



Norfolk Net Zero Communities

EELGA July 2024



Working in Partnership

<https://www.norfolkclimatechange.co.uk>



Our partners include:



Norfolk
County Council

Borough Council of
King's Lynn &
West Norfolk



NORWICH
City Council



Breckland
COUNCIL



GREAT YARMOUTH
BOROUGH COUNCIL



Broads
Authority



NORTH NORFOLK
DISTRICT
COUNCIL



Broadland
District Council

Tyndall°Centre
for Climate Change Research

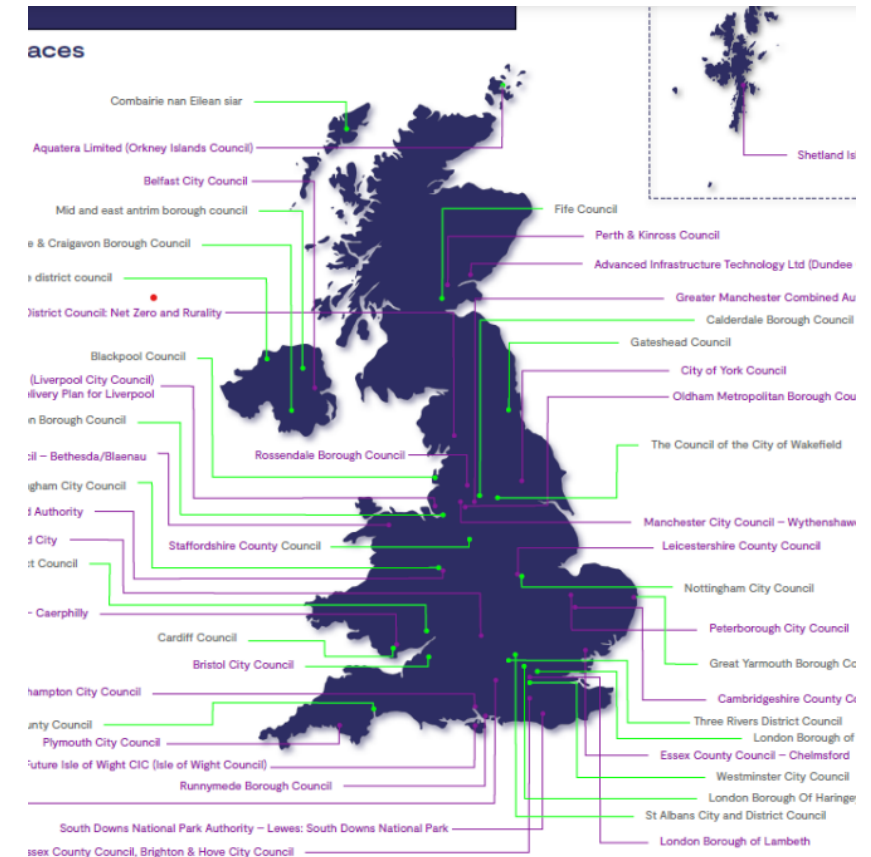


Improving lives together
Norfolk and Waveney Integrated Care System



Greater South East
Net Zero Hub

The funding comes from a national Net Zero Living - Fast Followers Programme, centred on innovation and system change in place-based approaches to reducing emissions.



Exploration of non-technical barriers ...

The **ambition** of the Partnership and the project is to make it easier for residents to:



