



# Cambridge Environment Strategy



2005-2008





# Contents

<b>Our commitment to environmental issues</b>	1
<b>Why does Cambridge need an Environment Strategy?</b>	3
Environment Strategy or Sustainable Development Strategy?	4
<b>Cambridge City Council's Environmental Objectives</b>	6
<b>Achieving our Environmental Objectives</b>	7
The Sustainable City Initiative	7
Promoting environmental awareness and good practice	7
Supporting practical community-based environmental action	10
Influencing Council policy and working practices	11
<b>Monitoring performance against our Objectives</b>	16
<b>Contacts and further information</b>	16



# Our commitment to environmental issues

**C**ambridge City Council has a long-standing commitment to environmental issues, dating back to the adoption of its first Environmental Strategy in 1989. The following page gives some examples of how the Council has been working to address environmental issues since then.

This new Environment Strategy has been adopted to reinforce this commitment. It builds on and replaces the Environment Plan adopted by the Council in 2001, which stated the following:

**'Cambridge City Council is committed to improving environment. We promise to ensure that concern for the environment actively influences our thinking process and working practices. The Council is committed to working in partnership with individuals and the public, private and voluntary sector organisations. We aim to reduce the damage we do to the environment and support those who live, work, learn and play in Cambridge to do the same.'**

Protecting the environment remains a key priority for the Council and is central to the Council's corporate objectives – commonly known as its Medium Term Objectives, or MTOs – adopted in 2003 (to view the Council's MTOs, visit the main Council website at [www.cambridge.gov.uk](http://www.cambridge.gov.uk) or contact the Council on (01223) 457000). The environmental objectives that you will find in this document (page 6) expand on the commitment made in the MTOs and show that the Council is working to address a broad range of environmental issues, ranging from litter and graffiti, to waste minimisation, to air quality and climate change.

This document also explains how the Council is turning its environmental objectives into practical actions, and monitoring its progress in achieving these objectives.

Crucially, this document is not in itself a delivery or implementation vehicle for achieving environmental protection. It is a means of re-affirming the Council's commitment to environmental issues and of influencing the Council's policies, thinking process and working practices to ensure that the environment is protected and enhanced.



Ellie Selway



Reproduced by kind permission of Visit Cambridge

## Protecting the environment remains a key priority for the Council

Council adopts its first Environmental Strategy

1989

First Environment Week celebration is held

1990

Council adopts Local Agenda 21 Strategy

1997

Sustainable City initiative launched, with grants to support local environmental action

1997

Cambridge Environment Centre opens; Sustainable City website is launched

2000

Environment Plan adopted

2001

Council adopts its Fair Trade Resolution

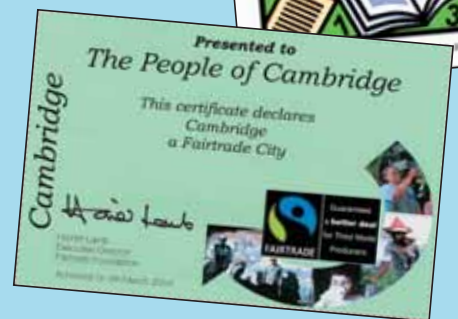
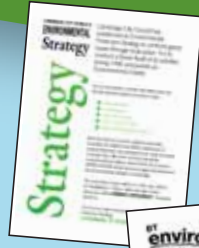
2002

Council reiterates its commitment to the environment in its corporate objectives

2003

Council helps Cambridge to become a Fairtrade City

2004



Cambridge City Council has been working to address environmental issues for over 15 years

Our commitment to environmental issues

# Why does Cambridge need an Environment Strategy?

**C**ambridge is a vibrant city, centrally located within the East of England Region - a region whose environment is viewed by many to be one of its key strengths and where quality of life is widely recognised as being high.<sup>1</sup>

Indeed, Cambridge itself is well known for its historic centre, attractive landscape setting and network of green spaces. The high qualities of its built and natural environments make Cambridge an attractive place in which to live and work and to visit.

