

## SOUTH EAST PLAN SOUNDING BOARD

Minutes of the Meeting held on 5 September 2006

<b>Present:</b>	
Tony Curtis, Chairman	Basingstoke and Dene Borough Council
Alison Bell	Reading Borough Council
Anna Cronin	Reigate and Bansted
Becky Whale	South East Counties (SECL)
Bob Wilkins	East Sussex County Council
Harry Rutter	DoH
Hilary Herbert	POS President
Huw Jones	Buckinghamshire County Council
Ian Coates	Strategy Director, GOSE
Julian Lomas	Portsmouth Borough Council
Kate Dracup-Jones	Surrey County Council
Madalene Winter	Test Valley Council
Peter Mann	Oxfordshire County Council
Steve Thwaites	Waverley Borough Council
Stuart Hylton	Berkshire Joint Strategic Planning Unit (JSPU)
Tony Stevens	Regional Policy Advisory to SE District
<b>Partners</b>	
Bob Pinkett	Peter Brett Associates
Chris Corrigan	RSPB
Clive Faine	Abbeygate Developments
Derek Rees	SECBE Ltd
Douglas Horner	CBI
Edward Dawson	CPRE
Greg Lomax	Aylesbury Advantage
Howard Holt	Port of Dover
John Barker	Moat Homes
Nigel Horton-Baker	Surrey Economic Partnership
Odette Cousin	APSU
Paul Lovejoy	SEEDA
Yvonne Edgar	Thames Valley HA
<b>Speakers</b>	
Alistair Fulton	ERM
Ben Sellar	Brighton & Hove Council
Colin Timmins	Energy Savings Trust
David Howarth	Environment Agency
Mark Southwood	Temple Group
Miranda Lewis	IPPR
Frank Baxter	Hampshire County Council
<b>South East England Regional Assembly Officers</b>	
Catriona Riddell	Dawn Brown
Martin Tugwell	Wout Janssen
James Renwick	
Patrick Feehily	

## **1. Introduction, welcome and apologies by Chairman, Tony Curtis – Basingstoke & Deane District Council**

An introduction was made by the Chairman of the newly formed Sounding Board, which was to replace the previous Strategic Advisory Group (StAG). The Chairman explained that the Sounding Board had been set up to aid the Assembly secretariat develop advice on the delivery of policies in the South East Plan. It will draw on a wide range of professionals from local authorities, environmental groups, Government departments and agencies including the business sector. The members would consist of a core group with other parties being invited as appropriate to the topic being discussed at a particular meeting. It was envisaged that the meetings would be as interactive as practicable.

The Chairman welcomed feedback from members on the meeting, to be directed either to himself, Martin Tugwell or Catriona Riddell.

Apologies were received from Chris Lawrence-Pietroni, David Hill, Leigh Herrington, Keith Richards, Pete Errington and Andy Barton.

## **2. Meeting objectives**

- 2.1 Martin Tugwell, Planning Implementation Director explained that the purpose of the meeting was to focus on and contribute to the development of the Implementation Plan currently under revision. This forms an integral part of the South East Plan and a revised version of the Implementation Plan will be put before the Regional Planning Committee. In essence it was the formation of a business plan to support delivery for the whole of the South East i.e. what needs to happen and when. It is envisaged that a revised version of the plan would be available around mid September.

The focus of the discussion was on the behavioural change dimension of the Implementation Plan, and in particular the key areas of transport, waste, energy and housing. It is recognised that some fundamental behavioural changes are needed in order to ensure delivery of the overall plan objectives.

The members were asked to focus on compiling a small number of 'key actions' in the open discussion session that could act as a catalyst to promote further behavioural change.

## **3. Critical Areas**

- 3.1 These had been previously identified in the Sustainability Appraisal as energy, water, transport, waste and housing.

- 3.2 Alistair Fulton of ERM asked members to bear in mind the need for performance to match the demand to supply and the need to be more efficient. This has been facilitated by the Governments' publication of its sustainable development strategy, with a focus on living within environmental limits, which has meant that priorities for investment and policy are changing.

