

Winchester Carbon Neutrality Action Plan 2020-2030

Programme update – transport and
behaviour change

Housing & Environment Policy Committee
3 March 2021

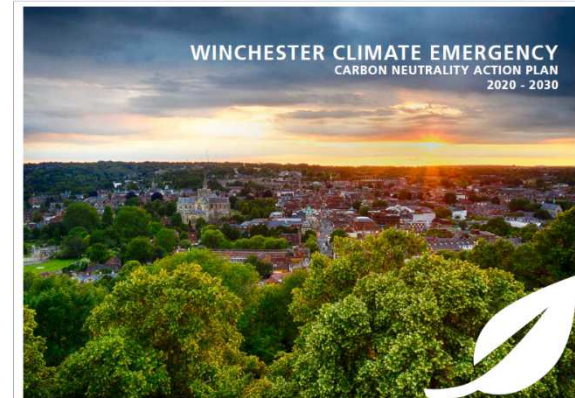


QUESTIONS FOR THE POLICY COMMITTEE

- What should be the focus for the council in the year ahead to make transport more sustainable?
- Does the insight provided in the presentation about people's willingness to change behaviours reflect your sense of the feeling in Winchester district?
- What approaches can we adopt in the coming year that will most successfully lead to long-term behaviour change amongst residents and other stakeholders in the district?



CARBON NEUTRALITY ACTION PLAN – ONE YEAR ON...