However, Cambridge faces environmental challenges. It is located in an area with one of the fastest growing economies and populations in Britain. Around 12,500 new homes are due to be built in Cambridge by 2016.<sup>2</sup> This high level of development and the ensuing growth in the local population will inevitably result in higher levels of resource use, waste and traffic in the Cambridge area and these, in turn, have potential implications for the local environment and quality of life in the City.

It is important, therefore, that we do not become complacent about the quality of life that we enjoy and that action is taken to protect and enhance the local environment as the City develops. It is also vital that we continue to work to ensure that the lifestyles we lead in Cambridge do not contribute to global environmental problems, such as climate change, the depletion of natural resources and the loss of natural habitats and species, which have significant implications for the quality of life of everyone on the planet.

In other words, we all need to take action at the local level to protect the environment, on both the local and global scale. This sounds like a daunting task but it can be achieved – especially if we all play a part.



1 Perceptions of the East of England, MORI Poll on behalf of the East of England Development Agency (EEDA), July 2000.

2 Cambridgeshire and Peterborough Structure Plan, Cambridgeshire County Council, 2003



If everyone on the planet were to consume natural resources and pollute the environment as we currently do in the UK, we would need three planets to support us.

Living Planet Report 2002, WWF International (2002).

## Environment Strategy or Sustainable Development Strategy?

Protecting the environment is central to achieving sustainable development. Sustainable development is widely recognised as development which:

**meets the needs of the present without compromising the ability of future generations to meet their own needs.<sup>1</sup>**

In other words, it is about enabling current generations to enjoy a high quality of life without creating problems that will prevent future generations from being able to do the same. This is a broad agenda – our quality of life is dependent upon our economic welfare and our social wellbeing, as well as the quality of the environment in which we live. Without any one of these, our quality of life – and that of our successors – is threatened.

<sup>1</sup> From Our Common Future (the Brundtland Report) - Report of the 1987 World Commission on Environment and Development. Oxford University Press 1987.

## What is sustainable development?

**Imagine a three-legged stool, with a pile of beans balanced on top of it.**

The beans represent our quality of life. The three legs of the stool represent quality of the environment, economic welfare, and social wellbeing.