To make changes to properties so they are more energy efficient

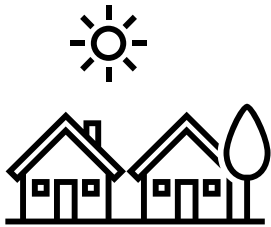


Use greener ways to travel



Create and access renewable heat and power

Citizen Preparedness

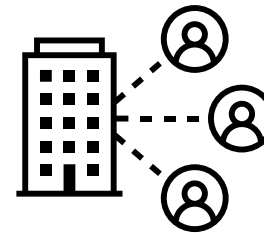


Stimulate consumer demand through engagement and removal of barriers



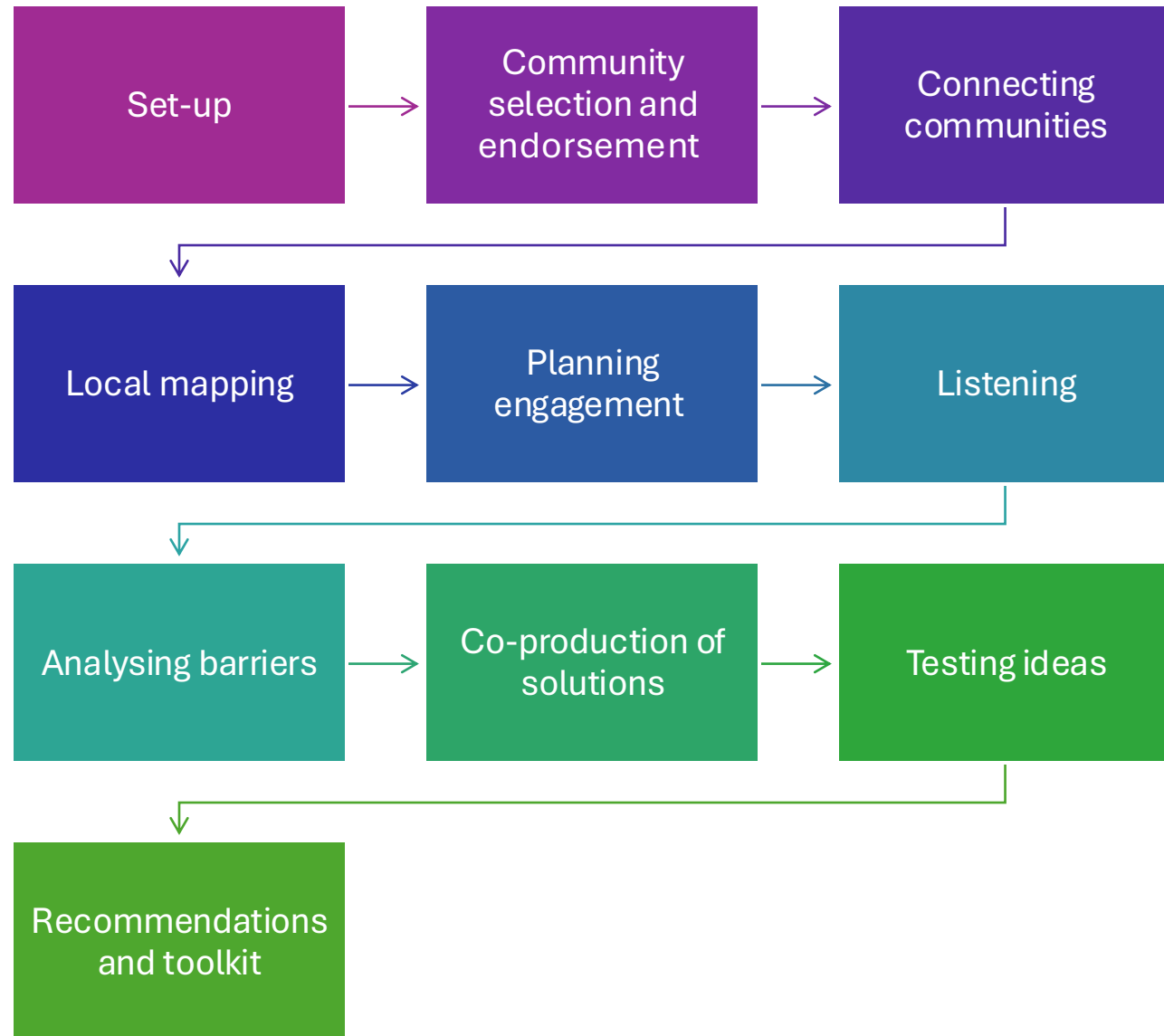
Place-based approach

Clean Growth



Ignite Norfolk's clean growth business sector to meet the demand

The key stages of the project



Community Selection

Communities that provides a good cross section of Norfolk.

One community in each of the 7 Norfolk districts, chosen by each Council with support from the project with cross-party political support.

Comparison across 4 themes using open data and local knowledge:

- **Communities & Households composition**
- **Routes to Engagement**
- **Carbon Reduction Potential**
- **Alignment to Local Net Zero Priorities**

Selected communities engaged and given time to understand and endorse the project.