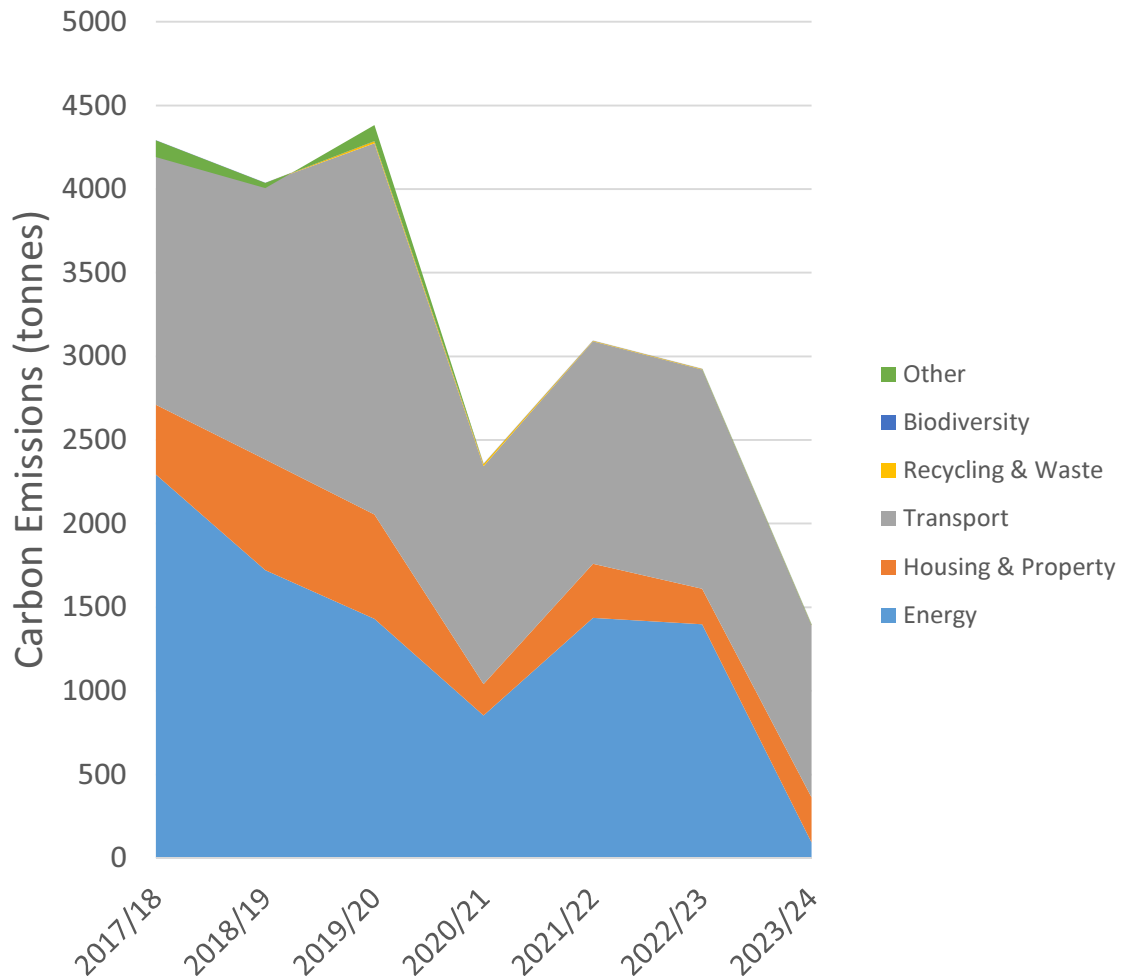


- Progress on all priorities
- Council carbon footprint down 11.7%
(like for like comparison with previous year)
- Nearly £6M external funding secured
- Positive engagement with stakeholders
- COVID has reduced travel and commuting
- But more progress is needed on transport and behaviour change