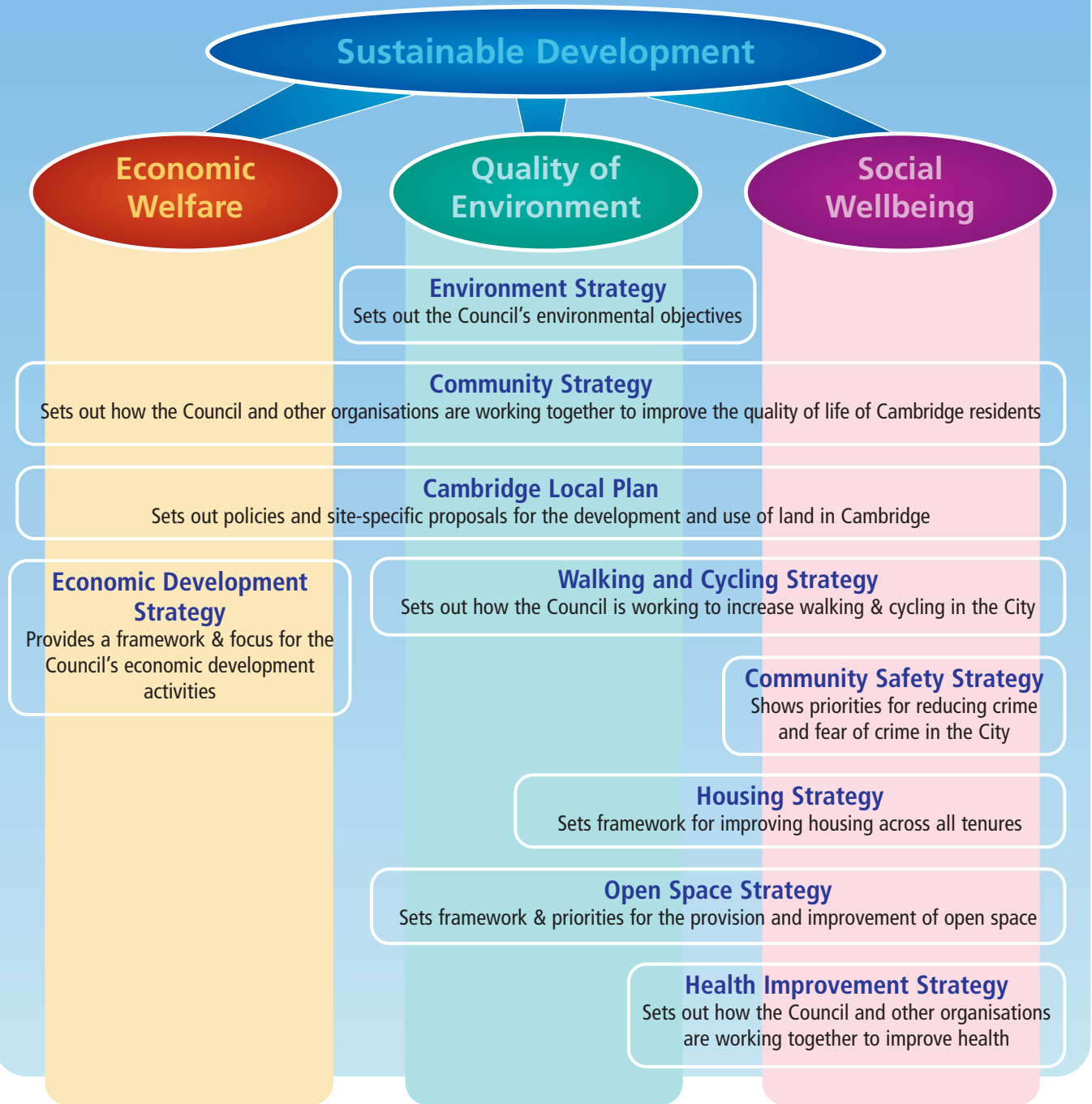
If all three legs of the stool are of equal size and strength, then a state of sustainable development is achieved and our quality of life is well supported.

Should any one of the legs of the stool become weak or broken, the state of sustainable development is lost and our quality of life is compromised.



## How this Strategy fits into the broader picture

The Council uses a series of strategies, plans and policies to promote economic welfare, a good quality environment and social welfare in Cambridge. This diagram gives just a few examples. Implementation of these strategies, plans and policies is often achieved through partnership working with other organisations and stakeholders.



This document does not attempt to address the entire sustainable development agenda: it focuses only on the environmental aspects of it. The Council has adopted a series of other strategies and policy documents that address economic and social, as well as environmental issues – some of these are shown in the diagram above. Therefore, this Environment Strategy should be seen as one in a suite of documents that are used by the Council to promote sustainable development, rather than a sustainable development strategy in itself.

**This Strategy should be seen as one in a suite of documents**

# Cambridge City Council's Environmental Objectives

These are Cambridge City Council's environmental objectives. They cover a broad range of local and global environmental issues. For simplicity, the objectives are categorised under a number of different environmental themes. Some of these objectives are amongst (or relate to) the Council's Medium Term Objectives (MTOs), as indicated below. We will continue to ensure that these objectives influence both **what we do** (the range of services we deliver) and **how we work** (how we operate as an organisation).

