the benefits of recycling and waste reduction may affect the behaviour of men. Different studies have shown that women are more likely to recycle than men due to men fearing that recycling will make them seem 'less masculine' to their peers. Purchasing reusable bags and drinks cups were amongst some of the behaviours that men resisted as a result.⁴⁷

Education

Education has been found to be one method for promoting behaviour change, as the more people learn about climate change, the more they are willing to change their habits.

Education on carbon emission reductions could determine raised standards and enhance young people's well-being. Research supports the idea that schools need to engage young people in their learning, thereby improving motivation and behaviour, and also promote healthy school environments and lifestyles.⁴⁸

- In a workshop carried out with the Council, it was identified that community trust will play a large part of implementing interventions at Park Lane Estate, in particular, to get into peoples homes it will be important to have someone known and recognised in the community, such as a Community Liaison and/or energy officer.

- Children
- Young people

⁴⁵ WRAP (2020): 'Recycling Tracking Survey 2020 Behaviours, attitudes and awareness around recycling'. Available at: <https://wrap.org.uk/sites/default/files/2021-03/WRAP-Recycling-Tracker-Report-2020-March-2020.pdf>

⁴⁶ Wales Recycles, (April 2017), 'Young people hold key to wales becoming world's best recycling nation'.

⁴⁷ Waste Care (2019): 'Men less likely to recycle than women because of masculinity fears, study finds'.

⁴⁸ Ofsted (2008): 'Schools and sustainability'.

6 Channels of engagement

6.1 Overview

The table below provides an overview of the different communication channels proposed to use to engage with the community on the NZNP.

Deciding which communication channels and tools to use to engage with different stakeholders and varied communities are vital aspects of the engagement process. It will ensure that all stakeholders are made aware of the consultation via appropriate advertisement and are able to understand the NZNP through user-friendly materials.

A range of engagement channels are proposed, tailored appropriately to different audiences, to promote the NZNP, gain feedback on proposals, attain community buy-in, and also promote behaviour change. The channels are summarised below. The aims, details and proposed audience and timing are set out below.

Table 5.1: Channels of communications

Communication channel	Aim	Details	Audience	Proposed timing
One-to-one meetings	Raise NZNP awareness – introduce/discuss proposed interventions with key community, local, regional stakeholders; share issues/ concerns; refine interventions and how they are approached.	<p>In a workshop with the Council, several stakeholders were identified with a range of interests in the proposed NZNP, highlighted in the mapping section. These stakeholders should be contacted at the outset of engagement to warm them up to the aspirations of the plan and get early feedback on interventions.</p> <p>For some stakeholders (mainly non-community based such as Age UK or the Canal and River Trust) it may be more appropriate to utilise one to one meetings to discuss interventions, for others it is advisable for them to be involved in multi-stakeholder discussions (see below). Some may be involved in both, where key stakeholder buy-in is needed to champion the NZNP plan development, such as with the Bangladeshi Women's Association.</p>	<ul style="list-style-type: none"> ● Political stakeholders ● Non-community based stakeholders ● Ad-hoc community stakeholders 	Start October 2022