Norfolk Net-Zero Communities



Deep engagement, listening and co-production

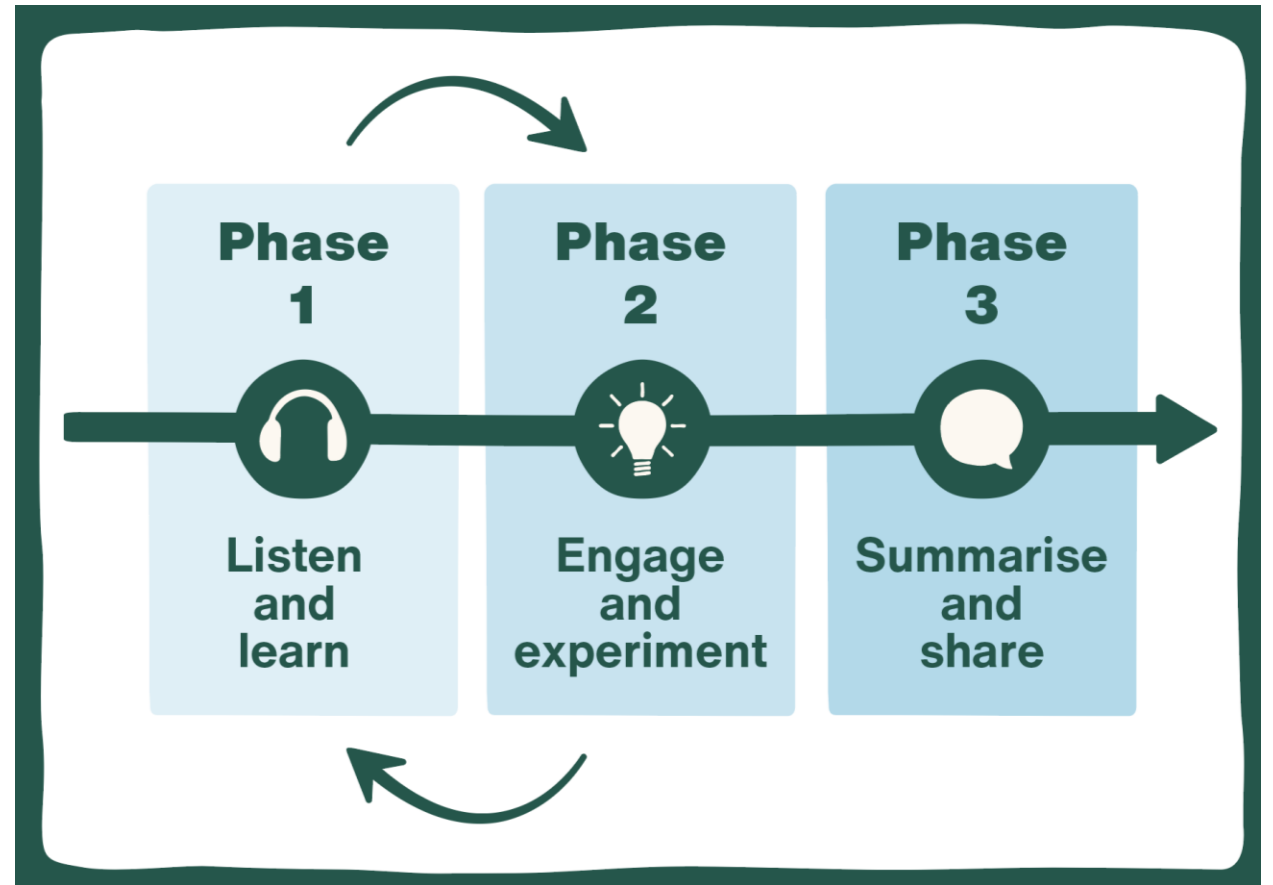
'With', not 'to'. Meeting people where they are. Understanding place and designing around people.

Led by Hubbub:

Phase 1: Listen and Learn – *Understand communities, capture barriers and opportunities*

Phase 2: Engage and experiment
August onwards

Phase 3: Summarise and share
November 2024



Emerging barriers and opportunities

Barriers	Opportunities
Trust in and mis-understanding of technology	Training, education, demos, open homes
Inconsistent advice / Confusion about who to trust or go to for advice	Branded scheme/place for trusted content – but also for peer-peer
Trust in traders - mis-selling, poor quality	Couples with above – better communication and standards, certification and single source
Net Zero not well understood or perceived as relevant – can also be seen as divisive and polarising	Re-framing from problem to solutions, moving into relevant conversations about people's needs and aspirations with homes, communities and travel
Energy costs still a massive driver, but other benefits less well understood	Use of case studies and peer-peer experiences can uncover positive impacts – include wellbeing dimension – understand drivers for change
Newer solutions not visible	Connect people to more appropriate interventions to unlock action
Costs of work & visibility and comfort with finance and funding	Advice provision and ways to bring new approaches into trusted support and comms

Challenges and Learnings

Working in a maturing partnership	Project pushing new processes, relationships and ways of working through real world examples
Connection with Communities and Parishes	Patient, deep and continuing engagement builds trust and relationships
Expectations and scope creep – resources	Be clear what you are and aren't proposing to deliver or fund, and understand local priorities
Scaling with different local partners	Multiple councils and partners means multiple processes, priorities and timescales
Innovation can be a hard sell	Making the case for the value of engagement and co-production for better plans and policy
Tailoring language and approaches	Listen! Understand who we are speaking to
Trust and engagement	Acting in good faith with wider support builds trust – come to and involve the community!

Local alignment is key to successful delivery

**Sustainable/rural
transport
initiatives**

**Electric vehicle
charging**

Energy plan

**Community
energy**

**Retrofit/green
growth skills and
supply chain
projects**

VCSE sector

**Retrofit/warm
homes work**

**Local
Climate/Net
Zero planning and
engagement**

Scaling and embedding the findings



Increasing scale of action and reducing emissions and reliance on fossil fuels



Improved housing, wellbeing and livelihoods



Making best use of funding / finance & capturing economic benefits



Preparing local communities and economy for transition



New ways to engage people around net zero, improved communications, greater involvement of communities

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