## Theme A

Promote environmentally sustainable lifestyles and working practices

- 1 Raise awareness about environmental issues and encourage participation
- 2 Support good practice
- 3 Carry out environmental 'good practice' demonstration projects

- 1 Guide new development so as to conserve resources and promote environmental quality
- 2 Protect and enhance the historic built environment
- 3 Provide, protect and enhance green spaces and landscapes
- 4 Provide, protect and enhance wildlife sites and features and ensure that all land uses maximise opportunities for wildlife
- 5 Reduce pollution including air, water, land, noise and light
- 6 Reduce incidences of anti-social behaviour affecting the environment, such as litter, fly-tipping, dog fouling, vandalism and graffiti

## Theme B

Protect and enhance the quality of the natural and built environment

Relates to MTO<sup>1</sup>

<sup>1</sup> To provide attractive and cleaner streets, neighbourhoods and open spaces.

## Theme C

Reduce the impact of traffic on the City

MTO

- 1 Reduce the need to travel and to transport goods
- 2 Increase the attractiveness and practicality of public transport
- 3 Encourage and provide facilities for walking and cycling

- 1 Manage the use of natural resources, including energy and water, in order to minimise consumption
- 2 Encourage sustainable waste management through recycling and waste minimisation (Medium Term Objective)
- 3 Promote and employ the use of renewable energy and fuel sources as a means to reducing the City's dependence on fossil fuels

## Theme D

Minimise the environmental damage resulting from the use of resources

## Theme E

Minimise the global environmental footprint of Cambridge

- 1 Minimise emissions of greenhouse gases across the City
- 2 Procure goods and services which cause least harm to the environment
- 3 Support and raise awareness about fair trade as a means of promoting sustainable development in some of the world's poorest countries

# Achieving our Environmental Objectives

**W**hilst committed to addressing environmental issues, Cambridge City Council recognises that it cannot achieve real benefits – especially with regard to global environmental issues – by working alone. For this reason, the Council places great importance on working with other organisations and members of the public to address environmental issues.

The Council places great importance on working with other organisations and the public

## The Sustainable City Initiative

The City Council's programme of working in partnership with the community of Cambridge to improve the environment and promote more environmentally sustainable lifestyles is called the Cambridge Sustainable City Initiative. The initiative aims to deliver tangible environmental benefits, through three main areas of working:

- 1 Promoting environmental awareness and good practice;
- 2 Supporting practical community-based actions and initiatives to address environmental issues;
- 3 Influencing Council policy and working practices.



More is said about each of these areas of working below, and some examples of what has been achieved so far are given.

## Promoting environmental awareness and good practice

As part of its awareness raising work, the Sustainable City initiative runs Cambridge Environment Centre, which hosts themed environmental exhibitions and is a source of information and advice on the environment. The initiative also runs a series of environmental promotions and campaigns each year, most notably Environment Week, which hosts events aimed at all ages.

In addition, Sustainable City produces a newsletter and has a website at [www.cambridge.gov.uk/sustainablecity](http://www.cambridge.gov.uk/sustainablecity)

## Sustainable City works with the community to raise awareness about environmental issues

### Promotions and Competitions



### School Recycling Awareness Programme (SCRAP)



## Exhibitions, Events and Campaigns



## Environment Week



### Supporting practical community-based environmental action

There are many things that members of the community can do, either as individuals or as part of a local group, society, residents association or organisation, to address environmental issues and reduce the environmental impact of their lifestyles and working practices.

To support the community in taking such action, the Sustainable City initiative offers grant funding to local groups and organisations whose work brings environmental benefits and gives support to the environmental objectives listed on page 6. Some examples of projects that have been funded by Sustainable City are given below.

## The Sustainable City Initiative offers grant funding to groups whose work brings environmental benefits

### CASE STUDY 1: Tackling Anti-Social Behaviour Affecting the Environment

In 2004, the Darwin, Erasmus and Akeman Residents' Association (DEARA) was awarded a Sustainable City grant to help them to involve members of the local community in reducing the amount of litter present in their area.

Litter was becoming a significant problem for the area, despite the efforts of certain residents and the Council to keep it clean. The aim of DEARA's project was to improve the local environment through practical anti-litter measures, informal education and community-based action.