Communication channel	Aim	Details	Audience	Proposed timing
Multi-stakeholder discussions	Raise NZNP awareness – introduce/discuss proposed interventions with key community, local, regional stakeholders; share issues/ concerns; refine interventions and how they are approached.	<p>As with on-to-one meetings, stakeholders identified through the mapping exercise should be contacted at the outset of engagement to warm them up to the aspirations of the plan and get early feedback on interventions.</p> <p>It is proposed that an initial community NZNP workshop is arranged early on to discuss the proposals. The aim of this initial workshop should be to agree priorities, discuss barriers and provide input to implementation. A further outcome should be the formation of a Community Working Group which will see the implementation of the NZNP through to completion.</p>	<ul style="list-style-type: none"> ● Ward Councillors ● Council officers ● Bangladeshi Women's Group ● Litter Watch ● Tipton Muslim Community Centre ● Tipton Community Association ● Tipton – Murray Hall Community Trust ● Local Schools 	Start October 2022
NZNP Information Hub	<p>Raise awareness/ build understanding and satisfy interest.</p> <p>Gain feedback on proposals and identify issues/ concerns that need to be considered and addressed.</p>	<p>Obtain feedback and provide detailed information about the NZNP. Potential use of community centre as an 'NZNP Information Hub' where a dedicated individual would be stationed on particular times/days to promote the survey while it is live, provide information about the NCNP and provide support and signposting to information on interventions.</p> <p>If there is funding available for a community liaison officer, it is suggested that this would be the appropriate individual to be stationed at the Hub to provide trusted information to the community.</p> <p>It is important that information is accessible for those with different information and communication needs., including people who use English as a second language, people with cognitive or learning disabilities, people with low literacy levels, older people and people with visual or hearing impairments.</p>	<ul style="list-style-type: none"> ● Local residents (within the plan boundary and immediate area) 	Start: January 2023

Communication channel	Aim	Details	Audience	Proposed timing
Online public consultation platform	Provide a means of gathering feedback and sharing information with community representatives.	Dedicated webpage with NZNP details and an embedded survey to gather public feedback. It is proposed a survey is distributed to residents in January 2023 to obtain feedback on proposed interventions. This should cover household demographics, barriers to implementation and concerns, priorities and ideas for implementation, to help achieve greater community buy-in.	<ul style="list-style-type: none"> Local residents (within the plan boundary and immediate area) 	Start: November 2022 – must avoid running into Christmas holiday period.
In-person community events	Provide a means of gathering feedback, sharing information with the community and generating energy and community spirit around the NZNP, generating further interest and buy-in.	<p>In person events to foster a sense of community and also provide a way to gather public feedback. Suggested events include:</p> <ul style="list-style-type: none"> Cycling clinic – how to ride and repair bicycles Community fun day – sponsor the previous fun day, host an NZNP booth which has practical and hands on activities to get children and young people involved, such as making your own seed bomb or bug hotel. Schools sessions – this could include a talk at local schools on topics such as recycling and energy consumption reduction at home, or organising a plogging walk / run – mixing sports and collecting waste Community excursion – organise a community field trip to a sustainability project in the region, such as another community energy project. 	<ul style="list-style-type: none"> Local residents (within the plan boundary and immediate area) 	<p>Begin January 2023</p> <p>Outdoor events in Spring and Summer 2023</p>
Community competitions and demonstrator projects	Provide a way of 'gamifying' the transition to Net Zero and making it fun, encouraging a wider intersection of people to get involved, such as local business, children and young people.	<p>Competitions might include:</p> <ul style="list-style-type: none"> Growing competition – community or businesses competing for the best sustainable growing project, similar to the 'Britain In Bloom' competitions. Challenges – walk or cycle to school or work or practical actions challenges promoted in schools. <p>Demonstrator projects might include:</p> <ul style="list-style-type: none"> Retrofitting the local community centre 	<ul style="list-style-type: none"> Local residents (within the plan boundary and immediate area) 	<p>Begin January 2023</p> <p>Growing events and outdoor challenges in Spring and Summer 2023</p>
Informational materials	Provide detailed information on the NZNP and interventions.	<p>Rather than printing booklets, to reduce waste information should be short and concise to be printed in a single flyer, available at the Community Info Hub and other places in the community, and distributed among residents where necessary.</p> <p>It is suggested that it will be necessary for all residents to receive a flyer at the outset of the plan with a brief description of the NZNP and information on how they can access the NZNP website and survey, the Information Hub location and contact information.</p>	<ul style="list-style-type: none"> Local residents (within the plan boundary and immediate area) 	Start October 2022 to promote the survey