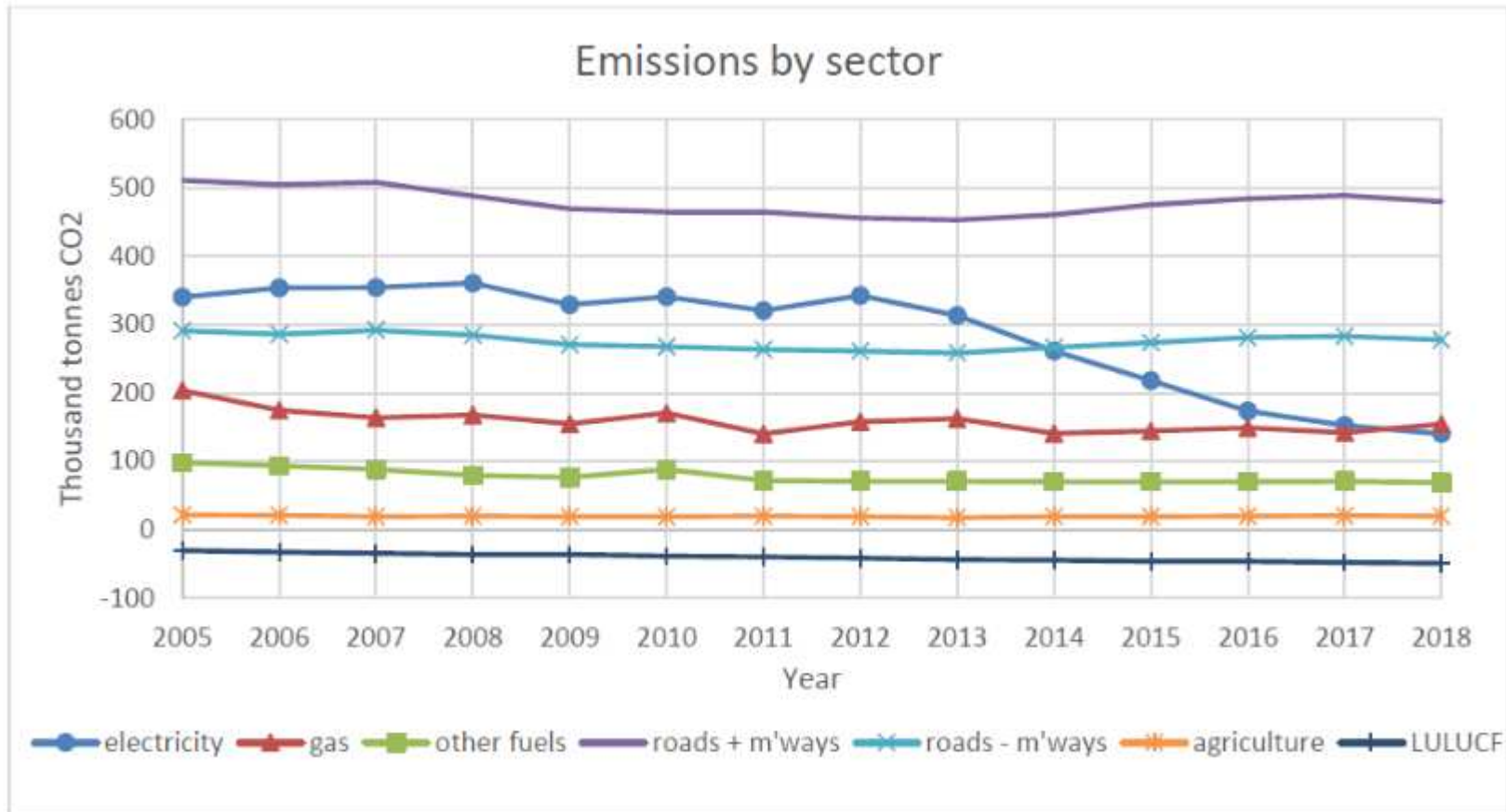
TRANSPORT

By 2024 we expect that the majority of the council carbon footprint will relate to transport

Carbon Emission of Council Operations



TRANSPORT



In 2018 road transport (even excluding motorways) made by far the largest contribution to the district carbon footprint

TRANSPORT

- Carbon Neutrality Action Plan identifies actions:
 - Decarbonisation of the P&R fleet
 - Increased take up of public transport services
 - Ongoing roll out of EV charging, including as part of the council's housing stock
 - Promotion of active travel, including e-mobility initiatives
 - Reduction in staff commuting
- Revised Council Plan seeks to improve on statutory clean air standards
- Ongoing work includes:
 - Winchester Movement Strategy
 - Review of the Countywide Local Transport Plan during 2021

TRANSPORT

- Lack of capacity to develop sustainable transport solutions
- Proposal to establish a permanent post within the Transport team to deliver the Winchester Movement Strategy
- Further work could be commissioned to undertake work not achieved through Winchester Movement Strategy, such as:
 - District wide local cycling and walking improvement plan
 - Travel options awareness raising and campaigns