The first stage involved asking residents, via a leaflet and door-to-door survey, for their views on how to

reduce litter. This was followed up with the installation of two new litter bins in November 2004. Local children were invited to decorate the bins with their own anti-litter messages. This helped to involve the children in the project in a practical and fun way, which has in turn helped them to develop a sense of



ownership for the bins and their local area.

Unfortunately, the project has encountered some problems. Support for the project amongst the local community has been patchy, the newly painted bins were vandalised, and litter is still evident in the area.

Nevertheless, the bins are being used, which is inevitably helping to reduce the amount of litter on the streets, and the project has started to raise environmental awareness in an area facing a complex range of social issues. Despite the setbacks, DEARA are continuing the project and building on their success to date, with support from the Council.

### CASE STUDY 2: Raising Awareness About Renewable Energy

Cambridge Woodcraft Folk are the local district of a national educational organisation for children from 6 to late teens. They hold weekly meetings and run several camps and trips to residential centres each year.

In 2003, Sustainable City awarded the group a grant to purchase a set of mobile solar panels, for use on their camps.

Richard Robertson from Cambridge Woodcraft Folk explains:

"Solar panels are a good source of power for lighting while camping and provide an excellent way to demonstrate sustainable energy to children. The equipment that

Cambridge Sustainable City helped us to buy quickly proved its worth on camps and as part of our educational programme.

During the day, the solar panels charge up batteries and enable us to run a surprisingly effective set of 12-volt strip lights in our larger tents and marquees. Even on a cloudy day, the panels are able to replenish the batteries.

We have been able to demonstrate to the children the power collectable from the sun and the effectiveness of low voltage lighting. An added bonus is that we have further reduced the risk of fire on our camps, as the

panels have replaced the traditional gas-powered lighting".

For information about Cambridge Woodcraft Folk, visit [www.cambridge-woodcraft.org.uk](http://www.cambridge-woodcraft.org.uk)



### CASE STUDY 3: Celebrating 10 Years of Fairtrade

2004 saw the tenth birthday of the FAIRTRADE Mark, the international symbol awarded to goods that have been fairly traded.

In celebration of this, the Emmanuel United Reform Church in Cambridge hosted a photo exhibition, a fashion show of fairly traded clothes and a series of workshops and seminars on fair trade issues.

The aims of these events was to raise awareness about the economic, social and environmental reasons why farmers and suppliers in developing countries need to receive a fair wage for their goods. They also helped to highlight Cambridge's status as a Fairtrade City.

The fashion show, which was supported by several local suppliers, demonstrated the high quality and range of fairly traded clothes that are now available, and showed that fashion can be fair!

The photography exhibition proved thought-provoking:

- “Inspirational”
- “A wonderful insight into the real and lasting value of supporting Fairtrade producers”
- “Fascinating, a real education”
- “If only all shoppers could see this”



The FAIRTRADE Mark



Traidcraft



Fairtrade Foundation

#### Influencing Council policy and working practices

The Council delivers a wide range of services aimed at protecting and enhancing the local environment and improving the quality of life of the Cambridge population. By way of example, this work includes protecting the City's trees and open spaces, preventing and reducing litter, graffiti and other forms of environmental pollution, and managing development of the City so as to protect and enhance its natural and built heritage. This work – much of which is carried out in partnership with other sectors of the community – already goes a long way to achieving many of the Council's environmental objectives, as illustrated overleaf.

The Council delivers a wide range of services aimed at protecting and enhancing the environment

## Some examples of environmental services delivered by Cambridge City Council

Raising awareness about environmental issues is a core function of the Sustainable City Team.



Development Services, Environmental Protection, Housing Services and the Transport Planning Team all implement services aimed at reducing greenhouse gas emissions.



The Waste Strategy Team promote waste minimisation, recycling and composting.



**Theme A**  
Promote environmentally sustainable lifestyles and working practices



Central Services are working to develop a sustainable procurement policy for the Council.