Communication channel	Aim	Details	Audience	Proposed timing
Community Liaison officer	Provide a trusted source of information for the community	It is suggested that a community liaison officer is brought on board to be a trusted person within the community who can provide information on the project through from inception to completion. It is also suggested to make use of local energy advice partnership (LEAP) services, to provide information door-to-door on energy saving advice and opportunities.	<ul style="list-style-type: none"> Local residents (within the plan boundary and immediate area) 	Start: January 2023
Media relations	Proactive/timely communications at key milestones – to raise awareness, deliver key messages and promote good news outcomes. Reactively handle further interest, according to agreed lines-to-take.	Use of social media channels and marketing team to extend 'reach.' To support day to day handling and promotion of key milestones – including consultation events.	<ul style="list-style-type: none"> Local residents (within the plan boundary and immediate area) 	Start October 2022 to promote the survey
Council and partner communication channels	To work together with local authority/key stakeholder communications teams to extend reach of NZNP messages.	Will enable access to wider audiences, synchronise messages and ensure consistency of information and message. To support day to day handling and promotion of key milestones – including consultation events. It is suggested dedicated NZNP social media accounts are created to increase community interest and buy-in.	<ul style="list-style-type: none"> Local residents (within the plan boundary and immediate area) 	Start October 2022 to promote the survey

7 Community Journey

7.1 Overview

The NZNP narrative and key messaging is driven by the NZNP objectives. Messaging needs to target barriers that people face in taking up interventions, such as education, wider benefits and other reasons for getting involved. Where possible, these messages also need to try to influence behaviour change.

An open, honest, problem-solving, and friendly tone should be used in all messaging. The language and imagery should be clear and concise for the public to easily understand.

Messaging also needs to manage expectations and make it clear how their input will be considered in the process of implementing the NZNP.

The following section sets out key messages and recommendations for communications considerations outlined in chapter 6.

7.2 Communicating the health benefits of retrofitting and energy efficiency improvements

“Cold homes can affect your health and the health of your household, ranging from blood pressure increase, common colds and pneumonia.”

A community liaison officer should target homes that are occupied by typically more vulnerable people such as children, older people and disabled people, through door knocking exercises. Information should be made available online about the risks to health from a cold home and the benefits that can result by retrofitting.

7.3 Communicating the financial benefits of retrofitting and energy efficiency improvements

“We can help you cut energy costs through helping you make your home more efficient”

A community liaison officer should target homes that are occupied by low-income households who would feel the most benefit of cost saving measures, through door knocking exercises. Information should be made available online about the real monetary saving that households can experience as a result by retrofitting.

7.4 Addressing negative perceptions around the cost of retrofitting, building or installing energy efficient infrastructure

“We can help fund, organise and support you in making a more efficient home”

Information on the benefits of energy efficiency improvements can be distributed directly to households in the post and online. Word of mouth between local residents will be important in convincing those that are unsure or unconvinced by energy efficient infrastructure. This should also be supplemented by engagement with key community leaders such as the Bangladeshi Woman’s Association who can help build trust between the community engagement team and residents.

A pilot project in the community that can help demonstrate the benefits of energy efficiency improvements is recommended, such as retrofitting the community centre. Sessions could be held at the community centre on the approach taken, providing information on funding avenues, options, the outcomes, and how it can be applied in residents’ own homes

7.5 Communicating the health benefits of shifting away from car travel and considerations around promoting active travel

“Being physically active for everyday journeys is good for your mental and physical health: exercise prevents and treats many diseases and helps you get better outcomes from medical treatments you receive.”

“Active travel can offer a convenient, accessible and affordable way to move more. Social rides are a great way to spend time with your family and get to know your neighbours.”

“We are working on improving road safety so everyone can enjoy walking and cycling.”



“We can help you learn to cycle safely, no matter your age or ability level.”

Many people just need the confidence to shift towards active travel. Cycling can feel intimidating for those that are not confident on a bike. Community engagement officers could encourage those with low levels of confidence to use new and existing Council and schemes through Bikeability, local schools and at Victoria Park to learn how to ride a bike and become more confident on the road. Additionally, engagement materials should raise awareness that for some journeys, walking is a easy and healthy alternative.

Additionally, active travel should feature in conversations regarding potential cost saving measures when compared to driving a car.