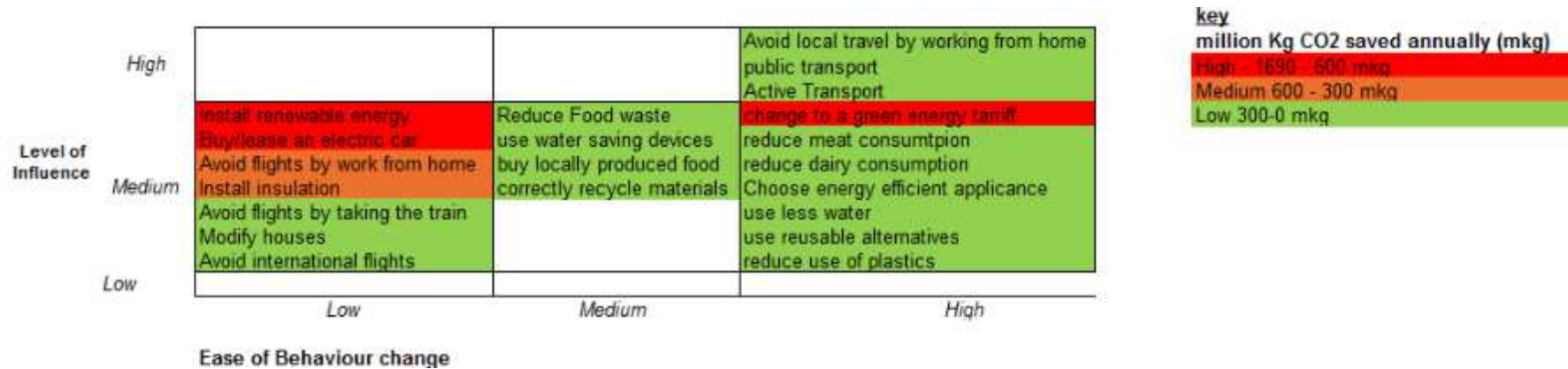
BEHAVIOUR CHANGE

Climate Change Behavioural Action Plan		1	2	3	4	5	
		Install renewable energy Opportunity Size (millions of kg CO2 annually) 1690 Ease of Behaviour change: Low Level of Influence: Medium	Change to a green energy tariff Opportunity Size (millions of kg CO2 annually) 1303 Ease of Behaviour change: High Level of Influence: Medium	Buy/lease an electric car Opportunity Size (millions of kg CO2 annually) 637 Ease of Behaviour change: Low Level of Influence: Medium	Avoid flights by working from home Opportunity Size (millions of kg CO2 annually) 373 Ease of Behaviour change: Low Level of Influence: Medium	Install insulation Opportunity Size (millions of kg CO2 annually) 321 Ease of Behaviour change: Low Level of Influence: Medium	
		Avoid flights by taking the train Opportunity Size (millions of kg CO2 annually) 152 Ease of Behaviour change: Low Level of Influence: Medium	Reduce food waste Opportunity Size (millions of kg CO2 annually) 136 Ease of Behaviour change: Medium Level of Influence: Medium	Avoid international flights Opportunity Size (millions of kg CO2 annually) 101 Ease of Behaviour change: Low Level of Influence: Medium	Reduce meat consumption Opportunity Size (millions of kg CO2 annually) 84 Ease of Behaviour change: High Level of Influence: Medium	Use water saving devices Opportunity Size (millions of kg CO2 annually) 80 Ease of Behaviour change: Medium Level of Influence: Medium	Reduce dairy consumption Opportunity Size (millions of kg CO2 annually) 76 Ease of Behaviour change: High Level of Influence: Medium
		Avoid local travel by working from home Opportunity Size (millions of kg CO2 annually) 70 Ease of Behaviour change: High Level of Influence: High	Public Transport Opportunity Size (millions of kg CO2 annually) 45 Ease of Behaviour change: High Level of Influence: High	Choose energy efficient appliances Opportunity Size (millions of kg CO2 annually) 31 Ease of Behaviour change: High Level of Influence: Medium	Buy locally produced food Opportunity Size (millions of kg CO2 annually) 17 Ease of Behaviour change: Medium Level of Influence: Medium	Active Transport Opportunity Size (millions of kg CO2 annually) 16 Ease of Behaviour change: High Level of Influence: High	Use less water Opportunity Size (millions of kg CO2 annually) 4 Ease of Behaviour change: High Level of Influence: Medium
		Correctly recycle materials Opportunity Size (millions of kg CO2 annually) 3 Ease of Behaviour change: Medium Level of Influence: Medium	Make ethical food choices Ease of Behaviour change: Medium Level of Influence: Medium	Reduce use of plastics Ease of Behaviour change: High Level of Influence: Medium	Modify my home to be more resilient to heat and drought Ease of Behaviour change: Low Level of Influence: Medium	Modify my house to be more resilient to storms and flooding Ease of Behaviour change: Low Level of Influence: Medium	Use reusable alternatives Ease of Behaviour change: High Level of Influence: Medium

(From HCC Climate Change Behavioural Insights Report, 2020)

- We can identify what interventions are likely to be successful and their likely impact