**Theme E**  
Minimise the global environmental footprint of Cambridge

The Sustainable City Team coordinates implementation of the Council's Fair Trade Resolution.



The Council's **OBJECTIVES** are central to many of

**Theme D**  
Minimise the environmental damage resulting from the use of resources

The Waste Management Service manages and delivers the city's refuse, recycling and green waste collection services, as well as a scheme to deal with abandoned vehicles.



Housing Services manage and maintain the Council's housing stock, to provide decent, energy-efficient homes.

The Planning Department promotes the use of renewable energy technologies in new developments.



environmental  
**TIVES**  
the services it delivers

### Theme B

Protect and enhance the quality of the natural and built environment

A number of teams, including **Sustainable City**, **The City Rangers** and **The Community Reserves Officer**, deliver environmental education in schools.



**Development Services** apply planning policies and Building Regulations to control the location, form and design of development.



The **Urban Design Team** promote quality in the built environment and landscape, delivering environmental improvement projects.



The **Historic Environment Team** manage and safeguard historic buildings and trees.



The **Environmental Protection Team** deals with air, land, water and noise pollution.



**Streetscene** maintains the city's parks and open spaces and, with the **City Rangers**, keeps public spaces clean by removing litter, graffiti and flyposting.



... and provide for cycling and walking



The **Transport Planning Team** promote local public transport service ...



It is important to ensure that the Council’s environmental objectives are influencing – and being supported by – all areas of the Council’s working. To demonstrate and monitor to what extent this is being achieved, each year Sustainable City coordinates the production of the Council’s **Environmental Action Programme** (EAP). Put simply, the EAP is a list of all of the main environmentally-related projects and initiatives that the Council is planning to deliver throughout the year. It includes a broad range of projects being delivered by each Council department. Some examples of projects that have been included in the EAP to date are given in the diagram opposite.

As well as delivering services that bring benefits to the environment, it is also vitally important that the Council takes steps to improve its own in-house environmental performance, both as a way of demonstrating good practice to others and as an end in itself. This is another area of work coordinated by the Sustainable City initiative and demonstrated through the EAP. The Council has already taken a number of steps to reduce the impact that it has as an organisation on the environment and, each year, a series of new initiatives is included in the EAP to ensure continuous improvement in this area. Some examples of previous and current initiatives are included in the diagram opposite.

In summary, the EAP is the implementation arm of this Environment Strategy – it shows how the Council’s environmental objectives are being turned into practical actions. The latest version of the EAP can be found on the Sustainable City website or can be obtained from the Environment Centre on request.

## Sustainable City coordinates the production of the Environmental Action Programme

### Examples of projects and initiatives

#### Delivering services that benefit the environment and community

##### Rawlyn Court Refurbishment

Refurbishment of a sheltered housing scheme, incorporating a number of environmental features, including enhanced energy efficiency measures, solar hot water panels, recycling and composting facilities, and a wildlife garden.

##### Cambridge Sustainable Development Guidelines

Adopted as Supplementary Planning Guidance (2003) to promote more environmentally sustainable forms of development in the City.

##### Air Quality Strategy

Identifies measures and resources to reduce levels of air pollutants in the City.

##### Quick Guide to Public Transport Services

Map-based information, to help City residents to access local public transport services more easily.

##### Renewable Energy Study

Provides a planned approach to delivering renewable energy technologies in association with new development in Cambridge and the surrounding area.

##### Green Bin Scheme

Green wheelie bins and brown paper sacks have been delivered to 39,000 households across the City to assist composting and help reduce the amount of household waste that is sent to landfill.

included in the Council's Environmental Action Programme to date

### Cambridge City Council's Environmental Objectives

### Improving the Council's in-house performance

#### Theme A

Promote environmentally sustainable lifestyles and working practices

#### Green Team

A voluntary network of staff from across the organisation, who want to implement more environmentally friendly practices in the work place.