7.6 Addressing perceptions of crime/safety during travel to encourage more uptake of active travel

“We are working on making green spaces and walking routes safer and more attractive and want to hear about your experiences”

During one to one meetings and in-person events, community engagement officers should listen to what people are concerned about suggest potential mitigation against risks. Special attention should be given to different experiences of men and women, LGBT+ people, ethnic minorities and older people who may feel more vulnerable when traveling. To address perceptions about ASB and flytipping in green spaces which can make these spaces feel unsafe, signage could be added to encourage behaviour change.



7.7 Addressing negative perceptions about switching to electric vehicles

“As electric vehicles are more affordable to maintain, they can often be a better value investment over the long term.”

“Government funding is available to help you purchase an electric vehicle”

There is an array of programs and support from a national and local level to help people switch to an electric vehicle. These existing resources should be linked to via the online platform alongside and FAQs section that can address any questions that people may have. This information can also be provided via flyers and the Information Hub.



7.8 Considerations around reduction of parking

“We are reducing on-street parking to make room for safer active travel and new community spaces”

It is understood that loss of parking will be a key issue among residents which may raise concerns and this needs to be managed appropriately. This messaging should be used alongside with messaging regarding active travel and public transport. It is important that travel alternatives are given whilst explanation that the purpose of the intervention can create cleaner and greener streets that benefits. This should be discussed at in person events with imagery of existing or proposed interventions, such as the introduction of pocket parks, to demonstrate the possibilities of removing car parking spaces.

7.9 Benefits of access to green space and benefits of a healthy environment

“Greenspace is multifunctional – it provides social, economic and environmental benefits”

“Protecting, creating and enhancing green space is good for your well being, your local environment.”

A great way to get people understanding and caring for green spaces and the environment is through practical learning and regular use of these spaces. There is an opportunity to get children involved in learning about ecosystems and habitation creation and protection through school programmes. Additionally, events and clubs should be encouraged to make best use of green spaces such as a gardening or jogging club that can make use of the existing spaces

“By planting native trees we can improve air quality for you and your children and create a better place to live,”

Local groups such as litter watch already actively participate in maintaining the community. Engagement through Litter Watch meaning tapping into an already interested and engaged group of people who may want to support interventions that support the local ecosystem.

7.10 Food growing opportunities

“Growing your own food is great way to save money and eat more healthily.”

“Joining a community gardening group can help you meet people in your community and learn from each other.”

A gardening club and creation of allotments can create opportunities for people to get involved in growing their own food. Encouraging an active community of people who are involved can help information sharing and participation from those less experienced. It is recommended that older people, disabled people and children in particular are involved in community growing, as they stand to benefit the most from these activities.