BEHAVIOUR CHANGE

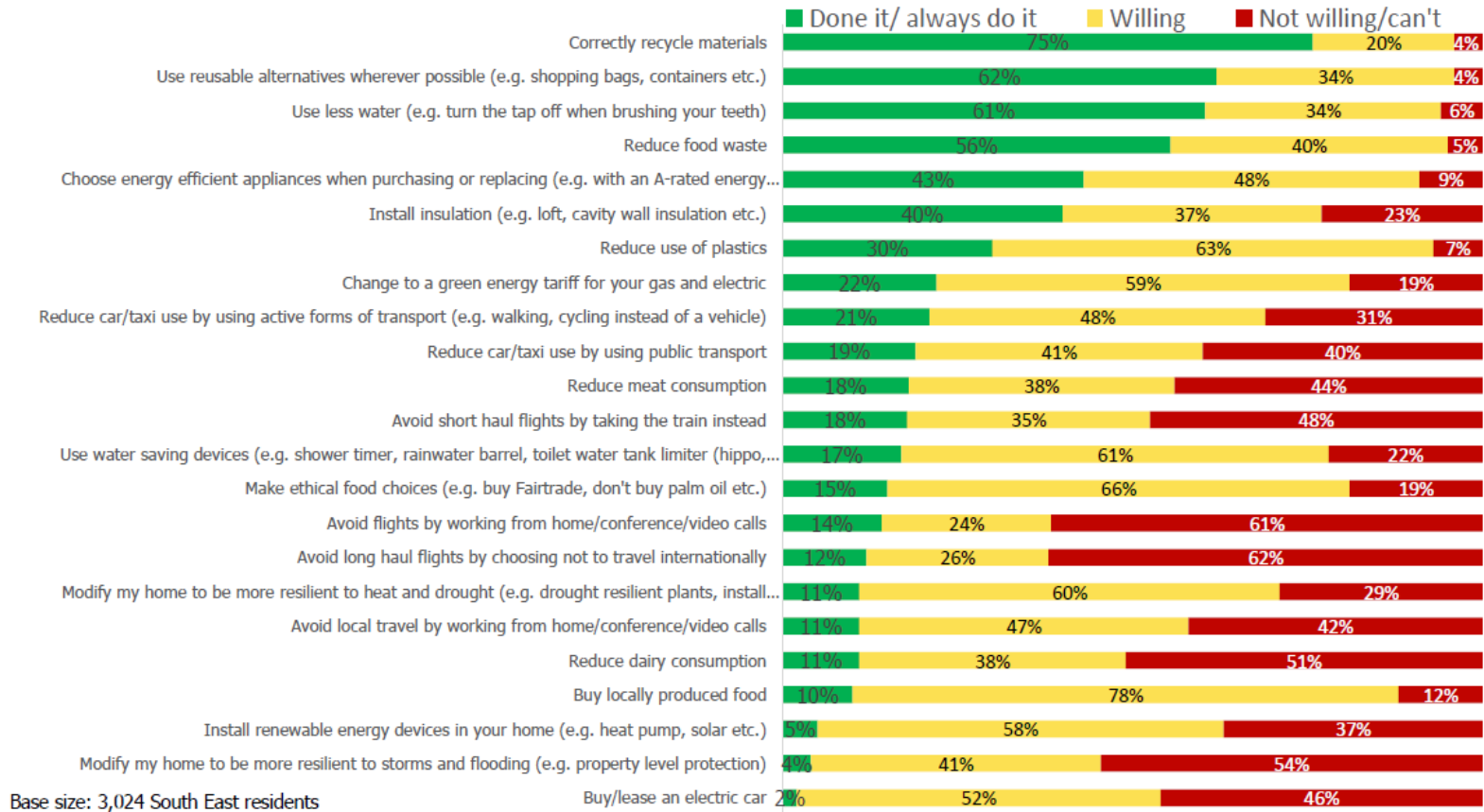


For example:

- Using public transport or active forms of travel are easily achieved but save relatively little in CO2
- Installing renewable energy and buying/leasing an electric vehicle can save the most CO2, but there are difficulties in creating behaviour change
- Changing to a green energy tariff is one of the top three CO2 savers and is easily changed