#### Examples

- Energy  
Is more investment needed for greater energy efficiency, more renewables or a new form of energy?
- Water  
Solutions need to be sought i.e. new regulations; pricing and what would work in the long term.
- Transport  
Innovative ways to improve efficiency so that the public transport system is the transport of choice.

#### **4. Behavioural Change**

- 4.1 Miranda Lewis of IPPR informed members of the key issues associated with behavioural change, particularly in respect of energy use and water. It was found that some of the reluctance to behavioural change was due to the perception of who was taking the lead in these areas and the message was not clear about what real impact this would make in society. People were in more of a mind set that relates to the immediate future, not the long-term picture. There are also all sorts of emotional issues to take on board, which are not based on economical rationale.
- 4.2 The good news was that if more focus was put on individual's needs i.e. ongoing reminders in areas such as recycling, then this paid dividends. This approach worked best when there were multi layer interventions. One useful model is the 4Es Diamond, which sets out the four dimensions that need to be considered in order to effect behavioural change.

#### **5. Case Studies**

- 5.1 Energy – Speaker Colin Timmins, Energy Savings Trust

The current initiative is to raise the level of engagement with households from 1m to 5m using alternative media to promotion and advertising in order to cut carbon emissions by half in the United Kingdom and by 60% by 2050. This could be achieved by agreeing a business model to prioritise needs and for partnerships to be set up in order to meet delivery targets.

## 5.2 Transport – Speaker Frank Baxter, Hampshire County Council

The 4 key areas are schools, businesses, travel awareness and school travel.

5.2.1 Success has been achieved for schools in producing travel plans and safe roads. However DfES funding will cease in 2 years time and there are no alternative plans in place for Hampshire at this time. One possibility would be to fund the resources for 3 to 4 travel planners by charging developers for the service.

5.2.2 Another case study is a trial of 10,000 people in Basingstoke who were given personalised travel plans in collaboration with Stage Coach. The trial demonstrated such an approach could have a major impact on behaviour with 20% of those involved making a long-term switch for some of their travel needs to public transport.

5.2.3 Another area, which was proving successful in cutting road traffic, was smarter working i.e. people working from home 2 days in every week or condensing their hours down to 4 working days.

## 5.3 Water – Speaker David Howarth, Environment Agency

5.3.1 It is now a fundamental prerequisite that changes are made on the present volume of water used by households. This could be achieved in a number of ways for example by reducing capacity of washing machines/toilet or by regulatory requirements.

5.3.2 In 2001 Thames Water spent £73,000 in various media advertising to effect behaviour change in individual households but with little impact on overall consumption. In 2006 there was a 5 to 15% reduction in water usage during July, the hottest month of the year. This was at a time when messages about water shortages were in the media on a regular basis. This tended to suggest that where the public understands that a particular resource is limited in its supply they will moderate their use.

## 5.4 Waste – Speaker Ben Sellar, Brighton & Hove Council

5.4.1 Packs were circulated to members, which had been distributed to households in Brighton and Hove containing various leaflets on recycling. This has proved successful in encouraging 5% more households to recycle their rubbish.

5.4.2 In order to promote behavioural change there is an ongoing commitment required in the form of new services, enforcement, and public awareness. Recent innovations included targeted messaging using posters on refuse and recycling vehicles and an initiative to work in conjunction with Universities to send the right messages on recycling to students.

## 5.5 Sustainable Housing – Speaker Mark Southwood, SECBE

5.5.1 With the future plan for 29,000 additional new homes it is felt that a more holistic approach is needed as regulation alone cannot achieve the behavioural changes that are required. We need to make it happen by engaging with the community so they can obtain an understanding of what is trying to be delivered and the benefits.

## 6. Open Discussion

The members were split into 2 breakout groups and were invited to submit their key actions which have been put forward as part of the implementation plan for the South East. Please note that the web link does not include amendments made at the Regional Planning Committee.

[http://www.southeast-ra.gov.uk/southeastplan/key/infrastructure/delivering\\_the\\_south\\_east\\_plan-implementation\\_plan.pdf](http://www.southeast-ra.gov.uk/southeastplan/key/infrastructure/delivering_the_south_east_plan-implementation_plan.pdf)

The meeting ended at 12.40 hrs.