7.11 Business, employment and the local economy

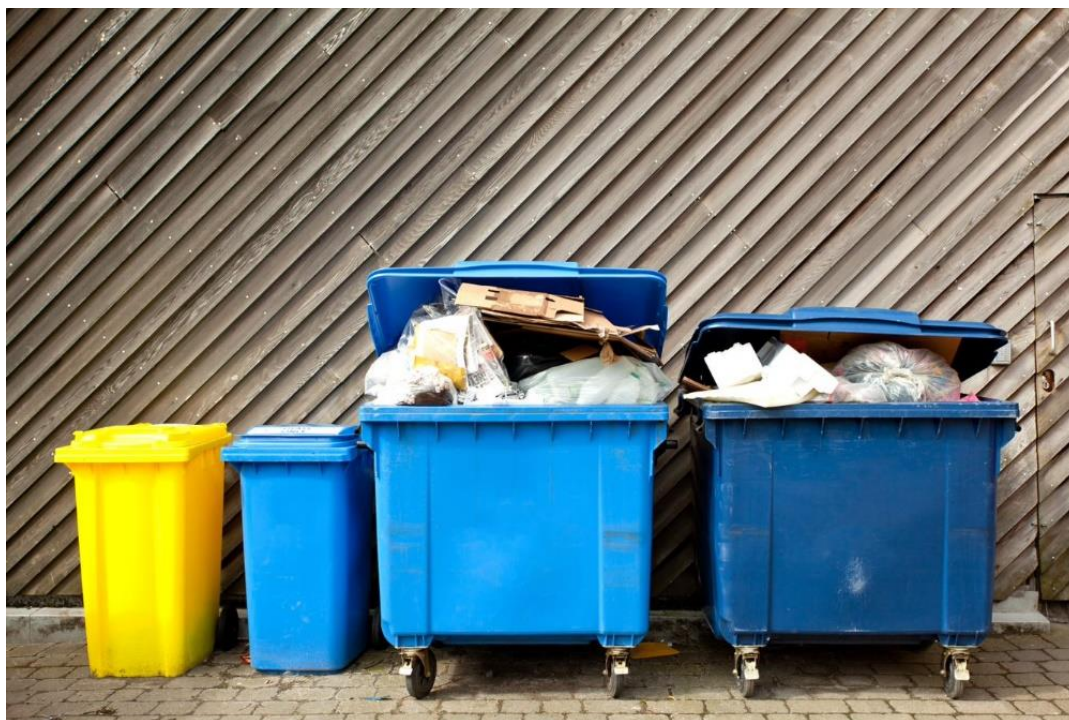
“By getting involved with the Park Lane Estate Net Zero projects, you can promote your business within the community”

One to one meetings and workshops should be pursued with local businesses to demonstrate the opportunities available to them for sponsorship of community events, sponsoring planters or tree planting, or other initiatives.

7.12 Behaviour change to reduce waste

“Reducing your household waste can save you money and protect the environment.”

Engagement targeted toward adults should be through engagement materials at in person events and available on the online platform. This can explain local bin collection, different types of recycling and tips on how to use leftover food in future meals. Whilst children should be engaged on the importance of reducing waste through school programs.



7.13 Education, Information and Communication

“Learning about net zero will improve your health, your community and the environment”

Establishing strong links with local schools is vital in educating children on the importance and advantages of achieving net-zero. Additionally, having easy to read and understandable information available online and at events will empower people to make positive changes. The community need to be made aware of the net zero plan and proposed interventions through as wide range of communications channels as possible, including existing groups, business, flyers, online and door to door knocking.



8 Opportunities and Risks

8.1 Risks and challenges

A detailed understanding of the potential stakeholder risks will become clear once the community engagement establishes a regular dialogue. All key risks will be recorded in the community engagement database and programme risk register and shared with the wider team to action and mitigate against as required. Potential stakeholder related risks may include:

- Risk of dissatisfied stakeholders – not all proposals will be viewed as favourable and certain stakeholders will have issue with some or all NZNP elements. This is usual and the community will manage stakeholders to develop satisfactory conclusions as appropriate. The engagement will also be used to assist with educating the public about the purpose of the funding for the NZNP, to manage expectations about NZNP delivery.
- Inadequate engagement – The CET team should be responsible for ensuring that community engagement and consultation is adequate and compliant, safeguarding the reputations of SMBC and the NZNP.
- Equality risks – It is important that engagement is as inclusive as possible and uses the recommended approach set out to make sure people from all different backgrounds are included in engagement. In addition to engagement, it is also important to understand the ways in which people may experience interventions differently based on who they are, to ensure engagement and messaging is targeted and people get the support they need to make the intervention a success.
- Timeliness / constrained programme – programme constraints mean timeframes are limited during which engagement can be undertaken, therefore engagement must be focussed and must not extend beyond what is proposed in this plan. This risk will be managed if the engagement team undertakes their responsibilities in a timely manner to facilitate the outcomes we want to achieve through engagement.

8.2 Stakeholder opportunities

Effective community engagement and consultation will provide opportunities for stakeholders. Potential stakeholder opportunities may include:

- Positive NZNP refinement through community engagement and consultation.
- Improved NZNP support through effective community engagement and consultation.
- Reduced risks of NZNP delays and cost overruns.