BEHAVIOUR CHANGE

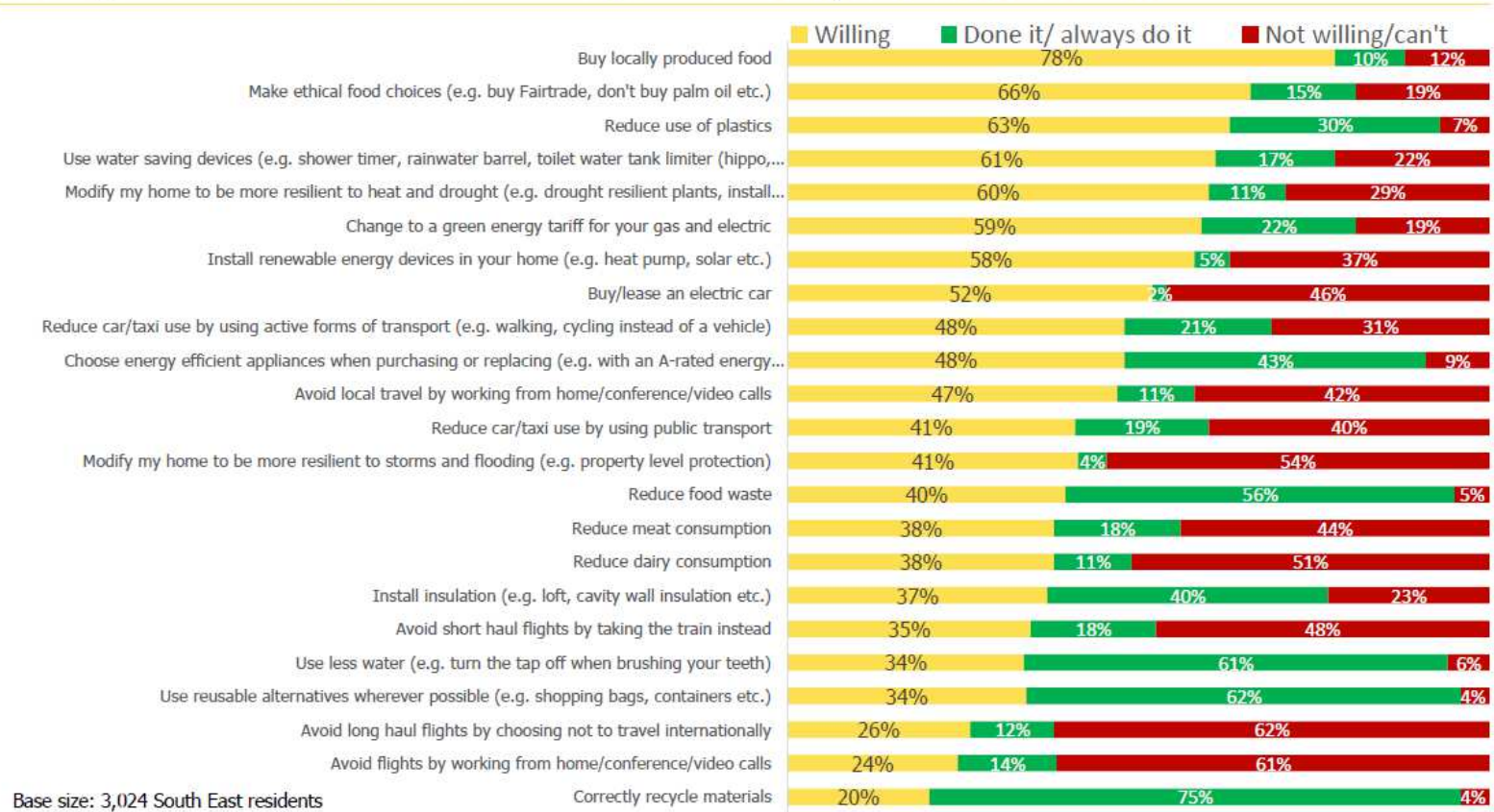
Majority of people believe they always recycle and reuse



(From HCC Climate Change Behavioural Insights Report, 2020)