#### Theme B

Protect and enhance the quality of the natural and built environment

#### Switch Off Campaign

An awareness raising initiative to encourage staff to switch off lights, computers, printers and other electrical equipment when it is not in use.

#### Theme C

Reduce the impact of traffic on the City

#### Employee Transport

Helping and encouraging staff to use more environmentally friendly modes of transport to/from and for work.

#### Theme D

Minimise the environmental damage resulting from the use of resources

#### City Services' Paperless Cab

I.T. based communication equipment, which helps staff to reduce the number of journeys they need to make and the amount of paper they need to use in order to carry out their work.

#### Theme E

Minimise the global environmental footprint of Cambridge

#### Procurement Strategy

Promotes the procurement of goods and services which do the least harm to the environment.

#### Fair Trade Resolution

Adopted in 2002, to promote and encourage the use of fairly trade goods throughout the Council and within the wider community.

# Monitoring performance against our objectives

**H**aving set itself a range of environmental objectives, it is vitally important that the Council monitors its progress in achieving these objectives over time.

To assist with this, the Council has adopted a set of environmental indicators, which provide information on the state of the environment, and how this is changing. These indicators are shown in the table opposite. The table shows which environmental objectives (grouped by themes) each indicator is relevant to.

The Council will report against these indicators every year and will use this information to facilitate comparisons of progress made against its different environmental objectives. Where progress in achieving a specific objective is shown to be poor, the Council will consider what actions need to be put in place – either by the Council working alone or in partnership with others – to improve performance. Targeting action in this way will help to ensure that resources are allocated efficiently and where they are most needed.

The most recent indicator report can be found on the Sustainable City website or can be obtained from the Environment Centre on request.



The Council has adopted a set of environmental indicators

## Contacts and further information

For further information, including details of Sustainable City Grants, call in to the Environment Centre on the Ground Floor of the Guildhall. We are open Tuesday – Friday, 10am – 5pm.

Alternatively, you can telephone us on **(01223) 457046**.

Or visit our website at [www.cambridge.gov.uk/sustainablecity](http://www.cambridge.gov.uk/sustainablecity)

We can also offer advice on how you can take practical action to address environmental issues.

## Our Set of Environmental Indicators

Indicator	What trend we hope to see	Relevant objectives (by theme)*				
		A	B	C	D	E
Proportion of land stock that is derelict	A decrease over time		●			
Percentage of new housing development that is built on previously developed land	An increase over time		●			
Density of new development	30-50 dwellings/hectare		●			
Area of land designated as a Site of Special Scientific Interest that is in 'favourable condition'	An increase over time		●			
Air pollution	A decrease over time		●			●
Percentage of main rivers and canals rated as 'good' or 'fair' quality	An increase over time		●			
Percentage of highways that are of a 'high' or 'acceptable' standard of cleanliness	An increase over time		●			
Number of reports of incidences of graffiti	A decrease over time		●			
Volume of Traffic on the City's Roads	A decrease over time			●		
Proportion of residents who use modes of transport other than the private car	An increase over time	●		●		
Percentage of children travelling to school by modes of transport other than the private car	An increase over time	●		●		
Number of passenger journeys on local bus services per year	An increase over time	●		●		
Number of drivers using Park and Ride versus the number using off-street parking	An increase over time			●		
Modal share of cyclists and pedestrians	An increase over time	●		●		
Energy use (gas and electricity) per household	A decrease over time	●			●	
Water leakage rate from main and customer pipes	A decrease over time				●	
Amount of household waste collected per person	A decrease over time	●			●	
Percentage of household waste that is recycled	An increase over time	●			●	
Percentage of household waste that is composted	An increase over time	●			●	
Participation rate for Council's black box scheme (recycling)	An increase over time	●			●	
Participation rate for Council's green bin scheme (composting)	An increase over time	●			●	
Amount of municipal waste that is sent to landfill	A decrease over time				●	
Emissions of carbon dioxide	A decrease over time					●

\*See page 6