BEHAVIOUR CHANGE

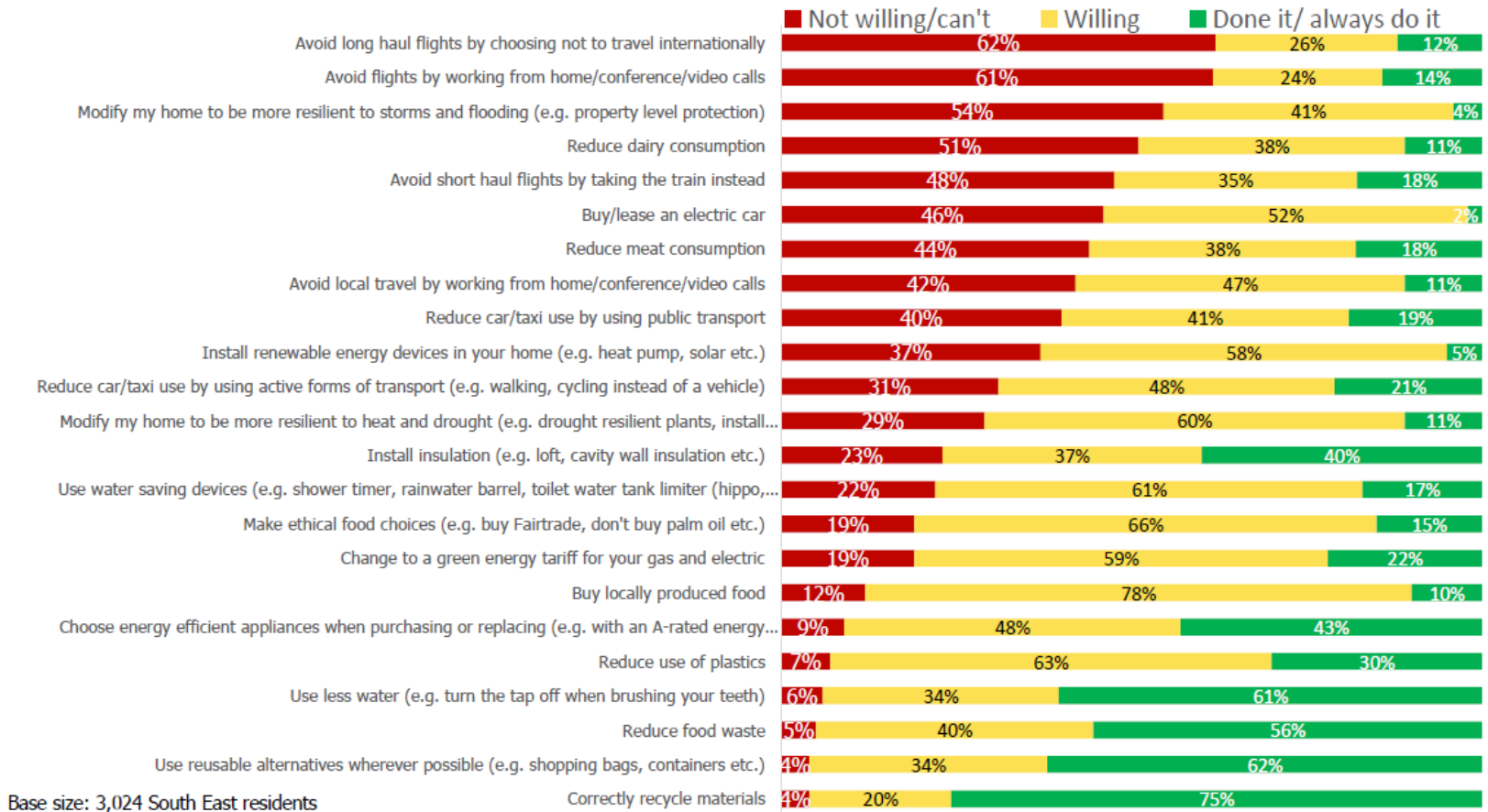
Willingness is concentrated in food choices and improvements at home



(From HCC Climate Change Behavioural Insights Report, 2020)

BEHAVIOUR CHANGE

Resistance strongest for flying, storm resilience, electric cars and meat and dairy reduction



(From HCC Climate Change Behavioural Insights Report, 2020)

BEHAVIOUR CHANGE

- Lack of capacity to deliver a proactive communications and engagement campaign to drive long-term behaviour change
- New post of Communications Campaigns Officer with dedicated time for this work, whose work will include:
 - Press releases, publications and content for website and social media
 - Campaign branding and production of infographics and other visual material
 - Targeted messaging around manageable lifestyle changes
 - Promotion of national campaigns, events and activities
 - Sharing success stories from other organisations contributing to the drive for carbon neutrality

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